

## **Northwestern Cost Tourism Development with Promoting of Healthy Nutritious Food Pattern with Regard of Available Agricultural and Tourism Resources**

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Egypt has always been a major tourism destination, and the vital role of tourism in the national economy of Egypt is well known. Thus the promoting of a new tourism patterns especially the health tourism and sport tourism in the northern west cost. Many studies revealed that, agricultural and tourism resources can be utilized in the development process. Furthermore it would be valuable to consider customers' trend toward healthy and nutritious food, and to satisfy customers' needs. Current food menu in five star hotels located in Cairo and Giza have been collected in order to evaluate these menu with regard to the presence of healthy nutritious or special menu. A questionnaire was designed to determine the availability of healthy and special menu in five star hotels, and to identify the most demanded menu according to age and nationality of the guests. The results of the study indicated that, there is a need to focus on healthy and nutritious menu in order to increase customers' satisfaction. It is necessary to study the food habits and new trends of customers and to offer modified and healthy menu such as light, diabetics and low fat menu. Results also indicated the need for training of food and beverage staffs, furthermore healthy menu play an effective role in marketing and customer satisfaction. Results showed that, the tourism resources could be of great value in the developing of health tourism in the northwestern cost of Egypt, with the need of detailed future planning.

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