

Fine Art Galleries in hotels between authenticating the Egyptian identity and hotel customers' preferences

This study focused on the role of fine art galleries in hotels between authenticating the Egyptian identity and hotel customers' preferences. A lot of guests are fascinated by art and are passionate art collectors. It seemed interesting to offer a tour hosted by the fine art galleries in hotels. Guests can get a little bit scared of going into these incredibly modern impressive galleries. The hotels are working hard to offer new services such as the fine art galleries to attract new guests. The study seeks to determine the importance of the fine art galleries as a competitive advantage and to highlight the role of hotels in enriching the cultural and artistic movement in Egypt.

The study used the descriptive analytical approach, photographic analysis and relied on the questionnaire which was distributed to a sample of hotels' clients at Cairo through the stratified random sampling.

Keywords: Fine Art Galleries, Egyptian Identity, Competitive Advantage, Customers' Preferences, Authentication.