

تصميم الإعلان السياحي بين الصورة الرمزية والواقع العالمي

The tourist's advertising design between the symbolic picture and the global reality

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Research Summary:

This research is based on studying the tourist's advertising design for Egypt compared to the other tourist's advertising design for other countries. That the design of tourist's advertising for Egypt is a wrong marketing for great potentials, that Egypt has a recreational, religious, archaeological, therapeutic and safari tourism where it has three-quarters of the world's monuments, and many of coastal areas on White and Red seas, which rich with beautiful landscapes above and below the water, and where many of water sports are available, this is beside the desert areas which is suitable for safari tourism, that's beside many other types of tourism. Hence, the research problem is in the extent of the presence of multiple species of tourism in Egypt in the tourist's advertising design for Egypt, and the extent of difference and similarity between the tourist's advertising design for Egypt and tourist's advertising design for other countries, also if there a specific target group from tourist's advertising for Egypt, and what is the extent of the tourist advertising to Egypt on the scene now. The purpose of the research is an attempt to grasp the absent thought in the field of tourist's advertising design for Egypt, to become in competitive of tourism ads for other countries. The research concluded to several results the most important is that the tourist's advertising design for Egypt is focusing on the same elements without renewal for years, with the similarity of presentation method. And that the relationship between the tourist's advertising design of Egypt and the tourism ads of other countries is very limited relationship, and it was not a benefit of thought or methods of output and implementation of advertising, but it was a match relationship which did not fit the nature of tourism in Egypt, nor the target groups of the advertising.