

 <b>SEI JOURNAL</b> ISSN p (e): 27900169; 27900177 <b>IMCRA-az</b>	<div> <div> Science, Education and Innovations in the Context of Modern Problems  Issue 1, Vol. 9, 2026 </div> <div> RESEARCH ARTICLE  </div> <div> <h2>The Role of Hotel Management in Attracting Foreign Tourists- A Case Study of the El Djanoub and the Mzab Hotel in Ghardaia (2024-2025)</h2> </div> <div> <div> <div> Zeguib Kheira </div> <div> Dr  University of Ghardaia  Algeria  Email: zeguib.kheira@univ-ghardaia.edu.dz ; <a href="https://orcid.org/0009-0002-0885-8346">https://orcid.org/0009-0002-0885-8346</a> </div> </div> <div> <div> Guezoun Mohamed Larbi </div> <div> Doctor  University of Ouragla  Algeria  Email: Medlarbidz@hotmail.com; <a href="https://orcid.org/0009-0004-8123-5107">https://orcid.org/0009-0004-8123-5107</a> </div> </div> <div> <div> Ms. Mohamed AlAmin AMohamed </div> <div> Doctor  University of Ghardaia  Algeria  E-mail: mahanmedmohammedlamine3@gmail.com; <a href="https://orcid.org/0009-0006-7122-6100">https://orcid.org/0009-0006-7122-6100</a> </div> </div> </div> <div> <div>Issue web link</div> <div> <a href="https://imcra-az.org/archive/389-science-education-and-innovations-in-the-context-of-modern-problems-issue-1-vol-9-2026.html">https://imcra-az.org/archive/389-science-education-and-innovations-in-the-context-of-modern-problems-issue-1-vol-9-2026.html</a> </div> </div> <div> <div>Keywords</div> <div> Hotel Management, Quality of Hotel Services, Attraction of Foreign Tourists, Tourist Satisfaction </div> </div> <div> <div>Abstract</div> <div> <p>This study aims to highlight the role of hotel management in attracting foreign tourists, based on the premise that service quality constitutes a fundamental pillar in the development of the tourism sector. The study was guided by the central research question: To what extent does hotel management contribute to attracting foreign tourists in the case of El Djanoub and Mzab Hotels in the Wilaya of Ghardaia? To achieve the research objectives, a descriptive and analytical methodology was adopted, combining a theoretical review of literature related to hotel management with a field study conducted in two of the most prominent hotels in Ghardaia. Data were collected through a paper-based questionnaire distributed to a sample of 68 hotel employees 35 from El Djanoub Hotel and 33 from Mzab Hotel. The results revealed that service quality, digital marketing, the effective use of technology, and the development of human resources are critical factors in enhancing the tourist experience and boosting the attraction of foreign visitors. Based on these findings, the study recommends conducting periodic evaluations of service quality, developing multilingual digital marketing strategies, intensifying training programs, promoting international partnerships, and adopting sustainable practices.</p> <p><b>JEL Classification Codes :</b> E2 .E5.L1.L4</p> </div> </div> <div> <div>Citation</div> <div> Zeguib Kh.; Guezoun M. L.; Ms. Mohamed AlAmin A. (2026). The Role of Hotel Management in Attracting Foreign Tourists- A Case Study of the El Djanoub and the Mzab Hotel in Ghardaia ( 2024-2025). <i>Science, Education and Innovations in the Context of Modern Problems</i>, 9(1), 512-530. <a href="https://doi.org/10.56334/sei/9.1.45">https://doi.org/10.56334/sei/9.1.45</a> </div> </div> <div> <div>Licensed</div> <div> © 2026 The Author(s). Published by Science, Education and Innovations in the context of modern problems (SEI) by IMCRA - International Meetings and Journals Research Association (Azerbaijan). This is an open access article under the CC BY license (<a href="http://creativecommons.org/licenses/by/4.0/">http://creativecommons.org/licenses/by/4.0/</a>). </div> </div> <div> <div>Received: 25.08.2025</div> <div>Accepted: 24.11.2025</div> <div>Published: 02.01.2026 (available online)</div> </div> </div>
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## Introduction

The tourism sector is considered one of the most vital economic pillars in the contemporary world, with hotel management playing a central role in attracting foreign tourists. Its role goes beyond providing accommodation to include service quality, the efficiency of human resources, innovation in service delivery, and hotel marketing through modern technology.

As global competition among tourist destinations intensifies, the importance of adopting innovative marketing and digital strategies has grown such as relying on online booking platforms and smart applications to keep pace with the diverse needs of tourists and the continuous shifts in their behaviors.

In light of these transformations, examining the impact of hotel management on enhancing the competitiveness of tourist destinations, ensuring customer satisfaction, and increasing repeat visitation has become more crucial than ever.

## Problem Statement

Based on this perspective, the present study aims to address the following main research problem:

To what extent does hotel management contribute to attracting foreign tourists in the two hotel establishments under study?

This central question leads to the formulation of the following sub-questions:

- To what extent does the quality of hotel services influence the attraction of foreign tourists?
- What role does hotel marketing particularly digital marketing play in attracting tourists?
- How do technology and innovation contribute to improving the overall tourist experience?
- What is the impact of training and developing human resources on the quality of hotel performance?

## Research Hypotheses

To address the main research problem and its associated sub-questions, the study is guided by the following hypotheses:

### Main Hypothesis:

Hotel management contributes positively to attracting foreign tourists and strengthening the competitiveness of tourist destinations.

### Sub-Hypotheses:

- The quality of hotel services positively influences foreign tourists' choice of destination.
- Digital hotel marketing has a positive impact on attracting foreign tourists.
- Technology and innovation in hotel services play a significant role in attracting foreign tourists.
- Training and developing hotel employees positively affect the quality of services offered and, consequently, the satisfaction of foreign tourists.

## Significance of the Study

The significance of this study lies in its focus on the role of hotel management in attracting foreign tourists an issue of increasing relevance amid intensifying global competition among tourist destinations. Although tourism represents a vital economic resource for many countries, success in attracting foreign visitors largely depends on the ability of hotels to provide integrated, high-quality services that meet international standards.

## Research Objectives

This study aims to examine the role of hotel management in attracting foreign tourists and enhancing the competitiveness of tourist destinations. To achieve this, it explores the various dimensions of hotel management and their influence on tourists' destination choices. Accordingly, the main objectives of the study are as follows:

- To analyze the impact of hotel service quality on foreign tourists' decisions when choosing their travel destinations.
- To investigate the role of digital hotel marketing in attracting foreign tourists and examine how hotels can utilize digital tools to reach a global audience.

- To explore the influence of innovation and technology in hotel services on enhancing the tourist experience and strengthening the competitiveness of destinations.

### Research Methodology

The study adopts the descriptive-analytical method, as it represents the most suitable approach for the nature of the research. This method enables the analysis of phenomena related to hotel management and the attraction of foreign tourists by combining theoretical examination of relevant data and concepts with a field investigation conducted at the El-Janoub and M'Zab hotels in the province of Ghardaia.

A questionnaire served as the primary tool for data collection. It was distributed to a sample of 68 hotel employees 35 from El-Janoub Hotel and 33 from M'Zab Hotel with the aim of exploring their opinions and assessments regarding hotel management practices and their influence on attracting foreign tourists.

### Study Variables

Variable Type	Dimension / Component	Indicators
Independent Variable (Hotel Management)	Quality of Hotel Services	- Level of room and facility cleanliness - Quality and variety of food - Overall comfort within the hotel - Speed of responding to guests' requests
	Hotel Marketing Techniques	- Presence of targeted promotional campaigns - Use of online booking - Activity on social media platforms - Designing attractive offers
	Level of Innovation and Renewal	- Regular renovation of facilities and services - Introduction of innovative (digital / smart) services - Keeping up with the expectations of modern tourists
	Professional Training and Development	- Number of staff training sessions - Employees' satisfaction with training - Mastery of foreign languages - Customer-handling skills
Dependent Variable (Attraction of Foreign Tourists)	Number of Incoming Foreign Tourists	- Annual statistical data - Percentage increase in the number of foreign visitors
	Hotel Occupancy Rate	- Room occupancy rate by foreign guests - Repeat stays by the same tourist
	Foreign Tourists' Satisfaction	- Results of satisfaction questionnaires - Online reviews - Intention to recommend the hotel
	Tourism Financial Revenues	- Percentage of hotel revenue from foreign bookings - Average spending per foreign tourist

Source: Prepared by the researchers

## 2. Theoretical Literature on Hotel Management and the Attraction of Foreign Tourists

### 2.1 Definition of Hotel Management

Hotel management is a comprehensive process that requires managers to coordinate various departments within the establishment, such as reception, maintenance, food and beverage services, marketing, and human resources (Nazih, 2009, p. 45).

### 2.2 Importance of Hotel Management

Hotel management is a key factor in the success and sustainability of hotel establishments. It ensures effective coordination among departments to provide high-quality services that enhance customer satisfaction. Moreover, it enables hotels to adapt to rapid economic and technological changes, thereby strengthening their competitiveness in the tourism market.

One of the fundamental aspects of its importance lies in its role in achieving financial sustainability through the efficient management of revenues and expenses, which helps improve profitability and reduce unnecessary costs. Effective hotel management also supports the long-term continuity of operations and contributes to building a strong institutional reputation and increasing brand awareness making the hotel more capable of attracting a wide range of clients both locally and internationally (Saidi, 2018, p. 119).

### 2.3 Objectives of Hotel Management

Hotel management pursues multiple objectives, and the following table highlights the main goals that hotel managers aim to achieve.

**Table 1:** Overview of Hotel Management Objectives,

Objective	Description
<b>Achieving customer satisfaction</b>	Providing guests with a distinguished experience through high-quality services, which enhances customer loyalty and increases future bookings.
<b>Increasing operational efficiency</b>	Improving the management of time and resources to reduce waste in both human and material resources, thereby lowering costs and boosting profitability.
<b>Ensuring financial sustainability</b>	Effectively managing the hotel's budget and maintaining a balance between revenues and expenses to guarantee long-term financial stability.
<b>Developing and training employees</b>	Enhancing staff skills through continuous training, which contributes to improving service quality and overall job performance.
<b>Implementing innovative marketing strategies</b>	Developing modern marketing approaches such as digital marketing and targeted advertising to increase hotel demand.
<b>Achieving excellence in service quality</b>	Focusing on delivering exceptional services across all hotel departments to strengthen the hotel's reputation and increase customer satisfaction.
<b>Adapting to market changes</b>	Maintaining flexibility in adjusting operational strategies to keep pace with economic and tourism-related changes, ensuring the hotel remains competitive.
<b>Increasing innovation</b>	Adopting modern technologies such as electronic booking systems and smart management tools to improve operational efficiency and attract more customers.

**Source:** (Al-Jubouri Khalid, 2019, p. 110)

The data presented in the table indicate that hotel management aims to achieve a precise balance between customer satisfaction and operational efficiency, thereby ensuring the long-term financial sustainability of the institution. Effective hotel management depends on the integration of innovation, technology, human resource development, and creative marketing strategies to maintain competitiveness and ensure consistent service quality.

### 2.4 Tourist Attraction

Tourist attraction refers to the process of drawing visitors from outside national borders to specific destinations. This concept forms part of broader strategies aimed at strengthening the tourism sector and increasing national revenue by appealing to tourists from around the world. From a practical perspective, attracting tourists involves several measures, including improving the tourism offering, utilizing modern marketing techniques, and creating an environment that ensures comfort, safety, and high-quality services for visitors. This field is considered one of the key drivers of tourism sector growth internationally, with significant economic benefits for countries (Ahmed, 2017, p. 102).

## 3. International Success Stories in Attracting Tourists Through Hotel Management

International examples of successful tourist attraction through effective hotel management serve as valuable models for countries seeking to strengthen their tourism sectors. As global tourism continues to grow steadily, several nations demonstrate how well-implemented hotel management strategies can significantly enhance destination attractiveness and generate substantial economic benefits.

### 3.1 Swiss Experience: Quality and Innovation in Hotel Services

Switzerland is widely regarded as a global benchmark for successful hotel management, with its tourism sector distinguished by high-quality services that combine exceptional hospitality, comfort, and diverse accommodation options. The country's leadership in innovation particularly through digital systems and smart applications further enhances its appeal to international tourists. A study conducted by the Swiss Tourism Institute (2020) found that Swiss hotels with high levels of service quality and innovation significantly contribute to attracting international tourists (Muhammad, 2019, p. 96).

### **3.2 UAE Experience: Innovation and Hotel Marketing**

Advanced hotel management in the United Arab Emirates represents a cornerstone of tourism development and international visitor attraction. This progress is driven by innovative digital marketing strategies and enhanced promotional campaigns implemented through the internet and social media. Integrated tourism initiatives particularly collaborative efforts between hotels and tourism companies have contributed to significant sectoral growth and a noticeable increase in international tourist arrivals. As noted by Ali Muhammad (2019), "effective hotel marketing strategies in the UAE have helped transform the country into one of the world's preferred tourist destinations" (p. 97).

### **3.3 Spanish Experience: Integrating Culture and Hotel Services**

Spain represents a prominent example of successful tourist attraction through effective hotel management. The sector not only provides high-quality and luxury services but also integrates local cultural elements into hotel offerings. Many Spanish hotels incorporate programs that reflect local heritage and traditions such as regional cuisine, folkloric activities, and historical experiences thereby enriching the overall tourist experience. This integrated approach to hotel management has enabled Spain to attract large numbers of international tourists seeking a combination of cultural immersion and high-quality accommodation services (Al-Zahraa, 2019, p. 178).

### **3.4 Japanese Experience: Excellence in Service and Event Management**

Japan's hotels are renowned for their high-quality services centered on personal comfort, supported by continuous staff training aimed at ensuring excellence in service delivery an element that directly influences visitor decision-making. In addition, Japanese hotels organize structured annual events and festivals that reflect local culture, further enhancing the country's appeal. This combination of comfort, high-quality services, and rich cultural activities makes Japan a preferred destination for international tourists (Brahimi & Hakima, 2019, p. 165).

### **3.5 Tunisian Experience: Excellence in Hotel Management and Sustainable Tourism**

Tunisia's hotel management emphasizes innovation and sustainable tourism, offering diverse services tailored to different tourist segments, ranging from luxury hotels to coastal resorts. This approach prioritizes staff training, service quality enhancement, and the integration of local culture and heritage into the overall tourist experience. Tunisia has also advanced its digital services such as online booking systems and encouraged hotels to obtain environmental sustainability certifications. These efforts have strengthened Tunisia's position as an attractive and eco-friendly tourist destination in North Africa (Ahmed, 2016, p. 89).

### **3.6 Moroccan Experience: Combining Culture and Luxury Hotels**

Morocco's hotel sector represents a key pillar of its tourism industry, combining rich cultural heritage with innovative design and modern services. Cities such as Marrakech, Fez, and Casablanca have experienced significant development in luxury hotels that offer unique experiences blending authenticity with contemporary amenities. Moreover, cultural festivals such as the Marrakech International Film Festival and the Fez Festival of Spiritual Music have further enhanced the appeal of Moroccan destinations, making them globally attractive for both cultural events and high-end hotel services (Brahimi & Hakima, 2019, p. 179).

### 3.7 Egyptian Experience: Developing Luxury Hotels and Tourist Resorts

Egypt has prioritized the development of its hotel sector as part of a broader strategy to strengthen its position as a leading tourist destination in the Arab region. This has been achieved through significant investment in luxury hotels and modern resorts. Cities such as Sharm El-Sheikh, Hurghada, and Luxor offer high-quality services that combine luxury, cultural immersion, and recreational activities, including visits to archaeological sites and diving in the Red Sea. The sector has also modernized its infrastructure and adopted smart systems to improve service efficiency, while promoting eco-tourism through environmentally friendly hotels. These efforts have enhanced Egypt’s competitiveness in the global tourism market (Brahimi & Hakima, 2019, p. 187).

#### Key Factors for Successful Hotel Management in Attracting Tourists:

- High-quality services paired with innovation in service delivery.
- Effective digital marketing supported by the use of modern technology.
- Integration of local culture and heritage into the overall tourist experience.
- Continuous training and development of human resources to ensure service quality and sustainability.

A strong commitment to sustainable and environmentally friendly tourism practices is essential. Thus, any effective hotel management strategy must combine quality, innovation, and adaptability to changing tourist expectations, ensuring enhanced destination appeal and strengthened global competitiveness.

### 4. Practical Aspect of the Study

The following subsection details how the questionnaire was administered and how participants were selected for the study.

#### 4.1 Questionnaire Distribution and Sample Selection

This field study adopted a descriptive–analytical approach, as it is the most appropriate method for examining the role of hotel management in attracting international tourists. The research was conducted in the “Al-Janoub” and “Mzab” hotels located in Ghardaia Province, selected due to their prominence in attracting multinational clientele and their distinct management practices. The study sample consisted of 62 employees 31 from each hotel chosen because of their direct involvement in management and service supervision across departments such as reception, administration, marketing, and customer service.

The fieldwork was carried out during April and May 2025, which represent peak tourism months, allowing for comprehensive data collection. A structured questionnaire was employed as the primary data collection instrument. It was designed to measure four key dimensions: service quality, marketing strategies, technology use, and professional training. The questionnaire included closed-ended items based on a five-point Likert scale to facilitate statistical analysis, supplemented by open-ended questions to capture detailed insights. To ensure validity and reliability, the instrument was reviewed by academic experts and underwent a preliminary pilot test. It was then distributed manually after explaining the study’s objectives and guaranteeing full confidentiality, which contributed to obtaining accurate quantitative and qualitative data.

Data analysis was carried out using SPSS, employing means, standard deviations, correlation coefficients, and reliability tests. These statistical techniques enhanced the accuracy and credibility of the results, providing a precise scientific overview of local hotel management practices and their contribution to hotel competitiveness and the attraction of international tourists.

To measure respondents’ agreement with the questionnaire items, the five-point Likert scale was adopted. Participants indicated their level of agreement from “Strongly Agree” to “Strongly Disagree,” with numerical values assigned to each response, as shown in the following table:

**Table 2: Five-Point Likert Scale Ratings,**



<i>Response</i>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<i>Score</i>	5	4	3	2	1

**Source:** Prepared by the researchers based on SPSS data

## 2.4 Questionnaire Reliability Measurement:

To ensure the reliability of the study instrument, Cronbach's Alpha coefficient was calculated. The results for each dimension of the instrument, as well as for the questionnaire as a whole, are presented in the following table:

**Table 3:** Cronbach's Alpha Reliability Coefficient.

Statement	Number of Items	Cronbach's Alpha Coefficient
Hotel Management	24	0.720
The quality of hotel services positively affects foreign tourists' choice of destinations	6	0.728
Digital hotel marketing positively influences the attraction of foreign tourists	6	0.707
Training hotel staff positively affects service quality and, consequently, foreign tourist satisfaction	6	0.711
Training hotel staff positively affects service quality and, consequently, foreign tourist satisfaction (duplicate entry)	6	0.778
Tourist Attraction	6	0.773
The relationship between hotel management and attracting foreign tourists	6	0.680
Overall Questionnaire	31	0.773

**Source:** Prepared by the researchers based on SPSS data.

The test results indicated that the Cronbach's Alpha values for all dimensions of the questionnaire were within statistically acceptable ranges, reflecting a good level of internal consistency. The overall reliability coefficient reached 0.773, which is considered a sufficient indicator of the instrument's reliability and its suitability for measuring the studied phenomenon. This reinforces the dependability of the collected data for statistical analysis and the drawing of valid conclusions.

## 3.4 Validity of the Study Instrument:

The analysis confirmed the validity and clarity of the questionnaire items, with the square root of Cronbach's Alpha reaching **0.856**, indicating a high degree of consistency among the instrument's dimensions. The questionnaire was also reviewed by subject-matter experts, and several items were refined to further enhance its validity. In addition, Pearson correlation coefficients demonstrated strong coherence between each dimension and the questionnaire as a whole, confirming the instrument's accuracy and appropriateness for testing the study's hypotheses.

**Table 4:** Internal Consistency Validity of Questionnaire Dimensions.

Dimension	Number of Items	Pearson Correlation Coefficient	Significance Level
Hotel Management	24	0.914**	0.000
The quality of hotel services positively affects foreign tourists' choice of destinations	6	0.827**	0.000
Digital hotel marketing positively affects the attraction of foreign tourists	6	0.858**	0.000

Training hotel staff positively impacts service quality and, consequently, foreign tourists' satisfaction	6	0.856**	0.000
Training hotel staff positively impacts service quality and, consequently, foreign tourists' satisfaction	6	0.864**	0.000
Tourist Attraction	6	0.767**	0.000
The relationship between hotel management and attracting foreign tourists	6	0.890**	0.000

**Note:** \*\* indicates significance at  $p < 0.01$ .

**Source:** Prepared by the researchers based on SPSS data

The results in the table indicate that the Pearson correlation coefficients for all questionnaire dimensions ranged between 0.767 and 0.914, all statistically significant at  $\alpha = 0.01$ . This confirms a strong level of internal consistency validity across the instrument's dimensions. The "Hotel Management" dimension recorded the highest correlation (0.914), followed by "The Relationship between Management and Tourist Attraction" (0.890). Other dimensions including "Staff Training," "Digital Hotel Marketing," and "Technology and Innovation" also demonstrated high correlation values. The lowest correlation was observed for the "Foreign Tourist Attraction" dimension (0.767), which nevertheless falls within acceptable statistical limits.

These results indicate that all study dimensions accurately measure the intended constructs, thereby supporting the validity of the questionnaire and reinforcing its reliability. Overall, the findings confirm the construct validity of the research instrument and its suitability for objectively measuring the phenomenon under investigation.

#### 4.4 Kolmogorov-Smirnov Normality Test

This test aims to determine the probability distribution followed by the study data specifically whether the data conform to a normal distribution based on the following hypotheses:

- Null hypothesis ( $H_0$ ): The study data follow a normal distribution.
- Alternative hypothesis ( $H_1$ ): The study data do not follow a normal distribution.

The null hypothesis is accepted and the alternative hypothesis is rejected if the p-value (Sig.) is greater than the significance level adopted in the study. The following table presents the results of the normality test conducted using the Kolmogorov-Smirnov method:

**Table 5: Normality Test.**

Dimension	Z-Value	Significance Level (SIG)
Hotel Management	0.246	0.340
The positive effect of hotel service quality on foreign tourists' choice of destinations	0.311	0.489
The positive effect of digital hotel marketing on attracting foreign tourists	0.591	0.293
The positive effect of staff training on service quality and consequently on foreign tourists' satisfaction	0.548	0.297
The positive effect of staff training on service quality and consequently on foreign tourists' satisfaction	0.548	0.297
Tourist Attraction	0.399	0.387
The relationship between hotel management and attracting foreign tourists	0.413	0.215
Overall Questionnaire	0.342	0.298

**Source:** Prepared by the researchers based on SPSS data.

The results of the Kolmogorov-Smirnov test indicated that all study dimensions, including the overall scale, follow a normal distribution, with p-values ranging from 0.215 to 0.530 values that all exceed the significance level ( $\alpha = 0.05$ ). Consequently, the null hypothesis ( $H_0$ ) was accepted, confirming that the data are normally distributed and therefore suitable for the use of parametric statistical methods in analyzing relationships and testing the study's hypotheses.

#### 4.5 Statistical Description of Study Variables:



- Statistical description of the study sample:
- Gender:

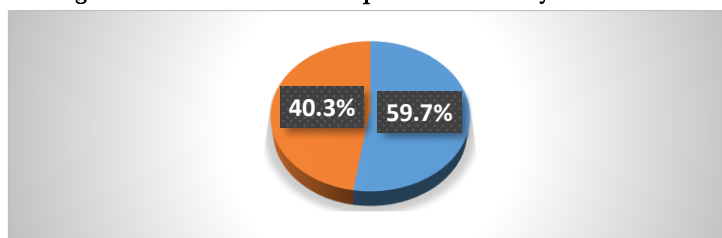
**Table 6: Distribution of Sample Individuals by Gender.**

Gender	Frequency	Percentage (%)
Male	37	63.2
Female	25	36.8
Total	62	100

**Source:** Prepared by the researchers based on SPSS data

The sample distribution by gender shows that males accounted for 59.7% (37 participants), while females represented 40.3% (25 participants). This distribution reflects a slight predominance of male participants yet maintains a reasonable gender balance, making the sample appropriate for analysis without substantial bias. Nonetheless, this disparity should be considered when interpreting the results, as participants’ responses may differ depending on their experiences and perspectives within the hospitality and tourism sector.

**Figure 1: Distribution of Sample Individuals by Gender**



**Source:** Prepared by the researchers based on SPSS data

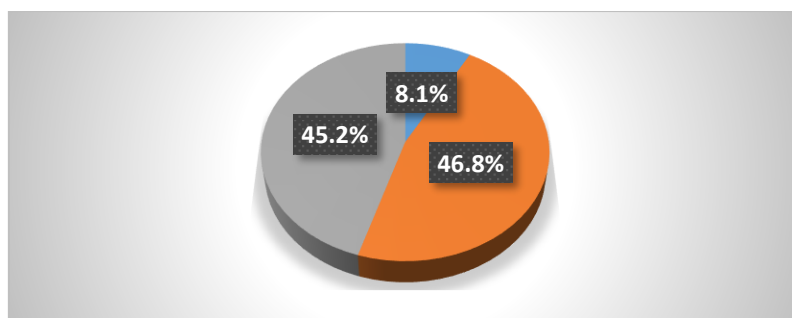
**Table 7: Distribution of Sample Individuals by Age.**

Age Group	Frequency	Percentage (%)
Under 20	5	8.1
21 - 35	29	46.8
35 and above	28	45.2
<b>Total</b>	<b>62</b>	<b>100</b>

**Source:** Prepared by the researchers based on SPSS data.

The distribution of the sample by age shows that the age groups 21–35 years and 35 years and above represent the largest proportions of the sample, accounting for 46.8% and 45.2% respectively, while the under-20 age group constitutes only 8.1%. This distribution suggests that the more mature age groups are more actively engaged in tourism and hotel activities compared to younger individuals, likely due to greater professional experience and longer involvement in the sector.

**Figure 2: Distribution of Sample Individuals by Age**



**Source:** Prepared by the researchers based on SPSS data.

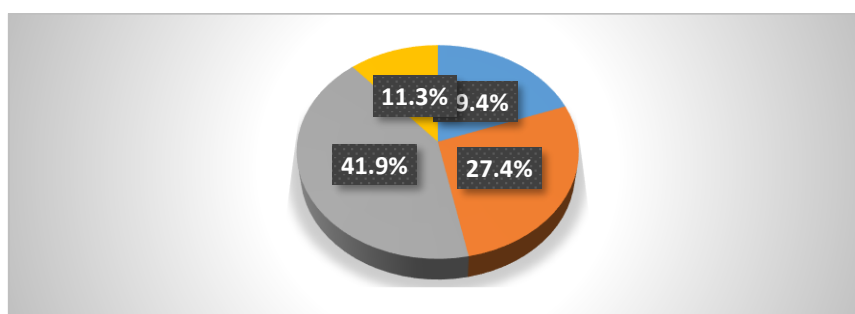
**Table 8: Distribution of Sample Individuals by Educational Qualification**

Educational Qualification	Frequency	Percentage (%)
Below Bachelor's	12	19.4
Bachelor's (Licentiate)	17	27.4
Master's	26	41.9
Postgraduate Studies	7	11.3
<b>Total</b>	<b>62</b>	<b>100</b>

**Source:** Prepared by the researchers based on SPSS data.

The distribution of the sample according to educational qualification showed clear diversity. The Master's degree category represented the largest proportion at 41.9% (26 participants), followed by the Bachelor's degree category at 27.4% (17 participants). Participants with qualifications below a Bachelor's degree accounted for 19.4% (12 participants), while those pursuing postgraduate studies represented 11.3% (7 participants). This distribution indicates that the majority of the sample possesses a relatively high educational level particularly those holding Master's and Bachelor's degrees which contributes to participants' depth of knowledge and awareness regarding issues related to hotel and tourism management.

**Figure 3: Distribution of Sample Individuals by Educational Qualification**



**Source:** Prepared by the researchers based on SPSS data.

**Table 9: Distribution of Sample Individuals by Job Level.**

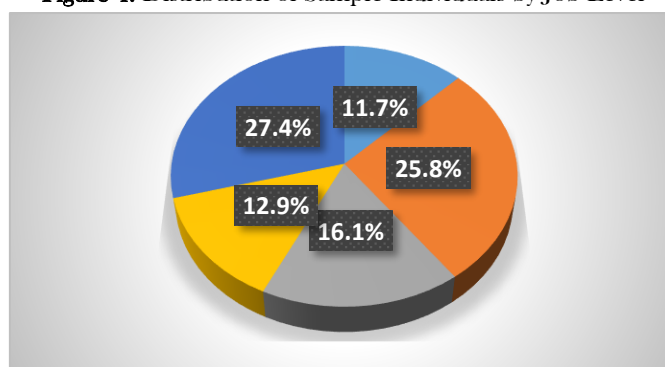
Job Level	Frequency	Percentage (%)
Manager / Officer	11	11.7
Reception Staff	16	25.8
Technical Supervisor	10	16.1
Customer Service Staff	8	12.9

Others	17	27.4
<b>Total</b>	<b>62</b>	<b>100</b>

**Source:** Prepared by the researchers based on SPSS data.

The distribution of the sample according to job level revealed substantial diversity. The “Others” category which includes cleaning, cooking, security, and maintenance staff constituted the largest proportion at 27.4% (17 participants), followed by Reception Staff at 25.8% (16 participants). Technical Supervisors accounted for 16.1% (10 participants), Customer Service Staff for 12.9% (8 participants), and Managers/Officers for 11.7% (11 participants). This distribution reflects a balanced representation across different job levels, providing the study with a comprehensive perspective that encompasses managerial, operational, and technical viewpoints. Such diversity enhances the depth and credibility of the results obtained.

**Figure 4:** Distribution of Sample Individuals by Job Level



**Source:** Outputs from Excel based on SPSS data.

#### 4.6 Analysis of Study Axes:

**Table 10:** Analysis of Agreement Levels Regarding Hotel Management.

No	Items	Mean	Std. Deviation	Relative Importance	Level of Agreement	Rank
<b>Impact of Hotel Service Quality on Foreign Tourists' Choice</b>						
1	Hotel service quality is a key factor in attracting foreign tourists.	4.20	0.63	0.84	Very Good	2
2	Cleanliness and quality of accommodation are among the most important factors affecting foreign tourists' satisfaction.	4.30	0.61	0.86	Very Good	1
3	Hotel staff are committed to providing high-quality services.	3.96	0.57	0.79	Good	4
4	Providing comfort to guests is a priority in hotel management.	4.19	0.50	0.84	Very Good	3
5	Offering additional services such as transport and tourist activities helps attract foreign tourists.	3.93	0.53	0.79	Good	5
6	Commitment to quality in food and beverage service is a key factor in attracting tourists.	3.87	0.52	0.77	Good	6
<b>Subtotal</b>		4.08	0.04	0.81	Good	
<b>Impact of Digital Hotel Marketing on Attracting Foreign Tourists</b>						
1	The hotel relies on strong marketing strategies to attract foreign tourists.	3.61	0.49	0.72	Good	5
2	Use of the Internet and social media is an essential part of hotel marketing.	3.72	0.44	0.75	Good	4
3	Price offers and discounts are effective methods for attracting foreign tourists.	3.83	0.37	0.77	Good	2

4	Advertising on global tourism platforms significantly contributes to attracting foreign clients.	3.91	0.27	0.78	Good	1
5	Direct marketing campaigns, such as exclusive offers, attract new foreign tourists.	3.61	0.49	0.72	Good	5
6	Providing multilingual services in the hotel facilitates communication with foreign tourists.	3.77	0.42	0.75	Good	3
<b>Subtotal</b>		<b>3.74</b>	<b>0.08</b>	<b>0.74</b>	<b>Good</b>	
<b>Impact of Technology and Staff Training on Service Quality</b>						
1	Using modern technology in service delivery increases foreign tourists' satisfaction.	3.93	0.24	0.79	Good	2
2	Hotel mobile applications facilitate reservations for foreign tourists.	3.59	0.55	0.72	Good	6
3	Technological innovations in room services, such as smart lighting and air conditioning control, enhance guest experience.	3.88	0.31	0.78	Good	4
4	Using smart systems at check-in contributes to improving the foreign tourist experience.	3.83	0.65	0.77	Good	5
5	Electronic payment systems make it easy and secure for tourists to pay for accommodation.	3.91	0.48	0.78	Good	3
6	Online rapid reservation management applications facilitate tourists' experiences.	4.08	0.66	0.82	Good	1
<b>Subtotal</b>		<b>3.87</b>	<b>0.17</b>	<b>0.77</b>	<b>Good</b>	
<b>Impact of Regular Training on Service Quality and Tourist Satisfaction</b>						
1	Providing regular training for hotel staff improves service quality.	3.95	0.42	0.79	Good	3
2	Training in dealing with foreign tourists is essential for improving hotel performance.	3.87	0.46	0.77	Good	4
3	Specialized training programs to develop communication skills with tourists enhance customer experience.	3.98	0.49	0.80	Good	2
4	Training staff in the use of modern technological systems contributes to improving efficiency.	3.98	0.42	0.80	Good	1
5	Investing in training employees to handle emergency situations increases hotel safety.	3.82	0.49	0.76	Good	5
6	Improving hospitality staff skills contributes to providing excellent service to tourists.	3.82	0.49	0.76	Good	5
<b>Subtotal</b>		<b>3.90</b>	<b>0.03</b>	<b>0.78</b>	<b>Good</b>	
<b>Overall Total</b>		<b>3.90</b>	<b>0.10</b>	<b>0.78</b>	<b>Good</b>	

**Source:** Prepared by the researchers based on SPSS data.

The results of the descriptive statistical analysis indicate that hotel service quality received the highest evaluation (Mean = 4.08, Relative Importance = 0.81), with the highest-rated item being cleanliness and accommodation quality (Mean = 4.30). The lowest-rated item within this dimension was commitment to food quality (Mean = 3.87).

Digital marketing emerged as the weakest dimension (Mean = 3.74, Relative Importance = 0.74). Although advertising on global tourism platforms performed relatively well (Mean = 3.91), direct marketing campaigns recorded the lowest value (Mean = 3.61).

Regarding technology use, the dimension scored an overall mean of 3.87 (Relative Importance = 0.77), with strong performance in rapid reservation applications (Mean = 4.08) but weaknesses observed in hotel mobile applications (Mean = 3.59). Staff training also received a positive evaluation, with a mean score of 3.90 (Relative Importance = 0.78).

Overall, the general mean across all dimensions was 3.90 with a low standard deviation (0.10), indicating a strong consensus among respondents and an overall “Good” level of satisfaction regarding the role of hotel management in attracting foreign tourists. The findings also highlight key areas requiring improvement, particularly food quality, direct marketing efforts, and **the enhancement of staff training programs**.

**Table 11:** Analysis of Agreement Levels Regarding Tourist Attraction.

Items	Mean	Std. Deviation	Relative Importance	Level of Agreement	Rank
<b>Tourist Attraction</b>					
1	Improving the level of hotel service helps attract foreign tourists.	4.04	0.33	0.81	Good
2	The hotel's good reputation greatly affects foreign tourists' decision to choose it.	4.00	0.47	0.80	Good
3	Online hotel marketing increases the chance of attracting foreign tourists.	4.09	0.39	0.82	Good
4	Availability of recreational facilities and additional services helps attract foreign tourists.	3.90	0.59	0.78	Good
5	Providing multilingual reception services facilitates attracting foreign tourists.	3.90	0.50	0.78	Good
6	Diversity of cultural and recreational activities in the hotel contributes to attracting foreign tourists.	3.88	0.51	0.78	Good
<b>Subtotal</b>		3.97	0.09	0.79	Good

**Source:** Prepared by the researchers based on SPSS data.

The results in Table 11 show that the overall mean for attracting foreign tourists was 3.97, corresponding to a “Good” level, with high consistency in respondents’ opinions (Std. Deviation = 0.09). Digital marketing via the Internet ranked first (Mean = 4.09), followed by improving service quality (Mean = 4.04), and the hotel’s good reputation (Mean = 4.00). Recreational facilities, multilingual reception, and cultural activities recorded slightly lower mean values (ranging from 3.88 to 3.90), yet they still played important complementary roles.

These results suggest that the attraction of foreign tourists relies primarily on digital marketing, service quality, and institutional reputation, while recreational and cultural components provide additional support that enriches the overall tourist experience.

**Table 12:** Analysis of Agreement Levels Regarding the Relationship Between Hotel Management and Attracting Foreign Tourists.

Items	Mean	Std. Deviation	Relative Importance	Level of Agreement	Rank
<b>Relationship Between Hotel Management and Attracting Foreign Tourists</b>					
1	Hotel management style affects the attraction of foreign tourists.	4.01	0.46	0.80	Good
2	The hotel's reliance on clear strategies to improve service quality contributes to attracting foreign tourists.	3.90	0.34	0.78	Good
3	The quality of services provided in the hotel contributes to increasing the number of foreign tourists.	3.85	0.39	0.77	Good
4	Effective marketing enhances the hotel's attractiveness to foreign tourists.	3.95	0.33	0.79	Good

5	Use of technology in management improves the experience of foreign tourists.	3.80	0.39	0.76	Good
6	Continuous staff training enables them to provide services that enhance foreign tourists' satisfaction.	3.80	0.39	0.76	5
<b>Subtotal</b>		3.88	0.04	0.77	Good

**Source:** Prepared by the researchers based on SPSS data.

The results presented in Table 12 indicate a general agreement among respondents regarding the existence of a positive relationship between hotel management and the attraction of foreign tourists. The overall mean was 3.88, corresponding to a "Good" level of agreement, with a low standard deviation (0.04), which reflects a high degree of consensus among participants. Hotel management style ranked as the most influential factor (Mean = 4.01), followed by effective marketing (Mean = 3.95) and service quality improvement strategies (Mean = 3.90). Technology use and continuous staff training received comparatively lower evaluations (Mean = 3.80).

These findings imply that the sample places greater emphasis on direct and tangible factors such as management style, service quality, and marketing when assessing tourist attraction. Meanwhile, technical and organizational factors, including technology integration and staff development, appear to be less prioritized. This pattern reflects the prevailing administrative practices in the hotels under study.

#### 7.4 Testing the Study Hypotheses:

- **Hypothesis 1:** Hotel service quality positively affects foreign tourists' choice of destinations.

**Table 13: Results of Simple Linear Regression Analysis for Hypothesis 1**

Analysis of the Relationship Between Hotel Service Quality and Tourists' Destination Choice					
0.611			Pearson Correlation Coefficient (R)		Hotel Service Quality
0.000		Significance Probability (sig)			
Results of the Simple Linear Regression Analysis Measuring the Effect of Hotel Service Quality on Tourists' Destination Choice					
Standard Error of Estimate = 0.45431			Coefficient of Determination (R <sup>2</sup> = 0.373)		
Significance Level = 0.00			F-value :22.635		
Significance of T	T	β	SE	B	Variable
0.000	8.301		0.292	2.422	Constant
0.000	4.758	0.611	0.077	0.367	Dependent

**Source:** Prepared by the researchers based on SPSS data.

The results indicate a moderate positive relationship between hotel service quality and tourists' destination choice (R = 0.611). Hotel service quality explains 37.3% of the variance in destination choice, with all regression coefficients being statistically significant. Therefore, **improving hotel service quality contributes positively and substantially to attracting foreign tourists.**

**Hypothesis 2:** Hotel digital marketing positively affects the attraction of foreign tourists.

**Table 14: Results of Simple Linear Regression Analysis for Hypothesis 2**

Analysis of the Relationship Between Hotel Service Quality and Tourists' Destination Choice		
0.534		Pearson Correlation Coefficient (R)
		Hotel Marketing



0.000		Significance Probability (sig)			
<b>Results of the Simple Linear Regression Analysis Measuring the Effect of Organizational Culture and Knowledge Sharing</b>					
Standard Error of Estimate = 0.48507			Coefficient of Determination ((R2) 0.286 )		
Significance Level = 0.00			F-value :15.187		
Significance of T	T	$\beta$	SE	B	Variable
0.000	10.422		0.266	2.774	Constant
0.000	3.897	0.534	0.079	0.310	Dependent

Source: Prepared by the researchers based on SPSS data.

Table 15: Results of Simple Linear Regression Analysis for Hypothesis 3.

<b>Analysis of the Relationship Between Hotel Service Quality and Tourists' Destination Choice</b>					
0.534		Pearson Correlation Coefficient (R)		Hotel Marketing	
0.000		Significance Probability (sig)			
<b>Results of the Simple Linear Regression Analysis Measuring the Effect of Organizational Culture and Knowledge Sharing</b>					
Standard Error of Estimate = 0.48507			Coefficient of Determination ((R2) 0.286 )		
Significance Level = 0.00			F-value :15.187		
Significance of T	T	$\beta$	SE	B	Variable
0.000	10.422		0.266	2.774	Constant
0.000	3.897	0.534	0.079	0.310	Dependent

Source: Prepared by the researchers based on SPSS data

Table 15: Results of the Simple Linear Regression Analysis for the Third Hypothesis

<b>Analysis of the Relationship Between Technology and Innovation in Hotel Services and the Attraction of Foreign Tourists</b>					
0.736		Pearson Correlation Coefficient (R)		Technology and Innovation in Hotel Services	
0.000		Significance Probability (sig)			
<b>Results of the Simple Linear Regression Analysis Measuring the Effect of Organizational Culture and Knowledge Sharing</b>					
Standard Error of Estimate = 0.3880			Coefficient of Determination ((R2) 0.541 )		
Significance Level = 0.00			F-value :44.788		
Significance of T	T	$\beta$	SE	B	Variable
0.000	11.500		0.210	2.420	Constant
0.000	6.692	0.736	0.052	0.414	Dependent

Source: Prepared by the researchers based on SPSS data

The results revealed a strong positive relationship between technology and innovation in hotel services and the attraction of foreign tourists ( $R = 0.736$ ). These variables together explain 54.1% of the variance in tourist attraction, with a high level of statistical significance ( $\text{Sig} = 0.000$ ). Additionally, an improvement of one unit in the level of technology and innovation corresponds to a 73.6% increase in tourist attraction, confirming their pivotal role in enhancing the appeal and competitiveness of tourist destinations.

Table 16: Results of the Simple Linear Regression Analysis for the Fourth Hypothesis.

<b>”.Results of the analysis of the relationship between hotel employee training and tourist satisfaction“</b>
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0.780			Pearson Correlation Coefficient (R)		Training of hotel “employees
0.000			Significance Probability (sig)		
Results of the simple linear regression analysis measuring the effect of employee training on tourist “satisfaction					
Standard Error of Estimate = 0.35909			Coefficient of Determination ((R2) 0.60 )		
Significance Level = 0.00			F-value :59.053		
Significance of T	T	β	SE	B	Variable
0.000	10.931		0.206	2.248	Constant
0.000	7.685	0.780	0.063	0.483	Dependent

Source: Prepared by the researchers based on SPSS data

The results revealed a strong positive relationship between hotel service quality and tourist satisfaction ( $R = 0.780$ ). Service quality explains 60.8% of the variation in tourist satisfaction, with a high level of statistical significance ( $Sig = 0.000$ ). Furthermore, a one-unit improvement in service quality corresponds to a 78% increase in tourist satisfaction. These findings confirm that enhancing service quality supported by effective employee training is a critical factor in strengthening tourist satisfaction and improving overall hotel performance.

### 7.5 Study Results in Light of the Hypotheses

- Hotel service quality positively affects foreign tourists' choice of their tourist destinations.**  
 Hotel service quality is a central element in attracting foreign tourists. The role of hotels extends beyond providing accommodation to delivering an integrated experience that meets tourists' expectations and contributes to their overall assessment of the destination. Service quality encompasses several key factors, including cleanliness, comfort, responsiveness, staff efficiency, security, and the availability of modern facilities.  
 Research consistently shows that tourists prioritize service quality among the main criteria guiding their destination and hotel choices. This underscores the need for continuous investment in human resource training and facility development to ensure tourist satisfaction and strengthen loyalty to the destination.
- Hotel marketing positively influences the attraction of foreign tourists.**  
 Hotel marketing is a strategic tool for attracting foreign tourists, particularly in the digital era, where it increasingly depends on modern technologies such as online advertising, social media platforms, and artificial intelligence to analyze tourist preferences. Through these channels, marketing efforts highlight the hotel's advantages and the strengths of the destination as a whole including its location, services, and competitive pricing thereby shaping a positive image among tourists and influencing their decision to choose the hotel.
- Technology and innovation in hotel services play an important role in attracting foreign tourists.**  
 Hotel marketing increasingly relies on advanced digital tools, including online promotional content, targeted advertising, and AI-powered data analysis. These tools enable hotels to highlight their value and enhance the portrayal of the overall tourist experience. In doing so, they contribute to building a strong and appealing image that encourages foreign tourists to make informed booking decisions.
- Employee training in hotels affects service quality and therefore influences tourist satisfaction.**

Employee training is a fundamental factor in enhancing service quality and increasing tourist satisfaction. It equips staff with both technical and interpersonal skills, enabling them to address guests' diverse needs efficiently and professionally. Effective training not only contributes to a positive image of the hotel but also improves guest satisfaction, strengthens competitiveness, and increases the likelihood of repeat visits and positive recommendations.

It can be concluded that all the tested hypotheses significantly contribute to improving the hotel tourism industry and attracting foreign tourists. Service quality, hotel marketing, technology use, and effective employee training represent interconnected elements that collectively influence tourists' destination choices. Proper management of these factors enhances the reputation of both hotels and tourist destinations, thereby increasing the influx of foreign visitors and strengthening overall competitiveness in the tourism market.

## 5. Conclusion

The hotel tourism sector is one of the fundamental pillars of the global economy, and hotels play a central role in attracting both domestic and international tourists. Providing an excellent hospitality environment is essential for drawing foreign visitors, and this environment depends on several key elements: service quality, effective hotel marketing strategies, the use of modern technologies, and the availability of skilled human resources.

This study examined these dimensions through a field investigation using a questionnaire administered to 68 employees at the South Hotel and the M'zab Hotel in Ghardaia Province. Four main hypotheses were tested and confirmed based on the empirical results obtained.

The findings demonstrated that hotel service quality is one of the most influential factors shaping foreign tourists' destination choices. Employees emphasized the importance of cleanliness, responsiveness, and integrated facility services, all of which positively influence tourists' evaluations and increase their likelihood of revisiting or recommending the destination.

Regarding the second hypothesis, the results indicated that hotel marketing significantly contributes to attracting tourists, especially through modern digital communication tools. Contemporary marketing relies heavily on creating an attractive image of the hotel and its destination through targeted promotional content. The study recommends further investment in digital marketing and multilingual promotional materials to strengthen outreach efforts.

The third hypothesis underscored the importance of technology and innovation in enhancing the tourist experience. Participants highlighted the need to integrate advanced technologies such as smart applications, digital booking systems, and virtual reality tools, which facilitate service interaction and provide a modern, seamless hospitality experience.

As for the fourth hypothesis, the findings revealed that employee training has a substantial impact on service quality and tourist satisfaction. Respondents stressed the importance of enhancing communication skills and the ability to interact effectively with guests from diverse cultural backgrounds factors that strengthen the hotel's image and improve its competitiveness.

Based on the comprehensive analysis of how hotel service quality, marketing, technology, and employee training influence the attraction of foreign tourists, a set of recommendations is proposed to enhance hotel performance and increase its appeal to international visitors.

### 5.1 Recommendations

- **Focus on improving hotel service quality:**
  - Hotels should develop periodic evaluation systems for service quality through customer feedback and satisfaction surveys.
  - Invest in maintaining and upgrading hotel facilities to ensure a safe and comfortable environment.
  - Strengthen cleanliness standards across all hotel sections rooms, bathrooms, restaurants, and recreational areas.
- **Develop effective hotel marketing strategies:**
  - Invest in innovative digital marketing campaigns targeting international tourism markets.
  - Improve online communication with foreign tourists through tailored content.
  - Create promotional videos that highlight hotel strengths and surrounding attractions.
- **Enhance the use of technology and innovation:**
  - Integrate AI-based solutions to improve customer service and personalize recommendations.
  - Provide mobile applications for booking services, modifying schedules, and requesting assistance.
  - Use VR and AR technologies to offer virtual tours of the hotel and nearby attractions.
- **Strengthen staff training and professional development:**
  - Implement specialized training programs for all employees to improve customer service skills.
  - Focus on intercultural communication and handling diverse guest expectations.
  - Offer continuous training programs on communication skills and professional problem-solving.
- **Collaborate with local and international tourism organizations:**
  - Partner with travel agencies to offer joint packages that attract foreign tourists.
- **Prioritize sustainability and social responsibility:**
  - Adopt eco-friendly practices such as renewable energy use and waste reduction.

- Implement social or cultural initiatives that enhance the hotel's reputation among guests.
- It can be concluded that the integration of these four factors forms the essential foundation for the success of hotels in the global tourism market. Technology functions as a supportive tool that strengthens marketing efforts, while employee training serves as a core pillar for enhancing service quality. Together, these elements create a comprehensive tourist experience that aligns with the expectations of the modern traveler. Ultimately, a hotel's ability to adapt to digital transformations, develop its human resources, and maintain a balance between profitability and environmental and social responsibility is key to achieving sustainability and excellence in attracting foreign tourists. Therefore, the success of any hotel in attracting international visitors is not a matter of chance; rather, it is the direct result of a professional management strategy grounded in quality, innovation, and human-centered practices. Investing in human resources, digital transformation, creative marketing, and environmental sustainability represents an integrated and indispensable pathway for Algerian hotels seeking to secure a competitive position in the global tourism market.

### Ethical Considerations

This study was conducted in accordance with recognized ethical research standards. The research relied on primary data collected through a questionnaire administered to hotel employees. Participation was entirely voluntary, and respondents were informed of the purpose of the study prior to data collection. Informed consent was obtained from all participants. No personal identifiers were collected, and confidentiality and anonymity were strictly maintained throughout the research process. The study did not involve vulnerable populations, medical interventions, or experimental procedures; therefore, formal ethical committee approval was not required.

### Author Contributions

- **Zeguieb Kheira:** Conceptualization of the study, research design, literature review, data collection, data analysis, interpretation of results, and drafting of the manuscript.
- **Guezzoun Mohamed Larbi:** Methodological support, statistical analysis, validation of findings, and critical revision of the manuscript.
- **Mohamed AlAmin AMohamed:** Field coordination, questionnaire administration, data organization, contribution to discussion and policy recommendations.

All authors have read and approved the final version of the manuscript.

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The authors declare that they have no known competing financial or personal interests that could have appeared to influence the work reported in this paper.

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