Meals Pricing Strategies in The Egyptian Hotels: An Analytical Study

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Abstract

Meal pricing is a very important operation in hotels. However, the great difference in prices between hotels is a critical issue. So, this research aims to measure the level of prices variation. This research used the cluster random sample which includes 530 fixed hotels (0.59) in Egypt. The data collection instrument is the Egyptian hotel guide (2015-2016). The average of meals prices is 96.56 (LE) for dinner, 76.88 for lunch, and 46.21 for breakfast. The variance coefficient is 0.66 for breakfast, 0.58 for lunch, and 0.59 for dinner. In addition, hotel location, hotel stars, and hotel operator type significantly effect on the prices of breakfast, lunch, and dinner. The binary regression revealed that Cairo hotels, hotels with a high number of rooms, five-star hotels, and companies-based hotel management are statistically significant predictors of the high level of meal prices in hotels. In addition, the hotel operator type indicates the high level of breakfast prices, while the male managers' factor indicates the high level of lunch and dinner prices. Moreover, there is a positive correlation among total meal prices with dinner price (r =0.986), lunch price (r =0.978), and breakfast price (r =0.933). Finally, the results are an essential step for managers to develop the strategies of hotel revenue maximization.

Key Words: Meal Pricing; Price Variation; Revenue Maximization; Breakfast Price; Lunch Price; Dinner Price.

1. Introduction

Reducing the price of services is an effective procedure to achieve a maintainable competitive advantage in the hotel industry (Bojanic, 1996), and what supports this is that customers want the most value for what they pay for services or products. Therefore, value for money is one of the most important factors contributing to the choice of hotels in any tourist destination (Chu and Chai, 2000). However, the price factor did not get a degree of practical interest compared to repurchase intentions (Huber *et al.*, 2001). Although customers have to rely more on price to infer quality when product or service information is not available (Zhou *et al.*, 2002). Additionally, food pricing is an important component of the eating environment, and its reduction is an effective strategy for increasing food purchases (Kimes and Wirtz, 2003). The price factor has a variety of basic dimensions, where some customers interpret the price as an indicator of product quality or prestige. Therefore, the high price is associated with an increased likelihood of purchase. On the other hand, other customers may view the price negatively and try to lower the price they pay with different shopping strategies (Sternquist *et al.*, 2004). What confirms these dimensions is that a study revealed that customers frequently use price as an indicator of product quality (Rao, 2005).

Moreover, there may be cultural differences in the tendency to perceive the relationship of between price and quality. Changing service prices cause significantly greater qualitative differences. For example, Japanese customers perceive much higher quality for higher prices and much lower quality for lower prices, while Australian customers do not see any corresponding changes in perceived quality, but instead see higher quality at a moderately low price and lower quality to increase prices (Jo and Sarigollu, 2007). Therefore, pricing management is a critical activity that requires marketing managers to understand how customers respond to price changes (Consuegra *et al.*, 2007). For example, willingness to pay for organic food is very diverse (Xia and Zeng, 2008). Hence, how price changes affect demand for different foods is important for pricing management (Andreyeva, 2010).

The hotel industry is a very competitive international market, and customer satisfaction is essential to customer loyalty and business sustainability (Wilkins, 2010). Therefore, this industry faces a critical and difficult-to-manage demand problem (Ruggiero, 2010). Thus, competitive pricing is one of the external factors that influence demand for hotels (Wang *et al.*, 2012). Successful hotels are constantly improving their performance related services to meet the specific needs and expectations of customers (Liu and He, 2013). In this direction, price awareness, product participation, and price / quality inference affect customer desire (Campbell *et al.*, 2014). Customers are willing to pay an excellent price (Xu *et al.*, 2016) for foods that lead to better quality and taste (Hwang, 2016). Food quality and safety associated with traceability features (Dandage *et al.*, 2017). Hence, an appropriate pricing strategy is important for hotels to stay competitive (HospitalityNet, 2017).

Globally, food and beverage revenues may decrease as a percentage of total revenue (Mandelbaum, 2017). However, food and beverage service is one of the major revenue generators in the hotel industry (Malik, 2018). Therefore, menu pricing is a difficult high-dimensional problem (Cho *et al.*, 2018), and is the driver behind the hotel's success (WebstaurantStore, 2019). In short, the price of menu items is one of the main tasks hotels must do before opening them (Possector, 2019). Price is a major feature that food companies widely used to distinguish products, and customers use it as an important quality indicator of food safety (Wang *et al.*, 2019).

The negative effect of the price benefit on attitude indicates that restaurant patrons who prioritize the price benefits of local foods have less positive attitudes (Lang and Lemmerer, 2019).The importance of food prices varied widely between types of foods and countries. For example, the price is prominent in Japan, but participants generally considered it less important in other countries (Rupprecht *et al.*, 2020). By conducting an exploratory study to measure the level of breakfast price variation among Cairo hotels in Egypt. It was found that the coefficient of variation was 82.63%. This indicates a high level of price discrepancy, which is a critical problem facing hotels due to their negative impact on the level of hotel competitiveness and customer satisfaction.

Therefore, this research deals with studying the variation of meals' prices and their its strategies for breakfast, lunch and dinner meals in the hotels in Cairo, Luxor, Aswan, Hurghada and Sharm El Sheikh.

2. Literature Review

2.1. Price Definition

Price is defined as what has been abandoned to obtain a specific product or service (Zeithaml, 1988). It is a marketing dimension of relationships that is closely related to customer satisfaction (Huber *et al.,* 2001); it provides an external signal to customers to determine the quality of service (Xia *et al.,* 2004); in addition, it is considered one of the marketing mix factors that directly affect resource flow (Consuegra *et al.,* 2007). Clearly, there is a significant positive relationship between customer price perceptions and their buying intentions; the formation of price perceptions is greatly influenced by price and service satisfaction; and price transparency is negatively related to customer price perceptions. Moreover, gender, age and service experience are used to explain differences in customer perceptions (Munnukka, 2008). Consequently, price is the most important factor in customer purchasing decisions (Tanford *et al.,* 2012), and customer satisfaction. The effect of price on the level of satisfaction is much higher for male than for female customers; older than younger customers; customers with lower income levels than high-income customers (Ramanathan *et al.,* 2016). Moreover, the price is a very important factor in making decisions about choosing marketing channels (Siddique *et al.,* 2018). Finally, price explanations for prices vary by country (Ferro and Amaro, 2018).

2.2. Price Acceptance

In general, customers with a higher purchase frequency have a narrower price acceptable than others with a lower buying frequency. Thus, it is assumed that customers with higher loyalty to the average brand have greater price acceptance than customers with lower brand loyalty (Lichtenstein *et al.,* 1988). Thus, the price acceptance level is the maximum price that a customer is willing to pay for a product or service (Monroe, 1990). Customers are more accepted for services that provide greater satisfaction. Therefore, there is a positive correlation between changes in customer satisfaction and changes in price acceptance. Moreover, other factors that may influence the range of price acceptance include price volatility, reference price level, frequency of purchase, and brand loyalty level (Anderson, 1996). Moreover, the factors that anticipate the expected price of the target market are alternatives, quality, fairness, and unique value (Danes and Mullikin, 2012). Price fairness is defined as a judgment on whether a result is reasonable, acceptable, or fair. Based on the principle of double entitlement, when one party's entitlement is ignored, unjust perceptions arise (Bolton *et al.,* 2003). Price fairness is an important criterion for evaluating the price, which is conceived as evaluating the customer and its associated emotions as to whether the difference between the seller's price and the comparative price of the other party is reasonable, acceptable, or justified (Xia *et al.,* 2004).

The principle of double accrual states that in an economic transaction, the buyer is entitled to a fair price and the seller is entitled to a fair profit (Haws and Bearden, 2006). Consequently, customers evaluate the fairness of the offered price by making appropriate comparisons with other references (Beldona and Namasivayam, 2006). Price justice arises as the personal feeling of the customer of the right, fair or legitimate price in exchange for wrong, wrongful or unlawful (Campbell, 2007). Moreover, perceived price fairness affects customer satisfaction and loyalty, as they are important factors in accepting prices (Consuegra *et al.,* 2007). Perceptions of fair customer price can be explained by referring to stock theory. This theory argues that "the parties involved in social exchange compare with each other the proportions of their inputs to exchange with their outcomes from exchange" (Bechwati *et al.*, 2009). There is a positive correlation between quality and price. So, when food is perceived to be of high quality, the perceived price fairness of customers will increase (Jin *et al.,* 2016). Moreover, perceived food quality positively impacts price justice and perceived value, and there is also a positive correlation between price justice and customer satisfaction, as customer satisfaction acts as a partial mediator between price justice and behavioral intentions (Konuk and Hwang, 2019).

2.3. Factors Affecting Pricing

Clearly, the price level affects the buying patterns of targeted foods. According to one study, about 10%, 25%, and 50% as a price reduction on low-fat snacks increased sales by 9%, 39%, and 93%, respectively, in a high school cafeteria (French, 2003). Customers view demand-driven pricing and price discrimination associated with revenue management as a violation of customer beliefs about the principle of double entitlement (Kimes and Wirtz, 2003). Price satisfaction is conceivable as a multidimensional structure and the five dimensions of prices have a strong and significant impact on overall satisfaction. Furthermore, it is shown that the relationship between satisfaction of individual price dimensions and overall price satisfaction can be asymmetric, indicating that the three-factor theory of customer satisfaction applies also to price satisfaction (Matzler *et al.,* 2007).

Cultural factors have a major impact on the price perception of services from a customer perspective (Meng, 2011). The higher the service quality, the greater the probability of a price rise, and the greater its magnitude. Moreover, the larger difference between the set price and the average competitor's price does not affect the probability of price drops (Ropero, 2011). Value for money is one of the excellent factors affecting customers who book luxury and budget hotels (Li *et al.,* 2012). The concepts of brand awareness and price fairness have been found in important roles in the customer value process (Sohrabi *et al.,* 2012). Higher customer ratings drive up hotel prices, and higher star hotel rates are more sensitive to online customer ratings (Öğüt *et al.,* 2012). Price is the dominant factor affecting customer buying behavior which leads to a constantly negotiated interface between price and other reward factors (Manning, 2015).

Absolute price limits affect buying decisions. Customers are willing to pay a set of prices for a well-thought-out purchase, and when the price is within the acceptable price range for customers, it does not lead to a change in the buying behavior. However, specific customer attributes affect the tendency to continue buying and influence the acceptable price range (Vastani and Monroe, 2019).

2.4. Price Variation

Price fluctuations are included in the definition and activation of acceptance (Kalyanaram and Little, 1994). At the product level, changes in soybean prices have a relatively large effect on meal prices (Pothidee *et al.*, 1999). Increases in the price of all foods lead to greater reductions in food consumption. For example, an increase in the price of cereals by 1% reduces consumption by 0.61% and increases in the price of meat by 1% lead to a decrease of 0.78%. In sum, food prices are the primary determinant of consumption patterns, as high food prices have negative effects on nutritional status and health (Green *et al.*, 2013). The high price is a major obstacle to food consumption, especially organic foods, because the price of organic food menus is inevitably higher than traditional menus (Hughner *et al.*, 2007, and Marian *et al.*, 2014). High prices are often referred to as an obstacle to customers purchasing food (Mariam *et al.*, 2014). So managers in the food industry need to update their costs regularly, and have a practical methodology for solving pricing problems (Matthew, 2015). However, the costs of menus vary greatly depending on the region and industry due to local regulations (Investopedia, 2019). The price of the product changes with the seasons and depends on different sources of the basic elements (Gartenstein, 2019).

Food and beverage prices are constantly changing. For example, the price elasticity of foods and non-alcoholic beverages ranged from 0.27 to 0.81. Moreover, increasing the prices of soft drinks by 10% reduces consumption by 8% to 10% (Andreyeva, 2010). Food and beverage revenue as a percentage of total revenue fell from 30.4 percent in 2010 to 29.2 percent in 2016 (Mandelbaum, 2017). At the European Union level, food and beverage prices changed by 130% in Denmark, while in Romania by 66% in 2018 (Investopedia, 2019). According to the United States Bureau of Labor Statistics, food prices increased by 53.67% in 2019. In general, the rate of inflation in food prices reached 2.29% during the period from 2000 to 2019. This indicates that food that was costing $20 at year 2000 will cost $30.73 in 2019 (In2013dollars, 2019).

3. Methodology

The methodology of this research is a descriptive approach because it aims to measure the level of meals price variation in Egyptian hotels. The frame of the research's population consists of all the fixed hotels in Egypt, starting from the unclassified hotels up to the five-star hotels, whose number is 898 hotels according to the Egyptian hotel association. The data collection tool is the statistical reports for hotels represented in the Egyptian hotel guide (2015-2016).

The cluster random sample was used which included about 530 hotels as shown in table (1), it is approximately 59.03 % of total fixed hotels in Egypt, according to the Egyptian hotel guide (2015-2016) in the cities of Cairo, Luxor, Aswan, Hurghada, and Sharm Sheikh. This research analyzed the data of the Egyptian hotel guide, such as the price of meals (breakfast, lunch, and dinner), hotel stars, number of rooms, manager's gender, and operator's type. This research used the binary regression test to determine the factors predicting the high level of meals prices. This research tests the following null hypotheses:

- **H1**: There is no significant correlation between the price of breakfast and the price of lunch in hotels.
- **H2**: There is no significant correlation between the price of breakfast and the price of dinner in hotels.
- **H3**: There is no significant correlation between the price of lunch and the price of dinner in hotels.
- **H4**: There is no significant difference in meals prices with respect to the hotel location, hotel stars, and the type of hotel operator .
- **H5**: There is no significant difference in meals prices with respect to the gender of the hotel manager.
- **H6**: The location of the hotel, the number of rooms, the stars of the hotels, the type of hotel operator, and the gender of the hotel manager are not statistical indications of the level of meal prices in hotels.

Table (1): Determine The Size of The Study Sample

Determine Sample Size		**Find Confidence Interval**		
Items	**Value**	**Items**		**Value**
Confidence Level	0.95	Confidence Level		0.95
Confidence Interval	5	Sample Size	N	530
Population	898		%	59.025
Sample Size Needed	269	Population		898
		Confidence Interval		2.68

Source:http://www.surveysystem.com/sscalc.htm

4. Data Analysis and Results Discussion

The following table (2) shows the normal distribution of research variables using the one-sample Kolmogorov-Smirnov test (K-S).

Table (2): The Normal Distribution of Research Variables

Research Variables	**K-S**	**Sig**
Breakfast Price	0.138	0.00
Lunch Price	0.135	0.00
Dinner Price	0.148	0.00
Total Price of Meals	0.121	0.00
No. of Rooms	0.145	0.00

It is clear from the table (2) that the distribution of the study variables does not follow the natural distribution, and therefore reliance on non-parametric measures are used to calculate the differences between the study groups.

Table (3): The Frequencies of Research Factors

Research Factors	Category	Frequency	Percent
Hotel Location	Cairo	155	29.2
	Luxor	36	6.8
	Aswan	14	2.6
	Hurghada	145	27.4
	Sharm Elsheikh	180	34
Hotel Stars	Unclassified	16	3
	One Star	50	9.4
	Two Stars	83	15.7
	Three Stars	141	26.6
	Four Stars	131	24.7
	Five Stars	109	20.6
Hotel Operator Type	Company	443	83.6
	Individual	87	16.4
Hotel Manager Gender	Male	431	81.3
	Female	25	4.7
	Not Available	74	14

Table (3) shows the frequency of research data. This study included the hotels in Sharm El Sheikh, Cairo, Hurghada, Luxor and Aswan, and this indicates that the percentage of the largest hotels in Sharm El Sheikh (34 %), while the lowest hotels are in Aswan (2.6 %). Concerning the distribution of hotels according to the stars, it was found that the three-star hotels represent the highest percentage (26.6 %), followed by the four-star (24.7 %) and five-star hotels (20.6 %), the two-star (15.7 %) and the unclassified hotels (3 %). Also, most hotels represent those that are managed by companies (83.6 %) instead of individuals (16.4 %). Regarding the gender of the hotel manager, it was found that most of them are male (81.3 %) compared to females (4.7 %).

Table (4): The Descriptive Statistics of Research Variables

Research Variables	Mean		Max	Min	٩٥% Confidence Interval for Mean		Standard Deviation	Coefficient of Variance
	Statistic	Std. Error			Lower Bound	Upper Bound		
Breakfast Price	46.21	1.33	175	3.5	43.95	48.82	30.69	0.66
Lunch Price	76.88	1.95	395	8	73.069	80.70	44.77	0.58
Dinner Price	96.56	2.49	480	9	91.068	101.44	57.19	0.59
Total Price of Meals	219.65	5.59	1015	21.5	208.66	230.64	128.79	0.59
No. of Rooms	248.01	9.52	1512	9	229.31	266.70	219.14	0.88

Table (4) indicates the average prices of meals in hotels, where the average came as follows 96.56 (LE) for dinner, 76.88 for lunch, and 46.21 for breakfast, with higher standard deviation 57.19 for dinner, 44.77 for lunch, and 30.69 for breakfast.

Therefore, the coefficient of variation is estimated at 0.66 for breakfast, 0.58 for lunch and 0.59 for dinner. This difference in the price of meals is high and needs to be reduced. Concerning the total prices of meals, the average is 219.65 (LE) with a 128.79 as standard deviation, and accordingly, the coefficient of variation is estimated at 59 %. Consequently, these prices are low. So, the decrease in prices is considered an effective strategy to achieve an effective competitive advantage (Bojanic, 1996) and increase the purchase rate (Kimes and Wirtz, 2003). The important point that supports this strategy is that customers want to get the highest value for what they pay for services (Chu and Chai, 2000). On the other side, customers depend on prices to assess the level of service quality (Zhou *et al.*, 2002, Hwang, 2016, and Xu *et al.*, 2016), in the case of very low prices, this gives an indication of the poor quality of services provided (Sternquist *et al.*, 2004), and in the case of price increases, this is given an indication of high quality of service and high standing and leads to an increase Purchase rates (Sternquist *et al.*, 2004, Rao, 2005, and Jo and Sarigollu, 2007). Finally, competitive pricing is one of the external factors that influence demand for hotels (Wang *et al.*, 2012).

The next figure (1) shows the average prices for the three meals (breakfast, lunch and dinner) according to the hotel location. It is through this form that the highest price of meals (breakfast, lunch, and dinner) is found in hotels in Sharm El Sheikh, while the lowest price is in hotels in Aswan. As for the prices of lunch and dinner, the cities are arranged as follows: Sharm El Sheikh, Cairo, Hurghada, Luxor and Aswan. As for the arrangement of cities according to breakfast, as follows: Sharm El Sheikh, Hurghada, Cairo, Luxor and Aswan.

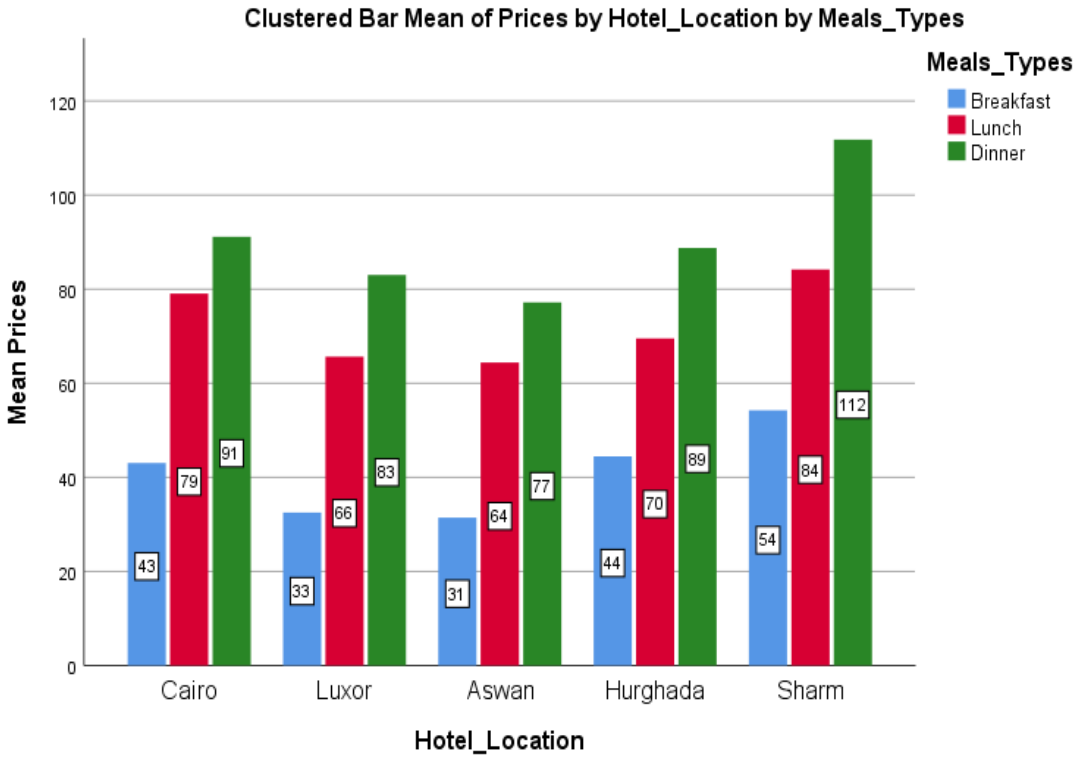

Figure (1): The Mean of Meals Prices by Hotel Location

Table (5): The Relationships among ResearchVariables

Variable (X)	Variable (Y)	R	Sig.
Breakfast Price	Total Meals Price	0.933	0.000
Lunch Price	Total Meals Price	0.978	0.000
Dinner Price	Total Meals Price	0.986	0.000
Breakfast Price	Lunch Price	0.870	0.000
Breakfast Price	Dinner Price	0.483	0.000
Lunch Price	Dinner Price	0.952	0.000
No. of Rooms	Total Meals Price	0.462	0.000
No. of Rooms	Breakfast Price	0.508	0.000
No. of Rooms	Lunch Price	0.420	0.000
No. of Rooms	Dinner Price	0.438	0.000

Correlation is significant at the 0.01 level (2-tailed).

Table (5) reflects the relationships between the study variables, as they were all significant at the level of 0.05. There is a positive correlation between the total price of the three meals with the price of a dinner (r =0.986), the price of lunch (r = 0.978), and the price of breakfast (r = 0.933). The price of the breakfast is also related to the price of lunch (r = 0.870) and the price of a dinner (r = 0.438). Also, the price of lunch is related to the price of a dinner (r = 0.952). On another variable level, a correlation was observed between the price of meals and the number of rooms in the hotel (r = 0.462). In particular, there is a link between the number of rooms in the hotel and the price of breakfast (r = 0.508), lunch (r = 0.420) and dinner (r = 0.438).

Table (6): The R Square of Regression Models among Research Variables

Research Variables		R	R^2
Independent X	Dependent Y		
No. of Rooms	Total Meals Price	0.462	0.213
Breakfast Price	Total Meals Price	0.933	0.871
Lunch Price	Total Meals Price	0.978	0.956
Dinner Price	Total Meals Price	0.986	0.971
Lunch Price	Dinner Price	0.952	0.907
Breakfast Price	Lunch Price	0.870	0.757
Breakfast Price	Dinner Price	0.883	0.780

It is clear from the table (6) that the variation in the prices of meals is due to the price of dinner (0.971), the price of lunch (0.956), the price of breakfast (0.871), and the number of hotel rooms (0.213). While the variation in the price of dinner is due to the price of lunch (0.907) and the price of breakfast (0.780).

Table (7): The Regression Models among Research Variables.

Research Variables		Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
Indep. X	Dep. Y		B	Std. Error	Beta		
No. of Rooms	Total Meals Price	Constant	152.33	7.505	0.462	20.29	0.000
		Rooms	0.271	0.023		11.97	0.000
Breakfast Price	Total Meals Price	Constant	38.737	3.644	0.933	10.63	0.000
		Breakfast	3.915	0.066		59.58	0.000
Lunch Price	Total Meals Price	Constant	3.353	2.326	0.978	1.44	0.150
		Lunch	2.813	0.026		107.59	0.000
Dinner Price	Total Meals Price	Constant	5.346	1.858	0.986	2.88	0.004
		Dinner	2.219	0.017		134.06	0.000
Lunch Price	Dinner Price	Constant	4.899	1.165	0.952	4.21	0.000
		Lunch	0.745	0.010		71.79	0.000
Breakfast Price	Lunch Price	Constant	0.341	1.307	0.870	0.26	0.794
		Breakfast	0.597	0.015		0.87	0.000
Breakfast Price	Dinner Price	Constant	0.447	1.229	0.883	0.36	0.716
		Breakfast	0.474	0.011		43.27	0.000

Table (7) shows the regression equations between the study variables, where there is a significant regression between the total price of meals and the total number of rooms in the hotel, as is estimated from the following equations "Total price of meals = 152.325 + 0.271 (Total number of Rooms)". Also, there is a significant slope between the total price of meals and the price of each meal separately, as is evident from the following models; Total price of meals = 38.737 + 3.915 (The Price of Breakfast) or = 5.346 + 2.219 (The Price of Dinner). Finally, there is a significant regression in the prices of meals, as is evident from the following models: The price of dinner = 4.899 + 0.745 × (the price of lunch) or = 0.447 + 0.474 × (the price of breakfast), and "the price of lunch = 0.341 + 0.597 × (the price of breakfast).

Table (8): The Level of Meals Prices According to Research Factors

Variables	Category	Items	Mean Rank	Test	Test Statistic	DF	Sig.
Total Meals Price	Hotel Location	Cairo	246.7	Kruskal Wallis	29.859	4	0.00
		Luxor	192.9				
		Aswan	197.0				
		Hurghada	253.9				
		Sharm Elsheikh	310.9				
	Hotel Stars	Unclassified	404.2		242.505	5	0.00
		One Star	101.5				
		Two Stars	133.6				
		Three Stars	223.7				
		Four Stars	336.4				
		Five Stars	389.8				

	Hotel Operator Type	Company	295.7	Mann-Whitney U	5909.500	0.00
		Individual	111.9			
	Hotel Manager Gender	Male	227.2		4833.500	0.39
		Female	250.7			

It turns out through this table (8) that the total price of meals varies significantly according to the city of the hotel, as this came in favor of the prices of the hotels in Sharm El Sheikh, Hurghada and Cairo compared to Aswan and Luxor hotels. Also, the prices of meals vary according to the star rating of the hotels, as this difference came in favor of the unclassified, five-star and four-star hotels compared to the three, two and one-star hotels. In addition to that, the price of meals varies according to the type of hotel operator. This came in favor of the corporate system instead of individual-based employment. Moreover, the price of meals does not differ significantly according to the type of manager. Accordingly, the factors of the location, the stars, and the type of hotel operator affect the price of meals, whether breakfast, lunch, or dinner.

Table (9): The Level of Hotel Rooms According to Research Factors

Variables	**Category**	**Items**	**Mean Rank**	**Test**	**Test Statistic**	**DF**	**Sig.**
No. of Rooms	Hotel Location	Cairo	195.3	Kruskal Wallis	87.023	4	0.00
		Luxor	161.1				
		Aswan	179.9				
		Hurghada	319.8				
		Sharm Elsheikh	309.8				
	Hotel Stars	Unclassified	274.9		312.046	5	0.00
		One Star	61.5				
		Two Stars	123.5				
		Three Stars	223.6				
		Four Stars	361.5				
		Five Stars	404.6				
	Operator Type	Company	299.3	Mann-Whitney U	4298.5		0.00
		Individual	93.4				
	Manager Gender	Male	229.3		5030.5		0.58
		Female	214.2				

It turns out through this table (9) that the total number of rooms varies significantly according to the city of the hotel, as this came in favor of the number of Hurghada hotels. Also, the number of hotels varies according to the star rating of the hotels, as this difference came in favor of five-star hotels. In addition to that, the number of rooms varies according to the type of hotel operator. This came in favor of company-based management instead of individual-based Management. Moreover, the number of rooms does not differ significantly according to the gender of the manager. Accordingly, the factors of location, stars, and type of hotel operator affect the number of rooms, whether breakfast, lunch, or dinner.

Table (10): The Level of Breakfast Price According to Research Factors

Variables	Category	Items	Mean	Test	Statistic	DF	Sig
Breakfast Price	Hotel Location	Cairo	232.4	Kruskal Wallis	42.358	4	0.00
		Luxor	179.6				
		Aswan	191.6				
		Hurghada	265.2				
		Sharm Elsheikh	317.2				
	Hotel Stars	Unclassified	413.3		260.62	5	0.00
		One Star	79.9				
		Two Stars	140.4				
		Three Stars	220.9				
		Four Stars	342.2				
		Five Stars	389.7				
	Operator Type	Company	298.7	Mann-Whitney U	4549		0.00
		Individual	96.3				
	Manager Gender	Male	227.7		5040.5		0.59
		Female	242.4				

It turns out through this table (10) that the price of the breakfast varies significantly according to the city of the hotel, as this came in favor of the number of Sharm Elsheikh's hotels. Also, the price of the breakfast varies according to the star rating of the hotels, as this difference came in favor of unclassified hotels. In addition to that, the price of the breakfast varies according to the type of hotel operator. This came in favor of company-based management instead of individual-based Management. Moreover, the price of breakfast does not differ significantly according to the gender of the manager. Accordingly, the factors of location, stars, and type of hotel operator affect the price of breakfast, whether breakfast, lunch, or dinner.

Table (11): The Level of Lunch Price According to Research Factors

Variables	Category	Items	Mean Rank	Test	Statistic	DF	Sig.
Lunch Price	Hotel Location	Cairo	261.12	Kruskal Wallis	20.697	4	0.00
		Luxor	195.38				
		Aswan	205.71				
		Hurghada	249.99				
		Sharm Elsheikh	300.44				
	Hotel Stars	Unclassified	395.72		218.671	5	0.00
		One Star	117.29				
		Two Stars	139.65				
		Three Stars	222.58				
		Four Stars	330.61				
		Five Stars	387.47				
	Hotel Operator Type	Company	292.69	Mann-Whitney U	7223.500		0.00
		Individual	127.03				
	Hotel Manager Gender	Male	226.98		4730.5		0.31
		Female	254.78				

It turns out through this table (11) that the price of lunch varies significantly according to the city of the hotel, as this came in favor of the number of Sharm Elsheikh's hotels. Also, the price of lunch varies according to the star rating of the hotels, as this difference came in favor of unclassified hotels. In addition to that, the price of lunch varies according to the type of hotel operator. This came in favor of company-based management instead of individual-based Management. Moreover, the price of lunch does not differ significantly according to the gender of the manager. Accordingly, the factors of location, stars, and type of hotel operator affect the price of lunch, whether breakfast, lunch, or dinner.

Table (12): The Level of Dinner Price According to Research Factors

Variables	Category	Items	Mean	Test	Test	DF	Sig.
Dinner Price	Hotel Location	Cairo	243.33	Kruskal Wallis	30.831	4	0.00
		Luxor	200.74				
		Aswan	194.89				
		Hurghada	253.31				
		Sharm Elsheikh	312.86				
	Hotel Stars	Unclassified	400.97		213.698	5	0.00
		One Star	106.03				
		Two Stars	132.40				
		Three Stars	228.01				
		Four Stars	334.81				
		Five Stars	285.31				
	Operator Type	Company	294.98	Mann-Whitney U	6212.5		0.00
		Individual	115.41				
	Manager Gender	Male	227.27		4858.5		0.41
		Female	249.66				

It turns out through this table (12) that the price of dinner varies significantly according to the city of the hotel, as this came in favor of the number of Sharm Sheikh's hotels. Also, the price of dinner varies according to the star rating of the hotels, as this difference came in favor of unclassified hotels. In addition to that, the price of dinner varies according to the type of hotel operator. This came in favor of company-based management instead of individual-based Management. Moreover, the price of dinner does not differ significantly according to the gender of the manager. Accordingly, the factors of location, stars, and type of hotel operator affect the price of dinner, whether breakfast, lunch, or dinner.

Table(13):The Binary Regression for Factors Affecting the Meals PriceLevel

Variables	Category		B	S.E.	Wald	df	Sig	Exp (B)
Total Meals Price	Hotel Location	Cairo (1)	0.632	0.253	6.255	1	0.012	1.882
		Other (0)						
	Hotel Rooms	High (1)	0.935	0.223	17.503	1	0.000	2.546
		Low (0)						
	Hotel Stars	Five (1)	1.468	0.288	26.025	1	0.000	4.340
		Other (0)						
	Hotel Operator	Company (1)	2.168	0.463	21.926	1	0.000	8.740
		Individual (0)						
	Manager Gender	Male (1)	0.081	0.270	0.091	1	0.763	1.085
		Female (0)						
	Constant		3.123 -	0.506	38.137	1	0.000	0.044

Table (13) shows the logistic analysis of the factors that influence the level of food prices. It has been shown that the factors of location, rooms, stars, and the type of hotel operator affects the price level while the gender of the manager does not affect, and more clearly, Cairo hotels, hotels with large rooms, five-star hotels and hotels based on companies in the administration are considered to be statistically significant predictors of the high level of food prices inthe hotels.

Table (14):The Binary Regression for Factors Affecting the Size of Hotel Rooms

Variables	Category		B	S.E.	Wald	df	Sig	Exp (B)
No. of Rooms	Hotel Location	Cairo (1)	-1.102	0.276	15.893	1	0.000	0.332
		Other (0)						
	Hotel Stars	Five (1)	2.400	0.309	60.437	1	0.000	11.025
		Other (0(						
	Hotel Operator	Company (1)	3.603	1.017	12.559	1	0.000	36.714
		Individual (0)						
	Manager Gender	Male (1)	0.171	0.282	0.369	1	0.544	1.187
		Female (0)						
	Constant		- 4.008	1.033	15.047	1	0.000	0.018

Table (14) shows the logistic analysis of the factors that influence the level of hotel rooms. It has been shown that the factors of hotel location, hotel stars, and the type of hotel operator affect the number of hotel rooms while the gender of the manager does not affect the number of rooms. More clearly, Cairo hotels, five-star hotels, and hotel management based on companies are considered to be statistically significant predictors of the high level of food prices in the hotels.

Table (15): The Binary Regression for Factors Affecting the Level of Breakfast Price

Variables	Category		B	S.E.	Wald	df	Sig	Exp (B)
Breakfast Price	Hotel Location	Cairo (1)	0.555	0.251	4.905	1	0.027	1.742
		Other (0)						
	Hotel Rooms	High (1)	1.295	0.274	22.282	1	0.000	3.653
		Low (0)						
	Star Hotel	Five (1)	2.242	0.497	20.365	1	0.000	9.413
		Other (0)						
	Hotel Operator	Company (1)	0.250	0.272	0.843	1	0.358	1.284
		Individual (0)						
	Manager Gender	Male (1)	0.927	0.223	17.342	1	0.000	2.527
		Female (0)						
	Constant		-3.384	0.540	39.198	1	0.000	0.34

Table (15) shows the logistic analysis of the factors that influence the level of breakfast price. It has been shown that the factors of hotel location, the size of hotel rooms, hotel stars, and the type of hotel manager affect the price of breakfast while the operator type of hotel does not affect. More clearly, Cairo hotels, a high number of rooms, five-star hotels and are the type of hotel manager considered to be statistically significant predictors of the high level of breakfast prices in hotels.

Table (16): The Binary Regression for Factors Affecting The Lunch Price Level

Variables	Category		B	S.E.	Wald	df	Sig	Exp (B)
Lunch Price	Hotel Location	Cairo (1)	0.784	0.243	10.385	1	0.001	2.191
		Other (0)						
	Hotel Rooms	High (1)	1.368	0.278	24.295	1	0.000	3.929
		Low (0)						
	Hotel Stars	Five (1)	1.421	0.354	16.132	1	0.000	4.139
		Other (0)						
	Hotel Operator	Company (1)	0.183	0.259	0.500	1	0.479	1.201
		Individual (0)						
	Hotel Gender	Male (1)	0.764	0.222	11.866	1	0.001	2.147
		Female (0)						
	Constant		-2.436	0.405	36.223	1	0.000	0.087

Table (16) shows the logistic analysis of the factors that influence the level of lunch price. It has been shown that the factors of hotel location, the size of hotel rooms, hotel stars, and the type of hotel manager affect the price of lunch while the operator type of hotel does not affect. More clearly, Cairo hotels, a high number of rooms, five-star hotels and the type of hotel manager are considered to be statistically significant predictors of the high level of lunch prices in hotels.

Table (17): The Binary Regression for Factors Affecting The Dinner Price Level

Variables	Category		B	S.E.	Wald	df	Sig	Exp (B)
Dinner Price	Hotel Location	Cairo (1)	0.692	0.243	8.078	1	0.004	1.997
		Other (0)						
	Hotel Rooms	High (1)	1.236	0.281	19.377	1	0.000	3.440
		Low (0)						
	Hotel Stars	Five (1)	1.587	0.361	19.324	1	0.000	4.890
		Other (0)						
	Hotel Operator	Company (1)	0.171	0.258	0.439	1	0.508	1.186
		Individual (0)						
	Manager Gender	Male (1)	0.850	0.220	14.875	1	0.000	2.339
		Female (0)						
	Constant		-2.453	0.410	35.794	1	0.000	0.086

Table (17) shows the logistic analysis of the factors that influence the level of dinner price. It has been shown that the factors of hotel location, the size of hotel rooms, hotel stars, and the type of hotel manager affect the price of dinner while the operator type of hotel does not affect. More clearly, Cairo hotels, a high number of rooms, five-star hotels and the type of hotel manager are considered to be statistically significant predictors of the high level of dinner prices in hotels.

5. Conclusions

Meal pricing is a very important operation in the hotel industry. However, the big variation in the prices of meals among hotels is a critical issue. So, this research aims to measure the level of meals prices variation in Egyptian hotels. The sample includes 530 hotels, it is about 59.025 % of total fixed hotels according to the Egyptian hotel guide (2015-2016) in the cities of Cairo, Luxor, Aswan, Hurghada, and Sharm Sheikh. This research analyzes the data of Egyptian hotel guides such as the price of meals (breakfast, lunch, and dinner), hotel stars, number of rooms, manager's gender, and operator's type.In addition, this research deals with studying the meals prices variation and its strategies for breakfast, lunch, and dinner in Cairo, Luxor, Aswan, Hurghada, and Sharm El Sheikh hotels. So, this research using the test of binary regression to determine the factors predicting the high variation of meals price in Egyptian hotels.

The results revealed that the distribution of research variables such as breakfast price, lunch price, dinner price, total meals price, and the total number of rooms is not normally distributed. The average prices of meals in hotels, where the average is as follows 96.56 (LE) for dinner, 76.88 for lunch, and 46.21 for breakfast, with higher standard deviations 57.19 for dinner, 44.77 for lunch, and 30.69 for breakfast. Therefore, the coefficient of variation is estimated at 66 % for breakfast, 58 % for lunch and 59 % for dinner. This difference in the price of meals is high and needs to be reduced. Concerning the total prices of meals, the average is 219.65 (LE) with a 128.79 as standard deviation, and accordingly, the coefficient of variation is estimated at 59 %. The average prices of meals according to the location. For the breakfast meal, the highest average for Sharm El Sheikh Hotels (54.22), while the lowest is for Aswan hotels (31.42). For the lunch meal, the highest average for Sharm El Sheikh Hotels (111.76), while the lowest is for Aswan hotels (77.17). For dinner, the highest average for Sharm El Sheikh Hotels, while the lowest is for Aswan hotels.

This research indicated that the percentage of the largest hotels in Sharm El Sheikh (34 %), while the lowest hotels is in Aswan (2.6 %). With regard to the distribution of hotels according to the stars, it finds that the three-star hotels represent the highest percentage (26.6 %), followed by the four-star (24.7 %) and five-star hotels (20.6 %), the two-star (15.7 %) and the unclassified hotels (3 %). Also, most hotels represent those that are managed by companies (83.6 %) instead of individuals (16.4 %). Regarding the gender of the hotel manager, it was found that most of them are male (81.3 %) compared to females (4.7 %).

The price of meals varies significantly according to the city of the hotel, as this came in favor of Sharm Elsheikh's hotels. It also varies according to the star rating of the hotels, as this difference came in favor of unclassified hotels; and the type of hotel operator, this came in favor of the company-based management instead of individual-based Management. Moreover, the price of meals does not differ significantly according to the gender of the manager.

Accordingly, the factors of hotel location, hotel stars, and the type of hotel operator affect the price of breakfast, lunch, and dinner.The total price of meals varies significantly according to the city of the hotel, as this came in favor of the prices of the hotels in Sharm El Sheikh, Hurghada and Cairo compared to Aswan and Luxor hotels. Also, the prices of meals vary according to the star rating of the hotels, as this difference came in favor of the unclassified, five-star and four-star hotels compared to the three, two and one-star hotels. In addition to that, the price of meals varies according to the type of hotel operator. This came in favor of the corporate system instead of individual-based employment. Moreover, the price of meals does not differ significantly according to the type of manager. Accordingly, the factors of the location, the stars, and the type of hotel operator affect the price of meals, whether breakfast, lunch, or dinner. Moreover, the total number of rooms varies significantly according to the city of the hotel, as this came in favor of the number of Hurghada's hotels. Also, the number of hotels varies according to the star rating of the hotels, as this difference came in favor of five-star hotels. In addition to that, the number of rooms varies according to the type of hotel operator. This came in favor of the company-based management instead of individual-based management. Moreover, the number of rooms does not differ significantly according to the gender of the manager. Accordingly, the factors of location, stars, and type of hotel operator affect the number of rooms, whether breakfast, lunch, or dinner. For relationships, there is a positive correlation between the total price of the three meals with the price of a dinner (r =0.986), the price of lunch (r = 0.978), and the price of breakfast (r = 0.933).

The price of the breakfast is also related to the price of lunch (r = 0.870) and the price of a dinner (r = 0.438). Also, the price of lunch is related to the price of a dinner (r = 0.952). On another variable level, a correlation was observed between the price of meals and the number of rooms in the hotel (r = 0.462). In particular, there is a relationship between the number of rooms in the hotel and the price of breakfast (r = 0.508), lunch (r = 0.420) and dinner (r = 0.438). There is a significant regression between the total price of meals and the total number of rooms in the hotel is estimated from the following equations "total price of meals = 152.325 + 0.271 (total number of rooms)". Also, there is a significant slope between the total price of meals and the price of each meal separately, as is evident from the following models; total price of meals = 38.737 + 3.915 (the price of breakfast) or = 5.346 + 2.219 (the price of dinner). Finally, there is a significant regression in the prices of meals, as is evident from the following models:the price of dinner = 4.899 + 0.745 (the price of lunch) or = 0.447 + 0.474 (the price of breakfast), and "the price of lunch = 0.341 + 0.597 (the price of breakfast).

The binary regression revealed that Cairo hotels, hotels with a high number of rooms, five-star hotels, and companies-based hotel management are statistically significant predictors of the high level of meal prices in hotels. In addition, the hotel operator type indicates the high level of breakfast prices, while the male managers' factor indicates the high level of lunch and dinner prices.

Moreover, there is a positive correlation among total meal prices with dinner price (r =0.986), lunch price (r =0.978), and breakfast price (r =0.933). Finally, the results are an essential step for managers to develop the strategies of hotel revenue maximization.

6. Recommendations

1. The Egyptian Ministry of Tourism and Antiquities must have strong control over the hotel's food and beverage pricing system, in a manner that ensures the establishment of an appropriate pricing system to serve the total annual Egyptian tourism revenue.All this due to the great variation in the prices of meals between hotels.
2. The Egyptian Ministry of Tourism and Antiquities should review the prices of Luxor and Aswan hotels due to the low mean prices compared to the hotels in Sharm El Sheikh, Hurghada, and Cairo.
3. Food and beverage managers in hotels should review the price of meals in light of the costs, competitors, and target profit margin, and customers, due to the very low prices for those meals, and to set appropriate prices from all sides.
4. Food and beverage managers must take into consideration the following factors when planning meal prices; the location of the hotel, the hotel stars, and the type of hotel operator (Individual or Company), because these factors affect the price level.
5. Food and beverage managers should consider thatCairo hotels, hotels with a high number of rooms, five-star hotels, and hotel management-based companies are considered to be statistically significant predictors of the high level of breakfast price in hotels. For lunch and dinner, all the above factors affect the prices of lunch and dinner meals except the operator type of hotel. Moreover, the factor of male manager is a significant predictor.

7. Limitations and Future Researches

The aim of this research focused on studying the prices of meals based on the information contained in the Egyptian Hotels guide (2015-2016) in the cities of Cairo, Luxor, Aswan, Hurghada, and Sharm El-Sheikh. Therefore, this research, advises researchers to study the prices of meals based on a questionnaire that is distributed to hotels and make a comparison with the results of this research.

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إستراتيجيات تسعير الوجبات في الفنادق المصرية: دراسة تحليلية

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الملخص العربي

يُعد تسعير الوجبات عملية هامة جدًا في الفنادق. ومع ذلك، فإن الإختلاف الكبير في الأسعار بين الفنادق يعتبر قضية حرجة. لذا، يهدف هذا البحث إلى قياس مستوى التباين في أسعار الوجبات الغذائية بالفنادق. لقد استخدم هذا البحث العينة العشوائية العنقودية التي تضم ٥٣٠ فندقًا ثابتًا (٠,٥٩) في مصر. وتتمثل أداة جمع البيانات في دليل الفنادق المصرية (٢٠١٥-٢٠١٦). يبلغ متوسط أسعار الوجبات ٩٦,٥٦ جنيهًا مصرياً للعشاء، ٧٦,٨٨ للغداء، و٤٦,٢١ للإفطار. ويبلغ معامل التباين ٠,٦٦ بالنسبة لأسعار وجبات الإفطار، ٠,٥٨ للغداء، و٠,٥٩ للعشاء. بالإضافة إلى ذلك، يؤثر موقع الفندق، مستوى النجوم، ونوع مشغِّل الفندق بشكل معنوي على أسعار وجبات الإفطار والغداء والعشاء. ولقد أظهر الإنحدار اللوجستي الثنائي أن فنادق القاهرة، الفنادق التي بها عدد كبير من الغرف، الفنادق من فئة الخمس نجوم، وإدارة الفنادق القائمة على الشركات يعتبروا مؤشرات ذات دلالة إحصائية للمستوى المرتفع لأسعار الوجبات في الفنادق. بالإضافة إلى ذلك، يشير نوع مشغِّل الفندق إلى المستوى المرتفع لأسعار وجبة الإفطار، بينما يشير عامل المديرين الذكور إلى المستوى المرتفع لأسعار وجبات الغداء والعشاء. علاوة على ذلك، هناك ارتباط إيجابي بين إجمالي أسعار الوجبات مع سعر وجبة العشاء (r=٠,٩٨٦)، وسعر الغداء (r =٠,٩٧٨)، وسعر الإفطار (r=٠,٩٣٣). وأخيرًا، تعد نتائج هذا البحث خطوة أساسية للمديرين لتطوير إستراتيجيات تعظيم إيرادات الفنادق.

الكلمات الرئيسية: تسعير الوجبة؛ اختلاف الأسعار؛ تعظيم الإيرادات؛ سعر الإفطار؛ سعر الغداء؛ سعر العشاء.