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Towards Promoting Tourism and Hospitality Services for Orphanage Tourism in Egypt

Hacia la promoción del turismo y los servicios hoteleros para el turismo de orfanatos en Egipto

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Abstract

Orphanage tourism is a sub-sector of volunteer tourism which refers to traveling abroad to "do well" and support others in other communities. Importance: The importance of providing hospitality services to this style is that orphan tourism stems from the desire to have more meaningful and ethical holiday experiences, and the desire to give back to the host communities visited by the tourist. The study aims at developing the level of promoting hospitality services for the Orphanage Tourism and hospitality pattern in Egypt. Study problem: The problem of the study lies in identifying the strengths and weaknesses and identifying the needs towards promoting hospitality services for the Orphanage Tourism and hospitality pattern in Egypt. Methodology: Using the descriptive approach, selecting guests, managers and supervisors of marketing and public relations departments and those who are in direct contact with customers. The total numbers of questionnaires received were 150 questionnaires were distributed to a group of managers and supervisors in 15 five-star hotels as well as 15 tourism companies in the Red Sea

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region, and among them 120 questionnaires were valid, correctly and ready to be statistically analyzed. Results: There are deficiencies in the hospitality services provided to the Orphanage Tourism and hospitality pattern in the Red Sea region, and they need more attention and care. Lack of tourism awareness of the strengths and weaknesses and identifying the needs for hospitality tourism orphanages in Egypt and the need to pay attention to them .Recommendations: shedding light and spreading tourist awareness of strengths and weaknesses and identifying needs towards promoting tourism and hospitality services for Orphanage Tourism and hospitality pattern in Egypt; Providing an appropriate environment to provide services that meet the needs of tourism and hospitality services for Orphanage Tourism and hospitality pattern to meet their needs and satisfy their desires.

Keywords: Orphans; Orphanages tourism; Hospitality services; Promotion; Red Sea region; Egipto.

Resumen

El turismo de orfanatos es una subtipología del turismo solidario que se refiere a viajar al extranjero para "hacer el bien" y apoyar a otras comunidades locales. La importancia de brindar servicios de hospitalidad de este estilo radica en que el turismo de orfanatos surja del deseo de tener experiencias vacacionales más significativas y éticas y del deseo de retribuir a las comunidades anfitrionas visitadas por el turista. El estudio tiene como objetivo desarrollar mejores niveles de promoción de los servicios de hospitalidad para el turismo de orfanatos y fijar un patrón de hospitalidad en Egipto. En este estudio se pretende identificar las fortalezas y debilidades e identificar las necesidades de promoción de los servicios de hospitalidad para el turismo de orfanatos en Egipto. Metodología: Se utiliza un enfoque descriptivo y cualitativo a través de la selección de actores, gerentes y supervisores cualificados de los departamentos de marketing y relaciones públicas que están en contacto directo con los clientes. El número total de cuestionarios recibidos fue de 150, distribuidos entre un grupo de gerentes y supervisores en 15 hoteles de cinco estrellas, así como de 15 empresas turísticas en la región del Mar Rojo, y entre ellos, 120 cuestionarios fueron válidos, correctos y adecuados para su análisis estadístico. Resultados: Existen deficiencias en los servicios de hospitalidad brindados al turismo de orfanatos y el patrón de hospitalidad en la región del Mar Rojo necesita más atención y cuidado. Además falta conciencia turística sobre las fortalezas y debilidades de esta subtipología turística y de identificación de las necesidades de los orfanatos de turismo hotelero en Egipto. Recomendaciones: arrojar luz y difundir la conciencia turística sobre las fortalezas y debilidades e identificar las necesidades para promover el turismo y los servicios de hospitalidad para el turismo de orfanatos y el patrón de hospitalidad en Egipto; proporcionar un ambiente apropiado para brindar servicios que satisfagan las necesidades de turismo y servicios de hospitalidad relacionados con la visita y ayuda a los orfanatos; y establecer un plan de acción para mejorar la calidad de los servicios relacionados con esta subtipología turística.

Palabras clave: Huérfanos; Turismo en orfanatos; Servicios de hostelería; Promoción; Región del Mar Rojo; Egipto.

1. Introduction and background

Tourism is the largest and the fastest growing industry all over the world, which generates more income as tourism, becomes a global trend, (Theobald, 2004). Understanding the different segments of guests and their behavior may be important because some market segments are stronger destination advocates than others (Penny and Judy 2008), Orphanage tourism is a sub-sector of volunteer tourism or "volunteer tourism" which refers to traveling abroad to "do well" and support others in other communities. The importance of providing hospitality services to this style is that orphan tourism stems from the desire to have more meaningful and ethical holiday experiences, and the desire to give back to the host communities visited by the tourist.

Hospitality managers need to know their guests" what they are interested in, what information they would like, what services they would want, how, when, and how often they would accept communications from the hospitality and tourism services" (Kotler, 2003). This study focuses on Developing the level of promoting hospitality services for the Orphanage Tourism and hospitality pattern in Egypt. The problem of the study lies in identifying the

strengths and weaknesses and identifying the needs towards promoting hospitality services for the Orphanage Tourism and hospitality pattern in Egypt.

Towards promoting tourism and hospitality services for Orphanage Tourism and hospitality, pattern in Egypt. The overall aim of this study is to explore the requirements of the orphanage tourism regarding hospitality and tourism services. In order to achieve the above aim, the following objectives are established:

1. To determine the nature and the importance of orphanage tourism' requirements for hospitality and tourism services.
2. Investigate guests and managers perceptions regarding hospitality and tourism services offered for Orphanage Tourism and hospitality pattern in Egypt.
3. Identifying the components of the orphanage tourism and hospitality pattern in Egypt and the criteria for the optimal application in Egypt.
4. Determinant of the success of orphanage tourism and hospitality pattern in Egypt is the focus on gathering the various needs of the tourism and hospitality services.
5. Find out the factors that promoting tourism and hospitality services of orphanage tourism and hospitality pattern in Egypt.

To achieve the main aim and the objectives of this study so the research investigates set of questions:

- What is the orphanage tourism?
- What is the orphanage tourism and hospitality pattern priorities toward hospitality and tourism services?
- Do the hospitality and tourism services meet the orphanage tourism and hospitality pattern expectations?
- How to achieve the orphanage satisfaction and maximize the orphanage tourism and hospitality market share in Egypt?

Social responsibility is a center of attention in settled societies, especially with bigger competition in the existing environment. The hospitality and tourism sector awareness of the importance of balancing their profitability and social objectives is a critical factor in their growth and long-term endurance. Only social responsibility of a hotel/tourism company is to increase its profits' even as remaining 'within the rules of the game'. Contrary to that (Lee and Park, 2009; Mishra and Suar, 2010; Galanta and Cadezb, 2017; Kozmal and Abd El-Monem, 2018).

The hospitality industry has recently been recognized for its growing interest in corporate social responsibility in hotels/ tourism companies. This stems from its awareness in improving its position among its competitors in financial performance and several performances (Kang et al., 2010; Garay and Font, 2012; Kozmal and Abd El-Monem, 2018). Social responsibility activities in hospitality and tourism such as: Offering jobs to reduce unemployment; Support small businesses and businesses; Anti-smoking campaigns; Support charities; Provide training and employment opportunities for people with motor disabilities; Support and rehabilitation of orphans; Provide educational and professional programs for women; Medical Support Programs ; Food programs for the needy; Support human rights; Developing the state infrastructure; Health awareness campaigns; Environmental campaigns; Traffic awareness campaigns; Providing educational grants; Behavioral awareness campaigns (Cuesta and Valor, 2013; Galanta and Cadezb, 2017; Kozmal and Abd El-Monem , 2018; Rivera 2019).

2. Orphanage tourism and hospitality

Tourism participant is able to enjoy the tourism and hospitality services and natural, historical and cultural resources at a destination (Gumede & Mdiniso, 2022; Putri & Pratiwi,

2021). Volunteer tourism is defined as a holiday to a specific destination, whereby the tourist participates in organized volunteer activities (McGehee, 2014; Lucrezi et al 2022).

Volunteer tourism and hospitality has grown up into a common sustainable form of tourism and hospitality. There are many challenges that tourism and hospitality establishments face have a large impact on the structure and functioning of their services for orphanage tourism. These challenges can be overcome with education, strong relationships with partners, and running an ethical program (Roberts et al., 2017; Cilliers and Hermann, 2023).

Volunteer tourism has additionally become prevalent in the tourism context, which is emerging as an increasingly popular form of tourism and hospitality (Sin, 2009; Timothy, 2014; Eckardt, 2022). Volunteer tourism has become a popular form of sustainable tourism that may bring with it a diversity of potential benefits, but this sector is also faced with challenges, such as crises, funding, and being criticized for commodification, greenwashing, exploitation, and being unethical (Smith & Font, 2014; Richards et al., 2015; Rogerson et al., 2021; Cilliers et al., 2022)

Structure and functioning of volunteer and orphanage tourism and hospitality. the orphanage tourism and hospitality services image are important tools for tourism and hospitality, which may determine the success of tourism and hospitality establishments (Rusu, 2016). It describes the way in which a tourism and hospitality establishments creates value and how it derives profit from the value created (Kohler et al., 2016).

The orphanage tourism and hospitality revolve around main areas such as infrastructure “partners, activities and resources”, offerings “value scheme”, customer (guest relationships, segments and channels), and financial viability “cost structure and revenue” (Osterwalder & Pigneur, 2009). More specifically the Volunteer tourism and hospitality sector (Benson & Henderson, 2011; Cirjevskis, 2019).

Potential key partners of the volunteer and orphanage organizations include non-profit organizations, for-profit organizations, tourism and hospitality support services, education institutions, government and research centers (Clemmons, 2013; Wingit et al., 2017; Cilliers et al., 2022). Community visit, protection, operations-related, and research projects may form part of the key activities in orphanage tourism and hospitality sector (Roques et al. 2018; Rocha et al. 2020; Cilliers et al., 2022).

Probable resources involve the local community, employees, tools, equipment, atmosphere, environment, volunteers and external collaborators (Benson & Henderson, 2011; Kohler et al. 2016; Wingit et al. 2017; Cilliers et al., 2022; Cilliers and Hermann, 2023). Value schemes may include improving awareness, plans strategies around protection, training, education, protection, research, and improving poverty (Cilliers et al., 2022). Relating guests as active community members are additionally a potential means to sustain a relationship with potential guest markets such as orphanage tourism and hospitality in Egypt (Kohler et al., 2016).

Social media, websites, newsletters, conferences, and educational institutions are the possible channels through which the volunteer tourism and hospitality establishments can communicate with orphanage tourism (Roques et al. 2018; Cilliers et al., 2022). Those interested in management and nature research, and ecotourists may form part of the customer segment for a volunteer and orphanage tourism and hospitality establishments (Clifton & Benson, 2006; Coghlan, 2006; Gray & Campbell, 2007; Lorimer, 2009; Wood, 2010; Cilliers et al., 2022).

The cost structure for a tourism and hospitality establishments in this sector may include salaries, services, goods, and requirements for the guests, rent, tools, equipment, useable goods, marketing, promotion, maintenance and taxes (Benson & Henderson, 2011; Wingit et al. 2017; Cilliers et al., 2022; Cilliers and Hermann, 2023).

The potential revenue streams involve guest fees, donations, tourism and hospitality services sales (Benson & Henderson, 2011; Wingit et al. 2017; Cilliers et al., 2022; Cilliers and Hermann, 2023).

3. Challenges faced orphanage tourism and hospitality

Challenges faced by volunteer and orphanage tourism and hospitality establishments are faced with a variety of challenges. Orphanage tourism and hospitality are often criticized for the nature and conservation, promotion of dependency, damage to the host culture, greenwashing, the exploitation of local people, and financial leakages (Smith & Font, 2014). It is challenging to recruit trained and passionate employees and responsible volunteers (Cilliers, 2022) due to the aforementioned challenges.

Volunteer and orphanage tourism and hospitality strive to employ local people, but in certain cases, they are forced to employ foreigners (Barbieri et al. 2012). This is primarily due to a lack of specialist skills and knowledge among the local community (Wearing, 2001). Furthermore, country's negative image, which may affect tourism and hospitality, services in Egypt (Yoda, 2010). Some volunteers are also concerned about the ethical nature of society and whether the activities carried out by these programs are conducted according to ethical standards and codes of conduct (Richards et al., 2015; Boluk et al., 2017).

These challenges can be overcome through proper education, building and maintaining strong relationships with partners, running an ethical volunteer tourism and hospitality program, meeting the needs of the volunteers, and through honesty and transparency with the volunteers. This will result in positive word of mouth, repeat visit and loyalty, increased funding and enhanced conservation and protection. Volunteer tourism and hospitality establishments could also enhance their collaboration with key partners, identify additional key resources, and improve their key activities. They can further promote their value propositions, strengthen their relationships with the volunteers, use additional communication channels, and attract volunteers that are more ethical. Volunteer tourism and hospitality establishments can improve their revenue stream, and reduce their cost structure (Eckardt, 2022; Anuar et al., 2022).

On the other hand, orphanage tourism and hospitality services may also be enticed to attract international volunteers at their establishments, due to their affluent backgrounds and spending power (Judge, 2017).

Obtaining funds to sustainably operate the volunteer tourism and hospitality programs need search for alternative sources of funding (Lyons & Wearing, 2012). The challenge of commercialization, competition and marketing in tourism and hospitality services (Kainthola et al., 2021). The Covid-19 pandemic leading to reduced international travel and the closure of some volunteer tourism and hospitality establishments (Fotiadis et al., 2020; King et al., 2021; Rogerson et al., 2021). However, on the contrary, Prayag (2020) indicates that the Covid-19 pandemic has created an opportunity for the sector as there is an increase in the number of possible volunteers wanting to help community's post-pandemic. From the above, it can be seen that orphanage tourism and hospitality services is therefore essential to understand the challenges

faced orphanage tourism and hospitality establishments in Egypt, to ensure the success of the industry.

Reward and gain are the significant discourse in tourist literature aimed at potential volunteers for orphanages: ‘make a difference and have fun at the same time’, a great sense of achievement’, ‘a real adventure’, ‘an amazing opportunity’. Certainly ‘difference’ appears to be a mantra in many areas of the tourism and hospitality services in general with orphanage tourists in particular frequently requesting to be turning their backs on more traditional (I-to-I 2010; Anuar et al., 2022) and another volunteer tour operator critically points out that, “some travelers are content partying their way around the world (GoAbroad.com 2011; Boluk., 2017).

Though selecting to volunteer in an orphanage could be observed as an advantage for educational or future employment.

Orphanage tourism, often an experience that begins with the act of revolving on a guest at home in the developed promoting tourism and hospitality services (Lash and Urry 1994; Boluk 2017). In marketing terms, however, orphanage tourism industries essential offer an experience (or goods) that represent a sound investment for the tourism and hospitality services. Orphanages need affectionate, caring and empathetic volunteers to provide much-needed support. Volunteers are anticipated to be flexible and easygoing as well as possess a passion and love for children (IFRE, 2011; Murphy, S.E., Campbell, and Drew,2018; Chua et al., 2021).

However well intentioned, orphanage tourism locates and commodifies children as objects of rescue fantasies, objectified as adorable innocents, waiting to be loved by enthusiastic westerners (Reas, 2013; Anuar et al., 2022; Eckardt, 2022). Orphanage tourism and hospitality is increasingly available and popular amongst guests in different parts of the world (Luh Sin, 2009). Orphanage tourism and hospitality (a form of tourism where the tourists Orphanage in local communities as part of his travel) is progressively available and widespread amongst the guests.

Visit an orphanage either as part of a volunteer placement project or for other unpaid reasons (for example as part of another tour or experience). Callanan and Thomas (2005), proposing a spectrum of volunteer tourists, describe this example as ‘the shallow volunteer tourist’ - often identified by a lack of specific skills and particularly motivated by destination. Typical examples include young people participating in gap year projects or those who pre-book their time at an orphanage through a volunteer travel company. However, brief their visit, these holidaymakers may be described as orphanage tourists (Reas, 2013).

Whilst the term orphanage tourism is now considered old-fashioned and the concept passionately debated. Firstly, even against the backdrop of the debate, many volunteer tourist placement companies and many local businesses continue to make use of the terms ‘orphan and orphanage’ in an uncontested manner (Reas, 2013; Chua et al., 2021). The hotels also provide support to the orphanage through cultural interactions, giving the children a chance to sing at the hotel, which improves their skills and confidence (Miles, 2011). the orphanage tourism industry’s relationship with the theoretical notion of the ideal modern vacation and expose the paradox that many of the rewards and benefits of mainstream holiday choices to the personal narratives of today’s mainstream vacationer, translate directly into the rewards and benefits of the orphanage visit to the orphanage tourist.

Images make real the relationships between the child and the orphanage tourism and approve the efforts and tourism and hospitality services of the sponsor and the joy and gratitude of the receiver. Volunteer groups sometimes choose this activity at the end of their volunteer placements with poor children. Tourism companies, restaurants and hotels could display notices

asking for casual volunteers or suggest visits to Orphanage Tourism visitor centers. Guesthouses and hostels offer good volunteer tourist rates and many businesses are affiliated to their own chosen charity; children's appeals being by far the most popular (Horton, 2009; Ashley and Mitchell 2009; Anuar et al., 2022). The desire to offer help and do good things has to be understood more closely within the global framework of modern capitalist social domination (Hutnyk, 1996).

4. Research Hypotheses, Materials and Methodology

- First hypothesis: There is a statistically significant relationship between the orphanage tourism requirements and priorities from the Tourism and Hospitality Services in Egypt", and promoting hospitality services for Orphanage Tourism and hospitality pattern in Egypt.
- Second hypothesis: There is a statistically significant correlation between the level of tourism and hospitality services in Egypt and tourists' perceptions of them.
- Third hypothesis: There is a statistically significant correlation between the level of tourism and hospitality services in Egypt and assessment of tourism and hospitality services provided to orphans in Egypt.
- Fourth hypothesis: There are statistically significant differences between the ranking of orphanage tourism priorities regarding hospitality and tourism services concerning the investigated "Area of work Field, and Position".

An exploratory study was conducted in this study during April to May 2022. The aim of the exploratory study was to investigate regarding hospitality and tourism services offered for orphanage tourism and hospitality pattern in Egypt in order to find out the tourism companies and five-star hotels in red sea which could carry the responsibility of tourism and hospitality services for orphanage tourism and hospitality pattern in Egypt.

The field of study was accomplished through self-administered questionnaires, which includes some attributes that may influence Orphanage Tourism and hospitality pattern 'choice as well as their evaluation for the hospitality and tourism services. The questionnaire design was prepared for this study is based on a comprehensive literature review. It is translated from English into Arabic. The Five-level Likert scale ranging "From 1 totally disagree to 5 strongly agree" was used to design the questionnaire form. The questionnaire was divided into three main sections: the first section: includes some of personal data such as (gender, age, education, Area of work Field, and Position). The second section: The guest requirements and priorities from the tourism and hospitality services in Egypt. The third section: focus on towards promoting tourism and hospitality services for orphanage tourism and hospitality pattern in Egypt which contain 5 axis (The extent of support for charitable work and a sense of social responsibility; The extent to which tourists participate and encourage charitable work; The services that are preferred to be provided for the care of orphans; Assessment of tourism and hospitality services provided to orphans in Egypt; The seriousness of neglecting orphan care.

The self-administrated questionnaire was established in order to investigate the needs to promote hospitality and tourism services for Orphanage Tourism and hospitality pattern in Egypt (Creswell and Creswell 2018). Moreover, to ensure that the survey was well designed and easily understood by potential respondents, to examine the reliability and validity of the research tools as well as to develop and refine measure of the questions. Questionnaire was reviewed by some academic scholars from the hospitality and tourism lecturers and professors from faculty of tourism El Mania University, faculty of tourism Luxor university, the higher institute for tourism

and hotels “EGOT” Luxor and the higher institutes for Tourism and Hotels, El king Marriott” to establish their appropriateness, clarity and to ease the understanding. Some amendments were suggested and then were implemented.

Questionnaire was then pre-tested in order to investigate the respondent’s understanding of scale items and to identify any issues that was complex or confusing in order to develop appropriate scale items to ensure the validity and reliability of the research. For this purpose, a self-administered questionnaire was distributed to a sample of tourism companies and hotels. As a Pilot study a number of 25 forms were distributed to respondents who were asked to complete them. Only, 21 completed forms were valid which represents 84% rate of response.

Questionnaire distributed through the internet (google drive, hotels mails, and tourism companies mail) and a personal meeting with support of hotels and tourism companies’ managers and super visors of the red sea region five-star hotels in the period of June 2022 to March 2023 “during the peak summer periods of the red sea region”. The field study accomplished through survey by phone calls, social media networks, and emails.

The total numbers of questionnaires received were 150 questionnaires were distributed to a group of guests, managers and supervisors in 15 five-star hotels as well as 15 tourism companies in the Red Sea region, and among them 120 questionnaires were valid, correctly and ready to be statistically analyzed for analysis by 80%.

The study was conducted on a sample of 15 five-star hotels as well as 15 tourism companies in the Red Sea region in Egypt. The choice of the hotels was due to category and the more availability of the guest as the survey study pointed out, the study focusses on five-star hotels as well as tourism companies which able to serve the guest towards promoting tourism and hospitality services for Orphanage Tourism and hospitality pattern in Egypt. The hotels samples of this study were selected according to the guide of the Egyptian Hotel Association (EHA), (2022). Table (1) showed the list of investigated hotels and tourism companies.

Table 1: The characteristics of the investigated hotels and tourism companies

No.	Resort Name/5-star hotel	No.	Tourism Company Name
1.	Five-star Red Sea hotels	1.	Al Bara Tours
2.	Citadel Azur Resort Shal Hashish	2.	Blue Sky Holidays Tourism
3.	DESSOLE PYRAMISA SAHL HASHISH HOTEL	3.	Bright Sky Tourism
4.	GRAND MAKADI HOTEL	4.	Egypt Excursions Online
5.	GRAND PLAZA HOTEL	5.	Egypt Soul Tourism
6.	Hilton Hurghada Long Beach Resort.	6.	Egypt Sun Tours Tourism
7.	Holiday Village Red Sea.	7.	Go Vacations Egypt Tourism
8.	HURGHADA MARRIOTT BEACH RESORT	8.	Jupiter Travel
9.	JAZ MAKADI STAR RESORT & SPA	9.	Orca Dive Club
10.	LTI TITANIC BEACH SPA & AQUA PARK	10.	Royal Dream Tourism
11.	Magic Life Resort.	11.	Red Sea Star Travel
12.	PARADISE GOLDEN 5 RESORT	12.	Sky Max Holidays Tourism
13.	SONESTA PHARAOH BEACH RESORT	13.	Tees Tourism
14.	SUNRISE HOLIDAYS RESORT	14.	Travel Hub Egypt
15.	THE DESERT ROSE RESORT	15.	Tri Sky Tourism

5. Results and Discussions

Validity and reliability of the study tool:

First. The stability of the questionnaire: The researcher calculated the stability of the questionnaire by applying it to a survey sample consisting of (30) respondents, and using the alpha-Cronbach's equation, so the stability was equal to (0.99) a degree that confirms that the questionnaire has a high degree of stability.

Secondly. Validity: Self-honesty was calculated as an indicator of the validity of the questionnaire by calculating the square root of the reliability coefficient, and it came equal to (0.99), which indicates that the questionnaire had a high degree of Validity.

Statistical coefficients used:

Using the program "Statistical Package for Social Sciences Spss V.25", the following statistical parameters were used:

- Cronbach's alpha coefficient to calculate stability.
- Self-validity to calculate the validity of the study tool.
- Frequencies and percentages.
- Mean.
- Standard deviation.
- Relative weight
- Ranking.
- Pearson correlation coefficient.

Table (2). Shows the distribution of the study sample according to the variables

Research sample variables		Sample	
		Frequency	%
Gender	Male	80	66.7
	Female	40	33.3
	Total	120	100%
Age	Under 25 years	100	83.3
	From 25 to 45 years	15	12.5
	Over 45 years old	5	4.2
	Total	120	100%
Educational level	Secondary education	25	20.8
	University or high institute degree	70	58.4
	Post graduates' studies	25	20.8
	Total	120	100%
Area of work Field	Tourism	80	66.7
	Hotels	40	33.3
	Total	120	100%
Position	Guest	85	70.8
	Employee	35	29.2
	Total	120	100%

It is clear from the previous table: it is evident that the research sample included all the variables for which data was collected. The representation of individuals in the sample according to the gender variable was 66.7% males and 33.3% females. Furthermore, the distribution of the sample according to the age variable was as follows: 83.3% were below 25 years old, 12.5% were between 25 and 45 years old, and 4.2% were above 45 years old. In terms of the educational level variable, 58.4% had a university education, while 20.8% had secondary education or higher. Regarding the nature of work, 66.7% of the sample worked in the tourism field, while 33.3% worked in hotels. Lastly, 70.8% of the sample consisted of tourists, while 29.2% were employees.

Table (3) shows the frequency, Mean, Standard deviation, and Ranking of The guest requirements and priorities from the Tourism and Hospitality Services in Egypt

items	Total sample								
	Frequency					Mean	S.D	Ranking	Verif icati on degr ee
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree				
Historical places and Monuments	55	10	20	20	15	3.58	1.50	1	high
Sea and beaches	45	25	20	15	15	3.58	1.41	1	high
Sun and Climate	35	25	35	15	10	3.50	1.26	2	high
Holy places	35	35	20	15	15	3.50	1.35	2	high
River Nile	45	15	25	20	15	3.45	1.44	3	high
Hospitality services	20	45	25	20	10	3.37	1.18	4	Medi um
Tourism and Hospitality Services for Orphanage Tourism	25	45	15	20	15	3.37	1.32	4	Medi um
Tourism services	20	50	15	10	25	3.25	1.39	5	Medi um
Egyptian people	30	25	30	15	20	3.25	1.39	5	Medi um
Destination	15	35	40	15	15	3.16	1.18	6	Medi um
Price	15	25	35	30	15	2.95	1.211	7	Medi um
Total						3.36	1.33	Medium	

It is evident from the previous table: that the Mean of The guest requirements and priorities from the Tourism and Hospitality Services in Egypt ranged between (3.58: 2.95), where the Statements (Historical places and Monuments, Sea and beaches) came first, while (Price) came last. The values presented in the previous table reflect the degree of agreement (medium) on all the statements of this axis.

Also, it was found that the tourist's priorities were (Historical places and Monuments, Sea and beaches, Sun and Climate).

Table (4) shows the frequency, Mean, Standard deviation, and Ranking of Tourism and Hospitality Services level in Egypt

items	Total sample					Mean	S.D	Ranking	Verification degree
	Frequency								
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree				
Welcoming	35	30	25	15	15	3.45	1.35	1	high
Helpfulness	40	20	25	20	15	3.41	1.41	2	Medium
Friendliness	35	20	30	20	15	3.33	1.38	3	Medium
Egyptian	30	30	15	25	20	3.20	1.44	4	Medium
Courtesy	20	35	25	15	25	3.08	1.38	5	Medium
Performance	25	30	20	20	25	3.08	1.44	5	Medium
Total						3.25	1.4		Medium

It is evident from the previous table: that the Mean of Tourism and Hospitality Services level in Egypt ranged between (3.45: 3.08), where the Statements (Welcoming) came first, while (Courtesy, Performance) came last.

The values presented in the previous table reflect the degree of agreement (medium) on all the statements of this axis.

Also, The results reflected a medium degree of satisfaction by the research sample about the level of tourism and hospitality services in Egypt, and that what most satisfies tourists is (Welcoming).

Table (5). Shows the frequency, Mean, Standard deviation, and Ranking of guest perception towards hospitality and tourism services

items	Total sample					Mean	S.D	Rank	Verification degree
	Frequency								
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree				
Meet guest expectation	25	40	20	20	15	3.33	1.31	1	Medium
Fall short guest expectation	20	30	20	30	20	3.00	1.35	2	Medium
Exceed guest expectation	10	30	40	20	20	2.91	1.19	3	Medium
Total						3.08	1.28		Medium

It is evident from the previous table: that the Mean of guest perception towards hospitality and tourism services ranged between (3.33: 2.91), where the Statements (Meet guest expectation) came first, while (Exceed guest expectation) came last.

The values presented in the previous table reflect the degree of agreement (medium) on all the statements of this axis. This means that tourists' perceptions of tourism and hospitality services indicate that their expectations are met to a moderate degree.

Table (6). Shows the frequency, Mean, Standard deviation, and Ranking of the extent of support for charitable work and a sense of social responsibility

items	Total sample					Mean	S.D	Rank	Verification degree
	Frequency								
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree				
Wish a decent life for orphans around the world	40	20	20	25	15	3.37	1.44	1	Medium
Support raising the level of health and combating disease	35	15	40	20	10	3.37	1.29	1	Medium
Support caring for the sick and the disabled	35	20	30	20	15	3.33	1.38	2	Medium
Take care of orphanages and support them	40	5	40	20	15	3.29	1.40	3	Medium
Support caring for the poor and work to provide a decent life	40	10	35	15	20	3.29	1.46	3	Medium
Support charitable and volunteer work	35	25	20	15	25	3.25	1.51	4	Medium
Support caring for the poor and needy	35	20	25	20	20	3.25	1.45	4	Medium
Encourage donation and support for charitable causes in host countries	35	5	40	30	10	3.20	1.32	5	Medium
Caring for orphanages is one of the pillars of social responsibility	30	20	35	15	20	3.20	1.38	5	Medium
Support interest in social justice in society	25	25	25	30	15	3.12	1.33	6	Medium
Care about supporting human rights	25	15	40	25	15	3.08	1.29	7	Medium
Support interest in social responsibility for the betterment of humanity	25	20	35	15	25	3.04	1.40	8	Medium
Love charitable work internally and externally	35	15	20	20	30	3.04	1.57	8	Medium
Pay attention to supporting social responsibility in all its aspects	20	20	35	25	20	2.95	1.31	9	Medium
Total						3.19	1.39		Medium

It is evident from the previous table: that the Mean of the extent of support for charitable work and a sense of social responsibility ranged between (3.37: 2.95), where the Statements (Wish a decent life for orphans around the world) came first, while (Pay attention to supporting social responsibility in all its aspects) came last.

The values presented in the previous table reflect the degree of agreement (medium) on all the statements of this axis.

Table (7) shows the frequency, Mean, Standard deviation, and Ranking of the extent to which tourists participate and encourage charitable work

items	Total sample								
	Frequency					Mean	S.D	Rank	Verific ation degree
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree				
Encourage interest in visiting patients and hospitals	40	10	45	15	10	3.45	1.29	1	high
Encourage interest in visiting the poor	35	20	30	15	20	3.29	1.43	2	Mediu m
Encouraging interest in orphanages works for a better future for them and their communities	30	15	45	15	15	3.25	1.30	3	Mediu m
Encourage and support interest in visiting religious places	30	20	35	15	20	3.20	1.38	4	Mediu m
Do charity work during my visits to other countries	30	10	40	25	15	3.12	1.33	5	Mediu m
Encourage interest in visiting prisons	20	5	50	20	25	2.79	1.29	6	Mediu m
Total						3.18	1.33	Medium	

It is evident from the previous table: that the Mean of the extent to which tourists participate and encourage charitable work ranged between (3.45: 2.79), where the Statements (Encourage interest in visiting patients and hospitals) came first, while (Encourage interest in visiting prisons) came last.

The values presented in the previous table reflect the degree of agreement (medium) on all the statements of this axis.

Table (8) shows the frequency, Mean, Standard deviation, and Ranking of the services that are preferred to be provided for the care of orphans.

items	Total sample								
	Frequency					Mean	S.D	Rank ing	Verificati on degree
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree				
Encourage interest in games for orphans	40	25	15	25	15	3.41	1.44	1	Medium
Encourage interest in providing financial support to orphanages	45	15	20	20	20	3.37	1.52	2	Medium
Encourage interest in supporting and caring for orphanages	40	25	15	20	20	3.37	1.50	2	Medium
Encourage interest in the social factor of orphans and their integration with society	35	35	5	25	20	3.33	1.49	3	Medium
Encourage interest in visiting orphanages	35	25	25	15	20	3.33	1.43	3	Medium
Encourage interest in providing security and safety for orphans	40	20	15	25	20	3.29	1.51	4	Medium
Encourage interest in providing human accommodation for orphans	35	25	15	25	20	3.25	1.48	5	Medium
Encourage attention to the psychological factor of orphans and their mental health	35	20	25	20	20	3.25	1.45	5	Medium
Encourage interest in gifts for orphans	35	25	10	30	20	3.20	1.50	6	Medium
Encourage interest in raising the morale of orphans and integrating them into society	35	15	30	20	20	3.20	1.44	6	Medium
Encourage interest in the physical factor of orphans and their physical fitness	25	35	15	25	20	3.16	1.41	7	Medium
Encourage interest in providing human food for orphans	30	30	10	20	30	3.08	1.55	8	Medium
Encourage interest in sharing food with orphans	35	15	10	40	20	3.04	1.51	9	Medium
Encourage interest in the clothes of orphans	30	20	20	20	30	3.00	1.53	10	Medium
Total						3.23	1.48		Medium

It is evident from the previous table: that the Mean of the services that are preferred to be provided for the care of orphans ranged between (3.41: 3.00), where the Statements (Encourage interest in games for orphans) came first, while (Encourage interest in games for orphans) came last.

The values presented in the previous table reflect the degree of agreement (medium) on all the statements of this axis.

Table (9) shows the frequency, Mean, Standard deviation, and Ranking of assessment of tourism and hospitality services provided to orphans in Egypt from your point of view

items	Total sample					Mean	S.D	Rank	Verification degree
	Frequency								
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree				
Tourism services for orphanages tourism	25	15	30	30	20	2.95	1.37	1	Medium
Food service for orphanages tourism	25	15	30	30	20	2.95	1.37	2	Medium
Accommodation and housing services for orphan tourism	30	5	35	25	25	2.91	1.44	3	Medium
Travel services for orphanage tourism	20	15	40	25	20	2.91	1.29	3	Medium
Transportation services for orphan tourism	20	20	25	40	15	2.91	1.29	3	Medium
Promoting tourism to orphanages	20	20	25	40	15	2.91	1.29	3	Medium
Security and safety procedures for orphan tourism	30	10	20	40	20	2.91	1.44	3	Medium
Hospitality services for orphanages tourism	15	25	30	30	20	2.87	1.27	4	Medium
Sports and entertainment services for orphanages tourism	20	15	25	40	20	2.79	1.32	5	Medium
Hospitality services for orphanages tourism	15	10	45	25	25	2.70	1.24	6	Medium
Total						2.88	1.33		Medium

It is evident from the previous table: that the Mean of assessment of tourism and hospitality services provided to orphans in Egypt from your point of view ranged between (3.41: 3.00), where the Statements (Tourism services for orphanages tourism) came first, while (Hospitality services for orphanages tourism) came last.

The values presented in the previous table reflect the degree of agreement (medium) on all the statements of this axis.

Table (10) shows the frequency, Mean, Standard deviation, and Ranking of the seriousness of neglecting orphan care

items	Total sample								
	Frequency					Mean	S.D	Rank	Verifica tion degree
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree				
Neglecting the care of orphans contributes to the creation of an incoherent and hateful society	35	20	5	35	25	3.04	1.57	3	Medium
Neglecting orphans destroys their future and harms society	35	10	15	40	20	3.00	1.50	1	Medium
Neglecting the care of orphans separates them from society	35	15	10	35	25	3.00	1.56	4	Medium
Neglecting orphans and their homelessness is in the interest of crime	30	20	10	35	25	2.95	1.51	2	Medium
Neglecting the care of orphans and not integrating them into society causes a defect in society	30	25	5	30	30	2.95	1.57		Medium
Total						2.98	1.54		Medium

It is evident from the previous table: that the Mean of the seriousness of neglecting orphan care ranged between (3.04: 2.95), where the Statements (Neglecting the care of orphans contributes to the creation of an incoherent and hateful society) came first, while (Neglecting the care of orphans and not integrating them into society causes a defect in society) came last.

The values presented in the previous table reflect the degree of agreement (medium) on all the statements of this axis.

* Test the hypotheses of the study:

- Verification of the first hypothesis: There is a statistically significant relationship between the orphanage tourism requirements and priorities from the Tourism and Hospitality Services in Egypt”, and promoting hospitality services for Orphanage Tourism and hospitality pattern in Egypt.

Table (11) shows the correlation coefficients between the orphanage tourism requirements and priorities from the Tourism and Hospitality Services in Egypt” and promoting hospitality services for Orphanage Tourism and hospitality pattern in Egypt.

Variables	promoting hospitality services for Orphanage Tourism and hospitality pattern		
	Correlation value	Sig	Type of Sig
orphanage tourism requirements and priorities from the Tourism and Hospitality Services	0.90**	0.01	statistically significant

(**) significant at level of 0.01.

It is clear from the results of the previous table:

There is a statistically significant direct correlation between the orphanage tourism requirements and priorities from the Tourism and Hospitality Services in Egypt”, and promoting hospitality services for Orphanage Tourism and hospitality pattern in Egypt. This means that the more requirements of orphanage tourism are met in terms of tourism and hospitality services, the more this contributes to strengthening these services in Egypt..

- **Verification of the second hypothesis:** There is a statistically significant correlation between the level of tourism and hospitality services in Egypt and tourists' perceptions of them.

Table (12) shows the correlation coefficients between There is a statistically significant correlation between the level of tourism and hospitality services in Egypt and tourists' perceptions of them

Variables	guest perception towards hospitality and tourism services		
	Correlation value	Sig	Type of Sig
the level of tourism and hospitality services in Egypt	0.89**	0.01	statistically significant

(**) significant at level of 0.01.

It is clear from the results of the previous table:

- There is a statistically significant direct correlation between level of tourism and hospitality services in Egypt and tourists' perceptions of them, This means that the higher the level of tourism and hospitality services in Egypt, the more positive the tourists' perceptions of them will be.

Verification of the third hypothesis: There is a statistically significant correlation between the level of tourism and hospitality services in Egypt and assessment of tourism and hospitality services provided to orphans in Egypt.

Table (13) shows the correlation coefficients between the level of tourism and hospitality services in Egypt and assessment of tourism and hospitality services provided to orphans in Egypt.

Variables	assessment of tourism and hospitality services provided to orphans in Egypt		
	Correlation value	Sig	Type of Sig
the level of tourism and hospitality services in Egypt	0.75**	0.01	statistically significant

(**) significant at level of 0.01.

It is clear from the results of the previous table:

- There is a statistically significant direct correlation between the level of tourism and hospitality services in Egypt and assessment of tourism and hospitality services provided to orphans in Egypt, This means that the higher the level of tourism and hotel services in Egypt, the more positive the tourists will evaluate the level of tourism and hospitality services provided to orphans in Egypt.

- Verification of the Fourth hypothesis: There are statistically significant differences between the ranking of orphanage tourism priorities regarding hospitality and tourism services concerning the investigated "Area of work Field, and Position".

a) Differences by Area of work Field:

Table (14) shows the significance of the differences between the ranking of orphanage tourism priorities regarding hospitality and tourism services concerning the investigated “Area of work Field”
(N = 120)

Variables	Tourism		Hotels		(T) Value	Type of significance
	mean	Std. Deviation	mean	Std. Deviation		
Destination	2.93	1.25	3.62	0.86	3.10**	statistically significant
Sun and Climate	3.31	1.31	3.87	1.06	2.34*	statistically significant
River Nile	3.50	1.59	3.37	1.25	0.44	Not statistically significant
Price	3.00	1.23	2.87	1.18	0.531	Not statistically significant
Hospitality services	3.31	1.26	3.50	1.01	0.813	Not statistically significant
Historical places and Monuments	3.43	1.58	3.87	1.28	1.51	Not statistically significant
Tourism services	3.25	1.53	3.25	1.10	0.00	Not statistically significant
Egyptian people	3.31	1.49	3.12	1.18	0.691	Not statistically significant
Holy places	3.56	1.42	3.37	1.23	0.711	Not statistically significant
Sea and beaches	3.56	1.54	3.62	1.12	0.227	Not statistically significant
Tourism and Hospitality Services for Orphanage Tourism	3.37	1.37	3.37	1.23	0.00	Not statistically significant

(*) significant at level of 0.05. (**) significant at level of 0.01.

It is clear from the results of the previous table:

- The hypothesis was partially fulfilled, as there were statistically significant differences between the ranking of orphanage tourism priorities regarding hospitality and tourism services concerning the investigated “Area of work Field”, specifically with regard to (Destination, Sun and Climate) in favor of hotels.

While there were no statistically significant differences in the rest of the variables

b) Differences by Position:

Table (15) shows the significance of the differences between the ranking of orphanage tourism priorities regarding hospitality and tourism services concerning the investigated "Position " (N = 120)

Variables	Guest		Employee		(T) Value	Type of significance
	mean	Std. Deviation	mean	Std. Deviation		
Destination	3.11	1.18	3.28	1.17	0.706	Not statistically significant
Sun and Climate	3.64	1.33	3.14	1.00	2.01*	statistically significant
River Nile	3.47	1.50	3.42	1.31	0.144	Not statistically significant
Price	2.82	1.20	3.28	1.17	1.921	Not statistically significant
Hospitality services	3.41	1.19	3.28	1.17	0.526	Not statistically significant
Historical places and Monuments	3.64	1.57	3.42	1.31	0.722	Not statistically significant
Tourism services	3.17	1.43	3.42	1.31	0.897	Not statistically significant
Egyptian people	3.17	1.47	3.42	1.19	0.897	Not statistically significant
Holy places	3.47	1.38	3.57	1.31	0.368	Not statistically significant
Sea and beaches	3.64	1.46	3.42	1.31	0.766	Not statistically significant
Tourism and Hospitality Services for Orphanage Tourism	3.41	1.38	3.28	1.17	0.473	Not statistically significant

(*) significant at level of 0.05. (**) significant at level of 0.01.

It is clear from the results of the previous table:

- The hypothesis was partially fulfilled, as there were statistically significant differences between the ranking of orphanage tourism priorities regarding hospitality and tourism services concerning the investigated "Position", specifically with regard to (Sun and Climate) in favor of Guest.

While there were no statistically significant differences in the rest of the variables

The responses obtained from the direct questionnaires are shown as follows:

- There is a statistically significant direct correlation between the orphanage tourism requirements and priorities from the Tourism and Hospitality Services in Egypt", and promoting hospitality services for Orphanage Tourism and hospitality pattern in Egypt, This means that the more requirements of orphanage tourism are met in terms of tourism and hospitality services, the more this contributes to strengthening these services in Egypt..
- There is a statistically significant direct correlation between level of tourism and hospitality services in Egypt and tourists' perceptions of them, This means that the higher the level of

tourism and hospitality services in Egypt, the more positive the tourists' perceptions of them will be.

- There is a statistically significant direct correlation between the level of tourism and hospitality services in Egypt and assessment of tourism and hospitality services provided to orphans in Egypt, This means that the higher the level of tourism and hotel services in Egypt, the more positive the tourists will evaluate the level of tourism and hospitality services provided to orphans in Egypt.
- The hypothesis was partially fulfilled, as there were statistically significant differences between the ranking of orphanage tourism priorities regarding hospitality and tourism services concerning the investigated “Area of work Field”, specifically with regard to (Destination, Sun and Climate) in favor of hotels .While there were no statistically significant differences in the rest of the variables.
- The hypothesis was partially fulfilled, as there were statistically significant differences between the ranking of orphanage tourism priorities regarding hospitality and tourism services concerning the investigated “Position”, specifically with regard to (Sun and Climate) in favor of Guest .While there were no statistically significant differences in the rest of the variables

6. Recommendations

Based upon the field study finding, the following recommendations could be suggested:

- ✓ Shedding light and spreading tourist awareness of strengths and weaknesses ,
- ✓ Identifying needs towards promoting tourism and hospitality services for Orphanage Tourism and hospitality pattern in Egypt ;
- ✓ Providing an appropriate environment to provide services that meet the needs of tourism and hospitality services for Orphanage.
- ✓ Tourism and hospitality pattern to meet Orphanage Tourism and hospitality needs and satisfy their desires.

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