

Exploring the Implementation of Strategic Management Process in Egyptian Five-Star Hotels: Resorts versus Downtown Hotels

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Abstract : In consideration of the challenges and the fierce global competition that have emerged in today's hotel industry, it was important to shed light on the subject of strategic management. In addition, five-star hotels play a crucial role in supporting the tourism industry and investment in Egypt. Therefore, this study aims at exploring the scope of implementing strategic management practices in five-star hotels in Egypt and examining the differences between resorts and downtown hotels regarding the implementation of a strategic management process. The impact of the difference in hotel types on the implementation of the strategic management process will be examined. Simple random sampling technique will be employed to select the sample from the target population, including hotels from Sharm El- Sheikh, Cairo, and Hurghada cities. The data collection instrument employed in the current study is an interviewer-administered questionnaire. Eventually, combining the results of the study with the literature review helped to present a number of recommendations that have to be directed to hotel managers in the area of strategic management practices.

Keywords : strategic management, strategic tools, five-star hotels, resorts, downtown hotels, Egypt

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