
EDITORIAL NOTE

Dear Readers,

It is with great pleasure that we present the second issue of Volume 4 of the Pharos International Journal of Tourism and Hospitality (PIJTH). This edition showcases the journal's commitment to publishing rigorous, innovative, and globally relevant research that addresses the complex challenges and opportunities within the tourism and hospitality sectors. The selected articles in this issue reflect a diverse spectrum of inquiry, spanning environmental sustainability, financial resilience, digital heritage, and the transformative impact of artificial intelligence.

Leading this issue is a pivotal study by **Fouad A., Fathy A., and Abdelrassoul, S.**, entitled "Check-In, Check-Out, but What About the Environment? Barriers to Green Practices in Egyptian Hotels." This quantitative research employs Structural Equation Modeling (SEM) to dissect the internal and external barriers hindering the adoption of environmental practices in Egypt's four- and five-star hotels. The findings provide a critical, evidence-based roadmap for hotel managers and policymakers, highlighting that staff capabilities, leadership commitment, and cost considerations are more influential drivers of green intention than regulatory pressures. This research offers invaluable insights for fostering sustainable operations in Egypt and similar developing contexts.

The second article, "Beyond the Plate: A Comparative Financial Ratio Analysis of Restaurants in Tourism Destinations and Regular Industry Before and After the COVID-19 Pandemic" by **Fathy E., and Pelaez-Verdet A.**, presents a large-scale financial analysis of the Spanish restaurant sector. Utilizing ANOVA on a dataset of over 26,000 restaurants, the study reveals significant financial disparities between establishments in tourism-centric locations and those in regular urban settings, particularly during the COVID-19 crisis. The research underscores the heightened vulnerability of tourism-dependent businesses and provides crucial recommendations for building financial resilience and strategic slack in the face of external shocks.

In the third article, "Digital Reunification and Documentation of Dispersed Artifacts from Thonis-Heracleion: A Metadata Case Study of the Amun Gereb Naos and a Framework for Future Storytelling and Virtual Interpretation" **Chahine P.** addresses a profound challenge in underwater archaeology: the fragmentation of cultural heritage. The study proposes an innovative interdisciplinary framework that integrates digital documentation, international metadata standards (CIDOC-CRM, Dublin Core), and narrative storytelling to virtually reunite artifacts scattered across multiple institutions. Through a practical case study and a prototype digital repository, the research demonstrates a transferable model for restoring contextual integrity and enhancing public accessibility to submerged cultural heritage.

Concluding this issue, the research report by **Elsawy T. and Nassar M.**, "The AI-thenticity Paradox: How Artificial Intelligence is Reshaping Destination Image and Tourist

Desire," delves into one of the most contemporary topics in tourism marketing. This systematic review synthesizes current literature to explore the dual-edged impact of AI-generated content. It investigates how AI can powerfully shape destination image and travel intention through personalization and engagement, while also raising critical questions about authenticity, stereotype reinforcement, and ethical implementation—a phenomenon the authors term the "AI-thenticity Paradox."

Collectively, the articles in this issue of PIJTH contribute significant theoretical advancements and practical solutions across the domains of hotel management, financial strategy, cultural heritage, and digital marketing. We extend our deepest gratitude to the authors for their valuable contributions and to the reviewers for their dedication and expertise in upholding the journal's scholarly standards. We are confident that this collection will inspire further research and dialogue, enriching the global discourse on tourism and hospitality.

Happy reading!

Sincerely,

Prof. Mohamed A. Nassar