
DEMARKETING AS AN EFFECTIVE TECHNIQUE FOR SUSTAINING HERITAGE SITES IN LUXOR CITY

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ABSTRACT

Cultural heritage has gotten a lot of attention in recent decades because of its economic and social value. Heritage is a fragile non-renewable resource, which has to be safeguarded both to maintain its authenticity and to preserve it for future generations, Visitor management has become a major tool in controlling visitors' flow. The main purpose of this research is to identify and explore the effectiveness of demarketing tool in preserving the heritage sites (Luxor city –case study). The mixed approach methodology was used to conduct the research with mixed techniques. The quantitative approach represented in the questionnaire targeted archeological inspectors and tour guides and interview conducted with five academics and marketers experts as indirect interviews over the telephone. The main result of the research is demonstrate that the use of demarketing in tourism had been mostly unconscious and had “not been adequately recognized or actively pursued as a marketing or management tool”. The study recommends should be conducted prior to the application of demarketing strategies in the general strategic plans of tourist, destination in Luxor, Conscious merging of demarketing into the marketing strategy of tourism products is quite important, especially those dealing with mass tourism.

KEYWORDS: Carrying capacity - Demarketing - Mass tourism - Over tourism -The Heritage - Visitor management

INTRODUCTION

Marketing is often accused of following pure growth aims without considering the consequences for the environment and social life in the destinations (Beeton& Benfield, 2002). Becken&Simmons (2019) noted that the debates have raised attention to the historical over-emphasis on tourism marketing, and the negligence of good governance and sound destination strategies and resource integration. Against the background of

increasing tensions in many popular tourist destinations and the awareness that more marketing is not necessarily beneficial.

Priestley et al., (1996) and Godfrey & Clarke (2000) declared that many destinations have generally established some form of balance between human activity and environment, but the haphazard development of tourism and the subsequent arrival of visitors have affected this balance, causing number of problems, and this is particularly true in heritage settings, as while the impact of individual tourists is rarely catastrophic on their own, the cumulative effect of many thousands over time is when the damage becomes evident, with wear and tear of stone fabric, worn down by the continual abrasion of tourist feet, fumes from tourist vehicles and their effect on building facades as well as 2 structural damage caused by traffic vibration.

In that respect Cooper et al., (2005) added that ancient monuments might be disfigured and damaged by graffiti, eroded or taken away by visitors.

This research sets out to examine how destinations could rethink marketing and thus contribute to mitigating mass tourism towards a more sustainable tourism development. Scholars have paid little attention to the concept of demarketing in the tourism sector Therefore, the research problem crystallized around the subject the concept and theory of demarketing as a marketing strategy, a policy option, as well as a promising management tool in tourism field in Luxor.

The overall aim of this study is investigating the importance of demarketing as an effective tool in preserving the heritage sites (case Study-Luxor city) This major objective has sub- objectives which are as follows:

1. Spreading awareness and highlighting the use of demarketing in preserving heritage sites in Luxor.
2. To know the advantages of demarketing in heritage sites .
3. To define demarketing tools and the extent to which they can be applied in heritage sites in Luxor.

LITERATURE REVIEW

Tourism industry has always been concerned with the maximization of tourist numbers and revenues through the application of a variety of marketing and promotion strategies. Little attention, however, has been

given to the management and reduction of levels of demand (Abdeljalil, &Ezzat 2016).

As emphasized by Smith (2003) each world heritage site requires a management plan, which outlines its policy towards conservation, visitors and local issues Moreover, Smith (2003) stated that no two world heritage sites are alike but all share common problems such as the need for a delicate balance between visitation and conservation. Most are major cultural tourism attractions of their country (such as Giza Pyramids, Luxor temples and the Great Wall of China) and some are powerfully evocative symbols of national identity, universally recognized. Heritage is a fragile non- renewable. For future generations Visitor management has become a major tool in controlling visitors' flow. Therefore, demarketing has been proposed as a response to the issue outlined above.

DEMARKETING AS VISITOR MANAGEMENT TECHNIQUE TO SUSTAIN HERITAGE SITES

Beeton & Pinge (2003) emphasized that tourism was one of the main areas where the principles of demarketing have been practiced. Beeton & Benfield (2002) similarly referred to the ability of applying demarketing strategy in tourism sector as an effective management and planning tool. Demarketing still a comparatively new instrument of managing mass tourism, environment, and culture in the tourism industry

THE CONCEPT OF VISITOR MANAGEMENT

Visitor management is a process used to affect visitor activities through maximizing their positive impacts and minimizing their negative impacts (Elhalem et al., 2019). It is an effective method for achieving sustainable cultural tourism, consequently Visitor management has become a significant instrument for managing the flow of tourists. In the United Kingdom for example, the government provided three main ways for managing visitors (Mason, 2008):

1. Controlling the number of visitors, either by limiting numbers to match capacity or spreading the number throughout the year, rather than having them concentrated in peak seasons.
2. Modifying visitor behavior.
3. Adopting the resource in ways to enable it to cope with the volume of visitors. Visitor management is vital to heritage sites; it provides high level of resource conservation. This will lead to tourist satisfaction and develop the economics of local communities (El – Barmelgy 2013).

VISITOR MANAGEMENT TECHNIQUES

The technique has shown its experience and usefulness for many years in various historical and natural sites in order to mitigate and prevent deterioration of sites, species, plants and geological features. Natural, cultural, heritage and historical sites have increased, benefiting both the tourist and the local community. Visitor management is important for heritage sites; it provides a high degree of resource security. This will lead to visitor satisfaction and boost the economies of lo (El – Barmelgy, 2013).

CARRYING CAPACITY

Thomas Malthus first published the concept of carrying capacity in 1798 with a broad understanding of limiting the population and economic growth and it has become the foundational concepts of current environmental movement (Narasimmaraj, 2012).

The possible number of individuals being supported in a natural protected area without reducing the natural, social, cultural, and economic environment quality for present and future generations (Kerstetter&Bricker 2011).Tourism Carrying Capacity is defined by the United Nations World Tourism Organization (UNWTO) as the maximum number of people who can visit a tourist destination at the same time without destroying the physical, economic, and socio-cultural environment or lowering the quality of visitors' satisfaction (Castellani&Sala ,2012).

The Characteristics Visitors for Carrying Capacity. According to Wall and Mathieson (2006) the characteristics of visitors which have implications for carrying capacity and the nature of impacts include the following:

- The socio-economic and psychographic characteristics of visitors. These include age and sex profiles; income levels; attitudes; perceptions of resource quality and ethnic backgrounds.
- The level of use. Number of visitors, their distribution in space and time and therefore visitor density is very important.
- The degree of seasonality of visitation.
- The type of tourist activity.

REPLICA MODELS

The concept of replica means a facsimile or an exact copy of original. it must represent the original and easily recognizable. Replica models are linked with fakes, experimental archaeology which means reconstruction archaeology, museum displays (Elhalem et al, 2019, p 18).

For example the facsimile of museum displays is an important in case of the original model is damaged. Museum experts can display replica while the original is in storage, undergoing preservation or when it will be loaned out (Mcmanus, 2016). Replica is also identified as establishment of an exact copy of an existing construction (Adeniran&Akinlabi, 2011). If local museums are unable to rely on safeguards to secure archaeological objects on display, the original models will be moved to a different museum. Local museums should employ replica models in these circumstances. As a result, several copies are frequently shown at excavation sites. If the originals have been significantly damaged, or if tombs have been uncovered carelessly, a replica is required. Facsimiles may be used in these circumstances to make the display more apparent (Yan2010). In addition to serving as records of contemporary eroded monuments, replica models perform an important role when anything is lost as substitutes for the original in their displays (Foster and Curtis, 2016).

DEMARKETING

Demarketing is a strategy in which marketers intentionally try to bring down the demand of a product, in this case effort is made to decrease and not to destroy demand (Joshi, 2010).

Table (1) Demarketing Definitions

Author and year	Definition
Kotler&Levy (1971)	It was coined by Kotler and Levy and is defined as "that area of marketing that deals with discouraging clients in general or a specific type of customers on a temporary or permanent basis.
Koschnick (1995)	Demand that "exceeds the level at which the marketer feels equipped or motivated to satisfy it" is referred to as "overfull demand
Groff (1998) and Bradley& Blythe (2013)	Demarketing is defined as a concerted effort by marketers to reduce demand for a product by employing the same tools and strategies that are often used to promote demand.

Salem (2013)	Demarketing is defined as a strategy for reducing demand for a product or service. Demarketing can take place at any level, and it can be implemented by both public and private institutions.
Kotler (2011)	Demarketing employs the four Ps of marketing (product, pricing, location, and promotion), but in reverse.
MiklósThal & Zhang (2013)	Marketing activity that could have improved the product's market performance is available to the company.
Mai, Hoffmann & Schmitt (2014)	The concept included decreasing customer loyalty and the rejection of new Customers
Gallagher (1994)	Demarketing should be used when a product's demand is deemed to be too high and should be used to lessen or shift demand rather than destroy it.

DEMARKETING IN TOURISM

Kotler and Levy (1971) explained identified three types of demarketing: (1) general demarketing when the total demand is needed to be reduced; (2) selective demarketing where demand from certain market segments is discouraged, and finally (3) ostensible demarketing when the company management gives the outward show of reducing demand, because of scarcity, thereby stimulating better demand.

More than ten years later, the growing demand for sustainability was declared decisive by Beeton& Benfield (2002) to propose the introduction of demarketing in the Australian Wilsons Promontory National Park. Park management has taken some demarketing steps to encourage sustainability, such as providing education to raise visitor awareness, starting environmental campaigns and encouraging tour operators to head for less-visited areas.

Demarketing was described by Wearing & Neil (1999) as a possible the method for ecotourism in managing a scarce resource. Wearing & Neil (1999) as potential tactics for demarketing, proposed pricing, limiting access, and various negative promotional strategies. In addition, Shiu et

al.,(2009) agree entirely with Wearing and Neil (1999) on the application of demarketing to their tourism marketing mix outline. Kern (2006) explored the use of demarketing in the management of visitor demand. Whereas Beeton & Benfield (2002) focused on sustainable tourism demarketing, Beeton and Benfield focused on sustainable tourism demarketing. (Moeller, et al. 2011) analyzed the expected trade-off between minimizing environmental damage and maximizing revenue, finding environmentally friendly market segments and high expenditures in relation to sustainability and market segmentation (Moeller et al., 2011). The application of demarketing may therefore be useful in achieving this segmentation and in fostering sustainability in destination tourism.

CASE STUDY FOR APPLYING DEMARKETING

The implications of demarketing for the tourism industry are enormous, providing fresh ways to consider the management of mass tourism and the environment and culture on which it relies. There is case study for applying demarketing as the following:

CONTROLLING DEMAND VIA DEMARKETING IN NATIONAL PARKS

Beeton & Benfield (2002) the draught management plan for the National Park of the Wilsons Promontory in Victoria, Australia, from 2000, for instance, proposes different strategies which correspond to demarketing including:

- Limiting the overall capacity of camping and accommodation facilities to 4000 visitors [distribution/place];
- Developing a „Park Full“ strategy to encourage use of other destinations [distribution/place];
- Maintaining the ballot system for the main camping site in the park [distribution/place];
- Reducing the maintenance of certain walking tracks to encourage use by experienced walkers only [product];
- Providing safe wildlife observation areas to channel visitor movements [product];
- Discouraging feeding of wildlife through education [promotion]

DEMARKETING IN THE GREATER BLUE MOUNTAINS WORLD HERITAGE AREA

The Blue Mountains National Park, now integrated into the GBMWHA, has been one of the most famous and most popular nature tourism

destinations in Australia since the late 19th century, For instance, domestic overnight visitors fell by 45% during 1999-2009, while international overnight visits remained generally stable. Day visitors decreased by 59% in duration 1999-2004 and, despite subsequent partial recovery, in 2009 numbers remained 36% below those of 1999 (Hardiman& Burgin, 2011). Rather than facing excessive tourist demand, as perceived by park management staff (Armstrong and Kern, 2011), although not as a result of deliberate demarketing, GBMWHA is experiencing a significant decrease in visitation. Whether the decline in demand is sufficient to ensure environmental sustainability is unknown. This is partially due to the broad geographical coverage and unclosed limits of the GBMWHA (Krogh et al .,2022).

MANAGING VISITORS IN GIZA PYRAMIDS SITE VIA DEMARKETING

Soliman (2010) stated that the management of the Giza pyramid site took place in 1988, as stated by Hawass (1997). Due to the site's many existing problems, implementing the plan proved to be difficult. Soliman (2010) the development of adjacent urban villages, the Egyptian visitors who throng to the site during the National Holidays, and the tourist carrying camels and horses that have uninhibited use of the site are the main problems of the site.

Hawass (2000) reported that the first phase of the plan was concerned with the overall access to the site and the movement of visitors and vehicles. Site admission is charged to all visitors regardless of whether they go inside the monuments or not. A one- way road system was established and a separate entrance fee for vehicles was introduced to regulate traffic. Parking areas on the pyramids plateau are sited a short distance from the monuments.

The conservation program's strategy called for one pyramid to be closed annually, without visitor interruption, the removal of modern graffiti, conservation work, and tourist safety devices would be used during this year's repairs, this closure provides each pyramid a short vacation from the burden of tourists. The closing of the pyramids is declared in advance to the travel agencies and authorities (Soliman, 2010).

The second step of the plan was to make the plateau of the pyramids more comprehensible to tourists. In order to allow tourists to spread themselves more thinly, and to help make the more vulnerable areas less crowded, new locations and subsidiary pyramids were therefore opened. For example, the three subsidiary pyramids were cleaned at the eastern site of the Great

Pyramid and their chambers were prepared for public opening (Tyldesley, 2019).

Soliman (2010). The third phase was prepared in co-operation with UNESCO to implement improvements in visitor management and facilities while preserving the pyramids, the more important points are:

1. A ring road around the plateau, in order to limit the use of vehicles within the plateau and their resultant effects on the monuments.
2. Two educational centers exhibiting archaeological information for the tourists will be established. A cafeteria, bookshops, bazaars and a visitor center to introduce visitors to the plateau before their actual visit will also be included, along with a police station and an ambulance
3. At a site south of the third pyramid stables will be built to house horses and camels. Camels and horses will not be ridden within the pyramid area, but will be kept to the ring road area.

The fourth part of the management plan is concerned with the conservation, restoration and scientific archaeological work.

DEMARKETING TOURISM PRODUCTS IN EGYPT

Demarketing has been used in Egypt in a very small way to decrease the demand for unnecessarily special tourist places, such as the Valley of the Kings in Luxor and Ras Mohammed National Park in Sinai (Garrod, 2022).

Abdeljalil & Ezzat (2016). Demarketing has also been used at Nefertari's tomb, with the goal of limiting tourist numbers to specific areas. The tomb of Nefertari is one of the most important locations in the Valley of the Kings, with the most visitors.. J. Paul Getty Conservation Institute showed that 125 visitors staying in the tomb for an hour would produce the equivalent of 3 gallons of water. This led to the use of different instruments, such as (1) imposing an entrance fees; (2) increasing the entrance fees; (3) determining a capacity limit of 150 visitors per day (Rivers, 2000); and finally (4) the closure of the tomb.

RESEARCH METHODOLOGY

The main purpose of the field research is to identify and assessing the use of demarketing as an effective tool in preserving the heritage sites (case study Luxor city). Furthermore, the study is conducted to achieve the research objectives and explore the importance of demarketing to focus on

them to find solution for research problem, reach results and propose recommendations.

This assessment based on some data was gathered to reach more accurate data as possible , so it would be collected through mixed tools quantitative and qualitative tools as follows :-

1. The quantitative tool is the questionnaire which is distributed over a tour guides and archeological inspectors in Luxor city.
2. The qualitative tool is the interview which is applied with academics and marketing experts.

The questionnaire has been developed based on the variables that were identified in the frame of reference; furthermore, the previous studies which were mentioned in the literature review(Farrag,2019), Cerveny, Miller, & Gende, (2020) Lee, Ahmad, Petrick, Park, Park & Kang, (2020) Abdeljalil, & Ezzat, (2016 Chong, (2020). The questionnaire was divided into four main parts. Part one is about personal data. The second part about historical sites preservation. The third part about mass tourism in Luxor (huge number of tourists),the fourth part is about demarketing which consists of 4 elements (demarketing technique, demarketing tools, advantages and disadvantages of using demarketing in heritage sites in Luxor).

This research's population consisted of archaeological inspectors and tour guides in Luxor city. Luxor city was chosen because it considered one of the largest, richest, and best-known archaeological sites in the world.

The questionnaire was distributed by e-mail archeological inspectors and tour guides. questionnaire was written and it was distributed in Arabic language between September 2021 and January 2022. The sample number was 250 respondents. The table (1) illustrates the different variables of the study through the five elements (gender, age,

Experience, Job, and Degree).

Table (2) Demographic profile of respondents (n = 250).

Variable		Frequency	Percent
Gender	Male	142	56.8
	Female	108	43.2
	Total	250	100

Age	20-30 years	40	16.0
	30-40 years	93	37.2
	40-50 years	77	30.8
	more than 50years	40	16.0
	Total	250	100
Experience	less than 10 years	75	30.0
	10-20 years	100	40.0
	more than 20 years	75	30.0
	Total	250	100
Job	tour guide	134	53.6
	Inspector	116	46.4
Degree	high qualified	153	61.2
	Master	74	29.6
	Ph.D.	21	8.4
	Other	2	.8
	Total	250	100

The semi-structured interviews were conducted with five academic and marketers where indirect interviews over telephone. In this research, These people were chosen because they have cognitive experience through which important results for the subject of the study can be obtained. That was during the period from October 2020 to November 2021.

Finally, validity: The scale was reviewed by six academic reviewers.

Regarding Reliability: The results showed that the alpha coefficient was .704 Spearman-Brown Coefficient was .768. Therefore, these results were considered reliable.

RESULTS AND DISCUSSION

The main purpose of this research to explore the role of demarketing tool in preserving heritage sites in Luxor city. In addition, the study focused on the necessary to spread awareness of demarketing and explore the sites need to apply demarketing in order to preserve them. According to the

main aim and the methodology of this study and achieve its objectives. Consequently, the researcher displayed the results in two themes.

THEME ONE: ANALYZING OF THE QUESTIONNAIRE

This questionnaire concluded the following results based on the study objectives and questions.

Table (3) The descriptive statistics for demarketing in heritage sites

Statement	Mean	Std. Deviation	Rank
1.It is necessary to learn how to manage the carrying capacity of the historical sites in Luxor	4.44	.587	3
2 To preserve historical sites, demarketing can be applied as it targets segments of tourists, especially low-income ones, to reduce mass tourism and at the same time work to attract high-income segments. and this necessitates the use of demarketing to discourage mass tourism.	4.60	.537	1
3. Discount the prices used as a marketing strategy has generally attracted low-income tourists (mass tourism) and this necessitates the use of demarketing to discourage mass tourism.	4.02	.587	4
4.There is a need to spread awareness about demarketing and highlight the environmental degradation that can occur from the large numbers within the site.	4.44	.551	2
Total	17.57	1.319	5

Table (1) indicates that the first rank to preserve historical sites, demarketing can be applied as it targets segments of tourists, especially low-income ones, to reduce mass tourism and at the same time work to attract high-income segments. and this necessitates the use of demarketing to discourage mass tourism with a mean (4.60) and Std. Deviation(.537)

The second there is a need to spread awareness about demarketing and highlight the environmental degradation that can occur from the large numbers within the site with a mean (4.44) and Std. Deviation followed by it is necessary to learn how to manage and manage the carrying capacity of the historical sites in Luxor a mean(4.44) and Std. Deviation(.587),

followed by discount the prices used as a marketing strategy has generally attracted low-income tourists (mass tourism) and this necessitates the use of demarketing to discourage mass tourism.

Table (4) The descriptive statistics for demarketing tools

Statement	*Mean	Std. Deviation	Rank
1.The price of entry to the archaeological site can be raised to reduce the number of visitors, especially tombs, in order to sustain the site	4.66	.482	3
2.Determining a specific number to enter the site (carrying capacity) will help maintain it	4.60	.514	5
3.Reducing the price reduction, especially in the seasons	4.19	.526	6
4.Reducing the promotion of archaeological sites in Luxor in specific markets	4.16	.518	7
5.Establish a waiting system, in order to reduce group visits	4.62	.518	4
6.Develop alternative opportunities for marketing to other areas, such as balloon tourism, Nile tourism and others, which leads to finding alternative demand	4.74	.440	2
7.Targeting high-income people as the most desirable market segments	4.82	.382	1
Total	31.80	1.945	1

Table 2 mentioned that most effective tools for demarketing where is targeting high-income people as the most desirable market segments the first rank (M=4.82 , SD =.382) followed by alternative opportunities for marketing too the rare as(M=4.74,SD=.440).

Followed by the price of entry to the archaeological site can be raised to reduce the number of visitors, especially tombs, in order to sustain the site(M=4.66, SD =.482) ,Establish a waiting system, in order to reduce

group visits(M=4.62, SD= .518), determining a specific number to enter the site (carrying capacity)will help maintain it (M=4.60, SD =.514).

Reducing the price reduction, especially in the seasons (M=4.19, SD=.526) and Reducing the promotion of archaeological sites in Luxor in specific markets is the last rank (M=4.16, SD=.518). This result indicated that there are many demarketing tools that are used variously in managing mass tourism attractions in order to preserve the heritage sites this are:-

1. Identify the target market as the most desirable market segments
2. Remarketing alternative tourist products creates alternative demand
3. Increase prices
4. Institute an on-site reservation system and establish a waiting system, in order to reduce group visits
5. Determine the carrying capacity (a specific number to enter the site)
6. Eliminate trade discounts and reducing the number of distribution outlets
7. Reducing the promotion for the sites in specific markets

Table (5) The descriptive statistics for demarketing advantages

Statement	Mean	Std. Deviation	Rank
1. Demarketing is one of the most effective tools for preserving and sustaining archaeological and heritage sites in Luxor	4.56	.497	2
2. Demarketing is an integrated tool to reduce mass tourism (intensive in number) at the same time encouraging alternative forms of tourism	4.29	.454	3
3. Applying demarketing will help turn Luxor into a tourist destination targeting high-income segments	4.66	.493	1
4. Demarketing can be used to reduce the level of environmental damage	4.12	.446	4

5. The demarketing strategy focuses on targeting specific market segments through the remarketing of tourism products, while marketing strategies tend to market tourism products in general.	3.99	.396	5
Total	21.61	1.408	4

The table 3 indicates that the most advantages of demarketing is the first rank applying demarketing will help turn Luxor into a tourist destination targeting high-income segments (M=4.66, SD=.493), the second rank is demarketing is one of the most effective tools for preserving and sustaining archaeological and heritage sites in Luxor (M=4.56, SD=.497) and the third rank demarketing is an integrated tool to reduce mass tourism (intensive in number) at the same time encouraging alternative forms of tourism (M=4.29, SD=.454).

This result indicates that there are advantages for using demarketing as the following: -

1. Applying demarketing will help turn Luxor into a tourist destination targeting high-income segments
2. Demarketing is one of the most effective tools for preserving and sustaining archaeological and heritage sites in Luxor
3. Demarketing is an integrated tool to reduce mass tourism (intensive in number) at the same time encouraging alternative forms of tourism
4. Demarketing can be used to reduce the level of environmental damage
5. The demarketing strategy focuses on targeting specific market segments through the remarketing of tourism products, while marketing strategies tend to market tourism products in general.

The previous results are in agreement with what was mentioned in some study literature, such a (Lindberg& Seeler 2021), (Hall & Wood 2021)who indicated that the role of applying demarketing in maintain natural places through demarketing tools.

Table (6) Regression variables between demarketing tools and demarketing advantages as independent variables on archaeological and heritage sites preservation as a dependent variable

Independent variables	Unstandardized B	SE	t. value	Sig
1- Tot d	0.116	0.048	2.42	0.02
2- Tot e	0.073	0.066	1.093	0.257 n.s
3- Constant	20.45	1.69	12.11	0.0001
4- f. value			5.106	0.007

$R = 0.199$, $r^2 = 0.04$ $A_r = 0.032$

From 4 by using the linear regression coefficient method, it was found that there is a predictive ability for demarketing tools predicting achieving the preservation of archaeological and heritage sites in Luxor city where the value of $t = 2.42$, it is a significant value at the level of 0.02 and the f-value of the model = 5.106 it is a significant value at the level of 0.007, the coefficient of determination between the two variables = 0.04 which indicates the percentage contribution to the prediction of using demarketing tools in some heritage sites , it will help in preserving the heritage sites .

The previous results are in agreement with what was mentioned in some study literature, such as (Abdeljalil & Ezzat, 2016, Medway, et al 2010, Lee, et al 2020) which indicated that demarketing as a visitor management in managing mass tourism.

THEME TWO: ANALYZING THE INTERVIEWS CONDUCTED WITH ACADEMIC, AND MARKETERS

SPREADING AWARENESS OF DEMARKETING IN ORDER TO PRESERVE THE HERITAGE SITES IN LUXOR

All of the interviewees agreed that there is little attention to the demarketing concept in the tourism sector due to lack of understanding the correct meaning it concept ,therefore it is important to spread awareness of demarketing and the important role of demarketing in preserving heritage and archaeological sites in Luxor.

The role of marketers is not limited to increasing demand, but also reducing it when necessary , which mean demarketing works to attract tourism to Luxor by managing the numbers of visitors in order to achieve a balance between visiting and preserving heritage sites in Luxor and achieving sustainable development.

4.THE SITES NEED TO APPLY DEMARKETING

One of the interviewees stresses that there are heritage sites in Luxor need to use demarketing technique in particular tombs such as the tomb of Nefertiti, the tomb of Sati 1, the tomb of Tutankhamen and the tombs of nobles and others see the tombs the most sites need to applying demarketing in general .

5.CONTROLLING DEMAND IN LUXOR THROUGH DEMARKETING TOOLS

Both the academic and marketers assured that if we flow the correct steps in applying demarketing in heritage sites in Luxor city, we can achieve all demarketing goals as the following: -

- **Increase prices**

The technique of demarketing peak periods by increasing entrance and car parking fees at peak times will helps to limit of (mass tourism) and manage the huge numbers of visitors

- **Limit access to particular time**

The site was before opened to visitors all the day, but for managerial and physical carrying capacity reasons the site should be limit by carrying capacity such as the valley of kings 250 visitor per day, tomb of seti 1 200 visitor per day and tomb of Nefertiti 200 visitor per day

- **Discourage certain (undesirable) markets**

Increasing the entry price, it will serve to attract high income tourists who are culturally aware of the importance for preserving the heritage sites

- **Reduce product content**

The entrance to the inside of the site is now restricted because the breath of too many visitors was causing excessive erosion. This procedure serves to limit the volume of visitor inside the site for health hazards as well as for conservation issues.

- **Eliminate trade discounts and reducing the number of distribution outlets**

For example, if there is ten per cent discount for advance reservation by travel agencies and three distribution outlets, which helps maximizing advance reservation.

- **Curtail promotional activity**

It is believed that heritage site is the icon of Luxor's historical treasure and hence increases interest in visiting the overall destination

- **Publicize alternative products**

Linking cultural tourism with new forms of tourism in the visit program, such as conference tourism, festival tourism, balloon tourism As result, the role of demarketing comes in reducing demand about some sites and the

same time marketing for other areas, thus creating an alternative demand and encouraging new types of tourism.

6. THE ROLE OF DEMARKETING AS A CRISIS MANAGEMENT TOOL

One of the interviewees stresses that demarketing can be used in the event of a particular epidemic where marketing is directed towards areas far from the crisis and block marketing from crisis areas. After Luxor terrorism attack in 1997, the ministry of tourism has demarketed some tourist products in Egypt like monumental and city tourism in Cairo and Upper Egypt by remarketing the Red Sea and Sinai as individual tourist destinations.

CONCLUSIONS

The research examined the potential contribution of demarketing to more sustainable forms of tourism and to degrowth strategies in particular. Beeton & Benfield (2002) (p. 502) suggested that the use of demarketing in tourism had been mostly unconscious and had “not been adequately recognized or actively pursued as a marketing or management tool”.

Demarketing has been unconsciously used in Egyptian tourism sector, with almost no or little recognition of its potentials as an effective marketing and/or management tool. Demarketing has been used in Luxor in a very limited way to decrease the demand for overly unique tourist sites, such as the Valley of the Kings through different demarketing tools such as increasing the entrance fees; determining a capacity limit of 150 visitors per day.

MAJOR FINDINGS OF THE STUDY

Demarketing is considered an effective tool in managing and marketing heritage sites, and then achieving a balance between preserving and visiting heritage sites in Luxor. All of the interviewees agreed that demarketing is very important tool in preserving heritage and archaeological sites in Luxor and managing mass tourism and its negative impacts.

Also the results from questionnaire through the linear regression coefficient method, it was found that there is a predictive ability for demarketing tools predicting achieving the preservation of archaeological and heritage sites in Luxor city where the value of $t = 2.42$, it is a significant value at the level of 0.02 and the f -value of the model = 5.106 it is a significant value at the level of 0.007, the coefficient of determination between the two variables = 0.04 which indicates the percentage contribution to the prediction of using demarketing tools in some heritage

sites , it will help in preserving the heritage sites.

DEMARKETING TOOLS

- Increase prices
- Limit access to particular time
- Discourage certain (undesirable) markets
- Reduce product content
- Eliminate trade discounts and reducing the number of distribution outlets
- Curtail promotional activity
- Publicize alternative products

As result, the role of demarketing comes in reducing demand about some sites and the same time marketing for other areas, thus creating an alternative demand and encouraging new types of tourism.

ADVANTAGES OF DEMARKETING

The result indicates that there are advantages for using demarketing as the following: -

- Applying demarketing will help turn Luxor into a tourist destination targeting high-income segments
- Demarketing is an integrated tool to reduce mass tourism (intensive in number) at the same time encouraging alternative forms of tourism
- Demarketing can be used to reduce the level of environmental damage
- The demarketing strategy focuses on targeting specific market segments through the remarketing of tourism products, while marketing strategies tend to market tourism products in general.

4.1 RECOMMENDATIONS

Following the above discussion and conclusion of the main findings of the study, this section outlines several main recommendations for the managers of the heritage sites and marketers that could assist applying demarketing in preserving the heritage sites in Luxor city. As the present study recommends as follows:

- Spreading awareness of the correct concept of demarketing.
- Achieving a balance between visiting and preserving heritage sites in Luxor.
- The role of marketers is not limited to increasing demand, but also

reducing it when necessary.

- Using demarketing technique to reduce mass tourism and promote other forms of tourism that can attract tourists with high-income
- Applying demarketing in the tomb of Nefertiti, the tomb of Sati 1, the tomb of Tutankhamen and the tombs of nobles.
- Determine the carrying capacity to entrance the site
- Replica Models should be applied to decrease the pressure of visitation in the actual heritage sites, beside all this keep the visitors satisfy and in the same time preserve the original site.
- Provide alternative locations or experiences for visitors
- Promoting conference tourism, balloon tourism, Nile tourism, and new types of tourism.
- Eliminate trade discounts and reducing the number of distribution outlets.

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