

البحث السادس - بحث مشترك

Guest Delight as Engine for Competitive Advantage: The mediating Effect of Guest Loyalty in Alexandria Hotels		عنوان البحث
سعادة النزلاء كمحرك للميزة التنافسية: الدور الوسيط لولاء النزلاء في صناعة الفنادق المصرية		
د. عمر السيد أحمد قورة (قسم الدراسات الفندقية) د. الحسين معوض سعيد علي (قسم الدراسات الفندقية)		المشاركون
2021م.		سنة النشر
Accepted in International Journal of Heritage, Tourism and Hospitality, vol. , December 2021. 15, issue 2		الناشر
Abstract The purpose of this study is to investigate guest delight and its impact on hotels' competitive advantage through improving guests' long-term loyalty and improving retention in five-star hotels in Alexandria city in Egypt. A structured questionnaire was planned to gather the desired data from customers at five-star hotels in Alexandria City in Egypt, which counted nine hotels according to (Egyptian Hotel Association, 2018). The researchers used a convenient sample, 500 questionnaire forms were distributed. Four hundred eleven forms were returned, while three were invalid. This made 408 valid forms with a response rate was (81.6%). Statistical package for social sciences (SPSS version 22) software was used for statistical analyses. The research results are significant at $p \leq 0.05$. The study has tested six hypotheses of how these guest delight types affecting competitive advantage through developing loyalty. The findings of this research could provide hotels managers with essential insights on how to delight guests and gain a better understanding of the guest experience management process.		
Keywords: Guest Delight, Competitive Advantage, Guest Loyalty, Hotels, Alexandria, Egypt.		