Fayoum University
Faculty of Tourism and Hotels

Evaluating hospitality services offered in the canal area

By
Mohammed Eid Abd El-Aziz Ibrahim
B.Sc. Hotel Studies Department

2003
A thesis submitted in partial fulfillment of the requirements for the degree of Master Science

In
Tourism and Hotels
Hotels Management

Under Supervisor of
Prof. Dr. Nashaat El-Sayed Mortada Doma

Dr. Amr Abd El-Hafez

2012
English Summary
English Summary

The hospitality industry has as its primary function the provision of accommodations, food and beverage, and related amenities. The industry is based on hotels, motels, restaurants, resorts condominiums, taverns, motor home parks, campsites, and recreation communities. Hospitality overlaps with travel transportation. It also overlaps with local commerce and recreation when recreation activities are provided at restaurants, camps, or other hospitality places that predominantly serve local residents. Examples are like providing tourists with leisure facilities, local sports camps, and hunting day lodge.

- **Aim of the Study:**

  This thesis is aimed at studying the hospitality services offered in the Canal Area. Such investigation would shed on the weaknesses and strengths of these services. Findings obtained from such study may help in improving the hospitality facilities and their level.

  The research depend on primary and secondary resources to collect data for this study.
The study tests three hypotheses:

- The canal area is tourism destination.
- The hotels in the canal area apply the criteria which are demand by the ministry of tourism.
- The Hospitality services meets the guests and agents needs.

Questionnaire form is used to survey the selected population. 300 copies of questioners were distributed to 19 hotels out of 32 the respond of these questioners is 80%.

The observation checklist was designed to evaluate hospitality services offered in investigated hotels.

The results

The results of the questionnaire are the following:

1- It's clear that the percentage of the tourists who visited the canal area which was 66.7%.

2- IT was also clear that tourist who visited the canal area for enjoying the great weather became the first purpose with 63.3% the environmental purity became the second purpose with 50%, and the traditions became the third purpose with 8.3%.

3- According to the hotels which are preferable by the guests are the tourist hotels with 78.8%, the least preferable are the spas with 2.9%. It was clear also that
there were a few of spas or even there weren’t of these kinds of hotels, and there were few green hotels according to the questionnaire with 6.3%.

4- It was clear that the longest period for the guests to stay in the hotels were three to seven days with 55.8%, and the fewest percentage of those who stay more than seven days with 2.5%.

5- It’s clear that there are poor services in these hotels such as, no facilities inside the guests room, there are no variety of food and beverage kinds, the service is slow, and the decoration is also poor.

6- There is a weakness in the services offered to guest such as:

   The Entrance Hall, food and beverages services, and room services and other services inside the hotels.
Recommendations:

After analyzing the field of study, we are able to give some recommendations, which enhance the hospitality services in the canal area and these are:

* General Recommendations:-

1- Activate the local tourism which is suitable for all people in Egypt.

2- Increase the tourism services and entertainment facilities, because most of visitors came to transit sport tourist.

3- Spread the tourism and the cultural awareness for those people who live in that canal.

4- Make tourism programs to let the tourist stay more than usual.

5- Establish therapeutically and environmental buildings.

6- Taking care of environmental factors which attract the guests to this kind of tourism.

7- Taking care of the environmental pureness of the Canal Area by:

   Cooperate between the ministry of tourism and specialized people to protect the canal area from pollution.

8- Promote for different kinds of hotels in the canal area such as: spas, resorts, tourism villages, green hotels.
*According to the hospitality:*

1- Food and beverage services must be varied.
2- Enhance the room services.
3- Write special meals in the menu.
4- Develop the employees skills by training programs.
5- Increase the needs and facilities inside the guest’s room.
6- The employees must take care of their appearance and hygiene.
7- Prepare training programs for hotel employees, which enhance their performance in the hospitality fields.