

## **The impact of traditional local food on tourism promotion**

### **Abstract:**

Food tourism is experiencing the food of the country, region or area, and is now considered a vital component of the tourism experience.

So the importance of this research appears in the idea of the need to deliver local food as it is considered as a heritage and its role in the promotion of Egyptian tourism.

The aim of this research is to demonstrate the Egyptian local food, which can be one of the possible tools to tourism promotion.

Where researchers rely on descriptive analytical method using different methods to collecting data such interview with sales and marketing managers in five-star hotels in Sharm El-Sheikh, to determine the role of the Egyptian local food attract the largest possible number of tourists.

Most results indicated that tourism promotion was not used perfectly by local food and its level is still below the required level due to some of challenges and obstacles that prevents the enhancement of food tourism in Egypt.

The researchers recommend the necessity of the participation of Egyptian tourism marketers at global food festivals, conferences that distinguish local Egyptian food and enhancement the role of the Tourism Ministry, media Ministry and tourism marketers vested in the Egyptian cuisine promotion at the global level.

**Key words:** Food tourism, traditional local food, tourism promotion.