Mansoura University
Faculty of Tourism and Hotels

TOWARDS EMPLOYING TOURISM AND HOSPITALITY SERVICES IN MARKETING ROOTS TOURISM TO EGYPT

By

Ass. Prof. Salama Ammar ***Dr. Momen Kamel Aboelez***

Higher Institute for Tourism and Hotels - Luxor (EGOTH)

Hotel Management Department Faculty of Tourism and hotels Minia University

Ass. Prof. Khaled Soliman
Tourism Studies Department
Faculty of Tourism and hotels
Luxor University

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Abstract

Nowadays, ethnic food and ethnic restaurants are attracting tourists from different countries of the world and have become a major source of tourism revitalization in general and root tourism in particular. Roots tourism refers to an international travel to places of origin to visit families, relatives, friends or for emotional or other reasons. (Popowycz & Taras, 2022). This study examines using tourism and hospitality services, especially ethnic restaurants and foods for developing roots tourism. An electronic questionnaire distributed on the Facebook groups of immigrants in Arab countries was designed to verify their interest in ethnic food, ethnic restaurants, ethnic tourism, and the extent of nostalgia for the homeland. The sample included a 111 participant. The results showed that there is a statistically significant relationship between attitude toward vising Egypt as destination of root tourism and behavior attention of tourists; there is a statistically significant relationship between the economic benefits that the tourist achieves and the degree of his satisfaction with the experience of his visit to Egypt as a tourist destination; there is a statistically significant relationship between the travel motivation and travel experiences and tourist satisfaction with his experience of visiting Egypt as a tourist destination; there is a statistically significant relationship between perceived behavioral control and behavior attention; and reject that there are statistically significant differences between males and females in the degree of their satisfaction with Egypt as a tourist destination. The study also suggested some practical recommendation for motivating roots tourism by ethnic restaurants and ethnic food.

Key words:

Ethnic food, Ethnic restaurants, Ethnic tourism, Root tourism

1. Introduction

Root tourism is one of the vital sectors in the tourism industry, that forms an integral element for globalization across countries (Sellu, 2018). Researches on root tourism are relatively recent, and the number of scientific papers on this topic have increased in latest years (Ferrari *et al*. 2021). Increasing awareness of the social, cultural and emotional connection with the immigrant's homeland is one of the reasons for research interest on root tourism (Otoo *et al*. 2021b). Because of the hard competition for visitors, tourism destinations always attempt to present new niche products and search for new market opportunities. Roots tourism has been closely linked to the field of culture and heritage tourism focused on specific and personal interests such as family history, ancestral heritage and ethnic heritage. (Koderman, 2012). Roots tourism is a a tour often sponsored by a national or regional government, or independently, in which migrants and their descendants visit their ancestral motherland. (i.e., with their family). The current fame of such tourism is due to globalization and the ease of travel. (Maruyama, 2017). Over the past years, root tourism has grown as immigrant populations in America, Europe, the Caribbean and Australia seek to discover where they come from. (Davidson, 2018). Roots tourism is considered an important tourism market segment (Mehtiyeva and Prince,2020). With its rapid growth and spread across the world, diaspora tourism has significant

global potential for destinations. Diaspora tourism offers specific opportunities for multicultural societies with prevalent ethnic and national identities (Otoo et al. 2021). Roots tourism may be organized as package tours, trips organized by associations, or personal trips. (Li, 2015).

One of the benefits of diaspora tourism is that it helps new destinations to enter the international tourism market, due to the fact that these tourists can disseminate information about attractions of their motherland locations. Furthermore, as a result of their experiences abroad they may be enthused to invest directly in building new tourist facilities or develop the existing ones according to the international tourism standards (Vong et al. 2017).

2. Literature review

2.1. Roots tourism

Roots tourism has arisen out of diasporas, wars and migratory phenomena, and it includes people who travel because of the feeling of nostalgia for the homeland and a desire to preserve ties with their family history. (Ferrari et al. 2021). It became memorable when African-Americans traveled to West Africa, partly triggered by the 1976 novel (and subsequent TV series) Roots by Alex Haley (Marschall , 2015; Grek ,2020 ; Ferrari et al, 2021). People like to travel back to their country for visiting friends and family, therefore conserving cultural and emotional relations between themselves and the place, or rediscovering places. (Tichaawa,2017). Roots tourism is defined as ‘the movement of people to spend leisure time in the place in which they themselves, and/or their families,

were born and lived before migrating to places they now live forever'. This definition includes both the emigrants who were born and lived part of their lives in the place of origin, and their children, grandchildren, great grandchildren and family, who were born and raised elsewhere, but feel, nonetheless, a strong bond with that land where the roots of their family lie (Perri, 2016) .Roots tourism is a type of tourism in which immigrants visit the societies of their ancestors, and discovering the culture of the ancestral community, without permanent settlement or intention for working .(Mensah, 2015).

Roots tourism is a prevalent phenomenon and includes many countries around the world. In Portugal, for example, immigrants of the 1960s, visit the places of origin in the summer holidays, or even on weekends. The relation with their homeland is still very strong and many have repaired their old homes using them as holiday homes. Greece has many vacant homes that are used as holiday accommodation by their owners, as well in Morocco second homes are used to accommodate the Moroccans working abroad, returning during the holidays for spending time with their families (Perri, 2016).

2.2. Terms of roots tourism

Roots tourism refers to an international travel to places of origin to visit families, relatives, friends or for emotional or other reasons. (Popowycz & Taras, 2022). Roots tourism is wide term covering many types of travel in search of roots and identity. (Marschall, ,2015). Several terms have been used to define the concept of roots tourism: visiting friends

and relatives' tourism, ethnic tourism, genealogical tourism personal heritage tourism, dark tourism, legacy tourism, pilgrimage tourism, diaspora tourism, memory tourism, home return travel, "Back-home tourism", "Tourism of return", "Countryman tourism and nostalgia tourism (Li, and McKercher, 2016; Sánchez, 2020; Zou, et al. 2021; Dillette, 2021). These terms assure its two main dimensions: identity and tourism. (Corsale and Vuytsyk, 2016).

2.2.1. Ethnic tourism

The term "ethnic" tourism was very popular in the 1990s (Ostrowski, 1991) by the end of the decade the term had not appeared. This term may refer to both visiting one's own origin places and visiting places that are home to exotic ethnic groups or tribes. During the past three decades, multiple terms have been used interchangeably. However, the term "ethnic tourism" can also be used to refer to visiting lands of other ethnic groups, often exotic tribes or peoples. In this case, one does not have personal relationship to these places. The traveler seeks to learn about other cultures (Dzhaman, 2016; King, 1994; Tomczewska-Popowycz, 2016).

2.2.2. Diaspora tourism

Diaspora tourism relates to 'roots tourism (Zhu, 2020). Diaspora means the dispersal or the separation of a race, a nation or a group of people, belonging to the same religion, from their country of origin and living as minorities elsewhere. The word describes two meanings; the separation and the people living as minorities. Today, the Greek word diaspora refers to the all nations living in exile

and their movement of dispersion (Toren, 2019). In general, the term "diaspora" includes many kinds of population groups, such as migrants, political refugees, foreign workers, overseas communities, ethnic and religious minorities living outside their countries of origin for various reasons (Corsale and Vuytsyk, 2016). A diaspora can be defined as "a community separated from its homeland for unfortunate reasons, yet maintaining its loyalty to its homeland and to its fellow citizens, and also a community that is aware of its identity". Diaspora tourism has become a significant kind of tourism in a wide range from the Pacific Islands and the Caribbean to the Philippines; from China to Ghana; from Bangladesh to India. It has also become an important niche market nowadays. (Toren, 2019).

2.2.3. Ancestral tourism

Ancestral tourism means any visit that aims to connect or reconnect with an individual's ancestral past (Prince, 2021).

2.2.4 Nostalgic tourism

Nostalgic tourism is a type of tourism that consists of migrants who return periodically from their residence or work places to their origin community for short periods (Sánchez, 2020).

2.2.4. Memory tourism

Memory tourism is a form of travel to return to important places related to one' s own past. (Mensah, 2015).

2.2.5. Legacy tourism:

The term legacy tourism refers to the tourists who have personal connect with their heritage beyond a general relationship of collective ancestry. They travel to engage in genealogical endeavors, search for information or to feel

connected to ancestors and ancestral roots (Alexander et al. 2017).

2.3. Ethnic restaurants

Ethnic restaurants have witnessed a great development in the last twenty years, and this was the result of the development of the restaurant industry worldwide (Jang et al., 2011). In ethnic restaurants, the ethnic backgrounds of staff and customers' perceptions of food authenticity are often matched. There is general agreement among customers that serving ethnic food by local staff imparts authenticity to ethnic food as staff play an important role in the authenticity of ethnic food (Jang et al., 2011; Lu and Fine, 1995). Ethnic restaurants attract a large number of customers who are looking for authenticity, which is usually associated with great emotional aspects for them. When customers visit these restaurants and touch their feelings and memories, they quickly re-visit these restaurants again. This style of restaurant enhances the customer experience and maximizes their enjoyment with authenticity ambiance backed by traditional music, which is very suitable for customers who dine out with their families (wen, 2020). Ethnic restaurants mainly target local people in a foreign country in order to serve ethnic food using local cooking methods, which is one of the biggest difficulties facing the ethnic restaurant industry in terms of scarcity of ethnic food ingredients in foreign countries, which may hinder people from trying ethnic food (Wang, 1999).

2.4. Ethnic food

These days, consumers traveling around the world have a greater awareness of ethnic food, better access to ethnic

foods, and a greater interest in different experiences and cultures (Ha, 2019). Authentic ethnic foods are one of the top ten hot trends in restaurant service industry (National Restaurant Association, 2016, 2017). The basis for people traveling (tourists) a from their home to another country is to search for experiences different from the ones they live, these experiences include enjoying new experiences, places of adventure, trying ethnic food, nostalgia, visiting relatives and friends, knowledge, and self-realization (Williams and Soutar, 2009). Specifically, the function of food is no longer limited to satisfying the physiological needs of the consumer but has been extended to include a major part of the main requirements of tourism activity (Quan and Wang, 2004). Traveling to taste authentic ethnic food is now attracting many travelers to different tourist destinations (Alexander, 2009, Smith and Costello, 2009). Food and related activities are the basis for tourist attraction, travel motives, orientation, attitude, behavior, tourism experience as well as a source of income (Kivela and Crotts, 2009).

2.5. Ethnic restaurants and ethnic food for marketing roots tourism

Otengei et al., (2017). conducted a study on the importance of ethnic food in increasing the inflows of tourists, the study was found that ethnic restaurants helped much in increasing the tourist inflows as a result of what these ethnic restaurants offer in authentic food, ethnic restaurants helped to attract and retain tourists.

The restaurants that serve ethnic food embody the authenticity of local cuisine and its special ingredients and

unique cooking methods that distinguish it from other restaurants (Jang et al., 2012). so, it is makes ethnic restaurants very different from each other, which makes it difficult to anticipate what kind of tourists might be attracted to these restaurants due to different cultures and customs Winsted and Patterson, 1998). The diversity of customers and the difference in their culture affects their perception of the type of service provided in ethnic restaurants as well as the result of the service reliance mainly on different people with different backgrounds and abilities, and this means that the possibility of variation in the perception of service in ethnic restaurants will be much greater than in other restaurants (Otengei et al., 2017). This type of restaurants (Ethnic) helps in attracting a large group of local customers and food tourists, as this type of restaurants tends to change the competitive characteristics between restaurant consumers and tourists through originality, unique resources and innovation (Janssen et al., 2016). This type of restaurants can undermine the strength of its competitors and increases its market share by attracting a large group of tourists who tend to this type of authenticity and ethnicity in food (Zollo and Winter, 2002). Tourists are always looking for different experiences in everything, restaurants, different foods, different habits, unbridled experiences, new trends. When this is achieved in any country, tourists quickly fall to it from all sides (Restaurants and Catering Australia, 2004). There are many ethnic restaurants that encourage root tourism and offer

unique experiences in their restaurants for tourists based on catchy phrases that have a very strong connotation, one these restaurants an ethnic restaurant in Kenya in Africa has distinguished itself with "Halal Food", by relies on concept of "farm to fork" (Gikonyo et al., 2015).

2.6. Ethnic tourism motivation

2.6.1 Enriching identity

Roots tourists have the desire to explore family history, and better understand their 'home' identity (Murdy et al. 2018). A person's identity plays a role in their choice to return to their homeland as a tourist. (Alder, 2015).

Ethnic identity is defined as one's use of racial, national or religious terms to identify oneself, and thereby relate to others (Maruyama, 2017). There are various reasons that motivate people to travel to their homeland, one of them being the search for 'ancestry'. 'Ancestry' in this case means the home where one belongs. The concept of home and homeland is related to the presence of family, together with some aspect of 'belonging' to the nation or culture. (Bhandari, 2016). Diaspora with direct family may wish to reinforce these social ties), strengthening the traveller's sense of belonging to a place and group; offering individuals personal relief and deep connection to themselves as it settles issues of identity (Du, and Govender, 2020).

2.6.2. Visiting friends and relatives

In general, tourism scholars recognize that tourists enjoy spending time with friends, family members, and other individuals with whom they have affinity (Pelliccia , 2018).

2.6.3. Emotional connectedness

Emotional connectedness is considered as an important motivation for diaspora tourists. Scholars identify the important role of emotions in generating tourism demand and assessing destinations experiences.

2.6.4. Discovery

It provides a real platform for discovering cultures, experiences, and tourist moments (Otoo et al. 2021a).

2.6.5. A sense of pride

A sense of pride is one of the motivations for visiting one's ancestry land (Seraphin et al .2021).

Some studies have indicated the push–pull factors of the travel by immigrants as follow:

Table (1) **Push-Pull factors of roots tourism**

Perspectives	Push factor	Pull factor
Emotional	Seeking roots - Identity confirmation- Leisure and holiday.	Positive attitude of "insiders" from homeland
Social	Building & maintaining social relationship - Visiting friends and relatives (VFR)	Promotion from local government Diverse local events and festivals
Cultural	Respect ancestors and ancestry Experience the culture of home Understanding family history Understanding home values	Motherland's mystery Homeland culture's feature

Source: (Li, 2015).

There are many types of diaspora tourism based on travel's motivations. Business tourism , which includes nationals living and working abroad who have invested or plan to invest in real estate and business activities in their home country. Festival tourism is an important motive as migrants travel back for festivals, events, family gatherings (such as weddings and funerals) and religious holidays. Medical tourism is another motive that takes many forms, including returning visitors to their home countries for medical and healthcare services, including surgery and post-operative care (Nurse, 2016).

There are many differences that affect the behavior of tourists, so it cannot be certain that the intention of the tourists affects their behavior (Wang &Li, 2022). There are many factors that affect the behavior of tourists such as factors related to place, time, appearance and social factors (Juvan & Dolnicar, 2014; Rausch & Kopplin, 2021). There are certain factors that can affect the peace of tourists, such as the types of restaurants (Brewer & Sebby, 2021), Hotels (Lv et al., 2020), or tourism souvenir (Fu et al., 2018). There is a great interest on the part of tourists in ethnic food, which affects the intention and behavior of tourists towards local food, but if attention is paid to marketing, distribution, price level and quality (Brich & Memery, 2020). The hypotheses that can putt for this study are:

1- There is a statistically significant relationship between attitude toward vising Egypt as destination of root tourism and behavior attention of Tourists.
2- There is a statistically significant relationship between the economic benefits that the tourist achieves and the degree of his satisfaction with the

experience of his visit to Egypt as a tourist destination.

3- There is a statistically significant relationship between the Travel Motivation and travel experiences and Tourist satisfaction with his experience of visiting Egypt as a tourist destination.
4- There is a statistically significant relationship between Perceived Behavioral Control and behavior attention.
5- There are statistically significant differences between males and females in the degree of their satisfaction with Egypt as a tourist destination.

3. Methodology

3.1. Data collection

In order to obtain information related to the study, a questionnaire form was designed by Google Form. Likert scale was used to design a set of closed questions, each question contained five choices ranging from 1 (the least) to 5 (the most). In order to ensure the accuracy of the questions contained in the questionnaire and the consistency of the questions with each other, the questionnaire was presented to a group of academics, a set of questions that the arbitrators were directed to modify, and the sample method was used due to the lack of information about the study population (San and Herrero, 2012). The use of the sampling method is one of the most common methods of research related to business

administration due to its speed and low costs related to it. The survey link has been sent to a group of Facebook pages for workers abroad. The main purpose of conducting the survey was defined and used for scientific purposes only. It was also emphasized that the information contained in the questionnaire was protected. The number of answers obtained as a result of the electronic survey was (133) forms, a complete form of the sentence (111) was obtained.

3.2. Measurement

The study relied on a quantitative approach and used the questionnaire as a tool for collecting primary data. The questionnaire included six main sections. Presenting and presenting the objectives of the research, explaining the voluntary nature of participation, expressing the identity of the participants, their personal data. Section two characteristics of respondents including gender, nationality and age group. The other five sections provided metrics for measuring study variables where is the third section measured nostalgia by asking the respondents 26 questions, its responses were ranked from 1-5 Likert scale; section four measured attitude by asking the respondents 8 questions, its responses were ranked from 1-5 Likert scale; section five measured behavior by asking the respondents 10 questions, its responses were ranked from 1-5 Likert scale; section six measured intention by asking the respondents 10 questions, its responses were ranked from 1-5 Likert scale; also the study suggest some questions related to What are the reasons for visiting Egypt in the future

period; What barriers may prevent from returning to Egypt for a vacation; what memories would move you return to Egypt for tourism purposes. All scales were anchored with a different main statement and were on a five-point Likert scale (1= the least and 5= the most).

3.4. Validity and reliability of the study tool:

First. The stability of the questionnaire: The researcher calculated the stability of the questionnaire by applying it to a survey sample consisting of (30) respondents, and using the alpha-Cronbach's equation, so the stability was equal to (0.87) a degree that confirms that the questionnaire has a high degree of stability.

Secondly. Validity: Self-honesty was calculated as an indicator of the validity of the questionnaire by calculating the square root of the reliability coefficient, and it came equal to (0.93), which indicates that the questionnaire had a high degree of honesty.

Statistical coefficients used: Using the program "Statistical Package for Social Sciences Spss V.25", the following statistical parameters were used: Cronbach's alpha coefficient to calculate stability; self-validity to calculate the validity of the study tool.; frequencies and percentages.; mean; standard deviation; ranking.; pearson correlation coefficient; and T. test.

* Description of the research sample:

Table (1) shows the distribution of the study sample according to the variables

Research sample variables		Sample	
		Frequency	%
Gender	Male	79	58.1
	Female	57	41.9
	Total	136	100%
Age range	18-24	110	80.9
	25-34	11	8.1
	35-44	9	6.6
	45-54	4	2.9
	55 and above	2	1.5
	Total	136	100%
marital status	Single	120	88.2
	Married	12	8.8
	Divorced	2	1.5
	Widowed	2	1.5
	Total	136	100%
Education Level	High School Diploma	67	49.3
	Bachelor's Degree	51	37.5

	Master's Degree	9	6.6
	Doctoral Degree	9	6.6
	Total	136	100%
income range	Under $50,000	89	69
	$50,001-$80,000	16	12.4
	$80,001-$100,000	6	4.7
	$100,001-$150,000	9	7
	$150,001-$250,000	1	0.8
	$250,001-$350,000	2	1.6
	$350,001-$500,000	4	3.1
	Over $500,000	2	1.6
	Total	136	100%

It is clear from the previous table: that all the research variables were represented in the light of the sample, Where the proportion of males and females came close at 58.1% males, and 41.9% females, while the age group (18-24) came in the first rank with a rate of 80.9%, while the category (55 and above) came in the last rank with 1.5%, while With regard to the (marital status) variable, the (Single) category came first with a rate of 88.2%, while the (Widowed) category came in the last rank with 1.5%, and with regard to the Education Level variable, the recipients of the (High School Diploma) came in

the first rank. with a rate of 49.3%, while the recipients of (Master's Degree, Doctoral Degree) came in the last rank with 6.6%, and the category (Under $50,000) came in the first place with 69% regarding the variable income range.

* Statistical study results:

Table (2) shows the percentage of those under 18 and over 18 in the research sample

alternatives	Frequency	Percent	ranking
Yes (18 years or above)	111	81.6	1
No	25	18.4	2
total	136	100	

(*)Referral Question

It is clear from the previous table: that 81.6% of them are 18 years old or older than 18 years, while 18.4% of them are under 18 years old, so the number of the actual sample following this table becomes (111) respondents.

Table (3) shows the nature of the nationality or Egyptian nationality of the research sample

alternatives	Frequency	Percent	ranking
Egyptian by birth	75	67.6	1

Egyptian by family heritage	21	18.9	2
Other	15	13.5	3
total	111	100	

It is clear from the previous table: that 67.6% of the research sample were Egyptians by birth, while 18.9 were Egyptians in terms of heritage, and 13.5% had answers in another category.

Table (4) shows the current place of residence of the sample members

	alternatives	Frequency	Percent	ranking
	Europe	14	12.6	3
	Asia	5	4.5	4
	Arabic world	74	66.7	1
	Other	18	16.2	2
	total	111	100	

It is clear from the previous table: That 66.7% of the research sample live in the Arab world in the first place, while 16.2% of them live in (other) regions other than the alternatives, and in the last order are those who live in Asia and their percentage is 4.5%.

Table (5) shows the means of residence in the country

alternatives	Frequency	Percent	ranking
Citizen by birth	47	42.3	1
Citizen by naturalization	13	11.7	4
Permanent resident	20	18	2
Green card holder	5	4.5	6
Visa holder	7	6.3	4
Other	19	17.1	3
total	111	100	

It is clear from the previous table: that 42.3% of the research sample reside in the country as (Citizen by birth) in the first order, then those who reside as (Permanent residents) in the second place with a percentage of 18%, and finally those who reside using (Green card holder) and their percentage 4.5%.

Table (6) shows the percentage of those who have visited Egypt and those who have not visited since their travel to the current country

alternatives	Frequency	Percent	ranking
Yes	98	88.3	1

No	13	11.7	2
total	111	100	

(*) Referral Question

It is clear from the previous table: that 88.3% of the research sample have actually visited Egypt since their residence in the current country, while 11.7% of them have not gone to Egypt since their current country of residence.

Table (7) shows the number of times that Egypt was visited by the research sample

alternatives	Frequency	Percent	ranking
one time	14	14.3	1
2 – 4 times	23	23.5	4
5 – 10 times	15	15.3	2
More than 10 times	46	46.9	3
total	98	100	

It is clear from the previous table: that 46.9% of the research sample visited Egypt (More than 10 times) in the first rank, then those who visited it (2-4 times) in the second rank with a rate of 23.5%, while in the last rank came (one time). by 14.3%.

Statements	Total sample							
	Frequency					Mean	S.D	Ranking
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree			
The joyful time that you had with your friends and family	36	16	14	21	24	3.17	1.57	1
If I have kids, I will bring them to visit Egypt.	27	22	19	16	27	3.05	1.51	2
I have many loving memories about Egypt.	20	31	18	16	26	3.02	1.44	3
The emotion you had in Egypt	20	28	20	18	25	3.00	1.43	4
The kindness of the people you met	21	21	28	17	24	2.98	1.40	5
I feel Egypt is a part of me.	22	22	22	20	25	2.96	1.44	6
Gatherings that you had with people	19	22	28	19	23	2.95	1.37	7
The new activities you experienced	15	26	25	25	20	2.91	1.31	8
I identify powerfully with Egypt.	13	29	26	20	23	2.90	1.32	9

The holiday or season that you traveled	14	26	24	27	20	2.88	1.30	10
The types of food I do in Egypt cannot be replaced in any other country.	16	24	28	17	26	2.88	1.37	10
The nonviolent mood you felt around your culture and people	16	21	29	23	22	2.87	1.32	11
Egypt reflects the type of person I am.	19	19	28	19	26	2.87	1.40	12
The communication with people that you meet	14	26	26	21	24	2.86	1.33	13
The music you listened	13	23	29	28	18	2.86	1.25	13
I feel that I can really be myself in Egypt.	12	28	26	23	22	2.86	1.29	13
Travelling to Egypt is more vital to me than travelling to any other country.	16	20	31	19	25	2.84	1.34	14
I enjoy visiting restaurants in Egypt more than any other country.	16	22	28	18	27	2.83	1.37	15
I would prefer to stay more time in Egypt if I could.	14	21	31	23	22	2.83	1.29	15
I have special joining to Egypt and the people who live there.	11	32	23	18	27	2.83	1.34	15
Visiting Egypt states a lot about who I am.	12	25	31	18	25	2.82	1.30	16

Exciting events that you experience	17	19	25	26	24	2.81	1.36	17
The manner people treated you	11	26	28	23	23	2.81	1.28	17
The street food you ate	14	21	32	17	27	2.80	1.34	18
The atmosphere upon arrival into Egypt	13	29	23	13	33	2.78	1.41	19
The marriages/celebrations you attended	12	21	31	21	26	2.74	1.30	20
The reasonably priced shopping	12	19	31	23	26	2.71	1.29	21
Visiting non-Egyptian establishments	14	14	35	21	27	2.70	1.31	22
No other country can compare to Egypt.	12	15	30	33	21	2.67	1.23	23
Total						3.86	1.35	

Table (8) shows the frequency, Mean, Standard deviation, and Ranking of the things that the sample misses the most during their visit to Egypt

It is evident from the previous table: that the Mean of the things that the sample misses the most during their visit to Egypt ranged between (3.17: 2.67), where the Statements (The joyful time that you had with your friends and family) came first in the axis, while (No other country can compare to Egypt) came last.

Table (9) shows the frequency, Mean, Standard deviation, and ranking of attitude of sample toward vising Egypt for tourism using the following scale

Statements	Total sample							
	Frequency					Mean	S.D	Ranking
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree			
(Fun)	24	28	27	14	18	3.23	1.36	1
(Favorable)	27	23	25	12	24	3.15	1.46	2
(Pleasant)	20	24	27	21	19	3.04	1.35	3
(Positive)	14	32	21	26	18	2.98	1.30	4
(Enjoyable)	28	21	15	10	37	2.93	1.62	5
Total						3.06	1.41	

It is evident from the previous table: that the Mean of attitude of sample toward vising Egypt for tourism using the following scale ranged between (3.23: 2.93), where the Statements ((Fun)) came first, while ((Enjoyable)) came last.

Table (10) shows the frequency, Mean, Standard deviation, and Ranking of the attitude of the respondents towards visiting Egypt

Statements	Total sample							
	Frequency					Mean	S.D	Ranking
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree			
People who are important to me would Like. of my visit to Egypt.	19	18	26	23	25	2.84	1.39	1
People who are important to me would think I ……Should…….. Visit Egypt for tourism and hospitality.	14	15	32	31	19	2.76	1.25	2
Most people I know would choose Egypt as a new and comfortable of Egypt tourism destination	14	16	19	25	37	2.50	1.40	3
Total						2.7	1.34	

It is evident from the previous table: that the Mean of the attitude of the respondents towards visiting Egypt ranged between (2.84: 2.50), where the Statements (People who are important to me would Like. of my visit to Egypt) came first in the axis, while (Most people I know would choose Egypt as a new and comfortable of Egypt tourism destination) came last.

Table (11) shows the frequency, Mean, Standard deviation, and Ranking of The Perceived Behavioral Control

Statements	Total sample							
	Frequency					Mean	S.D	Ranking
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree			
If I wanted, I would be able to visit Egypt for tourism and hospitality purposes.	21	25	26	20	19	3.08	1.36	1
I have control to decide whether I want to visit Egypt for tourism and hospitality purposes.	21	23	29	17	21	3.05	1.37	2
If I wanted, I could easily visit Egypt for	21	22	23	19	26	2.93	1.44	3

tourism and hospitality purposes.								
Total						3.02	1.39	

It is evident from the previous table: that the Mean of The Perceived Behavioral Control ranged between (3.08: 2.93), where the Statements (If I wanted, I would be able to visit Egypt for tourism and hospitality purposes) came first in the axis, while (If I wanted, I could easily visit Egypt for tourism and hospitality purposes) came last.

Table (12) shows the frequency, Mean, Standard deviation, and Ranking of the sample's view of the economic benefits achieved

Statements	Total sample							
	Frequency					Mean	S.D	Ranking
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree			
Tourism and hospitality diversify the Egyptian economy.	22	25	35	16	13	3.24	1.25	1

Tourism and hospitality benefits other industries in the community.	18	31	35	9	18	3.19	1.27	2
I consider tourism and hospitality are a strong economic contributor to the Egyptian community.	22	30	25	15	19	3.18	1.36	3
Tourism creates new markets for Egyptian local products in Egyptian Tourism Sector.	20	35	22	11	23	3.16	1.39	4
I like tourism because it brings new income to the Egyptian Tourism	22	30	24	13	22	3.15	1.40	5

Sector.								
I consider hospitality services are good for the Egyptian Tourism Sector economy.	22	28	25	13	23	3.11	1.41	6
Tourism and hospitality generate substantial tax revenues for the Egyptian government.	18	29	31	12	21	3.09	1.33	7
Total						3.16	1.34	

It is evident from the previous table: that the Mean of the sample's view of the economic benefits achieved ranged between (3.24: 3.09), where the Statements (Tourism and hospitality diversifies the Egyptian economy) came first in the axis, while (Tourism and hospitality generate substantial tax revenues for the Egyptian government) came last.

Table (13) shows the frequency, Mean, Standard deviation, and Ranking of the behavioral intention of the respondents as a result of the visit

Statements	Total sample							
	Frequency					Mean	S.D	Ranking
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree			
I want to visit Egypt.	24	48	14	5	20	3.45	1.36	1
I intend to visit Egypt for tourism and hospitality in the next year.	22	35	23	14	17	3.27	1.33	2
I will likely visit Egypt for tourism and hospitality within 2 years.	18	33	28	14	18	3.17	1.30	3
Total						3.29	1.33	

It is evident from the previous table: that the Mean of the behavioral intention of the respondents as a result of the visit ranged between (3.45: 3.17), where the Statements (I want to visit Egypt) came first, while (I will likely visit Egypt for tourism and hospitality within 2 years) came last.

Table (14) shows the frequency, Mean, Standard deviation, and Ranking of Travel Motivation and travel experiences

Statements	Total sample							
	Frequency					Mean	S.D	Ranking
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree			
Vacation.	14	41	27	16	13	3.24	1.20	1
Visit friends and family.	16	40	21	16	18	3.18	1.30	2
Therapeutic or health reasons.	15	26	39	21	10	3.13	1.14	3
Learn more about my family roots.	13	33	31	17	17	3.07	1.24	4
Religious motives.	7	37	34	17	16	3.01	1.15	5
Business reasons.	13	28	30	20	20	2.94	1.27	6
Shopping for ethnic clothing.	9	30	32	19	21	2.88	1.23	7

Total	3.06	1.21	

It is evident from the previous table: that the Mean of the behavioral intention of the respondents as a result of the visit ranged between (3.24: 2.88), where the Statements (Vacation) came first, while (Shopping for ethnic clothing) came last.

*** Test the hypotheses of the study:**

Verification of the first hypothesis: There is a statistically significant relationship between attitude toward vising Egypt as destination of root tourism and behavior attention of Tourists.

Table (15) shows the correlation coefficients between attitude toward vising Egypt as destination of root tourism and behavior attention of Tourists

Variables	behavior attention of Tourists		
	Correlation value	Sig	Type of Sig
attitude toward vising Egypt as destination of root tourism	0.56**	0.01	statistically significant

(**) significant at level of 0.01.

It is clear from the results of the previous table there is a statistically significant direct correlation between attitude

toward vising Egypt as destination of root tourism and behavior attention of Tourists.

Verification of the second hypothesis: There is a statistically significant relationship between the economic benefits that the tourist achieves and the degree of his satisfaction with the experience of his visit to Egypt as a tourist destination.

Table (16) shows the correlation coefficients between the economic benefits that the tourist achieves and the degree of his satisfaction with the experience of his visit to Egypt as a tourist destination

Variables	satisfaction with the experience of his visit to Egypt		
	Correlation value	Sig	Type of Sig
economic benefits	0.54**	0.01	statistically significant

(**) significant at level of 0.01.

It is clear from the results of the previous table there is a statistically significant direct correlation between the economic benefits that the tourist achieves and the degree of his satisfaction with the experience of his visit to Egypt as a tourist destination.

Verification of the third hypothesis: There is a statistically significant relationship between the travel motivation and travel experiences and Tourist satisfaction with his experience of visiting Egypt as a tourist destination.

Table (17) shows the correlation coefficients between the Travel Motivation and travel experiences and Tourist satisfaction with his experience of visiting Egypt as a tourist destination

Variables	Tourist satisfaction with his experience of visiting Egypt as a tourist destination		
	Correlation value	Sig	Type of Sig
the Travel Motivation and travel experiences	0.34**	0.01	statistically significant

(**) significant at level of 0.01.

It is clear from the results of the previous table there is a statistically significant direct correlation between the travel motivation and travel experiences and Tourist satisfaction with his experience of visiting Egypt as a tourist destination.

Verification of the Fourth hypothesis: There is a statistically significant relationship between Perceived Behavioral Control and behavior attention.

Table (18) shows the correlation coefficients between Perceived Behavioral Control

and behaviour attention

Variables	behaviour attention		
	Correlation value	Sig	Type of Sig
Perceived Behavioral Control	0.61**	0.01	statistically significant

(**) significant at level of 0.01.

It is clear from the results of the previous table there is a statistically significant direct correlation between Perceived Behavioral Control and behavior attention.

Verification of the Fifth hypothesis: There are statistically significant differences between males and females in the degree of their satisfaction with Egypt as a tourist destination.

Table (19) shows the significance of the differences between males and females in the degree of their satisfaction with Egypt as a tourist destination

(N = 111)

Variables	Males= 66		Females= 45		Value)s(T	Type of significance
	mean	Std. Deviation	mean	Std. Deviation		
satisfaction with Egypt as a tourist destination	8.46	3.73	7.60	3.60	1.22	Not statistically significant

It is clear from the results of the previous table no statistically significant differences between males and females in the degree of their satisfaction with Egypt as a tourist destination.

7- Conclusion

Roots tourism is an integral part of the era of globalization, where residency in various countries and return to homesickness from time to time. The demand for traditional foods and the nostalgia for visiting homelands is an essential part of root tourism and heritage tourism, which is closely linked to human history. consumers traveling around the world have a greater awareness of ethnic food, better access to ethnic foods, and a greater interest in different experiences and cultures. Root tourism may be organized through tourism companies and may be carried out by tourists individually and independently. People tend to visit their home countries, to visit friends and family, and

to maintain cultural and emotional ties between them and the place. Ethnic tourism is an umbrella term that covers many overlapping types of travel in search of origin and identity. The restaurants that serve ethnic food embody the authenticity of local cuisine and its special ingredients and unique cooking methods that distinguish it from other restaurants. Ethnic tourism is closely related to diaspora tourism as minorities, immigrants and political refugees move to visit grandparents. Memory tourism and ancient tourism represent two important components of root tourism, where travel to return to important places linked to one's past memories. Tourists are always looking for different experiences in everything, restaurants, different foods, different habits, unbridled experiences, new trends. When this is achieved in any country, tourists quickly fall to it from all sides. The motives of roots tourism are summarized in the enrichment of identity, emotional bonding, discovery and a sense of pride in visiting the country of ancestors. Reducing seasonality, caring for the village, smaller destination, and longer stays are points that represent the most important positive effects of the roots and tourism pattern. There is a strong relationship between the economic benefits that the tourist achieves and the degree of his satisfaction with his experience in his visit to Egypt as a destination for root tourism. There is a strong relationship between the orientation to Egypt as a destination for roots tourism and the behavioral interest of tourists in travel.

8- Recommendation

Work to increase awareness of the social, cultural and emotional connection to the homeland in order to maximize the demand for roots tourism and food within the ethnic heritage restaurants. Revitalizing the pattern of food tourism and marketing traditional foods, highlighting and integrating them into the Egyptian hotel menus, plays a major role in revitalizing the pattern of root tourism. Enriching the identity and religious seminars related to the homeland and its glories and history in the diaspora by the Egyptian embassies for Egyptians abroad. Working on the establishment of heritage hotels in many Egyptian tourist destinations and providing them with rooms equipped with screens equipped with virtual reality tools so that the tourist can simulate his ancestors and take virtual tours among the ancestors. Striving to activate the radical tourism pattern through tourism offices abroad by inviting Egyptians to multiple meetings on national occasions and encouraging them to visit their country of origin, Egypt from time to time. Those in charge of the hospitality industry should pay special attention to the ethnic restaurant industry because of its great ability to attract a large group of tourists who want to eat ethnic food, experience different authentic food and learn about different cultures and different foods.

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