



Name of Candidate: Elshimaa Nashaat Elysed Mortada **Degree:**-----
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Supervisors: ١- **Mohamed Ibrahim Iraqi** ٢**Suzan Bakry Hassan**
٣- **Mohammed Suleiman Abdul Hamid**
Department: Tourism Studies **Approval:**-----

ABSTRACT

Tourism has become a leading industry in the global economy, and in particular in the economies of the developing countries. The benefits of tourism as a promising business extend to include the economic, social, and environmental sectors. The importance of tourism in the different destinations varies according to the tourist resources and what they comprise in terms of physical, financial, human, and technological facilities. Most countries' positive attitude towards tourism improvement asserts their recognition of the importance of such sector.

Given the importance of the tourism industry in many countries of the world, it has been essential to search for proper means to market it in order to achieve its benefits in Egypt. Marketing is a major tool in the development of tourism through which the tourist product is presented in the broad spectrum of local, regional and global markets.

As a priority in the tourism industry, marketing importance has two main sides; firstly, the concept of marketing is based on three main points; it is focused on the tourist, it is meant to achieve the satisfaction of the tourist's broad variety of needs and expectations, and it depends on the passion of the personnel of the tourist establishments. Secondly, marketing is closely related to the nature of tourism as a human activity.

The aim of tourism marketing is to help the establishment highlight its positive image and create a good impression among tourists in the targeted markets. In another context, communication and information technology revolution took part in the development process of the marketing business for various institutions. Marketing experts paid a great attention to the plans of setting up and activating advanced information networks to rely upon in the effective marketing operations.

The term e-marketing has emerged as a result of reliance on electronic media, particularly the Internet in doing various marketing activities, and hence, e-marketing jobs have been invented. The emergence of social internet sites has lead to the fact that marketing is now depending, in a great part, on the consumers themselves through exchanging information and experiences. Accordingly, social networking sites help companies to promote their products via the Internet. Companies select popular sites and web pages to place ads in different languages.