The Role of Self-control in Reducing the Financial Risks Facing Egyptian Travel Companies

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Abstract

Self-control in the tourism sector is one of the most important guarantees to the safety of the tourism sector. As a result of the global economic crises, it has become necessary to adapt the system of self-control to the changes in the travel companies, as this system affects the procedural control of the work within these companies, and hence ensures the continuity of companies' activities, through the imposition of procedural control overall operations. And on the other hand, to give the honest assessment of its real financial position, which in turn demonstrates the importance of the integrity and credibility of the accounting information present in the final financial statements, which are based on the validity and integrity of the Self-control system adopted by the travel company. This paper discusses and investigates the role of Self-control in Egyptian travel companies in reducing the financial risks such as liquidity deficiency, and inflation risks through a field study on the target community. The results of the study showed a statistically significant relationship to Self-control in risk reduction, which in turn indicates the importance of Self-control in predicting the value of financial risks. The results also showed a statistically significant relationship to Self-control in reducing the risks of lack of liquidity and the risks of inflation, which illustrates the importance of Self-control in predicting the value of these risks.

Introduction

Self-control in the tourism sector is one of the most important guarantees that guarantees the safety of the tourism sector. When defining the self-control system adopted in businesses, its weaknesses are detected and the audit is focused on these points while maintaining the strengths, and this system reflects the regulatory plan and all procedures and standards adopted by the travel company in order to ensure the success of all functions, and to ensure the validity and credibility of information generated by the information systems of the travel company.

As a result of the development of the business, it has become necessary to adapt the system of self-control to the changes that are taking place in the travel company, as this system affects the procedural control of the work within the travel company, thus ensuring the continuity of its activity, which comes through the imposition of procedural control over all operations. Moreover, demonstrates the importance of the

integrity and credibility of the accounting information present in the final financial statements, which are based on the validity and integrity of the self-control system adopted by the travel company (Rahmi & Usman, 2018).

Study problem

The problem of the study is to clarify the role of Self-control in reducing the financial risks related with increasing return on investments, through a field study on Egyptian travel companies, as the Egyptian tourism sector is a main pillar of the national economy.

Egyptian travel companies have many diverse investments, this in turn generates a kind of financial risk surrounding this vital sector, which necessitates the management to rely on an effective internal control system to reduce these risks using appropriate scientific method that ensures the achievement of objectives and strategies.

Based on the above, the problem is to answer the question: What is the role of Self-control in reducing the financial risks such as lack of liquidity, inflation risks, directly related to the increased return on investment in the tourism company? As well as answering the following sub-questions:

First: Is there a statistically significant relationship between Self-control and reducing the risk of lack of liquidity in the travel company?

Second: Is there a statistically significant relationship between Self-control and reducing the risk of inflation in travel companies?

Study objectives

The study sought to achieve the following objectives:

1. Identifying the relationship of Self-control to the financial risks related with the increase of travel companies' revenues and operations.

2. Identifying the dimensions of the (liquidity risk, inflation risk) and determining the role of Self-control in reducing the financial risks facing Egyptian travel companies.

The importance of the study

The subject of Self-control is one of the important and vital topics that occupy a key position in various economic sectors in general, and the tourism sector in particular, in order to raise the rates of development of this sector and achieve economic stability and work to satisfy its basic needs.

In order to achieve these objectives, this requires seeking the optimal role of Self-control in reducing financial risks by travel company departments, namely, preventing losses, maximizing stability in profits, and reducing the cost of managing potential financial losses, with the highest returns and lowest risk.

Hence the importance of this study is in investigating the role of Self-control in reducing the financial risks related with increasing returns on investment in travel companies.

Self-control

Self-control: is the   planning of the management of the company and the related means or measures used within the company top reserve assets and test the accuracy of accounting data and its reliability and develop   productive efficiency (Wamba, et al, 2017).

Self-control emerged nearly three decades ago, and therefore considered modern compared to external control, Self-control has been widely accepted in developed countries, and Self-control was initially limited to accounting review to ensure the validity of the registration of financial operations and the detection of errors. The auditor communicates the results of auditing to the users of financial reports, whether in the electronic accounting information systems or manual ones (khattab, 2016). but with the development of projects it became necessary to develop Self-control and expand its scope so that it is necessary to be used as a tool to examine and evaluate the effectiveness of control methods and provide senior management with information, thus becoming a tool for the analysis of information and communication between different administrative levels and higher management (DeFond & Lennox, 2017).

Factors that have helped the development of Self-control include: growth in the size of projects, increased activities and operations, geographical expansion, the importance of protecting the organization's assets from embezzlement and fraud, as well as the importance of having accurate, accountable and objective periodic statements that reduce the errors that may arise when preparing them (Kukutschka, 2018).

The Self-control was defined as a set of procedures that are established within the company for the purpose of verifying the application of administrative and financial policies Donelson, & McInnis, 2017).

Self-control was introduced as an independent evaluation activity during a particular organization aimed at reviewing accounting, financial and other operations as a basis for the management service (Gao, & Jia, 2016).

The Self-control serves the company management in achieving their purposes through control of financial transactions, in order to help the senior management to reach the maximum productivity and efficiency. Management plans and policies are verified by the senior management of the company and evaluated, to analyze deviations from these plans and make suggestions to avoid deviations in the future and fill the gaps that lead to the loss of project funds, and here the Self-control officials write periodic reports on their evaluation of the implementing plans (Qi, et al, 2017).

Financial Risk Management

Financial Risk Management refers to the relationship between the   required return on investment and the risks related with this investment, with the aim of employing this relationship in order to maximize the value of that investment from the point of view of its   owners (Valaskova, et al, 2018).

Financial risk management has become necessary for the company to continue in the face of contemporary global competition, focusing on three major objectives: preventing losses, maximizing stability in profits and reducing the cost of managing potential financial losses (Valaskova, et al, 2018).

Risk management includes the following activities: collecting information on the company's hazardous assets, identifying the expected threats to each asset, and identifying existing system defects that allow the threat to affect the asset (Wanjohi, et al, 2017).

Financial risk: the degree of volatility in the expected return, or the likelihood that the actual return on investment will deviate from the expected return (Kosov, et al, 2016). Financial risk is defined as: loss that can be experienced as a result of uncertain changes, and financial risk is a relative measure of the volatility of future returns (Virglerová, et al, 2016).

Risk of lack of liquidity: The company's inability to pay its financial obligations when due, and a company that cannot meet its short-term obligations will be the beginning of the phenomenon of deficit, which, if continued, could lead to bankruptcy (Macey, & Salovaara, 2019). The risk is the potential volatility of outputs, that the risk is objective, can be quantifiable, and that it creates potential losses, where the behavior related with the risk can result in gains or losses and which one will occur (Virglerová, et al, 2016).

Inflation risks: risks resulting from the general rise in prices and hence the decrease in the purchasing power of the currency (Meo, et al, 2018). The risk situation indicates that there may be a loss or an unwanted event, and that financial risks arise from the financing of the Travel company and increase as debt dependence increases (Mohammed & Knapkova, 2016).

Study methodology
- The analytical approach, which relates to the field aspect where a questionnaire was designed to collect and analyze data using the (SPSS) program version 25.00.

Study Population
The study population consist of a sample of higher and middle management in the travel companies. We selected 130 class (A) companies with headquarter located in Cairo and Giza. The sample was 650 of the general managers, finance managers and accountants of 130 travel companies. We retrieved 512 of 650 questionnaire forms, and we rejected12 of which. Accordingly, the percentage of forms retrieved reached to 77 %. The questionnaire includes measuring the basic study variables, first: Self-control (9 statements), second: Risks of lack of liquidity (8 statements) and Third: Inflation risks (4 statements).

Study Limitations
- Spatial Limitations: Egyptian travel companies, category (A) in Cairo and Giza
- Time Limitations: Field study and analysis were limited (December 2019 to January 2020).

Research Credibility and Reliability
To confirm the Credibility of the questionnaire was presented for a 14 tourism experts and faculty members in Egyptian universities in the specialty of tourism and accounting specializing experienced and competent in the field of study, to find out their opinions and suggestions to achieve the desired effectiveness, by ensuring the clarity and integrity of the wording of statements and their validity to achieve the desired objectives, and to make any adjustments, delete, add or transfer.

Table1

Results of the stability of the role of Self-control in reducing the financial risks related with increased investment returns (Cronbach's Alpha)

variables	Statements that measure the field	Number of statements	Cronbach's Alpha Value
Self-control	1-9	9	0.790
Risks of lack of liquidity	10-17	8	0.849
Inflation risks	18-21	4	0.713
Total	1-21	21	0.903

From Table 1, it shows that the role of Self-control in reducing the financial risks have high internal consistency values ranging from 0.849 for liquidity risks. And 0.713 for inflation risk and for the survey as a whole, all of which are suitable and enough for scientific research purposes and indicate appropriate stability values, as they are greater than 60% (Bougie & Sekaran, 2016).

Statistical Methods

The SPSS program was used to process and analyze study data, extract Arithmetic mean and standard deviations, Pearson correlation coefficient, and T test to analyze mono variation.

Results and Discussions

According to the analysis of the data, the results were as follows:

Table 2

Arithmetic mean and standard deviations of financial risk in travel companies are ranked downwards

variables	Arithmetic mean	Standard deviation	Relative importance	Level	Rank
Risks of lack of liquidity	3.65	0.76	73.00	Medium	1
Inflation risks	3.64	0.79	72.80	Medium	2
Self-control	3.5	0.61	70.00	Medium	3
Total	3.57	0.51	71.40	Medium	

From Table 2, that shows, the Arithmetic mean of the financial risks related with increased investment returns was (3.65) with relative importance (73.0), the level of fields (Medium),the first level, inflation risk with an Arithmetic mean (3.64)and relative importance (72.8), and the next place was the risk of liquidity deficiency with an Arithmetic mean deficit (3.65) with relative importance (73.0), and the standard deviation of each of them in harmony with the views of respondents.

First: Self-control: arithmetic means, standard deviations and the relative importance of Self-control related with the increase in companies revenues and operations.

Table 3

Arithmetic mean and standard deviations of the level of   Self-control related with increased investment returns are downgrade

Statement	Arithmetic mean	Standard deviation	Relative importance	Level	Rank
The company's management periodically reviews Self-control plans	4.55	0.80	91.00	High	1
The company's management compares its regulatory procedures with similar travel companies to ensure the feasibility of its procedures.	3.88	0.86	77.60	High	2
The company's management issues recommendations to the financial management that it should bear part of the risks resulting from mismanagement	3.87	0.87	77.40	High	3
The audit plan is adjusted by the company's management based on the reports prepared by the specialists	3.58	1.05	71.60	Medium	4
The company follows upon the financial and accounting standards issued by the competent authorities	3.47	1.14	69.40	Medium	5
The company's management is committed to financial risk legislation, regulations and regulations	3.19	1.23	63.80	Medium	6
Tools and techniques are used to analyze risks and monitor the validity of their analysis by the company's management	3.13	1.31	62.60	Medium	7
The company's management predicts future financial risks to develop regulatory measures to reduce them.	3.09	1.17	61.80	Medium	8
The investment diversification risk assessment process is carried out periodically and continuously by the company's management.	3.08	1.37	61.60	Medium	9
Self-control	3.54	0.67	70.80	Medium	

From Table 3, that shows, the level of Self-control related with increased investment returns was (Medium), with a relatively important and arithmetic mean (3.54) (70.80), and the level of statements (medium and high), with arithmetic mean ranging from (4.55 to 3.3). Statement 1, "The company's management periodically reviews Self-control plans to achieve an accurate risk detection assessment" with a mean calculation (4.55) and relative importance (91.0), and the standard deviation indicates the harmony between respondents' opinions. The last rank came in statement (9) which is "the process of estimating the risks resulting from diversification of investment by the

management of the company periodically and continuously "with a low arithmetic mean (3.08) with relative importance (61.60).

Second: The risk of lack of liquidity: arithmetic mean, standard deviations in liquidity deficiency risk are calculated as follows.

Table 4

Arithmetic mean and standard deviations in liquidity risk are downgrade

Statement	Arithmetic mean	Deviation Normative	Importance Relativity	Level	Rank
The Company is bound by the due date for the remaining period of time before fulfilling its financial obligation to reduce the risk of liquidity deficiency.	4.47	0.84	89.40	High	1
The company determines its specific and fixed liquidity in order to meet the risk of liquidity shortages it faces in the future.	3.82	0.95	76.40	High	2
For most of its financial transactions, the company relies on immediate cash exchange to reduce the risk of liquidity deficiencies.	3.68	0.97	73.60	High	3
The Company is committed to monitoring the maturity dates of operating expenses to reduce Risks of lack of liquidity.	3.57	1.18	71.40	Medium	4
The company is committed to diversifying investments in order to reduce the risk of lack of liquidity.	3.5	1.24	70.00	Medium	5
The company is committed to establishing a policy for financial transactions in the term.	3.45	1.14	69.00	Medium	6
The company's balance between maintaining its liquidity level and increasing operational activities	3.36	1.09	67.20	Medium	7
The company sets a specific number for the liquidity it maintains.	3.36	1.20	67.20	Medium	7
Risks of lack of liquidity	3.65	0.76	73.00	Medium	

From Table 4, that shows, the level of risk of liquidity deficiency was (Medium), with an Arithmetic mean (3.65) relative importance (73.0), and the level of statements between (Medium and high), with Arithmetic mean ranging from(4.47to 3.36),and in the first rank statement(6) and the company is committed to the maturity date for the remaining period of time before fulfilling its financial obligation to reduce the risk of lack of liquidity.. With a mean of 4.47and relative importance (89.40) the last rank came statement (2) and (4) which is "The Company's balance between maintaining its liquidity level and increasing operational activities. And. The company sets a specific number for the liquidity it maintains.

Third: Inflation risks: Arithmetic mean, standard deviations in inflation risk and table (5) show this.

Table 5

Arithmetic mean and standard deviations in inflation risk are downgrade

Statement	Arithmetic mean	Deviation Normative	Relative importance	Level	Rank
The company studies the economic indicators of the markets to avoid the risk of inflation.	3.99	1.04	79.80	High	1
The company is keen to avoid the risks of purchasing value to reduce the risk of inflation.	3.91	1.01	78.20	High	2
The company has a mechanism to protect its invested funds from falling purchasing value as a result of inflation.	3.64	1.12	72.80	Medium	3
The company is committed to diversifying investments in order to reduce inflation risk.	3.42	1.26	68.40	Medium	4
Inflation risks	3.64	0.79	72.80	Medium	

From Table 5, that shows, the level of inflation risk was Medium, with an arithmetic mean (3.64) relatively important (72.80), and the level of statements was between Medium and high, with arithmetic mean ranging from3.99 to 3. 42), the first rank came statement (3) which is   "the company works to study the economic indicators of the markets to avoid the risks of   inflation." With a mean (3.99) and relative importance (79.80), the last rank came statement (1)1which is "The company is committed to diversifying investments in order to reduce inflation risk. With mean (3. 42) of relative importance (68.40).

Table 6

Results of linear regression analysis   to examine the role of Self-control in reducing the financial risks related with increased investment returns

Independent variable	R	R2	F	Sig f	Fixed limit(0β)	Factories β	T	Sig t	The result
Self-control	0.542	0.293	76.80	0.000	2.118	0.412	8.76	0.000	Accept

The table shows the value of the T test, which indicates how important the statistical significance of the coefficient is, the calculated T value (8.76) has reached a level of significance (0.000) and since the value of the indication level was less than 0.05, this indicates acceptance of the importance of Self-control in predicting the value of financial risks.

Table 7

Results of linear regression analysis to examine the role of Self-control in reducing the risk of liquidity deficiencies related with increased investment returns

Independent variable	R	R2	F	Sig f	Fixed limit(0β)	Factories β	T	Sig t	The result
Self-control	0.458	0.210	49.18	0.000	1.833	0.514	7.01	0.000	Accept

The table shows the value of the T test, which indicates the importance of the statistical significance of the coefficient and the calculated t value (7.01) has reached a level of significance (0.000) and since the value of the indication level was less than 0.05 this indicates acceptance of the importance of Self-control in predicting the value of the risk of liquidity deficiency..

Table 8

Results of linear regression analysis to examine the role of Self-control in reducing inflation risks related with increased investment returns

Independent variable	R	R2	F	Sig f	Fixed limit(0β)	Factories β	T	Sig t	The result
Self-control	0.145	0.021	3.97	0.048	3.035	0.170	1.99	0.048	Accept

The table shows the value of the   T test, which indicates how important the statistical significance of the coefficient is, the calculated t value (1.99) was at a level of significance (0.048) and since the value of the indication level was less than 0.05, this indicates acceptance of the importance of Self-control in predicting the value of inflation risks.

Conclusions

- A financial risk is the loss that a   travel company can suffer as a result of uncertain changes, and financial risk is a relative measure of the volatility of the return to be obtained in the future.

- Risks of lack of liquidity is the inability of the travel company to pay its financial obligations when due.

- The risks of inflation are those resulting from the general rise in prices and hence the decrease in the purchasing power of the currency.

- Self-regulatory is a set of procedures that are established within the company for the purpose of verifying the application of administrative and financial policies.

- Financial risk management has become essential for the travel company to continue in the face of contemporary global competition.

- Tourism companies do not diversify their investments despite studying the economic indicators of the markets

- The failure of the travel company to strike a balance between maintaining its liquidity level and increasing operational activities.

- A statistically significant relationship to Self-control in risk reduction, which in turn indicates the importance of Self-control in predicting the value of   financial risks.

- A statistically significant relationship to Self-control in reducing the risks of lack of liquidity and the risks of inflation, which illustrates the   importance of Self-control in predicting the value of these risks.

- The company's management does not periodically and continuously review Self-control plans for financial risk assessment. This may be due to the fact that auditors are not aware of the importance of continuous and successive financial risk assessment stalking and concern for other things they believe are more important to them.

- The administrations of Egyptian travel companies pay more attention to the risks of lack of liquidity than inflation-related risks.

Recommendations

- The need for Self-control services in Egyptian travel companies to ensure the accuracy of the risk assessment resulting from the diversification of investment periodically, continuously and successively in order to accurately assess the financial risks related with investment and avoid them as quickly as possible and before it is too late, and to take care of the risks of capital adequacy while not neglecting other risks, in order to reduce the financial risks that may be encountered.

- Egyptian travel companies should increase and diversify the funds invested to reduce the risk of inflation.

- The relevant departments, especially the company's management in Egyptian travel companies, should pay attention to determining the cost of opportunity when diversifying into investments, providing a new service or developing in a current service in order to maximize the expected return on   investment.

- Focus on the importance of the relevant departments of Egyptian travel companies reinvesting cash flows by achieving a target return in the face of high interest rates in order to control financial risks.

- The importance of training the company's management staff in Egyptian travel companies through specialized training programs held by travel companies or engaging employees outside the company in terms of risk management, investment diversification and knowledge of the experiences of successful travel companies in financial risk management.

- The control tools within commercial travel companies differ but share with each other the importance of the function of Self-control and its role as a support function for management and the audit committee and external auditors, so it is necessary to re-engineer this function in accordance with modern international standards and provide them with competent cadres and enhance their independence in order to assume their role in the management of financial risks.

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دور الرقابة الذاتية في الحد من المخاطر المالية التي تواجه شركات السياحة المصرية

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معلومات المقالة	الملخص
الكلمات المفتاحية	تعتبر الرقابة الذاتية في القطاع السياحي من أهم الضمانات التي تضمن– ضمن عوامل أخرى– سلامة القطاع السياحي ككل، ولعل المخاطر المالية التي أدت إلى توالي الأزمات المالية والسياحية خلال السنوات الماضية وصولاً إلى الأزمة العالمية عام 2020 وإيقاف حركة السفر، وانتقال تلك الأزمات من دولة إلى أخرى، جعل الحكومات والجهات الرسمية والقطاع الخاص تبحث عن أسباب حدوث تلك المخاطر التي أصبحت هاجساً يؤثر على الاستقرار الاقتصادي العالمي، وتناقش هذه الدراسة دور الرقابة الذاتية في شركات السياحة المصرية في الحد من المخاطر المالية المتمثلة في مخاطر نقص السيولة، ومخاطر التضخم، والمرتبطة بشكل مباشر بزيادة العائد على الاستثمار في الشركة، وذلك من خلال إجراء دراسة ميدانية على المجتمع المستهدف. وأظهرت نتائج الدراسة وجود علاقة ذات دلالة إحصائية للرقابة الذاتية في الحد من المخاطر، وهذا بدوره يشير إلى أهمية الرقابة الذاتية في التنبؤ بقيمة المخاطر المالية، كما أظهرت النتائج وجود علاقة ذات دلالة إحصائية للرقابة الذاتية في الحد من مخاطر نقص السيولة، ومخاطر التضخم، وهو يوضح أهمية الرقابة الذاتية في التنبؤ بقيمة هذه المخاطر.
الرقابة الذاتية؛ المخاطر المالية؛ شركات السياحة.	
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