

THE IMPACT OF THE TOURIST MARKET AND TOURISM SERVICES ON TOURISM DEVELOPMENT IN SOUTHERN EGYPT (ASWAN)

Dalal Ysrallah MUHAMMAD *

The Higher Institute of Applied Arts, 6th of October City, Egypt

Abstract

Tourism in Egypt is the most important source of national income. Egypt is considered one of the most prominent tourist countries in the world with its number of arriving tourists, it is distinguished by the abundance of tourist attractions of all kinds, and it has a strong infrastructure based on serving the tourism sector, including villages and tourist resorts. The Aswan region is one of the most attractive areas for tourists in general. Tourism in Egypt to the ancient Egyptians, and it has continued as a desirable tourist destination throughout the past centuries and throughout contemporary history. The phenomenon of tourism developed in Egypt during ancient times, and the ancient Egyptians practiced many recreational activities, and attached themselves to sports tourism in its various forms, and intellectuals and clerics were interested in cultural tourism, and a large number of foreign provinces came to Egypt for the purpose of medical tourism.

Keywords

The Tourist Market, Tourism Services, Tourism Development, Southern Egypt, Aswan.

Introduction

The capacity of hotels in Egypt during the first decade of the twenty-first century increased rapidly. Therefore, the interior designer must pay attention to the application of the required standards to attract tourists to Egypt by making use of the Egyptian heritage in designing tourist facilities, given Egypt's uniqueness of ancient civilizations. When tourism became one of the most important forms of economic relations between countries, the importance of studying the tourist market emerged.

And its parts to find the most important ways to develop tourism, and the study of the tourist market is considered one of the most important studies undertaken by the state because it plays an important role in identifying the nature of this market in terms of it being a major, secondary or potential market, in addition to the possibility of understanding the characteristics of each market. In order to develop the optimal marketing strategy to face it.

In its simplest form, the tourist market represents all individuals and institutions that seek to satisfy specific needs and desires in Tourist places that offer a range of tourism products that are related to a tourist site, with the support of some auxiliary factors such as transportation of all kinds, hotels, restaurants, and others. Whereas, the tourist market has two sides, one of which is the tourist demand and the other is the tourism supply. In addition to all the prevailing tourism services.

* Corresponding author: info@appliedarts.edu.eg

The Research problem

- 1- Directing design thinking and design philosophy of modern capabilities in pursuit of a new design rather than a heritage.
- 2- The domination of technological innovations over the design process, which led to duplicate designs.
- 3- The neglect of the local identity and the lack of integration between originality and modernity in the interior design of tourism facilities.

The goal of research

Striving to adopt a contemporary environmental pattern based on employing the ancient or Nubian heritage and working on designing interior supplements to the tourism facilities in accordance with the local model.

Research importance

The research seeks to develop the tourism market and services

The tourism facilities represented in the development of the Interior environment of Aswan hotels.

Delimitations Research limits

Aswan in southern Egypt.

First: Introduction to introducing tourism, its characteristics and its emergence:

Tourism is the fastest growing economy of any country and has become a stand-alone industry looking for sustainability.

Before delving into the definition of tourism, we touch on the elements of the tourism activity to identify what surrounds this activity, where

It includes the following criteria:

- 1- Spatial standard for tourism activity (location and place).
- 2- Job standard for tourism activity (individual and residence).
- 3- The entertainment standard for the tourism activity (benefit, comfort and relaxation of the cultural standard of the tourism activity (the mental wealth of the tourist). (15:41 p. 41).

Results:

- 1- For the plans set for the development of tourism to succeed, the criteria for the tourism activity must be fulfilled, which are (the spatial standard, the functional standard, the entertainment standard and the cultural standard.
- 2- Tourism consists of tourist attractions, transport services, infrastructure services, institutional elements, and other services such as handicrafts.
- 3- Tourism is based on four principles: the tourism supply, tourism demand, tourism services,

and tourism marketing.

4- Aswan Governorate is attractive to tourism because of the gathering of many components of tourism required to attract tourists.

5- The interior design of Aswan hotels, inspired by the Nubian culture, is more attractive to tourists than traditional hotels because of their from a distinctive character that shows the Egyptian character and the Egyptian identity.

6- The customs and traditions of the people of Aswan and Nubia may be a source of tourist attraction.

8- Repeating the model of the Nubian village in places that attract tourism in Egypt.

Recommendations:

1- The research recommends that all workers in the tourism field make the most of the available environmental, climatic and human potentials that God Almighty has granted to Egypt in terms of attracting tourism.

2- The research recommends that interior designers apply the Egyptian heritage in their designs for tourist resorts, as it has a positive impact on tourist attraction.

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