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**Faculty of Tourism and Hotels**

Assessment of hotel marketing strategies and  
management regarding the post pandemic  
covid-19. Case study: the cities of Luxor and  
Aswan

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## **Abstract**

**Introduction:** The COVID-19 pandemic is forcing tourism and hospitality firms to innovate and adapt to unprecedented changes of business environment. Successful service innovation is, of course, critical for hospitality and tourism businesses to maintain competitiveness during and after the pandemic. **Literature Review:** study the related to the impacts and recovery strategies that were implemented in previous crisis situations acting the hotel industry. In order to focus the study on region Luxor and Aswan chain-managed five-star hotels performance. **The aim of the study is to assess hotel marketing strategies and management regarding the post pandemic covid-19.** **Methodology:** Qualitative method was inducted Luxor and Aswan **chain-**managed five-star hotels by using interviews method In order to assess the impact of COVID-19 on marketing and management. **Conclusion:** Social media have considerably changed service industries, such as the hospitality hygiene and cleanliness are important to delve into guests' perceptions of the cleanliness of specific hotel surfaces. Furthermore, a more in-depth analysis is warranted about the evolving relationship between hotels and the healthcare sector.

**Key words:** Hotel innovation- Marketing strategies - Service management-Luxor and Aswan hotels -Hotel operation strategies.

## **Introduction**

Tourism is the fastest growing industry in the world today, offering many developing countries new job opportunities

and a significant source of foreign currency income, as the tourism industry has become more competitive and globalized due to technological advances in information and communications (Hartrich and Martinez, 2020).

Luxor is considered one of the large famous centers in the world as it contains many historical sources. It has one-sixth of the world's monuments and a third of Egypt's monuments. Luxor is characterized by many tourist attractions and destinations that have made them unique around the world, especially in the winter season, characterized by a moderate climate due to its location on the Nile (Essam, 2020).

Egypt also enjoys competitive prices among many destinations in the world, which increases Egypt's share in global tourism according to the 2018 Tourism and Travel Competitiveness Index, Egypt ranks second globally according to competitive pricing standards.

Luxor is the treasure of world-renowned monuments is one of the major nodes on the Egyptian map of tourism. 14 Historic temple in Luxor.

The city of Luxor, it is an open museum, which includes one third of all monuments of the world, the most famous of which are the **Karnak Temple**, Luxor Temple, Valley of the Kings, Valley of the Queens and Monastery of the City. Aswan, besides, it is a wintering place for tourists to warm its weather in the winter season, includes several historical monuments such as the temples of Abu Simbel, the island of Philae and the island of plants.

The sudden onset and the accelerated spread thereafter of the COVID-19 pandemic have had a devastating effect on many businesses. The nature of the crisis has meant that the hospitality industry has also been

affected severely. In order to navigate the uncharted terrain that has resulted from the pandemic, there is a palpable need for hotels to re-assess current business practices, and quickly devise innovative. Strategies that safeguard the health and safety of guests as well as employees and Marketing strategy (Hidalgo et al., 2022; McKinsey Company, 2022)

Hotel' employees who are highly customer oriented can be expected to act on this orientation by engaging in behaviors that identify and satisfy customer needs, while eschewing behaviors that might lead to dissatisfaction (Zablah et al., 2012). As a result, Hotel' employees who are customer oriented are those who contribute most to hotel benefitting outcomes such as customer loyalty, willingness to pay for the hotel products and services, and perceptions of service quality (Homburg et al., 2009).

Price is very important factor hotel customers have price sensitivity at a certain level when making their choices (i.e. intention to purchase). Moreover, while hotel customers make a purchase decision in a category of hotel (Kumar & Kumar, 2017; Bhandari & Rodgers, 2018; Dang et al., 2021).

Customers have also improved their personal price forecasting rules, allowing them to compare this price with a normal price based on previous purchasing experience. Customers can use price as a reference when they think price increases repurchase hotel decisions, since customers' focus and complementary prices can represent the past price paid for certain items (Ramirez & Goldsmith, 2009; Gupta, 2011).

Social media usage and EWOM have positive impact on purchase-decision involvement and online trust plays a vital mediating role in hotel (Prasad et al., 2017). People

can be sensitized against any menace or can be made aware about any good things in the hotel services and products in true sense so that they become proactive, participate and take decision (or purchase decision) (Prasad et al., 2017).

Social media usage and EWOM affect quick service meal purchase decision involvement either directly or indirectly through customers' opinions. EWOM communications have strong effects on hotel purchase intention directly or indirectly leading to quick service food purchase decision involvement (Jalilvand & Samiei, 2012; Prasad et al., 2017; Marchand et al., 2017).

With time and changing lifestyles of customers, social media are quickly substituting the role played by traditional word of mouth which was based on offline recommendations from family members and friends (Nguyen et al., 2019; Vermeer et al., 2019). In the digital era, social capital seekers are mainly influenced by the posts and reviews made by other peers on social media community groups regard hotels. The final quick service meals purchase decision is often based on the opinions of social media users rather than friends and family (Gharib et al., 2019). Hotels are imperative to investigate whether there is a direct relationship between the use of social media platforms and positive word of mouth "PWOM". There is a possibility of negative referrals on social media platforms which may negatively distract from PWOM (Dewnarain et al., 2019; Dewnarain et al., 2021).

### **Aim of the study**

- 1- Assess the hotel marketing strategies and management regarding the post pandemic covid-19.

- 2- Identify future plans developed or modified for the hotel's development under the influence of various crises.
- 3- Identify if the hotel actually invested the historical places (Luxor and Aswan) for marketing strategy.

### **Research Population and Sampling Techniques**

**Research Design:** The research was conducted using Semi structured interview, focus group discussion and brain storming were used.

The planning and development for the current research study began in October 2021 and continued through November 2021. During that time a review of literature was conducted, research questions and hypotheses were developed, and data collection procedures were determined. A survey instrument was formulated, and data analysis techniques were selected.

#### **Data Collection:**

##### **The Characteristics of the Investigated Hotels**

The hotels samples of this study were selected from the five star hotels in based of availability and support. According to the guide of the Egyptian Hotel Association (EHA), (2020). The study was conducted on a sample of (12) hotels from Upper Egypt Luxor and Aswan five stars hotels. The choice of the hotels was due to category, the more availability, boarding, and the cooperation of the hotels. The characteristics of the investigated hotels are as follows in table (1).

**Table (1): The Characteristics of the Investigated Hotels.**

No	Hotel name	Total Rooms	Category	Location
1.	Hilton Luxor Hotel and SPA	236		
2.	Luxor Sheraton Hotel Resort	290		
3.	Maritim Jolie Ville Kings Resort	334	5 stars	Luxor
4.	Sofitel Karnak Hotel	347		
5.	Sofitel Winter Palace Hotel	234		
6.	Sonesta St. George Hotel Luxor	322		
7.	Steigen Berger Nile Palace Hotel	304		
8.	Amoun Village	50	5 stars	
9.	Mövenpick Resort Aswan	244	5 stars	
10.	Pyramisa Isis Island Hotel	447+time share	5 stars	Aswan
11.	New Cataract Hotel	62	5 stars	
12.	Sofitel old Cataract Hotel	76	5 stars	

The research was conducted using Semi structured interview adapted to three target groups of the hotel employees such as (hotels managers, departments' managers and supervisors) and tour guides in the same sample of the hotels. The survey was reviewed by academic lecturers from the Higher institute of tourism Abu and hotels in Luxor, and High Institute of Tourism and Hotel Management and Monuments Restoration Qir, Alexandria, and from faculty of tourism and hotels Luxor University to review the interview as well as to find out the on duty and ready to support hotels;



all notes and suggestions have been taken in confederation. Pilot study was carried out by distributing 25interviews for the tour guides, hotels managers, hotels departments' managers and supervisors in November 2021 and the study was conducted in October 2021 to January 2022in Luxor and Aswan, on a sample of 12five star hotels. The interviews are containing both of opened and closed-ended questions. The method of data collection was self-completion interview, returned by e-mail and personally collected by the researchers. The collected interviews were encrypted and statistically analyzed.

#### **Hotel' employees and tour guides interview**

A feature common to the assessment of qualitative research quality is the need to evaluate the saturation of a data set, implying that the data includes all information required to answer the research questions (Lowe et al., 2018).

Regarding the data collection the study was conducted in October 2021 to January 2022in Luxor and Aswan, on a sample of 12five star hotels. The total number of interview forms through hotel employees and tour guides is 120interview that distributed in accordance to hotel capacity (10interview form each hotel)... The study chooses the respondents within different departments in investigated hotels such as food and beverages, Kitchen, rooms division (front office and housekeeping), quality and hygiene.Concerning the respondents' departments. The overall purpose of these personal interviews is to identify and assess the hotel marketing strategies and management regarding the post pandemic covid-19.

### The demographic data

This information was useful in understanding the nature of Egypt Nile cruise staff profiles. Results are presented in table (2).

**Table (2): Distribution of the respondents according to demographic data (n =30)**

Demographic data	No.	%
<b>Gender</b>		
Male	112	93
Female	8	7
Total	120	100
<b>Age</b>		
Under 30 years	43	36
From 30 to 45 years	59	49
From 45 to 60 years	18	15
Total		100
<b>Education Level</b>		
Vocational or Technical School	29	24
University or higher institute education	86	72
Postgraduate studies (Master or Ph.D.)	5	4
Total	120	100
<b>Experience</b>		
Less than 5 year	7	6
From 5 to 10	36	30
From 10 to 15	63	53
More than 15	14	12
Total	120	100
<b>Position</b>		
Tour guide	36	30
Top management and Departments' managers	40	33
supervisors	44	37
Total	120	100

Data indicated that most of the respondents were male (93%).this because the Upper Egypt habits. Concerning the

ages (49%) of the respondents were from (30) to (45) years old indicated that, they are youth. furthermore; the analysis clearly states that most of the respondents (72 %) have university/higher instituted educational level. Regarding the experience (53%) of the respondents was From 10 to 15 years' experience. Concerning Position (44%) of the respondents' was supervisors, whereas 33% of them top management and departments' managers, while only 30% were Tour guides.

## Results and Discussion

**Question NO. (1) Regarding the post pandemic covid-19: Does** the hotel have already applied the modern technology in service facilities? If it exists please mention?

The respondents were asked about do the respondents in the investigated hotels think that their hotel enjoys using modern technology in providing services within the hotel. The aim of this question is to identify the perspectives of the interviewees in terms of the using modern technology in providing services within the hotel.

Three quarter of the respondents choose yes. While in the other hand quarter of the respondents stated that they think that their hotel doesn't have the modern technology in providing services within the hotel. These results agreed with Tussyadiah et al., (2018); Kan & Nasheel, (2019).

More than half of the respondents indicate that they frequently using modern technology in providing services within the hotel such as: Offer a meaningful set of guestroom technology applications to guests; Streaming Devices to TV, where guests can stream their computers, phones, or tablets directly to the high definition televisions in their rooms; Wi-Fi; Light sensors, where these sensors turn on when a guest arrives a room, and they turn off when the room has left a while without any motion; Hair dryer; Video-Conferencing Capabilities; Virtual concierge; Virtual Technology (The Covid-19 pandemic forced most hotel advertisers to use Digital Marketing. Building a website and having an online presence is tedious work. Many services provide online visual content to help build a slick, user-friendly website). In-room interactive table;

coffee/tea making facilities; LCD Television; Air Conditioning; Create an information point on the hotel website and social networks to share pertinent and applicable links to helpful sources. These results agreed with “Cobos et al., (2016); Ivanov et al., (2018<sup>a</sup>); Ivanov et al., (2018<sup>b</sup>); Kansakar et al., (2019); Fuchs, (2020<sup>a</sup>); Fuchs, (2020<sup>b</sup>); Fuchs, (2020<sup>c</sup>); Tavitiyaman et al., (2020).

Moreover, more than third the respondents supposed that modern technology in providing services within the hotel play a major role in the service quality and guests' satisfaction such as: **Mobile Check-In; Recognition Technology; Artificial Intelligence; Internet of Things (IoT)** (Another technological trend within hospitality management is the '*Internet* of Things', or IoT); **Augmented Reality** (Finally, augmented reality has exploded as a tech trend in a similar way to VR technology, but is even more accessible; typically requiring little more than access to a smartphone and the internet); **Cybersecurity** (the increased need for cybersecurity is among the most vital technology trends in the hospitality industry); Hotels gradually install smart room access systems that let guests to unlock their doors by simply swiping their phones across a keyless pad on the door; Televisions, where this is already a reality at some luxury hotels across the globe, where guests can watch high-definition TV. Smart Thermostats that will allow guests to adjust the temperature in their rooms with a smartphone, Smart Lighting, Business center (e.g., computers, fax and copier machinery, etc.); In-room Telephone; High Speed Internet, Faster Wi-Fi infrastructure. Mobile communication and automation, where guests want to be able to do all from checking in at a venue's automated

kiosk to ordering room service with a digital device instead of standing in queues and movable around the hotel premises to order food; Check-in and /or out were offered to guests on their mobile devices is improve service speed. These results agreed with “Trejos, 2015; Tussyadiah and Park, 2018; Tung & Law, 2017; Tung & Au, 2018; Qiu et al., 2019”.

Furthermore, many of the respondentsexplain their response that their hotels use of modern technologies in marketing and advertising **such as:** Follow-up study of market prices in terms of supply and demand; **Voice Search and Voice Control; Contactless; Chatbots** (Chatbots have been use as guests now demand swift answers to questions at all times of the day); **Virtual Reality** (can make the difference at the stage when guests are ready to make a booking, because it will give potential guests a much clearer sense of what they can expect when they visit for real); **Big Data** (Data collection has grown rapidly across almost all industries, but can be used to great effect by hospitality businesses to provide more personalized experiences). These results agreed with (Kuo et al., 2017; Aypar & Bahman, 2018; Qiu et al., 2019).

Additionally, Using Robots to perform the hard and dangerous tasks, robots transform their business processes; Robots are still quite expensive, need training, are fast changing and there are attempts to make affordable robots for hospitality and hotels. These results agreed with ”Kim & Qu, 2014; Kelly et al., 2017; Murphy et al., 2017; Ivanov, 2019; Murphy et al., 2019; Webster and Ivanov, 2020.

Furthermore, some of the respondents stated that using modern technology in providing services within the

hotel practices increase quality, positively increase the level of services process, assuring safety and infections prevention, and customer satisfaction by satisfying the guest of hotel service processes; save time and efforts, Meet and exceed guest expectations; Hotel try to keep creative in their approaches to attract new clients and have incorporated new ways of business into their action plans such as day room rentals, conversion of spaces into co-working areas, offering the facilities for TV and film shooting and even rental of spaces to schools for education purposes. These results agreed with “(Dieck et al., 2017); Beldona et al., (2018); Anke, (2019); Dalgic and Birdie, (2020)”.

**Question NO. (2): Regarding the post pandemic covid-19 are hotel staff trained on modern methods of hygiene and public health using modern technology?**

The respondents were asked about are hotel staff trained on modern methods of hygiene and public health using modern technology. The aim of this question is to identify the perspectives of the interviewees in terms of the **hotel staff trained on modern methods of hygiene and public health** used in the hotel

The majority of the respondents choose yes hotel staff trained on modern methods of hygiene and public health using modern technology. Furthermore, many of them “90 respondents” add that their hotels use many learning styles for example (1) Visual: Learning by seeing or watching; (2) Auditory: Learning by hearing information; (3) Kinesthetic: Learning through action, or by doing. Furthermore, their hotels Use many effective employee training methods: Technology-based learning “Technology-based learning is that it allows trainees to work through the material at their

own pace, and removes the need for an in-person facilitator”; Simulators “Simulations are an effective training technique for fields that require a specific set of skills for operating complex machinery, Successful simulations reflect actual work situations, and allow trainees to solve issues that they will likely face on the job”; On-the-job training” focus on the practical skills necessary for the job. New hires begin working immediately with this training method”; Coaching/mentoring; Instructor-led training “This method impersonators other classrooms in that an instructor prepares and leads the experience, usually using a lecture-style presentation with a visual component; Roleplaying “where each is allowed to act out different potential work scenarios, it allows employees to practice handling difficult situations”; Films and videos; and Case studies.

Furthermore, some of the respondents add that: Special training courses around, hygiene and public health, etc.); enhancing quality and improving the quality level of hospitality services. In housekeeping department and kitchen and restaurant Set the clear goal and objectives; train the hotel team, train and improve the employee experience; training are a vital tool to increase customer-centricity; providing hospitality service quality and standardizations; Product and place development. This agreed with Mathies et al., (2014); and Tong, 2015. Hotels conduct training; improve teamwork; encourage employees to develop new skills; use modern technology; more attention to health and safety the different security, hygiene and health procedures that establishments are implementing. These points of views agreed with Mathies et al., (2014); Charles et al., (2016); and Youssef et al. (2018).



The highlighted do the hotel staff trained on modern methods of hygiene and public health using modern technology is agreed with [respondent 22].

Most of investigated “80 respondents” added that some hotels are training employees through the hotel manager or divisional managers as well as departments managers such as food and beverage manager, executive chef, hygiene and quality manager or training manager for the hygiene and public health based training. Furthermore, multiple entities that provide training. Specialized training centres such as quality companies that oversee the quality and safety of food (such as Crystal and “U R S” Companies), or some government agencies such as the health department or veterinary maintain that the process of monitoring and evaluation at intervals. Likewise, the Ministry of Tourism offer several hygiene and public health training programs supported by the Ministry of Tourism, Egyptian Federation of Chambers of Tourism program, the national project for the development of hotel personnel hygiene and public health skills, in conjunction with the Organization of AHLA and HACCP food safety program. Furthermore, some investigated also said that health office or the Health and Veterinary Medicine Department in Luxor are playing an important role in monitoring and evaluation hygiene and public health on a regular basis as well as on the health inspection certificates and authorization to practice the profession as well as the dissemination of health awareness among employees.

While in the other side, few respondents stated that they don't use the modern technologies in training. There are many employees did not get the **hygiene and public health** training for several reasons, including that the

sessions attended by a limited proportion of employees on the boat and not all employees. It also held on the spaced intervals. And also to the presence of an increase in labor turnover rate and also because of the recession experienced by the tourism and also because of the need for training time and effort and may not be available as well as the lack of real desire of managers to train employees.

**Question NO. (3) Regarding the post pandemic covid-19:** Does the guests' desires, preferences and satisfaction is measured continuously. If the answer is yes, does this affect the marketing plan of the hotel? 3

The aim of this question is to identify the perspectives of the interviewees in terms of guests' desires, preferences and satisfaction is measured continuously. Approximately 108 "90%" of the interviewees at the investigated hotels assured that yes the hotel conduct a survey about guests' desires and preferences in providing service within the hotel which affect the marketing plan of the hotel.

While, in the other hand a few respondents 10 % of them stated that the hotel doesn't continuously conduct a survey about guests' desires and preferences in providing service within the hotel and doesn't affect the marketing plan of the hotel. These results agreed with Kelly et al., (2017); Youssef et al., (2018).

Majority of the respondents indicate that the hotel conduct a survey about guests' desires, preferences and satisfaction in providing service within the hotel in many ways such as: Continuing collecting guest feedback and sensitivity analyses (guest comments, websites, surveys, comment cards, recommendation boxes, guest complaints, thanks letters). Almost the major of the investigated managers usually use guest comment cards as their primary

way hotel conduct a survey about guests' desires, preferences and satisfaction in providing service within the hotel to affect the marketing plan of the hotel. It is one of the ways that help the hotels to identify the guest needs also it helps them to obtain guests feedback regarding the hotel services such as “accommodation, leisure, food and beverages “. Furthermore, hotel respondents mentioned that they usually use guest relation and guest contact employees as a direct tool to identify the guests' desires and preferences. Moreover, most of the respondents mentioned that they usually use trip advisors (online website) and other websites such as top hotels or holidays check to conduct a survey about guests' desires and preferences in providing service within the hotel as their primary way to assess' guest satisfaction and affect the marketing plan of the hotel. These results agreed with Babić Rosario et al., 2016; Colicev et al., 2018; Kim & Kim, (2018); Weitzl et al., 2018.

The highlighted do the impact of modern technologies in marketing and advertising plays a major role in the guest' satisfaction in the hotel is agreed with [respondent 23].

Moreover, Trip Advisors is considered one of the most important applications on the internet which helps the guests to identify their satisfaction level after departure and to conduct a survey about guests' desires, preferences and satisfaction in providing service and the marketing plan of the hotel. Guest's relations, the guest's contact staff, and trip advisors and other websites are considered very important ways to identify guest perceptions toward the Luxor and Aswan hotels

The highlighted conduct a survey about guests' desires, preferences and satisfaction in providing service and the marketing plan of the hotel are in agreement with [the respondents 36, 74].

Furthermore, a lot of the respondents indicate that, there are other popular and common ways used in the investigated hotels to conduct a survey about guests' desires, preferences and satisfaction within the hotel such as guest relations, travel agent reports& representative and complimentary party once or twice a week to give the respondents the chance to be in direct contact with the guests. Furthermore, a few the respondents use interview index on internet as their primary way to assess guest's satisfaction. Furthermore, there are other common ways used in the investigated hotels such as market studies, research studies, guest books, thanks letters, and solve any problems on the spot. Furthermore, guest is considered a primary way to identify the guest perception and guest's relations analyze guest comment cards in a timely fashion to identify strength and weakness points which give the management the chance to conduct a survey about guests' desires, preferences and satisfaction. Furthermore, some of the respondents indicate that the guests' desires, preferences and satisfaction is measured continuously in many ways such as: Hunting guest feedback through guest comment card hotels representatives, research studies, internet sites; Moreover, creating and sustaining a Modern technologies in marketing and advertising practices culture are status communications: Building strong relationships and affect the marketing plan of the hotel. These results agreed with Pauwels et al., 2016; Maslowska et al., 2017); Kupor &

Tormala, 2018; Dang et al., 2021. These findings are supported by one of the interviewees who said:

The highlighted the hotel conduct Survey about guests' desires, preferences and satisfaction are in agreement with [respondent 67].

**Question NO. (4) Regarding the post pandemic covid-19: Are future plans developed or modified for the hotel's development under the influence of various crises?**

The aim of this question is to identify the perspectives of the interviewees in terms of future plans for the hotel's development under the influence of various crises. Approximately 102 resonant “85%” of the interviewees at the investigated hotels assured that yes the hotel conduct future plans for the development under the influence of various crises.

While, in the other hand an18 respondents 15 % of them stated that the hotel aren't future plans developed for development under the influence of various crises. These results agreed with Kozmal and Abused, (2021<sup>a</sup>) & Kozmal and Abused, (2021<sup>b</sup>).

Majority of the respondents indicate that the hotels there are many future plans developed or modified for the hotel's development under the influence of various crisessuch as:clarity of vision of the crisis management committee and conflicting decisions; setting policies, Discover warning signals; Awareness and prevention; limit damages; Simplifying and facilitating procedures; Subjecting the handling of the crisis to the scientific method; crisis communication must be helped to ensure that everyone is clearly aware of the goals and priorities; implementing crises management; Delegating authority;

Provide adequate reserves; Build crisis mission teams; Provide the team members with resources; Preparedness and prevention stage; Do contingency planning for multiple scenarios; monitoring the performance. These results agreed with Qiu et al., 2019; “WHO” 2020.

The highlighted the future plans modified for the hotels under the influence of various crises are in agreement with [respondent 19].

Furthermore, a lot of the respondents indicate that, there are many tactics used in the investigated hotels during a crisis such as: Assume the worst that could happen and plan for it with the necessary procedures of action; Increase the possibility of communication; must develop a plan of action to communicate with staff, members, volunteers, the board of directors, and all other major investors. let them know what a hotel is doing to contain a crisis; Create a communication strategy; Use third parties to support; Monitor the online platforms; Remote Working “The sanitary crisis has forced many hotels to implement telework as part of their new procedures”; Create a website with which you give up-to-date information about the crisis; Engage provide feedback; Assuring guest and employees’ safety; The physical concept of hotels must care of Cleanliness, sanitizing, reduction of non-essential elements (cushions, decorative elements, newspapers/magazines); keep website update. Furthermore, some of the respondents indicate that hotels support workers to avoid new Corona virus through many wyes such as: trains all employees on how to communicate effectively in times of various disasters; allows paid leave for employees; health and safety information among the staff; occupational health and safety measures; supports

social security for employees; health insurance system against diseases; employees health care subsidies and reductions; and the redesign of common areas to respect social distancing and capacities are all key aspects to consider when evaluating how rooms and public areas need to be adapted.

Furthermore, some of the respondents indicate that, there are many tactics used in the investigated hotels during a crisis; It is necessary for hotels to take the appropriate action to protect employees, guests, and property such as: develop crisis plan and integrate it into their strategic planning systems to effectively detect and minimize the potential crisis; develop a crisis management plan and integrate it to strategic planning systems; must appointed to work with destination marketing organizations and government agencies to identify the early warning signs of a potential crisis. review the strategic plan frequently to see if there is a need to change any strategic directions or decisions; identifying likely impacts and risks to the organization given the nature of the crisis; focused on the health-orientated nature of this shock event; Follow best practices in food and beverage service to promote employee and customer health; ready availability and familiarity with emergency and crisis response equipment and information; using media as communication vehicle focusing on restoring guest confidence to the hotel service; re-directing marketing and sales efforts For example, focusing on local and adjacent areas, forming strategic marketing alliance, and working with local organizations; and implementing cost cutting strategies; could asked staff to take leave, unpaid leave, cut salaries, cancelled contracts and ended 'unnecessary' expenses.

Furthermore, some of the respondents added that, there are many tactics used in the investigated hotels during the chronicle stage “the period of self-analysis and recovery” such as: Emphasis on recovery and renovation is amendatory. Conducting a damage audit, monitoring various systems, cleaning, repair, and renovation of hotel, counseling victims including employees, restoring guest confidence, and find out modification plans. Provide time for business to develop more meaningful responses; switching to target the domestic and long-term-stay markets. The switch to the domestic market is a common action which has been reported during other crises. These results agreed with Harrigan et al., (2020).

Furthermore, some of the respondents added that, there are many tactics used in the investigated hotels for the review stage such as: find out the new improved state established; convert the lessons learned into an opportunity; switching to target the domestic and long-term-stay markets. The switch to the domestic market is a common action which has been reported during other crises these results agreed with Kumar & Reinartz, (2016); Kumar and Kumar, P (2017); Lopez, (2020).

Furthermore, some of the respondents indicate that Clarify the terms of reference and mechanisms of the crisis management committee between the Tourism and hospitality and the ministries of tourism, hotels, and other relevant authorities and supervisory authorities for tourist and hospitality facilities. Post the pandemic, hotels need to be proactive in saving their financial resources to have cash flow to be used for handling drops during crises and emergencies; crisis have led to new ways of looking at travel and tourism by consumers. Some of the emerging



trends when considering travel activities include: trips closer to home leading to an increased use of private transport, Sustainable products, responsible brands, eco-friendly policies, ecological products and environmental concerns will gain greater interest in the future; greener destinations, the possibility of working remotely and rural tourism.

Furthermore, a lot of the respondents indicate that, Create crisis management plans should include the formation of a committed, integrated and diverse team of knowledge. The lead group should usually be run by the respondent, who will lead, set priorities, coordinate efforts, assess the situation, and create a crisis management plan. The crisis management plan must include the actions that the hotel needs to continue working, achieve the public interest and mitigate the negative impact on the organization's work during the crisis period. During the preparation of the crisis management plan, the safety of individuals must be given the highest priority. These results agreed with Karabag (2019); Karabag (2020); Lanz et al., (2020).

Furthermore, a lot of the respondents added that: Remains critical for hotels to carry out emergency procedures, cleanliness and sanitation practices, and health screening of personnel to manage crises related to infectious illnesses. Hotels should listen to employees' opinions on Facebook because many of them have innovative practices. Digitalization is important hotels can invest in adopting robots to improve safety and contamination practices. Furthermore, Health and hygiene procedures need to be regularly upgraded based on the current pandemic situation in collaboration with local

authorities Hotels need to regularly update information on their websites about how services are safely provided for guests. These results agreed with Tabish, (2020); Kozmal & Abuzied, (2021<sup>a</sup>); Kozmal & Abuzied, (2021<sup>b</sup>).

Furthermore some of the respondents added that: More care regarding wellness and wellbeing, such as in-house exercise and sports, fresh and organic food, nutrition, self-care, regular medical checks etc. Implement online training courses for employees to develop their skills during the pandemic; online webinars and meetings as well as usage of platforms for teleworking are now fundamental components of our working habits. Home delivery services, contactless payments through videoconference, online reservation. There are many aspects that attract the guests such as: Accessibility, exclusive promotions, delivery service, competitive prices, the ability to compare and high availability. These results agreed with Reeves et al., (2020); Bacon & Santos (2021).

**Question NO. (5) Regarding the post pandemic covid-19:** Is the logo and slogan used in marketing, advertising, and hotels, and if there is a special offers for prices during seasons and holidays?

The respondents were asked about the use of logo and slogan in the hotels marketing and advertising. Furthermore, the special offers for prices during seasons and holidays. The aim of this question is to identify the perspectives of the interviewees in terms of the used of logo and slogan in marketing; and the special offers for prices during seasons and holidays.

Regarding the use of logo and slogan in the hotels marketing and advertising the majority of the respondents 105 choose yes. While in the other side, some respondents

“10” stated that they aren’t sure if the hotel actually use of logo and slogan in marketing. Furthermore, only 5 of the respondents have no idea about the used of logo and slogan in marketing in their hotels. These results agreed with Ahlers et al., 2015; Schamari and Schaefers, 2015; Babić Rosario et al., 2016; Colicev et al.,2018); Anke, (2019); Foroudi, 2019; Ahn and Thomas, (2020). Mohammed et al., (2021).

The highlighted the hotel conduct a survey about guests' desires, preferences and satisfaction in the marketing plan of the hotel are in agreement with [respondent 13].

Furthermore, Regarding if there special offers for prices during seasons and holidays in the investigated hotels. The majority of the respondents 109 choose yes. While in the other side, some respondents “11” stated that they have no idea about the special offers and if there special offers for prices during seasons and holidays. These results agreed with Ramirez & Goldsmith, (2009); Gupta, N. (2011); Aypar and Bahman, (2018).

The highlighted the special offers for prices during seasons and holidays are in agreement with [respondent 37].

## **Conclusion**

- Most of Hotel has already applied the modern technology in service facilities.
- Most of hotel staff trained on modern methods of hygiene and public health using modern technology.

- Approximately "90%" of the interviewees at the investigated hotels assured that yes the hotel conduct a survey about guests' desires and preferences in providing service within the hotel which affect the marketing plan of the hotel.
- Majority of the respondents indicate that there are many future plans developed or modified for the hotel's development under the influence of various crises.
- Price and promotions considered as a major factor affected tourism and hospital services purchase decision.

### **Recommendations**

- Hotels need to be more concerned about its place and location as marketing tool. Luxor is considered one of the large famous centers in the world as it contains many historical sources.
- Survey about guests' desires, preferences and satisfaction; Guest relations; travel agent reports & representative; solve any problems on the spot
- Special training courses around (Modern Technologies in Marketing and Advertising Practices, information technologies, hygiene and public health) have to be offered to the staff of hotels.

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### تأثير كوفيد-19 على سياسات التسويق الفندقى والإدارة: دراسة حالة مدينة الأقصر وأسوان

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#### الملخص

**المقدمة:** دفعت جائحة كوفيد-19 السياحة والضيافة إلى إبتكار وتكييف اجراءات غير مسبوقه فى بيئة العمل. إن الابتكار الناجح فى مجال الخدمة هو بالطبع مهم بالنسبة لصناعة السياحة والضيافة للبقاء على التنافسية أثناء وبعد الجائحة. **الاسترجاع المرجعى:** يتم استعراض ودراسة سياسات المعافاة فى أزمات سابقة مشابهة فى صناعة الفنادق، والتركيز على فئة الفنادق الخمسة نجوم بمدينة الأقصر وأسوان. هدف الدراسة: دراسة تأثير فيروس الكوفيد-19 على التسويق والإدارة فى فنادق مدينة الأقصر. **المنهجية:** بالدراسة النوعية الاحصائية على فنادق مدينتي الأقصر وأسوان الخمسة نجوم ويتم جمع البيانات بطريقة المقابلة الشخصية وذلك لمعرفة تأثير فيروس الكوفيد-19 على سياسة التسويق والإدارة داخل الفنادق. **النتائج والتوصيات:** يتم اتباع طرق جديدة فى التسويق للفنادق على وسائل التواصل الاجتماعى خاصة بالخدمة المقدمة وكذلك بالنظافة العامة وخاصة نظافة الأسطح والأثاث والطرق واتباع طرق

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الحماية الخاصة من انتشار الكوفيد- 19 وبالتالي يجب التواصل الدائم بين الفنادق والقطاع الصحى.  
**الكلمات الدالة:** الابتكار الفندقى- سياسات التسويق- إدارة الخدمات- فنادق الأقسروأسوان- سياسة العمليات الفندقية.