



**Faculty of Tourism
and Hotels**

GREEN MARKETING: "ANALYTICAL STUDY FOR TOURISM MARKETING STRATEGIES IN EGYPT

BY

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Abstract

Our planet's capacity to sustain us is eroding. The problems are well-known-degrading agricultural lands, shrinking tropical forests, diminishing supplies of clean water, dwindling fisheries, and threat of growing social and ecological vulnerability from climate change.

While these threats are global, their impacts are most severe in the developing world- especially among people living in poverty. Thus tourism marketing executives should consider the environmental issues including products modification in addition to modification in the market strategy itself to "environmental" or green marketing

The Research Problem:

The first step of the thesis process is to select a research problem; the research investigates if green marketing is applied in tourism marketing strategies in Egypt.

The Hypothesis:

- 1- There is shortage in the present marketing tourism system in Egypt.
- 2- This defect could be treated by application of the green marketing techniques.
- 3- Increasing environmental awareness will increase Egypt share from the international tourist traffic.

The research objectives:

- 1- Studying and evaluating current marketing tourism system situation in Egypt.
- 2- Highlighting the main principles of green marketing.
- 3- Explaining the range of carrying out the principles of green marketing in the present marketing tourism system in Egypt.
- 4- Discussing the differences between the traditional marketing and green marketing.