

## Exploring Baby Moon Tourism in Egypt

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### Abstract

This study introduces the emerging trend of baby moon tourism in Egypt, exploring the preferences, experiences, and perceptions of expecting parents. Utilizing a structured survey methodology, the research gathered data from 106 individuals, focusing on various aspects of their baby moon experiences including accommodation choices, activities participated in, and their inclination to recommend such vacations. The study reveals a significant preference for domestic travel, highlighting a trend towards wellness and relaxation in comfortable settings like hotels and resorts. Additionally, the high rate of recommendation among participants indicates a positive perception of baby moon tourism in Egypt. The findings suggest that this niche tourism segment is gaining traction, influenced by factors such as wellness, cultural heritage, and sustainability. The study contributes

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valuable insights to the tourism industry, particularly in understanding the preferences and motivations of expecting parents in the context of leisure travel.

**Keywords:** Babymoon Tourism, Expecting Parents, Wellness Travel, Egypt, Leisure and Relaxation

## Introduction

The burgeoning trend of baby moon travel, where expectant parents embark on a vacation before the arrival of their child, has seen a notable rise in popularity globally. In recent years, Egypt has emerged as a favored destination for these specialized trips, offering a unique amalgamation of cultural richness, historical grandeur, and serene landscapes. This introduction delves into the various facets of baby moon travel trends within Egyptian destinations, exploring the reasons behind its popularity and its implications for the tourism industry in Egypt.

While the prospects are promising, the baby moon travel trend in Egypt also faces challenges. Issues such as political stability, economic conditions, and environmental sustainability, as highlighted by Gabasiane, Amagolo & Chiguvi, Douglas (2023) in their analysis of tourism sector challenges, are pertinent to Egypt as well. Moreover, the impact of climate change on tourism destinations, as explored by Rabia, Mona (2023), poses additional challenges.

### *The emergence of babymoon tourism*

The term "babymoon," initially introduced by social anthropologist Kitinger in 1996, was initially conceptualized as a way to enhance the role and identity of fathers in the prenatal phase, as noted by Gabor and Olter in 2019. Since its inception, babymoon tourism has evolved into a significant trend in the travel industry, rapidly growing in popularity and becoming a sort of rite of passage for many expectant parents. This

trend reflects a broader cultural shift towards prioritizing wellness, relaxation, and bonding in anticipation of a new family member.

The travel industry has astutely capitalized on this growing demand by offering upscale vacation packages specifically tailored to the needs of expecting parents. These packages often include destinations like seaside resorts, wellness hotels, and tranquil mountain regions, which have become particularly popular for babymoos. The allure of these destinations lies in their ability to provide a serene and nurturing environment, where couples can enjoy activities such as massage treatments, luxury lodging, romantic dinners, prenatal care therapies, and prenatal training classes. This focus on well-being and relaxation aligns with the rising consumer interest in wellness travel, a trend highlighted by Verrastro in 2012.

Vespestad in 2023 noted the broader implications of baby moon tourism. It is not just a leisure activity but a new form of niche tourism that allows expecting parents, and in some cases, grandparents-to-be, to relax, rejuvenate, and reconnect as a couple before the arrival of their new baby or grandchild. This unique phase of life presents an opportunity for the travel industry to cater to specific needs and preferences, offering experiences that are both emotionally and physically enriching.

### *Definition of babymoon tourism*

The concept of a "babymoon," as defined by the Oxford Dictionary in 2020, encapsulates a significant cultural shift in the attitudes towards impending parenthood. It is described as a leisurely, often romantic journey embarked upon by soon-to-be parents. This period is recognized as a crucial time for the family's initial bonding and establishment. In recent years, this phenomenon has not only gained popularity but has also become a prominent trend in travel, as highlighted by sources like the Babymoon Guide. The essence of a babymoon lies in its role as a gateway to relaxation and romantic interlude, offering a serene prelude to the arrival of a newborn. This final holiday, as articulated by Turkuman in 2023, is the last opportunity for a pregnant individual or a couple to cherish their moments together exclusively before their lives are transformed by the addition of a new family member, a sentiment echoed by McKersie in 2013.

Delving deeper into the subject, McKersie's perspective in 2013 categorizes babymoos within the broader context of reproductive tourism. This includes various facets such as hotel baby programs, fertility travel, and other vacation models geared towards procreation tourism, a concept explored by Voigt and Laing in 2010. Babymoon tourism is multifaceted, intertwining cultural nuances with the pursuit of emotional well-being. It also intersects with medical tourism and niche tourism interests, as detailed by Pharino and Pearce in 2020. The

evolution of babymoon tourism highlights a unique co-creation of well-being for expectant mothers. Vespestad in 2023 emphasizes this evolving trend, which offers innovative and inclusive insights into the nature of babymoon tourism.

The term "babymoon" has a specific connotation, particularly in Western countries. It is a special holiday taken during the second trimester, as noted by Turkuman in 2023, a time that is considered safe for both the baby and the expectant mother to travel. This period, sometimes extending into the early third trimester, is identified by Ruoyang in 2016 as the final juncture for couples to solely focus on each other before their lives are irreversibly altered by parenthood. This underscores the significance of the babymoon as more than just a vacation; it is a cherished interlude, a celebration of the couple's relationship before they embark on the journey of parenthood.

### *Importance of babymoon tourism*

Babymoon tourism has emerged as a significant trend in the travel industry, offering a unique blend of relaxation and preparation for expectant parents. This specialized form of tourism addresses various aspects of a couple's journey into parenthood, each of which holds substantial importance.

Firstly, the emotional well-being of expectant mothers is a primary focus of babymoon tourism, as highlighted by Gabor and Oltean in 2019. This type of holiday is often marketed under the umbrella of health tourism, emphasizing relaxation and mental health. The stress-

relief and emotional nurturing provided during this period are not just beneficial but essential for parents-to-be, making it more than just a leisurely getaway.

In addition to its health benefits, babymoon tourism represents a niche market within the broader context of health tourism, as observed by Vespestad in 2023. This segment adds significant value to the tourism industry by offering distinct and memorable experiences. Although it has already made a notable impact, the potential for growth and development in this niche suggests a bright future for both consumers and service providers.

The concept of co-creating well-being is another integral aspect of babymoon tourism. Gabor and Stancioiu in 2022 emphasized that this form of tourism is a collaborative effort, aimed at promoting wellness for expectant mothers. It's not just about providing services; it's about creating an inclusive and innovative environment that redefines the essence of babymoon tourism. This phase offers a valuable opportunity for couples to relax, rejuvenate, and strengthen their bond before the arrival of their baby.

Moreover, babymoon tourism presents significant opportunities for tourism management and destination marketing, as discussed by Vespestad in 2023. The industry is not just targeting a niche market but is also addressing the unique needs of individuals seeking a special kind of well-being during this unique life stage. Tailored babymoon experiences can thus be a lucrative area for tourism professionals.

The importance of babymoon tourism is further supported by various experts like Stara, Peterson, Reyneri, Anderson, Howland, and Catanese. They highlight its role in providing expectant parents with a chance to enjoy a vacation without the responsibilities of parenthood. It offers a space for mental and physical well-being, relaxation, relationship investment, and planning for postpartum life and parental responsibilities. Additionally, it serves as a mental and physical recharge and a break from the stresses of pregnancy, providing opportunities to explore new places and cultures. These vacations are not just about rest; they are about creating lasting memories and facilitating a deeper connection between partners before their baby's arrival.

### *Concept and Appeal of Baby Moon Travel*

Babymoon travel, a concept that gained momentum in the early 21st century, represents a significant shift in how expectant parents approach the period preceding childbirth. It is a time for relaxation, bonding, and creating memories before the arrival of a new family member. Egypt, with its ancient civilizations, monumental architecture, and picturesque locales, offers a unique backdrop for such experiences. This aligns with the observations of Park, Chang-Hwan & Lee, Hoon (2019), who note a growing trend in customized travel experiences among different demographic groups, including expectant parents.

### *Egypt's Allure for Baby Moon Travelers*

Egypt's appeal as a baby moon destination is multifaceted. It provides a blend of adventure, history, and relaxation, catering to a diverse range of preferences. Sites like the Pyramids of Giza, the temples of Luxor, and the tranquil Red Sea resorts are particularly appealing to those looking for a mix of cultural immersion and leisure. This is consistent with Hassan, Fekri's (2023) findings on the appeal of heritage tourism in Egypt, emphasizing the country's rich cultural and historical offerings.

### *Impact on Egyptian Tourism Sector*

The rise in baby moon travel has significant implications for the Egyptian tourism industry. This niche market opens up new opportunities for tourism providers to offer specialized services and packages. The trend is a reflection of the broader shift towards personalized and experience-based travel noted by komeil, Heba (2021), who explores the marketing strategies in specialized tourism sectors in Egypt.

### *The Role of Sustainable and Wellness Tourism*

Sustainable and wellness tourism also play a crucial role in the context of baby moon travel. The growing consciousness about environmental sustainability and personal wellness among travelers has led to a demand for eco-friendly and health-oriented tourism options. This is in line with Elzek, Yehia & Gaafar, Heba & Abdulsamie, Hamida's (2020)

research, which emphasizes the importance of sustainable tourism investment in Egypt.

### ***Technological Advancements in Tourism***

The adoption of technology in enhancing the tourism experience cannot be overlooked. As Elsayy, Tamer & Eltayeb, Nehal (2023) point out, the integration of big data and other technological innovations in tourism management can significantly enhance the customization and quality of travel experiences, including those for baby moon travelers.

### ***Comparative Analysis with Other Tourism Trends***

It is also essential to consider how baby moon travel in Egypt compares with global tourism trends. Patterson, Ian & Balderas, Adela (2022) discuss the growing interest of baby boomers in spa and wellness tourism, a trend that shares similarities with the baby moon concept in its focus on relaxation and health.

## ***2. Methodology***

This study systematically explores the emerging trend of babymoon tourism in Egypt, focusing on the preferences, experiences, and attitudes of individuals towards such vacations. By conducting a detailed survey analysis, the research aims to provide insights into this niche yet growing area of the tourism industry.

### ***2.1 Research Design and Approach***

The research adopted a quantitative approach, utilizing a structured survey to gather data. This method was chosen for its effectiveness in collecting a large amount of data in a relatively short period, and for its

capacity to provide clear, quantifiable results that can be statistically analyzed.

### *2.2 Sample Selection and Description*

The study sample comprised 106 individuals, selected through a stratified random sampling method. This approach ensured a balanced representation across various demographic segments. The sample was categorized based on age, whether the respondent was pregnant, and household income levels. These demographic variables were chosen as they are believed to significantly influence travel preferences and behaviors in the context of babymoon tourism.

### 3 Result

#### 3.1 Demographics

Table (1) sample according to Demographics

Demographics	Categories	N	%
Age	Under 25	8	7.5
	25-34	52	49.1
	35-44	46	43.4
pregnant	Yes	53	50
	No	53	50
household income	Less than 20,000	43	40.6
	20,000-50,000	53	50
	50,000 or more	10	9.4

#### 3.2 Babymoon Experiences

- **Have you ever taken a babymoon vacation that included an overnight stay away from home?**

The answers of the study sample members were divided into (Yes) 53.8 % and (No) 46.2% of the study sample and this shows that more than half of the study sample took a babymoon vacation that included spending the night away from home

**Table (2) sample according to babymoon vacation**

Categories	N	%
Yes	57	53.8
No	49	46.2
<b>Total</b>	<b>106</b>	<b>100</b>

■ **If yes, how many babymoon vacations have you taken?**

The answers of the study sample members were divided into (one) 47.4 % (two) 28.1 % and (Three or more) 24.6% of the study sample and this explains that nearly half of the members of the study sample took the babymoon time once

**Table (3) sample according to many babymoos' vacations**

Categories	N	%
One	27	47.4
Two	16	28.1
Three or more	14	24.6
<b>Total</b>	<b>57</b>	<b>100</b>

■ **How long was your babymoon vacation?**

The answers of the study sample members were divided into (One-night) 12.3 % (Two to three nights) 42.1 % and (Three or more nights) 45.6% of the study sample and this explains that most of the members

of the study sample (87.7 %) were the period of babymoon, two days more

**Table (4) sample according to long babymoons' vacations**

Categories	N	%
One-night	7	12.3
Two to three nights	24	42.1
Three or more nights	26	45.6
Total	57	100

■ **Did you travel domestically or internationally for your babymoon vacation?**

The answers of the study sample members were divided into (Domestically) 80.7% and (Internationally) 19.3% of the study sample and this explains that most members of the study sample have traveled internally to spend the babymoon vacation

**Table (5) sample according to travel for babymoos' vacations**

Categories	N	%
Domestically	46	80.7
Internationally	11	19.3
Total	57	100

■ **What type of accommodations did you stay in during your babymoon vacation?**

The answers of the study sample members were divided into (Hotel) 52.6 % (Resort) 22.8 % (Vacation rental) 5.3 % (Relatives) 12.3 % and (Bangols) 7% of the study sample and it was found that more than half of the members of the study sample had been held at the hotel during the babymoon holiday

**Table (6) sample according to type of accommodations**

Categories	N	%
Hotel	30	52.6
Resort	13	22.8
Vacation rental	3	5.3
Relatives	7	12.3
Bangols	4	7.0
Total	57	100

■ **Did you participate in any activities or excursions during your babymoon vacation?**

The answers of the study sample members were divided into (Yes) 56.1 % and (No) 43.9% of the study sample and it was found that more than half of the members of the study sample participated in activities and trips during the babymoon holiday and it turns out that there is a medium level of participation in activities and trips during the babymoon holiday where mean is 1.561 and S.D 0.501

**Table (7) sample according to activities or excursions during babymoon vacation**

Categories	N	%
Yes	32	56.1
No	25	43.9
Total	57	100

■ **Would you recommend a babymoon vacation to other expecting parents?**

The answers of the study sample members were divided into (Yes) 98.2 % and (No) 1.8% of the study sample and this explains that most members of the study sample advise other parents who are waiting for their newborn to spend the babymoon vacation and it turns out that there is a high level of recommendation that the parents who are waiting for their newborn spend the honeymoon vacation where mean is 1.983 and S.D 0.132

**Table (8) sample according to recommend a babymoon vacation**

Categories	N	%
Yes	56	98.2
No	1	1.8
<b>Total</b>	<b>57</b>	<b>100</b>

#### 4 Discussion

The concept of babymoon tourism, a niche yet burgeoning segment of the travel industry, focuses on expecting parents seeking leisure and relaxation before the arrival of their newborn. This study, centered on babymoon tourism in Egypt, draws insights from various scholarly works to discuss the trends, preferences, and implications of this emerging phenomenon.

##### *4.1 Babymoon Tourism: An Emerging Trend*

The concept of babymoon tourism, as described by Voigt and Laing (2010), is a modern trend where expecting couples embark on vacations. Vespestad (2023) extends this notion by emphasizing the importance of well-being for traveling mothers, a sentiment echoed in our study's findings where a significant percentage of participants recommended babymoon vacations.

##### *4.2 The Egyptian Context*

In the context of Egypt, Elsayy and Eltayeb (2023) and Elzek, Gaafar, and Abdulsamie (2020) highlight the evolving landscape of the

Egyptian tourism sector, including new niches like babymoon tourism. This is in line with our study, which shows a growing interest in domestic babymoon vacations. Hammad (2019) and Sobaih & Naguib (2022) further illustrate Egypt's rich cultural and historical backdrop, offering unique opportunities for babymoon tourists.

#### ***4.3 Wellness and Babymoon Tourism***

The wellness aspect of babymoon tourism, as explored by Chen, Huang, and Ye (2023) and Stará and Peterson (2017), resonates with our findings. The majority of our respondents preferred stays in hotels and resorts, highlighting a desire for comfort and wellness experiences. Patterson and Balderas (2022) also emphasize the growing interest of baby boomers in wellness tourism, a demographic that overlaps with our study's participants in the 35-44 age range.

#### ***4.4 Sustainable Tourism and Babymoon***

The sustainability dimension, as discussed by Elzek, Gaafar, and Abdulsamie (2020), is particularly relevant to babymoon tourism. Our study indicates a preference for domestic travel, suggesting a potential reduction in the carbon footprint associated with international travel. This aligns with Hassan, Emad El-Din, and Hegazy (2023) who emphasize the importance of optimizing resource allocation in domestic tourism.

#### *4.5 Technology and Tourism*

**The role of technology in tourism, as examined by Elsayw and Eltayeb (2023), is a crucial aspect of modern travel experiences. However, our study did not specifically address technology use in babymoon tourism, indicating a potential area for future research.**

### **5 Conclusion**

This research provides a comprehensive analysis of babymoon tourism trends in Egypt, highlighting the preferences and experiences of expecting parents. The findings reveal a notable inclination towards domestic travel, with a focus on wellness and relaxation in accommodations such as hotels and resorts. The study's results, showing a high recommendation rate for babymoon vacations, reflect the positive perception of this form of tourism among participants.

The implications of these findings are significant for the tourism industry in Egypt. They underscore the importance of catering to the unique needs of expecting parents, offering tailored services that emphasize comfort, wellness, and cultural experiences. Furthermore, the preference for domestic travel signals a potential shift towards more sustainable tourism practices, aligning with global trends in environmental consciousness.

This study opens avenues for further research, particularly in understanding the long-term impacts of babymoon tourism on the tourism sector and its contribution to the overall economy.

Additionally, exploring the integration of technology in enhancing the babymoon experience could provide deeper insights into the evolving dynamics of this niche market.

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