



EDITORIAL NOTE

Dear Readers,

Welcome to Volume 3, Issue 2 of the Pharos International Journal of Tourism and Hospitality (PIJTH). In this issue, PIJTH brings together a series of studies under the overarching theme of "Empowering Tourism and Hospitality through Technological Integration, Heritage Preservation, and Human Capital Development". The five featured studies provide insights into rural tourism's role in heritage preservation, the integration of AI to boost creativity, the impact of electronic HR practices, dual education programs as a bridge between academia and industry, and the importance of authenticity in cultural heritage tourism.

Kumar et al. explore the transformative role of rural tourism in preserving cultural heritage in Pauri Garhwal, India. The findings suggest that rural tourism not only drives economic growth but also plays a crucial role in preserving cultural values and enhancing cross-cultural understanding. This research contributes valuable knowledge for those interested in sustainable tourism practices that nurture cultural heritage.

Aly Y. examines the impact of AI collaboration on creativity, employee learning behavior, and well-being in the hospitality sector. The findings indicate that AI collaboration significantly enhances employee learning behavior and creativity. Practical recommendations are provided for improving AI integration in the hospitality industry, fostering innovation, and enhancing employee well-being.

Elmetwaly A. investigates the mediating role of personal job fit in the relationship between electronic human resources (E-HR) practices and organizational development in hotels. The findings emphasize the importance of E-HR practices in improving employee engagement and organizational performance. This research is especially relevant for HR managers and hospitality leaders seeking technology-driven solutions for organizational development.

Abdien M. provides a comprehensive evaluation of the dual education program (DEP) launched by Alexandria University in collaboration with the restaurant sector. The research demonstrates that DEP can significantly enhance students' skills and foster productive partnerships between academia and industry. The study presents important implications for educational institutions and industry partners aiming to bridge the skills gap through work-based learning approaches.

Bassiony G. and Chahine P. delve into the influence of perceived authenticity on cultural heritage tourists' behavioral intentions at the Graeco-Roman Museum in Alexandria. The findings reveal that authenticity plays a key role in enhancing tourist satisfaction, emotional



connection, and the intention to recommend or revisit. Practical implications for museum management are discussed, highlighting the importance of fostering authentic experiences to drive sustainable cultural heritage tourism.

These studies collectively contribute to our understanding of the dynamic relationships between tourism, hospitality, technology, education, and cultural heritage. We hope the insights presented in this issue inspire academic researchers and industry professionals to continue exploring innovative strategies that advance tourism and hospitality practices.

Happy reading!

Sincerely,

Prof. Mohamed A. Nassar