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**EXPLORING THE EGYPTIAN UNIVERSITIES' SOCIAL  
RESPONSIBILITY PRACTICES TOWARDS THE TOURISM  
SECTOR  
(APPLIED ON LUXOR AND ASWAN UNIVERSITIES)**

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**ABSTRACT**

*The idea of social responsibility is now much larger and more comprehensive and includes finding answers to the economic, social, and environmental issues facing society. Moreover, the close connection between higher education and its institutions, universities and society, cannot be achieved in isolation. Universities are essential pillars of society because they are essential in raising awareness of social responsibility among students, faculty, and other staff, especially awareness of tourism development, in a way that encourages them to act as community figures who embrace shared opinions rather than choosing to embrace individual thinking. Therefore, the purpose of the research is to explore the social responsibility practices of Egyptian universities towards the tourism sector. To achieve this purpose, the researcher used a descriptive research design - correlation and contrasts. The quantitative methods presented in the questionnaires were used with university leaders and faculty members.*

**KEYWORDS:** *Egyptian Universities, Social Responsibility, Tourism Development, Luxor University, Aswan University.*

**INTRODUCTION**

The concept of social responsibility (SR) considers social benefits beyond the interest of organizations. The organizations should not only fulfill their own interests but also support the interests of the society. SR can be described as the relationship between organizations and society as well as the obligation of an organization towards the socio-economic benefit of its

stakeholders (Snider et al., 2003). Vuontisjarvi (2006) defines SR as the decision of the organization, aiming toward a satisfying society and a sustainable environment.

Tourism is one of the fastest-growing sectors in the world and has a great impact on the social-economy structure of tourism destinations as well as on the environment. The tourism sector has become one of the most current trends in the global tourism industry. SR System is of particular importance. It is owing to the dynamic development of this sector within the national economy and its social orientation on meeting the needs of people and improving the quality of life. SR in tourism should encompass a wide range of activities, including (Blinova et al, 2018):-

- The development and improvement of social conditions for personnel (training and professional development, social packages to employees, motivation, favorable conditions for work and leisure, etc.).
- Health, security and safety of employees, the safety of tourists (safe workplaces, personnel health care, protection for the consumers of tourism services in places of recreation, compensation for unused tours, etc.).
- The development of local destinations (financial support of cultural and historical objects, educational and sports facilities, charity, etc.).
- Environmental protection and sustainability (economical and careful use of natural resources, pollution prevention, efficient environmental management incorporated in the tourism activity).

The current studies indicate that Egyptian universities are among the most important scientific institutions that have a great social responsibility towards society in general and towards the development of the tourism sector in particular. Due to the importance of the tourism industry, and this requires that universities put in their strategy a plan to develop the tourism sector. And overcome the obstacles facing this plan.

The research identifies the exploration of the practices of Egyptian universities through their social responsibility in developing the tourism sector, as well as the obstacles facing the role of universities in linking education with the service community to find ways to improve their role in community service. It also highlights the role of Egyptian universities and their great impact on society in general, and the development of tourism in particular.

In the recent period, Egyptian universities have generally tended to work with civil society, as universities have realized that social responsibility is a culture and commitment to responsibility is among the priorities of

strategic planning in universities. It is necessary to provide support and assistance for the sustainable development of society and the environmental.

### **QUESTIONS OF THE STUDY**

- What is the role of Egyptian universities in developing the tourism sector through their social responsibility?
- What are the deficiencies in Egyptian universities playing their role in developing the tourism sector?
- What are the obstacles facing Egyptian universities in carrying out their role in developing the tourism sector?
- What are the mechanisms for activating the university's social responsibility for the development of the tourism sector?

### **LITERATUREREVIEW**

#### **THE CONCEPT OF SOCIAL RESPONSIBILITY (SR)**

The concept of SR is unclear since the term is used in two different ways. On one hand, the term describes an association that meets its legal duties. On the other hand, it describes an association that meets its social duties besides its legal duties. Accordingly, these two uses of the term of social responsibility illustrate how far is the level of commitment of certain associations. In addition, SR sheds light on the effect of business activity on society and how it can affect negatively or positively, depending on the type of activity and its purpose (Fischer,2004).

As Pancasila (2018) defined, SR is the participation of an association or an individual in different activities to improve people lives in society, therefore, it is considered as a moral principle.

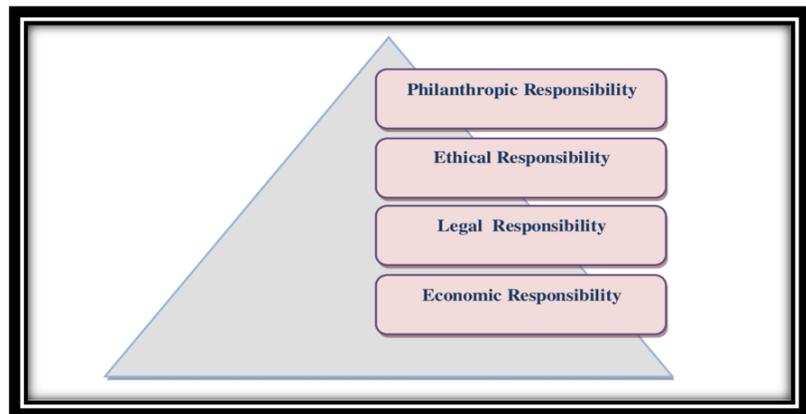
#### **THE DIMENSIONS OF SR**

There are four types of responsibility, which together form a social responsibility. It can be summarized as follows (Makhloufi and Sirat, 2016):

- Philanthropic responsibility: When excellent citizenship helps society's resources grow and become of higher quality;
- Ethical Responsibility: When an organization upholds ethics in its decision-making, it acts morally responsible, fairly, and without harming other groups.
- Legal Responsibility: Obeying the law, as the law is the mirror that reflects what is good or wrong in society and symbolizes the fundamental standards of conduct.

- **Economic Responsibility:** Assuming the organization is profitable, this is the fundamental predicate for fulfilling other obligations.

Thus, we find that social responsibility takes into account the solidarity dimension in light of achieving the justice dimension, all this within the framework of the legal dimension and aimed at the end to achieve the economic dimension, and the dimensions of social responsibility can be summarized in Figure No1.



**Figure 1: Dimensions of social Responsibility (Sarraf & Sabri, 2020)**

### **THE IMPORTANCE OF SR**

One of the main forces influencing organizations to adopt the idea of social responsibility is globalization. This is because many multinational corporations have emphasized in their advertising campaigns how much they care about human rights, how committed they are to ensuring safe working conditions for their employees, and how they feel about hiring children. It is also concerned with protecting the environment and the natural world. Therefore, it has become crucial for business institutions to step up their efforts and be prepared to meet the challenges they face in the modern era in light of the changing work environment, the pursuit of achieving a competitive advantage, and in order to keep up with everything new and obtain the keys to success (Sarraf & Sabri, 2020).

Caracol (2011) also showed that the pursuit of social responsibility generates a positive return on business and that social responsibility as a relationship strategy aims to improve the quality of the relationship with its different audiences, and social responsibility is used as a relationship marketing strategy, especially with customers, distributors and suppliers.

## **THE RELATION BETWEEN SR AND TOURISM**

In 2019, Paskova and Zelenka stated that The application of social responsibility in tourism during its relatively short history has undergone changes in certain ways. The authors use the general term "social responsibility" to include its economic, social, cultural and environmental dimensions at all levels of individual, local, regional and global involvement. Social responsibility can be described as a group that begins with individual responsibility and ends with the government's responsibility. With regard to changing the scope of tourism responsibility, the motivational, relational and conceptual starting point indicates the social responsibility undertaken by increasing the number of groups of actors in tourism with different interests and concerns. Obviously, in order to be able to apply the concept of responsibility to the full range of actors and forms of tourism, the authors use the general term "social responsibility" that includes its economic, social, cultural and environmental dimensions at the levels of individual, local, regional and global.

## **THE CONCEPT OF UNIVERSITIES' SOCIAL RESPONSIBILITY "USR"**

The primary meaning of USR is to ensure the proper quality of education and transferring knowledge to the economy to stimulate its growth as well as educating the future elites of society. As a result, this will lead to activate social policy towards students and staff besides removing social barriers. It should be based on the management of the university in accordance with the code of good practice and on the formation of socially desirable attitudes among stakeholders and especially students. (Szelągowska&Rudzka, 2018).

## **THE ASPECTS AND PRINCIPLES OF USR**

### **a) THE ASPECTS OF USR**

USR has two main aspects as follows:

The first is the commitment which is the participation and empowerment of the various members of the university community to fulfill their social responsibility. Social responsibility cannot be carried out in isolation or by a particular group of people, but it must be consistent with the overall mission of the organization. (Shaldan, 2014).

According to Al-batayneh and Al-Zoubi (2020), self-diagnosis is considered the second aspect of USR that universities conduct in order to

assess their condition in terms of strengths and weaknesses and to identify areas for improvement. Universities should analyze current conditions to determine their level of social responsibility. Self-diagnosis is performed by many members of the community, internally by faculty and students, and externally by community members, government officials, alumni, suppliers, and others. Investigation and implementation includes communicating the results of self-diagnosis among all participating groups. The data can be summarized as strengths, weaknesses, critical points, and demands/suggestions. Summary of key findings and suggestions for improvement can be presented through talks, meetings, reports, brochures, formal presentations, etc.

## **b) THE PRINCIPLES OF USR**

According to Al-Hassan (2014), USR is based on several principles such as environmental reform and protection, values and ethics, accountability, strengthening and enhancing authority, financial performance and results, workplace specifications, collaborative relationships, quality products and services, and community engagement.

## **THE IMPORTANCE OF USR**

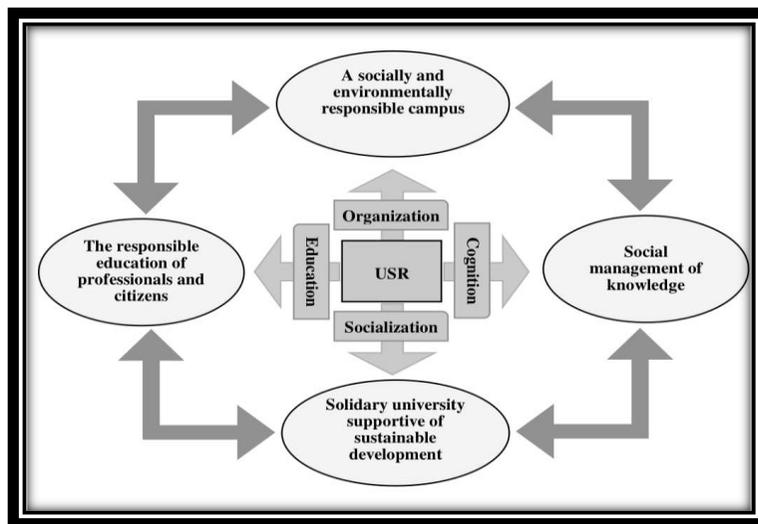
Certainly, universities play an important role in society. Universities have direct and indirect effects on the well-being of society, the economy and the development of nations. Therefore, institutions require great attention from researchers. Many studies have focused on corporate social responsibility in universities. The term USR can be defined as the ethical quality policy in the activities of the university community (students, lecturers, administrative staff) through responsible management of the educational, cognitive, labor and environmental impacts of the university. Sustainable human development can be promoted in a participatory dialogue with society through four steps: (1) commitment, (2) self-diagnosis, (3) compliance, (4) accountability (Chen et al., 2015).

## **THE USR AND SUSTAINABILITY DEVELOPMENT (SD)**

Global experience has shown that universities' influence in SD is significant, particularly in light of the USR's effectiveness, as SD accounts for about 24% of SR programmes for European business education. Work ethics come next, making up 22% of the total, followed by environmental management, society at work, and work itself, making up 16%. Additionally, it should be emphasised that the three SD dimensions—social, environmental, and economic—are the same three issues that dominate SR. Therefore, the only means of accomplishing SD was that

each institution and sector be aware of its responsibilities and pledge its commitment to upholding social justice, protecting the environment, and fostering economic development (Bokhari,2017).

According to Vallaeys (2014), there are four different types of university impacts: organisational impacts, which have an impact on the university's environment and community, including students, staff, and academics; educational impacts, which are concerned with educating people and forming ethics and values; cognitive impacts, which are concerned with creating knowledge and establishing the connection between the technological and social context of science. Figure 2 below illustrates four areas of the university's socially responsible management that Vallaeys was able to identify as a result of these four impacts (Vallaeys, 2014: 95).



**Figure 2, Universities' Areas of Social Responsibility (Bokhari, 2017)**

### **THE USR ACTIVITIES**

The socially conscious initiatives carried out by universities undoubtedly catch the attention of internal stakeholders like:

- Employees (eg, codes of ethics, human resource management strategies, civil budgets).
- Students (eg competitions, lectures, workshops, training in SR issues and effective implementation of its principles in organizations and events).

(Arionesei et al.,2015) clarified that the relationship between universities and tourism is a key element in the implementation of regional development policies. Through its mission of education and scientific

research, the university assumes responsibility to train specialists able to come up with innovative solutions for solving the competitiveness issues facing the economic environment.

## **BACKGROUND AND CURRENT SITUATION OF HIGHER EDUCATION SECTOR IN EGYPT**

It is known that the higher education system in Egypt has the longest history in the world. Its original form began in 988 CE with Al-Azhar University, which is the highest educational institution of Sunni Islam and is still in operation. By 2018, the number of universities in Egypt reached 58; among them, 25 are public universities, Al-Azhar University, 21 are private universities, and the remaining 11 universities have a mixed status (universities attached to other public institutions, universities operating under private laws or intergovernmental agreements, non-governmental private universities, etc.).

Egyptian public universities consist of several faculties in various disciplines, i.e. there are no specialized public universities. In addition to universities, the system also includes 141 private higher institutes affiliated to the Ministry of Higher Education and Scientific Research in Egypt. (Ismail, 2019).

(Vaduva et al., 2020) clarified that numerous universities in developing countries suffer from chronic underfinancing, as they are financed by governments with limited resources and other priorities, thus making it difficult to meet international standards of quality in education. Tourism degrees face an additional conundrum: they are pressured to conform themselves to prestigious, typically foreign programs for accreditation purposes, but at the same time prepare students to be employees and managers in local realities. The employability of the students is a significant factor that influences social standing and respectability, governmental financing, and is the primary determinant in the recruitment of future students.

## **THE MAIN DIRECTIONS TO BE PURSUED BY A UNIVERSITY TO SUPPORT THE TOURISM**

(Tomasi et al., 2020) noted that the university fosters interest and involvement not only among academics but also among other organizations hosting various cultural events (such as conferences, summer schools, scientific sessions, symposia, festivals, instrumental and creative competitions, concerts, etc.) through the spaces it offers.

To establish effective collaboration with agents of the tourism industry, the university must play a role in proactive communication, always initiating and maintaining ongoing public dialogue about the contribution it may have to the development of business tourism and, thus, its cultural character (both internal) can be enhanced. and abroad) by organizing regular discussions, conferences and workshops on current issues related to business tourism with the participation of guests from the country and abroad (Tomasi et al., 2020).

**THE INITIATIVES OF EGYPTIAN UNIVERSITIES TO STIMULATE TOURISM**

Eid and Mohamed (2017) mentioned the state’s policy to spread tourism awareness and revitalize Egyptian tourism. Egyptian universities have played a major role in revitalizing Egyptian tourism, to be a beacon through which students are educated. It launched several initiatives to stimulate domestic tourism, including:

No	the University	Initiative name
1	Cairo University	<p>(Egypt in your eyes)</p> <p>During the period from 15 to 30 August 2015, the Faculty of Mass Communication and the Faculty of Economics and Political Science held seminars to increase tourism awareness and organize subsidized trips for students to Luxor and Aswan</p>
2	Ain Shams University	<p>The first forum for the promotion of tourism “Your hand is in our hand, we build our country” :</p> <p>During the period from 5 to 9 of December 2016, the community service and environmental development sector at the university, with the participation of 17 tourism companies and in cooperation with Banque Misr, held the forum, and a series of convoys of university students visited various Egyptian universities to stimulate tourism</p>
		<p>Cooperation protocol with the Ministry of Tourism to launch a national campaign for</p>

		<p>tourism awareness 3/1/2016 Participating parties:                  Helwan University - Ministry of Tourism -                  General Authority for Tourism Promotion -                  Faculty of Tourism and Hotels.</p>
3	Alexandria University	<p>Initiative to stimulate domestic tourism 21 August 2016:</p> <p>The Community Service and Environmental Development Affairs Sector has invited faculty members, students and staff in all faculties to participate in revitalizing domestic tourism and visiting the tourist attractions and monuments of the Sinai Peninsula</p>
		<p>Alexandria University organized an exhibition of traditional and handcraft products from 7 to 10 November 2021 at the University's Humanities Complex: the organization of this exhibition comes as the University of Alexandria believes in its essential role in spreading the culture of community and tourism awareness of the value of heritage and craft work, consolidating the culture of institutional work among young graduates, and maximizing the benefit of youth energies in various fields</p>
4	Helwan University	<p>Cooperation protocol with the Ministry of Tourism to launch a national campaign for tourism awareness 3/1/2016 Participating parties:                  Helwan University - Ministry of Tourism -                  General Authority for Tourism Promotion -                  Faculty of Tourism and Hotels</p>
5	Banha university	<p>The University Council was held on November 29, 2015, in Sharm El-Sheikh, and conferences and seminars were held to promote tourism and invite the outside community associated with the university to participate in the visit to Egypt, as well as international students and their families</p>

## **THE INITIATIVES OF ASWAN AND LUXOR UNIVERSITIES TO STIMULATE TOURISM AND SPREAD TOURISM AWARENESS**

### **A. ASWAN UNIVERSITY INITIATIVES**

Aswan University carried out many events, including:

- 1- The training program for sustainable development to discuss many issues related to sustainable tourism development and its importance in activating tourism and preserving natural reserves and its role in activating tourism. (Aswan University, 2021a).
- 2- The third-round table at the University Center for Career Development under the title "The current situation of the tourism sector in Aswan Governorate and future directions" to discuss the repercussions of the Corona pandemic. The tourism sector must work to create work and employment mechanisms after Corona in the tourism sector, link graduates to the labor market, and work to provide a job opportunity for our students and graduates to keep abreast of developments and to be qualified to keep up with the labor market always (Aswan University, 2021b).
- 3- The International Forum for Sports Tourism, Prospects and Ambitions - Aswan is better - on Thursday from 18 to 20 March 2021 AD. Activating tourism and sports on the land of Aswan Governorate, "the land of gold" (Aswan University, 2021c).
- 4- The fifth international conference held in Madinaty (Aswan - Luxor) under the title "Sustainability, Development and Future Prospects" via the Internet on December 23, 2020, and among the most important recommendations of the conference was the importance of sustainable development axes in tourism and hotels as follows:
  - The importance of the role of electronic promotion and marketing in developing tourism awareness among the various segments of society.
  - Work on sustainable development in tourism and hospitality.
  - The importance of nature reserves as a tool for the development of eco-tourism in Egypt.
  - Sustainable development in heritage, antiquities and restoration.
  - The importance of using media and communication in the role of

digital technology in reshaping news bulletins in Arab channels and stations and working to highlight the most important tourist destinations (Aswan University, 2020).

- 5- The third session of the Aswan International Film Festival for Women's Cinema, which will be held in the city of Aswan during the period (20-2/26-2019) under the auspices of the Ministries of Culture, tourism, the National Council for Women and the Cinema Syndicate (Aswan University, 2019).
- 6- Ascientific and media meeting at the Nubian Museum, in the presence of Dr. Farouk El-Baz, to announce the holding of the international conference. On medical tourism and environmental development in Aswan during the first week of March (Aswan University, 2018a)
- 7- Environment Day for Aswan University students, which is held under the slogan "A Day in Love with Egypt", which aims to plant (1500) fruitful, botanical and botanical trees as part of a plan to develop, beautify and coordinate the airport road to the reservoir along the way. About (10) km (Aswan University, 2018b).

## **B. LUXOR UNIVERSITY INITIATIVES**

The Faculty of Tourism and Hotels at the Misr Public Library in Luxor organized a celebration "Our Heritage is our Legacy", under the auspices of the President of the University, and Prof. Dr. Sabreen Gaber, Dean of the Faculty of Tourism and Hotels, in the presence of the deans of the faculties, students and representatives of a number of institutions representing and sponsoring the tourism industry. In Luxor Governorate, this enriches the economic life, of which the provision of hotel services and revitalization of the tourism sector, which is a basic source of livelihood for the people of the governorate, is part of it (Luxor University, 2022a).

Luxor University organized an awareness symposium on the impact of climate change on illegal immigration and human trafficking in the presence of Prof. Dr. Hamdy Hussein, President of Luxor University, Ambassador Nayla Gabr, Head of the National Coordinating Committee for Combating and Preventing Illegal Immigration and Human Trafficking, deans of faculties and students. Ambassador Naila Jabr reviewed the dangers of illegal immigration and the efforts made by the state in this regard, directing university youth towards investing and developing their skills in the field of specialization during the study period

so that the student is prepared for the labor market, as one of the means to reduce the trend towards illegal immigration. (Luxor University, 2022b).

Luxor University signed a joint cooperation agreement between the university and the Career and Future Foundation for Empowerment and Rehabilitation of Youth. And self-sufficiency, where micro-enterprises and collective production units are established through civil organizations, ministries and other relevant public bodies. (Luxor University, 2022c).

The College of Fine Arts held an educational symposium for female students about climate changes in the areas of women's awareness under the title "The Role of Women in Confronting the Negative Effects of Climate Change" because universities have an important role in educating and educating male and female students about the dangers of climate change. The university also encourages and supports financially, providing Research and projects aimed at finding solutions to face the risks of climate change (Luxor University, 2022 d).

The Confucius Institute at the Faculty of Al-Asun at Luxor University organized a celebration on the occasion of the "Day of Confucius Institutes" for the year 2022. The celebration included the presentation of many Chinese performances performed by students, including Chinese songs, a Chinese play and questions about China and its culture. Chinese experts also trained students in some Chinese arts. Traditional Chinese calligraphy, origami, kung fu, and Peking opera. The students of the Chinese Language Department participated in the activity, in the presence of all students of the college departments, which impressed them with the Chinese language, culture and arts, as this celebration is considered a starting point for introducing China and its culture to those interested in the Chinese language. (Luxor University, 2022 E).

Luxor University participated in the educational course to develop national awareness and confront rumors for the youth of Upper Egypt universities and the youth of the Egyptian Parliament, organized by South Valley University in Hurghada from 19 to 22 November, which deals with clarifying the role of the state in preserving national identity and the concepts and dimensions of security. National, challenges and threats affecting it. The university president explained that universities have a major role to play in spreading awareness at all levels among male and female students, especially technological awareness in light of the challenges of national security, to graduate a generation capable of facing any challenges facing its homeland, in light of its loyalty and belonging to its homeland. (Luxor University, 2022 F).

The participation of Luxor University in the activities of the first cultural forum for tourism and antiquities on the occasion of the centenary of the discovery of the tomb of Tutankhamen, in the Egyptian Public Library. in the tourism field. On the sidelines of the forum's activities, the Wall of Knowledge was inaugurated at the Luxor Heritage Center, and the art exhibition, "Luxor Civilization and History." (Luxor University, 2022 G).

## **METHODOLOGY**

The study used a quantitative method to explore the social responsibility practices of Egyptian universities towards the tourism sector.

Nassaji (2015) clarified that the purpose of a descriptive approach is to describe the phenomenon and its characteristics because it tries to describe what happened and then analyze the results quantitatively and qualitatively. The tools used to collect data usually are questionnaires and interviews. This study was intended to answer the set of research questions through quantitative and qualitative means by collecting data from university leaders about their years of experience, and their views on social responsibility practices of Egyptian universities towards the tourism sector.

The field study targeted university presidents, vice presidents, deans of colleges.

## **DATA COLLECTION INSTRUMENT**

Data has been collected through questionnaires that were prepared in a way that is relevant to the situation so as to decrease invalid responses. They were distributed to staff members at Luxor and Aswan universities. The questionnaire was designed based on a range of related studies. Its final form included 81 questions.

## **POPULATION AND SAMPLE SELECTION**

The target population for this study was staff members at Luxor and Aswan universities. Researcher can provide an impartial subset representative of the population by selecting a random sample.

The researcher used the Equation of Stephen K. Thompson to calculate the sample size from the next formula (Thompson, 2012):

Where:

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

- (n) Sample size (339)
- (N) Indicates Population size (863) (673 staff members in Aswan university and 190 staff member in Luxor university)
- (Z) Confidence level at 95% (standard value of 1.96)
- (d) Error proportion =0.05
- (p) Is the probability 50%.

As a result, a sample of 339 staff members at Luxor and Aswan universities (246 staff members in Aswan University and 93 staff member in Luxor University) was selected from Luxor and Aswan universities. Questionnaires were collected , 339 usable responses were obtained.

The researcher depends on using The Statistical Package for Social Sciences (SPSS) was used to process data statistically. The treatment included the following statistical methods:

1. Cronbach's Alpha Test: To calculate the stability coefficients of the questionnaire, and the coefficient of stability of each axis of the study axes.
2. Percentage and frequency: To describe the characteristics of the study population of the functional variables, and to determine the responses of its members towards the study axes.
3. Means, and standard deviation (SD)
4. Pearson correlation.

## **RESULTS AND DISCUSSION**

The following part explains the results concerning the six dimensions representing of exploring the Egyptian Universities' Social Responsibility Practices towards the Tourism Sector

### **RESULTS OF QUESTIONNAIRE**

#### **DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS**

Demographic data is related to the statistical data collected with variables (gender, age, job title, years of experience, and location of university).

**Table (1) Descriptive Statistics Demographic Characteristics**

<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>
Male	222	65.50%
Female	117	34.50%
<b>Total</b>	<b>339</b>	<b>100%</b>
<b>Age</b>	<b>Frequency</b>	<b>Percent</b>
30-40years	111	32.7%

41-50years	135	39.8%
Above50years	93	27.4%
<b>Total</b>	<b>339</b>	<b>100%</b>
<b>Job Title</b>	<b>Frequency</b>	<b>Percent</b>
University's president	3	0.90%
Vice President of the University	2	0.60%
Dean	10	2.9%
Staff members	324	95.6%
<b>Total</b>	<b>339</b>	<b>100%</b>
<b>WorkExperience</b>	<b>Frequency</b>	<b>Percent</b>
1-5years	81	23.9%
6-10years	105	31%
15 years to more	153	45.1%
<b>Total</b>	<b>339</b>	<b>100%</b>
<b>Location of University</b>	<b>Frequency</b>	<b>Percent</b>
Aswan	246	72.6%
Luxor	93	27.4%
<b>Total</b>	<b>339</b>	<b>100%</b>

Table (1) shows that the discussion of the research results begins with a brief demographic profile of the respondents in terms of gender, and the majority of the respondents were male (65.50%), female (34.50%) of this sample, and also in terms of age and the age group was from 41 to 50 years. The largest number of respondents (39.8%), followed by the age group from 30 to 40 years (32.7%), furthermore in terms of job title. The majority of the respondents are members (professor - assistant professor - lecturer) (95.60%) as well as years of experience in Egyptian universities and it showed that the majority (45.1%) of the sample of Egyptian universities spent about 15 years, when (31%) of the respondents spent about 6 to 10 years, while the percentage (23.9%) represented university employees who spent about 1-5 years. The study sample was distributed among faculty members and university leaders in Aswan and Luxor. The majority of the sample (72.6%) was distributed in Aswan University due to the modernity of Luxor University and the large number of faculty members at Aswan University from Luxor University.

### **STUDY VARIABLES ANALYSIS**

This part aimed to explore the social responsibility practices of Egyptian universities towards the tourism sector. The collected data is illustrated in the following table:

**Table (2): Descriptive Analysis of the social responsibility practices of Egyptian universities towards the tourism sector**

<b>First : The Economic Dimension</b>			
<b>Items</b>	<b>Mean</b>	<b>Std Deviation</b>	<b>Rank</b>
The university offers new majors or programs that contribute to the development of tourism	3.49	0.885	7
The university holds seminars and conferences for its graduates to highlight the importance of tourism, including the economic importance	3.52	0.905	6
The university supports projects that contribute to the development of tourism	3.72	0.928	1
The university plays a role in revitalizing conference tourism	3.66	0.890	2
The university cooperates with the relevant ministries (Ministry of Tourism / Tourism Promotion Authority / Ministry of Environment) to develop tourism	3.58	1.004	4
The university plays a role in introducing international students to Egypt's tourism potential	3.54	0.884	5
The university organizes tourism festivals that help in developing tourism awareness	3.61	0.908	3
<b>Total Mean</b>	<b>3.54</b>		
<b>Second: The Environmental Dimension</b>			
<b>Items</b>	<b>Mean</b>	<b>Std Deviation</b>	<b>Rank</b>
The university protects the tourist environment, such as holding seminars on how to preserve heritage and archaeological areas	3.55	1.006	4
The university plays an important role in reducing environmental pollution, and is keen to use machines and equipment that reduce environmental pollution	3.65	1.014	1
The university undertakes initiatives to beautify the province, such as afforestation campaigns	3.60	0.889	2
The university organizes awareness campaigns on cleanliness and waste recycling in a way that protects the environment	3.52	0.971	6
The university works to make the most of the	3.36	1.083	7

available tourism resources, and also promotes the development of sustainable tourism			
The university encourages researchers to spread environmental awareness among students and researchers, and activates scientific research on environmental issues in the tourism field	3.55	1.096	5
The university contributes to environmental protection and preservation programs, and complies with all environmental laws	3.58	1.056	3
<b>Total Mean</b>	<b>3.49</b>		
<b>Third: The social dimension</b>			
<b>Items</b>	<b>Mean</b>	<b>Std Deviation</b>	<b>Rank</b>
The university is keen to hold cultural and heritage exhibitions inside and outside the university	3.34	1.063	6
The university is interested in spreading tourism awareness among members of society in all its layers	3.40	1.011	5
The university establishes specialized centers working in the field of tourism	3.51	0.980	3
The university is interested in spreading the values of positive cultural tourism in the Egyptian society that respects diversity and difference	3.47	1.123	4
The university is increasing the tourism services provided through the university facilities such as playgrounds and swimming pools	3.54	1.049	2
The university provides tourism consultations to governmental and private community institutions	3.68	0.935	1
<b>Total Mean</b>	<b>3.41</b>		

Table (2) presents the means and standard deviations of the social responsibility practices in the economic dimension of Egyptian universities towards the tourism sector where the means ranged between (3.49– 3.72) compared with the total instrument mean for the domain (3.59). The item “The university supports projects that contribute to the development of tourism” ranked first with a mean and standard deviation (Mean=3.72, standard deviation = 0.928) . The item "The university offers new majors or programs that contribute to the development of tourism" ranked last reached a mean (3.49) and the standard deviation was (0.885) compared with the mean and standard deviation of the total instrument.

The item “The university plays an important role in reducing environmental pollution and is keen to use machines and equipment that reduce environmental pollution” ranked first with a mean and standard deviation (Mean=3.65, standard deviation = 1.014) . The item "The university works to make the most of the available tourism resources, and also promotes the development of sustainable tourism" ranked last reached a mean (3.36) and the standard deviation was (1.083) compared with the mean and standard deviation of the total instrument.

The item “The university provides tourism consultations to governmental and private community institutions” ranked first with a mean and standard deviation (Mean=3.68, standard deviation = 0.935) . The item "The university is keen to hold cultural and heritage exhibitions inside and outside the university" ranked last reached a mean (3.34) and the standard deviation was (1.063) compared with the mean and standard deviation of the total instrument. The results showed that the university supports projects that contribute to the development of tourism, plays an important role in reducing environmental pollution, and is keen to use machines and equipment that reduce environmental pollution, The university provides tourism consultancy to the governmental and private society and institutions, while the university does not offer new specializations or programs that contribute to reducing environmental pollution, and it does not work to make the most of available tourism resources to promote the development of sustainable tourism. The university is not keen on holding cultural and heritage exhibitions inside and outside the university.

**Benefits and obstacles to activating the role of the university through social responsibility for tourism development:**

**Table (3): Descriptive Analysis of the Benefits of Activating the Role of the University through Social Responsibility for Tourism Development**

<b>Items</b>	<b>Mean</b>	<b>Std Deviation</b>	<b>Rank</b>
Social responsibility contributes to enhancing the university’s image and reputation, which contributes to creating a positive impact to achieve development through the practice of voluntary activities.	3.93	0.726	2
Social responsibility contributes to activating and improving the university's performance to serve civil society and the tourism sector	3.94	0.709	1

The university contributes to finding more innovative and creative solutions and ideas for societal problems in a way that achieves mutual benefit between the tourism sectors and society together to achieve tourism development	3.92	0.812	3
The university's social responsibility contributes to achieving quality, development and promotion of social aspects	3.57	0.950	7
The university opens channels of interaction and better communication with society and all tourism sectors, which facilitates the achievement of tourism development	3.52	0.924	8
The university contributes to paying attention to environmental sustainability and giving priority to ethical practices in operation, which contributes to achieving tourism development	3.65	0.901	6
The university's interest in its contribution to achieving competitive human resources in all sectors of society through education and training and encouraging its students to think and develop talents	3.71	0.920	4
The university contributes to directing scientific research towards areas that meet the needs of society and various clients to achieve tourism development	3.66	0.966	5
<b>Total Mean</b>	<b>3.74</b>		

Table (3) presents the means and standard deviations of the benefits of activating the role of the university through social responsibility for tourism development, where the means ranged between (3.52– 3.94) compared with the total instrument mean for the domain (3.74). The item “Social responsibility contributes to activating and improving the university's performance to serve civil society and the tourism sector” ranked first with a mean and standard deviation (Mean=3.94, standard deviation = 0.709) compared with the total instrument mean and the standard deviation. The item "The university opens channels of interaction and better communication with society and all tourism sectors, which facilitates the achievement of tourism development" ranked last reached a mean (3.52) and the standard deviation was (0.924) compared with the mean and standard deviation of the total instrument. The results showed that one of the most important benefits of activating the role of the university through its social responsibility in developing tourism is that social responsibility

contributes to activating and improving the performance of the university to serve civil society and the tourism sector, while the university opens channels of better interaction and communication with society and all tourism sectors, which facilitates the achievement of tourism development , it came in the last rank

**The Obstacles Face activating the Role of the University Through Social Responsibility for Tourism Development**

**Table (4): Descriptive Analysis of the Face Activating the Role of the University through Social Responsibility for Tourism Development**

<b>Items</b>	<b>Mean</b>	<b>Std Deviation</b>	<b>Rank</b>
There is no clear, organized and comprehensive strategic plan that defines the university's priorities for tourism development	3.60	0.966	1
The absence of a culture of social responsibility at the university to develop tourism	3.53	0.943	3
Weak relationship between the tourism and university sectors	3.58	0.950	2
The absence of regulatory frameworks that provide the data and information necessary to activate the university's social responsibility for the development of the tourism sector	3.51	0.980	4
Lack of awareness of university leaders of their role in developing the tourism sector	3.46	0.979	6
Reducing the job of the university to one job, which is teaching	3.50	1.007	5
<b>Total Mean</b>	<b>3.53</b>		

Table (4) presents the means and standard deviations of the obstacles to activating the role of the university through social responsibility for tourism development, where the means ranged between (3.46– 3.60) compared with the total instrument mean for the domain (3.53). The item “There is no clear, organized and comprehensive strategic plan that defines the university's priorities for tourism development” ranked first with a mean and standard deviation (Mean=3.60, standard deviation = 0.966) compared with the total instrument mean and the standard deviation. The item "Lack of awareness of university leaders of their role in developing the tourism sector" ranked last reached a mean (3.46) and the standard deviation was (0.979) compared with the mean and standard deviation of the total

instrument. The results showed that one of the most obstacles in activating the role of the university through social responsibility for tourism development is that there is no clear, organized and comprehensive strategic plan that defines the priorities of the university for the development of tourism.

**Mechanisms for activating the university's social responsibility for the development of the tourism sector**

**Table (5): Descriptive Analysis of Mechanisms for Activating the University's Social Responsibility for the Development of the Tourism Sector**

Items	Mean	Std Deviation	Rank
Develop a strategic plan regarding the university's social responsibility practices in tourism development	3.83	0.852	1
The introduction of new disciplines for the development of tourism by the university	3.80	0.885	3
Organizing a cultural and heritage exhibition inside and outside the university	3.83	0.862	2
Spreading awareness of the importance of the university's role in tourism development and linking it to the university's priorities	3.77	0.832	4
Strengthening the partnership between universities and other academic institutions to expand the axes of tourism development	3.67	0.937	11
Spreading a culture of social responsibility among university leaders and members faculty, staff and students	3.68	0.945	8
Meet the labor market requirements of trained labor in tourism specialties	3.67	0.898	10
Providing a set of incentives and facilities for employees working in the field of tourism development	3.68	1.026	9
Finding new funding sources permanent and continuous support for tourism development activities	3.68	0.926	7
Increasing the university's contribution to the implementation of tourism development projects	3.73	0.906	6

Increasing interest in research and studies related to tourism development to identify strengths and weaknesses	3.75	0.899	5
Universities' commitment to social responsibility as one of the requirements for quality and academic accreditation	3.66	0.929	12
<b>Total Mean</b>	<b>3.73</b>		

Table (5 ) presents the means and standard deviations of Mechanisms for activating the university's social responsibility for the development of the tourism sector, where the means ranged between (3.66 – 3.83) compared with the total instrument mean for the domain (3.73). The item “Develop a strategic plan regarding the university’s social responsibility practices in tourism development” ranked first with a mean and standard deviation (Mean=3.83, standard deviation = 0.852) compared with the total instrument mean and the standard deviation. The item "Universities' commitment to social responsibility as one of the requirements for quality and academic accreditation" ranked last reached a mean (3.66) and the standard deviation was (0.929) compared with the mean and standard deviation of the total instrument. the results showed that the most important mechanisms for activating the social responsibility of the university for the development of the tourism sector is the development of a strategic plan regarding the practices of social responsibility of the university in the development of tourism. Thus, the results agreed with previous studies such as (Al-Rouby, 2017).

**Correlation between the social responsibility practices of Egyptian universities towards the tourism sector and benefits**

**Table (6) Correlation between the social responsibility practices of Egyptian universities towards the tourism sector**

statements		Benefits to activating the role of the university through social responsibility for tourism development
The social responsibility practices of Egyptian universities towards the tourism sector- In terms of the economic dimension	Pearson Correlation	.405**
	Sig. (2-tailed).	.000
The social responsibility practices	Pearson Correlation	.312**

of Egyptian universities towards the tourism sector- In terms of the environmental dimension	Sig. (2-tailed).	.000
The social responsibility practices of Egyptian universities towards the tourism sector- In terms of the social dimension	Pearson Correlation	.450**
	Sig. (2-tailed).	.000

This table shows that there is a strong relationship between the social responsibility practices of the Egyptian universities towards the tourism sector in terms of the economic dimension and the benefits of activating the role of the university in the development of tourism.

In the case of increasing the practices of social responsibility of Egyptian universities towards the tourism sector in terms of the economic dimension, this will be reflected in the benefits resulting from the role of the university in achieving tourism development. The value of Pearson's correlation coefficient was (.405 \*\* - sig = 0.000). in terms of the social dimension, there is a medium positive relationship ,While the university's practices in terms of the environmental dimension do not strongly affect the benefits(P=.305\*\* - sig = 0.000). (P =.425\*\* - sig = 0.000).

**CONCLUSION AND RECOMMENDATIONS**

The research aims to explore the social responsibility practices of Egyptian universities in the development of tourism. The quantitative approach was used by distributing online questionnaires among university leaders and university faculty members. This paper examined and compared the social responsibility practices of Egyptian universities towards the tourism sector (a case study of Luxor and Aswan universities) with the available literature. The following recommendations may be of interest to university leaders, the Ministry of Higher Education, and the local community.

To summarize, this research proposes to make several recommendations regarding maximizing the role of universities towards the development of tourism through social responsibility practices and based on the results achieved from this study: the Ministries of Tourism, Youth, and Higher Education can consider social responsibility as one of the criteria for ranking universities globally, develop a strategic plan regarding the university’s social responsibility practices in tourism development, and search for new and stable funding sources to support social responsibility activities that contribute to tourism development. Moreover, the Egyptian Universities can develop a plan for disaster and crisis management in the

tourism sector and develop an advanced program to prepare young people for the labor market, introduce new majors or programs that contribute to the development of tourism and make the most of the available tourism resources, promote the development of sustainable tourism and be keen to hold cultural and heritage exhibitions inside and outside the university, and format of an administrative unit concerned with social responsibility at the university level.

#### **FURTHER RESEARCH**

Future research is highly recommended to shed more light on the university's social responsibility practices in developing tourism. This will help measure whether the university is carrying out social responsibility practices for tourism development and will make a visualization of these practices. It is also suggested that the research to be conducted include other Egyptian universities. For example, universities in tourist cities could be included in future studies. It also suggests evaluating the role of the Ministry of Tourism in supporting and facilitating the social responsibility practices of Egyptian universities in the development of tourism.

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