1- ENTREPRENEURIAL INTENTION AMONG TOURISM UNDERGRADUATE STUDENTS IN EGYPT

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Abstract

This study examines entrepreneurial intention of undergraduate tourism students in Egypt and the effect of specific beliefs and subjective norms on this intention. It also investigates students’ perceived motives and barriers to entrepreneurship. Although there have been many studies handling students' entrepreneurial intention, only a limited number of studies have focused on tourism students' entrepreneurial intention, and it is worth noting that from an educational perspective, investigating entrepreneurial intention of tourism students may play a role in the design of tourism curricula. Furthermore, there is a shortage of studies explicating entrepreneurial intention in the Middle East countries. Thus, the current study helps in filling this gap. A sample of undergraduate tourism students in Egypt was surveyed. Results showed that the majority of students have intention to start their own business after graduation. They perceive that lack of entrepreneurial education is their main barrier to entrepreneurship. Implications for educators and governmental bodies and succeeding research directions are highlighted.

Key words: Tourism students; Entrepreneurship; Entrepreneurial intention

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References

2- Exploring the role of film in promoting domestic tourism: a case study of Al Fayoum, Egypt

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Abstract
This study aims at investigating the effects of film on the perceived image of the domestic destination portrayed in the film, and it offers insight to understand the recently emerging field of film-induced tourism. Films have the potential to offer fantastic marketing opportunities as they are acting as virtual holiday brochures. A strong film industry also helps in successful film tourism, whether on the domestic or the regional scale. The literature review revealed that little is known about the effect of film on domestic tourism. Furthermore, there is a shortage of research into Eastern settings where the film is not in English; there is also a deficiency of studies on the issue of film-induced tourism in the Middle East region. The current study aims at filling this gap and contributes to the existing film-induced tourism literature by assessing the perception of a domestic tourist destination before and after watching a film features this destination. For fulfilling this aim a questionnaire contained 19 image attributes drawn from the literature was designed and paired sample T- Test on these attributes was applied. The study also examines the influence of the different film elements on the tendency to visit the filmed location. The Findings of the study generally affirms the notion that films could positively affect audiences’ perceptions of domestic destination in various ways. Practical implications and succeeding research directions are highlighted.

Keywords: Film-induced tourism, domestic tourism, perceived image, product placement

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