

Implications of COVID-19 for the Egyptian Hospitality Sector and Proposed Policy Responses (A Case Study of Sharm El-Sheikh Hotels)

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Abstract

The main purpose of this study is to discuss the impact of COVID-19 on hospitality sector in Egypt at a represented sample of a five and four-star hotels in Sharm El-Sheikh city which is the center of tourism action in Sinai Peninsula and it has the world top diving sites. It is one of Egypt's best destinations. The field study was done by using web-based survey, which was sent to 384 hotel executives in the investigated hotels. Data were analyzed by using "Statistical Packages for Social Science" - SPSS software. The findings showed that there are significant and positive relationship between COVID 19 (total cases - total deaths - total recovery cases) and hotel revenues (occupancy rates - total number of tourists - total number of tourism nights). The study recommended the necessity of applying precautionary and preventive measures to enhance health safety in hotel establishments and the importance of promoting these steps to enhance the mental image of Sharm El-Sheikh destination.

Keywords: COVID19, Hospitality Sector, Sharm El-Sheikh Hotels, & Hotel Industry.

1. Introduction

Egypt has achieved economic growth of over 5% during the years 2018 and 2019. The tourism sector recorded its highest revenues in this time. This progress might be interrupted by the COVID-19 pandemic. (Breisinger *et al.*, 2020). Due to the Covid-19 pandemic, the global economy has been negatively affected (UNWTO, 2020), The hotel industry is facing a sudden and unprecedented drop in hotel occupancy rates that is getting progressively deeper and more severe week by week. Globally, the US hotel industry supports nearly 8.3 million jobs total but the sharp decline in occupancy rates will lead to a loss of nearly 3.7 million jobs across the industry (AHLA, 2020). There are several strategies for dealing with the COVID-19 virus, such as: social distancing, community lockdowns, stay-at-home orders, and travel restrictions that might temporarily shut down many hospitality businesses (Batrik *et al.*, 2020). Due to the COVID-19 virus, many hotel operators are paying more attention to the potential benefits of different applications of artificial intelligence. Cleanliness and hygiene become important to the success of hotels, many guests are willing to pay more for increased safety precautions such as: visible sterilization efforts (Jiang *et al.*, 2020, Gursoy *et al.*, 2020). The main objectives of this study are to determine the effect of COVID-19 on hospitality field, examine the relationship between COVID-19 and hotel revenues, provide an overview of the challenges faced by the COVID-19 virus in the Egyptian hospitality market, and consider about the possible solutions after recovering from the pandemic.

2. Theoretical Perspectives

2.1 Covid-19

2.1.1 What is Covid-19

The World Health Organization (WHO) has declared the corona-virus disease 2019 (COVID-19) a pandemic. COVID-19 is a disease caused by a new strain of corona-virus, 'CO' stands for corona, 'VI' for virus, and 'D' for disease (Bender, 2020). COVID-19 is defined as illness caused by a novel corona-virus now called severe acute respiratory syndrome corona-virus 2, which was first identified amid an outbreak of respiratory illness cases in Wuhan City, Hubei Province, China (Cennimo, 2020). Symptoms of COVID-19 can range from mild illness to pneumonia. Some people will recover easily, and others may get very sick very quickly. (Department of Health, 2020). The stage of severity of COVID 19 ranges from mild to fetal disease (Shrikrushna *et al.*, 2020):

Table (1) Stages of Severity of COVID 19

Stage of Severity	% of People Infected with COVID 19
• Mild disease that a person can recover.	More than 80%
• Severe disease, causing breathlessness.	About 13%
• Critical disease, causing respiratory failure.	About 5%
• Fatal disease.	About 2%

Source: Shrikrushna *et al.*, 2020.

2.1.2 The Spread of Covid-19 in the World

Since January 2020, the WHO declared a global pandemic as the corona-virus rapidly spreads across the world. The cycle of disease spread around the world has passed through more than one stage, which is shown in the following figure:

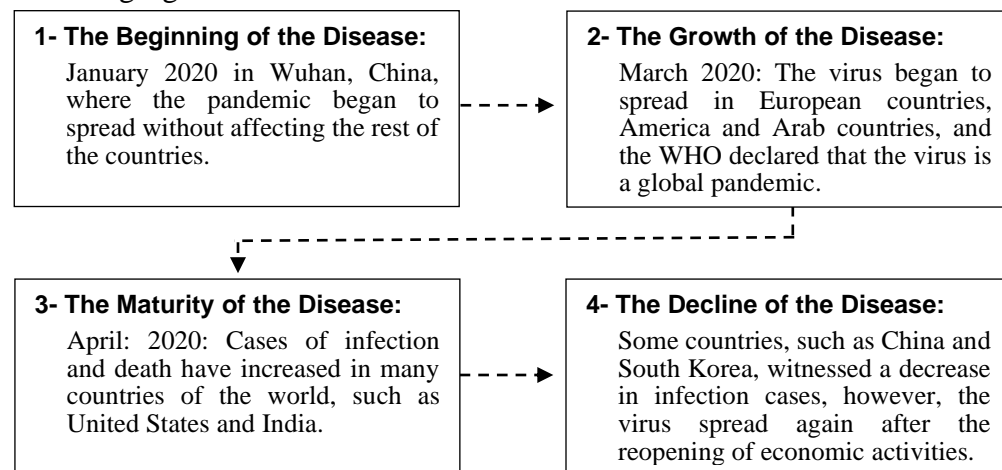


Figure (1) Corona-virus Cycle

Source: Samak *et al.*, 2020

According to the world meters (2020), In september 2020 the total number of COVID-19 cases are shown in the following table:

Table (2) Top Five Countries Affected by COVID 19

Country	Total Cases	Total Deaths	Total Recovered
WORLD	31,536,462	970,324	23,152,231
1- USA	7,047,643	204,577	4,300,813
2- India	5,574,096	89,068	4,503,976
3- Brazil	4,560,083	137,350	3,887,199
4- Russia	1,115,810	19,649	917,949
5- Peru	772,896	31,474	622,418

Source: World-meters, 2020.

2.1.3 Economic Impacts of COVID-19 in Egypt

Globally, Egypt is ranked 36th in the cases of COVID 19, In September 2020 there were 102,141 confirmed cases, 5,787 deaths and 90,332 recovered cases (World-meters, 2020). COVID 19 has many economic impacts on the Egyptian sectors, most notably (OECD, 2020):

- The Egyptian government estimates at around 1 billion USD monthly loss of income from tourism, which is a USD 12.5 billion/year industry, and contributes to 12% of GDP.
- Tourist cancellations have already reached 80% in mid-March compared to the corresponding period in 2019, with an initial 138,000 job estimated at risk. The negative repercussions of the crisis on the tourism sector are expected to further affect at least 1.4 million people employed by the sector.
- The tourism sector represents 10% of total employment and is the third largest source of revenue after remittances and non-oil exports.
- The main index of the Egyptian Stock Exchange (EGX30) has declined by 39% since the peak on 9 February 2020.
- Remittances represent USD 26.8 billion in 2019 and nearly 10% of GDP. While the value of remittances during January-March is around the usual average of USD 6 billion, a decrease by USD 2.3 billion is expected during April- June 2020. It is expected that these remittances will decrease by 20% in 2020, as a result of the spread of COVID 19, remittances from Egyptians working abroad amounted to more than \$ 13.7 billion in the first half of the fiscal year 2019/2020. About 70% of Egyptians working abroad reside in the Arab Gulf countries. It is expected that remittances will

decrease by 10% by the end of June 2020 to reach about 23 billion dollars, down from about 25.2 billion dollars during the fiscal year 2019/2018.

Table (3) The Decrease in Remittances from Workers in 2020

Region	Percentage Decrease in Remittances
• Europe and Central Asia	27.5%
• South Africa	23.1%
• South Asia	22.1%
• Middle East and North Africa	19.6%
• Latin America and the Caribbean	19.3%
• East Asia and the Pacific	13.0%

Source: Samak *et al.*, 2020.

- The decline in global oil prices is slowing down the movement of ships passing through the Suez Canal, because the alternative routes of the canal are becoming cheaper although they are longer. The slowdown in global growth rates and among the most important trading partners of Egypt (China, European Union countries, & the United States of America), and the decrease in global trade flows will reduce the Suez Canal revenues, which amounted to about 3 billion in the first half of the year 2019/2020, Compared to \$ 2.9 billion during the same period of the previous year.
- The United States of America, China and some European countries acquired about 34% of Egyptian trade. About 30% of Egypt's non-oil commodity exports go to Arab countries. The slowdown in global demand is expected to reduce Egyptian exports. The curfew measures and the confusion of global supply chains will limit Egyptian imports. Egyptian exports are likely to decline by a greater rate than the decline in imports, thus increasing the deficit in the non-oil trade balance, which declined during the first half of the year 2019/2020 to reach \$ 18 billion, compared to 19.4 Billion dollars during the same period of the previous year.
- The COVID-19 has a direct impact on the Egyptian employment sector, according to estimates by the Ministry of Planning and Economic Development. The unemployment rate is expected to reach 10.5% with less pessimistic scenario, and up to 13.8% with more pessimistic scenario, by the end of December 2020.
- The foreign direct investments in Egypt are faced to serious risks, which represent more than \$ 5 billion during the first half of the year 2019/2020, compared to \$ 4.2 billion during the same period of the previous year.
- The decrease in tourist spending will affect not only hotels and accommodation facilities, but also food processing industry. The absence of tourists may cause monthly losses of \$1.5 billion. The decline in revenues from Suez Canal fees affects the government budget. Low

income from remittances reduces household consumption of consumer goods (Breisinger *et al.*, 2020).

The Egyptian tourism sector has faced many crises during the past years, which are: The SARS epidemic in 2003, which led to the loss of the tourism market about 2.5 million tourists - The financial crisis in 2008, which prevented the continued growth of tourism activity- the Arab spring revolution in 2011 - the Russian plane crisis in 2015 - the novel coronavirus (COVID-19) in 2019 which was considered deadlier than other crises. The restriction to face this pandemic include: All arrivals into Egypt must provide a negative PCR test taken within 72 hours of departure, and all travelers must complete a personal monitoring card and show proof of health insurance on arrival (Morsy & El-Sady, 2020).

2.2 Hospitality Sector

2.2.1 Hospitality Industry in Sharm El-Sheikh City

Sharm El-Sheikh city is a main center of tourism action in Sinai Peninsula and it has the world top diving and shipwreck sites that attract both advanced and recreational divers from around the world. It includes more than 15% of the total number of hotels in Egypt, and more than 25% of total rooms capacity which is 205,000 rooms, and it is targeted to add another 8,000 by the beginning of 2021 (Samir & Zidan 2019), the table (4) shows that:

Table (4) Number of Hotels and Hotel Rooms' Capacity in Sharm El-Sheikh

City	5 Star Hotels		4 Star Hotels		3 Star Hotels		2 Star Hotels		1 Star Hotels		Unclassified		Total	
	No. of Hotels	No. of Rooms	No. of Hotels	No. of Rooms	No. of Hotels	No. of Rooms	No. of Hotels	No. of Rooms	No. of Hotels	No. of Rooms	No. of Hotels	No. of Rooms	No. of Hotels	No. of Rooms
Sharm Hotels	45	20993	57	18473	54	9084	20	1913	2	90	5	1142	183	51695
Grand Total	348	78339	247	65923	257	38646	170	11688	97	3672	49	7502	1168	205770
%	12.3%	28.2%	22.6%	29.8%	21.1%	24.1%	11.7%	16.4%	2.1%	2.5%	10.2%	17.6%	15.6%	25.2%

Source: The Egyptian Hotel Association, 2020.

2.2.2 The Economic Importance of the Hospitality Sector

The hospitality industry is one of the fastest growing industries in the world and accounts for 10 percent of the world's GDP. The most benefits of this promising industry include: (1) builds infrastructure that involves improving road efficiency and transportation services in tourism destinations, (2) creates thousands of jobs, (3) helps small local business, (4) boosts the economy (College, 2019). Tourism is the most important sources of national income in Egypt. It is considered as one of the country's leading economic sectors. (Hassan, 2019). The tourism industry generates around 389 billion Egyptian

pounds for the GDP in 2018. The travel and tourism sector is a major employer in the country with a workforce of 1.25 million (Mirza, 2020).

2.2.3 The Development of the Hospitality Sector from 2015 to 2020

Generally, the tourism sector including all the hospitality activities, it is considered as one of the sensitive sectors in the Egyptian economy, Figure (3) shows the development of the number of tourists coming to Egypt during the period from 2015 to 2020:

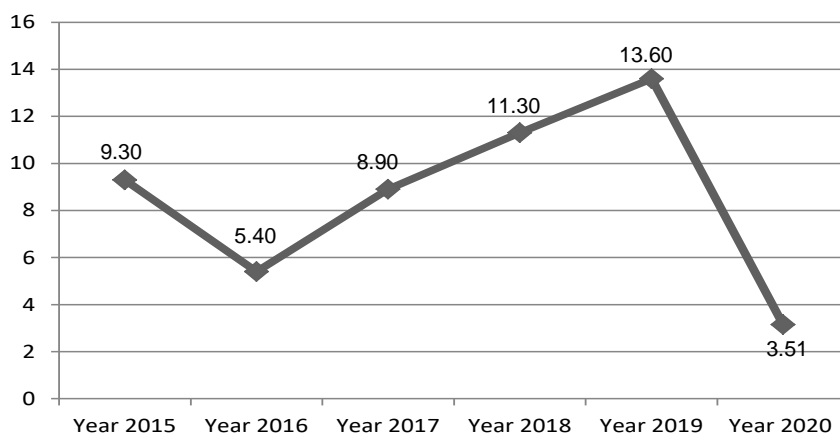


Figure (2) Development of the Number of Tourists
Source: CAPMS, 2021

The number of tourists in 2015 reached 9.3 million, then there was a decrease in the number of tourists in 2016, to reach 5.4 million, and then the number of tourists increased again, to reach about 8.9 million tourists in 2017 and 11.30 million tourists in 2018 and 13.60 million in 2019 and 3.51 million tourists in 2020, a decrease of -72% (CAPMS, 2021).

The tourism revenues were affected by the decrease in the total number of tourists. Figure (4) shows the Egyptian tourism revenues from 2015 to 2020:

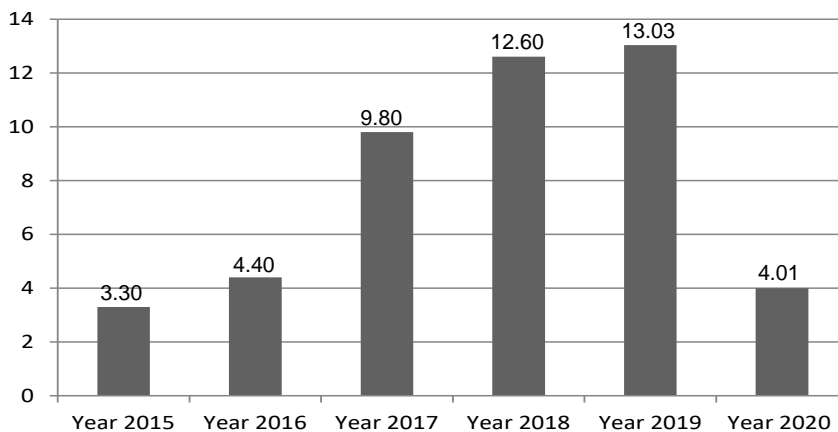


Figure (3) Egyptian Tourism Revenues from 2015 to 2020

Source: CAPMS, 2021

Tourism revenues recorded a bottom in 2015, reaching \$ 3.30 billion, However the increase in the number of tourists and tourist nights between 2016 and 2018, Egyptian tourism revenues increased to reach \$ 12.60 billion in 2018, then continued to increase, recording \$ 13.03 billion in 2019, then revenues decreased again to record \$ 4.01 billion in 2020 due to the Corona pandemic. The table (5) shows these statistics (CAPMS, 2021):

Table (5) Total Revenues, Tourists & Nights' Numbers

Year	Total Revenues (Billion USD)	Total Number of Tourists (Million)	Total Number of Nights (Million)
• 2020	4.01	3.51	33.01
• 2019	13.03	13.60	136.00
• 2018	12.60	11.30	102.60
• 2017	9.80	8.90	50.19
• 2016	4.40	5.40	37.200
• 2015	3.30	9.30	84.100

Source: CAPMS, 2021.

3. Research Model

The following figure shows that there is one independent variable (COVID-19) and one dependent variable (Hotel Revenues in Sharm El-Sheikh City):

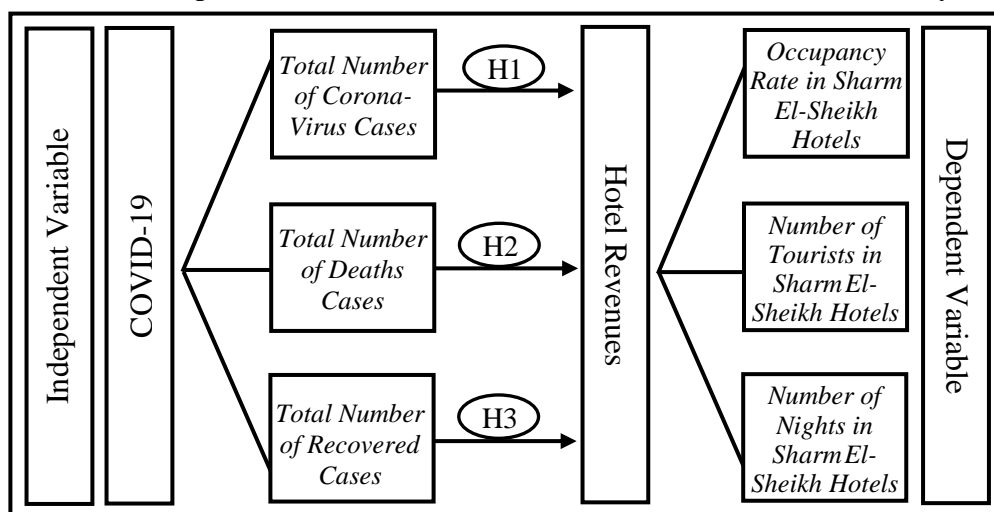


Figure (4) Proposed Conceptual Model

Source: The researcher

The research model suggests that COVID-19 have a direct impact on hospitality sector in Sharm El-Sheik city in Egypt, COVID-19 can be measured through total number of cases, total number of deaths and total number of recovered cases (Miceli, 2020). On the other hand, hospitality

revenues in Sharm El-Sheik hotels is measured through terms of hotels occupancy rate, number of incoming tourists, and the total number of tourism nights (Ministry of Tourism, 2020).

4. Research Question

The research problem depends on the literature review that dealt with the relationship between COVID 19 and the continuity of hotel establishments in the hospitality market in Sharm El-Sheikh city as it is one of the most important destinations in Egypt. The pilot study was conducted on 20 hotel executives in the selected hotel sample through electronic questionnaire. The research question for the current study includes:

What is the extent of relationship between the spread of COVID-19 (number of infected cases, number of deaths, number of recovered cases) and the hotel revenues in Sharm El-Sheikh city?

5. Research Hypotheses

This study was formed to test the following hypotheses:

- H1 : There is no significant relationship between the spread of COVID-19 (number of infected cases) and the hotel revenues in Sharm El-Sheikh city.
- H2 : There is no significant relationship between the spread of COVID-19 (number of deaths) and the hotel revenues in Sharm El-Sheikh city.
- H3 : There is no significant relationship between the spread of COVID-19 (number of recovered cases) and the hotel revenues in Sharm El-Sheikh city.

6. Methodology and Research Design

6.1 Population and Sample of Research

This study targeted the employees at the five and four-star hotels in Sharm El-Sheikh city, as it is the most important city of Sinai. It offers a variety of tourist attractions ranging from a dramatic mountain backdrop to stretches of golden beaches on matchless waters (SIS, 2020). According to Egyptian Hotels Guide (2019), there are 102 five and four-star hotels located in Sharm El-Sheikh city with total number of staff is about 918264 employees (Ministry of Tourism, 2020). The sample size was determined according to the following formula (Edris, 2004):

$$n = \frac{N \times (Z)^2 \times P (1 - P)}{N e^2 + (Z)^2 \times P (1 - P)}$$

(n) refers to the total sample size of the study, (N) refers to the population size of the study sample, (Z) refers to permissible error limits which is equal 1.96 at 95% of confidence, (P) refers to the number of items at the future which is equal 50%, (e) refers to permissible sample error while evaluating proportion which is equal 5%.

$$n = \frac{918264 \times (1.96)^2 \times 0.50 (1 - 0.50)}{918264 \times (0.05)^2 + (1.96)^2 \times 0.50 (1 - 0.50)} = 384.$$

The total sample size of the respondents is 384.

6.2 Methods of Data Collection

This study depends on the questionnaire form as a main instrument for collecting necessary data. A total number of 384 online questionnaires were emailed to employees in the investigated hotels (24 hotels), 272 valid questionnaires were returned, with a response rate (70.1%), the hotels' sample profile is presented in table (6):

Table (6) Hotels' Sample Profile

Profile Characteristics	Total Numbers	Selected Numbers	Hotel Affiliation		No. of Forms	Valid Forms (272)		
			Chain	Independent		Chain	Independent	Total
Five Star Hotels in Sharm El-Sheikh	45 Hotels	11	11	-	(16)	144	-	144
Four Star Hotels in Sharm El-Sheikh	57 Hotels	13	9	4	(16)	96	32	128

Source: The Egyptian Hotel Guide, 2020.

A web-based questionnaire was emailed to the participants of the investigated hotels. It is composed of three parts; part one related to the demographic data of the respondent, part two involved several questions about the dimensions of COVID-19 and how to deal with it by the hotel management, and the hospitality sector in Sharm El-Sheikh city, part three included an open ended question about the important precautionary measures that taken into account to face COVID-19.

5-point Likert scale was used which is a type of psychometric response scale that responders specify their level of agreement to a statement typically in five points: (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.

6.3 Research Variables and Methods of Measuring

6.3.1 COVID-19

The current study addresses COVID-19 as an independent variable. Aspects of COVID-19 include total number of infected cases, total number of deaths, and total number of recovered cases. This measure is used in many studies like Al-Kafaween *et al.*, 2020, Al-Boaneen *et al.*, 2020, and Brodeur *et al.*, 2020.

6.3.2 Hospitality Revenues in Sharm El-Sheikh Hotels

The current study handles hospitality industry in Sharm El-Sheikh destination as a dependent variable. It is measured by terms of occupancy rate, number of tourists and number of tourism nights which components of the hotel shall be impacted (Ministry of Tourism, 2020).

6.4 Methods of Data Analysis and Testing Hypotheses

6.4.1 Validity and Reliability of the Variables

To get the validity of the study instrument the questionnaire form has been tested by ten hotel executives. The required changes were taken into account involving adding or deleting of some statements, and the rephrasing of the written language. To assess the reliability, Cronbach's alpha test was used to measure the internal consistency of multiple Likert questions in the questionnaire. The overall reliability of COVID-19 (6 statements) is 0.89 and hotel revenues' (6 statements) is 0.91 respectively.

6.4.2 Analysis of the Characteristics of Respondents Sample

The frequency distribution of the sample features at the investigated hotels at Sharm El-Sheikh city is illustrated in the following table:

Table (7) Characteristics of Respondents Sample

Variables	Classifications	Number	Percentage
1- Gender:	• Male	213	78.3%
	• Female	59	21.7%
	Total	272	100%
2- Age:	• Less than 35	79	28.9%
	• From 36 to 49	134	49.4%
	• More than 50	59	21.8%
	Total	272	100%
3- Job Title:	• General Manger	44	16.2%
	• Rooms Division Manager	72	26.5%
	• F&B Manager	57	21.1%
	• Director of HR	45	16.4%
	• Director of Sales	54	19.8%
	Total	272	100%
4- Educational Level:	• University Degree	239	87.8%
	• Post Gradate Studies	33	12.2%
	Total	272	100%
5- Experience:	• Less than 5 Years	65	23.7%
	• From 6 to 9	86	31.8%
	• More than 10	121	44.5%
	Total	272	100%

According to the Table 7, the majority of the participants were males (78.3%), most of them between 36 to 49 years old (49.4%) and (21.8%) more than 50 years. Most of them were heads of hotel departments such as rooms

division managers (26.5%), food & beverage managers (21.1%), director of sales (19.8%), director of human resources (16.4%). Most of them had a university degree (87.8%) and (44.5%) of the participants had more than ten years experience in the field of hospitality.

6.4.3 Analysis of Respondents' Questionnaire

The following table shows analysis of the data concerning the respondents:

Table (8) Analysis of Respondents' Questionnaire

Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Z Value
I- COVID -19:						
1-Hotel training programs include how to deal with COVID-19.	212 (77.9%)	42 (15.4%)	18 (6.7%)	-	-	5.49
2-Hotel staff follows the basic precautions of COVID-19 to prevent infection.	239 (87.8%)	33 (12.2%)	-	-	-	4.79
3-Due to the COVID-19, some of hotel activities are not available.	241 (88.6%)	31 (11.4%)	-	-	-	4.62
4-COVID-19 cases affect the hotel's presence in providing services to its guests.	249 (91.5%)	23 (8.5%)	-	-	-	5.01
5-The hotel will remain fully operational even as the COVID-19 deaths increase.	21 (7.6%)	10 (3.7%)	9 (3.3%)	179 (65.9%)	53 (19.5%)	7.11
6-The recovered cases of COVID-19 have a positive effect on hotel performance.	251 (92.2%)	21 (7.8%)	-	-	-	4.89
II- Hospitality Sector in Sharm El-Sheikh:						
1-Health authorities are not doing enough to deal with the negative effects of the virus.	51 (18.6%)	26 (9.6%)	12 (4.4%)	125 (45.9%)	58 (21.5%)	8.91
2-As a result of COVID-19, the hotel should improve hygiene standards.	248 (91.2%)	18 (6.6%)	5 (1.8%)	1 (0.4%)	-	5.41
3-Hotel guests require more safety precautions after COVID-19.	253 (93.1%)	19 (6.9%)	-	-	-	4.91
4-Hotel occupancy rates are affected by the spread of COVID-19.	247 (90.8%)	23 (8.5%)	2 (0.7%)	-	-	4.89
5-The number of tourism nights in Sharm El Sheikh is affected by the outbreak	251 (92.3%)	21 (7.7%)	-	-	-	4.90

of COVID-19.						
6-The hotel deployed new business models to bring in revenues.	246 (90.4%)	20 (7.4%)	4 (1.5%)	2 (0.7%)	-	5.82

Please, mention the most important precautionary measures that taken into account in your hotel to face COVID-19:

Through analyzing the data in the previous table, the following results can be concluded:

- Most of the respondents (93.3%) agreed that hotel establishments implement training programs on how to deal with COVID-19. Majority of respondents (87.8%) viewed that the hotel staff follows the basic precautions of COVID-19.
- Most of respondents (88.6%) agreed that some of hotel activities and facilities are not available due to the COVID-19 virus. They also indicated that COVID-19 cases affect the hotel's presence in providing services to its guests (91.5%). More than half of the respondents (85.4%) refused to work in the hotel in case of increased deaths due to the Corona virus. Most of them (92.2%) strongly agree that the recovered cases of COVID-19 have a positive effect on hotel performance.
- More than half of the respondents (67.4%) believe that the health authorities are doing enough to deal with the negative effects of the virus while (28.2%) see the opposite. Most of them (91.2%) see that the hotel should improve hygiene standards as a result of COVID-19. they also see (93.1%) that hotel guests require more safety precautions after COVID-19, such as disinfectants, face masks, & gloves. (90.8%) and (92.3%) of the respondents, respectively, confirmed that occupancy rates and the number of tourism nights are affected by the spread of COVID-19. Most of the respondents (90.4%) see that the hotel should deploy new business models to bring in revenues.
- All of the hotel executives in the investigated hotels follow the guidelines of the Egyptian Government of COVID-19 safety precautions to ensure the security and the safety of their guests which involve: personal protection tools for guests and employees (disinfections and face masks), maximum occupancy in rooms is 50% of the allowed capacity, banning events and weddings inside the hotel, valet parking service not allowed, and allocating a dedicated area for quarantining non-critical cases.

6.4.4 Testing Research Hypothesis

Hypothesis testing is utilized to evaluate the plausibility of a hypothesis by using sample data (Majaski, 2020), the following table shows the results of hypothesis tests:

Table (9) Hypothesis Test Results

Hypothesis	Statistical Test (Z Test)	
	Calculated z-score	Table z-score
There is a significant relationship between the spread of COVID-19 and the hotel revenues in Sharm El-Sheikh city.	8.99	1.96

$P < 0.05$

The calculated z-score (8.99) is larger than the table z-score (1.96) at confidence level 95%, and the null hypothesis cannot be accepted, which means:

There is a significant relationship between the spread of COVID-19 (number of infected cases, number of deaths number of recovered cases) and the hotel revenues in Sharm El-Sheikh city.

7. Research Findings

The findings of this study proved that there is a significant relationship between the spread of COVID-19 (number of infected cases, number of deaths number of recovered cases) and the hotel revenues in Sharm El-Sheikh city. The tourism and hospitality sector is facing unprecedented challenges resulting from the COVID19 pandemic.

Tourism revenues in Egypt decreased by more than 69% during 2020 to reach about 4 billion dollars compared to more than 13 billion dollars in 2019 due to the outbreak of the COVID-19 virus. Which led to the suspension of the travel and airline world wide, to stop the spread of the virus that infected more than 85 million people and killed more than 1.8 million victims.

The results of the study indicated that there are different procedures for hotel executives, especially after the COVID 19 virus, which include:

7.1 Hotel Staff

- Commitment to run a maximum of 50% of the volume of employment in the hotel.
- Performing a rapid COVID test for returning employees from their vacation before resuming their work duties in the hotel.
- Measuring the employees' temperature each day in all hotel departments.

7.2 Check-in Process

- Electronic check-in procedures for all hotel guests using contact-less credit bank cards and application payment systems.
- Installing disinfection booth at the hotel entrance.
- Disinfecting guests' luggage before entering and leaving the hotel.

- Measuring the temperature of each guest when entering the hotel every time.
- Providing hand sanitizers in the reception area and different locations at all times, and disinfecting all public areas regularly.
- After the guest's checkout, a deep cleaning is carried out and the room goes into a 24-hour isolation period, before its new use.

7.3 Food & Beverage Outlets

- Open buffets are not allowed, providing a la carte or set menus in all restaurants.
- Measuring the temperature of all restaurant guests.
- Using disposable cutlery to avoid contamination.
- Placing disinfectants and wipes on each table in the restaurants.
- Placing safety instructions across the restaurant areas.

7.4 Fitness Center and Spa

- Disinfecting all touchable areas and bathrooms in the fitness centre on hourly basis.
- Shower areas are closed.
- Jacuzzi, sauna, steam and massages are not allowed.
- Outside guests are not allowed.

7.5 Beach and Swimming Pools

- Regular maintenance and disinfection of the pools using specific materials.
- Disinfecting the areas surrounding the beach and swimming pools, including tables, surfaces and sun beds.
- Leaving a 2-meter distance between each sun bed.
- Minimizing entertainment activities on the beach and swimming pools to minimize human contact.

7.6 Housekeeping and Laundry

- Sanitized room indicator is placed on the door after each room is cleaned by housekeeping staff.
- Cleaning and disinfecting all touchable areas in public areas and bathrooms on hourly basis.

- Disinfecting wipes, antibacterial gels, soaps and disposable cups are available in every room.
- Laundering linen and beach towels using high temperature.
- Disinfecting the laundry machine unit after completing the daily laundry cycle.
- Every guest room is thoroughly cleaned and disinfected prior to the guest arrival and after the guest departure.

8. Summary and Recommendations

Based on the results of the data analysis, there are a number of recommendations that can be taken into account in order to manage the crisis, and prepare for the future for the post-crisis phase:

8.1 On the Short Run

- Implementing precautionary and preventive measures in all Egyptian hotels with the launch of the Hotel Health Safety Certificate that have been approved by the Ministry of Tourism, Antiquities and Health, which includes operating hotels at 25% of their capacity from May 15, 2020, rising to 50% from June 1, 2020, to enhance health safety in these properties.
- Encouraging local tourism by providing promotional offers and designing marketing campaigns for hotel establishments in all Egyptian tourism destinations.
- Conducting promotional campaigns that show the positive role of the state with regard to disinfection and sterilization of hotel establishments to improve the mental image of the Egyptian destination.
- Using technology through electronic platforms by agreeing with game developers to use the Egyptian natural and archaeological areas on the games in a way that raises the users' desire to visit these places in the future.
- Studying the reduction of visa fees, airport fees and departure fees in Egyptian tourism destinations.
- Studying reduction of entering fees in Egyptian tourism sites and museums.
- Continuing to use virtual reality tours in marketing to the Egyptian destination.

8.2 On the Medium Run

- The need to revive the idea of establishing a tourism crisis fund, and its financing should be from the private tourism sector.
- Formulate new marketing programs with external tour operators, and encouraging low-cost charter flights.
- Publicity for medical tourism pattern in Egypt, due to the success of the in-hotel isolation experiment in Marsa Alam and the North Coast.
- Working with the private tourism sector to encourage innovation, support entrepreneurs, and move towards green tourism pattern.
- Start implementing effective training programs to improve the efficiency of human resources in all hospitality activities.
- Establishing clear mechanisms to eliminate the price burning phenomenon that accompanies every tourism crisis.
- Completing the facilities of the Grand Egyptian Museum and publishing informative content and attractive promotional materials through social media tools.
- The completion of the infrastructure of the Holy Family Path project, due to the importance of the religious tourism pattern.

9. Limitations and Further Research

The research is based on studying the impact of COVID-19 on the five- and four-star hotels in Sharm El Sheikh city, which contains more than 32% of five-star hotels and 34% of four-star hotels operating in Egypt (The Egyptian hotel guide, 2020), the study was limited to the employees of the hospitality industry in the selected sample of hotels. This makes it difficult to generalize the research results to other industries.

More research is required on COVID-19 in hospitality industry in Egypt to realize the importance of safety precautions in hotel establishments, and how these measures affect the guest choices toward the hotel, and whether these precautionary measures will continue even after the end of the COVID-19. It is proposed to conduct research related to the economic effects of the COVID-19 on other Egyptian destinations such as Hurghada, Marsa Alam, Dahab & Cairo. It is suggested to further scope of studies to explore the impact of COVID-19 on a tourist's decision to travel, according to several factors such as age, gender, marital status, nationality and profession.

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تحليل آثار فيروس كورونا المستجد على قطاع الضيافة المصري والسياسات المقترحة للتعامل مع تداعياته (دراسة حالة على المنشآت الفندقية بشرم الشيخ)

هاني صلاح صادق

المعهد العالي للدراسات النوعية بمصر الجديدة

المخلص

يتمثل الغرض الرئيسي من هذه الدراسة في دراسة العلاقة بين تأثير فيروس كورونا المستجد COVID-19 وربحية المنشآت الفندقية في مدينة شرم الشيخ بمحافظة جنوب سيناء والتي تعد من أهم المقاصد السياحية المصرية، وتم إجراء الدراسة الميدانية باستخدام أسلوب استمارة الاستقصاء الالكترونية والتي تم إرسالها إلى 384 من مدراء المنشآت الفندقية ورؤساء القطاعات والمسؤولين التنفيذيين في المنشآت الفندقية موضع الاختيار، وتم تحليل البيانات باستخدام برنامج "SPSS"، وقد أظهرت نتائج هذه الدراسة أن هناك علاقة معنوية إيجابية بين متغيرات فيروس كورونا المستجد (إجمالي حالات الإصابة - إجمالي حالات الوفاة - إجمالي حالات التعافي) وأبعاد إيرادات المنشآت الفندقية بشرم الشيخ (معدلات نسب الإشغال - إجمالي أعداد السائحين - إجمالي أعداد الليالي السياحية). وقد أوصت الدراسة بضرورة تطبيق الإجراءات الاحترازية والوقائية لتعزيز السلامة

الصحية فى المنشآت الفندقية وأهمية الترويج لذلك لتعزيز الصورة الذهنية لمدينة شرم الشيخ كأحد الوجهات السياحية المميزة للمقصد السياحى المصرى.
الكلمات الدالة : فيروس كورونا المستجد COVID-19 - قطاع الضيافة - فنادق شرم الشيخ - صناعة الفنادق.