



Evaluating the Impacts of Special Events on Promoting and Developing Tourism and Hospitality Sectors: A Case Study of COP27, Sharm El-Sheikh, Egypt

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Special events are considered among the most important tourism patterns that can bring substantial benefits, promote tourist destinations, achieve multiple developmental, economic, social, cultural and environmental benefits to tourism and hospitality sectors. The main purpose of this research is to assess the impact of special events on the promoting and development of the tourism and hospitality sectors in tourist destinations. Conference of the parties (Cop 27) was chosen to conduct the field study. The quantitative method was used, (185) valid questionnaires were a data collection tool, where it was distributed to the general managers, deputy directors, executive directors, head of departments and the employees in hotels. It was also distributed to tourism officials and the tourism companies; the structural validity of the questionnaire was assessed by confirmatory factor analyses (CFA). Results showed that there is a positive statistically significant correlation between organizing the special events, promoting tourism and developing the tourism and hospitality sector in the tourist destination. Finally, the study contributed to providing important conclusions and recommendations about the, economic, social, cultural and environmental effects of special events on developing tourism and hospitality sectors, as well as promoting Sharm El-Sheikh, as an international tourist destination, in particular and Egypt in general.

Introduction

Travel and tourism industry is one of the most important industries in the whole world, which accounted for 7.6% to global GDP in 2022 (WTTC, 2022), with an increase of 22% from 2021, and only 23% below 2019 levels, in addition to providing 22 million new jobs, representing a 7.9% increase on 2021, and only 11.4% below 2019(WTTC, 2022), which witnessed the covid-19 outbreak across the world which had a great negative impact on both tourism demand and supply in all tourism destinations (UNWTO, 2020).

In this context Egyptian tourism suffered from a decline in the number of incoming tourists in 2020, as it reached 3.5 million tourists, with total tourism revenues about \$4

billion, a significant decrease of about 70% compared to 2019, when the number of incoming tourists reached (13) million tourists, with total tourism revenues (13.3) billion dollars, due to the spread of the Corona pandemic and its great impact on the ban on travel and flights from the main markets exporting tourism to Egypt (Saied, 2022).

As result, the Egyptian Ministry of Tourism and Antiquities developed a plan for effective tourism marketing to increase the tourism demand, by implementing a new trend of organizing special events to promote the tourism product in a unique way, as the year 2021 witnessed the organizing of two special tourism events to activate international tourism events, namely: (The royal mummies parade) on April 3, 2021 in Cairo, followed by the event (Road of the Sphinx) in Luxor on November 25, 2021 (Ministry of Tourism and Antiquities, 2021). In addition to the submission to host the cop27 at the 26th Climate Summit in the United Kingdom in October 2021, which was officially approved, as Egypt was chosen to organize the event in November 2022 (Ministry of Tourism and Antiquities, 2021).

The organizing of these special events has resulted in many positive effects on Egyptian tourism, which is represented by an increase in the number of tourists coming to Egypt in 2021 to reach 8 million tourists, with tourism revenues amounting to \$8.9 billion, which is double the number of tourists and tourism revenues in 2020 (Enterprise Ventures LLC, 2022), as the Egyptian tourism has ranked first in Africa, fifth in the Middle East and North Africa region, and 51st globally, according to the 2021 Travel and Tourism Development issued by the World Economic Forum (Sis.gov.eg,2022).

Despite the positive effects of organizing these tourism events, Egypt has not yet achieved the desired economic and tourism benefits, as a result Egypt put strategy to progress the sector, in order to increase the number of tourists coming to Egypt to 30 million tourists annually (<http://sis.gov.eg>,27December 2022). Accordingly, it becomes clear the importance of this study as follow:

- 1- Assess the importance of organizing the special events as an essential tool for promoting and developing the tourism and hospitality sectors in the tourism destination.
- 2- Make contribution to the specialized, cognitive studies, particularly, the studies of special events of tourism to fill this gap, as the previous studies in this context are very rare and based on studying the impact of special events on tourism marketing and building a brand of Egypt as Marzouki (2019) and Amara (2017) mentioned, without evaluating the impacts of special events on developing the tourism and hospitality sectors.

This study aims to: study the benefits of organizing the COP 27 in promoting Sharm-Elsheikh city as an international tourist destination, promoting conference tourism and cultural tourism. Moreover, clarifying the economic, developmental, social, cultural and environmental impacts of these special events on developing the tourism and hospitality sectors in Sharm-Elsheikh city; finally, to provide important findings and optimum benefits for the tourism and hospitality sectors to be applied on upcoming special events.

Literature Review

Special Events

Events tourism is considered one of the important kinds of tourism that plays a vital role in marketing the tourist products in tourist destinations, especially in the period of crisis and decreasing the tourism demand (Soteriades & Dimou, 2011).

Getz (2000) believes that special events are the fastest growing forms of leisure, culture, business and tourism-related activities in tourism destinations. Furthermore, they had great effects on rising the new tourism business opportunities, benefits, careers and tourism implications in destinations (hattingh, 2011).

Special events can be defined as: “A unique moment in time which celebrated with ceremony to achieve specific outcomes in a designed, planned, researched, managed, coordinated and evaluated manner” (Goldblatt, 2022), while Njerekai (2014) defined special events as: “One-time major events with short duration that are generally of international scale”, this definition differs slightly from that proposed by Getz. (2000) who defined special event: “A one-time or infrequently occurring event outside the normal activities of the destination”, they are always planned, arouse expectations and always motivate by providing a reason for the event (Dimanche, 2002).

From these definitions it's clear that special events are organized, temporary, and take place outside the daily routine of the destinations to satisfy specific goals in a celebratory framework (Bowdin and others, 2006).

Special events should have these features (zlatanov, 2015) and (Marzouki, 2019) as follow: Attract tourists and contributes to tourism development, must be planned to achieve the goals of the event’s organizer, be one-off or infrequent occurrence, special events are temporary and occur during a limited duration, raise the awareness, profile, image of a destination, special events must be unique in its nature, to make it different from the ordinary events and special events should be in a celebratory frame work, including set of activities and offer a social experience. Special events should also provide the visitors an opportunity for a social experience beyond everyday experience to satisfy their specific needs and expectations (Getz, 2008).

Special Events Categorization

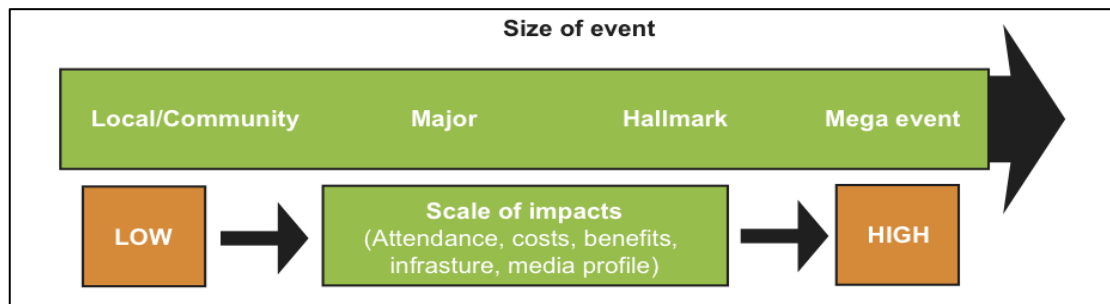
Special events can be categorized according to their scale or size of form and content, as follow:

Table (1): Special Events Categorization.

Categories of Special Events	Type of Special Events
<p>The Categories of Special Events According to the Size or Scale:</p> <p>(hattingh, 2011)</p> <p>(bowdin, and others, 2006)</p>	<p>A. Local events: refer to local festivals or events with popular character and local visitors are targeted (Timothy, 2011).</p> <p>B. Major events: attract a large number of participants from outside the destination include significant marketing and media coverage.</p> <p>C. Hallmark events: refer to events associated with the name of a particular place, region city, so when the name of special events mentioned, the place comes to visitors’ mind automatically. The organizers target to preserve the tourist destination, predominance and attract international and long distance visitors, for instance (Opera Aida in Egypt) (bowdin and others, 2006).</p> <p>D. Mega events: refer to those so large events that affect whole economies and reverberate the whole world media, they include Fifa world cup, Olympic games (hattingh, 2011).</p>
<p>Special Events According to the Form and Content:</p>	<p>A. Mice (business) events: (Mice) refers to (meetings, incentives, conventions and exhibitions, it’s considered a business-oriented events involving obligatory travel.</p>

<p>(getz, 2012), (peta, 2016)</p>	<p>Business special events are important in any destination’s portfolio of events, and worth around \$30 billion a year worldwide, with significant economic returns associated with it, therefore some countries rely heavily on the mice events. (getz, 2012)</p> <p>B. Festivals and carnivals: festivals are public celebrations which considered a major source of tourism and income at the local and national level (UNESCO, 2015). National festivals have important artistic value, internationally, therefore contribute to the tourism promotion of the destination abroad (Getz, 2012) the assessment of economic, socio-cultural and environmental impacts is much more in developed countries than developing destinations (peta, 2016).</p> <p>C. Religious events: religious events can attract foreign tourists and increase hotel room occupancy significantly; they also have the potential to revitalize destinations and achieve a lot of economic benefits as well as satisfying the religious and spiritual desires of visitors (peta, 2016). Examples of religious events: Eid Al-Adha, charismas, Easter events.</p> <p>D. Sport Events: Sport has continued to thrive globally with major events that attract millions of visitors in host destinations. More focus is now on providing value for money for sport events by adding entertainment through offers to enhance events experience in addition to the continuous improvements in broadcasting and technology which allow higher quality coverage than ever before, for examples: sport festivals, special Olympics, golf tournaments, etc. (Morgan and Watson, 2009).</p> <p>E. Culture and heritage events: Cultural and heritage events are considered the major form of cultural tourism development and attracting new visitors, through cultural special events destination image is improved and tourist destinations can enhance their competitiveness to be visited, lived, and invested by employing their cultural elements to brand and market destination, they are related to some branch of art, culture, and values as: cultural festivals, street shows exhibitions. (liu, 2014), (childs, 2022).</p> <p>The organization of cultural and heritage events help in promotion, creation, and interpretation of heritage, in addition to encouraging visitors to stay longer at the historical site, trigger public awareness of historic values, and creating economic, socio-cultural and educational benefits in the destinations. (Cudny and others, 2021).</p>
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Figure (1) indicates to the different events the increasing of impacts in (attendance, costs, benefits, media for file, infra-structure) with the increasing of size or scale of events as follow: (Van der Merwe, 2008).



(Source: vander merwe, 2008).

Fig. (1): Impacts of Events According to Scale or Size

Special Events and Promoting of the Tourism and Hospitality Sector in the Tourist Destination

Special events are one of the main components of tourist product, which play a vital role in promoting tourism and hospitality sectors, and increasing their competitiveness in the tourist destination, through creating a powerful image to the tourist event in the tourism destination, shaping and strengthen the tourist brand, furthermore providing unique tourist experiences for tourists and guests in the tourist destination (Marzouki, 2019).

Special tourism events also can greatly contribute to the increase in the number of tourists, and the overall marketing to tourism tourist attractions, accommodation , tourist activities during the event (Goldblatt, 2022) , as the organization of events is closely linked to the accommodation offerings and the promoters and organizers of the event ,and the satisfaction of tourists on their experience in the tourist destination (Avraham, 2014).

Therefore, this study has explored the relationship between organizing special events and the tourism promoting the tourism and hospitality sector in the tourist destination by the following hypothesis (H1):

H1. "There is a Positive statistically significant correlation between organizing the special events and the tourism promoting of the tourism and hospitality sector in the tourist destination".

Bowdin and others (2006) suggested that special events might have positive and negative impacts on the destinations, as special events can generate strong economic, social and promotional positive impacts on the host destinations for tourism and hospitality sectors, and the size of an event is often positively related to its impact on the destination, which can be mentioned in the table (2)

Table (2): Impact of Special Events on Developing the Tourist Destination.

Impact	Tourism Sector	Hospitality Sector
<p>Developmental and Economic Impacts on the Sector</p>	<ul style="list-style-type: none"> - Enhancing the tourism development in the destination. - Maximizing the profits of tour operators, travel agencies, bazars, transportation companies, etc. (winnipeg, 2015). - Increase employment and tourist investments due to increase the tourist activities. - Improving infrastructure and create new tourist attractions activities (Peta, 2016). - Increase visitation and reduce seasonality of tourist flow. - Increase revenues and foreign exchange generation (Soteriades and Dimou, 2011). - Contribute to the tourism sustainability through improving the living standards of local's stakeholders, and showcasing of cultural heritage of the destination. - Achieve the diversification of tourism product and promote tourist attraction (Soteriades and Dimou, 2011). - Promote tourism marketing strategy of destination to attract tourists, especially the first-time visitors and encourage regular visitors to extend their stay in destination (Marzouki, 2019). - Achieving great economic benefits from promoting cultural and heritage tourism distinguish the destination and make it unique (Winnipeg, 2015). 	<ul style="list-style-type: none"> - Development expansion of the hotel industry in the destination. - Achieving better hotel occupancy especially in times of crisis. - Bring extra overnight stays and higher rates accommodation. (Asero and Tomaselli, 2020). - Generate more profit as new attractions encourage staying longer. - Increasing the loyalty of guests through designing hotels specific themed products linked to the events with customized catering. - Lead to greater demand for accommodation, greater eating, in addition to greater entertainment expenditure. (Mrnjavac and Floricic, 2018). - Increase revenues for restaurants, and food service. - Improve competitiveness as integrated hotels are characterized by special accommodation services and involvement of guests in overall offering (Asero and Tomaselli, 2020). - Increase the price rates, due to increasing the quality and diversity of hotel services to satisfy hotel guests from different nationalities (Mrnjavac and Floricic, 2018).
<p>Special events have economic effects on tourist destinations, both with regard to providing jobs, increasing investments, generating income, and "new funds" are pumped into the local economy (Mackellar, 2006). Al Marzouqi (2019) suggests that internal investment and generation of revenues contribute to the development of the tourism and hospitality industry. Special events create many positive effects of special and great events mainly that relate to the development of improved infrastructure, new tourism attractions, diversification of the tourism product, development accommodation establishments, increase their capacity, that leads to the great expansion in the tourism and hospitality sector in the tourist destinations (Asero and Tomaselli, 2020).</p> <p>Based on the above-mentioned literature, the study formulated hypothesis two (H2) as follows:</p> <p>H2. "There is a Positive statistically significant correlation between the economic and developmental effects of organizing special events and developing the tourism and hospitality sector in the tourist destination".</p>		

Impact	Tourism Sector	Hospitality Sector
<p>Cultural and Social Impacts</p>	<ul style="list-style-type: none"> - Contribute to destination brand loyalty and destination positioning and create an image, position, brand, and promote a tourist destination. - Reinforce social and cultural identity for the community (peta, 2016). - Enhancing long-term awareness of the destination in tourism markets. - Improve a negative image, and shift international media attention from negative to positive image of destination. - Enhance visitor experience with high level of satisfaction (Asero and Tomaselli, 2020). - Providing more involvement of the locals with the event, the local organizations and stakeholders, and visitors. - Promotion of socio-cultural events in the destination with special tourist programs depending on relations with tourists with high experience in the destination (Mrnjavac and Floricic, 2018). 	<ul style="list-style-type: none"> - Increase the good reputation for local hotels, restaurants, giving them highly competitive advantage (peta, 2016). - Create special hotel experience for guests and promote relations with customer through (website of special events) through optimizing networking and using platforms, themed offerings-distributions channels (web social networks) (Mrnjavac and Floricic, 2018). - Optimize the use of human resources in the accommodation sector, taking into account recruitment of qualified employees and training them on how to deal with guests (Winnipeg, 2015). - Achieving cooperation between stakeholders in hospitality sector taking into account their needs to achieve the best organizing to the event with optimum benefits' (peta, 2016).
<p>Special events have strong social benefits, and the special events industry is increasingly recognized as a professional entity worldwide. Potential benefits go beyond tangible economic outcomes and include intangibles, such as the image, fame or community identity of a tourist destination (Winnipeg, 2015). The host community is the one who benefits from any cultural and social benefits such as the pride of hosting an event (Mrnjavac and Floricic, 2018). Special events reinforce social and cultural identity by building strong bonds within the community. Events also play an important role in creating trust, social cohesion, and cohesion between members of society, as well as many other advantages (Asero and Tomaselli, 2020). Based on what has been clarified regarding this item, the third hypothesis (H3) has been formulated as follows:</p> <p>H3. "There is a Positive statistically significant correlation between the social and cultural effects of organizing special events and developing the tourism and hospitality sector in the tourist destination".</p>		
<p>Environmental Impacts</p>	<p style="text-align: center;">Positive Impacts (Etiosa, 2012), (Peta, 2016)</p> <ul style="list-style-type: none"> - Showcasing best practice of the environment preserving. -Increasing environmental awareness. -Improving and renewing the infrastructural. -Improving transport and communications. - Urban renewal and transformation. - Trend toward using clean and renewable energy in tourist attractions, 	<p style="text-align: center;">-Positive Impacts (Musgrave and Raj, 2009), (Asero. and Tomaselli. 2020)</p> <p>Preserve on the hotels' resources in the short and long run to be available, convenient and ready to reception the guests through:</p> <ul style="list-style-type: none"> -Applying the new trend towards the hotels' obtaining for the reliable eco-labels to apply the sustainability, environmental protection, In addition to provide guests with the needed transparency for using

Impact	Tourism Sector	Hospitality Sector
	<p>airports to be sustainable through establishing solar power plants.</p> <p>Negative Impacts (Asero and Tomaselli,2020), (Etiosa, 2012)</p> <ul style="list-style-type: none"> - Pollution from litter and noise during events. - Carbon emissions from transport pollution. - Noise disturbance. -Traffic congestion. - Pressure of infrastructure in the tourist attractions. 	<p>hotels' products.</p> <ul style="list-style-type: none"> -Prepare hotel establishments for adaptation of beaches, lakes, gardens and water ways, energy efficiency and use of renewable energy -Applying integrated management system of waste in collecting, separating and recycling in most hotels. -Training employees on how to preserve the hotel's resources and not waste them. <p>-Negative Impacts (Asero and Tomaselli, 2020) (Musgrave and Raj, 2009)</p> <ul style="list-style-type: none"> - Excess carrying capacity. - Pressure on facilities and services. -Waste and pollution. -Location /site damage in short and long run. -Increase usage of natural resources.
<p>Special events linked with urban renewal programs are becoming increasingly important (Allen, 2005). Special events have direct and indirect links with the environment. It can be said that most special events often have common environmental effects (Etiosa, 2012). Sustainable tourism planning and development principles must be taken into account throughout the period of organizing conferences and festivals (Peta, 2016). Managers of sustainable special events should consider the controlled use of resources, restrict overconsumption and reduce the amount of waste, preserve diversity, and involve event management in long-term developmental concepts (Asero and Tomaselli, 2020). Based on the above-mentioned literature, the study formulated hypothesis four (H4) as follows:</p> <p>H4. "There is a Positive and negative statistically significant correlation between the environmental effects of organizing special events and the tourism and hospitality sector of the tourist destination".</p>		

Conference of the Parties (Cop 27)

In November 2022, Egypt continued to organize special events by hosting the United Nations Climate Change Conference, Conference of the Parties (cop 27), which was held in the Egyptian city of Sharm el-Sheikh, witnessed advanced negotiations from 197 countries to seek the transition to a green economy and adapt to climate changes imposed by rising carbon emissions and threatening the survival of the planet (Salah, 2022), Egypt aimed from hosting cop27 at promoting the tourism and hotel sectors, and maximizing the investments that fall under the umbrella of climate change, in addition to achieving many economic, tourism and environmental benefits, as well as attracting larger numbers of international tourists, especially after the decreased of large number of Russian and Ukrainian tourists which represent the most important tourist markets to the city (Salama, 2022), Since the outbreak of the Russian-Ukrainian war on Feb. 24, which resulted in dropped tourist revenues and lost about 70% of hotel occupancy in the city after the war (Saied, 2022).

Sharm El Sheikh city is known as “City of peace”, hosted a large number of international conferences, such as the UN Convention of Biodiversity Conference of Parties (COP14), that was held in 2018, it’s chosen to host (Cop27), as it’s Located at a low location concerning climate changes with strategic location, and it was awarded by the UNESCO, as the "Finest city in the world for peace and beauty", so it’s considered one of the world’s top favorite tourism destinations for sea and nature lovers ,and the first green city in Africa and the Middle East (Ministry of Environment of Egypt, 2022; Maudlin, 2022).

Sharm El Sheikh’s International Conference Centre promises a whole new experience that merges the worlds of the future and technology, and the natural world. It’s ranked among the most advanced and successful venues in the Middle East. The conference center experienced expansion in 2018 by Technology K.A.R, which included the capital hall that serves around 6000 people, along with other medium sized meeting rooms. Technology K.A.R equipped the international conference center with advanced technologies and broadcast infrastructure, that including pro-AV industries, pro lighting and live event technologies. Previously, the international conference center hosted notable events, as the World Youth Forum, the UN Biodiversity Conference, as well as Africa Forum 2018 (Ministry of Environment of Egypt, 2022).

Cop 27 was chosen to conduct the field study, as it is the last special event hosted by Egypt in 2022. It is an event of an important international character for 197 countries with official representation and the presence of 40,000 visitors (Bayoumi, 2022), which had significant impacts on the city of Sharm El-Sheikh which deserves to shed light on it, study and come out with important results about evaluating the impacts of cop27 on promoting the tourism and hotel sectors in the city.

Methodology

Study Population and Sample

The research community consists of the general manager, deputy director, executive director, head of the department, and others in Sharm El-Sheikh hotels; and tourism companies, Tourism officials from the Committee for Follow-up of Preparations for Hotel and Tourist Establishments to Host Egypt "COP 27", officials of the offices of the Ministry of Tourism and Antiquities, the Egyptian General Authority for Tourism Promotion, in addition to representatives of the two chambers of hotel and tourist establishments in South Sinai Governorate. The sample of respondents was selected through convenience sampling.

The Characteristics of the Investigated Hotels Institutions

The study was conducted on a group of Sharm El-Sheikh hotels. Hotels of all categories have been selected as shown in table No. (3).

Table (3): Capacity for All Hotels in Sharm El-Sheikh.

No	Hotel No.	Category
1.	43	5 stars
2.	53	4 stars
3.	45	3 stars

Source: Central Department of Information and Decision Support General Department of Information and Statistics, Ministry of Tourism (2019).

Data Collection Methods

This study relied on the quantitative method, using the questionnaire and interviews as a data collection tool. Where the data was collected and distributed to hotels, tourism officials and the tourism companies that were examined. (150) questionnaires were distributed to managers and heads of departments in Sharm El-Sheikh hotels of all categories in Sharm El-Sheikh Governorate, and (112) valid questionnaires were retrieved. Thus, the percentage of valid returned forms is about (74.6%) of the total distributed forms. (100) questionnaires were distributed to tourism companies and tourism officials, (73) questionnaires were retrieved from their managers. Thus, the percentage of valid returned forms is about (73%) of the total distributed forms. The questionnaires were distributed from (January) 2023 to (April) 2023.

Description of the Questionnaire

Description of the Hotels' Questions

The questionnaire was used to measure the impact of special events on promoting the tourism and hospitality sector by applying the activities of the COP27 conference in Sharm El-Sheikh, Egypt, through a set of questions that included four parts. The first part was devoted to gathering information about the respondents and included (gender, age, educational qualifications, current job, and total years of experience), and a set of questions about the impact of conferences on the tourism and hospitality sectors. The second part focused on assessing the availability of factors that enhance the tourism and hospitality sectors in the city of Sharm El-Sheikh and it consisted of (12) phrases. As for the third part, it focused on evaluating the impact of the Climate Summit in Sharm El-Sheikh on promoting the city, and it consisted of three axes to measure this item at the local, national and international levels. (4) Phrases. As for the fourth part, it focused on the impact of the Climate Summit on the promotion of the hospitality sector, and it consists of three axes on the development and economic effects, and it consists of (4) phrases, and the cultural and social influences, and it consists of (4) phrases. As for the third and final axis, it is the environmental influences, and it consists of (5) expressions.

Description of the Tourism Officials and Tourism Companies' Questions

The questionnaire was used to measure the impact of special events on promoting the tourism and hospitality sector by applying the activities of the COP27 conference in Sharm El-Sheikh, Egypt, through a set of questions that included four parts. The first part was devoted to gathering information about the respondents and included (gender, age, educational qualifications, current job, and total years of experience), and a set of questions about the impact of conferences on the tourism and hospitality sectors. The second part

focused on assessing the availability of factors that enhance the tourism and sector in the city of Sharm El-Sheikh and it consisted of (12) phrases. As for the third part, it focused on evaluating the impact of the Climate Summit in Sharm El-Sheikh on promoting the city, and it consisted of three axes to measure this item at the local, national and international levels. (4) Phrases. As for the fourth part, it focused on the impact of the Climate Summit on the promotion of the tourism sector, and it consists of three axes on the developmental and economic effects, and it consists of (5) phrases, and the cultural and social influences, and it consists of (5) phrases. As for the third and final axis, it is the environmental influences, and it consists of (5) expressions.

Measurement data were measured in the section on assessing the availability of factors that enhance the tourism and hospitality sectors in Sharm El-Sheikh city based on a five-point Likert scale ranging from 1 = not at all to 5 = highly available. The rest of the questionnaire was measured on a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. The researchers relied on previous studies in preparing the questionnaire. After that, the validity of the questionnaires was validated through an experimental study on the hotels that were examined, and the questionnaire form was presented to professors specialized in the field. After collecting online questionnaires. They were screened and incomplete questionnaires were excluded. Finally, the operations were carried out by creating the extracted data tables for use in the SPSS and AMOS v25 statistical analysis programs, and the statistical analysis of the data was done using the Statistical Package for Social Sciences twenty-fifth version (25).

The following references were used in the composition of the questionnaire sentences, which are (Childs, 2002; bowdin & others, 2006; Musgrave & Raj, 2009; hattingt, 2011; Soteriades & Dimou, 2011; getz, 2012; Etiosa, 2012; Liu, 2014; Winnipeg, 2015; Peta, 2016; Mrnjavac & Floricic, 2018; Marzouki, 2019; Asero & Tomaselli, 2020).

Results and Discussion

Questionnaire Analysis

Sample Demographic Characteristics

A total of (185) samples were recruited for this research, (60.5%) of the sample (112 people) works at hotels, and (39.5%) of the sample (73 people) works at tourism officials and tourism companies. (97.3%) of the sample (180 people) are males, (58.4%) of the sample (108 people) are between 36 to 45 years old, all sample hold a bachelor's academic degree, (37.8%) of the sample (70 people) are general managers, (27.6%) of the sample (51 people) have between 16 to 20 years of experience. The demographic and sample characteristics shown in table (4).

Table (4): Demographic and Sample Characteristics.

Sample Characteristics (n= 185)		Hotels (n= 112)	Tourism and airline companies (n= 73)	Total (n=185)
		%	%	%
Gender	Male	100.0%	93.2%	97.3%
	Female	0.0%	6.8%	2.7%
Age	Less than 25 years old	0.0%	0.0%	0.0%
	25-35 years old	6.3%	26.0%	14.1%
	36-45 years old	51.8%	68.5%	58.4%
	46 -55 years old	35.7%	5.5%	23.8%
	56 years or older.	6.3%	0.0%	3.8%
Academic qualification	Diploma	0.0%	0.0%	0.0%
	Bachelor's	100.0%	100.0%	100.0%
	Master's	0.0%	0.0%	0.0%
	PhD	0.0%	0.0%	0.0%
Current Position	General Manager	46.4%	24.7%	37.8%
	Deputy manager	4.5%	12.3%	7.6%
	Executive Manager	8.0%	0.0%	4.9%
	Head of department	22.3%	4.1%	15.1%
	Others	18.8%	58.9%	34.6%
Total Years of Experience	Less than 5 years	0.0%	60.3%	23.8%
	6-10 years	27.7%	12.3%	21.6%
	11-15 years old	27.7%	20.5%	24.9%
	16-20 years old	41.1%	6.8%	27.6%
	20 years or older.	3.6%	0.0%	2.2%
Hotel classification	Three stars	7.1%	-	4.3%
	Four stars	47.3%	-	28.6%
	Five stars	45.5%	-	27.6%
Tourist establishments activity	Travel agencies	-	87.7%	34.6%
	Airlines agencies	-	12.3%	4.9%
Sharm el-Sheikh city has the ingredients for success in organizing conferences?	Yes	95.5%	97.3%	96.2%
	No	0.0%	0.0%	0.0%
	Almost	4.5%	2.7%	3.8%
Are the conferences currently held in Sharm El-Sheikh capable of promoting the tourism ...?	Yes	93.8%	94.5%	94.1%
	No	0.0%	0.0%	0.0%
	Almost	6.3%	5.5%	5.9%
Can you give me your general evaluation of the climate summit conference in Sharm El-Sheikh	Excellent	44.6%	65.8%	53.0%
	very good	48.2%	32.9%	42.2%
	Good	6.3%	1.4%	4.3%
	Satisfactory	0.9%	0.0%	0.5%
	Poor	0.0%	0.0%	0.0%
Do you agree that this type of conference helped to promote the tourism and hospitality in Egypt?	Yes	95.5%	86.3%	91.9%
	No	0.0%	0.0%	0.0%
	Almost	4.5%	13.7%	8.1%

The results in table (4) showed that (96.2%) of managers and heads of departments in hotels, tourism officials and tourism companies, confirmed that Sharm El-Sheikh has the ingredients for success in organizing conferences and special events. Also, (94.1%) of managers and heads of departments in hotels, tourism officials and tourism companies, confirmed that the conferences currently held in Sharm El-Sheikh are capable of enhancing the tourism and hospitality sectors. Therefore, it is a very good percentage for holding such kind of special events in the city of Sharm El-Sheikh as a model for the world's distinguished cities for holding conferences, including the capabilities allocated for this type of special events. The results also showed that (53%) of managers and heads of departments of hotels, tourism officials and tourism companies, had their general evaluation of the Sharm El-Sheikh Conference and its impact on promoting tourism and hospitality excellent, and (42.2%) very good, and this percentage is very good for holding such kind of special events. The results also showed that (91.9%) support that this type of conference helped to promote the tourism and hospitality sectors in Egypt.

Psychometric Properties of the Questionnaire

Descriptive Statistics

Table (5): Descriptive Statistics of Availability of Factors Promoting the Tourism and Hospitality Sectors in Sharm El-Sheikh.

No	Item	Sector	Not available at all	Not available	Fairly available	Available	Highly available	Chi ² (x ²) Value sig.
			%	%	%	%	%	
A1	Availability of the material resources necessary for holding the conference.	Hotels	0.0%	0.0%	6.5%	22.2%	31.9%	8.231* 0.016
		tourism officials and tourism companies	0.0%	0.0%	3.8%	22.7%	13.0%	
A2	Availability of trained human resources.	Hotels	0.0%	0.0%	18.9%	22.2%	19.5%	18.536** 0.000
		tourism officials and tourism companies	0.0%	0.0%	4.9%	27.0%	7.6%	
A3	Availability of training programs for all levels of workers in tourism and hospitality institutions.	Hotels	0.0%	0.0%	15.1%	31.4%	14.1%	12.896** 0.002
		tourism officials and tourism companies	0.0%	0.0%	3.2%	18.9%	17.3%	
A4	The availability of awareness campaigns on the importance of special events and conferences in	Hotels	0.0%	2.7%	11.4%	28.1%	18.4%	11.321** 0.010
		tourism officials and tourism companies	0.0%	0.0%	3.2%	27.0%	9.2%	

	promoting the tourism and hospitality sectors.							
A5	The availability of promotional activities related to the local culture.	Hotels	0.0%	3.2%	19.5%	24.3%	13.5%	6.614 0.085
		tourism officials and tourism companies	0.0%	0.0%	9.2%	20.5%	9.7%	
A6	Availability of means of transportation and ease of access to the venue of the event.	Hotels	0.0%	0.0%	1.6%	18.9%	40.0%	4.586 0.101
		tourism officials and tourism companies	0.0%	0.0%	0.0%	17.3%	22.2%	
A7	The appropriate climate in the city of Sharm el-Sheikh.	Hotels	0.0%	0.0%	0.0%	5.9%	54.6%	30.525** 0.000
		tourism officials and tourism companies	0.0%	0.0%	0.0%	17.8%	21.6%	
A8	Good choice of timing for the event.	Hotels	0.0%	0.0%	2.2%	7.0%	51.4%	7.589* 0.022
		tourism officials and tourism companies	0.0%	0.0%	0.0%	9.7%	29.7%	
A9	The availability of suitable accommodation for the event.	Hotels	0.0%	0.0%	0.0%	4.3%	56.2%	7.295** 0.007
		tourism officials and tourism companies	0.0%	0.0%	0.0%	8.1%	31.4%	
A10	Constant renewal of these events.	Hotels	0.0%	0.0%	9.7%	30.3%	20.5%	5.534 0.063
		tourism officials and tourism companies	0.0%	0.0%	9.7%	13.0%	16.8%	
A11	Organizing educational seminars on the sidelines of the conference.	Hotels	0.0%	13.5%	16.8%	30.3%	0.0%	19.681** 0.000
		tourism officials and tourism companies	0.0%	7.0%	14.1%	13.0%	5.4%	
A12	The availability of a safe health status.	Hotels	0.0%	0.0%	0.0%	3.8%	56.8%	9.965** 0.002
		tourism officials and tourism companies	0.0%	0.0%	0.0%	8.6%	30.8%	

* Significant at $\alpha < 0.05$. **Significant at $\alpha < 0.01$.

Table (6): Liner Regression Analysis Showing the Effect of Factors Promoting the Tourism and Hospitality Sectors in Sharm El-Sheikh.

<i>Classifications</i>	Sector	Mean	weighted mean	Std. Dev	T test
Total A	Hotels	51.90	4.33	2.479	t= 0.113 sig (0.910)
	Tourism officials and Tourism companies	51.86	4.32	1.953	

The results in table (5) and table (6) indicated an assessment of the availability of factors that enhance the tourism and hospitality sectors in Sharm El-Sheikh. Where the results confirmed the availability of these factors in the hospitality sector with an arithmetic mean (4.33) and a standard deviation (2.48) and a relative importance of (86.6%), and this ratio is considered a high percentage, and this indicates the availability of factors that enhance the hospitality sector in the city of Sharm El-Sheikh to hold such kind of special events (summit conference climate in Sharm El-Sheikh).

The results also indicated the availability of factors that enhance the tourism sector with an arithmetic mean (4.32) and a standard deviation (1.95) and a relative importance of (86.4%) and this is also considered a high percentage, which indicates the availability of factors that promote the tourism and hospitality sectors at high rates.

Table (7): Descriptive Statistics of Impact of the Climate Summit in Sharm El-Sheikh on the Promoting of the City.

No	Item	Sector	Strongly Disagree	Not agree	I don't know	Agree	Strongly Agree	Chi ² (x ²) Value sig.
			%	%	%	%	%	
Impact of the Climate Summit in Sharm El-Sheikh on the Promotion of the City at the Local Level.								
B1.1	The climate summit has helped the city's residents socialize.	Hotels	0.0%	0.0%	3.2%	22.2%	35.1%	6.104* 0.047
		Tourism officials and Tourism companies	0.0%	0.0%	1.1%	21.6%	16.8%	
B1.2	The climate summit has helped stimulate domestic tourism.	Hotels	0.0%	0.0%	2.7%	31.4%	26.5%	3.360 0.077
		Tourism officials and Tourism companies	0.0%	0.0%	0.0%	21.1%	18.4%	
B1.3	The Climate Summit helped to cooperate between tourism and hotel institutions.	Hotels	0.0%	1.6%	9.7%	41.6%	7.6%	28.529** 0.000
		Tourism officials and Tourism companies	0.0%	0.0%	20.0%	14.1%	5.4%	

Impact of the Climate Summit in Sharm El-Sheikh on the Promotion of the City at the National Level.								
B2.1	The conference helped bring the citizens of all governorates closer and introduced them to each other.	Hotels	0.0%	1.1%	18.9%	33.5%	7.0%	6.187 0.103
		Tourism officials and Tourism companies	0.0%	0.0%	18.9%	16.8%	3.8%	
B2.2	The conference helped to introduce Sharm El-Sheikh to international tourists.	Hotels	0.0%	0.0%	7.6%	38.9%	14.1%	27.221** 0.002
		Tourism officials and Tourism companies	0.0%	0.0%	4.3%	11.4%	23.8%	
B2.3	The conference helped promote Sharm El-Sheikh.	Hotels	0.0%	0.0%	1.1%	44.9%	14.6%	11.279** 0.004
		Tourism officials and Tourism companies	0.0%	0.0%	0.5%	20.0%	18.9%	
Impact of the Climate Summit in Sharm El-Sheikh on the Promotion of the City at the International Level.								
B3.1	The conference helped promote Sharm El-Sheikh as an international tourist attraction.	Hotels	0.0%	0.0%	3.2%	34.6%	22.7%	14.760** 0.001
		Tourism officials and Tourism companies	0.0%	0.0%	0.0%	14.1%	25.4%	
B3.2	The conference helped promote Egypt abroad.	Hotels	0.0%	0.0%	5.4%	38.9%	16.2%	31.759** 0.000
		Tourism officials and Tourism companies	0.0%	0.0%	0.0%	13.0%	26.5%	
B3.3	The conference helped introduce local culture, tourism and hotel products to international tourists.	Hotels	0.0%	0.0%	7.0%	38.4%	15.1%	37.145** 0.000
		Tourism officials and Tourism companies	0.0%	0.0%	0.0%	12.4%	27.0%	
B3.4	The conference helped promote tourism and hotel products and services abroad.	Hotels	0.0%	0.5%	10.8%	41.6%	7.6%	67.422** 0.000
		Tourism officials and Tourism companies	0.0%	0.0%	1.1%	10.3%	28.1%	

* Significant at $\alpha < 0.05$. **Significant at $\alpha < 0.01$.

Table (8): Liner Regression Analysis Showing the Impact of the Climate Summit in Sharm El-Sheikh on the Promoting of the City.

<i>Classifications</i>	Sector	Mean	weighted mean	Std. Dev	T test
Total B1 (Locally)	Hotels	12.83	4.28	1.047	t= 2.113* sig (0.036)
	Tourism officials and Tourism companies	12.49	4.16	1.082	
Total B2 (Nationally)	Hotels	12.10	4.03	1.048	t= -2.908** sig (0.004)
	Tourism officials and Tourism companies	12.58	4.19	1.154	
Total B3 (Internationally)	Hotels	16.56	4.14	1.334	t= -12.187** sig (0.000)
	Tourism officials and Tourism companies	18.68	4.67	0.814	
Total B	Hotels	41.49	4.15	1.908	t= -8.122** sig (0.000)
	Tourism officials and Tourism companies	43.75	4.38	1.762	

* Significant at $\alpha < 0.05$. **Significant at $\alpha < 0.01$.

The results indicated in table (7) and table (8) an assessment of the impact of the Climate Summit in Sharm El-Sheikh on promoting the city at the local, national and international levels. The results showed that there is an impact on the local level from the point of view of the hospitality sector, with an arithmetic mean (4.28) and a standard deviation (1.04) and a relative importance (85.6%) and this percentage is high, which indicates that this important event has a significant impact on promoting the city from the point of view of the hospitality sector. As for the tourism sector, it had an effect with an arithmetic mean (4.16) and a standard deviation (1.08) and a relative importance of (83.2%), this percentage is considered a medium percentage close to high, which indicates a high impact on promoting the city from the point of view of the tourism and hospitality sector at the local level.

The results also showed an evaluation of the impact of the Climate Summit in Sharm El-Sheikh on the city's advancement at the national level. There was an effect from the point of view of the hospitality sector, with an arithmetic mean (4.03), a standard deviation (1.04), and a relative importance (80.6%), and this percentage is medium close to high. As for the tourism sector, it had an impact with an arithmetic mean of (4.19), a standard deviation of (1.15), and a relative importance of (83.8%). This indicates the significant impact of the event on the promotion of the city from the point of view of the tourism and hospitality sector at the national level.

The results also showed an evaluation of the impact of the Climate Summit in Sharm El-Sheikh on promoting the city at the international level. Where there was an effect from the point of view of the hospitality sector, with an arithmetic mean (4.14), standard deviation (1.33), and relative importance (82.8%), and this percentage is medium close to high. As for the tourism sector, it had an effect with an arithmetic mean (4.67), standard deviation (0.81), and relative importance (93.4%), and this percentage is considered high. This indicates the significant impact of the event on the promotion of the city from the point of view of the tourism and hospitality sector at the international level.

i- The impact of the climate summit on the promoting of the tourism and hospitality sector

A- Hospitality Sector

Table (9): Descriptive Statistics of Impact of the Climate Summit on the Promoting of the Hospitality Sector.

No	Item	Strongly Disagree	Not agree	I don't know	Agree	Strongly Agree	Descriptive Statistics			
		%	%	%	%	%	Mean	Std. Dev	Sk.	Kur.
Assessing the Developmental and Economic Impacts										
C1.1	The climate summit conference promoted the expansion of the development of the hotel industry.	0.0%	0.0%	39.3%	51.8%	8.9%	3.70	0.63	0.33	-0.64
C1.2	The climate summit conference has helped achieve better hotel occupancy.	0.0%	0.0%	0.0%	64.3%	35.7%	4.36	0.48	0.60	-1.66
C1.3	The climate summit conference has helped bring about an increase in profits for accommodation and restaurants.	0.0%	0.0%	0.0%	28.6%	71.4%	4.71	0.45	-0.96	-1.10
C1.4	The climate summit conference contributed to improving competitiveness and increasing the quality and diversity of services in hotels, tourist villages and restaurants.	0.0%	0.0%	8.0%	50.0%	42.0%	4.34	0.62	-0.39	-0.65
C1: mean (4.28), std. dev (1.12), relative importance (85.6%)										
Assessing the Cultural and Social Effects										
C2.1	The climate summit conference helped increase the good reputation of local hotels and restaurants and give them a competitive advantage.	0.0%	0.0%	7.1%	33.9%	58.9%	4.52	0.63	-0.95	-0.13
C2.2	The climate summit conference contributed to the improvement of networks and the use of platforms and presentation channels.	0.0%	0.0%	26.8%	58.0%	15.2%	3.88	0.64	0.11	-0.55
C2.3	The climate summit conference helped maximize the utilization of human resources in the hospitality sector.	0.0%	0.0%	8.0%	71.4%	20.5%	4.13	0.52	0.16	0.49
C2.4	The climate summit conference helped achieve cooperation between accommodation and hotel services.	0.0%	0.0%	15.2%	68.8%	16.1%	4.01	0.56	0.00	0.26
C2: mean (4.13), std. dev (1.13), relative importance (82.6%)										
Assessing an Environmental Impact										
C3.1	The climate summit conference contributed to the implementation of the new trend towards hotels obtaining reliable environmental labels to implement sustainability and environmental protection.	0.0%	0.0%	33.0%	63.4%	3.6%	3.71	0.53	-0.15	-0.58

C3.2	The climate summit conference helped prepare hotel facilities to adapt beaches, lakes, gardens, waterways, energy efficiency and the use of renewable energy.	0.0%	0.0%	25.0%	66.1%	8.9%	3.84	0.56	-0.03	-0.03
C3.3	The climate summit conference helped implement an integrated waste management and recycling system in most hotels.	0.0%	5.4%	14.3%	65.2%	15.2%	3.90	0.71	-0.78	1.18
C3.4	The climate summit conference helped direct the training of employees on how to preserve the hotel's resources and not waste them.	0.0%	0.0%	8.9%	75.9%	15.2%	4.06	0.49	0.16	1.21
C3.5	The climate summit conference helped reduce pollution and increase the use of natural resources in hotels, tourist villages and restaurants.	0.0%	0.0%	8.0%	69.6%	22.3%	4.14	0.53	0.13	0.28
C3: mean (3.93), std. dev (1.17), relative importance (78.6%)										
Total (C): mean (4.10), std. dev (1.10), relative importance (82%)										

The results of table (9) indicate an evaluation of the impact of the Climate Summit on the promoting of the hospitality sector, and that the expressions from (C1-1) to (C1-4) measure the developmental and economic impacts of the Climate Summit on the promotion of the hospitality sector, with an arithmetic mean (4.28), a standard deviation (1.12), and importance a relative value of (85.6%), which is considered a high rate, which confirms the high rates of the developmental and economic impact of the Climate Summit on the promotion of the hospitality sector at high rates.

The results also indicated that the expressions from (C2.1) to (C2.4) measure the cultural and social effects of the Climate Summit on the promotion of the hospitality sector, with an arithmetic mean (4.13) and a standard deviation. (1.13) and a relative importance of (82.6%). This is considered a medium percentage close to high, which confirms that the economic and social impacts of the Climate Summit led to the promotion of the hospitality sector at a high rate.

The results also indicated that the expressions from (C3.1) to (C3.5) measure the environmental impacts of the Climate Summit on the promotion of the hospitality sector, with an arithmetic mean (3.93) and a standard deviation (1.17) and a relative importance of (78.6%). This is considered a fairly average percentage, which confirms that the environmental impacts of the climate summit conference led to the enhancement of the hospitality sector at a moderate rate to some extent, which indicates the existence of a need for continuous development of hotels and tourist villages in a higher way and attention to perspective. In a higher sense, the environmental orientation towards the use of natural resources and the continuous training of workers on the environmental trend.

B - Tourism Sector**Table (10): Descriptive Statistics of Impact of the Climate Summit on the Promoting of the Tourism Sector.**

No	Item	Strongly Disagree	Not agree	I don't know	Agree	Strongly Agree	Descriptive Statistics			
		%	%	%	%	%	Mean	Std. Dev	Sk.	Kur.
Assessing the Developmental and Economic Impacts										
C1.1	The convening of the climate summit led to an increase in the profits of tourism establishments of all kinds.	0.0%	0.0%	9.6%	27.4%	63.0%	4.53	0.67	-1.13	0.09
C1.2	The climate summit conference helped increase tourism employment and investment.	0.0%	0.0%	9.6%	41.1%	49.3%	4.40	0.66	-0.65	-0.59
C1.3	The climate summit conference contributed to the improvement of infrastructure and the creation of tourist attractions.	0.0%	0.0%	12.3%	31.5%	56.2%	4.44	0.71	-0.87	-0.50
C1.4	The climate summit conference led to increased revenue and foreign exchange generation.	0.0%	0.0%	19.2%	28.8%	52.1%	4.33	0.78	-0.66	-1.05
C1.5	The climate summit conference led to significant economic gains from the promotion of cultural and heritage tourism.	0.0%	0.0%	16.4%	39.7%	43.8%	4.27	0.73	-0.48	-0.98
C1: mean (4.39), std. dev (1.50), relative importance (87.8%)										
Assessing the Cultural and Social Effects										
C2.1	The climate summit conference contributed to the promotion of Sharm El-Sheikh and other tourist areas in Egypt.	0.0%	0.0%	4.1%	28.8%	67.1%	4.63	0.57	-1.25	0.63
C2.2	The climate summit conference has helped raise awareness of long-term tourism destinations.	0.0%	0.0%	4.1%	27.4%	68.5%	4.64	0.56	-1.32	0.83
C2.3	The climate summit conference contributed to improving the negative image and diverting the attention of the international media to the tourist sites in Egypt.	0.0%	0.0%	0.0%	17.8%	82.2%	4.82	0.39	-1.72	0.98
C2.4	The climate summit conference helped enhance the tourist experience with a high level of satisfaction.	0.0%	0.0%	8.2%	24.7%	67.1%	4.59	0.64	-1.31	0.59
C2.5	The climate summit conference helped promote social and cultural events in Sharm El-Sheikh and the tourist areas in Egypt.	0.0%	0.0%	0.0%	31.5%	68.5%	4.68	0.47	-0.81	-1.38
C2: mean (4.67), std. dev (1.16), relative importance (93.4%)										

Assessing an Environmental Impact										
C3.1	The climate summit conference helped showcase best conservation practices.	0.0%	0.0%	0.0%	24.7%	75.3%	4.75	0.43	-1.20	-0.57
C3.2	The climate summit conference contributed to increasing the environmental awareness of the local population and the international community.	0.0%	0.0%	9.6%	37.0%	53.4%	4.44	0.67	-0.78	-0.46
C3.3	The climate summit conference helped improve and renew infrastructure and transportation.	0.0%	0.0%	11.0%	28.8%	60.3%	4.49	0.69	-1.02	-0.20
C3.4	The climate summit conference contributed to the trend towards the use of clean and renewable energy in tourist attractions and airports.	0.0%	0.0%	6.8%	20.5%	72.6%	4.66	0.61	-1.60	1.49
C3.5	The climate summit conference helped reduce garbage pollution, noise and carbon emissions during the event.	0.0%	0.0%	13.7%	23.3%	63.0%	4.49	0.73	-1.08	-0.25
C3: mean (4.57), std. dev (1.47), relative importance (91.4%)										
Total (C): mean (4.55), std. dev (2.65), relative importance (91.0%)										

The results indicated in table (10) to assess the impact of the Climate Summit on the promoting of the tourism sector, and that the expressions from (C1-1) to (C1-5) measure the developmental and economic effects of the Climate Summit on the promotion of the tourism sector, with an arithmetic mean (4.39), and a standard deviation (1.50), and a relative importance of (87.8%), which is considered a high rate, which confirms the high rates of development and the economic impact of the climate summit on promoting the tourism sector at high rates. This is supported by the findings of the study conducted by Hattingh (2011) and Njerekai (2014) on Tangible Economic Benefits which recommended that future host cities should ensure fair distribution of benefits across various sectors. The study further showed that the potential benefits are highly controversial as event organizers deliberately overestimate the benefits and underestimate the costs in order to increase the likelihood of an event being approved and funded. Giampiccoli (2013) argues that hosting private events has uneven outcomes and that the costs are greater than the benefits.

The results also indicated that the expressions from (C2.1) to (C2.5) measure the cultural and social effects of the Climate Summit on the promotion of the tourism sector, with an arithmetic mean (4.67) and a standard deviation. (1.16), with a relative importance of (93.4%). This is considered a high percentage, which confirms that the economic and social effects of the Climate Summit led to the promotion of the tourism sector at a high rate. This was confirmed by the results of both (Liu, 2014; Zlatanov, 2015; Peta, 2016; Salama, 2022).

The results also indicated that the phrases from (C3.1) to (C3.5) measure the environmental impacts of the climate summit conference on promoting the tourism sector, with an arithmetic mean (4.57), a standard deviation (1.47), and a relative importance of (91.4%). This is a high percentage, which confirms that the environmental impacts of the Climate Summit led to the promotion of the tourism sector at a high rate. This contradicts Avraham (2014) findings on the environmental impacts of special events which indicate that special events have significant negative impacts on society such as pollution due to the noise the event creates. Mokhtar (2014) argues that the focus in special events should not be on negative environmental impacts but instead on how to make event design more sustainable based on economic, social, cultural and environmental pillars.

The Validity (Structural Validity)

- Hotels Questionnaire

Structural validity measures the degree to which the scores are an adequate reflection of the dimensionality of the construct to be measured. In this study, the structural validity of the questionnaire was assessed by confirmatory factor analyses (CFA). A quinary factor model of the questionnaire was tested.

One-dimensionality was examined by CFA on the polychromic correlation matrix with Weighted Least Squares with Mean and Variance adjustment (WLSMV) estimation. The Comparative Fit Index (CFI), Tucker Lewis Index (TLI), Root Means Square Error of Approximation (RMSEA), and Standardized Root Mean Residual (SRMR) evaluate model fit. We report scaled fit indices, which are considered more exact than unscaled indices as shown in Table (11). Fig. (2) present the model.

Table (11): The Validity (Structural Validity).

Indicators	TLI	RMSEA	SRMR
Evaluation value	<0.9	> 0.06	> 0.08
Model Value	0.999	0.049	0.000

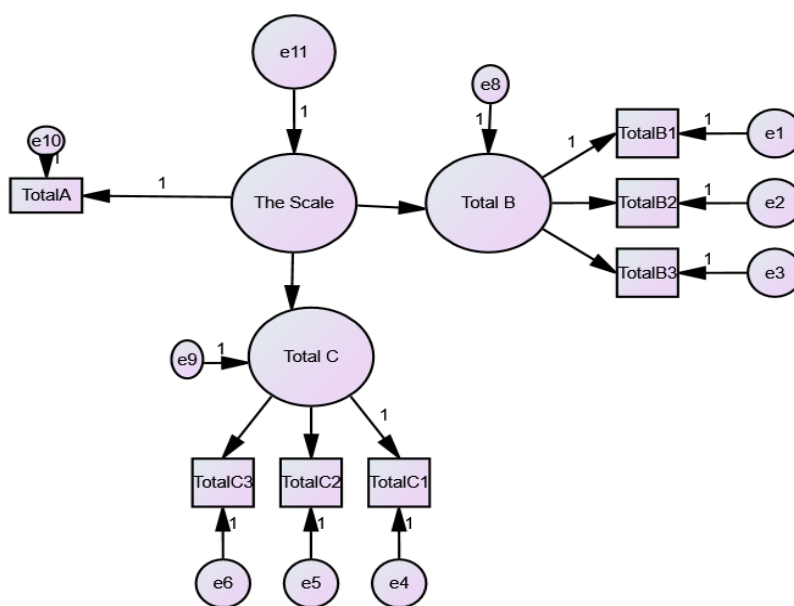


Fig. (2): Structural validity by confirmatory factor analyses (CFA), Using IBM Amos ver. 25.

Reliability

Reliability by Internal consistency measures the degree of the interrelatedness among the items. Internal consistency was assessed by calculating Cronbach’s alpha. A Cronbach’s alpha value is 0.729, >0.70 was considered sufficient evidence for reliability.

- Tourism Officials and Tourism Companies’ Questionnaire

Structural validity measures the degree to which the scores are an adequate reflection of the dimensionality of the construct to be measured. In this study, the structural validity of the

questionnaire was assessed by confirmatory factor analyses (CFA). A quinary factor model of the questionnaire was tested.

One-dimensionality was examined by CFA on the polychoric correlation matrix with Weighted Least Squares with Mean and Variance adjustment (WLSMV) estimation. The Comparative Fit Index (CFI), Tucker Lewis Index (TLI), Root Means Square Error of Approximation (RMSEA), and Standardized Root Mean Residual (SRMR) evaluate model fit. We report scaled fit indices, which are considered more exact than unscaled indices as shown in Table (12). Fig. (3) present the model.

Table (12): The Validity (Structural Validity).

Indicators	TLI	RMSEA	SRMR
Evaluation value	>0.9	< 0.06	< 0.08
Model Value	0.999	0.000	0.000

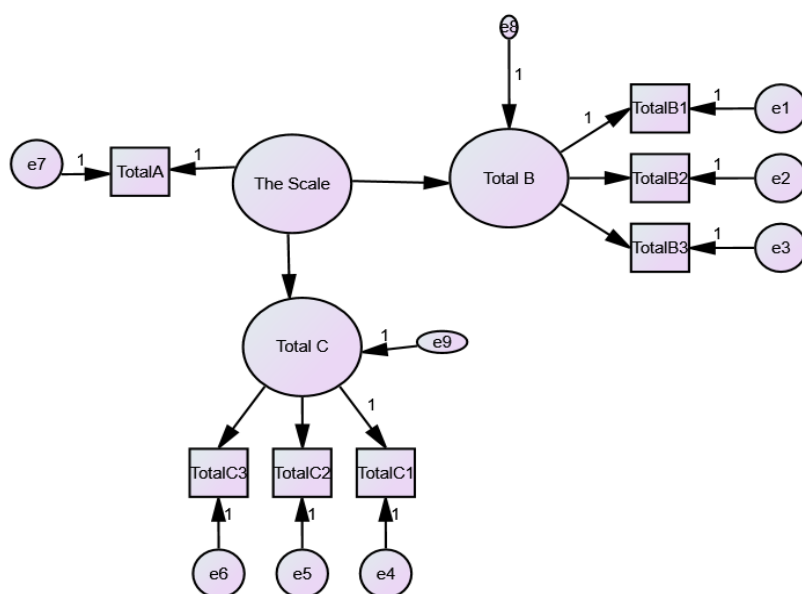


Fig. (3): Structural Validity by Confirmatory Factor Analyses (CFA), Using IBM Amos ver. 25.

Reliability

Reliability by Internal consistency measures the degree of the interrelatedness among the items. Internal consistency was assessed by calculating Cronbach’s alpha. A Cronbach’s alpha value is $0.722 > 0.70$ was considered sufficient evidence for reliability.

Test of Hypotheses

Hypothesis (1): "There is a Positive statistically significant correlation between organizing the special events and the tourism promoting of the tourism and hospitality sector in the tourist destination".

The first hypothesis was tested using the liner correlation analysis. Results are presented on table (13).

Table (13): Liner Correlation Analysis between Organizing the Special Events and the Tourism Promotion of the Tourism and Hospitality Sector in the Tourist Destination (n= 185).

Classifications	<i>correlation between organizing the special events and the tourism promotion</i>	
	<i>Pearson Correlation</i>	<i>Sig. (2-tailed)</i>
<i>Hotels (n=112)</i>	0.634**	0.000
<i>Foundations (n=73)</i>	0.519**	0.000

The result revealed a significant correlation between organizing the special events and the tourism promotion of the tourism and hospitality sector in the tourist destination, in hospitality sector (R= 0.634, P. < 0.01), this indicates that it is a moderate positive correlation, in tourism sector (R= 0.519, P. < 0.01), this indicates that it is a moderate positive correlation also.

Hypothesis (2): "There is a Positive statistically significant correlation between the economic and developmental effects of organizing special events and developing the tourism and hospitality sector in the tourist destination".

The second hypothesis was tested using the liner correlation analysis. Results are presented on table (14).

Table (14): Liner Correlation Analysis between the Economic and Developmental Effects of Organizing Special Events and Developing the Tourism and Hospitality Sector in the Tourist Destination (n= 185).

Classifications	<i>correlation between the economic and developmental effects of organizing special events and developing the tourism and hospitality sector</i>	
	<i>Pearson Correlation</i>	<i>Sig. (2-tailed)</i>
<i>Hotels (n=112)</i>	0.419**	0.000
<i>Foundations (n=73)</i>	0.461**	0.001

The result revealed a significant correlation between the economic and developmental effects of organizing special events and developing the tourism and hospitality sector in the tourist destination, in hospitality sector (R= 0.419, P. < 0.01), this indicates that it is a moderate positive correlation, in tourism sector (R= 0.461, P. < 0.01), this indicates that it is a moderate positive correlation also.

Hypothesis (3): "There is a Positive statistically significant correlation between the social and cultural effects of organizing special events and developing the tourism and hospitality sector in the tourist destination".

Table (15): Liner Correlation Analysis between the Social and Cultural Effects of Organizing Special Events and Developing the Tourism and Hospitality Sector in the Tourist Destination (n= 185).

Classifications	<i>correlation between the social and cultural effects of organizing special events and developing the tourism and hospitality sector</i>	
	<i>Pearson Correlation</i>	<i>Sig. (2-tailed)</i>
<i>Hotels (n=112)</i>	0.357**	0.002
<i>Foundations (n=73)</i>	0.495**	0.005

The result revealed a significant correlation between the social, and cultural effects of organizing special events and developing the tourism and hospitality sector in the tourist destination, in hospitality sector (R= 0.357, P. < 0.01), this indicates that it is a weak positive correlation, in tourism sector (R= 0.495, P. < 0.01), this indicates that it is a moderate positive correlation.

Hypothesis (4): "There is a Positive and negative statistically significant correlation between the environmental effects of organizing special events and the tourism and hospitality sector of the tourist destination".

The third hypothesis was tested using the liner correlation analysis. Results are presented on table (16).

Table (16): Liner Correlation Analysis between the Environmental Effects of Organizing Special Events and Developing the Tourism and Hospitality Sector of the Tourist Destination (n= 185).

Classifications	<i>correlation between the environmental effects of organizing special events and developing the tourism and hospitality sector</i>	
	<i>Pearson Correlation</i>	<i>Sig. (2-tailed)</i>
<i>Hotels (n=112)</i>	0.480**	0.000
<i>Foundations (n=73)</i>	0.560**	0.000

* Significant at $\alpha < 0.05$.

The result revealed a significant correlation between the environmental effects of organizing special events and developing the tourism and hospitality sector in the tourist destination, in hospitality sector (R= 0.480, P. < 0.01), this indicates that it is a moderate positive correlation, in tourism sector (R= 0.495, P. < 0.01), this indicates that it is a moderate positive correlation.

Findings and Conclusion

At the conclusion, it's very important to present the main findings that were reached from the field study, regarding the impact of special events on promoting Sharm El-Sheikh, as an international tourist destination, in particular and Egypt in general, as well as presenting the most important results of the developmental, economic, social, cultural and environmental effects of special events such as Cop 27 and its role in developing the tourism and hospitality sectors, as follow:

1- COP 27 and Promoting Tourism of Sharm El-Sheikh and Egypt

- The Cop 27 in Sharm El-Sheikh, reflected a very positive image of Egypt as a country and an important tourist destination, especially for the pattern of tourism for major conferences and events, The climate summit conference is an important step to diversify the segments of

tourists coming to Egypt, in addition to providing new tourism products that generate a greater return than the two types of beaches and archaeological tourism, which Egypt has relied on for many years. This was confirmed by the results, as the general evaluation rate for this type of conference and its impact on the promotion of the tourism and hospitality sectors reached (44.6%), who confirmed that it is excellent, and (48.2%) confirmed that it is very good.

- During the conference, a group of promotional films for Egyptian tourism were shown on screens in the Green Zone in front of the Sharm El-Sheikh Conference Hall to promote the archaeological and cultural sites in Egypt, this was reflected on the increasing of visits from many conference participants to Egyptian archaeological sites, especially the Giza Pyramids, in addition to the National Museum of Egyptian Civilization. This was confirmed by the results, as the percentage of approval that this type of conference helped to promote the tourism and hospitality sectors in Sharm El-Sheikh reached about (95.5%), which is a good percentage.

- The positive impact will likely go far beyond the COP27, as tourists could also talk about their experience to others, which would prove more effective in promoting tourism than the promotion campaigns, having guests themselves promoting the place.

2-The Effects of Special Events on Developing Tourism and Hospitality Sectors

Economic and Developmental Effects

-The climate conference attracted a lot of hard currency and caused an increase in the occupancy rate in Sharm el-Sheikh hotels, which approached 100%, considering the occupancy rate in the city is the highest since the Corona pandemic.

- Infrastructure of Sharm El-Sheikh has been developed, rendering it a green city which promotes green tourism and Egypt's future tourism gains.

-Egyptian tourism companies and tourist shops operating in Sharm El-Sheikh participating in the conference achieved high earned revenues from offering their products to guests, let alone providing the various tourism activities.

-Sharm El-Sheikh International Airport has been developed completely and expanded to accommodate 10 million tourists annually, with providing some digital services, internet, all health services and facilities for passengers.

- Six new public squares were added to the Red Sea resort city as part of the ongoing upgrade to roads and bridges to improve traffic movement.

- Guests were housed in 161 hotels, with a total of 51,000 rooms, and the room rate in these hotels during COP27 for a 12-day period averaged EGP 35,000 at least.

- The hotels, where COP27 participants were residing for the duration of the conference (around 15 days), made significant gains.

- The revenues estimated by of EGP 1.4 billion or \$57.1 million for hotels, this figure could even double if some visitors opted for a premium service, which could cost EGP 61,000, causing the total revenue to jump to EGP 2.44 billion or \$99.5 million.

- All participants Sharm El-Sheikh hotels have been developed and provided with High-speed internet services.

This was confirmed by the results of the study to assess the impact of the Climate Summit on promoting the tourism sector to measure the developmental and economic impacts of the Climate Summit, as the arithmetic mean was (4.39), standard deviation (1.50), and relative

importance of (87.8%), which is a high percentage, which confirms the high rates of development. And the economic impact of the climate summit on the advancement of the tourism sector at high rates.

Social and Cultural Effects

The climate summit conference led to enhancing the distinguished tourism image of Sharm El-Sheikh, and improving tourist awareness of the tourist attractions for the city of Sharm El-Sheikh through television transmission of the conference activities and clarifying the tourism patterns that the city enjoys.

-Visits to Sharm El-Sheikh Museum were organized, which increase the likeability of guests in visiting other Egyptian cities, in Cairo, Luxor, or Aswan, to find out more about the Egyptian civilization.

-Meetings were held with the owners and managers of hotels, to overcome any problems, and determine their readiness and equipment for the conference, also involved drivers in ongoing awareness campaigns on how to treat tourists and provide uniform and distinctive uniforms for them.

-The Chamber of tourist restaurants, in cooperation with the Ministry of Tourism, organized several training courses specialized in food and beverage safety and food waste management in Sharm El-Sheikh and methods of safe disposal of food waste, to train and qualify workers in hotels, tourist and hotel restaurants, on the concepts of green tourism, proper dealing with the environment and making it sustainable.

This is indicated by the results of the study, which measures the cultural and social effects of the Climate Summit on the advancement of the tourism and hospitality sectors in the city of Sharm El-Sheikh, where the mean was (4.67) and the standard deviation. (1.16), with a relative importance of (93.4%). This is considered a high percentage, which confirms that the economic and social effects of the Climate Summit led to the advancement of the tourism sector at a high rate.

Environmental Effects

-Sharm El-Sheikh has become the first environmentally friendly city in Egypt that applies all green tourism standards, making it a popular destination for tourists.

-Equipping Sharm El-Sheikh International Airport to be the first green airport in Egypt, with the least carbon emissions, providing the airport with solar energy stations, and applying the green system inside the entire airport.

-Egypt launched campaign to promote eco-tourism ahead of COP27 to connect travelers with Egypt's ecological sites and protected areas, and a new website portal, Eco-Egypt includes a green List of eco-labeled hotels, ecolodges, Green Fins-certified diving centers, and eco-friendly products.

- 40 diving centers in Sharm El-Sheikh have already obtained the Green Fins certificate.

-132 hotel facilities have obtained certificates stating the application of green practices.

- Means of transportation were developing, including 140 electric-powered buses, 120 gas-powered buses, 150 electric-powered cars, the conversion of 800 taxis to work with gas, and the availability of charging stations in all sectors of the city.

- A system for waste and sustainable transportation was established.

-Introducing 15 megabytes of new and renewable energies to the city of Sharm El-Sheikh within 9 months prior to the conference.

- Converting the roofs of 60 hotels to work with solar energy.

- Some city's hotels were converted to renewable energy sources and apply a new system for solid waste management through the private sector.

This is indicated by the results of the study, which measures the environmental impacts of the Climate Summit on the advancement of the tourism and hospitality sector, with an arithmetic mean (4.57), a standard deviation (1.47), and a relative importance of (91.4%). This is a high percentage, which confirms that the environmental impacts of the climate summit led to the advancement of the tourism sector at a high rate.

3- Problems Faced the Organization of Cop 27 Conference

The vast majority of the respondents stated that the conference achieved all the desired benefits from its organization in many fields and was not met with obstacles in its organization, while a very small percentage of the respondents stated that a few problems appeared in the first days of the conference, related to crowding in obtaining meals and drinks in the venues of conference sessions and hotels, lack of supply of basic needs such as food, drinking water and sanitary papers, partial leakage of sewage water in the area that includes conference halls and the media center, and finally lack of reliance on alternative energies in organizing the conference.

Recommendations

To achieve the best desired benefits from organizing special events such as the Climate Summit in Sharm El-Sheikh, to contribute effectively to the promotion and development of the tourism and hospitality sectors in tourist destinations, and to avoid negative problems that may result from their organization, the study reached important recommendations, that will be directed to the Ministry of Tourism and Antiquities, the General Authority for Tourism Promotion, the Chamber of Tourism and Hotel Establishments, the Ministry of Environment, South Sinai Governorate, as follows:

1-Tour operators and tourism companies must have a greater role in marketing and promoting the special events that will be held, in coordination with the event organizers at the tourist destination and they must be trained to use digital marketing, social media, digital platforms and mobile applications, to promote the tourism event on a large scale (Possible, with the presentation of all tourist attractions in the tourist destination, activities and facilities inside and outside the tourism programs accompanying the period of the tourism event.

2- The continuous updating of hotels and various places of residence must be maintained periodically, in order to be ready to receive visitors permanently and not only in times of organizing special events, while making sure to provide permanent employment opportunities in hotels so that they have loyalty to hotels and a desire to learn and train.

3- Permanent inspection on the hotel establishments by the regulatory authorities, to ensure compliance with the application of preventive, health and tourism requirements, requirements for food safety and the quality of services provided to guests.

4- Training the employees in all tourist establishments, hotels, restaurants, entertainment venues and airports, on the use of natural resources and renewable energy, in addition to the safe disposal of waste and environmental orientation in all the tourism regions.

5- Activate the control and inspection systems on the various tourist and hotel establishments, diving centers and others on a permanent basis, to ensure their adherence to the application of the requirements of environmental certificates obtained in the future.

6- Providing the basic needs of tourists, such as food, beverages, hotel room supplies, facilities, etc., in sufficient quantities during the period of the event, while ensuring that they are provided quickly and periodically when requested, according to occupancy rates and the number of tourists, to ensure that there are no problems with the availability in the future.

7- Ensuring the development and complete renovation of the infrastructure, especially in the areas where the special event is organized, with the provision of specialized maintenance teams that are always ready for any necessary repairs when they occur.

Limitation and Further Studies

This study relied on the quantitative approach using the questionnaire, as a tool for collecting data, and distributing it to hotels, tourism officials and tourism companies that were examined. Hence, the most important limitations that faced the study, were represented in the difficulty of including larger numbers of stakeholders in the tourist bazaars, directors of activities and entertainment centers, tourist transport companies, and the media that covered the tourism event and others, due to the multiplicity of partners involved in organizing the conference, publicizing and promoting it, The second limitation of the study is represented in the difficulty of estimating the total economic benefits and tourist expenditure for tourists in the city of Sharm El-Sheikh throughout the period of the COP27 and to compare them with costs what was spent on organizing the event, renewing the infrastructure

Therefore, future studies must include larger samples from all participating parties, in addition to the need to conduct more evaluation studies of special events, but from an economic point of view, in which an accurate estimate of net tourism revenues is made, lastly there is a need to conduct more studies during the events, that include evaluating the extent of tourists' satisfaction with the organizing of special events and their role in promoting the tourist destination and developing the tourism and hospitality sectors in it.

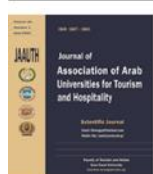
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تقييم تأثيرات الأحداث الخاصة على ترويج وتطوير قطاعي السياحة والضيافة: دراسة حالة لمؤتمر قمة المناخ ٢٧، شرم الشيخ، مصر

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المخلص

معلومات المقالة

تعتبر الأحداث الخاصة من أهم الأنماط السياحية التي يمكن أن تعود بفوائد كبيرة على ترويج المقاصد السياحية، وتحقيق العديد من الفوائد التنموية والاقتصادية والاجتماعية والثقافية والبيئية لقطاعي السياحة والضيافة. الغرض الرئيسي من هذا البحث هو تقييم تأثير الأحداث الخاصة على ترويج وتطوير قطاعي السياحة والضيافة في المقاصد السياحية. تم اختيار مؤتمر الأطراف (كوب ٢٧) لإجراء الدراسة الميدانية. تم استخدام الأسلوب الكمي (١٨٥) استبانة صالحة كأداة لجمع البيانات، حيث تم توزيعها على المديرين العامين ونواب المديرين والمديرين التنفيذيين ورؤساء الأقسام والموظفين في الفنادق. كما تم توزيعه على مسؤولي السياحة وشركات السياحة. تم تقييم الصلاحية الهيكلية للاستبيان من خلال تحليلات العوامل المؤكدة (CFA). وأظهرت النتائج وجود علاقة ارتباطية موجبة ذات دلالة إحصائية بين تنظيم الأحداث الخاصة، والترويج السياحي وتطوير قطاع السياحة والضيافة في المقاصد السياحية. وأخيراً، ساهمت الدراسة في تقديم استنتاجات وتوصيات مهمة حول الآثار الاقتصادية والاجتماعية والثقافية والبيئية للمناسبات الخاصة على تطوير قطاعي السياحة والضيافة، فضلاً عن الترويج لشم الشيخ كمقصد سياحي دولي بشكل خاص، ومصر بشكل عام.

الكلمات المفتاحية
الأحداث الخاصة؛
التأثيرات؛ الترويج؛
التطوير؛ مؤتمر قمة
المناخ ٢٧.

(JAAUTH)
المجلد ٢٤، العدد ١،
(٢٠٢٣)،
ص ١٣٦-١٦٧.