

The Impact of the Media Message on Hotel Occupancy Rates during Crises

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The media plays a significant role in the hospitality industry. It has a great impact on the viewer, listener, and reader. The media means should be marked with the high degree of accuracy and efficiency to transfer the message or the required information to the receivers 'potential tourists'.

Although, the media has a positive impact to promote tourism to the various destinations, it has a negative task through transferring the inappropriate information.

As a result of transferring fake news to tourists, a decline of tourism arrivals and occupancy of hotel rates could occur. The destination image would be also affected.

After the revolution of January 2011, the number of tourists, tourist nights, and hotel occupancy rates have greatly influenced, especially in the absence of a clear scenario to deal with the crisis, the negative media, and the poor level of tourist media.

Egyptian media faces shortage of professional practices during crisis times. In spite of, the media messages are considered a key element in the reactions of the crisis.

The study of new media and its impact on the hospitality industry is still in need of more research. His study is in addition to the previous scientific heritage in the field of the impact of new media on the hospitality industry and specifically in building a reputation for hotel facilities in Egypt.

This study aims to highlight the role of the media message in hotel occupancy during crises through the following sub- goals:-

- Highlighting a literature review of relevant documentation.
- Identify the role of the media in the hospitality industry.
- Identify the role of media message during crisis.

The study based on three hypotheses: there is a statistical relationship between the content of the media message through television and the hotel occupancy rates. There is a statistical relationship between the content of the media message through the press and the occupancy rates. There is a statistical relationship between the content of the media message through Social media and the occupancy rates. The researcher relies on a mixed method approach to analyze the study. The results showed that there is a significant relationship between the content of media messages through (television, press and social media) and the hotel occupancy rate.

Additionally, the study revealed the absence of media control effect on hotel occupancy rates during crisis. The study presented some suggestions concerning the control of media messages during crisis such as: set up an independent emergency, crisis and disaster management organization, activate the work of the crisis and disaster management unit of the council of ministers, develop a comprehensive crisis management strategy and prepare proactive crisis response plans, focus on social media, electronic platforms, and television to promote hotel facilities.

Key words: Media Message, Hotels, Occupancy Rates, Crises, Egypt.