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المهنة السياحية في الدراما المصرية: دراسة وصفية	عنوان البحث
Tourism Careers in the Egyptian Drama: A Descriptive Study	
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Abstract Background: The drama plays a vital role in all societies because of its great role in influencing the different social groups, especially the youth. There are Egyptian films and television series in tourist area, and despite the many researches that focused on the impact of drama on tourism and its development of destinations and destination marketing in many countries, there is no in-depth academic study on how to the Egyptian drama presented the tourism careers. Thus this study aims to fill this gap in academic research on various tourism professions in the Egyptian drama. Aim: Identify and describe the content of the scenes of tourism professions in the Egyptian drama. The methodology: This study is qualitative in nature and approach. It was based on the exploring of the content of the scenes that showed the tourism-related jobs and how to treat in serials and films in a convenience sample of 70 work (60 films and 10 series). Findings: Between 1959 and 2018, at least 70 Egyptian drama work (60 films and 10 series) were produced, and in which 316 scenes of tourism professions. There were 316 scenes, 80.5% of which were for hotels and hospitality functions such as chefs, service providers and air hosts. 11.7% were for tourism guidance jobs, 7.9% for tourist professions, Booking, tour operators, and tour leader. As for the number of jobs by specialization, the following were: 12 jobs for hospitality and hotels, such as: chef, waiter, air host, bartender, etc., and 5 jobs such as tour leader, tour operator for tourism studies, and 4 jobs related to the specialization of tourist guidance. The study presented recommendations for further research, and the professionals in the tourism industry and academics in universities. Keywords: tourism professions, Egypt, drama, movies, academic standards, serials.	