Due to the transformation of the business environment; all tourism enterprises which currently are operating in the Egyptian tourism market are living under extremely difficult circumstances, which are characterized by rapid change, diverse challenges and fierce competition. Therefore it becomes a necessity for them to find some means, by which they confront those challenges, improve their performance and enhance competitiveness in the market. Perhaps one of the most important means that can be used is strategic marketing which is considered one of the most important methods in helping companies to carry out their work and achieve their objectives successfully.

This evidence along with the importance of strategic marketing led to the research questions: what are the marketing tools which used in the government and non-government tourist organizations in Northern Upper Egypt Region? Are these organizations applying strategic marketing? How they apply this process? If not, what are the main reasons? Is there any role of strategic marketing in strengthening the competitive capability for tourism sector in this region?

This study has many objectives as follows: (1) To identify the role of tourism strategic marketing in tourism sector in Egypt, especially in tourism sector in Northern Upper Egypt Region (2) To evaluate the current situation of applying tourism strategic marketing in tourism sector in Northern Upper Egypt Region, (3) To identify the main reasons of no application, (4) To study the possibility of using tourism strategic marketing as a tool to support the competitive capability of tourism sector, (4) to study the possibility to market Northern Upper Egypt Region as a destination has a full tourist product.

To achieve the objectives of this study, three hypotheses have been tested; (1) there is an effective role of tourism strategic marketing as a tool used to strength the competitive capability of tourism sector in Egypt, and tourism sector in Northern Upper Egypt Region, (2) the majority of government and non-government tourist organizations in Northern Upper Egypt Region are not applying tourism strategic marketing, (3) there is a possibility to market Northern Upper Egypt Region as a destination has a full tourist product.

The methodology of the study depends on the descriptive approach (statistical methods) which includes review of literature, classifying data, interpreting data, and presenting recommendations.

Given the nature of the study, the methodology used will be based largely on quantitative data and complemented by qualitative analysis.

The researcher depended on two ways to collect the data of this study; primary resources that include interviews and questionnaire, and secondary resources that include books, periodicals, reports, conferences......etc.
The structure of the study as follows the first chapter “Introduction”, the second and the third chapter "Review of Literature", the fourth chapter "Material and Methods", the fifth chapter "Results and discussion", and "Summary and Conclusions" is the sixth and last chapter.

This study detects that tourism strategic marketing is not applied in tourism sector in Northern Upper Egypt Region.

The study presents some suggestions concerning the using of tourism strategic marketing in tourism sector in Northern Upper Egypt Region such as; raise awareness among high managerial levels of the importance of tourism strategic marketing, and learning tourism strategic marketing steps, identify the strength and weaknesses of the company that affect its success, the need of skilled human resources with enough quantity and quality to apply tourism strategic marketing, and the sufficiency of capital required for tourism strategic marketing implementation.

**Keywords:** Strategic marketing, competition, tourist organizations, Northern Upper Egypt Region.