Employment of The Ancient Egyptian Feast Foods in Egyptian Hotel Menus and Its Impact on Promoting Food Tourism.

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**Keywords:** ancient feast foods; hotel menus; Ancient Egypt; food tourism.

**Abstract**  
Food provided to customers and good menus are important factor in competitiveness for the tourist destination. There is a critical contribution for food in growing tourists yield. The relevance between regional food and culture enables the promotion of cultural heritage by promoting food tourism. The objectives of this research were two-fold. The first objective was to assess the extent of tourists’ approval of employing the Egyptian feast foods to the menus presented in Egyptian hotels. The second goal was to explore the effect of employing Egyptian feast foods to the menus presented in Egyptian hotels on the promotion of food tourism at the Egyptian tourist destination. The research adopted a quantitative approach and used a questionnaire that was distributed to a sample of foreigner and Egyptian tourists at Luxor city. The findings revealed that Egyptian tourist and hotel establishments do not do their best to promote food tourism. Furthermore, using social media to promote Egyptian feast foods in Egyptian hotel menus can be a good way to influence tourists’ conviction to include heritage foods on food menus. Another important finding of the research showed that the more the customer visit experience, the more tourists tend to heritage foods and the more to promote food tourism in the Egyptian tourist destination.

**Introduction**  
In the aggressive competitive tourism and hospitality industry, tourism and hospitality stakeholders are confronted with the barriers of creating innovative services and active marketing that will raise yield and support sustainable tourism development (Kim et al., 2018). A good menu attracts customers and drives sales (Flavia et al., 2019). Food provided to customers has received outstanding criticism overtime. Even customers with no prior experience with food menus often give negative behaviors and have low expectations about the food served in hotels (Hansen, 2014). Moreover,
customers may also have their valuation affected by a cognitive background resulting in negative inputs being confirmed more than positive inputs. This cognitive background determined as negativity bias (Jorunn et al., 2018).

**Food tourism**
Food tourism can involve visits to food manufacturers, gastronomic celebrations, restaurants, food expositions and events, farmers’ markets, concoction shows and specific food-related places, moreover, tasting tours – actions that specifically provide cooking experiences (Taheri and Gannon, 2021). Food tourism allows recognition of new and spectacular tastes, textures, flavors, as well as realizing the historical and cultural heritage of a place (Dixit et al., 2020). Food tourism has a varied and multi-orientation in the academic researches. With the development of the oversize tourism destinations globally, local and heritage foods and beverages remain the key sources to promote destinations successfully. Tourism food play a definite function in social life, with changing tastes of customers preferences and service offerings across the globe (Taheri et al., 2021)

**Food and tourism**
Food provides sustainable competitiveness for the tourist destination (Tao and wall, 2009). Decision-makers were interested in the importance of the association between food and tourism in a tourist destination and their contribution to economic development. There is a critical contribution for food in growing tourists yield; expanding a destination’s appeal; developing tourists experience; encouraging regional identity; and activating expansion in other sectors (Yield Research Program, 2007). The relevance between regional food and culture enables the promotion of cultural heritage by promoting native food. Thus, connecting local tourism and food has the chance to inspire more sustainable tourism outcomes. Food is a vital part of overall tourist spending, where F&B rank first in visitor spending. (wolf, 2006). In a survey of rural tourism in the United Kingdom it was showed that about 40% of tourists’ spending was spent on food (Boyne and Hall, 2004).

**Food menus and tourism promotion**
The menu is defined as a list of food and drinks items obtainable for purchase, or a list of food and drink items that will be served. There are five essential types of the menu; a la carte menus, static menus, du jour menus, cycle menus, and fixed menus (Aspiyani et al., 2020). Regarding food globalization and localization appear to be complementary, allowing for the globalization of tastes and at the same time increasing awareness and appreciation of local culture. In the context of food and tourism, globalization was induced people to foreign foods during the holiday (Bessiere, 1998). To counter the effects of the power of globalization and introduce an ethical food system, Hall and Sharples (2008) have proposed an alternative food system that is characterized by an international relationship between the producer and the customer within a particular place or locality. Localizing food systems has some advantages; bringing the increasing gap between producers and customers; prioritizing local social, economic and environmental health and focusing entirely on corporate revenues (Holloway, 2009; kim et al., 2018).
Food and drink in ancient Egypt

Food was an important feature of ancient Egyptian culture. Different plants and livestock form the food menus of the ancient Egyptians; they consumed fish, vegetables, fruits, and many products of their land (Montet, 1946; Mehdawy and Hussein, 2010). The diet of the ancient Egyptians differs according to their social level, began from poorest peasants to middle class ending with upper-class officials who enjoyed tables with different dishes of meat and pies (Brier and Hobbs; 2008, Mehdawy and Hussein, 2010).

Feast foods

The ancient Egyptian temple calendars are crowded with feasts. Many feasts were connected to special occasions; feasts were related to seasons, coronations, funerals, and so many other events (Spencer, 2010). In their ordinary life, the ancient Egyptians were moderate concerning food. On special occasions and feasts, the ancient Egyptians vary their diets in kind and amount. Enormous records refer to the endowments required for feasts all over the Egyptian history; those endowments are mainly food (Mehdawy and Hussein; 2010, Spalinger, 2001). The ordinary ancient Egyptians would wait for feasts to have good meals and divert dishes. Food was a very important component in such occasions; coronation feasts, anniversaries, annual feasts for the Gods, and feasts of the dead when their relatives brought foods to the necropolis (Mehdawy and Hussein, 2010). During the main feasts the pharaoh usually presents bread and milk for the people (Brier and Hobbs, 2008).

The feast offerings as mentioned in Medinet Habu temple of Ramesses III included; bread, pies, bulls, White Mountain goats, fowl, honey, and fruits. Special grains were offered as sacred diet in the feast of the sky at the beginning of each season (Mehdawy and Hussein, 2010). It is evident that the Egyptians drink plentiful amount of drink during their feasts (Montet, 1946)

Samples of Feast foods

Beautiful Feast of Opet

The beautiful feast of Opet (abbreviated as Opet feast) was a very important ancient Egyptian feast celebrated annually in Thebes (ancient Luxor during the New Kingdom period). It was marked by general celebration and moved between Karnak and Luxor temples (Murnane, 1982; Darnell 2010).

In the Opet feast, the king presents many sacrifices and offerings like; meat, fruit, bread, poultry, and drink. Flowers and perfume were also an important aspect in this feast. All the people in Thebes were fed at the pharaoh’s expense (Mehdawy and Hussein, 2010; Montet, 1946). Special kind of food like meat is presented to the populace; in Luxor temple reliefs depict the Opet festival, there is a representation of bulls slaughtered before the gate of the temple and then presented to the public (Epigraphic Survey, 1994; Fukaya, 2014). In Karnak temple where the feast began it is evident that the peddlers sells for the populations; watermelon, pomegranate, prickly pear, bread, and prepared birds (Montet, 1946)
Beautiful Feast of the Valley

The Beautiful feast of the valley (abbreviated as Valley feast) was a very important event celebrated in the Theban necropolis during the New Kingdom period (Graefe, 1986; Strudwick and Strudwick 1999). The feast moves from Karnak temple to the shrines in the west bank, where it was celebrated by common people (Sullivan, 2008; Arnold, 2005).

The most apparent character of this feast was offering on braziers and banquets at the private tombs. Family members were invited to the tomb to share the banquet (Fukaya, 2014; Hartwig, 2004; Hartwig, 2013). Banquets were a very important part of each feast all around Egypt. Free meals were delivered to people within the time of the feast. A text in Edfu temple tells that “provisions are numerous than the sand of the shore, drink runs like inundation” (Fairman, 1954). For individuals the wealthy could present a fattened bull, the table in the banquet could include; roasted goose, fruits, and different kinds of bread (Montet, 1946; Mehdawy and Hussein, 2010). Drinking is the main theme of the feast banquet in private tomb scenes in Thebes; they drink different drinks, in feasts intoxication was the way to the transgression between earthly and the divine. Herb extracts are added to make beverages more intoxicants and even opium extract was added (Manniche, 2003).

Other ancient Egyptian feasts

Food was connected to other ancient Egyptian feasts; special foods were presented on feast days. Feast of the harvest was associated - as its name - refers to the time of harvest, according to Medinet Habu calendar it was celebrated on the first day of the first month of the harvest season (Shemu). The harvest feast was among the most common feasts depicted in tomb scenes in Thebes (Fukaya, 2014). This feast is famous for its variety of meals. The feast diet included ripe green chickpeas, and lettuce (Mehdawy and Hussein, 2010). The New Year feast was celebrated – as it is referred to by its name- on the first day of the first month of the inundation season (Akhet). This feast was not confined to a city, but it was celebrated all over Egypt. The feast's main feature was the evening meal at private tombs. The New Year feast was an occasion for meat consumption, bull sacrifice was an important feature of the feast (Fukaya, 2014).

Effect of menu style on customer behavior

The menu style that has been introduced by the hotels is an effective information source to assist consumers’ informed choices. The provision of menu affects customers’ attitude and perception (Burton and Creyer, 2004; Kim et al., 2013). Several studies have supported the regulation by revealing that the provision of MLA helps people reduce caloric consumption (Brissette et al., 2013; Dowray et al., 2013). Several researches have suggested that food menu have a significant impact on menu customers’ purchase decision (Finkelstein et al., 2011). Customers realize food menu as a hotel social responsibility (HSR) initiative, which develops customer confidence and progress hotel brand image. (Kim and Ham, 2016)
Research hypotheses

1. There are statistically significant differences between Egyptians and foreigners concerning the effectiveness of adding heritage foods to menus at Egyptian hotels.

2. There are statistically significant differences between age categories concerning the customer behavioral intentions about adding heritage foods to menus at Egyptian hotels.

3. There is a statistically significant correlation between customer visit experience and the customer behavioral intentions towards the inclusion of the ancient Egyptian feast foods in menus provided at Egyptian hotels.

4. The study variables (visit experience and the effectiveness of using heritage foods) influence significantly the customer behavioral intentions.

Research conceptual Model

![Research conceptual Model](image)

Fig.1. Research conceptual Model

Methodology

The research adopted the quantitative approach using questionnaire survey for a sample of foreigner and Egyptian tourists at Luxor city (120 participants). The questionnaire included four major sections. Section one was general Information about the research participants. Section two included a five-dimensional Likert scale (12 sentences) to determine the perceptions of the proposed tourism visit to Luxor city. Section three included a five-dimensional Likert scale (13 sentences) to determine the effectiveness of using heritage foods. Lastly, section four included a five-dimensional Likert scale (4 sentences) to determine for the customer behavioral intentions towards the inclusion of the ancient Egyptian feast foods in menus (Wang 2016).

The research depended on the stratified random sample in the field study. The study was applied a sample of Egyptian and foreigner tourists in the Luxor governorate (see table 1).

| Table 1 | Number of Tourists in Luxor Governorate in (2019) |
|---------|---------------------------------------------------|
| Country | Foreign Tourists | Egyptians Tourists | Total |
| Luxor governorate | 68736 | 74082 | 142818 |

Source: Egyptian Tourism Authority (2020).
The researchers applied Stephen K. Thompson equation to calculate the sample size from the next formula: (Steven, 2012).

\[
n = \frac{N \times p(1-p)}{N - 1 \times (d^2 + z^2) + p(1-p)}
\]

Where,
- \(n\): Sample size (118)
- \(N\): Population size (142818)
- \(Z\): Confidence level at 95% (1.96)
- \(d\): Error proportion (0.09)
- \(p\): Probability (50 %)

By applying the data of the study population in the previous formula, the optimal sample size of the research was calculated (118 participants). The research questionnaire was distributed in two ways, hard forms handed to 50 Egyptian tourists. Out of these number 38 forms are valid to be analyzed (representing 76 % response rate). The second way is an online questionnaire on Google drive to foreign tourists' emails. This questionnaire had been answered by 100 foreign participants. Out of these number 82 forms are valid to be analyzed (representing 82 % response rate). These questionnaire forms were distributed from February 2021 to April 2021.

**The Sample characteristics**

| Variable | Sample | No.  | Percentage (%) |
|----------|--------|------|----------------|
| Gender   | Male   | 64   | 53.3           |
|          | Female | 56   | 46.7           |
| Age      | Less than 25 Years | 82   | 68.4           |
|          | 25- less than 35 Years | 7    | 5.8            |
|          | 25 - less than 45 Years | 13   | 10.8           |
|          | 45 - less than 55 Years | 6    | 5              |
|          | More Than 56 Years | 12   | 10             |
| Education Level | High School or Less than Bachelor | 60 | 50 |
|          | Bachelor or Diploma degree | 32 | 26.7 |
|          | Master | 11   | 9.1            |
|          | PhD    | 17   | 14.2           |
| Nationality | Egyptians | 38 | 31.7 |
|          | Foreigners | 82 | 68.3          |

Table 2 showed that 53.3% of the sample were males (64), 46.7% of the sample were females. Moreover, most of the sample was less than 25 Years old, half of the sample was high school or less than bachelor (50%), and 68.3% of the sample were foreigners.

**Validity of the research**

Factor analysis was utilized with 1 as the Eigen value to determine the measured factors. Three factors were extracted when the rotation compiled in there appealed. The three factors were visit experience (VE), the effectiveness of using heritage foods (EUHF), and customer behavioral intentions (CBI). Out of the 29 items in the
questionnaire, the first 12 items were categorized as visit experience, the second 13 items were categorized as the effectiveness of using heritage foods, and the remaining four were under behavioral intentions (see table 3). The researchers applied principal component analysis as the method of extraction and varimax was used as rotation method. (Swaminathan and Jawahar, 2013).

Table 3
Rotated Component matrix

| No. | Item                                                                 | Components |
|-----|----------------------------------------------------------------------|------------|
| 1   | My experience of "Value for price".                                 | 1 0.371    |
| 2   | My experience of "Food menus".                                      | 0.936 0.389 0.105 |
| 3   | My experience of "Cleanliness".                                     | 0.928 0.544 0.184 |
| 4   | My experience of "Hospitality".                                     | 1.13 0.390 0.008 |
| 5   | My experience of "Punctuality".                                     | 0.968 0.123 0.058 |
| 6   | My experience of "Customer service"                                 | 1.053 0.307 0.039 |
| 7   | I feel warmly welcome when dealing with Egyptians.                  | 1.164 0.479 0.204 |
| 8   | Booking experience and price suitable for me.                       | 1.026 0.271 0.096 |
| 9   | Service quality in sales offices is very high.                      | 0.947 0.070 0.187 |
| 10  | Employees presenting timely and accurate services.                 | 0.959 0.337 0.076 |
| 11  | There are high quality food menus provided at Egyptian hotels.      | 1.123 0.254 0.046 |
| 12  | I am satisfied with the variety of food menus provided at Egyptian hotels. | 1.162 0.240 0.137 |
| 13  | I think the use of heritage foods enriches my tourist experience.   | -.125 1.244 -.284 |
| 14  | It is important to develop food tourism by adding ancient Egyptian foods to the menus presented. | -.210 1.232 -.098 |
| 15  | Adding ancient Egyptian foods to the presented menus would diversify the food product provided in the tourism and hospitality industry in Egypt. | .015 1.178 -.369 |
| 16  | Recognizing the desires of tourists represents an important factor to the effective implementation of food tourism. | -.324 1.033 -.232 |
| 17  | I feel that Egyptian food is authentic in terms of preparation, ingredients and presentation. | -.130 1.267 -.010 |
| 18  | Ancient Egyptian events, festivals and their revival represent an important factor in revitalizing the pattern of food tourism. | -.103 1.120 -.400 |
| 19  | Food events encourage me to try more foods, especially traditional ones. | -.424 1.249 -.050 |
| 20  | There is interest from the owners of tourist and hotel establishments to promote food tourism. | -.334 1.108 -.027 |
| 21  | Ancient Egyptian foods represent an important component that I would like to look forward to in my tourist experience in Egypt. | -.523 1.248 -.076 |

continued
22. Ancient Egyptian food may be an important incentive to travel to Egypt as a tourist destination. 

23. Globalization threatens local and traditional food cultures.

24. I am well aware of local and ancient Egyptian food in my tourist experience in Egypt.

25. Ancient Egyptian foods represent a competitive advantage for the Egyptian tourist destination.

26. I prefer to purchase ancient foods from Egyptian hotels at the long term.

27. I will generate and promote positive content about my ancient foods experience on social media.

28. I will recommend ancient foods to my friends and relatives.

29. I will keep participating in the surveys with my reviews and positive ensure good reputation about ancient foods.

The test extracted a three–factor solution, each with Eigen values over one that explains 78.9% of the total variance. The KMO test was 0.954 suggested a praiseworthy level based on Kaiser and Rice (1974) and the Bartlett’s test for sphericity was significant, $\chi^2 = 4098, p = 0.000$. (see table 4). (Kaiser and Rice, 1974).

### Table 4
KMO and Bartlett's Test

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | 0.954 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 4098 |
| df | 406 |
| Sig. | .000 |

Reliability of the research

### Table 5
Reliability

| The Axis | No. of statements | Alpha Coefficient |
|----------|-------------------|-------------------|
| Visit experience | 12 | 0.963 |
| Effectiveness of using heritage foods | 13 | 0.973 |
| Customer behavioral intentions | 4 | 0.922 |

For reliability of survey statements, Cronbach’s alpha coefficient was tested, and exceeded 0.7 for all variables as shown in table (5); this means that all items are reliable Cronbach’s $\alpha$ value of all factors exceeded 0.70, referring suitable measurement reliability. Cronbach’s $\alpha$ level more than 0.7 is suitable for reliability (Hair et al., 2010).
Normality of data distribution
Kolmogrov-Smirnove test was applied to test the normality of distribution which is a precondition for many statistical tests (Ghasemi and Zahediasl, 2012), results were introduced in the following table:

Table 6
Normality of data distribution

| Variables                          | Kolmogrov-Smirnove |
|-----------------------------------|--------------------|
|                                  | Statistic  | df  | Sig.  |
| Visit experience                  | .135       | 120 | 0.000 |
| Effectiveness of using heritage foods | .162      | 120 | 0.000 |
| Customer behavioral intentions    | .139       | 120 | 0.000 |

Table 6 showed that the data distribution for all three items was not normally distributed, where Sig. value is less than 0.05, so the data of all research variables was non-normal (Ghasemi and Zehedias, 2012). Accordingly, non-parametric tests were used to analyze collected data such as Mann-whitney, chi-square, and Kruscal-Wallis tests to analyze the validity of the hypothesis of the research.

Results
The most influential factors to choose Luxor as a destination to practice food tourism

Table 7
The most influential factors to choose Luxor as a destination to practice food tourism

|                                    | Frequency | Percent | Rank |
|------------------------------------|-----------|---------|------|
| Family & Friends                   | 56        | 46.7    | 1    |
| Personal experiences               | 45        | 37.5    | 3    |
| Internet                           | 51        | 42.5    | 2    |
| Egypt air flight schedules         | 24        | 20      | 4    |

*More than one answer is possible

Table 7 referred that "Family & Friends" came at first rank (Frq.= 56, P= 46.7%), followed by "Internet" (Frq.= 51, P= 42.5%), and "Personal experiences" (Frq.= 45, P= 37.5%). On the other hand, "Egypt air flight schedules" (Frq.= 24, P= 20%) ranked last variable. This result agreed with Kim and Ham (2016) that family and social aspects have an important role in developing customer confidence and progressing hotel brand image, that indicating the importance of paying attention to social aspects when promoting ancient Egyptian food menus.

Frequently number of traveling to Luxor after the first visit

Table 8
Frequently number of traveling to Luxor after the first visit

|                                    | Frequency | Percent | Rank |
|------------------------------------|-----------|---------|------|
| Never                              | 29        | 24.2    | 3    |
| Less Than 2 Times                  | 30        | 25      | 2    |
| Between 2 and 5 Times              | 24        | 20      | 4    |
| More Than 5 Times                  | 37        | 30.8    | 1    |

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Table 8 referred that "More Than 5 Times" came at first rank (Frq.= 37, P= 30.8%), followed by "Less Than 2 Times" (Frq. = 30, P= 25%), and "Never" (Frq.= 29, P= 24.2%). On the other hand, "Between 2 and 5 Times" (Frq. = 24, P= 20%) ranked last variable. The repeated visits of most of the study sample indicate the suitability of the sample to the research variables.

Means of recognizing ancient food in Egypt

| Table 9 |
| --- |
| Means of recognizing ancient food in Egypt |
| **Variables** | **Frequency** | **Percent** | **Rank** |
| Newspapers | 15 | 12.5 | 5 |
| Friends recommendation | 51 | 42.5 | 3 |
| E-mail | 22 | 18.3 | 4 |
| Google/Websites | 56 | 46.7 | 1 |
| TV | 52 | 43.3 | 2 |

*More than one answer is possible*

Table 9 referred that "Google/Websites" came at first rank (Frq. = 56, P= 46.7%), followed by "TV" (Frq. = 52, P= 43.3%), and "Friends recommendation" (Frq. = 51, P= 42.5%). On the other hand, "Newspapers" (Frq. = 15, P= 12.5%) ranked last variable. This result reflected the important role of Google/Websites in promoting ancient Egyptian food menus.

Way of booking

| Table 10 |
| --- |
| Means of booking |
| **Variables** | **Frequency** | **Percent** | **Rank** |
| Travel Agents | 37 | 30.8 | 2 |
| Airlines offices | 18 | 15 | 4 |
| Online travel search engine | 41 | 34.2 | 1 |
| Other channel | 24 | 20 | 3 |

Table 10 referred that "Online travel search engine" came at first rank (Frq. = 41, P= 34.2%), followed by "Travel Agents" (Frq. = 37, P= 30.8%). On the other hand, "Airlines offices" (Frq. = 18, P= 15%) ranked last variable.

Descriptive Statistics

| Table 11 |
| --- |
| Descriptive Statistics |
| **The Axis** | **Mean** | **95% Confidence Interval for Mean** | **Attitude** |
| Visit experience | 3.44 | 3.25 - 3.46 | agree |
| Effectiveness of using heritage foods | 3.53 | 3.32 - 3.74 | agree |
| Customer behavioral intentions | 3.44 | 3.23 - 3.66 | agree |

*95% Confidence Interval for Mean of the study population = \(\bar{X} \pm t_{0.025,55} \times \text{Std.Error}\)
Table 11 indicated that the 95% confidence interval for the mean of the "Visit experience" is between 3.25 as a lower bound and 3.46 as an upper bound. According to Joshi et al. (2015), in Likert scale questions, when the researcher's goal is to “integrate” all items to create a “composite” score for an individual rather than a separate analysis of a single variable answered by all individuals, then this individual aggregate score (for all items) shows the following attitudes; if the score was "less than 1.8", it refers to the attitude of "completely disagree", if the score was between "1.8 - less than 2.6", it refers to the attitude of "disagree", if the score was between "2.6 - less than 3.4", it refers to the attitude of "neutral", if the score was between "3.4 - less than 4.2", it refers to the attitude of "agree"; finally, if the score was between "4.2 - 5", it refers to the attitude of "completely agree". Hence the previous result refers to the attitude of "agree", 95% confidence interval for the mean of effectiveness of using heritage foods" is between 3.32 as a lower bound and 3.74 as an upper pound that refers to the attitude of " agree", 95% confidence interval for the mean of " Customer behavioral intentions " is between 3.23 as a lower bound and 3.66 as an upper pound that refers to the attitude of " agree" , The previous results indicated the approval and acceptance of the tourists to include the ancient Egyptian feast foods in menus provided at Egyptian hotels.

Study variables analysis
Visit experience

The purpose of this variable was to measure the tourists’ impression of the services provided to them during their visit to Egypt. The collected data was illustrated in table (12):

Table 12
Statistics for the visit experience

| Statements                                              | M   | SD  | Rank |
|---------------------------------------------------------|-----|-----|------|
| My experience of "Value for price".                     | 3.28| 1.27| 12   |
| My experience of "Food menus".                          | 3.49| 1.22| 5    |
| My experience of "Cleanliness".                         | 3.31| 1.28| 11   |
| My experience of "Hospitality".                         | 3.62| 1.37| 1    |
| My experience of "Punctuality".                         | 3.32| 1.21| 10   |
| My experience of "Customer service"                     | 3.48| 1.30| 6    |
| I feel warmly welcome when dealing with Egyptians.      | 3.54| 1.46| 2    |
| Booking experience and price suitable for me.           | 3.50| 1.25| 4    |
| Service quality in sales offices is very high.          | 3.43| 1.16| 8    |
| Employees presenting timely and accurate services.      | 3.46| 1.24| 7    |
| There are high-quality food menus provided at Egyptian hotels. | 3.51| 1.30| 3    |
| I am satisfied with the variety of food menus provided at Egyptian hotels. | 3.42| 1.34| 9    |
| Overall mean                                            | 3.44| 1.08|

M = Mean, SD = Standard Deviation, Sig. = significance degree of one-sample T-Test

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Table 12 mentioned that the most effective variables were “My experience of hospitality” (M= 3.62, SD= 1.37), “I feel warmly welcome when dealing with Egyptians” (M= 3.54, SD= 1.46) and “There are high-quality food menus provided at Egyptian hotels” (M= 3.51, SD=1.3) respectively. On the other hand, the least effective variables were “My experience of punctuality” (M=3.32, SD=1.21), “My experience of cleanliness” (M=3.31, SD= 1.28), and “My experience of value for price” (M=3.28, SD= 1.27) respectively. The overall mean of the above variables was (3.44) with a standard deviation of (1.08). This result confirms the need for hotel management to pay attention to prices, cleanliness and punctuality when providing hotel services.

**Effectiveness of using heritage foods**

The purpose of this variable was to study the tourists’ impression of the effectiveness of using heritage foods in menus during their visit to Egypt. The collected data was illustrated in table (13):

**Table 13**

| Statements                                                                 | M   | SD  | Rank |
|---------------------------------------------------------------------------|-----|-----|------|
| I think the use of heritage foods enriches my touri experience.           | 3.53| 1.41| 7    |
| It is important to develop food tourism by adding ancient Egyptian foods to the menus presented. | 3.63| 1.40| 8    |
| Adding ancient Egyptian foods to the presented menus would diversify the food product provided in the tourism and hospitality industry in Egypt. | 3.72| 1.36| 1    |
| Recognizing the desires of tourists represents an important factor in the effective implementation of food tourism. | 3.30| 1.33| 9    |
| I feel that Egyptian food is authentic in terms of preparation, ingredients and presentation. | 3.55| 1.39| 5    |
| Ancient Egyptian events, festivals and their revival represent an important factor in revitalizing the pattern of food tourism. | 3.68| 1.37| 2    |
| Food events encourage me to try more foods, especially traditional ones. | 3.54| 1.44| 6    |
| There is interest from the owners of tourist and hotel establishments to promote food tourism. | 3.44| 1.37| 8    |
| Ancient Egyptian foods represent an important component that I would like to look forward to in my tourist experience in Egypt. | 3.53| 1.44| 7    |
| Ancient Egyptian food may be an important incentive to travel to Egypt as a tourist destination. | 3.57| 1.37| 4    |
| Globalization threatens local and traditional food cultures. | 3.28| 1.34| 10   |
| I am well aware of local and ancient Egyptian food in my tourist experience in Egypt. | 3.53| 1.30| 7    |
| Ancient Egyptian foods represent a competitive advantage for the Egyptian tourist destination. | 3.55| 1.31| 5    |
| Overall mean                                                              | 3.53| 1.19|      |

M = Mean SD = Standard Deviation    Sig. = significance degree of one-sample T-Test
Table 13 mentioned that the most effective variables were “Adding ancient Egyptian foods to the presented menus would diversify the food product provided in the tourism and hospitality industry in Egypt” (M= 3.72, SD= 1.36), “Ancient Egyptian events, festivals and their revival represent an important factor in revitalizing the pattern of food tourism” (M= 3.68, SD= 1.37) and “There are high-quality food menus provided at Egyptian hotels” (M= 3.63, SD=1.40) respectively. On the other hand, the least effective variables were “There is interest from the owners of tourist and hotel establishments to promote food tourism” (M=3.44, SD=1.37), “Recognizing the desires of tourists represents an important factor to the effective implementation of food tourism.” (M=3.30, SD= 1.33), and “Globalization threatens local and traditional food cultures” (M=3.28, SD= 1.34) respectively. The overall mean of the above variables was (3.53) with a standard deviation of (1.19). This result indicated the weak level of promotion of food tourism in the Egyptian tourist and hotel establishments.

Customer behavioral intentions
The purpose of this variable was to study the customer behavioral intentions towards the inclusion of the ancient Egyptian feast foods in menus provided at Egyptian hotels. The collected data was illustrated in table (14):

Table 14
Statistics for the customer behavioral intentions towards the inclusion of the ancient Egyptian feast foods in menus

| Statements                                                                 | M   | SD  | Rank |
|---------------------------------------------------------------------------|-----|-----|------|
| I prefer to purchase ancient foods from Egyptian hotels in the long term. | 3.26 | 1.23| 4    |
| I will generate and promote positive content about my ancient food experience on social media. | 3.46 | 1.33| 3    |
| I will recommend ancient foods to my friends and relatives.             | 3.48 | 1.35| 2    |
| I will keep participating in the surveys with my reviews and positive ensure good reputation about ancient foods. | 3.58 | 1.34| 1    |
| Overall mean                                                             | 3.44 | 1.18|      |

M = Mean SD = Standard Deviation  Sig. = significance degree of one-sample T-Test

Table 14 mentioned that the most effective variables were “I will keep participating in the surveys with my reviews and positive ensure good reputation about ancient foods” (M= 3.58, SD= 1.34), “I will recommend ancient foods to my friends and relatives” (M= 3.48, SD= 1.35) and “I will generate and promote positive content about my ancient food experience on social media” (M= 3.46, SD=1.33) respectively. On the other hand, the last ranked variable was “I prefer to purchase ancient foods from Egyptian hotels at the long term” (M=3.26, SD=1.23. This result indicated the weak level of promotion of food tourism in the Egyptian tourist and hotel establishments. This result confirms the importance of the promotion, especially promotion using social media, which has a great impact on tourists’ conviction to add heritage foods to food menus to stimulate the pattern of food tourism.
Test of hypothesis
To test $H_1$ of the study, the Mann-Whitney test was applied; Mann-Whitney is a test that is used to compare two independent samples that do not request normally distributed groups (Nashar, 2008). The results of the Mann-Whitney test presented as follow:

Table 15
Statistical differences between Egyptians and foreigners concerning the effectiveness of adding heritage foods to menus at Egyptian hotels

| Variable                       | Nationality | No. of customers | Mean Rank | Sig. |
|-------------------------------|-------------|------------------|-----------|------|
| Effectiveness of adding heritage foods | Egyptians | 38               | 56.71     | 0.416|
|                               | Foreigners | 82               | 62.26     |      |

Table 15 showed that the sig. value is (0.416) which means that there are no significant differences between Egyptians and foreigners concerning the effectiveness of adding heritage foods to menus at Egyptian hotels. This result coincided that the second hypothesis of the study is not acceptable. On the other hand, there are no significant differences between Egyptians and foreigners concerning effectiveness of adding heritage foods to menus at Egyptian hotels.

To test the second hypothesis of the research, kruskal-Wallis test was applied, kruskal-Wallis test applied when the individual has one scale factor and one nominal factor, it tests whether the mean ranks are similar in all the samples, it also used when data distribution of study variables does not meet the normality (McDonald, J, 2014). The findings of kruskal-Wallis test presented as follow:

Table 16
Differences between age categories concerning the customer behavioral intentions.

| Variable                  | Age categories | No. of customers | Mean Rank | Chi-Square | Sig. |
|---------------------------|----------------|------------------|-----------|------------|------|
| Customer behavioral intentions | Less than 25 Years | 82               | 55.23     | 7.55       | 0.109|
|                           | Between 26-35 Years | 7               | 61.43     |            |      |
|                           | Between 36-45 Years | 13              | 73.50     |            |      |
|                           | Between 46-55 Years | 6               | 85.00     |            |      |
|                           | More Than 56 Years | 12              | 69.63     |            |      |

Null hypothesis of the Kruscal-Wallis test is that the mean ranks of the samples are the same (McDonald, J, 2014). From the previous table it obvious that sig. value is (0.109) which means that there are no significant differences between the five age categories concerning the customer behavioral intentions about adding heritage foods to menus at Egyptian hotels. This means that the third hypothesis of the research is not accepted.

To test $H_3$ of the research, the chi-square test was applied, the chi-square test is used to locate whether there is a significant correlation between the expected and observed values of one or more variables (West, 2008). The findings of chi-square showed as follow:
Table 17
Statistical significant correlation between customer visit experience and the customer behavioral intentions

| Variable                          | Pearson Chi-Square | Df. | Sig. |
|----------------------------------|--------------------|-----|------|
| Customer visit experience        | 1053               | 736 | 0.000|
| Customer behavioral intentions    |                    |     |      |

Table 17 referred that the Chi-Square coefficient is 1053 with Sig. value (0.000), this result meant that there is a statistically significant correlation between customer visit experience and the customer behavioral intentions. This result indicated that the fourth hypothesis of the research is accepted and leads to that the more the customer visit experience, the more tourists tend to heritage foods and the more to promote food tourism in the Egyptian tourist.

To test the fourth hypothesis of the study, multiple regression coefficients were applied, the findings of multiple regression showed the follows:

Table 18
Multiple regression coefficients for the influence of study variables on the customer behavioral intentions

| Model                                      | R²    | Beta | t     | Sig.          |
|--------------------------------------------|-------|------|-------|---------------|
| (Constant)                                 | 0.741 | 0.17 | 5.476 | 0.000         |
| (Constant) Customer visit experience      |       | 0.53 |       |               |
| (Constant) Effectiveness of adding heritage foods | 0.39  | 4.464|       |               |

a. Dependent variable: customer behavioral intentions

From table (19), the coefficient of determination (R²) is (0.741), suggesting that 74.1% of the variation of customer behavioral intentions was explained by the variables of the study (customer visit experience, effectiveness of adding heritage foods) at Egyptian hotels. Furthermore, the findings showed that all variables influence significantly the customer behavioral intentions, where the sig. value was than 0.05 (0.000). This result proved that the fifth hypothesis of the research is accepted. From the previous result, the following model and equation were suggested:
Research Model and equation

| Visit experience | Customer behavioral intentions |
|------------------|-------------------------------|
| Effectiveness of using heritage foods |                         |

Customer behavioral intentions = 0.177 + 0.539 visit experience + 0.399 effectiveness of using heritage foods

**Fig. 2.** Research model and equation

**Conclusion and recommendations**

The research approach adopted in this research was the quantitative approach using a questionnaire survey for a sample of the foreigner and Egyptian tourists at Luxor city (120 participants). A five-dimensional Likert scale was applied to locate the attitude of the respondents about the inclusion of the ancient Egyptian feast foods in Egyptian hotel menus and its impact on prompting food tourism. The reliability and validity of the research tool were practically measured by using both the crompach's alpha coefficient and factor analysis test. Stephen K. Thompson's formula was used to determine the optimal sample size based on the pilot study results. The data collected was analyzed statistically using SPSS version 25. Concerning its hypotheses, the current research revealed some interesting findings; the results indicated the approval of the tourists to include the ancient Egyptian feast foods in menus provided at Egyptian hotels. Moreover, it indicated the weak level of promotion of food tourism in the Egyptian tourist and hotel establishments. Likewise, this research confirmed the statistical significant correlation between customer visit experience and the customer behavioral intentions toward the ancient Egyptian foods as a suggested component of menu ingredients. This research suggests some recommendations. First, tourism and hospitality enterprises are encouraged to include ancient Egyptian feast foods to the Egyptian hotel menus to promote food tourism. Also, current tourism marketing has to feature ancient Egyptian food as an important part of the Egyptian tourism experience. It is also recommended that the ancient Egyptian menus should be provided at affordable or reasonable prices. Last but not least, service providers are recommended to promote the ancient Egyptian foods as a part of integrated tourism package or experience that involves ancient Egyptian tourism and hospitality services, especially promotion using social media, which has a great impact on tourists' conviction to add heritage foods to food menus to stimulate the pattern of food tourism.
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توظيف أغذية الأعياد المصرية القديمة في قوائم الطعام بالفنادق المصرية وتأثيره في تنشيط سياحة الطعام

ملخص المقالة

بعد الطعام المقدم للسائحين والقوائم الجيدة عاملًا مهمًا في القدرة التنافسية للوجهة السياحية. فهناك مساهمة كبيرة للغذاء في زيادة إنفاق السائحين. وتعد العلاقة بين الغذاء والثقافة المحلية أحد أهم السبل تعزيز التراث الثقافي وذلك من خلال تشجيع سياحة الغذاء في المقصد السياحي. وقد اقتسمت أهداف البحث إلى شقين. حيث كان الهدف الأول هو تقييم مدى موافقة السائحين على توظيف أطعمة الأعياد المصرية القدمى في قوائم الطعام المعروضة بالفنادق المصرية.

أما الهدف الثاني فهو استكشاف تأثير إضافة أطعمة الأعياد المصرية إلى قوائم الطعام المعروضة في الفنادق المصرية على ترويج السياحة الغذائية في الوجهة السياحية المصرية. وقد اعتمد البحث المنهج الكمي من خلال استخدام الاستبان كأداة لجمع بيانات الدراسة والتي تم توزيعها على عينة من السائحين الأجانب والمصريين في مدينة الأقصر لفهم تصوراتهم وقناعاتهم حول إدراج أطعمة الأعياد المصرية القديمة في قوائم الفنادق المصرية وأثرها على تشجيع السياحة الغذائية.

النتائج:
- كشفت النتائج عن ضعف مستوى الترويج للسياحة الغذائية في المنشآت السيوية والفنادق المصرية، علاوة على ذلك، وضعت نتائج الدراسة أهمية الترويج لأطعمة الأعياد المصرية في قوائم الفنادق المصرية باستخدام وسائل التواصل الاجتماعي والتي لها تأثير كبير على قناعة السائحين بإضافة الأطعمة التراثية إلى قوائم الطعام.
- وأظهرت النتائج أيضا أنه كلما زادت قيمة الزيارة لدى السائحين، زادت مبيعاتهم نحو الأطعمة التراثية وإقبالهم على سياحة الطعام في الوجهة السياحية المصرية.