

Marketing Mawlids of Holy family and A'l El-Bait as a Unique Tourism Product in Egypt

Tamer Fahim¹-Mohammad Farrag²

Fayoum University

Abstract

Egypt possesses many distinguish Tourism patterns due to the culture diversity of the society for example, the religious tourism sites or *mazars* which it considers as competitive destination in Egypt; it remarks with variety of Jews, Christian and Islamic religious sites. Although the obvious increasing of people who come to visit these sites but there is not a clear plan or features for a comprehensive tourism program including the whole previous sites; so it is difficult to organize and marketing these religious sites based on strategic planning system especially there is not a future vision for this unique or distinguish type of religious tourism.

The paper focus on the Christian and Islamic Sites, especially the sites of Holy Family visiting and *A'l El-Bait* to investigate a new type of celebration which is known as *Mawlids* in modern Egypt, the paper aims to introduce the 'religious tourism' as a new tourism product in Egypt through these spiritual feast which held in honor of saints and *A'l El-Bait*, also the paper aims to recognize the challenges which face the marketing of this new type of religious *mazars* of Holy family and *A'l El-Bait* in Egypt. The authors intend to design and display a new model help for more marketing this new type of religious *tourism* or '*Mawlids*' in Egypt. The paper depend on the qualitative method to evaluate all elements of this new type of religious tourism for the *mazars* of Holy family and *A'l El-Bait* in Egypt, it will be used the quantitative method for the analysis the initial data which obtained from a questionnaire was distributed to a sample of academics, experts, and religious leaders responsible for such *mazars*, the paper will contribute presenting the unusual solutions to overcome the barriers which face off the promotion of this new type of religious tourism.

The paper conclude that this new type of religious tourism of Holy family and *A'l El-Bait mazars* as '*Mawlids*' represent unusual type of events which attract the majority of Egyptians; this type has a high value of spiritual and this pattern can be exploited to become an important tourist pattern attended by people from all over the world.

Key words: Al-El bait, Egypt, Holy family, Marketing, Mawlid.

¹ Lecturer of Egyptology- Fayoum university, tme00@fayoum.edu.eg

² Lecturer of Tourism- Fayoum University, mmf01@fayoum.edu.eg