

## **Innovative interactive ideology to enforcement Hologram technologies to promote tourism activities in Egypt.**

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### **Abstract:**

When the global economist, Rothschild, was asked what if he had a budget of \$ 1,000 for a project, he replied that he would spend \$ 900 of them on marketing and only \$ 100 on the project. This is an indication of the importance of marketing as a factor for the success of any economic scheme. Holograms are to design backgrounds of artistic displays in architectural heritage and to develop strategies for their marketing that can be followed to attract tourism in Egypt

As Egypt is one of the most important countries that attract tourism, despite its containment of a third of the world's monuments and the Egyptian disregard for many of the factors of attraction as compared to the methods that are being activated around the world.

We focus on tourist visits to urban areas that contain cultural and archaeological heritage, so it is necessary to take into account when developing strategies for the swimming market. Increasing the attractions in other places by modern methods of tourism marketing and the use of high-energy, spontaneous and dazzling technical forms.

Then a review of the advantages and disadvantages of external offerings in heritage architecture, as well as advantages and disadvantages of using modern technologies such as laser and hologram scattering, discussing the nature of these techniques and methods of their use, and reviewing a set of previous models, methods and suggestions to be implemented in Egypt.

### **Keywords:**

Idology, tourism, hologram