



Promoting the Tourism Traffic Incoming to Nubia Area

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Keywords

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Abstract

The purpose of this study is to promote the tourism traffic incoming to Nubia area. This study focused on determining the factors that influence visiting tourists to the Nubia area. Moreover, it aims to identify the promotional efforts of travel agencies and both Ministry of Tourism and Egyptian tourism Authority For promoting this area. On the other hand, it detects the different obstacles that the travel agencies, Ministry of Tourism and Egyptian tourism Authority faced during promoting the Nubia area and working on overcoming them. This research employed a method of the descriptive-analytical methodology. Qualitative and quantitative methodologies were used. A questionnaire based on a quantitative approach was distributed among a random sample of Egyptian and foreign tourists. Moreover, a qualitative technique based on interviews was conducted with a sample of officials and experts in tourism, which included with twenty marketing managers of travel agencies in Aswan and five employees in the office of Ministry of tourism and Egyptian Tourism Authority in Aswan. Statistical Package for Social Science (SPSS, V.22) is used for data input and analysis in the descriptive statistics. The result showed that there are great promotional efforts to promote and market the

Nubia area by travel agencies in Aswan. This study presented some recommendations for the travel agencies, Ministry of Tourism and Egyptian tourism Authority to promote the incoming tourism to Nubia area, through using the various tools of promotions.

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1. Introduction

Today the marketing of towns as tourist destinations has gained a high position, as cities increasingly compete for tourists. Furthermore some cities have become brands which help tourists to create a positive image of their destination. (Manyiwa et al., 2018). The Nubia area in Aswan is an integral part of the Egyptian identity and the extension of Pharaonic civilization, but area is not invested in the tourism sector in Egypt to attract tourist to visit Egypt in general and Aswan in particular, therefore The marketers in both private and public sector have to provide their experiences in the process of tourism marketing of new and different tourist destination by using all the marketing efforts to promote these new destination as Nubia area (Gardiner and Scott, 2018). Therefore, this study will discuss incoming tourism to Nubia area which considered one of the most important tourist destinations in Egypt and marketing for this area to activate the movement of incoming tourism to Egypt.

No one can deny that tourism marketing plays an important role in attracting tourists to destination and creating a various positive images of destination, these images are important for marketing the place which influence people's perceptions of place and affect their choices and behavior towards this destination (Molina et al., 2010),so the travel agencies and government can improve the positive destinations image by using effective marketing tools which increase its attractiveness to potential tourists, and, in turn, the economic profitability of the destination (Garcia et al., 2020). Tourism marketing mix considers one of the important issues in tourism marketing, it is so important in the process of planning and developing tourist destinations (Akbarian and Rastegar 2019), Promotion is considered one of the most important elements in the tourism marketing mix. For applying promotion of products in Nubia area, travel agencies use all the tools of tourism promotion such as personal selling, advertising, sales promotion, public relations, and Social networks (Thawala and Slabbert, 2018).

Tourism destination promotional efforts are considered one of the most powerful tools for the development of tourism destinations to enhance tourist's travel experience, so the government and stakeholders seeks to focus their marketing efforts on Nubian area as it has become one of the famous tourism destinations in Aswan (Chin et al., 2020) .

Nubia is known as "land of gold and diamonds" it is considered one of the most outstanding tourist area in Egypt, which if the government and stakeholders marketed,

it would be one of the most resource of the national income of tourism (Mohamed et al., 2020). Today Nubia area has become a new attraction in the tourism industry which already flourishing in Aswan; the Nubian villages have been largely promoted for tourism by travel agencies and also by Nubians themselves, Nubians create a new form of tourism in their villages not only as a means to improve their income but also a means to assert their cultural identity (Elcheikh, 2015).

1.1 Research problem

Despite the importance of the Nubia area and its value as it forms an integral part of the Egyptian culture (Mohamed et al., 2020), but the area is not exploited in the promotion of tourism to Egypt due to a lack of interest in marketing tourist attractions in the area (Garcia et al., 2020). Hence, the reference to the problem of research is to identify the tourist attraction areas in Nubia area and the tourism promotion of this area to promote the tourism movement incoming to the Nubia area is to encourage tourists to visit Egypt in general and Aswan in particular as the most important tourist places in Egypt.

1.2 The objectives of this research can be summarized as following

1. Determining the factors that influence visiting tourists to the Nubia area.
2. Identifying the greatest obstacles faced by tourists during their visit to the Nubia area.
3. Identifying the promotional efforts of travel agencies for promoting the area.
4. Identifying the promotional efforts of Ministry of Tourism and Egyptian tourism Authority for promoting the area.
5. Detecting the different obstacles that the travel agencies, Ministry of Tourism and Egyptian tourism Authority faced during promoting the Nubia area.
6. Putting the appropriate solutions to overcome the obstacles that the travel agencies, Ministry of Tourism and Egyptian tourism Authority faced during promoting the Nubia area.

1.3 Questions of the research

1. What are the factors that influence visiting tourists to the Nubia area?
2. What are the promotional efforts using for promoting the Nubia area?
3. What are the obstacles that the travel agencies, Ministry of Tourism and Egyptian tourism Authority faced during promoting the Nubia area?
4. How can the travel agencies, Ministry of Tourism and Egyptian tourism Authority overcome the different obstacles to promote the Nubia area?

2. Literature Review

2.1 Promotion

Karim et al, (2021) mentioned that promotion is the decision concerning the product to the target market and persuades customers to buy it. Consequently tourism promotion is the activity that informs, persuades, and reminds tourists both directly or indirectly regarding a destination that will be visited by informing them with all the information about this destination (Barkah et al., 2020). The main role of the promotion is

to communicate a message to tourists about products or services that are being offered by the tourism destination (Cruz-Milán, 2021). The objectives of promotion go along with the general plan of marketing to identify the target group and promote it, to know what works as effective advertising and to support sales and public relations programs to be planned (Akbarian and Rastegar 2019).

The tourism promotional mix concept refers to the promotional elements consisting of a mix of tools are used by marketers, such as advertising, personal selling, sales promotion, public relations, direct marketing, familiarization trips, sales literature, direct- e mail, sponsorship and special events (Othman et al., 2021) .

A. Advertising

Akbarian and Rastegar (2019) stated that the advertising refers to any form of paid impersonal presentation and promotion of ideas, goods, or services which the sponsor using the broadcast media (radio, television) print media (magazines and newspapers), network media (phones, cables satellite, wireless), electronic media (audio-tapes, video tapes, CD-ROMs, web sites) and display media (bill boards, signs, posters).

B. Publicity

Publicity in tourism is defined as an up paid process which can get coverage as a new or editorial item, however the organization doesn't pay for it but they have to choice newspapers, magazines or journals correctly and worthy, there are clear costs related to prepare newsletters and encouraging media personnel to transmit or print them (Thawala and Slabbert, 2018).

Types of advertng and publicity

- ❖ **Traditional advertising media** such as Broadcasting advertising tools (Radio, TV, Cinema), Press media (newspapers, magazines) and Tourism brochures (catalogues, prospectuses, guides, maps, folders etc.).
- ❖ **E- Advertising tool** such as Search engines (Google), Social networks (Facebook, YouTube, whatsapp, Twitter, instagram, Trip Advisor, Video Ads, E-mail marketing).

C. Public relations

It represents a unique tool for promoting the tourist destination. it is the most important tool in promoting in the tourist sector, which is considered the process of building good relations between a tourism organization and tourist tourism marketers (Cruz-Milán,2021). it is considered the tool for promoting tourist products, building a positive Image, and increasing the visibility of the tourist destination to attract a large number of tourists (Petrovici, 2014).

D. Personal selling

It represents one of the fundamental elements of the promotional mix; it is considered the major marketing process through which consumers are personally persuaded to buy goods and services (Lahtinen et al., 2020). Some have defined it

personal communication between a firm's sales force and customers for the purpose of marketing sales and building a good relationship with the customer (Adesoga, 2016).

E. Sales promotion

Sales promotion is the communication bridge between tourism organization and consumers as it provides some incentives to attract customer curiosity or interests and enhance customer involvement to encourage purchase (Chang, 2017).

For applying promotion of product in Nubia area travel agencies use all tools of tourism promotion such as personal selling, advertising, sales promotion, public relations, and Social networks (Sadiq et al., 2019). Marketer provides tourists about the destination they visited, created a picture of it, for example no one can deny that iconic Egyptian cartoon Bakkar with Nubian characters had a positive impression about the Nubia as well as documentary film and drama series which show the beauty of Nubia, with all its beautiful landscape and various customs and traditions (Lahtinen et al., 2020).

2.2 Tourist Attractions of Nubia Area

Today Nubia area has become a new attraction in the tourism industry which already flourishing in Aswan; the Nubian villages have been largely promoted for tourism by travel agencies and also by Nubians themselves, Nubians create a new form of tourism in their villages not only as a means to improve their income but also a means to assert their cultural identity (Elcheikh, 2015). Nubia area offers rich cultural experience through staying in Nubian guesthouses in Gharb Soheil, the Nubian Village also has multiple patterns of tourism in addition to cultural tourism, such as heritage tourism, fishing tourism; deserts adventure tourism, medical tourism, and many other tourism types. (El-khadrawy et al., 2020). There are many tourist attractions in Nubia (Gharb Soheil village, Heisa Island, Animalia's Museum, The Nubian Museum, Qubbet el-Hawa).

2.3 Promotional Efforts in the Nubia Area

Nowadays government and travel agencies seek to focus their promotional efforts on Nubia area as it has become one of the famous tourism destinations in the city. According to Sehar et al., 2019; Chin et al., 2020; Abdo, 2020) the promotional efforts can be summarized as follows:

1. Travel agencies and government use social media, which is the right platform to market Nubia area, as it provides marketers with remarkable opportunities to reach tourists in their social communities and help them to create a positive destination image.
2. The government provides Nubia area with infrastructure as it has become one of the essential factors that encourage tourists to visit the destination and influences their travel decisions to a tourist destination, so that the establishment and modernization of tourist accommodation facilities are priority activities.
3. Planning for the celebration of Nubian World Day.

4. Inviting familiarization trips (FAM) as a tool of marketing for Nubia area.
5. Encouraging the investment to Nubia area to make it a brand new tourist destination.
6. Promoting domestic tourism in order to increase the numbers of visitors.
7. Agreeing to set a minimum price for tourism programs in Nubia area.
8. Visiting the Nubia area in Aswan by Mr. President Fattah el-Sisi contributed to the tourism marketing and advertising for Nubia area.
9. Supporting the visual identity project.
10. Making a promotional film about Nubia area and showing its distinctive attractions.
11. Encouraging the travel agencies to join the international travel fairs and offer Nubia as a new tourist destination with a special focus on culture.

3. Methodology

The purpose of this field study is to promote the tourism traffic incoming to Nubia area. This study focused on determining the factors that influence visiting tourists to the Nubia area. Moreover, it aims to identify the promotional efforts of travel agencies and both Ministry of Tourism and Egyptian tourism Authority for promoting this area. On the other hand, it detects the different obstacles that the travel agencies, Ministry of Tourism and Egyptian tourism Authority faced during promoting the Nubia area and working on overcoming them. To achieve the aim of the study, A mixed methodology was adopted. The quantitative approach based on a questionnaire was developed and directed at a sample of tourists who visited the Nubia area and the qualitative techniques based on interviews were adopted. The interviews were conducted with marketing managers of travel agencies in Aswan, and employees in the office of Ministry of tourism and Egyptian Tourism Authority in Aswan.

3.1. Sampling and Data Collection

The questionnaire targeted foreign and Egyptian tourists who visited the Nubia area in Aswan during January and February 2021. The total numbers of visitors who visited Aswan city during 2020 was 139829 visitors (World Tourism Organization, UNWTO, 2020), This number of visitors used by the researcher to calculate the sample size by the equation of Stephen Sampson. The output of the equation was 700 tourists. But, due to the circumstances of corona virus, there 635 valid questionnaires were collected, forms (218) foreign tourists and 417 Egyptian tourists). Moreover, the number of the Egyptian tourists' forms exceeds the number of the foreign tourists' forms; as mentioned by UNWTO (2020), the domestic tourist trips are always more of all arrivals to a destination than foreign tourists.

Furthermore, the study conducted interviews with marketing managers of travel agencies in Aswan. The number of travel agencies category (a) in Aswan is 54 companies in 2019 (The Egyptian Travel Agents Association, ETTA, 2019). A comprehensive inventory of the community was made and the interviews were made to all travel agencies category (a) in Aswan. One representative from each company was targeted. A total of 20 interviews were answered by managers. Therefore, the

response rate was 37%. The relatively low response rate was due to the fact that during the Covid-19 pandemic, the work in travel agencies is irregular.

On the other hand, the study conducted interviews with five employees in the office of Ministry of tourism and Egyptian Tourism Authority in Aswan.

3.2. Measurement items

The questionnaire consists of two parts explained as follows: In **part A**, questions are asked about some demographic information (age, gender, Education level and nationality). **part B**, It consists of three questions: The first question about how they heard about the Nubia area, Second question about what the factors influenced their visit to Nubia area, five points likert–type scale were used (1=extremely unimportant, 2= unimportant, 3= Neutral, 4= important, 5=extremely important), to measure these factors were adapted from (Mohamed et al., 2020). Third question about what the most obstacles faced by tourists during their visit to the Nubia area.

In the interview, all the questions numbers (1,2,3,4,5,6,7,8) were conducted with marketing managers of travel agencies, but only questions numbers (2,4,5,6,7,8) were conducted with the office of Ministry of tourism and Egyptian Tourism Authority in Aswan, it is pointed to the marketing managers of travel agencies as I 1, I 2, I 3,...I 20, office of Ministry of tourism and Egyptian Tourism Authority is pointed as I 21, I 22,I 23.....I25 .

3.3. Data analysis

For the questionnaire data analysis, statistical tools of the statistical package social science (SPSS version 22) were used for data input and analysis using percentage, mean and standard deviation. As well as the interview was analyzed manually.

4. Results

Table (1) Descriptive statistics of the respondents' demographic variables

Variables	Categories	Foreign tourist (n=218 (34.3%))	Egyptian tourists (n=417(65.7%))
Age	less than 20	25 (11.5%)	26 (6.3%)
	from 20 to 40	118(54.1%)	345(82.7%)
	from 41 to 60	62(28.4%)	46(11.0%)
	more than 60	14 (6.5%)	2(.5%)
Gender	Male	122(56.0%)	96(23%)
	Female	96(44.1%)	321(77.0%)
Education	Secondary school or less	17(7.8%)	26(6.2%)

level	Undergraduate	31(14.2%)	49(11.8%)
	Bachelor	119(54.6%)	173(41.5%)
	Post graduate MSc/PhD	49(22.5%)	168(40.3%)
	Other	2(.9%)	1. (2%)
Nationality	Egyptians		417(65, 7%)
	Spanish	30 (13.8%)	
	Italian	25(11, 5%)	
	Chinese	25(11, 5%)	
	Sudanese	22(10, 1%)	
	French	18(8.3%)	
	British	17 (7.8%)	
	United States	15(6.9%)	
	German	10(4.6%)	

As declared earlier the sample includes two groups (foreign and Egyptian tourists). The demographic variables of the respondents are explained as follows (see Table 1). Basically, the foreign tourists' group represents 34.3% of the sample, while Egyptian tourists represent 65.7%. **The age** categories of the respondents as shown in **table (1)**, it was found that the age bracket from 20 to 40 years had the greatest number of Egyptians respondents (N=345,82.7%), followed by the age bracket from 41 to 60 years old (N=46,11.0%), and the smallest age bracket more than 60 (N=2,.5%). Comparing with the age bracket of foreign respondents it was found that the age bracket from 20 to 40 years had the greatest number of foreign respondents (N=118, 54.1%), followed by the age bracket from 41 to 60 years old (N=62, 28.4%), and the smallest age bracket more than 60 (N=14, 6.5%). These results indicate that the Nubia area repeaters are from the Youth from 20 to 40 years old category (Egyptians and Foreigners). The data summarized in **table (1)** shows that **the gender** percentage of Egyptian respondents (N=321, 77.0%) were female and (N= 96, 23%) were male. Comparing with the foreign respondents (N=96, 44.1%) were female and (N=122, 56.0%) were male. **Table (1)** illustrates **the education level**, for the Egyptian respondents the largest percentage of The sample were Bachelor degrees (N=173 ,41.5%), followed by post graduate (N=168,40.3%)., comparing with the foreign respondents the largest percentage of The sample were Bachelor degrees (N=119 ,54.6%) were bachelor degrees, followed by post graduate (N=49,22.5%) ,whereas, (N=31, .14.2 %) of all respondents were undergraduate. Table (1) presents the respondents **nationalities** according to the survey, it was found that the majority of the respondents (n=417, 65, 7%) were Egyptian tourists, comparing with foreign tourists it was found the highest percentage of the sample were (n=30, 13.8%)

Spanish, (n=25, 11, 5%) Italian, (n=25, 11, 5%) Chinese, respectively. it was found the lowest percentage of the sample were (n=15, 6.9%), United States, (n= 10, 4.6%)German.

Table (2) Identifying the sources of information about the Nubia area

	Egyptian tourists		Foreign tourists	
	Frequency	percent	Frequency	Percent
Friends and relatives	187	44.8	40	18.4
books/guides/ journals / T.V/Radio	53	12.7	57	26.1
Travel agencies /	94	22.5	54	24.8
social media (Facebook/twitter/websites)	29	7.0	61	28.0
Other, please, specify	54	12.9	6	2.8
Total	417	100.0	218	100.0

In Table (2) respondents have asked how they heard about Nubia area, The answers of Egyptian respondents can be demonstrated as a Majority (N=187 44.8%) had heard about Nubia area from their friends and relatives ,then came travel agencies (N=94,22,5 , and books/guides/ journals / T.V/Radio with(N=53,12.7%) respectively ,whilst a minority (N=29 ,7.0%) from social media, comparing with the foreign respondents a Majority(N= 61 ,28.0%) had heard about Nubia area from social media, then came books/guides/ journals / T.V/Radio (N=57,26.1%) , travel agencies (N=54,24.8 %), Friends and relatives (N=40,18.4%)respectively . the results indicate that recommendations of relatives and friends are considered one of the most means to get information about the Nubia area for Egyptian tourists, Hernandez et al.,(2015) mentioned that tourists are depended on the comments and opinions of friends in making the travel decision, additionally in tourism marketing (word-of-mouth ,WOM) is an important way to inform and recommend other people to visit the tourist destination (Abror et al., 2020) ,but we noted results indicate that social media is playing an important role as source of information about the Nubia area for foreign tourists and these results are completely apply with the previous studies of how does the social media influences on tourist's decision when they choose their destinations (Fukui and Ohe, 2020).

Table (3) Measuring the factors which can influence tourists visit to Nubia area

Items	Egyptian tourists								Foreign tourists							
	Extremely unimportant	Unimportant	Neutral	Important	Extremely Important	STD	Mean	Rank	Extremely unimportant	Unimportant	Neutral	Important	Extremely Important	STD	Mean	Rank
	Freq.	Freq.	Freq.	Freq.	Freq.				Freq.	Freq.	Freq.	Freq.	Freq.			
	%	%	%	%	%				%	%	%	%	%			
Attractiveness of the place	27	2	21	226	141	.982	4.09	1	10	1	7	77	123	.913	4.40	1
	6.4	0.5	5	54.2	33.8				4.6	0.5	3.2	35.3	56.4			
Accessibility to this destination	32	22	78	205	80	1.076	3.69	8	15	6	18	105	74	1.076	4.00	9
	7.7	4.5	18.7	49.2	19.2				6.9	2.8	8.3	48.2	33.9			
Safety to this destination	28	7	34	206	142	1.047	4.02	3	8	1	14	79	116	.907	4.35	3
	6.7	1.7	8.2	49.4	34.1				3.7	.5	6.5	36.2	53.2			
Climate to this destination	30	17	103	196	71	1.102	3.65	12	6	6	35	75	96	.949	4.16	16
	7.2	.4	24.7	47.5	17.0				2.8	2.8	16.1	34.4	44.0			
Hospitality to this destination	29	6	42	212	128	1.045	3.97	5	6	2	12	83	114	.857	4.37	2
	7.0	1.4	10.1	50.8	30.7				2.8	.9	5.5	38.1	52.3			

Culture (food, drinks, language, etc to this destination)	33	15	63	214	92	1.083	3.76	7	6	3	40	87	82	.918	4.09	8
	7.9	3.6	15.1	51.3	22.1				2.8	9.5	18.3	39.9	37.6			
Accommodation to this destination	37	24	65	203	88	1.137	3.67	10	6	4	28	88	92	.909	4.18	5
	8.9	5.8	15.6	48.7	21.1				2.8	1.9	12.8	40.4	42.2			
Beautiful buildings to this destination	28	6	39	215	129	1.033	3.99	4	8	5	24	101	80	.923	4.12	7
	6.7	1.4	9.4	51.6	30.9				3.7	2.3	11.0	46.3	36.7			
Interesting Local tradition to this destination	33	18	63	196	106	1.117	3.78	6	6	9	56	87	60	1.208	3.35	12
	7.9	4.3	15.1	47.0	25.4				2.8	4.1	25.7	39.9	27.5			
Many shopping opportunity to this destination	46	43	104	164	60	1.177	3.35	15	18	39	49	71	41	1.208	3.35	13
	11.0	10.3	24.9	39.3	14.3				8.3	17.9	22.5	32.6	18.8			
Good Local public transport to this destination	35	20	86	189	87	1.113	3.66	11	17	42	63	69	27	1.114	3.24	15
	8.4	4.8	20.6	45.3	20.9				7.8	19.3	28.9	31.7	12.4			
Natural feature/ reserves to this destination	30	4	26	204	153	1.051	4.07	2	8	8	52	90	60	.986	3.85	10
	7.2	.9	6.2	48.9	36.7				3.7	3.7	23.9	41.3	27.6			
Recreational places (bars, night clubs etc.)to this destination	40	22	78	187	90	1.161	3.64	13	17	28	70	66	37	1.134	3.34	14
	9.6	5.3	18.7	44.8	21.6				7.8	12.8	32.1	30.3	17			
Unlimited visitation to places in the destination to this destination	54	40	128	134	61	1.207	3.26	16	15	12	78	79	34	1.041	3.49	11
	12.9	9.6	30.7	32.1	14.6				6.9	5.5	35.8	36.2	15.6			

Fair price to this destination	42	22	82	180	91	1.178	3.61	14	6	4	25	89	94	0.888	4.21	4
	10.1	5.3	19.7	43.2	21.8				2.8	1.8	11.5	40.8	43.1			
Availability of information y to this destination	42	12	79	189	95	1.157	3.68	9	7	3	28	93	87	0.924	4.14	6
	10.1	2.9	18.9	45.3	22.8				3.2	1.4	12.8	42.7	39.9			

From the previous **table (3)** illustrates measuring the factors which can influence tourists' visits to Nubia area the results are as follows:

The highest factors which can influence Egyptian tourists' visits to Nubia area, **Attractiveness** of the place with Mean (4.09), **Natural feature/ reserves** with Mean (4.07), **Safety to this destination** with Mean (4.2), **Beautiful buildings** with Mean (3.99), and **Hospitality** with Mean (3.97), respectively. The highest factors which can influence foreign tourists' visits to Nubia area, **Attractiveness** with Mean (4.40), **Hospitality** with Mean (4.37), **Safety** with Mean (4.35), **Fair price** with Mean (4.21) and **accommodation** with Mean (4.18), respectively.

The least factors which can influence Egyptian tourists' visits to Nubia area, **Unlimited visitation to places** with Mean (3.26), **many shopping opportunity** with Mean (3.35), **Fair price** with Mean (3.61), **Recreational places** with Mean (3.64) and **Climate** with Mean (3.65). The least factors which can influence foreign tourists' visits to Nubia area, **Good Local public transport** with Mean (3.24), **Recreational places** with Mean (3.34), **Interesting Local tradition** with Mean (3.35), **many shopping opportunity** with Mean (3.35) and **unlimited visitation to places** (3.49).

From the previous tables we can find that the results from **table (3)** support in achieving the first objective of the research, in addition to answer the first question of the study.

Table (4) identifying the greatest obstacles faced by tourists during their visit to the Nubia area

	Egyptian tourists		Foreign tourists	
	Frequency	Percent	Frequency	Percent
The quality of the accommodation	74	17.7	27	12.4
Safety and security or Availability of facilities	20	4.8	6	2.8
Price of entrance fees	142	34.1	76	34.9
Transportation services Or Overall cleanliness	88	21.1	36	16.6
Other, please, specify	93	22.3	73	33.5
Total	417	100.0	218	100.0

In table (4) the respondents were asked to indicate the most difficulties they faced during their visits, Egyptian respondents started the "Price of entrance fees" is a serious problem (N=142, 34.1%) followed by other such as exploitation and the peddlers (N=93, 22.3%), the Transportation services Or Overall cleanliness (N=88, 21.1%), The quality of the accommodation(N=74,17.7%), Safety and security or Availability of facilities(N=20,4.8%) respectively. comparing with the foreign respondents started the "Price of entrance fees" is a serious problem (N=76,34.9%) followed by other such as exploitation and the peddlers (N=73,33.5%), the Transportation services Or Overall cleanliness (N=36,16.6%), The quality of the accommodation(N=27,12.4%), Safety and security or Availability of facilities(N=6,2.8%) respectively, These results support in achieving the second objective of the research.

Results of the interviews

The inquiries of the interviews and the answered comments of the marketing Managers of travel agencies and employees in the office of Ministry of tourism and Egyptian Tourism Authority in Aswan are presented in the following:

Q1: Is Nubia area included in your package tours?

60% of the interviewees of the selected sample of travel agencies answered: yes Nubia area has become a part of any program in their package tours.

40% of the interviewees answered that in the past they wouldn't care about Nubia area as tourist attraction, but nowadays, if tourists visit Aswan, they will look forward to discovering Nubia area and its new culture, so they're working to promote the area.

Q2: To what extent is the area promoted compared to the other tourist destinations located in Aswan city?

100% of the interviewees of the selected sample of travel agencies said that Nubia area has become a unique tourist destination with its attractive buildings, customs and traditions of their people, and discovers a different culture; tourists are interested in visiting the Nubia area, so that it is important to be a part of any program in Aswan.

40% of the interviewees of the selected sample of Ministry of tourism and Egyptian Tourism Authority said that all tourists who visit Aswan are looking forward to discovering Nubia area after they hear about its different culture, so promoting the area in the media and online tools is a must.

60% of the interviewees of the selected sample of Ministry of tourism and Egyptian Tourism Authority said that they are providing promotional campaigns for Nubia area as it becomes a brand new tourist destination.

Q3: What are the most attractive tourist attractions of Nubia area from your point of view?

- The Historical and archaeological sites
- Modern sites
- Recreational sites
- Nubian villages

This inquiry was directed to the selected sample of travel agencies to identify the most attractive tourist attractions in Nubia area that they included in the tour packages. The answers are as follows:

60% of the interviewees of the selected sample of travel agencies said that Nubian villages and The Historical and archaeological sites are the most attractive tourist attractions in Nubia area.

40% of the interviewees of the selected sample of travel agencies said that their programs included all the tourist attractions in Aswan, but they offered Nubian village as a one day trip.

Q4: What are the factors that influence visiting tourists to Nubia area?

- Accommodation and hospitality
- Availability of information
- Quality of services
- Prices

In this part of interview, the inquiry was about the factors that influence visiting tourists to Nubia area. The answers are as follows:

80% of the interviewees of the selected sample of travel agencies answered that they agreed that all of these factors were influencing visiting tourists to Nubia area. Tourists are interested in enjoying all the facilities and services.

20% of the most factors that influence visiting tourists to Nubia area as they mentioned that the tourists are always complaining about the high prices of the tourist packages, especially after adding the several taxes.

100% of the interviewees of the selected sample of Ministry of tourism and Egyptian Tourism Authority said that they agreed that Availability of information and Quality of services are the most factors that influence visiting tourists to Nubia area, most of tourists want to visit Nubia area to identify and discover new culture with different traditional and customs of people so providing with all information of the area and services with high quality is a must.

Q5: Are you looking forward to providing tourists with promotional tools that offer enough information about the attractions of Nubia area?

100% of the interviewees of the selected sample of travel agencies and the selected sample of Ministry of tourism and Egyptian Tourism Authority mentioned that they are providing tourists with promotional tools that offer enough information about the attractions of Nubia area. They are providing tourists with brochures, Availability of information on all websites and using social media tools (facebook, twitter and instagram) as a tool of advertising.

Q6: What are the most promotional tools you are using for promoting the Nubia area?

- Social media Tools, Facebook, twitter, and instagram.
- Personal selling or sales promotion.
- Web banner ads.
- Printing brochures about Nubia area.

70 % of the interviewees of the selected sample of travel agencies mentioned that they are using Social media Tools (Facebook, twitter, and instagram) and web sites of travel agencies ads.

30 % of the interviewees of the selected sample of travel agencies mentioned that they are using all these promotional tools for marketing Nubia area. In addition to they are making familiarization trips (FAM) where tourism professionals (travel agents, tour operators, booking agents, trip organizers and expedient travel media (Writers, journalists, bloggers) are invited to a free tour of the Nubia area to improve the destination's image and boost bookings.

100% of the interviewees of the selected sample of Ministry of tourism and Egyptian Tourism Authority said that they were using Web banner ads, printing brochures about Nubia area and participating in international tourism fairs, which reflected a positive destination image of Nubia and Nubian culture.

The previous results achieve the third and fourth objective of the study and answer the second question of the study.

Q7: What are the obstacles that face you during tourism promoting of Nubia area?

100% of the interviewees of the selected sample of travel agencies agree that their replies are shown as follows:

- Nubia area was a part of the program but we need to market the area as a separate and full tourism program.
- Government marketing efforts to promote the Nubia area as a tourist attraction are extremely weak.
- Some of the Nubian villages need to be developed regarding the infrastructure services and the ways leading to the Tourist Nubian Villages.
- There is no potential plan for marketing the area as a unique tourist destination.
- Citizen's bad attitude with guests and how to force them to buy souvenir and handcrafts during their shopping.

40% of the interviewees of the selected sample of Ministry of tourism and Egyptian Tourism Authority said that they aren't depending on advanced technology in marketing the Nubia area; they still use personal sales.

60% of the interviewees of the selected sample of Ministry of tourism and Egyptian Tourism Authority said that although there are distinctive types of tourism in the Nubia area, unfortunately, they aren't being promoted well, such as ecotourism and medical tourism. In addition to the absence of awareness among Nubian citizens about the importance of tourism and how to deal with tourists.

The previous results achieve the fifth objective of the study and answer the third question of the study.

Q8: Would you have any suggestions for improving the promotional efforts intending to promote Nubia area's tourist attractions?

In the last part of the interview, the interviewees were asked to give their suggestions to promote Nubia area's tourist attractions. 100% of the interviewees of the selected sample of travel agencies replied as follows:

- Promoting the tourism products and services in Nubia area on TV, radio, newspapers, catalogues, pamphlets and posters in addition to marketing by the

screen technique which includes promotional text, drawings, photo graphs and sound.

- Developing the infrastructure, services and facilities in Nubia area.
- Putting the Nubian tourism product on the Egyptian tourism map.
- An attempt to revitalize Nubian heritage through the establishment of a festival and handcrafts exhibits.
- Planning for the celebration of Nubian World day.
- Improving the quality of tourism products and services in Nubia area.

60% of the interviewees of the selected sample of Ministry of tourism and Egyptian Tourism Authority replied as follows:

- Dealing with negative media coverage and working to project a positive image of the Nubia area as a unique tourist destination.
- Establishing official websites, social media platforms, and mobile applications to promote the Nubia area.
- Encouraging investment in Nubia as a new tourist destination.

40% of the interviewees of the selected sample of Ministry of tourism and Egyptian Tourism Authority replied as follows :

- Educating Nubian citizens about the importance of tourism and how to interact with tourists.
- Travel agencies must take into account guest reviews from websites such as Trip Advisor, Booking, and others in order to improve service and meet all of the needs of their guests.
- creating a promotional film about the Nubia region and its unique attractions

The previous results achieve the sixth objective of the study and answer the fourth question of the study

5- Conclusions

Tourism destination promotional efforts are considered one of the most powerful tools for the development of tourism destinations to enhance tourists' travel experiences. Nowadays government and travel agencies seeks to focus their promotional efforts on Nubia area as it has become one of the famous tourism destinations in Aswan. The research aimed to determine the factors that influence visiting tourists to the Nubia area. Moreover, it aims to identify the promotional efforts of travel agencies and Ministry of Tourism and Egyptian Tourism Authority for promoting the area, it detects the different obstacles that the travel agencies, Ministry of Tourism and Egyptian Tourism Authority faced during promoting the Nubia area and working on overcoming it. A mixed methodology was adopted. The quantitative approach based on a questionnaire was developed and directed to a sample of tourists who visited the Nubia area, and the qualitative techniques based on interviews were adopted. The

interviews were conducted with twenty marketing managers of travel agencies in Aswan, and five employees in the office of Ministry of tourism and the Egyptian Tourism Authority in Aswan

This study introduced the characteristics of Nubia area through the study of demographic, social, cultural and economic sides. In addition to, the study highlights the different attractions of Nubia area which make it a tourist destination. The results indicated that there are many of factors influence tourists visiting to Nubia area, According to the results indicated that Egyptian and foreign tourists are interesting to visit the Nubia area but the tourists are suffering from high prices, The results demonstrated that Nubia area has become a unique tourist destination with its attractive building, customs and traditions of their people and discover a different culture ,The results indicated that recommendations of relatives and friends are considered one of the most means to get information about the Nubia area for Egyptian tourist. Moreover, social media is playing an important role as source of information about the Nubia area for foreign tourists, and the results mentioned that availability of information to the destination is important for foreign and Egyptian respondents. The results indicated the attractiveness of the place was extremely important for the foreign respondents more than the Egyptian respondent's. The results demonstrated that Egyptian and foreign tourists will recommend for visiting the Nubia area to other tourists who lead to increase the Number of tourists in this destination. The results of interviews indicated that the travel agencies agreed with providing tourists with brochures, Availability of information in all websites and using social media tools (Facebook, twitter and Instagram) as tool of advertising. According to the interviews with the marketing managers, there are some obstacles facing the travel agencies as they need to market the area as a separate and full tourism program, The governmental promotional efforts are extremely weak to promote the Nubia area as tourist attractions, Some of the Nubian villages need to be developed regarding the infrastructure services and the ways leading to the Tourism Nubian Villages furthermore, Citizen's bad attitude with guests and how to force them to buy souvenir and handcrafts during their shopping.

6- Recommendations

6.1 Recommendations to Egyptian Travel Agencies

- Developing their packages by including the Nubian attractions of Nubia area will be a key to the competitiveness of Aswan as a unique destination.
- Focusing on the development and implementation of marketing strategies in Nubia area.
- The need to market the area as a separate and full tourism program.
- Providing a diversification of the tourist product to attract a greater number of tourists and prolong the duration of their stay.
- Using the social media and all the tools of E-marketing and digital marketing to promote Nubia and its different attractions.

- Agreeing to set a minimum price for tourism programs in Nubia area.
- Inviting FAM trips for the international tour operators to visit the Nubia attractions, as the tour operator is the main source to bring the tourists from generating countries

6.2 Recommendations to Ministry of Tourism and Egyptian Tourism Authority:

- Developing the infrastructure, services and facilities in Nubia area.
- Putting the Nubian tourism product on the Egyptian tourism map.
- Drawing attention to the factors that influence tourists visiting to Nubia area such as (Attractiveness, Accessibility, safety, climate, Hospitality, Culture , Accommodation, fair price, Availability of information,ect)
- Facing the negative media phenomena and working on reflecting the positive image of Nubia area as a unique tourist destination.
- Increasing the promotional efforts to promote Nubia as a brand tourist destination, with a special emphasis on culture, through international tourism exhibitions.
- Encouraging investors and businessmen to invest in tourism projects in Nubia area.
- Encouraging the producers and filmmaking industry to shoot in Nubia area due to its different culture, unique nature and wonderful scenery.
- Increasing the awareness of the tourists about the Nubia attractions, through the traditional media and online tools.
- Conducting awareness campaigns for Nubian citizens about the importance of tourism and how to deal with tourists.
- Promoting for domestic tourism and minimize the accommodation prices in Nubian hotel.

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تنشيط حركة السياحة الوافدة إلى منطقة النوبة

يلعب تسويق الوجهات السياحية دورًا مهمًا في جذب السياح إلى المقصد السياحي وإنشاء صور إيجابية متنوعة للمقصد. هذه الصور مهمة لتسويق المكان لأنها تؤثر على تصورات الناس للمكان وتؤثر على اختياراتهم وسلوكهم تجاه هذا المقصد. هذا البحث يتناول إلقاء الضوء على منطقة النوبة كوجهة سياحية. وتهدف هذه الدراسة إلى تنشيط حركة السياحة الوافدة إلى منطقة النوبة. لذلك ركزت هذه الدراسة على تحديد العوامل المؤثرة على السائحين الزائرين إلى منطقة النوبة. علاوة على ذلك ، حددت الدراسة الجهود الترويجية للشركات السياحية ووزاره السياحة وهيئة التنشيط السياحي لتروج منطقة النوبة. من جهة أخرى ، الكشف عن المعوقات المختلفة التي واجهتها الشركات السياحية ووزاره السياحة وهيئة التنشيط السياحي أثناء الترويج لمنطقة النوبة والعمل على تذليل هذه المعوقات. استخدم هذا البحث المنهج الوصفي التحليلي. تم المزج بين المنهج النوعي والكمي. تم توزيع استبيان يعتمد على المنهج الكمي على عينة عشوائية من السياح المصريين والأجانب. علاوة على ذلك ، تم إجراء أسلوب نوعي يعتمد على المقابلات مع عشرون من مديري التسويق في الشركات السياحية في أسوان ، وتم عمل خمس مقابلات مع موظفين في وزاره السياحة وهيئة التنشيط السياحي في أسوان. تم استخدام برنامج spss لإدخال البيانات وتحليلها في الإحصاء الوصفي. أظهرت النتائج وجود جهود ترويجية كبيرة للترويج وتسويق منطقة النوبة من خلال الشركات السياحية في أسوان. قدمت هذه الدراسة بعض التوصيات للشركات السياحية وكل من وزارة السياحة وهيئة الترويج المصرية لترويج الحركة السياحية الوافدة لمنطقة النوبة من خلال أدوات الترويج المختلفة.

الكلمات الداله : منطقه النوبه – المزيج التسويقي – الجهود الترويجيه .