



Did Gifton Island as an Optional Sea Trip Considered as an Excursion Brand in Hurghada - Red Sea? (Applied study on Mahmya Beach)

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Abstract

Branding is important in the tourist sector because it allows destinations, hotels, resorts, sea trips suppliers and travel firms to define themselves, create a distinct personality, and attract visitors. In the tourism sector, effective branding entails the strategic management of a destination's image, reputation, and overall experience for visitors. So here the paper aims to use the brand ingredients on the Mahmya beach and how to promote the Red Sea excursions as branding and to be useful to promote Red Sea destination in general and create and add new ways, trends and use our tourism abilities to promote the Egyptian destination. Study chooses samples from tourists of different nationalities who visited the island and top management of the island was distributed as of Jan 2023 until October 2023 taking in consideration different kinds of the clients who visited the island in different seasons. Study supposes that there is a significant positive effect of human resource, sustainability, transportation and supplier services on considering The Gifton Island as brand island. Paper found out that branding is the most important factor when it comes to promote the island as brand destination, and recommends to different authorities such as Ministry of Tourism and ETTA, Diving Chamber to adopt the new ways of promoting destinations instead of the classic ways such as sustainability, human resources, food, transportation and infrastructures on the islands what we use in the destinations.

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1. Introduction

Gifton Island, located in the Red Sea near Hurghada, Egypt, is a captivating destination renowned for its rich marine biodiversity and pristine coral reefs. The location is regarded as a unique tourist destination since it meets all the requirements needed for the tourism business to succeed. Through dedicated conservation efforts and sustainable tourism practices, optimizing tourist potential requires the use of tourism branding. One more reason why a company might want to explore brand value is due to strategic reasons. Marketing managers aim to boost their market effectiveness by grasping consumer behavior and attitudes towards the brand, crucial for strategic decision-making. By examining brand value, we can gauge consumer interest and loyalty to the brand, indicating their resistance to changes in the brand if commercial policies are altered (Calderon, and Molla, 1997)

Brands are crucial for both consumers and companies. They make it easier for consumers to choose by offering easy recognition, past experiences, symbolism, and connections. For firms, brands provide legal protection and a way to give a product distinct associations, serving as a competitive advantage and leading to increased financial gains (Shariq, 2018)

Creating a powerful, distinct, and positive brand can greatly boost a location or destination's competitive edge. The rise in competition between different places for investments, visitors, and talented individuals has led to substantial growth in the methods and ideas linked to branding these locations and destinations (Rowley, and Hanna, 2020) .Destination branding is seen as a crucial element in destination marketing. Brand image, which represents how consumers perceive a brand and store it in memory, likely plays a key role in tourist behavior by influencing the intention to visit. In particular, both cognitive and emotional images contribute to a consumer's overall view of destinations, thereby impacting tourist behaviour (Motoki, et.al, 2023) In addition to improving a community's social and economic growth, branding strategies help communities revitalize their cultures and increase their sense of pride in who they are, (Schleyer, and Tomascik, .2000).

The main objectives of the study as the following:

- to analyses the effect of the use of the perception of destination brand and brand personality and to identify its effect on customer brand engagement.
- can help to define the tourism branding
- Characterize, and set one place apart from another by highlighting its unique and alluring features.
- Understanding the local community and culture,
- As well as developing a means for the location to be experienced or imagined as a feeling of place that piques visitors' attention, are the tactics for tourism branding.
- To use the human resource sustainability, food sustainability, maritime activity sustainability, and transportation sustainability are only a few examples of the diverse tourism branding technique.
- **Important of the study**
Place branding can assist areas with outdated or negative reputations, as well as lesser-known locations. It helps tailor a place's messages to the right audiences and can broaden, rectify, enhance, revitalize, refine, or give context to existing perceptions. The goal is that with effective implementation, the targeted demographics will be drawn to the area, giving it a competitive edge and potentially boosting its economic standing compared to other places. Place branding appears to be quite effective, especially given the growing competition among different location

Research hypotheses:

Hb1: there is a significant positive effect of human resource on consider The Gifton Island as brand island.

Hb2: there is a significant positive effect of sustainability standard on consider The Gifton Island as brand island.

Hb3: there is a significant positive effect of transportation standard on consider The Gifton Island as brand island.

Hb4: there is a significant positive effect of supplier services on consider The Gifton Island as brand island.

2. Literature Review: -

2.1 Gifton island :-

Gifton Island, located in the Red Sea near Hurghada, Egypt, is renowned for its exceptional marine biodiversity and pristine coral reefs. The island offers a rich underwater ecosystem, characterized by vibrant coral formations and diverse marine species, which are vital for both ecological balance and tourism (Schleyer and Tomascik, 2000). Its clear, warm waters provide ideal conditions for marine life, contributing to the Red Sea's reputation as a premier destination for underwater exploration and conservation (Pike, 2008)

2.2 Mahmya the beach:-

Mahmya Beach on Gifton Island near Hurghada, Egypt, is acclaimed for its pristine white sands and crystal-clear waters, which provide a stunning backdrop for marine biodiversity. This beach is part of a protected area that features remarkable coral reefs and diverse marine life, making it a notable site for eco-tourism and conservation efforts (Hassan et al., 2021). The island's commitment to preserving its natural beauty enhances the appeal of Mahmya Beach as a premier destination for both leisure and scientific study (Badr et al., 2019).

2.3 Tourism brand definition: -

Tourism branding can be defined as the process of creating a strong brand identity for a tourist destination or company to attract tourists and differentiate it from competitors. It involves the use of visual elements such as names, symbols, logos, and slogans that reflect the face and identity of the destination or company , (Tevdoradze, and Bakradze ,2022). The branding should be impressive, attractive, and evoke emotions and feelings among tourists. Tourism branding refers to the process of creating a unique identity and image for a tourist destination or tourism company. (Camprubí and Gassiot-Melian, 2023).

2.4 Tourism Brand

Branding is important in the tourist sector because it allows destinations, hotels, resorts, and travel firms to define themselves, create a distinct personality, and attract visitors. In the tourism sector, effective branding entails the strategic management of a destination's image, reputation, and overall experience for visitors. Tourism destination brand is recognized as a relevant factor that influences both the decision making around selecting a destination and the competitiveness of destinations (Sung and Tsuji.2022). This is why it has been the subject of extensive research over the past several decades Here are some crucial factors to consider when it comes to tourism branding (Pappas, 2021): -

1. Unique Value Proposition: Creating a distinct brand in the tourism business requires the establishment of a unique value proposition. This entails finding and emphasizing a destinations or tourism-related business's distinctive selling qualities and competitive advantages. Natural beauty, cultural heritage, adventure activities, or personalized services are all possibilities:

2. **Brand Identity:** Developing a strong brand identity is crucial to stand out in the competitive tourism market. This includes creating a memorable name, logo, tagline, and visual elements that reflect the essence of the destination or business. Consistency in brand messaging across all communication channels is important for building recognition and trust.

3. **Target Audience:** Identifying the target audience is vital for effective branding. Understanding the demographics, preferences, and needs of the target market helps in tailoring the brand message and experiences accordingly. Whether targeting luxury travellers, adventure enthusiasts, families, or business professionals, the branding should resonate with the intended audience.

4. **Storytelling:** Storytelling is a powerful tool in tourism branding. Sharing authentic and compelling stories about the destination, its history, culture, and experiences helps to engage potential visitors emotionally. Storytelling can be done through various channels such as websites, social media, blogs, and videos, creating a strong connection with the audience.

5. **Brand Experience:** Delivering a consistent and positive brand experience is essential in the tourism industry. From the first point of contact, such as website or social media interactions, to the actual visit or stay, every touch point should align with the brand promise. Providing excellent customer service, personalized experiences, and exceeding expectations can help create a strong brand reputation.

2.5 Brand loyalty: -

Travel and tourism marketers have long been interested in the concept of brand loyalty because brand loyalty is a measure of the attachment that a customer has to a brand. Brand loyalty brings the tourism firm many benefits, including repeat purchases and recommendations of the brand to friends and relatives. Early research on brand loyalty focused on behaviour. Brand loyalty was construed to be a subset of repeat purchase behaviour and intention to repurchase. Later, brand loyalty has two components: brand loyal behaviour and brand loyal attitudes. The attitude behind the purchase is important because it drives behaviour. While brand loyal behaviour is partly determined by situational factors such as availability

(Christou, 2015). The process of developing and promoting a distinctive identity, image, and reputation for a travel destination or travel-related product is known as tourism branding (Gössling, et.al.2013). It entails presenting the location or product's unique attributes, conveying its value proposition, and carefully placing it in the thoughts of prospective travellers. Good branding may draw in target markets, set a destination or product apart from the competition, and eventually increase demand from tourists (Pike, et.al.2009).

2.6 Benefits Of The Tourism Brands

Consumers attach personal values to brand qualities, or what they believe the brand can accomplish for them, and these associations are based on the functions or benefits they receive from the brand. (Appiah, and Wilson.,2019). Brands possess functional, symbolic and experiential meaning and a single brand may offer a mixture of benefits , some researchers suggest that a distinction lies between functional, symbolic and experiential beliefs, thus evoking differing behaviours such as purchase intentions by consumers according to belief categories evoking differing behaviours such as purchase intentions by consumers according to belief categories (Orth and De Marchi, 2007), also branding help to build a different feeling , identifying six significant types of brand building feelings as the following(Ibert, and Merunka,2013) :-

- **Warmth:** Warmth is the extent to which the brand makes consumers feel a sense of ‘calm or peacefulness.’ Consumers may consequently feel sentimental or affectionate towards the brand.
- **Fun:** Feelings of fun are upbeat. Consumers may feel amused, joyful, and cheerful.
- **Excitement:** Excitement relates to the extent to which the brand makes consumers feel that they are energised and are experiencing something special. Brands which evoke the feeling of excitement may result in a feeling of elation or the described feeling of ‘being alive.’
- **Security:** Feelings of security occur when the brand induces the feeling of safety, comfort, and self-assurance in the customer.
- **Social Approval:** Feelings of social approval occur when the brand results in consumers feeling positively about the way others perceive them.
- **Self-Respect:** Self-respect occurs when the brand makes consumers feel better about themselves through a sense of pride, accomplishment, or fulfilment

It involves the use of various branding elements such as names, symbols, logos, and visual elements to differentiate the destination from its competitors.

The goal of tourism branding is to establish a positive image among tourists and motivate them to choose the destination. (Tevdoradze, and Bakradze, 2022.)

Branding in tourism also involves creating a strong brand identity that reflects the face and identity of the country or destination

The psychology of colours in branding is also considered, as colours can have an impact On tourists' perception of a destination. (Tevdoradze, and Bakradze, 2022)

2.7 Brand Factors

• Transportation sustainability

Transportation plays a crucial role in our daily lives, but it also contributes significantly to environmental degradation and climate change. In recent years, there has been a growing emphasis on finding sustainable transportation solutions that minimize negative environmental impacts while meeting the mobility needs of individuals and goods (Smith and Anderson, 2022). However, the environmental and social impacts associated with transportation in tourism have raised concerns regarding sustainability, certainly! Transportation and tourism sustainability is a topic that focuses on finding environmentally and socially responsible transportation solutions within the tourism industry. It recognizes that transportation is a significant contributor to carbon emissions, congestion, and other negative impacts on the environment and local communities, overall, sustainable transportation in tourism aims to balance the mobility needs of tourists with the preservation of the environment and the well-being of local communities. It recognizes the interconnectedness of transportation, tourism, and sustainability and seeks to find innovative solutions that promote responsible and sustainable practices (Jones, and Thompson, 2023). Transportation and tourism are closely intertwined. The ability to travel efficiently and conveniently is a key factor in the growth and success of the tourism industry. However, the environmental and social impacts of transportation in tourism have become significant concerns. These impacts include carbon emissions, air and noise pollution, congestion, habitat destruction, and negative effects on local communities (Smith, and Anderson, 2022). In response to these challenges, the concept of sustainable transportation in tourism has emerged. It focuses on finding ways to minimize the negative impacts of transportation while maximizing positive environmental and social outcomes. Sustainable transportation aims to.

- **Human resource sustainability**

The sustainability of human resources in the tourism industry refers to the ability of tourism businesses and destinations to create and maintain a workforce that is healthy, engaged, and productive, while also supporting the long-term success and resilience of the industry (Buhalis, and Crotts,2013).This involves ensuring that tourism employees have access to safe and healthy working conditions, as well as opportunities for training, career development, and fair compensation, in the context of the tourism industry, human resource sustainability is particularly important due to the industry's reliance on people to deliver high-quality services and experiences for travellers (AL Hrou, and Mohamed, 2015). To address these challenges, tourism businesses and destinations can take a few steps to promote human resource sustainability. For example, they can invest in training and development programs to enhance the skills and knowledge of their employees, as well as provide opportunities for career advancement and fair compensation. They can also prioritize the health and well-being of their employees by providing safe and healthy working conditions, as well as resources for physical and mental health.(Jayawardena,,et.al,2013)

- **Food sustainability**

Food sustainability in tourism plays a crucial role in promoting environmental conservation, supporting local communities, and enhancing the overall quality of the tourism experience. As tourists increasingly seek authentic and responsible travel experiences, the focus on sustainable food practices has gained significant attention. This involves the promotion of local and organic food production, reducing food waste, supporting local farmers and suppliers, and offering authentic culinary experiences that show case the cultural heritage of a destination. One key aspect of food sustainability in tourism is the promotion of local and seasonal food production. By sourcing ingredients locally, (Bramwell and Lane, 2000). In conclusion, food sustainability is a vital aspect of tourism, contributing to environmental conservation, supporting local communities, and enhancing the overall visitor experience. By promoting local, organic, and responsible culinary experiences, destinations can create a positive brand impact on the environment, local economies, and cultural heritage, while meeting the evolving preferences of responsible travelers.

- **Sea trip sustainability**

Since sea excursion frequently take place in delicate marine environments, environmental sustainability is crucial. Adopting cleaner fuels and technologies to lessen air and water pollution, putting in place appropriate waste management systems to stop the discharge of sewage and litter into the red sea, and creating protected areas to preserve marine species and habitats are among steps taken to lessen the ecological impact. (Hall, 2012; Gössling et al., 2012). Sea excursions social sustainability is centered on protecting local communities' cultural heritage and promoting their well-being. Participatory decision-making processes that involve and empower local people create a sense of ownership and make it possible for them to gain from the growth of the tourism industry. Respecting regional traditions, customs, and lifestyles is essential, as is encouraging cultural awareness among visitors. Ensuring that sea trips positively impact local livelihoods and social cohesion can be achieved by supporting community-based projects and businesses, which can improve the social fabric of coastal locations. (Dredge and Jenkins, 2007; Gössling et al., 2012).

2.8 Challenges for the Tourism and Hospitality branding: -

Tourism branding encounters various challenges that can hinder effective destination marketing. These challenges arise from both internal and external factors that can affect a destination's attractiveness and marketability.

- **Cultural Sensitivity**

Cultural factors are essential in tourism branding. Successful branding must consider local customs, values, and consumer behavior, especially when targeting international audiences. A lack of cultural awareness can lead to misunderstandings, harm a destination's reputation, and reduce visitor engagement. Therefore, incorporating cultural sensitivity into branding is crucial for appealing to diverse travellers (Buhalis, and Park ., 2021).

- **Internal Capacity Issues**

A major obstacle to successful tourism branding is the lack of internal capabilities within a destination. Research shows that the top five barriers to entering the international tourism market are related more to the destination's internal abilities than to its attractions or marketing budget. These barriers include difficulties in collective initiatives, defining target markets, and implementing efficient processes. Destinations often struggle to create partnerships among stakeholders like local businesses, government agencies, and tourism boards, leading to inconsistent messaging that may not connect with potential visitors. Additionally, without a clear understanding of the target market, branding strategies may fail, wasting resources and producing ineffective campaigns (George, R., 2021).

- **Competing Destinations**

The global tourism market is highly competitive, with destinations competing for attention in a crowded field. This makes it essential for destinations to effectively differentiate themselves. However, when several destinations share similar geographical features—such as the Mediterranean Sea or famous mountain ranges—branding becomes more complicated. In these cases, destinations must collaborate to create a unified brand identity while still highlighting their unique qualities, which can be challenging. The complexity of managing multiple stakeholders can weaken the branding message, making it harder for potential visitors to develop a clear and compelling image of the destination (Ngwira, and Kankhuni, 2018).

- **Economic Pressures**

Economic pressures can also significantly impact tourism branding efforts. During economic downturns or global crises, tourism is often one of the first industries to suffer. Destinations may face budget cuts that limit their ability to invest in branding, making it even more difficult to attract visitors. Therefore, successful tourism branding requires not only creativity and strategic planning but also a resilient approach to overcoming these challenges. By addressing internal capacities, cultural sensitivities, competition, and economic realities, destinations can create strong branding strategies that stand out in the global market (Kaatiala, H. 2024).

3. Methodology

3.1 Population and Sample:

The study aim to analyse the effect of the use of the perception of destination brand and brand personality and to identify its effect on customer brand engagement , and reach that objective the study target the clients who are in house guests from different hotels and offline hard copies to some clients who joined the trip mahmya during their stay here in the destination , numbers of collected valid samples were 332 from 500 samples distributed and distributed as of jan 2023 until October 2023 taking in the consideration different kind of the clients visited

the island in different seasons, , as the quality of the clients during different period of the year that will help to get more specific respondent .

3.2 Survey Instrument

The instrument used to collect data is referred to as a questionnaire; It consists of a series of questions to obtain information from respondents. The form was distributed to selected group of tourists who visited the Mahmya Island and other who visited already and are in house guest. Most of the questions in the form were closed, and there were many important questions first part about the human resource. And second part sustainability standard and third part about transportation standard and last part about supplier services A five point Likert scale ranging from 1 as strongly disagrees to 5 as strongly agree, was used for the measurement.

3.3 Data Analysis :

The target population for the study was west and east Europeans travellers who have made a use or purchase decision for sea trip (mahmnya excursion. Quotas on gender and age, corresponding to the distribution of Europeans tourist’s residents, were used to ensure a representative distribution of participants in the sample. Respondents were asked to identify a mahmya beach as brand for which they had often made a purchase decision. They were then requested to think about that trip as brand as they completed the entire questionnaire. , and study used The **descriptive-analytical method** to be able observing and describing a phenomenon in detail, then analysing the gathered data to identify patterns, relationships, and underlying factors. Cronbach's Alpha test to measure the internal consistency between questionnaire statements, and then to determine the degree of reliability of the tool, Cronbach's Alpha is a statistic used to measure the internal consistency or reliability of a scale or test. It is commonly employed in fields like psychology, education, and social sciences to assess how closely related a set of items are as a group.

Researchers often use Cronbach's Alpha to evaluate and improve the reliability of their measurement instruments, ensuring that the items in a scale work together effectively to measure the concept of interest .The collected data were analysed using the statistical package for social science (SPSS V.25)

4. Results and Discussion

4.1 Reliability and Validity

Table (1) Cronbach's Alpha reliability coefficient and Shapiro-Wilk normality test

Axes of Study	No.	Reliability Coefficient	Reliability Ratio	Shapiro-Wilk (sig.)	Kolmogorov-Smirnov (sig.)
human resource	4	0.734	73%	0.000	0.000
sustainability standard	5	0.746	74%	0.000	0.000
transportation standard	5	0.790	79%	0.000	0.000
supplier services	6	0.793	79%	0.000	0.000
All questionnaire	18	0.743	74%	0.000	0.000

The reliability of the scales was tested by calculating their coefficient alpha (Cronbach's alpha) to determine the degree of internal consistency between the measurement used in the study. Cronbach's alpha should meet the recommended significance of 0.70 or higher.

The value of Cronbach's Alpha reliability coefficient was high for all the questionnaire elements, which the reliability Ratio was 74%. While the average value of Cronbach's Alpha for all the questionnaire elements (0.743), which is acceptable value and this, means that the coefficient of reliability of the questionnaire indicates the compatibility of the paragraphs of the questionnaire.

4.2 Questions Answered Scale:

Table (2) Questions Answered Scale

Code	1	2	3	4	5
Range	$1 \geq 1.8$	$1.8 \geq 2.6$	$2.6 \geq 3.4$	$3.4 \geq 4.2$	$4.2 \geq 5$
Category	highly disagree	Disagree	neutral	agree	Agree

Model of the study

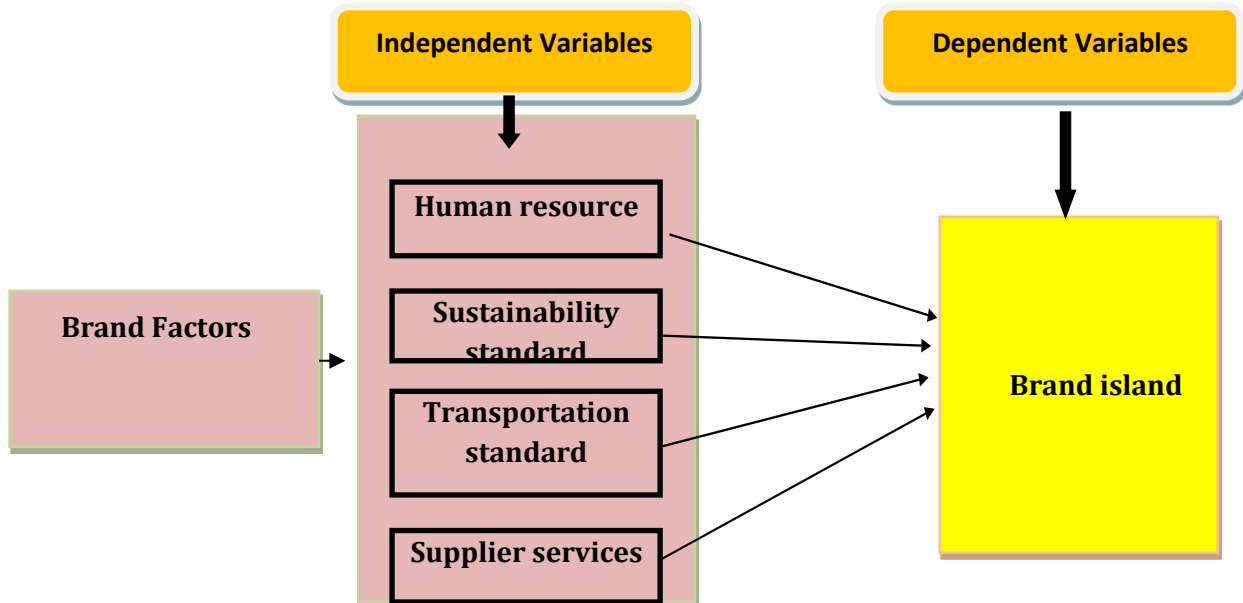


Figure (1) Diagram of the study model

4.3 Questionnaire analysis:

Analysis of the questionnaire results according to responses offer the following findings

First Part: human resource:

Table (3) respondents' answers regarding human resource

human resource	1	2	3	4	5	Mean	Std. Deviation
	highly disagree	disagree	neutral	agree	highly agree		
The staff well educated, can easily communicate	0	2	13	21	72	4.50	0.77
	0.0%	1.9%	12.0%	19.4%	66.7%		
Staff extremely helpful	0	2	16	24	66	4.42	0.81
	0.0%	1.9%	14.8%	22.2%	61.1%		
Staff can manage the emergence cases	1	3	26	36	42	4.06	0.90
	0.9%	2.8%	24.1%	33.3%	38.9%		
Trained well	1	4	27	27	49	4.10	0.96
	0.9%	3.7%	25.0%	25.0%	45.4%		
Mean of human resource						4.28	

From the data illustrated in Table (3), it can be illustrated in the following findings:

In first element " The staff well educated, can easily communicate ", the mean is 4.50, suggesting highly agreeing response, and in the second element " Staff very helpful ", the mean is 4.42, suggesting highly agreeing response, and in the third element " Trained well ", the mean is 4.10, suggesting agreeing response and in the fourth element " Staff can manage the emergence cases ", the mean is 4.06, suggesting agreeing response; the Std. Deviation is 0.77, 0.81, 0.96 and 0.90 respectively, suggesting dispersion answers. The mean of elements is 4.28, suggesting universally agreeing response. Destinations have aggressively incorporated branding theory into their destination development strategies after realising the value of building brand equity. It is imperative for marketers to comprehend consumers' value perception, their willingness to pay, and their response to price adjustments. Comprehending these variables will aid marketers in formulating a price plan aimed at cultivating and augmenting the brand equity of goods and services.

Second Part: sustainability standard:

Table (4) respondents' answers regarding sustainability standard

sustainability standard	1	2	3	4	5	Mean	Std. Deviation
	highly disagree	disagree	neutral	agree	universally agree		
Power resource up to the sustainability standard	1	0	21	23	63	4.36	0.85
	0.9%	0.0%	19.4%	21.3%	58.3%		
Food & Beverage up to sustainability standard	1	0	15	35	57	4.36	0.79
	0.9%	0.0%	13.9%	32.4%	52.8%		
Staff following the sustainability standard	1	1	19	41	46	4.20	0.82
	0.9%	0.9%	17.6%	38.0%	42.6%		
Place contents up to sustainability standard	0	3	22	37	46	4.16	0.84
	0.0%	2.8%	20.4%	34.3%	42.6%		
Restaurant tools up to sustainability standard	0	3	24	29	52	4.20	0.88
	0.0%	2.8%	22.2%	26.9%	48.1%		
Mean of sustainability standard						4.26	

As shown in Table (4), In first element " Power resource up to the sustainability standard ", the mean is 4.36, suggesting highly agreeing response, and in the second element " Food & drinks up to sustainability standard ", the mean is 4.36, suggesting highly agreeing response, and in the third element " Staff following the sustainability standard ", the mean is 4.20, suggesting agreeing response, and in the fourth element " Restaurant tools up to sustainability standard ", the mean is 4.20, suggesting agreeing response, and in the fifth element " Place contents up to sustainability standard ", the mean is 4.14, suggesting agreeing response; the Std. Deviation is 0.85, 0.79, 0.82, 0.88, and 0.84 respectively suggesting dispersion answers. The mean of elements is 4.26, suggesting universally agreeing response. The relationship between food, transportation sustainability, and tourism branding is a vital aspect of sustainable tourism development. Food and transportation are two key components of the tourism experience, and their sustainability has a direct impact on the overall environmental, social, and economic sustainability of a destination. In addition, these elements play a crucial role in shaping a destination's brand identity and perception among tourists.

Third Part: transportation standard:

Table (5) respondents' answers regarding transportation standard

transportation standard	1	2	3	4	5	Mean	Std. Deviation
	highly disagree	Disagree	neutral	agree	universally agree		
Buses and drivers up to the sustainability standard	0	3	33	16	56	4.15	0.95
	0.0%	2.8%	30.6%	14.8%	51.9%		
Boats up to sustainability standard	0	3	22	29	54	4.24	0.87
	0.0%	2.8%	20.4%	26.9%	50.0%		
Small fullka up to sustainability standard	0	3	20	37	48	4.20	0.84
	0.0%	2.8%	18.5%	34.3%	44.4%		
Snorkeling equipment up to sustainability standard	0	3	19	34	52	4.25	0.84
	0.0%	2.8%	17.6%	31.5%	48.1%		
Coaches use materials up to sustainability	0	3	26	25	54	4.20	0.90
	0.0%	2.8%	24.1%	23.1%	50.0%		
Mean of transportation standard						4.21	

As shown in Table (5), In first element " Snorkelling equipment up to sustainability standard ", the mean is 4.25, suggesting highly agreeing response, and in the second element " Boats up to sustainability standard ", the mean is 4.24, suggesting highly agreeing response, and in the third element " Small fullka up to sustainability standard ", the mean is 4.20, suggesting agreeing response, and in the fourth element " Coaches use materials up to sustainability ", the mean is 4.20, suggesting agreeing response, and in the fifth element " Buses and drivers up to the sustainability standard ", the mean is 4.15, suggesting agreeing response; the Std. Deviation is 0.84, 0.87, 0.84, 0.90, and 0.95 respectively suggesting dispersion answers. The mean of elements is 4.21, suggesting universally agreeing response. The relationship between tourism branding and sustainability is crucial. A well-developed tourism brand can contribute to the sustainability of a destination by attracting high-quality tourists who are more likely to respect the local environment and culture. Furthermore, a strong brand can enhance a destination's reputation for sustainability, encouraging responsible behaviour among visitors and supporting local conservation efforts.

Fourth Part: supplier services:

Table (6) respondents' answers regarding supplier services

supplier services	1	2	3	4	5	Mean	Std. Deviation
	highly disagree	disagree	neutral	agree	universally agree		
We can say mahmya Location can be brand product	0	0	24	17	67	4.39	0.83
	0.0%	0.0%	22.2%	15.7%	62.0%		
Services of mahmya up to the brand image	0	0	17	29	62	4.41	0.75
	0.0%	0.0%	15.7%	26.9%	57.4%		
Mahmya beach up to sustainability standard	0	2	23	27	56	4.26	0.86
	0.0%	1.9%	21.3%	25.0%	51.9%		
Mahmya beach use tools up to sustainability standard	0	2	16	30	60	4.37	0.80
	0.0%	1.9%	14.8%	27.8%	.6%		
Prices of the mahmya matching with brand image	0	2	25	24	57	4.25	0.87
	0.0%	1.9%	23.1%	22.2%	52.8%		
Mahmya trip can be repeated based on brand excursion	0	1	21	23	63	4.37	0.82
	0.0%	0.9%	19.4%	21.3%	58.3%		
Mean of supplier services						4.35	

As shown in Table (6), In first element " Services of mahmya up to the brand image ", the mean is 4.41, suggesting highly agreeing response, and in the second element " We can say mahmya locate can be brand product ", the mean is 4.39, suggesting highly agreeing response, and in the third element " Mahmya trip can be repeated based on brand excursion ", the mean is 4.37, suggesting highly agreeing response, and in the fourth element " Mahmya beach use tools up to sustainability standard ", the mean is 4.37, suggesting highly agreeing response, and in the fifth element " Mahmya beach up to sustainability standard ", the mean is 4.26, suggesting highly agreeing response, and in the sixth element " Prices of the mahmya matching with brand image ", the mean is 4.25, suggesting highly agreeing response; the Std. Deviation is 0.75, 0.83, 0.80, 0.82, 0.86, and 0.87 respectively suggesting dispersion answers.

The mean of elements is 4.35, suggesting universally agreeing response. Tourism branding refers to the process of creating and promoting a unique identity, image, and reputation for a tourist destination or a tourism product. It involves strategically positioning the destination or product in the minds of potential tourists, highlighting its distinctive features, and communicating its value proposition. Effective branding can help differentiate a destination or product from its competitors, attract target markets, and drive visitor demand

4.4 Hypotheses tests:

Table (7): Multiple Linear Regressions model for dependent and independent variables

Variables	Model	B	Std. Error
Dependent Variable	brand island	*0.109	0.675
Independent Variables	human resource	0.117	0.160
	sustainability standard	0.062	0.197
	transportation standard	0.170	0.162
	supplier services	1.199	0.155
Statistical Values	F Value	17.637	
	Sig.	0.000	
	R	0.638	
	R²	0.407	
	Std. Error of the Estimate	0.649	

*Constant

The multiple linear regressions between independent variables and dependent variable were as follows: $Y = 0.109 + 0.117x_1 + 0.062x_2 + 0.170x_3 + 1.199x_4$.

Where the Y = human resource, x1 = Meaning, x2 = sustainability standard, x3 = transportation standard, x4 = supplier services. The results of the multiple linear regressions model showed a strong correlation between independent variables and dependent variable (brand island), where the R value is (0.638), which indicates the strength of the independent variables effect on the dependent variable. There R2 value for independent variables is (0.407), indicating that these variables explain 40.7% changes in brand island. The F value in the regressions model is (17.637), and (sig. = 0.000 < 0.01), indicating that significant effect between independent variables and dependent variable (brand island). The findings reveal that the use of new concepts such branding subject has a positive effect on the perception of brand personality and that brand personality, likewise, has a positive effect on customer brand engagement.

Study agreed with (Rather, and Jaziri 2021), branding values help to strengthen our understanding of the connection between how people identify with a travel destination, become attached to it, advocate for it, and stay loyal to it. Until now, these connections have mostly been theoretical, Employers' brands can be managed effectively in the hospitality and tourism field by allowing employees to be creative and innovative at work (Styvén, M.E., et.al, 2022) , and that what the study also is refer to ,Here study support what comes from (PUNCHIHEWA, 2021) that A trademark not only helps customers tell apart the products or services of one company from those of its rivals in the tourism industry, but it also boosts a business's visibility and messaging clarity to gain an edge over competitors, here also the

study agreed with above result from The Study agreed with area (Ruiz-Real, et.al, 2020) that Branding improves how a place is seen, and how a place is seen plays a big role in why tourists pick it. That's why the idea of branding places has become well-liked in tourism marketing. Destination branding is now seen as a strong tool for building up and advertising tourist spots, making it one of the most recent and key research topics in this As per study and approved same results with (Peco-Torres, et.al 2021) that Destination branding explains consumer behavior is customer brand engagement which lines up with the degree of motivation, involvement and commitment of the client during brand interaction and Giving rise to certain cognitive, emotional and behavioural attitudes toward the brand Understanding place branding is crucial for the future development of place branding. For example, the insights gained from place branding efforts can inspire governments to enhance their branding strategies for different locations (Lu, H., et.al 2022)

5. Discussion and Recommendations

After results and all above study should send some recommendation for different authorities as the tourism destinations are overlapping with different authorities such the supplier its self mahmya, travel agents, ETTA & snorkelling chamber and tourism ministry.

- **Mahmya supplier**

Mahmya beach supplier as sea supplier should lead this trend in the region of red sea and thus be able to attract a segment of wealthier tourists from all over the world and be ideal model for the other suppliers in red sea area. Mahmya Island should Conserve and sustain use the red sea and its marine resources for sustainable development Coastal and maritime tourism, tourism's biggest segments which rely on healthy marine ecosystems , Also should keep using the all sustainability element such transportation, power using in the place, food, employee .

- **Travel agents**

Therefore, marketers should adopt an integrated approach with regard to the management of different sea trips (excursions) supplier's brands belonging to the same red sea destination. A successful, sea trip (excursions) brand tourism should identify how to : Welcome, involve and satisfy Visitors , Achieve a profitable and prosperous Industry , Engage and benefit host Community , Protect and enhance the local Environment Should provide a decent work, productive work for women and men in conditions of freedom, equity, security and human dignity". In general, work is considered as decent when: it pays a fair income, it guarantees a secure form of employment and safe working conditions, it ensures equal opportunities and treatment for all, it includes social protection for the workers and their families, it offers prospects for personal development and encourages social integration, workers are free to express their concerns and to organize

- **ETTA & Diving & Snorkeling Chamber**

Those authorities are in charge should follow all health and safety and capacities regarding the operation of all sea excursion supplier , should make a half or quarter check for all staff who working in the islands not only mahmya island that they have all necessary paper and up to the quality standard .

- **Ministry of tourism**

Ministry of tourism should adopt the new topic such branding, luxury branding or brand personality of all island what the Egyptian destination owned and use all such great abilities to promote the red sea destination with modern and new way instead of the classic ways, which used long ages ago, and appear the quality of the destination. Increase community participation: Involving communities in sustainable urban development can increase

community participation and make them feel they own their city. This can help increase the sense of responsibility and concern of the community toward the city

5.1 Conclusion:

The branding of tourism on an island creates an identity for the island, crucial for shaping the image of Mahmya Beach in the tourism industry. Identity is a key factor in establishing a brand, essentially constructing a sense of place. Ultimately, the aim is to ensure the city maintains a positive reputation as desired by stakeholders. Moreover, the tourism reputation of the island is anticipated to benefit Mahmya Beach positively, encompassing both economic and non-economic dimensions, and to be model of the red sea promotion, and To effectively differentiate a tourism brand, it is vital to analyze the demographics, preferences, and travel motivations of the target audience. Knowing whether the audience consists of adventure seekers or relaxation-focused travelers allows the brand to tailor its messaging and offerings accordingly. This targeted approach not only helps attract new customers but also enables brands to command premium pricing for unique experiences

6.1 Future Trends in Tourism Branding

- **The Impact of Digital Transformation**

The COVID-19 pandemic has accelerated the digitization of consumer behavior, with a significant leap toward digital adoption observed in a matter of months. This shift necessitates that tourism brands adopt innovative strategies to connect with consumers effectively, particularly through direct-to-consumer (D2C) e-commerce channels. Understanding tourist interactions and leveraging smart tourism methodologies will be critical for brand managers aiming to engage audiences in real-time.

- **Emphasis on Digital Storytelling**

Digital storytelling is emerging as a vital component of tourism branding, with immersive websites and interactive ads creating participatory experiences for audiences. This approach allows consumers to become co-creators of the brand narrative, fostering deeper emotional connections and enhancing brand loyalty. As digital platforms continue to evolve, tourism brands will need to utilize social media effectively to share captivating content and engage with a broader audience.

- **Innovation in Marketing Strategies**

Tourism brands must also focus on innovation in their marketing strategies to attract consumers who prioritize novel experiences. This can involve integrating cutting-edge technologies, such as virtual reality and video content, to create immersive promotional materials that resonate with potential visitors. Additionally, maintaining a balance between traditional media and digital strategies will ensure that brands reach diverse audiences and cater to varying preferences.

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