

MARKETING THE PRO-POOR TOURISM AS A MEAN OF PROMOTING TOURISM AT THE TIMES OF CRISES

Noha Saad EL Shaer^{1*} & Amira Hassan Abdou²

¹Head of Hotel Management Department, Faculty of Tourism and Hotel Management, University, Egypt

²Lecturer at the Tourism Studies Dep., Faculty of Tourism and Hotel Management University, Egypt

*Corresponding Author Email: nohashaer@hotmail.com,

ABSTRACT

Egypt's famous historical heritage sites enabled the Egyptians to carry out simple market promotion for a long time. Therefore, it is important to develop an appropriate market promotion plan for the cultural tourism, as a tool to enhance the Egyptian tourism product, especially in the crises times.

During the crises period, the marketing strategies in the tourism destinations are considerably changing. If, in the beginning, the destination offer important sums to promote the brand's image, with the aim of going public, during the crises period they focus on tactical and advertising campaigns. Marketing managers' face many difficulties have to overcome in crises periods but they always must to keep the position of the tourism destination at the standard that achieve the clients' expectations. Pro-poor tourism can be a new market in crises periods through creating and rejuvenating some unique products, such as the cultural events and the traditional handicrafts.

Nubia is very rich of its traditional culture, which appears at the customs and traditions and their traditional festivals and ceremonies, which are a great source of attraction for the tourist. The most famous traditional events they have, are the marriage ceremony, celebrating the new born babies (Sobou') and el Tahteb festival.

Methodology: The data collection method which will be used is the personal interviews with the event organizers and a sample of the local community.

Recommendations: The study will be finalized by a set of categorized recommendations for the Ministry of Tourism, Egyptian Tourism Authority and the Touristic societies.

Keywords: Crisis; Pro-poor Tourism; Cultural Tourism; Nubia; Local Community; Marketing Strategies

INTRODUCTION

Tourism is a major global economic sector and is increasingly making a contribution to national economies, particularly in developing countries, where it generates employment, stimulates regional development and is a means of attracting foreign exchange (Sausmarez, 2007). In a world of increasing political and environmental instability the importance of tourism and tourism marketing in being able to respond to a range of crises and disasters is also paramount. It is not just the initial crisis or disaster itself that has an impact on tourism but also the longer lasting image of the management of that event. 'A crisis has the potential to be detrimental to the marketability of any tourist destination, particularly if it is dramatized and distorted through rumors and the media'(Hannam, 2004).

Worldwide, the hospitality industry is facing increased rates of crises resulting from both naturally occurring disasters, and manmade disasters such as revolutions and terrorist attacks. An organization's survival in a time of crisis may depend on its well trained staff and persons in leadership roles that are knowledgeable about effective crisis management. To help meet this leadership need, it is the responsibility of the hospitality management education programs to provide crisis management education to their students. Yet, very few programs offer any courses or training in crisis management (McCool, 2012).

Crisis situations present extraordinary conditions needing prompt decisions. Same response to different crises is not appropriate. Every crisis needs that strategic action be taken in order to avoid or to

minimize its undesirable results. Crisis management is a continuous effort (Adnan, 2014).

In the crisis period, the tourism destinations have to create, innovate, and attract new profitable markets such as pro-poor tourism. The term 'Pro-poor Tourism' (PPT) was first used in review of the links between sustainable tourism and poverty reduction, commissioned by the UK Department for International Development in 1999. The Pro-poor Tourism Partner defines it as 'tourism that results in increased net and fast economic benefits for poor people.

PPT is not a form of tourism or a niche market but it is a strategic planning approach that aims at enhancing the linkages between tourism business and poor people in order to reduce poverty and to enable the poor people to participate more effectively in tourism development. PPT overlaps with a number of approaches including sustainable tourism (ST), ecotourism, community-based tourism (CBT), Fair Trade in Tourism (FFT) and more recently Volunteer Tourism (VT), however it is not synonymous with any of them.

Nubia is the most famous and suitable zone (destination) in Egypt that can attract the Pro-poor Tourism market because of many reasons:

- **Politically-** Nubian tribes range a minimal states and chieftainships to self governing local communities with no strong leaders. Much variation exists in local structure, with some tribes having an aristocracy, noble class, freemen and slaves.
- **Socially-** Society is organized in clans, generally based on female genealogy in the South and on male genealogy in the North. Religious ceremonies are based on clan magic and ancestors' worship. (Lexicon Universal Encyclopedia, 1986)
- **Culturally-** Nubia is very rich of its traditional culture, which appears at the customs and traditions and their traditional festivals and ceremonies, which are a great source of attraction for the tourist.

The tourism sector is one of the Egypt's economic pillars, Egypt in 2010 had 14.7 million tourists, but after January 25th tourism revenues dropped by 60 percent. Hotel occupancy rates decreased in the first four months of this year by 16 percent compared with the same time in 2010. Tension, destabilization and sectarian sedition

lead to the drop in tourist reservation by 20 percent during January. Egypt has lost around two billion U.S. dollars in tourism revenues due to this political unrest, according to official estimates earlier this month. Moreover, revenues from exports and the Suez Canal were not as affected as the tourism sector. Tourism has been negatively affected throughout the region, where the drop in arrivals was close to 45 percent in the first quarter of 2011 (Abdou and Zaazou, 2013).

REVIEW OF LITERATURE

Crisis, Pro-poor Tourism, and Related Concepts

The word crisis as it comes from the Greek "Krisis" which means differentiation or decision. Within the legal sphere, the differentiation between just and unjust whilst, in theology, it described the separation of salvation and damnation. Tourism crises is any occurrence which can threat the normal operations and conduct of tourism related businesses, damage a tourist destination's overall reputation for safety, attractiveness, and comfort by negatively affecting visitors' perceptions of that destination. Crisis management as a function refers to changes of tasks and processes when a crisis occurs. Different types of crisis management and corresponding activities are distinguished with regard to the process character of the crisis and the differentiation between its various phases (Glaesser, 2003).

Fink (1986), was also searched in Webster's for a crisis as a 'turning point for better or worse' as a 'decisive moment' or 'crucial time' It also defines a crisis as 'a situation that has reached a critical phase'. A crisis is an unstable time or state of affairs in which a decisive change is impending.

Rejda (2003), defined Risk as uncertainty concerning the occurrence of a loss. Risk management is a process that identifies loss exposures faced by an organization and selects the most appropriate techniques for treating such exposures. In the past, risk managers generally considered only pure loss exposures faced by the firm. However, newer forms of risk management are emerging that consider certain speculative risks as well.

Hundreds and thousands of businesses throughout the world are part of the vast service industry sector. Organizations, both for profit and nonprofit, that operates such diverse settings as financial services. All

of these organizations are in need of models to help them compete and maintain effectiveness. Some forces driving change in the hospitality industry such as:

Safety and Security: With today's traveler being increasingly confronted with potential risks to personal safety and health, the industry must assess the impact of such major issues as: Terrorism, the spread of new and old disease such as so-called mad cow disease, avian influenza (bird flu), and E. coli. These risks have now become the number-one concern of travelers as well as domestic residents (Olsen *et al.*, 2008).

The literature on crisis management in the hospitality industry has gone through significant developments in recent years. This was done due to the unfortunate circumstances in which many countries experienced different crisis situations. For example, September 11, 2001 marked a significant change in the impact of terror on the travel, tourism and hospitality industries. Subsequent terror events in Europe, the Middle East and the Far East also demonstrated the massive threat of terror. It should be mentioned that these crises are often prolonged and overlap because, in some cases, a new terror event may start another cycle of crisis even before the previous crisis has come to an end (Israeli *et al.*, 2010).

McConnell and Drennan (2006), are suggested that crisis management planning and preparing for crisis should be a vital part of institutional and policy toolkits. We can focus on four key difficulties. First, crises and disasters are low probability events but they place large demands on resources and have to compete against front-line service provision. Second, contingency planning requires ordering and coherence of possible threats, yet crisis is not amenable of being packaged in such a predictable way. Third, planning for crisis requires integration and synergy across institutional networks, yet the modern world is characterized by fragmentation across public, private and voluntary sectors. Fourth, robust planning requires active preparation through training and exercises, but such costly activities often produced a level of symbolic readiness which does not reflect operational realities.

Some selected definitions for the 'Pro-poor Tourism':

- This defined by the Pro-poor Tourism Partnership as “tourism that generates increased net benefits for poor people”.

- Pro-poor tourism is defined as “tourism that generates net benefits for the poor. Benefits may be economic, but they may also be social, environmental or cultural” (Ashley *et al.*, 2001).
- Updated definition of Pro-poor Tourism, 'it is the tourism that results in increased net benefits for poor people. PPT is not a specific product but an approach to tourism development and management. It enhances the linkages between tourism businesses and poor people; so that tourism's contribution to poverty reduction is increased and poor able to participate more effectively in people are product development' Links with many different types of 'the poor' need to be considered: staff, neighboring communities, land-holders, producers of food, fuel and other suppliers, operators of micro tourism businesses, crafts-makers, other users of tourism infrastructure (roads) and resources (water) etc. There are many types of pro-poor tourism strategies, ranging from increasing local employment to building mechanisms for consultation. Any type of company can be involved in pro-poor tourism- a small lodge, an urban hotel, a tour operator, an infrastructure developer. The critical factor is not the type of company or the type of tourism, but that an increase in the net benefits that go to poor people can be demonstrated. (Ashley, 2002).

Why Pro-poor Tourism in Crisis Time?

Generally, the pro-poor tourism has great benefits on tourism destination especially in crisis times. During Egypt's unstable periods, the Egyptian Government and the Ministry of Tourism seek for the profitable tourism markets, the research will highlight on the outcomes of pro-poor tourism. As a result of this, the research will try to present a scientific plan, from a touristic view, to implement the pro-poor approach at some poor areas in Egypt, such as Nubia, to increase the economic income of the locals, through the traditional events.

For the poor, access to assets is critical, for production, for collateral and as a buffer in the times of crisis. In much of the world tourism has a negative effect on the asset base of the poor. In particular, customary rights are often insufficient to prevent developers from appropriating land and other resources for the development of tourism facilities. However, the use of a

livelihood's approach in analyzing the case studies clearly indicates that PPT can improve the poor's access to assets, though this varies considerably by case. In most cases better access to assets is directly due to the pro-poor element of a tourism initiative investments in credit, training, sanitation and organizational development—though sometimes it can be attributed to tourism development in general (e.g. when the assets are infrastructure, water and electricity). Importantly, in the Ecuadorian case, PPT contributes to increased security over land, by catalyzing support for land claims. The evidence suggests that tourism can be pro-poor or anti-poor in its effect on assets. These impacts may be less evident from outside, but very significant to the poor. PPT strategies must therefore be very deliberate in the quest for positive impact on assets (Ashley *et al.*, 2001).

- The Economic Outcomes of Pro-poor Tourism:

In economic terms, special events can be employed for promoting products, destinations or even entire countries; encouraging long-term investment; creating new permanent and temporary jobs; generating direct economic benefits for the host communities through increasing visits (Hall, 1992); improving the visitors' expenditure level or minimizing leakage of resident money from the economy (Rady, 2002).

'Development' can mean economic growth, but it can just as easily refer to urban development and renewal, social and cultural development, or sustainable development with its heavy emphasis on environmental concerns. A number of paradigms, or schools of thought about development, have influenced government policies- including those pertaining to events.

- The Social Outcomes of Pro-poor Tourism:

The impact of tourism on the society is significant. Direct economic benefits of tourism include generation of employment, increase of foreign exchange earnings, income generation and contribution to government revenues. Tourism also provides indirect impacts on the economic sectors, such as agriculture, fisheries, handicraft manufacturing and construction, which supply the goods and services for tourism sector.

Furthermore, the improvement of transportation and other infrastructure facilities and services encourage the

economic and culture development of the community in the regional area. The impacts of tourism sector in the national economy can usually be examined in the following contents of economic impact:

- Increase of employment opportunities.
- Foreign exchange earnings.
- Contribution to GDP, and concise
- Increase of government revenues.

The interaction between tourists and poor communities can provide a number of intangible and practical benefits. These can range from increased awareness of cultural, environmental, and economic issues and values, on both sides, to mutual benefits from improved local investment in infrastructure. The successful value of tourism is how to enhance the benefits and values of this industry to the whole community and an overall aim of increasing the amount of economic and other benefits gained by the poor,

Egypt is rich with its traditional handicrafts which go back to the different eras that have been implemented in its history. The Pharaonic, Islamic and Coptic eras, these three civilizations recruited, formed and demonstrated the Egyptian character which eventually reflected these dimensions on its traditional handicrafts.

Significance of Cultural Industries in the Economic and Social Development of Egypt:

Egypt faces the challenge of creating 750,000 new jobs per year in order to keep up with the demands of its expanding work force. To meet this challenge, the national industrial base must be expanded, with emphasis on small-scale enterprises. One sector that is particularly ready for such expansion, having all the requirements for fast growth and the rapid creation of jobs, is cultural industry. (Abied, 2008)

The development of cultural industries can help streamline poverty in Egypt. These industries train people in productive skills and do so at a reasonable per capita investment. They also help create more equitable distribution of wealth. Cultural industries also promote entrepreneurial values and, due to their modest capital and infrastructure requirements, grow quickly, which contributes to structural and geographic balance.

Additionally, because of their dependence on local materials is high, cultural industries are particularly suited to rural development. Two thirds of the world population do not benefit from the new model of economic growth based on the expansion of international trade and the development of new technologies, and are excluded from the construction of the information society. (Abied, 2008)

In economic terms, special events can be employed for

promoting products, destinations or even entire countries, encouraging long-term investment, creating new permanent and temporary jobs, generating direct economic benefits for the host communities through increasing visits (Hall, 1992), improving the visitors' expenditure level or minimizing leakage of resident money from the economy (Rady, 2002).

The following table summarizes the economic benefits of the event tourism, at the host community:

Table 1: The Economic Outcomes on the Host Community

Stressors Forces	Potential Economic Impact	Possible Responses
<ul style="list-style-type: none"> • Investment and New Money • Construction of event venues • Sponsorship and grants • Organizational expenditure 	<ul style="list-style-type: none"> • New money flows into area and generates income and wealth • Opportunity costs mean that other development actions are not taken • Event organizers might lose money • New event venues and infrastructure builds tourism and event capacity • Inflation of prices for Residents 	<ul style="list-style-type: none"> • Perceived economic benefits drive event tourism policy and marketing; subsidies for event bidding and organizations are justified • Cost/benefits evaluation called for • Strategic planning for event tourism; partnerships with sponsors and between agencies of government • Develop and use local Suppliers
Event tourism	<ul style="list-style-type: none"> • Mass tourism or niche market 	<ul style="list-style-type: none"> • Competitive strategy • Packaging for extended stays and spreading the benefits more widely • Leverage events for trade and development • Market to high-yield event tourism
Activities at and surrounding events	<ul style="list-style-type: none"> • Isolation or spread of economic benefits through tourist spending 	<ul style="list-style-type: none"> • Planned leverage of event benefits involves many partners
Land use changes	<ul style="list-style-type: none"> • Creation of event zones • Restructuring of areas has both positive and negative impacts on business and residents 	<ul style="list-style-type: none"> • Integrated urban development and renewal involves events and venues
Individual and community involvement	<ul style="list-style-type: none"> • Capacity of building for economic development 	<ul style="list-style-type: none"> • Distribution of costs and benefits should be a major policy issue
Media coverage	<ul style="list-style-type: none"> • Fair coverage of costs and benefits? 	<ul style="list-style-type: none"> • Media impact on policy

(Getz, 2007)

Egyptian Tourism Economic during the Period of 2011 to 2013:

According to the United Nation World Tourism Organization (UNWTO), demand of tourists was around 25 million in 1950 and today it has reached 1.000 million tourists (UNWTO, 2013). On the other hand, also according to the UNWTO forecast for 2030, it is expected that international tourism increases in the

next 10 years as much as in the period between 1950-2010 and, therefore, we could face a tourism demand of about 1.8 million tourists in 2030 (UNWTO, 2011) (Gustavo, 2013).

Egypt's economy suffers from a serious problem which is unemployment (Othman *et al.*, 2009). More than 13.40% of Egypt's population is unemployed according to the daily news report 2013 issued by 'CAMPAS'

Central Agency for Public Mobilization and Statistics. The report also mentioned that youth constitutes 70.8% of the total unemployed, with around 10.6% aged between 15 and 19, and 20.9% ranging between 25 and 29 years old. The majority of the unemployed youth were found in the 20 to 24 year-old tranche, of which 39.3% were jobless. Commenting on the education level of the unemployed, the report pointed out that 84.5% of the unemployed had high school and college degrees. 70% of youth is employed in the informal economy, which exposes them to higher risks and labor insecurities. While the micro, small and medium enterprises (MSMES) comprise over 97% of private enterprises and account for 85% of non-agricultural private sector employment.

Jumet (2014), was ensured that not only did the constant political unrest scare off investors, but also it made tourists hesitant to visit Egypt. Before the Revolution, in 2010 the tourism sector generated \$12.5 billion, but in 2012 that number had dropped to \$9.4 billion. Following the revolution, the number of tourists dropped from 14.7 million in 2010 to 9.8 million in 2011. Morsi, who had initially promised to improve the tourism sector, saw the numbers improve in 2012 to 11.5 million, but those numbers were nowhere near pre-revolutionary levels. While some took advantage of cheap package deals to beach resorts such as Sharm el Sheikh and Hurghada, the number of foreigners visiting Cairo and its primary attractions such as the Egyptian Museum and the pyramids was reduced to 9 percent, and economic growth had slowed to 2 percent, from about 5.5 percent. One interviewee complained about Morsi, 'His mismanagement of the economy was so severe that it affected everyday life in a very short span of time like the petrol shortages, inflation, food prices, and power cuts as it takes years for these things to come into effect.' Whether or not Morsi was responsible for all the economic problems Egypt faced, it was the fact that the people began to blame him for them that led to his eventual downfall.

- Stages to Overcome the Tourism Crisis

It is generally agreed that there are several stages to the disaster planning and management process what must be addressed. Stages are grouped into two categories, proactive and reactive, and point out that to achieve disaster preparedness, a combination of proactive and reactive strategies are needed. Proactive strategies

include preparation activities such as the preparation of a disaster management plan, employee training, and where feasible, creating community and/or stakeholder awareness of the potential for a crisis or disaster (hurricane warnings and an awareness of the disaster potential, for example). Reactive strategies are focused on actions after the occurrence of the crisis or disaster. These strategies can be categorized as strategies for disaster communication, resources management, stakeholder collaboration, and resolution (McCool, 2012).

On the other hand, Biggsa *et al.*, (2012) set new concept in crisis periods called resilience. Resilience concept emerged from the ecological sciences and has attracted increasing attention among tourism researchers as a framework for understanding society's ability to cope with crises, systemic shocks. But the somewhat limited literature on resilience in tourism systems thus far has included only conceptual and qualitative studies on the value of the resilience concept for understanding tourism and qualitative applications of the concept to protect area and community-based tourism.

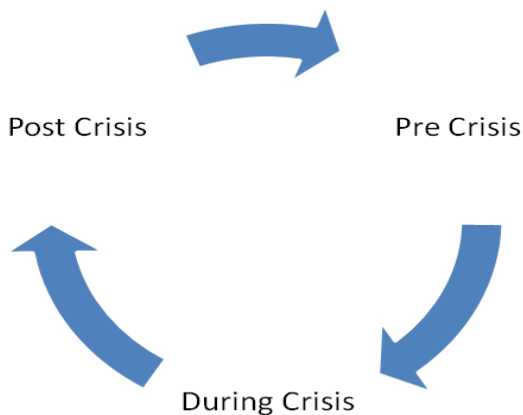
In the time of a crisis and uncertainty, the basic philosophy of management is to prepare a strategy for a shorter period and to modify this strategy based on changes in market conditions, i.e. to prepare a flexible model-fast adapting strategy, the strategy of a fast and dynamic change. Usually, strategy should be prepared for a longer period of time as it globally focuses on strategic goals significant for the company. How dilemmas can this be solved? If we do not adapt production strategy to the market changes and stick to some static strategy, it can lead to the loss of our market share and the loss of competitiveness. It is difficult to change technologies or to change manufacturing—this requires large-scale investments. A more cost-effective and faster solution is to change the logistic principles and rules of the strategy of the enterprise so that it would be based on new organization, coordination, production planning, flows and chains. The application of a 'fast strategy' is influenced by the speed of changes, by the inertia of the system and by the capacity of resources (see figure 1). The speed of changes is the matter of selected processes, on which a strategy is to be built, i.e. those processes that will bring the most extensive and the most beneficial change at the lowest costs. Comprehensiveness and costs are proportional,

i.e. the more comprehensive way a change is prepared and implemented, the bigger the requirement of the costs (Malindžák, 2011).

McCool (2012), stated crucial factors in organizations' survival in a time of disaster are effective and efficient preparation in advance of the disaster, a speedy response to the situation that occurs and strategic recovery following the disaster. Today, as never before in the history of the hospitality industry, all industry organizations have an indisputable responsibility for the safety, health and welfare of their guests, as well as their employees. Thus, it is imperative that hospitality businesses are proactive in their approach to crisis and disaster management. Such organizations have written disaster management strategies and plans, along with a well-trained staff and persons in leadership roles who are knowledgeable about effective disaster management. While the importance of such vigilance is recognized throughout the hospitality industry, the need for guidance on the preparation and effective implementation of disaster management plans still remains.

International Hotel & Restaurant Association (IHRA) stated that by taking proactive safeguards, rather than reactive measures, the hospitality industry can minimize risk efficiently and cost effectively. The important point is not to wait until a major crisis occurs. The time to assess risks and build security and crisis management system is not before but after a crisis. Figure 1 shows the hotel's disaster management planning.

FIGURE 1 : The Hotel's Disaster Management Planning



• **Egyptian Marketing Strategies at Crisis Times**

Marketing strategies in times of crisis should be analyzed, in relation to business market dynamics, market structures and also in relation to its potential. It is believed that any economic and financial crisis has a direct impact on both the population's purchasing power (volume and structure of demand) and also the purchasing and consumption behavior of consumers. Purchasing power has a direct impact on consumption structure (being advantageous products with high utility discounted price) and on consumer purchasing behavior and it changes the criteria for evaluating products and services. In such circumstances a marketing strategy is very difficult, if not impossible to realize, because in a situation of economic crisis like the one in Romania, environmental factors destabilize the firm and its environment. On the other hand it is very difficult to anticipate the environmental physiognomy in such conditions, such strategies, of anticipating the changes in the environmental structure remaining simple theory (Cornelia and Mihaela, 2011).

Tourism marketing and promotion is clearly essential for successful tourism development but is sometimes overlooked. Nevertheless research has focused on the analysis of the ways in which tourism marketing and branding actively creates and constructs certain destinations for development. However, we should not lose sight of the fact that tourism promotion is 'grounded in relations of power, dominance, and subordination which characterize the global system'. Moreover, tourism marketing has become increasingly complex. It is no longer concerned simply with representing or conveying an image of a place, but with attempting to sell an experience of a place by explicitly relating to the lifestyles of consumers (Hannam, 2004).

Iordache (2013), explained that managers of hotels can confront with several challenges in a continuous changing environment, but they always need to keep the position of the hotel at the standard that achieves the clients' expectations. The management of the crises can be considered as an exam for the manager to lead a successful business or to keep at a normal level of his position in business, when the business's environment is not favorable. The global economic crisis has a powerful effect over the hotel's industry. The hotel's managers will need to adapt the business plans for

letting the biggest possible efficiency, and for convincing the worried and skeptical costumers to travel and, implicitly, to consume hotel's services.

Analysis of Egypt's response to terrorism through increased security measures linked with marketing. To create positive publicity, Egypt hosted a sequence of international special events to draw world and industry attention away from the terrorism. These lessons are important, given the impact of recent terrorist attacks on the tourism industry worldwide (Wahab's, 1996).

In marketing terms a brand is a unique combination of product characteristics and added values that have taken on a particular meaning in the minds of consumers, 'When consumers make brand choices about products—including destinations—they are making lifestyle statements since they are buying not only an image but also an emotional relationship'. Tourism destination brands are reaching beyond the tourism industry and are now seen as integral to wider processes of economic development (Hannam, 2004).

The following table shows the practices that should be taken in crisis:

Table 2: Practices in Crisis Management

Theme	Practice
Human resources	Laying off employees to reduce labor force Using unpaid vacation to reduce labor force Reducing the number of workdays per week Freezing pay rates Replacing highly paid employees with new low paid employees Increased reliance on outsourcing
Marketing	Marketing to domestic tourists in joint campaigns with local merchants (such as Visa and MasterCard) Marketing to domestic tourists with focus on specific attributes of the location Price drop on special offers Reducing price list Marketing to foreign tourists with specific focus on the location's distinctive features and relative safety Marketing and promoting new products or services (family events, catering) Marketing to new segments
Maintenance	Cost cuts by limiting hotel services Cost cuts by postponing maintenance of the building (cosmetics) Cost cuts by postponing maintenance to the engineering systems Extending credit or postponing scheduled payments
Government	Organized protest against the lack of government support Industry-wise demand for governmental assistance with current expenses Industry-wise demand for a grace period on tax payments Industry-wise demand for a grace period on local tax (municipality) payments

Israeli, et al., (2010)

Cornelia and Mihaela (2011), illustrated that, in times of crisis it is recommended that the communication activity to be constant or even increasing, although the departments of marketing and communication, as mentioned above, face wrongly budget collapse. The consumer is stressed by enough financial problems and pressed by the verbs 'to buy, to consume and to be indebted' Campaigns by all means, thus 'creative' and 'creativity' seem to be the only sources of 'deadlock'. The Internet as a marketing medium provides owners of small and medium sized companies with an exceptional potential for sales and brand building, it is efficient, and it offers unique advantages. Among the most significant trends in online marketing the following ones are highlighted:

- Developing social networks,
- Increased marketing on search engines,
- Emergence of online statistical indicators,
- Target distribution experience while increasing consumer behavior,
- Integrate online and offline media, since more and more sales are done on the Internet,
- The downward evolution of communication through e-mails, marketers must focus on the message that they send, so that it is important and relevant to the consumer,
- Emergence of new concepts of sites.

At the time of economic crisis companies tend to reduce advertising and media costs. This is a rather typical business practice as the impact of cutting these expenses not be tracked immediately. Nevertheless, the companies that invest in media presence may gain noticeable communication advantage. Strategies that build on fragmented target-groups will not necessarily start with cost cutting. Instead, economic and psychological consequences may be approached by a better optimized media mix. The media mix is not to be considered as a pure combination of communication channels, but it also involves carefully changed communication content. While several companies lower their activities, others can consider gaining new markets by increased media spending (Horváth *et al.*, 2014).

Concerns have been raised about the vulnerability of the tourism industry to threats including financial and economic instability, political crisis, and the increasing

price of oil and accelerating global environmental change. There is particular concern over how these threats may lead to crises and shocks to the society. Due to environmental feedbacks, economic market linkages and the flows of resources and people, these shocks may spread rapidly from the point of origin to distant parts of the globe and interact in novel and unexpected ways. For example, global travel was affected by the international security concerns following the 2001 attacks on the United States and the SARS outbreak in Asia in 2003. The global financial crisis of 2008–2009 originated in the US housing market but quickly spread to affect the availability of credit across most of the global economy. The response options and the ability of vulnerable segments of the tourism industry to cope with the shocks and changes associated with global and regional change are therefore of growing importance (Biggs *et al.*, 2012).

Iordache (2013), stated that, marketing experts and managers need to take into account the general trends specific to a period of economic crisis:

- The travelers closer to home will be preferred instead the ones on long distance,
- Decrease in the number of days of sojourn as well as the costs will be more pronounced than the decrease in arrivals,
- The destinations that offer 'value of money' and favorable rates of change have an advantage the price become a key problem,
- The companies must concentrate on price stability for keeping their competitive part. It is more necessarily like never before the collaboration in the conception process of tourist products packages, for example, the hotel managers with the transport tour operators, with societies which organize events or with leisure bidders.

How can Crisis Affect Egyptian Tourism and Hotels Sectors

During 2011 Tourism, which directly or indirectly employs one in seven Egyptian workers, was down by 80 per cent in comparison to the previous year. An inflation in the vital food component of the cost of living index was running at 20% in the early summer (Sprinborg, 2012).

We now face at least two kinds of crisis that affect the

prospects of moving towards more sustainable tourism. First, there is a global environmental crisis, in response to which many people focus only on the threats from climate change. Secondly, the economic and financial crisis that we first noted in 2009 has now become the most profound and challenging in this decade. This is—in some ways—a short term challenge, and it directly affects business and income and as such it gets much more immediate and meaningful attention. This economic threat continues to have repercussions for sustainable tourism. One result is that it has halted the growth in tourism provisional UN World Tourism Organization (UNWTO) figures show a decline in international tourist arrivals to 880 millions in 2009, a fall of 4% from 2008 (Bramwell & Lane, 2011). The expected expansion to 1.6 billion international tourist arrivals by 2020 forecast by UNWTO (2001) now seems unlikely (Bramwell & Lane, 2011).

Crises and natural disasters jeopardize tourism development not only by the damage they inflict but also by their unpredictability. The impact on tourism because of terrorist actions and disasters is enormous. Full recovery after the crisis may take considerable time and can be aggravated by the substitution of other destinations. In addition, although crises may occur in a single country or region, the repercussions may be global. It is imperative, therefore, that wherever possible, destinations should manage crises or avert them altogether, the means of doing this, however, is not always clear (Sausmarez, 2007)

The Role of Media, Promotion and Advertising in Crisis Times

The media coverage has been proposed as a crucial variant to measure the reputation of firms and organizations. Media reputation is defined as the overall evaluation of a corporation presented in the media. Countries, as corporations, should also manage its reputation to gain competition with a good reputation, and reduce the reputational risks and troubles that might affect them. Economic indicators and business trends are a basic input of the economic and business press. The media and journalists have the ability to say to their audiences what is important and urgent. This seems to be especially true in the field of business: 'With the creation of the Internet, and with average citizens becoming savvy about investing in the stock market—and then losing their savings in economic

crises—business news, in its many forms, has come to be an increasingly significant part of the media and public agenda'. Journalists report the economic and financial events and also say how the new numbers released should be evaluated and weighed by the audience. Thus, the media coverage shapes or changes the perception by foreign receptors of a target—a market or a country advantage. Thus, countries could take advantage of the benefits commonly associated with (Soto, 2014).

Iordache (2013) stated anti-crisis strategies adopted by the hospitality sector as follows:

1. Additional responsibilities versus specialization

During the economic crisis, many hotels have had to eliminate or simply not to replace certain key positions so that the remaining employees have taken on additional responsibilities, multitasking becoming the norm. Along with improving the business climate, a new trend that emerged was to be looking for experts to create new contacts and increase sales room. A very important role has web designers, who assume full responsibility for the marketing and sales department.

2. The management oriented on profitable sales

Reduce sales forced hoteliers to sell 'smarter', not just harder. Management revenue organization was created to increase net income while maximizing occupancy. Many of the hotels have drastically reduced prices during the recession will be faced with difficulties when they try to bring prices to a profitable level. Unfortunately, reduction of tariffs was a decision taken by many hoteliers simply because they did not know what else to do.

3. Creativity in making the promotions

In addition to discounts offered to loyal customers, of them the hotels have begun to emulate and promotions which in recent years rarely happens.

4. Partnerships with event organizers

The most practice partnerships with event organizers, seminars, workshops, companies can make regular hotel guests. This approach is beneficial for identifying new market segments and thus better targeting.

5. Adopting the concept of corporate social responsibility (CSR) Corporate social responsibility and environmental certifications are the trend in the hotel industry. The hotel may equipped with water

management or energy consumption, to avoid possible pollution. This is certainly an important consideration especially for foreign customers.

6. Implementing loyalty programs and develop exclusive clubs Howard Johnson Grand Plaza is part of Wyndham International and, therefore, promotes and uses Wyndham Rewards program of customer's loyalty. It is aimed at those who use accommodation services to affiliated units in the chain (brands like Ramada, Days Inn, Travelog etc.) and rewards loyal members with free nights and discounts on certain airlines.

Also Horváth *et al.*, (2014), referred to three actions that should be taken in crisis time:

First: Decrease of advertising spending

Reduced advertising and media spending may be compensated by better targeted ads, which reach the real, interested targets that therefore increase advertising effectiveness. During the period of economic crisis the structure of advertising have also changed, which is a result of more dominant aggressive client negotiations, partly changing use of the media. The tendency is that traditional TV and print spending decrease, cable television and digital applications increase.

Second: Promotional actions to increase demand

Decreasing consumption is the most obvious consumer reaction in critical times, therefore companies often use sales promotion actions to keep price sensitive customers. Price sensitive customers make more elaborated purchase decisions, for them, immediate financial rewards would work better than complicated sales programs, as they can see at the point of purchase that they saved a certain amount. On the other hand, continuous price based sales promotions would modify consumer expectations about price, and on the long run may however ruin the profitability of the company, which would lead to price wars.

Third: Use of alternative media

The pressure to spend less on advertising made companies to find new alternative ways, new media to compensate for the lower general spending. New media is not necessarily online; it is more part of the 360 degree marketing. Significance of TV, radio, press decreases, while online media exponentially increases,

which makes more space for events, guerrilla marketing, ambient media and new applications.

Nubian Eco-lodges and Style of Accommodation

Mehta 2007, defined the eco-lodge as 'An eco-lodge is a five to 75- room, low-impact, nature-based, financially sustainable accommodation facility that helps protect sensitive neighboring areas, involves and benefits local communities, offers tourists an interpretive and interactive participatory experience, provides a spiritual communion with nature and culture, and is planned, designed, constructed and operated in an environmentally and socially sensitive manner'.

Despite these significant constraints, eco-lodges have a broad market opportunity over the next 30 or more years to capitalize on the aging demographics of the market, increased ability to deliver quality information via the Internet, growing leisure time and resources for the large group of professional middle-class retirees from Europe, Japan, and the United States, and changes in leisure and lifestyle trends that will influence travelers to seek more customized experiences in smaller accommodations worldwide (International Finance Corporation, 2004).

A rapidly changing business environment, changing customer demands, and increasing competition has been a challenge for many of today's hospitality companies. The gradual rising in the importance of tourism for countries' economies have led to an increase in the number of tourism establishment nowadays, and strengthened the competition environment. As for all the establishments, one of the main reasons for the hotels is obviously to stay competitive as well. The way for that is to make the hotel more attractive than the competitors. Eco-lodges are accepted as one of the new trends in the hotel industry in recent years. An important part is that the travelers usually live in the industrialized metropolitan areas. Problems in big cities such as noise, environmental pollution, traffic and overpopulation are increasing the people's longing for the nature. Eco-lodges offer their environmentally aware customers a holiday alone with nature, and thus gain an important competitive advantage. Moreover, eco-lodges adopt an environmental friendly approach and considerably serve for the sustainable tourism efforts (Erdem and Tetik, 2013).

The following factors (in random order) are considered to be the primary determinants for whether there will be a demand for a specific eco-lodge among travelers:

- Visitors' budgets and preferences;
- Likelihood of seeing a primary attraction;
- Marketing impact;
- Degree of political stability, safety and security;
- International airline access;
- Domestic airline access after arrival at an international gateway;
- Speed of booking time;
- Quality of Internet information; and
- Destination image and economic situation in source markets.

More specific, secondary determinants include the environmental practices of the lodge and the type of architecture. However, some experts felt that having the accommodation located in a natural area was more important than design or greenness (International Finance Corporation, 2004).

Bien (2002), stated that, according to The International Eco-lodge Guidelines, an eco-lodge should meet the following criteria, which are the key principles of eco-lodges. Conserve the surrounding environment, both naturally and culturally.

1. Have minimal impact on the natural surroundings during construction.
2. Fit into its specific physical and cultural contexts through careful attention to form, landscaping and color, as well as the use of localized architecture.
3. Use alternative, sustainable means of water acquisition and reduces water consumption.
4. Provide careful handling and disposal of solid waste and sewage.
5. Meet its energy needs through passive design and combines these with their modern counterparts for greater sustainability.
6. Endeavor to work together with the local community.
7. Offer interpretative programs to educate both its employees and tourists about the surroundings natural and cultural environments.
8. Contribute to sustainable local development through research programs.

Wassef (2004), determined that, for all long-standing food habits and culinary traditions that have developed through the ages, the end product is a balanced diet in harmony with the physiological needs of the people and their occupation, climate, agriculture, and natural resources. The Egyptian has inherited an indigenous food system and traditional food habits that can guarantee a balanced diet.

Archaeological studies and Egyptian collections in museums around the world yielded a wealth of information on the foods consumed by the ancient Egyptians and the evolution of eating habits. Accounts made by travelers to Egypt through the ages provided valuable descriptions of foods and beverages and of food consumption patterns. The ancient origins of foods and of their methods of preparation were identified through a 'live' reading of historical evidence coupled with an intimate personal knowledge of current food habits.

Nubians are friendly and hospitable. They often invite you to their homes for a cup of tea or 'Karkade', a drink made of hibiscus flowers. Many would happily show you their handicrafts. They sometimes invite you to taste their unique 'Shamsi' bread which has a special baking technique. The bakers, usually the women of the village, let the dough rise in the sun before baking it. Some connoisseurs claim that the 'Shamsi' bread is one of the best kinds of bread in the world.

After such hospitality, a reciprocal gesture of generosity is not necessary but would certainly be appreciated (Kilbride, 2017)

Nubian villages are found in and around Aswan. A couple of them are located only 150 meters from the cornice on Elephantine Island in Aswan archipelago. Many Nubians used to live in the valley of the Nile south of Aswan. However, the artificial Lake Nasser created by the construction of the high dam flooded many Nubian villages. As a result, more than 100,000 Nubian inhabitants of the area were relocated to villages North of Aswan and around Kom Ombo.

Other interesting villages are located on the west bank of the Nile and can be reached by felucca, motorboat or a car. A famous one is 'Gharb Sehel' which is located near the old dam south of the archipelago on the west bank. Another famous Nubian village is Gharb Aswan which is located north of the Tombs of the Nobles.

Aswan offers an abundance of hotels ranging from 1 to 5 stars. Most hotels are located downtown and others on islands in the archipelago opposite the corniche. There are also many Nubian and cultural houses

located in various Nubian villages where tourists can spend the night. The following is a list of hotels and houses that we recommend:

Table 3: The accommodation types in Nubia and their style

Accommodation Name	Accommodation Type and Category	Accommodation style
Old Cataract hotel	5-star hotel	One the finest and most prestigious hotels in Upper Egypt. It's a living history and a landmark in the modern history of Egypt.
Mövenpick hotel	5-star hotel	Aswan for those seeking good service, good food and a pleasant stay. The hotel is located on the northern part of Elephantine Island. Rooms have beautiful views of the city of Aswan, the Nile and the archipelago, especially the Botanical Garden and the Tombs of the Nobles. An afternoon tea at the Panorama Bar is a must-do. A free ferry runs every half an hour between the hotel and the corniche. A trip takes five minutes .
Pyramisa Isis Island hotel	5-star hotel	Located on an island of its own south of the archipelago. Free ferries run every half an hour between the hotel and the corniche. A trip takes ten minutes.
Basma hotel	4-star hotel	Located on a hill overlooking the archipelago of Aswan. Basma hotel has always good reviews about its service and staff. The hotel has also a magnificent view of the Nile. Drinking a tea on the hotel terrace at sunset is a Must.
Isis Corniche hotel	3-star hotel	It consists of bungalows and gardens. The best rooms are those facing the Nile. The hotel has a good restaurant/pub with a view of the Tombs of the Nobles.
MemnMemnon hotel	3-star hotel	Located on the corniche, just behind the Old Bazaar. It's highly recommended for tight budget visitors. The hotel has a friendly atmosphere, good service, and a beautiful view of the cruise ships and the corniche. No elevator is available and the entrance is from the back side of the building.
Ana Kato and Kasr El - Nouba	Cultural Nubian House	This Nubian cultural centre is willing to share the secrets of its ancient land and people, not in the information you may read but through experiencing the ambiance. It is located in Gharb Sehel, a Nubian Village south of the archipelago close to the old dam.
Bet el Kerem	Nubian Guesthouse	Great accommodation, tasty and healthy meals, and Exclusive customized tourist activities.
Glory of Nubia Island	Camp	The Glory of Nubia camping island is an exotic escapade for those seeking ultimate Nile adventures in Aswan, and an authentic living in a tropical-like surrounding.

(Source: *The Egyptian Hotel Guide, 2014*)

Swan (1999), cleared that, in architecture, a Nubian vault is a type of curved surface forming a vaulted structure. The mud brick structure was revived by Egyptian architect Hassan Fathy after re-discovering the technique in the Nubian village of Abu al-Riche. The technology is advocated by environmentalists as environmentally friendly and sustainable since it makes use of pure earth without the need of timber. The technology is of Sudanese Nubian origin.

The age-old Nubian vault technique was notably revived by the Egyptian architect Hassan Fathy in the 1940s with the building of a new village at Gourna, near Luxor. Architecturally, this village is a singular success, however, the families who were moved there soon abandoned it to return to their original village.

MATERIALS AND METHODS

There is one method that will be used in this research in order to gain the desired information. An Interview, which was held with the Founder of 'Reviving Nubian Traditions Society'- Cairo, Ex. Vice-Dean, Faculty of Arts & Design, Faros University, Chief of the Planning and Follow up sector (ETA), the Egyptian Tourism Authority, President of 'Blue Wave' Tour Operator, Sharm el Sheikh, and the President of 'Wafaa El Nil' Society.

Data Analysis

There are two types of data the qualitative and quantitative. The way we typically define them, we call data 'quantitative' if it is in numerical form and 'qualitative' if it is not. After the process of collection of the data (Top management line and marketing experts' interview) the questions will analyze.

★ Questions No. (1, 2):

- The crisis plan of the Egyptian Tourism Ministry
- Actions to overcome the tourism crisis

Ministry of Tourism in Egypt has established crisis or emergency plan. The Ex-Minister of Tourism, Dr Hisham Zaazooa stated that, the current action plan adopted by the ministry and the Tourism Board include work on all axes to face the current crisis, pointing out that the action plan designed to:

1. Revitalize and promoting domestic and inbound tourism.

2. Communicate with the World Tourism Organization to manage the current crisis, also hiring an international expert Prof. German Porras, the World Tourism Organization expert and the chairman of the Authority of Promotion in Spanish to face the Egyptian tourism crisis.

3. Auspices, the International Championship squash organized by the Ministry of Youth and Sports, that will be held during the period from December 12 to 18, 2015.

4. The existence of sports and art events on the land of Egypt, to visit the star Morgan Freeman and musician Yani, which has been covered by local and international media positively.

5. Invite some famous chefs in the world to visit Egypt and to provide a program of cooking with the participation of Egyptian cooks and be on the banks of the Nile or the city of Sharm el-Sheikh or Hurghada.

6. Preparing tour packages aimed at different segments attractive prices in coordination with the Ministry of Civil Aviation and the airlines as to enhance support and stimulate domestic tourism and increase the percentage of occupancy in hotels and reassure the workers in this sector.

★ Question No. (3):

- Marketing tools during crisis time

During the crisis times, the marketing managers use effective tools to promote tourism. Firstly, E-Marketing, the electronic services and new applications enhance cost reduction and shorten the time factor. Secondly, using the social media (Facebook and Twitter) also the specialized sites like Trip Advisor. Thirdly, organize a national campaign of awareness of tourism by the students of tourism hotel management colleges and high institutes. Well trained students of these colleges and institutes will launch throughout Egypt to promote tourism sights.

★ Question No. (4):

- The market segments are targeted during crisis time

Opening up new tourism markets, taking advantage of the support of the Gulf States to support Egypt's position in the recent crisis and the granting of facilities for tourism and Gulf tourism programs specifically designed to meet the tourists from these market requirements. Prepare tourism destination to attract for

conventions and special events in Tourism like Sharm el-Sheikh. Also focusing on non-traditional markets such as disabled or special needs market. Most of tourism experts see that Pro-poor Tourism will not achieve quick gains, but it is a project worthy of attention, because it will provide employment opportunities for marginalized groups and provides tourist social services in remote areas.

★ Question No. (5):

- Think about the Pro-poor tourism in crisis time

Promote the market of Pro-poor Tourism that ensure the participation of all segments of society in the development of tourism operations, by providing a direct return on the local population, such as traditional crafts and souvenirs, and provide tourist guide services, accommodation in heritage hostels, providing a vivid experience of co-existence in the physical heritage and the humanitarian situation in these areas.

The Pro-poor tourism market is expected to grow in the future with the growing repercussions of the economic globalization, which will be charged with the direction opposite from the growing interest in local cultures, which works to raise the level of local society with lower income and to achieve justice in distribution of developmental benefits for tourism, providing tourist product, contributes to the preservation of the local environment, and this trend depends on the development of various new types of hotel accommodation in traditional rural areas and some cultural areas.

★ Questions No. (6,7,8):

- The available programs for practicing this kind of tourism (cultural special events).
- The regions where these events take place.
- The activities that are practiced through these events.

The chief of the Planning and Follow up sector, the Egyptian Tourism Authority, confirmed this by mentioning that there is an example of these events, at El Fayoum Governorate, there is a small village named 'Tunis Village', where an annual event is held, by a Swiss woman called 'Evelyn'. She is trying to revive the pottery industry by teaching the local people there, this dying out industry as a means of raising the economic income, because the village is so poor and needs many

services. This event attracts hundreds of tourists, and if it is well organized (from the official authority side), it would be one of the most important cultural events in Egypt.

President of 'Wafaa El Nil' Society confirmed the previous answer and mentioned a very remarkable event, which is "Characters of Egypt". This event was annually held at "Marsa Alam", but it was stopped after the 25th January revolution, due to the shortage of the economic funding from the Egyptian Tourism Authority, because it was a non-profitable event. So, the organizer needs funding from an official authority. The aim of this event is the interaction of the Sinai Bedouins' tribes (North Sinai and South Sinai), they practice traditional cooking, camel racing, customs and traditions, traditional celebrations and climbing hills etc.

The Founder of 'Reviving Nubian Traditions Society' added that there is a great tourist demand on these traditional events, at Upper Egypt, especially, Aswan and Nubia, but there isn't any official consideration or organization for them. The most cultural events at Nubia, are 'El Sobou' (celebrating the baby birth) and the 'Wedding Ceremony'. These events highlighted some of the famous customs and traditions, Nubian jewelry and Nubian architecture. Also, there are some activities which are practiced during these events, such as dancing (folk dances) and attending the Henna night (the day before the wedding day) with the bride and the groom, painting the bride's hands and legs with Henna, dancing with the groom and singing traditional songs with him. And for the 'El Soubou' celebrations, the baby's family take a piece of his/her clothes and put it on a small floating boat and put it in the Nile, and leave it to flow on it, as a sign of an eternal life for the baby.

- President of 'Blue Wave' Tour Operator also, confirmed that there isn't any promotional or organizational effort, for these events from the official authorities. He also, referred to the point that the traditional events, which are held at South Sinai, are funded and organized by the hotels' owners there

★ Questions No. (9,10,11):

- The responsible of holding these events.
- The kind of support given to tour operators to organize these trips.
- Examples for the poor areas in Egypt where this

kind of events can develop.

The chief of the Planning and Follow up sector, the Egyptian Tourism Authority confirmed that there was a regular fund from the Egyptian Tourism Authority (ETA) for these events, but it was decreased, especially after the 25th January revolution. But, there are 36 internal offices which play a great role in the awareness of the cultural and traditions preservation at different areas, such as, 'El Menya', Sohag and Aswan.

President of 'Blue Wave Tour Operator', stated that there isn't a remarkable role for the official authorities at the marketing and promotional services for 'Dahab Festival' as an example, which takes place at 'Wadi Connection' area at Dahab. He also, stressed the role of the hotels' owners in addition to the tour operators at the event organization, to enhance the tourism flow to the area.

★ Question No. (12):

→ The kind of tourism being well advertised in the events the official authorities (ETA) participate in.

All of the interviewees confirmed that there are so many areas in Egypt which are so rich in culture and traditions, and the same time they have a very low economic standard, which reflects on the local community, to be a poor community, so, we must try to preserve this treasure of rich culture, and to use it as a tool to increase the economical standard of the local community, such as:

- a. Aswan (West of Sohial village).
- b. Nubia.
- c. El Fayoum (Tunis village).
- d. South of Sinai (Bedeuns' culture).
- e. New Valley (Dakhla oasis , Kharga oasis, Farafra oasis, El Bahareya oasis).
- f. Siwa oasis.
- g. Sohag (Akhmeem).

★ Question No. (13)

→ The different tools used to promote this kind of tourism to make people aware of it.

President of 'Wafaa El Nil' Society said that there are marketing and promoting efforts for the event (Characters of Egypt), especially, online promotional movies.

The chief of the Planning and Follow up sector, the Egyptian Tourism Authority emphasized the point that

there are a lot of marketing efforts through the official online webpage of the Ministry of Tourism and the (ETA). In addition, there is also documenting the Egyptian cultural and traditional events such as Ramadan, Prophet Mohammed (PBUH) birth, Adha feast and Mawaled.

President of 'Blue Wave' Tour Operator's opinion was different, as he said that there is another effective means for enhancing and promoting Egypt, as a tourist destination, and especially the events marketing, which are the International (foreign) movies. This could include scenes at different touristic destinations in Cairo, Sharm el Shiekh, Hurghada, Luxor and Aswan, Nubia...etc. This would be a free and direct marketing tool for promoting tourism to Egypt. Many countries use these tools among which are 'Tunisia' and 'Morocco'. But in Egypt, actually there was an attempt for this experience, but bureaucracy was an obstacle for the producers and directors of these films.

★ Question No. (14):

→ The presence of an Egyptian agenda for the cultural events.

The chief of the Planning and Follow up sector, the Egyptian Tourism Authority provided me by the (ETA) official Agenda for the special events organized annually in Egypt. But this Agenda, is not published on the official website of the (ETA).

★ Question No. (15):

→ The problems taken to develop the traditional crafts, and places.

All the interviewees agreed that there are programs for reviving the traditional handicrafts in Egypt, under the supervision of Ministry of Tourism and the events' organizers, as follows:

- a. Tunis Village (Developing pottery and porcelain industry).
- b. Nubia (Traditional customs, jewelry and different straw hand-made items).
- c. Sohag (Carpets and Bed covers at Akhmeem)
- d. South Sinai Bedouins' (Handicrafts and souvenirs made of beads, which have the Bedouin style, colors and materials).

★ Question No. (16):

→ The availability of some educational programs and activities (classes, workshops)

to teach tourists traditional handicrafts.

The chief of the Planning and Follow up sector, the Egyptian Tourism Authority mentioned that there are already workshops held at Tunis village for teaching the making of pottery products, because it is the most popular place in Egypt, for this industry, that's why it is considered as one of the most famous tourists' destinations.

President of 'Wafaa El Nil' Society added that there are teaching lessons for the traditional handicrafts for tourists, at the festival of 'Characters of Egypt'.

★ Question No. (17):

→ The services which local residents in South Sinai and Nubia need.

All the interviewees agreed that these areas need a lot of essential and vital services (infrastructure and superstructure) such as, hospitals, highly equipped police stations, fire stations, educational facilities and water purifying stations (South Sinai), the local people there suffer when they need a hospital, because the nearer hospital is located at 'El Tor' city.

★ Question No. (18):

→ Different feedbacks for these events at these areas (South Sinai and Nubia).

As an example for the achieved benefits for these events, President of 'Wafaa El Nil' Society added that, the event "Characters of Egypt", had a great role in the interaction between the Sinai tribes, and as a result of it, the rich troops at 'North Sinai' send periodically containers of food and purified water for drinking to the 'South Sinai' Bedouins. This corporation is resulted from the annual meeting of all the Sinai tribes. But unfortunately, this event has been stopped after the 25th January revolution, because of the lack of funding from the official authorities.

CONCLUSION

- Pro-poor Tourism (PPT) is able to promote Egypt as an International Tourism Destination especially in crisis periods. It can be labor intensive, inclusive of women and the informal sector, based on natural and cultural assets of the poor and suitable for poor areas.
- In crisis time developing countries lack the required cultural industrial infrastructure to initiate, channel and distribute their creativity, and their cultures. There must be preservation for the traditional and

local handicrafts and industries, such as the pottery industry, the carpets, and traditional costumes...etc. The traditional handicrafts, is an important source of attraction for the cultural tourists.

- Considering the Pro-poor Tourism as a long-term investment. Economic measures should expand both regular jobs and casual earning opportunities, while tackling both demand (e.g. markets) and supply (e.g. products of the poor).
- Egypt's economy suffers a serious problem which is unemployment. In crisis periods the unemployment ratio increases strongly and the tourism sector begins to dismiss the staff which caused a new and horrible dilemma called 'Staff Migration'. Pro-poor Tourism attracts and employs this staff also develop the society and preserve their traditions and cultural.
- Nubia needs a good promotion in crisis time through promoting Pro-poor enterprises and products in national marketing material at the same time. The Ministry of Tourism should integrate awareness of PPT into Pro-poor growth strategies and small enterprise strategies.
- To create positive publicity in crisis, Egypt hosted a sequence of international special events to draw world and industry attention away from the terrorism'. Nubia is the extensive area in Egypt that rich in cultural and special events, so that it should be a part for promoting to Pro-Poor tourism.
- Pro-poor tourism can change the image destination and attract the world's attention. Nubia is a remote area and this character makes it a very suitable area for hosting the Pro-poor tourism.
- The role of the Egyptian Tourism authority has to be improved, specially, after the 25th of January revolution, because a well managed tourism program can improve the quality of life for residents. It promotes community pride, which grows as people work together to develop a thriving tourist industry, and increase the tourists' flow to Egypt, specially the cultural tourists.
- The cultural events must be used as a tool for educating visitors and performers about the local community, and help in transferring the host community's culture to the tourists' communities.
- During the second stage of crisis, the most practice is partnership with Nubian event organizers those

can make regular guests. This approach is beneficial for identifying Pro-poor tourism segment and thus better targeting.

- The Nubian homes are a suitable kind of accommodation for the Pro-poor tourism segment because of their lowest price, sustainability, simplicity, and rich cultural heritage.

REFERENCES

- Abdou, D.S. and Zaazou, Z. (2013). The Egyptian Revolution and Post Socio-Economic Impact. *Topics in Middle Eastern and African Economies*. 15(1). pp 92-115.
- Abied. (2008). Metode Penelitian, Jenis Penelitian, Macam-macam Data Penelitian. (online). Tersedia: <http://meetabied.wordpress.com/2008/01/13/metode-penelitian-macam-penelitian/> [3 Februari 2010]
- Adnan, M. (2014). Pakistan's Crisis Management: Examining Proactive and Reactive Strategies. *Journal of Political Studies*. 21(1). pp 161-177.
- Ashley C, Roe D. (2002). Making tourism work for the poor: Strategies and challenges in southern Africa. *Development Southern Africa*. 19. 61-82.
- Ashley, C., Roe, D. and Goodwin, H. (2001). Pro-poor tourism strategies: 'Making tourism work for the poor: A review of experience'. Pro-poor tourism report No. 1. April, ODI/IIED/CRT. The Russell Press. Nottingham.
- Bien, A. (2002). Environmental Certification For Tourism In Central America: CST and other programs. I, Honey, M. (Ed.). *Ecotourism Certification*. Island Press, Washington, DC. pp 133-159.
- Biggs, D., Ban, N.C. & Hall, C.M. (2012). Lifestyle values, resilience, and nature-based tourism's contribution to conservation on Australia's Great Barrier Reef. *Environmental Conservation*. 39(4). 370-379.
- Bramwell, B and Lane, B. (2011). Crises, Sustainable Tourism and Achieving Critical Understanding. *Journal of Sustainable Tourism*. 19(1). pp 1-3.
- Cornelia, B.M. and Mihaela, B. (2011). About the Crisis Marketing and the Crisis of Marketing. *Journal of Academic Research in Economics*. 3(3). pp 311-316.
- Erdem, B. and Tetik, N. (2013). A New Trend in the Hotel Industry: Ecolodges. *Journal of Studia Ubb Geographia*. 58(1). pp 85-92.
- Fink, S. (1986). *Crisis Management*. 1st Edition. American Management Association. pp 22-26. New York.
- Getz, D. (2007). *Event Studies- Theory, Research and policy for planned events*. Butterworth-Heinemann. Oxford.
- Gustavo, N. (2013). Marketing Management Trends in Tourism and Hospitality Industry: Facing the 21st Century Environment, *International Journal of Marketing Studies*. 5(3). pp.115-126.
- Hall, C. (1992). *Hallmark Tourism Events: Impacts, Management & Planning*. Belhaven Press. UK.
- Hannam, K. (2004). Tourism and Development II: Marketing Destinations, Experiences and Crises. *Progress in Development Studies*. 3(4). pp 256-263.
- Horváth, D, Mitev, A. and Bauer, A. (2014). Winning Media Strategies in the Time of the Economic Crisis. *Marketing*. 45(2). pp 46-52.
- International Finance Corporation. 2004. IFC 2004 Annual Report : Adding Value to Private Sector Investment, Volume 1. Washington, DC
- International Hotel & Restaurant Association (IHRA), Iordache, C. (2013) Management Strategies of the Financial-Economical Crisis in the Hotel's Domain. *Theoretical and Applied Economics*. 20(9). pp 115-126.
- Israeli, A. A., Mohsin, A., and Kumarc, B. (2010). Hospitality Crisis Management Practices :The Case of Indian luxury Hotels. *International Journal of Hospitality Management*, 12(4). pp 1-8.
- Jalis, M. H., Zahari, M.S.M., Izzat, M. and Othman, Z. (2009). Western Tourists Perception of Malaysian Gastronomic Products. *Asian Social Sciences*. 5(1). pp 25-36.
- Jumet, K. D. (2014) *The Egyptian Uprisings from 2011 to 2013: Who Says They Were About Democracy?* American Political Science Association.
- Kilbride, E. (2017). Nubians of Egypt and Sudan seek recognition and return, *The New Arab*.
- Lexicon Universal Encyclopedia. (1986). Lexicon Publications, Vol. 21. USA.
- Malindžák, D. Mervart, J. and Lenort, R. (2011). The Logistic Principles for Fast Flexible Strategy Design of the Company in Crisis Time. *Managing Global Transitions*. 9(2). pp 129-149.
- McConnell, A. and Drennan, L. (2006). Mission Impossible?

- Planning and Preparing for Crisis¹, *Journal of Contingencies and Crisis Management*, 14(2). pp 59-70.
- McCool, B. N. (2012). The Need to be Prepared: Disaster Management in the Hospitality Industry. *Journal of Business & Hotel Management*. 1(2). pp 1-5.
- Mehta, H. (2007). Towards an internationally recognized ecolodge certification. In Black, R. and Crabtree, A. (Eds.). *Ecotourism series, number 5: Quality Assurance and Certification in Ecotourism*. CABI Publishing, London, 415–434.
- Olsen, M., West, J., and Tse, E.,. (2008). *Strategic Management in the Hospitality Industry*. pp 13. Prentice Hall. New Jersey.
- Rady, A. (2002). *Tourism and Sustainable Development in Egypt*. Submitted to: Plan Blue.
- Rejda, G. (2003). *Principles of Risk Management and Insurance*. Boston: Addison Wesley. Report of a Joint
- FAO/WHO Consultation (1997) *Risk Management and Food Safety*, Rome, Italy.
- Sausmarez, N. (2007). Crisis Management, Tourism and Sustainability: The Role of Indicators, *Journal of Sustainable Tourism*. 15(6). pp 700-714.
- Swan, S. (1999). *Elegant Solutions*. Saudi Aramco World, July/August 1999, 50(4).
- UNWTO. (2013). *Compendium of Tourism Statics*. Madrid: UNWTO. (statics.unwto.org/en/content/compendium-tourism-statics)
- Wahab, S. (1996). *Tourism and Terrorism: Synthesis of the Problem with Emphasis on Egypt*. In Pizam, A. and Mansfeld, Y., editors, *Tourism, crime and international security issues*. Chichester: Wiley.
- Wassef, H.H. (2004). *Food Habits of the Egyptians: Newly Emerging Trends*, *International Journal of La Revue de Santé de la Méditerranée Orientale*, 10(6). pp 898-915.