

THE HORIZON OF DEVELOPING THE EGYPTIAN MARKETING TOURISM IN EU

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Egypt made a tremendous effort during the last few years to enhance its tourism sectors. This was reflected in the number of tourists who visited Egypt, especially from E.U. and also in the revenue from the tourists who jumped in the recent years.

Related to tourists coming from Europe, we still have traditional markets especially Italy, Germany, France, U.K., but also have promising countries such as Czech Republic, Austria, Scandinavia (Finland, Sweden), East Europe (Hungary, Romania).

That's why we should activate our tourism campaign in these promising countries.

In general, we should think about emotional, dreaming as motives for the tourists coming from Europe, not only historical, traditional. Promotional instruments such as participating in tourism fairs are not convenient now for E.U. consumer attraction, but we should orient to internet, periodical magazines.

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1. The current situation of tourism in Egypt

Tourism development

Throughout the last fifteen years, the tourism industry in Egypt has experienced significant developments, as illustrated in Table 1 which depicts the main indicators for two sub-periods (1985-1993 and 2000-2007).

For the period as a whole, the number of tourist arrivals increased more than seven-fold from 1.5 million in 1985 to 11.1 million in 2007, recording an average annual growth rate of 9.2 percent. In the meantime, tourist nights grew from 9 million to 111.5 million, at an annual rate of 12.1 percent on average, implying extension of the duration of stay of visitors from 6 nights to 10 nights over the period. Similarly, tourism earnings jumped from about \$315 million to nearly \$9.5 billion, accounting today for almost 25 percent of total tourism receipts of the Middle East region (WTO 2008).

With respect to tourism supply, lodging facilities witnessed considerable expansion in response to mounting inbound tourism flows. Total accommodation capacity of hotels and tourist villages in operation rose from 27.3 thousand rooms in 1985 to nearly 190.2 thousand by the end of 2007. An additional capacity of 156.2 thousand rooms is planned for the coming five years, particularly in rapidly growing resort areas along the Red Sea Coast and El Aqaba Gulf Coast in South Sinai, and more recently along the North Coast, West of Alexandria (MOT 2008).

Table 1. Main Tourism Indicators, 1985-2007

Tourism indicators	1985	1993	2000	2007	Average annual growth rate (%)		
					1985-1993	1993-2000	2000-2007
No. of arrivals (million)	1,5	2,5	5,5	11,1	6,8	11,8	10,6
No. of nights (million)	9,0	15,1	32,8	111,5	6,8	11,7	19,8
Average length of stay of visitors (night)	6	6	6	10	-	-	7,8
Tourism receipts (\$ billion)	0,3	1,9	4,3	9,5	26,7	12,5	12,0
Lodging capacity(000 room)	27,3	58,8	111,3	190,2	10,0	9,8	7,7

Source: MOT (Ministry of Tourism), Tourism Figures (1996, 2008)

As a result of large and increasing influx of visitors, coupled with disproportionate growth in lodging capacity (less than 9 percent a year), occupancy rates displayed an upward trend. The figures indicate escalation of average room occupancy rates from 43 percent in 1993 to slightly over 63 percent in 2007 (MOT 2008).

2. How to enhance the Egyptian tourism in the E.U. market:

2.1 Long haul tourism

- **Markets that already choose to visit Egypt for tourism:** Germany, U.K., France, Italy, Netherlands, Spain, Austria.

2.2 Promising market in E.U.

Still there are markets where we can attract more tourists like: Bulgaria, Sweden, Slovenia, Denmark, Czech Republic, Poland, Portugal, Hungary, Finland, Ireland, Romania, Slovakia, Estonia, Luxembourg.

2.3 Number of tourists arrived from EU to Egypt in 2005 (mill.):

- 4,413 with share of 61% of total Middle East visitors from EU.

2.4 How to enhance the Egyptian tourism on the E.U. market

What the E.U. consumer prefer at the current time:

- tourism of sun and seashore: attract almost 80 million tourism. Main destination in 2006 was Spain;
- culture tourism: more important than sun and seashore; attract 70 million tourists; this kind call the Spanish government to change its strategy to make this type as its priority; big competitors in Europe like France, Germany beside Spain;
- sightseeing and journey tourism: attract 40 million tourist; main destination is Spain;
- cities tourism: attract almost 38 million tourist, connected with low cost airlines and will grow within these years to attract 60 million tourists;
- village tourism: for the persons who like to go to the mountain, like village atmosphere; attract almost 17 million tourists;
- conference and incentives: attract 12 million tourists;
- elite tourism: for people who express regardless about the cost; attract 8 million tourists; Egypt has big chance in this field;
- health tourism: people either want to lose their weight or to be more healthy; attract 5 million tourists;
- navigation and yacht tourism: growing very fast; for the people who want to rent yachts, not to buy it, attract 3,5 million.

What Egypt can attract and invest:

- sun and seashore, culture tourism;

How to market the Egyptian tourism:

Model of marketing consist of 4 components:

- customer attraction;
- evaluation system (how we evaluate the market);
- producing value (value of tourism production when we offer);
- how we attract new customers and convince them to repeat their visit

Generally we must concentrate on dreaming society tourists as it attracts almost 40% of international European tourism; it is expected to grow in the next six years and to attract 60% of that market.

We must answer these questions:

- What those new tourist are looking for?
- What are their requirements?
- How dream society works?

New market (aimed market):

- Adventure tourism: people want to experience unnormal things to pass stories about challenge, emotional, risks, efforts, achievement.
- Sport tourism: like the olympic games.
- Nature tourism: like safari, full of experience stories about animals and where risk face the tourists.
- Love tourism: birthday, honeymoon, wedding parties.
- Richest tourism: not limited to millionaires, but also to youth who have surplus money.
- Welfare tourism: for people who want to feel the luxury and difference.
- Relax safety tourism: people aim to spiritual feeding.

What promotional instruments are needed to promote Egypt in E.U.:

- Printed advertising: still sounding well.
- TV advertising: you must have direct attractive message, must be short, not more than 10 seconds.

What should Egypt do?

Must make two different advertising campaigns, everyone special in certain tourism product. For example, if you want to promote the sun, seashore, we must concentrate in that particular one, and if we want to promote the historical tourism we should make advertising campaigns about tourism.

- Magazines

It is more effective than TV if we want to attract the active passengers. We should put our advertisement in at least five different magazines.

The importance of information to promote the Egyptian tourism in Europe

The greatest challenge in the tourism industry is to change the way that we want to tell us that the product needs of tourists these days differed significantly from the requirements in the past.

Information society by:

- Rooms sellers
- A comprehensive makers flights
- Vendors
- Director of Operations

The dreams of the community:

- The experience of sellers
- Makers Stories
- The narrators of stories
- Director of stories

Emotional pyramid:

- Security and safety:

Is a very important element of the emotional elements of the pyramid in the world, especially now that terrorism is a major role, it is important to the sense of security and safety.

- Diversity:

The diversity of the product is very important because today is the tourists and visitors of various specialized and sophisticated in its demands.

- Personalization:

It means that the tourist feels that there is care and attention in a manner that he harbored a personal characteristic (and not part of a group or part of a place).

- Acceptance:

Accepted in the sense of place and presence that is acceptable to the community, who is in it.

- Development:

This means that tourists want to learn something and go to the rear, and that satisfy spiritual needs.

- Contributing:

Is a very important element of the emotional elements of the pyramid, there are people who want to feel when to go on a trip that is part of the money paid (in euros or pounds and one) in the flight may contribute to the cause of humanity to contribute to any human in human society (as is happening in the aircraft When the passenger donate any amount of force without the benefit of a problem or issue, such as the fight against AIDS or other).

What is the marketing strategy that Egypt should use in E.U.:

- develop new tourism resorts;
- put firm system to quality and label;
- sell experience and emotion not rooms, historical places;
- recommendation management is very important marketing instrument; recommendation from family, friends, colleagues is ranked the first between marketing instruments. Every tourist must leave Egypt with high feeling of satisfaction about the tourism place he visit and service offered to him.

Elements of tourism operation success of Egypt in EU



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