

Alternative marketing strategy for Egyptian Hotels after political crises: Exploratory study

Abstract

Unlike natural disasters, political crises can continue to impact any tourism destination image for months if not years. Literatures discussed the impacts of terrorism and political crises on the tourism industry and argued that terrorism and political instability intimidate tourists and the tourism industry considerably. And as Egypt suffer from a Continuous political crisis began with the Egyptian Revolution of 2011, the hotel industry in Egypt suffered a huge decline in its business in terms of occupancy rates and hotel revenues from 2011 to 2015.

This study comes to explore the marketing strategies that can be used by Egyptian hotels during political crises. It used a Delphi technique to collect and unify the hotel marketing experts' opinions. 30 hotel marketing experts participated in this Delphi technique study, which include three rounds using a special structured questionnaire form for each round. Results recommended specific marketing strategies for Egyptian hotels to recover of political crises; these strategies describe the marketing decisions related to target market, and all the elements of the hotel marketing mix.

Keywords: Hotel, Marketing Strategies, 7Ps, Political crises, Egypt.