The Impact of Accommodation Development on the Occupancy Rate in Beni-Suef Governorate Hotels (Guest Serv – Qual Perspective)

Ashraf Hammad Abdel Moneim Khalifa   Prof. Ashraf Al Sayed Abdel Maboud   Prof.Mohamed Shedid Hassan   Prof. Al Hussien Moawd Saed

Hotel Studies Department, Faculty of Tourism and Hotels, Fayoum Universityhotels department, faculty of tourism and hotels, Fayoum university

Abstract

The accommodation industry is a major contributor to employment and gross domestic product (GDP) in many regions, particularly in developing economies. In addition to its economic impact, the accommodation industry also plays an important role in promoting cultural exchange and understanding. Accordingly, this research investigates accommodation development's impact on hotel occupancy in Beni Suef, Egypt to provide hotels industry with enhancement strategies. It examines the influences on occupancy rates in a Egypt economically reliant on tourism.

The research utilized a survey of 377 hotel guests. The survey analysis shows significant relationships between reliability, assurance, empathy, development obstacles, and hotel occupancy rates. However, responsiveness and improving hotel structure did not demonstrate statistical significance.

Key findings indicate the importance of enhancing staff capabilities, improving infrastructure and accessibility, increasing marketing efforts, addressing bureaucratic hurdles, incentivizing accommodation investment, and renovating aging facilities to drive occupancy.

Overall, the research illuminates' factors affecting hotel occupancy rates, contributing to hospitality knowledge. It provides implications for stakeholders to improve Beni Suef's hotels service quality, infrastructure, and occupancy rates. It's recommended that further studies examine accommodation development in other locations.

Keywords: Beni-Suef, Developing accommodation places, Occupancy rates, Tourism development, Service Quality.

Introduction

In many countries around the world, the hospitality industry plays an important role in the economy, as it is a service industry that employs a large number of individuals. Despite the fact that it is not a new industry, it has become increasingly important in many developing and developed countries (Wang & Pfister, 2008).

Beni Suef is a governorate in Upper Egypt that was the capital of Egypt during the 9th and 10th dynasties. It has become a promising region for investment in agriculture, industry, and tourism. Beni Suef has many natural and cultural tourism assets that give it a competitive advantage on Egypt's tourism map. Its favorable climate supports tourism year-round. Additionally, the diversity

of attractions like archeological sites, the Nile River, and distinctive nature areas establish Beni Suef as a tourist destination. Therefore, Beni Suef Governorate is considered a key tourist destination in Egypt due to its history, investment potential, climate, and variety of tourism offerings. (Abdalla, 2016; Moussa, 2021).

Beni Suef's long history and rich cultural heritage, along with its diverse natural landscapes and artistic wealth, have reshaped its identity as a tourist destination beyond just an archeological site. The range of tourism activities and offerings in Beni Suef has expanded enormously in recent years. Nowadays, tourism involves Nile River tourism, medical tourism, desert and safari excursions, eco-tourism, conferences, sporting events, festivals, shopping, religious pilgrimages, leisure travel, and Nile cruises. Beni Suef is no longer solely a destination for archeology enthusiasts, but rather caters to a wide variety of tourists interested in its broad selection of attractions and activities (Mansour, 2018 ; AbdelAziz & AbdelSalam, 2022).

The development of accommodations and hotels served business and leisure travelers. This growth coincided with individuals' increasing ability to reside away from their permanent homes. It was linked to 20th century transportation and technology advances. It was also fueled by more trade, business patterns, wealth rates, and incomes spent on travel. These factors led to the global hospitality business boom and corresponding demand for accommodations. However, business and leisure travelers' accommodation demands vary in nature and components like the market, facilities, price, and location (Wang et al., 2016).

The background of the research is centered around the tourism industry in Beni Suef Governorate. The tourism industry is an important economic sector in Egypt, and Beni Suef Governorate has the potential to attract a significant number of tourists due to its rich cultural and historical heritage, natural attractions, and strategic location. However, the tourism industry in Beni Suef faces several challenges (AbdelAziz & AbdelSalam, 2022).

The development of accommodations is essential for the growth and sustainability of the tourism industry in Beni Suef. To attract more tourists, hotels and youth hostels need to provide high-quality services, amenities, and facilities. The occupancy rate is a critical indicator of the performance of the tourism industry, and improving the occupancy rate requires a comprehensive understanding of the factors that influence it. Therefore, the research aims to assess the impact of accommodation development on the occupancy rate in Beni Suef Governorate's hotels industry.

The background of the research highlights the importance of the hospitality industry for the economic development of Beni Suef Governorate and the need to improve the quality of accommodations and services to attract more hotel guests. The research seeks to address the gaps in the literature and provide recommendations for policymakers, hospitality practitioners, and investors to improve the hotels industry in Beni Suef Governorate.

Review of Literature
Development of Accommodation
According to Li et al. (2022), the demand for accommodation in the tourism sector for leisure purposes accounts for 33-35% of the total demand for accommodation worldwide. The price factor is more sensitive in this situation, and pricing policy should be more flexible, since tourists pay for accommodation and other expenses out of their own pockets, as opposed to businessmen, delegations, and government officials, who make payments from their companies' or government agencies' budgets.

Furthermore, it is more sensitive to economic conditions in the countries exporting and importing tourists, as well as political conditions in the countries importing tourism, and the effects are all the result of attraction and expulsion, push and pull. A visitor's choice of accommodations is

influenced by his or her perception of the level of hospitality, the quality of hotel accommodations, and other factors, such as climate, scenery, history, and culture. Leisure tourism is undoubtedly dependent on accommodation and hospitality Song et al.,2018).

Thus, the lodging industry must recognize and understand the importance of the time available to leisure travelers, especially during the holiday season. In addition to travelers seeking residence, requests are also made for those who are traveling for medical treatment, searching for employment, attending weddings, funerals, or attending social events (Gursoy, 2019). Additionally, there are requests for residency from sectors other than those mentioned above, such as requests for a night or more, which is referred to as limited residency in institutions, such as hospitals, prisons, elderly care facilities, sanatoriums, orphanages, youth hostels, university cities, and perhaps conference centers (Gursoy et al., 2022).

One of the most significant developments in Egypt's tourism industry was the establishment of the Egyptian Tourism Authority (ETA) in 1956. The ETA was responsible for promoting Egypt as a tourist destination and coordinating efforts to develop the industry. The ETA worked to develop infrastructure such as airports, hotels, and transportation systems to support tourism growth (Galal & Moustafa, 2019).

In addition to the ETA, the Egyptian Tourism Development Authority (TDA) played a crucial role in the growth of the tourism sector. Established in 1991, the TDA's main objectives were to plan, develop and promote tourism across Egypt. It focused on developing new tourist areas and diversifying Egypt's tourism product beyond the traditional cultural attractions.1 The TDA worked closely with the private sector to attract investment in new resorts, hotels, and tourism services. It also implemented initiatives to improve tourism services, train workers, and market Egyptian tourism worldwide.

In the 1970s, Egypt experienced a significant increase in tourism, with the number of tourists visiting the country reaching two million by 1982. This growth was attributed to the country's political stability and the expansion of international air travel. The government implemented policies to encourage investment in the tourism industry, such as tax incentives for hotel development (Moussa, 2018).

In the 1990s, Egypt's tourism industry faced challenges due to political instability, including the Gulf War and the rise of terrorism. However, the industry rebounded in the 2000s, with the number of tourists visiting the country increasing from 5.5 million in 2000 to 14.7 million in 2010. The government implemented policies to attract tourists, such as the "Visit Egypt" campaign and the development of new tourist destinations such as the Red Sea coast and the Sinai Peninsula (Moussa, 2018).

In recent years, Egypt's tourism industry has faced challenges due to political instability and security concerns. The 2011 revolution and subsequent political unrest led to a significant decline in tourism, with the number of tourists visiting the country dropping to 5.4 million in 2016. However, the industry has shown signs of recovery in recent years, with the government implementing policies to attract tourists such as the "Egypt - Where It All Begins" campaign and increased investment in infrastructure development (Moussa, 2018).

Concept of Developing Accommodation Places

The concept of developing accommodation places is critical to the success of the tourism industry. Several studies have explored the importance of developing and improving the quality of accommodations in different tourism destinations (Wang et al., 2018).

According to Mihalič et al. (2018) , the development of accommodations is a key element in the overall tourism product, and it can significantly enhance the competitiveness of tourism

destinations. Similarly, Getz and Page (2016) suggest that accommodations play a crucial role in creating memorable experiences for tourists and enhancing their satisfaction.

Several factors influence the development of accommodations, including customer needs, preferences, and expectations, as well as the local culture and environment. Gursoy et al. (2002); Ali et al. (2018) highlights the importance of understanding customer needs and preferences in designing and developing accommodations that meet their expectations.

Role of Tourism in Economic Development: Tourism is a significant driver of economic development in many countries, particularly those with high tourism potential. The development of accommodation places is an essential aspect of tourism, as it provides tourists with a place to stay during their visit. Accommodation development can lead to job creation, increased investment, and improved infrastructure, all of which contribute to economic growth (Ivanov & Webster, 2018). Tourism has a significant impact on economic growth, and the development of accommodation places is a crucial element in achieving this (Szalata, 2020).

Importance of Location and Amenities: The location of accommodation places is a critical factor in their success, as it can affect the number of tourists who visit and the amount of revenue generated. Accommodation places that are situated in areas with high tourism potential, such as near tourist attractions or natural beauty spots, are more likely to attract visitors. A study by Zineldin and Vasicheva (2015) found that tourists value the quality of the amenities offered by accommodation places, and this can influence their decision to stay at a particular location. The amenities offered by accommodation places, such as swimming pools, restaurants, and fitness centers, can also be a significant factor in their success (Song et al., 2018).

Use of Technology in Accommodation Development: Technology has had a significant impact on the tourism industry, including the development of accommodation places. The use of online booking platforms, mobile applications, and smart technology in guest rooms has transformed the way that tourist's book and experience accommodation. According to a Buhalis and Law (2008), the use of technology in accommodation development can lead to increased efficiency, improved guest satisfaction, and a more personalized experience for tourists.

Role of Developing Accommodation Places in Improving Hotels Occupancy Rates

According Gursoy and McCleary (2004), the quality of accommodation places significantly affects tourists' decisions to visit a destination. Accommodation places that offer high-quality amenities and services are more likely to attract tourists and improve occupancy rates. The study also found that the physical attributes of accommodation places, such as room size, cleanliness, and design, have a significant impact on occupancy rates.

The location of accommodation places is also a critical factor in improving occupancy rates. (Law and Cheung, 2006) found that the location of accommodation places has a significant impact on the number of tourists who visit a destination. Accommodation places that are situated in areas with high tourism potential, such as near tourist attractions, are more likely to attract visitors and improve occupancy rates.

In addition to location and quality, the use of technology in accommodation development can also improve occupancy rates. According Li and Li (2017), the use of technology in the form of online booking platforms and mobile applications can significantly increase occupancy rates. The study found that tourists prefer to book accommodation online, and accommodation places that offer online booking platforms have higher occupancy rates.

Furthermore, developing accommodation places that cater to the needs of different types of tourists can also improve occupancy rates. Kim and Jang (2018) found that developing accommodation places that cater to the needs of different types of tourists, such as families and business travelers,

can improve occupancy rates. The research suggested that accommodation places should offer amenities and services that are tailored to the needs of different types of tourists.

Analysis of Global Patterns for Developing Accommodation Places

The development of accommodation places is a critical aspect of the tourism industry, and it varies across the globe. Different regions have different patterns and trends in developing accommodation places, which are influenced by various factors such as economic conditions, cultural differences, and tourist preferences (Gursoy et al., 2022).

In Europe, the development of accommodation places has been shaped by historical and cultural factors. According to Sigala et al., (2016), European accommodation places are characterized by their architectural and historical significance, as well as their central locations in historic cities. The study also found that the development of accommodation places in Europe is influenced by the increasing demand for sustainable tourism, which has led to the development of eco-friendly and socially responsible accommodation options.

In the Asia-Pacific region, the development of accommodation places is driven by the growing tourism industry and increasing foreign investment. According to a study by Song and Li (2018), the Asia-Pacific region is experiencing rapid growth in the development of accommodation places, particularly in urban areas. The study found that the region's accommodation places are characterized by their modern design and amenities, such as high-speed internet, fitness centers, and swimming pools.

In North America, the development of accommodation places is influenced by market demand and economic conditions. According Gursoy and McCleary (2004), North American accommodation places are characterized by their large size and luxurious amenities, such as spas and fine dining restaurants. The study also found that the development of accommodation places in North America is influenced by economic factors, such as supply and demand, and the availability of financing.

In the Middle East and Africa, the development of accommodation places is influenced by cultural and religious factors, as well as the growing tourism industry. According Albattat and Al-Talib (2015), accommodation places in the Middle East and Africa are characterized by their traditional design and cultural significance. They also found that the development of accommodation places in the region is influenced by the increasing demand for religious tourism, particularly in Saudi Arabia.

Service Quality and Hospitality Industry

Service quality (SQ) is an important concept in the hospitality industry, as it directly affects the satisfaction and loyalty of guests. Numerous studies have investigated the relationship between SQ and guest satisfaction and loyalty in various hospitality settings.

One study by Paraskevas and Arendell (2007) examined the dimensions of SQ in the context of a hotel in Greece. They found that the most important dimensions of SQ for guests were responsiveness, reliability, and tangibles. Another study by Lee and Hwang (2013) investigated the relationship between SQ and guest satisfaction and loyalty in a luxury hotel in Korea. They found that SQ was positively related to both guest satisfaction and loyalty.

Other studies have explored the role of SQ in specific hospitality industries, such as restaurants and casinos. For example, a study by Bahri-Ammari et al. (2021) investigated SQ in the context of restaurants and found that the most important dimensions of SQ were empathy, reliability, and tangibles. Another study by Wu and Cheng (2013) examined SQ in the context of casinos and found that the most important dimensions of SQ were tangibles, reliability, and responsiveness.

Overall, the literature highlights the importance of SQ in the hospitality industry and suggests that businesses can improve SQ through various strategies. Understanding the dimensions of SQ and their relative importance in specific hospitality contexts can help businesses effectively meet guest expectations and improve guest satisfaction and loyalty.

Service Quality Variables
The widely used service quality (SQ) model developed by Parasuraman, Zeithaml and Berry (1985) identified five key dimensions that customers utilize to evaluate and perceive quality of services:
1.Reliability - the ability of a service provider to deliver on promises and service outcomes accurately and dependably.
2.Responsiveness - the willingness and readiness of staff to assist customers by providing swift, attentive service.
3.Assurance - the knowledge level of staff as well as their politeness and ability to convey trust and confidence.
4.Empathy - the caring, individualized attention a service provider gives customers to understand their specific needs.
5.Tangibles - the physical surroundings, facilities, equipment and personnel that customers can see/interact with during service delivery.
Several studies have explored the relationship between these dimensions and customer satisfaction and loyalty. For example, a study by Kasim et al. (2016) study of hotel guests in Malaysia found assurance/trust in hotel staff to be the most integral service quality dimension shaping satisfaction and loyalty. Another study by Jeon and Jeong (2017) hospitality research looked at website service quality, finding reliability of information and functionality to be most important for building guest e-loyalty.
Apart from the SQ model, other variables associated with service quality have been identified in the literature. These include:

1. Service environment: The physical environment, including the layout, lighting, and temperature of the service facility, can impact the customer's perception of the service quality (Rather & Sharma, 2022).
2. Employee behavior: The behavior of service employees, including their communication skills, empathy, and courtesy, can influence customer satisfaction (Gounaris & Boukis, 2013).
3. Service customization: The ability of service providers to tailor their services to meet the specific needs of individual customers can enhance the customer's perception of service quality (Bagri et al., 2022).
4. Service recovery: The ability of service providers to respond effectively to service failures and customer complaints can improve customer satisfaction and loyalty (Bagri & Mathew, 2022).
5. Perceived value: The perceived value of the service in relation to its price can influence customer satisfaction and loyalty (Rather, 2022).
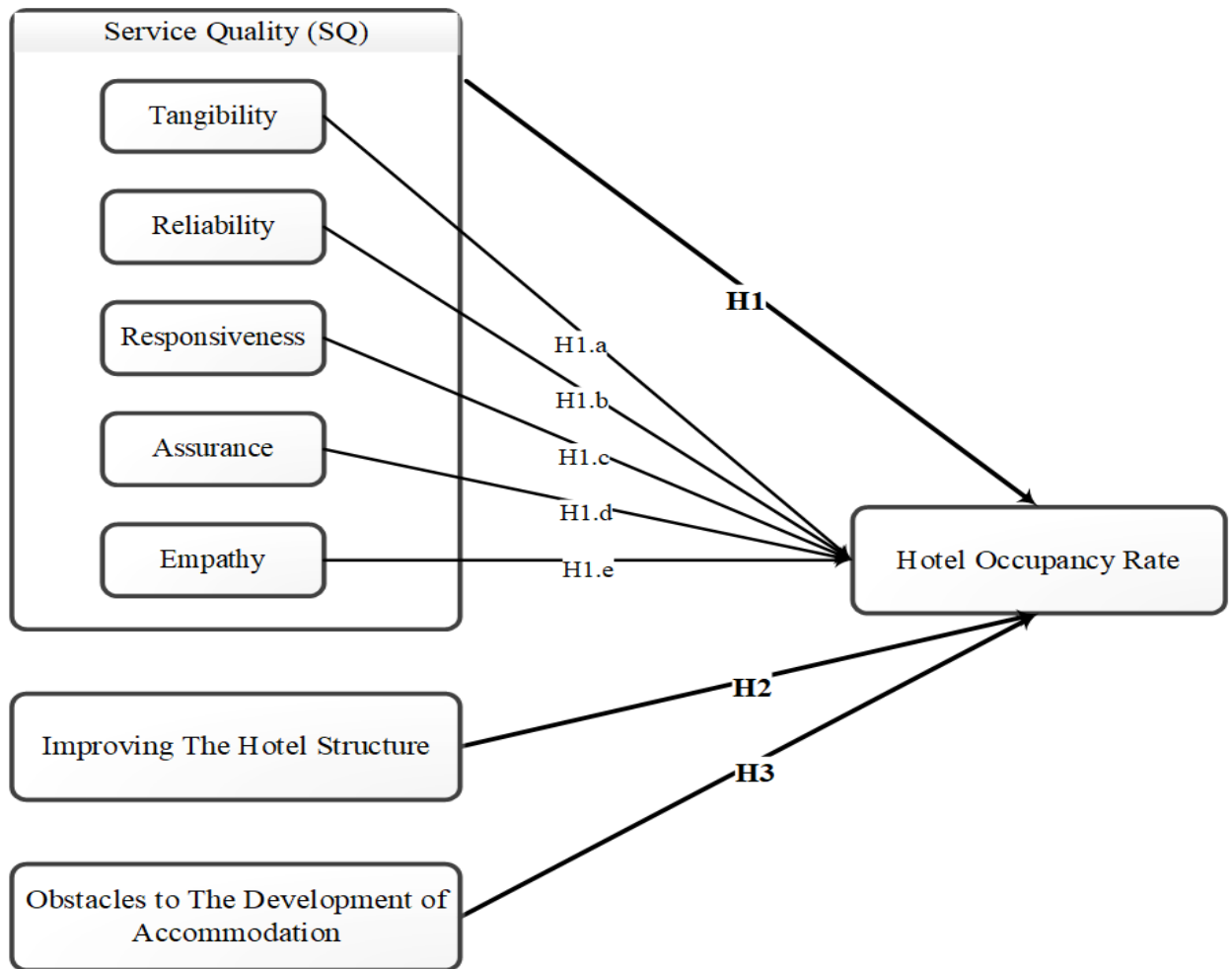
The research Hypothetical Framework.

Figure (1): Hypothetical Framework of The research.
Source: Adopted by The Researcher

According to the previous Framework, the research is based on testing the validity of the following hypotheses or not, as follows:
1. **H1:** There is a significant effect of the services quality provided on the occupancy rate in Beni Suef hotels.
- **H1.** a: There is a significant effect of Tangibility on the occupancy rate in Beni Suef hotels.
- **H1.** b: There is a significant effect of Reliability on the occupancy rate in Beni Suef hotels.
- **H1.** c: There is a significant effect of Responsiveness on the occupancy rate in Beni Suef hotels.
- **H1.** d: There is a significant effect of Assurance on the occupancy rate in Beni Suef hotels.
- **H1.** e: There is a significant effect of Empathy on the hotel occupancy rate in Beni Suef hotels.
2. **H2:** There is a significant effect of improving hotel structure on the occupancy rate in Beni Suef hotels.
3.**H3:** There is a significant effect of the obstacles to the development of accommodation on the occupancy rate in Beni Suef hotels.

Methodology

This research utilizes the quantitative component involves a cross-sectional survey of hotels and youth hostels in Beni Suef Governorate to gather data on service quality, development obstacles, and occupancy rates. This allows for statistical analysis of the relationships between variables.

The quantitative survey component allows for statistical analysis of the relationships between accommodation development factors and occupancy rates. This tests the direction and strength of hypothesized linkages.

In this research, online questionnaire techniques were applied to reach many guests who stayed in Bani Suef government hotels furthermore, an online survey was the most appropriate method to reach the guests.to this end, a comprehensive questionnaire has been developed, which seeks to obtain perspectives from a diverse range of respondents. The questionnaire is divided into several sections, each of which focuses on different dimensions that contribute to an overall understanding of hotel occupancy rates and their determinants.

The research will employ the random sample. The target population for this research is all hotels and youth hostels located in Beni Suef Governorate (appendix C). The sample will be drawn from this population, and the inclusion criteria for the sample will be based on the availability of complete data on the variables of interest. The exclusion criteria will include hotels and youth hostels that do not have complete data, or those that refuse to participate in the research.

Comrey and Lee (1992) and Tabachnick and Fidell (2001) recommend 300 participants as a suitable sample size, while 500 subjects are considered better, and 1000 is considered ideal. Most research studies require samples larger than 30 and smaller than 500 (Roscoe, 1975). There were a total of 377 respondents to the guests' survey. The sample will be stratified by type of accommodation establishment (hotels and youth hostels) and randomly selected from a list provided by the Ministry of Tourism in Beni Suef Governorate. Participants will be selected using a proportional stratified random sampling technique based on the number of rooms available in each establishment.

In this research, SPSS version 26 was used to analyze the data, since it offers the key calculations required. These include descriptive and reliability analyses, as well as correlation techniques. In order to analyze the data effectively and to draw appropriate conclusions, all of these factors must be considered. Additionally, SPSS is easy to use and user-friendly, which means minimal effort is required in order to utilize its key features.

Reliability Assessment of Guest Survey

Items	Cronbach's Alpha	No. of Items
Tangability	0.945	6
Reliability	0.934	4
Responsivness	0.956	5
Assurance	0.828	5
Empathy	0.931	4
Improving Hotel Structure	0.945	9
Obstacles of Development	0.958	9
Hotel Occupancy Rate	0.928	5

This research will employ internal reliability. Based on the previous table, Cronbach's alpha was calculated for all variables used in this research. According to Nunnally (1978), Cronbach's alpha coefficients for all scales were higher than the recommended standard of 0.70. In this way, as a result, it has been demonstrated that all of the constructs' scales are reliable.

Finding
Demographic Profile
The following table presents an overview of the gender distribution among research participants. A total of 377 respondents participated in the research, of whom 68.7% are male, while 31.3% are female. Analysis of the research results should take into consideration this gender distribution, since it reflects the demographics of the respondents and may have an impact on interpretation of the results. It is important to note that significant participation by both genders contributes to the research's comprehensiveness and diversity of perspectives, increasing the research 's credibility and applicability.
Table (1): Gender of Respondents of Guest Survey

Gender	Frequency	Percent
Male	259	68.7
Female	118	31.3
Total	377	100.0

The following table illustrates the distribution of respondents' ages within the research. It is evident that the participants represent a variety of age groups. The largest segment of the sample is comprised of individuals between the ages of 30 and 39, which represents 36.9% of the total sample. Furthermore, respondents between the ages of 19 and 50 make up a significant portion of the sample. Less than 18-year-olds and those over 50 make up smaller proportions of the sample, with 2.1% and 12.7%, respectively. As a result of the diverse age representation, the research offers insights from a wide range of generations, thus increasing its inclusiveness. In order to gain a more comprehensive understanding of the impact of accommodation development on occupancy rates in Beni Suef hotels, it is necessary to analyze perceptions across these age groups.

Table (2): Age of Respondents of Guest Survey

Age	Frequency	Percent
less than 18	8	2.1
19- 29	58	15.4
30 – 39	139	36.9
40 – 50	124	32.9
+50	48	12.7
Total	377	100.0

Listed below is an overview of the respondents' educational backgrounds. Most of the participants in this research hold a university degree, accounting for 69.8% of the total sample. This level of educational attainment suggests a relatively high level of formal education among the participants, which may have contributed to the quality and depth of the insights provided in the research. Furthermore, 23.6% of respondents are pursuing postgraduate studies, highlighting the diversity of educational attainment within the sample. Among the sample, 5.6% are high school graduates,

and a smaller percentage (1.1%) have completed basic education. As a result of the distribution of educational backgrounds, we are able to obtain a well-rounded analysis of the impact of accommodation development on occupancy rates based on a variety of perspectives and knowledge levels. Inclusion of participants with varying educational backgrounds strengthens the validity and comprehensiveness of the research.

Table (3): Education Level of Respondents of Guest Survey

Education	Frequency	Percent
Basic Education	4	1.1
High school	21	5.6
University degree	263	69.8
Post graduate studies	89	23.6
Total	377	100.0

Descriptive Statistics

The purpose of this section is to introduce descriptive statistics for the research variables. Based on a five point Likert scale, (1) represents "Strongly Disagree" in relation to the service automation variable, while (5) represents "Strongly Agree".

Presented in the following table is a summary of key descriptive statistics for the research's variables, which sheds light on the central tendencies as well as the variability in respondents' perceptions. There is valuable insight to be gained from the mean scores for various dimensions of service quality and other factors. Notably, participants generally rated "Improving Hotel Structure" with a relatively high mean score of 4.68, indicating a positive opinion of this aspect. In contrast, the "Hotel Occupancy Rate" received a mean score of 2.82, indicating a less favorable perception in this area.

A comparison of the ranges of scores for each dimension illustrates the degree to which respondents' opinions differ. As an example, "Tangibility," "Reliability," "Responsiveness," "Assurance," and "Empathy" all have a range of 4, indicating a wide range of responses. However, the range of responses for "Hotel Occupancy Rate" is smaller at 3, suggesting that the range of responses is more consistent. In addition to providing insights into the level of dispersion around the mean, the standard deviation values provide additional information. A lower standard deviation for some dimensions, such as "Improving Hotel Structure" (0.525), suggests that respondents' opinions are closely clustered. On the other hand, larger standard deviations for other dimensions, such as "Responsiveness" (0.809), indicate greater variability in responses.

Based on the statistical information presented, it is possible to gain a better understanding of the distribution of opinions among respondents, aiding in contextualizing and interpreting the research's findings.

Table (4): Summary Variables Statistics of Guest Survey

Items	Mean	Minimum	Maximum	.Std Deviation	No. of Items
Tangability	3.48	1.00	5.00	0.778	6
Reliability	3.48	1.00	5.00	0.798	4
Responsivness	3.63	1.00	5.00	0.809	5
Assurance	3.93	1.00	5.00	0.682	5
Empathy	3.61	1.00	5.00	0.806	4
Improving Hotel Structure	4.68	1.89	5.00	0.525	9
Obstacles of Development	4.55	1.11	5.00	0.693	9
Hotel Occupancy Rate	2.82	1.00	4.00	0.817	5

The following table provides a comprehensive overview of the mean scores and standard deviations for various dimensions of service quality. It also provides aspects relating to improving hotel structure, obstacles to development, and occupancy rates. The mean scores indicate respondents' average perceptions of each item, while standard deviations indicate the degree of variability among respondents. Assurance demonstrates relatively higher mean scores, particularly for items SQAss17, SQAss19, and SQAss20, suggesting positive perceptions. Hotel Occupancy Rate (HOR) items demonstrate a wider range of standard deviations, indicating varied opinions among respondents. Based on the reported statistics, we can gain a more nuanced understanding of the research variables, as well as a deeper understanding of respondents' opinions and perceptions across different dimensions of service quality.

Hypotheses Testing

As part of the process of unraveling the complex dynamics underlying hotel occupancy rates, this section presents a detailed analysis presented in the form of a "Model Summary," an "ANOVA," and a multiple regression analysis table. These tables encapsulate the essence of predictive modeling, shedding light on the interplay between independent variables - including "Obstacles of Development," "Assurance," "Improvement Hotel Structure," "Tangibility," "Empathy," "Responsiveness," and "Reliability" and the dependent variable, "Hotel Occupancy Rate." By examining coefficients, statistical significance, and the cumulative impact of predictors, we embark on a journey that not only enhances our empirical insights but also deepens our understanding of the multifaceted dynamics that shape hotel occupancy rates.

Table (5) : R Square Coefficient of Guest Survey

Model Summary							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	Sig. F Change
1	.688a	0.474	0.464	0.59861	0.474	47.505	0.000
a. Predictors: (Constant), "Obstacles of Development", "Assurance", "Improvement Hotel Structure" ,"Tangibility", "Empathy", "Responsiveness" and "Reliability"							

Above table the "Model Summary", provides a comprehensive overview of the key statistical indicators that describe the predictive performance and goodness of fit of the regression model. It focuses on the relationship between the dependent variable, "Hotel Occupancy Rate", and the independent variables, "Obstacles of Development", "Assurance", "Improvement Hotel Structure", "Tangibility", "Empathy", "Responsiveness" and "Reliability".

The coefficient of determination (R-squared) quantifies the proportion of variance in the dependent variable explained by the predictor variables. Based on the R-squared value of 0.474 for this model, approximately 47.4% of the variability in "Hotel Occupancy Rate" can be attributed to the linear combination of the selected predictors.

The standard error of the estimate (SEE), 0.59861, represents the average deviation between the observed values and the predicted values. An SEE that is lower suggests that the model's predictions closely match the actual results.

According to the "Change Statistics" section of the table, the model as a whole is considered significant. The "R Square Change" of 0.474 indicates that the R-squared has increased as a result of the inclusion of the predictor variables. The associated F-change statistic of 47.505, accompanied by a highly significant p-value (p < .001), underscores the collective impact of the predictors on improving the model's overall fit.

We can determine from the R-squared value, adjusted R-squared, and SEE how well the selected predictor variables explain the variability in the "Hotel Occupancy Rate." According to the significant R-squared, the predictors, including "Obstacles of Development," "Assurance," "Improvement in Hotel Structure," "Tangibility," "Empathy," "Responsiveness," and "Reliability," significantly contribute to explaining the changes in the dependent variable.

As a result, the "Model Summary" table plays a pivotal role in assessing the effectiveness of the regression model. As a result of the R-squared, adjusted R-squared, and other statistics, we are able to determine if the model has sufficient explanatory power and is able to capture variations in "Hotel Occupancy Rate." Based on empirical analysis, these findings illuminate the complex relationships between independent variables and dependent variables, thus enhancing our understanding of the intricate dynamics within the hospitality industry.

Table (6) : ANOVA Coefficient of Guest Survey

ANOVAª						
Model		Sum of Squares	df	Mean Square	F	.Sig
1	Regression	119.158	7	17.023	47.505	000ᵇ.
	Residual	132.225	369	0.358		
	Total	251.382	376			
a. Dependent Variable: "Hotel Occupancy Rate"						
b. Predictors: (Constant) "Obstacles of Development", "Assurance", "Improvement Hotel Structure" ,"Tangibility", "Empathy", "Responsiveness" and "Reliability"						

In the context of the regression analysis, the ANOVA table presented above provides a comprehensive assessment of the model's variance components and statistical significance of the predictors. The purpose of this analysis is to determine the extent to which the predictor variables collectively contribute to explaining the variability in the dependent variable, "Hotel Occupancy Rate.".

In the ANOVA table, the total variance of the dependent variable is divided into distinct components. The "Regression" component, which accounts for 119.158 units of variance, reflects the variability explained by the predictor variables. Comparatively, the "Residual" component comprises 132.225 units, representing unexplained variance. Combined, these components result in the "Total" variance of 251.382 units, which represents the entire variability in the dependent variable.

A F-statistic of 47.505 is calculated by dividing the mean square of the regression component by the mean square of the residual component. The associated p-value indicates its statistical significance (p .001). This F-test rigorously assesses whether the regression model, encompassing a suite of predictor variables – "Obstacles of Development," "Assurance," "Improvement Hotel Structure" "Tangibility," "Empathy," "Responsiveness," and "Reliability" – yields a statistically significant improvement in explaining the variability in "Hotel Occupancy Rate."

A substantial F-statistic emphasizes the importance of the model as a whole. A small p-value indicates that the inclusion of these variables significantly enhances our ability to comprehend the variations in "Hotel Occupancy Rate," highlighting the collectively significant effect of the predictors. It is, however, important to exercise caution when ascribing causality to this analysis, since it only establishes associations rather than causal relationships.

The ANOVA table provides valuable insights into the effectiveness of the regression model and the influence of the predictor variables on the dependent variable. Based on the statistical significance of the F-test, we are able to discern the combined effect of the predictors, providing us with a better understanding of the factors influencing "Hotel Occupancy Rate."

Table (7) : Multi Linear Regression analysis of Guest Survey

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	.Sig
		B	Std. Error	Beta		
1	(Constant)	0.469	0.327		1.434	0.152
	Tangability	0.238	0.088	0.227	2.693	0.007
	Reliability	0.426	0.103	0.416	4.144	0.000
	Responsivness	0.135-	0.100	0.133-	1.347-	0.179
	Assurance	0.461-	0.079	0.384-	5.807-	0.000
	Empthy	0.479	0.081	0.473	5.888	0.000
	Improvement Hotel Structure	0.114-	0.072	0.073-	1.591-	0.112
	Obstacales of Development	0.251	0.053	0.212	4.694	0.000
a. Dependent Variable: Hotel Occupancy Rate						

Above table presents the results of a multiple regression analysis conducted in order to examine the relationships between the dependent variable and several predictor variables. For each

predictor variable, coefficients, standard errors, standardized coefficients (betas), t-values, and associated p-values are presented.

With regard to the unstandardized coefficients (B), these values indicate the change in the dependent variable for a unit change in the predictor variable while holding other variables constant. A one-unit increase in the "Tangibility" predictor is associated with an average increase of 0.238 units in the dependent variable.

Standardized coefficients (Beta) are used to assess the relative impact of each predictor variable on the dependent variable. The standardized coefficient for "Empathy" demonstrates the highest value (0.473), indicating a strong correlation between the two variables.

The t-values quantify the statistical significance of each predictor variable. The t-values are derived from the ratio between the unstandardized coefficient and the standard error. A number of variables in this analysis exhibit t-values with absolute magnitudes that indicate statistical significance. Assurance, for example, displays a substantial t-value of -5.807, indicating a robust statistical relationship.

P-values (Sig.) provide insight into the significance of each predictor variable's contribution to the model. Statistically significant predictors of the dependent variable "Hotel Occupancy Rate" include variables with p-values below the conventional threshold of 0.05, such as "Reliability," "Assurance," "Empty," and "Obstacles of Development.". In contrast, "Responsiveness" and "Improvement Hotel Structure" do not demonstrate statistical significance.

It is important to take into account the implications of these findings within the broader context of the research question and domain knowledge. To ensure the reliability and validity of the regression results, the presence of multicollinearity as well as the overall fit of the model should be rigorously assessed.

Table (8) : Hypotheses Testing Summary of Guest Survey

Haypothses	Status
H1: There is a significant effect of the services quality provided on the occupancy rate in Beni Suef hotels.	
H1. A : There is a significant effect of Tangibility on the occupancy rate in Beni Suef hotels.	Supported
H1. B : There is a significant effect of Reliability on the occupancy rate in Beni Suef hotels.	Supported
H1. C : There is a significant effect of Responsiveness on the occupancy rate in Beni Suef hotels.	Not Supported
H1. D : There is a significant effect of Assurance on the occupancy rate in Beni Suef hotels.	Supported
H1. E : There is a significant effect of Empathy on the occupancy rate in Beni Suef hotels.	Supported
H2: There is a significant effect of the obstacles to the development of accommodation on the occupancy rate in Beni Suef hotels.	Supported
H3: There is a significant effect of improving hotel structure on the occupancy rate in Beni Suef hotels.	Not Supported

The presented hypothesis evaluation in above table and below figure summarizes the results derived from an empirical investigation into the relationships between service quality elements

and various variables influencing occupancy rates within Beni Suef hotels. These hypotheses represent a comprehensive exploration of the effects of various variables on occupancy rates.

Accordingly, Hypotheses H1a, H1b, H1c, and H1d demonstrate significant empirical support, which supports their assertions of significant effects. In particular, the significant effect of "Tangibility," "Reliability," "Assurance," and "Empathy" on the occupancy rate in Beni Suef hotels indicates that both tangible and intangible aspects of service quality influence guest choice. On the other hand, Hypothesis H1c pertaining to the effect of "Responsiveness" is empirically negated, confirming that there is no substantial evidence to support the existence of a significant influence on occupancy rates. According to this finding, responsiveness may not be the primary driver of guests' decisions in the context of Beni Suef hotels.

In light of the findings, Hypothesis H2, which relates to the hindrances to accommodation development, appears to be well supported. Based on the empirical validation of a significant effect, these obstacles have a crucial role to play in shaping the dynamics of occupancy rates in the Beni Suef hospitality sector.

Conversely, Hypothesis H3, which suggests a correlation between improving hotel structure and occupancy rates, does not appear to be supported by empirical evidence. While improving hotel structure is a commendable endeavor, its direct influence on occupancy rates may be affected by other factors. This result underscores the complexity inherent in this relationship.

Overall, this hypothesis evaluation table provides a comprehensive analysis of the interaction between service quality dimensions, developmental obstacles, and structural enhancements related to Beni Suef hotel occupancy rates. Not only do the findings provide empirical insight into the intricacies of these relationships, but they also contribute to broader discourse in the hospitality industry, guiding potential strategies for improving guest experiences and optimizing occupancy rates.
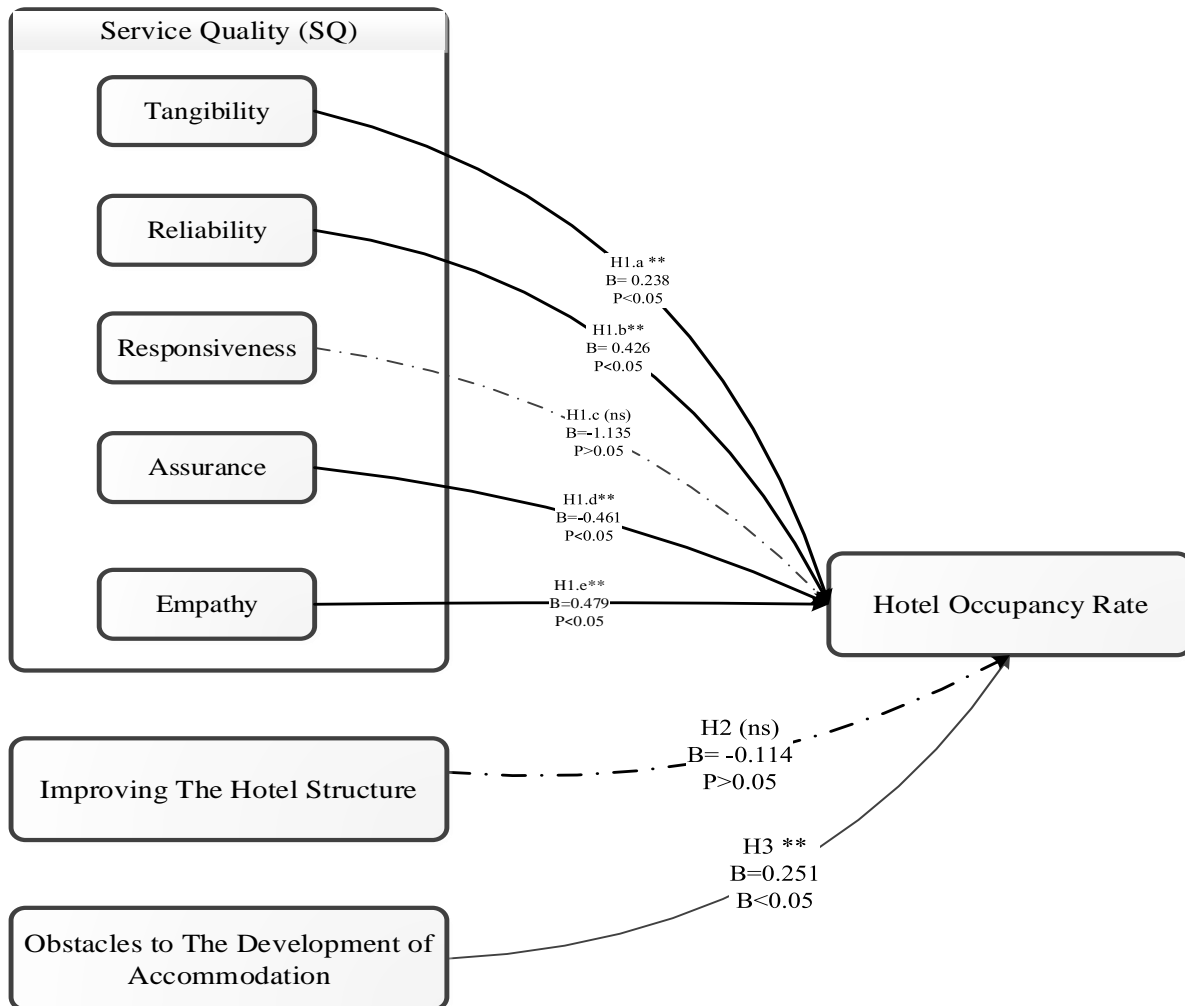
Note: →(**) = significant at 0.01, → (ns)= not significant
Fig (2): research Model Summary of Guest Survey
Source: Adopted   by   The   Researcher

The independent samples t-test was used to investigate the differences in opinions among respondents based on their gender, with the intention of testing the hypotheses (H4. a) through (H4. h). The following are the results of the t-test:

In regard to Tangibility (H4. a), the t-value of (-0.733) with a significance level of 0.006 indicates statistically significant differences between males and females. Consequently, the hypothesis (H4. a) is supported, suggesting that perceptions differ between males and females in this context.

In regard to Reliability (H4. b), a t-value of (-0.750) with a significance level of 0.003 indicates statistically significant differences between males and females regarding reliability. Thus, the hypothesis (H4. b) is supported, and there are gender-related variations in perceptions of reliability. According to the analysis, there is statistically significant difference between genders regarding Responsiveness (H4. c), with a t-value of (-0.645) and a significance level of 0.034. Accordingly, the hypothesis (H4. c) is supported, indicating diverse viewpoints based on gender.

In regard to Assurance (H4.d), a t-value of (-1.046) and significance level of 0.001 indicate statistically significant differences between males and females. As a result, the hypothesis (H4. d) is supported, indicating gender-related differences in perception of assurance.

Considering Empathy (H4. e), it appears that there are no statistically significant differences between males and females in terms of empathy, with a t-value of (-1.188) and a significance level of 0.088. Therefore, the hypothesis (H4. e) is not supported, indicating a lack of gender-based differences.

Improving Hotel Structure (H4. f): A t-value of (-0.673) and a significance level of 0.065 indicate that there are no statistically significant differences between genders in opinions about improving hotel structure. Consequently, the hypothesis (H4. f) cannot be supported, indicating that gender does not play a significant role in this context.

In terms of Obstacles to Development (H4. g), the t-value of (-0.857) and significance level of 0.103 indicate no statistically significant differences between males and females. Thus, the hypothesis (H4.g) is not supported, indicating that gender does not significantly influence perceptions of obstacles.

Hotel Occupancy Rate (H4. h): Based on a t-value of (-0.481) and a significance level of 0.221, the analysis indicates no statistically significant differences between genders regarding hotel occupancy rates. Thus, the hypothesis (H4. h) is not supported, suggesting that opinions regarding hotel occupancy rates are not significantly influenced by gender.

Finally, the t-test results provide useful insights into the varying opinions of males and females across different dimensions of the research. In some dimensions, gender-related differences are statistically significant, whereas in others, no such variations are evident. As a result of these findings, the significance of taking gender into account when interpreting perceptions and viewpoints in the context of hotel services and development is highlighted.

Future research
Exploring the Impact of Structural Enhancements: Given the non-significant effect of improving hotel structure on occupancy rates, future research could delve deeper into the intricacies of structural enhancements. This investigation may involve examining specific aspects of hotel facilities or design that were not thoroughly explored in this research, aiming to uncover hidden factors that contribute to guest choices and ultimately impact occupancy rates.

Understanding Guest Behavior Patterns: Researchers can further investigate guest behavior patterns about the identified significant factors. By conducting in-depth analyses, the focus should be on understanding why certain dimensions of service quality hold more importance for guests than others. This research can shed light on the alignment between guest preferences and expectations, offering valuable insights for hotel management to tailor services accordingly.

Nuanced Relationship Between Hotel Facilities, Service Quality, and Guest Behavior: A more nuanced exploration of the relationship between hotel facilities, service quality, and guest behavior is warranted. Future research can employ sophisticated methodologies to unravel the interconnected dynamics among these variables, providing a comprehensive understanding of how each factor contributes to the overall guest experience and, consequently, influences hotel occupancy rates.

Recommendations
Hotel management should prioritize enhancing these dimensions of service quality, given the significant effects of "Tangibility," "Reliability," "Assurance," and "Empathy" on occupancy rates. It may be necessary to train staff, improve infrastructure, and develop effective communication strategies to ensure a positive guest experience.

Although "Responsiveness" did not show a significant effect, it should not be ignored completely. The hotel management may wish to consider refining the response mechanisms for guest inquiries

and concerns in order to strike a balance between efficient responsiveness and other aspects of guest service.

In light of the evidence suggesting that obstacles have an adverse effect on occupancy rates, it is imperative that these challenges be addressed. In order to overcome these obstacles, hotel owners and management can collaborate with relevant authorities, thus creating a more conducive environment for both guests and the hotel industry.

The positive impact of "Tangibility," "Reliability," "Assurance," and "Empathy" on occupancy rate provides a strong foundation for marketing and sales efforts. Ensure that promotional materials and campaigns emphasize these aspects of service quality in order to attract prospective guests.

References

AbdelAziz, A.S., & AbdelSalam, H.M. (2022). Diversification of tourism product: An empirical study on the governorate of Beni Suef, Egypt. Tourism and Hospitality Research, 22(2), 225-241.

Albattat, A. R., & Al-Talib, A. (2015). An empirical study of hotel development and tourism in the Middle East and Africa. Journal of Hospitality and Tourism Management, 24, 15-23.

Ali, F., Kim, W. G., Li, J., & Jeon, H. M. (2018). Make it delightful: Customers' experience, satisfaction and loyalty in Malaysian theme parks. Journal of Destination Marketing & Management, 7, 1-11.

Bagri, S.C. & Mathew, M. (2022). Service failure severity, compensation, recovery satisfaction and hotel guests' behavioral intentions. International Journal of Hospitality Management, 102, 103149.https://doi.org/10.1016/j.ijhm.2021.103149

Bahri-Ammari, N., Bilgihan, A., Nusair, K., & Okumus, F. (2021). Service quality in casual dining restaurants: Conceptualization, dimensions and attributes. International Journal of Hospitality Management, 94, 102852. https://doi.org/10.1016/j.ijhm.2020.102852

Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research. Tourism management, 29(4), 609-623.

Galal, A. & Moustafa, A. (2019). Sustainable tourism development in Egypt: Quality assessment of development progress across economic, social and environmental domains. Sustainable Development, 28(1), 168-178.

Getz, D., & Page, S. J. (2016). Progress and prospects for event tourism research. Tourism Management, 52, 593-631.

Gounaris, S., & Boukis, A. (2013). Antecedents, outcomes, and moderating effects of service interactions in higher education. Journal of Business Research, 66(8), 939-944.

Gursoy, D. (2019). A critical review of determinants of information search behavior and utilization for leisure travelers. Tourism Management Perspectives, 31, 183-194.

Gursoy, D., & McCleary, K. W. (2004). An integrative model of tourists' information search behavior. Annals of Tourism Research, 31(2), 353-373.

Ivanov, S.H., & Webster, C. (2018). Tourism's contribution to economic growth: A global analysis for the first decade of the millennium. Tourism Economics, 24(3), 270-286.

Jeon, M.M., & Jeong, M. (2017). Customers' perceived website service quality and its effects on e-loyalty. International Journal of Contemporary Hospitality Management, 29(1), 438-457.

Kasim, A., Gursoy, D., Okumus, F., & Wong, A. (2016). The effects of corporate social responsibility and price fairness on customer satisfaction in the hotel industry. Journal of Hospitality and Tourism Research, 40(2), 221-240.

Kim, Y. K., & Jang, S. S. (2018). Hotel attributes and their effects on customer satisfaction, hotel loyalty, and repurchase intentions. International Journal of Contemporary Hospitality Management, 30(1), 280-297.

Law, R., & Cheung, C. (2006). A study of customers' expectations of hotel room design and facilities. Facilities, 24(7/8), 217-230.

Lee, H. R., & Hwang, J. (2013). The impact of service quality on hotel guest loyalty: The case of a Korean hotel chain. International Journal of Contemporary Hospitality Management, 25(5), 732-749.

Li, M., Fang, L., Huang, X., & Goh, C. (2022). Pricing and green strategy for hotels in a mixed market. International Journal of Hospitality Management, 102, 103110.

Li, X., & Li, M. (2017). How does online reviews influence hotel occupancy rates? Evidence from Expedia. International Journal of Hospitality Management, 61, 101-110.

Mansour, E. (2018). Religious tourism in Egypt: A case study analysis of the Muslim mawlid festivals and their visitors. International Journal of Religious Tourism and Pilgrimage, 6(2), 34-47.

Mihalič, T., Kester, J., & Dwyer, L. (2018). Implications of Air Transport Growth in a Competitive Island Destination Environment. Current Issues in Tourism, 21(14), 1632–1652.

Moussa, A. M. (2021). Evaluating tourism clusters competitiveness within Upper Egypt region: An application on Beni Suef Governorate. Tourism Management Perspectives, 38, 100786.

Moussa, M.B. (2018). Tourism and political transition in Egypt: An outlook for the industry during and after change. Tourism Planning & Development, 15(5), 526-546.

Paraskevas, A., & Arendell, B. (2007). Dimensions of service quality in hospitality and tourism: A review and synthesis. Journal of Hospitality Marketing & Management, 15(8), 737-766.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. Journal of Marketing, 49(4), 41–50. https://doi.org/10.1177/002224298504900403

Rather, R. A., Hollebeek, L. D., & Islam, J. U. (2022). Tourism-based customer engagement: Service quality, value co-creation and behavioural intentions. International Journal of Hospitality Management, 98, 103146. https://doi.org/10.1016/j.ijhm.2021.103146

Rather, R.A., Sharma, J., & Sharma, P. (2022). Hospitality servicecape and customer experience: Examining the effects of servicescape dimensions on perceived service quality. International Journal of Hospitality Management, 102, 103131.https://doi.org/10.1016/j.ijhm.2021.103131

Sigala, M., & Christou, E. (2012). Social media in travel, tourism and hospitality: Theory, practice and cases. Ashgate Publishing, Ltd.

Song, H., & Li, G. (2018). Tourism and hospitality development in the Asia-Pacific region. Journal of Hospitality and Tourism Management, 36, 1-3.

Szalata, T. (2020). Sustainable tourism as a competitive advantage of the hotel industry. Journal of Tourism and Services, 11(20), 41-54.

UNWTO. (2015). Tourism and the Sustainable Development Goals – Journey to 2030. Retrieved from https://www.e-unwto.org/doi/pdf/10.18111/9789284416899.

Wang, Y., & Pfister, R. E. (2008). Residents' attitudes toward tourism and perceived personal benefits in a rural community. Journal of Travel Research, 47(1), 84-93.

Wang, Y., Weaver, D.B., & Kwek, A. (2016). Beyond the mass tourism stereotype: Power and empowerment in Chinese tour packages. Journal of Travel Research, 55(4), 541-552.

Wu, C.H.-J., & Cheng, C.-C. (2013). Celebrity attachment and service quality in casinos. International Journal of Hospitality Management, 34, 344-354. https://doi.org/10.1016/j.ijhm.2013.04.001

Zineldin, M., & Vasicheva, V. (2015). Investigating patients' perceptions of hospital service quality: The case of a Swedish hospital. International Journal of Health Care Quality Assurance, 28(2), 191-209.

أثر تطوير أماكن الإقامة على معدل الإشغال بفنادق محافظة بني سويف (منظور مقياس سيرف كوال للنزلاء)

المستخلص

يعد تطوير أماكن الإقامة أمرًا ضروريًا لنمو واستدامة صناعة الضيافة في بني سويف. لجذب المزيد من السائحين ، تحتاج الفنادق وبيوت الشباب إلى توفير خدمات ومرافق عالية الجودة. كما يُعد معدل الإشغال مؤشرًا مهمًا لأداء صناعة الفنادق ، ويتطلب تحسين معدل الإشغال فهماً شاملاً للعوامل التي تؤثر فيه. لذلك هدفت الدراسة إلى تقييم أثر تطوير الإقامة على معدل الإشغال في صناعة الإقامة بمحافظة بني سويف

استخدمت الدراسة المنهجَ الكمي، وذلك باستخدام استمارة استبيان شملت 377 من نزلاء أماكن الإقامة بفنادق محافظة بنى سويف. يُظهر التحليل الإحصائي وجود علاقات معنوية بين الموثوقية والضمان والتعاطف وعقبات التطوير ومعدلات إشغال الاقامة. ومع ذلك، لم تظهر الاستجابة وتحسين هيكل الفندق أهمية إحصائية.

وتشير النتائج الرئيسية إلى أهمية تعزيز قدرات الموظفين، وتحسين البنية التحتية وإمكانية الوصول، وزيادة جهود التسويق، ومعالجة العقبات البيروقراطية، وتحفيز الاستثمار في أماكن الإقامة، وتجديد المرافق القديمة لزيادة الإشغال.

بشكل عام، تسلط الدراسة الضوء على العوامل التي تؤثر على معدلات إشغال الفنادق، مما يوفر نتائج لأصحاب المصلحة لتحسين جودة الخدمة والبنية التحتية ومعدلات الإشغال في محافظة بني سويف. كما يمكن إجراء مزيد من الدراسات عن طريق الدراسة علي أماكن ومواقع جغرافية أخرى.

الكلمات الدالة: محافظة بني سويف ، تطوير أماكن الإقامة، معدلات الإشغال، التنمية السياحية، جودة الخدمة.