

Egyptian Tourist Destination Marketing for Attracting Chinese Tourism

English Summary

According to the great economic development in China in the past years and the rise their income led to that China has become one of the most important tourist destinations at the level of tourism (Inbound), and (Outbound). Many European and African countries began attracting tourists from this huge market. In case of Egypt and after the inclusion of Egypt in the countries allowed to travel in 2002, it had already started to penetrate this market, but still the proportion of the number of Chinese tourists little. This study aims to: suggest effective strategic tourist marketing to China's tourism market to increase the number of Chinese tourists over the next ten years and recognize tourist patterns on the different needs which suited to Chinese tourists. Methodology: is a descriptive analytical study which includes distributing a questionnaire to random sample of Chinese tourists and some of travel agents category (A) which attract Chinese tourists, data were coded and analyzed by using SPSS version 16. Some of the most important results are, Chinese market is one of the most important promising markets to Egypt and the Chinese tourists found that Egypt has many unique destinations which help the decision makers in creating good image and reputation about it in China. One of the most important difficulties faced by Chinese tourists in Egypt is the scarcity of speakers in the Chinese language.

Key Words: China, Chinese Tourism, Strategic Marketing in Tourism.