Abstract

The thesis consists of the follows:

the background of the study, significance of the research, research focus, aim and objectives, study hypotheses, methodology, and thesis outline.

**The first chapter:** The concepts of environment and tourism and the relation between tourism and environment. And eco-tourism’s concept, principles, factors which helped in growing this new pattern and eco-tourist profile. Beside the desert’s concept, difference between desert and desertification, fauna & flora in desert.

**Second chapter:** The tourist attractions in siwa oasis, its historical, economic, social and cultural importance. And the natural and cultural attractions in the oasis and the tourist service and the features of tourism demands in it.

**Third Chapter:** The tourist promotion, concept, objectives which shows the differences between promotion and communication, and the factors that affect selecting / determining the promotional mix. Also the promotional mix (advertising, personal selling, sales promotion, P.R and publicity and direct marketing) and shows the role of these promotional tools in promoting eco-tourism.

**Fourth chapter:** The analysis and the results of the field study which ends by the conclusion and recommendations.