Evaluating the Egyptian Tourism Product Image in the Tour operators' Brochures

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Abstract

The tourist image of any destination is vital in attracting more tourists to the destination. This research aims to evaluating the image of the Egyptian tourism product in the brochures of the UK tour operators. The content analysis was used to analyze the text and pictures in seven brochures produced by main tour operators in UK tourist market about Egypt. This knowledge may give a better understanding of the UK tour operators' perspective about Egypt. The findings of this paper demonstrate that the total image of Egypt is positive. But there are many attractions were ignored.

Keywords

Tourist Image, Egypt, Brochures, Tour Operators, Destination

Introduction

Tourist destinations need to have an individual brand image in order to differentiate themselves from competitors. Furthermore, the image and brand development need to be focused on the potential customers (D'Hauteserre 2001).

Tourists all over the world are confronted with a wide spectrum of travel destinations. Numerous offers are provided to the customer and the choice is dependent on the destination's value for the individual person. Therefore, creating unique images of destinations and standing out from competitors has become a difficult task for destinations all over the world (Schwaighofer 2013).

Information sources for tourism activities have changed greatly over the past ten years, mainly due to the impact of new technologies. Public authorities in charge of tourism development are

still assigning great quantities of money to posters, brochures and videos (Molina & Esteban 2006).

In this information age, despite the availability of alternative promotional tools, such as e-brochures and websites, which are easily accessible, printed travel brochures remain as popular as ever (Ip 2008).

Literature Review

Meaning of Tourism Product and Tourism Destination

A tourism product focuses on facilities and services designed to meet the needs of the tourist. It can be seen as a composite product, as the sum total of a country's tourist attractions, transport, accommodation and of entertainment which result in customer satisfaction (Turtureanu 2010). The destination is the place of the tourism activity; where the tourism products or services are consumed (Della 2012).

Tourism destination includes basically the following components (Middleton et al. 2009):

- Elements of tourist attraction (natural, cultural, architectural and industrial heritage, social attractions, sports, etc.).
- Facilities and services offered by providers in the hospitality industry (accommodation, food services, transport services, shopping and other services).
- Access routes to the destination (infrastructure, transport equipment, operational factors, government regulations), destination image and the price paid by the tourist

The Importance and Influence of Destination Image

The influence of the previously held image on the choice of tourism destinations has been considered by several authors who put models for decision-making in the holiday destination (Matos et al. 2012).

Nevertheless, the influence of DI is not limited to the choice of the destination, but affects the tourist's behavior at all stages. Thus, DI turns out to be a basic factor in the analysis of tourists' behavior, before, during, and after the vacation experience (Matos et al. 2012).

Destination Image Formation Process

According to San Martín & Del Bosque (2008), the image formation process is defined as "the development of a mental construct on the basis of a few selected impressions among the flood of total impressions". These impressions are elaborated, embellished and ordered in the individual's mind.

As the result of a perceptual and cognitive process, the destination image is formed from several sources of information (reference groups, group membership, media, etc.). Thus, any person can build an image of any destination in their mind without ever having been there (Dominique & Lopes 2011).

Leisen (2001) recognize that people with past tourist experiences have more clear and different images of a destination. Bonn et al. (2005) make emphasis on the need to proper identify to the destination attributes that enhance image perception from people with previous travel experiences.

Factors Influencing Destination Image Formation

According to Baloglu & McCleary (1999), the major factors which influence destination image are categorized into two main types: stimulus factors (the information sources from destinations and independent agents) and personal factors (characteristics, mental construction, social and psychological state...).

Image of Egypt

According to Jalil (2010), tourist images of Egypt in the United States have both positive and negative attributes. For instance, Egypt was perceived to score well in terms of its historical and culture attractions, accommodation, and value for money, friendly people, beautiful natural attractions and good climate. However it was scored badly in terms of its local food, nightlife and entertainment, personal safety, good quality of infrastructure and standards of hygiene and cleanliness. The tourism crises negatively impacted on the tourist images of Egypt in international tourist markets.

Moreover, Bryce (2007) demonstrated that Egypt was presented and promoted in European tourism brochures with two dimensions. Two themes dominate on the brochures: the beach tourism in Red Sea resorts and the Pharaonic civilization.

Sources of Information in Tourism

When planning a trip, tourists need information on their travel destinations to ensure that they make the best possible choice. Moreover, because travel products are intangible and involve complex decisions associated with high costs, they are considered high-risk products. These factors lead people to seek a greater amount of information through a wide range of sources (Hernandez-Mendez et al. 2015).

The role of information sources in destination's image formation has been explained by (Tasci & Gartner 2007) when they claim that image is "a construction of a mental representation of a destination on the basis of information cues delivered by the image formation agents and selected by a person"

Hernandez-Mendez et al. (2015) divided sources of information to commercial or noncommercial and divided type of information to impersonal or personal.

Table 1: Sources of information used in tourism

Impersonal	Personal
Brochures	Clubs
Travel guides	Travel agencies
Local tourist offices	Friends and family
Magazines	Personal experience
Newspapers	

Source: (Hernandez-Mendez et al. 2015)

Information Sources and Destination Image

The information about a specific destination, which is sometimes demanded by tourists, is a particularly important means of promotion for the tourism industry. Its value depends on reaching to consumers and satisfying their interests and needs. The means of promotion (brochures, guides, and tourist offices among them) are an active and open way of getting information to tourist. In the information processing stage, tourists use two processing modes in

destination decisions: affective choice mode for expressive destination attributes, such as the pictures in brochures and travel magazines; and information processing mode used to evaluate attributes such as the price and the service quality of accommodations (Goossens, 2000).

The media presents information through text and pictures, creating visual image of a destination. Visual images are very powerful marketing tools enabling the destination to communicate a variety of images in a compressed format (Choi et al., 2007). Singh & Lee (2009) noted that the type and amount of information sources received influence the formation of the cognitive component of image. The cognitive evaluation of attributes is built by external factors such as promotional efforts of a destination through media and word of mouth.

Tourism Brochure as Sources of Information

Despite the rapid emergence of travel information technology, the brochure remains a popular and frequently used information source for tourists (Andereck 2005).

Al-Khayat (2009) highlighted brochures as tools to inform, persuade, remind and answer further inquiries about destinations by conveying positive messages to consumers. One of the main attractions of brochures is the fantastic photographs of destination's attributes which help the reader to choose a destination.

According to Owusu (2010) brochure is a small magazine or book containing pictures and information about something or advertising about something.

Wicks & Schuett (1994) found that travelers who use brochure's information when planning travel will continue to use brochures as a guide or reference throughout a trip.

Brochures are a very popular promotional tool in tourism marketing and they are effective if they meet three main objectives: influence on image formation, destination choice and satisfaction (Molina & Esteban 2006).

Characteristics of Tourism Brochure

Iordache et al.(2010) explained the characteristics of tourism brochure as follows:

1. Easily Accessible to potential clients in terms of content (can be printed in any language) and transmission (can be obtained from tourist information offices, agencies, etc.., or can be sent by post to customer)

2. Convenient and can be examined by the customer together with family or friends, at home, where it has free time and is willing to do so.

3. Truthful and Surprising can present photos and descriptions of various places of interest, infrastructure, etc.)

4. Quite advantageous in terms of cost compared to other media propaganda, and can be distributed in various parts of the world. It can be used for advertising a specialized product to a segment of the market and for the production of undifferentiated products of interest to very broad categories of visitors.

Types of Brochures

There are two types of brochure as follows:

1- Printed brochures

Despite developing Information and Communication Technologies (ICT), travel brochures continue being the main promotional tool for many places or tourism business (Andereck 2005).

Molina & Esteban (2006) highlighted that brochures play a vital role in the formation of an induced image. A brochure is a form of printed promotional material designed to communicate with existing or potential tourists.
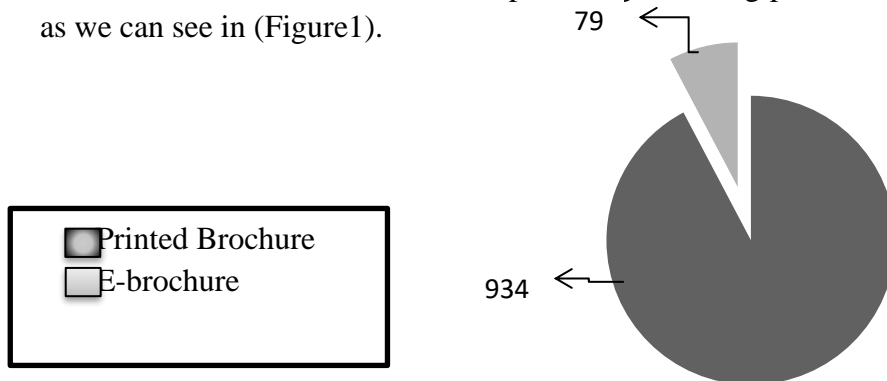
2- E-brochures

E-brochures are a good sample of the digitization of all processes of tourism, hotel, travel and catering industries when updating the organizations. Theoretically, e-brochures should mainly coincide with their printed counterparts in their premises (good presentation, clarity, comprehensive information and friendliness).

But they have specific characteristics: they do not weigh, they are never sold out, they can be electronically updated any time, they are cheaper and it is easy to control the number of downloads, etc. (Fernández & Mihi 2011).

The majority of destination marketing organizations have created online marketing systems to extend and distribute their products and services. Many websites actually reflect printed brochures. Others allow consumers to request print materials online. There are an increasing numbers of sites and online versions of print brochures as pdf files or interactive versions using Flash. Therefore, e-Brochures can take on many forms (Anuar et al. 2009).

Fernández & Mihi (2011) found that the percentage of using electronic brochures is less than the percentage of using printed ones, as we can see in (Figure1).

Fig.1: Types of brochure.

Source: (Fernández & Mihi 2011)

The purpose of the field study is to measure and assess the tourist image of Egypt in the brochures presented by United Kingdom tour operators. Selected sample of brochures were seven brochures produced by main tour operators in UK tourist market about Egypt to assess the tourist image. These tour operators are Thomas Cock, Thomson and Red Sea holiday as follows:

Thomas Cook

Today Thomas cook is the second largest European travel group. It now has 33 tour operating brands, 2,400 travel agencies, 66 aircraft and employs 19,775 full time staff, and there are 23 million customers traveling through it each year. Thomas Cook organizes 57 holiday destination around the world, including Egypt (Thomas Cook 2017).

Thomson

Thomson Holidays is a UK-based travel operator and subsidiary of TUI Group. The Thomson Travel Group was owned by the Thomson Corporation of Canada until it was floated on the London Stock Exchange in 1998. The headquarters of Thomson UK are in Luton, England. Thomson organizes holidays to thirty five destinations around the world, including Egypt (Thomson 2017).

Red Sea Holidays

Red Sea Holidays is the UK and Ireland's leading independent tour operator to Egypt. Launched in the UK in 2009, the company is part of the Red Sea Group, an integrated leisure travel group that combines tour operations, ground handling, a fleet of Nile cruise ships and the largest privately owned hotel group in Egypt (Red Sea Holidays 2017).

Questions of the Research
There are two questions for the research as follows:
1- Is the image of Egypt in the brochures generally positive or negative?
2. What are the types of tourism that brochures concentrate on?

Methodology
To answer the questions of the study, a content analysis is used as qualitative method using a new checklist designed after reviewing earlier studies. Many studied used this technique to analyze tourism brochures to measure destination images such (Jalil 2010; Edelheim 2007; Jenkins 1999; Ramachandran 2005).

Attributes of the research

The research selecting (6) attributes including (35) sub attributes divided to positive, neutral and negative. The research depend on Hoang (2016) to develop the checklist of attributes of the study. The framework of Hoang (2016) includes all the factors influencing the image assessments (Table 2).

Table 2: Image Assessment Dimensions

Attributes	Sub attributes
Natural Resources	• Weather (Temperature, rainfall, humidity, hours of sunshine). • Beaches (Quality of seawater, sandy or rocky beaches, length and overcrowding of the beaches). • Wealth of countryside (Protected nature reserves; lake, mountains, deserts, etc). • Variety and uniqueness of flora and fauna
General Infrastructure	• Development and quality of roads, airports and ports • Private and public transport facilities • Development of health services • Development of telecommunications • Development of commercial infrastructures • Extent of building development
Tourist Infrastructure	• Hotel and self-catering accommodation (Number of beds, categories, quality) • Restaurants (Number, categories, quality) • Bars, discotheques and clubs • Ease of access to destination • Excursions at the destination • Tourist centers • Networks of tourist information
Tourist Leisure and Recreations	• Theme parks • Entertainment and sports activities (Golf, fishing, hunting, skiing, scuba diving; water parks, zoos, trekking, adventure activities, casinos, night life, shopping)
Culture, History and Art	• Museums, historical building, monuments, etc. • Festival, concerts, etc. • Handicraft • Gastronomy • Folklore • Religion • Customs and ways of life

| Political and Economic Factors	• Political stability • Political tendencies • Economic development • Safety (Crime rate, terrorist attacks) • Prices Continued
Natural Environment	• Beauty of the scenery • Attractiveness of the cities and towns • Cleanliness • Overcrowding • Air and noise pollution
Social Environment	• Hospitality and friendliness of the local residents • Underprivileged and poverty • Quality of life
Atmosphere of the Place	• Luxurious • Fashionable • Place with a good reputation • Family-oriented destination

Source: (Hoang 2016)

The checklist of attributes which used in this study to assess the tourist image of Egypt in the brochures of UK tour operators text will clarified in the findings of the research.

The collected data were processed and analyzed. This includes steps of content analysis like editing, coding the attributes, classification, tabulating the data and performing several statistical computations such as frequencies and percentages.

Findings and Discussion

Firstly: Analysis of textual information

In figure (2), the total positive frequencies of the main attributes of text analysis were clarified. Natural resources and the tourist leisure and recreation are the common attributes in the brochures 26.7% and 25.9% consequently. The tourist facilities were more than 24%. Furthermore, nearly 10.5% directed to culture, history and art attractions. On the other hand, accessibility attribute was mentioned positively 8.2%. Finally, social environment was explained on a positive manner 4.3%.
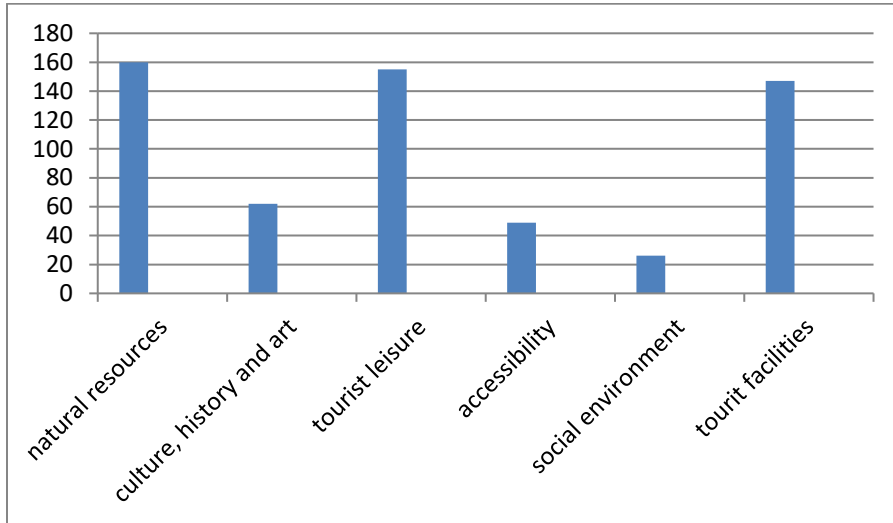
Fig. 2: The positive frequencies of the main attributes of the text analysis

Table (3) indicates to the frequencies and percentages of attributes in the text of the seven brochures of the three UK tour operators in details.

Table 3: The text analysis of the seven brochures as a total

Attributes	Sub attributes	Positive		Negative		Neutral	
		Freq.	**%**	**Freq.**	**%**	**Freq.**	**%**
Natural Resources	Red sea	24	15%	-		7	44%
	Coral reefs	41	26%	2	100	-	.
	Beaches	31	19%	-		2	13%
	Sands	17	11%	-		-	
	weather	9	6%	-		6	38%
	Average Temperature	8	5%	-		-	
	Sunset	6	4%	-		-	
	River Nile	9	6%	-		-	
	Desert(Safari-camels)	15	9%	-		1	6%
	Total	160	100%	2	100%	16	100%
Culture, History and Art	Temples	20	32%	-		-	
	Tombs	6	10%	-		-	
	Museums	9	15%	-		2	20%
	Pyramids	5	8%	-		3	30%
	Sphinx	4	6%	-		2	20%
	Luxor	9	15%	-		-	
	Customs and ways of life	9	15%	-		3	30%
							Continued

	Festivals and conferences	-		-		-
	Total	62		-		10	
Tourist Leisure and Recreations	Snorkeling	22	14%	-		2	12%
	Diving	25	16%	-		-	
	Diving facilities	14	9%	-		-	
	Shopping	25	16%	3	100	2	12%
	Sports	23	14.8%	-	-	5	29%
	Night life, entertainment	24	15.5%	-	-	-	
	Nile cruises	10	6.5%	-	-	-	
	Bazaars	12	7.7%	-	-	8	47%
	total	`155		3	-	17	
Accessibility	Airports	15	31%	-	-	-	-
	Flight time	16	33%	-	-	-	-
	Motorway	18	37%	-	-	-	-
	Total	49		-	-	-	-
Social Environment	Friendly and hospitably people	3	12%	1	100	-	
	Local food	23	88%	-	-	3	100
	total	26		1	-	3	
Tourist Infrastructure (facilities)	Accommodation	81	55%	-	-	-	
	Restaurant ,cafe	17	12%	-	-	6	100
	Customer satisfaction rating	23	16%	-	-	-	
	Safety and security	15	10%	-	-	-	
	Family and children facilities	11	7%	-	-	-	
	total	147		-	-	6	

Most of the brochures interested in illustrating natural resources (26.7%) specially the Red Sea Rivera. They explained Hurghada, Makadi Bay, El Gouna, Sahl Hasheesh, Sharm el Sheikh, Naama Bay, Dahab, Nuweiba, Taba and Marsa Alam, very positive.

> The Red Sea is considered to be one of the worlds' best diving destinations, with a huge choice of dive sites, and warm water all year-round. The crystal clear waters support an abundance of brightly colored coral reefs that are home to thousands of species of reef fish, turtles, moray eels, barracuda and sharks. This unique ecosystem has something to offer expert divers and beginners alike, with

opportunities for every age and ability   (Red Sea Holidays brochure 2017, 12)

The brochures clarified the coral reefs positively (26%), but sometimes they mentioned them negative "The beach has some sharp coral areas, so beach shoes are recommended" and also the beaches that are described as charming and picturesque and they all have soft white sands.

Most of the brochures were interested in presenting the weather positively (6%) particularly in the Red Sea and watching the sunset (4%) either on the beaches or through the Nile. On the other hand, they described Egypt as a desert country. Some of them advised tourists to avoid high temperature during the day "Inland area like Luxor is hotter than the coast during the day. Light colored clothes; sun cream and headwear are recommended for the day".

It was positive that all the brochures displaying the average temperatures expected in all months of the year, whereas some of them were interested in displaying temperatures in different places, while the temperature is different, for example, in Sharm El Sheikh and Hurghada from Luxor and Aswan.

All brochures mentioned the river Nile positively (6%) of the natural resources. Most of the brochures presented the desert adventures in a positive way (9%), such as camel riding and safari in the desert and visit the archaeological sites in the Egyptian desert.

The Egyptian historical sites were not mentioned in a good manner in most of the brochures, as they ignored to mention many important tourist places in Egypt, such as the sites in Cairo. Most of them presented Cairo as a day tour, and only mentioned the pyramids and Sphinx (14%). But there was a good presenting of temples, museums and other historical sites in Luxor and Aswan.

Most of the brochures preview the customs and ways of life positive (15%) but some of them ignored that, they ignored the Nubian life; they just focused on the Bedouin's traditional culture and the dinner which they served. Sometimes they mentioned the people negative.

> Topping and tailing your tour are laden buffets and scenes from the river bank. Cue red rock hills, buffalos snorting in the shallows and plenty of donkey derby transport. In fact, it's a picture that's barely changed since Rockefeller sailed past – a ringing mobile from a man on a donkey is often the only sign of changing times.
>
> (Thomson Brochure 2017,16)

Some of brochures produce the Egyptian customs and ways of life negative.

> Tipping or "Baksheesh" is an accepted custom in Egypt, and is expected for almost every service. It can be difficult to know who to tip and how much.
>
> (Red Sea Holidays Brochure 2017,84)

All of brochures didn't explain the Egyptian tourism festivals and conferences; where Egypt is famous for its festivals. Tourist Leisure and Recreations mentioned positively (25.9 %). Some of brochures interested in water sports, especially diving and snorkeling (30%), and showed many diving facilities (9%) that can provided to tourists such as diving equipment's and programs that can provide for diving training.

Moreover, the other kinds of sports were not mentioned except golf sport which they produced it positively. The hotels presented many kinds of the sports in its facilities such as table tennis, Beach volleyball, Aerobics, Aqua aerobics and Water pools.

Shopping facilities and the places of the shopping- malls, markets, and boutiques- presented positive (16%). Some of brochures mentioned bazaars very positive (7.7%) in Khan el Khalil, Luxor, and Sharm el Sheikh, but sometimes they mentioned it negative.

> Famous bazaars such as the Khan el-Khalil, as well as the individual stores that pepper the streets, can offer great bargains, particularly when you are buying a specialty of the area, such as alabaster in Luxor, or antiques, fine clothing and jewelry in Cairo. Decide on your final price before you start,

start low, be prepared for the shop owner to start high and enjoy the resulting game that will get you to meet in the middle.

(Red Sea Holidays Brochure 2017,10)

Most of brochures showed night life and entertainment positive (15.5%), they focused on entertainment programs, shopping entertainment, evening entertainment, children's' entertainment and sound and light. Most of brochures introduced Nile cruises included accommodation and they explained the sites which they can see in the tour.

The airports that customer can travel through it, whether from the country of departure or to the destination country were illustrated positive (31%). All of them mentioned the flight time from the departure to destination. As for the motorway, they advised use taxi and not using public transportation as they are crowded.

Some of the brochures talked positively (12%) about the friendly and hospitality of the people. Most of the brochures (55%) focused on the accommodation facilities like hotels, resorts, restaurant and bars. The presentation of hotels and resorts was more than the presentation of historical sites.

Most brochures didn't care to show the customer satisfaction rating in a tour as a total. This is important because tourists use brochures as a guide before the trip as well as during the trip. When the tourist finds other customer's comments, this helps them to form their image of the tourist destination.

The restaurants and their kinds - à la carte Egyptian, Indian, Chinese, Italian and French restaurants were clarified 12% positively. It is important to show tools of safety and security in overall the journey. Most of brochures showed positively the safety tools (10%) in diving activities, Nile cruises and the flying. But some of them didn't show that. They produced some advises to tourist "Be aware of dangerous rips currents and strong tides, don't swim alone at night, don't swim when red flags are flying on the beach"

Some of brochures illustrated family and children facilities (7%) positive. They explained those facilities such as Hotel-run kids'

clubs, privet child-friendly restaurants, children's menu, separate children's pools, playgrounds and children's cinema showing films and cartoons.

Secondly: Analysis of visual information

Table (3) identifies the frequencies and percentages of attributes in the photos of the seven brochures of the three UK tour operators.

Table 3: The photos analysis of the seven brochures as a total

Attributes	Sub attributes	Positive		Negative		Neutral	
		Freq.	%	Freq.	%	Freq.	%
Natural Resources	Coral Reefs	20	26%	-		-	
	Beaches	29	38%	-		-	
	Sunset	8	11%	-		-	
	River Nile "felucca"	10	13%	-		-	
	Desert "safari - camels"	9	12%	-		-	
	Total	76		-		-	
Culture, History and Art	Temples	25	81%	-		-	
	Tombs	5	16%	-		-	
	pyramids	1	3%	-		-	
	Total	31		-		-	
Tourist Leisure and Recreations	Diving	19	32%	-		-	
	Snorkeling	9	15%	-		-	
	Shopping	3	5%	-		-	
	Bazaars	12	20%	-		-	
	Sports	3	5%	-		-	
	Nile cruises	13	22%	-		-	
	Total	59		-		-	
Tourist Infrastructure(facilities)	Accommodation (hotels, resorts)	384	96%	-		-	
	Restaurant and cafe	16	4%	-		-	
	Total	400		-		-	
Social Environment	Local food	5	100	-		-	
Location Map		15	100			0	

In general, all brochures showed positive photos about Egypt. But sometimes they didn't care about the photos in the brochure's cover especially when Egypt produced with other destinations. They concentrate on the other destinations.

Most of the brochures put the name or comment on the picture and others didn't put. It's important to customers to know information about the destination through the pictures. These pictures encourage tourists to visit these places.

Some of the brochures focused on natural resources in the text and they also focused on it in the pictures. They put pictures of coral reefs (26%) and beaches (38%). They care to show sandy beaches and private beaches' hotels. They didn't concentrate on the view of the sunset (11%) which is famous in Egypt. The Nile photos didn't ignored in the brochures (13%), especially the felucca in the Nile.

Most of brochures show the desert adventure photos were clarified in the brochures (13%) such as bike safari, camel riding, Bedouin roasting food. But some of them ignored to show photos about this attribute.

They focused on photos about temples (81%), tombs (16%), and historical sites in Luxor and Aswan. On the other hand, few of them showed photos of pyramids (3%). Moreover, there are no photos about sphinx, and museums and historical sites in Cairo.

The brochures showed tourist leisure and recreations positively in the photos. They produced photos of diving activities, diving with coral reefs, the famous wreck and diving with animal (32%). Moreover, they showed photos of snorkeling activity (15%). They showed photos of shopping facilities like malls, (5%) but some of them ignored to show photos about that. They focused on photos of Egyptian colorful bazaars and colorful spices (20%).

The brochures showed the pictures of other types of sports (5%) less than diving and snorkeling, they just showed golf photos. Most of brochures produced photos of Nile cruises (22%).

Photos of accommodation facilities were produced very positive (96%), they showed a lot of photos of rooms and suits in hotels and resorts; they showed photos of swimming pools in hotels. Moreover, they showed photos of accommodation facilities to family and children.

Restaurant and café photos didn't ignore especially in Hurghada, Sharm El sheikh and El Gouna (4%). They showed photos

of kinds of food which presented in restaurants and entertainments on café. Furthermore, they focused to show hotels' restaurants. They showed photos about entertainments on café.

Only five pictures showed the photos about the Egyptian food. All the brochures focused on putting the map about Egypt, but some of them showed location map for each area. This is a positive picture to help tourists to reach places which they want to visit.

Conclusion

In general, the tourist image of Egypt in the UK tour operators' brochures is positive. Most of the brochures interested in illustrating natural resources positive especially the Red Sea Rivera. The Egyptian historical sites were not mentioned in a good manner in most of the brochures, as they ignored to mention many important tourist places in Egypt, such as the sites in Cairo. But there was a good presenting of temples, museums and other historical sites in Luxor and Aswan. All of brochures didn't explain the Egyptian tourism festivals and conferences; where Egypt is famous for its festivals**.**

Tourist Leisure and Recreations mentioned positively. Some of brochures interested in water sports, especially diving and snorkeling. Moreover, the other kinds of sports were not mentioned except golf sport. All of them mentioned the flight time from the departure to destination. As for the motorway, they advised use taxi and not using public transportation as they are crowded.

About photos, all brochures showed positive photos about Egypt. But sometimes they didn't care about the photos in the brochure's cover especially when Egypt produced with other destinations. Most of the brochures put the name or comment on the picture and others didn't put. These pictures encourage tourists to visit these places.

The desert adventure photos were clarified in the brochures such as bike safari, camel riding and Bedouin roasting food. But some of them ignored to show photos about this attribute. They focused on photos about temples, tombs and historical sites in Luxor and Aswan. On the other hand, few of them showed photos of

pyramids. The brochures showed tourist leisure and recreations positively.

Photos of accommodation facilities and restaurants were produced very positive. Only five pictures showed the photos about the Egyptian food. All the brochures focused on putting the map about Egypt, but some of them showed location map for each area. This is a positive picture to help tourists to reach places which they want to visit.

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