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DEPARTMENT OF MARKETING

MARKETING OF TOURISM: AN INVESTIGATION OF THE APPLICATION OF MARKETING CONCEPTS AND PRACTICES IN PROMOTING EGYPT AS A TOURIST DESTINATION IN BRITAIN AND IRELAND

VOLUME TWO

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CHAPTER FIVE

DESIGN OF THE FIELD RESEARCH

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Introduction

The objective of this chapter is to discuss the methods used in collecting the data for the study. Specifically, the chapter aims at explaining the methodology conceived and the research setting rather than the analysis of the findings themselves, which will be examined in the next two chapters.

The design of the field research passed through four equally important stages.

These are:

(1) Statement of the research sequence, problems and objectives.
(2) Formulation of the research hypotheses.
(3) Identification of the sample.
(4) Development of the questionnaires.

In the following pages, the aspects pertaining to each of these stages, together with the methodological frameowrk, will be discussed.

1. Statement of the research sequence, problems and objectives.

Briefly speaking, the broad purpose of this study is to explore the relevance and contribution of marketing, as it is practised by tourist destination countries and tourist industry sectors, to the satisfaction of the tourist consumer and, in turn, increase the tourist arrivals in a destination country as an ultimate outcome. To achieve this end, the thesis runs, briefly as follows.

Firstly: The nature and scope of marketing were discussed. The objective in this case, was to explore the extent to which marketing concepts and practices could be applied in the service sector in general, and in tourism in particular. Therefore, the nature and scope of marketing of services were the subject of an extensive discussion. In order to investigate the extent to which marketing could be applied in tourism, the nature and scope of tourism were discussed before the study moved on to review the literature which outlined the nature of marketing in tourism. Next, the tourist markets were investigated and identified in order to determine Egypt's market share and, in this, the nature and scope of tourism in Egypt were examined.

Secondly: Based upon the above analysis, the study proceeded to establish a marketing strategy for tourism. To achieve this aim, the nature of planning was discussed. The critical role of marketing research in tourism was emphasised, followed by a general discussion of demand and supply in tourist markets. To deepen the analysis on the demand side, tourist behaviour was extensively discussed in terms of the tourist motivation, image and attitude, life style, demographics, and customs and habits, all of which affected the tourist decision to choose a tourist destination country. The tourist market segmentation was the subject of an extensive analysis, with some light being shed on the objectives of tourism marketing, and the objectives of the Tourism Development Plan in Egypt were touched upon.

Thirdly: The study proceeded to anlayse the contribution which various marketing tools, the marketing mix elements in the particular, make to improve the satisfaction of the tourist consumer with a tourist destination country.

The following are some of the important observations and problems which have arisen from the literature review:

Firstly: It is emphasised that services marketing in general, and tourism marketing in particular, in spite of their importance to the economy, have received little attention from marketing theorists. Consumer and industrial products have provided the major focus for enquiry and research by both academics and research students. However, the application of marketing concepts and techniques to tourist firms, travel trade (tour operators and travel agents), and tourism destination countries, present a fertile area for study.

Secondly: Marketing of tourist destination countries faced a number of problems which appeared to threaten its acceptance by the practising National Tourism Administrations (NTAs). These problems can be summarised as follows:

1. Tourism has often been regarded as a complex and multi-faceted phenomenon: it consists of a number of disparate enterprises for, after all, there is no inherent similarility in operating a hotel and running an airline, and yet both are needed to serve the needs of tourists. Thus, tourism today presents an unparalleled challenge to the marketers, both in the developing economies as well as in the highly industrialised countries. The development of the tourism product involves the building of tourist infrastructure within the country, including such constituents as hotels, airlines, shipping companies,

transport agencies, railways, tour operators, entertainment and shopping facilities, etc., and then marketing of the product thus put together.

2. Another problem is that the core product of tourism, or the place of the holiday, cannot be modified. Countryside, stately homes and waterways cannot be modified in the same way that manufacturers can improve a physical product. Therefore, the marketers of tourism destination countries are faced with a problem of fitting the core product to the markets which are available. This is contrary to established marketing principles, where the product can be modified to satisfy the requirements of the markets. In tourism, the only opportunity the marketers have to carry out modifications is via the augmented product, in the form of enhancing facilities and modes of transport. The main problem of the product, coupled with the variation in tourism needs from market to market, means that the marketing strategy needs to be varied, based upon the vairation of requirements in the different countries [1].

3. On the other hand, it is a fact that tourism by its nature is somewhat different from other sectors of the economy, since it is an industry based on the movement of people rather than of goods. For this reason, it is particularly susceptible to subjective considerations quite apart from the play of economic forces. Politics and social pressures, psychological attitudes, changes of fashion, may all influence the course of tourism development markedly and unpredictably. It is essential, therefore, that the tourism

industry should be as flexible as possible to be able to adapt to changing conditions and requirements. As a corollary, the government's management of the tourism industry should also be as flexible as possible, with the relevant administrative structure geared to operate accordingly.

4. The interests and goals of the participants in the tourism industry from producer to consumer are different:

A. The interests of seller and buyer are not identical; each seeks different benefits. Potential travellers choose a destination country or a tourist service because of the attractions offered, the price demanded and the enjoyment, satisfaction and pleasure expected. The seller expects to realise revenue and profit, economical utilisation of his plant and equipment, return on invested capital and so forth. He adjusts the services he offers and their price in such a way that they attract the number and the type of customer best suited to achieving his aims.

B. National Tourist organisations and other official organisations involved in tourism pursue goals that are complementary to - but again, not identical with - those sought by the tourist service enterprises. Briefly, these may be aimed at:

- creating or expanding business and employment opportunities in the destination area,
- increasing foreign exchange revenue from tourism, thus contributing to improvements in the balance of payments,
- increasing tax and other government revenues,
- improving the utilisation factor of existing tourism facilities,

- directing investments towards tourism facilities likely to produce an overall benefit for the national economy.

C. The interests of the distribution sector of the tourist industry, i.e. the 'travel trade' - travel agents, tour operators, and other travel intermediaries - are not identical to those of travellers, the tourism service enterprises, or the official tourism organisations. Travel intermediaries seek to attract customers by offering a range of services, destinations, travel arrangements, price levels, etc.
It is therefore of secondary importance to them, all other factors being equal:

- which destination they sell,
- which services their customers use,
- whether their selling practices conform to - or are in contradiction with - the aims of the National Tourist Organisations.

It is noticed that an awareness of this absence of identity of interests, motivations, and objectives are between tourists, suppliers of tourism services, the travel trade, and official tourism organisations, is essential to all considerations and plans about the creation, and marketing of travel and tourism. Overlooking this essential fact is probably the basic cause for many misunderstandings, disputes and less successful marketing and promotion schemes in tourism.

5. With respect to the pricing issue, in practice, however, pricing a tourism destination country is a complex matter. Individual suppliers of tourism services; airlines, hotel groups, local transportation firms, entertainments,

attraction administrators, etc., not only tend to determine their prices independently of each other, but also do so with an eye on the reactions of their immediate competitors. In other words, many parties have different aims, and with no coordination among them, share in the price decision-making of a tourist destination country. This burdens the marketers of tourist destination countries who have little or no control over these various tourist sectors.

6. In most other industries, the supplier has full or at least decisive control over his product, its pricing, its quality, and the manner in which it is distributed and promoted. In tourism, however, the position of the distribution sector is much stronger. Trade intermediaries (travel agents, tour operators, charter brokers, reservations systems and other distribution specialists) have a far greater power to influence and to direct demand than their counterparts in other industries. Since tour operators in particular do, in fact, control demand, they also have increased bargaining power in their relations with suppliers of tourist services and are in a position to influence their pricing, their product policies and their promotional activities.
As noted above, although tour operators have aims not consistent or might contradict those of National Tourism Organisations, however, tourist receiving countries are inevitably dependent on overseas tour operators in ways that cannot be changed. They are particularly dependent on large tour operators dealing in mass tourism. Developing countries need them for several reasons. Tour operators being in the travel business are equipped with first hand knowledge of the market situation. Secondly, they have resources at

their disposal to promote a destination. One should bear in mind that National Tourist Organisations in most developing countries are short of funds to promote the country. If promotion of the country is done without the help of tour operators, the image projected of a country would not be effective to reach people which, in turn, means that money is wasted. Finally, tour operators organise package tours aimed at cutting the cost of travel and making holidays easier to be undertaken (especially in the case of long haul travel) for the public.

The contribution of tour operators in introducing and stimulating travel to new destinations, especially in developing countries is well recognised. It is no exaggeration to say that without them, new destinations would never be considered by potential long-haul travellers.

Having accepted this great power of tour operators, on the other side, this weekens to a great extent the position of the marketers of tourist destination countries.

7. Most official tourist organisations encounter difficulties whenever they come to get approval from the government for the budgets they rightly feel are needed to continue their efforts in the promotional field from year to year. Public funds are always limited and the competing claims of other government departments are often more urgent. Admittedly, there is general agreement that tourist promotion is necessary and even desirable, but considerable argument tends to arise over such questions as how much to spend, what to achieve, and where to achieve it. These arguments do not always lead to clarification and agreement, mainly because so far there does

not yet exist a reliable and generally aplicable method to prove a direct casual relationship between tourist promotion spending and revenue.

In the more traditional manufacturing industries the control of the individual producer of the final product put on sale is usually quite well assured throughout the distribution system, and therefore the control of the effectiveness of sales and promotion or advertising activities is a manageable, although at times, a difficult task. In the tourist industry on the other hand, the end product, the satisfaction of people's desire to travel and to see new places, depends not on the efficiency of one producer but rather on the performance of numerous enterprises of different kinds, not always with identical aims, operating in different places and at different times. It follows that any promotional effort, no matter how well planned and executed, may fail if one or more of those involved in producing tourist satisfaction fall down on their part of the job. And, it also follows that it is virtually impossible to measure exactly the contribution of each individual member of the industry to overall results, as expressed in national tourist revenue.

Thirdly: Although the above problems have weakened and threatened the acceptance of marketing by the practising National Tourist Administrations (NTAs), marketing, as our review of the literature outlined, can play a critical role in improving the satisfaction of the tourist consumer and, in turn increase the tourist arrivals in a destination country, when it is practised as professionally and formally as in other industries. It is the conclusion that marketing has a vital role and considerable significance in determining the success or failure of a National Tourist Organisation in attracting more tourists to visit the country.

The same is true for tour operators who can persuade and increase the tourist demand for a particular destination country by adopting marketing concepts and techniques.

Having stated the research area, the fieldwork objective can now be summarised as follows:

To verify the existence of the so-called marketing oriented philosophy in the Egyptian Tourism Bodies, and the British and Irish Tour Operators. In other words, to determine whether the marketing concept and modern marketing practice have been adopted and implemented by these tourism sectors in promoting Egypt as a tourist destination country in the British and Irish tourist markets.

This objective will be examined from different angles as follows:

1. An examination of the degree of familiarity of British and Irish Tour operators with Egypt as a tourist destination, and the influence of the marketing activities undertaken by the Egyptian Tourism bodies on this familiarity.

2. An examination of the marketing activities carried out by British and Irish Tour Operators to promote Egypt's tourism in the British and Irish tourist markets.

3. An exploration of the attitudes of British tourists towards Egyptian tourism, and the influence of the marketing activities of the Egyptian Tourism bodies, travel intermediaries, and tour operators offering the country as a destination, on these attitudes.

4. An examination of the degree of satisfaction experienced by British tourists with Egypt as a tourist destination, and the influence of the marketing activities undertaken by the Egyptian Tourism bodies, travel intermediaries, and tour operators on this satisfaction. The satisfaction of these customers should be the ultimate target of all tourism bodies.

2. Formulation of the Research Hypotheses

In the Egyptian Tourism bodies and the British and Irish Tour operators' context, however, there is no available research which indicates the current state of marketing development in these tourism bodies. Therefore, the following hypotheses can be drawn to guide the collection, analysis and interpretation of data as follows:

Hypothesis 1: The degree of familiarity with Egypt as a tourist destination country possessed by British and Irish Tour operators and their attitudes towards the country are influenced by the marketing activities of the Egyptian Tourism bodies.

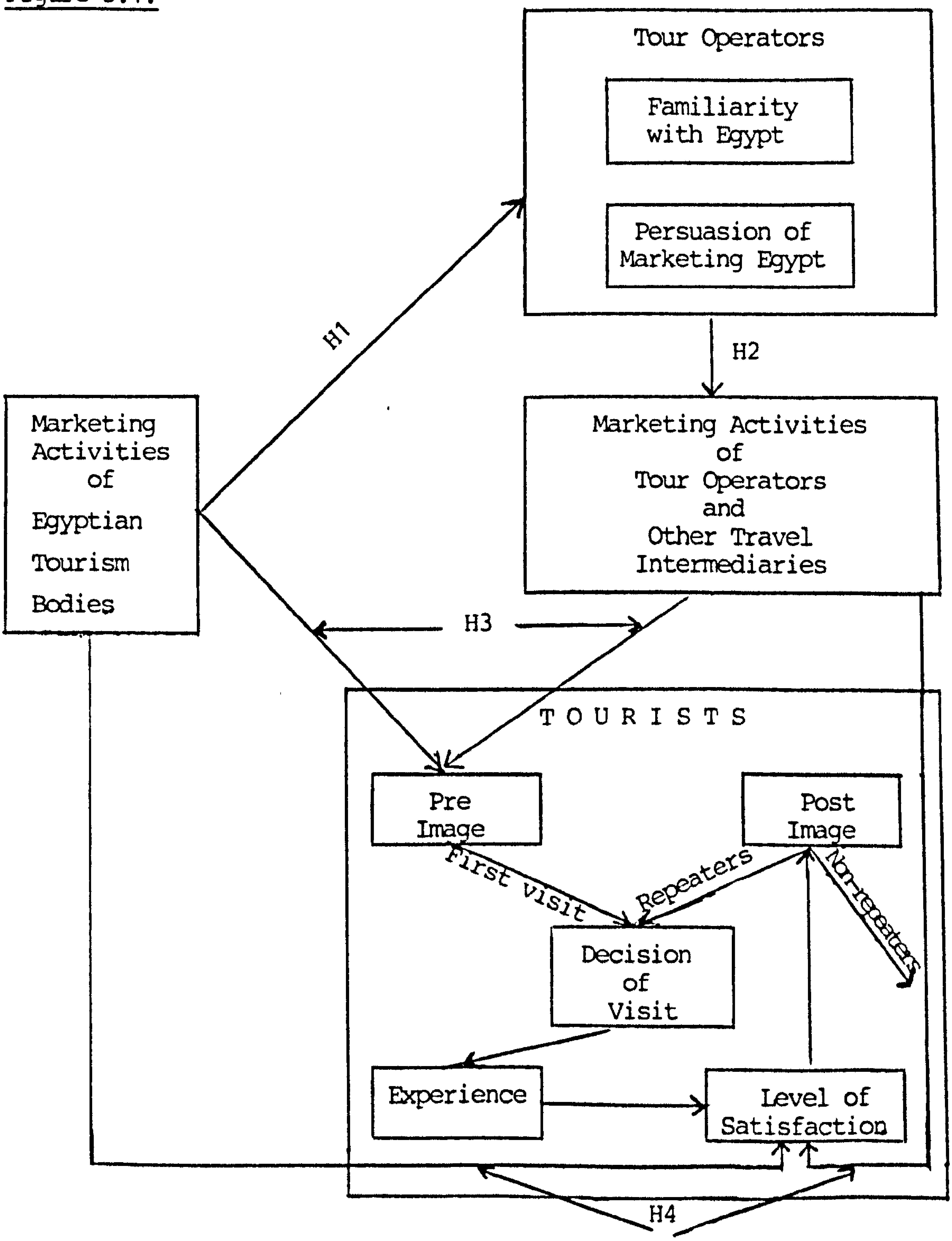
Hypothesis 2: The more familiar tour operators are with Egypt as a tourist destination country, the more likely they are to promote visits to the country.

Hypothesis 3: The attitudes of visitors towards Egypt as a tourist destination are influenced by the marketing activities of the Egyptian Tourism bodies, travel intermediaries, and tour operators offering the country as a destination.

Hypothesis 4: The degree of satisfaction experienced by tourists with Egypt is influenced by the marketing activities of the Egyptian Tourism bodies, travel intermediaries and the tour operators.

The following diagram portrays the above hypotheses:

Figure 5.1:



3. Identification of the Sample

Due to the unique position of tour operators in tourism marketing, especially in the case of developing countries such as Egypt, India, etc., which are inevitably dependent on foreign tour operators in ways that cannot be changed as stated earlier, it was thought appropriately, that by exploring the degree of familiarity with Egypt as a tourist destination possessed by British and Irish Tour operators and their marketing activities undertaken to promote Egypt in the British and Irish tourist markets, it would be possible to obtain a better idea about the current status of marketing in these tourisms sectors, i.e. Egyptian Tourism bodies and British and Irish Tour operators.

Having stated earlier that the marketing concept philosophy stresses the importance of consumers, and emphasises that marketing activities start and end with their satisfaction, it can be argued that a tourist destination and its consumers are two faces of one coin. By that is meant that any investigation on whether or not a National Tourist Organisation has committed itself to the so-called marketing oriented philosophy can take either one of the two faces or both. So, it was decided appropriately, that by investigating tourists' attitudes, image, and satisfaction with Egypt as a tourist destination country, it would be possible to obtain a better idea about the state of marketing in the various tourism sectors, i.e. Egyptian Tourism bodies. travel intermediaries and tour operators.

Thus, and in order to achieve the objective of the study and examine the aforementioned hypotheses, the field work was divided into two parts, namely, a tour operators' survey, and a consumer survey.

I. Tour Operators Survey

The main purposes of this survey were, firstly, to examine tour operators' familiarity with Egypt as a tourist country in general, and their attitudes towards the attractions of the country, the prices of the tourist services, and the relations with the Egyptian Tourism bodies and their promotional activities in particular, from which we can assess the extent to which Egyptian Tourism bodies committed themselves to satisfying tour operators' needs and in turn to encourage and persuade them to promote Egypt as a tourist destination. Secondly, to investigate the marketing activities carried out by tour operators to promote Egypt in the British and Irish tourist markets, from which we can assess the degree to which tour operators committed themselves to the so-called marketing oriented philosophy on one hand, and satisfying their customers' needs and wants on the other.

To achieve these two objectives, a structured questionnaire was prepared for each.

As Egypt has been established as a tourist destination country for a long time, it was planned at the very beginning of the field work to survey all tour operators (census) who were known as promoting Egypt in Britain. Therefore, a list of 27 tour operators was obtained from the 'Travel Trade Directory 1982 Edition'. Then, a copy of the first questionnaire, together with a covering letter, were sent to tour operators, asking them to fix a mutually convenient time for a meeting with the researcher. After a few days, the researcher received letters from some tour operators informing him that they had stopped offering Egypt. Accordingly, the researcher felt that the list obtained from the 'Travel Trade Directory' was out of date and misleading, due to the time-lag, and another way was called for to up-date the list. So, a meeting with the managing director of the Egyptian State Tourist Office in London was arranged. At this meeting the researcher got a new list of 34 actual tour operators who are dealing with Egypt at the present time. Thirty one of them are British and the remaining three are Irish.* In addition to the list obtained, the researcher found it a great opportunity to have a long discussion with the staff of the Egyptian State Tourist Office about the marketing activities undertaken by the office in the British and Irish tourist markets. According to the new list, then, another copy of the first questionnaire, together with a copy of the second questionnaire and a personal letter from the researcher for each, were sent to the agencies of tour operators.

During the period from the end of April to the end of July 1984, additional letters were sent and several telephone calls were made in order to enhance and receive the completed questionnaires either by means of self-completion or personal interviews.

After this extensive follow-up, the researcher received the completed questionnaires, as table 5.1 explains.

The main objectives of the personal interviews with tour operators were; firstly, to get more information which could not be obtained by the questionnaires, and more details about the problems facing their tours to Egypt and their suggestions to avoid such problems in the future. Secondly, to examine the degree to which tour operators could assist the researcher in the consumer survey, i.e. Pre-Tour and Post-Tour Questionnaires, by distributing them to their customers who were going to or returning from a visit to Egypt.

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*See Appendices.

Table 5.1: Response rate of Tour Operators' Survey

Description	Questionnaire No.1		Questionnaire No.2	
	n	%	n	%
1. Distributed questionnaires	34	100	34	100
2. Total response	29	85	29	85
3. Usable questionnaires	26	76.5	27	79.5
4. Incompleted (blank questionnaires returned)	3	8.5	2	5.5
5. Questionnaires completed by personal interviews (out of those usable)	15	58	15	55.5

II. Tourist Consumer Survey

Two questionnaires were prepared, i.e. pre tour and post tour. The pre tour questionnaire was distributed at Heathrow Airport to those British visitors who were going to visit Egypt, in order to determine what image and expectations they had about the country. The post tour questionnaire was distributed to those British visitors who arrived at Heathrow Airport coming back from Egypt, to assess the level of their satisfaction with Egypt as a tourist destination country, from which we could determine whether or not the Egyptian Tourism bodies, travel intermediaries, and tour operators committed themselves to the so-called marketing oriented philosophy.

The population of this survey was defined as all British tourists who were going to or coming back from Egypt during the period of time starting at the end of May until the middle of October 1984.

Although Egypt has been known as a winter destination, the two thirds of the survey time were in the summer season which was usually considered as (off-season) for tourism in Egypt, and therefore, it might be argued that some bias could be resulted in the findings of the study. That is, the country was too hot, or the efficiency of services was higher, etc. (the seasonal related problems). On the contrary, however, it could be stated that the influences of that time defect might be eliminated if the following facts are appreciated.

Firstly, the survey time reached September and the first two weeks of October, the beginning of the peak season, in which the researcher received the majority of completed questionnaires from the respondents.

Secondly, it could be, on the other hand, an opportunity for the researcher to examine the ways, if any, by which the Egyptian Tourism Authority tried to fill in off-season by developing other kinds of tourism, i.e. conferences, sunny beaches, etc.

Finally, it is stressed that the reaction of respondents mainly depends on the reason(s) for which they visited Egypt at that particular time, and what kind of tourism they were looking for, etc.

Due to the absence of a readily available socio-economic characteristics of British visitors who were going to or coming back from Egypt at the beginning of the survey time, a total convenience sample size of 750 for each questionnaire, i.e. pre-tour, and post-tour, was thought adequate for the nature and scope of this exploratory study.

It was decided that it would be difficult for the researcher to distribute the questionnaires himself at Heathrow Airport, throughout the survey time (May-October), while he was living in Glasgow with his family, because of cost and time limitations. Therefore, during the interviews made by the researcher with the marketing and managing directors of tour operators, the researcher tried to convince them to distribute the questionnaires by their tour managers, to their customers, while in the aircraft flying from London to Egypt for the pre-tour questionnaire, and while in the aircraft coming back for the post-tour questionnaire, in return for giving them a copy of the overall results when the research was completed. Initially, after explaining the purpose and the benefits of the study to them, four of them agreed, i.e. Thomas Cook, Thomson Holidays, Cosmos, Bales Tours. However, the final agreement was dependent on the results of a discussion with the other concerned managers in tour operators' agencies. Later, three of them refused because they had their own questionnaire and as they thought, it might annoy the tourist consumer to give him two questionnaires at one time. However, Bales Tours only agreed to assist the researcher by distributing 200 qustionnaires of each; pre tour and post tour, during the survey time.* Another way had to be called for to distribute the remaining questionnaires. The researcher called on Egypt Air, and after a long discussion with the managing director of Egypt Air in the U.K. and the manager of Egypt Air Station in Heathrow Airport, explaining to them, by the researcher himself and by the Director of the Egyptian Education Bureau in London (the researcher's sponsor), the research benefits for Egypt in general, and Egypt Air in the particular, as a component of Egypt's tourism product, they agreed to co-operate with the researcher by distributing the remaining questionnaires (550) of

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*See Appendices.

each; pre tour questionnaires to those British visitors who were going to visit Egypt and willing to participate, during the pre-flight time, and to be collected before they get in the aircraft. The completed questionnaires were sent to the researcher later. The distribution of post-tour questionnaires was to those British visitors arriving from Egypt at Heathrow Airport and who were willing to participate in the study. A stamped addressed return envelope was enclosed.

It should be mentioned that, in order to obtain different distinctive views, and to avoid repetition and imitation among the respondents' views, Egypt Air and Bales Tours were requested to distribute the questionnaires only to those heads of parties who were willing to participate in the study. For instance, if a married couple were going to or coming back from Egypt, only the husband should be asked to fill in the questionnaire.

A telephone call was made at the end of every week throughout the survey time, to the manager of Egypt Air Station in Heathrow Airport, as well as to the Middle East manager of Bales Tours, in order to enhance and follow up the distribution of the questionnaires.

Table 5.2 gives details about the distributed questionnaires.

Table 5.2: Response Rate of Tourist Consumer Survey

Description	Pre Tour Questionnaire		Post Tour Questionnaire	
	n	%	n	%
1. Distributed questionnaires	750	100	750	100
2. Completed questionnaires returned	335	44.7	288	38.4
3. Incompleted (blank questionnaires returned)	-	-	24	3.2
4. Total response	335	44.7	315	41.6
5. Total usable response	335	44.7	288	38.4

4. Development of the Questionnaires

This step in the research design is concerned with the development of the questionnaires constructed for data collection. The field research in its two parts was carried out mainly by means of a self-completion questionnaire: however, a pilot study in which fifteen of each of the two tour operators' questionnaires, as well as twentv-five of each of the pre tour and post tour questionnaires, were completed either by the managing directors, or the marketing directors, the tour managers of the tour operating companies, in the presence of the researcher himself.

The aim of conducting such a test was threefold:

1. To ascertain respondents' reaction to the questionnaires in terms of layout, form, type and length of questions.

2. To test the accuracy and relevance of the terminology used which differs from other kinds of research due to the nature of tourism area, and

3. To gain insight into the ease or complexity of the questionnaires' comprehension, and foreseeable interpretation by the recipient in its self-completion form.

In the following, the aspects pertaining to; source of ideas for questions, type of questions, type of scales, and the rationale for the items included in the questionaires, will be discussed.

Sources of ideas for questions were based upon a detailed search of the literature for significant ideas relevant to tourism marketing from the theoretical part of this study, in addition to important information obtained from field research studies conducted in various tourist destination countries all over the world. Suggestions made by Professor Baker, the researcher's supervisor, a long discussion with Mr. Gordon, senior lecturer in the Department of Marketing at Strathclyde University, a number of interviews with the staff members of the Scottish Hotel School, were considered. Suggestions and advice of the researcher's colleagues were also taken into account.

✓ With regard to the type of questions, two alternatives are usually available; open ended, and closed or forced close type of questions. Each of these types of questions has its own merits and demerits. While the first are easy to ask, and may generate more information through allowing free expression of ideas, they are difficult to answer and still more difficult to analyse. Forced choice type of questions need exploration before their construction, so as to take into account all possible answers. Without such exploration, they might be difficult to formulate. However, these questions are easy to answer, interpret, and encourage respondents by giving the impression of time-saving [2].

With the exception of the straightforward questions of Yes/No/Don't Know alternatives, the main type of questions used in constructing these questionnaires was the closed one. However, the advantage of obtaining further information was not lost because a space for additional views was provided where relevant to be completed by the respondent himself, and this allowed, in fact, more information both in amount and in depth than any other alternative strategy. In addition to this, some open-ended questions were used to give the respondents the opportunity to express their feelings and/or views on specific issues.

Concerning the issue of scaling, there are three points which are subject to argument; numerical versus verbal scaling, odd versus even scores, and the number of points the scale should include.

Although it is beyond the direct concern of our thesis to present fully, and critically evaluate each of these issues, the following main aspects might help in clarifying the scale adopted in this study.

<u>Firstly</u>: the scale used in the questionnaires is of a numerical type. Moser and Kalton [3] indicated that the main features of measurement by scales is that a person, an object, or an attitude is placed at some point along a continuum ranging

from extreme favourableness to extreme unfavourableness. When a numerical value is attached to this point, distinction of degree becomes possible.

Secondly: in view of odd versus even scores, previous studies [4] showed that odd scores i.e. (1, 3, 5, 7, 9) were rated more highly by respondents than even scores i.e. (2, 4, 6, 8). In this sense, Moser and Kalton [5] said: "The choice between an odd or even number depends on whether or not respondents are to be forced to decide the direction of their attitudes; with an odd number there is a middle category representing a neutral position, but with an even number there is no middle category, so that respondents are forced to decide which neutral they belong". Therefore, the score used in this study is a continuous score, i.e. (1, 2, 3, 4, 5) which includes both odd and even numbers in addition to the advantage of the middle category which represents a neutral position.

Thirdly: with regard to the number of points the scale should include, Moser and Halton [6] also stated that "if the scale is divided too finely, the respondents will be unable to place themselves, and if too coarsely, the scale will not differentiate adequately between them. Often five to seven categories are employed, but sometimes the number is greater".

Based upon the above, the scale used in the questionnaires was of a numerical type, running on a five-point rating scale, and involving as intervals the numbers 1, 2, 3, 4, 5. However, a separate label 'Don't Know' was added on the scale in the tour operators' questionnaires, where it was felt that a particular answer could not be given by the respondent, and the separate labels, 'Didn't Visit' and 'Didn't Use' were added on the scale in some questions in the tourist consumer survey, where it was felt that the tourist consumer might not use some of the tourist services or visit some tourist attractions.

Four types of questionnaires were used (which are reproduced in Appendices 1 and 2) to conduct the two main surveys as follows:

1. Tour Operators' Questionnaires.

In this survey two types of questionnaires were used as follows:

A. Questionnaire No.1:

This questionnaire was designed to test H1. In other words, its main objective was to explore the degree of familiarity with Egypt as a tourist destination country possessed by British and Irish tour operators and their attitudes towards the country, from which we can assess the marketing activities of the Egyptian Tourism bodies. The questionnaire encompasses fifteen items which can be classified under the following areas:

Firstly: The degree of familiarity of tour operators with Egypt as a tourist destination and the factors by which this familiarity could be measured.

Question 1 examined the extent to which tour operators were familiar with Egypt as a tourist destination country. The answer to this question was tested by the rest of the questionnaire questions in general, and questions 2 to 5 in particular.

Question 2 asked respondents to identify for how many years they were offering Egypt as a tourist destination country, while

Question 3 concerned the number of visits to Egypt made by anyone from the tour operating agencies.

Question 4 was intended to explore the degree of importance of Egypt among the other tourist destination countries with which tour operators were concerned.

Question 5 aimed at determining the proportion of tour operators' total business which was dependent on Egypt as a tourist destination country.

Secondly: Product and Price aspects (Tour operators' image about Egypt, and their views on the country's tourist attractions and services, and their prices).

Question 6, items 1 - 29, aimed at identifying the most important tourist attractions in Egypt with which tour operators were concerned.

Question 7, items 1 - 10, examined tour operators' attitudes towards the reasons for which British and Irish tourists visited Egypt.

Question 8A, items 1 and 2, and B, items 1 and 2, aimed at exploring tour operators' opinions whether or not the tourist attractions and facilities in Egypt were sufficiently developed to meet the needs of British and Irish tourists, and their suggestions for the major improvements need to be made.

Question 9, items 1 - 6, was intended to explore tour operators' views and their reaction to the level of price of the tourist services and excursions in Egypt.

<u>Thirdly: Promotion aspect: Tour Operators' views on promotional activities carried out by Egyptian Tourism Bodies.</u>

This part of the questionnaire attempted to assess the influence of promotional activities undertaken by the Egyptian Tourism bodies, on their relations with tour operators.

Question 10A, items 1 - 6 and B, items 1 - 6 attempted to assess how strong the relations were between tour operators and the Egyptian Tourism bodies, and the suggestions of tour operators to improve these relations, if any, was weak or poor. The answer to this question was tested by questions 11 to 13.

Question 11, items 1 - 6, asked respondents to determine how often their agencies had been approached by any of the Egyptian Tourism bodies.

Question 12, items 1 - 11, explored the promotional activities by which tour operators had been approached.

Question 13, items 1 - 6, aimed at identifying whether or not tour operators had received any promotional incentives from the Egyptian Tourism bodies.

<u>Fourthly: The type and size of tour operators' agencies.</u>

Questions 14, items 1 - 4, and 15, items 1 - 3, were intended to determine the type of tour operating agencies, and how large these agencies were in terms of number of employees, capital employed, and annual sales turnover.

B. <u>Questionnaire No. 2:</u>

This questionnaire was designed to test H2. In other words, its main objective was to examine the extent to which tour operators committed themselves to the marketing oriented philosophy in marketing Egypt in Britain and Ireland. Specifically, it aimed at exploring the actual planning and performance of tour operators' marketing functions. Also, to generate information about the tour operators' approach towards marketing Egypt as a tourist destination country, as well as their views about the factors that might restrict travel to Egypt from Britain and Ireland. The questionnaire included twenty items which can be classified under the following three major areas:

<u>Firstly: Tour operators' attitudes towards the marketing concept.</u>

Question 1 aimed at identifying whether or not the agency was customer oriented by asking managers to give their opinion on the importance of marketing goals in influencing the agency's decision towards Egypt as a tourist destination.

Question 2 examined the extent to which tour operators adopted the policy of full structured and formalised marketing planning by defining objectives, tasks required, and measurements.

Question 3 asked respondents to determine the title of the executive who was specifically responsible for marketing activities if they existed.

Question 4 was intended to explore whether or not tour operators researched the customers' needs and wants before they decided to offer a new Egyptian tourist product.

Question 5A and B was designed to investigate the extent to which tour operators depend on their own staff in undertaking marketing research programmes, and to discovering the extent of attention given by tour operators to determine the appropriate product, distribution, and promotion strategy.

Question 6 attempted to assess the main reasons and obstacles which deterred tour operators from undertaking any marketing research with regard to Egypt as a tourist destination.

Secondly: Marketing Practices and Policies.

This part of the questionnaire included questions which were intended to measure the extent to which the efficient use of the marketing principles related to the marketing mix elements, will lead to selling more travel to Egypt. More specifically, as the product aspects were included implicitly in the previous section, the following three areas were covered, i.e. price, distribution, and promotion policy.

i. Pricing Policy:

Questions 7, 8, and 9 were devoted to measuring the extent to which setting the tour operators' pricing strategy according to marketing principles, will lead to sell more travel to Egypt.

Question 7 attempted to examine the basic pricing objectives of tour operators towards Egypt as a tourist destination.

Question 8 concerned with identifying the major methods employed by tour operators in setting the price of selling Egypt as a tourist destination.

Question 9 asked respondents to determine the types of discounts they offered to the British and Irish tourists to sell more travel to Egypt.

ii. Distribution Policy:

Questions 10, 11, 12, 13 and 14 aimed at examining how important was the application of marketing principles related to distribution in selling more travel to Egypt.

Question 10 aimed at determining the type of distribution channels used by tour operators in selling Egypt as a tourist destination country, while Question 11 explored the main reasons for which tour operators chose those types of distribution channels.

Question 12 asked respondents to identify the incentives they offered to their middlemen to sell more travel to Egypt.

Question 13 explored how tour operators channeled their customers to Egypt, while Question 14 was designed to determine the airlines with which tour operators dealt in sending their tours to Egypt.

iii. Promotion Policy:

Question 15 asked respondents to determine the methods of promotion used in selling travel to Egypt.

Question 16 was designed to investigate the frequencies of using the different advertising media by tour operators to promote Egypt in the British and Irish tourist markets.

Question 17 aimed at assessing the after-sales services by asking respondents whether or not they got in touch with their customers after visiting Egypt, to discuss how satisfied they were.

Thirdly: Tour Operators' view on factors that might restrict travel to Egypt.

Question 18 attempted to assess the degree to which tour operators agreed with each of 21 factors given, that might restrict travel to Egypt from Britain and Ireland.

Questions, 19 and 20 covered the type and size aspects of tour operators' agencies.

2. Tourist Consumer Questionnaires

In this survey, two types of questionnaires were used as follows:

A. Pre-Tour Questionnaire:

This questionnaire was designed to test H3. Specifically, its main objective was to explore what image and expectations British tourists had about Egypt as a tourist destination country. Therefore, the questionnaire was distributed to those visitors who were going to visit Egypt during the survey time. This questionnaire included questions aimed at examining the following main areas:

Firstly: Visitors' image and expectations about Egypt as a tourist destination.

Part one of Question 1 was designed to explore whether or not respondents' visit to Egypt was the first visit, while part 2 of the question was concerned with the number of visits to Egypt the respondents had in the last five years.

Question 2 explored the reasons and expectations that might be considered of importance to visitors for their visit to Egypt. It covered the different aspects of tourism, i.e. kinds, culture, facilities, services, prices, etc.

Question 3 was intended to examine whether or not respondents would stay extra days in Egypt for holidays if their visit was on business.

Question 4 aimed at determining the airline on which visitors were going to fly to Egypt, while Question 5 asked respondents to name the reasons for which they chose that particular airline.

Secondly: Sources of information and visit arrangements.

Question 6 aimed at identifying the sources of information which influenced respondents to visit Egypt. Specifically, this question was designed to assess the extent to which travel agents, tour operators, and Egyptian Tourism bodies could influence the British people to visit Egypt by their promotional activities.

Question 7 asked respondents to specify how they arranged their visit to Egypt. The aim of this question was complementary to Question 6. It examined the role of travel trade and Egyptian Tourism bodies in arranging visits to Egypt.

Thirdly: Visitors' Socio-Economic characteristics.

Question 8 asked respondents to identify their marital status, sex, age, occupation, education, and income.

B. Post-Tour Questionnaire:

This questionnaire was designed to test H4. In other words, its main objective was to assess the level of visitors' satisfaction with Egypt as a tourist destination. Therefore, it was distributed to those visitors who were coming back from Egypt. The questionnaire encompasses 15 items which can be classified under the following three major areas:

Firstly: Visitors' attitudes towards the tourist services and tourist attractions in Egypt (product aspects).

Question 1 examined visitors' attitudes towards the entrance procedures in Cairo Airport.

Question 2 explored visitors' opinions on the means of local transportation used while in Egypt.

Question 3 aimed at identifying how long visitors stayed in Egypt.

Question 4 was designed to assess how satisfied the visitors were with accommodation in Egypt.

Question 5 attempted to explore visitors' opinions on a list of tourist services, and cultural factors, with which they might have experienced while in Egypt.

Question 6 examined visitors level of satisfaction with the most important tourist attractions visited while in Egypt.

Secondly: Visitors' attitudes towards price and promotional aspects.

Question 7 investigated the visitors' opinions on the level of prices of tourist services and excursions in Egypt.

Question 8A and B explored whether or not respondents received any special discounts, and to name the types of discount they got.

Question 9 was intended to assess the relative helpfulness of seven sources of information to visitors, in using the tourist facilities and services or visiting the tourist attractions while in Egypt.

Thirdly: Visitors' satisfaction with Egypt as a tourist destination country.

Question 10 attempted to assess visitors' overall level of satisfaction with Egypt as a tourist destination country.

Questions 11 to 15 aimed at generating more information about the visitors' satisfaction with Egypt.

Question 11 asked respondents to rank the five most important reasons that would encourage them to visit Egypt again.

Question 12 investigated whether or not respondents would recommend Egypt to their relatives, friends, etc.

Question 13 explored the five most important reasons that would discourage respondents to visit Egypt again.

Question 14A and B was designed to assess the after-sales services by asking respondents to specify whether or not any of the Egyptian Tourism bodies got in touch with them to discuss their level of satisfaction, and to what extent respondents were satisfied with that care.

Question 15 was devoted to the general comments and ideas of visitors that would be helpful in making Egypt a better place to visit.

In the following two chapters the findings of the tour operators' survey, as well as the tourist consumer survey, will be presented, coupled with the statistical methods used in analysing the response obtained.

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CHAPTER SIX

THE FINDINGS OF THE TOUR OPERATORS' SURVEY

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THE FINDINGS OF THE TOUR OPERATORS' SURVEY

Introduction

The objective of this chapter is to describe and analyse the findings of the tour operators' survey in order to test the validity of the first two hypotheses put forward in the previous chapter.

Briefly speaking, the aim of the tour operators' survey is to explore, firstly, the extent to which tour operators are familiar with Egypt as a tourist destination and to what extent this familiarity is influenced by the marketing activities under-taken by the Egyptian Tourism bodies; secondly, the actual marketing activities of the tour operators carried out to promote Egypt as a tourist destination in the UK and Ireland, as well as their views on the factors that might restrict travel to the country.

It is assumed that by investigating such areas, it is possible to assess the degree to which the Egyptian Tourism bodies and the tour operators, have committed themselves to the marketing concept philosophy by putting the customer at the beginning and end of their activities of promoting Egypt as a tourist destination.

With regard to the choice of certain statistical techniques for drawing inferences regarding the first two hypotheses put forward in the previous chapter, it should be noted that the initial task of any analysis is often a determination of the basic distributional characteristics of the variables. In this study, the statistical methods used in analysing the data are organised and presented as follows:

- The presentation of the basic distributional characteristics of the variables through frequencies.

- Comparison of means for ranked questions in order of importance (e.g. 'very important' ... to 'not important at all.') The lower the mean, the more important the factor was considered by respondents.

In addition to the above, the analysis will be supported by the outcome of the researcher's discussion with the marketing and managing directors of the tour operating companies under investigation, and the staff of the Egyptian State Tourist Office in London on related areas.

The issues under investigation in this chapter will be presented in two broad sections as follows:

Section One: Tour operators' familiarity with Egypt as a tourist destination.

Firstly: The type and size of the tour operating companies.

Secondly: The overall degree of familiarity with Egypt as a tourist destination possessed by tour operators and their attitudes towards the country.

Thirdly: The marketing activities undertaken by the Egyptian Tourism bodies to familiarise tour operators with tourism in the country.

1. Product policy
2. Pricing policy
3. Promotion policy

Main Conclusion

Section Two: An assessment of the marketing activities carried out by tour operators to promote Egypt as a tourist destination.

Firstly: The extent of the adoption of the marketing concept.

Secondly: Marketing policies and practices.

1. Pricing policy
2. Distribution policy
3. Promotion policy

Thirdly: Tour operators' opinions on factors that might restrict travel to Egypt.

Main Conclusion

Section One

Tour Operators' Familiarity with Egypt as a Tourist Destination

Introduction

Briefly speaking, by 1970 package tour operation had become a fully-fledged part of tourism. Its growth achieved something of a revolution in tourism. It succeeded in reducing the real price of travel abroad by constructing the very cheap inclusive package tours. Today, in most countries which are generators of tourism, tour operation is the dominating feature of the holiday market.

The original demand for inclusive arrangements arose from the convenience of buying a single travel product. Tour operators as a central element in modern tourism, assemble and put together the various elements of a travel package - from transport and ground arrangements to accommodation - but this 'wholesaling' activity is largely concentrated in the tourist generating countries. There is a greater familiarity with the tastes and needs of potential travellers, economies of scale can be realised because of organising for relatively large numbers and connections can more easily be made with airlines and hotel chains.

Therefore, at present, most tourist receiving countries are dependent on foreign tour operators for their tourist supply and the arrangements for getting them to their destinations. Tourist receiving countries try to familiarise foreign tour operators with their attractions, tourist services and facilities, and with their countries as tourist destinations. So, although tour operators are not direct investors in the host economy, they exercise considerable influence over the tourist sector and even the country's socio-economic development in general.

In this section, our aim is to examine the validity of hypothesis number one put forward in the previous chapter, i.e. the degree of familiarity with Egypt as a tourist destination possessed by British and Irish tour operators and how their attitudes towards the country are influenced by the marketing activities of the Egyptian Tourism bodies.

Specifically, this section aims at exploring the following three major aspects:

Firstly: The type and size of tour operating companies offering Egypt as a tourist destination.

Secondly: The overall degree of familiarity with Egypt as a tourist destination possessed by tour operators and their attitudes towards the country.

Thirdly: The marketing activities undertaken by the Egyptian Tourism bodies to familiarise tour operators with Egypt as a tourist destination, i.e. product policy, pricing policy, and promotion policy.

1. The Type and Size of Tour Operating Companies Offering Egypt as a Tourist Destination

To begin with, it may be argued that investigating the type and size of tour operating companies is a difficult task. Several studies indicated an apparent reluctance among people to participate in studies about their personal affairs, and in particular to answer questions about money [1]. Thus, it was thought that by investigating certain issues from different angles, more accurate results might be obtained. Factors used in assessing the type and size of tour operating companies include type of operations (i.e. wholesale, retail), number of employees, capital employed, and annual sales turnover. These factors will now be discussed briefly.

1.1 Type of Tour Operating Companies

Tour operators investigated were asked to specify the type of their companies. Details are given in Table 6.1 below.

Table 6.1: Type of Tour Operating Companies

Type of Company	n	%
1. An entirely wholesale operation	10	37
2. Primarily wholesale with some retail activities	12	44
3. Primarily retail with some wholesale activities	4	15
4. An entirely retail operation	1	4
Total valid response	27	100

From the above table, it can be seen clearly that the majority of tour operators who promote Egypt as a tourist destination in the British and Irish tourist markets, are operating as either entirely wholesale, or primarily wholesale with some retail activities.

Four firms out of twenty seven studied indicated that they operate as primarily retail with some wholesale activities, while only one firm reported that it is solely concerned with retail operations.

Size-related factors were also considered of importance and tour operators were asked to indicate the size of their firms in terms of the number of employees, capital employed, and the annual sales turnover. The answers received are presented below.

1.2 <u>Size of Tour Operating Companies</u>

1.2.1 <u>Number of Employees</u>

Table 6:2 <u>Number of Employees in the Tour Operating Companies</u>

Number of Employees	n	%
1. Less than 100	19	70
2. 100 - 299	4	15
3. 300 - 599	-	-
4. 600 and over	4	15
Total valid response	27	100

Table 6.2 shows that the majority of tour operating companies investigated have less than one hundred employees. Four firms (15% of the sample) have a number of employees ranging from 100 to 299, while four firms reported that they have 600 employees or over.

1.2.2 Capital Employed

Table 6.3: Capital Employed in the Tour Operating Companies

Capital Employed (£ Sterling)	n	%
1. Less than 1 million	15	56
2. 1 - less than 5 million	7	26
3. 5 - less than 10 million	-	-
4. 10 million and over	5	18
Total valid response	27	100

Table 6.3 above indicates that in a slight majority of tour operating companies under investigation the capital employed was less than £1 million. Seven firms (26%) had a capital employed ranging between £1 to less than £5 million. Only five firms (18%) had a capital employed of more than £10 million.

1.2.3 Annual Sales Turnover

Table 6.4: Annual Sales Turnover in the Tour Operating Companies

Annual Sales Turnover (£ Sterling)	n	%
1. Less than 10 million	8	73
2. 10 to less than 20 million	-	-
3. 20 to less than 30 million	-	-
4. 30 million and over	3	27
Total valid response	11	100

Although this aspect of the size of the tour operating companies surveyed received the least response, it was considered to be a useful indicator of the scale of operations of these firms.

From Table 6.4 it can be observed that there is a relatively high percentage of respondents (73%) who reported that their annual sales turnover was less than £10 million.

On the other hand, there are relatively few respondents (3 out of 11 firms answered this question) (27%) who have attained annual sales turnovers of more than £30 million.

Drawing upon the whole analysis of the type and size of tour operating companies surveyed, together with the researcher's discussion with the tour operators with whom the researcher met, it can be concluded that Egypt deals with a variety of tour operating companies in the UK and Ireland, the majority of whom operate as wholesalers or primarily wholesalers with some retail activities, have less than one hundred employees, the capital employed was less than £1 million, and have attained annual sales turnovers of less than £10 million.

But the question to be raised is to what extent are these tour operators particularly interested and familiar with Egypt as a tourist destination? This is explored in the following sub-section.

2. The Overall Degree of Familiarity with Egypt as a Tourist Destination Possessed by Tour Operators and their General Attitudes towards the Country.

As mentioned earlier in the theoretical part of this thesis, distribution must be dynamic, not passive. Consequently, it is not generally sufficient to set up channels of distribution with many sales outlets and then wait for things to happen. Even the best of channels and outlets requires the help, advice, or even pressure of the seller behind them.

Therefore, part of the subtle task of the receiving countries' tourist authorities should be that of facilitating the construction of tours, of familiarising and helping the travel trade in the source country, and ensuring in the receiving country that tourist amenities, including accommodation, are available in the form required and at a price appropriate to the inclusive tour market. The appreciation of the requirements of tour operators will enable an accelerated pattern of tourist arrivals.

2.1 Tour Operators' Familiarity with Egypt as a Tourist Destination

Tour operators were asked to indicate the extent to which they were familiar with Egypt as a tourist destination, using a five-point scale ranging from 'Very great extent'... to 'Very little.' Table 6.5 shows a breakdown of the different overall degrees of familiarity with the country held by British and Irish tour operators surveyed.

As the table illustrates, a great majority of tour operators investigated reported a high degree of familiarity with Egypt as a tourist destination. Eighty per cent of them were familiar to a very great extent or great extent, compared with only one tour operator who was familiar to a lesser extent, while two of them circled the middle point of the scale.

Table 6.5: The Overall Degree of Familiarity of Tour Operators with Egypt as a Tourist Destination

Degree of Familiarity	n	%
1. Very great extent	17	65
2. Great extent	6	23
3. Neither familiar nor unfamiliar	2	8
4. Less extent	1	4
5. Very little	-	-
Total valid response	26	100

Although the above findings show the overall claimed degree of familiarity, it was thought useful that tour operators' familiarity with tourism in Egypt should be measured from different angles. Measures used were; length of time Egypt has been promoted by the tour operators surveyed, number of visits undertaken by them to the country, importance of Egypt to them, and the proportion of their companies' total business generated by Egypt as a tourist destination. These measures will be our concern in the following sub-sections.

2.1.1 Length of Time Egypt has been one of the Tour Operators' Tourist Destinations

Respondents were asked to indicate the number of years Egypt has been one of their tourist destinations. A breakdown of the answers received is shown in Table 6.6.

Table 6.6: Number of Years Egypt has been Offered by Tour Operators

Number of Years	n	%
1. 1 - 5 years	11	42
2. 6 - 10 years	3	12
3. 11 - 15 years	6	23
4. 16 - 20 years	1	4
5. 21 - 25 years	2	8
6. Over 25 years	*3	11
Total valid response	26	100

The above table shows that Egypt has been offered as a tourist destination by a great majority of tour operating companies surveyed for a relatively short time, although some of them have promoted the country for an extremely long time.

As the findings indicate, 77 per cent of respondents have offered the country for a period of time less than 15 years.

This wide spectrum in the length of time Egypt has been offered as a tourist destination by the tour operating companies surveyed, might be attributed on one hand to the circumstances of the country during the last three decades. Egypt has been engaged in three wars (1956, 1967, 1973) which discouraged tourism in the country. On the other hand, as Burkart and

*This consists of Thomas Cook and two of its subsidiaries group Ltd. i.e. (Inter-Church Travel and Rankin Kuhn) who indicated that they have offered Egypt for more than a hundred years.

Medlik [2] argued, the British tour operating industry has only enjoyed a period of comparative stability since 1975, although it was found a long time ago. Some of the tour operating companies in Britain have collapsed and some others have emerged.

2.1.2 Number of Visits to Egypt by Tour Operators

Visits to Egypt by the tour operators were considered a major factor in affecting their experience and familiarity with tourism in the country.

Thus, respondents were asked to specify the number of visits undertaken by anyone in their agencies to the country in the last five years. Table 6.7 shows these visits below.

Table 6.7: The Number of Visits Undertaken by Tour Operators to Egypt During the Last Five Years.

Number of Visits	n	%
1. 1 - 5 times	5	19
2. 6 - 10 times	5	19
3. 11 - 15 times	8	31
5. Over 15 times	8	31
Total valid response	26	100

From the above table, it can be seen that a majority of respondents (62%) has visited Egypt more than ten times during the last five years, compared with 38% of respondents who indicated that they have visited the country up to ten times.

Tour operators might have aimed by these visits at increasing their familiarity with the tourist attractions and facilities in the country, or at facilitating and escorting their tours, or to be informed and acquainted with the latest developments in the tourism sector.

It is also worth mentioning that these visits should be of common interest to both the Egyptian Tourism bodies and tour operators offering the country as a tourist destination. The Egyptian Tourism bodies should invite the tour operators to visit the country on educational tours (free of charge) in order to familiarise and sell more tours to them. Also, tour operators should be the initiators and experts on tourism in Egypt since they decide to promote it to their customers.

The question of who took the initiative, the Egyptian Tourism bodies, or the tour operators, will be discussed later on.

2.1.3 The Importance of Egypt as a Tourist Destination to Tour Operators

Tour operators were asked the question: "Among the tourist destination countries with which your agency deals, how important is Egypt to your agency"? A five-point scale ranging from 'essential' ... to 'not important at all' was used to show the degree of importance. Table 6.8 presents a frequency distribution of the various degrees of importance expressed by respondents.

Table 6.8: Degree of Importance of Egypt as a Tourist Destination to Tour Operators.

	Degree of Importance	n	%
1.	Essential	6	23
2.	Important	11	43
3.	Neither important nor unimportant	4	15
4.	Less important	5	19
5.	Not important at all	-	-
	Total Valid Response	26	100

The above findings indicate that a majority of respondents (66 per cent) considered Egypt as a tourist destination as essential or important, compared with only 19 per cent of them who regarded the country as of less importance, while 15 per cent were indifferent.

However, one must be careful not to take these findings as a sufficient indication of the essentiality and importance of Egypt as a tourist destination to the tour operating companies surveyed. It is conceived that the biggest firm may have the biggest sales to Egypt but still regards it as less important if it represents a small part of its turnover.

Therefore, the questionnaire included a question about the size of respondents' proportion of business derived from Egypt which is presented first in Table 6.9 below. Then, the relationship between the importance of Egypt as a tourist destination to tour operating companies, and the proportion of their total business derived from it will be analysed.

2.1.4 Proportion of Total Business of Tour Operating Companies Derived from Egypt as a Tourist Destination

Table 6.9: Dependence of Tour Operators' Total Business on Egypt as a Tourist Destination

Proportion of Dependence (%)	n	%
1. Less than 10%	17	65
2. 10 to less than 20%	4	15
3. 20 to less than 30%	3	12
4. 30% and over	2	8
Total valid response	26	100

It was assumed that the higher the percentage of total business of tour operating companies that was generated by Egypt as a tourist destination, the more familiar the tour operator was with the country.

Using this criterion, it may be argued that the majority of respondents were less familiar with Egypt as a tourist destination. The findings of Table 6.9 indicate that 65 per cent of respondents reported that the proportion of their total business generated by Egypt was less than 10 per cent, compared with only 8 per cent of them who indicated that this proportion was 30 per cent or over.

It can also be argued that although Egypt can be considered as of less importance to the majority of respondents because it represents a small part of their turnovers, these respondents themselves, however, might be regarded as the most important to it because they might have the biggest sales to it.

However, to clarify these points, the relationship between the importance of Egypt as a tourist destination to tour operating companies, and their turnover derived from it, will be presented in Table 6.10 and analysed below.

2.1.5 The Relationship between the Importance of Egypt as a Tourist Destination to Tour Operating Companies, and the Proportion of their Total Business Derived from it.

Table 6.10: The Relationship between the Importance of Egypt as a Tourist Destination to Tour Operating Companies, and the Proportion of their Total Business Derived from it.

Importance of Egypt \ Dependence of Tour Operators' Total Business on Egypt		Less than 10%	10 to less than 20%	20 to less than 30%	30% and over	Total
1. Essential	No.	3	-	1	2	6
	%	11	-	4	8	23%
2. Important	No.	5	4	2	-	11
	%	20	15	8	-	43%
3. Neither Important nor Unimportant	No.	4	-	-	-	4
	%	15	-	-	-	15%
4. Less Important	No.	5	-	-	-	5
	%	19	-	-	-	19%
5. Not Important at all	No.	-	-	-	-	-
	%	-	-	-	-	-
Total	No.	17	4	3	2	26
	%	65	15	12	8	100%

The above findings indicate that the majority of respondents who considered Egypt as a tourist destination as 'essential' or 'important', generated various proportions of total business from the sales of the country's tourism.

Specifically, of the 66 per cent of respondents who regarded Egypt as 'essential' or 'important', nearly half of them (31 per cent), the proportion of their total business derived from it was less than 10 per cent, 15 per cent generated proportions of total business ranging between 10 to 20 per cent, 12 per cent generated proportion falls between 20 to 30 per cent of their total turnover, while only 8 per cent generated 30 per cent or over.

All respondents who regarded the country as 'indifferent' or 'less important' (34 per cent of the total response), the proportion of their total business derived from Egypt as a tourist destination was less than 10 per cent.

From these findings, the following comments can be drawn:

1. Although Egypt as a tourist destination represents a relatively small part of turnovers of a considerable proportion of tour operating companies surveyed, they still regard the country as 'essential' or 'important' for their businesses.

2. It is also evident that Egypt represents a relatively greater proportion in the total business of a considerable part of respondents who considered it as 'essential', or 'important' for their companies.

3. There is a great deal of evidence that the importance of Egypt as a tourist destination to the tour operating companies who regarded it as 'indifferent' or 'less important' was consistent with the proportion of their total business derived from it.

From the whole analysis above, it may be concluded that a high degree of familiarity with Egypt as a tourist destination is possessed by the tour operators surveyed.

Also, the results of the experience related factors explored (i.e. length of time Egypt has been promoted by the tour operators, number of visits undertaken by the tour operators to the country, the importance of Egypt to them, and the proportion of their companies' total business generated by Egypt as a tourist destination), support this conclusion, although Egypt has been promoted by a slight majority of tour operators for a relatively short time.

In the following sub-section, another important area is explored. That is the 'image' and 'reputation' of Egypt as perceived by the tour operators under investigation.

2.2 Tour Operators' Image of Egypt as a Tourist Destination

The 'image' and 'reputation' is of vital importance to the tourist destination country. Our discussion in the theoretical part of this study examined the motivations which were generally believed to be most important in causing people to travel. It also showed that mostly, very little field research has been undertaken to identify the reasons why people travel to a certain destination.*

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*See Chapter Three.

In our case, no available field research has been conducted at all. Therefore, this aspect of research was explored from the standpoint of the British and Irish tour operators offering Egypt as a tourist destination as well as the British tourists who were going to visit the country during the period from May to October 1984.

Our main objective in this respect is to specify how Egypt as a tourist destination is perceived by tour operators in order to provide a reliable base on which the Egyptian Tourism bodies can establish or adapt their marketing strategies.

Therefore, tour operators were asked the question "Which of the following represent the reasons for which British tourists visit Egypt? (Please tick all that apply).

1. Business
2. Conferences
3. Visit historic places (old civilisation)
4. Being at the seaside (sunny beaches)
5. Good weather
6. Comfortable accommodation
7. Plenty to do and see
8. Others (please specify)

The answers received are ranked in order according to the frequency of mention, as shown in Table 6.11.

From this table, it can be clearly seen that without exception, all tour operators investigated perceived Egypt as a country having an old civilisation.

Table 6.11: Tour Operators' views on the reasons why their customers visit Egypt.

Reasons of Visit	n*	%
1. Visit historic places (old civilisation)	26	100
2. Plenty to do and see	18	69
3. Good weather	15	58
4. Comfortable accommodation	15	58
5. Business	6	23
6. Conferences	2	8
7. Friendly people	2	8
8. Adventure	2	8
9. Health	1	4
10. Being at the seaside (sunny beaches)	1	4

*Number of total valid response = 26 (100%).

It can also be observed that the next three reasons are considered of importance (i.e. plenty to do and see 69%, good weather 58%, and comfortable accommodation 58%), whilst the remainder of reasons were regarded to be of least importance (i.e. business, conferences, friendly people, adventure, health, and being at the seaside).

From these findings, coupled with the observations obtained from the interviews with tour operators, it can be concluded that Egypt is regarded as a country of historical interest with no attraction as a 'sun, sea, and sand' destination like Spain.

This view conflicts directly with the development process of the Egyptian Tourism Authorities. As discussed earlier in

Chapter two, they have taken actual steps in the development of the Red Sea and Mediterranean coasts as well as in many other kinds of tourism. It is planned that the first tourist village on the Mediterranean coast will be ready to receive foreign tourists in the summer of 1985. The Egyptian Tourism Authorities aimed at changing the image of the country to a multi-visit destination, not only for traditional or cultural tourism, but also for beach holidays and many others, i.e. health, sports, conferences, motoring, adventure, etc. They want to satisfy the widest range of interests and tastes.

In this regard, it can be argued that Egypt may gain more benefits if the Egyptian Tourism Authorities concentrate their efforts on the development of historical attractions which provide the country with a differential advantage in the international tourist market, by providing them with the necessary infrastructure and superstructure to become more viably marketable, rather than to spend and scatter the limited funds available in developing many kinds of tourism, particularly beach holidays, which can be reached easily by European tourists in their continent.

Perhaps the development of beach holidays is necessary for the domestic tourist who is noticeably travelling abroad nowadays seeking such holidays.

In the above sub-section, the tour operators' familiarity with Egypt as a whole, as a tourist destination, and their attitudes towards the country in general are discussed. In the following sub-section, our aim is to explore the tour operators' views on specific issues, i.e. the tourist product (attractions and facilities), the price of the tourist services, the relations with the Egyptian Tourism bodies, and the promotional activities directed toward them, from which we can assess the marketing activities undertaken by the Egyptian Tourism bodies.

3. The Marketing Activities Undertaken by the Egyptian Tourism Bodies to Familiarise the Tour Operators with Egypt as a Tourist Destination

3.1 Development of the Tourist Product (Attractions and Facilities)

Each destination has a particular product to offer, which is made up of attractions, facilities, and accessibility. The attractions are those elements in the tourist product which determine the choice of the tourist to visit one destination rather than another. They may be site attractions, related to the natural or built environment where the place itself is the major inducement for the visit, or attractions related to events where the event staged is a larger factor in the tourist's choice than the site.

Egypt falls into the site attractions category; the natural and man-made environment. As we concluded above, cultural tourism has continued to be the main motive of non-Arab visitors to Egypt. Therefore, tour operators' familiarity with main tourist attractions and tourist facilities in the country will be explored in order to assess the product policies adopted by the Egyptian Tourism bodies. Also, these attractions and facilities will be examined in more detail from the point of view of the tourist customers themselves.

3.1.1 The Tourist Attractions with which Tour Operators are concerned

To gain more insight on the tour operators' experience with Egypt's tourism, they were asked to indicate the attractions of the country with which they are concerned. The most important tourist attractions were suggested to them by the questionnaire and they were requested to add any others which were not included. Tables 6.12, 6.13, 6.14, 6.15 and 6.16 demonstrate these attractions which are ranked in order according to the frequency of mention.

Table 6.12: The Attractions with which Tour Operators are concerned in the Greater Cairo Area

Attractions	n*	%
1. Giza (Pyramids and Sphinx)	26	100
2. Cairo City	25	96
3. The Egyptian Museum	25	96
4. Memphis and Sakkara Area	23	89
5. The Citadel	22	85
6. The River Nile	20	77
7. Khan El-Khalelies and Al-Azhar	18	69
8. The Christian (Coptic) Museum	15	58
9. The Islamic Museum	12	46
10. Cairo Tower	1	4
11. The Zoo	-	-

*n = Number of the total valid response = 26 (100%)

Table 6.13: The Attractions with which Tour Operators are concerned in the Middle Egypt Area

Attractions	n*	%
1. Temples of Abydos at Balianna	15	58
2. Tona El-Gabal at Menya	11	42
3. Tal-El-Amarna at Malawi	11	42
4. Hatour Temple at Dendereh	10	39
5. El-Meharek Monastery at Asyut	8	31

*Number of total valid response = 26 (100%)

Table 6.14: The Attractions with which Tour Operators are concerned in the Upper Egypt Area

Attractions	n*	%
1. Temples of Karnak at Luxor	26	100
2. The Vallye of Kings and Queens	26	100
3. The Phila Temples, the Island of Elphantine, the Botanic Gardens, the High Dam at Aswan.	25	96
4. Abu Simbel	24	92
5. Houres Temple at Edfu	23	89

*Number of total valid response = 26 (100%)

Table 6.15: The Attractions with which Tour Operators are concerned in Alexandria Area

Attractions	n*	%
1. Montazah Palace and Gardens	8	31
2. The Greek and Roman Museum	5	19
3. Beaches at Alexandria and the Mediterranean Coasts	3	12
4. The Fort of Quit-Bay	2	8

*Number of total valid response = 26 (100%)

Table 6.16: The Attractions with which Tour Operators are concerned in the Suez Canal, Red Sea, and Sinai Area.

Attractions	n*	%
1. The Greek Monastery of St. Catherine's	11	43
2. Hurghada	8	31
3. Suez, Ismailia and Port Said	4	16
4. Ein El-Sukhna	-	-

*Number of total valid response = 26 (100%)

From the tables above, it can be seen clearly that the tour operators under investigation are concerned mainly with the greater Cairo area and the Upper Egypt area rather than the Middle Egypt, Alexandria and the Mediterranean Coast; and the Suez Canal, Red Sea, and Sinai areas. As the findings as well as the conversation with the tour operators who were interviewed by the researcher indicate, tour operators bring visitors to Cairo for the Pyramids and Sphinx, Sakkara and Memphis, the Museum of Antiquities, some celebrated Mosques and Churches, then off they fly to Luxor for the Temples and Tombs; on to Aswan for the unfinished Obelisk and Philae, perhaps Kalabsha; the Agha Khan's Mausoleum and perhaps the High Dam; pay a flying visit to the Temples of Abu Simbel; travel back to Cairo and, if time allows, take a day's trip either to Alexandria for the Greek-Roman Museum, the Catacombs, the Amphitheatre, and the Fort of Quit-Bay, or to Sinai for the St. Catherine's Monastery; and then ... they head for home.

From the above description, it can be observed that tour operators concentrated only on the best known attractions in Egypt, which is also true of all countries. However, if Egypt is to increase its share of the international tourist traffic, it must develop the neglected areas (i.e. Middle Egypt, and the other attractions in Sinai, Alexandria, and the Greater Cairo City) by providing them with the tourist services and facilities to the standard that attracts tour operators and encourages them to include them in their itineraries.

3.1.2 Tour Operators' Views on the Present State of Development of Egypt's Main Tourist Attractions and Tourist Facilities

As a further indication of tour operators' views on Egyptian tourist attractions and facilities, respondents were asked to indicate whether or not Egypt's main tourist attractions and tourist facilities are sufficiently developed to meet the needs of British and Irish tourists. The results are contained in Table 6.17.

Table 6.17: Tour Operators' Opinions of the Adequacy of Egyptian Attractions and Facilities

Attractions and Facilities	Yes		No		Don't know		Total	
	n	%	n	%	n	%	n	%
1. Tourist Attractions	26	100	-	-	-	-	26	100
2. Tourist Facilities	10	38	16	62	-	-	26	100

From the above table, it can be observed that without exception, all tour operators indicated that the main tourist attractions of Egypt are sufficiently developed to meet the needs and requirements of their customers.

However, this is not to say that all main attractions of Egypt are developed to be on the standard itinerary because the views expressed are only applicable to those attractions with which tour operators are concerned. As the findings of Tables 6.12 to 6.16 showed, many tourist attractions in different areas were not included in the tour operators' brochures.

Table 6.17 above also shows that more than half of the respondents (62%) believe that, at present, the tourist facilities in Egypt are not of a standard required by their customers.

To clarify this point, these respondents were asked an open-ended question to indicate the major improvements which need to be made. The suggestions of tour operators who reported the inadequacy of tourist facilities (62 per cent of respondents); both those stated in the questionnaire and those explored in personal interviews, are presented in Table 6.18 and discussed below.

3.1.3 Tour Operators' Suggestions on the Major Improvements which need to be made in Tourist Facilities of Egypt

Table 6.18: Tour Operators' Suggestions of the Major Improvements which need to be made in the Egyptian Tourist Facilities

Facilities Need Major Improvements	n*	%
1. Hotels of two and three stars	16	100
2. Internal flights of Egypt Air	16	100
3. Hygienic conditions	15	94
4. Toilet facilities at the attraction places	15	94
5. Taxi service in Cairo	13	81
6. Tourist facilities in Hurghada on the Red Sea	10	63
7. Visa fee at Egypt's Consulate in London	9	56
8. Attitude of Cairo Airport Authorities toward tourists	8	50
9. Tourist information at Cairo Airport	5	50

*n = 16 (100%) is only applicable to those respondents who reported the inadequacy of tourist facilities (62% from the total valid response).
N = total valid response = 26 (100%)

As mentioned in the theoretical part of this thesis, the tourist facilities are those elements in the tourist product which do not normally themselves provide the motivation for tourist flows, but the absence of which may deter the tourist from travelling to enjoy the attractions.

Absence of accommodation facilities would be an obvious deterrent to tourism. In this regard, all tour operators who reported the inadequacy of tourist facilities in Egypt (62 per cent of all respondents) indicated that hotels in it are highly concentrated in Cairo, the capital of the country, mostly of luxury four and five stars, mainly belonged to the public sector, usually have the same high prices, all of which contributes to a higher price of an inclusive package tour to Egypt.

Respondents reported that the demand of today's mass tourists is for three-star hotels or even the two-star hotels, since they should have acceptable facilities. The lack of suitable accommodation outside Cairo represents a major difficulty facing tour operators. Sometimes they have to fly their customers from Upper Egypt (600 miles away from Cairo) back to Cairo to obtain suitable accommodation.

The second problem which is also indicated by all tour operators who reported the inadequacy of tourist facilities in Egypt (62 per cent of all respondents) is the internal flights of Egypt Air, the national airline of the country. Tour operators complained that although the company has a limited number of internal flights to and from Upper Egypt, often, neither the aircraft leaves or arrives in time. Tourists have to wait for a long time to fly from Aswan either to Cairo or to Abu Simbel. This, coupled with poor entertainment facilities at Aswan and Abu Simbel Airports. They reported also that sometimes the flights to Abu Simbel from Aswan can be cancelled without any clarification and cause considerable delays which, in many cases, compel many tourists to cancel their trip which they may never have the chance for again.

The third problem, as Table 6.18 shows, is the unhygienic conditions. A great majority of tour operators who reported the inadequacy of tourist facilities (94%), (58 per cent of all respondents), indicated the unhygienic conditions throughout the main tourist cities and towns in the country; streets, food and drinks, toilets, etc.

Also, the same percentage of respondents reported that toilet facilities are not adequate in the places of attraction, and those available are not clean and hygienic.

Tour operators are not happy with the taxi service in Cairo. As Table 6.18 illustrates, 81 per cent of respondents who indicated that tourist facilities in Egypt need major improvements (50% of all respondents) reported that their customers usually complain that meters in taxis in Cairo do not work, and even when they do work, drivers usually charge much more than the fare indicated by the meter.

Another area was indicated by 63 per cent of respondents who reported the inadequacy of tourist facilities in Egypt (38 of total response) is the inadequacy of tourist facilities in Hurghada on the Red Sea. They reported that they need major improvements; accommodation, restaurants, entertainments, hotel staff, etc..

In addition to the above, the majority of tour operators who are not happy with tourist facilities in Egypt (56%), (35% of total response) regarded the visa fee at the Consulate of Egypt in London as high(£12.50 per passport for three months). They claim that they get visas for their customers free of charge from other countries (e.g. India, Pakistan and Indonesia). When the researcher discussed this point with the staff of the Consulate of Egypt in London, they reported that the fee for a visa to Egypt from the UK has increased sharply in the last five years. Also, the staff in the Consulate is apart from the control of the Ministry of Tourism in Egypt. They receive the decisions of visa fee from the Ministry of Internal Affairs. It seems that coordination between the two Ministries is needed.

Another problem was reported by 50 per cent of respondents who indicated that tourist facilities in Egypt need major improvements (31 per cent of all respondents) is the attitude of officials in Cairo Airport towards their customers. A friendly welcome and better treatment should be given to foreign visitors at the gate of the country.

Finally, the same percentage of tour operators stated that tourist information needs to be more readily accessible to Egypt's tourist customers at Cairo Airport.

From the whole analysis of the tourist product in Egypt, it may be concluded that tour operators investigated are mostly familiar with the tourist attractions and facilities in the country. It is evident that they concentrated only on the best known attractions as in the Upper Egypt and Greater Cairo areas, although there are many other sites of marvellous antiquities - as in Middle Egypt, Sinai, and Alexandria.

If Egyptian Tourism Authorities want to increase the country's share in the international tourist market (by providing tour operators with several alternatives to construct their packages to the country), they should develop these neglected areas of tourist attractions (by providing them with basic infrastructure and superstructure) to the standard that attracts tour operators and encourages them to include them in their itineraries.

Also, it is evident that most tourist services and facilities in Egypt need major improvements; two and three-star hotels, internal flights of Egypt Air to and from Upper Egypt, hygienic conditions, toilet facilities, taxi service in Cairo, and tourist information.

In the following, another important aspect of the marketing strategies of the Egyptian Tourism bodies will be explored. That is the pricing policy employed in the tourist sector.

3.2 Price Aspects: Tour Operators' Familiarity with Prices of Egypt's Tourism

The policies adopted by the Egyptian Tourism bodies in charging either tourist consumers or the travel trade, were another area of investigation. Tour operators, therefore, were asked to rate the price of the Egyptian tourist services on a five-point scale, ranging from 'very high' ... to 'very low'. However, a separate label 'don't know' was added to assess more precisely the degree to which respondents were satisfied and familiar with prices of Egypt's tourism. A mean rating score for the price of each tourist service was calculated. Ranks were then assigned from the lowest mean to the highest mean. The lower the mean, the higher the price of the tourist service.

Table 6.19 shows the respondents' views on the prices of the Egyptian tourism services.

Table 6.19: <u>Tour Operators' Views on the Prices of Egyptian Tourism Services.</u>

Tourist Services	V. High		High		Medium		Low		V. Low		Don't Know		Mean Value
	n*	%	n	%	n	%	n	%	n	%	n	%	
1. Excursions	4	15	11	42	10	39	-	-	-	-	1	4	2,240
2. Accommodation	2	8	13	50	11	42	-	-	-	-	-	-	2,346
3. Inclusive package tour to Egypt	4	15	7	27	13	50	-	-	1	4	1	4	2,480
4. Food and drink	3	11	8	31	10	38	2	8	1	4	2	8	2,583
5. Air flight to Egypt	4	15	5	19	12	47	4	15	-	-	1	4	2,640
6. Local transportation	1	4	5	19	12	46	6	23	-	-	2	8	2,958

*Number of total valid observations = 26

From Table 6.19, it appears that a considerable number of tour operators investigated ranging between 23 to 58 per cent rated the prices of Egyptian Tourism services as very high, or high. Taking into account the total scores of 'medium', 'low', and 'very low' as an indication to reasonable prices, it can be observed, however, that tour operators are satisfied with the prices of inclusive package tours to Egypt, food and drinks, air flights to Egypt, and local transportation.

Table 6.19 also shows that a great majority of respondents (more than 90%) are familiar with the prices of Egyptian tourism services, where only 4 - 8% stated that they did not know the price.

Drawing upon these findings, it can be argued that the fact that respondents rated prices as high does not mean that they are in an absolute sense, because they might have considered the value of services offered as low. In other words, the sufficiency and efficiency of services received were not as expected in return for prices paid.

On the other hand, the scores of high prices of tourist services and facilities in Egypt might be attributed to the following factors:

1. The price of accommodation facilities which is considered as the highest among the other services might be attributed, as tour operators suggested above, to the lack of two and three-star hotels which suit the demand of today's mass tourists, since they should have acceptable facilities.

As discussed above, accommodation in Egypt is mostly of luxury four and five-star hotels, concentrated in Cairo, mainly belonging to the public sector, controlled by the government, and having similar high prices which contributes to higher prices of inclusive package tours.

Also, pricing decisions in these hotels, as in the other sectors, are made by three organisations: They are [3]:

i. Ministry of Tourism
ii. Supreme Sectoral Council which controls the sector of hotels and tourism, and replaced the public organisation in 1975.
iii. Company management.

The procedure of pricing goes in a circular process which starts from the hotel company, then up to the Supreme Sectoral Council and to the authorities in the Ministry of Tourism and, finally, back to the hotel companies to apply these prices. Once this has been settled, prices for the full year in advance are published in official guide books.

Prices are fixed, therefore, by final decisions made by the Ministry. In this way, the role of the management of hotel companies is to propose and recommend certain pricing policies or decisions and prepare pricing proposals for each product (bed, room).

The main disadvantage in this procedure lies in the inflexibility which may arise because of the rigidity of organisational structure by which price decisions are made. The final price is introduced to the market after going through a long channel of bureaucratic decisions, and it is known that decisions move very slowly in this system of bureaucracy [4].

Given the fact that prices have to be consistent with seasonal effects in tourism*, pricing decisions, therefore, are likely to result in out-of-date prices. In other words, the slow movement of price decisions will not make prices a proper indicator of the changing situation in the market [5].

2. The price of excursions ranked second, where 57 per cent of tour operators investigated reported high prices, with none of them reporting low prices, while 39 per cent circled the middle point of the scale.

Tour operators complained about the sudden changes rising in the prices of visits to museums, tombs, etc. They reported in the questionnaire as well as to the researcher himself in personal interviews, that they had to pay extra costs on top of the prices which were agreed before. The local authorities of provinces usually put extra charges on the prices of visits to the attractions in these provinces.

3. With regard to the price of the air flight to Egypt, as the findings will reveal later on in this chapter, tour operators do not run regular charter flights to the country. Accordingly, most air transport fares are fixed according to the regulations of the International Air Transport Association (IATA) on scheduled air traffic. In other words, Egypt Air, the national airline of the country, is restricted by the IATA regulations of prices. The company is not given the right to run charter flights to Egypt. In this way, by running charter aircrafts, where very high load

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*See Chapter Four.

factors can be achieved, unit costs can be kept sufficiently low, which enables tour operators to offer package tours at a price which is often less than the cheapest available fare alone on scheduled routes [6]. Tour operators told the researcher that they sometimes prefer to channel their customers to Egypt through Israel because it runs charter flights and they can get lower prices than if they transport tourists directly to Egypt by scheduled fares.

4. With reference to the price of food and drinks, it should be noted that, at present, there is an acute shortage in the amount of food products required for the country. As announced by officials in the local press, more than 70 per cent of Egypt's need of basic food products are imported from abroad. This might contribute to high prices of meals at hotels and restaurants. Most tour operators with whom the researcher met appreciate this problem and are familiar with it.

5. Finally, regarding the final price of the trip, previous research revealed that tourist firms in Egypt are mostly in the private sector, and have not enough freedom in their pricing decisions [7]. They usually get the cost of accommodation and meals from different hotels where the competition in price is almost non-existent as most of the first class hotels are in the public sector and do not compete in price. Then, they add a percentage of profit on top of the costs of accommodation, transportation, meals, and excursions. Tourist firms in Egypt set their prices of tours according to cost-oriented rather than market-oriented criteria. The previous research also revealed that consideration of demand in their pricing decisions are virtually non-existent. In other words, no attention was placed on the ability of customers to pay.

This and the above-mentioned factors might have led the British and Irish tour operators, the counterpart of Egyptian tourist firms, to offer high prices for package tours to Egypt (see Table 6.20 below).

Table 6.20: Prices of Package Tours per Person to Egypt and other Tourist Countries in the Middle East Area from the UK in Summer 1984.

Tourist Country	No. of nights	Price in £'s
1. Morocco	7	140(1)
2. Tunisia	7	181(2)
3. Israel	7	300(3)
4. Egypt	8	415(4)

Source: Cosmos, Summer Sun Brochure, U.K. April-October 1984, pp. 194-207.

N.B. For correct comparison:

(1) Price indicated is for half-board, from 4th - 10th May 1984.
(2) Price indicated is for full-board, from 1st - 10th May 1984.
(3) Price indicated is for bed and breakfast, from 1st - 31st May, 1984.
(4) Price indicated is for Continental breakfast from 2nd day, Table-d'hôte dinner daily, except in Cairo (bed and breakfast), from 1st - 31st May 1984.

Taking into account the findings of Tables 6.19 and 6.20, together with the above explanation, the following comments can be drawn.

1. Although a considerable number of tour operators reported medium prices for all tourist services in Egypt, the findings also showed that with exception of local transportation, the proportion of respondents who indicated high prices was greater than of low prices.

2. Lack of two and three-star hotels; the procedure of pricing decisions in the four and five-star hotels which go very slowly through a long channel of bureaucracy; the importation of food products from abroad; lack of charter flights to the country, and the way which Egyptian tourist firms set the prices of tours, are the factors which might have contributed to high prices of package tours to Egypt.

The above results may suggest the need for flexibility and freedom in pricing decisions either in hotels of four and five stars, which belong to the public sector, or the tourist firms which are mostly in the private sector. Control of the government should be confined to co-ordinating between various partners of tourism in Egypt. Considerations of demand should be taken into account in setting the prices of tourist services which may result in lower prices of package tours to the country. In this way, as tour operators suggested, elimination of the extra charges added by the local authorities of provinces to the prices of visits to the attractions in these provinces, and the development of two and three-star hotels which should have acceptable facilities to suit today's mass tourists, may result in lower prices of package tours to Egypt.

3.3 Promotion Policy: Tour Operators' Views on the Promotional Activities carried out by the Egyptian Tourism Bodies

As pointed out throughout the theoretical part of this thesis, in the earliest attempt to apply marketing concepts and techniques to the service firms in general, and the national tourism organisations and tourist firms in particular, promotion was widely used as synonymous with marketing. In other words, promotional activities were used as the only ingredient in their marketing programmes. This, of course, is a narrow and incorrect concept of the marketing function. The promotional element, although it is essential, constitutes only one part of the broader marketing mix. Each of the other elements, i.e. product, price and place plays an important role in determining the success or failure of the overall marketing strategy.

In this sub-section, the objective is to explore the influence of the promotional activities carried out by the Egyptian Tourism bodies on the degree of familiarity with Egypt as a tourist destination possessed by the tour operators under investigation. To achieve this objective, the level of relations between the Egyptian Tourism bodies and the tour operating companies, the frequency of approaching these companies, the promotional activities carried out to approach them, and the incentives they have received from the Egyptian Tourism bodies will be analysed.

3.3.1 The Relations Between the Egyptian Tourism Bodies and the Tour Operators

Respondents were asked to describe the strength of their relations with the Egyptian Tourism Bodies using a five-point scale ranging from 'very strong' ... to 'poor'. However, a separate label of 'none' was used in order to explore more precisely the degree to which the Egyptian Tourism bodies did not contribute at all to the familiarity of tour operators with the country. Table 6.21 describes the relationship between the Egyptian Tourism bodies and the tour operating companies under investigation.

It will be interpreted that the relationship between the Egyptian Tourism bodies and the tour operating companies under investigation can be described as efficient, if the respondents reported very strong, strong, and developing relationships. On the other hand, it will be described as inefficient if the respondents indicated that it is weak or poor, while 'none' will mean that there is no relationship at all.

Using the above-mentioned interpretation, Table 6.21 shows an efficient relationship between the Egyptian Tourism bodies and the tour operating companies under investigation, where a great majority of the sample firms indicated that their relationship with the Egyptian Tourism bodies is very strong, strong or developing. Additionally, very few operators have inefficient relations with them (i.e. weak, poor), while only one tour operator indicated that there is no relationship at all with tourist firms, hotels, and the tourist office in London, and five respondents reported that there is no relationship with Egypt Air at all.

Tourism firms/travel agencies of Egypt came in first place, where 92% of the tour operating companies under investigation indicated that they have a good relationship with them, followed by hotels (84%), tourist office in London (79%) and Egypt Air (69%).

Table 6.21: <u>Relation of the Egyptian Tourism Bodies with the Tour Operators.</u>

Degree of Relation with Tour Operators	V.Strong		Strong		Developing		Weak		Poor		None		Mean Value**
	n*	%	n	%	n	%	n	%	n	%	n	%	
1. Tourist firms/Travel agencies	12	46	10	38	2	8	-	-	1	4	1	4	1,720
2. Hotels	6	23	13	50	3	11	2	8	1	4	1	4	2,160
3. Egypt Air	9	35	4	15	5	19	1	4	2	8	5	19	2,190
4. Tourist Office in London	4	15	8	32	8	32	2	8	3	11	1	4	2,680

*Number of total valid observations = 26 (100%)

**The lower the mean, the stronger the relationship with tour operators.

Drawing upon these findings, it may be inferred that there is a stronger relationship between tour operating companies investigated and the tourist firms in Egypt, as they act as their partners in channeling the tourist consumers to the country, and this may explain why some of the tour operating companies have a weak relationship with hotels and Egypt Air. As we noted earlier, some tour operators do not deal directly with hotels and airlines of the tourist receiving country, and they leave this task to the local travel agents or tourist firms.

Tour operators were asked an open-ended question to suggest any ways to improve these relations. Most of those who reported weak or poor, or no relations at all, focused their suggestions on the co-operation, co-ordination and flexibility of the Egyptian Tourism bodies with them at the earlier stage of the programme planning, by offering and suggesting new itineraries and localities where tourist facilities are available but underused. Also, more co-ordination and co-operation among the Ministry of Tourism, tourist office in London, hotels, and Egypt Air would produce stronger relations with the travel trade. For example, joint offices for these Egyptian Tourism bodies in the major market centres would not only result in savings through commonly used facilities and staff, they would also be able to become more directly involved with tour operators and travel agents; the travel trade in the tourist source countries.

3.3.2: Frequency of Approaching Tour Operators to Promote Tourism in Egypt

Respondents were asked to indicate how often their agencies have been approached by any of the Egyptian Tourism Bodies to promote tourism in Egypt. A five-point scale ranging from 'at least three times per year', 'twice a year', 'once a year', 'less than once a year', to 'never' was used. A mean rating score for the frequency of approaching tour operators by each of the Egyptian Tourism bodies was calculated. Ranks were then assigned from the lowest mean to the highest mean. The lower the mean, the more often the Egyptian Tourism body contacts tour operators. Table 6.22 presents a frequency distribution of the various levels of contact expressed by the tour operators surveyed.

It was assumed that promotional efforts of the Egyptian Tourism bodies would be considered as 'active' if respondents were approached 'at least three times per year' or/and 'twice a year'. If tour operators were approached 'once a year' or/and 'less than once a year', the Egyptian Tourism bodies would be considered as 'inactive' in their promotional efforts. Those Egyptian Tourism bodies who 'never' contacted tour operators would be classified as 'non-users' of promotion as an element in their marketing strategies.

Using the above-mentioned criteria, it can be argued that tourist firms/travel agencies, and hotels in Egypt were 'active' in approaching tour operators surveyed because the scores of 'at least three times per year' and/or 'twice a year' (active) outweighed the scores of 'once a year' and/or 'less than once a year' (inactive). The reversal is true for the tourist office representing Egypt in London and Egypt Air (inactive).

Table 6.22 also shows that a relatively small proportion of respondents (8 - 26%) reported that the Egyptian Tourism bodies were 'non-users' of promotion as an element in their marketing strategies, i.e. 'never approached them'.

Table 6.22: Frequency of Approaching Tour Operators by the Egyptian Tourism Bodies to Promote Tourism in Egypt

Frequency / Egyptian Tourism Bodies	At least 3 times per year		Twice a year		Once a year		Less than once a year		Never		Total		Mean Value
	n	%	n	%	n	%	n	%	n	%	n	%	
1. Tourist Firms/Travel Agencies	9	35	9	35	3	11	2	8	3	11	26	100	2,269
2. Hotels	8	31	6	23	6	23	1	4	5	19	26	100	2,577
3. Tourist Office in London	3	12	6	23	11	42	4	15	2	8	26	100	2,846
4. Egypt Air	3	12	4	16	10	38	2	8	7	26	26	100	3,231

Drawing upon these findings, it may be argued that all Egyptian Tourism bodies in general should widen and enlarge the circle of their communications to cover all tour operators offering the country in Britain and Ireland, particularly as they are a relatively small number.

The tourist office of Egypt in London and Egypt Air should increase their promotional efforts to be effective, particularly as this is the initial and main task of the tourist office. Here again, joint offices for all Egyptian Tourism bodies in the major market centres will enable them to become more directly involved with not only tour operators but also travel agents.

3.3.3: The Promotional Activities of the Egyptian Tourism Bodies Directed Towards the Tour Operators

In order to attain more insight about the promotional efforts of the Egyptian Tourism bodies, tour operators were asked to indicate the promotional activities directed towards them by those bodies. Table 6.23 contains the answers received, ranked in order.

From this table, one can notice that the first four promotional activities have received more attention from the Egyptian Tourism bodies than the remainder.

Specifically, 85% of the sample firms reported that they have been approached through the permanent channel of communication with the tourist office representing Egypt in London, by the regular issue and distribution of a newsletter or bulletin. The main aim of such a newsletter or bulletin is to familiarise the tour operators as well as travel agents with all relevant developments concerning the tourist product and the tourist industry in Egypt and to promote sales of its product.

Table 6.23: The Promotional Activities carried out by the Egyptian Tourism Bodies to Familiarise Tour Operators with Tourism in the Country

Promotional Activities	n*	%
1. Newsletters	22	85
2. Educational Tours (to inspect Egypt's tourist attractions and facilities)	18	69
3. Direct mailings of tourist literature	17	65
4. Calls on your agency by Egyptian sales representatives	14	54
5. Advertising in the travel trade publications	7	27
6. National Weeks and evenings	5	19
7. Sales seminars	3	12
8. Tourist workshops	2	8
9. Press Conferences/Articles (Publicity)	2	8

*Total valid response = 26 (100%).

Egyptian Tourism Authorities, as 69% of respondents indicated, have invited the tour operators to visit the country on educational tours. The main objective of these tours is to inform and familiarise tour operators with the tourist industry in the country and to promote visits to its attractions, where they could inspect the tourist facilities and attractions, and have contacts with the local travel trade, which acts as their partner in channeling tourist traffic to the country.

The Egyptian Tourism bodies, as 65% of respondents pointed out, have carried out direct mailing shots of tourist literature in order to keep tour operators well stocked with promotional materials on the country and consequently to be in a better position, more effectively, to serve inquiries from their customers and actually promote and sell the country as a tourist destination.

Also, 54% of respondents stated that their agencies have been called upon by Egyptian sales representatives to give them help, advice, tourist information and promotional materials in order to promote sales for their tourist services.

As can be seen from Table 6.23, the remaining promotional activities are relatively neglected in the promotion strategies of the Egyptian Tourism bodies, where 27% of respondents reported that they have seen advertising in the travel trade publications, 19% participated in National weeks and evenings, 12% by sales seminars, and only 8% either by tourist workshops or press conferences and articles. This neglect, as the discussion with the managing director of the Egyptian State Tourist office in London revealed, might be attributed to the shortage of funds available for promotion, particularly those neglected promotional activities which might cost more money than the others. However, the usefulness of these neglected promotional activities in familiarising and educating tour operators with tourism in Egypt and consequently making them nore easily able to promote visits to the country, cannot be denied.

3.3.4: Promotional and Financial Incentives Offered by the Egyptian Tourism Bodies to Tour Operators.

The incentives offered by the Egyptian Tourism bodies to tour operators surveyed was another important area for investigation.

Tour operators, therefore, were asked to indicate whether they receive any of the types of incentives proposed to them by the questionnaire. The various types of incentives offered by each of the Egyptian Tourism bodies are ranked in order according to the frequency of mention, and presented in Tables 6.24, 6.25, 6.26 and 6.27 below.

Table 6.24: Incentives Offered by Hotels of Egypt to Tour Operators

Incentives	n*	%
1. Credit	7	29
2. Discount	7	29
3. Promotional aid	6	25
4. Guarantee against price fluctuations	1	4
5. Cooperative advertising	-	-
6. None	10	42

*Total valid response = 24 (100%)

Table 6.25: Incentives Offered by Egypt Air to Tour Operators

Incentives	n*	%
1. Discount	8	33
2. Credit	3	13
3. Promotional aid	3	13
4. Guarantee against price fluctuations	1	4
5. Co-operative advertising	-	-
6. None	13	54

*Total valid response = 24 (100%)

Table 6.26: Incentives Offered by the Tourist Office of Egypt in London to Tour Operators

Incentives	n*	%
1. Promotional aid	12	48
2. Co-operative advertising	3	12
3. Credit	-	-
4. Discount	-	-
5. Guarantee against price fluctuations	-	-
6. None	11	44

**Total valid response = 25 (100%)

Table 6.27: Incentives Offered by Tourist Firms/Travel Agencies of Egypt to Tour Operators

Incentives	n*	%
1. Credit	7	28
2. Promotional aid	2	8
3. Discount	1	4
4. Guarantee against price fluctuations	1	4
5. Co-operative advertising	-	-
6. None	14	56

*Total valid response = 25 (100%)

The findings of Tables 6.24, 6.25, 6.26 and 6.27 indicate the following:

1. A proportion ranging from 42 to 56 per cent of respondents reported that they did not receive any type of incentive from all Egyptian Tourism bodies.

2. Generally, the Egyptian Tourism bodies appear to be inactive in using such incentives as an important element in their promotional mixes because a relatively small proportion of tour operators surveyed reported receiving such incentives.

3. Hotels of Egypt, and Egypt Air paid more attention in offering the financial incentives except 'guarantee against price fluctuation' than the promotional incentives (i.e. promotional aid, co-operative advertising). This result might be so because the management might think that they could sell more beds or seats by selling on credit or giving discount on a certain amount of sales than by offering the promotional incentives.

4. Tourist firms/travel agencies of Egypt, the counterpart of foreign tour operators paid more attention to selling tours on credit, while they neglected the other financial and promotional incentives. They might depend on the promotional efforts of suppliers of tourist services and facilities.

5. The tourist office representing Egypt in London paid attention to promotional incentives (i.e. promotional aid, co-operative advertising) while financial incentives were entirely neglected. This result should be expected because tourist offices are usually not directly involved in the sales process itself. Rather, the main task of a tourist office is entirely promotional to both travel trade (tour operators, travel agents) and the public in the tourist generating country in order to promote sales of tourism in the receiving country.

From the whole discussion of promotion policy, it may be concluded that the Egyptian Tourism bodies have an efficient relation with the tour operators offering the country as a tourist destination. However, the promotional efforts undertaken by these bodies to support and consolidate these relations appear to be insufficient. This might be due to the shortage of funds available for promotion.

Therefore, it might be suggested that, in view of the high costs involved in tourism promotion, considerable benefits might be obtained by regional co-operation among several countries in the Middle East area (including Egypt) in selling their tourist products (attractions and services) in the tourist generating countries (Britain and Ireland). However, the relevance of the whole issue of regional co-operation in marketing should receive careful consideration. There are bound to be serious areas of conflicting interests with regard to the arrangement for financing, as well as the 'regional image' which a group of countries would like to see presented.

Main Conclusion

In this section, an attempt was made to examine to what extent the tour operators under investigation were familiar with Egypt as a tourist destination and their attitudes towards the country, and the extent to which this familiarity was influenced by the marketing activities undertaken by the Egyptian Tourism bodies. In doing so, three major areas were investigated:

Firstly: The type and size of the tour operating companies in order to determine their nature.

Secondly: The overall degree of familiarity with Egypt as a tourist destination possessed by tour operators and their attitudes towards the country.

Thirdly: The marketing activities carried out by the Egyptian Tourism bodies to familiarise the tour operators with the country.

One main conclusion to be derived from the whole discussion of this section is that Egypt deals with a relatively small number of tour operating companies in Britain and Ireland, thirty one in Britain, mostly located in the London area, and three in Ireland, all of them located in Eire, the majority of the tour operating companies are generally familiar with Egypt as a tourist destination, which is perceived as a destination to be visited mainly for its archaeology and the historic attractions, together with the mild climate all the year round. However, the influence of the marketing activities undertaken by the Egyptian Tourism bodies to the tour operators' familiarity and their attitudes towards the country appears to be insufficient.

Below, is a brief summary of the findings which supports the conclusion:

Firstly: Egyptian Tourism Authorities are not regarded by the tour operating companies under investigation as wholly providers of the appropriate tourist product. More specifically:

1. While the tour operators perceived Egypt as a tourist destination to be visited for its monuments, old civilisation and historic attractions, however, there are many sites of marvellous antiquities - as in Middle Egypt, Sinai, Alexandria,

and the greater Cairo area which can be considered as an extension to those attractions that provide the country with a differential advantage in the international tourist market - still not on the standard itinerary. Instead, the Egyptian Tourism Authorities, with an apparent neglect of the demand characteristics and preferences, have taken actual steps in the development of many other types of tourism, such as recreational tourism (they are developing the Red Sea and Mediterranean Coasts at the present time), health tourism, motoring holidays, spiritual tourism, etc. Some of these types may suit the unsatisfied needs of domestic tourism where the affluent segment of the Egyptian tourists travel abroad seeking a recreational holiday. However, the tour operators investigated do not agree with the development of these new kinds of tourism for the foreign tourists (their customers), as they can get them within the Continent of Europe.

2. The majority of the tour operators under investigation indicated that the tourist facilities in Egypt need major improvements in order to be considered adequate by international standards. Examples are: two, three and four-star hotels, toilet facilities, internal flights, entertainment facilities, control over taxi drivers, tourist information, attitude of Cairo Airport Authorities, cleanliness, hygiene and safety, all of them needing necessary improvements.

Secondly: Although a considerable number of tour operators surveyed rated the price of tourist services as reasonable, the findings also showed that a considerable number of respondents considered the price of accommodation, excursions, air flight to Egypt, and food and drinks as very high or high. Although the views of tour operators on the prices of tourist services and facilities in Egypt cannot be entirely accepted as right because they might have viewed the value of services offered as low. However, there are some factors considered to cause the high prices; the types of hotels available in Egypt are mostly four and five stars, concentrated in Cairo, belonging to the public sector where pricing decisions go slowly through a long channel of bureaucracy. The slow movements of price decisions will not make prices a proper indicator of the changing situation in the tourist market. The sudden changes and rises of prices of visits to museums, tombs, etc., together with the extra charges added by the authorities of local provinces made the prices of excursions in Egypt seem to be high. Air transport from Britain and Ireland to Egypt is mostly scheduled and confined to the IATA regulations. The lack of charter flights to the country made the price of air flight seem high. Most food products required to Egypt are imported from abroad. Local tourist firms have not enough freedom in their pricing decisions and set them according to cost rather than market-orientations, considerations of demand are virtually non-existent. All of these contributed to high prices of package tours to Egypt.

Thirdly: Although the findings revealed an efficient relationship between the tour operators under investigation and the Egyptian Tourism bodies, they also showed that there are no great promotional efforts directed towards the tour operators to support the continuity of these relations or to establish new relations with other tour operators to attain wide market coverage. A considerable number of tour operators under investigation indicated that they have never been approached at all, and nearly half of them reported that they never received any promotional or financial incentives. Additionally, many useful promotional activities were neglected by the Egyptian Tourism bodies; tourist workshops, advertising in the publications of the travel trade, press conferences and articles, sales seminars, and national weeks and evenings are examples.

Drawing upon inferences from the findings studied above, one can additionally conclude that the Egyptian Tourism bodies do not commit themselves to satisfying the tour operators' needs, and their pattern of tourist services and facilities are not structured from the tour operators' point of view, to suit today's international tourist. Therefore, one may recommend that the Egyptian Tourism Authorities need to make some very basic developments and changes in the way tourist facilities are designed (3 and 4-star hotels, toilet facilities, etc.), the kind of services which are delivered, and the way those services are priced and promoted. In other words, a coherent marketing strategy based on an analytical study of the tourist market should be called for.

The above findings showed that neither the product policies nor the pricing strategies adopted by the Egyptian Tourism bodies are consistent with the attitudes and views of tour operators surveyed. They showed also that the promotional efforts directed towards the tour operators to familiarise them with the country are insufficient. In other words, to familiarise tour operators with Egypt as a tourist destination and to sell its product to them, the Egyptian Tourism bodies viewed marketing as synonymous with promotion. However, promotional activities of the Egyptian Tourism bodies which were used as the only ingredient in their marketing strategies are insufficient.

Thus, one cannot claim that the first hypothesis is supported, i.e. the degree of familiarity with Egypt as a tourist destination possessed by tour operators and their attitudes towards the country are influenced by the marketing activities of the Egyptian Tourism bodies.

In the following section, an attempt will be made to examine the actual marketing activities of the tour operators to promote Egypt as a tourist destination to their customers, as well as their views on the reasons that might restrict travel to Egypt.

Section Two

An Assessment of the Marketing Activities carried out by Tour Operators to Promote Egypt as a Tourist Destination

Introduction

As concluded in the previous section, most tour operators with whom the Egyptian Tourism bodies are dealing, are familiar with Egypt as a tourist destination.

In this section, our main objective is to test the validity of the second hypothesis put forward in the previous chapter. That is "the more familiar tour operators are with Egypt as a tourist destination, the more likely they are to promote visits to the country".

Specifically, this section is aimed at exploring the actual planning and performance of the marketing functions carried out in the tour operating companies to promote Egypt as a tourist destination in the UK and Ireland.

This study, however, is not making an in-depth analysis of various marketing mix elements. Rather, it tries to shed some light on the performance of the marketing function to determine whether or not it is compatible with the requirements of the marketing concept.

More specifically, it is aimed at generating information about the approach adopted by tour operating companies towards marketing Egypt as a tourist destination as well as the views of tour operators on the factors that might restrict travel to the country.

In order to achieve these aims, the survey investigated the following three major areas:

1. The extent of the adoption of the marketing concept in the tour operating companies.
2. Marketing policies and practices.
3. Factors restricting travel to Egypt.

1. <u>The Extent of the Adoption of the Marketing Concept by Tour Operators</u>

In short, the marketing concept states that the firm should try to satisfy its customers' needs and wants through a co-ordinated set of activities that allow the firm to achieve its goals. The customer orientation of the marketing concept stresses the importance of customers and emphasises that marketing activities start and end with their needs and wants.

In a more specific manner, the marketing concept implies emphasis on (i) customer orientation, that is, a knowledge of customer needs and wants before the marketing process begins; and (ii) profitability of marketing operations.

To assess the extent of the adoption of the marketing concept, a distinction must be made between the attitudes of tour operators towards the concept and the actual practice of marketing. Consequently, one has to distinguish between the acceptance of the marketing concept as an idea or philosophy and whether or not the management put it into practice in the day-to-day operations of the firm. Therefore, a tour operating agency cannot be regarded as marketing oriented if it only accepts the ideas of the concept; rather it has to translate this acceptance into practice.

Hence, the degree of marketing orientation is measured in this study in the light of the actions taken by the management of the firm to translate this philosophical conceptualisation into practical or operational foundations in terms of, for example, directing more effort into understanding customers' needs and wants, and making use of such tools as marketing research and marketing planning.

In this sub-section, an attempt will be made to assess the degree to which the marketing concept is implemented in promoting Egypt as a tourist destination by the management of tour operating companies surveyed. To do so, three major areas are investigated. These areas are:

1. Marketing goals influencing decisions in the tour operating firms towards marketing Egypt as a tourist destination.

2. The extent to which tour operators depend on formalised and structured marketing planning with a member specifically responsible for carrying out marketing functions.

3. The extent to which tour operating companies depend on formalised and structured marketing research as a base for promoting Egypt as a tourist destination.

It is expected that analysis of such areas will determine whether or not tour operators are customer oriented in marketing the country.

Since data collection was carried out using a structured questionnaire as well as an extended interview with fifteen of either marketing or managing directors of tour operating companies involved in this study, our analysis will be based on the following:

(a) Their answers on the specific elements of the marketing concept proposed to them by the questionnaire.
(b) Open comments made by them during the interviews.
(c) Inferring from (a) and (b), a judgement by the researcher on the degree of implementation will be made.

1.1 Marketing Goals Influencing Decisions in Tour Operating Companies Towards Marketing Egypt as a Tourist Destination

A marketing objective is simply a statement of what is required to be achieved through marketing activity. In the absence of clear objectives, the firm's activities will not be directed towards a specific goal and there will be no criteria for the firm to assess its final results.

In marketing as in the overall goals of an enterprise, objectives should be realistic in terms of what resources a firm possesses and what is available in terms of external opportunities in the market, its constraints, and the threat of competition.

Every person in the marketing department should know the goals of his own work and how they relate to the marketing objectives of the firm. A periodic reconsideration is also required to make any necessary changes in the marketing objectives to take account of changing conditions and to stimulate creative thinking.

The marketing objective should state quantitative targets to be achieved, so that the degree of accomplishment can be measured accurately. It should indicate the approximate date of its achievement and should be consistent with the company's overall objectives.

In this way, a well-defined and implemented hierarchy of marketing objectives can tell a firm in what direction marketing undertakings should be moving.

Examples of the major marketing goals may include: market share, sales targets, product penetration, market segments coverage, geographical market coverage, and value added per product or product line.

In our study, tour operators were asked the question: "Would you please tell me how important the following marketing goals are in influencing your company's decisions towards Egypt? Please circle the number that best describes your opinion".

1. To attain a predetermined sales volume.
2. To cut marketing costs.
3. To obtain a predetermined market share.
4. To obtain a predetermined level of profit.
5. Other (please specify).

Respondents were asked to give their opinions on the importance of these goals using a five-point scale ranging from 'very important' to 'not important at all'. However, a separate label 'Don't know' was added to the scale in order to give the respondent more freedom to place his opinion precisely, the aim being also to identify whether or not tour operators have goals which cover the

Table 6.28: Tour Operators' Views on Marketing Goals Influencing their Decisions Towards the Promotion of Egypt as a Tourist Destination

Level of Importance / Marketing Goals	Very Important 1		2		3		4		Not Important at all 5		Don't Know		Total Valid Responses	Mean Value**
	n*	%	n	%	n	%	n	%	n	%	n	%	= 100%	
1. To obtain a predetermined level of profit	17	63	1	4	3	11	1	4	-	-	5	18	27	1.455
2. To attain a predetermined sales volume.	13	48	7	26	-	-	1	4	1	4	5	18	27	1.636
3. To obtain a predetermined market share.	13	48	4	15	3	11	1	4	3	11	3	11	27	2.049
4. To cut marketing costs	7	26	7	26	4	16	2	7	2	7	5	18	27	2.318

*n = Number of observations.

**The lower the mean, the more important the marketing goal was considered by respondents.

important aspects of marketing. The answers received are presented in Table 6.28.

From Table 6.28 it is clear that the majority of tour operators surveyed reported the importance of all marketing goals (very important, important) for their decisions of promoting Egypt as a tourist destination in the British and Irish tourist markets.

Generally, these marketing goals cover the major aspects of marketing, and the fundamental recognition of them by the majority of tour operating companies may indicate a step towards the implementation of the marketing concept in promoting Egypt as a tourist destination.

Another area of investigation was exploring the extent to which tour operating companies adopt the policy of fully structured and formalised marketing planning, in promoting the country, by defining objectives, tasks required, and measurement of performance.

1.2 <u>Existence of Full-Written Marketing Goals</u>

Planning the marketing activity should be a major task of the marketing management. It anticipates expected future development and formulates policies and objectives, mobilising the men and resources to achieve the desired objectives.

Respondents were asked to indicate whether the marketing goals they checked above were committed to paper.

Table 6.29: Structure and Formalisation of Marketing Planning

Formalisation of Planning	n	%
1. Fully written down	4	15
2. Partly written down	6	22
3. Not written down	17	63
Total valid response	27	100

As it appears from Table 6.29, tour operating companies do not follow the policy of fully structured and formalised marketing planning as only a minority prepare fully written plans.

On the other hand, our discussion with either marketing or managing directors of tour operating companies suggested that they have full recognition and awareness of the role of marketing.

1.3 Extent of Integration of Marketing Functions under the control of the Chief Marketing Executive

The place of marketing in an agency may differ from one firm to another and is mostly determined according to whether the firm is a production oriented, sales oriented, or marketing oriented one.

The philosophy of the marketing concept suggests that all marketing functions should be integrated under the direction of one executive, i.e. the chief marketing executive, or marketing director.

In firms which adopt this philosophy, the extent of the role of marketing depends upon the adoption of their management of marketing as a management philosophy which is reflected in the firms' organisation structures.

In this study, the stress was only on the nature of the title of the member responsible for marketing activities, because it was believed that by exploring this issue, a reasonable idea could be obtained about the status of marketing in the tour operating companies.

Respondents were asked to identify the title of the executive in charge of marketing activities in their agencies. Six titles were suggested by the questionnaire and the opportunity to add any others was given. Table 6.30 shows a breakdown to the answers received ranked in order according to the frequency of mention.

Table 6.30: The Title of the Executive in Charge of Marketing Activities.

Title	n	%
1. Managing director	12	44
2. Marketing director	8	30
3. Sales director	6	22
4. Tour manager	1	4
Total valid response	27	100

Table 6.30 demonstrates that the majority of respondents (74 per cent) indicated that the executive in charge of marketing activities in their companies was either the managing director, or marketing director.

The observations obtained by the researcher during the course of interviews with the marketing and/or managing directors of tour operating companies involved in this study, indicate that only large tour operating companies such as Thomson, Cosmos, and Thomas Cook, have marketing departments with marketing directors having full responsibility for carrying out the marketing functions. In the smaller companies marketing is the responsibility of the chief executive - a clear indication of the importance attached to the activity.

To obtain a better idea about the degree of commitment to the marketing concept in the tour operating companies, the study steps forward to explore a crucial factor in this respect, i.e. marketing research on which these companies should depend upon in order to identify their customers' needs and wants, so that they can develop the appropriate 'product' which meets such needs.

1.4 The Degree of Tour Operators' Dependence on Marketing Research in Promoting Egypt as a Tourist Destination

The aim of this sub-section is to examine marketing research policy in the tour operating companies surveyed as a tool to make better decisions and consequently sell more travel to Egypt.

Several aspects of marketing research are examined. These include utilisation of marketing research; types of research activities; by whom these activities are carried out; and the factors which may impede the use of marketing research.

1.4.1 Utilisation of Marketing Research

Respondents were asked whether or not they are undertaking marketing research before they decide to offer a new "Egyptian Tourist product". The results are contained in Table 6.31 below.

Table 6.31: Marketing Research in the Tour Operating Companies

Use of Marketing Research	n	%
1. Marketing Research used	17	63
2. Marketing Research not used	10	37
Total valid response	27	100

As can be seen from Table 6.31, the majority of respondents claimed that they used marketing research before developing and launching a new Egyptian tourist product to the market, compared to those who did not use such activity at all.

Although the researcher asked the respondents whether their firms engaged in marketing research, no definite criteria were used to establish the precise nature of the research activity. Accordingly, it is not possible to assess the extent or formality of the research carried out.

Indirect checks, however, (e.g. determining what research activities are carried out, by whom, and the frequency of use of such activities) helped to establish the level of marketing research activity.

1.4.2 By whom Marketing Research is carried out

Tour operating companies which reported using marketing research were asked to indicate whether it is carried out by their own staff, or by specialised outside agencies, or both. Table 6.32 shows the answers received.

Table 6.32: By whom Marketing Research is carried out

By Whom	n*	%
1. Your own staff	17	100
2. Specialised outside organisations	-	-
3. Both	-	-
Total	17	100

*Base = 17 = 100% (63% of respondents)

As can be seen from Table 6.32, all those companies which stated that they engaged in marketing research (17 out of 27) undertake the research internally (using their own staff) without using any commercial marketing research organisation's facilities. Our discussion with marketing and managing directors revealed that the close relationship between these companies and their customers (especially during the tours to Egypt which are usually accompanied by guides/tour manager) facilitates the obtaining of first-hand data about the customers' needs and wants, likes and dislikes, etc. Another reason was stated to the researcher during the interviews, which was simply that it is cheaper to do such research internally than use an outside specialised organisation.

1.4.3 Types of Research Activities

An important indication which illustrates whether or not an organisation is implementing the marketing concept is the extent to which the organisation devotes effort to identifying customers' needs and wants through the performance of marketing research activities.

Tour operating companies engaging in the marketing research activity (17 out of 27) were asked to specify what kinds of research were performed with regard to the Egyptian tourist products. Five areas of research were suggested by the questionnaire to the respondents who were also requested to add any others which were not included. The findings are contained and ranked in order according to the frequency of mention in Table 6.33 below.

Table 6.33: Frequency of Performance of Marketing Research Activities

Research Activities	n*	%
1. Tourist behaviour (motivation, image, wants and needs, decision-making, characteristics, etc.	15	88
2. Forecast product appeal to new tourist segment	9	53
3. Eliminating unattractive tourist products	9	53
4. Advertising media research	4	24
5. Distribution channels	3	18

*Base = 17 = 100% (63% of respondents)

The hypothesis was that the more attention the agency gives to determining such activities, the more compatible its performance with the marketing concept would be.

As mentioned in the theoretical part of this thesis, one of the major types of research performed in tour operating companies is consumer surveys aimed at investigating the tourist motivation, image, decision-making, characteristics, wants and needs, etc. The results of this research show that these surveys were undertaken in 88 per cent of the firms which were engaged in marketing research (55 per cent of respondents, i.e. 27 = 100%).

In some of the firms visited, marketing and/or managing directors indicated that these surveys include the study of problems experienced by customers through questionnaires. The questionnaire, however, was a simple one, mostly consisting of one or two pages. It was given to and filled in by the tourist consumer before his departure from Egypt to his home. The objectives of these questionnaires were:

1. To get a feed-back from the tourist about his tour.
2. To identify the difficulties and problems he met on the tour.

The results inferred from the analysis of such questionnaires helped these firms to solve problems and eliminate the troubles which the tourist customers faced during their tour, so that the following group(s) did not face the same problems again.

Another tool of consumer surveys claimed by the tour operating companies visited was interviews. The marketing and/or managing directors of these firms reported that their staff conduct interviews with tourist customers to acquire their views on the tour. In fact, as the marketing and/or managing directors stated, guides (the tour managers) of the tour operating companies accompany the tourist groups in their tours to Egypt. They give the tourists information regarding visits to the tourist places, and solve any problem a tourist might face.

These surveys and interviews provide the tour oeprating companies with first hand evidence of customers' satisfaction or dissatisfaction. In other words, these firms can be described as customer-oriented.

Regarding the other aspects of the tourist behaviour, i.e. motivation, image, decision-making, characteristics, etc., tour operators with whom the researcher met indicated that conducting marketing research projects in these areas using specific scientific techniques for collecting data and analysing information is virtually non-existent. They depend solely on their own assessment and experience, and they considered that a soundly-based feeling of the market is a talent and in itself, some form of marketing research. Although one cannot ignore the importance of the management's understanding of its market, it would seem sensible to test and extend this through more formalised marketing research.

Table 6.33 indicates that a small majority (53 per cent) of the tour operating companies which were engaged in marketing research, give equal attention to 'forecast product appeal to new tourist segment', and 'eliminating unattractive Egyptian tourist products' as well.

Researching the appropriate distribution channels, and advertising media research were the least used marketing research activities, 18 per cent, 24 per cent respectively. A possible explanation of these results is that advertising itself as a function takes the second priority (as will be discussed later in this chapter) in promotion strategies of the sample firms. The brochure is regarded as the most important advertising medium.

1.4.4 Reasons for not doing Marketing Research by Tour Operators

As can be seen from Table 6.31 above, 10 out of 27 firms, 37 per cent of respondents did not undertake any marketing research with regard to Egypt as a tourist destination. They were asked to identify the main reasons for not doing marketing research. Five reasons were addressed to them by the questionnaire, and they were also requested to add any others if they wished. The answers received are ranked in order according to the frequency of mention and presented in Table 6.34 below.

Table 6.34: Reasons for not doing Marketing Research.

Reasons	n*	%
1. No need because we have enough experience with the market.	6	60
2. Company is small and the research facilities are limited.	6	60
3. Demand for Egypt is too limited.	4	40
4. Egypt is not sufficiently profitable.	2	20
5. Expensive.	2	20
6. Competition is not heavy.	-	-

*Base = 10 = 100% (37% of Respondents)

As can be seen from Table 6.34, two major reasons were mentioned by 60 per cent of tour operating companies which were not engaged in marketing research. The first reason was that 'there was no need for conducting marketing research with regard to Egypt as a tourist destination because these respondents claimed that they had sufficient experience with the market. The importance of this experience cannot be ignored although it should not be considered as a sufficient alternative to scientific marketing research techniques.

The second obstruction to the practice of marketing research was that the company is small and the research facilities are limited.

To sum up, marketing research is utilised by the majority of tour operating companies as a scientific tool for identifying the customers wants and needs; determining the problems and difficulties faced by them during their tours to Egypt and how these problems can be solved; forecasting the Egyptian tourist product's appeal to new segments of the market; and eliminating the unattractive ones. These research projects were mainly conducted internally by the staff of these companies.

On the other hand, other areas of research such as advertising media research, distribution channels, and some aspects of the tourist behaviour such as motivation, image, decision-making were rarely used.

Conclusion

The aim of this section was to determine the extent to which prevailing organisational dimensions and the marketing research efforts are compatible with the implementation of the marketing concept.

The findings of our analysis showed several steps toward the implementation of the marketing concept. However, there were also many cases where the role of marketing was under-estimated by the tour operating companies investigated.

However, one must be careful not to take these steps as sufficient indication of the implementation of the marketing concept. There are some views, among writers, which regard the aspects used earlier in measuring the degree of implementation of the marketing concept (i.e. organisational dimensions and marketing research activities) as trappings of marketing rather than the substance. Ames [8], for example, points to the following aspects as trappings:

1. Declaration of support from top management - speeches, annual reports.
2. Creation of a marketing organisation - appointment of a marketing head and a product or market manager ... establishment of a marketing function, etc.
3. Adoption of a new administrative mechanism - formal marketing planning approaches, more and better sales information, reporting system restructured around markets.
4. Increased marketing expenditures - staffing, training and development, advertising research.

These moves, although useful by themselves, are no guarantee of marketing success. The kinds of change that is needed, Ames argues, is "a fundamental shift in thinking and attitude throughout the company, so that everyone in every functional area places paramount importance on being responsive to market needs."

If a marketing approach has to be applied effectively, full recognition and acceptance by everyone in these companies to the required steps towards the implementation of the marketing concept must be achieved.

In the following sub-sections, the aim is to explore the extent to which the marketing concept is effectively applied to the policies and practices of marketing in the firms studied. In other words, the study tries to shed some light on the performance of some marketing policies in a broad way to determine whether or not they are compatible with the requirements of the marketing concept.

2. Marketing Policies and Practices of Tour Operating Companies Offering Egypt as a Tourist Destination

Prices are considered to be of great importance to both tourist consumers and tour operating companies. To tourist consumers, prices of goods and tourist services are a main factor which determines their purchasing power, while to sellers (tour operating companies) prices may play a major role in determining which firms survive and which ones do not. The same is true for tourist destinations. The destination which is priced out of the market may be left almost marooned by tourist consumers.

Therefore, the pricing policy of tour operating companies should be concerned with price-related decisions designed to encourage the kind of product acceptance desired by Egypt's tourist customers, and meet its economic, social, and environmental objectives. Marketing orientation of pricing decisions is, of course, a prerequisite in the application of the marketing concept.

2.1 Pricing Policy

This critical importance of pricing policy led the researcher to explore its main aspects in the tour operating companies offering Egypt as a tourist destination. The investigation included the firms' pricing objectives, major methods of pricing, and types of discounts offered to tourist consumers.

2.1.1 The Objectives of Pricing Policy

In most cases, no marketing function can be performed successfully without an aim, and pricing is no exception. The management of a tour operating company should set its pricing objectives before determining the price itself.

Respondents were asked to specify the basic pricing objectives. Five objectives were suggested to the respondents by the questionnaire and they were also given the opportunity to inlcude any others that they thought were important. Pricing objectives as found in the tour operating companies appear in Table 6.35 below.

Table 6.35: Pricing Objectives

Objectives	n*	%
1. To sell more travel to Egypt	23	85
2. To maximise the company's profit	18	67
3. To improve the company's share of the Egyptian market	17	63
4. To prevent the company's competitors entering the market.	5	19
5. To obtain travel agencies co-operation	5	19

*Base = 27 = 100%.

Table 6.35 shows that the prime objective of pricing considered by respondents is to sell more travel to Egypt, while maximising the company's profit comes second with 67 per cent of respondents. Taken together, these results suggest a sales orientation.

2.1.2 Major factors considered in pricing Egypt as a Tourist Destination

To obtain information regarding the basis upon which the sample firms set their prices, respondents were asked to indicate the major methods employed by their agencies in setting the price of selling Egypt as a tourist destination. Three methods were suggested by the questionnaire to the respondents who were also invited to add any others that were not found in the question. The results appear in Table 6.36.

* Table 6.36: Method of Pricing

Pricing Bases	n	%
1. Full cost plus profit margin	23	85
2. Competitors price	16	59
3. What the customer will pay	7	26

*Base = 27 = 100%.

As it appears from the above table, the great majority of tour operating companies investigated base their price decisions on cost consideration. A cost-plus approach was mentioned by 85 per cent of respondents, and the marketing and/or managing directors of firms visited justified the adoption of this approach because of the sudden changes in air fares, prices of hotels in Egypt, and the costs of the tourist services and visits (e.g. visits to the museums).

In practice, they add a percentage of profit to the total costs of the Egyptian tourist product to set the selling price of that product. Competitors price ranked second in importance.

From these findings it is quite evident that pricing of Egypt as a tourist destination by the tour operating companies surveyed is definitely oriented towards cost rather than demand. The customer oriented approach is almost neglected. Generally, although the findings revealed that considerable attention was given to the market, respondents were much more cost-oriented in price setting than market-oriented.

This trend might support the view mentioned earlier in the theoretical part of this thesis that tour operators know more about the tourist product costs than about consumer demand. Moreover, while costs are reasonably predictable in the short run (because the fleet has been bought, the hotels have been built, the labor force engaged), revenue estimates are at best educated guesses.*

2.1.3 Price Discounts

The use of different types of discounts may allow a firm flexibility in its pricing decisions. Moreover, discounts could offer incentives for tourist consumers to buy during off-season periods. Discounts may encourage customers to pay cash or to purchase big quantities (longer time of stay in the destination), according to the firms' goals of the discount policy.

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*See Chapter Four, Section three (Pricing Policy).

Respondents were asked to indicate the types of discounts offered to their customers in order to sell more travel to Egypt. Five types of discount were proposed to them by the questionnaire, and the opportunity of adding others was given. The answers received are ranked in order according to the frequency of mention and presented in Table 6.37 below.

Table 6.37: Price Discounts

Type of Discount	n*	%
1. Group discount	17	65
2. Seasonal discount	12	46
3. Trade discount	9	35
4. Cash discount	1	4
5. Length of stay discount	-	-

* Base = 27 = 100%.

Apart from group discounts it appears that tour operators make little use of discounts to encourage purchase.

In the personal interviews, tour operators indicated that they use 'group discounts' for two important reasons. Firstly, to encourage people to visit Egypt in groups rather than individuals, and secondly, it enables them to obtain lower levels of prices from the tourist suppliers, i.e. hotels, airlines, etc., and consequently they would be in a better position and more able to offer group package tours to their customers at lower price levels.

This attitude of tour operating companies can be considered as destination-oriented on one hand as they try to increase the number of tourist arrivals in Egypt, and customer-oriented on the other as they try to offer a lower priced holiday to their customers.

Overall, the majority of tour operating companies surveyed showed evidence of the application of the marketing concept in their pricing decisions.

2.2 Distribution Policy

As pointed out earlier in the theoretical part of this study, conventional marketing teaches that the marketing channel contributes time and place utility to the tangible or intangible product - the appropriate availability of the product at the right time and place. In the recreation-tourism-hotel and motel-transportation complex of services, time and place utility appear to be the essence of the product itself. That is, any attempt to distinguish between the performance utility, and the time and place utility of these services is futile and meaningless.

In this sub-section, the aim is to explore the factors considered by tour operators in their distribution policy to sell more travel to Egypt.

Specifically, two important issues are explored. Firstly, type of the channel of distribution used by tour operators in selling Egypt's tourism to the public in the UK and the Republic of Ireland, and the reasons behind the channel formation. Secondly, factors considered by tour operators to encourage selling more travel to Egypt, i.e. incentives offered to their middle-men and their customers, and the airlines with which they are dealing in transporting their tours to Egypt.

2.2.1 Channels of distribution used and the reasons considered in the channel selection

2.2.1 A. Channels of distribution used: Respondents were asked the question "what type of channel of distribution does your company use in selling Egypt's tourism in the British and Irish markets?", and three alternatives were suggested by the questionnaire to the respondents who were also requested to add any others not included in the question, and to tick all alternatives that apply. The answers received are ranked in order according to the frequency of mention and presented in Table 6.38 below.

Table 6.38: Channels of Distribution used by Tour Operators

Type of the channel	n*	%
1. Tour operator through travel agent to ultimate customer.	26	96
2. Tour operator direct to the ultimate customer.	23	85
3. Tour operator via his own points of sale to ultimate customer.	10	37

*Base = 27 = 100%.

The results clearly indicate full use of all the channels available to the tour operators.

The discussion with the marketing and/or managing directors revealed that their main objective is to sell more travel to Egypt by acquiring an adequate market coverage irrespective of commissions to be paid to travel agents. They also declared, that selling more visits to the country will generate more profits in the long run. This attitude may reflect more volume-orientation rather than profit-orientation, since this policy is aiming at marketing Egypt as a tourist destination to a larger market rather than a restricted one. It is, of course, consistent with the pricing policy as discussed earlier.

2.2.1 B. Reasons considered in the Channel Selection: Tour operators were asked to state the factors which they considered when making their decision to use their existing channel of distribution structure. Four reasons were suggested by the questionnaire to respondents who were also given the opportunity to include any others which they thought were important. The frequency of reasons considered in the channel selection is illustrated in Table 6.39 below.

Table 6.39: Reasons considered in the Channel Selection

Reasons	n*	%
1. The channel provides the company with adequate market coverage	24	89
2. Availability of middlemen	14	52
3. Competitors also use similar channels	5	19
4. Desire of control over the channel	2	7

*Base = 27 (100%)

The great majority of respondents (89 per cent) considered the factor of 'providing the company with adequate market coverage' with prime importance in the channel selection and confirm the emphasis upon volume-orientation rather than profit-orientation, i.e. destination-orientation.

2.2.2 Factors Considered by Tour Operators to sell more Travel to Egypt

2.2.2 A. Incentives offered to middlemen: Respondents were asked whether they offer any special incentives to their middlemen. A list of these incentives was suggested by the questionnaire and respondents were asked to add any others. Table 6.40 lists the various kinds of incentives offered to middlemen ranked in order according to the frequency of mention.

Table 6.40: Incentives offered to Middlemen

Type of Incentive	n*	%
1. Well-stocked with your brochure which promotes Egypt's tourism	23	89
2. Credit	13	50
3. Guarantee against price fluctuation	12	50
4. Co-operative advertising	14	46
5. Salesmen training	11	42

*Base = 26 (100%)

From these findings, one can notice the following:

1. The brochure plays a prominent part in the marketing of Egypt as a tourist destination. The majority of tour operating companies investigated relied heavily on it and hence they tried to secure its distribution to their middlemen. As the outcome of interviews revealed, tour operators viewed the brochure in which the real tourist attractions are listed and described as their product in the same sense as any other consumer product. By securing

its distribution at the retail level, it is viewed as an advertising medium selling the intangible real tourist product.

2. It is worth observing that half (and sometimes more) of the tour operating companies investigated do not offer middlemen many incentives which may expedite the marketing of Egypt as a tourist destination, and which may lead to a closer relationship between tour operating companies and their middlemen.

However, it can be argued that the utilisation and the ability of tour operating companies to offer their middlemen and the tourist customers such services and incentives may depend on the extent to which they are offered similar services and incentives from the Egyptian Tourism bodies (the suppliers of the tourist product). As the findings of the study revealed in the first section of this chapter, more than 50 per cent of tour operating companies surveyed reported that they did not receive such services and incentives from the Egyptian Tourism bodies (Tables 6.24 to 6.27).

Therefore, it is not surprising to find that nearly the same percentage of tour operating companies did not offer such incentives to their middlemen, which may enhance the marketing of the Egyptian tourist attractions.

2.2.2 B. <u>Incentives offered to Tourist customers</u>: The accessibility of a service is essential for tour operating companies. Resources influencing accessibility are, for example, human resources, machines, offices, buildings, and other physical things as well as extra services. These resources can be managed by the marketers of tour operating companies, and they are all aimed at making the tourist facilities and attractions of a destination country quickly and conveniently accessible to tourist customers, and in turn may contribute to an enjoyable holiday.

Therefore, it is expected that the tour operating company which offer an escort service, i.e. a guide accompanying tours to Egypt, the services of his own established branches there, and the services of local Egyptian travel agencies, will make the tourist facilities and attractions of the country more accessible to its customers, and the holiday may be more enjoyable. Similarly, an interest in the customers' actual satisfaction constitutes an important aspect of after-sales service.

The findings of the study regarding services and incentives offered to tourist customers will be presented in two parts. Firstly, we shall present findings related to the escort services. Secondly, we shall present findings which relate to the after-sales service.

2.2.2 B.1. The Study Findings Related to the Escort Services:

Respondents were asked to indicate how their companies channel their tours to Egypt. Four alternatives were suggested by the questionnaire to respondents who were also given the opportunity to add any others were not suggested, and were asked to tick all answers that apply. The answers received are ranked in order according to the frequency of mention and presented in Table 6.41 below.

It is evident from this table that tour operating companies involved in this study tried to make the tourist facilities and attractions of Egypt more accessible to their customers by offering them an escort service.

Table 6.41 <u>The Use of Escort Services</u>

Escort Services	n*	%
1. Escorted tours	23	85
2. Use the service of local Egyptian travel agencies	15	56
3. Unescorted tours	11	41
4. Use the service of your own established branches there.	6	22

*Base = 27 (100%)

In doing so, they used all available services - a guide accompanying tours from the departure points until they come back home, the services of local Egyptian travel agencies, and the services of their own established branches in Egypt. This was also clear from our discussion with the marketing and/or managing directors of the firms visited.

This result indicates that tour operating companies are customer-oriented.

2.2.2 B.2 <u>After-Sales Service:</u> Another important area of investigation was the provision of the after-sales service.

It was hypothesised that the more the tour operator got in touch with his customers visiting Egypt, the more customer-oriented he was.

Respondents were asked to indicate whether or not they offered this service to their customers visiting Egypt. The frequency of answers received is shown below.

Table 6.42: The Frequency of Providing the After-Sales Service

The Use of After-Sales Service	n	%
1. After-sales service provided (got in touch with tourists)	22	82
2. After-sales service not provided	5	18
3. Don't know	-	-
Total valid response	27	100

From the above table, it is clear that the great majority of tour operators got in touch with their customers visiting Egypt.

The discussion with marketing and/or managing directors of the tour operating companies visited revealed that the way by which tour operators got in touch with their customers was either personal interviews (word of mouth) conducted by the guide accompanying tours (tour manager) with tourist customers, or by filling in a simple post tour questionnaire by tourist customers themselves. The aim of both was to determine whether customers were satisfied or dissatisfied and what were the problems and difficulties faced by them to be solved and to be avoided in the subsequent groups. These findings can be described as indicating a strong customer-orientation.

2.2.2 C. <u>Airlines with which Tour Operators are dealing to Transport their Tours to Egypt</u>: National airlines have been considered one of the major components of the tourist product(s) of a tourist destination country. They give accessibility to the destination. Therefore, it was assumed that tour operators who rely heavily on using the national airline (Egypt Air) for transporting their tours to Egypt will be considered as efficient marketers (destination-oriented) to the country as a tourist destination.

Respondents were asked the following question:

"Which airlines does your company deal with in selling your tours to Egypt?" (Please tick all that apply).

1. Egypt Air
2. British Airways
3. Own charter flights
4. Others (please specify) ________________

and yielded the following results:

Table 6.43: <u>Frequency of Deal with Airlines</u>

Airline used	n*	%
1. Egypt Air	22	82
2. British Airways	11	41
3. Others	6	22
4. Own charter flights	2	8

*Base = 27 (100%)

The findings of Table 6.43 show that Egypt Air, the national airline of Egypt, holds a dominant position in the transport market from the UK to the country. This result was to be expected because British Airways are the only alternative available to the tour operators as scheduled flights. Although there are some other airlines who have scheduled flights to the country, they are not daily like Egypt Air.

The findings also suggest an absence of charter flights to the country.

However, charter traffic entails the attainment of very high load factors, that is to say, a high proportion of the available seats to be occupied. Thus, charters predominate on routes of high traffic density such as those from the UK to Spain.

Overall analysis of the distribution policy adopted by tour operating companies investigated, indicates that:

1. They use all available marketing channels in order to market Egypt as a tourist destination to more people.

2. With regard to the incentives offered to middlemen, the majority of tour operating companies surveyed concentrated heavily on keeping their middlemen well stocked with their brochures describing the tourist attractions of Egypt, while selling to middlemen on credit, and giving them the guarantee against price fluctuations as incentives received less attention. The least offered incentives were co-operatice advertising and salesmen training.

3. Tour operating companies appeared to be customer-oriented. The majority of their tours to Egypt were escorted, and the problems or difficulties experienced by customers were investigated, either through personal interviews or by filling in a post-tour questionnaire.

2.3 Promotion Policy

The purpose of this sub-section is to examine the nature of promotional activities carried out by tour operating companies investigated to promote Egypt as a tourist destination. To do so, two important areas are explored. Firstly, the promotional methods used by these firms to promote the country, and secondly, their use of the different advertising media.

2.3.1 Promotional Methods used by Tour Operating Companies to Promote Egypt as a Tourist Destination

In order to determine promotional methods used by tour operating companies to promote Egypt as a tourist destination in the British and Irish markets, the following question was asked:

"Which of the following promotional methods does your company use to promote Egypt as a tourist destination in the British and Irish markets?" (Please tick all that apply).

1. Advertising
2. Sales promotion (brochure, films, etc.)
3. Public relations

4. Publicity
5. Others (Please specify) _______________
6. None

Table 6.44 reviews the methods employed and the answers received.

Table 6.44: Frequency Stated Promotional Methods

Promotional Methods	n*	%
1. Sales promotion (Brochure, films, etc.)	23	85
2. Advertising	18	67
3. Public relations	12	44
4. Publicity	11	41

*Base = 27 (100%).

Clearly, sales promotion and advertising are used as the major promotional methods to promote Egypt as a tourist destination in the British and Irish toruist markets. However, tour operating companies studied relied much more on the use of sales promotion (85 per cent) than advertising (67 per cent) in their promotional mix.

The discussion with the marketing and/or managing directors of the firms visited revealed that they depend mainly on the brochure because it is considered as an advertising medium, while other promotional methods used are considered as supportive to the brochure.

The role of advertising as stated to the researcher in the interviews is to impel the tourist customers towards the points of sale, both the tour operating companies' points of sale, and their intermediaries, where the product is accessible, i.e. listed in the brochure. In other words, the aim of tour operating companies from using advertising, public relations, and publicity is to persuade the tourist customers that they need the product (holiday in Egypt), and in particular, the tour operators' brand of it.

This finding is consistent with the view mentioned earlier in the theoretical part of this study that, because the product in tourism is intangible, producing an elaborate brochure to describe very fully what the product is, plays the prominent part in the marketing of tourism, and the advertising policy in this case will consider the prime objective to be to get the brochure into the hands of the final consumer, and then rely on the brochure to impel him to buy the product (the holiday).

2.3.2 Tour Operating Companies' Use of Advertising Media

An important part of the advertising job consists of deciding on the best selection of specific media vehicles for carrying the advertising message to the target market. Full details on this subject are shown in Table 6.45 below.

The data of this table is based on respondents' answers to the following question:

"How often does your company use the following media of advertising to promote Egypt in the British and Irish markets?" (Please circle the number that best describes your opinion).

	Frequently	Often	Occasionally	Rarely	Never	Don't Know
	1	2	3	4	5	6
1. Television/Radio						
2. Travel Trade publications						
3. National newspapers/magazines						
4. Direct mail						
5. Posters						
6. Billboards						
7. Others (please specify) _____						
8. ______________________						

The findings of Table 6.45 shows that the first two advertising media were the major media used by tour operating companies surveyed to carry the advertising message to the target market.

Two reasons were stated to the researcher in the firms visited to justify this particular use of advertising media. The firms aimed at approaching the public at large with the lowest cost. Tour operators expected that their advertisements in the national newspapers or magazines, or in the travel trade publications will be read by most people. At the same time, the cost of advertising in these particular advertising media is cheaper as compared with TV or radio for instance.

Another interesting finding which was revealed from the discussion with the marketing and/or managing directors of the firms visited is that most tour operating companies which never used any of the advertising media addressed to them by questionnaire are relying solely on their brochures as an advertising medium for

Table 6.45: Tour Operating Companies' Use of Advertising Media

Media Used	Frequently 1		Often 2		Occasionally 3		Rarely 4		Never 5		Don't Know		Total Response		Mean* Value
	n*	%	n	%	n	%	n	%	n	%	n	%	n	%	
1. Direct Mail	6	22	4	15	8	30	4	15	3	11	2	7	27	100	2.760
2. National newspaper/ magazines	6	22	5	19	7	26	5	18	4	15	-	-	27	100	2.852
3. Travel trade publications	1	4	2	7	9	33	7	26	5	19	3	11	27	100	3.542
4. Posters	1	4	-	-	3	11	1	4	16	59	6	22	27	100	4.476
5. TV/Radio	-	-	-	-	1	4	3	11	19	70	4	15	27	100	4.783
6. Billboards	-	-	-	-	-	-	1	4	18	67	8	29	27	100	4.947

*n - number of observations.

*The lower the mean, the higher the use of media was considered by respondents in promoting Egypt as a tourist destination in the British and Irish tourist markets.

the tourist attractions of Egypt. Some of the tour operators with whom the researcher met reported that there is no need to use these different advertising media, since the Egyptian tourist attractions and facilities are described very fully in the brochure and displayed to the public in the points of sale.

From the whole analysis of the promotion policy adopted by tour operating companies studied for the promotion of Egypt as a tourist destination in Britain and the Republic of Ireland, four conclusions can be drawn as follows:

1. Sales promotion, especially the brochure, was considered of prime importance in the firm's promotional mix, and it was supported by other promotional methods, particularly advertising.

2. The major advertising media used were the national newspapers or magazines, travel trade, publications, and direct mail.

3. From (1) and (2) one can additionally conclude that tour operating companies used both marketing strategies in promoting Egypt as a tourist destination in the British and Irish markets - a push strategy which consists of pushing the product (the brochure describing the Egyptian tourist product) through distribution to the consumer, and a pull strategy which involves improving the image of the Egyptian product relying on heavy consumer advertising to draw customers into the retailers' establishments as well as their own points of sale to ask for their brands, i.e. to visit Egypt through their companies.

4. The firms which never used any of the different advertising media were depending solely on the brochure as an advertising medium.

3. Tour Operators' Opinions on Factors that might Restrict Travel to Egypt

The purpose of this sub-section is to obtain a general idea about the views of tour operating companies surveyed on the factors that might restrict their customers from travelling to Egypt. The views of the tourist customers themselves on the factors that might encourage or discourage them to visit the country will be explored in the next chapter.

Respondents were asked to specify these factors using a five-point scale ranging from 'strongly agree' to 'strongly disagree'. Twenty factors were suggested by the questionnaire, and the respondents were also requested to add any others that they thought were important. The factors which were proposed by the questionnaire include those factors related to the tourist facilities and services in Egypt; those concerned with political and cultural aspects of the country; and those of promotional and pricing policies undertaken by the Egyptian Tourism bodies.

These factors were the subject of an extensive discussion carried out by the researcher with the marketing and/or managing directors of the tour operating companies visited. The answers received are ranked in order according to the mean value and presented in Table 6.46 below. The lower the mean, the higher the factor was considered by respondents as an obstacle to travel to Egypt from Britain and Ireland.

Table 6.46: <u>Obstructions of Travel to Egypt</u>

OBSTRUCTIONS	Strongly Agree		Agree		Neither Agree nor disagree		Disagree		Strongly Disagree		Mean Value	N = 100%
	n	%	n	%	n	%	n	%	n	%		
1. Currency exchange problems	10	37	4	15	13	48	–	–	–	–	2,111	27
2. High prices generally	13	48	6	22	3	11	2	8	3	11	2,111	27
3. Lack of charter flights to the country	12	44	4	15	4	15	–	–	7	26	2,481	27
4. Noisy, unhygienic country	2	7	9	33	10	37	4	15	2	8	2,815	27
5. Middle East conflict	3	11	6	22	8	30	4	15	6	22	3,148	27
6. British and Irish tourists are not sufficiently aware of Egypt.	3	11	6	22	8	30	4	15	6	22	3,148	27
7. Unhelpful behaviour of taxi drivers	3	11	3	11	13	48	3	11	5	19	3,148	27
8. Lack of modern beaches	2	8	6	22	7	26	6	22	6	22	3,269	27
9. Lack of comfortable accommodation	1	4	9	33	5	19	3	11	9	33	3,370	27
10. Poor facilities at the tourist information centres.	2	8	4	15	9	33	6	22	6	22	3,370	27
11. Complicated entrance procedures at Cairo Airport	1	4	3	11	13	48	4	15	6	22	3,407	27

/over ...

Table 6.46: Obstructions of Travel to Egypt (Continued) ...

OBSTRUCTIONS	Strongly Agree		Agree		Neither Agree nor disagree		Disagree		Strongly Disagree		Mean Value	N = 100%
	n	%	n	%	n	%	n	%	n	%		
12. It is difficult to obtain visas	3	11	4	15	6	22	5	19	9	33	3,481	27
13. The climate is too hot	1	4	5	18	8	30	4	15	9	33	3,556	27
14. Lack of comfortable transportation	2	8	1	4	9	33	6	22	9	33	3,704	27
15. Poor banking service	-	-	3	11	11	41	4	15	9	33	3,704	27
16. Uncomfortable roads for travelling	-	-	2	7	8	30	10	37	7	26	3,815	27
17. Lack of personal security	1	4	2	7	7	26	6	22	11	41	3,889	27
18. Tour operators are not sufficiently interested in Egypt	1	4	2	7	8	30	4	15	12	44	3,889	27
19. Lack of professional travel agencies	-	-	2	7	7	26	3	11	15	56	4,148	27
20. Rude, unfriendly people	-	-	2	7	3	11	8	30	14	52	5,259	27
21. There is little to do	-	-	-	-	3	11	7	26	17	63	5,519	27

From Table 6.46, it can be observed that respondents considered only the first four factors as major reasons that might restrict travel to Egypt from the British and Irish markets. As the table shows, the percentage of respondents who agreed (strongly agree, agree) with these factors was higher than the percentage of those who disagreed (strongly disagree, disagree).

The findings also show that the remaining factors are considered of less influence in restricting travel to Egypt, where the negative side of the scale (disagree, strongly disagree) outweighed the positive side (strongly agree, agree).

With regard to the first factor, problems of currency exchange, the discussion with the marketing and/or managing directors of the tour operating companies visited revealed that their tourist customers faced many problems to change their money into the local currency of Egypt. These problems are grouped into two major problems, as follows:

1. The existence of black market transactions and illegal rate of exchange caused many troubles to tourists who had no experience with the country. Upon the arrival of any foreign visitor to the International Cairo Airport, he is obliged by law to change a sum of his money equal to twenty Egyptian pounds at the official rate of exchange which is lower than the rate of the black market. Tourists who know about the existence of the black market rate of exchange, change the rest of the money which is needed to be spent on the holiday in Egypt, in the black market. Up until December 1984, there was a big disparity between the official and black market rates of exchange. Official rate of exchange was \$ = LE 0.80, while the black market rate was up and down, ranging between \$ = LE 1.15 to LE 1.45. Tour operators with whom the

researcher met reported that those tourists who have no knowledge about the black market transactions change all money needed at the official rate of exchange at Cairo Airport and this caused them a great loss in the first five minutes which is not a good introduction to the country.

It can be argued that existence of such situation is certainly harmful to both foreign tourists and the balance of payments due to the escape from registration at the Central Bank and the flow of hard currency through non-governmental channels.

In the last few months, it was announced in the Egyptian Press that the government to cope with this problem, i.e. to eliminate the black market transactions in foreign exchange, a committee is assigned to value the Egyptian pound in terms of foreign currencies according to the market forces (demand and supply) every day.

Hopefully, the new official rate of exchange will alleviate or eliminate the influence of the black market.

2. Another problem which was revealed during the course of the interviews is that the banks' staff always insist on changing only the US dollars into local currency and refuse other foreign currencies which were usually accepted after long hassles with visitors. The only justification given by staff of banks to visitors was the urgent need of the country for US dollars.

A further problem in this connection was the refusal of bank staff to exchange any amount of local money left with tourist customers at the end of their holiday into foreign currencies. Tour operators with whom the researcher met were not convinced with the justification given by the staff of banks that the country is in urgent need for foreign currencies.

It should be noted that all these problems are also reported by the tourists themselves as will be discussed later in the next chapter.

From this analysis, it may be suggested that tour operating companies offering the country as a tourist destination should be well informed about the currency regulations to be able to inform their customers. Black market transactions in foreign exchange must disappear and all foreign currencies must be accepted in exchange for local money. The tourist customer should have the right to change any amount of local money left with him at the end of his holiday into his home currency.

The second factor indicated by tour operating companies investigated as an obstacle to travel to Egypt was 'high prices generally'. As Table 6.46 shows, 70 per cent of respondents agreed on this factor (strongly agree, agree) compared with only 19 per cent who disagreed (disagree, strongly disagree), while 11 per cent circled the middle point of the scale.

As mentioned earlier in the first section of this chapter, that although some respondents regarded prices of tourist services and facilities in Egypt as high generally, it does not mean that they are in an absolute sense because they might have considered the value of services offered as low. However, our discussion with the marketing and/or managing directors of the firms visited attributed the high prices to many reasons such as lack of charter flights to the country, importation of most food products from abroad, lack of two and three star hotels, sudden changes in prices of visits to museums and internal flights, and the additional charges put by local authorities on the prices of visits to the attractions located in the provinces.

The third factor indicated by respondents as an obstruction to travel to Egypt was the lack of charter flights to the country.

Charter flights can be run by both tour operators and the Egyptian government. As the results revealed earlier, tour operators send most tours to the country on scheduled flights rather than charter ones.

Tour operators with whom the researcher met indicated that the traffic density does not warrant running charter flights by them except for rare cases in the peak season.

Our discussion with the managing director of Egypt Air in the UK revealed that the Authority of the company in Egypt does not agree with running charter flights from Britain to Egypt because this route is attaining profits. However, if the present capacity of air traffic from the UK to Egypt warrants running charter flights, and the profits expected from increasing the number of tourist arrivals to the country will be more than those attained by the scheduled flights of Egypt Air, one can argue that it may be beneficial to the country to run charter flights and subsidise Egypt Air in case of losses.

However, this argument needs a careful study of the whole situation to decide upon the successful and best alternative.

The fourth factor considered by tour operating companies investigated as one of those reasons that might restrict travel to Egypt was 'noisy, unhygienic country'. Table 6.46 shows that 40 per cent of respondents agreed that the country is noisy and unhygienic (strongly agree, agree), compared with 23 per cent of them who disagreed (disagree, strongly disagree), while 37 per cent circled the middle point of the scale.

This finding was also noted in the first section of this chapter. As our discussion with the marketing and/or managing directors of the tour operating companies visited revealed, the unhygienic conditions were spread throughout the country, in drinks, food, restaurants, roads, toilets, etc. The streets in the main tourist cities were noisy and dirty.

Drawing upon this result, one might suggest that it should be the duty of all government ministers, officials, and the local inhabitants of Egypt to be keen and enthusiastic to keep the country clean and quiet or, at least, the main tourist facilities, i.e. restaurants, etc. should be clean and hygienic.

Main Conclusion

In this section, an attempt was made to explore the current status of marketing activities undertaken by the tour operating companies under investigation to promote Egypt as a tourist destination in the British and Irish tourist markets, as well as the tour operators' views on the factors that might restrict travel to Egypt from these markets.

To do so, three major areas were investigated as follows:

1. The extent of the adoption of the marketing concept by the tour operating companies in makreting Egypt as a tourist destination.

2. Marketing policies and practices:

   (a) Pricing policy.
   (b) Distribution policy.
   (c) Promotion policy.

3. Tour operators' opinions on factors that might restrict travel to Egypt.

It would seem that the marketing concept, with its total integration of business activities designed to provide customer satisfaction (tourist customer, middlemen) as well as the achievement of the companies' goals, is not wholly adopted and implemented by the tour operating companies under investigation in promoting the country as a tourist destination. In other words, marketing as an integrated business activity designed to relate the company to its market is still not wholly realised.

Taking into account this conclusion as well as the conclusion derived from the analysis of the first section of this chapter, that the majority of tour operating companies are familiar with Egypt as a tourist destination, one may claim that the second hypothesis put forward in the previous chapter that "the more familiar tour operators are with Egypt as a tourist destination, the more likely they are to promote visits to the country" is supported.

In the next chapter, an attempt will be made to explore the image and expectations of tourist customers about Egypt as a tourist destination, as well as their experience and satisfaction with the country.

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CHAPTER SEVEN

THE FINDINGS OF THE CUSTOMER SURVEY

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THE FINDINGS OF THE CUSTOMER SURVEY

Introduction

In the previous chapter, tour operators' familiarity with Egypt as a tourist destination and their attitudes towards the country were investigated as a prerequisite for exploring both the marketing activities carried out by Egyptian Tourism bodies to familiarise these tour operators with the country, and those marketing activities undertaken by tour operators themselves to promote Egypt in Britain and the Republic of Ireland.

In this chapter, the findings related to the two separate samples of actual British tourist customers of Egypt will be presented in order to determine, firstly, what image and expecttations they have about the country (H3) and, secondly, to assess their level of satisfaction with Egypt as a tourist destination (H4), from which it is hoped to assess the contribution of the marketing activities carried out by Egyptian Tourism bodies, travel intermediaries, and tour operators to the achievement of the above two objectives.

Statistical methods used in analysing the data were organised and presented as follows:

- The presentation of the basic distributional characteristics of the variables through frequencies.
- Comparison of means for ranked questions in order of importance, the lower the mean, the more important the factor was considered by respondents.

- Cross-tabulation analysis was used in order to determine the significant relationships, if any, between independent variables (marital status, age, educational, and income groups) and dependent variables (reasons considered of importance for the respondents' visit to Egypt, important sources of information influenced them to visit the country, and important ways of visit arrangement) by the use of chi-square test of significance.
- In addition to the above, the analysis will be supported with the outcome of the general comments of respondents on specific issues of the trip.

The issues under investigation in this chapter will be presented in two broad sections as follows:

<u>Section One</u>: Customers' image and expectations of Egypt as a tourist destination.

1. Characteristics of the British tourist customer in Egypt.
2. The image and expectations of the tourist customer about Egypt as a tourist destination.
3. Sources of information which influenced the tourist customer to visit Egypt.
4. How the tourist customers arranged their visits to Egypt.

<u>Main Conclusion</u>.

Section Two: Customers' satisfaction with Egypt as a tourist destination.

1. Customers' satisfaction with the tourist product (facilities, attractions).
2. Customers' views on the pricing system.
3. Customers' opinions on sources of information which helped them while in Egypt to visit the attractions or to use the facilities.
4. The overall satisfaction of the tourist customer with the visit.

Main Conclusion.

Section One

Customers' Image and Expectations of Egypt as a Tourist Destination

Introduction

The aim of this section is to test the validity of hypothesis number three put forward in Chapter Five. That is the attitudes of visitors towards Egypt as a tourist destination are influenced by the marketing activities of the Egyptian Tourism bodies, travel intermediaries, and tour operators offering the country as a destination.

It is worth mentioning that no previous studies were located in the marketing literature which had investigated the image and expectations, the wants and needs of the British tourist customers of Egypt, and their likes and dislikes depsite the fact that the customer's view is a key factor in the prosperity and survival of any tourist destination. It can be stated with confidence, that this is the first research to bridge that gap in the literature.

It is hoped that by obtaining the answers of the sample of British tourists who were going to visit Egypt, in a pre-tour questionnaire, which included how many times they visited the country, what image and expectations they have about it, what sources of information influenced them to go for its attractions, how they arranged their visit to the country, on which airline they were going to fly and why, and their socio-economic characteristics, it would be possible to assess the influence of the marketing activities undertaken by the tourism related bodies (Egyptian and British) on these aspects. Additionally, they can be used as a base for the assessment of the tourist customer's satisfaction with Egypt as a tourist destination which will be explored in the next section in this chapter.

The issues explored in this section will be presented as follows:

I. Characteristics of the British Tourist Customer in Egypt.

In Chapter Two, the nationality of the tourist customer in Egypt in general, and the main countries exporting tourists to the country in particular, were examined. In this sub-section, the socio-economic characteristics of a sample of the British tourist customers visiting Egypt will be analysed. The aim is to provide a solid ground on which the marketing activities of the Egyptian Tourism bodies directed towards the British tourist market can be established or modified. Also, to obtain more insights about the sample of British tourists, their socio-economic characteristics will be used as independent variables in segmenting the tourists according to their image and expectations about Egypt, sources of information influenced them to visit it, and the ways of arrangement of their visit (dependent variables).

In the following sub-section, the findings related to the demographic differences of the sample will be presented and analysed very briefly.

1. Demographic Differences of the Sample of British Tourists Visiting Egypt

1.1 Marital Status

Table 7.1 below shows that the majority of the sample of British tourists visiting Egypt were married couples without children. In the sample very few travellers have children.

Table 7.1: Marital Status of British Tourists Visiting Egypt.

Marital Status Groups	n	%
1. Single traveller	120	36
2. Single traveller with children	8	2
3. Married couple without children	142	43
4. Married couple with children	21	6
5. Single travellers with friends	44	13
Total valid response	335	100

1.2 Classification of the British Tourist Customers by Age Groups

Table 7.2: Age Groups of the British Tourist Customers of Egypt

Age Groups	n	%
1. Under 25 years	42	12
2. 26 - 35 years	92	28
3. 36 - 45 years	60	18
4. 46 - 55 years	78	23
5. 56 - 65 years	49	15
6. 66 years and over	14	4
Total valid response	335	100

From the above table, it can be noticed that 58 per cent of the sample was under 46 years, while those respondents who were over 55 years represent only 19 per cent of the sample. The majority of respondents (69%) were between 26 and 55 years.

1.3 Classification of the British Tourist Customers by Education

Table 7.3: Classification of the British Tourist Customers of Egypt by Education

Type of Education	n*	%
1. Secondary education (below university level)	188	57
2. University education (graduate level)	105	31
3. Postgraduate level	40	12
Total observations	333	100

*N = Number of total responses = 335

Table 7.3 shows that all British tourists visiting Egypt have had at least secondary education.

1.4 Classification of British Tourists Visiting Egypt by Income

Table 7.4: Classification of British Tourists Visiting Egypt by Income

Total Family Income Per Year (£s)	n*	%
1. Under £6,000	20	6
2. £ 6,000 - £10,999	68	22
3. £11,000 - £15,999	61	20
4. £16,000 - £20,999	69	22
5. £21,000 - £25,999	32	10
6. £26,000 and over	61	20
Total observations	311	100

Total valid response = 335 (100%)

Respondents were asked to specify their family total income per year. The answers received on this question were the least among the other demographic differences. These answers were presented in Table 7.4 above.

This table shows that the family total income per year of the majority of respondents (64 per cent) falls between £6,000 and £20,999.

Drawing upon the responses of Tables 7.1 to 7.4, it appears that the major segment in the sample of British tourists visiting Egypt was mainly married couples without children, have had secondary education, aged between 26 and 55 years, and its family total income per year is £11,000 or more.

2. Customers Image and Expectations of Egypt as a Tourist Destination

Although in the tourist literature, different reasons for travel for tourism purposes are reported, very little field research appears to have been undertaken to identify which of these reasons are more emphasised by tourists and which are stressed the least.

The very few surveys undertaken among tourists have classified reasons for travel in terms of experiences disliked or enjoyed. A marketing tourists' survey of the Pacific area in the United States revealed that the most important reasons for choosing a place to visit fell into three groupings which included: [1]

Group One: The most important group

- Warm, friendly people
- Comfortable accommodation
- Beautiful, natural scenary
- Reasonable prices

Group Two: Next in importance

- Attractive customs and way of life
- Good climate
- Beautiful creation of man
- Outstanding food

Group Three: The least important group

- Good shopping
- Exotic environment
- Historical or family ties
- Exceptional recreational facilities

However, determining what image and expectations the tourists have about a tourist destination before they visit it, is mostly neglected as an area of research. Therefore, this research was designed to provide information on this area in the literature by reporting the results of a pre-tour survey which included the reasons and expectations that might be considered of importance to the British tourists in their visit to Egypt.

To begin with, respondents were asked whether they were going to visit the country for the first time. The aim was to explore the extent to which the image they had about Egypt was based on or influenced by a previous visit to the country. The frequency of visits to Egypt is shown below in Table 7.5.

2.1 Customers' Visits to Egypt

Table 7.5: Visits of British Tourists to Egypt

Visits to Egypt	n	%
1. First visit	259	77
2. Second or subsequent visit	76	23
Total valid response	335	100

These findings indicate that the majority of British tourists in the sample were visiting Egypt for the first time.

It may be that the minority of respondents (23 per cent) who repeated their visits to the country, might have visited it for doing business. However, it could also be that they might have experienced the attractions and tourist services and facilities of the country because it is difficult to define when business begins or pleasure ends.

In order to get more insight about the level of experience of those customers with Egypt, they were asked to specify the number of their visits to the country during the last five years. Table 7.6 presents these visits below.

This response indicates that the majority (72 per cent) of those respondents who reported that they have visited Egypt before their last visit, have been there once or twice in the last five years.

Table 7.6: Number of previous visits to Egypt in the last Five Years

	Visits in the last five years	n	%
1.	Once	33	43
2.	Twice	22	29
3.	Three times	12	16
4.	Four times	5	7
5.	Five times	4	5
	Total	76	100

However, this is not to say that these respondents had little experience with Egypt, although the majority of them have visited it once or twice, because they might have visited it for a longer time. The length of stay of British tourists in Egypt will be analysed later on in this chapter.

2.2 The Reasons and Expectations considered to be important for the British Tourist Customers' Visit to Egypt

All the tourists were asked to specify which of the nineteen reasons and expectations proposed to them by the questionnaire were important for their visit to Egypt, using a five-point scale ranging from 'essential' ... to 'not important at all'. Respondents were also given the opportunity to add any others which were thought of importance. These reasons and expectations are ranked in order according to the mean value and presented in Table 7.7 below. The lower the mean, the more important the reason was considered by the respondents.

Table 7.7: Reasons for Travel to Egypt

Degree of Importance / Reasons and Expectations	Essential		2		3		4		Not important at all		Total		Mean Value
	n	%	n	%	n	%	n	%	n	%	n	%	
A. Group One: The most important													
1. Visit historic places (an old civilisation)	288	86	31	9	10	3	4	1.4	2	0.6	335	100	1,212
2. Plenty to do and see	229	68	55	16	9	3	3	1	39	12	335	100	1,710
3. Warm, friendly people	144	43	105	31	46	14	7	2	33	10	335	100	2,045
4. Comfortable accommodation	134	40	94	28	40	12	9	3	58	17	335	100	2,293
5. Reasonable prices generally	113	34	109	32	57	17	12	4	44	13	335	100	2,299
6. Feeling of personal security	127	38	84	25	52	16	11	3	61	18	335	100	2,388
7. Attractive customs and way of life	106	32	95	28	62	19	17	5	54	16	334	100	2,455
8. Good weather	119	35	86	26	51	15	13	4	66	20	335	100	2,466
9. Organised tour	108	32	79	24	56	17	24	7	67	20	334	100	2,590
10. Adventure	105	32	92	28	43	13	18	5	75	22	334	100	2,593
11. Exotic environment	111	33	82	25	49	15	14	4	78	23	334	100	2,599
B. Group Two /continued ...													

/over ...

Table 7.7: Reasons for Travel to Egypt continued ...

Degree of Importance / Reasons and Expectations	Essential		2		3		4		Not important at all		Total		Mean Value
	n	%	n	%	n	%	n	%	n	%	n	%	
B. Group Two: The least important													
12. Quietness, not too many tourists	54	16	54	16	94	28	34	10	99	30	335	100	3,209
13. Education	60	18	56	17	45	13	24	7	149	45	334	100	3,437
14. Health	76	23	35	10	41	12	23	7	159	48	334	100	3,461
15. Being at the seaside (sunny beaches	11	3	16	5	43	13	42	13	222	66	334	100	4,341
16. Sports	8	2	16	5	35	10	36	11	239	72	334	100	4,443
17. Visit friends or relatives	21	6	11	3	10	3	9	3	283	85	334	100	4,562
18. Business	24	7	4	1	3	1	7	2	296	89	334	100	4,644
19. Conferences, meetings, missions	19	6	4	1	8	2	10	3	293	88	334	100	4,659
20. Food	16	5	10	3	4	1	6	2	284	89	320	100	4,662

It should be noticed, however, that because of the critical importance of this area of research to the marketers of Egypt as a tourist destination in one hand, and because it is likely that the importance of these reasons and expectations will differ from one tourist or group of tourists to another, due to the difference of their demographic characteristics in the other, more analysis will be provided by exploring the relationship between these reasons and expectations and the demographic differences of the sample.

From Table 7.7 it appears that the first eleven reasons and expectations included in the first group were considered of importance for the British tourist customers' visit to Egypt because the positive scores (colums 1, 2) of the scale outweighed the negative ones (columns 4, 5). The reverse is true for the reasons and expectations included in the second group.

To put it another way, it may be argued that those reasons and expectations which received more attention from the British tourist customers, constitute their pre-image about Egypt as a tourist destination, while those receiving less or no attention have little or no contribution in this regard.

The important reasons and expectations, therefore, will be discussed in more detail as follows:

As can be seen from Table 7.7 above, the prime reason for the British tourist customers' visit to Egypt was the history of the country and to see its historical monuments. The urge to see ancient Egypt was considered by a great majority of respondents (95 per cent) as essential or important.

Almost at the other extreme, the sample placed less or no importance on 'being at the seaside' for their visit to Egypt. Only 8 per cent of respondents who claimed this as an important reason for their visit to Egypt, compared with the 79 per cent who considered it of less or no importance at all.

These results support the conclusion derived from the findings of tour operators' survey where all of them (100 per cent) perceived Egypt as a destination to be visited for its historical attractions and not as a sun, sea and sand destination like Spain.

Table 7.7 indicates that the sample visited Egypt because of the expectation of things to do and see there, where 84 per cent of respondents considered this expectation essential or important, as opposed to 13 per cent of them who placed less or no importance at all on it.

This result was also concluded from the tour operators' point of view as they ranked the reason 'there is plenty to do and see' next to the reason 'to visit historic places'.

The small difference in mean scores for the remainder (reasons 3 to 11 in the first group) indicates that British tourists viewed them with nearly similar importance.

However, reasons 3 to 6 (i.e. warm, friendly people, confortable accommodation, reasonable prices generally, feeling of personal security) stated in the importance ranking of British tourists for their visit to Egypt, might consistute part of the basic demand for any holiday and that the holidaymaker would first assure these basic demands and then rationalise his choice on more marginal factors.

As Table 7.7 shows, British tourists expected to meet warm, friendly people in Egypt. The findings indicate that 74 per cent of respondents considered this basic demand as essential or important, compared with only 12 per cent who placed less or no importance on it.

This result supports the view mentioned in the theoretical part of this thesis that people almost avoid places where they are not readily accepted and welcomed. There is none more important than the way travellers are treated by the local residents of tourist destinations. Their attitudes toward tourists are extremely important. Nobody will visit places where rudeness has replaced courtesy and where hostility has taken the place of hospitality.*

Comfortable accommodation was also considered to be of substantial necessity for the British tourists' holiday in Egypt where 68 per cent of respondents assured its importance, as opposed to only 20 per cent of them who did not care about it as they might be confirmed with the comfortableness of accommodation by the brochure received.

British tourists expected to use tourist services and facilities or to get special merchandise in Egypt at reasonable prices. As can be seen from Table 7.7, 66 per cent of respondents considered the price factor as essential or important for their visit to Egypt.

It can also be seen from the findings of Table 7.7 above that the sample considered their feeling of personal security as an important factor for their holiday in Egypt when 63 per cent of respondents reported this factor as essential or important.

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*See Chapter Three - Sub-section (Tourism Motivation).

Reasons and expectations from 7 to 11 in the first group of table 7.7 were also considered of importance for the British tourists' visit to Egypt.

The findings show that a majority of respondents (61 per cent) visiting Egypt seeking good weather, as opposed to 24 per cent who placed less or no importance on this issue.

Respondents indicated that the availability of organised tours to Egypt was considered to be essential or important to 56 per cent of them, compared with 27 per cent who expressed less or no importance in this respect.

Table 7.7 also shows that British tourists expected and placed their attention on enjoying attractive customs and way of life of the Egyptians (60 per cent essential or important), safe adventure in the country (6o per cent), and exotic environment (58 per cent).

<u>Unimportant reasons for visiting Egypt</u>

The findings of reasons and expectations included in the second group of table 7.7 above indicate that respondents considered them as marginal for their visit to Egypt.

Specifically, the majority of respondents did not visit the country for: quietness, not too many tourists (40% not important, 32% important); education (52% not important, 35% important); health (55% not important, 33% important); being at the seaside (79% not important, 8% important); sports (83% not important, 7% important); visit friends or relatives (88% not important, 9% important); business (91% not important, 8% important);

conferences, meetings, missions (91% not important, 7% important); and outstanding food (91% not important, 8% important).

These results might be so because most types of tourism above (included in group two of table 7.7), although existing in Egypt, are not developed to an international standard, and hence tourists did not know about their existence.

However, as mentioned in chapter two, the Egyptian Tourism Authorities have taken actual steps in developing these types of tourism (i.e. health, sports, beaches, business, conferences, etc.).

Drawing upon the whole findings of reasons and expectations considered either important or unimportant for the British tourists' visit to Egypt, one might conclude that the image of the country as a possible tourist destination is entirely based on its ancient civilisation and hence on sightseeing. Respondents also expected to see attractive customs, exotic environment, friendly people, and anticipated to find comfortable accommodation, reasonable prices, good weather, and to feel secure while in the country.

With regard to reasons and types of tourism considered unimportant for the British tourists' visit to the country, i.e. beaches, sports, health, conferences, etc., one might stress that the decision whether to develop such types of tourism for foreign tourists should be based upon the ultimate economic and social costs and benefits of a careful study. It would also be necessary first to undertake a detailed market analysis (in the most important countries exporting tourists to Egypt) which would be the reliable means of identifying and assessing the potential buyers of the proposed tourist types.

It might be more beneficial if an independent specialised international agency with sufficient experience in tourist market studies was commissioned to undertake such study.

In this way, because Egypt has adopted an open-door policy for foreign investments in the country, such kind of study might give potential investors the required confidence in the published results.

In the following sub-section, an attempt will be made to identify the relationship, if any, between reasons and expectations considered of importance for respondents' visits to Egypt and their demographic differences.

2.3 The Relationship between Important Reasons and Expectations for Visiting Egypt and Demographic Differences

In order to gain more understanding of the reasons and expectations considered of importance for the respondents' visit to Egypt, a cross-tabulation analysis was made to determine the relationship, if any, between the dependent variables (i.e. reasons and expectations considered of importance for the respondents' visit to Egypt), and independent variables (i.e. marital status, age, education, and income groups) by the use of x^2 test of significance as the statistical measure of goodness-of-fit between them. The significant relationships, if any, will be presented at the 95% and 99% levels of confidence.

It should be noticed, however, that our main interest in using the cross-tabulation analysis is to examine the way in which each group of respondents (e.g. single, married couple, etc.) expressed their views on each reason or expectation.

Thus, the percentage of level of importance will be expressed on row rather than column basis.

The following is an illustration of these relationships in some detail.

2.3.1 The Relationship between the Importance of Historical Attractions of Egypt and Demographic Differences

The cross-tabulation analysis showed that all variables included were statistically independent. There were no significant relationships between the levels of importance of historical attractions of Egypt (dependent variables) and demographic differences of respondents (independent variables). Everyone considered this to be the important reason.

2.3.2 The Relationship between the Expectation of 'Plenty to do and see in Egypt' and Demographic Differences

The findings of table 7.8 show that very clear relationships exist between the different age, and educational groups, and the importance of the expectation of 'plenty to do and see in Egypt' as a reason for the respondents' visit to the country, while the other demographic dimensions (i.e. marital status groups, income groups) were statistically independent.

The findings also show that the oldest age group (56+) were less concerned with the expectation in question than other groups, while all educational groups viewed it in similar ways.

Table 7.8: The Expectation of 'Plenty to do and see in Egypt' by Demographic Differences

Demographic Differences		Essential 1	2	3	4	Not important at all 5	Total response of each Group	Level of Significance
A. Age Groups								**
1. Under 36 years	No	101 [1]	24	1	-	8	134	
	%	75	18	0.7	-	5.3	100%	
2. 36 - 55 years	No	89	25	7	2	15	138	
	%	64	18	6	1	11	100%	
3. 56 + years	No	39	6	1	1	16	63	
	%	62	10	1.5	1.5	25	100%	
Total response of each level of importance		229	55	9	3	39	335	
B. Educational Groups								**
1. Secondary (below university level)	No	140	24	3	1	20	188	
	%	74	13	2	0.5	10.5	100%	
2. University (graduate level)	No	66	21	2	2	14	105	
	%	63	20	2	2	13	100%	
3. Postgraduate level	No	21	10	4	-	5	40	
	%	52	25	10	-	13	100%	
Total response of each level of importance		227	55	9	3	~~39~~ 39	333	

(1) To be read, 101 (75%) of respondents under 36 years (total 134 (100%)) considered the expectation of 'plenty to do and see in Egypt' as essential for their visit to Egypt.
** Significant relationship at the 99% level of confidence.

2.3.3 The Relationship between the Expectation of Meeting 'Friendly People' and Demographic Differences

Table 7.9 shows clear relationships between the importance of the expectation of meeting warm, friendly people in Egypt as a reason for the respondents' visit to the country and income groups only, while other demographic dimensions were not related.

It can also be seen from the findings that the richest group £21,000 +) was the most concerned with meeting friendly people in Egypt.

2.3.4 The Relationship between the Importance of 'Comfortable Accommodation' and Demographic Differences

With the exception of marital status dimension, Table 7.10 shows perfect or very significant relationships between the importance of finding 'comfortable accommodation in Egypt' and all other demographic differences.

Table 7.10 also shows that the oldest age group (56+) was the least concerned with comfortable accommodation, although they might need it much more than any other younger group. Other demographic groups had nearly similar views except the richest group of respondents (£21,000 +) who were more concerned with the reason in question than other income groups.

2.3.5 The Relationship between the Expectation of 'Reasonable Prices' and Demographic Differences

The findings of Table 7.11 show clear associations between the importance of 'reasonable prices of tourist services and facilities, and goods in Egypt', as a reason or motivation to respondents to visit the country, and all their demographic differences (i.e. marital status, age, educational, and income groups).

Table 7.9: Expectation of Meeting 'Friendly People' by Demographic Differences

Demographic Differences		Essential 1	2	3	4	Not important at all 5	Total response of each Group	Level of Significance
A. Income Groups								**
1. Under £11,000	No	44 (1)	20	5	2	17	88	
	%	50	23 73	6 79	2	19	100%	
2. £11,000 - £20,999	No	48	41	28	2	11	130	
	%	37	32 69	22 91	1	8	100%	
3. £21,000 +	No	41	36	11	1	4	93	
	%	44	39 83	12 89	1	4	100%	
Total response of each level of importance		133	97	44	5	32	311	

(1) To be read, 44 (50%) of respondents whose family total income was under £11,000 per year (total 88 = 100%) considered the expectation of meeting friendly people in Egypt as an essential reason for their visit to Egypt.

** Significant relationship at the 99% level of confidence.

Table 7.10: The Importance of Comfortable Accommodation by Demographic Differences

Demographic Differences		Essential 1	2	3	4	Not important at all 5	Total response of each Group	Level of Significance
A. Age Groups								**
1. Under 36 years	No	55[1]	47	18	5	9	134	
	%	41	35	13	4	7	100%	
2. 36 - 55 years	No	53	35	20	2	28	138	
	%	38	27	14	1	20	100%	
3. 56 +	No	26	12	2	2	21	63	
	%	41	19	3	3	34	100%	
Total response of each level of importance		134	94	40	9	58	335	
B. Educational Groups								**
1. Secondary (below university	No	94	47	17	3	27	188	
level)	%	50	25	9	2	14	100%	
2. University (graduate level)	No	28	35	14	5	23	105	
	%	27	33	13	5	22	100%	
3. Postgraduate level	No	12	12	9	1	6	40	
	%	30	30	22	3	15	100%	
Total response of each level of importance		134	94	40	9	56	333	
C. Income Groups/...								

Table 7.10: The Importance of Comfortable Accommodation by Demographic Differences (continued ...)

Demographic Differences		Essential 1	2	3	4	Not important at all 5	Total response of each Group	Level of Significance
C. Income Groups								
1. Under £11,000	No	43	20 63	3	3	19	88	**
	%	49	23	3	3	22	100%	
2. £11,000 - £20,999	No	46	33 79	24	5	22	130	
	%	35	25	18	4	17	100%	
3. £21,000 +	No	38	35 73	11	1	8	93	
	%	41	38	12	1	8	100%	
Total response of each level of importance		127	88	38	9	49	311	

(1) To be read, 55 (41%) of respondents whose age was under 36 years (total 134 = 100%) considered comfortable accommodation as an essential reason for their visit to Egypt.

** Significant relationship at the 99% level of confidence, or more.

Table 7.11: The Importance of 'Reasonable Prices Generally' by Demographic Differences.

Demographic Differences		Essential 1	2	3	4	Not important at all 5	Total response of each Group	Level of Significance
A. Marital Status								**
1. Single or single with friends	No	71 (1)	43	24	7	19	164	
	%	43	26	15	4	12	100%	
2. Married couples without	No	31	57	26	3	25	142	
children	%	22	40	18	2	18	100%	
3. Married couples, or singles	No	11	9	7	2	-	29	
with children	%	38	31	24	7	-	100%	
Total response of each level of importance		113	109	57	12	44	335	
B. Age Groups								**
1. Under 36 years	No	42	50	28	3	11	134	
	%	31	37	21	2	9	100%	
2. 36 - 55 years	No	46	45	22	7	18	138	
	%	33	33	16	5	13	100%	
3. 56 +	No	25	14	7	2	15	63	
	%	40	22	11	3	24	100%	
Total response of each level of importance		113	109	57	12	44	335	
C. Educational Groups/...								

/over ...

Table 7.11: The Importance of 'Reasonable Prices Generally' by Demographic Differences (continued ...)

Demographic Differences		Essential 1	2	3	4	Not important at all 5	Total response of each Group	Level of Significance
C. Educational Groups								*
1. Secondary (below university	No	76	54	33	4	21	188	
level	%	40	29	18	2	11	100%	
2. University (graduate level)	No	29	35	17	7	17	105	
	%	28	33	16	7	16	100%	
3. Postgraduate level	No	8	20	7	1	4	40	
	%	20	50	17.5	2.5	10	100%	
Total response of each level of importance		113	109	57	12	42	333	
D. Income Groups								**
1. Under £11,000	No	41	20	10	1	16	88	
	%	47	23	12	1	17	100%	
2. £11,000 - £20,999	No	32	48	26	7	17	130	
	%	25	37	20	5	13	100%	
3. £21,000 +	No	30	34	19	4	6	93	
	%	32	37	20	4	7	100%	
Total response of each level of importance		103	102	55	12	39	311	

(1) To be read, 71 (43%) of respondents who were single orsingle with friends considered 'reasonable prices' as an essential reason for their visit to Egypt.
** Significant relationship at the 99% level of confidence.
* Significant relationship at the 95% level of confidence.

The findings also show that all demographic groups placed similar importance on the reason in question. This result shows the importance of price factor in the destination choice by tourists.

2.3.6 The Relationship between the Importance of 'Feeling of Personal Security' and Demographic Differences

The data in Table 7.12 below, shows clear relationships between 'feeling of personal security' as an important reason for the respondents' visit to Egypt and their age and income groups only, while other demographic differences appeared not to be related.

The data also shows that the oldest age group (56 +) was of the least concern with their security in Egypt (46 per cent essential or important). The richest group (£21,000 +) was much more concerned with personal security than other income groups.

2.3.7 The Relationship between the Importance of 'Attractive Customs and Way of Life' and Demographic Differences

Apart from age groups, all other demographic dimensions (i.e. marital status, educational, and income groups) appeared to be statistically not related to 'attractive customs and way of life' as an important reason for respondents' visit to Egypt.

As the case with most reasons discussed above, Table 7.13 shows that the respondents belonging to the oldest age group (56 +) were the least concerned with the reason in question.

Table 7.12: The Importance of 'Feeling of Personal Security' by Demographic Differences.

Demographic Differences		Essential 1	2	3	4	Not important at all 5	Total response of each Group	Level of Significance
A. Age Groups								**
1. Under 36 years	No	53[(1)]	38	22	4	17	134	
	%	40	28	16	3	13	100%	
2. 36 - 55 years	No	53	38	17	7	23	138	
	%	38	28	12	5	17	100%	
3. 56 + years	No	21	8	13	-	21	63	
	%	33	13	21	-	33	100%	
Total response of each level of importance		127	84	52	11	61	335	
B. Income Groups								**
1. Under £11,000	No	39	12	7	1	29	88	
	%	44	14	8	1	33	100%	
2. £11,000 - £20,999	No	42	34	29	6	19	130	
	%	32	26	22	5	15	100%	
3. £21,000 +	No	37	34	12	3	7	93	
	%	40	37	13	3	7	100%	
Total response of each level of importance		118	80	48	10	55	311	

(1) To be read, 53 (40%) of respondents whose age was under 36 years (total 134 = 100%) considered the importance of 'feeling of personal security' for their visit to Egypt.

** Significant relationship at the 99% level of confidence.

Table 7.13: <u>The Importance of 'Attractive Customs and Way of Life' by Demographic Differences</u>.

Demographic Differences		Essential 1	2	3	4	Not important at all 5	Total response of each Group	Level of Significance
A. Age Groups								**
1. Under 36 years	No	46	40	16	12	10	134	
	%	34	30	19	9	8	100%	
2. 36 - 55 years	No	48	39	26	5	20	138	
	%	35	28	19	4	14	100%	
3. 56 + years	No	12	16	10	1	24	63	
	%	19	25	16	2	38	100%	
Total response of each level of importance		106	95	62	18	54	335	

(1) To be read, 46 (34%) of respondents whose age was under 36 years (total 134 = 100%) considered 'attractive customs and way of life' as an essential reason for their visit to Egypt.

** Significant relationship at the 99% level of confidence.

2.3.8 The Relationship between the Importance of 'Good Weather' and Demographic Differences

Marital status, and income groups appeared to be statistically independent from 'good weather' as an important reason for the respondents' visit to Egypt.

Table 7.14 shows that respondents of the oldest age group (56 +) did not care about weather in Egypt, as the negative scores of the scale (columns 4, 5) outweighed the positive ones. The least educated group (No.1) appeared to be of the most concern with weather among other educational groups.

2.3.9 The Relationship between the Importance of 'Organised Tour' and Demographic Differences

Apart from marital status groups, Table 7.15 shows very significant relationships between 'organised tour', as an important reason for the respondents' visit to Egypt, and all other demographic dimensions.

Table 7.15 also suggests that respondents of the oldest age group (56 +) were not concerned with the availability of organised tours to Egypt as a reason for their visit to the country, where their negative scores of the scale (columns 4, 5) outweighed the positive ones (columns 1, 2).

Also, the importance of the reason in question decreased gradually from the point of view of the least educated group (No.1) (66 per cent essential or important) to the most educated group (No.3) (37 per cent).

With regard to income groups, respondents of group one, the least income group, were of the most concern with the availability of organised tours to Egypt.

Table 7.14: The Importance of 'Good Weather' by Demographic Differences.

Demographic Differences		Essential 1	2	3	4	Not important at all 5	Total response of each Group	Level of Significance
A. Age Groups								**
1. Under 36 years	No	53 (1)	39	22	5	15	134	
	%	40	29	16	4	11	100%	
2. 36 - 55 years	No	51	36	21	3	27	138	
	%	37	26	15	2	20	100%	
3. 56 + years	No	15	11	8	5	24	63	
	%	24	17	13	8	38	100%	
Total response of each level of importance		119	86	51	13	66	335	
B. Educational Groups								**
1. Secondary (below university	No	84	44	26	4	30	188	
level)	%	45	23	14	2	16	100%	
2. University (graduate level)	No	23	31	16	8	27	105	
	%	22	29	15	8	26	100%	
3. Postgraduate level	No	12	11	9	1	7	40	
	%	30	28	22	2	18	100%	
Total response of each level of importance		119	86	51	13	64	333	

(1) To be read, 53 (40%) of respondents whose age was under 36 years (total 134 = 100%) considered 'good weather' as an essential reason for their visit to Egypt.

** Significant relationship at the 99% level of confidence.

Tab.e 7.15: The Importance of 'Organised Tour' by Demographic Differences.

Demographic Differences		Essential 1	2	3	4	Not important at all 5	Total response of each Group	Level of Significance
A. Age Groups								**
1. Under 36 years	No	39 [1]	35	24	16	20	134	
	%	29	26	18	12	15	100%	
2. 36 - 55 years	No	48	39	22	4	24	137	
	%	35	28	16	3	18	100%	
3. 56 + years	No	21	5	10	4	23	63	
	%	33	8	16	6	37	100%	
Total response of each level of importance		108	79	56	24	67	334	
B. Educational Groups								**
1. Secondary (below university	No	78	45	25	8	32	188	
level)	%	42	24	13	4	17	100%	
2. University (graduage level)	No	25	24	19	14	22	104	
	%	24	23	18	14	21	100%	
3. Postgraduate level	No	5	10	12	2	11	40	
	%	12	25	30	5	28	100%	
Total response of each level of importance		108	79	56	24	65	332	
C. Income Groups/...								

/over ...

Table 7.15: The Importance of 'Organised Tour' by Demographic Differences (continued ...)

Demographic Differences		Essential 1	2	3	4	Not important at all 5	Total response of each Group	Level of Significance
C. Income Groups								**
1. Under £11,000	No	28	16	8	6	19	87	
	%	44	18	9	7	22	100%	
2. £11,000 - £20,999	No	37	29	26	8	30	130	
	%	28	22	20	6	24	100%	
3. £21,000 +	No	22	29	21	9	12	93	
	%	24	31	23	9	13	100%	
Total response of each level of importance		97	74	55	23	61	310	

(1) To be read, 39 (29%) of respondents whose age was under 36 years (total 134 = 100%) considered 'organised tour' as an essential reason for their visit to Egypt.

** Significant relationship at the 99% level of confidence.

2.3.10 The Relationship between the Importance of 'Adventure' and Demographic Differences

With the exception of income differences, Table 7.16 shows significant relationships between 'adventure' as an important reason for the respondents' visit to Egypt, and all other demographic dimensions.

With regard to marital status groups, those who have children with them placed more importance on 'adventure' than those without children. Also, the youngest age group (under 36 years) was much more concerned with making adventure than other age groups, while the oldest one was indifferent in this regard as the positive scores equal the negative ones. Those who were of the least education level (No.1) were more interested in adventure than other educational groups).

2.3.11 The Relationship between the Importance of 'Exotic Environment' and Demographic Differences

No significant relationship exists between 'exotic environment' as an important reason for the respondents' visit to Egypt, and marital status, and educational groups.

As can be seen from Table 7.17, respondents of the oldest age group (56 +) placed no importance on 'exotic environment' as a reason for their visit to the country, as their positive scores of the scale (columns 1, 2) (34%) were less than the negative ones (4, 5) (55%).

Respondents of the richest group (£21,000 +) were more concerned with the reason in question than other income groups.

Table 7.16: The Importance of 'Adventure' by Demographic Differences.

Demographic Differences		Essential 1	2	3	4	Not important at all 5	Total response of each Group	Level of Significance
A. Marital Status Groups								*
1. Singles, or singles with	No	62 (1)	33	20	8	40	163	
friends	%	38	20	12	5	25	100%	
2. Married couples without	No	33	51	22	7	29	142	
children	%	23	36	16	5	20	100%	
3. Singles or married with	No	11	8	1	3	6	29	
children	%	38	28	3	10	21	100%	
Total response of each level of importance		106	92	43	18	75	334	
B. Age Groups								**
1. Under 36 years	No	58	34	20	7	15	134	
	%	43	25	15	5	12	100%	
2. 36 - 55 years	No	35	44	14	8	36	137	
	%	26	32	10	6	26	100%	
3. 56 + years	No	13	14	9	3	24	63	
	%	21	22	14	5	38	100%	
Total response of each level of importance		106	92	43	18	75	334	
C. Educational Groups/...								

/over ...

Table 7.16: The Importance of 'Adventure' by Demographic Differences (continued ...)

Demographic Differences		Essential 1	2	3	4	Not important at all 5	Total response of each Group	Level of Significance
C. Educational Groups								**
1. Secondary (below University	No	78	43	18	9	40	188	
level)	%	41	23	10	5	21	100%	
2. University (graduate level)	No	18	35	21	6	24	104	
	%	17	34	20	6	23	100%	
3. Postgraduate level	No	10	14	4	3	9	40	
	%	25	35	10	7	23	100%	
Total response of each level of importance		106	92	43	18	73	332	

(1) To be read, 62 (38%) of singles, or singles with friends (total 163 = 100%) considered 'adventure' as an essential reason for their visit to Egypt.

** Significant relationship at the 99% level of confidence.
* Significant relationship at the 95% level of confidence.

Table 7.17: The Importance of 'Exotic Environment' by Demographic Differences.

Demographic Differences		Essential 1	2	3	4	Not important at all 5	Total response of each Group	Level of Significance
A. Age Groups								**
1. Under 36 years	No	52 (1)	32	27	4	19	134	
	%	39	24	20	3	14	100%	
2. 36 - 55 years	No	46	42	15	6	28	137	
	%	34	31	11	4	20	100%	
3. 56 + years	No	13	8	7	4	31	63	
	%	21	13	11	6	49	100%	
Total response of each level of importance		111	82	49	14	78	334	
B. Income Groups								
1. Under £11,000	No	28	17	10	2	30	87	*
	%	32	20	11	2	35	100%	
2. £11,000 - £20,999	No	40	34	25	7	24	130	
	%	31	26	19	5	19	100%	
3. £21,000 +	No	34	29	10	5	15	93	
	%	37	31	11	5	16	100%	
Total response of each level of importance		102	80	45	14	69	310	

(1) To be read, 52 (39%) of respondents whose age was under 36 years (total 134 = 100%) considered 'exotic environment' as an essential reason for their visit to Egypt.

** Significant relationship at the 99% level of confidence.

* Significant relationship at the 95% level of confidence.

Summary

Drawing upon the whole analysis of reasons and expectations considered of importance for the respondents' visit to Egypt, the following conclusions can be derived:

i. The analysis showed many significant and clear relationships between the importance of these reasons and the respondents' demographic differences.

ii. Apart from respondents of the oldest age group (56 +) who were either indifferent towards, or were not concerned with, some of the reasons and expectations addressed to them, all other demographic groups demonstrated different levels of importance and attention toward all reasons.

In the following sub-section, sources of information which influenced British tourists to visit Egypt will be examined.

3. Sources of Information Influenced British Tourists to Visit Egypt

The aim in this regard was to explore the extent to which marketing efforts undertaken by the Egyptian Tourism bodies, travel intermediaries, and tour operators offering Egypt as a tourist destination have influenced British tourists to visit the country.

Respondents were asked to indicate what sources of information influenced them to visit the country. Fifteen sources were suggested to them by the questionnaire, and the opportunity to add any others was given. The study findings revealed these sources as they appear from Table 7.18 in order of frequency of mention.

Table 7.18: Sources of Information Influenced British Tourists to Visit Egypt

Sources of Information	n*	%
1. Their own interest, helped by TV documentary films, etc.	172	52
2. Recommended by friends or relatives	97	29
3. Previous experience	58	17
4. Tourist literature received from tourist office representing Egypt	55	16
5. Newspapers/magazine articles, conferences (Publicity)	51	15
6. Newspapers/magazine advertising by tour operators	44	13
7. Recommended by travel agents	40	12
8. Recommended by tour operators	31	9
9. Newspapers/magazine advertising by Egypt	20	6
10. Newspapers/magazine advertising by travel agents	20	6
11. Cinema, radio, TV advertising by Egypt	18	5
12. Tourism fairs and exhibitions made by Egypt	18	5
13. Business associate	18	5
14. Cinema, radio, TV advertising by tour operators	8	2
15. Cinema, radio, TV advertising by travel agents	8	2
16. Outdoor posters	5	1

*Number of total valid response = 335 (100%)

NB: Total response of this table is more than 100% due to the respondents' choice of more than one source.

The findings indicate that the respondents' own interest helped by documentary films shown on TV have encouraged them to visit Egypt much more than any other source of information. As Table 7.18 shows, 52 per cent of respondents stated that their own interest, films seen on TV about Egypt's history of the 7,000 years, and the historical attractions such as the Pyramids, Sphinx, Tut Ankh Amon, etc. have motivated them to travel to the country to see its wonders.

Recommendations of friends and relatives were the second factor contributing to the arrival of respondents in Egypt, where 29 per cent of them reported that such considerations encouraged them to travel to the country for the purpose of tourism, while 17 per cent, and 15 per cent of respondents mentioned that previous experience, and publicity, respectively, were relevant here. It should be noticed, however, that these sources of information might have contributed to the creation of the respondents' own interest to visiting the country.

Promotional activities carried out by Egyptian Tourism bodies, travel intermediaries, and tour operators seem to have little effect in this regard.

As can be seen from Table 7.18, only 16 per cent of respondents who reported the receipt of tourist literature from the Egyptian State Tourist Office in London - some of them wrote on the questionnaire "although it was requested, we received nothing!"; 6 per cent who read advertisements in newspapers, magazines, 5 per cent saw or heard advertisements in cinema, radio, TV, and the same proportion reported the participation in fairs and exhibitions about tourism in Egypt.

Tour operators and travel agents were not better than Egypt, but similar. As the findings indicate, very small proportions of respondents who were influenced by the promotional efforts of British travel trade (tour operators, travel agents) to visit Egypt.

Drawing upon these findings, it may be suggested that sufficient and efficient promotional programmes should be adopted first by Egyptian Tourism bodies in order to enhance the initial motives of the British public to create the desire for visiting the country. Then, sufficient and efficient promotional activities can be carried out by British travel trade in order to transfer the desire to visit into actual bookings and to contribute to the arrival of more tourists in Egypt. In other words, the creation of favourable image and desire to visit Egypt should be mainly the task of the Egyptian Tourism bodies.

3.1 The Relationship between Sources of Information Influenced Tourists to Visit Egypt and Demographic Differences

It was thought useful for all tourism bodies to present a cross-tabulation analysis to determine if any significant relationships exist between dependent variables (sources of information) and independent variables (i.e. marital status, age, educational, and income dimensions) by the use of X^2 test of significance at the 95% and 99% levels of confidence.

The cross-tabulation analysis resulted in a significant relationship between some sources of information (i.e. tourists own interest helped by TV documentary films, newspapers or magazine advertising by tour operators, previous experience, and recommendations of friends and relatives) and some demographic differences (i.e. marital status, educational and income groups), Tables 7.19 to 7.21 show these relationships.

From the tables it would appear that personal communications or personal selling and word-of-mouth play an important role in marketing Egypt as a tourist destination. However, this is not to say that the roles of other methods of communications can be denied.

Table 7.19: <u>Sources of Information by Marital Status Groups</u>

Marital Status Groups		Tourists' own interest helped by TV documentary films	Newspapers/magazine advertising by tour operators	Total response of each group
1. Singles, or singles with friends	No	74[(1)]	15	164
	%	45	9	100%
2. Married couples without children	No	87	27	142
	%	62	19	100%
3. Singles or married with children	No	11	2	52
	%	21	4	100%
Total response of each source of information		172	44	
Level of significance		*	*	

(1) To be read, 74 (45% of singles, or singles with friends (total 164 = 100%) were influenced by their own interest helped byTV documentary films to visit Egypt.

* Signiificant relationship at the 95% level of confidence.

Table 7.20: <u>Sources of Information by Educational Groups</u>

Educational Groups		Previous experience	Total response of each group
1. Secondary (below university level)	No	20 (1)	188
	%	11	100%
2. University (graduate level)	No	26	105
	%	25	100%
3. Postgraduate level	No	12	40
	%	30	100%
Total response of each source of information		58	
Level of significance		**	

(1) To be read, 20 (11%) of respondents who have had secondary education (total 188 = 100%) were influenced by previous experience to visit Egypt.

** Significant relationship at the 99% level of confidence.

Table 7.21: Sources of Information by Income Groups.

Income Groups		Recommended by friends or relatives	Previous experience	Total response of each group
1. Under £11,000	No	32 (1)	10	88
	%	36	11	100%
2. £11,000 - £20,999	No	25	20	130
	%	19	15	100%
3. £21,000 +	No	40	28	93
	%	43	30	100%
Total response of each source of information		97	58	
Level of significance		**	**	

(1) To be read, 32 (36%) of respondents whose family total income was under £11,000 per year (total 88 = 100%) were influenced by recommendations of friends or relatives to visit Egypt.

** Significant relationship at the 99% level of confidence.

In the following sub-section, another important area of research will be explored. That is the ways by which respondents arranged their visits to Egypt.

4. Arrangements of the British Tourists' Visits to Egypt

In order to obtain more information about the contribution of the Egyptian Tourism bodies, and the British travel trade to the selling of visits to Egypt, the questionnaire included questions aimed at clarifying the role of these tourism bodies in two points; first, arrangements of visits to the country and, second, the airlines used for transporting tourists to it.

4.1 Customers' Ways of Visit Arrangement

Respondents were asked to indicate how they arranged their visit to Egypt. Twenty two ways of arrangement were suggested to them by the questionnaire. However, they were also requested to add any others not included. Table 7.22 presents a breakdown of the ways by which respondents arranged their visits to Egypt, ranked in order according to the frequency of mention.

From Table 7.22 below, it appears that the escorted group package tour which was made by the tour operator predominated all other arrangements of the respondents' visit to Egypt, where 101 tourists with 30 per cent of respondents reported the use of such arrangement.

The second type of arrangement was "personal arrangement made by travel agent for a package tour". This type was nearly similar to the first one in its importance of use, where 100 tourists with 30 per cent of respondents indicated the use of such arrangement.

Table 7.22: Arrangements of British Tourists' Visit to Egypt

Arrangements of Visits to Egypt	n	%
1. Group package tour made by tour operator (escorted)	101	30
2. Personal arrangement made by travel agent for a package tour	100	30
3. Group package tour made by travel agent escorted)	42	13
4. Group package tour made by tour operator (unescorted)	25	7
5. Personal arrangement made by travel agent for transportation and accommodation	17	5
6. Group package tour made by convention organiser (escorted)	13	4
7. Personal arrangement made by travel agent for transport	10	3
8. Personal arrangement made by self	10	3
9. Group package tour made by travel agent (unescorted)	9	3
10. Miscellaneous (arrangements made by Egyptian Educational Bureau in London, Schools in Egypt, etc.	6	2
Total valid response	333	100

The role of the tourist in this type of arrangement is similar to the previous one, except that the tour is not entirely pre-planned, the tourist has a certain amount of control over his time and itinerary and is not bound to a group. However, all of his major arrangements, i.e. transportation, accommodation, etc. are made through a tourist agency. His excursions do not bring him much further afield than do those of the escorted group package tour.

Table 7.22 shows that the third and fourth arrangements were escorted and unescorted group package tours made by travel agent or tour operator, as 13 per cent, and 7 per cent of respondents, respectively, reported the use of such arrangements.

The remaining 20 per cent of respondents arranged their visit to Egypt through travel agent either for transportation and accommodation, or for transportation only, or for unescorted group package tours; or through a convention organiser for an escorted group package tour; or through personal arrangements made by respondents themselves, or through the arrangements of the Egyptian Educational Bureau in London, and Schools of Egypt.

From the findings of Table 7.22, the following comments can be drawn:

1. The British travel trade (tour operators, travel agents) appeared to be holding most arrangements of visits to Egypt.

2. The role of travel agent seems to have a dominant position in these arrangements where more than half the respondents used his service for escorted or unescorted group package tours, transportation and accommodation, or for transportation only.

3. Close to the role of travel agent, tour operator appeared also to have a major part in arranging travel from Britain to Egypt, either in the form of escorted or unescorted group package tours.

4. The form of package tour either for individuals, or groups dominated the pattern of travel from Britain to Egypt, where nearly 90 per cent of respondents arranged their visits according to this form.

In the following, an attempt will be made to determine the relationships, if any, between ways of visit arrangement and demographic differences.

4.2 The Relationship between ways of visit arrangement and Demogrpahic Differences

The cross-tabulation analysis resulted in a significant relationship between the use of different ways of visit arrangement and educational groups only at the 95% level of confidence, using the X^2 test of significance. No significant relationships exist between ways of visit arrangement (dependent variables) and other demographic differences (i.e. marital status, age, and income groups) (independent variables). Table 7.23 shows the significant relationship below.

From this table it would appear that the use of all educational groups to the different ways of visit arrangement was nearly similar.

However, 16 per cent of respondents who have had postgraduate level of education have arranged their visit to Egypt in a special way, e.g. arranged by sponsor (Egyptian Universities, schools, etc.).

In the following sub-section, the customers' use of airlines for travel to Egypt will be examined.

Table 7.23: Ways of Visit Arrangement by Educational Groups

Educational Groups / Ways of Visit Arrangements		Escorted group package tour made by tour operator	Personal arrange-ment made by Travel Agent for a package tour	Escorted group package tour made by travel agent	Unescorted group package tour made by tour operator	Personal arrange-ment made by travel agent for transport and accommdation	Escorted group package tour made by convention organiser	Personal arrange-ment made by travel agent for transport only	Personal arrange-ment made by self	Unescorted group package tour made by travel agent	Miscellaneous	Total response of each group
1. (Secondary (below university level)	No	60(1)	59	24	13	10	5	6	5	6	-	188
	%	32	32	13	7	5	3	3	3	4	-	100%
2. University (graduate level)	No	35	32	14	10	4	4	3	3	-	-	105
	%	33	30	13	10	4	4	3	3	-	-	100%
3. Postgraduate level	No	6	9	4	2	3	4	1	2	3	6	40
	%	15	23	10	5	7	10	2	5	7	16	100%
Total response of each way of arrangement		101	100	42	25	17	13	10	10	9	6	333
Level of significance		*										

(1) To be read, 60 (32%) of respondents who have had secondary education (total 188 = 100%) have arranged their visit to Egypt through tour tour operator in the form of escorted group package tour.

* Significant relationship at the 95% level of confidence.

4.3 The Customers' Use of Airlines for Travel to Egypt

Respondents were asked to specify the airline they were going to fly on to Egypt, and why they chose this particular airline. The aim was to obtain a better idea about the contribution of the British travel trade (tour operators, travel agents), to the image of Egypt in their customers' eyes, in terms of the extent to which tour operators and travel agents recommended Egypt Air to those customers. Also, it was aimed at assessing Egypt Air from the customers' point of view because it can be considered as a major component of the Egyptian tourism product. The customers' use of airlines ranked in order according to the frequency of mention is shown in Table 7.24 below.

Table 7.24: Customers' Use of Airlines for Travel to Egypt

Airline Used	n	%
1. Egypt Air	294	88
2. British Airways	37	11
3. Charter flights	4	1
Total valid response	335	100

From Table 7.24, it appears that Egypt Air, the national airline of Egypt, has a superior position in the air travel market from Britain to Egypt. As the findings demonstrate, 88 per cent of respondents underlined the use of such airline.

The remainder flew to the country on British Airways or charter flights.

It might be said that these results are so because the majority of respondents received the questionnaire from the staff of Egypt Air when they were going to fly to Egypt on the aircrafts of the company, while the minority of them received the questionnaire from Bales Tours which might transport its customers to Egypt on Egypt Air or any other airlines.

However, the results of the tour operators' survey (Table 6.37) showed that the majority of tour operators surveyed (82 per cent) admitted dealing with Egypt Air for travelling their customers to the country.

Respondents were asked to indicate the reasons why they chose these particular airlines. Seven reasons were proposed to them by the questionnaire and they were also requested to add any others which were not given. The answers received are ranked in order according to the frequency of mention and presented in Table 7.25 below.

From this table it appears that the majority of respondents (85 per cent) purchased inclusive package tours as a whole (all services were included, i.e. transportation, accommodation, etc.) and consequently they did not choose airline personally.

This result is consistent with the conclusion derived from Table 7.22 above that the form of inclusive package tour was dominated the pattern of travel from Britian to Egypt.

The recommendations of travel agent come second where 29 per cent of respondents indicated that their choice of airline was based upon such recommendations.

Table 7.25: Reasons for the Customers' Choice of Airlines

Reasons for Choice	n*	%
1. Part of inclusive tour (dit not choose airline personally)	285	85
2. Recommended by travel agent	97	29
3. Previous experience	13	4
4. Recommended by friends or relatives	13	4
5. Offer special discounts	13	4
6. To support national airline	11	3
7. Attracted by advertisements	3	1
8. Arranged by sponser	3	1

* Total valid response = 335 = 100%.

n = number of observations.
The total number of this table is more than 100% due to the respondents' choice of more than one reason.

The next three reasons (i.e. previous experience, recommended by friends or relatives, offer special discounts) appeared to have equal influence on the respondents' choice of airlines, while the remainder seem to have the least effect in this regard.

Drawing upon the whole findings of visit arrangements, it may be concluded that inclusive package tours which were manufactured by tour operators and sold either by themselves or by travel agents to either individuals or groups, dominated the pattern of travel from Britain to Egypt. In this way, these package tours leave no room for tourists to choose airlines personally.

Main Conclusion

One main conclusion to be derived from the whole discussion in this section is, that Egypt as a tourist destination was mainly viewed by respondents as a country which has an old civilisation. Respondents were mostly encouraged to visit the country by their own interest, helped by documentary films shown on TV. In the main, their visits to Egypt were arranged by the British travel trade in the form of package tours.

Below is a brief summary of the findings which support the above conclusion:

Firstly: For both kinds of respondents, those who visited Egypt before, and those who were going to visit it for the first time, the image of Egypt as a possible tourist destination country was based almost entirely on the country's ancient civilisation and hence on sightseeing. British visitors also expected to see attractive customs and way of life, exotic environment, and to meet friendly people. They also anticipated to find comfortable accommodation, reasonable prices, and good weather.

On the other hand, reasons of beach holidays, quietness, health, education, sports, visiting friends or relatives, doing business, participating in conferences, meetings and missions, and outstanding food, appeared to be of no importance for the respondents' visit to the country.

Secondly: Attitudes of respondents towards Egypt as a tourist destination and their decisions to visit the country were mainly influenced by their own interest, helped by documentary films shown on TV about the country's historical attractions. In this connection, the contribution of the marketing activities of the Egyptian Tourism bodies, and the British travel trade (tour operators, travel agents) appeared to have little effect.

Thirdly: The British travel trade appeared to hold a superior position in arranging and selling most visits and travel to Egypt. These visits were mainly dominated by the form of package tours which were manufactured by tour operators and sold either by themselves or by travel agents, either to individual customers or groups.

Finally: Egypt Air, the national airline of Egypt seem to have a strong position in the air travel market from Britain to Egypt, as most respondents travelled to the country on the aircraft of the company. However, respondents themselves had no choice of airline as the majority of them bought inclusive package tours which included the airline on which they must fly.

The above findings show that marketing activities of all tourism bodies (Egyptian and British) did not contribute to the decisions of British tourists to visit Egypt, which should be the main task of the Egyptian Tourism bodies. The main objective of marketing activities carried out by Egyptian Tourism bodies should be the creation of the British public's awareness of Egypt as a tourist destination, and enhancing the initial motives and desires for visiting the country. Then; the role of the British travel trade is to transfer these desires into actual bookings and visits to Egypt. In this regard, British tour operators and travel agents appeared to be efficient.

However, one cannot claim that the hypothesis that the attitudes of visitors towards Egypt as a tourist destination are influenced by the marketing activities of the Egyptian Tourism bodies, travel intermediaries, and tour operators offering the country as a destination is supported.

In the following section, an attempt will be made to explore the extent to which respondents were satisfied with Egypt as a tourist destination.

Section Two

Customers' Satisfaction with Egypt as a Tourist Destination

Introduction

In the previous section, the image and expectations of British tourists about Egypt were explored.

In this section, the objective is to test the validity of the fourth hypothesis put forward in chapter five that the degree of satisfaction experienced by tourists to Egypt is influenced by the marketing activities of the Egyptian Tourism bodies, travel intermediaries, and the tour operators.

To assess the degree of satisfaction experienced by the British tourists under investigation with Egypt as a tourist destination, the post-tour questionnaire started with their views on services provided to them from their arrival at Cairo Airport until their departure. The questions included services at Cairo Airport, transportation, accommodation, entertainment and recreational facilities, restaurants, information centres, local travel agencies, banks, taxi drivers, personal security and the attitude of local people.

The views of British tourists on the level of attractiveness of tourist sites that might be visited while in Egypt are explored. These attractions, together with tourist services and facilities constitute the tourist product of Egypt.

The British tourist was also asked about the prices he paid for his flight ticket, accommodation, transportation, meals, excursions, and the general price of the trip, as well as whether he was offered any special type of discount.

The third part of the questionnaire examined the sources of information which might have helped the tourist customer to use the tourist services or to visit the tourist attractions.

The fourth section was general and included the extent to which the tourist was satisfied with his visit, would he come back or not, and why, and explored any troubles he experienced in his tour.

As such, the sequence of presentation corresponds to the following format:

1. Customers' satisfaction with tourist services and facilities.
2. Customers' satisfaction with tourist attractions.
3. Customers' satisfaction with pricing policy.
4. Customers' satisfaction with local sources of information.
5. Customers' satisfaction with the visit as a whole.

1. Customers' Satisfaction with Tourist Services and Facilities in Egypt

1.1 Customers' views on the entrance procedures in Cairo Airport

Because there is only one civil airport in Cairo which receives the arrival of all flights, British tourists under investigation were asked the question:

Q.1 How did you find the entrance procedures in Cairo Airport?
(Please circle the number that best describes your opinion)

Very easy				Very complicated
1	2	3	4	5

and yielded the following answers:

Table 7.26: Customers' Opinions on the Entrance Procedures in Cairo Airport.

Level of Easiness	n	%
1. Very easy	55	19
2.	58	20
3.	96	33
4.	52	18
5. Very complicated	27	10
Total valid response	288	100

From the above table, it seems that the tourist customer is generally satisfied with the entrance procedures in Cairo Airport, as 39 per cent of respondents reported 'very easy' or 'easy', compared with 28 per cent who indicated that they were 'complicated' or 'very complicated', while 33 per cent circled the middle point of the scale.

Although there is no guarantee, the satisfaction of the tourist customer might be attributed to the good treatment, attention, and quick services they received from passport and customs officers in the airport.

On the other hand, respondents were asked to write in their comments and ideas that would be helpful in making Egypt a better place to visit. Examples of the insufficient and inefficient services and facilities provided in the airports, such as the delay of luggage being transferred from aircract, and lack of the very basic facilities such as clean toilets, were reported. For example, a typical comment of one tourist was "The airports were found unclean and the facilities offered left a lot to be desired". Another example was "Easier entrance formalities, more help from immigration officers, quicker luggage handling at Cairo Airport, and more polite help from officials in all airports".

Commenting on the complication of entrance procedures in Cairo Airport, one tourist went so far as not to accept the scale 'very complicated' but added 'very, very complicated'.

Taking into account the findings of the above table, together with the comments of respondents, it can be concluded that while the tourist customers appeared to be generally satisfied with the entrance procedures in Cairo Airport, there are some indications that not enough is done to smooth the path of tourists on entry and departure. This would call for a revision of the existing travel formalities, and experience of other touristically developed countries can be of great help in this respect. Also, Cairo Airport and the other airports of the main tourist cities and towns such as Luxor, Aswan, and Hurghada, are in need of extensive renovation and a big clean up, and need to be provided with adequate and efficient services and facilities.

In this connection, the following suggestions may be worth considering on the part of the Egyptian Authorities:

1. Avoiding overcrowding where luggage is collected.
2. Clearing customs areas of porters who should stay outside under an effective system of control.
3. Training porters to deal with tourists.
4. Organising groups of hostesses, well trained, to welcome tourist groups at airports, to serve refreshments and to be ready to answer enquiries and to provide information.

5. Introducing an effective system for handling tourists' complaints.

To end the discussion on this point, it should be noted that the Egyptian Tourism Authorities have recognised the need for modernising and enlarging the existing airports - the first and second stages of improving Cairo Airport have already been finished and the work is going on in the third and final stage of development. Other airports in the main tourist cities and towns are part of the present master five-year development plan.

1.2 Customers' satisfaction with Transport Services in Egypt

Transport service is usually considered as a major component of the tourist product of any destination country as it gives accessibility to tourist attractions. Therefore, if the service offerings were insufficient and/or inefficient, the tourist customer might not have achieved his objectives of the visit to the tourist destination.

British tourists under investigation were asked to indicate their opinions on any means of transportation used while in Egypt. Four means of transport were suggested to them by the questionnaire and they were also invited to add any others. A five-point scale ranging from 'excellent' ... to 'very bad' was used. However, a separate label of 'did not use' was added to the scale in order to assess precisely the level of use of and satisfaction with each means of transport. The answers received are ranked in order according to the mean value and presented in Table 7.27 below. The lower the mean, the better the service was considered by the respondents.

Table 7.27: Customers' Satisfaction with Transport Services in Egypt

Means of Transportation	Level of Service														
	Excellent 1		2		3		4		Very bad 5		Mean Value	Didn't Use		Total	
	n	%	n	%	n	%	n	%	n	%		n	%	n	%
1. Nile Cruise	63	22	35	12	10	4	4	1	2	1	1.658	174	60	288	100
2. Train	15	5	24	8	15	5	3	1	-	-	2.105	231	81	288	100
3. Coach	33	11	36	13	26	9	11	4	5	2	2.270	177	61	288	100
4. Plane	40	14	78	27	80	28	36	13	7	2	2.552	47	16	288	100
5. Taxi	17	6	58	20	66	23	29	10	21	7	2.890	97	34	288	100

From the above table, it is clear that plane and taxi were frequently used by respondents while in Egypt, as only 16 per cent and 34 per cent of them who reported that they did not use such means of transport respectively, while other means of transport were rarely used.

Also, the data shows that respondents were satisfied with transport services in general where the proportions of those respondents who scored the positive side of the scale (1, 2) were obviously more than the proportions of those who scored the negative side (4, 5) for all means of transport used.

However, respondents were asked to report their comments and ideas that would be helpful in making Egypt a better place to visit. Examples of their typical comments are provided below.

With regard to the service on Nile Cruises, the only complaint was about the long delay in getting cabins. One tourist reported "Long delays experienced waiting to embark or disembark from boat - waiting for cabins".

No complaints were reported about the services of train and coach except the suggestions for more efficient and better services to be offered.

With regard to the internal flights of Egypt Air, one tourist reported "For the individual traveller it could be very difficult to book a place to fly to Abu Simbel, even out of the main season (in July). I thought that Egypt Air really discriminates in favour of the large tour groups for obvious commercial reasons, but after a great deal of delay and problems, I was astonished that the flight I eventually went on had a number of empty seats!! So why all the unnecessary hassle?"

Another tourist clarified the reasons behind this hassle when he pointed out "A proper governmental control over the internal flights of Egypt Air is required in order to avoid the unexpected extra charges which were asked for confirmed bookings already paid for".

Another tourist complained about long delays when he reported, "Four hours late in an internal flight means that the holiday time is wasted."

Finally, one tourist recommended, "Egypt Air hostesses and stewards should smile a little more often and answer the call buttons promptly."

With regard to taxi service, all complaints received were focused around the excessive fares charged to tourists by taxi drivers, especially in Cairo, where no clear rates are available as meters did not work, and this caused many problems and arguments between drivers and visitors.

Drawing upon the quantitative and qualitative results above, it can be concluded that tourist customers were generally satisfied with transport services in Egypt although there are some indications that better levels of services are required to be offered.

In this way, one might recommend that Egypt Air should improve the punctuality of its internal services and the efficiency of its staff. A proper booking system should also be looked for.

In short, appropriate measures should be taken without delay to make the traveller's trip easier and more pleasant. To win the customer's confidence and satisfaction, the service in pre-flight, in-flight, and post-flight should be efficient, and the staff too should be efficient.

Also, a strict attempt (not like the many previous attempts which have failed) should be taken by the government to solve the problem of taxi services in Cairo. Fair rates should be set up and respected by drivers, and those who break the rules should receive stern and severe penalties. Also, an effective system for handling tourists' complaints should be adopted.

In the following sub-section, because of the important influence of the length of stay of the tourist customers on the total tourist expenditure and in turn on the total receipts from tourism, this will be examined before moving on to explore the level of customers' satisfaction with accommodation service in Egypt.

1.3.1 Customers' length of stay in Egypt

British tourists under investigation were asked to specify how long they stayed in Egypt. Seven categories of length of stay were suggested to them by the questionnaire. The answers received are shown in Table 7.28 below.

From this table, it can be noted that the period of 11-15 days was the favourite for the British tourists under investigation, as the highest proportion of them (50 per cent) spent this period of time in Egypt.

Table 7.28: Customers' Length of Stay in Egypt

Length of stay	n	%
1. 1 - 5 days	29	10
2. 6 - 10 days	88	31
3. 11 - 15 days	143	50
4. 16 - 20 days	13	4
5. 21 - 25 days	7	2
6. 26 - 30 days	-	-
7. One month and over	8	3
Total valid response	288	100

The period 6 - 10 days ranked second where 31 per cent of respondents reported that they stayed this period of time. This result suggests that there is a market opportunity to get one week visitors to extend their stay in the country.

1.3.2 Customers' satisfaction with accommodation services

Respondents were asked if they stayed in hotels, to rate their accommodation in terms of modernity of rooms, toilet/shower facilities, quality of food and drinks, cleanliness, efficiency of service, friendliness of staff, swimming pool, ease of parking, and overall value for money, using a five-point scale, ranging from 'excellent' ... to 'very poor'. However, a separate label of 'didn't know' was added to the scale in order to assess precisely the customers' satisfaction with each factor addressed to them. Opinions of respondents on accommodation services in Egypt are included and ranked in order according to the mean value in Table 7.29 below. The lower the mean, the better the factor was considered by respondents.

Table 7.29: Customers' Satisfaction with the Hotel Accommodation in Egypt

Conditions	Level of Satisfaction														
	Excellent 1		2		3		4		Very Poor 5		Mean Value	Didn't Know		Total*	
	n	%	n	%	n	%	n	%	n	%		n	%	n	%
1. Friendliness of staff	106	39	96	35	49	18	17	6	6	2	1.982	-	-	274	100
2. Toilet/shower facilities	81	30	98	36	71	26	17	6	7	2	2,164	-	-	274	100
3. Modernity of rooms	81	30	94	34	68	25	23	8	8	3	2.208	-	-	274	100
4. Swimming pool	47	17	64	23	23	8	15	6	11	4	2.244	114	42	274	100
5. Cleanliness	67	24	91	33	71	26	32	12	13	5	2,394	-	-	274	100
6. Overall value for money	35	13	89	32	87	32	36	13	6	2	2.561	21	8	274	100
7. Efficiency of service	50	18	70	25	81	30	47	17	21	8	2.699	5	2	274	100
8. Quality of food and drinks	41	15	60	22	77	28	54	20	39	14	2.963	3	1	274	100
9. Ease of parking	5	2	11	4	4	1	13	5	18	7	3.549	223	81	274	100

*Total valid responses = 288 (100%).

From the above table, it can be seen that:

1. From the total valid responses (288 = 100%), 95 per cent of respondents (274) stayed in hotels on their holiday in Egypt.

2. Apart from 'ease of parking', customers appeared to be satisfied with the accommodation service in Egypt, as their positive scores of the scale (columns 1, 2) outweighed the negative ones (4, 5) for all other conditions of hotel service.

However, in spite of the customers' general satisfaction with the hotel service, they reported complaints about the pestering of hotel staff for tips, lack of helpful tourist information, lack of national dishes which were highly desired, and lack of variety of food in general, swimming pools were unclean or empty of water, lack of surrounding gardens, evening entertainments such as music, films, etc., and cleanliness and quietness generally.

The next step is to determine the relationship, if any, between the customers' satisfaction with hotel conditions, and their length of stay, using the X^2 test of significance, at the 95% and 99% levels of confidence.

The cross-tabulation analysis resulted in many clear and/or perfect relationships. Tables 7.30 to 7.38 show these relationships.

From the tables, it can be seen that with the exception of 'swimming pool' (Table 7.33) and 'overall value for money' (table 7.35), group three, those respondents who stayed more than 16 days were less satisfied with most conditions of hotels than other groups.

Table 7.30: The Relationship between Customers' Satisfaction with Friendliness of Staff, and their Length of Stay.

Length of Stay \ Level of Satisfaction		Excellent 1	2	3	4	Very poor 5	Total response of each group
1. less than 11 days	No	35 (1)	47	19	8	3	114
	%	31	41	16	7	3	100%
2. 11 - 15 days	No	63	43	24	7	1	138
	%	46	31	17	5	1	100%
3. 16 + days	No	8	6	6	2	-	22
	%	36	27	27	10	-	100%
Total response of each level of satisfaction		106	96	49	17	4	274
Level of significance		*					

(1) To be read, 35 (31%) of respondents who stayed less than 11 days on their holiday in Egypt (total 114 = 100%) considered the friendliness of staff of hotels as excellent.

* Significant relationship at the 95% level of confidence.

Table 7.31: The Relationship between Customers' Satisfaction with Toilet/Shower Facilities, and their Length of Stay.

Level of Satisfaction / Length of Stay		Excellent 1	2	3	4	Very poor 5	Total response of each group
1. less than 11 days	No	41 (1)	39	23	6	5	114
	%	36	34	20	5	5	100%
2. 11 - 15 days	No	36	50	42	8	2	138
	%	26	36	30	6	2	100%
3. 16 + days	No	4	9	6	3	-	22
	%	18	41	27	14	-	100%
Total response of each level of satisfaction		81	98	71	17	7	274
Level of significance			*	*			

(1) To be read, 41 (36%) of respondents who stayed less than 11 days on their holiday in Egypt total 114 = 100%) considered toilet/shower facilities of hotel as excellent.

** Significant relationship at the 99% level of confidence.

Table 7.32: The Relationship between Customers' Satisfaction with Modernity of Rooms, and their Length of Stay.

Level of Satisfaction / Length of Stay		Excellent 1	2	3	4	Very poor 5	Total response of each group
1. less than 11 days	No	41 (1)	41	21	6	5	114
	%	36	36	18	5	5	100%
2. 11 - 15 days	No	34	48	39	14	3	138
	%	25	35	28	10	2	100%
3. 16 + days	No	6	5	8	3	-	22
	%	27	23	36	14	-	100%
Total response of each level of satisfaction		81	94	68	23	8	274
Level of significance		* *					

(1) To be read, 41 (36%) of respondents who stayed less than 11 days on their holiday in Egypt (total 114 = 100%) considered the modernity of rooms of hotel as excellent.

** Perfect relationship.

Table 7.33: The Relationship between Customers' Satisfaction with Swimming Pool, and their Length of Stay.

Length of Stay \ Level of Satisfaction		Excellent 1	2	3	4	Very poor 5	Total response of each group
1. less than 11 days	No	20[1]	26	6	2	3	114
	%	18	23	5	2	3	100%
2. 11 - 15 days	No	20	29	17	11	7	138
	%	15	21	12	8	5	100%
3. 16 + days	No	7	9	-	2	1	22
	%	32	41	-	9	4	100%
Total response of each level of satisfaction		47	64	23	15	11	274
Level of significance				*			

(1) To be read, 20 (18%) of respondents who stayed less than 11 days on their holiday in Egypt, (total 114 = 100%) considered swimming pool of hotel as excellent.

* Significant relationship at the 95% level of confidence.

Table 7.34: The Relationship between Customers' Satisfaction with 'Cleanliness', and their Length of Stay.

Level of Satisfaction / Length of Stay		Excellent 1	2	3	4	Very poor 5	Total response of each group
1. less than 11 days	No	33 (1)	42	22	8	9	114
	%	29	37	19	7	8	100%
2. 11 - 15 days	No	31	45	38	20	3	138
	%	22	33	28	14	2	100%
3. 16 + days	No	3	4	11	4	-	22
	%	14	18	50	18	-	100%
Total response of each level of satisfaction		67	91	71	32	12	274
Level of significance			*	*			

(1) To be read, 33 (29%) of respondents who stayed less than 11 days on their holiday in Egypt (total 114 = 100%) considered the cleanliness of hotels as excellent.

** Perfect relationship.

Table 7.35: The Relationship between Customers' Satisfaction with 'Overall' Value for Money' and their Length of Stay.

Level of Satisfaction / Length of Stay		Excellent 1	2	3	4	Very poor 5	Total response of each group
1. less than 11 days	No	15 (1)	32	39	9	3	114
	%	13	28	34	8	3	100%
2. 11 - 15 days	No	15	53	46	20	1	138
	%	11	38	33	15	1	100%
3. 16 + days	No	5	4	2	7	2	22
	%	23	18	9	32	9	100%
Total response of each level of satisfaction		35	89	87	36	6	274
Level of significance			* *				

(1) To be read, 15 (13%) of respondents who stayed less than 11 days on their holidays in Egypt (total 114 = 100%) considered the overall value for money concerning hotel service as excellent.

** Perfect relationship.

Table 7.36: The Relationship between Customers' Satisfaction with 'Efficiency of Service', and their Length of Stay.

Level of Satisfaction / Length of Stay		Excellent 1	2	3	4	Very poor 5	Total response of each group
1. less than 11 days	No	22(1)	28	33	20	8	114
	%	19	25	29	17	7	100%
2. 11 - 15 days	No	27	37	42	23	7	138
	%	20	27	30	16	5	100%
3. 16 + days	No	1	5	6	4	6	22
	%	5	23	27	18	27	100%
Total response of each level of satisfaction		50	70	81	47	21	274
Level of significance		* *					

(1) To be read, 22 (19%) of respondents who stayed less than 11 days on their holiday in Egypt (total 114 = 100%) considered the efficiency of services in hotel as excellent.

** Significant relationship at the 99% level cf confidence.

Table 7.37: The Relationship between Customers' Satisfaction with 'Quality of Food and Drinks' and their Length of Stay.

Level of Satisfaction / Length of Stay		Excellent 1	2	3	4	Very poor 5	Total response of each group
1. less than 11 days	No	20[1]	24	37	20	10	114
	%	18	21	32	18	9	100%
2. 11 - 15 days	No	19	31	35	32	21	138
	%	14	23	25	23	15	100%
3. 16 + days	No	2	5	5	2	8	22
	%	9	23	23	9	36	100%
Total response of each level of satisfaction		41	60	77	54	39	274
Level of significance		*					

(1) To be read, 20 (18%) of respondents who stayed less than 11 days on their holiday in Egypt (total 114 = 100%) considered the quality of food and drinks in hotel as excellent.

* Significant relationship at the 95% level of confidence.

Table 7.38: The Relationship between Customers' Satisfaction with 'Ease of Parking' and their Length of Stay

Level of Satisfaction / Length of Stay		Excellent 1	2	3	4	Very poor 5	Total response of each group
1. less than 11 days	No	2[1]	7	3	4	3	114
	%	2	6	3	4	3	100%
2. 11 - 15 days	No	-	2	1	8	13	138
	%	-	1	1	6	9	100%
3. 16 + days	No	3	2	-	1	2	22
	%	14	9	-	5	10	100%
Total response of each level of satisfaction		5	11	4	13	18	
Level of significance		Not statistically significant.					

(1) To be read, 2 (2%) of respondents who stayed less than 11 days on their holiday in Egypt (total 114 = 100%) considered the ease of parking beside the hotel as excellent.

With regard to 'efficiency of service' (Table 7.36), and 'quality of food and drinks' (Table 7.37) with which respondents were generally satisfied (Table 7.29), group three was also dissatisfied as the scores of columns (4, 5) of the scale were more than those of columns (1, 2).

An interesting result is that although respondents were generally dissatisfied with 'ease of parking' (Table 7.29), the cross-tabulation analysis (Table 7.38) showed that only respondents who stayed 11 - 15 days (Group 2) were dissatisfied, while other respondents who stayed less (Group 1), or more (Group 3) than this period were satisfied.

From these findings, it can be concluded that generally the more the customer stayed in a hotel, the less satisfaction he experienced with the conditions of it. In other words, there was a general consistency between the declining of customers' satisfaction and the length of stay. This might be a result of the pestering of hotel staff for tips and other complaints discussed above.

The study turns now to analyse the findings related to the other tourist services and facilities that might be experienced by the British tourists while in Egypt.

1.4 Customers' Satisfaction with Other Services

Nine services and facilities (i.e. entertainment and recreational facilities, restaurants, tourist information centres, local travel agencies, banks, travelling roads, taxi drivers, personal security, and attitude of local people) were proposed to respondents who were asked to rate them using a five-point scale ranging from 'excellent' ... to 'very poor'. Also, a separate label of 'did not use' was added to the scale for those tourists who might not have experienced these services and facilities. The aim was to assess the extent to which British tourists under investigation were satisfied with these services.

Answers are ranked in order according to the mean value and presented in Table 7.39 below. The lower the mean, the better the service was considered by respondents.

Respondents appeared to be satisfied with the attitude of local people, personal security, services of local travel agencies, and banking services where the positive scores (1, 2) outweighed the negative ones (4, 5). With the exception of 'restaurants' where respondents appeared to be indifferent as the positive scores equal the negative ones, the reverse was true for the remainder, i.e. entertainment and recreational facilities, taxi drivers, facilities offered at tourist centres, and quality of travelling roads.

Respondents were asked to report their comments and ideas that would be helpful in making Egypt a better place to visit. Their comments encompassed both types of services, those with which they were satisfied and those with which they were dissatisfied. Examples of the typical comments and complaints of respondents are presented below.

1. <u>With regard to the attitude of local people towards tourists</u> the complaints were about the red tape and bureaucracy of officials in airports, attraction sites, railway stations, registration offices, etc.

Table 7.39: Customers' Opinions on Services and Facilities that they might have Experienced while in Egypt

Services and facilities	Level of Satisfaction														
	Excellent 1		2		3		4		Very Poor 5		Mean Value	Did not Use		Total	
	n	%	n	%	n	%	n	%	n	%		n	%	n	%
1. Attitude of local people	71	25	103	36	70	24	28	10	16	5	2.358	-	-	288	100
2. Personal security	56	19	97	34	86	30	19	7	12	4	2.385	18	6	288	100
3. Services of local travel agencies	27	9	43	15	37	13	10	3	28	10	2.786	143	50	288	100
4. Banking services	32	11	44	15	74	26	26	9	27	9	2.862	85	30	288	100
5. Restaurants	14	5	40	14	81	28	42	14	14	5	3.010	97	34	288	100
6. Entertainment and Recreational facilities	14	5	37	13	55	19	30	10	25	9	3.093	127	44	288	100
7. Behaviour of taxi drivers	20	7	46	16	74	26	39	13	37	13	3.125	72	25	288	100
8. Facilities offered at tourist centres	7	2	26	9	56	19	24	8	42	15	3.439	133	46	288	100
9. Quality of travelling roads	10	3	36	13	88	31	77	27	61	21	3.526	16	5	288	100

2. With regard to the personal security of tourists in Egypt, the number of tourist police seems to be short of the real needs. One tourist reported "The tourist police were inadequate, but were excellent when available; more tourist police, so tourists can be fairly treated".

3. With regard to the services of local travel agencies, the tourist customer appeared to be satisfied with such services, and no complaints were reported at all.

4. With regard to banking services, although the findings indicate that customers were generally satisfied with the services received, they also reported many complaints about the exchange rate, and the refusal of bank staff to change sterling into Egyptian pounds and their insistence on accepting only US dollars. Examples of the typical comments of tourists are reported below.

"The existence of two-tier exchange rate system, i.e. black-market rate and official rate annoyed and frustrated us and made everything seem expensive".

"Advise the coming tourists that if on a group tour, they do not have to change money at the airport where the exchange rate is bad. Based on the US $300 changed at the official rate at the airport (one US $ = LE 0.82) my wife and I lost LE 92 (Egyptian pounds) in the first few minutes of arriving in Egypt. (one US $ = 1.12 in Cairo streets). It was not a good introduction to Egypt!".

"If Egypt is to get its money straight (through Central Bank), local people must not try to sell the local money in the streets at an illegal rate".

"The insistence of government on changing twenty Egyptian pounds at the airport is nonsense because twenty pounds is not a lot of money on holiday".

5. With regard to restaurants, the positive scores of the scale (columns 1, 2) were equal to the negative ones (columns 4, 5). Respondents reported some complaints such as lack of varied menus, lack of hygienic conditions which caused illness with stomach problems, and lack of national dishes. In addition, the restaurant staff were pestering tourists for tips while the service was inefficient. Examples of the typical comments of tourists are:

"We shall bring prescriptions, since being ill for a couple of days, one can miss an experience one may never have the chance for again".

"The only thing that spoiled the holiday was an 'upset stomach' - even after avoiding water, salads, and fruits as advised before departure from the UK".

"As all British tourists know that they will have upset stomachs, it is essential that hygiene standards must rise as this is a large put-off for many people, particularly with children".

6. With regard to the entertainment and recreational facilities, respondents appeared to be dissatisfied with such facilities as they complained about the acute shortage and the quality of evening entertainment. It is fully acknowledged by the Tourism Authority that there is a need for not only more Western-style nightclubs, but also for the typically Egyptian forms of entertainment.

7. With regard to the behaviour of taxi drivers, the findings showed that tourist customers were dissatisfied with taxi drivers, and this result is consistent with the analysis of transport services discussed earlier.

8. With regard to tourist information centres, respondents seem to be highly dissatisfied with the services offered. Respondents reported that information offered was very poor, and the information centres were equipped with staff with poor foreign language skills. Information about the inexpensive ways to make tourist visits, currency regulations, local customs, tips expected, flora and fauna, Egyptian cooking, cloth and crafts, birds, Egyptian life, climate, prices, etc., were not readily and immediately available, either on arrival at Cairo International Airport, from hotels, railway stations, or the tourist centres in the main tourist cities and towns. Examples of the typical comments of tourists are:

"In Luxor, Aswan, and Port-Said the tourist information centres were useless. Some good information booklets would help, and the people should speak something other than Arabic at the centres".

"Information offered at tourist centres was very poor indeed! We were astonished that the good tourist leaflets which exist were not distributed either by hotels, or tourist offices. Better availability of guide books, etc. for each place of interest, particularly for the individual tourist".

9. With regard to the quality of travelling roads where respondents appeared to be dissatisfied, the complaints focused upon the half-made pavements, and the broken streets in the main

tourist cities and towns such as Cairo, Alexandria, Luxor, and Aswan. Tourists had to walk on the road quite a lot and this was too risky, particularly with the uncontrolled driving in Cairo. Also, there were few places where tourists could cross a main road with safety, as drivers in Cairo ignore most traffic signals and pedestrian crossings. In addition, there was an apparent lack of highway code and directional signposts for foreigners, particularly in Cairo.

For example, one tourist reported, "Walking in Cairo would be much easier if the pavements did not resemble building sites. Quite often, the only possible route to walk was on the road - and given the way in which most locals drive over there, this is a most dangerous alternative".

Another example is "The half-made pavements and broken streets, and the heavy traffic with mad drivers spoil the tourist towns and make walking about hazardous".

In this regard, it should be noted that these problems are systematic of an inadequate infrastructure which needs urgent alteration.

Drawing upon the whole analysis of the tourist services and facilities in Egypt, one can conclude that although customers were generally satisfied with most services, there were indications that not enough is done to make the holiday more enjoyable. Some basic services and facilities need to be more adequately and efficiently offered, i.e. taxi service, internal flights, parking areas, tourist information, restaurants, and evening entertainment.

The study turns now to explore the level of customers' satisfaction with tourist attractions in Egypt.

2. Customers' Satisfaction with Tourist Attractions

Tourist attractions in Egypt is a category which includes a wide range of tourist assets such as historical monuments, remnants of the ancient civilisation, museums, monasteries, religious edifices, and beaches.

It is worth mentioning that one of the main responsibilities of the Egyptian Tourism Authorities is to protect and preserve the country's tourist attractions, and to present them in the most favourable way.

The British tourists in our study were asked to express their opinions on the attractiveness of the thirty-two most important attractions which were recommended to be visited while in Egypt, using a five-point scale, ranging from 'very attractive' ... to 'not attractive at all'. However, a separate label of 'did not visit' was added to the scale in order to assess precisely the level of attractiveness of these attractions experienced by the respondents. The proposed attractions were classified according to geographical location into five main areas, i.e. Greater Cairo, Middle Egypt, Upper Egypt, Alexandria and the Mediterranean Coast, and the Suez Canal, Red Sea, and Sinai. The answers received regarding the attractions of each area are ranked in order according to the mena value and presented in Tables 7.40, 7.41, 7.42, 7.43 and 7.44 below. The lower the mean, the more attractive the attraction was considered by respondents.

Table 7.40: Customers' Opinions on the Attractiveness of Attractions Located in the Greater Cairo Area.

The most important tourist attractions	Level of Attractiveness: Very Attractive 1		2		3		4		Not Attractive at all 5		Mean Value	Didn't Visit		Total	
	n	%	n	%	n	%	n	%	n	%		n	%	n	%
1. The Egyptian Museum	144	50	86	30	26	9	8	3	–	–	1.614	24	8	288	100
2. Giza (Pyramids and Sphinx)	145	51	93	32	41	14	5	2	4	1	1.715	–	–	288	100
3. The Cristian (Coptic) Museum	24	8	19	7	8	3	4	1	–	–	1.855	233	81	288	100
4. The Citadel	59	21	54	19	32	11	7	2	–	–	1.914	136	47	288	100
5. Memphis and Sakkara Area	74	26	66	23	32	11	6	2	–	–	1.918	110	38	288	100
6. The River Nile	105	37	81	28	50	17	22	7	5	2	2.015	25	9	288	100
7. The Islamic Museum	20	7	13	4	8	3	3	1	3	1	2.064	241	84	288	100
8. Cairo Tower	34	12	24	8	39	14	3	1	3	1	2.194	185	64	288	100
9. Khan El-Khalelies and Al-Azhar	36	13	50	17	33	11	11	4	6	2	2.272	152	53	288	100
10. The Zoo	44	1	15	5	11	4	3	1	2	1	2.543	253	88	288	100
11. Cairo City	23	8	45	16	84	29	67	23	69	24	3.396	–	–	288	100

Table 7.41: Customers' Opinions on the Attractiveness of Attractions Located in the Middle Egypt Area.

The most important tourist attractions	Level of Attractiveness															
	Very Attractive 1		2		3		4		Not Attractive at all 5		Mean Value	Didn't Visit		Total	
	n	%	n	%	n	%	n	%	n	%		n	%	n	%
1. Tona El-Gabal at Menya	3	1	-	-	-	-	-	-	-	-	1.000	285	99	288	100
2. El-Meharek Monastery at Asyut	3	1	3	1	-	-	-	-	-	-	1.500	282	98	288	100
3. Tel El-Amarna at Malawi	4	1	6	2	-	-	-	-	-	-	1.600	278	97	288	100
4. Hathor Temple at Dendera	23	8	11	4	9	3	-	-	-	-	1.674	245	85	288	100
5. Temples of Abydos at Baliana	28	10	11	4	13	4	-	-	-	-	1.712	236	82	288	100

Table 7.42: Customers' Opinions on the Attractiveness of the Attractions Located in the Upper Egypt Area.

The most important tourist attractions	Level of Attractiveness: Very Attractive 1		2		3		4		Not Attractive at all 5		Mean Value	Didn't Visit		Total	
	n	%	n	%	n	%	n	%	n	%		n	%	n	%
1. Abu Simbel	87	30	9	3	6	2	-	-	-	-	1.206	186	65	288	100
2. Temples of Karnak and Luxor	179	62	37	13	9	3	-	-	-	-	1.244	63	22	288	100
3. The Valley of Kings and Queens	174	61	46	16	12	4	-	-	-	-	1.302	56	19	288	100
4. Horus Temple at Edfu	83	29	46	16	11	4	3	1	-	-	1.538	145	50	288	100
5. Phila Temples, Island of Elephantine, Botanic Gardens and the High Dam at Aswan	120	42	60	21	15	5	9	3	-	-	1.574	84	29	288	100

Table 7.43: Customers' Opinions on the Attractiveness of the Attractions Located in the Alexandria Area.

The most important tourist attractions	Level of Attractiveness										Mean Value	Didn't Visit		Total	
	Very Attractive 1		2		3		4		Not Attractive at all 5						
	n	%	n	%	n	%	n	%	n	%		n	%	n	%
1. Montazah Palace and Gardens	15	5	13	4	5	2	5	2	-	-	2.000	250	87	288	100
2. El-Alamein Area	4	1	4	1	4	1	-	-	-	-	2.000	276	97	288	100
3. The Greek and Roman Museum	6	2	7	2	6	2	-	-	4	1	2.522	265	93	288	100
4. Fort of Quit-Bay	-	-	6	2	6	2	6	2	13	1	3.286	267	93	288	100
5. Beaches on the Mediterranean Coast	5	2	9	3	-	-	5	2	12	4	3.323	257	89	288	100
6. Beaches on Alexandria Coast	4	1	11	4	6	2	8	3	15	5	3.432	244	85	288	100

Table 7.44: Customers' Opinions on the Attractiveness of the Attractions Located in the Red Sea Area.

The most important tourist attractions	Level of Attractiveness: Very Attractive 1		2		3		4		Not Attractive at all 5		Mean Value	Didn't Visit		Total	
	n	%	n	%	n	%	n	%	n	%		n	%	n	%
1. The Greek Monastery of St. Catherine's	3	1	3	1	-	-	-	-	-	-	1.500	282	98	288	100
2. Hurghada	3	1	-	-	4	1	-	-	-	-	2.143	281	98	288	100
3. Sharm El-Shiekh	1	0.3	1	0.3	2	0.8	1	0.3	1	0.3	3.000	282	98	288	100
4. Suez - Ismailia - Port-Said	-	-	3	1	8	3	4	1	-	-	3.067	273	95	288	100
5. Ein El-Sukhna at Suez	-	-	1	0.3	1	0.3	-	-	2	0.6	3.750	284	99	288	100

1. With regard to the Greater Cairo Area, the following comments can be drawn:

i. As Table 7.40 indicates, respondents were satisfied with all attractions visited, except Cairo city.

ii. Most attractions which were visited by a small number of tourists are partly open to the tourist visits, but they are not featured in the tourist promotion. They are under the development process nowadays in order to be fully opened to the tourist visits.

iii. There are indications, however, that the enjoyment of customers with the attractions, particularly in Cairo, and Pyramids and Sphinx area, was marred by the continual pestering of vendors selling postcards and other objects to those tourists who had no desire to buy. Also, the exaggeration of tourist guides in tips, the refuse that litters the streets, and begging, were cause for complaint. Examples of the typical complaints of tourists reported on the questionnaire are:

"The endless pstering from the street traders and their obsequious behaviour which tends to make tourists feel that local people will do anything for a quick buck".

"I do understand the poverty and the reasons for asking for money, but I found it unnerving and on one occasion I was quite frightened".

The dirtiness that bothered us was not the desert dust but rather the refuse that litters the streets".

"Time at tourist sites such as the Pyramids and the Sphinx is limited and precious, not to be wasted in repeated and prolonged 'no thank you' to persistent and intimidating pedlars, young horse-hire touts, camel and donkey drivers".

This persistence was often annoying and tedious to tourist customers. One tourist went so far as to suggest: "Move the Pyramids to another country".

Drawing upon the above comments and complaints, it may be suggested that policy measures are required to protect the tourist customer from pestering and exploitation. Hawkers should be banned or moved a good distance away from monuments, so that the tourist customers can enjoy the freedom of looking at and photographing the attractions in a peaceful and quiet atmosphere. Also, the governmental control over guides, horse, camel, and donkey drivers is required by providing an adequate number of tourist police in order to ensure that tourist customers are fairly treated.

2. With regard to the Middle Egypt Area, Table 7.41 indicates that the attractions in this area were rarely visited by respondents while in Egypt, with only between 1 per cent to 18 per cent of respondents visiting these attractions.

However, the tourist customer seems to be satisfied with these attractions.

It should be noted that work is going on in this area to provide it with the necessary infrastructure and superstructure in order to be ready for tourist visits. The aim of the government is to lessen the tourist visits to Upper Egypt (Luxor and Aswan) by developing the Middle Egypt area. The only complaint about this area is the lack of refreshment and toilet facilities.

3. <u>With regard to the Upper Egypt Area</u>, it seems from Table 7.42 that customers were highly satisfied with the attractions in this area.

However, it was reported by respondents that some monuments in the Valley of Kings and Queens are being damaged by water rising from underneath the ground. Also, the Tombs and paintings were not well protected from tourists.

4. <u>With regard to the Alexandria and the Mediterranean Coast Area,</u> it can be seen clearly from Table 7.43 that very few tourists ranging from 3 to 15 per cent of respondents visited this area. This confirms the finding in the previous chapter which suggests that visits here or to the Red Sea are regarded as optional to the major attractions of the Greater Cairo area, and the Upper Egypt area.

However, the tourist sites of Montazah Palace and Gardens, the Greek and Roman Museum, and the El-Alamein area were attractive to customers, as their positive scores (1, 2) outweighed the negative ones (4, 5).

On the other hand, it appears that tourist customers were dissatisfied with the beaches at Alexandria and the Mediterranean coasts.

5. <u>With regard to the Red Sea Area,</u> it has been mentioned that this area lacks many basic tourist services and facilities, and has been opened for tourism development after the restoration of the Sinai Peninsula from Israel.

Tour operators sometimes arrange optional tours to this area either for relaxation in the Egyptian Red Sea resort of Hurghada, or to visit Suez, Ismailia, Port-Said, and the Suez Canal, or to visit St. Catherine's Monastery through the rugged desert of Sinai.

Apart from St. Catherine's Monastery, and Hurghada, the area was unattractive to the British tourist customers.

Drawing upon the whole analysis of the tourist attractions, it can be concluded that customers were generally satisfied with most tourist sites visited while in the country. However, there are indications that not enough is done to present these attractions in the most favourable way. Tourists should be protected from persistence and pestering of guides for tips and by hawkers, and street traders. Also, tourist sites should be provided with the very basic facilities such as clean toilets and refreshment facilities.

In the following sub-section, an attempt will be made to explore the customers' satisfaction with the prices of tourist services and facilities in Egypt.

3. Customers' Opinions on the Pricing Policy of the Egyptian Tourism Bodies.

Closely linked with the question of product mix is that of pricing policy. Pricing policy cannot be considered in isolation. Cheap countries are not necessarily the most attractive, despite the fact that the total selling price is one of the strongest influences on the number of tourists who choose a specific destination. In other words, prices are not the only factor. If the country lacks enough facilities, or is poorly known to the travelling public, its cheap prices will not be so much of an advantage.

Pricing policy of a tourist destination as an element of a marketing strategy, should be a result of price studies which include setting objectives, considering multiple parties (customers, competitors, suppliers, government policy), price setting in practice (cost-oriented pricing), target pricing, demand-oriented pricing, competition-oriented pricing, seasonal variation pricing, etc.), payment conditions, etc.

In this study, two main points are investigated: customers' opinions on the prices of tourist services and facilities; and the use of a discount policy.

3.1 Customers' Opinions on Prices of Tourist Services and Facilities

To gauge opinions on the prices of tourist services and facilities in Egypt, respondents were asked about their views on flight ticket costs, price of accommodation, price of food and drinks, cost of transportation in Cairo, cost of excursions, price of the inclusive package tour to the country, and their opinion on the general price of the trip. A five-point scale ranging from 'very high' ... to 'very low' was used, and a separate label of 'don't know' was added to the scale in order to assess more precisely the opinions of respondents. The answers received are ranked in order according to the mean value and presented in Table 7.45 below. The lower the mean, the higher the price of the tourist service was considered by respondents.

Apart from those respondents who scored 'don't know', it was assumed that if the scores of the first two columns (i.e.very high, high) outweighed those scores of the next three columns (i.e. medium, low, very low), it would mean that the tourist customer was dissatisfed with the price of the tourist service. The reverse would be true.

Table 7.45: Customers' Opinions on the Price of Tourist Services and Facilities in Egypt.

Tourist Services	Level of Price														
	Very High 1		High 2		Medium 3		Low 4		Very Low 5		Mean Value	Don't Know		Total	
	n	%	n	%	n	%	n	%	n	%		n	%	n	%
1. Excursions	58	20	88	31	61	21	14	5	7	2	2.228	60	21	288	100
2. Food and Drinks	58	20	85	30	83	29	35	12	15	5	2.507	12	4	288	100
3. Inclusive package tour to Egypt	42	15	56	19	78	27	29	10	8	3	2.554	75	26	288	100
4. Accommodation	22	8	77	27	99	34	21	7	4	1	2.587	65	23	288	100
5. General price of the trip	35	12	85	30	88	31	29	10	16	6	2.628	35	12	288	100
6. Air flight to Egypt	25	9	59	21	91	32	27	9	15	5	2.760	71	25	288	100
7. Local transportation	15	5	27	9	83	29	49	17	29	10	3.246	85	30	288	100

Based upon the above criteria, it appears from Table 7.45 that tourist customers were satisfied with the price of all tourist services except excursions, and food and drinks. In other words, the scores of (medium, low, very low) outweighed the scores of (very high, high) for the inclusive package tour, accommodation, the general price of the trip, air flight to the country, and local transportation.

The only complaint was about bargaining on price and tips which were asked by guides, hotel staff, restaurant staff, etc.

Examples of the typical comments of tourists are:

> "More fixed prices at tourist shops and bazaars would be desirable as not all Europeans like to hassle".

> "Tipping on top of the standard prices was a big 'hidden' cost of the package tour".

> "The tourist had to fight for fairness all the time, insist being the operative word, prices that seemed to change with the mood of the person offering services. I think unless the relevant authorities get their house in order, there will be a failure of repeat visitors".

In the following sub-section, customers' views on the discount policy will be analysed.

3.2 Customers' opinions on Discount Policy

The use of different types of discount may allow a firm (hotel, museum, restaurant, airline, etc.) flexibility in its pricing decisions. Moreover, discounts may offer incentives for customers to buy during off-season, or to encourage them to buy cash, or to purchase big quantities (stay more nights, etc.), according to the goals of the firm's discount policy. Offering discounts may ensure flexibility and variation in pricing policies according to the requirements and circumstances of different tourist seasons.

Respondents were asked whether or not they received any special discount. The answers appear in Table 7.46 below.

Table 7.46: The Use of Discount Policy.

The Use of Discount Policy	n	%
1. Tourists received discounts	77	27
2. Tourists did not receive discounts	158	55
3. Tourists did not know	53	18
Total	288	100

Respondents were asked: "If yes, which of the following discounts did you get?" (Please tick all that apply).

1. Group discount
2. Trade discount
3. Seasonal discount
4. Cash discount
5. Discount according to the length of time you stayed in Egypt.

The above question yielded the following answers which are ranked in order according to the frequency of mention.

Table 7.47: Types of Discount Offered by the Egyptian Tourism Bodies to Customers.

Type of discount offered	n(1)	%
1. Seasonal discount	29	38
2. Group discount	19	25
3. Trade discount	18	23
4. Cash discount	18	18
5. Discount according to the length of time spent in Egypt	14	18

(1) Base = 77 (100%).

From Tables 7.46 and 7.47, it seems that discounting does not appear to be used much to stimulate consumers' demand.

In the following sub-section, the local sources of information that might have helped customers to use the tourist facilities, or to visit the tourist attractions, will be explored.

4. Customers' Satisfaction with Local Sources of Information

Respondents were asked to indicate the sources of information which have helped them while in Egypt to use the tourist facilities, or to visit the tourist attractions. Seven sources of information were suggested to them by the questionnaire. A five-point scale ranging from 'very helpful' ... to 'not helpful at all' was used, and a separate label of 'didn't use' was added to the scale in order to assess precisely the extent of helpfulness of each source of information to tourist customers.

Customers' opinions on these sources of information are ranked in order according to the mean value and presented in Table 7.48 below. The lower the mean, the more helpful the source of information was considered by respondents.

From Table 7.48, it can be observed that respondents were satisfied with the first four sources of information as their scores to the columns (1, 2) outweighed those of columns (4, 5) of the scale, while the reverse was true for the next three sources of information (5, 6, 7).

This result indicates two important issues:

1. The distributors of the Egyptian tourist product (i.e. the British tour operators/travel agencies and their counterpart, the Egyptian travel agencies/tourist firms), word of mouth (recommendations of friends and relatives), and the previous experience of tourist customers were the most helpful sources of information in enabling the tourist customers to use the tourist services and facilities, or to visit the tourist attractions while in Egypt.

2. In this regard, the local promotional efforts of the Egyptian Tourism bodies (i.e. tourist information obtained from hotels, railway stations, tourist centres, etc., and advertising in the local media) were unhelpful to tourist customers.

The above results seem to be consistent with the other findings of this section and the previous chapter.

Table 7.48: Customers' Satisfaction with Local Sources of Information.

Sources of information	Level of Helpfulness															
	Very helpful 1		2		3		4		Not helpful at all 5		Mean Value	Didn't Use		Total	
	n	%	n	%	n	%	n	%	n	%		n	%	n	%
1. Representatives of British tour operators/travel agencies, and their local branches.	103	36	43	15	22	8	11	4	16	6	1.944	89	31	284	100
2. Recommendations of friends/ relatives.	51	18	24	9	23	8	9	3	24	9	2.473	153	54	284	100
3. Own experience (been there before).	32	11	13	5	11	4	3	1	19	7	2.538	206	73	284	100
4. Local travel agencies/tourist firms.	27	10	26	9	27	10	20	7	22	8	2.869	162	57	284	100
5. Hotels, railway stations,etc.	10	4	8	3	30	11	14	5	35	12	3.577	187	66	284	100
6. Local tourist information centres.	6	2	11	4	18	6	10	4	30	11	3.627	209	74	284	100
7. Advertising in the local media	6	2	3	1	9	3	9	3	38	13	4.077	219	77	284	100

In the following sub-section, an attempt will be made to assess the overall satisfaction of tourist customers with the visit to Egypt.

5. The Overall Satisfaction of Tourist Customers with the Visit to Egypt

Respondents were asked to describe their visit to Egypt, using a four-point scale ranging from 'It was thoroughly enjoyable and I wish to visit Egypt again' ... to 'It was unsatisfactory and very disappointing, and I have decided not to visit Egypt again'. Table 7.49 provides a breakdown of their opinions.

Table 7.49: Customers' Satisfaction with the Visit to Egypt

Description of the Visit	n	%
1. It was thoroughly enjoyable and I wish to visit Egypt again.	149	52
2. It was satisfactory but not outstanding and I may visit Egypt again.	60	21
3. It was somewhat disappointing and I do not intend to visit Egypt again.	62	21
4. It was unsatisfactory and very disappointing, and I have decided not to visit Egypt again.	17	6
Total valid response	288	100

From the above table, it is clear that tourist customers were generally satisfied with the visit to Egypt.

However, in order to gain more understanding about the customers' satisfaction with the visit, a cross-tabulation analysis will be made, using the X^2 test of significance in order to determine the

the relationship between length of stay (independent variables, and the customers' satisfaction with the visit (dependent variables). Table 7.50 shows perfect relationship between these variables.

From this table, it can be seen that group two, respondents who stayed 11 - 15 days were more satisfied (77%) with the visit than the other two groups (total of the first two columns).

Furthermore, in order to obtain more information about the customers' satisfaction with the visit to Egypt, those who wish to or may visit the country again were asked to specify the five most important reasons that would encourage them to do so, from those fifteen reasons addressed to them by the questionnaire. Customers' opinions on these reasons appear in Table 7.51 below and ranked in order according to the frequency of mention.

From Table 7.51, it can be clearly seen that the major aspects of the Egyptian tourist product (i.e. attractive historic monuments, plenty to see there, warm, friendly people, warm, sunny and bright weather), and the availability of an easy way to enjoy this product (i.e. organised package tours) were the important reasons considered by respondents for coming back. This confirms the view of tour operators that Egypt is a destination to be visited for its ancient civilisation.

Moreover, in order to obtain more information about the dissatisfaction of tourist customers with the visit, those respondents who intended or decided not to visit Egypt again were asked to specify the five most important reasons that discourage them from doing so. Seventeen reasons were suggested to them by the questionnaire and they were invited to add any others.

Table 7.50: The Relationship between 'Length of Stay' and 'Customers' Satisfaction' with the Visit.

Level of Satisfaction / Length of Stay		It was thoroughly enjoyable, and I wish to visit Egypt again	It was satisfactory but not outstanding, and I may visit Egypt again	It was somewhat disappointing, and I do not intend to visit Egypt again	It was unsatisfactory and very disappointing, and I have decided not to visit Egypt again	Total Response of each Group
1. less than 11 days	No	56 (1)	23	30	8	117
	%	48	20	26	6	100%
2. 11 - 15 days	No	79	31	27	6	143
	%	55	22	19	4	100%
3. 16 +	No	14	6	5	3	28
	%	50	21	18	11	100%
Total response of each level of satisfaction		149	60	62	17	288
Level of Significance		Perfect relationship				

(1) To be read, 56 (48%) of respondents who stayed less than 11 days on their holidays in Egypt (total 117 = 100%) considered the visit as thorouhgly enjoyable, and they wish to visit Egypt again.

Table 7.51: Customers' Opinions on Reasons for Coming Back.

Reasons for coming back	n(1)	%
1. Attractive historic monuments	178	85
2. Plenty to see there	147	70
3. Warm, friendly people	128	61
4. Warm, sunny and bright weather	113	54
5. Availability of organised package tours to the country	112	54
6. Comfortable accommodation	94	45
7. Comfortable air flight to Egypt	63	30
8. Feeling of personal security	63	30
9. Ease of entrance procedures at Cairo Airport	56	27
10. Comfortable local transportation	20	10
11. Reasonable prices generally	19	10
12. Comfortable roads for travelling	11	5
13. Sunny, quiet beaches	9	4
14. Helpful tourist information centres	8	4
15. Good banking services	5	2

(1) Base = 209 (100%).

Customers' opinions on reasons that discourage them from coming back are ranked in order according to the frequency of mention and presented in Table 7.52 below.

From Table 7.52, it appears that the first five reasons were behind the decision of respondents not to visit Egypt again. Also, apart from 'noisy, unhygienic country', factors two, four and five seem to have influenced the opinions of respondents on prices of tourist services generally.

Table 7.52: Customers' Opinions on Reasons for not coming back.

Reasons for not coming back	n(1)	%
1. Noisy, unhygienic country	68	86
2. Everywhere people want tips	60	76
3. High prices generally	58	73
4. Poor banking services (existence of a two-tier exchange rate system)	50	63
5. Behaviour of taxi drivers (charge excessive rates)	45	57
6. High cost of getting there	38	48
7. Complicated entrance procedures at Cairo Airport	19	24
8. Too hot and desert country	18	23
9. Unhelpful tourist information centres	16	20
10. Uncomfortable local transportation	16	20
11. There are many other countries to visit	14	18
12. Little to do there	14	18
13. Uncomfortable roads for travelling	13	17
14. Crowded and dirty beaches	12	15
15. Uncomfortable accommodation	11	14
16. Lack of variety of attractions	10	13
17. Rude, unfriendly people	10	13
18. Lack of personal security	8	10

(1) Base = 79 (100%).

In other words, the exaggeration in tips asked by hotel staff, restaurants, guides, etc., the existence of two-tier exchange rate system (black market, and official rates of exchange), and the excessive rates charged by taxi drivers beside bargaining on prices made to the tourist customers feel that prices are expensive (reason No.3).

Finally, respondents were asked whether or not any of the Egyptian Tourism bodies got in touch with them to discuss their level of satisfaction with Egypt as a tourist destination, and they were given the options 'Yes', 'No', and 'Don't know'. They were also asked, 'if yes' to indicate the extent to which they were satisfied with that care, using the following five-point scale:

Highly satisfied				Highly dissatisfied
1	2	3	4	5

The answers received appear in Tables 7.53 and 7.54 below.

Table 7.53: The Use of After-Sales Service by the Egyptian Tourism Bodies

The use of After-Sales Service	n	%
1. Tourists received after-sales service	25	9
2. Tourists did not receive after-sales service	257	89
3. Tourists did not know	6	2
Total valid response	288	100

Table 7.54: Customers' Satisfaction with the After-Sales Service

Level of Satisfaction	n	%
1. Highly satisfied	8	32
2.	11	44
3.	3	12
4.	2	8
5. Highly dissatisfied	1	4
Total	25	100

From Tables 7.53 and 7.54, it seems that the Egyptian Tourism bodies do not give attention to offering after-sales service (i.e. to get in touch with tourist customers to discuss the level of their satisfaction with the visit to the country) although those tourists who received it were satisfied.

Main Conclusion

The aim of this section was to assess the degree of satisfaction experienced by the British tourists under investigation with Egypt as a tourist destination. More specifically, the main concern was to examine how far the tourist customer was satisfied with tourist services and facilities, tourist attractions, prices, local sources of information, and the visit as a whole.

Drawing upon inferences from the study findings, one can conclude that the tourist customer was generally satisfied with most services, attractions visited, prices paid, representatives of British tour operators and their branches in Egypt and their counterpart, the Egyptian travel agencies/tourist firms, and the visit as a whole.

However, there are indications that there is an urgent need for governmental control over hawkers in the tourist areas, especially the Pyramids zone, street traders, guides and hotel staff, restaurants, etc., who press for tips, taxi drivers who charge excessive rates, existence of the two-tier exchange rates system, and internal flights in order to assure that the tourist customer is fairly treated. Also, some very basic and necessary facilities should be available to tourists such as clean toilets, refreshment facilities, efficient information centres, and recreational and entertainment facilities, as well as restaurants with international standards.

In the following chapter, the contributions, limitations of the study, and some suggestions for further research will be presented.

REFERENCES

1. Pacific Area Travel Association, Pacific Visitors' Survey, San Francisco, 1967.

CHAPTER EIGHT

CONTRIBUTION OF THE STUDY AND SUGGESTIONS FOR FURTHER RESEARCH

CHAPTER EIGHT

CONTRIBUTION OF THE STUDY AND SUGGESTIONS FOR FURTHER RESEARCH

Introduction

The application of modern marketing concepts and techniques in the service sector in general and 'tourism' in the particular, has been neglected for many years by both academics and research students. Thus, the present study is an attempt to fill, partly, the gap concerning the application of marketing concepts and techniques in the tourist industry. Its main purpose is to determine whether the marketing concepts and modern marketing practices have been adopted and implemented by tourism bodies, i.e. tour operators, travel intermediaries, national tourist organisations, suppliers of tourism services, etc. in general and the Egyptian Tourism bodies, and the British and Irish travel trade (tour operators, travel agents) in promoting Egypt as a tourist destination in the British and Irish markets in the particular.

Drawing upon inferences from the study findings, the main conclusion is that the Egyptian Tourism bodies are far from marketing oriented. They regarded marketing as synonymous with promotion. However, promotional activities of the Egyptian Tourism bodies which were used as the only ingredient in their marketing strategies were insufficient. In other words, the Egyptian Tourism bodies have a long way to go to make effective use of modern marketing concepts and techniques. Furthermore, the Egyptian Tourism Authorities should make very basic changes and developments in the way tourist services and facilities are designed, the kind of services which are delivered, and the way those services are priced and promoted. To put it another way, a coherent marketing strategy based upon an analytical study of the tourist market should be called for.

On the other hand, the marketing concept, with its total integration of business activities designed to provide customer satisfaction at a profit, is not completely adopted and implemented by the British and Irish tour operators in promoting Egypt as a tourist destination. In addition, there is still room for improvement in many areas in order to fulfil the existing and potential customers' needs and maintain their satisfaction.

The purpose of this chapter is to discuss the contribution of the present study, its limitations, and to provide some suggestions for further research in the area of tourism marketing in general and the marketing of Egypt as a tourist destination in the particular.

Contribution of the Study

The present study is thought to make some contribution to the literature of tourism marketing and to offer some useful information to all tourism bodies in general, i.e. travel trade; national tourism organisations, boards, ministries, etc; and the suppliers of tourism services, and the Egyptian Tourism bodies (authorities, hotels, airlines, tourist firms, etc.) and the British and Irish tour operators offering Egypt as a tourist destination in the particular.

Firstly: This study has dealt with a relatively neglected area, i.e. tourism marketing, compared with consumer and industrial marketing which have received much more attention from research students. Most of the literature in the field of tourism tends to be elementary and superficial, and little of it has treated intensively the economic and social aspects that governments, especially of developing countries, have to face when formulating their tourism policies. However, these studies have failed to answer the question of how tourism is marketed in the destination country and how the destination is promoted in the international tourist market. The marketing of international tourism has been particularly neglected, and very few empirical studies have been undertaken in the area of tourism marketing. Many people have consequently continued to see the marketing of tourism only in the incorrect, narrow and arrested sense of tourism promotion. Moreover, the manager who wishes to learn about tourism marketing cannot turn to one source or one book. Instead, he or she must search out and struggle for bits of information from many diverse sources. No coherent overview of tourism marketing has been written. In this respect, the present study is considered a comprehensive and coherent research of the diffusion of marketing in this area in order to gain a better understanding of the relevance and contribution of marketing to all tourism sectors. Unlike most of the literature reviewed, the study has extensively and comprehensively discussed the application of all the marketing mix elements, i.e. product, price, distribution and promotion and their applicability to tourism situations. In addition, the study examined the major considerations which influence planning for marketing tourism. In this way, the study offers some insight for both marketing scholars and marketers of all tourism sectors and destinations of the successful application of these issues in practical terms.

Secondly: Based on the researcher's knowledge, this study is the first to be added to the literature on marketing Egypt as a tourist destination in the British and Irish markets. In this connection, it provides useful empirical data and information which can enable the marketers of Egypt as a tourist destination (Egyptians, and the British and Irish) to see certain areas for possible improvement in order to maintain and/or increase their customers' satisfaction. Both the Egyptian Tourism bodies and the British and Irish tour operators can gain a better understanding of the customers' image of Egypt, why they visited the country and how, and their experience of it. Also, the opinions and suggestions of British and Irish tour operators as well as tourist customers can be of great help to the Egyptian Tourism Authorities in designing the appropriate marketing policies. In addition, the most important contribution of the study would be in determining and suggesting ways by which these tourism bodies (Egyptian, British and Irish) can benefit from applying the marketing concepts and techniques in promoting Egypt as a tourist destination to achieve both customers' and their organisations' objectives.

Limitation of the Study

Research, because of the various constraints within which it is conducted, has varying degrees of limitation. This study is no exception. Primary among these limitations is the span of the tour operators' and customer surveys. According to the time and cost limitations, the study covered only British and Irish tour operators offering Egypt as a tourist destination in Britain and Ireland. If the pattern of these tour operators in marketing the country is similar to the way of tour operators promoting it in the main European countries (exporting tourists to Egypt), our results can be said to have general applicability concerning all European tour operators promoting visits to Egypt, but sampling of these countries would be necessary to confirm this. Also, the pattern of tour operators in promoting other destination countries may differ from that of Egypt, therefore, the results of the study should be confined to promoting Egypt rather than other countries and cannot also be generalised to those tour operators who have no dealings with Egypt (do not promote visits to it).

With regard to the customer survey, the study covered only British tourists. If their image of Egypt, their decisions to visit it, ways or arranging the visit, and their experience (satisfaction or dissatisfaction) are similar to other European customers of Egypt, the results of the study can be said to have general applicability concerning all European customers of the country, but sampling of these countries would be necessary to assure this.

Suggestions for Further Research

The following areas of research may be recommended for further examination:

1. As was apparent from the literature review, there are many examples of suppliers of tourist services (hotels, airlines, etc.) especially in the touristically developed countries such as the US, the UK, France, Spain, etc.), who have improved their performance by becoming marketing oriented. As such, a suggestion for further research is to examine 'separately and in more detail' the extent to which marketing concepts and tools have been applied in certain Egyptian tourist service companies, e.g. hotels, airlines, restaurants, tourist firms/travel agencies, etc. (not all tourist services companies or organisations were examined by this study) as well as the extent to which the application of these concepts can improve their performance and contribute to their success.

2. Also, the literature review revealed that the travel agent plays an important role in marketing tourist destinations. He is considered as a mirror of the travelling consumers' desires, wants,

and attitudes, and he plays a key role in influencing what the traveller does. Therefore, a suggestion for further research is to examine this aspect of the market (in the main countries exporting tourists to Egypt) as a key part of the study of the consumers themselves.

3. The study results showed an urgent need for the two and three star hotels to be provided in Egypt because this kind of hotel suits today's mass tourists since they should have acceptable facilities. As such, a suggestion for further research is to explore the design of this type of hotel from the customers' point of view, the capacity, the facilities to be provided, etc. in order to achieve both customers' and owners' (State or Private Sector) objectives.

4. A replication of this study can be done in the main European countries exporting tourists to Egypt in order to examine the following issues:

(a) Whether the pattern of tour operators in marketing Egypt as a tourist destination to the public in these countries is similar to or different from that of British and Irish tour operators promoting visits to it. In the light of such information, it would be possible for the Egyptian Tourism Authorities to develop the appropriate policies which suit each market.

(b) Whether the image of European customers about Egypt, their attitudes towards it, and their experience with it are similar to or different from those of British customers. Such information would help in designing and offering the appropriate product.

5. Another approach is to explore the potential buyer of the Egyptian tourist product, and the potential distributor of it. This kind of research can be conducted with those who have no experience with Egypt as a tourist destination, i.e. both the travel trade (tour operators and travel agents) and the public at large, either in Britain and Ireland or in the main European countries exporting tourists to Egypt, or both.

6. Alternatively, one could examine the extent to which the application of only one particular marketing activity (not all the marketing activities examined by this study), might contribute to improved performance in all Egyptian tourist sectors. For example, how does the use of marketing research assist these sectors in identifying and meeting their customers' needs and wants? To what extent can the Egyptian Tourism Authorities differentiate the product, e.g. health, sports, beaches, conferences, etc? Who are the potential buyers and distributors? What are the facilities to be provided?, etc.

7. Still another approach is that of examining the effect of the industrialisation of booking services (automated ticketing devices) on the productivity of travel distributors on one hand, and the role of travel agents as a traditional distributor on the other. In the light of this information, it would be possible to understand more clearly the prospective changes in the structure of tourism distribution system.

APPENDICES

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TEXT IN ORIGINAL IS CLOSE TO THE EDGE OF THE PAGE

Egyptian State Tourist Office

168 Piccadilly London W.1 Telephone: 01-493 5282

TOUR OPERATORS

Abercrombie & Kent,
42 Sloane Street,
London SW1.

235 3992

Albion Tours,
PO Box 87,
Albion Street,
Derby.

(0332) 372021

Bales Tours Ltd.
Bales House,
Barrington Road,
Dorking,
Surrey.

(0306) 885991

Carousel Holidays,
Ballast House,
Westmoreland Street,
Dublin 2,
Eire.

(0001) 719777

Club Travel,
30 Lower Abbey Street,
Dublin 1,
Eire.

(0001) 729922/732333

Concorde Travel,
146 Lower Baggot Street,
Dublin 2,
Eire.

(0001) 682333

Cosmos Holidays,
1 Bromley Common,
Bromley,
Kent.

464 3444

Egyptian Encounter,
5 Station Street,
Lymington,
Hants.

(0590) 76922

Egyptian Experience,
5 Station Street,
Lymington,
Hants.

(0590) 76922

Epirotiki Lines Ltd.
Westmorland House,
127 - 131 Regent Street,
London W1.

734 0805

Exodus Expeditions,
All Saints Passage,
100 Wandsworth High Street,
London SW18.

870 0151

Explore Worldwide Ltd.
31a High Street,
Aldershot,
Hants.

(0252) 319448

Fairways & Swinford (Travel),
37 Abbey Road,
St. John's Wood,
London NW8.

624 9352/625 4421

Fred Olsen Travel,
11 Conduit Street,
London W1.

491 3760

Global Tours,
Glen House,
200 Tottenham Court Road,
London W1.

631 5111

Hayes & Jarvis (Travel) Ltd.
6 Harriet Street,
London SW1.

235 3648

Inter-Church Travel,
13 - 17 New Burlington Place
London W1.

734 0942

Jasmin Tours,
High Street,
Crookham,
Nr. Maidenhead,
Berks.

(06285) 29444

Egyptian State Tourist Office

168 Piccadilly London W.1 Telephone: 01-493 5282

Kuoni Travel,
Deepdene House,
Dorking,
Surrey.

(0306) 885044

Nawas Tourist Agency,
19 Great Portland Street,
London W1.

580 6405/8

Olympic Holidays,
17 Old Court Place,
Kensington High Street,
London W8.

727 8050

Pullman Holidays,
79/80 Petty France,
London SW1.

222 8731

Rankin Kuhn,
13 - 17 New Burlington Place,
London W1.

439 4121

Raoul Moxley Travel,
76 Elmbourne Road,
London SW17.

672 2437

Saga Holidays,
Enbrook House,
Folkestone,
Kent.

(0303) 30461

Serenissima Travel,
2 Lower Sloane Street,
London SW1.

730 7281

Sovereign Holidays,
West London Terminal,
Cromwell Road.
London SW7.

370 5477

Speedbird Holidays,
152 King Road,
Hammersmith,
London W6.

741 8041

Sunquest Holidays,
43/44 New Bond Street,
London W1.

409 0103

Swan (Hellenic) Cruises,
237 - 238 Tottenham Court Rd.
London W1.

636 8070

Thomas Cook,
Thorpe Wood,
PO Box 36,
Peterborough,
Cambs.

(0733) 502200

Thomson Holidays,
Greater London House,
Hampstead Road,
London NW1.

387 9321

Transglobal,
11 Kings Road,
London SW3.

730 8941

Twickenham Travel,
84 Hampton Road,
Twickenham,
Middx.

898 8221

Wings Holidays,
Travel House,
High Road,
Broxbourne,
Herts.

(97) 87611

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Department of Marketing

Stenhouse Building, 173 Cathedral Street,
Glasgow G4 0RQ Tel: 041-552 4400

May 1984

Dear Sir

Tourism in Egypt

One of our Egyptian Doctor of Philosophy students, Mr Mohammed Kassem, is carrying out his research into Egypt as a tourist destination from this country.

The initial part of his project involves a brief questionnaire to those tour companies in the United Kingdom who are known to deal with Egypt. As your company is one of these we hope that you will find it possible to complete and return the questionnaire. A stamped addressed return envelope is enclosed.

We hope that you can take part in this research and in return the aggregated results could be made available to you when the project is completed.

Yours faithfully

A W Gordon
Senior Lecturer

Enc

BRITISH TOUR OPERATORS' QUESTIONNAIRE

No.1

MOHAMMED FATHY EL-SAYED KASSEM

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BRITISH TOUR OPERATORS QUESTIONNAIRE

Q.1 To what extent is your agency familiar with Egypt as a tourist destination country?
(please circle the number that best describes your opinion)

Very great extent — Very little

1 2 3 4 5

Q.2 For how many years has Egypt been one of your agency's tourist destination countries? (please write in)

....

Q.3 How many times has anyone in your agency visited Egypt during the last five years? (please write in)

....

Q.4 Among the tourist destination countries with which your agency deals, how important is Egypt to your agency?
(please circle the number that best describes your opinion)

Essential — Not Important at all

1 2 3 4 5

Q.5 What proportion of your agency's total business depends on Egypt as a tourist destination? (please tick one box below)

1. Less than 10% ☐
2. 10 - 15% ☐
3. 16 - 20% ☐
4. 21 - 25% ☐
5. 26 - 30% ☐
6. 30% and over ☐

Q.6/

/over ...

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Q.6 With which tourist attractions in Egypt is your agency concerned? (please tick all that apply)

A. Greater Cairo:

1. Cairo City ☐
2. Giza (Pyramids and Sphinx) ☐
3. Cairo Tower ☐
4. The Zoo ☐
5. The Citadel ☐
6. The Egyptian Museum ☐
7. Khan El-Khalelies and Al-Azhar ☐
8. The River Nile ☐
9. The Islamic Museum ☐
10. The Christian (Coptic) Museum ☐
11. Memphis and Sakkara Area ☐

B. Middle Egypt:

12. Tona El-Gabal at Menya ☐
13. El-Meharek Monastery at Asyut ☐
14. Tal El-Amarna at Malawi ☐
15. Temples of Abedoos at Baliana ☐
16. Hatour Temple at Bandara ☐

C. Upper Egypt:

17. The Temples of Karnak and Luxor ☐
18. The Valley of Kings and Queens ☐
19. The Phila Temples, the Island of Elephantine, the Botanic Gardens, and the High Dam at Aswan ☐
20. Hores Temple at Edfo ☐
21. Abu Simbel ☐

D. Alexandria and the Mediterranean Coast:

22. The Montazah Palace and Gardens ☐
23. The Fort of Quit-Bay ☐
24. The Greek and Roman Museum ☐
25. Beaches at Alexandria and the Mediterranean Coasts ☐

E. The Suez Canal, Red Sea, and Sinai:

26. The Greek Monastery of St. Catherine's ☐
27. Ein El Sukhna ☐
28. Ghardaga ☐
29. Suez, Ismailia, and Port-Said ☐

Q.7/

/over ...

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Q.7 Which of the following represent the needs of the British Tourists to visit Egypt? (please tick all that apply)

1. Business
2. Conferences
3. Visit historic places (old civilization)
4. Being at the seaside (sunny beaches)
5. Good weather
6. Comfortable accommodation
7. Plenty to do and see
8. Others (please specify) ____________
9. ____________
10. ____________

Q.8 (A) In your opinion, are Egypt's main tourist attractions and tourist facilities, sufficiently developed to meet the needs of the British tourists?

	Yes	No	Don't know
1. Attractions			
2. Facilities			

(B) If No, what major improvements need to be made? (please write in)

1. Attractions: ____________

2. Facilities: ____________

Q.9 Could you please rate the price of the following Egyptian tourist services? (please circle the number that best describes your opinion)

Services	Very High 1	2	3	4	Very Low 5	Don't Know
1. Air flight to Egypt	1	2	3	4	5	6
2. Accommodation	1	2	3	4	5	6
3. Food and Drink	1	2	3	4	5	6
4. Local transportation	1	2	3	4	5	6
5. Excursions	1	2	3	4	5	6
6. Inclusive package tour to Egypt	1	2	3	4	5	6

Q.10/ /over ...

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Q.10 (A) How would you describe the relations between your agency and Egyptian Tourism Bodies? (please circle the number that apply).

Relations / Egyptian Tourism Bodies	Very Strong 1	Strong 2	Developing 3	Weak 4	Poor 5	None 6
1. Ministry of Tourism	1	2	3	4	5	6
2. Tourist Office in London	1	2	3	4	5	6
3. Egypt Airway	1	2	3	4	5	6
4. Hotels	1	2	3	4	5	6
5. Tourist Firms	1	2	3	4	5	6
6. Travel Agencies	1	2	3	4	5	6

(B) If any was weak or poor, can you please suggest any ways to improve the relations? (please write in)

1. Ministry of Tourism: ______
2. Tourist Office in London : ______
3. Egypt Airway: ______
4. Hotels: ______
5. Tourist Firms: ______
6. Travel Agencies: ______

Q.11 How often has your agency been approached by any of the following Egyptian Tourism Bodies to promote Egypt's Tourism? (please circle the number that apply)

Frequency of Promotion / Egyptian Tourism Bodies	At least 3 times per year	Twice a year	Once a year	Less than once a year	Never
1. Ministry of Tourism	1	2	3	4	5
2. Tourist Office in London	1	2	3	4	5
3. Egypt Airway	1	2	3	4	5
4. Hotels	1	2	3	4	5
5. Tourist Firms	1	2	3	4	5
6. Travel Agencies	1	2	3	4	5

Q.12/

/over ...

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Q.12 By which of the following promotional activities has your agency been approached? (please tick all that apply)

1. Educational tours (to inspect Egypt's tourist facilities and attractions
2. Tourist Workshops
3. Sales Seminars
4. Calls on your agency by Egyptian sales representatives
5. Direct mailings of tourist literature
6. Newsletters
7. National Weeks and Evenings
8. Advertising in the travel trade publications
9. Press Conferences/Articles (Publicity)
10. Others (please specify) ____________________
11. ____________________

Q.13 Has your agency received any of the following inventives from Egyptian Tourism Bodies? (please tick all that apply)

Incentives / Egyptian Tourism Bodies	Credit	Discount	Promot-ional Aid	Coop-erative Advert-ising	Guarantee against Price Fluctu-ations	None
1. Ministry of Tourism						
2. Tourist Office in London						
3. Egypt Airway						
4. Hotels						
5. Tourist Firms						
6. Travel Agencies						

Q.14/

/over ...

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Q. 14 Would you please describe your agency as:
(please tick one box below)

1. An entirely wholesale operation ☐
2. Primarily wholesale with some retail activities ☐
3. Primarily retail with some wholesale activities ☐
4. An entirely retail operation ☐

Q. 15 How large is your organisation in:-

(a) No. of employees ....

(b) Capital Employed ....

Professor Michael J. Baker TD BA BSc (Econ) DBA

University of Strathclyde

STUDENT RESEARCH PROJECTS*
Department of Marketing

Stenhouse Building, 173 Cathedral Street, Glasgow G4 0RQ
Tel: 041-552 4400

May 1984

Dear Sir

Tour Operators' Questionnaire (2)
Tourism in Egypt

I am an Egyptian Doctor of Philosophy student, carrying out research into Egypt as a tourist destination from this country.

The second part of this project involves a brief questionnaire to those tour companies in the United Kingdom who are known to deal with Egypt in order to discover to what extent they promote Egypt in the British market. As your company is one of these I hope that you will find it possible to complete and return the questionnaire. A stamped addressed return envelope is enclosed.

No individual information will be disclosed but, if you would like to receive a copy of the overall results, please let me know and I will be pleased to send one when the research is completed.

Yours faithfully

M. F. Kassem

M F Kassem

Enc

*Student research projects are an integral part of the undergraduate and post graduate curricula of the department.

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Tour Operators' Questionnaire (No.2)

Q.1 Would you please tell me how important are the following marketing goals in influencing your company's decisions towards Egypt?
(Please circle the number that best describes your opinion)

Marketing Goals	Very Important 1	2	3	4	Not Important at all 5	Don't Know 6
1. To attain a predetermined sales volume	1	2	3	4	5	6
2. To cut marketing costs	1	2	3	4	5	6
3. To obtain a predetermined market share	1	2	3	4	5	6
4. To obtain a predetermined level of profit	1	2	3	4	5	6
5. Other ______ (Please specify)	1	2	3	4	5	6

Q.2 Are these goals you checked above committed to paper?
(Please tick one box below)

1. Fully written down ☐
2. Partly written down ☐
3. Not written down ☐

Q.3 What is the title of the executive in charge of marketing activities in your company?
(Please tick one box below)

1. Sales director ☐
2. Marketing director ☐
3. Managing director ☐
4. Public relations officer ☐
5. Programme designer ☐
6. Advertising officer ☐
7. Other ______ (Please specify) ☐

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Q.4 Does your company research the tourist market before it decides to offer a new Egyptian tourist product?
(Please tick one box below)

Yes ☐ No ☐ Don't Know ☐

(If Yes, please continue with Q.5, otherwise to to Q.6)

Q.5a If Yes, is this research carried out by:
(Please tick all that apply)

1. Your staff ☐
2. Specialised outside organisations ☐
3. Other (Please specify) ______________ ☐

b Concerning Egypt, in which of the following areas does your company undertake research?
(Please tick all that apply)

1. Tourist behaviour (motivation, image, decision making, characteristics, wants and needs, etc. ☐
2. Forecast product appeal to new tourist segment. ☐
3. Eliminating unattractive tourist products. ☐
4. Distribution channels. ☐
5. Advertising media research. ☐
6. Other (Please specify) ______________ ☐

Q.6 Concerning Egypt, what are the main reasons for not doing any market research?
(Please tick all that apply).

1. Demand for Egypt is too limited. ☐
2. Egypt is not sufficiently profitable to the company. ☐
3. Competition is not heavy. ☐
4. Expensive. ☐
5. Company is small and the research facilities are limited. ☐
6. Other (Please specify) ______________ ☐

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Q.7 What are the basic pricing objectives of your company towards Egypt? (Please tick all that apply)

1. To maximise the company's profit.
2. To improve the company's share of the Egyptian market.
3. To prevent the company's competitors entering the market.
4. To sell more travel to Egypt.
5. To obtain travel agencies co-operation.
6. Other (Please specify) ______________________

Q.8 What are the major methods that your company employs in setting the price of selling Egypt as a tourist destination country? (Please tick all that apply)

1. Full cost plus profit margin.
2. Competitors' price.
3. What the customer will pay.
4. Other (Please specify) ______________________

Q.9 What types of discounts does your company offer to British tourists to sell more travel to Egypt? (Please tick all that apply)

1. Trade discount.
2. Group discount.
3. Cash discount.
4. Seasonal discount.
5. Length of stay discount.
6. Other (Please specify) ______________________

Q.10 What type of channel of distribution does your company use in selling Egyptian tourism in the British market? (Please tick all that apply)

1. Your company direct to ultimate customer.
2. Your company via your points of sale to ultimate customer.
3. Your company through a travel agent to ultimate customer
4. Other (Please specify) ______________________

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Q.11 How does your company decide on the channel formation which you checked above?
(Please tick all that apply)

1. The channel provides the company with adequate market coverage.
2. Competitors also use similar channels.
3. Availability of middlemen.
4. Desire of control over the channel.
5. Other (Please specify) ______________________

Q.12 Which of the following incentives does your company offer to your middlemen to sell more travel to Egypt?
(Please tick all that apply)

1. Credit
2. Guarantee against price fluctuation.
3. Well stocked with your brochure which promotes Egypt.
4. Co-operative advertising.
5. Salesmen training.
6. Other (Please specify) ______________________

Q.13 How does your company channel British tourists to Egypt?
(Please tick all that apply)

1. Escorted tours
2. Unescorted tours
3. Use the service of your own established branches there.
4. Use the service of local Egyptian travel agencies/firms.
5. Other (Please specify) ______________________

Q.14 Which airlines does your company deal with in selling your tours to Egypt?
(Please tick all that apply)

1. Egypt Airway
2. British Airway
3. Own charter flights
4. Other (Please specify) ______________________

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Q.15 Which of the following promotional methods does your company use to promote Egypt as a tourist destination country in the British market? (Please tick all that apply)

1. Advertising
2. Sales promotion brochures
3. Public relations
4. Publicity
5. Other (Please specify) ____________________
6. None

Q.16 How often does your company use the following media of advertising to promote Egypt in the British market?
(Please circle the number that best describes your opinion)

Advertising Media	Frequently 1	Often 2	Occasionally 3	Rarely 4	Never 5	Don't Know 6
1. Television & radio.	1	2	3	4	5	6
2. Travel trade publications.	1	2	3	4	5	6
3. National newspapers/ magazines	1	2	3	4	5	6
4. Direct mail.	1	2	3	4	5	6
5. Posters.	1	2	3	4	5	6
6. Billboards	1	2	3	4	5	6
7. Other (Please specify) ____________________	1	2	3	4	5	6

Q.17 Does your company get in touch with the tourists who have visited Egypt through the company after they return to discuss their level of satisfaction?
(Please tick one box below)

Yes ☐ No ☐ Don't know ☐

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Q.18 To what extent do you agree with each of the following factors that might restrict travel to Egypt from Britain?
(Please circle the number that best describes your opinion)

Reasons restricting travel to Egypt	Strongly Agree 1	2	3	4	Strongly Disagree 5
1. Lack of charter flights to the country	1	2	3	4	5
2. It is difficult to obtain visas.	1	2	3	4	5
3. Complicated entrance procedures in Cairo Airport	1	2	3	4	5
4. Lack of comfortable transportation	1	2	3	4	5
5. Lack of comfortable accommodation	1	2	3	4	5
6. There is little to do.	1	2	3	4	5
7. The climate is too hot.	1	2	3	4	5
8. Lack of modern beaches.	1	2	3	4	5
9. Poor facilities at the tourist information centres.	1	2	3	4	5
10. Lack of professional local travel agencies.	1	2	3	4	5
11. Poor banking service.	1	2	3	4	5
12. Lack of personal security.	1	2	3	4	5
13. Uncomfortable roads for travelling.	1	2	3	4	5
14. Rude, unfriendly people.	1	2	3	4	5
15. Middle East conflict.	1	2	3	4	5
16. Noisy, unhygenic country.	1	2	3	4	5
17. Unhelpful behiavour of taxi driver.	1	2	3	4	5
18. British tourists are not sufficiently aware of Egypt.	1	2	3	4	5
19. British tour operators are not sufficiently interested in Egypt.	1	2	3	4	5
20. High prices generally.	1	2	3	4	5
21. Other (Please specify)__________	1	2	3	4	5

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Q.19 Would you describe your company as:
(Please tick one box below)

1. An entirely wholesale operation. [ ]
2. Primarily wholesale with some retail activities. [ ]
3. Primarily retail with some wholesale activities. [ ]
4. An entirely retail operation. [ ]

Q.20 How large is your company in:

a) Number of employees ( )

b) Capital employed ( )

c) Annuan sales turnover ( )

BALES TOURS LIMITED

Bales House, Barrington Road,
Dorking, Surrey RH4 3EJ
Telephone: Dorking (0306) 885991
Telex: 859353

Our Ref: HD/LGH/BTL

25th June 1984

Mr. M.F. Kassem,
University of Strathclyde,
Student Research Projects,
Department of Marketing,
Stenhouse Building,
173 Cathedral Street,
Glasgow,
G4 0RQ.

Dear Mr. Kassem,

Having tried unsuccessfully to contact you by telephone at home and at the Department of Marketing, we are pleased to confirm that we are willing to assist you by distributing the questionnaire to our clients while on tour.

Perhaps you will arrange for a supply of these to be forwarded to us, together with an indication of when you anticipate this research project will be concluded (in terms of the final date for distributing the questionnaires).

Yours sincerely,
For BALES TOURS LIMITED

H. Davies (Mrs.)
Manager, Middle East Department

Professor Michael J. Baker TD BA BSc (Econ) DBA

University
of Strathclyde

STUDENT RESEARCH PROJECTS*
Department of Marketing

Stenhouse Building, 173 Cathedral Street, Glasgow G4 0RQ
Tel: 041-552 4400

June, 1984.

Dear Visitor,

I am an Egyptian Doctor of Philosophy student, carrying out research into Egypt as a tourist destination from Britain.

An important part of this project involves a "Pre-tour" and a "Post-tour" questionnaire to those visitors going to Egypt, in order to determine firstly, what image and expectations they have about the country, and secondly, to assess their level of satisfaction with Egypt as a tourist destination.

As your opinion will be of great importance in achieving these objectives, I hope that you will find it possible to complete the "Pre-tour" questionnaire while in the aircraft going to Egypt, and please keep it together with the "Post-tour" questionnaire, which can be completed while in the aircraft coming back to Britain. A stamped addressed envelope is enclosed to return both questionnaires to me in completion.

Thank you for your co-operation and I wish you a happy and interesting visit to my country.

Yours faithfully,

M.F. Kassem

M.F. Kassem.

*Student research projects are an integral part of the undergraduate and post graduate curricula of the department.

Professor Michael J. Baker TD BA BSc (Econ) DBA

University of Strathclyde

STUDENT RESEARCH PROJECTS*
Department of Marketing

Stenhouse Building, 173 Cathedral Street, Glasgow G4 0RQ
Tel: 041-552 4400

May 1984

Dear Sir

Pre-Tour Questionnaire

Tourism in Egypt

I am an Egyptian student studying Egypt as a tourist destination for my doctorate.

An important part of this project involves a brief questionnaire to those visitors who are going to visit Egypt in order to determine what image and expectations they have about the country. As your opinion will help me to achieve this I hope that you will find it possible to complete and return the questionnaire. A stamped addressed return envelope is enclosed.

Yours faithfully

M. F. Kassem

M F Kassem

*Student research projects are an integral part of the undergraduate and post graduate curricula of the department.

Pre Tour Questionnaire

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Q.1 a Is this your first visit to Egypt?

Yes ☐ No ☐

b If No, how many times have you visited Egypt in the last five years?
(Please tick one box below)

1. Once ☐
2. Twice ☐
3. Three times ☐
4. Four times ☐
5. Five times ☐
6. Six and over ☐

Disscus

Q.2 For this visit, the following reasons and expectations might be considered of importance to you, for each, please circle the number that best describes your opinion:

Reasons and Expectations \ Degree of Importance	Essential 1	2	3	4	Not Important at all 5
1. Business	1	2	3	4	5
2. Conferences, Meetings, Missions	1	2	3	4	5
3. Visit friends or relatives	1	2	3	4	5
4. Visit historic places (old civilisation)	1	2	3	4	5
5. Being on the seaside (sunny beaches)	1	2	3	4	5
6. Good weather.	1	2	3	4	5
7. Sports.	1	2	3	4	5
8. Health	1	2	3	4	5
9. Education.	1	2	3	4	5
10. Adventure.	1	2	3	4	5
11. Comfortable accommodation.	1	2	3	4	5
12. Plenty to do and see.	1	2	3	4	5
13. Exotic environment.	1	2	3	4	5
14. Attractive custom, and way of life.	1	2	3	4	5
15. Warm, friendly people.	1	2	3	4	5

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Q.2 (Cont'd)

Reasons and Expectations \ Degree of Importance	Essential 1	2	3	4	Not Important at all 5
16. Feeling of personal security	1	2	3	4	5
17. Quietness, not too many tourists	1	2	3	4	5
18. Organised tour	1	2	3	4	5
19. Reasonable prices generally	1	2	3	4	5
20. Other (Please specify) ____________	1	2	3	4	5

(If your visit is for business or conference, please continue with Q.3, otherwise go to Q.4).

Q.3 If your visit is for business, will you stay extra days for holidays?
(Please tick one box below)

Yes ☐ No ☐

Q.4 Which airline will you fly on?
(Please tick one box below)

1. Egyptian Airway ☐
2. British Airway ☐
3. Charter flight by tour operators ☐
4. Other (Please specify) ☐

____

Q.5 Why did you choose this particular airline?
(Please tick all that apply)

1. To support national airline ☐
2. Previous experience ☐
3. Recommended by friends or relatives ☐
4. Recommended by travel agent ☐
5. Attracted by advertisements ☐

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Q.5 (Cont'd)

6. Offer special discounts
7. Part of inclusive tour (did not choose airline personally)
8. Other (Please specify)

____

Q.6 Which sources of information influenced you to visit Egypt? (Please tick all that apply)

1. Previous experience
2. Recommended by friends or relatives
3. Recommended by travel agent
4. Recommended by tour operator
5. Newspaper/Magazine articles, conferences (Publicity)
6. Newspaper/Magazine advertising by Egypt
7. Newspaper/Magazine advertising by tour operator
8. Newspaper/Magazine advertising by travel agent
9. Cinema, Radio, TV advertising by Egypt
10. Cinema, Radio, TV advertising by tour operator
11. Cinema, Radio, TV advertising by travel agent
12. Tourist literature received from tourist office of Egypt
13. Tourism fairs and exhibitions made by Egypt
14. Business associate
15. Outdoor posters
16. Others (Please specify) ______________________
17. ______________________

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Q.7 How did you arrange this visit to Egypt?
(Please tick the most appropriate box below)

1. Personal arrangement made by self.
2. Personal arrangement made by travel agent for transport
3. Personal arrangement made by travel agent for transport and accommodation
4. Personal arrangement made by travel agent for a package tour
5. Personal arrangement made by office of Egypt Airway
6. Personal arrangement made by office of British Airway
7. Personal arrangement made by Tourist office representing Egypt
8. Personal arrangement made by employer
9. Group package tour made by tour operator (escorted)
10. Group package tour made by tour operator (unescorted)
11. Group package tour made by travel agent (escorted)
12. Group package tour made by travel agent (unescorted)
13. Group package tour made by tourist office representing Egypt (escorted)
14. Group package tour made by tourist office representing Egypt (unescorted)
15. Group package tour made by Egypt Airway (escorted)
16. Group package tour made by Egypt Airway (unescorted)
17. Group package tour made by British Airway (escorted)
18. Group package tour made by British Airway (unescorted)
19. Group package tour made by Egyptian Hotels (escorted)
20. Group package tour made by Egyptian Hotels (unescorted)
21. Group package tour made by Convention Organiser (escorted)
22. Group package tour made by Convention Organiser (unescorted)
23. Others (Please specify) ____________________
24. ____

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Q.8 In which of the following categories do you fall? (Please tick one box below)

1. Single traveller
2. Single traveller with children
3. Married couple without children
4. Married couple with children
5. Other (Please specify) ______________

Now just a little information for classification purposes so that I may be sure I have received returns from a representative group of people:

Sex: Male ☐ Female ☐

Age: (Please tick one box below)

1. Under 25
2. 26-35
3. 36-45
4. 46-55
5. 56-65
6. 66 and over

Occupation: (Please tick one box that best describes your occupation)

1. Professional
2. Manager, Owner
3. Sales
4. Clerical
5. Skilled Labourer
6. Unskilled Labourer
7. Farmer
8. Retired householder
9. Student
10. Other ______________ (Please specify)

discuss

Education: (Please tick the box that best describes the highest level of education you have had).

1. Secondary education (below University level)
2. University education (graduate level)
3. Postgraduate level

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Income: Please tick the box that best describes the broad category of the total income of all persons in the family combined (per year)

1. Under £6,000	☐	4. £16,000-£20,999	☐
2. £6,000-£10,999	☐	5. £21,000-£25,999	☐
3. £11,000-£15,999	☐	6. £26,000 and over	☐

Thank you for your co-operation.

Professor Michael J. Baker TD BA BSc (Econ) DBA

University of Strathclyde

STUDENT RESEARCH PROJECTS*
Department of Marketing

Stenhouse Building, 173 Cathedral Street, Glasgow G4 0RQ
Tel: 041-552 4400

May 1984

Post Tour Questionnaire
Tourism im Egypt

Dear Sir

I am an Egyptian student studying Egypt as a tourist destination for my doctorate.

The ultimate objective of this questionnaire is to assess the level of visitors' satisfaction with Egypt as a tourist destination. As your opinion will be of great importance in achieving this objective, I hope that you will find it possible to complete and return the questionnaire. A stamped addressed return envelope is enclosed.

Yours faithfully

M.F. Kassem

M F Kassem

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*Student research projects are an integral part of the undergraduate and post graduate curricula of the department.

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Post Tour Questionnaire

Q.1 How did you find the entrance procedures in Cairo Airport?
(Please circle the number that best describes your opinion)

Very Easy				Very Complicated
1	2	3	4	5

Q.2 Please indicate your opinion of any means of transportation used while in Egypt.
(Please circle the number that best describes your opinion)

Means of Transportation	Level of Service					Didn't Use
	Excellent 1	2	3	4	Very Bad 5	6
1. Plane	1	2	3	4	5	6
2. Ship	1	2	3	4	5	6
3. Train	1	2	3	4	5	6
4. Taxi	1	2	3	4	5	6
5. Other (please specify) ______	1	2	3	4	5	6

Q.3 How long did or will you stay in Egypt?
(Please tick one box below)

1. 1 - 5 days ☐
2. 6 - 10 days ☐
3. 11 - 15 days ☐
4. 16 - 20 days ☐
5. 21 - 25 days ☐
6. 26 - 30 days ☐
7. Month and over ☐

Q.4/

/over ...

For Official Use

Q.4 If you stayed in a hotel, how would you rate your accommodation in terms of:
(Please circle the number that best describes your opinion)

Conditions	Excellent 1	2	3	4	Very Poor 5	Don't Know 6
1. Modernity of rooms	1	2	3	4	5	6
2. Toilet/shower facilities	1	2	3	4	5	6
3. Quality of food and drinks	1	2	3	4	5	6
4. Cleanliness	1	2	3	4	5	6
5. Efficiency of service	1	2	3	4	5	6
6. Friendliness of staff	1	2	3	4	5	6
7. Swimming pool	1	2	3	4	5	6
8. Ease of parking	1	2	3	4	5	6
9. Overall value for money	1	2	3	4	5	6

Q.5 The following is a list of services and points that you might have experienced while in Egypt. (Please circle the number that best describes your opinion).

Services and Points	Excellent 1	2	3	4	Very Poor 5	Didn't Use 6
1. Entertainment and recreational facilities	1	2	3	4	5	6
2. Restaurants	1	2	3	4	5	6
3. Facilities offered at tourist centres	1	2	3	4	5	6
4. Services of local travel agencies	1	2	3	4	5	6
5. Banking service	1	2	3	4	5	6
6. Quality of travelling roads	1	2	3	4	5	6
7. Behaviour of taxi drivers	1	2	3	4	5	6
8. Personal security	1	2	3	4	5	6
9. Attitude of local people	1	2	3	4	5	6

Q.6/

/over ...

For Official Use

Q.6 Which of the following tourist attractions did you visit while in Egypt? (Please circle the number that best describes your opinion about the level of their attractiveness)

The most important Tourist Attraction	Very Attractive 1	2	3	4	Not Attractive At All 5	Didn't Visit 6
A. Greater Cairo						
1. Cairo City	1	2	3	4	5	6
2. Giza (Pyramids and Sphinx)	1	2	3	4	5	6
3. Cairo Tower	1	2	3	4	5	6
4. The Zoo	1	2	3	4	5	6
5. The Citadel	1	2	3	4	5	6
6. The Egyptian Museum	1	2	3	4	5	6
7. Khan El-Khalelies and Al-Azhar	1	2	3	4	5	6
8. The River Nile	1	2	3	4	5	6
9. The Islamic Museum	1	2	3	4	5	6
10. The Christian (Coptic) Museum	1	2	3	4	5	6
11. Memphis and Sakkara Area	1	2	3	4	5	6
B. Middle Egypt						
12. Tal El-Amarna at Malawi	1	2	3	4	5	6
13. Tona El-Gabal at Menya	1	2	3	4	5	6
14. El-Meharek Monastery at Asyut	1	2	3	4	5	6
15. Temples of Abedoos at Baliana	1	2	3	4	5	6
16. Hatour Temple at Bandara	1	2	3	4	5	6
C. Upper Egypt						
17. Temples of Karnak and Luxor	1	2	3	4	5	6
18. The Valley of Kings and Queens	1	2	3	4	5	6
19. Phila Temples, Island of Elephantine, Botanic Gardens, and the High Dam at Aswan	1	2	3	4	5	6
20. Hores Temple at Edfo	1	2	3	4	5	6
21. Abu Simbel	1	2	3	4	5	6

Q.6 continued/

/over ...

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Q.6 continued ...

The most important Tourist Attraction	Very Attractive 1	2	3	4	Not Attractive At All 5	Didn't Visit 6
D. Alexandria area and the Mediterranean Coast						
22. Montazah Palace and Gardens	1	2	3	4	5	6
23. Fort of Quit Bay	1	2	3	4	5	6
24. The Greek and Roman Museum	1	2	3	4	5	6
25. Beaches on Alexandria Coast	1	2	3	4	5	6
26. Beaches on Mediterranean Coast	1	2	3	4	5	6
27. El-Alamein area	1	2	3	4	5	6
E. The Suez Canal, Red Sea and Sinai						
28. The Greek Monastery of St. Catherine's	1	2	3	4	5	6
29. Sharm El-Shiekh	1	2	3	4	5	6
30. Ein El-Sukhna at Suez	1	2	3	4	5	6
31. Ghardaga	1	2	3	4	5	6
32. Suez-Isamailia-Port Said	1	2	3	4	5	6

Q.7 What was your opinion about the price of the following Egyptian tourist services?) Please circle the number that best describes your opinion)

Tourist Services	Very High 1	2	3	4	Very Low 5	Don't Know 6
1. Air flight to Egypt	1	2	3	4	5	6
2. Accommodation	1	2	3	4	5	6
3. Food and drinks	1	2	3	4	5	6
4. Local transportation	1	2	3	4	5	6
5. Excursions	1	2	3	4	5	6
6. General price of the trip	1	2	3	4	5	6
7. Inclusive package tour to Egypt	1	2	3	4	5	6

Q.8/

/over ...

For Official Use

Q.8 A. Did you receive any special discounts?
(Please tick one box below)

Yes ☐ No ☐ Don't Know ☐

B. If yes, which of the following discounts did you get?
(Please tick all that apply)

1. Group discount ☐
2. Trade discount ☐
3. Seasonal discount ☐
4. Cash discount ☐
5. Discount according to the length of time you stayed in Egypt ☐

Q.9 Which of the following sources of information have helped you while in Egypt to use the tourist facilities or to visit the tourist attractions?
(Please circle the number that best describes your opinion)

Sources of Information	Very Helpful 1	2	3	4	Not Helpful At All 5	Don't Know 6
1. Own experience (been there before)	1	2	3	4	5	6
2. Recommendation of friends/relatives	1	2	3	4	5	6
3. Local travel agencies/tourist firms	1	2	3	4	5	6
4. Representatives of British tour operators/travel agents and their local branches	1	2	3	4	5	6
5. Local tourist information centres	1	2	3	4	5	6
6. Advertising in the local media	1	2	3	4	5	6
7. Hotels, Railway stations, etc.	1	2	3	4	5	6

Q.10 How would you describe your visit to Egypt?
(Please tick one box below)

1. It was thoroughly enjoyable and I wish to visit Egypt again ☐
2. It was satisfactory but not outstanding and I may visit Egypt again ☐
3. It was somewhat disappointing and I do not intend to visit Egypt again ☐
4. It was unsatisfactory and very disappointing, and I have decided not to visit Egypt again ☐

[If you wish to or may visit Egypt again, please continue with Q.11 and Q.12; otherwise go to Q.13].

Q.11/ /over ...

For Official Use

Q.11 If you wish to or may visit Egypt again, please rank the five most important reasons that would encourage you to do so:

1. Availability of organised package tours
2. Comfortable flight to Egypt
3. Ease of entrance procedures in Cairo Airport
4. Comfortable local transportation
5. Comfortable accommodation
6. Warm, sunny and bright weather
7. Sunny, quiet beaches
8. Attractive historic momuments
9. Plenty to see there
10. Helpful tourist information centres
11. Good banking service
12. Comfortable roads for travelling
13. Feeling of personal security
14. Warm, friendly people
15. Reasonable prices generally
16. Other (please specify) ______________________

Q.12 Will you recommend Egypt to your friends, relatives, etc.? (Please tick one box below)

Yes ☐ No ☐ Don't Know ☐

Q.13 If you intended or decided not to visit Egypt again, please rank the five most important reasons that discourage you from doing so:

1. High cost of getting there
2. Complicated entrance procedures in Cairo Airport
3. Uncomfortable local transportation
4. Uncomfortable accommodation
5. Too hot and desert country
6. Crowded and dirty beaches
7. Lack of variety of attractions
8. Little to do there
9. Unhelpful tourist information centres
10. Poor banking service
11. Uncomfortable roads for travelling
12. Lack of personal security
13. Rude, unfriendly people
14. Noisy, unhygienic country
15. Everywhere people want tips
16. Unhelpful behaviour of taxi drivers
17. High prices generally
18. Other (please specify) ______________________

Q.14/

/over ...

For Official Use

Q.14 A. Did any of the Egyptian Tourism Bodies get in touch with you to discuss your level of satisfaction with Egypt as a tourist destination? (Please tick one box below)

Yes ☐ No ☐ Don't Know ☐

Q.14 B. If yes, to what extent were you satisfied with that care? (Please circle the number that best describes your feelings)

Highly Satisfied Highly Dissatisfied

1 2 3 4 5

Q.15 If you have any comments or ideas that would be helpful in making Egypt a better place to visit, please write in

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Thank you for your co-operation

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