



EDITORIAL NOTE

Dear Readers,

Welcome to Volume 4, Issue 1 of the *Pharos International Journal of Tourism and Hospitality (PIJTH)*. This issue presents a diverse collection of research papers that explore emerging trends, challenges, and innovations in the tourism and hospitality industry. The contributions in this volume reflect the dynamic nature of the sector, addressing critical topics such as technological advancements, sustainability, customer behavior, and crisis management. Below, we provide a brief overview of the papers featured in this issue.

Hassan H., Abdien M. and Barakat M. delve into the integration of service robots in the Egyptian hotel industry. Their study highlights the growing willingness of customers to interact with robots, emphasizing the positive impacts of performance efficacy, anthropomorphism, social influence, and emotions. However, the research also identifies challenges faced by hotel managers in adopting this technology, offering valuable insights for industry practitioners.

Bhattacharjee, J. and Kumar, K.N focus on sustainable practices in the tea estates of Assam's Cachar district. Their paper underscores the importance of economic, environmental, and social sustainability, alongside technological advancements and community engagement. The study provides a roadmap for promoting sustainable tourism and economic upliftment in tea-growing regions.

Hassan H., Magdy A., Aly Y., and Bassiony G. expand on social exchange theory by examining customer participation behavior in hotels and travel agencies. Their findings reveal the significant impact of service innovativeness on customer brand identification and loyalty, offering actionable recommendations for enhancing customer engagement and brand identity.

Hassan N. presents a systematic review of Egypt's food market, particularly the wheat-to-sweet potato ratio in bread production. Her research addresses food security challenges and explores strategies for achieving self-sufficiency, providing valuable insights for policymakers, practitioners, and academics in the food tourism and hospitality sectors.

Nassar M. and Elsayy T. contribute two thought-provoking pieces. The first research report examines the transformative role of artificial intelligence (AI) in hospitality and tourism, addressing its benefits and challenges, including workforce dynamics, customer personalization, and ethical considerations. The second editorial explores broader industry trends, such as digital transformation, sustainability, and crisis



management, offering a forward-looking perspective on the future of tourism and hospitality.

This issue of *PIJTH* underscores the importance of innovation, sustainability, and adaptability in addressing the evolving challenges of the tourism and hospitality industry. We extend our gratitude to the authors for their valuable contributions and to the reviewers for their diligent efforts in ensuring the quality of this publication. We hope this collection of research inspires further exploration and dialogue among academics, practitioners, and policymakers, fostering a more resilient and forward-thinking industry.

Happy reading!

Sincerely,

Prof. Mohamed A. Nassar