Faculty of Tourism and Hotels

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The Impact of Tourist Destination Management on Brand Building

A Thesis Submitted in Partial Fulfillment of the Requirements for the PHD Degree in Tourism Studies Department

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2025

Abstract

The growing interest in tourism and the increasing number of tourist destinations have led to a lack of differentiation among them. This has heightened the importance of destination management, which seeks to coordinate the various components of a destination in a way that ensures its economic viability while preserving the factors that underpin its competitive edge. Effective destination management plays a pivotal role in building a strong brand identity that reflects the uniqueness of the destination, enhances its reputation, and improves its ability to attract tourists.

From this perspective, this study highlights the Fayoum Governorate as one of the Egyptian tourist destinations that enjoys a variety of unique attractions. Despite this potential, Fayoum continues to receive insufficient visitor numbers and suffers from weak marketing, promotion, and a lack of a clear brand identity.

Based on the above, and given the significance of destination management and branding, this study raises the following research questions:

(1) Do the concerned authorities manage Fayoum by the tourist destination management approach?

(2) Do the concerned authorities use all elements of the tourist destination management effectively?

(3) Is there a relationship between using the tourist destination management elements and the development of a strong destination brand?

Accordingly, this study aims to:

(1) Identify the key tourist destination elements in Fayoum Governorate.

(2) Clarify how each element is managed (i.e., tourist attractions, facilities and services, human resources, destination image, and pricing).

(3) Define the stages of building a tourist destination brand.

(4) Propose a strategic framework for branding Fayoum as a tourist destination.
(5) Study the impact of destination management on brand development.

To achieve the objectives of the study, five hypotheses have been tested; (1) There is a statistically significant relationship between managing tourist attractions and building the brand, (2) There is a statistically significant relationship between managing facilities and services and building the brand, (3) There is a statistically significant relationship between managing human resources and building the brand, (4) There is a statistically significant relationship between managing the destination's image and building the brand, and (5) There is a statistically significant relationship between managing the pricing of tourism products/services and building the brand.

The methodology of the study relies on a quantitative approach, using a questionnaire as the primary data collection tool. The study targets a stratified sample of visitors (Egyptians, Arabs, and foreigners), in addition to a descriptive sample via in-depth interviews with key stakeholders and officials in the tourism sector in Fayoum. This approach was used to assess the current state of destination management application and their role in building a competitive brand for Fayoum. The collected data were then analyzed to derive key findings.

The researcher relies on two ways to collect the data of this study; secondary resources that include books, scientific researches and relevant theses, and primary resources include the data that was collected through using questionnaire and conducting in-depth interviews.

The structure of the study includes: the first chapter "Introduction of the Study", the second chapter "Review of Literature", the third chapter "Material and Methods", the fourth chapter " Data Analysis and Results discussion ", and the Fifth chapter "Conclusions and Recommendations ".

This study detects that implementing the destination management concept in Fayoum significantly contributes to the development of a distinctive brand identity. Moreover, effective management of the destination's elements

(attractions, services, human resources, image, and pricing) positively influences the creation of a strong brand for the governorate.

Based on these findings, the study presents several recommendations:

Firstly: Recommendations directed to the officials in the governorate and the tourism managers in Fayoum:

1. Following a strategic approach linking the entities concerned with the tourism industry in Fayoum that works to avoid duplication of efforts in order to achieve better management of Fayoum as a tourist destination.

2. Embracing governance approach that focuses on efficiency, return on investment, marketing role, partnership with the private sector, and the involvement of various stakeholders, including the local community, in managing the destination and implementing its plan, plus enabling the combination of relevant skills and capabilities and promoting mutual learning and exchange of experiences.

3. Fostering integration across all levels through effective communication between stakeholders in the public and private tourism sector and stakeholders related to the tourism sector to participate in decision-making related to their specializations, budget, and to determine the tasks to be carried out.

4. Ensuring coordinated and integrated management of all elements that constitute Fayoum as a tourist destination including (attractions, facilities and services, human resources working in the tourism sector, the image of Fayoum as a tourist destination, prices of services and products provided).

5. Involving the government and private sectors, relevant stakeholders in the tourism sector in Fayoum, and the local community of Fayoum in all stages of building the brand to ensure its success and sustainability.

6. Providing sufficient funding and budget support from both government and private sources to Fayoum management in order to establish a distinctive brand and deliver a unique visitor experience.

7. Developing a comprehensive visitor database to better understand tourist needs and preferences.

8. Raising awareness among local communities about the economic benefits of tourism and encourage their participation in tourism development, enhance environmental and handicrafts and industries and appreciate their preservation efforts.

9. Organize affordable tourism programs for locals to enhance awareness and appreciation of local heritage and attractions.

10. Building a strong brand for Fayoum as a tourist destination that highlights its characteristics and what distinguishes it from other destinations, and this can be done by using the steps mentioned previously or using experts in the field of tourism marketing.

11. Creating an attractive slogan such (e.g., "Fayoum: Your Destination for Diversity"), paying attention to visual images or symbols that express Fayoum as waterwheels, and leveraging cultural events (e.g., The Annual Tunis International Ceramics and Handicrafts).

12. Promoting Fayoum brand as a tourist destination through integration among the marketing mix elements , the promotion mix elements and communication strategies to deliver a consistent message to target audiences.

13. Using festivals and local exhibitions, such as the Fayoum International Environmental Film Festival and Tunis Pottery Festival, as tools to develop the Fayoum brand as a tourist destination.

Secondly: Recommendations directed to tourism establishments and enterprises in Fayoum:

1) Preserving the surrounding environment by ensuring that tourist facilities do not spend their waste on Lake Qarun, and by paying attention to the cleanliness of its beaches and protecting them from deterioration.

2) Compliance with construction requirements in tourist areas and

environmental standards set by the relevant authorities.

3) Maintaining security and safety standards for visitors and workers.

4) Commitment to international standards and specifications for the quality of food and services provided.

5) Tourism establishments cooperate with relevant government agencies in the tourism sector and stakeholders in Fayoum in a way that serves the public interest of the tourism sector.

6) Tourist establishments must provide qualified and trained workers to carry out the tasks assigned to them.

7) Periodic and continuous training to develop the performance and skills of its employees.

8) Encouraging and enhancing teamwork within tourism facilities.

Thirdly: Recommendations directed to the local community in Fayoum:

1. The need for the local community of Fayoum to know the importance of tourism to Fayoum, and the economic, social and environmental impacts and benefits that will accrue to them.

2. The need to treat visitors with hospitality and welcome them.

3. The necessity of preserving tourist places, not tampering with them, and protecting them.

4. Maintaining cleanliness in general, and the cleanliness of tourist places in particular.

   In addition, this study presents a proposal plan to manage Fayoum as a tourist destination and build a distinctive brand for it, consisting of four main stages that are explained as follows (Assessing the current status of Fayoum as a tourist destination through SWOT analysis, Strategic Framework, Integrated Implementation Framework, Organizational Framework for Destination Management).

Keywords: Tourist Destination, Elements of Tourist Destination, Tourist Destination Management, Branding, Tourist Destination Brand.