



Fayoum University
Faculty of Tourism & Hotels

جامعة الفيوم
كلية السياحة والفنادق



الملخص باللغة الانجليزية:

The Role of Tourism and Archaeological Events in Improving The Image of Egypt as a Tourist Destination, Applying to The Procession of The Transferring The Royal Mummies to The Museum of Civilization.

الملخص باللغة الإنجليزية:

The research aims to define the role of tourism events and activities in promoting and marketing tourist destinations, explaining the tourist events and occasions in shaping the image of the tourist destinations, defining the objectives of the activities of the royal mummies transfer ceremony. Study the effects of these events in changing the image of the Egyptian tourist destination among its visitors. Celebrations, events and festivals can be used as a strategy of marketing Egypt as an important destination in the future. The research relied on the descriptive approach of the study variables and the quantitative approach to achieve the objectives of the study and test its hypotheses, as well as the historical approach to defining the royal mummies. And then using the SPSS program to analyze the study data.