



Mansoura University  
Faculty of Tourism and Hotels

**The Impact of Hosting Film Festivals on the  
Development of Cultural Tourism: A Case  
Study of Cairo International Film Festival**  
*By*

**RASHA IBRAHIM SIAM**

LECTTURER, TOURISM STUDIES DEPARTMENT  
HIGHER INSTITUTE OF TOURISM & HOTELS  
PHARAOHS ACADEMY

**RESEARCH JOURNAL OF THE FACULTY OF TOURISM AND HOTELS  
MANSOURA UNIVERSITY  
ISSUE NO. 11 (PART 4), JUNE. 2022**

---

**The Impact of Hosting Film Festivals on the Development of Cultural  
Tourism: A Case Study of Cairo International Film Festival**

---

## Abstract

There is a fundamental relationship between festivals and culture, several researchers even include culture in the definition of festivals which have a great impact on the development of cultural tourism .The organizers are using the cultural as well as historical themes to develop the annual events to attract the tourists and create a cultural image of the destination by organizing the festivals. Consequently, the program of festivals involves cultural elements in many different ways. Each element regardless of its kind (music, film, art, etc.)– constitutes a part of the culture of a society. Accordingly, the aim of the study was to address the impact of hosting film festivals in Egypt such as Cairo International Film Festival on the development of cultural tourism.

A scientific questionnaire was designed to measure the studied hypotheses, which were collected from 140 specialists, academics and tourism experts. The questionnaire consists of 2 main variables as the following :

- The average of Availability of infrastructure and tourism services at the festival venue
- The Development of Cultural Tourism
  1. The average of Participants evaluation of the Cairo international film festival promotion
  2. The average of Festival Attributes Perception by Tourists
  3. The average of the contribution of the Cairo international festival in promoting Egypt tourism

The study suggest that film festival tourism have vast potential for culture export, economic activities and influence the tourism sector in addition to providing employment opportunities, film festival growing popularity is mainly due to increasing international and internal travel and to entertainment industry development .

**KEYWORDS:** culture events, festival tourism , film festival ,economic ,social and cultural impacts, The International Cairo Film Festival

### **Introduction**

Egypt is a vast country having diverse culture with a spectacular heritage and tradition. It is considered as one of the greatest civilization of the world, anyone visiting Egypt will find monumental and architectural heritage, religious places, natural flora and fauna, music, dance, traditional arts and crafts. Presently many tourism destinations have entrusted cultural festivals for the economic and cultural development of a tourist destination. Today most of tourism planners are portraying cultural themes to conduct annual events, increasing leisure time and discretionary spending have led to a proliferation of public events, celebrations and entertainment.( Glenn.A.J.Bowdin, 2011) Governments now support and promote events and festivals as a part of their strategies for economic development, nation building and destination marketing

There is a very close relationship between festivals and culture. Several researchers even include culture in the definition of “festival”. (Bladen, C., Kennel, J., 2012) It has been stated that “Festival is a cultural event consisting of a series of performances of works in the fine arts, often devoted to a single artist or genre”. (De Bres, K. 2001)

Today festivals are contributing significantly to the cultural and economic development of a tourist destination, Festivals have a great impact on the development of cultural tourism. The organizers are using the cultural as well as historical themes to develop the annual events to attract the tourists and create a cultural image of the destination by organizing the festivals. The nature of festivals involves culture in their program in many different ways. Each element which is celebrated during a festival – regardless of its kind (music, film, art, etc.)– constitutes a part of the culture of a society, of an area or group of people. Hence, cultural impacts of festivals are notable and all elements interact with other and offer a cultural experience, Event tourism is both a field of study and a globally significant sector of the economy. (Getz, D. 2012) It can be defined and studied by reference to its supply side

Festival tourism has become one of the tourist styles that attracts tourists and contributes to the fame of the city where the festival was held, at a time when the French city of Cannes was just a small village 70 years ago, after organizing the Cannes Film Festival became one of the most important cities in the world, where it was highlighted during May each year during the holding of this festival, but tourism experts believe that Egypt is still far from competing in this field despite having a tourism agenda includes a number of local festivals.

The Egyptian Authority has a complete agenda for tourism festivals with specific dates, adding that this tourism style is used to clarify the personality of the state and improve the mental image of Egypt by holding a number of events, which will have a global impact and lead to raising the efficiency of the places where these festivals are held and

developing tourism and putting many cities on the map of Egyptian tourism, as well as attracting large numbers Of the tourists.

Festival tourism is a financially inexpensive style where it often has several sponsors, and enjoys a large presence of the public and various media, Egypt organizes several local and international events where it hosts a number of major world championships such as the Speedboat Championship and The Pharaohs Raleigh, and some international tournaments such as the Berlin Open tennis championship and golf finals, as well as a number of artistic events, especially the Cairo International Film Festival, Afro-Asian film festivals and India's effectiveness on the banks of the Nile, Al-Gouna Tourism Festival, The Cairo International Book Fair, The Aida Opera, the Cairo International Folk Song Festival, the Tourism and Shopping Festival, the International Documentary Film Festival, the Ismailia Folk Art Festival, the International Experimental Theatre Festival, the Fulfillment Nile Festival, the World Tourism Day Festival, the Temple of Abu Simbel Sun festival, and the annual celebration of the discovery of Tutankhamen Cemetery in Luxor, festival tourism is very important for the development of tourism revenues and its pioneers are high tunnels, and the city where the festival is held is witnessing a major tourism recovery. <sup>(1)</sup>

---

<sup>(1)</sup> <https://www.sis.gov.eg/section/7228/517?lang=ar>  
assessed 11/11/2021

**Our research aim is to:**

1. Study the impact of hosting film festival on enhancing and developing culture tourism.
2. Identifying the role of festival tourism in supporting tourism
3. Activating the role of the Cairo international film festival to attract the largest number of tourists.
4. Measuring the impacts of festivals in the host countries on increasing tourism demand

**Research Hypotheses**

1. H1: There is statistical significant relationship between Availability of infrastructure and tourism services at the festival venue and Participants evaluation of the Cairo international film festival promotion
2. H2: There is statistical significant relationship between Festival Attributes Perception by Tourists and The contribution of the Cairo international festival in promoting Egypt tourism
3. H3: There is statistical significant impact for Availability of infrastructure and tourism services at the festival venue on the Development of Cultural Tourism

**Literature review**

” **Event tourism** at a destination level is the development and marketing of planned events as tourist attractions, catalysts, animators, image makers, and place marketers. This process includes bidding on, facilitating and creating

events, and the management of portfolios of events as destination assets. For individual events, event tourism means taking a marketing orientation to attract tourists, sometimes as an additional segment and sometimes as the core business. When tourists are the core business, “destination events” are created. From the demand side, event tourism refers to the propensity of travel to attend events, both on the part of dedicated event tourists who are motivated to travel for specific events and other tourists who attend events while away from home (Getz 2012, 2013).

“Domestic and international tourism continues to be among the foremost vehicles for cultural exchange, providing a personal experience, not only of that which has survived from the past, but of contemporary life and society of others”. Therefore culture is an identity as well as the importance on work, leisure and religious activities. Cultural Tourism can be defined also as moving out or travelling for experiencing and learning about the heritage, various art forms, fairs, festivals and the other cultural characteristics of an area. Therefore cultural tourists move out from their own place of residence to other places for experiencing and learning the culture of host destinations. The actual purpose of visiting is to explore the cultural heritage as well as monuments. (Chang, F.-H.; Tsai, C.-Y.2016) Fairs and festivals are important part of life. It contributes peace and imparts relaxation, pleasure to human being.



**Cultural festivals-** a periodically recurrent, social occasion in which different forms and a sequence of coordinated events, participate directly or indirectly and to a diverse extent, (Falassi, A. 1987) all members of a whole community, united by race, language, religion, historical bonds and sharing a world view.

**Event** (Bowdin, G., 2006) has been used “to describe specific rituals, presentations, performances or celebrations that are consciously planned and created to mark special occasions and/or to achieve particular social, cultural or corporate goals and objectives”

**Jago and Shaw** (1998) suggest six features of special events. According to them, special events should: (Jago, L. and Shaw, R., 1998)

1. Attract tourists or tourism development
2. Be of limited duration
3. Be one-off or infrequent occurrence
4. Raise the awareness, image, or profile of a region
5. Offer a social experience
6. Be out of the ordinary

Summarizing the definition of a special event, they note it as: “A one-time or infrequently occurring event of limited duration that provides the consumer with a leisure and social opportunity beyond everyday experience. Such events, which attract or have the potential to attract tourists, are often held to raise the profile, image or awareness of a region

- **Festival** as **Lyck et al.**, defined: “An organized set of special events with a specific cultural theme on a specific day or period, normally at a specific place gathering people in mutual and direct contact to participate in the festival theme.( Lyck, L., 2012)
- **Gibson and Stewart** find an interesting definition of the festival, it had to meet at least one (and preferably more than one) of the following criteria: use of the word ‘festival’ in the event name; it being an irregular, one off, annual or biannual event; emphasis on celebrating, promoting or exploring some aspect of local culture, or being an unusual point of convergence for people with a given cultural activity, or of a specific subcultural identification” (GIBSON, C.,2009)
- **Festival tourism** is treated not only as cultural tourism, but also as urban and rural tourism and should be treated as a separate type of tourism, because what attracts tourists in this case is a particular tourist asset, namely the festival. Festivals should be understood as organized events, representing different emanations of human culture, during which people meet irrespective of their work (except business and sports meetings). (Cudny, W., 2011) Tourists travelling in order to attend festivals should be called festival tourists. The process of festival development and their increasing influence on their surroundings is referred to as festivalization .

**There are five main characteristics of tourism festivals (Falassi, A. 1987):**

- **Local**, the host of festival tourism all according to region characteristic culture, custom, geographical location, in various regions, it is unique for every festival activity, that it is unable to copy and replace other places.
- **Participate and Experiential**, festival tourism is different from traditional tourism, its participation is one of the significant characteristics of festival activities.
- **Cultural**, the development of festival tourism, is not only to activate the tourism market, enrich tourism resources, but also to strengthen cultural communication between countries and regions.
- **Comprehensive**, festival tourism has a great correlation, involving political, economic and cultural aspects, which leads to the development of related industries.
- **The Continuity of Benefit**, festival tourism as a new form of tourism products, always improve the visibility of the location, drive the development of relevant industries, promote local economic development

### **Economic &Socio-cultural impacts of Festival tourism**

Festivals help protect local cultural traditions, develop tourism and promote the economic, social and cultural

developments of the destination, possess a powerful and intoxicating effect that is significant to sustaining and transforming social life, they are sites where people can experience and explore multiple identities, and where communities can represent and perform their public life and social identities.( Lee, J.-S.; Lee, C.-K.; Choi, Y.2010), also attracting new visitors to material heritage facilities, such as museums or galleries which help to the possibility of cultivating and developing the local and regional cultural heritage, enabling tourists to have contact with the cultural heritage. promoting high culture, e.g. during art festivals. (Grappi, S.; Montanari, F.2011)

Development of tourist infrastructure related to culture and entertainment.( Tanford, S.; Jung, S.2017), The development of accommodation and catering infrastructure for the purpose of satisfying the festival tourists' need (Duffy, M.2018).

Festivals have a positive economic benefits such as creating jobs for the local population in the festival services sector, locals are hired and their creativity is trapped and their expertise utilized, contribute to achieving direct income in which the festival is held from stimulating businessmen to invest in the economic establishments in the area where the festival is held, attracting tourist demand on festival venue, highlighting the region through the experience of

tourists and  
increase internal tourism. ( Lee, W.; Sung, H.; Suh, E.;  
Zhao, J.2017)

### **Event classification**

Events are classified according to their size and scope, it is possible to distinguish the following four types:

**Mega events** is an event that has impacts on the overall economic activity of the host country, and is globally covered by media. defines them: "Mega-events, by way of their size or significance, are those that yield extraordinarily high levels of tourism, media coverage, prestige, or economic impact for the host community, venue or organization." Another author explains that mega events owe their name to their size in terms of attendance, target market, level of public financial involvement, political effects, extent of television coverage, construction of facilities, and impact on economic and social fabric of the host community (Allen, J. et al., 2011) These events are generally associated to sports events. They include the Olympic Games, the Paralympic Games, the FIFA World Cup, the IAAF World Championships and World Fairs, but it is difficult for many other events to fit into this category

**Hallmark events** Hallmark event is an event with the distinctive quality of the program. Hallmark events are so identified with the spirit and soul of a host community that they become synonymous with the name of the place, and gain widespread recognition and awareness.( Gotham, K. 2005), Hallmark events are of special importance and

attractiveness both for participants and visitors, they attract great attention of the public, contribute to the image of destination and maintain and revitalize the tradition (example Carnival in Rio, the Tour de France, the Oktoberfest in Munich and Wimbledon.)

**Major event** is a large-scale event, with strong public interest and media coverage. Major events attract large numbers of visitors, and help the organizers achieve good economic results. (Andrejević, A., Grubor, A., 2007) In practice of management of events, these events are often sports-oriented, with an international reputation, and defined structure of competition (example: Formula One Grand Prix).

**Local event** is an event that is targeted mainly for local audiences and staged primarily for their social, fun and entertainment value. These events often produce a range of benefits, including engendering pride in the community, strengthening a feeling of belonging and creating a sense of place. They can also help with exposing people to new ideas and experiences, encouraging participation in sports and arts activities, and encouraging tolerance and diversity (Getz, D., 2008).

Another common way of classifying events is by their form or content: (Quinn, B. eds., 2009):

- Cultural celebration
- Arts and Entertainment
- Business and Trade
- Sport competitions

- Recreational
- Educational and Scientific
- Political and state
- Private events

### **Research Methodology**

This research is a descriptive research, as it was mentioned in the methodology the main research objective is to show The Impact of Hosting Film Festivals on the Development of Cultural Tourism. Based on examining only a portion of the total population, selected in a way that reflects the structure of the whole. In achieving objectives through this research, the researcher employed the questionnaire survey - as a means of gathering information. This suggests that attitudes are mental positions that cannot be observed directly, but must be analyzed based on research results. The fact that attitudes are learned affirms they will be affected by information and experience

Moreover, this section aims at analyzing the data that was collected from the research sample, testing the hypotheses, and reaching the results. The research is designed to combine both theoretical and empirical studies using different measures in measuring the variables included in the research hypotheses according to the types of the variables.

Quantitative data was gathered also through the use of questionnaires (close-ended questions), administered during intercepts.

The questionnaire was designed to collect information to explore about the opinion, views, contributions and variables and studying The Impact of Hosting Film Festivals on the Development of Cultural Tourism where a survey questionnaire will be used to collect the required data from the employees, while some interviews will be conducted with the Participants, Organizers and Tourist to collect the data which are related to the 2 variables. The level of scale was interval and the technique was five point Likert type scale at the numeral 1 with the verbal statement 'strongly disagree' and at the numeral 5 with the verbal statement 'strongly agree'.

The Researcher was keen after the completion of data collection in every single of sample to review these data in every form, in order to ensure the completeness of data, and the veracity of the information, and to check the rate of yield to these forms and the wastage in the data. After the completion of the review of the final form, The Researcher moved to a new stage, It is converting the raw data into numbers to be handled statistically, To achieve that, The researcher used the manual coding to convert large quantities of raw data in the form of a questionnaire to shortlist data to fit the dump data and the statistical analysis process later. Preliminary data have been received in the form converted to digital codes in the manual coding, According to the rules and standards of the units of measurement that have been developed to measure the variables properties that involved in the study .

The answers to each paragraph was in accordance with the Fifth Likert Scale as follows:



The Category	Strongly agree	Agree	Neutra 1	Disagree	Strongly Disagree
Degree	5	4	3	2	1

After the completion of phase of encoding data in which the transfer of this data from its qualitative form to quantitative form, then this data has transferred the amount allocated to discharge cards. Therefore, according to the previous rules Serial numbers has to interview forms to reflect every single of forms of single of the vocabulary of the research community.

The questionnaire consists of 2 main variables as the following:

The average of Availability of infrastructure and tourism services at the festival venue

The Development of Cultural Tourism

The average of Participants evaluation of the Cairo international film festival promotion

The average of Festival Attributes Perception by Tourists

The average of the contribution of the Cairo international festival in promoting Egypt tourism

### **The Research Community**

The study sample consisted of 140 single to determine The Impact of Hosting Film Festivals on the Development of Cultural Tourism. After the distribution of questionnaire, it was found that the valid questionnaires are 120 of the total questionnaires with a rate of 85.7% and there are 20 unfit questionnaires for analysis , that 14.3% of the total of the study sample.

### **Research Limitation**

The study recognizes several limitations such as

This study population is from Egypt and that who interested in Cultural Tourism.

The research subject limitation: the research aims to study The Impact of Hosting Film Festivals on the Development of Cultural Tourism.

### **Statistical methods are used**

To analyze the data gathered from the research sample, using the statistical program for Social Science (SPSS V26). The statistical analysis techniques include the following:

Cronbach's Alpha to test the reliability of questionnaire that used

Correlation Coefficients to test the factor analysis of questionnaire that used

Chi-Square among the research variables

Descriptive statistics for all main variables and their dimensions.

Pearson Correlation Coefficients analysis to test the correlation among the study variables

Regression analysis were calculated among the study variables to test the impact.

It is worthy to mention that an alpha level of 0.05 was used for all statistical tests.

### **Measurement Model Assessment**

This section of the study explains the procedures that the researcher has undertaken to examine the validity and reliability of the constructs. As for examining the validity, an exploratory factor analysis has been conducted on SPSS

26 to account for construct validity. For examining reliability, Cronbach's alpha has been extracted to evaluate the internal consistency of the measures that have been adopted for the purposes of this study.

#### **First: Reliability Analysis**

Reliability means that a measure or questionnaire should consistently reflect the construct that it is measuring. In this study, reliability of each scale has been tested through Cronbach's alpha to identify the internal consistency of the scale.

The alpha coefficient value depends on the number of items on the scale. In general, reliabilities less than 0.6 are considered poor, the 0.7 range, accepted, and over 0.8 good

In a reliable scale all items should correlate with the total. So, if items don't correlate with the overall score from the scale with their values being less than about 0.3 it means there are problems, as a particular item does not correlate very well with the scale overall. Items with low correlations may have to be dropped. For the data in this study, all data have item-total correlations above The following table summarizes the reliability test results for the study variables. All of the variables show an alpha coefficient of more than 0.6.

Table (2) Reliability Analysis for Research Variables

No.	Variables	Cronbach's Alpha	No. of Statements
1	The average of Availability of infrastructure and tourism	.724	6

	services at the festival venue		
2	The average of The Development of Cultural Tourism	.859	19
3	Cronbach's Alpha for overall variables	.889	25

The above table shows Cronbach's Alpha to test The Impact of Hosting Film Festivals on the Development of Cultural Tourism for the research variables (infrastructure and tourism services at the festival venue and Participants evaluation of the Cairo international film festival promotion) and the researcher found that Cronbach's Alpha values was 0.724 and 0.859 respectively, also the value of Cronbach's Alpha for the whole model was 0.889. And therefore the closer the value of reliability coefficient of the correct one indicates that the Stability high

### **Validity Analysis**

Validity refers to the degree to which a measure adequately represents the fundamental construct that it measures and examines well the measurement scale is measuring the theoretical construct that it measures. The validity has been tested using factor analysis.

### **Factor Analysis**

The factor analysis is a class of procedures used for reducing and summarizing data. In marketing research, there may be large number variables, most of which are correlated and which must be reduced to a manageable

level. Relationships among sets of many interrelated variables are examined and represented in terms of few underlying factors. Factor analysis is an interdependence technique in that an entire set of interdependent relationships is examined.

Table (3) Common Factor Analysis (CFA) for the research model

Statement	Pearson Corr.	Sig .	Statement	Pearson Corr.	Sig .
Statement (1)	.447**	.000	Statement (14)	.802**	.000
Statement (2)	.293**	.000	Statement (15)	.500**	.000
Statement (3)	.402**	.000	Statement (16)	.689**	.000
Statement (4)	.535**	.000	Statement (17)	.532**	.000
Statement (5)	.752**	.000	Statement (18)	.332**	.000
Statement (6)	.726**	.000	Statement (19)	.494**	.000
Statement (7)	.380**	.000	Statement (20)	.401**	.000
Statement (8)	.501**	.000	Statement (21)	.610**	.000
Statement (9)	.661**	.000	Statement (22)	.527**	.000
Statement (10)	.404**	.000	Statement (23)	.540**	.000
Statement (11)	.434**	.000	Statement (24)	.775**	.000
Statement (12)	.479**	.000	Statement (25)	.423**	.000

Statement (13)	.601**	.00 0			
-------------------	--------	----------	--	--	--

The above table shows the correlation coefficients between each paragraph (all included sentences) and the average of research model, where the value of the correlation coefficient between (0.293 – 0.775) which is a positive correlation. The value of each paragraph level is less than 0.05 and thus considered to be honest and intended to measure

### **Chi-Square Test**

The Chi-Square test is a statistical procedure used by researchers to examine the differences between categorical variables in the same population.

Table (4) shows Chi Square analysis for the research variables

	The average of Availability of infrastructure and tourism services at the festival venue	The average of development of cultural tourism
Chi-Square	31.467 <sup>a</sup>	57.600 <sup>d</sup>
Df	15	36
Asymp . Sig.	.008	.013

The above table shows the Chi-Square analysis for the research variables and the researcher found that the value of Chi-Square for the variable was 31.47 and the value of

Chi-Square for the variable The average of development of cultural tourism was 57.6 at sig. level 0.05

### Second: Descriptive Analysis

Reporting descriptive statistics so that the researcher is familiar with the data and understands the relationships between variables. Mean and Standard deviation for each of the variables in the model are reported in this section

#### 1- The average of Availability of infrastructure and tourism services at the festival venue

Table (5) Shows Mean, Std. Deviation, Relative Importance and Ranking for Availability of infrastructure and tourism services at the festival venue

N o.	Statements	Me an	Std. Deviati on	Relative Importa nce	Ran k
1	Multiplicity of roads & Easy traffic	3.78	0.98	75.50	5
2	Accommodati ons services	4.04	0.81	80.83	1
3	Transportatio ns services	3.99	0.96	79.83	2
4	Banking services	3.21	1.05	64.17	6
5	Movies Theatres	3.80	0.98	76.00	4
6	Internet services	3.90	0.96	78.00	3
	<b>The average of Availability</b>	<b>3.79</b>	<b>0.62</b>	<b>75.72</b>	

	<b>of infrastructure and tourism services at the festival venue</b>				
--	---	--	--	--	--

The above table shows Mean, Std. Deviation, Relative Importance and Ranking for Availability of infrastructure and tourism services at the festival venue and it can be concluded that:

The relative importance of the element “Accommodations services” is 80.83% and its mean is 4.04 while its standard deviation is 0.81, comes at the first rank.

The relative importance of the element “Transportations services” is 79.83% and its mean is 3.99 while its standard deviation is 0.96, comes at the second rank.

The relative importance of the element “Banking services” is 64.17% and its mean is 3.21 while its standard deviation is 1.05, comes at the last rank.

The relative importance of Availability of infrastructure and tourism services at the festival venue is 75.72% and its mean is 3.79 while its standard deviation is 0.62 to test the Impact of Hosting Film Festivals on the Development of Cultural Tourism.

**2- The Development of Cultural Tourism  
The average of Festival Attributes Perception by  
Tourists**

Table (6) Shows Mean, Std. Deviation, Relative



### Importance and Ranking for Festival Attributes Perception by Tourists

No.	Statements	Mean	Std. Deviation	Relative Importance	Rank
7	Safety and security	4.06	0.79	81.17	2
8	Organizers skill	3.17	1.15	63.33	7
9	Atmosphere	3.87	1.01	77.33	3
10	Music &Dance	3.42	1.18	68.33	6
11	Friendliness of local community	4.08	0.94	81.67	1
12	Cuisine	3.56	1.03	71.17	5
13	Promotion	3.59	1.00	71.83	4
	<b>The average of Festival Attributes Perception by Tourists</b>	<b>3.68</b>	<b>0.65</b>	<b>73.55</b>	

The above table shows Mean, Std. Deviation, Relative Importance and Ranking for Festival Attributes Perception by Tourists and it can be concluded that:

The relative importance of the element “Friendliness of local community” is 81.67% and its mean is 4.08 while its standard deviation is 0.94, comes at the first rank.

The relative importance of the element “Safety and security” is 81.17% and its mean is 4.06 while its standard deviation is 0.79, comes at the second rank.

The relative importance of the element “Organizers skill” is 63.33% and its mean is 3.17 while its standard deviation is 1.16, comes at the last rank.

The relative importance of Festival Attributes Perception by Tourists is 73.55% and its mean is 3.68 while its standard deviation is 0.65 to test the Impact of Hosting

Film Festivals on the Development of Cultural Tourism.

## **2.2 The average of the contribution of the Cairo international festival in promoting Egypt tourism**

Table (7) Shows Mean, Std. Deviation, Relative Importance and Ranking for the contribution of the Cairo international festival in promoting Egypt tourism

<b>No.</b>	<b>Statements</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Relative Importance</b>	<b>Rank</b>
14	Does the film festivals contribute to Egypt's tourism promotion?	3.68	1.02	73.67	4
15	Making different tourism programs	3.95	0.82	79.00	2
16	chance to repeat the participation in the same festival	3.88	0.93	77.50	3
17	Increase the number of participants annually	4.15	0.80	83.00	1
18	Conducting educational seminars on the importance of the festival	3.24	0.92	64.83	5
	<b>The average of the contribution of the Cairo international festival in promoting Egypt tourism</b>	<b>3.78</b>	<b>0.67</b>	<b>75.60</b>	

The above table shows Mean, Std. Deviation, Relative Importance and Ranking for the contribution of the Cairo international festival in

promoting Egypt tourism and it can be concluded that:

The relative importance of the element “Increase the number of participants annually” is 83% and its mean is 4.15 while its standard deviation is 0.80, comes at the first rank.

The relative importance of the element “Making different tourism programs” is 79% and its mean is 3.95 while its standard deviation is 0.82, comes at the second rank.

The relative importance of the element “Conducting educational seminars on the importance of the festival” is 64.83% and its mean is 3.24 while its standard deviation is 0.92, comes at the last rank.

The relative importance of the contribution of the Cairo international festival in promoting Egypt tourism is 75.6% and its mean is 3.78 while its standard deviation is 0.67 to test the Impact of Hosting Film Festivals on the Development of Cultural Tourism.

### 2.3 The average of Participants evaluation of the Cairo international film festival promotion

Table (8) Shows Mean, Std. Deviation, Relative Importance and Ranking for Participants evaluation of the Cairo international film festival promotion

No .	Statements	Mean	Std. Deviation	Relative Importance	Rank
19	Provide the festival s website	4.08	0.84	81.50	1
20	World & Local famous artists	4.05	0.90	81.00	2
21	Social media platform (Twitter ,Facebook , Instagram )	3.81	0.79	76.17	3

22	Festival Logo	3.76	0.78	75.17	4
23	Promotional materials( Festival brochures & Flyers)	3.75	0.80	75.00	5
24	Outdoor Events	3.73	0.97	74.50	6
25	Festival first impression	3.26	1.20	65.17	7
	<b>The average of Participants evaluation of the Cairo international film festival promotion</b>	<b>3.78</b>	<b>0.57</b>	<b>75.50</b>	

The above table shows Mean, Std. Deviation, Relative Importance and Ranking for Participants evaluation of the Cairo international film festival promotion and it can be concluded that:

The relative importance of the element “Provide the festival s website” is 81.5% and its mean is 4.08 while its standard deviation is 0.84, comes at the first rank.

The relative importance of the element “World & Local famous artists” is 81% and its mean is 4.05 while its standard deviation is 0.9, comes at the second rank.

The relative importance of the element “Festival first impression” is 65.17% and its mean is 3.26 while its standard deviation is 1.20, comes at the last rank.

The relative importance of Participants evaluation of the Cairo international film festival promotion is 75.50% and its mean is 3.78 while its standard deviation is 0.57 to test the Impact of Hosting Film Festivals on the Development of Cultural Tourism.

### **Third: Hypotheses testing**

The researcher used Pearson correlation and leaner regression analysis to test research hypotheses as below

**H1: There is statistical significant relationship between Availability of infrastructure and tourism services at the festival venue and Participants evaluation of the Cairo international film festival promotion at sig. level 0.05**

To test this hypotheses the researcher used the Pearson correlation between Availability of infrastructure and tourism services at the festival venue and Participants evaluation of the Cairo international film festival promotion

**Table (8) Shows the relationship between**

		Availability of infrastructure
Participants evaluation of the Cairo international film festival promotion	Pearson Correlation	.535 <sup>**</sup>
	Sig. (2-tailed)	.000
	N	120

The above table shows the Pearson correlation between Availability of infrastructure and tourism services at the festival venue and Participants evaluation of the Cairo international film festival promotion and we find the Pearson correlation value is 0.535 and this consider positive coefficient correlation at sig-level 0.05 so we can say There is statistical significant relationship between Availability of infrastructure and tourism services at the festival venue and Participants evaluation of the Cairo

international film festival promotion at sig. level 0.05

**H2: There is statistical significant relationship between Festival Attributes Perception by Tourists and The contribution of the Cairo international festival in promoting Egypt tourism at sig. level 0.05**

To test this hypotheses the researcher used the Pearson correlation between Festival Attributes Perception by Tourists and The contribution of the Cairo international festival in promoting Egypt tourism at sig. level 0.05

**Table (9) Shows the relationship between Festival Attributes Perception by Tourists and The contribution of the Cairo international festival in promoting Egypt tourism**

		The contribution of the Cairo international festival in promoting Egypt tourism
Festival Attributes Perception by Tourists	Pearson Correlation	.386**
	Sig. (2-tailed)	.000
	N	120

The above table shows the Pearson correlation between

Festival Attributes Perception by Tourists and The contribution of the Cairo international festival in promoting Egypt tourism at sig. level 0.05 and we find the Pearson correlation value is 0.386 and this consider positive coefficient correlation at sig-level 0.05 so we can say There is statistical significant relationship between Festival Attributes Perception by Tourists and The contribution of the Cairo international festival in promoting Egypt tourism at sig. level 0.05

**H3:** There is a statistical significant impact for Availability of infrastructure and tourism services at the festival venue on the Development of Cultural Tourism at sig. level 0.05

Table (10) The regression analysis to show the impact for Availability of infrastructure and tourism services at the festival venue on the Development of Cultural Tourism

Model	Unstandardized Coefficients		T	Sig.
	B	Std. Error		
(Constant)	1.609	.217	7.419	.000
The average of Availability of infrastructure and tourism services at the festival venue	.563	.057	9.958	.000
Adjusted R Square = 0.452		Std. Error of the Estimate = 0384		
Value of F = 99.155		Significant = 0.000		

**This table shows that:**

The value of Adjusted R Square was 0.452 and it's mean that the Availability of infrastructure and tourism services at the festival venue can describe 45.2% of the Development of Cultural Tourism

There is a statistical significant impact for Availability of infrastructure and tourism services at the festival venue on the Development of Cultural Tourism as the value of beta was 0.563 with the significant level less than 0.05

**Regression equation.**

$$y = b_0 + b_1X$$

When :-

y : dependent variable

X : independent variable

b<sub>0</sub> : constant

**Regression equation is:**

the Development of Cultural Tourism = 1.609 + 0.563(Availability of infrastructure and tourism services at the festival venue

**Research Discussion**

From the field study the researcher concluded that:

1. Cronbach's Alpha values was 0.724 and 0.859 respectively, also the value of Cronbach's Alpha for the whole model was 0.889. And therefore the closer the value of reliability coefficient of the correct one indicates that the Stability high



2. The correlation coefficients between each paragraph (all included sentences) and the average of research model, where the value of the correlation coefficient between (0.293 – 0.775) which is a positive correlation. The value of each paragraph level is less than 0.05 and thus considered to be honest and intended to measure.
3. The relative importance of Availability of infrastructure and tourism services at the festival venue is 75.72% and its mean is 3.79 while its standard deviation is 0.62 to test the Impact of Hosting Film Festivals on the Development of Cultural Tourism.
4. The relative importance of Festival Attributes Perception by Tourists is 73.55% and its mean is 3.68 while its standard deviation is 0.65 to test the Impact of Hosting Film Festivals on the Development of Cultural Tourism.
5. The relative importance of the contribution of the Cairo international festival in promoting Egypt tourism is 75.6% and its mean is 3.78 while its standard deviation is 0.67 to test the Impact of Hosting Film Festivals on the Development of Cultural Tourism.
6. The relative importance of Participants evaluation of the Cairo international film festival promotion is

75.50% and its mean is 3.78 while its standard deviation is 0.57 to test the Impact of Hosting Film Festivals on the Development of Cultural Tourism.

7. There is statistical significant relationship between Availability of infrastructure and tourism services at the festival venue and Participants evaluation of the Cairo international film festival promotion at sig. level 0.05 as the value of Pearson correlation value is 0.535
8. There is statistical significant relationship between Festival Attributes Perception by Tourists and The contribution of the Cairo international festival in promoting Egypt tourism at sig. level 0.05 as the value of Pearson correlation value is 0.386
9. There is statistical significant impact for Availability of infrastructure and tourism services at the festival venue on the Development of Cultural Tourism as the value of beta was 0.563 with the significant level less than 0.05

### **Conclusion**

This study aimed to analyze the impact of hosting film festival on the development of culture tourism as one of the emerging area and festivals are viewed as an important tool for promoting the cultural tourism in the world. Tourism planners and event organizers have used festivals

to attract tourists and promote cultural tourism for a particular tourist destination.

Promotion of fairs and festivals at a destination improves the destination image. The results of the theoretical and field study showed that the city of Cairo has many attractions that qualify the hosting of many festivals, the Cairo International Film Festival enhance the mental image of Egypt abroad especially after the revolution of January 25, and improving the strong income of the revenues received through the festival bookings and increasing the number of participants visitors to the festival, tourism festivals also contribute to supporting the economic development bonds in Egypt and encourage Attracting foreign investment.

Egyptian government is planning to organize a lot of festivals to attract the tourists throughout the world to enhance and uplift the economic condition of a tourist destination regular promotional activities like organizing fairs and festivals are vital

The study suggest that film festival tourism have vast potential for culture export, economic activities and influence the tourism sector in addition to providing employment opportunities, film festival growing popularity is mainly due to increasing international and internal travel and to entertainment industry development.

### **Recommendations**

- For a film festival in its infancy stages there is much opportunity for growth and improvement. Therefore, it is important for festival managers on the Cairo

International Film Festival to obtain feedback from a number of key sources to insure the festival's future success in order to enhance festival quality and attendee satisfaction, ensuring a higher rate of return of current in future years festival attendees and continued growth, in addition to analyzing attendee recommendations for future film festivals, studying best practices of other successful film festivals and soliciting feedback from staff, volunteers, film producers. It is very important that they understand that Film Festivals, as part of the entertainment industry, offers real value to the tourism industry of the host city or region.

- Cities authorities of the various cities where the film festivals take place in Egypt should get involved in the planning and sponsoring of the film festival domiciled in their city and make them part of the planning of their tourism strategy.
- Government should provide the supporting infrastructures for tourism to develop progressively and support the private sector to establish more film festivals in every city in Egypt.
- The festival's website must contain useful links related to the organization of the festival, such as maps of Egypt and the presentation of the thousands of hotels in it that host festival visitors as well as their prices and feed it with the latest news.

- The possibility of providing the website with audio files for music and songs as a propaganda for the festival.
- Providing instructions related to booking and attendance for the festival to be available to in-house surfers.
- Activating the role of the Egyptian General Authority for Tourism to activate external marketing of the activities of the Cairo international film festival to attract the largest number of participants and attendees.
- Inviting senior artistic and international figures to enrich the festival.
- Holding protocols and culture exchange with different countries to promote Egypt as tourism destination through festival tourism.
- Intense tourist security presence in order to preserve their security and to improve positive mental image of Egypt.
- Egyptian community hosting the festival tourism should be aware of the need to treat tourists in a good manner because they are a source of national income and to preserve Egypt's image and civilization in the world

## REFERENCES

- Allen, J. et al., 2011. Festival & Special event management. 5 th edition. John Wiley & Sons: Brisbane
- Andrejević, A., Grubor, A.,(2007),Menadžment događaja, Fakultet za uslužni biznis, Novi Sad
- Bladen, C., Kennel, J., Abson, E. & Wilde, N. (2012), Events Management, An Introduction, Routledge, New York.
- Bowdin, G., 2006. Identifying and analyzing existing research undertaken in the events industry: a literature review for People1st. Leeds Metropolitan University: Leeds
- Chang, F.-H.; Tsai, C.-Y. Influences of the cultural implications and tourism attractiveness of festival tourism on tourist loyalty. J. Bus. Manag. Stud. 2016, 2, 1–10.
- Cudny, W., (2011), Film festivals in Lodz as a main component of urban cultural tourism. Bulletin of Geography. Socio-economic Series, 15, 131-141
- De Bres, K. and Davis, J. (2001), “Celebrating group and place identity: A case study of a new regional festival”, Tourism Geographies 3 (3), 326-337.
- Duffy, M. and J. Mair (2018a) Festival Encounters: Theoretical Perspectives on Festival Events. Abingdon: Routledge
- Falassi, A. (1987) Festival: Definition and morphology. In: Falassi, A., Ed., Time out of Time, University of New Mexico Press, Albuquerque

Getz, D. 2012 Event Studies: Theory, Research and Policy for Planned Events. Oxon: Routledge

Getz, D., 2008. Event Tourism: Definition, Evolution, and Research. *Tourism Management*, 29 (3), pp. 403-428

Gibson, C., Stewart, A. (2009). Reinventing rural places. The extent and impact of festivals in rural and regional Australia, Research Report. Wollongong (Australian Research Council, University of Wollongong

Glenn.A.J.Bowdin, J.Allen, I.W.O'Toole, R.Harris and I. McDonnell.(2011). *Events Management*. Third ed , Rutledge. London and New York

Gotham, K. (2005), Theorizing urban spectacles. Festivals, tourism and the transformation of urban space. *City*, 9, 225-246

Grappi, S.; Montanari, F. The role of social identification and hedonism in affecting tourist re-patronizing behaviours: The case of an Italian festival. *Tour. Manag.* 2011, 32, 1128–1140. [CrossRef]

ICOMOS International Cultural Tourism Charter Principles And Guidelines For Managing Tourism At Places Of Cultural And Heritage Significance

Jago, L. and Shaw, R., 1998. Special Events: a conceptual and differential framework. *Festival Management and Event Tourism*, 5 (2), pp. 21-31.

Lee, J.-S.; Lee, C.-K.; Choi, Y. Examining the role of emotional and functional values in festival evaluation. *J.*

Travel Res. 2010, 50, 685–696. [CrossRef]

Lee, J.-S.; Lee, C.-K.; Choi, Y. Examining the role of emotional and functional values in festival evaluation. *J. Travel Res.* 2010, 50, 685–696. [CrossRef]

Lee, W.; Sung, H.; Suh, E.; Zhao, J. The effects of festival attendees' experiential values and satisfaction on re-visit intention to the destination. *Int. J. Contemp. Hosp. Manag.* 2017, 29, 1005–1027. [CrossRef]

Lee, W.; Sung, H.; Suh, E.; Zhao, J. The effects of festival attendees' experiential values and satisfaction on re-visit intention to the destination. *Int. J. Contemp. Hosp. Manag.* 2017, 29, 1005–1027.

Lyck, L., Long, P., & Grige, A. (2012). *Tourism, festivals and cultural events in times of crisis*. Copenhagen: Business School

McKercher, B.; Mei, W.S.; Tse, T.S.M. Are short duration cultural festivals tourist attractions? *J. Sustain. Tour.* 2008, 14, 55–66. [CrossRef]

Quinn, B. eds., 2009. *Festivals, events and tourism in the SAGE Handbook of Tourism Studies*. Sage: London-

Tanford, S.; Jung, S. Festival attributes and perceptions: A meta-analysis of relationships with satisfaction and loyalty. *Tour. Manag.* 2017, 61, 209–220. [CrossRef]

<https://www.sis.gov.eg/section/7228/517?lang=ar> assessed 11/11/2021