

## **Towards the Healthy Application of Children's Menus in the Hospitality Industry in Egypt as a Competitive Advantage**

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### **Abstract**

Children play an important role in decision-making in selected hotels and restaurants. This research aims to identify to what extent the hotels present children's menus with healthy options and to present these meals in ways and quantities that meet the nutritional needs of children. To achieve the main aim there are three objectives should be identified; to identify the healthy children's menus provided in the hospitality industry, to identify the effect of the diversity of healthy children's menus on hospitality competitiveness, and to identify the effect of eating facilities provided for children on hospitality competitiveness. A quantitative approach was used in this research. A questionnaire was used for data collection from four and five-star hotels in Hurghada. A total of 400 questionnaires were distributed and a final sample size of 280 was returned with a response rate of 70%, SPSS was used for data analysis. The results indicated that four-star and five-star hotels have children's menus containing multiple types of foods that help parents choose foods that suit their children. It indicated that five-star hotels offer different types of children's menus in contrast to four-star hotels. It reported that five-star hotels care more about children's health than four-star hotels. It showed that the children's menu is a critical process in achieving a competitive advantage. It reported that there are significant relationships between children's menus, healthy children's menus, eating facilities and services, and competitive advantage. Some limitations faced this study, it was carried out in four- and five-star hotels in Hurghada, and the study did not include all four- and five-star hotels in Egypt.

**Keywords:** Children's menus, healthy meals, facilities, competitiveness, hotels, Hurghada.

### **Introduction**

Today, families make up a significant portion of the hospitality and tourism industries (Halbeisen & Walther, 2021). When parents want to travel, the main challenges face them and how the parent keeps their children happy and find an appropriate attraction for them (Abd El-Rahman, 2014). The hospitality industry is interested and provided a variety of entrainment and facilities for them is considered the best place for children during their visit (Dallari & Mariotti, 2016). For that reason, children are influential in selecting the hospitality sector, so these sectors should provide children's services. This refers to the fact that children are playing a critical role in the market segmentation of tourism and hospitality (Wang *et al.*, 2004; Poria & Timothy, 2014; Shuxia, 2018). Children should be targeted as a niche market with the potential to have a significant influence in the hospitality industry, as their perceptions are a major factor (Anzman-Frasca *et al.*, 2018). Children have distinct consumer needs, and they seek sensory, affective, and memorable experiences, as well as surprises and activities that are creative, unique, and enjoyable (Lahouel & Montargot, 2020).

Recently, there has been an increase in demand for children's facilities and services because families want to enjoy their holidays with their children (Buzlu & Balik, 2022 According to Çavdirli & Özge (2022, there are several tourist complaints about food and beverage, especially

the lack of a kids' menu in the majority of hotels. It is also assured that there is a shortage of tables for kids. On the other hand, children's meals are especially bad because fat, saturated fat, sodium, and calories are often higher in restaurant foods, especially those designed for children. Portions of children's meals are typically larger than necessary, providing upwards of calories in a single meal. Furthermore, children's meals frequently lack fruits and vegetables (Ferrante *et al.*, 2022). Therefore, this research aims to identify to what extent the hotels present children's menus with healthy options and to present these meals in ways and quantities that meet the nutritional needs of children. To achieve the main aim there are three objectives should be identified; to identify the healthy children's menu provided in the hospitality industry, to identify the effect of diversity of healthy children's menus on hospitality competitiveness, and identify the effect of food and beverages facilities provided for children on hospitality competitiveness.

## **Review of literature**

### **Healthy children menu**

The children's menu concept appeared and became ingrained in different cultures more than a century ago, especially when tourism and hospitality provided foods and services for children under the label of "baby food" (Rothpletz-Puglia *et al.*, 2022). The menu plays an important in the hospitality industry, it is considered a critical process for marketing and selling hospitality services (Jawabreh *et al.*, 2018). The study of Güven & Öncü (2022) pointed out that the menu is the main guidance for food selected by the customers. Additionally, menu design is a positive effect on customer satisfaction and its effect on hospitality performance (Anzman-Frasca *et al.*, 2017). On the other hand, menu planning is a very important process that determines the failure or success of food and beverage in the hospitality industry (Çavdirli & Özge, 2022). Several considerations should be taken into account in menu planning which including; portion size and nutritional aspects (Ferrante *et al.*, 2019). According to Rocha & Viegas, (2020), it is necessary to provide nutritional and healthy information on children's menus to meet their satisfaction. As well, eating healthy food for children required nutrient aspect intake to improve and develop normal growth for children (Duarte *et al.*, 2022).

Unfortunately, most of the foods kids eat are overly processed and high in fat, sodium, and sugar, and they don't offer much in the way of nutrition. All these issues will lead to obesity and chronic diseases (Rothpletz-Puglia *et al.*, 2022). Also, the study by Duarte *et al.* (2022) showed that most of the children's menus delivered in restaurants were of poor quality, with low amounts of vitamins, fruits, calcium, and vegetables. For healthy food, the study by Crixell *et al.* (2014) found that children obtained 34% of their calories per day from eating outside, so the hospitality sector, especially restaurants, should provide menus for children with a variety of items to improve their diet. Furthermore, children's menus are high in fat, saturated fat, sodium, and calories, especially in restaurant foods (Kellershohn *et al.*, 2017). Furthermore, children's meal portions are larger than necessary; additionally, children's meals frequently lack fruits and vegetables (Ferrante *et al.*, 2022). For success in the food service process in the hospitality sector, it is necessary to understand the customers' needs and wants (Jawabreh *et al.*, 2018). From this point, the hospitality industry should concentrate on healthy food for children to achieve a competitive advantage (Crixell *et al.*, 2014).

### **Children menu diversity**

According to Ferrante *et al.* (2021), menu diversity is a critical factor in choosing one restaurant over another. Menu options allow families to select different items of food for their children. According to Viegas *et al.* (2021), children's menus have unhealthy items of food that lead to childhood obesity. To that end, the majority of hospitality sectors have changed the menu items served to children to include healthier options that promote diet quality and healthy habits in

children (Rocha & Viegas, 2020). Additionally, these changes in children's foods will reduce energy consumption and improve their healthy habits (Chai *et al.*, 2019). As a result, as dietary habits and practices increase, families push their children to eat healthy food (Lee, 2016); additionally, nutritional aspects and education are critical for assisting children in selecting healthy foods (Shuxia, 2018). According to Sliwa *et al.* (2016), children's menus should include a variety of items ranging from appetizers to desserts, as well as fruits, vegetables, and protein. Additionally, menu options will help families make decisions for selecting children's foods (Ferrante *et al.*, 2021).

### **Food and beverage facilities for children**

In terms of food and beverage facilities, the hospitality sector should provide all facilities for children during their accommodation or while eating food in restaurants (Lahouel & Montargot, 2020). As well, tangible components of food service available in restaurants will have a direct effect on the parents' decision to select this restaurant or another (Yildirim, 2020). Restaurant arrangements and security aspects are critical to achieving customer satisfaction (Shuxia, 2018). Furthermore, delivering a children's menu is very important, but it is also necessary to provide facilities that help children eat their meals, such as a highchair for children and a baby corner in the main restaurant (Buzlu & Balik, 2022). Families seek to choose the right place for their children, given that the safety and health of their children are their main goals, and it is the main factor behind their choice of hotel or restaurant (Lugosi *et al.*, 2016). Based on this premise, hospitality establishments strive to provide available facilities while also ensuring the safety and health of children while they eat their meals, such as a separate section in a restaurant for families with children (Chai *et al.*, 2019). Also, food and beverage utensils are available and easy for children to use (Özel, 2015). In general, parents prefer the quality of a hotel or restaurant based on the facilities and services that meet their children's needs. In addition, the hospitality industry must prioritize the needs of children, such as health and security (Lahouel & Montargot, 2020).

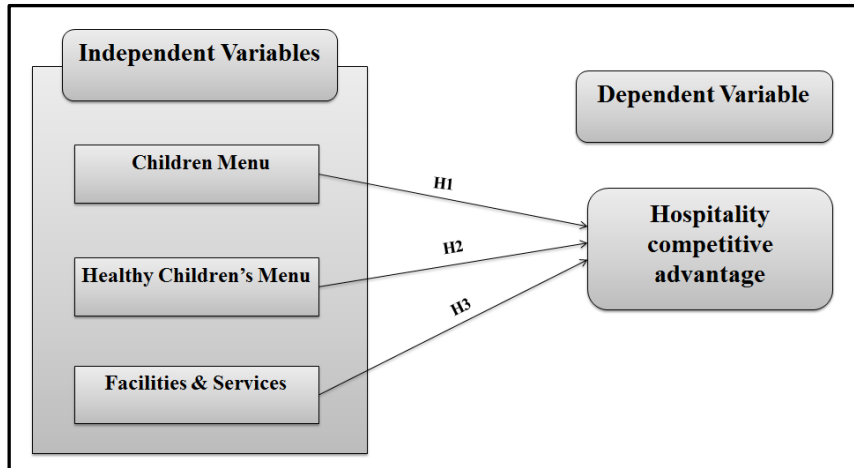
### **Healthy children's menu and hospitality competitiveness**

The hospitality industry tries to achieve a competitive advantage through the delivery of different, varied, and distinct services (Yildirim, 2020). In addition, Marlow & Forestell (2022) explained that providing children's menus has many benefits for the hospitality industry, including increased profitability and improved competitive positioning (Tsai *et al.*, 2019). As well, understanding the children's needs and expectations plays an essential role in maintaining competitiveness in the hospitality sector. On the other hand, menus in the hospitality industry are an important factor in obtaining a competitive advantage for the restaurant or hotel in the market compared to competing restaurants, by having competitive advantages represented in providing high-quality services at reasonable prices, in addition to providing healthy, balanced foods provided by a specialized group of workers with skilled or experienced persons in this sector (Shonkoff *et al.*, 2018). Moreover, providing healthy menus for children gives the hospitality sector, whether restaurants or hotels, a competitive advantage in addition to increasing awareness of the importance of healthy children's menus and enhancing the healthy case of children (Viegas *et al.*, 2021).

### **Conceptual framework and research hypotheses**

The framework of this research showed the relationship between the research variables. Figure (1) shows that independent variables, including children's menus, healthy children's menus, and food and beverage facilities, have an effect on hotel competitive advantage in four- and five-star hotels in Hurghada. The current study attempts to test the following hypothesis:

- H1:** There is a statistically significant relationship between children's menus and competitive advantage.
- H2:** There is a statistically significant relationship between healthy children’s menus and competitive advantage.
- H3:** There is a statistically significant relationship between facilities and services and competitive advantage.



**Figure (1): Research conceptual framework**

**Methodology**

In the current research, the main goal is reached by using a quantitative method. A questionnaire was used for data collection from four- and five-star hotels in Hurghada. The sample frame is 26 five-star hotels and 58 four-star hotels in Hurghada (EHA, 2022). Primary questionnaires were conducted among 30 participants as a pilot study to check and revise questionnaire statements and to achieve reliability. This research used the convenience sample technique for selecting study participants. The questionnaire form involved 7 sections, including respondents' demographic data; availability of children’s menus; healthy children’s menu options (9 items); facilities and services (5 items); and drivers of competitive advantage (6 items). The conceptual framework was validated and modified based on the literature review. The variables of the framework were measured using a five-point Likert scale ranging from (1) strongly disagree to (5) strongly agree. The questionnaire was managed and distributed online and by hand. A total of 400 questionnaires were distributed, and a final sample size of 280 was returned with a response rate of 70%. SPSS is used for data entry and analysis. Data analysis started with preparation data, which included coding and entry data. Descriptive statistics were used for the participants’ demographic data and the type of hotels. Karl Pearson’s Correlation is used in this research to identify the relationships between the research variables.

**Validity and Reliability**

Table (1) shows Cronbach’s Alpha coefficient to check the research’s reliability.

**Table 1: Cronbach’s alpha for test results**

Dimension	No. of items	Cronbach’s Alpha
Healthy children’s menu	9	0.79
Facilities and services	6	0.80
Drivers of competitive advantage	6	0.73

**Descriptive analysis**

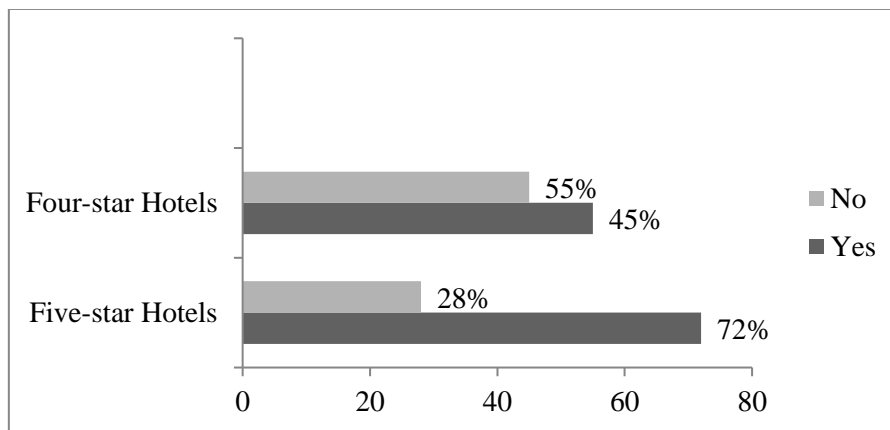
Table (2) shows the demographics of the study participants: 67.5 percent were males, and 32.5 percent were females. In terms of age, 39.3% of the participants were between the ages of 20 and 35, 35% were between the ages of 36 and 45, and 25.7 % were between the ages of 46 and 60. The results showed that 43% of respondents came from five-star hotels, while 57% came from four-star hotels, indicating that the majority of respondents come from four-star hotels rather than five-star hotels.

**Table 2: Descriptive statistics of the research participants (n=280)**

	Category	Freq.	%
<b>Gender</b>	Male	189	67.5
	Female	91	32.5
<b>Age</b>	20-35	110	39.3
	36-45	98	35
	46-60	72	25.7
<b>Hotel category</b>	4-star hotel	160	57
	5-star hotel	120	43

**Availability of children’s menus**

Figure (2) results showed the availability of children's menus in the study sample. The results indicated that (72%) of the respondents in five-star hotels said yes but (28%) of the respondents said no. it also showed that (55%) of the respondents in four-star hotels said yes and (45) said no.



**Figure (2): Availability of children’s menus in hotels**

**Healthy children’s menu**

The participants were asked, "Do children’s menus provide a healthy option in your hotel?" The results in Figure (3) showed that (80%) of the respondents in five-star hotels said yes, while (20%) of the respondents said no. (57%) of the respondents in four-star hotels said yes, while (43) said no. Table (3) shows the mean score for healthy children’s menus in four- and five-star hotels. It ranged from 4.11 to 3.89 for five-star hotels and 4.04 to 3.78 for four-star hotels. The standard deviations for the participant’s answers ranged from 0.90 to 0.55 for five-star hotels and 0.89 to 0.63 for four-star hotels, which displays a reasonable level of variability. This result showed that the grand mean for healthy children’s menus was 4.04 for five-star hotels and 3.93 for four-star hotels, which is situated between the choice number (3) neutral and the choice number (4) agree and more closely related to the choice number (4) agree. This means that the majority of participants agreed that both hotels provided a children’s menu with healthy options, which helps children's participants select food items that their children need. This finding was the same as what (Rocha & Viegas, 2020; Duarte *et al.*, 2022; Ferrante *et al.*,

2022; Güven & Öncü, 2022) found that eating healthy food for children required nutrient intake to improve and develop a normal growing process for children.

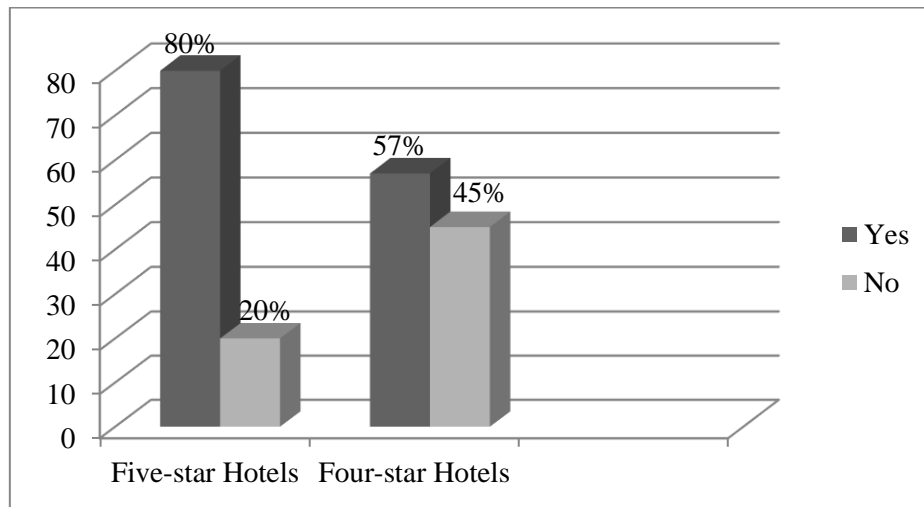


Figure (3): Healthy children's menus in hotels

Table (3): Mean and standard deviation of healthy children's menus in the hotel

Variables	Category	Mean	Std. Deviation
1- The menu has the availability of healthy meat (red meat, lean meat, fried red meat).	Five-star hotels	4.09	0.55
	Four-star hotels	3.88	0.72
2- The menu has the availability of fish options.	Five-star hotels	4.10	0.65
	Four-star hotels	3.80	0.70
3- The menu has the availability of rice, pasta, and bread.	Five-star hotels	4.03	0.62
	Four-star hotels	3.92	0.73
4- The menu has the availability of vegetable options.	Five-star hotels	4.08	0.90
	Four-star hotels	3.97	0.89
5- The menu has the availability of soup options.	Five-star hotels	4.06	0.79
	Four-star hotels	3.78	0.89
6- The menu has the availability of fruits.	Five-star hotels	4.11	0.70
	Four-star hotels	4.10	0.63
7- The menu has information about nutritional considerations.	Five-star hotels	3.99	0.83
	Four-star hotels	3.96	0.97
8- The meal portion size is suitable for kids.	Five-star hotels	3.89	0.79
	Four-star hotels	3.94	0.68
9- The menu offers a variety of items and is easy to read.	Five-star hotels	4.01	0.72
	Four-star hotels	4.05	0.86
<b>Statistics for all Variables</b>	Five-star hotels	<b>4.04*</b>	<b>0.92*</b>
	Four-star hotels	<b>3.93*</b>	<b>0.87*</b>

\* Grand means for all variables of Five-star hotels.

\* Grand means for all variables of Four-star hotels.

### Food and beverage facilities for children

The results in table (4) showed the score of the mean for food and beverage facilities for children in four and five-star hotels. It ranged from 4.33 to 3.83 for five-star hotels and 4.00 to

2.98 for four-star hotels. The standard deviations for the participant’s answers ranged from 0.75 to 0.61 for five-star hotels and 0.81 to 0.54 for four-star hotels which displays a reasonable level of variability. These results showed that the grand mean of food and beverage facilities was 4.09 for five-star hotels and 3.62 for four-star hotels, this means is situated in the choice number (3) neutral and the choice number (4) agree and more closed to the choice number (4) agree. This mean refers to the majority of participants agreed that both hotels have food and beverage facilities for the children’s menu. This result matched the study of Lahouel & Montargot (2020) that parents prefer the quality of hotels or restaurants depending on the facilities and services that meet their children's needs. As well, the hospitality industry must put children's needs in their priorities such as health and security.

**Table (4): Mean and standard deviation of food and beverage facilities for children**

Variables	Category	Mean	Std. Deviation
1- Mini restaurant for kids.	Five-star hotels	3.83	0.75
	Four-star hotels	2.98	0.66
2- Highchair for kids in the main restaurant.	Five-star hotels	4.30	0.64
	Four-star hotels	3.35	0.55
3- Baby corner in the main restaurant.	Five-star hotels	4.02	0.67
	Four-star hotels	3.88	0.70
4- Drink bar for kids.	Five-star hotels	4.01	0.61
	Four-star hotels	3.89	0.54
5- Food and beverage utensils are available and easy to use by children.	Five-star hotels	4.33	0.72
	Four-star hotels	4.00	0.81
<b>Statistics for all variables</b>	Five-star hotels	<b>4.09*</b>	<b>0.76*</b>
	Four-star hotels	<b>3.62*</b>	<b>0.67*</b>

\* Grand means for all variables of Five-star hotels.

\* Grand means for all variables of Four-star hotels.

### **Drivers of healthy children's menu and hospitality competitiveness**

The following table (5) showed that the mean scores for the drivers of healthy children's menu and competitiveness in four and five-star hotels range from 4.21 to 3.87 for five-star hotels and 4.12 to 3.65 for four-star hotels. It also, showed that the standard deviations for the participant’s answers ranged from 1.33 to 0.54 for five-star hotels and 1.02 to 0.56 for four-star hotels which displays a reasonable level of variability. Additionally, the results reported that the grand mean of the drivers of healthy children's menu and hospitality competitiveness were 4.03 for five-star hotels and 3.92 for four-star hotels, comparing this means with the 5-point of Likert scale from (1) strongly disagree to (5) strongly agree, this means is situated between the choice number (3) neutral and (4) agree and it closed by the choice number (4) agree. These mean showed that the study participants completely agreed with the drivers of healthy children's menus in four and five-star hotels. This result was matched with the literature review which revealed that providing healthy menus for children give the hospitality sector, whether restaurants or hotels, a competitive advantage in addition to increasing awareness of the importance of healthy children's menu and enhancing the healthy case of children (Viegas *et al.*, 2021).

**Table (5): Healthy children's menu and hospitality competitiveness**

Variables	Category	Mean	Std. Deviation
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1-Increase awareness of the importance of a healthy children's menu.	Five-star hotels	4.05	0.54
	Four-star hotels	4.01	0.72
2- Enhancing the healthy case of children.	Five-star hotels	4.20	1.33
	Four-star hotels	4.12	0.78
3- It can help improve the unhealthy aspects of children's food.	Five-star hotels	3.98	0.91
	Four-star hotels	3.88	1.02
4- Marketing and promoting the hospitality industry, especially for children.	Five-star hotels	4.03	0.82
	Four-star hotels	4.04	0.93
5- Providing and promoting healthy food for children.	Five-star hotels	4.21	0.79
	Four-star hotels	3.96	0.56
6- Social and behavioral changes can promote healthy individual, family, and community levels.	Five-star hotels	3.87	0.81
	Four-star hotels	3.65	0.97
7- Building cultural and social capacity around healthful food for children.	Five-star hotels	3.90	0.68
	Four-star hotels	3.82	0.59
<b>Statistics for all Variables</b>	Five-star hotels	<b>4.03*</b>	<b>0.97*</b>
	Four-star hotels	<b>3.92*</b>	<b>0.82*</b>

\* Grand means for all variables of Five-star hotels.

\* Grand means for all variables of Four-star hotels.

### Test research hypotheses

**The first hypothesis:** *There is a statistically significant relationship between children's menus and competitive advantage.* It is observed from the table (6) that the result of the Analysis of variance (ANOVA) was significant at 0.05 levels, the results showed that the relationship between children's menu and competitive advantage is significant.

**Table 6: ANOVA between children's menu and competitive advantages in hotels**

Source of Variation	Sum of Square	DF	Mean Square	F	Prob.
Between Groups	2.870	1	2.345	7.769	0.00*
Within Groups	5.175	279	1.421		
Total	8.045	280	3.766		

\*Significant at the 0.05 alpha level.

Consequently, the null hypothesis was not accepted while the alternative hypothesis was accepted. The alternative hypothesis declares that there is a significant relationship in the respondents' answers between children's menus and competitive advantage.

**The second hypothesis:** *There is a statistically significant relationship between healthy children's menus and competitive advantage.* The results in the following table (7) showed that the result of ANOVA is a significant value of 0.02. This means that the relationship between healthy children's menu and competitive advantage is significant at 0.05 levels. Therefore, the alternative hypothesis was accepted while the null hypothesis was not accepted. The alternative hypothesis declares that there is a significant relationship in the respondents' answers between a healthy children's menu and competitive advantage.

**Table (7): ANOVA between healthy children's menu and competitive advantages**



Source of Variation	Sum of Square	DF	Mean Square	F	Prob.
Between Groups	4.532	1	6.201	8.324	0.02*
Within Groups	3.369	279	2.362		
Total	7.901	280	8.563		

\*Significant at the 0.05 alpha level.

Table 8: Relationship between healthy children’s menu and competitive advantages in hotels

Correlations	Healthy meat	Fish options	Rice, pasta, and bread	Vegetable option	Soup options	Fruit option	Nutritional considerations	Portion size	Easy to read
Healthy meat	1								
Fish options	0.65**	1							
Rice, pasta, and bread	0.60**	0.76**	1						
Vegetable options	0.55**	0.45**	0.74**	1					
Soup options	0.60**	0.53**	0.44**	0.67**	1				
Availability of fruits	0.75**	0.56**	0.57**	0.54**	0.57**	1			
Nutritional considerations	0.58**	0.60**	0.60**	0.52**	0.80**	0.54**	1		
Portion size	0.52**	0.63**	0.61**	0.56**	0.65**	0.80**	0.68**	1	
Easy to read	0.62**	0.78**	0.55**	0.55**	0.53**	0.60**	0.58**	0.57**	1

\*\* Correlation is significant at the 0.05 level (2-tailed).

As noted in the previous table (8) this research tried to analyze the relationship between healthy children’s menus and competitive advantages by using the correlation. Also, to check the validity of the relationship between the different items related to this variable. The results indicated that there is a positive correlation between all variables.

**The third hypothesis:** *There is a statistically significant relationship between eating facilities/services and competitive advantage.* It is noted that in table (9) the result of ANOVA is a significant value of 0.01. It means that the relationship between eating facilities/services and competitive advantage is significant at 0.05 levels. Therefore, the null hypothesis was not accepted while the alternative hypothesis was accepted. The alternative hypothesis declares that there is significant relationship in the respondents' answers between eating facilities/services and competitive advantage.

Table 9: ANOVA between eating facilities/services and competitive advantages in hotels

Source of Variation	Sum of Square	DF	Mean Square	F	Prob.
Between Groups	1.428	1	4.231	6.521	0.01*
Within Groups	2.593	279	3.012		
Total	7.901	280	8.563		

\*Significant at the 0.05 alpha level.

The following table (10) showed the correlation result between the competitive advantages and eating facilities/services variables. It observed in this table that there is strong correlation between all variables of eating facilities/services and correlation is significant at 0.05 levels.

**Table 10: Relationship between eating facilities/services and competitive advantages**

Correlations	Mini restaurant	Highchair for kids	Baby corner	Drink bar for kids	Food and beverage utensils
Mini restaurant	1				
Highchair for kids	0.75**	1			
Baby corner	0.66**	0.70**	1		
Drink bar for kids	0.56**	0.55**	0.72**	1	
Food and beverage utensils	0.59**	0.60**	0.58**	0.69**	1

\*\* Correlation is significant at the 0.05 level (2-tailed).

**Conclusion and limitation**

The research tries to identify to what extent the hotels present children’s menus with healthy options and to present these meals in ways and quantities that meet the nutritional needs of children. The results of the study indicated that four-star and five-star hotels have children’s menus that contain multiple types of foods that help parents choose foods that suit their children. Despite this, the results of the study indicated that five-star hotels offer different types of children’s menus in contrast to four-star hotels.

Concerning healthy foods for children, the results of the study indicated that five-star hotels care more about children’s health than four-star hotels. The results reported that the children’s menu is a critical process and plays an important role for achieve a competitive advantage for the hospitality industry.

The previous results showed that the significant value for this variable is 0.00. This means that is a significant relationship between children’s menus and competitive advantage. It also showed that healthy children’s menu options including; the availability of healthy meat (red meat, lean meat, fried red meat), fish options, rice, pasta and bread, vegetable options, soup options, fruits, information about the nutritional considerations, portion size are suitable for kids, and the menu offers a variety of items and is easy to read, the significant value for this variable is 0.02. This refers to that there is a significant relationship between these items and a competitive advantage for four and five-star hotels. Eating facilities and services such as; a mini restaurant for kids, highchair for kids in the main restaurant, baby corner in the main restaurant, drink bar for kids, and food and beverage utensils are available and easy to use by children considered very important issues for achieving a competitive advantage for hotels, the significant value for this variable is 0.00.

Some limitations faced by this study, are represented in the difficulty of collecting primary data. This research was carried out in four- and five-star hotels in Hurghada, and the field of study did not include all four- and five-star hotels in Egypt. In addition to the lack of studies and research that dealt with the subject of the research. For future studies and research, it is desirable to address more hotels in Egypt to generalize the results of this study.

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## نحو تطبيق قوائم طعام صحية للأطفال في صناعة الضيافة في مصر كميزة تنافسية

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تهدف هذه الدراسة إلى تحديد إلى أي مدى تقدم الفنادق قوائم طعام صحية تلبي الاحتياجات الغذائية للأطفال، ولتحقيق الهدف الرئيسي توجد ثلاثة أهداف تم تحديدها؛ أولاً: التعرف على قوائم الطعام الصحية الخاصة بالأطفال المقدمة في صناعة الضيافة، ثانياً: التعرف على تأثير تنوع قوائم الطعام الصحية الخاصة بالأطفال على الميزة التنافسية للضيافة، ثالثاً: التعرف على تأثير التسهيلات المقدمة للأطفال على الميزة التنافسية للضيافة. اعتمدت هذه الدراسة على المنهج الكمي التحليلي لتحقيق أهداف الدراسة. وتم جمع البيانات الميدانية من خلال استمارة استبيان لقياس الهدف من البحث واختبار فرضياتها، والتي شملت الفنادق الخمس والأربع نجوم بمدينة الغردقة. حيث تم توزيع 400 استمارة استبيان وبلغ عدد الاستمارات الصالحة 280 استمارة بمعدل استجابة 70%. وتم استخدام برنامج SPSS لتحليل البيانات بعد التأكد من صدق وثبات البيانات. وأشارت النتائج إلى أن الفنادق من فئة الأربع والخمس نجوم بها قوائم طعام للأطفال تحتوي على أنواع متعددة من الأطعمة التي تساعد الآباء على اختيار الأطعمة التي تناسب أطفالهم. وأشارت إلى أن فنادق الخمس نجوم تقدم أنواعاً مختلفة من قوائم الأطفال على عكس فنادق الأربع نجوم. بالإضافة إلى ذلك تهتم الفنادق الخمس نجوم بصحة الأطفال أكثر من الفنادق الأربع نجوم. وأظهرت النتائج أن قائمة الطعام الصحية للأطفال تلعب دوراً كبيراً في تحقيق ميزة تنافسية للفنادق. وأشارت النتائج أيضاً أن هناك علاقات كبيرة بين تقديم قوائم طعام للأطفال وقوائم الطعام الصحية الخاصة بالأطفال والتسهيلات المقدمة لهم على الميزة التنافسية للضيافة. هناك بعض القيود التي واجهت هذه الدراسة تتمثل في صعوبة جمع البيانات الأولية. تم إجراء هذه الدراسة في فنادق الأربع والخمس نجوم في الغردقة، ولم يشمل مجال الدراسة جميع فنادق الأربع والخمس نجوم في مصر. بالنسبة للدراسات والبحوث المستقبلية، يجب أن تتناول الدراسات المستقبلية المزيد من الفنادق الأربع والخمس نجوم في مصر لتعميم نتائج هذه الدراسة.

**الكلمات المفتاحية:** قوائم طعام الأطفال، الوجبات الصحية، الخدمات والتسهيلات، التنافسية، الفنادق، الغردقة.