

ملخص البحث الأول - بحث مشترك

The Factors Affecting Guests' Consumption Behaviors toward Open Buffets to avoid Food Leftovers in Sharm El Sheikh Hotels	عنوان البحث
العوامل المؤثرة على سلوك العملاء الاستهلاكي تجاه البوفيهات المفتوحة لتجنب بقايا الطعام في فنادق شرم الشيخ	
د. عمر السيد أحمد قورة (قسم الدراسات الفندقية) د. الحسين معوض (قسم الدراسات الفندقية)	المشاركون
سبتمبر 2018 م.	سنة النشر
International Journal of Heritage, Tourism and Hospitality Vol. (12), No. (2/2), September, 2018	الناشر

Abstract

One of the significant contemporary management challenges in the food service sector is the high amount of consumer food leftovers that indicates space for improvements in this area. Buffets' leftovers are also a major issue for hotels in the developing countries due to many negative consequences on the environment and food resources. So, it is a core point of concern in media, politics, research, and business. Guest behavior is supposed to be the primary cause of food leftovers in the consumption cycle. Therefore, the research aims to explore factors affecting guests' consumption behaviors towards open buffets to avoid food leftovers in Sharm El Sheikh Hotels.

The current research employs a quantitative method to achieve its aim. Data collection technique for the study is a structured questionnaire to gather data from 314 guests at five-star hotels in Sharm El Sheikh which included 33 hotels to understand and assess their views about factors that drive to food waste in the hotel sector. Statistical analyses were performed by the Statistical Package for Social Sciences (SPSS version 22) software. Statistical findings have been significant at $p \leq 0.05$. The researchers selected a convenient sample of guests. Data collection was carried out during February 2018. The collection of data included visual measurement of individual plate leftovers through photographs together with an online questionnaire.

The research tested six hypotheses of how these factors (subjective norms, demographic, personal beliefs, attitudes, food traits and internal and external environment motives) affecting the dependent variable (consumers' behavioral intention) and how this intention affects actual buffets leftovers behavior. The research revealed very useful results in the way it explored the perceptions of guests on factors lead to form their behavioral intention toward open buffets leftovers. Meanwhile, this mediator factor behavioral intention showed a significant positive effect on actual buffets leftovers behavior (dependent variables).

Keywords: Open Buffet, Leftovers, Hotels, Guest Behaviors, Egypt.