



EDITORIAL NOTE

Dear Readers,

Welcome to Volume 3, Issue 1 of the Pharos International Journal of Tourism and Hospitality (PIJTH). This edition, themed "**Sustainable Development and Innovation in Tourism**," presents a diverse collection of research papers, each offering valuable insights into various facets of tourism and hospitality.

Elsawy et al. shed light on the potential of rural tourism in Naga Oun village, Egypt. Their comprehensive study explores the challenges and opportunities this unique destination faces, emphasizing the need for a holistic approach encompassing capacity building, cultural preservation, technology integration, and community empowerment. The proposed roadmap not only provides practical insights but also outlines a sustainable development plan that can enrich rural tourism experiences in Egypt.

Abdou S. delves into the realm of Human Resource Management (HRM) practices within Egyptian hotels. The research investigates the intricate relationships between HRM practices and external factors and their impact on employee satisfaction, performance, and creativity. The study emphasizes the critical role of employee engagement in fostering creativity, offering practical recommendations for organizations to optimize HRM practices for improved overall performance.

Elsawy T. addresses the critical gap in the field of circular tourism in Egypt. The study investigates the perceptions and attitudes of domestic tourists towards circularity, revealing potential misalignments between environmental awareness and attitudes towards circular practices. The findings provide valuable insights into the preferences and behaviours of this demographic, contributing to the evolving field of sustainable tourism.

Aboushouk M. explores the specific context of Egyptian travel agencies, focusing on the effect of employees' absorptive capacity on innovation performance. The study highlights the positive influence of knowledge acquisition, assimilation, and exploitation on innovation, offering practical recommendations for travel agency managers to enhance both absorptive capacity and innovation performance.

Hassan et al. investigated the impact of innovation and customer optimism on the ease of using self-service technologies in Egyptian hotels. Their findings reveal positive correlations between technological innovation, customer optimism, and the perceived accessibility of self-service technologies, contributing valuable insights to the fields of hotel/tourism and consumer technology research.



We hope you find this issue of PIJTH informative and thought-provoking, offering valuable contributions to the ongoing discourse in tourism and hospitality research.

Happy reading!

Sincerely,

Prof. Mohamed A. Nassar