

The impact of media spending management on the tourism revenues in Egypt: Empirical Study

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ABSTRACT

The main aim of this study is to investigate the impact of the content of dramas on the perceived image of tourism in Egypt. As drama has the potential to be a great marketing for tourism in Egypt.

Drama with strong content helps the success of tourism, whether at the local, regional or international level. Revealing in the previous literature, it was found that there are shortcomings in previous studies in the English language on the subject of revitalizing tourism through dramatic promotion in Egypt. Hence, this study comes to fill this gap and contribute to the current tourism literature caused by drama through the use of the standard model for a time series that displays the impact of the use of drama on revitalizing tourism in Egypt, and the results of the study showed that drama positively affects tourism in Egypt.

Keywords: drama series, tourism marketing, destination image, GDP, campaign

1. INTRODUCTION

Tourism experts agreed on the importance of drama in promoting tourist destinations, due to the high percentage of viewers, which contributes to their interaction with tourist places as well as their association in their minds with work events, noting that the volume and intensity of dramatic production in Egypt is a positive factor in promotion, Bolesta, Andrzej (2020).

The Ministry of Tourism and Antiquities also launched the electronic promotional campaign Follow the Sun with the aim of promoting the Egyptian tourist destination for the summer 2022 season and pushing more tourist traffic from a number of countries, most notably: Germany, the United Kingdom, France, Italy and the United States of America, the campaign came in light of the implementation of the media strategy. To promote the tourism of Egypt, which aims to highlight the Egyptian tourist destination and its distinct and diverse tourist and archaeological components and its young and vibrant identity, and as an attractive tourist destination that the visitor wishes to stay for a long time with repeat visits every year.

2. RESEARCH ORGANIZATION:

The paper organized as follows. Section 3 presents the problem statement. Section 4 presents the research objectives. Section 5 shows research hypothesis. Section 6 presents literature reviews. While Section 7 shows data and the empirical approach and regression findings, then section 8 shows concludes and draws the policy implications of our results. The last section shows the references.

3. PRPBLEM STATEMENT:

The campaign slogan appeared in a way that invites tourists to follow the weather constantly, which will make them choose Egypt as

a distinct tourist destination to spend their holidays there and enjoy its warm weather throughout the year and the shining sun, and the beautiful thing is that this campaign was launched electronically on the most used social media platforms in these markets, namely Youtube, Facebook, Tiktok, Snapchat, Adcolony, and the campaign succeeded in reaching more than 26 million users in the tourism markets in which the campaign was launched, as it achieved more than 22 million views on the YouTube social networking site YouTube in those markets, and the campaign also contributed to an increase in online search rates for Travel to Egypt via Google search engine in these markets increased by 102% compared to last year, as the search rate in Germany reached 187%, in France more than 125%, in the United Kingdom it reached 106%, and in Italy it reached 240%, Ford, A., and others (2019).

Egypt is a tourist destination that a tourist can visit throughout the year due to its warm atmosphere, shining sun, and stunning beaches along the coasts of the Red Sea and the Mediterranean Sea, in addition to its wide variety of styles and tourism products, including (beach, recreational, etc.). , environmental, cultural, spiritual) and other tourism products that characterize Egypt, IFC (2019).

This, of course, encourages the reflection of those comparative advantages in the form of dramatic works, and from now on we have to make room for writing inspired by the ancient Egyptian civilization and depicting dramatic works in various archaeological areas, as well as in (the administrative capital, El Alamein, Ain Sukhna and all the charming areas of the North Coast and Sahel Hashish, El-Gouna, Hurghada, Sharm El-Sheikh, St. Catherine, the Great Museum and the pyramids areas), and the manufacture of religious works in line with the greatness of Cairo's archaeological mosques to show the landmarks that an Arab and foreign tourist can visit when he sees the dazzling image and the historical and cognitive background about the treasures of Egypt buried in the heart of

geography inhabited by the beautiful Egyptian beauty that It can attract a tourist to our country, then we will talk about the hundreds of millions who will visit Egypt Gay, Daniel (2021).

However, there are many obstacles that stand in the way of filming in the Egyptian tourist attractions, due to the large number of permits and the diversity of the authorities that issue them, explaining that if there is a foreign producer who wants to film in Egypt, he faces the demands of paying customs on photographic equipment, which raises the production budget while finding Nearby Arab countries have cheaper prices and lower procedures and permits, Sen, Kishti, and Tom Kenny (2020).

Dramatic works, such as films and television series, are considered as a mirror that reflects what is new in the arenas of life and its various fields, ESCAP (2020).

With the aim of building a positive image of the tourist destination, which enhances the climate of confidence among tourists and increases the tourist demand for it, the institutions based on the marketing process use a variety of marketing tools, including the media (visual, audio and read), which aim to provide information, facts and news related to the public with information Tourism objectively and in a language consistent with the target market segments in proportion to the inclinations and desires of the tourist SPTO (2019).

4. RESEARCH OBJECTIVES:

This study aims to confirm the following objectives:

-Clarify the importance of media on the tourism revenues in Egypt: and how the tourism revenues are important resource for the public expenditure.

- Investigate the effect of media spending on n the tourism revenues in Egypt.

5. RESEARCH HYPOTHESIS:

H0: the media spending management don't affect tourism revenues in Egypt.

H1: the media spending management don't affect tourism revenues in Egypt.

6. LETRUTURE REVIEWS

I. The mental image of the tourist destination

The mental image of the tourist destination as a term that is used equitably in various disciplines, and this is correct for this number of metallic cities and connotations. Tourism, it denotes all that the tourist destination contains of tourist and antique elements, (Hahm, 2004), as we renew that without the mental issue, the destination is unknown, and for the justice of the various tourist destinations around the world trying to attract the same tourists, the cities of tourists who choose to reap it, Grihault N (2003) . Traveling on the basis of the presented image, as these are cities through the information provided by the tourism marketing officials, as well as the image formed by them through the various sources of information, which include a number of countries, the previous experience and the presentation of the tourist destination, the number of times and the number of times provided. On the future end of the tourists for Visiting a tourist destination or nominating it to one of their friends (Banyai, 2009).

Hunt and Gartner (1987:17) defined it as the impressions that individuals have about the different tourist destinations, While Chon (8: 1992) went on to define the mental image as the result of the process of interaction between beliefs and ideas, and the feelings and impressions of individuals that an individual contemplates about the tourist destination.

It is the result of the process of interaction between the beliefs, ideas, feelings and impressions of the individuals that the individual has about the goal, as Richardson and Kim (2003) clarified (in which they are a set of accumulated beliefs, thoughts, impressions and feelings that were formed during a period of time about a number of specific places, and a number of them). Choi et al. (2007) and Kotler and Gartner (2004) Beliefs, perceptions, and impressions of individuals towards a particular place. The image provides simplified information. There are a large number of institutions and sites related to the intent. This leads to the inclusion of the contract's arguments in a critique of basic information from a huge amount of information. About the tourist destination.

The process of creating a mental image consists of seven stages, as mentioned by Mustafa in 2008, and they are as follows:

1. Forming impressions and perceptions in the minds of tourists about the tourist destination.
٢. Correct perceptions according to what the tourist obtains of new information.
٣. Deciding to travel to the tourist destination.
4. Travel to the tourist destination.
5. Personal experience
6. Modifying the previous image of the destination as a result of personal experience.
7. Return to the country of origin.

II. The effect of the mental image on the decision of the tourist

Those in charge of marketing are interested in tourist destinations interested in the mental image, because it is linked to the decision-making

process of customers, and thus increase the percentage of purchase of the tourist product and the tourist services provided, Machlouzarides, H. (2010).

Analyzing target markets and thus optimizing subsequent promotional campaigns. In most cases, potential visitors know nothing about the tourist destination before they decide to visit it or make the decision to travel to it. Thus, the marketing component and the pricing component have a vital role in decision-making when it comes to the mental image of a tourist destination (2010. Molina et al.)

According to Granter and Tasky (2007) the ultimate goal of any party is to influence the decisions and choice of tourists, and this is how they pass through marketing and thus convince them to choose the destination they want.

The mental image is a very important factor in the decision-making of the tourist, and therefore there is a clear correlation between the mental image and readiness for the visit. It is known that tourism products are intangible and potential customers do not have any information about the tourist destination or have limited information, hence the image plays to encourage the tourist and influence the purchase decision, Samson, (2010).

Tsai and Chen (2007) pointed out that by understanding the behavior and intentions of tourists, destination marketing officials can determine the best way to build an attractive mental image and make the most of all available resources, and take advantage of them, to improve the mental image. It is an essential part of the tourism product or brand, and all marketing activities of the tourist destination to attract the largest number of visitors by influencing the decision to travel (Prebensen, 2007).

Tateno, Yusuke, and Andrzej Bolesta (2020). knows that the mental image affects the behavior and choices of a particular tourist destination, and the mental image may negatively affect the tourist destination.

III. Drama series as a tool for tourism promotion

The current era is witnessing advances in techniques, capabilities and media outlets, both in terms of effectiveness or ease of use, which affects the recipient or the user according to each method used. Access to all groups and ages in society, UNWTO and China Tourism Academy (CTA) (2019).

Based on the reality of international tourism and the increasing tourism growth, it was necessary to rationalize management and more efficient coordination of resources to form the tourism product, and because of the overlap of many service sectors with the tourism sector, the increase in tourism movement benefits many sectors and the national economy as a whole (Machlouzarides, 2010).

Drama is a word derived from the ancient Greek verb *spaua*, meaning to work ("Draw"), and when the word was translated into Arabic, it was transmitted as a word rather than as a meaning. Drama in Greek means a genre that contains several elements and conditions. And its origin in foreign custom is that it is a dialogue play by a person in front of the audience. Then it appeared as a theatrical art for Christian rituals, and after that it became an expression of theater, comedy and tragedies literature (Darwish, 2005).

Hudson and Ritchie (2006), Dore and Crouch (2003), indicate that the goal of drama, whether series or movies, is not to attract tourists to a specific tourist destination, but rather to influence the viewer indirectly, and that is by providing essential information about the destination. Al-Sahi for the purpose of creating a mental image in a short time, and as a result, the drama is an effective marketing tool for tourist destinations, especially those that lack advertising campaigns, especially in times of economic stagnation.

IV. Television–Induced Tourism

Sen, Kishti, and Tom Kenny (2020), indicated that the most important function of television is entertainment, relaxation, and relieving the burdens of life.

This is the reality for the media in general, and films and drama series in particular, and films and series in particular, are primarily concerned with entertainment, and the public is influenced by moving images and interacts with them.

Thus, it has an impact on the convictions and behavior of individuals, and television drama is one of the most popular media because it attracts a large number of viewers, young and old.

On a large scale, the use of soap operas and films in tourism promotion has both positive and negative effects. When soap operas are used in tourism marketing, this results in a new type of tourists called TV tourists Tateno, Yusuke, and Andrzej Bolesta (2020), as well as criminal and terrorist scenes, and the display of illegal infrastructure. Equipped with a negative impact on tourism promotion Gay, Daniel (2021).

V. Film –Induced Tourism

Tourism resulting from films, as explained by Lee, S., & Bai, B. (2016), is called cinematography, in which the tourist comes to visit the tourist destination or tourist site because he saw it in a movie in cinemas. It is one of the attractive factors that affect the choices of tourists.

Kiráová, A., & Pavlíeka, A. (2016), added that this type of tourism affects the number of incoming tourists and the number of local residents in terms of economic and social status.

There are many definitions of tourism resulting from the film, as Matos, N., Mendes, J., & Pinto, P. (2015). defined it as the good experience added to a specific location or place and presented through television,

resulting in the tourist experiencing the travel to the place of filming, it is necessary from coordinating with production companies before, during and after the release of the film until it is fully exploited to serve the marketing objectives of the state, although it is recognized that films are not produced for tourism promotion, but it can be agreed that it has an important and tangible role in attracting the attention of viewers and influencing Their tourist decisions are to visit a particular country, Bruns, C., & Himmler, O. (2016).

7. RESEARCH METHODOLOGY

This study applied time series data technique, with the period of 1995 to 2021 for Egypt. The maximum number of data series are selected, which depends on the availability of data. The variables had been choose according to literature review and framework. Accurate data used are very important to make sure the analysis of data is significant to the objective of the study. Basically, this research takes the variables that may affects the tourism revenue as a variable reflects the destination image of Egyptian tourism. Thus, the source and definition of each variable summarized in Table.1.

(1)

Table1. Variables definition and source

Variable	Description	Sources
<i>TorExp</i>	Tourism Expenditure	World bank data
<i>INF</i>	Inflation rate	World bank data
<i>POL</i>	Political Stability	World bank data
<i>TorRev</i>	Tourism Revenue	World bank data

Preliminary analysis

First of all, we shall check the behaviour and quality of each variable, this test is helpful to identify information, history, and trends

in the data. Thus, we apply this test to screen the data, i.e., descriptive statistics, normality, and the interrelationships among the variables. The next table describe the features of the data, viability, and outliers using mean, median, and standard deviation.

Table 2 presents the preliminary results of the variables, showing that the average range of measurement for these variables is from 9.100 for inflation rate to 22.61 for tourism revenue. Furthermore, tourism expenditure maximum value is 22.19, while the minimum value is 20.91.

Table2. Summary of descriptive statistics

Variables	<i>LTreve</i>	<i>LTrExp</i>	<i>LINF</i>	<i>Political</i>
Mean	22.61688	21.50534	9.100254	19.40212
Median	22.65435	21.66912	9.152800	16.88040
Maximum	23.38044	22.19367	29.50661	47.61905
Minimum	21.80236	20.91057	2.269757	6.635071
Std. Dev.	0.503093	0.418183	5.902024	11.60352
Skewness	-0.084244	-0.147798	1.577957	0.776703
Kurtosis	1.679563	1.538653	6.357842	2.783169
J-B stat.	1.993434	2.500775	23.88926	2.767596

From the results of the data it is clear that the standard deviation range is between 0.4 and 11. It is also clear that all the variables slope slightly to the left, the 27 observations have a hyperboloid distribution less than the normal distribution. Accordingly, the JB test accepts the null hypothesis for the variables. The results of the analysis also indicate a significant correlation between the variables, which means that there is a good positive correlation between the variables. (See Table 3). From the above we conclude, all parameters are ready for analysis in order to achieve the objectives of this study.

The correlation matrix is always used to estimate relationships between variables. This test determines the highest and lowest level of correlation between the variables. The following table shows the correlation matrix for the model variables.

Table 3. Correlation matrix

<i>Correlation Probability</i>	<i>LTOUREV</i>	<i>LTOUEXP</i>	<i>INFLATION</i>	<i>POLITICAL</i>
<i>LTOUREV</i>	1.000000 -----			
<i>LTOUEXP</i>	0.663356 0.0002	1.000000 -----		
<i>INFLATION</i>	0.355818 0.0685	0.470860 0.0132	1.000000 -----	
<i>POLITICAL</i>	-0.410179 0.0336	-0.570008 0.0019	-0.270131 0.1730	1.000000 -----

Source: Prepared by the researcher using E. Views program

The results of the analysis indicate a significant correlation between the variables, which means that there is a good positive correlation between the variables.

The unit root test

Begin with the examining the stationarity properties of the variables at hand, should apply Augmented dickey-fuller (ADF), to test integration order of the variables (table 4 details the results of unit root tests). The result showed that, all variables are non-stationary at level, thus contain a problems of unit root. After first difference, stationary is found for all variables. Thus, showing that all series are integrated at I (1).

According to this paper the data categorized as “first generation” thus the most common tests of the first generation unit root tests traditional augmented Dickey-Fuller (ADF) unit root test. The test assumes that

the variables are independent of each other. They build on a time series extension of the univariate ADF regression as follows:

$$(2)$$

Where y_t is the variable at time t and ϵ_t is the error term of the model. The test considers the null hypothesis, $H_0: \rho = 1$, against the alternative hypothesis, $H_1: \rho < 1$.

The below results indicate that the null hypothesis I (0) is rejected for these six tests. Moreover, those results confirm that all variables are reliable to be applied to the long-term dynamic relationship.

Table 4. Results of unit root test

Variables	ADF- test	
	<i>level</i>	<i>Difference</i>
<i>LTRevenue</i>	-2.5111T	-6.645***T
<i>LTexpenses</i>	-1.3658C	-5.602***N
<i>Inflation</i>	-2.8774C	-5.949***C
<i>Political</i>	-1.8636C	-5.230***C

A simple solution to the problem of stability is to use the first difference technique. Although the pure first difference method is acceptable from a statistical point of view as a treatment for I(1), this method will not be foolproof in the long run as these differences will disappear between the mean values of the variable. The logarithm of tourism expenditure and tourism revenue was taken due to the large size of the observations. The unit root test here confirms that all variables are unstable in levels in all tests at 5% and 1% significant levels, while all variables are stable at first difference.

The cointegration tests

Before estimating a long-run model, it must be ensured that there is co-integration between the variables. To test the integration, we use

Johansen-Fisher. It is clear from the results of the co-integration tests shown in Table 7. It is clear that both tests (the trace and the maximum eigenvalue test) failed to reject the null hypothesis, which means that there is a co-integration between the variables.

Table 7: Results cointegration test

Hypothesized	Trace test	Prob.	z-statistic	Prob.
<i>LTOUREV</i>	-3.678121	0.2022	-18.01194	0.1941
<i>LTOUEXP</i>	-3.619955	0.2193	-17.83154	0.2022
<i>INFLATION</i>	-4.249974	0.0833	-20.20583	0.1127
<i>POLITICALS</i>	-2.514696	0.6836	-10.30042	0.6954

From the results reported in the Table 7, so reject the null hypothesis of no cointegration at 10 % and 1% significance levels thus, emphases that the variables exhibit long-run associations.

Long run cointegration:

The fully modified and dynamic methods are proposed by Pedroni (2001, 2004) and Kao and Chiang (2000) respectively. The FMOLS is a non-parametric method where DOLS is a parametric method, the first one corrects autocorrelation and heteroscedasticity by eliminating the correlation between the explanatory variables and the random term, while the second test eliminate the correlation between the explained variables and the error terms by adding the lag terms of the explanatory variables.

The long-term relationship indicates that there is a statistically significant positive impact of tourism expenses and political stability on the tourism revenue in the three models' results, while both GDP and inflation have insignificant impact on tourism revenue.

Variable	<i>POLS</i>	<i>FMOLS</i>	<i>DOLS</i>
Γ Texp	0.7340***	0.925***	0.7340**
	0.0071	0.0028	0.0223
<i>Inf</i>	-0.004	-0.002	-0.004**
	0.7546	0.8861	0.795
<i>politicalsta</i>	-0.0020	0.0006	-0.002*
	0.8046	0.9440	0.837

Table 8: Regression test

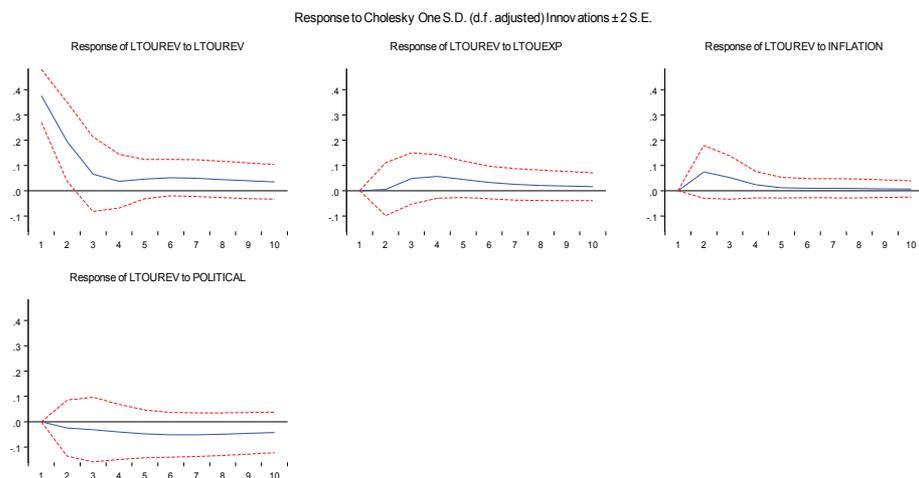


Figure (3) shows the impact of the independent variables shocks on the tourism revenue in Egypt.

The last figure, reflects the response of tourism revenue to the change independent variables. The graphs show that tourism revenue respond positively to the shock in the independent variables except political stability.

MODEL CONCLUSION

1. There is significant positive effect of tourism expense on tourism revenue in Egypt.
2. There is an insignificant effect of inflation on tourism revenue in Egypt.
3. There is an insignificant effect of political stability on tourism revenue in Egypt.

8. RESULTS AND RECOMMENDATIONS

This paper investigates the impact of drama series on the destination image of Egyptian tourism, the results are:

The tourism expenditure variable was taken as represented of the volume of tourism marketing based on drama, and it was confirmed through the application of the two regression model, the positive moral relationship between the volume of tourism spending and tourism revenue in Egypt, which confirms the validity of the null hypothesis.

It was also found from the application of the statistical model that political stability in Egypt has no significant effect on the volume of tourism revenues in the short term.

According to the results the study recommended the following:

1. The Ministry of Tourism should manage the mental image of Egypt and develop specific strategies and policies to follow up in order to obtain a positive and effective image.
2. Coordination between the Ministry of Culture, the Ministry of Information and the Ministry of Antiquities in order to highlight the tourism components and give a positive image of the Egyptian tourist destination through dramas.
3. Assisting production companies by providing them with all information about tourist and historical sites.
4. Improving the quality of film production in accordance with international specifications and standards, and the participation of television in the tourism marketing process.

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أثر إدارة الإنفاق الإعلامي على إيرادات السياحة في مصر دراسة قياسية

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الملخص:

تبحث الدراسة في تأثير محتوى الأعمال الدرامية على الصورة المتوقعة للسياحة في مصر. حيث إن الدراما لديها القدرة على أن تكون تسويقاً رائعاً للسياحة في مصر. الدراما ذات المحتوى القوي تساعد على نجاح السياحة، سواء على المستوى المحلي أو الإقليمي أو الدولي. وتُعاني الأدبيات السابقة من أوجه قصور في البحوث باللغة الإنجليزية حول موضوع تنشيط السياحة من خلال الترويج الدرامي في مصر. ومن هنا تأتي هذه الدراسة لسد هذه الفجوة، والمساهمة في الأدبيات الحالية فيما يخص الترويج السياحي باستخدام الدراما، وأثر ذلك على الإيرادات السياحية من خلال استخدام النموذج القياسي لسلاسل زمنية تعرض تأثير استخدام الدراما على تنشيط السياحة في مصر ونتائجها. وأظهرت الدراسة أن إدارة الإنفاق السياحي للدراما تؤثر إيجابياً على إيرادات السياحة في مصر.

