

## **The Role of Marketing Strategies for Promoting Tourism in Alexandria**

### **English Summary**

Given the important role played by marketing strategies provide a framework in nicely for the consolidation and restructuring of the tourism industry properly, and planning for growth and development in accordance with a clear vision with specific goals, This research seals with major marketing problems facing the tourism marketing activity performance in Alexandria, evaluates marketing strategies currently applied in tourist activity in Alexandria, and proposes a set of marketing strategies to achieve the desired objectives to Alexandria to a distinguished destination by relying on strategic analysis and self-strengths and seize the marketing opportunities available. The results indicated through a field research sample of tourists the satisfaction of Alexandria as a tourist destination and recorded the reasons for their choice of Alexandria and offered the most important problems facing them. The study also showed that that the largest percentage of tourist organizations has no unit of marketing. There organization agreed on a set of elements that constitute the strengths, weaknesses, opportunities and threats that have a clear impact on the success of marketing strategy in Alexandria.

**Key Words:** Marketing Strategies, Strengths Points, Tourism Organizations, and the Tourist Destination.