



**Mansoura University**  
**Faculty of Tourism and Hotels**

**STUDYING FACTORS OF SPREAD ETHNIC RESTAURANTS: A FIELD STUDY  
ON SYRIAN RESTAURANTS IN DAMIETTA AND MANSOURA CITIES**  
Extract of Master Thesis

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**Studying Factors of Spread Ethnic Restaurants: A Field Study on Syrian Restaurants in  
Damietta and Mansoura Cities**

## STUDYING FACTORS OF SPREAD ETHNIC RESTAURANTS: A FIELD STUDY ON SYRIAN RESTAURANTS IN DAMIETTA AND MANSOURA CITIES

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### **Abstract**

This study was designed to investigate the factors of spread ethnic restaurants and focuses on knowing reasons for Syrian restaurants success in Egypt. In order to achieve this aim, a questionnaire form was developed and directed to a random sample of Syrian restaurants customers. A total of 450 questionnaires were distributed; only 403 forms (89.6%) were valid. The results indicated that the customers are satisfied from Syrian restaurants. significant effect on 0.05 degree for Factors affecting on spread Syrian restaurants on spread Syrian restaurants in Egypt . Factors ranked as follow:

1. Food Variation
2. Food Quality
3. Restaurant Atmosphere
4. Service Quality
5. Food Price
6. Restaurant Location.

**Key Words:** Ethnic food, Syrian restaurants, Restaurants customer

## دراسة مقومات انتشار المطاعم العرقية (دراسة ميدانية على المطاعم السورية بمدينة دمياط والمنصورة)

### المخلص

صممت هذه الدراسة لمعرفة عوامل انتشار المطاعم العرقية وتركز على معرفة أسباب نجاح المطاعم السورية في مصر. من أجل تحقيق هذا الهدف ، تم تصميم نموذج استبيان وتوجيهه إلى عينة عشوائية من عملاء المطاعم السورية. تم توزيع ما مجموعه ٤٥٠ استبيان. ٤٠٣ استمارة فقط (٨٩.٦٪) كانت صالحة. أشارت النتائج إلى أن العملاء راضون عن المطاعم السورية. يوجد تأثير كبير للعوامل التي تؤثر على انتشار المطاعم السورية على المطاعم السورية في مصر. تأثير تلك العوامل تم ترتيبه على النحو التالي:

١. تنوع الطعام
٢. جودة الطعام
٣. الجو العام للمطعم
٤. جودة الخدمة
٥. سعر الطعام
٦. موقع المطعم.

**الكلمات المفتاحية:** الطعام العرقي ، المطاعم السورية ، مطاعم العملاء.

## **Introduction**

Zahari Etalic., (2011) mentioned that ethnic restaurants provide food with a tale and history, more people eat this kind of food for the appreciation of culture rather than for the mere reason of survival. In 2011, the ethnic restaurants continued to grow with 3 billion dollars in sales and increased 5% to 6% annually and it is expected that ethnic restaurants' sales will continue in growth (Mintel, 2012). Recent studies recorded that a combination of different ethnic cuisines and restaurants can create , health benefits, cultural learning, gastronomic diversity, tastes etc. (McGovern, 2011; Jang, Etalic., 2012; Sumi and KyoungJin, 2016). This study was going to investigate the factors of spread ethnic restaurants and focuses on knowing reasons for Syrian restaurants success in Egypt.

## **Aim of the Study**

This study aims to determine the factors of spread ethnic restaurants and focuses on knowing reasons for Syrian restaurants success in Egypt.

## **Research questions**

- 1: What are factors contributed to spread ethnic restaurants?
- 2: Which factor is the most critical in Syrian restaurants success?

## **Research hypotheses**

This study have main hypothesis as follows:

There are significant effect between factors contributed to spread ethnic restaurants and spread Syrian restaurants in Egypt.

## **Review of literature**

### **An Overview of ethnic food authenticities**

Strickland (2008) stated that the ethnic restaurant is one the specializes in foods associated with a particular cultural among the most common of these are restaurant offering Chinese, Mexican, Greek, Japanese, German, Italian, Spanish, Thai, and Indian cuisines. Corapi (2010) defined the ethnic restaurant

whose signboard or publicity clearly promises the national or regional cuisine another land.

Ethnic theming makes use of `ethnic art, decor, music, external facade, name and various stereotyped signals to create a distinctive setting which lays claim to being a reflection of some exotic but recognizable culture` (Tsai and Lu, 2012). Authenticity is acknowledged as a universal value and an essential driving force that motivates tourists (Jang, 2012). The impact of forces such as globalization, pollution and climate change have caused public anxiety, and, as a result tourists long for "safe haven", and the demand for authentic goods and services has grown (Kuhn Etalic., 2018).

Kwon (2015) defines ethnic food as a regional specific cuisine that tends to reflect the particular characteristics of its local origin. Food is usually considered ethnic by people who are in a different area from its origin and "Ethnic food" can also describe the cuisine of the minority immigrants in multicultural societies.

Mintel (2010) explored the perceived image of the essential features of restaurants: the name of the restaurant, names of dishes, appearance of employees, employees speaking in dialect, the interior design, the external façade, music use of homegrown products and the use of traditional recipes. The literature indicated that, besides food, other aspects of a restaurant such as decoration, music costumes, and service, significantly contribute to its perceived authenticity (Lee, 2012).

### **Overview of the popular ethnic restautants in the world**

As immigration, tourism, and international trade have increased worldwide, the role of ethnicity has become more important not only in business and consumer behavior (Verbeke and Lo´pez, 2005), but also in food culture and the food industry. Consumers who enjoy ethnic foods have increased in number and ethnic restaurants have become main stream in the United States (Po, 2007).

Italian restaurant are also popular in the United States, an regardless of age, gender, income, education level, or geographic location, consumers are known to enjoy Italian foods (Girardelli, 2004). According to Hulyeti Etalic., (2008), the pizza industry earns \$32 billion and comprises 8% of the restaurant operation market. The Mexican restaurant is one of the most popular types of ethnic restaurants in the world. The largest segment of the ethnic foods market in the United states appears to be Maxican, comprising 62% of the FDMx (food, drug, mass index), excluding Wal-Mart sales .However ,growth of the Mexican food market slowed down in 2009 – 2010 (Mintel, 2010).

Chinese cuisine is one of the richest and boasts the most diverse culinary tradition in the world. Chinese food can be categorized by the regional area from which they originate, in particular Canton, Shanghai, Beijing, and Hunan / Szechuan. The increase in food imports from japan to the United States reflects the population of Japanese foods. An article from Jang Etalic., (2009) pointed out that the key factor for the success of Japanese foods is that they contain less sugar, less fat, and fewer calories. Japanese foods use various crops, fish, and marine ingredients, due to the fact that japan is an island country.

### **An Overview of Syrian Restaurants**

According to SFG Syrian food guide (2014), the Syrian cuisine is an ancient one and part of the Levantine cuisine, which includes the Egyptian cuisine, Palestinian cuisine, Lebanese cuisine, etc. Syrian cuisine is a diffusion of the cultures of civilizations that settled in Syria, particularly during and after the Islamic era beginning with the Arab Umayyad conquest, then the eventual Persian-influenced Abbasids and ending with the strong influences of Turkish cuisine, resulting from the coming of the Ottoman Turks. It is in many ways similar to other (Greater Syria) Levantine cuisines, mainly Lebanese, Palestinian, Jordanian and Iraqi.

Many dishes in the Syrian cuisine can be traced back to thousands of years to Roman, and even Phoenician times. For most of its recent past, Lebanon has been ruled by foreign powers that have influenced the types of food the Syrian from 1516 to 1918, the Ottoman Turks controlled Lebanese introduced a variety of foods that have become staples in Lebanese diet, such as cooking with lamb (SFG, 2014). After the Ottomans were defeated in World War I (1918), France took control of Syria until 1943, which country achieved its independence. This time, the introduced foods such as flan, a caramel custard dessert back to the 16th century, and buttery croissants (Dobiášová, 2016).

Syrian cuisine includes an abundance of starches, whole grain, fruits, vegetables, fresh fish and seafood; animal fats are consumed sparingly. Poultry is eaten more often than red meat. When red meat is eaten, it is usually lamb on the coast, and goat meat in the mountain regions. It also includes copious amounts of garlic and olive oil, often seasoned by lemon juice “; olive oil, herbs, garlic and lemon are typical flavor found in the Lebanese diet (SFG, 2014).

### **Factors of Restaurants' Success and Spread**

Power (2005) argued, however, that business success should not be limited to financial aspects, and he lists six different success categories for businesses. These factors are: personal success, such as satisfaction and personal progression; financial success, which includes substantial return on investment and monetary reward; social success, which represents the relationship established between the business and society and environment; longevity success, which represents the business's ability to sustain success in the fast- changing industry environment; customer success, which is the satisfaction level of customers and the number of loyal customers; and employee



success, which considers the commitment of employees to the organization and the turnover rate.

Mamalis's study (2009) disclosed that food service and restaurants industry CSFs consist of six features, namely locality adaptation, food quality, facilities, service, and place to be. Investigating factors of successful ethnic restaurants, Agarwal and Dahm (2015) revealed that the facilities managers assumed the managerial competence as most primordial to success, followed by market-oriented pricing, loyal clienteles, and cost control.

According to Chen (2014), There are different factors that claim to affect the success of restaurant businesses. Factors contributing to restaurant success can be broadly classified into three main categories: external or environmental, internal or management and stakeholders. Within each category, there are various factors that are presented as being influential to the success of restaurant businesses.

### **Research Materials and Methods**

In order to achieve the research aim, customers in a Syrian restaurants were surveyed. A total of 450 questionnaires were distributed randomly in the investigated restaurants (20 restaurants) during October to December ,2018,(in Damietta and Mansoura cities) only 403 forms (89.6%) were valid to analyze. The questionnaire consisted of six dimensions. Dimensions are Food Variation, Food Quality, Restaurant Atmosphere, Service Quality, Food Price Restaurant Location.

The respondents were asked to answer this question by using a five-point Likert-type scale (Strongly agree = 5, agree =4, neutral = 3, disagree = 2 and strongly disagree = 1) to determine the levels of agreement with the statements investigated. The Statistical Package for the Social Sciences (SPSS) version 24.0 was used to analyze and compute the collected data.

### eliability Analysis

**Table (1):** Reliability Analysis

Number of Statements	Alpha
37	0.88

Table 1 indicated that alpha coefficient of the questionnaires dimensions was 0.88 (higher than 0.70). This result indicated to the reliability and validity of the questionnaires for using in the study.

### Results and Discussion

The results involved two main stages. Descriptive analysis was used to discover participants' responses, and multiple regression analysis were conducted to examine the relationship between independent variables and dependent variable. The results obtained were computed and analyzed in the following Tables.

**Table (2):** Demographic Data of Customers.

No	Demographic Data	Attribute	Statistics		Rank
			Freq.	%	
1	Gender	Male	270	67.1	1
		Female	133	32.9	2
		Total	403	100%	
2	Age	Less than 18 years	118	29.3	2
		From 18-30 years	221	54.8	1
		From 31 – 45 years	33	8.2	3
		More than 45 years	31	7.7	4
		Total	403	100%	
		Vocational	25	6.2	3

3	Educational level	degree			
		Institutional Degree	99	24.6	2
		University Degree	244	60.5	1
		Postgraduate Degree	35	8.7	3
Total			403	100%	

As it can be observed from the previous Table (2) that, among the 403 respondents, 270 respondents (67.1%) were male, and 133 respondents (32.9%) were female. The results refer to that the majority of customers in investigated restaurants were male. According to age group, among the 403 respondents, 54.8% fell into the age group 18-30 years; this was followed by age group less than 18 years by 29.3%, then age group 31-45 years (8.2%). The age group more than 45 years was the smallest group and presented by 7.7%. This result indicates that the majority of customers fall in youth category. With respect to the educational level variable, a high proportion of the tested sample (60.50%) have a university degree, and 24.6% were have an institutional educational degree, this is followed by postgraduate degree with 8.7%. Customers with vocational/secondary school degree was the smallest group and presented by (6.2%).

**Table (3): Food Quality Dimension**

No	Factor	Sub-Variables	Fre q.	Per. %	Me an	SD	R
1	The meals contain the right quantities and meet all your needs.	Strongly disagree	17	4.2	3.41	.903	5
		Disagree	21	5.2			
		Neutral	186	46.2			
		Agree	136	33.7			
		Strongly agree	43	10.7			

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2	Food and beverages are served at the restaurant at an appropriate temperature.	Strongly disagree	7	1.7	3.2 5	.84 1	6
		Disagree	29	7.2			
		Neutral	276	68.5			
		Agree	37	9.2			
		Strongly agree	54	13.4			
3	The color of food and beverages is convenient and suitable for you and shows in good condition.	Strongly disagree	29	7.2	3.6 1	1.0 90	4
		Disagree	43	10.7			
		Neutral	45	11.2			
		Agree	225	55.8			
		Strongly agree	61	15.1			
4	The food and beverages served in Syrian restaurants are tasteful	Strongly disagree	27	6.7	3.9 6	1.1 78	1
		Disagree	28	6.9			
		Neutral	42	10.4			
		Agree	144	35.7			
		Strongly agree	162	40.2			
5	Food and beverages contain a good and appropriate aroma.	Strongly disagree	21	5.2	3.7 2	1.0 59	3
		Disagree	30	7.4			
		Neutral	80	19.9			
		Agree	180	44.7			
		Strongly agree	92	22.8			
6	Food and beverages are packaged	Strongly disagree	56	13.9	2.9 5	1.1 78	7
		Disagree	69	17.1			
		Neutral	168	41.7			

	appropriately.	Agree	58	14.4			
		Strongly agree	52	12.9			
7	The overall shape of the food and beverages provided is convenient and attractive.	Strongly disagree	5	1.2	3.7 9	.72 5	2
		Disagree	18	4.5			
		Neutral	73	18.1			
		Agree	268	66.5			
		Strongly agree	39	9.7			
	Average Mean		3.53				

According to the results showed in Table 3. The respondents agreed on five statements from all statements which are arranged according to their means as follows:

- The statement (4) " The food and beverages served in Syrian restaurants are tasteful" has got the highest percentage of agreement from the respondents at (Mean=3.96).
- The statement (7) " The overall shape of the food and beverages provided is convenient and attractive." at (Mean=3.79).
- The statement (5) " Food and beverages contain a good and appropriate aroma." at (Mean=3.72).
- The statement (3) " The color of food and beverages is convenient and suitable for you and shows in good condition " at (Mean=3.61).
- The statement (1) " The meals contain the right quantities and meet all your needs." at (Mean=3.41).

Meanwhile, the responses of customers were neutral with two statements which are arranged according to their means as follows:

- The statement (2) " Food and beverages are served at the restaurant at an appropriate temperature." at (Mean=3.25).
- The statement (6) " Food and beverages are packaged appropriately. " at (Mean=2.95).

According to the results showed in Table 4. The respondents agreed on three statements from all statements which are arranged according to their means. The statement of " There are places for Syrian restaurants to eat (5)" has got the highest percentage of agreement from the respondents at (Mean=4.18). The statement of " The restaurant service is fast and accurate" at (Mean=3.83). The statement of Syrian restaurants provide highly skilled staff (6) " at (Mean=3.41).

**Table (4): Service Quality**

No	Factor	Sub-Variables	Freq.	Per. %	Mean	SD	R
1	The restaurant service is fast and accurate	Strongly disagree	19	4.7	3.83	1.015	2
		Disagree	27	6.7			
		Neutral	53	13.2			
		Agree	210	52.1			
		Strongly agree	94	23.3			
2	You wait a long time to get the food you ordered	Strongly disagree	80	19.9	2.35	1.083	4
		Disagree	191	47.4			

		Neutral	6 4	15. 9			
		Agree	4 7	11. 7			
		Strongly agree	2 1	5.2			
3	Syrian restaurants provide service throughout the day	Strongly disagree	1 8 5	45. 9	2.1 4	1.2 69	5
		Disagree	7 2	17. 9			
		Neutral	7 3	18. 1			
		Agree	5 2	12. 9			
		Strongly agree	2 1	5.2			
4	Syrian restaurants have a home delivery service throughout the day	Strongly disagree	1 7 0	42. 2	1.9 5	1.0 68	6
		Disagree	1 4 3	35. 5			
		Neutral	4 5	11. 2			
		Agree	3 2	7.9			
		Strongly agree	1 3	3.2			
5	There are places for Syrian restaurants to eat	Strongly disagree	1 1	2.7	4.1 8	1.0 48	1
		Disagree	1	4.5			

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			8				
		Neutral	7 1	17. 6			
		Agree	9 0	22. 3			
		Strongly agree	2 1 3	52. 9			
<b>6</b>	Syrian restaurants provide highly skilled staff	Strongly disagree	3 7	9.2	3.4 1	1.0 67	3
		Disagree	4 4	10. 9			
		Neutral	6 2	15. 4			
		Agree	2 3 5	58. 3			
		Strongly agree	2 5	6.2			
Average Mean		2.98					

\* S.D= Standard deviation, R= Rank

On other hand, results in previous Table(4) show that respondents disagreed on three statements(2,3and4) from all statements which are arranged according to their means. The statement of " You wait a long time to get the food you ordered(2) " at (Mean=2.35). The statement of " Syrian restaurants provide service throughout the day(3)" at (Mean=2.14). The statement of " Syrian restaurants have a home delivery service throughout the day(4) " at (Mean=1.95).

**Table (5): Restaurant Atmosphere Dimension**

No	Factor	Sub- Variables	Fr eq.	Per. %	Me an	SD	R
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1	The workers wear a Syrian-style costume	Strongly disagree	88	21.8	2.49	1.114	6
		Disagree	119	29.5			
		Neutral	129	32.0			
		Agree	45	11.2			
		Strongly agree	22	5.5			
2	The interior design of the restaurant and decoration is of a Syrian character	Strongly disagree	•	•	4.01	.689	4
		Disagree	•	•			
		Neutral	94	23.3			
		Agree	212	52.6			
		Strongly agree	97	24.1			
3	The restaurant depends on Syrian labor	Strongly disagree	5	1.2	4.38	.880	3
		Disagree	8	2.0			
		Neutral	54	13.4			
		Agree	96	23.8			
		Strongly agree	240	59.6			
4	The menu includes Syrian cuisine	Strongly disagree	11	2.7	3.91	.774	5
		Disagree	5	1.2			
		Neutral	59	14.6			
		Agree	262	65.0			
		Strongly agree	66	16.4			

<b>5</b>	The ventilation level in the dining room is good and appropriate	Strongly disagree	•	•	4.51	.500	1
		Disagree	•	•			
		Neutral	•	•			
		Agree	19 7	48.9			
		Strongly agree	20 6	51.1			
<b>6</b>	The atmosphere of the restaurant gives it a Syrian character	Strongly disagree	•	•	4.43	.731	2
		Disagree	14	3.5			
		Neutral	16	4.0			
		Agree	15 6	38.7			
		Strongly agree	21 7	53.8			
Average Mean		3.96					

\* s.D= Standard deviation, R= Rank

According to the results showed in Table (5). The respondents agreed on five statements from all statements which are arranged according to their means as follows:

- The statement (5) " The ventilation level in the dining room is good and appropriate" has got the highest percentage of agreement from the respondents at (Mean=4.51).
- The statement (6) " The atmosphere of the restaurant gives it a Syrian character" at (Mean=4.43).
- The statement (3) which was " The restaurant depends on Syrian labor" at (Mean=4.38).
- The statement (2) which was " The interior design of the restaurant and decoration is of a Syrian character" at (Mean=4.01).
- The statement (4) which was " The menu includes Syrian cuisine" at (Mean=3.91).

On other hand, results in previous Table(5) show that respondents disagreed on one statement from all statements as follows:

- The statement (1) which was " The workers wear a Syrian-style costume" at (Mean=2.49).

According to the results showed in Table 6. The respondents agreed on three statements from all statements which are arranged according to their means. The statement (3) Tables and chairs in the dining hall are clean and in good condition" has got the highest percentage of agreement from the respondents at (Mean=4.11). The statement (2) " The workers in the restaurant wear their uniforms and head cover" at (Mean=4.04). The statement (1) " The staff are very clean and good appearance" at (Mean=3.42).

**Table (6): Restaurant Cleanness Dimension**

No	Factor	Sub-Variables	Fr eq.	Per .%	M ea n	SD	R
1	Staff are very clean and good appearance	Strongly disagree	20	5.0	3.42	.988	3
		Disagree	40	9.9			
		Neutral	140	34.7			
		Agree	156	38.7			
		Strongly agree	47	11.7			
2	Worker in the restaurant wear their uniforms and head cover	Strongly disagree	9	2.2	4.04	.907	2
		Disagree	18	4.5			
		Neutral	50	12.4			

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		Agree	19 8	49. 1			
		Strongly agree	12 8	31. 8			
<b>3</b>	Tables and chairs in the dining hall are clean and in good condition	Strongly disagree	7	1.2	4.1 1	.83 3	1
		Disagree	21	6.3			
		Neutral	49	11. 8			
		Agree	17 8	47. 1			
		Strongly agree	13 7	33. 7			
<b>4</b>	Restaurant has special places for washing hands after eating	Strongly disagree	82	20. 3	2.8 5	1.2 56	4
		Disagree	65	16. 1			
		Neutral	12 9	32. 0			
		Agree	86	21. 3			
		Strongly agree	41	10. 2			
<b>5</b>	Insects in the restaurant or in the surrounding area	Strongly disagree	14 1	35. 0	1.9 3	.94 8	5
		Disagree	19 2	47. 6			
		Neutral	36	8.9			
		Agree	24	6.0			
		Strongly agree	10	2.5			
Average Mean			3.27				

\* S.D= Standard deviation, R= Rank

Meanwhile, the responses of customers were in the statement (4) restaurant has special places for washing hands after eating" at (Mean=2.85). On other hand, results in previous Table(6) show that respondents disagreed on that there are insects in the restaurant or in the surrounding area(5)" at (Mean=1.93).

**Table (7): Food Price**

No	Factor	Sub-Variables	Fr eq.	Per. %	Mean	SD	R
1	The menu has varying prices to suit all customers	Strongly disagree	12	3.0	3.74	.871	3
		Disagree	13	3.2			
		Neutral	106	26.3			
		Agree	207	51.4			
		Strongly agree	65	16.1			
2	Prices are commensurate with the meals served	Strongly disagree	·	·	4.26	.851	1
		Disagree	17	4.2			
		Neutral	56	13.9			
		Agree	136	33.7			
		Strongly agree	194	48.1			
3	Syrian restaurant prices are cheaper than other	Strongly disagree	18	4.5	3.45	1.007	4
		Disagree	47	11.7			
		Neutral	127	31.5			

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	restaurants	Agree	15 8	39.2			
		Strongly agree	53	13.2			
<b>4</b>	Food prices fluctuate from time to time	Strongly disagree	11 5	28.5	2.1 8	1.1 28	5
		Disagree	18 8	46.7			
		Neutral	35	8.7			
		Agree	42	10.4			
		Strongly agree	23	5.7			
<b>5</b>	The prices are commensurate with the amount of food provided	Strongly disagree	9	2.2	4.1 1	.71 7	2
		Disagree	57	14.1			
		Neutral	21 9	54.3			
		Agree	11 8	29.3			
		Strongly agree	9	2.2			
Average Mean			3.55				

\* S.D= Standard deviation, R= Rank

According to the results showed in Table (7). The respondents agreed on four statements from all statements which are arranged according to their means. The statement (2), "Prices are commensurate with the meals served" has got the highest percentage of agreement from the respondents at (Mean=4.26). The statement (5), " The prices are commensurate with the amount of food provided" at (Mean=4.11). The statement (1), " The menu has varying prices to suit all customers" at

(Mean=3.74). The statement (3), " Syrian restaurant prices are cheaper than other restaurants" at (Mean=3.45).

On other hand, results in previous Table(7) show that respondents disagreed on the statement (4) " Food prices fluctuate from time to time" at (Mean=2.18).

**Table (8): Restaurant Location Dimension**

No	Factor	Sub-Variab les	Fr eq.	Per .%	M ea n	SD	R
1	The location of the restaurant is distinctive for other restaurants	Strongly disagree	•	•	4.63	.485	2
		Disagree	•	•			
		Neutral	•	•			
		Agree	151	37.5			
		Strongly agree	252	62.5			
2	Syrian restaurants are located in the main streets	Strongly disagree	•	•	4.72	.503	1
		Disagree	•	•			
		Neutral	10	2.5			
		Agree	94	23.3			
		Strongly agree	299	74.2			
	Syrian restaurants	Strongly	27	6.7			

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<b>3</b>	are in easy reach	y disagree			3.09	.872	3
		Disagree	55	13.6			
		Neutral	175	43.4			
		Agree	146	36.2			
		Strongly agree	·	·			
<b>4</b>	Syrian restaurants or nearby parking spaces	Strongly disagree	50	12.4	2.21	.854	4
		Disagree	272	67.5			
		Neutral	36	8.9			
		Agree	36	8.9			
		Strongly agree	9	2.2			
Average Mean			3.66				

\* S.D= Standard deviation, R= Rank

According to the results showed in Table (8). The respondents agreed on two statements from all statements which are arranged according to their means. The statement (2), "Syrian restaurants are located in the main streets" has got the highest percentage of agreement from the respondents at (Mean=4.72). The statement (1), " The location of the restaurant is distinctive for other restaurants" at (Mean=4.63).



Meanwhile, the responses of customers were neutral with The statement (3), "Syrian restaurants are in easy reach" at (Mean=3.09).

On other hand, results in previous Table(7), show that respondents disagreed on that " Syrian restaurants or nearby parking spaces,(4)" at (Mean= 2.21).

**Table (9):** Food Differentiation and Variation Dimension

No	Factor	Sub-Variables	Fr eq.	Per .%	M ea n	SD	R
1	The menu contains a varied number of Syrian foods	Strongly disagree	9	2.2	3. 9 3	1.0 36	2
		Disagree	29	7.2			
		Neutral	91	22. 6			
		Agree	12 8	31. 8			
		Strongly agree	14 6	36. 2			
2	Food offered to Syrian restaurants differs from those offered in others	Strongly disagree	18	4.5	3. 5 6	1.0 21	3
		Disagree	36	8.9			
		Neutral	12 0	29. 8			
		Agree	15 9	39. 5			
		Strongly agree	70	17. 4			
3	Food are Available in different sizes	Strongly disagree	19	4.7	3. 5 2	1.0 30	4
		Disagree	34	8.4			
		Neutral	14	34.			

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	(large, medium, small)		0	7			
		Agree	13 8	34. 2			
		Strongly agree	72	17. 9			
<b>4</b>	The menu includes almost famous Syrian foods	Strongly disagree	13	3.2	4. 2 1	1.0 06	1
		Disagree	12	3.0			
		Neutral	56	13. 9			
		Agree	11 9	29. 5			
		Strongly agree	20 3	50. 4			
Average Mean			3.81				

\* s.D= Standard deviation, R= Rank

According to the results showed in Table ( 9). The respondents agreed on all statements which are arranged according to their means as follows:

- The statement (4) which was "The menu includes almost famous Syrian foods" has got the highest percentage of agreement from the respondents at (Mean=4.21).
- The statement (1) which was " The menu contains a varied number of Syrian foods" at (Mean=3.93).
- The statement (2) which was "Food offered to Syrian restaurants differs from those offered in others" has got the highest percentage of agreement from the respondents at (Mean=3.56).
- The statement (3) which was " Food are Available in different sizes (large, medium, small)" at (Mean=3.52).

**Table (10):** Testing hypothesis

No	Factors affecting on spread Syrian restaurants	Parameters of Regression (B)	T-test	p-value	Rank
1	(Constant)	-2.341	-1.517	.126	
2	Food Quality	.302	3.863	.000	The second
3	Food Variation	.575	10.781	.000	The first
4	Service Quality	.073	4.686	.009	The fourth
5	Restaurant Atmosphere	.153	3.681	.000	The third
6	Food Price	.061	3.509	.011	The fifth
7	Restaurant Location	.048	2.967	.020	The Sixth

\* = significant at  $P \leq 0.05$

It is noticed from Table (10), that the values of the Parameters of Regression are less than 0.05.. Therefore, hypothesis zero could be rejected and it would be alternative hypothesis (H1) that there are significant effect on 0.05 degree for Factors affecting on spread Syrian restaurants on spread Syrian restaurants. Factors ranked as follow:

1. Food Variation
2. Food Quality
3. Restaurant Atmosphere
4. Service Quality
5. Food Price
6. Restaurant Location

## Recommendations

Based on researcher reading on the topic and the results that extracted from the field study, the following recommendations could be suggested:

- 1) Food variation and differentiation are the most factor that affects on spread Syrian restaurants. Therefore, it supposed to enhance and support Syrian restaurants food menus with Syrian foods.
- 2) Owners should employ Syrian staff due to they are more qualified in preparing Syrian food and it recommended to wear their uniform with Syrian style.
- 3) Providing home delivery as an additional service is important in increasing the restaurant's profitability.
- 4) Before opening the restaurant, A suitable parking space must be allocated due to the nature of Syrian restaurants that they almost provide take away service.
- 5) Designing the restaurant's décor and atmosphere to be in Syrian custom.

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