

## Marketing Practices of Tourism and Hospitality Enterprises for Attracting Domestic Tourists in Egypt

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### Abstract

This study aimed to investigate the domestic tourism from the perspective of the managers of tourism and hospitality enterprises in Egypt to explore their perception of domestic tourists and identify and critically evaluate the marketing practices they undertook to attract local tourists. A quantitative approach was adopted in this study using questionnaire survey as a tool for collecting primary data. The survey was conducted among managers of different tourism enterprises (e.g. travel agents, gift shops) and hospitality enterprises (resorts, hotels, restaurants). The sample included 116 tourism and hospitality enterprises from different tourist cities in Egypt. The results revealed that the majority of these enterprises were mainly targeting domestic tourists who provided a large share of their overall business. The results also showed that the majority of the enterprises were fairly satisfied with domestic tourists and perceived them to be slightly important to their business. The study explored some marketing practices that tourism and hospitality enterprises undertook to attract domestic tourists, such as: reducing prices and rates of products and services; offering assorted packages at reduced prices; providing suitable services for domestic tourists. The study presents some practical recommendations that would enhance the marketing activities of tourism and hospitality enterprise to attract domestic tourists.

**Keywords:** Domestic Tourism/Tourists, Marketing Practices, Egypt

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### Introduction

In the past few years, precisely since 2011 to date, the tourism industry in Egypt has suffered a serious decline in the number of the international tourist arrivals due to the constant political unrest (UNTWO, 2016). This significant decrease had negatively influenced on many tourism and hospitality enterprises. For example, occupancy rates of hotels in Egypt were around 50% in 2013-2014 (Colliers International, 2015). As a result, many tourism and hospitality enterprises have approached alternative tourist segments alongside international tourists, namely domestic tourists.

Domestic tourism provides the largest share, when compared to international tourism, of the tourism industry in many destinations worldwide, such as: China; Brazil; India; Mexico; Thailand, in terms of size and economic contributions (Wang & Qu, 2004; Shantha, 2008). According to the UNWTO (2016) the size of domestic tourism reached 5 and 6 billion domestic tourists around the world in 2015. In Egypt, domestic tourism represents an important part of the tourism industry, particularly when the number of international tourist arrivals declines. For, example, Egyptian domestic tourism in 2013 reached 15.9 million tourists and contributed to Egyptian GDP by approximately \$15.07 million (Colliers International, 2015).

Although there are some studies that investigated domestic tourism in Egypt (e.g. Abdelwhab, 2005; Elias & Al Emam, 2006), there is a lack of studies on the perspective of tourism and hospitality enterprises about domestic tourism and critical evaluation of their marketing activities for attracting local tourists/customers. Therefore, this study attempts to fill this gap. It aims to explore the perceived image of the domestic tourism by managers of tourism and hospitality enterprises in Egypt; identify and critically evaluate the marketing practices undertaken by tourism and hospitality enterprises to attract local tourists; provide some practical implications that would help tourism and hospitality enterprises attract domestic tourist.

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## Literature Review

### Domestic tourism

Domestic tourism represents an important segment of the tourism industry in any destination due to many reasons. First, domestic tourism contributes mainly to local economy as tourists spend money in their own country in addition to its high growth rates (Jerenashvili, 2014). Second, domestic tourism has the ability to compensate for seasonality of international tourist arrivals (Skanavis & Sakellari, 2011). Third, domestic tourism plays a major role in developing peripheral areas and providing many work opportunities (Shantha, 2008). Fourth, domestic tourism is a primary substitution for international tourism during recession times as tourists tend to save money while still want to travel so they travel within their own country instead of overseas trips which benefits national income (Bui & Jolliff, 2011).

On one hand, domestic tourism has some substantial advantages to be exploited by marketers of tourism and hospitality. Forbes et al. (2014) explained that domestic tourists are highly price sensitive particularly in countries dominated by low and middle income people. Domestic tourists are easy to reach and attract through cost-effective ways, such as local media and personal selling, due to accessibility and shared value and traditions (Karppinen, 2011). On the other hand, domestic tourism suffers some disadvantages that might discourage managers of tourism and hospitality enterprises. Cameron and Gatewood (2008) argued that many of local residents do not appreciate the value of heritage, attractions, facilities and environment. According to Bui and Jolliff (2011) and Kanokanga et al. (2014), domestic tourism is perceived to be the poor side of the tourism industry, particularly when compared with international tourism, due to the low expenditure rate of domestic tourists.

### Domestic tourism in Egypt 2011-2016

Domestic tourism in Egypt has recently captured that attention of both academics and practitioners after the serious decline in the number of the international tourist arrivals since 2011 to date. Domestic tourism in Egypt contributed significantly to the tourism industry and local economy as it reached 18.1 million local tourists in 2010 and fluctuated between 15 and 16 million during 2011-2014 (Colliers International, 2015; Organisation for Economic Cooperation and Development OECD, 2014). According to World Travel & Tourism Council (2015), domestic tourism in Egypt in 2013 constituted the largest share of the contribution of the tourism industry to GDP at 66.9% as against 33.1% for inbound tourism; these percentages slightly changed in 2014 to 64.1% and 35.9%, respectively.

### Marketing practices of attracting domestic tourists

Marketing activities are commonly summarized as the marketing mix or the four Ps, namely: product, price, place, and promotion (Reid & Bojanic, 2006). This study focused on the marketing activities directed to attract domestic tourists, as discussed in the following paragraphs.

Product within the context of the tourism industry refers to a combination or a part of tourism services and facilities, such as: transportation; hotels; food and beverage; travel agents; attraction of natural or manmade resources, which are offered for attention, acquisition, use or consumption (Ranjanthran & Mohammed, 2010). When it comes to tourism products that can be provided for domestic tourists, it can be stated that the majority of domestic tourists tend to use economy-class services, such as budget hotels and economy airlines.

Pricing is the process of setting values for products and services (Reid & Bojanic, 2006). Price is a major criterion for judging the value of the product and it strongly affects brand selections among competing organizations. Thus, when setting prices, service providers should consider economic conditions of their target market (Reid and Bojanic, 2006). Consequently, prices should be changed in accordance with changes in income and spending patterns of the potential customers; domestic tourists in this case. Tourism and

hospitality enterprises can attract domestic tourists through offering reduced accommodation rates (Skanavis & Sakellari, 2011) as domestic tourists are price-sensitive customers (Jerenashvili, 2014).

Place refers to the location of product/service provider; as well as to the distribution channels of the product/service and activities of making the product/service available for potential customers in several places (Hsu & Powers, 2002). Tourism and hospitality enterprises need to identify and use the appropriate distribution channels to reach their target market (Bowie and Buttle, 2004). In other words, tourism and hospitality enterprises should use a wide range of adequate channels to reach potential domestic tourists, such as: personal selling; direct marketing; local stores; intermediaries.

Promotion refers to the process of communicating the products/services to potential customers (Bowie and Buttle, 2004). There are several promotional activities that can be undertaken to attract domestic tourists. Chelangat and Otiso (2012) explained that tourism and hospitality enterprises can intensively use advertisement to stimulate demand of domestic visitors, particularly during low seasons when international tourist arrivals decrease. Hsu and Powers (2002) explained that enterprises can attract new market segments, such as domestic tourists, through developing a different marketing mix. For instance, providing adequate packages and special pricing would attract families to hotels on weekends. These authors further suggested targeting and attracting more profitable segments of domestic tourists, e.g. targeting family or convention business can result in double occupancy.

According to Bowie and Buttle (2004), tourism and hospitality enterprises (e.g. tour operators, travel agents, wholesalers, airlines, hoteliers, car rental firms) can establish business alliance or adopt joint promotions which involve partnering with successful local enterprises, local government and tourism authorities to promote demand for tourism within a particular destination. The same authors also proposed offering attractive promotional packages at low prices to stimulate sales and demand of local tourists. Bui and Jolliff (2011) suggested that tourism and hospitality firms can target large organizations and enterprises to facilitate sponsoring and providing tourism packages for their employees.

### **Research Methodology**

A quantitative approach was adopted in this study using questionnaire survey to gather primary data. The questionnaire form included five major sections. The first section aimed to gather information about the participant enterprises, such as name, type, size and location. It also included a yes-no question to determine whether the enterprise targeted domestic tourists and a four-choice question to determine the business volume achieved by domestic tourist. The second section included five questions to explore the perceived image of domestic tourists by managers of enterprises. It explored the advantages, disadvantages, importance of, and satisfaction with domestic tourists on a five-response Likert scale. The third section included four questions to identify the marketing practices undertaken by tourism and hospitality enterprises to attract domestic tourists as well as to determine the perceived effectiveness of these practices on a five-response Likert scale. The fourth section included one question to ascertain the reasons for avoiding dealing with domestic tourists on a five-response Likert scale. The last section included an open-ended question to gather any further comments or suggestion that participants wanted to add. The reliability of the questionnaire was ensured through conducting Cronbach's Alpha test as it scored 0.812, where the acceptable level of reliability is above 0.7.

The questionnaire survey was self-administrated by the researchers and was distributed among 150 managers of tourism enterprises (including: travel agents; balloon facility; gift shops) and hospitality enterprises (resorts, hotels, restaurants) representing four major tourist cities in Egypt (i.e. Luxor, Minia, Cairo, Hurghada) (Table 1). A total of 116 questionnaire forms were completed and found to be valid for analysis with a response rate of approximately 77%. All the valid forms were checked, coded and entered into SPSS version 16.0 for analysis. Descriptive statistics were generated, including: frequencies; percentage; rank; mean; standard deviation. Chi-square test and independent-samples t-test were also performed to examine

the association and differences among the investigated variables. The sample of this study included 116 tourism and hospitality enterprises that were selected randomly sampling strategy, as suggested by Saunders et al. (2009).

**Table 1: Sample of the study**

Category		No.	%
Tourism enterprises	Travel agents	20	17.3
	Balloon facility	8	6.9
	Gift shops	6	5.2
	<b>Sub-Total</b>	<b>34</b>	<b>29.4%</b>
Hospitality enterprises	Resorts	24	20.7
	Hotels	48	41.4
	Restaurants	10	8.6
	<b>Sub-Total</b>	<b>82</b>	<b>70.7%</b>
<b>Total</b>		<b>116</b>	<b>100%</b>

## Results and Discussion

### Significance of domestic tourists

This section shows the perceived significance of domestic tourists through exploring the extent to which tourism and hospitality enterprises in Egypt are depending on domestic tourists as a major customer segment. The responses and comments of the participants about this issue are discussed below.

First, participants were asked whether or not they mainly target and attract domestic tourists, particularly since 2011 till date. The majority of the approached tourism and hospitality enterprises (55.8% and 52.5%, respectively) reported that they targeted local tourists as a primary guest segment, as shown in Table 2. However, a significant percentage (44.2% and 47.5, respectively) reported that they did not target or considered local tourists a major customer segment to their enterprises.

**Table 2: Targeting domestic tourists as a primary segment**

Response	Hospitality enterprises		Tourism enterprises		Overall	
	Freq.	%	Freq.	%	Freq.	%
Yes	43	52.5%	19	55.8%	62	53.4
No	39	47.5%	15	44.2%	54	46.6
Total	82	100%	34	100	116	100

The results of the Chi-square test of association (Table 3) showed no statistically-significant association between the type of enterprises (either tourism or hospitality enterprise) and dealing with domestic tourists,

$X^2 (1, N = 116) = 2.795, p >.05$ ; also no statistically-significant association between the size of enterprises (either small, medium-sized or large) and dealing with domestic tourists,  $X^2 (2, N = 116) = 3.93, p >.05$ .

**Table 3: Results of the Chi-square test**

Variables	X <sup>2</sup>	P-value
Type of enterprise and dealing with domestic tourists	2.795	0.95
Size of enterprise and dealing with domestic tourists	3.93	0.14

Second, participants were asked about the volume of business, in a form of percentage of their overall business, achieved through domestic tourists since 2011 till date. The results (as shown in Table 4) revealed that 35% of the hospitality enterprises reported that domestic tourists represented between 25% and 49% of their entire business. Also, about 35% of the approached hospitality enterprises revealed that local tourists provided between 50% and 75% of their overall business. Approximately 20% of the hospitality enterprises declared that domestic tourists provided less than 25% of their overall guests, while about 10% reported that local tourists represented more than 75% of their entire business.

On the other hand, the majority of the tourism enterprises (36.8% each) reported that domestic tourists provided either between 50% and 75% or more than 75% of their entire business; about 16% of the participants declared that local tourists represented less than 25% of their business; roughly 10% revealed that domestic tourists provided between 25% and 49% of their business. In general, the largest percentage of both tourism and hospitality enterprises (35%) reported that domestic tourists provided between 50% and 75% of their total guests; a significant percentage (roughly 28%) revealed that local tourists represented between 25% and 49% of their entire business; about 20% of the participants agreed that only less than 20% of their business was generated by domestic tourists; roughly 18% of the participants reported that more than 75% of their entire business was generated through local tourists.

**Table 4: Percentage of domestic tourists of the overall guests/customers**

Response	Hospitality enterprises		Tourism enterprises		Overall	
	Freq.	%	Freq.	%	Freq.	%
Less than 25%	9	20.9%	3	15.8%	12	19.3%
Between 25% and 49%	15	34.9%	2	10.5%	17	27.4%
Between 50% and 75%	15	34.9%	7	36.8%	22	35.4%
More than 75%	4	9.3%	7	36.8%	11	17.9%
<b>Total</b>	<b>43</b>	<b>100%</b>	<b>19</b>	<b>100%</b>	<b>26</b>	<b>100%</b>

The results of the Chi-square test (Table 5) revealed a statistically-significant association between the type of enterprise (either tourism or hospitality enterprise) and the volume of business with domestic tourists,  $X^2 (3, N = 62) = 8.679, p <.05$ ; as well as there was a statistically-significant association between the size of enterprises (small, medium-sized or large) and dealing with domestic tourists,  $X^2 (6, N = 62) = 19.43, p <.05$ .

**Table 5: Results of the Chi-square t-test**

Variables	Chi-square	
	X <sup>2</sup>	P-value
Enterprise type and volume of transactions with domestic tourists	8.679	0.034*
Enterprise size and volume of transactions with domestic tourists	19.43	0.003*

\* Statistically-significant association, where P-value < 0.05.

### Perceived image of domestic tourists

This section explores the perceived image of domestic tourists by managers of tourism and hospitality enterprises in Egypt through discussing the advantages, disadvantages, satisfaction with and importance of domestic tourists.

First, the managers of enterprises were asked about the advantages of domestic tourists for their business on a five-response Likert scale. The results (Table 4) revealed that “low costs of local marketing” were perceived to be the most important advantage of targeting domestic tourists scoring 3.62 as a mean of importance. Both of “smoothness in service due to shared culture” and “sensitivity of domestic tourists to price change” came at the second rank with a mean score of 3.51 each followed by “accessibility to domestic tourists via local channels” (3.41) then “invulnerability of domestic tourists towards crisis” at the fourth rank and lastly “other advantages” including some suggested advantages by the participants such as easiness for domestic tourists to travel to many tourist destination in Egypt.

On the other hand, the results of tourism enterprises’ survey showed that “sensitivity of domestic tourists to price change” was ranked first and scored 4.36, followed by “smoothness in service due to shared culture” at the second rank with a mean score of 3.89. “Low costs of local marketing” came at the third rank scoring 3.78, while “accessibility to domestic tourists via local channels” was at the fourth rank and scored a mean of 3.73, then “invulnerability of domestic tourists towards crisis” at the fifth rank and scored 3.52, and lastly “other advantages” including some suggested advantages by the participants as domestic tourists represent a major alternative to compensate for the decrease in international tourist arrivals.

**Table 6: Perceived advantages of domestic tourists**

Advantages of domestic tourists	Hospitality enterprises		Tourism enterprises		Overall	
	Mean*	Rank	Mean*	Rank	Mean *	Rank
Smoothness in service due to shared culture	3.51	2	3.89	2	3.70	2
Accessibility to domestic tourists via local channels	3.41	3	3.73	4	3.57	3
Low costs of local marketing	3.62	1	3.78	3	3.70	2
Sensitivity of domestic tourists to price change	3.51	2	4.36	1	3.93	1
Invulnerability of domestic	3.18	4	3.52	5	3.35	4

tourists towards crisis						
Other advantages	0.13	5	0.21	6	0.17	5

\* Mean of approval degree, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5= strongly agree

The combined results (of both tourism and hospitality enterprises) showed a slightly different ranking of the perceived advantages of domestic tourists. “Sensitivity of domestic tourists to price change” was ranked first followed by both “smoothness in service due to shared culture” and “low costs of local marketing” at the second rank; “accessibility to domestic tourists via local channels” at the third rank; “invulnerability of domestic tourists towards crisis” at the fourth rank; “other advantages” at the last rank.

A Chi-square test was done to explore any association between the type of enterprises and the perceived advantages of local tourist. The results (Table 7) revealed a statistically-significant association between “accessibility to domestic tourists via local channels” and the type of the enterprise (either tourism or hospitality enterprise),  $X^2 (4, N = 62) = 10.09, p < .05$ ; however, there was no statistically-significant association between other advantages and the type of the enterprise. In addition, an independent-samples t-test was done to compare between the means of tourism enterprises and hospitality enterprises regarding the perceived advantages of the local tourist. The results revealed that only “sensitivity of domestic tourists to price change” recorded a statistically significant difference between hospitality enterprises (M=3.51, SD=1.162) and tourism enterprises (M=4.36, SD=0.830),  $t (62) = -2.897, p < 0.05$ . This advantage was significantly higher for tourism enterprises than hospitality enterprises. In other words, tourism enterprises perceived this advantage to be more important than how hospitality enterprises perceived it. There were no significant differences between tourism enterprises and hospitality enterprises regarding other advantages of domestic tourists.

**Table 7: Results of the Chi-square and independent samples t-test**

Variables	Chi-square		t-test	
	X <sup>2</sup>	P-value	t	P-value
Smoothness in service due to shared culture	7.25	0.123	-1.385	0.171
Accessibility to domestic tourists via local channels	10.09	0.039*	1.00	0.322
Low costs of local marketing	4.70	0.318	-0.504	0.616
Sensitivity of domestic tourists to price change	9.02	0.061	-2.897	0.005**
Invulnerability of domestic tourists towards crisis	8.97	0.062	-0.915	0.364
Other advantages	0.795	0.672	0.341	0.734

\* Statistically-significant association, where P-value < 0.05.

\*\*Statistically-significant difference, where P-value < 0.05.

Second, participants were asked about the perceived disadvantages of domestic tourists. The results of the survey (Table 5) showed that both tourism and hospitality enterprises almost agreed about the ranking of the perceived disadvantages of domestic tourists. “Low expenditure of domestic tourists” was perceived to be the major disadvantage of local tourists (with a mean score of 3.88 and 4.68, respectively) followed by “negative attitudes or behaviour of local tourists”. While “low perception of local tourists about tourism and hospitality services” came at the second rank among the disadvantages of domestic tourists as revealed by

the managers of tourism enterprises (4.21), it was considered by managers of hospitality enterprises to be at the third rank and scored 3.55 as a mean of importance. "Other disadvantages" came at the last ranking showing some disadvantages, such as: excessive consumption/use of free products and service; irresponsible behaviours towards services and facilities of the tourism and hospitality enterprises; aspiration for getting the best services at lowest prices; negative attitudes (e.g. excessive smoking, theft of hotel belongings).

**Table 8: Perceived disadvantages of domestic tourists**

Disadvantages of domestic tourists	Hospitality enterprises		Tourism enterprises		Overall	
	Mean	Rank	Mean	Rank	Mean	Rank
Low expenditure of domestic tourists	3.88	1	4.68	1	4.28	1
Negative attitudes or behaviour of local tourists	3.76	2	4.21	2	3.98	2
Low perception of local tourists about tourism and hospitality services	3.55	3	4.21	2	3.88	3
Other disadvantages	0.39	4	0.10	3	0.24	4

\* Mean of approval degree, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5= strongly agree

The results of the Chi-square test (Table 9) revealed a significant association between the enterprise type and both of "low expenditure of domestic tourists" where  $X^2(4, N = 62) = 9.713, p < .05$  and "negative attitudes or behaviour of local tourists" where  $X^2(4, N = 62) = 9.539, p < .05$ . Also, the results of the t-test showed that "low expenditure of domestic tourists" recorded a significant difference between tourism enterprises ( $M=4.68, SD=0.582$ ) and hospitality enterprises ( $M=3.88, SD=1.095$ ),  $t(62) = -2.994, p < 0.05$ ; as it was significantly higher among tourism enterprises than hospitality enterprises. There were no significant differences between tourism enterprises and hospitality enterprises regarding the other disadvantages of domestic tourists.

**Table 9: Results of the Chi-square and independent samples t-test**

Disadvantages	Chi-square		t-test	
	$X^2$	P-value	t	P-value
Low expenditure of domestic tourists	9.713	0.046*	-2.994	0.004**
Negative attitudes or behaviour of local tourists	9.539	0.049*	-1.369	0.176
Low perception of local tourist about tourism and hospitality services	9.656	0.086	-1.875	0.066
Other disadvantages	4.045	0.256	0.974	0.334

\* Statistically-significant association, where P-value < 0.05.

\*\*Statistically-significant difference, where P-value < 0.05.



Third, the participants were asked to describe their satisfaction level with domestic tourists on a five-degree scale. The results (Table 10) showed that managers of both tourism and hospitality enterprises were slightly satisfied with domestic tourists, recording an overall mean score of 3.14. Fourth, the participants were also asked to describe the importance of domestic tourists for their business on a five-degree scale. The results (Table 10) revealed that the managers of both tourism and hospitality enterprises perceived domestic tourists to be fairly important for their enterprise with a combined mean score of 3.70.

**Table 10: Perceived satisfaction with and importance of domestic tourists**

Variables	Hospitality enterprises	Tourism enterprises	Overall
	Mean	Mean	Mean
Perceived satisfaction with domestic tourists	3.23*	3.05*	3.14*
Perceived importance of domestic tourists	3.72**	3.68**	3.70**

\* Mean of satisfaction degree, where 1 = completely unsatisfied, 2 = unsatisfied, 3 = neutral, 4 = satisfied, 5= very satisfied

\*\* Mean of importance degree, where 1= completely unimportant, 2= unimportant, 3= neutral, 4= important, 5= very important

The results of the Chi-square test (Table 11) revealed was a significant association between the enterprise type (either tourism enterprise or hospitality enterprise) and the perceived importance of domestic tourists where  $X^2 (4, N = 62) = 19.364, p <.05$ . However, there was no significant association between the enterprise type and the satisfaction with domestic tourists, where  $X^2 (4, N = 62) = 3.751, p >.05$ ; no significant difference was found between tourism enterprises and hospitality enterprises regarding the perceived satisfaction with and perceived importance of domestic tourists.

Table 11: Results of the Chi-square and independent samples t-test

Variables	Chi-square		t-test	
	X <sup>2</sup>	P-value	t	P-value
Enterprises type and perceived satisfaction with domestic tourists	3.751	0.441	0.629	0.532
Enterprises type and perceived importance of domestic tourists	19.364	0.001*	0.118	0.907

\* Statistically-significant association, where P-value < 0.05.

**4.3. Marketing Practices for attracting Domestic Tourists**

This section explores the marketing practices undertaken by tourism and hospitality enterprises in order to attract domestic tourists and critically evaluate the effectiveness of these practices.

The participants were asked about the marketing practices they usually undertake to target and attract domestic tourists during the period since 2011 till date. The results (Table 12) showed that both “reducing prices and rates of products and services” and “targeting varied customer segments” came at the first rank with 3.46 as a mean score on the scale of regularity of undertaking these practices. “Providing promotional packages for domestic tourists” came at the second rank scoring 3.37 followed by both “providing assorted packages at reduced prices” and “participating in promoting and encouraging domestic tourism” at the third

ranking with a mean score of 3.27 each. “Exploiting competitive advantages of the enterprise” was at the fourth ranking recording a mean of 3.25 while “launching marketing and promotional campaign at the national level” came at the fifth rank; “providing appropriate services for domestic tourists” was ranked sixth; then “cooperating and coordinating with other stakeholders to execute marketing campaigns” came seventh. Both “directly approaching local market” and “reaching domestic tourists through local distribution channels” came at the ninth and tenth rank respectively while “other practices” came at the last rank, including additional practices proposed by the participants, such as: exploiting social media as a widespread and free marketing and promotional tool.

On the other hand, the results of the survey conducted among managers of the tourism enterprises showed a slightly different ranking of these marketing practices. While “providing appropriate services for domestic tourists” came at the first rank with a mean score of 3.68, “providing assorted packages at reduced prices” came at the second rank (with a mean of 3.78), followed by both “reducing prices and rates of products and services” and “exploiting competitive advantages of the enterprise” at the third ranking and scored a mean of 3.68 each. “Reaching domestic tourists through local distribution channels” came at the fourth rank (with a mean of 3.52) then “launching marketing and promotional campaign at the national level” the fifth rank and recorded 3.47 as a mean score. Both of “providing promotional packages for domestic tourists” and “directly approaching local market” came at the sixth and seventh rank and recorded mean scores of 3.36 and 3.26 respectively, followed by “targeting varied customer segments” at the eighth rank (with a mean of 3.21). At the last three ranks consecutively came: “participating in promoting and encouraging domestic tourism”; “cooperating and coordinating with other stakeholders to execute marketing campaigns”; “other practices”, such as cooperative marketing with other enterprises and direct marketing techniques.

Table 12: Marketing practices for attracting domestic tourists

Marketing practices	Hospitality enterprises		Tourism enterprises		Overall	
	Mean	Rank	Mean	Rank	Mean	Rank
Providing appropriate services for domestic tourists	3.16	6	3.84	1	3.50	3
Providing assorted packages at reduced prices	3.27	3	3.78	2	3.52	2
Reducing prices and rates of products and services	3.46	1	3.68	3	3.57	1
Reaching domestic tourists through local distribution channels	2.88	9	3.52	4	3.20	8
Directly approaching local market, e.g. universities, unions, etc.	3.11	8	3.26	7	3.18	9
Providing promotional packages for domestic tourists	3.37	2	3.36	6	3.37	5
Launching marketing and promotional campaign at the national level	3.20	5	3.47	5	3.33	6
Targeting varied customer segments, e.g. business, conference s, etc.	3.46	1	3.21	8	3.33	6

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Cooperating and coordinating with other stakeholders to execute marketing campaigns	3.13	7	2.84	10	2.90	10
Exploiting competitive advantages of the enterprise	3.25	4	3.68	3	3.46	4
Participating in promoting and encouraging domestic tourism	3.27	3	3.15	9	3.21	7
Other practices	0.20	10	0.00	11	0.10	11

\* Mean of undertaking the practices, where 1= never, 2= sometimes, 3= neutral 4= often 5= always

The results of the Chi-square test (Table 13) showed a significant association between the enterprise type (either tourism enterprise or hospitality enterprise) and one marketing practice, i.e. “providing appropriate services for domestic tourists” where  $X^2 (4, N = 62) = 11.499, p < .05$  and “directly approaching local market”, where  $X^2 (4, N = 62) = 19.704, p < .05$ . However, there was no significant association between the enterprise type and the other marketing practices. In addition, the results of the t-test revealed that “providing appropriate services for domestic tourists” recorded a significant difference between hospitality enterprises ( $M=3.16, SD=1.089$ ) and tourism enterprise ( $M=3.84, SD=1.30$ ),  $t (62) = -2.130, p < 0.05$ ; while the other marketing practice did not score any significant difference between them.

Table 13: Results of the Chi-square and independent samples t-test

Marketing practices	Chi-square		t-test	
	$X^2$	P-value	t	P-value
Providing appropriate services for domestic tourists	11.499	0.021*	-2.130	0.037**
Providing assorted packages at reduced prices	7.261	0.123	-1.498	0.139
Reducing prices and rates of products and services	1.045	0.903	-0.633	0.529
Reaching domestic tourists through local distribution channels	19.704	0.001*	-1.699	0.095
Directly approaching local market, e.g. universities, unions, etc.	12.135	0.016*	-0.401	0.690
Providing promotional packages for domestic tourists	2.431	0.657	0.009	0.993
Launching marketing and promotional campaign at the national level	5.113	0.267	-0.685	0.496
Targeting varied customer segments, e.g. business, conference s, etc.	3.273	0.513	0.773	0.443
Cooperating and coordinating with other stakeholders to execute marketing campaigns	1.917	0.751	0.814	0.419

Exploiting competitive advantages of the enterprise	4.108	0.392	-1.228	0.224
Participating in promoting and encouraging domestic tourism	3.306	0.653	0.300	0.765
Other practices	1.393	0.707	1.130	0.263

\* Statistically-significant association, where P-value < 0.05.

\*\*Statistically-significant difference, where P-value < 0.05.

The participants were asked about the effectiveness of the marketing practices they undertook to target and attract domestic tourists. The results (Table 14) revealed that the managers of tourism and hospitality enterprises perceived their marketing practices to be slightly effective with a combined mean score of 3.49.

Table 14: Effectiveness of marketing practices

Effectiveness of marketing practices	Hospitality enterprises	Tourism enterprises	Overall
	Mean	Mean	Mean
	3.83	3.15	3.49

\* Mean of satisfaction degree, where 1= completely ineffective, 2= ineffective, 3= neutral, 4= effective, 5= very effective

The results of the Chi-square test (Table 15) showed a significant relation between the enterprises type and perceived effectiveness of marketing practices where  $X^2(4, N = 62) = 9.585, p < .05$ . Also, an independent-samples t-test revealed that the perceived effectiveness of marketing practices recorded a significant difference between tourism enterprises ( $M=3.15, SD=1.60$ ) and hospitality enterprises ( $M=3.83, SD=0.897$ ),  $t(62) = 2.639, p < 0.05$ . In other words, these marketing practices were perceived by the managers of hospitality enterprises to be more effective than that perceived by the managers of tourism enterprises.

Table 15: Results of the Chi-square and independent samples t-test

Type of the enterprise and perceived effectiveness of marketing practices	Chi-square		t-test	
	$X^2$	P-value	t	P-value
	9.585	0.048*	2.639	0.011**

\* Statistically-significant association, where P-value < 0.05.

\*\*Statistically-significant difference, where P-value < 0.05.

The participants were asked to suggest some further marketing practices that tourism and hospitality enterprises should undertake in order to attract domestic tourists. The results revealed that 38 participants (32.7%) have suggested a number of marketing practices such as: developing and providing appropriate products and services for domestic tourists; providing detailed information about services and facilities and their prices to avoid any misunderstanding or worries; using varied and suitable distribution channels to reach a larger number of potential domestic tourists; providing different tourist packages that meet the expectations and needs of many segments of domestic tourists (youth, families, elders; etc.); maintaining a reasonable level of service/product quality; utilizing local media for marketing, promotion and awareness purposes.

Also, the participants were asked about the marketing practices that official bodies should undertake to attract domestic tourists. The results revealed that the participants suggested a number of practices, including: providing facilities that support domestic tourism (e.g. appropriate transportation to major tourist cities); reducing taxes and reducing prices of water, gas and electricity to enable tourism and hospitality enterprises to offer reduced prices for locals; launching awareness and motivation campaign at the national level to inform local people about the appropriate attitude of domestic tourists and encourage them to travel locally; using different media for promoting domestic tourism.

**Reasons for avoiding domestic tourists**

The participants were asked about the reasons for avoiding dealing with domestic tourists on a five-response Likert scale. The results (Table 16) revealed that the managers of hospitality enterprises perceived “negative attitudes and behaviour of local tourists” to be the most important reason for avoiding domestic tourists with a mean score of 3.76 followed by “low expenditure rate of domestic tourists” at the second rank (with a mean of 3.35) then “inappropriateness of provided services and products for local tourists” came at the third rank and recorded a mean score of 3.17 while “no need/desire for dealing with domestic tourists” was ranked last among these reasons.

On the other hand, managers of tourism enterprises perceived both “low expenditure of domestic tourists” and “negative attitudes and behaviour of local tourists” to be at the first rank amongst the reasons for avoiding targeting and attracting domestic tourist to their enterprises with a mean score of 3.86 each followed by “inappropriateness of provided services and products for local tourists” at the second rank (3.46) and lastly came “no need/desire for dealing with domestic tourists” came at the last rank.

**Table 16: Reasons of avoiding domestic tourists**

Reasons	Hospitality enterprises		Tourism enterprises		Overall	
	Mean	Rank	Mean	Rank	Mean	Rank
No need/desire for dealing with domestic tourists	3.17	4	3.00	3	3.08	4
Low expenditure rate of domestic tourists	3.74	2	3.86	1	3.80	2
Inappropriateness of provided services and products for local tourists	3.35	3	3.46	2	3.40	3
Negative attitudes and behaviour of local tourists	3.76	1	3.86	1	3.81	1
Other reasons	0.00	0	0.00	0	0.00	0

\* Mean of approval degree, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5= strongly agree

The results of the Chi-square test (Table 17) showed a significant relation between the enterprise type and one of the reasons of avoiding domestic tourist (i.e. “no need/desire for dealing with domestic tourists”) where  $X^2(4, N = 62) = 14.034, p <.05$ . However, an independent-samples t-test revealed no significant association between the enterprise type and the reasons of avoiding domestic tourists. In other words, these disadvantages were perceived to be of equal importance by both tourism and hospitality enterprises.

**Table 17: Results of the Chi-square and independent samples t-test**

Reasons	Chi-square		t-test	
	X <sup>2</sup>	P-value	t	P-value
No need/desire for dealing with domestic tourists	14.034	0.007*	0.483	0.631
Low expenditure of domestic tourists	1.864	0.761	-0.356	0.723
Inappropriateness of provided services and products for local tourists	2.551	0.636	-0.245	0.807
Negative attitudes and behaviour of local tourists	1.347	0.853	-0.231	0.819

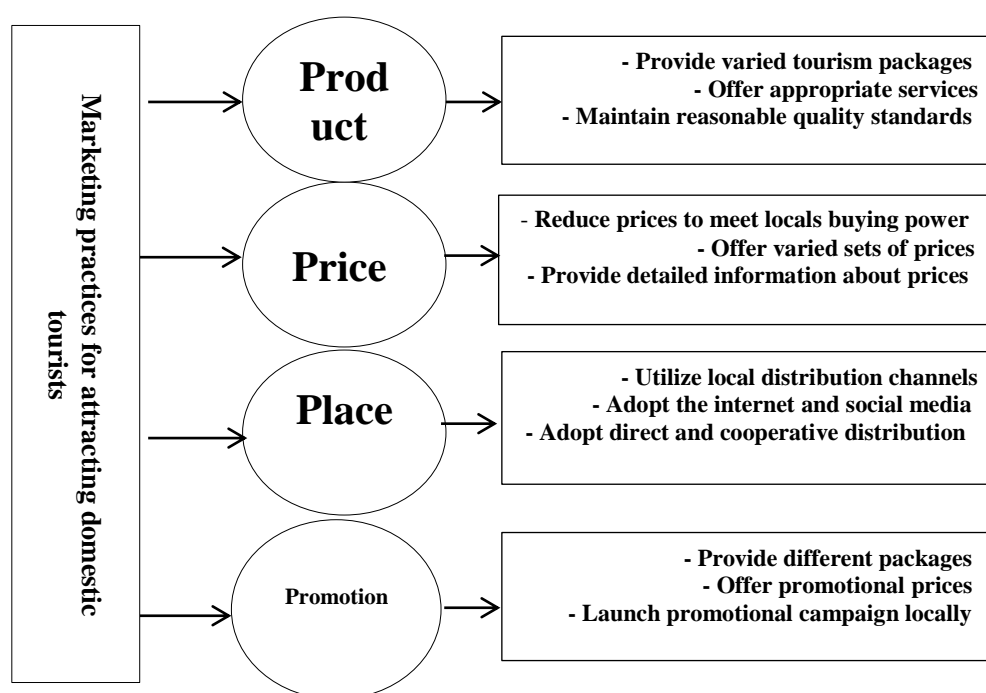
\* Statistically-significant association, where P-value < 0.05.

**Further comments and suggestions**

The Participants were asked if they have any additional comments or suggestions they would like to make regarding the investigated issue. A total of 33 participants (28.4%) had provided some further comments and suggestions. Through analysing these comments and suggestions, four major suggestions were concluded. First, prices of tourism and hospitality services and products represent the primary, if not the only, motivation for domestic tourists. Second, there should be cooperation and coordination between official bodies, tourism and hospitality enterprises and other stakeholders to promote and support domestic tourism in Egypt. Third, tourism and hospitality enterprises need to offer adequate services for domestic tourists that suit their needs, traditions and habits. Fourth, domestic tourists should be considered as a primary customer segment for tourism and hospitality enterprises together with international tourists, not only during crises times.

**Conclusions**

In the light of the relevant literature and the results of this study, the following marketing practices can be proposed for attracting domestic tourists.



### Recommendations

- 1- There should be cooperation and coordination between different tourism enterprises, hospitality enterprises, official bodies, local media and other stakeholders to plan and implement an integrated strategy to boost domestic tourism at the national level. Such strategy should involve marketing and promotion practices to encourage local people to travel locally for recreational purposes. It should also include public awareness practices to raise the consciousness of locals about tourism services and hospitality facilities and to advise them about the inappropriate attitudes and behaviours they should avoid.
- 2- In addition to the traditional marketing practices, tourism and hospitality enterprise are strongly advised to undertake further marketing practices to attract domestic tourists, such as: developing and offering adequate services, products and facilities; providing exhaustive information about services, facilities and prices; utilizing appropriate local distribution channels; offering different tourist packages.
- 3- Tourism and hospitality enterprises are also recommended not to reduce their quality and service standards for domestic tourists; instead they are advised to maintain a practical level of quality that satisfies domestic tourists and achieves enterprises' financial goals.
- 4- Official bodies should support domestic tourism in Egypt through providing proper facilities, such as regular and comfortable transportation, reducing taxes and utilities prices for tourism and hospitality enterprise, particular during low seasons, to enable them to reduce their prices
- 5- Last but not least, domestic tourists are advised to appreciate the value of tourism and hospitality services and evade undesirable attitudes that would influence negatively the tourism industry in Egypt.

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