

The influence of tourist media on accessible tourism at five star hotels in Cairo

Abstract

Tourist media is one of the most important communication that used by tourism operators and hotel establishments, to be used for the purpose of targeting tourists to introduce them to the products , touristic attraction and services which provided by hotel establishments . It influence behavior tourist to make the decision to buy trips and hotel establishments booking, including the marketing requirements of hotels to attract the segment of accessible tourism. The aim of this study is giving guidelines to public relation managers in five star hotels in Cairo concerning the tourist media, and makes the vision is clear in the media mission addressed to the target audience, to encourage accessible tourism, in the Cairo hotel establishments.

Keywords: Tourist media, Accessible tourism, Cairo, Five- Star Hotels.