

Destination Sensescape as a Diagnostic Gadget of Egypt's Sensory Profile

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Abstract:

While the great relevance of visitors' multi-sensory destination experiences, there are no prior Egyptian efforts to develop a benchmark assessing sensory destination impressions. So due to a lack of measurements, the research tries to generate Egypt's sensory profile using Sensescape. The research makes three contributions: 1) It adopts Egypt's Sensescape idea. 2) Research provides scientific proof of various sensory motivations throughout the destination as a whole, whether natural, urban, social, or otherwise, other than previous research, which has only studied sensory compliments in nature-based itineraries or urban-based attractions. 3) Hands-on destination sensescape provides Egypt DMOs better skills to design more effective destination promotion strategies contributing to a memorable Egypt experience.

The study finds various positive, strong attractions connected with the human five senses, contributing to Egypt branding. The most positive strongest attractions are sequential:

- 1- Visual attractions within cultural (90 %) and nautical (88 %) items.
- 2- Auditory attractions within music (85 %) and wildlife (83 %).
- 3- Olfactory ones via air (84 %) and water (83 %).
- 4- Gustatory connections linked to food & beverages and flavors (79 % for each) within culinary tourism.
- 5- Tactile interactions by climate (80 %) and luxury (74 %).

The study also finds some weaknesses within the same senses which need attention to not affect the brand Egypt. The weaknesses consecutively from top to bottom are as follows:

- 1- Auditory experience, interpreting noisiness, and audio guidance deficiency by more than 50 % of respondents for each.
- 2- Tactile experience, reflected by traditions and societies contributing to neutral or negative experience by 35 % of respondents.
- 3- Visual elements, screening events, and agriculture by more than 30 % of neutral or negative respondents.
- 4- Gustatory reaction, reproducing contribution of food & beverages, flavors, traditional and exceptional food to neutral or negative experience by more than 20 % of respondents.
- 5- Olfactory experience, as food & beverages and external services, contributes to neutral or negative experience by more than 20 % of respondents.

The study recommends giving more attention to Egypt destinations about the above weaknesses.

Keywords:

Sensescape; Sensory Profile; DMOs; Brand

1. Introduction

Porteous (1985) created the word "sensescape" to describe a sensory-constructed world. Although the concept's name is similar to the ocular-centric "landscape" word, the sensescape encompasses a wider variety of sensory interactions with a location than only visual perception (Rodaway, 1994). A **destination sensescape** is defined as an amalgamation of five "-scapes": visual scape (sense of sight), smell scape (sense of smell), taste scape (sense of taste), soundscape (sense of hearing), and haptic scape (sense of touch), which is result to supportive information obtained by each of five human senses (Medway, 2015; Urry, 2002).

Whenever visiting the destination, tourists feel a foreign atmosphere, immersed by various stimulation, such as new scenery, touch of the sun, local performers' music, and flavor of espresso. Visitors perceive the location through cognitive emotions in a procedure known as "embodiment", however, the predetermined destination imagery is based on travel itineraries, websites, or friends (Crouch, 2000). Originally, once sensory signals inherent in the exterior environment are processed the neutral zone of a destination becomes a sensorily structured scope, i.e., a sensescape, (Halloy & Servais, 2014). Visitors' sensory connection to sites has been highlighted in tourism literature (Agapito et al., 2013, 2014; Buzova et al., 2020; Gretzel & Fesenmaier, 2010, Kock & Ringberg, 2019; Pan & Ryan, 2009). The holistic sensory dimension of tourism experiences, on the other hand, is still a new issue in the tourism literature (Agapito, 2020). Few studies have addressed all five sensory aspects of the touristic perception (visual, aural, gustatory, olfactory, and tactile) (Agapito et al., 2017; Lv & McCabe, 2020), among most current studies concentrating on one or more senses (e.g., flavor profile (Everett, 2008), scent (Dann & Jacobsen, 2013), vision, and hearing (Qiu et al., 2018)).

2. Research objectives:

- 1- Analyzing Egypt's sensory profile using destination sensescape.
- 2- Developing a strategy improves Egypt's sensory panorama.
- 3- Launching Egyptian destination brand.

3. Literature review

Theoretically, the mechanism of sensory perception is well described, but practical study on multisensory tourist experiences is limited (Cohen & Cohen, 2019). To represent travelers' poly-sensual experiences in a site, previous research primarily employed descriptive qualitative approaches (Agapito et al., 2014; Gretzel & Fesenmaier, 2010). The majority of studies (Rakic & Chambers, 2012; Son & Pearce, 2005; van Hoven, 2011; Xiong et al., 2015) are nature exploratory and context-specific. For example, Xiong et al. (2015) performed open-ended questionnaires to discover visitors' sensory impressions of the ancient city of Phoenix.

Lv and McCabe (2020) used web reviews to identify tourists' sensory perceptions of a Chinese heritage town. According to the results of existing multimodal tourism studies, not all sensory signals contribute equally to the visitors' experience (Agapito et al., 2014; Lv & McCabe, 2020; Mehraliyev et al., 2020; Xiong et al., 2015). Agapito et al. (2014) discovered that, next to visual components, aural sensations were the most commonly reported in a rural destination setting. A research methodology of tourist evaluations on a

heritage town, on the other hand, revealed a high number of gustatory compliments, ranked only to aesthetic features (Lv & McCabe, 2020). Even though the contemporary sensory tourism literature is restricted by the lack of measurable instruments that allow to pattern the relations between sensory destination impressions and additional attitudinal and behavioral ideas, the above-mentioned studies are considered for exploratory research purposes. Thus, **field study** results are significant for Egypt destinations regarding questionnaire inquiries tourists about the sensory incentives processed by the various Egypt attractions (**Egypt sensescape**). So, Egypt's sensory profile can be diagnosed. Also, DMOs (destination marketing organizations) as a main sector represents Egypt's sensory profile are evaluated according to the most used by tourists (branding Egypt).

3.1. Egypt Tourism Product

3.1.1. First: Visual Attractions

a- Nautical attractions

Egypt has coastlines on the Mediterranean Sea, River Nile, and Red Sea (en.wikipedia.org, 2021). Egypt is a maritime country with a unique geographic location at the intersection of three different continents and 2,000 kilometers of coastlines on the Mediterranean and Red Seas, where it has maintained ties with the rest of the world since ancient times. Furthermore, the Suez Canal is a significant path that runs across the country, connecting East and West (www.medcruise.com, 2021).

b- Geological attractions

Egypt is divided into four geological zones: Nile River basin and delta, Western Desert, Eastern Desert, and the Sinai Peninsula. Mountains, plateaus, and huge wadis define the Eastern Desert. The Western Desert is a large plateau desert that includes several of Egypt's most well-known oases (Siwa, Bahariya, Farafra, Kharga, and Dakhla) and coastal valleys. From a geological viewpoint, Egypt's Sinai Peninsula is the most fascinating location. (El-Ramady et al., 2019).

Egypt's geological variety (Yehia et al., 2017) qualifies it as one of the world's first tourist nations, with numerous natural and human tourism attractions, and geo-tourism is one of the most significant tourism patterns based on the idea of sustainability. In Egypt, there are several nature reserves with unusual geological formations and features (Ali, 2019). White Desert protectorate in Farafra, Wadi Al-Hitan in the Western Desert, Ras Mohamed in South Sinai, ... etc. are the most important.

c- Agriculture attractions

Egypt's countryside, with its enormous green landscapes, accounts for over half of the country's total area. As a result, agrotourism has become a top priority in Egypt's tourism sector. Fayoum, Ash-Sharqueia, Al-Behera, and Ismailia, other governorates and villages along River Nile, are among the most well-known for their large landscape.

"Zawyet Dahshur" in Giza Governorate is one of the most well-known rural villages, and it is known for its palm cultivation (sis.gov.eg, 2021). Especially, after the project, which includes the villages of Saqqara, Abu Sir, and Dahshur, all in Badrashin district, and provides training to the local community aiding them to tap into tourism revenues and protect livelihoods, was launched. (english.ahram.org.eg, 2021).

d- Events attractions

Egypt is one of the world's oldest and historically wealthiest countries, with a plethora of cultural treasures to boast about. Egypt can provide much more merely sightseeing in the twenty-first century, thanks to the technology revolution as well as the country's enormous potential. Special events are one of the most important aspects of the tourist offer, and play a critical role in promoting the destination and establishing a powerful image. Egypt can utilize the special events to brand and market tourist products, MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism sector (Marzouki, 2019).

e- Cultural attractions

In Egypt, cultural and archaeological tourism is considered a traditional form of tourism. Egypt is home to several ancient artifacts and museums from the Pharaonic, Greek, and Roman periods. Since the discovery of ancient Egyptian artifacts and the decipherment of hieroglyphics, cultural tourism has taken off.

Since then, archaeological expeditions, explorers, and tourist books authors have been highly interested in visiting Egypt and recording its amazing past and bright future.

The major cultural tourist destinations within Egypt are Cairo and Giza, Alexandria, Upper Egypt, Sinai, Fayoum, Oases, and museums (www.sis.gov.eg, 2021).

3.1.2. Second: Auditory Attractions

a- Music & Arts

Egypt's sound and light exhibitions offer a cultural insight into ancient Egypt and its historical significance. Egyptian Pharaohs appear on stage during performances to tell stories about reigns and achievements. When exploring Egypt, the experience is never elapsed. Many Egyptian tourist attractions, including Giza Pyramids, Karnak, Edfu, Philae, and Abu Simbel, include sound and light systems (<https://soundandlight.show/en>, 2021).

The sounds and lights of Giza Pyramids at night transport visitors to ancient Egypt, creating a mystical, romantic, and one-of-a-kind experience. One of the greatest things to do in Cairo at night is attending the sound and light display in front of the Sphinx at the Pyramids of Giza. Pyramids' Sounds and Lights provides an overview of the Sphinx and Pyramids of Giza's history and mythology (www.deluxetravelegypt.com, 2021).

Mahka El-Qalaa event, which took place from August 15 to August 30, celebrated the Egyptian Opera House's 29th anniversary and demonstrated the Egyptian Opera House's ability to offer fine arts to a mass audience. Even for fine arts, the bulk of Opera's concerts are sold out. (Daily News Egypt, 2021).

b- Wild Life

It might be imagined that Egypt's wildlife is insufficient due to lacking vegetation cover environment as well as the absence of tree forests on its property, but the fact is that Egypt is one of the world's most wildlife-rich countries, with a miscellaneous range of wildlife, including animals, birds, and aquatic organisms, thanks to the country's climate, which leads to the presence of species remarkable to Egypt as an ecological zone (<http://www.egyptiangeographic.com/>, 2021).

Egypt has 44 protected areas, marine and terrestrial, acting more than 17% of Egypt's total area. Egypt's protectorates distributed all over the country, are providing the most charming auditory attraction (Abdelhakim, H., 2018).

c- Quietness

Egypt has just witnessed the growing expansion of new projects in all domains, especially in major cities. That acts as one of the increased population consequences, requiring more industrial and commercial activities within inhabited areas, high traffic density resulting from the enlarged number of vehicles as well. Issues united together cause augmented noise levels which must be reconsidered. Initial noise resources in Egypt comprise (Transportation Means and Traffic, Power Stations, Industrial Amenities, Commercial, and Human Activities, Construction and Destruction, Air Conditions, and Central Cooling Systems) (<https://www.eaaa.gov.eg/>, 2021).

d- Guidance

Computer technology has advanced dramatically in the previous decade. People on the road can access interactive multimedia content thanks to the continuously expanding area of technology. The fast development of technology equipment and programs has resulted in the emergence of new markets, such as special needs tourism (modern technological devices such as mobile tour guides and simulation programs) (Cheverst et al., 2000).

Tourists and tour operators can benefit from a mobile application that gives essential expertise and information on tourist destinations, weather, location, accessible transit, cafes, and markets nearby tourist attractions. The Internet is rapidly expanding towards adopting wireless and launching 4G in Egypt, enhancing mobile applications for tourism by using innovative technology. New mobile apps spread widely by using wireless networking to shape new simulated worlds, providing users convenient access to remote facilities wherever and whenever offered. Furthermore, this intelligent software can give individualized advice to travelers along their journey. (Mohamed, E., Hussein, S., 2018).

3.1.3. Third: Olfactory Attractions

Egypt is home to extensive diversity of terrestrial habitats, fauna, flora, and microorganisms due to its very varied eco-zones. Although comparatively, Egyptian biodiversity is low in species numbers, it is exceptionally diversified in its composition, and portrayed with a global magnitude. Egypt has a rich and diverse biota. The country is home to a wide range of habitats with microclimates (e.g., mangroves, coral reefs, mountains, dunes, oasis, and wadis) that host many plants and animal species. communities representing both tropical and Mediterranean environments.

Egypt comprises thousands of native and naturalized plants, in addition to many other species and subspecies. The abundance classes of the flora of the different phytogeographical regions within Egypt reflect Egyptian biodiversity which comprises numerous types of globally important species, 1500-2000 species of non-flowering plants, and 2,302 flowering plants.

Egypt has an immense array of habitats and microclimates zones holding extensive biodiversity and local communities, acting more than amazing olfactory attraction.

A total of 5 main habitat systems in Egypt can be described in decreasing order according to the area as follows: (1) Desert habitat system; (2) Marine habitat system; (3) Wetland habitat system; (4) Artificial habitat system; and (5) Fresh Water habitat system (Egyptian ministry of environment, 2016).

3.1.4. Fourth: Gustatory Attractions

a- Traditional Egyptian food

For most people, food plays a big role in really experiencing a new country. Meat lovers and vegetarians alike surely enjoy Egyptian gastronomy. Egypt is probably on the bucket list of many travelers. Besides the ancient history, stunning beaches, and scuba diving, traditional Egyptian food is another reason tourists should experience it. Ancient history makes Egypt's cuisine as it is today, with each civilization leaving a mark on the preparation of dishes. Like in most Middle Eastern countries, a big part of Egyptian culture is gathering and celebrating with family and friends around delicious food. Among some top traditional Egyptian food favorites that every visitor should try at least once when coming, are Ful, Falafel, Koshari, Mahshi, ... etc. (<https://alittlenomad.com/>, 2021).

b- Flavors of Egypt

Egyptian cuisine reflects the country's long history of foreign occupation, combining elements of Greek, Arab, Turkish, and French cuisines—as well as a few recipes dating back to the pharaonic era. It's wholesome and tasty cooking that uses seasonal ingredients, flavorful spicing, and perhaps a bit too much oil (<https://www.fodors.com/world/>, 2021).

3.1.5. Fifth: Tangible Attractions

a- Climate:

Egypt's climate is semi-desert characterized by hot dry summers, moderate winters, and very little rainfall. The country is characterized by particularly good wind regimes with excellent sites along the Red Sea and Mediterranean coasts (<https://www.adaptation-undp.org/explore/northern-africa/egypt>, 2021).

The climate of Egypt has two seasons, a mild winter between November and April and a hot dry summer from May to October (<https://www.travelguide-en.org/egypt-climate/>, 2021).

b- Luxury:

Egypt is the perfect destination to experience a luxury holiday. Looking for luxury requires a trusted local operator in Egypt to manage the hassle of coordinating all bookings and travel. Such operators have an extensive network of partnerships with domestic airlines, hotels, and activity operators, so they can deliver exclusive, five-star facilities to tourists. A travel agency can focus on designing a travel itinerary that works best for tourists and their perceptions which means, it is not ready-made packages or tours delivered to tourists. Luxury travel offers value for both time and money. Every place visited, every restaurant eaten at, and every cultural experience indulged meet high-quality, comfort, and safety standards (<https://www.highendjourneys.com/luxury-egypt-travel-ultimate-guide>, 2021).

c- Traditions & Societies

Egypt has a rich history and culture dating back thousands of years, starting with the Pharaonic culture, then Christianity and Islam. Egypt is among the earliest civilizations. Its culture has been affected by many other cultures and ethnic groups who either lived in or invaded the country, creating a melting pot.

The way the cultures blended might be difficult for foreigners to understand, but once the traditions are understood and appreciated, the experience in Egypt will be like none other. Egypt has amazing natural, historical and cultural attractions, representing a positive tactile

experience. Egyptians are friendly, open to other cultures, and known for their moral hospitality, so, not surprising that Egyptian people invite tourists to homes and insist on accepting the invitation as well as helping them (<https://www.globalizationpartners.com/>, 2021).

4. Materials and methods

The research aims to assess Egypt's destination (Egypt's tourism product), on one hand, according to its attractions whether visual, sound, smell, taste, or tactile as shown in figure 1.



Figure 1. Egypt Tourism Product

and on the other hand, according to the most destination marketing organizations (DMOs) (distribution channels) tourists use, which can be divided into online organizations (websites, social platforms) and offline ones (tour operators, newspapers, other) as a main sector represents Egypt's sensory profile.

A questionnaire was conducted on 30 accommodations that were considered to meet the conditions for participating in the study. 21 places of accommodation (67%) voluntarily agreed to act as venues for administering the questionnaire during the period May-August 2021. Tourists older than 18 years were invited to participate in the study, which was conducted in Cairo, Sharm el-Sheikh, Hurghada, Marsa Alam, and Alexandria, at the end of the tourists' visit.

Moreover, only one person from each family completed the questionnaire to avoid the risk of quasi-doubling a specific answer. The manager of the accommodation was informed about the aims of the survey and received instructions on its application. From the 312 collected surveys, a total of 292 valid questionnaires were obtained, corresponding to 93.6% of the selected sample.

Questions based on tourists' level of agreement with the contribution of each one of the five senses to a positive tourist experience, was measured by using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Tourist's perceptions are shown in figure 2 refer ascendingly to:

auditory agreement level (62.5%)

tactile agreement level (73%)

visual agreement level (78%)
gustatory agreement level (79%)
olfactory agreement level (81%)

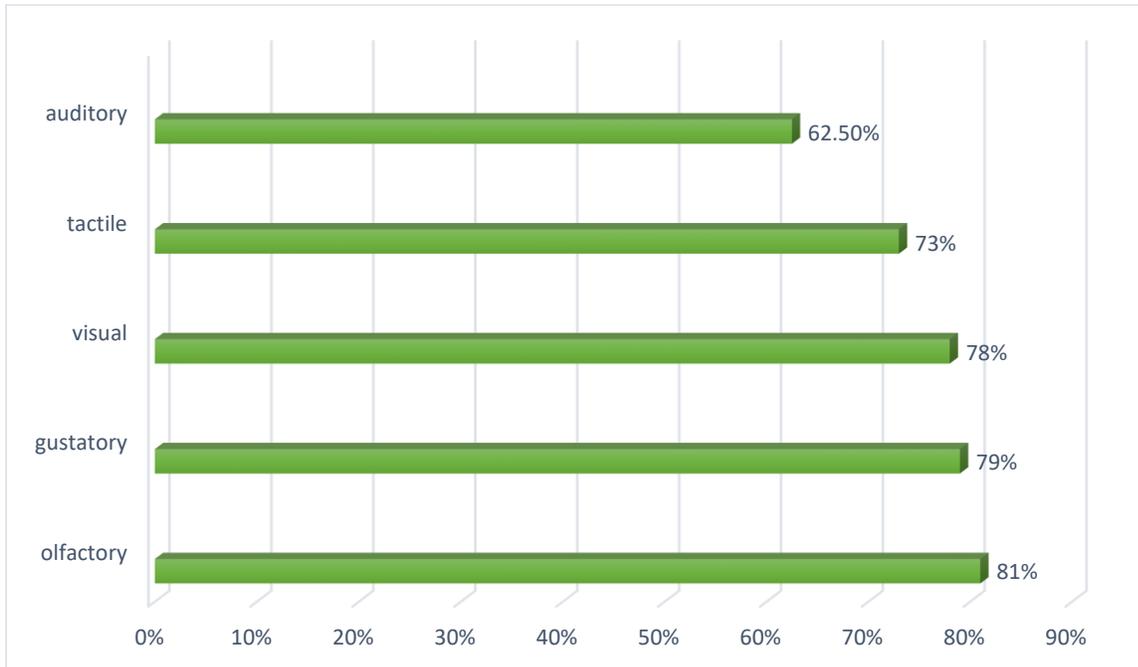


Figure 2. Tourist perception for Egypt's attractions formed by each of human five senses

To identify the most important influencers for each sensory dimension, the visual (figure 3.), auditory (figure 4.), olfactory (figure 5.), gustatory (figure 6.), and tactile (figure 7.) elements are analyzed separately, under the form of sensory experiences, which occur in the tourist's mind when he mentally experiences Egypt. Thus, the level of destination brand loyalty can be reflected according to combination of five sensory dimensions.

Visual attraction ranked the third among five senses attractions (figure 2.) by the combination of culture (90%), nautical (88%), geological (75%), events (69%) and agriculture (68%) attractions, as figure 3 Shows.

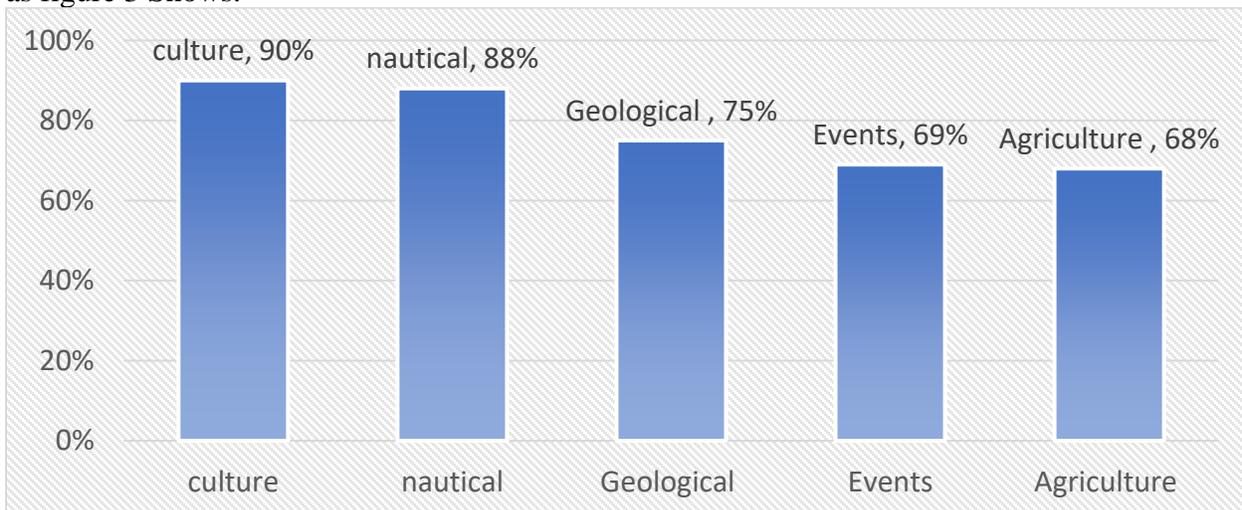


Figure 3. visual attractions in Egypt

Auditory attraction ranked the last among five senses attractions (figure 2.) by the combination of music (85%), wildlife (83%), quietness (43%) and guidance (39%) attractions, as figure 4 Shows.

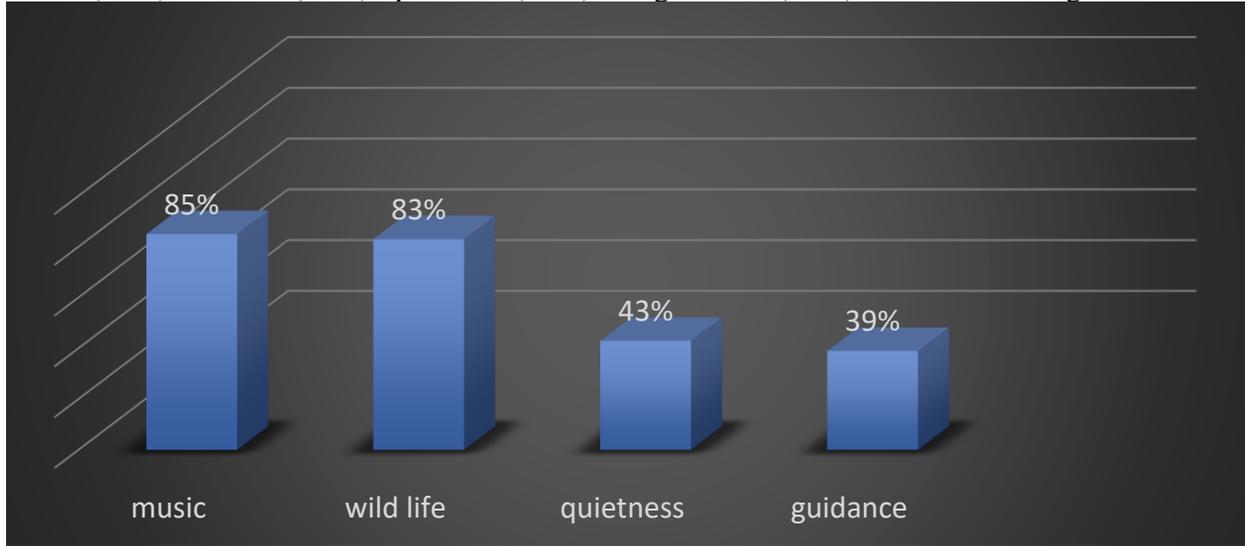


Figure 4. Auditory attractions in Egypt

Olfactory attraction ranked the first among five senses attractions (figure 2.) by the combination of air (84%), water (83%), food & beverage (79%), external services (78%) and flora (81%) attractions, as figure 5 Shows.

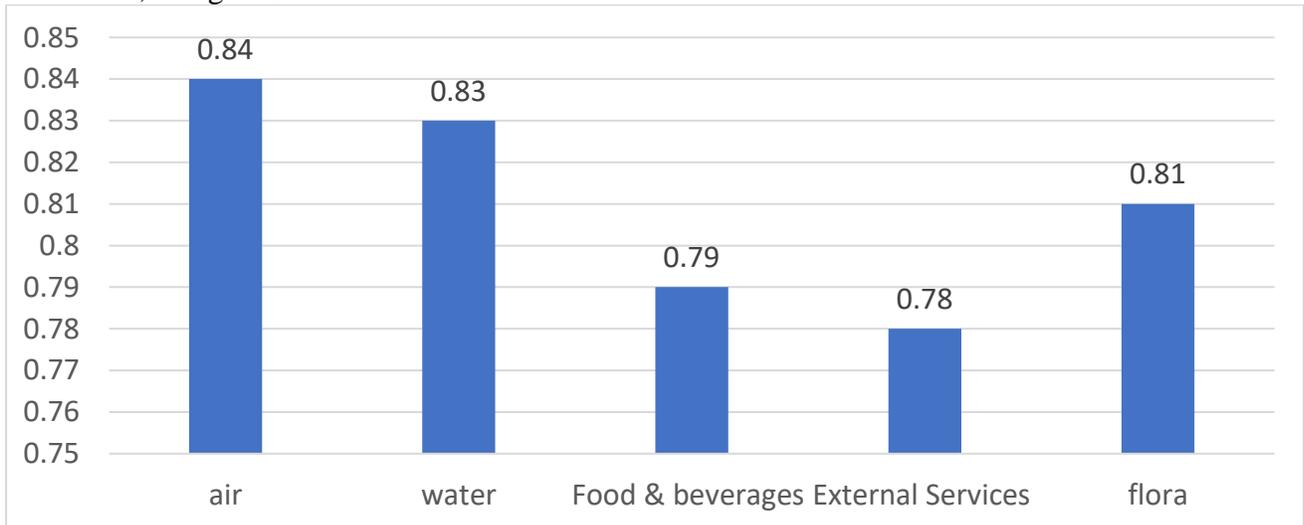


Figure 5. Olfactory attractions in Egypt

Gustatory attraction ranked the second among five senses attractions (figure 2.) by the combination of food & beverage and flavor which get 79% positive responses equally, as figure 6 Shows.

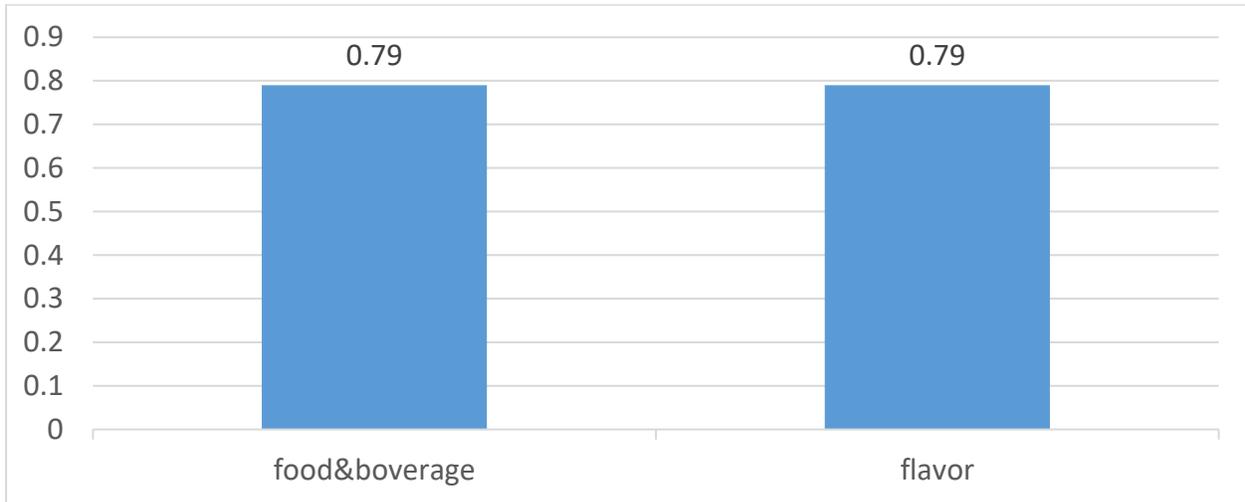


Figure 6. Gustatory attractions in Egypt

Tactile attraction ranked penultimately among five senses attractions (figure 2.) by the combination of climate (80%), luxury (74%) and traditions & societies (65%), as figure 7 Shows.

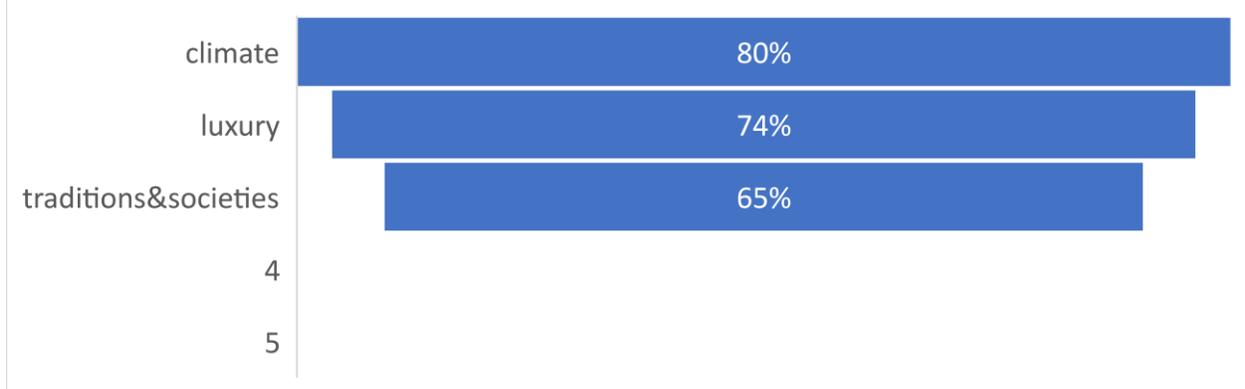


Figure 7. Tactile attractions in Egypt

Distribution channels (DMOs. may depend on) are also evaluated according to the most used by tourists (figure 8). Websites ranked the first used by tourists (42%), social networks ranked the second (39%), tour operators get the third rank (14%) then finally newspaper & magazines and other channels ranked the last (5%).

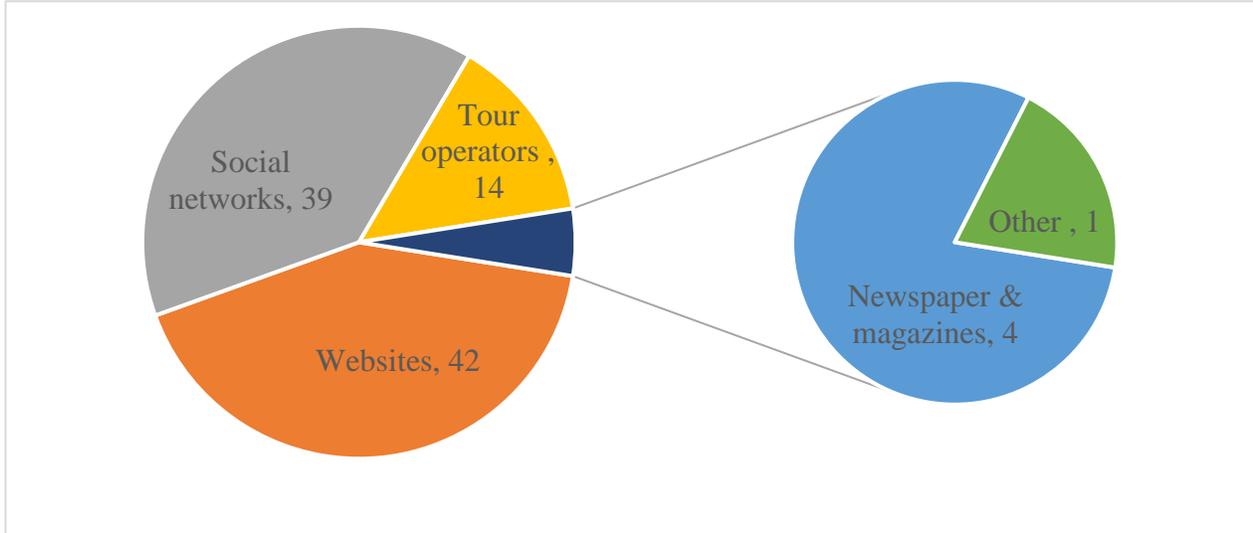


Figure 8. Distribution channels tourists use (DMOs.)

5. Results

According to table 1 Within the first dimension, the first visual “element” that tourists associate with the experience of Egypt among different attractions, is cultural sites. The author expects that is thanks to the final ministry's promotional campaigns, especially the pharaoh's golden parade. The second element is nautical areas representing fluvial and marine tourism, Nile, Mediterranean, and the Red Sea cruises. That's because of the ministry's plan to merge cultural and nautical tourism by joining Red Sea areas with Nile valley. The geological element gets the third rank associated with tourists' visual sense, despite the high entry prices. In the author's opinion, it's due to political leadership's interest in developing the infrastructure of protectorates and services provided to visitors. Events get the fourth rank after geological relating to sportive events and conferences recognized within Egypt. Agriculture represents the last element within the visual dimension, which needs more attention. Thus, cultural sites and nautical areas can represent a visual influence of the brand Egypt.

Table 1 Visually

Tourism ingredients	Likert scale %					Total
	1	2	3	4	5	
Cultural	-	-	10	44	46	100
Nautical	-	-	12	46	42	100
Geological	-	-	25	34	41	100
Events	-	3	28	31	38	100
Agriculture	-	13	19	31	37	100
Other	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

The following table 2 represents the auditory dimension, where music & arts get the first rank according to sound & light systems especially within Giza Pyramids, opera parties, and resorts' daily programs. Wildlife represents the second rank within the auditory sense because of migratory birds that got officials' attention. The third element is quietness which needs attention for getting more than 50 % fair and disagrees of respondents because of, basically, traffic and performance within locations, especially in Cairo. Guidance is still needing improvement, so it gets the last rank within auditory measurement by 39 % of respondents strongly agree and agrees, as the most sightseeing and accommodations haven't assistant mobile applications yet guiding tourists within. So, google assistant is the most one, tourists depend on which has some shortages.

Table 2 Auditory

Tourism ingredients	Likert scale					Total
	1	2	3	4	5	
Music & Arts	-	-	15	43	42	100
Wildlife	-	-	17	40	43	100
Quietness	-	6	51	30	13	100
Guidance	-	19	41	28	11	100
Other	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

The olfactory experience for Egypt means fresh air and freshness. The olfactory signature of the brand Egypt, according to the results in Table 3, could become air, water, and flora especially, within Red Sea areas. In the author's opinion, that's thanks to the orientation of transforming Red Sea areas into green ones. The points of contact with the destination in which the olfactory experience could be improved are Cairo and Alexandria. That's due to Low air quality according to Common Air Quality Index (CAQI) within both governorates. Then Food & beverages and external services ranked in the contributions list of positive olfactory experience.

Table 3 olfactory

Tourism ingredients	Likert scale					Total
	1	2	3	4	5	
Air	-	-	16	42	42	100
Water	-	-	17	41	42	100
Flora	-	-	19	41	40	100
Food & beverages	-	3	18	39	40	100
External Services	-	6	16	40	38	100
Other	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

The gustatory dimension (Table 4), represented by Food & beverages, Flavors, traditional food, and Exceptional food proves positive gustatory Egypt experience by 79 % agree and strongly agree of respondents.

Table 4 gustatory

Tourism ingredients	Likert scale					Total
	1	2	3	4	5	
Food & beverages	-	3	18	39	40	100
Flavors	-	-	21	40	39	100
Traditional food	-	3	18	39	40	100
Exceptional food	-	2	19	41	38	100
Other	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

The tactile experience in Egypt is marked by warmth and luxury. Most elements that can be, in time, a tactile signature of the brand Egypt are represented by climate and luxury according to getting 80 % and 74 % consecutively of positive respondents. Traditions & societies get the last rank within positive tactile experience contributions. It depends on the partial fade of the Egyptian destination's cultural identity such as wear, food, speech, building architecture, ...etc. (Table 5).

Table 5 tangible

Tourism ingredients	Likert scale					Total
	1	2	3	4	5	
Climate	-	-	20	14	66	100
Luxury	-	-	26	12	62	100
Traditions & Societies	-	15	20	32	33	100
Other	-	-	-	-	-	-
Don't know	-	-	-	-	-	-

Noticing table 6 reflects the way of promotion considered appropriate for the destination Egypt. Thus, online channels (websites and social networks) as shown in table 6 represent more than 80% of respondents which must be considered by destination marketing organizations (DMOs).

Table 6 distribution channels

Channel	Total %
Websites	42
Social networks	39
Tour operators	14
Newspaper & magazines	4
Other	1

6. Conclusions

Configuration of Egypt sensory environment documented the most positive and strongest attractions connected with the five senses sequentially. These attractions amalgamated represent Egypt destination branding as follows:

First, visual attraction within cultural sites and nautical areas (fluvial and marine).

Second, auditory attraction, where music & arts and wildlife.

Third, olfactory attraction, where air, water, and flora.

Fourth, gustatory attraction, which includes Food & beverages, Flavors, traditional and Exceptional food.

Fifth, tactile attraction, within climate and luxury.

Configuration of Egypt sensory environment also documented some neutral or negative attractions connected with the five senses sequentially. These attractions must be improved together to be positive ones leading to a memorable Egypt experience. The attractions are as follows:

First, visual attraction, although events and agriculture have more than 60 % of the positive respondents, each needs more attention, according to getting each more than 30 % of neutral or negative visual respondents.

Second, auditory attraction, traffic, and performance within locations especially in Cairo, also guidance get the last ranks. So, most Egyptian destinations need more quietness especially, Cairo destinations, also audio guidance should be enhanced and spread all over Egyptian destinations.

Third, olfactory attraction, despite food & beverages and external services gets each more than 70% of the positive respondents, but each ranked at the end of contributions list of positive olfactory experience. Thus, there are some neutral and negative respondents within both.

Fourth, gustatory attraction, as Food & beverages, Flavors, traditional and Exceptional food each achieves more than 70 % of the positive respondents, each is still representing more than 20 % of neutral or negative gustatory respondents.

Fifth, tactile attraction, even though having more than 60 % of positive tactile respondents, it turned out that Traditions & Societies contribute to the neutral or negative tactile experience by 35% of respondents. The issue requires more attention by raising awareness of Egyptian destination identity.

As shown within table 6 (figure 8), the most accessible ways promoting the Egypt experience are online channels (websites and social networks) representing more than 80% of respondents. The issue must be considered by DMOs to fulfill Egypt's sensory profile.

7. Recommendations

The study recommends orienting more attention within Egypt destinations regarding the following:

- 1- Elimination of noise pollution, co-operating on one hand with Ministry of Environment, New Urban Communities Authority and General Directorate of Traffic, and on the other hand with Ministry of Tourism & Antiquities.
- 2- Mobile travel applications must be developed by modern innovative technology to contribute to positive audio guidance experience spreading all over Egypt.
- 3- Raising Social and cultural awareness relating to Egyptian identity co-operating between Ministry of Tourism & Antiquities and Ministry of Culture.
- 4- Agriculture tourism should be considered according to the importance of the Egyptian countryside.

- 5- Strengthening and emphasizing the Egyptian food by reviving the meals that distinguish the Egyptian destination. As well as considering the exceptional foods.
- 6- Other olfactory services must be developed, such as public facilities, amenities, and some recreational services.
- 7- DMOs. are responsible for detecting positive, neutral, negative attractions and must realize the most appropriate ways used by tourists to promote different destinations within Egypt (branding Egypt).

8. Future research guidelines

Destination attractions connecting to five human senses make Egypt branding and launch destination brand loyalty. So, in the author's opinion, if it's important to attract new tourists which depends on DMOs. success, it's the most important to attract the same tourists annually, which depends on both DMOs. success and destination's sensory profile together according to a positive experience. The issue measures tourists' loyalty level for destination branding.

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