THE EFFECT OF SOCIAL RESPONSIBILITY PRACTICES ON THE EGYPTIAN HOTELS' REPUTATION

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ABSTRACT

Corporate reputation is based on a set of attributes assigned to a firm and is inferred from its past actions and ability to deliver improved business results over time. It also relates to a stakeholder's faith in the firm's performance. A firm can enhance its corporate reputation through social responsibility, financial soundness, high-quality products and services and superior management. Therefore, this research aims to explore the Effect of Social Responsibility Practices on the Egyptian hotels' reputation. Participators shared in this survey are tourists in the governorates of Luxor and Aswan, (397 tourists). Data collected were analyzed using SPSS v.23. The research found that, hotels in Luxor and Aswan provide training and promotion opportunities for employees, Hotels in Luxor and Aswan provide employment to locals, Hotel introduced improvements relative to Customer loyalty, Hotel introduced improvements relative to Relations with customers, Hotel introduced improvements relative to Customer service. The research also recommended to, The necessity for hotels to take care in cooperation with non-governmental institutions to support social responsibility, The necessity for hotels to contribute to the protection of local culture, The necessity for hotels to take an interest in participating in cultural and social events and The necessity for hotels to provide job opportunities for local residents.

KEYWORDS: Social Responsibility, Egyptian Hotels' reputation, Luxor, Aswan.

INTRODUCTION

Corporate social responsibility (CSR) practices are considered one of the key success factors influencing firm performance. (Velte, 2022). The European Commission defines CSR as a concept whereby companies integrate social and environmental concerns in their business operations

and in their interaction with their stakeholders on a voluntary basis. It is about enterprises deciding to go beyond minimum legal requirements and obligations stemming from collective agreements in order to address societal needs. CSR has become increasingly significant for a wide range of organizations and for the managers that work within them (Tacon and Walters, 2010) the current belief that corporations have a responsibility towards society is not new. In fact, it is possible to trace the business' concern for society several centuries back. However, it was not until the 1930's and 40's when the role of executives and the social performance of corporations begun appearing in the literature authors begun discussing what were the specific social responsibilities of companies. In the following decades, the social expectations towards corporate behavior changed and so did the concept of Corporate Social Responsibility (CSR), to find out which have been the main factors and/or events that have influenced the evolutionary process of CSR and how they have shaped the understanding of the concept, This will allow to recognize CSR as a concept that reflects the social expectations of each decade and be able to explore if it will remain relevant in the near future(Latapí Agudelo, et al, 2019). González-Rodríguez et al., (2019) explained that it should (pro) actively promote public interest by encouraging community development and by avoiding and eliminating (corporate) practices that could harm society and the public at large, regardless of legal obligations that may also apply. Effectively, social responsibility in business (i.e., *Corporate Social Responsibility* or social responsibility) constitutes the acknowledgment, and inclusion of public interests in all corporate decision-making and corporate policy that go toward achieving the economic bottom line. the research aims to identify the impact of social responsibility on hotel performance and measure the impact of demographic factors on research variables(Economic- environmental- social) and measuring the impact of TCSR on hotel reputation.

LITERATURE REVIEW

CORPORATE SOCIAL RESPONSIBILITY

Corporate social responsibility (CSR), defined as "the responsibility of enterprises for their impacts on society, gained currency over the years within the hospitality sector (Farmaki, 2019). CSR encompasses the economic, legal, and ethical issues. The European Commission defines CSR as "respect for applicable legislation, and for collective agreements between social partners, is a prerequisite for meeting that responsibility. To fully meet their CSR, enterprises should have in place a process to integrate social, environmental, ethical, human rights and consumer concerns into their business operations and core strategy in close

collaboration with their stakeholders"(Jalilvand et al., 2017). Thus, for World Business Council For Sustainable Development (WBCSD) the definition of CSR is "the company's continued commitment to behaving ethically and contributing to economic development by improving the quality of life of the workplace and its families as well as the local community and socie-3ty in general (Nave and Ferreira, 2019).

Although definitions of the concept of CSR vary, the general idea behind CSR is that ethical issues should surround corporate decision-making, taking into account all groups or individuals affected by the company's operations, In line with this idea, various companies worldwide and from different economic sectors have adopted CSR practices (Jalilvand et al., 2017). It may also be observed that the arguments in favor of corporate social responsibility have been linked to those in favor of sustainable development, a concept that is still relevant in the field of tourism which is an economic activity that has a unique interaction with and around the host community since it has the potential to have both beneficial and bad effects on the community in which it operates. On the other hand, it affirms the significance of economic growth in the context of care for natural resources, cultural heritage, and environmental quality) Achmad & Yulianah, 2022).

DIMENSIONS OF SOCIAL RESPONSIBILITY
SOCIAL DIMENSION

The social dimension of corporate responsibility entails the relationship between the business and the society. Addressing the social dimension of business implies that the business is aiming its activities for the benefit of the society as a whole. This involves taking efforts that are useful to society(Girerd-Potin et al., 2014).

ETHICAL (VOLUNTARY) DIMENSION

 "Ethical behavior is that in which is morally accepted as 'good' and 'right' as opposed to 'bad' or 'wrong' in a particular setting3. For the individual, it means acting in ways consistent with one's personal values and the commonly held values of the organization and society (Rahman, 2011).

ENVIRONMENTAL DIMENSION

The environmental dimension of CSR refers to the impact of business activities on the environment. The objective of a socially responsible company is to connect its business activities with the conservation of environment. Environmental responsibility starts from the assertion that natural resources especially non-renewable resources are limited(Sharma et al., 2011).

ECONOMIC DIMENSION

This dimension offers the effects of CSR on the profitability of the firm. It has to meet this responsibility in the form of equitable returns to the shareholders, fair payment to the employees, supply of accepted quality of goods to the customers etc(Girerd-Potin et al., 2014).

PHILANTHROPIC DIMENSION

The philanthropic activities of the corporation are within the discretion of it to improve standard of living of employees and other stakeholders and the society at large. Donations to education, health and recreation, support to art, sports and culture are some of the illustrations for this dimension (Nivarthi et al., 2012).

BUSINESS AND SOCIETY

Business and Society are correlated with each other. As business fulfill the needs of society and society gives business the resources required to it. The different businesses operating in society play our important role in functioning of society in different ways like business provide employment to various people of society (Carroll& Buchholt, 2014). The basic objective of business enterprise is to develop, produce and supply goods and service to customer, This need to be done in such a way which allowed companies to make profit, that in turn demands far more than just skills in companies on fields and processes(Bapuji et al, 2020). The social skills of owners of companies, together with maintain relationship with customers, suppliers and businesspeople, are always important if companies want to be run well and developed with view to future (González-Rodríguez et al, 2019).

BENEFIT OF CSR PRACTICES FOR HOTELS:

CSR practices can help achieve a better reputation and brand image, increase revenues and customer loyalty, better visibility for stakeholders, and an improved public image (Guzzo et al., 2020): e.g., during the COVID-19 pandemic, hotels provided accommodation to health workers and meals to frontline workers and those in need, whilst redesigning practices to reduce their environmental impact and associated costs, improving brand awareness, reputation and loyalty of customers, creating goodwill, a positive brand image, and provides differentiation in a highly competitive industry (Lukan, 2018). Furthermore, Environmental stewardship is a straightforward and effective CSR initiative for hotels: "Going Green" reduces both carbon footprint and operation costs (Guzzo et al., 2020). Cost of waste can be reduced by providing digital rather than printed information, reusing and recycling resources whenever possible, and automatic turning off lights and taps when no one is around. The

COVID-19 pandemic provided challenges but also developed new opportunities to evolve some traditional hotel operations. For example, digital check-in and check-out, providing apps and QR codes to access information, reducing close contact and the use of natural resources. This new CSR approach will continue to enable more sustainable hospitality business in the future (Kramer, 2020).

By implementing CSR, hotels can contribute to the societies they serve through community development programs, encouraging diversity in the workplace, providing skill development programs, and equal opportunity employment. Programs on employee development and training can better attract, motive, and retain employees, an ongoing issue in the hospitality industry (Lukan, 2018). Young people want to work for a company with a positive image and a reputation for doing well. Socially responsible actions and the creation of opportunities for shared values must be part of a company's core competencies, helping hospitality companies to develop environmentally friendly technologies, to promote environmental responsibilities, operate and manage processes boosting productivity while also contributing to the social good (Lukan, 2018). For hotels, with a high level of CSR engagement, the negative impact of Covid-19 on hotel performance was lower, providing better resilience during the crisis (Yeon et al., 2021): the environmental engagements were key in CSR activities to provide resilience. This example shows a positive effect of CSR on performance and value creation for a long-term. Without a proper strategy in place on practices, procedures, and role of hoteliers, the CSR efforts will fail.

HOTEL REPUTATION MANAGEMENT

Hotel reputation management is all about monitoring and influencing how your hotel is perceived online. It involves keeping track of review sites, posting and engaging on social media, optimizing your site for search, and much more. In other words: Your hotel's online reputation is vitally important to overall business, and staying on top of it can make a significant difference in how your property performs against the competition.

THE IMPORTANCE OF HOTEL REPUTATION MANAGEMENT

Reputation management is important in the hotel industry because it's a key way of enhancing your revenue by earning the trust of potential clients and nurturing relationships with past clients, A positive perception of your hotel's brand is paramount in order to impact sales and thus maximize revenue. Furthermore, there is a direct correlation between your hotel's success and its reputation (Floreddu et al., 2014).

According to a study that explores the impact of a hotel's rating and reviews through online transactions, an increase in a review score by one point is equivalent to a 9% increase in ADR. Likewise, a 10% improvement in reviews can lead to a 4.4% increase in sales (González et al., 2014).

THE ADVANTAGES OF CORPORATE SOCIAL RESPONSIBILITY

 It is evident that organizations that value corporate social responsibility stand the chance of having the following advantages:
1- Financial performance improvement: there is a relationship responsibility (CSR) practices and positive financial performance.
2- Reducing operating costs.
3- Enhance brand image and reputation companies who implement social responsibility (Ziadat and Al-Farhan, 2016).
4- Enhance sales and customer loyalty.
5- Increased productivity and quality.
6- Increase the ability to attract and retain staff.
7- Reduction of Organizational Control (Marakova et al, 2021).

IMPLEMENTING CSR PRACTICES

CSR implementation is a "relational" process to increase the awareness of CSR issues and CSR strategies, embed CSR values within the company, to communicate CSR initiatives internally and externally, and to evaluate the progress of CSR strategies (Fatima & Elbanna, 2022). CSR implementation needs to be integrated in each department and in all daily activities to be successful. CSR implantation consists of several phases: raising CSR awareness, assessing organizational purpose in a societal context, establishing a CSR definition and vision, assessing current CSR status, developing a CSR strategy, implementing the CSR strategy, communicating about CSR strategy, evaluating CSR strategy, and institutionalizing the CSR policy (Manon et al., 2009).

Furthermore, CSR managers can motive staff to act on sustainability activities, encourage investors/owners to allocate capital for investments in sustainability, and inspire the industry leaders to act or influence sustainability. Internal stakeholders are key to the implementation; to motivating and engage them, they should be fully informed about the company's approach to implementation: They should be aware of the CSR strategy, the reasons for adopting it, its importance to the organization, progress, and difficulties (Fatima & Elbanna, 2022).

RESEARCH METHODOLOGY

The Research relied on the descriptive analytical approach to describe the subject of the research in a comprehensive and accurate manner through

data analysis about the effect of social responsibility practices on the Egyptian Hotels' Reputation , Where the research relied on analyzing the opinions of a sample tourists to identify the most important environmental factors and requirements effect on hotel reputation and the effect of economic practices on hotel reputation, the effect of social practices on hotel reputation. The research methodology depends on the acceptance or rejection of a set of hypotheses that serve the objectives of the research, as the research depends on the quantitative measurement of the effect of the research variables on the Egyptian Hotels' Reputation, The research sample consisted of 397 tourists, To calculate the sample size of the study, the researcher used the Cochren, J. formula (Cochren, 1977)[1] as follows:

$$n = \frac{z^2 \times \hat{p}(1-\hat{p})}{\varepsilon^2}$$

$$n = \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2} = 384.16$$

Where:

n: sample size

Z: standard degree (1.96 at significant level of 0.05)

pp: Sample proportion, and neutral $= 0.50$

e: maximum allowed error (0.05 at significant level of 0.05)

According to the Cochren, J. formula the appropriate sample size for this study is 385 participants. The researcher distributed 400 questionnaires. After analysis, there were 19 questionnaires not valid for analysis; the valid is (397) with the respondent rate of 99.25%.

The tourist's questionnaire form included a set of questions related to the subject of the research, and they constituted:

  1. Personal information.
  2. Environmental Practices (Martinez et al., 2013).
  3. Social Practices (carroll, 1999).
  4. Economic practices (Martinez et al., 2013).
  5. Hotel Reputation (grissemann et al., 2013).

RESEARCH HYPOTHESES

H$_1$: There were statistically significant differences between the sample demographics (Age categories, hotel departments, levels of education, gender, and the regions) with regard to the environmental practices.

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[1] Cochran, J. (1977), Sampling Techniques, 3rd edition, John Wiley & Sons, New York, USA.

H₂: There were statistically significant differences between the sample demographics (Age categories, hotel departments, levels of education, gender, and the regions) with regard to the social practices.

H₃: There were statistically significant differences between the sample demographics (Age categories, hotel departments, levels of education, gender, and the regions) with regard to the economic practices.

H₄: There were statistically significant differences between the sample demographics (Age categories, hotel departments, levels of education, gender, and the regions) with regard to the hotel reputation.

H₅: There is statistically significant effect of the social responsibility on the hotel reputation.

STUDY FRAMEWORK

Social Responsibility

| Environmental practices |
| Social practices |
| Economic practices |

$Prx_1 = 1.641$ →
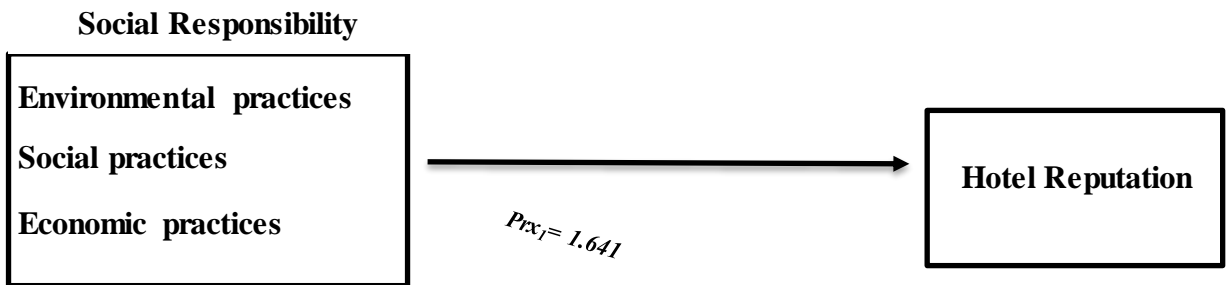
Hotel Reputation

RELIABILITY

Table (1): Guests questionnaire Reliability Analysis of the Research Variables

The Axes	No. of statements	Alpha Coefficient
Environmental practices	6	0.607
Social practices	9	0.616
Economic practices	7	0.667
Hotel Reputation	4	0.602
The Overall Cronbach's Alpha	26	0.616

Reliability is the used measuring instrument stability and its consistency. Cronbach's α reliability coefficient more than 0.6 was acceptable (Gliem and Gliem 2003 and rady et al., 2021), Reliability of current research variables was tested by Cronbach's alpha coefficient; the four axes were acceptable. The Overall Cronbach's Alpha exceeded 0.6 for the 26

variables; this means that all variables were acceptable and reliable (see table 1)

QUESTIONNAIRE ANALYSIS

PERSONAL INFORMATION: Table (2): The Sample Characteristics Statistics

Variable	Response	Frequency	Percent	Rank
Gender	Male	192	48.4	2
	Female	205	51.6	1
	Total	397	100.0	-
Region	Luxor	224	56.42	1
	Aswan	173	43.58	2
	Total	397	100	
Age	From 20 to 35 years	123	31.0	2
	More than 35 to 45 years	123	31.0	2
	More than 45 years	151	38.0	1
	Total	397	100.0	-
Level of education	Less than secondary school	28	7.1	4
	Secondary or technical education	112	28.2	2
	intermediate qualification	92	23.2	3
	University education or high institute	165	41.6	1
	Postgraduate studies	0	0	5
	Total	397	100.0	-

According to the gender, the results in Table (2) showed that the percent of male (48.4%) was less than female (51.6%). According to the region, 56.42% of the sample respondents were at Luxor city and 43.58% of them were at Aswan. According to respondent's Age, the majority of the respondents belongs to More than 45 years (38%), followed by From 20 to 35 years (31%) and More than 35 to 45 years (31%).

According to respondents' Level of education, the majority of the respondents had University education or high institute (41.6%), followed by Secondary or technical education (28.2%), followed by intermediate qualification (23.2%), followed by Less than secondary school(7.1%), followed by Postgraduate studies (0%).

ENVIRONMENTAL PRACTICES

Table (3): Factor Analysis of the environmental practices

Environmental Practices	Loading
Hotels in Luxor and Aswan and Aswan protect the environment.	.62
Hotels in Luxor and Aswan and Aswan reduce its consumption of natural resources.	.677
Hotels in Luxor and Aswan and Aswan give importance to recycles.	.781
Hotels in Luxor and Aswan and Aswan communicate to their customer about their environmental practices.	.687
Hotels in Luxor and Aswan and Aswan exploit renewable energy in a productive process compatible with the environment.	.707
Hotels in Luxor and Aswan and Aswan have a high environmental awareness level	.781
Sums of Squared Loadings	.944

Factor analysis shown in table (7) attempted to identify key variables or factors that explain the pattern of correlations within a set of observed variables. Statistical loading should not be less than 0.6 (Fabrigar, et al., 1999) .The factor analyses shown in Table (3) stated that all the statements (6 statements) were responsible for the Environmental Practices with a percentage of (94.4%).

Table (4): Statistics for the environmental practices

Environmental	Response	Freq.	%	Mean	SD	Rank
Hotels in Luxor and Aswan and Aswan protect the environment.	Strongly Disagree	0	0	3.92	.647	4
	Disagree	28	7.1			
	Neutral	14	3.5			
	Agree	313	78.8			
	Strongly Agree	42	10.6			
	Total	397	100.0			
Hotels in Luxor and Aswan reduce its consumption of	Strongly Disagree	0	0	3.96	.727	2
	Disagree	0	0			

natural resources.	Neutral	112	28.2			
	Agree	187	47.1			
	Strongly Agree	98	24.7			
	Total	397	100.0			
Hotels in Luxor and Aswan give importance to recycles.	Strongly Disagree	0	0	3.95	.631	**3**
	Disagree	0	0			
	Neutral	89	22.5			
	Agree	238	59.9			
	Strongly Agree	70	17.6			
	Total	397	100.0			
Hotels in Luxor and Aswan communicate to their customer about their environmental practices.	Strongly Disagree	0	0	3.96	.774	**2**
	Disagree	0	0			
	Neutral	126	31.7			
	Agree	159	40.1			
	Strongly Agree	112	28.2			
	Total	447	100.0			
Hotels in Luxor and Aswan exploit renewable energy in a productive process compatible with the environment.	Strongly Disagree	0	0	4.00	.524	**1**
	Disagree	0	0			
	Neutral	53	13.4			
	Agree	288	72.5			
	Strongly Agree	56	14.1			
	Total	397	100.0			
Hotels in Luxor and Aswan have a high environmental awareness level	Strongly Disagree	0	0	3.92	.455	4
	Disagree	0	0			
	Neutral	56	14.1			
	Agree	313	78.8			
	Strongly Agree	28	7.1			
	Total	397	100.0			
Overall				3.95	.256	-

Table (4) viewed that concerning "environmental practices ", the first variable was "Hotels in Luxor and Aswan exploit renewable energy in a productive process compatible with the environment", where the mean value was (4.00) and the standard deviation was (0.524). On the other hand, the least variable was "Hotels in Luxor

and Aswan protect the environment", where the mean value was (3.92) and the standard deviation was (.647). The overall mean of the variables was (3.95); the standard deviation of means values was (.256).

Table (5): Factor Analysis of the social practices

Social Practices	Loading
Hotels in Luxor and Aswan are committed to improving the welfare of the communities in which it operates	.814
Hotels in Luxor and Aswan actively participate in social and cultural events (music, sports, etc.)	.594
Hotels in Luxor and Aswan play a role in society that goes beyond mere profit generation	.759
Hotels in Luxor and Aswan provide a fair treatment of employees (without discrimination and abuse, regardless of gender, race, origin, or religion)	.561
Hotels in Luxor and Aswan provide training and promotion opportunities for employees	.645
Hotels in Luxor and Aswan provide training and promotion opportunities for employees	.832
Hotels in Luxor and Aswan work in partnership with non-governmental organizations in the region By authors	.584
Hotels in Luxor and Aswan work in partnership with non-governmental organizations in the region By authors	.601
Hotels in Luxor and Aswan contribute to the protection of the local culture	.655
Sums of Squared Loadings	.982

The factor analysis shown in Table (5) stated that all the statements (9 statements) were responsible for the Environmental Practices with a percentage of (98.2%).

Table (6): Statistics for the social practices

Social Practices	Response	Freq.	%	Mean*	SD	Rank
Hotels in Luxor and Aswan are committed to improving the welfare of the communities in which	Strongly Disagree	0	0	3.96	.677	7
	Disagree	0	0			
	Neutral	98	24.7			
	Agree	215	54.2			

it operates	Strongly Agree	84	21.2			
	Total	397	100.0			
Hotels in Luxor and Aswan actively participate in social and cultural events (music, sports, etc.)	Strongly Disagree	0	0	3.66	.805	**9**
	Disagree	28	7.1			
	Neutral	134	33.8			
	Agree	179	45.1			
	Strongly Agree	56	14.1			
	Total	397	100.0			
Hotels in Luxor and Aswan play a role in society that goes beyond mere profit generation	Strongly Disagree	0	0	4.31	.598	**2**
	Disagree	0	0			
	Neutral	28	7.1			
	Agree	215	54.2			
	Strongly Agree	154	38.8			
	Total	397	100.0			
Hotels in Luxor and Aswan provide a fair treatment of employees (without discrimination and abuse, regardless of gender, race, origin, or religion).	Strongly Disagree	0	0	4.38	.614	**1**
	Disagree	0	0			
	Neutral	28	7.1			
	Agree	190	47.9			
	Strongly Agree	179	45.1			
	Total	397	100.0			
Hotels in Luxor and Aswan provide training and promotion opportunities for employees	Strongly Disagree	0	0	4.12	.627	5
	Disagree	0	0			
	Neutral	56	14.1			
	Agree	235	59.2			
	Strongly Agree	106	26.7			
	Total	397	100.0			
Hotels in Luxor and Aswan provide training and promotion opportunities for employees.	Strongly Disagree	0	0	4.23	.729	3
	Disagree	0	0			
	Neutral	70	17.6			
	Agree	165	41.6			
	Strongly Agree	162	40.8			
	Total	397	100.0			
Hotels in Luxor and Aswan work in	Strongly Disagree	0	0	4.10	.486	6

partnership with non-governmental organizations in the region By authors	Disagree	0	0			
	Neutral	28	7.1			
	Agree	299	75.3			
	Strongly Agree	70	17.6			
	Total	397	100.0			
Hotels in Luxor and Aswan provide financial support in the construction of schools, hospitals etc.	Strongly Disagree	0	0	4.17	.642	4
	Disagree	0	0			
	Neutral	53	13.4			
	Agree	221	55.7			
	Strongly Agree	123	31.0			
	Total	397	100.0			
Hotels in Luxor and Aswan contribute to the protection of the local culture	Strongly Disagree	0	0	3.73	.741	8
	Disagree	53	13.4			
	Neutral	221	55.7			
	Agree	123	31.0			
	Strongly Agree	397	100.0			
	Total	53	13.4			
Overall				4.07	.228	-

Table (6) viewed that concerning "the social practices", the first variable was "Hotels in Luxor and Aswan provide a fair treatment of employees (without discrimination and abuse, regardless of gender, race, origin, or religion)", where the mean value was (4.38) and the standard deviation was (0.614). On the other hand, the least variable was "Hotels in Luxor and Aswan actively participate in social and cultural events (music, sports, etc.)", where the mean value was (3.66) and the standard deviation was (.805). The overall mean of the variables was (4.07); the standard deviation of means values was (.288).

Table (7): Factor Analysis of the economic practices

Economic practices	Loading
Hotels in Luxor and Aswan obtain the greatest possible profits	.709
Hotels in Luxor and Aswan try to achieve long-term success	.793
Hotels in Luxor and Aswan improve their economic performance	.842
Hotels in Luxor and Aswan are admired establishments.	.754
Hotels in Luxor and Aswan improve their results	.698

Hotels in Luxor and Aswan provide employment to locals	.702
Sums of Squared Loadings	.844

The factor analysis shown in Table (7) stated that all the statements (6 statements) were responsible for the Economic practices with a percentage of (84.4%).

Table (8): Statistics for economic practices

Economic practices	Response	Freq.	%	Mean*	SD	Rank
Hotels in Luxor and Aswan obtain the greatest possible profits	Strongly Disagree	0	0	4.43	.665	**1**
	Disagree	0	0			
	Neutral	39	9.8			
	Agree	148	37.3			
	Strongly Agree	210	52.9			
	Total	397	100.0			
Hotels in Luxor and Aswan try to achieve long-term success	Strongly Disagree	0	0	4.09	.609	**3**
	Disagree	0	0			
	Neutral	56	14.1			
	Agree	246	62.0			
	Strongly Agree	95	23.9			
	Total	397	100.0			
Hotels in Luxor and Aswan improve their economic performance	Strongly Disagree	0	0	4.05	.637	**4**
	Disagree	0	0			
	Neutral	70	17.6			
	Agree	235	59.2			
	Strongly Agree	92	23.2			
	Total	397	100.0			
Hotels in Luxor and Aswan are admired establishments.	Strongly Disagree	0	0	3.92	.738	**5**
	Disagree	0	0			
	Neutral	123	31.0			
	Agree	179	45.1			
	Strongly Agree	95	23.9			
	Total	397	100.0			
Hotels in Luxor and Aswan improve their	Strongly Disagree	0	0	4.09	.479	3

results	Disagree	0	0			
	Neutral	28	7.1			
	Agree	302	76.1			
	Strongly Agree	67	16.9			
	Total	397	100.0			
Hotels in Luxor and Aswan provide employment to locals	Strongly Disagree	0	0	4.30	.596	2
	Disagree	0	0			
	Neutral	28	7.1			
	Agree	218	54.9			
	Strongly Agree	151	38.0			
	Total	397	100.0			
Overall				.415	.204	

Table (8) viewed that concerning "economic practices ", the first variable was "Hotels in Luxor and Aswan obtain the greatest possible profits", where the mean value was (4.43) and the standard deviation was (0.665). On the other hand, the least variable was "Hotels in Luxor and Aswan actively participate in social and cultural events (music, sports, etc.)", where the mean value was (3.92) and the standard deviation was (.738). The overall mean of the variables was (415), the standard deviation of means values was (.204).

Table (9): Factor Analysis of the hotel reputation

Hotel Reputation	Loading
Hotels in Luxor and Aswan are a well-known establishment.	.758
Hotels in Luxor and Aswan are respected establishments.	.929
Hotels in Luxor and Aswan are admired establishments.	.959
Hotels in Luxor and Aswan are a prestigious establishment	.794
Sums of Squared Loadings	0.98

The factor analysis shown in Table (9) stated that all the statements (4 statements) were responsible for the Economic practices with a percentage of (98%).

Table (10): Statistics for the hotel reputation

Hotel Reputation	Response	Freq.	%	Mean	SD	Rank
Hotels in Luxor and Aswan are a well-known establishment.	Strongly Disagree			4.40	.618	**1**
	Disagree					
	Neutral	28	7.1			
	Agree	182	45.8			
	Strongly Agree	187	47.1			
	Total	397	100.0			
Hotels in Luxor and Aswan are respected establishments.	Strongly Disagree	14	3.5	3.95	.813	**4**
	Disagree	56	14.1			
	Neutral	246	62.0			
	Agree	81	20.4			
	Strongly Agree	397	100.0			
	Total	14	3.5			
Hotels in Luxor and Aswan are admired establishments.	Strongly Disagree	0	0	4.03	.852	**3**
	Disagree	0	0			
	Neutral	137	34.5			
	Agree	109	27.5			
	Strongly Agree	151	38.0			
	Total	397	100.0			
Hotels in Luxor and Aswan are a prestigious establishment	strongly Disagree			4.26	.639	**2**
	Disagree					
	Neutral	42	10.6			
	Agree	207	52.1			
	Strongly Agree	148	37.3			
	Total	397	100.0			
Overall				4.16	.387	

Table (10) viewed that concerning "Hotel Reputation", Hotels in Luxor and Aswan are a well-known establishment", where the mean value was (4.40) and the standard deviation was (0.618). On the other hand, the least variable was "Hotels in Luxor and Aswan are respected establishments ", where the mean value was (3.95) and the standard deviation was (.813). The overall mean of the variables was (415), the standard deviation of means values was (.204).

TEST OF THE FIRST RESEARCH HYPOTHESIS

H₁: *There were statistically significant differences between the sample demographics (Age categories, hotel departments, levels of education, gender, and the regions) with regard to the environmental practices.*

Table (11): Differences between age categories concerning the Environmental practices

Variable		Sum of Squares	DF	Mean Square	Age	
					F	Sig.
Environmental Practices	Between Groups	.819	2	.409	6.399	.002
	Within Groups	25.204	394	.064		
	Total	26.023	396			

Table (11) illustrated the one-way ANOVA to analyze the differences between age categories concerning the Environmental practices. The results showed that the significance level was less than 0.05; this means that there were statistically significant differences between all age levels with respect to environmental practices. This result indicated that the first hypothesis of the research was accepted

Table (12): LSD between age categories concerning the Environmental Practices

Variable		(I) Age	(J) Age	Sig.
Environmental Practices	**LSD**	From 20 to 35 years	More than 35 to 45 years More than 45 years	.002 .002

According to the variable of "age categories concerning the Environmental Practices", the LSD (Least Significant Difference) test was calculated to determine the sources of differences. Table (12) showed that there was statistically significant difference between " age category of From 20 to 35 years and age category of More than 35 to 45 years (Sig. =0.002)", also there was statistically significant difference between "age category From 20 to 35 years and age category More than 45 years (Sig. =0.002)". These differences were in favor of age category of "More than 35 to 45 years (Mean = 3.989)" against age category of "More than 45 years (Mean = 3.987)" against age category of From 20 to 35 years (Mean = 3.890).

Table (13): Means of age categories concerning the environmental practices

Variable	From 20 to 35 years	More than 35 to 45 years	More than 45 years
Environmental Practices	**3.890**	**3.989**	**3.987**

Table (14): Differences between levels of education concerning the environmental practices

Variable		Sum of Squares	DF	Mean Square	Level of Education	
					F	Sig.
Environmental Practices	Between Groups	1.946	3	.649	10.591	.000
	Within Groups	24.076	393	.061		
	Total	26.023	396			

Table (14) illustrated the one-way ANOVA to analyze the differences between Levels of education concerning the Environmental practices. The results showed that the significance level was less than 0.05; this means that there were statistically significant differences between all education levels with respect to Environmental practices. This result indicated that the first hypothesis of the research was accepted.

Table (15): LSD between levels of education concerning the environmental Practices

Variable		(I) Level of education	(J) Level of education	Sig.
Environmental Practices	**LSD**	Less than secondary school	Secondary or technical education	.000
			Intermediate qualification	.001
			University education or high institute	.000

According to the variable of "levels of education concerning the environmental Practices", the LSD (Least Significant Difference) test was calculated to determine the sources of differences. Table (15) showed that there was statistically significant difference between "education Level of Less than secondary school and education Level of Secondary or technical education(Sig.=0.000)", also there was statistically significant difference between "education Level of Less than secondary school and education Level of Intermediate qualification(Sig. =0.001)", also there was statistically significant difference between "education Level of Less than secondary school and education Level of University education or high institute (Sig. =0.000)". These differences were in favor of education Level of "University education or high institute (Mean = 4.02)", against education Level of "Secondary or technical education (Mean = 3.937)", against education Level of "Intermediate qualification(Mean = 3.934)" and against education Level of Less than secondary school (Mean = 3.750).

Table (16): Means of levels of education concerning the Environmental Practices

Variable	Less than secondary school	Secondary or technical education	Intermediate qualification	University education or high institute
Environmental Practices	3.750	3.937	3.934	4.02

Table (17): Differences between males and females concerning the environmental practices

The Variable	Group	Mean	SD	T-Test	
				T	Sig.
Environmental Practices	Males	3.88	.226	5.336	.000
	Females	4.02	.265		

From the results shown in Table (17), independent samples T test used to determine the differences between the two groups, it was noticeable that the Sig. value was less than (0.05), this means that there were statistically significant differences between males and females with respect to the Environmental Practices, these differences were in favor of females (mean= 4.02). This result indicated that the first hypothesis of the research was accepted.

Table (18): Differences between regions concerning the environmental practices

The Variable	Group	Mean	SD	T-Test	
				T	Sig.
Environmental Practices	Luxor	3.54	.195	1.24	.304
	Aswan	3.398	.270		

From the results shown in Table (18), independent samples T test used to determine the differences between the two groups, it was noticeable that the Sig. value was more than (0.05), this means that there were no statistically significant differences between Luxor and Aswan with respect to the environmental practices. This result indicated that the first hypothesis of the research was not accepted concerning the region factor.

TEST OF THE SECOND RESEARCH HYPOTHESIS

H$_2$: *There were statistically significant differences between the sample demographics (Age categories, hotel departments, levels of education, gender, and the regions) with regard to the social practices.*

Table (19): Differences between age categories concerning the Social Practices

Variable		Sum of Squares	DF	Mean Square	Age	
					F	Sig.
Social Practices	Between Groups	4.521	2	2.261	55.264	.000
	Within Groups	16.117	394	.041		
	Total	20.639	396			

Table (**19**) illustrated the one-way ANOVA to analyze the differences between age levels concerning the Social Practices. The results showed that the significance level was less than 0.05, This means that there were statistically significant differences between all age levels with respect to Social Practices. This result indicated that the second hypothesis of the research was accepted.

Table (20): LSD between age categories concerning the social practices

Variable		(I) Age	(J) Age	Sig.
Social Practices	LSD	From 20 to 35 years	More than 35 to 45 years More than 45 years	.000 .000

According to the variable of "age categories concerning the social practices", the LSD (Least Significant Difference) test was calculated to determine the sources of differences. Table (20) showed that there was statistically significant difference between " age category of From 20 to 35 years and age category of More than 35 to 45 years (Sig.=0.000)", also there was statistically significant difference between "age category of From 20 to 35 years and age category of More than 45 years (Sig. =0.000)". These differences were in favor of age category of "More than 45 years (Mean = 4.199)", against age category of "From 20 to 35 years(Mean = 4.063)" and against age category of More than 35 to 45 years (Mean = 3.942).

Table (21): Means of age categories concerning the social practices

Variable	From 20 to 35 years	More than 35 to 45 years	More than 45 years
Social Practices	4.063	3.942	4.199

Table (22): Differences between Levels of education concerning the Social Practices

Variable		Sum of Squares	DF	Mean Square	Level of education	
					F	Sig.
Social Practices	Between Groups	1.704	3	.568	11.787	.000
	Within Groups	18.935	393	.048		
	Total	20.639	396			

Table (23) illustrated the one-way ANOVA to analyze the differences between levels of education concerning the Social Practices. The results showed that the significance level was less than 0.05, This means that there were statistically significant differences between all Levels of education with respect to Social Practices. This result indicated that the second hypothesis of the research was accepted.

Table (24): LSD between levels of education concerning the Social Practices

Variable		(I) Level of education	(J) Level of education	Sig.
Social Practices	**LSD**	Less than secondary school	Secondary or technical education	.765
			Intermediate qualification	.009
			University education or high institute	.005

According to the variable of "levels of education concerning the Social Practices", the LSD (Least Significant Difference) test was calculated to determine the sources of differences. Table (24) showed that there was no statistically significant difference between "education level of Less than secondary school and education level of Secondary or technical education (Sig.= 0.765)", while there was statistically significant difference between "education level of Less than secondary school and education level of Intermediate qualification(Sig. =0.009)", also there was statistically significant difference between "education level of Less than secondary school and education level of University education or high institute (Sig.= 0.005)". These differences were in favor of education level of "University education or high institute (Mean= 4.1266)", and against education level of "Intermediate qualification (Mean= 4.124)", education level of "Less than secondary school (Mean = 4.00)" and education level of "Secondary or technical education (Mean = 3.98)".

Table (25): Means of levels of education concerning the social practices

Variable	Less than secondary school	Secondary or technical education	Intermediate qualification	University education or high institute
Social Practices	4.00	3.98	4.124	4.1266

Table (26): Differences between males and females concerning the Social Practices

The Variable	Group	Mean	SD	T-Test	
				T	Sig.
Social Practices	Males	4.12	.199	3.584	.000
	Females	4.03	.245		

From the results shown in Table (26), independent samples T test used to determine the differences between the two groups, it was noticeable that the Sig. value was less than (0.05), this means that there were statistically significant differences between males and females with respect to the social practices, these differences were in favor of males (mean= 4.12). This result indicated that the second hypothesis of the research was accepted.

Table (27): Differences between regions concerning the social practices

The Variable	Group	Mean	SD	T-Test	
				T	Sig.
Social Practices	Luxor	3.840	.109	1.87	.098
	Aswan	3.738	.198		

From the results shown in Table (27), independent samples T test used to determine the differences between the two groups, it was noticeable that the Sig. value was more than (0.05), this means that there were no statistically significant differences between Luxor and Aswan with respect to the social practices. This result indicated that the second hypothesis of the research was not accepted concerning the region factor.

TEST OF THE THIRD RESEARCH HYPOTHESIS

H₃: *There were statistically significant differences between the sample demographics (Age categories, hotel departments, levels of education, gender, and the regions) with regard to the economic practices.*

Table (28): Differences between age categories concerning the economic practices

Variable		Sum of Squares	DF	Mean Square	Age	
					F	Sig.
Economic Practices	Between Groups	.625	2	.312	7.690	.062
	Within Groups	16.003	394	.041		
	Total	16.627	396			

Table (28) illustrated the one-way ANOVA to analyze the differences between age Levels concerning the economic practices. The results showed that the significance level was more than 0.05, This means that there were no statistically significant differences between all age categories with respect to economic practices. This result indicated that the third hypothesis of the research was not accepted concerning the age factor.

Table (29): Differences between levels of education concerning the Economic Practices

Variable		Sum of Squares	DF	Mean Square	Level of education	
					F	Sig.
Economic Practices	Between Groups	.185	3	.062	1.471	.222
	Within Groups	16.443	393	.042		
	Total	16.627	396			

Table (29) illustrated the one-way ANOVA to analyze the differences between levels of education concerning the Economic Practices. The results showed that the significance level was more than 0.05, this means that there were no statistically significant differences between levels of education with respect to economic practices. This result indicated that the third hypothesis of the research was not accepted concerning the education factor.

Table (30): Differences between males and females concerning the economic practices

The Variable	Group	Mean	SD	T-Test	
				T	Sig.
Economic Practices	Males	4.14	.189	.455	.650
	Females	4.15	.218		

From the results shown in Table (30), independent samples T test used to determine the differences between the two groups, it was noticeable that the Sig. value was more than (0.05), this means that there were no statistically significant differences between males and females with respect to the Economic Practices. This result indicated that the third hypothesis of the research was not accepted concerning the gender factor.

Table (31): Differences between regions concerning the economic practices

The Variable	Group	Mean	SD	T-Test	
				T	Sig.
Economic Practices	Luxor	3.689	.168	1.42	.410
	Aswan	3.508	.181		

From the results shown in Table (31), independent samples T test used to determine the differences between the two groups, it was noticeable that the Sig. value was more than (0.05), this means that there were no statistically significant differences between Luxor and Aswan with respect to the economic practices. This result indicated that the third hypothesis of the research was not accepted concerning the region factor.

TEST OF THE FOURTH RESEARCH HYPOTHESIS

<u>H₅</u>: *There were statistically significant differences between the sample demographics (Age categories, hotel departments, levels of education, gender, and the regions) with regard to the hotel reputation.*

Table (32): Differences between age categories concerning the hotel reputation

Variable		Sum of Squares	DF	Mean Square	Age	
					F	Sig.
Hotel Reputation	Between Groups	13.818	2	6.909	59.825	.000

	Within Groups	45.501	394	.115	
	Total	59.318	396		

Table (32) illustrated the one-way ANOVA to analyze the differences between age categories concerning the Hotel Reputation. The results showed that the significance level was less than 0.05; this means that there were statistically significant differences between age categories with respect to hotel reputation. This result indicated that the fifth hypothesis of the research was accepted.

Table (33): LSD between age categories concerning the hotel reputation

Variable		(I) Age	(J) Age	Sig.
Hotel Reputation	**LSD**	From 20 to 35 years	More than 35 to 45 years More than 45 years	.373 .000

According to the variable of "age categories concerning the Hotel Reputation", the LSD (Least Significant Difference) test was calculated to determine the sources of differences. Table (33) showed that there was no statistically significant difference between "age category of From 20 to 35 years and age category of More than 35 to 45 years (Sig.=0.373), while there was statistically significant difference between "age category of From 20 to 35 years and age category of More than 45 years (Sig. =0.000)". These differences were in favor of age category of "More than 45 years (Mean = 4.40)" and against age category of "More than 35 to 45 years (Mean = 4.04)" and age category of "More than 35 to 45 years (Mean = 4.00)".

Table (34): Means of age categories concerning the Hotel Reputation

Variable	From 20 to 35 years	More than 35 to 45 years	More than 45 years
Hotel Reputation	4.00	4.04	4.40

Table (35): Differences between Levels of education concerning the Hotel Reputation

Variable		Sum of Squares	DF	Mean Square	Level of education	
					F	Sig.
Hotel Reputation	Between Groups	7.025	3	2.342	17.597	.000
	Within Groups	52.294	393	.133		
	Total	59.318	396			

Table (35) illustrated the one-way ANOVA to analyze the differences between levels of education concerning the Hotel Reputation. The results showed that the significance level was less than 0.05; this means that there were statistically significant differences between Levels of education with respect to hotel reputation. This result indicated that the fifth hypothesis of the research was accepted. This result indicated that the fifth hypothesis of the research was accepted.

Table (36): LSD between levels of education concerning the hotel reputation

Variable		(I) Level of education	(J) Level of education	Sig.
Hotel Reputation	**LSD**	Less than secondary school	Secondary or technical education Intermediate qualification University education or high institute	1.000 .036 .000

According to the variable of "levels of education concerning the hotel reputation", the LSD (Least Significant Difference) test was calculated to determine the sources of differences. Table (36) showed that there was no statistically significant difference between "education level of Less than secondary school and education level of Secondary or technical education(Sig.=1.000)", while there was no statistically significant difference between "education level of Less than secondary school and education level of Intermediate qualification(Sig. =0.036)", also there was no statistically significant difference between "education level of Less than secondary school and education level of University education or high institute (Sig. =0.000)". These differences were in favor of education level of "University education or high institute (Mean = 4.30)", and against

education level of "Intermediate qualification (Mean = 4.16)", education level of "Less than secondary school (Mean = 4.00)" and education level of "Secondary or technical education (Mean = 4.00)".

Table (37): Means of levels of education concerning the Hotel Reputation

Variable	Less than secondary school	Secondary or technical education	Intermediate qualification	University education or high institute
Hotel Reputation	4.00	4.00	4.16	4.30

Table (38): Differences between males and females concerning the Hotel Reputation

The Variable	Group	Mean	SD	T-Test	
				T	Sig.
Hotel Reputation	Males	4.09	.398	3.717	.000
	Females	4.23	.365		

From the results shown in Table (38), independent samples T test used to determine the differences between the two groups, it was noticeable that variable of Hotel Reputation was less than (0.05), this means that there were statistically significant differences between males and females with respect to the hotel reputation, these differences were in favor of females (mean= 4.23). This result indicated that the fifth hypothesis of the research was accepted.

Table (39): Differences between regions concerning the hotel reputation

The Variable	Group	Mean	SD	T-Test	
				T	Sig.
Hotel Reputation	Luxor	4.28	.153	1.54	.843
	Aswan	4.20	.188		

From the results shown in Table (40), independent samples T test used to determine the differences between the two groups, it was noticeable that variable was more than(0.05), this means that there were no statistically significant differences between Luxor and Aswan with respect to the hotel

reputation. This result indicated that the third hypothesis of the research was not accepted concerning the region factor.

TEST OF THE FIFTH RESEARCH HYPOTHESIS

H5: *There is statistically significant effect of the social responsibility on the hotel reputation*

Table (41): The effect of the social responsibility on the hotel reputation

Dependent Variable		Independent Variable
		Social responsibility
Hotel reputation	R	0 .661
	R^2	0.437
	Sig.	0.000
	Constant	-2.5
	B.	1.641

Table (41) showed that there was a strong significant correlation between social responsibility and hotel reputation (R=0.661), as well as R Square (R^2) referred to the determination coefficient was (0.437). Moreover, the sig. was (0.000) less than (0.05) suggested that there was a significant effect of the independent variable (social responsibility) on the dependent variable (hotel reputation). Furthermore, the statistical constant (α) equal -2.5 with significance level less than 0.05, whereas (B) equal 1.641. This result indicated that the seventh hypothesis of the research was accepted. The following equation was suggested:

Hotel reputation = (1.641* Social responsibility) - 2.5

RESEARCH RESULTS

1. Hotels in Luxor and Aswan exploit renewable energy in a productive process compatible with the environment.
2. Hotels in Luxor and Aswan communicate to their customer about their environmental practices.
3. Hotels in Luxor and Aswan reduce its consumption of natural resources.
4. Hotels in Luxor and Aswan give importance to recycles.
5. Hotels in Luxor and Aswan protect the environment.
6. Hotels in Luxor and Aswan have a high environmental awareness level
7. Hotels in Luxor and Aswan provide a fair treatment of employees (without discrimination and abuse, regardless of gender, race, origin, or religion).

8. Hotels in Luxor and Aswan play a role in society that goes beyond mere profit generation.
9. Hotels in Luxor and Aswan provide training and promotion opportunities for employees.
10. Hotels in Luxor and Aswan provide financial support in the construction of schools, hospitals etc.
11. Hotels in Luxor and Aswan work in partnership with non-governmental organizations in the region By authors
12. Hotels in Luxor and Aswan are committed to improving the welfare of the communities in which it operates
13. Hotels in Luxor and Aswan contribute to the protection of the local culture
14. Hotels in Luxor and Aswan actively participate in social and cultural events (music, sports, etc.).
15. Hotels in Luxor and Aswan obtain the greatest possible profits
16. Hotels in Luxor and Aswan provide employment to locals
17. Hotels in Luxor and Aswan improve their results
18. Hotels in Luxor and Aswan improve their economic performance
19. Hotels in Luxor and Aswan are a well-known establishment.
20. Hotels in Luxor and Aswan are a prestigious establishment
21. Hotels in Luxor and Aswan are admired establishments.
22. Hotels improved regarding Profits.
23. Hotel has improved with regard to the working environment.
24. Hotel introduced improvements relative to Customer loyalty.
25. Hotel introduced improvements relative to Relations with customers.
26. Hotel introduced improvements relative to Customer service.
27. Hotel improved with regard to Employees' loyalty and morale.

RESEARCH RECOMMENDATIONS

1. The necessity of relying on renewable energy   that are not harmful to the environment and society.
2. Educating customers about green practices that preserve the environment.
3. Reducing hotel consumption of green resources.
4. Hotels need to take care of recycling.
5. The need for hotels to pay attention to raising environmental awareness.
6. The necessity for hotels to provide appropriate benefits to employees without discrimination.
7. The interest of hotels in supporting the community so that the interest is not limited to achieving profits

8. Paying attention to training and supporting hotel workers and providing their needs.
9. The necessity for hotels to fulfill their responsibilities towards community institutions such as hospitals and schools.
10. The necessity for hotels to take care in cooperation with non-governmental institutions to support social responsibility.
11. The need for hotels to improve the well-being of society.
12. The necessity for hotels to contribute to the protection of local culture.
13. The necessity for hotels to take an interest in participating in cultural and social events.
14. The necessity for hotels to provide job opportunities for local residents.
15. The necessity for hotels to develop economic performance.
16. The necessity of working to raise the level of loyalty of hotel staff.
17. The necessity for hotels to improve their relationships with customers.

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