

**Evaluating the mental image of Egypt in tourism posters and how appropriate
it is
For supporting tourism**

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Abstract:

No one could deny the importance of the touristic activity to Egypt, as god blessed Egypt with all the potentials of a tourism country with different kinds of tourism, whether cultural, environmental, curative, social, sportive, entertainment, religious or conferences, exhibitions, shopping, adventures, bikes, cars and wandering tourism. Egypt owns in the field of cultural tourism alone 6 cultural, heritage positions which are ancient Egyptian or Coptic or Islamic, in addition to position for natural heritage, and they are all listed in the UNISCO list of international heritage Positions. No wonder that Egypt has been chosen as the best travelling destination for year 2017, in the ceremony of presenting prizes of (the tourism writers committee for the pacific area) PATWA.

The political circumstances that Egypt has been going through for over 6 years now, have dramatically affected the tourism activity, only one million tourists visited Egypt last November and December, with 1% less than the previous year, which is the least rate at the heavy months since the year 2005.

The Egyptian minister of local development came out at the first festival to encourage the tourism in Egypt, asking all media means to highlight the positive image about Egypt to encourage tourism, the individual trials that some artist and celebrities are doing are effective but not sufficient to present positive image about Egypt whether internally or externally. It takes a combined effort from all the country and its institutions even the individuals in feeling the social responsibility about the country, and being aware of the importance of confirming the image of Egypt in and out of the country, as a base to regain its status on the international tourism map.

The accident of the Russian plane has been the biggest disaster at the course of external tourism in Egypt, causing the loss of 2.2 billion monthly as the previous minister of tourism declared (Hisham Zaazoa), we can get the losses that are involved with this number when connecting it with the statistics that confirm that tourism represents 11.7% from Egypt total income of foreign currencies, 11.5% from the income of the local production and 12.6% from the working force. The studies performed by the Egyptian ministry of tourism on 7 international tourism market at (Germany, U.K., U.S.A., Italy, Russia, Saudi Arabia and U.A.E.) proved that the image of Egypt on the targeted audience of tourists isn't confirmed or stable, which requires a lot of serious effort to build stable and fixed mental image that supports the tourism activity in Egypt.

The current research represents a specialized response to the demand of both the minister of local development and all the workers in the field of the Egyptian tourism to spread positive image about Egypt through the social network, where the field of designing ads. Is one of the involved fields of that demand, the research is seeking to study and evaluate the mental image that is introduced in a collection of posters about the Egyptian tourism, and identifying their positives and negatives and how to improve the images and utilize them to support the tourism activity in Egypt and rearrange Egypt rank on the international tourism map.

The research problem;

It introduces the problem of the crises that is facing Egypt nowadays and threatens its rank on the international tourism map, and wonder about how to contribute in solving the crisis through improving the mental image outside and inside the country, and the role of advertising posters in introducing the proper image about Egypt at airports and tourism offices inside and outside the country, we can formulate that in the following questions;

- 1- How can the advanced mental image through the touristic advertising posters affect the tourism Egyptian status whether positive or negative?
- 2- What are the suitable evaluation criteria to judge how this image matches the touristic status of Egypt?
- 3- How can we utilize the touristic advertising posters in introducing the suitable mental image to support tourism in Egypt internally and externally?
- 4- How can studying the targeted audience help to identify the qualities that should be considered when introducing Egypt image to each publication?

The research hypothesis;

-the mental image about Egypt outside isn't fair and we have to cooperate to change it.

-the field of adv. designing can contribute effectively in improving the mental image about Egypt outside, through convincing strategy that is based on the touristic point of attraction and encourage to make the decision.

Good planning for touristic adv. has become a must in the current circumstances, not necessarily that each beautiful advertisement is a good touristic one.

-confirming the image of Egypt as a safe, strong country is the most important element in introducing the mental image of Egypt outside, and it's all we can assure by the idea, design and graphical treatments.

The research problem;

Egypt has been subjected to systematic, fierce campaigns to distort it, which affected its economy by regression of investment and stopping the tourism trips, as tourism is considered one of the main source of income in Egypt. The researcher sees that the starting point is confirming on introducing mental image supporting the tourism in Egypt through printed advertisement and touristic prints at tourism offices and airports internally and externally.

The research aims;

To assure the importance of the touristic advertisement in introducing the mental image supporting tourism in Egypt, to confront the distortion unfair campaigns that Egypt has been facing nowadays for political reasons that are against her will. The main aim is represented in applying a suitable prototype to evaluate the mental image introduced about Egypt in the tourism advertising posters from the side of being supportive or unsupportive to tourism and how convenient for Egypt international status.

The research boundaries;

The research is handling the field of touristic advertisement especially the printed adhering ones as they are the closest to the tourist, at the time from 25th of January revolution till the date of finishing the research.

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