

The Effect of Innovation on Guest Satisfaction in Hurghada City Resorts, Egypt

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SUPPLEMENTARY FILE

Data 1

As guests are the main recipients of innovations and, consequently, those who will evaluate them, it is only through them that the answers sought can be obtained. Thus, based on the above studies, the following research questions are proposed:

- Q1. What are the main characteristics of the guests?
- Q2. What are the value attributes expected of the service provided at the resort?
- Q3. What is the satisfaction level of the guests concerning the product/service innovations introduced?
- Q4. What is the satisfaction level of the guests concerning the process innovations introduced?

Q5. What is the satisfaction level of the guests concerning the marketing innovations introduced?

Q6. What is the satisfaction level of the guests concerning the organizational innovations introduced?

Data 2

The previous research questions lead to the following hypotheses:

Q3. What is the satisfaction level of guests concerning the product/service innovations introduced?

H₁. Product/service innovations affect guest satisfaction.

Q4. What is the satisfaction level of guests concerning the process innovations introduced?

H₂. Process innovations affect guest satisfaction.

Q5. What is the satisfaction level of guests concerning the marketing innovations introduced?

H₃. Marketing innovations affect guest satisfaction.

Q6. What is the satisfaction level of guests concerning the organizational innovations introduced?

H₄. Organizational innovations affect guest satisfaction.