

“The Role of Marketing Research in Developing the Performance of Tourism Business Sector in Egypt”.

Abstract

The competition between the tourist destinations has become a firm issue, particularly among such countries whose economic system depends largely on tourism and travelling. Consequently, such countries do their travelling. However, companies could not compete efficiently or efforts to get a larger portion of the tourism market as well as universal actively unless they have well-developed marketing systems. In spite of the significance of the marketing systems, most of the Egyptian companies and industrial fields that work at the local and international market are unwilling to develop their marketing systems and adopt a new modern conception of marketing that would be reflected on the level of their performance.

The significance of marketing researches was historically emerged due to the industrial revolution in Europe and United States of America. It started with a technical revolution followed by an administrative one. Then, there were a kind of specialization and work division, huge production, and centralization of industries and markets as well. Additionally, monopoly was replaced by competition, turning markets from being sellers' markets into being purchasers' ones. Therefore, the modern concept of marketing is mainly based on various bases; its most significant is being directed with the customer instead of the product or purchases.

The problem of the present study is represented in the non-availability of well-specialized administrations in the marketing researches at the official tourism authorities as well as the private sector. Additionally, such official tourism authorities and the private sector did not pay attention for operating the policies of marketing researches and dividing the market into sectors.

The present study is geared towards the following:

1. Identifying the marketing researches and the market division into sectors at the different fields generally and the tourism field as well.
2. Determining the stages of the marketing researches.
3. Deciding the significance of the marketing researches as well as dividing the market into sectors and their role in formulating the marketing strategies inside the tourism business organizations.
4. Analyzing the extent to which the public and private tourism business sectors; the governmental sector: the Egyptian tourism authorities, in addition to the private sector: tourism companies, fulfill the strategy of market division into sectors, identifying the requirements and desires of the clients and designing the products matched with them.

The study was based on testifying three main hypotheses as follows:

- 1- The marketing researches and dividing the market into sectors play a vital role in improving the performance of the tourism business sector.
- 2- The public and private tourism business sectors institutions in Egypt don't fulfill market researches effectively at the tourist markets.
- 3- The public and private tourism business sectors institutions in Egypt don't carry out the strategy of dividing the market into sectors in order to identify the requirements and desires of the customers as well as designing the required products.

The study methodology is represented in employing the descriptive and analytical methods; the survey studies method for evaluating to which extent the tourism business sector institutions in Egypt do such market researches and dividing the market into sectors. Then, they could be able to analyze the data gathered in order to abstract the most significant results and making recommendations for facing the defects of the marketing policies at the tourism business sector institutions; as the field of study in Egypt.

The study tools for collecting data are as follows:

1- Questionnaires form that would be distributed to the following: First, **marketing directors inside the Egyptian tour companies like** (A) the study sample or their representatives. (B) **The official authorities:** Tourism Ministry, tourist authority and tourist development authority as well, and (c) **Experts** working at the tourism field in Egypt (a group of the consultants at the tourism ministry and its subsequent authorities, the academic specialists in the tourism activity).

2- Face to face interviews with the following: (A) **A Group of the in charge employees** within the tourism marketing administrations at the Egyptian tourist authorities. (B) **the tourism experts working at the tourism field in Egypt.**

The study is of three chapters .Firstly, the introduction within chapter one in which the Literature of the study has been presented as well. **Secondly,** chapter two that includes the materials and methods of the study. **Thirdly,** chapter three which presents the results and recommendations.

There is a number of results the study has already been concluded. First, the public and private tourism business sectors in Egypt don't fulfill a number of tasks. Firstly, such institutions do market researches effectively at the tourist destinations. Secondly, they carry out the strategy of dividing the market into sectors in order to identify the requirements and desires of the customers as well as designing the required products. Thirdly, the public Egyptian tourism authorities and the private sector do not pay attention for doing the marketing researches and dividing the market into sectors.

There is a variety of recommendations have been presented through the current study. **Firstly,** tourism companies have to pay more attention to the study of the demographic characteristics of the customers as they are considered as the corner stone of doing the marketing researches. **Secondly,** tourism ministry should pay more attention to establishing a specialized department for the marketing researches. **Thirdly,** it would be a must for the governmental and tourism companies to pay attention to operate marketing researches, including interviews

with a sample of the tourists, questioning a sample of the society members without depending merely on the stationary method that uses the data that was previously collected and recording such data. **Fourthly**, it would be necessary for the tourism ministry as well as the tourism companies to consider the requirements desires and motivations of the tourists in designing the products and services. **Fifthly**, offering the data that would help the administration to take the appropriate decisions. **Sixthly**, collecting the data about the tourism market, using the scientific method; the marketing researches. **Seventhly**, it is important to increase the budget assigned for the tourism marketing in Egypt, whether for the public or the private sectors. **Eighthly**, studying the global tourism markets and meeting the needs of the tourists. **Ninthly**, it's significant for the in charge authorities to set the tourism marketing policies, updating the data relevant to the tourism product in order to be willing to continually follow the changes in the desires of the tourists .Consequently, setting the marketing policies and strategies that can support the products that such tourists require so as to increase the number of the tourists who would visit Egypt as well as increase the marketing portion of Egypt. It would also achieve larger revenues and increase the national income of Egypt, gaining more foreign currency. **Tenthly**, it's important for the governmental sector to give more attention for the strategy of dividing the market into sectors, so as to attract the marketing sectors that could achieve more achievements without just depending on the generalized market. **Eleventh**, it's significant to increase the budget assigned for the strategy of the market division into sectors at the official tourism authorities as well as the private sector that is represented in tourism companies, making sure that the earned benefits would be more than the spent costs, supporting the tourist image of Egypt abroad as well as finding solutions to terrorism problems and protecting the tourists against violence works. This consequently requires monitoring the tourist establishments and the different transport means as well.