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NATION BRAND

EGYPT “BRAND” AND TOURISM GLOBAL MARKET.

Marketing tourism

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ABSTRACT

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This study explores the economic reform in Egypt, whose progressive changes forced the Egyptian economy's to depend on new economic income. Prior to the reform, the Egyptian economy was basically based upon, agriculture and state-owned companies (Nasser), as a main income. After *al-Infitah*(by Sadat) and a privatization policy in 1991, the economy depended on income from tourism activity and the attraction of foreign investment. This study is unique in addressing the question whether the Egypt brand (through Egyptian tourism brand and the economic environment in Egypt) has truly succeeded in becoming a locomotive for growth and development, after the progressive economic changes, or whether it is weak and has inadequate links with other sectors (culture, governmental and environment /sustainability) as a corporate brand , not having grown in step with the rest of the economy, which will have had as an effect on the creation of a weak Egyptian “brand”.

The methodology examines the impact of the tourism sector on economic and Egypt brand development, focusing on evaluating the Egypt brand (though Amplicate ¹and CBI² index2), economic reform and privatization, tourism global and local market, and later provides recommendations, both general and specific, to enhance the rule of Egypt brand in global tourism market. However, the efforts have not been proportionate to general economic growth, and management of the Egypt “brand” must be at the core of Egypt’s development agenda to meet today’s competitiveness requirements.

Hypothesis: nation brand definition “the state's ability or capacity to communicate and influence in the international public opinion”

¹ Amplicate is a website on the internet counts opinions of social media fans.

² Country brand index ranking.

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1-INTRODUCTION

1.1-Research aims.

This research is useful to both countries and commercial firms. For countries seeking to change and develop their perceived image within international public opinion and get rid of the old legacy. This legacy could be the political system (for example, the country has been under a dictatorial regime), economic system (Communism) or a country has been suffering from “sectarian strife”. These countries need to reformulate their aims and re-identify (re-brand) themselves once again. During the transitional phase, the countries however suffer from economic setbacks. Therefore, these countries need to gain global political and economic support , the global support coming through “ trust and belief ” in a country’s aims.

Moreover, nation brand helps a country to get the global support, but not by providing a generalised set of steps for all cases. Each country’s aims and possibilities for re-branding vary between one country and another. Factors affecting different countries are their available communication tools (marketing communication tools) to share the countries aims (the brand) with whole the world. Communication tools are similar in most cases.

1.2- Commercial firms in the nation brand context.

Nation brand is beneficial to commercial firms. The firms are present and working within a country, their commercial brand identities are affected by perception of the country’s brand, negatively or positively. When a country has a strong brand and has broad international public opinion support, the commercial brand of firms can gain from this global support for the nation brand . Therefore, firms have to have a general idea about the nation brand situation, and how these firms can help develop the nation brand .

Other words, a state’s policy affects companies whose products are considered to be distinctly "national". In 2005 during The Bush administration In the U.S., American companies was suffering from his foreign policy and the negative reaction of international public opinion , but American companies have worked to

improve the US's image overseas. (K.Allison , F.T,1/8/2005)

For example , in our case, Egypt, the tourism market in Egypt has been affected by a negative image of Egypt. A Company's tourism lobby in Egypt or an international firm's tourism lobby may have commercial interests by Egypt's tourism market, those firms, therefore, have the task to promote and stabilise the 'Egypt' brand by "B to G and B to B Marketing tools", so, not only the government has the task to develop the Egypt brand but commercial firms have the same task to develop the Egypt brand.

1.3- Research methodology and overview.

This thesis explores the brand of 'Egypt', using the exploratory approach to research. Using the exploratory research tools, the aim is to establish, using Egypt as a case study, the challenges and opportunities of a country to brand itself and represent itself to the world. We consider in particular, the current (2013) tourism market situation in Egypt, and the touristic and economic history within Egypt. From our point of view, the largest economic shifting in Egypt in recent times has been the promulgation of *al-infitah*, the " economic opening" in 1974 by Anwar Sadat and the subsequent economic procedures, starting with the sale of state-owned companies, the adoption of an ambitious project for privatization the support other economic sectors such as tourism, were not of interest previously. This economic shifting has led to substantial change in the Egyptian economic system, away from a system dependent on agriculture and the public sector "state-owned companies" and towards tourism, the transfer of funds by Egyptian expatriates, and foreign investment as essential resources in Egyptian economic structure. This shift has forced Egypt to integrate more into the global economic system.

Countries are more than borders, physical locations and discrete populations, countries are businesses and dreams, corporations and myths, economic engines and memory makers. Countries are brands, by design or default. A country brand can be a generic label or ubiquitous wrapper, or can become the compelling glue between political, social and economic pillars of a nation. Brand, when properly conceived and executed, can elevate a country, focus its tourist offering, fuel its

outbound and inbound investment, reframe its reputation and create renewed pride among its citizens.(CBI ,2006)the close interrelationship between culture, economics, politics and the environment and the impact of them compared to technology- marketing has led to an attempt to discover and create a simple model of a 'nation brand', which could explain what is their impact on each other. This is a complicated task, but the development of at least an overview about the their impact on the nation brand are a target model, which can be accompanied by some examples.

Economic reform and economic policy in Egypt contributes to part of this thesis, its aim is to measure the impact of national economic system on the nation brand from the perspective of global economic. I feel that global economic trade has a stronger international legitimacy, and international organizations (IMF)have more impact in the internal economic policy in the context of globalization. This has led to the need to get international support for a government, which adds weight to its political decisions and means that the country has more influence on the international public opinion, known as “ soft power”. In particular, third world countries which seek to get more international support to resolve their economic crises, and where their economies depend on tourism and the attraction of foreign investment, such as Egypt’s economy.

1.4-Research motivation.

The theme of this thesis addresses the topic of nation branding. I have chosen to research nation branding for many reasons. While I was travelling outside of Egypt, I begun to connect with people, whether students or friends, which I met and i realized that Egypt does not have a good reputation. At least, that is the impression i got after discussing the topic with many different people. I came to the conclusion that, either i had the bad luck of meeting only people who had a negative impression of Egypt, its people and culture, or Egypt, in fact, has a negative image.

Therefore, the motivation for this research is personal. This kind of motivation is great at pushing me forward and igniting enthusiasm, and also gives me the patience to continue researching in this theme. On the other hand, the personal

motivation, sometimes, has a negative effect on me as a researcher as personal motivation makes me biased in some instances. It is sometimes difficult not to see things from a biased point of view to confirm my own belief. As nation branding covers many different aspects and can be approached from different angles such as marketing, culture, political and environment, it would be difficult to explain the idea without touch upon those aspects either directly or indirectly.

1.5- Collection of research materials.

The materials in this research will be determined by their relevance to the question and hypothesis. Initially, I will divide the fields of material into four parts. The first part includes printed and e-books which are relevant to the subject of nation branding and are written to a high academic standard. When considering which books to use I will keep in mind that both old and newly printed books can be useful in determining and demonstrating the evolution of a particular nation's brand. I will use books that are written about nation brands in general, and those that are written about specific countries' nation brand. The books will be collected from the university library to ensure consistency in both quality and content of printed and e-books.

Journals are second and will be the main source of my reference material. The difficulty is that nation branding can be approached by many other subjects, such as marketing, tourism, public diplomacy, communication, political and culture. It is, therefore, not an easy thing to search in all of those fields. Otherwise, journal articles are favoured for several reasons: they are intensified and focus on one or two sections of the issue, and the articles are available online, and they are constantly updated with new issues and ideas.

In everyday life, there are news, events and opinions of intellectuals which published by daily newspaper, some of them are important or at least, it gives a path to discovery new ideas by direct and indirect way, therefore, newspaper and magazines form a large part of my research material. Moreover, the opinion poll and social media gives a highlights to examination or confirm of a certain viewpoint which be under consideration. Newspapers and social media will be a

third part of the materials research.

The circulation of information has recently become faster and easier because of the emergence a variety of sources such as websites and YouTube. These sources earn the confidence of users and researchers through a large amount of the information sharing. Some websites which specialize in certain areas, such as rank and index websites, are a significant part of analyzing and comparing the research theme. Although there will be some obstacles such as the verity of information available on those websites, accessibility of the material, and saving the information .therefore, the materials of this research will be collected from several sources which would support the research theme. Finding appropriate material for research is a crucial step no matter what kind of research is being done; it is the principal element and the first building block.

1.6-Nation brand.

Historically, country brands have been seen through the filter of their tourism boards. However, we believe branding can deliver more than a strong tourist dimension-it can also create a premium for international business and redefine how country's own citizen, and the world, perceive it. Unfortunately, the state of country branding today is limited in scope, reducing its ability to become the glue between the political, social and economic pillars of a nation. Every country is a brand, either by default or design.(future country brand 2005).

Ying Fan in a study branding the nation: towards a better understanding he outlined that, nation branding is at cross-road. On the one hand the last 10 years have seen a huge growth in the interests and activities in the filed in form of publications, studies and consultancy projects. On the other hand, there is disappointingly lack of progress in conceptual development which is vital to move the subject forward (fan, 2004, 2006; Dinnie 2007). As a result, nation branding still faces serious challenges from outright objection to cynical scepticism among the public (Olins, 2002; Kabn, 2006). A worrying development is that the subject has now been attacked from within: nation branding does not exist, it is a dangerous myth. To branding a country is vain, naive and foolish, which creates the problem not the solution

(Anholt, 2008). What is incredible is not the statement per se, but it was made by the right person who was widely credited with the creation of the term. To respond to the public scepticism on the use of the term branding, Anholt (2007) has recently re-brand the concept as “competitive identity”, which is described as a new model for enhancing national competitiveness using both public diplomacy and brand management. However, he seems to be conflicting himself to claim on his website, that although the word “brand” is used, what he does (in nation branding) has nothing to do with marketing, advertising or public relations. The purpose of the short paper is to debunk the myth around the nation branding concept, by examining its origins and various interpretations, particularly on what is a nation brand, what is nation branding and what is not. Hopefully this would help to clarify misconceptions and point to directions for future research.

However, nation brand is not yet studied in independent academic courses at most universities, with commercial brand studied more frequently. Commercial and nation brand share many similarities, nevertheless, they are still different from one another. There are many academic articles available about nation brand, each of which attempts to analyse what the nation brand is and what are the fields that are covered.

A brand, according to the classic definition by the American marketing association (1960), is a name, term, sign, symbol or design, or a combination of them which is intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of competitors. A brand is more than just a name; it is a complex bundle of images, meanings, associations and experiences in the mind of people. A more sophisticated definition is offered by Aaker (1996:68): a brand is a multidimensional assortment of functional, emotional, relational and strategic elements that collectively generate a unique set of associations in the public mind. Every country has a unique name and images in the mind of people both inside and outside the country, so a nation does have brands. A nation brand is the total sum of all perceptions of a nation in the mind of international stakeholders which may contain some of the following elements: people, place, culture/language, history, food, fashion, famous faces (celebrities), global brands etc. A nation’s ‘brand’

exists, with or without any conscious efforts in nation branding, as each country has a current image to its international audience, be it strong or weak, clear or vague (Fan, 2006).

1.7-Cultural tools impact on nation brand.

A country exists not only in its physical form, but in the imagination. It can inspire nostalgia, wanderlust and interest for those who visited years ago, as well as for those who have never travelled beyond of their hometown. Not surprisingly, countries, with their culture, color, warmth and history, make strong brands . They connect the mythical to a mementos and memories. (Future country brand 2005)

Recently, there emerged a more global market place, where the consumer has more choices, and the world became more connected together, more integrated. No country can be isolated from the rest of the world, no country can completely close its borders for export, import and global trade, in general, cannot be stopped. The global trade, here, covers not just production, but also include cultures , languages, lifestyles and foods. People increasingly have more options to choose where they live, where they work, even which kind of food to eat, Egyptian people can eat “Sushi” in Egypt, but in Japan, people don’t eat “Molokhia” (traditional dishes of Egypt). This is not due to a matter of taste, but a lack of support for traditional production the tools to share Egyptian culture.

Although, the comparison between traditional dishes does not immediately seems a helpful example, however it is. Foods, languages , histories, art and more are the essence of national culture and identity. The world has becomes a large marketplace which is increasingly connected by media and transportation, additionally, everything in this world control by principle of market “supply and demand” even things that represent a part of traditional culture in societies, such as foods. Countries, then, may succeed to promote their traditional dishes such as “sushi”. Those countries then have more ability or capacity to promote their political and economic system and to improve global image. In the global age all countries seek to have a presence within international media. This does not necessarily mean, for a country to influence or to be famous, with soft power (

culture) and hard power (economic) but it could be influenced by something such as food, language, supporting a human value (freedom, peace, etc.) or a product made in that country.

1.8-Evaluation of Egypt as a brand.

Today, the internet and mobile devices, our instantaneous ability to connect with other citizens of the world, with images, news, opinions and rumours means that a country's image can shift overnight.(CBI, 2011)

In this study, an attempt to understand, how the researchers use an international index ranking to evaluate nations as brands, the methods evaluating is being indispensable to our understanding.

Hence, we can develop a simple model of nation brand strategy, with this model based on development of the same sectors, in which the index ranking is used to evaluate the country.

Furthermore, a short overview is given, about the particular case of Egypt within the index ranking. The index ranking is good method, for many reasons, for showing the Egypt brand's value amongst other countries as well as the weakness and strengths in the Egypt brand. Hence, we can develop a project and make an appropriate hypothesis for the Egypt brand.

1.8.1-Future country brand index (CBI).

In 2005, emerged the country brand index , insights, finding and country rankings under title, future country brand. Future country brand is one attempts to measure “ nation brand ” as an index, orders a countries by strong brand , this index depends on scientific methods which has developed a unique three-tiered evolution system for ranking country brands, a model which incorporates past, present and future findings , creating an integrated snapshot of a country's brand promise and potential. Therefore, this incorporates traditional quantitative market research with global expert opinion and combines it with statistics that link brand equity directly to assets, growth and expansion. The result is a unique weighting system that

provides the basis of rankings. This important to understand who it is work, than we can improve a simple model of nation brand, this support our idea of nation brand is a predict of intertwined many concepts into a country.

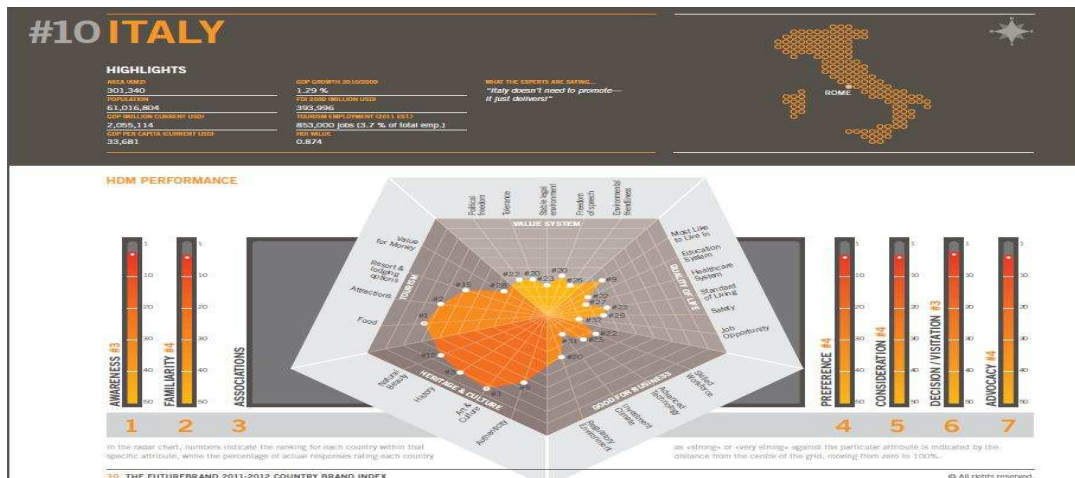
1.8.2 -Methodology of country brand index.

The nation brand index components include (relevant statistics) a variety of relevant of relevant statics ranging from airport arrivals to hotel bed occupancy and tourism capacity were incorporated into the index's result .the statistics range from 2000-2004 and allow to measure change, decline, strengths and weaknesses. The second thing which is the basis of this study is (global quantitative survey) a multi-county survey among travel-oriented consumers and business travellers was conducted. Regions represented include in CBI index: the Americans, Europe, the middle east and Asia. The CBI index explored drivers of destination preference, travel motivation and associations, as well as nation rankings. Third is (global expert opinions) a sample of international travel experts spanning writers, editors, analysts, industry experts and hospitality professionals were interviewed in depth and polled on rankings and brand performance relative to competitors. Experts were also probed for destination trends, predictions and implications. (BCI, 2005).

The country brand index for evaluating brand, is evaluated on two sets of metrics. The first set is practical considerations, this group consists of weather, people (friendliness), affordability and safety (healthcare, crime). The second group is experiential motivations. This group consists of rest/relaxation, history and culture family activities, beaches, dining and natural beauty. These evaluation elements were used in 2005, when the index ranking was released for the first time.

Seven years later, the Country Brand Index 2011 have developed the evaluation elements, based on two groups. The first group consists of awareness, familiarity, preference, consideration, advocacy and active decisions to visit or interact with a place. The second group is the most important factors—the aspects that truly differentiate a country brand—are its associations and attributes across five key dimensions: Value System, Quality of Life, Good for Business, Heritage and Culture and Tourism. (Figure.1, CBI 20011)

(Figure1³)



The CBI's researchers have added, like any brand, a country brand must be consistent across many touch points, from advertising and public relations to political representatives, cultural ambassadors, tourists, companies and indigenous products. These features, in addition to a strong point of view, role on the world stage and concerted effort to drive progress, tourism, immigration, exchange and partnership make the difference between nation states and genuine country brands. This is what makes the brand evolution more complicated.

1.8.3- Egypt brand within country brand index.

In 2005, Egypt was in 9th position in top overall country brand. Egypt has been 3th position in best country brand for culture & art, 2nd position in country brand for history, 9th in outdoor brand, 10th in brand for beach. In 2006, Egypt was no longer in top overall countries brand. In this year, Egypt has been in 15th position and advanced position in some sub-brand ranking, such as 3rd position in authenticity brand, top in history, top in brand for art & culture.

In 2010, Egypt has been located 45th in the full country brand index, and the same position in sub-brand ranking.

After the Arab spring, in 2013, Egypt was 58th among the 113 countries in full list of country brand.

³ Source: Country brand index 2013

It can be seen from “CBI index” what is the Egypt brand’s position among the other countries’ brands around the world, as well as making clear what are the strengths and weaknesses in Egypt’s brand, strengths such as authenticity, history, art & culture brand.

1.9- Amplicate country index.

Amplicate is a website on the internet counts opinions of social media fans. Amplicate is a social media analytics service that began collating opinions from social media in august 2009. Amplicate now track over 140 million public opinions from over 65 million social media users.

Amplicate is a place where anyone can get opinions noticed and discover what other people are saying about companies, products even country or anything is interesting under the sun on social networks, such as Twitter and Face book. But it is also a place where users can find more detailed data and analysis of consumer opinions.

Amplicate use advanced sentiment analysis that its managements have developed over two years to tell users exactly what social media users think about products, companies, industries and just about anything else that people talk about on social media.

Amplicate proprietary data can tell researches are interesting about; who loves or hates a company or industry. What consumers feel about a company or industry. When consumers comment on a company or industry. Where fans or haters of a company or industry are. Why consumers feel the way they do about a company or industry.

YAHOO, CNN, the daily telegraph and the independent among others have already taken advantage of the insights amplicate’s data and analysis can afford.
(www.amplicate.com)

1.9.1. Why use Amplicate as brand ranking.

Amplicate has a database of over 400 million opinions from a robust community of over 65 million people about a universe of nearly 2 million distinct topics which will continue to be a universal reference point for social media users, journalists, brands, data analysts, students, and social scientists.

In Amplicate, there is a section specifically for country data which has 78 countries included in its list. Additionally, over 144,814 opinions are included. It represents a new generation of web sites. The web 2.0 allowed users to express their opinion on countries, the feedback of customers. The customer, in this case, is someone interested in a country. The customer, may not have ever been in a particular country, but can at least hold a perception concerning a country, those perceptions lead a customer to express his feedback.

1.9.2- Web 2.0 impact upon communication.

The web 2.0 gives a great value to communication via internet. In terms of quality of communication, web 2.0 allowed the companies (I hope, in the near future, also countries) to improve their image brand through the customer's feedback. Web 2.0 increases the capacity of institutions to communicate with their customers and take advantage of their feedback.

In the global market place, countries have the opportunity to listen to feedback of international public opinions, and use the feedback to help improve their brand, or at least, the country can improve its image brand concerning the tourism market. Now a days, Travel and Tourism is one of the world's largest industries accounting for 9% of global GDP. This is more than the automotive industry which accounts for 8.5%, and only slightly less than the banking sector which accounts for 11%. (world travel, 2011).

1.9.3- Egypt on social media (Amplicate).

Amplicate asks a simple question is "why do you love Egypt? ", in group. In other group, the ask question is "why do you hate Egypt ". In each group users can support "Egypt love" or " Egypt hate" and users can write down their opinions.

This kind of public expiration, usually, focus on general issues such as bad or good place, nice or worse people and love or hate Egypt in general.

Amplicate collects opinions of people who hate and love Egypt. Currently more than 26% of people hate Egypt from over 12,470 opinions on Amplicate Egypt is located is the first half in order of Amplicate's countries classification, this is consistent with what was mentioned in the CBI index 2013. This confirms Egypt brand's location amongst country brands around the world.

2- EGYPT BRAND

To define the issues of an Egyptian “brand” is difficult research for many reasons. On one hand, nation brand is a high-level way to communicate with public opinion of the world, prior that, the country have to branding itself , in other words, Anhot has outlined that “believing that advertising or marketing campaigns can change international perceptions of countries is, in fact, just as naive and just as lazy as trying to make some body lose weight by massaging the parts of their body that look too fat. It does not work because the fat is beneath surface, and no amount of pummelling will get it out. One has to change the sources of nutrition that created the fat in the first place : diet and exercise are the only things that work, and they take time as well as effort, a sincere commitment to change behaviour “ (S. Anholt, 2010). This is the main issue, that third world countries have many challenges to re-create their brand, consequently, Egypt also has the same .

On the other hand , “the study of progressive middle east countries’ attempts to re-brand their image has been absent from his literature”(F.Cooper & Momani 2009), discussing “brand” in a country covers the basic needs such as food, infrastructure, education and facing the domestic political instability, the deterioration of the economic situation and other social challenges. It is considered by some people, a kind of “intellectual luxury”, from my point view, production of an Egyptian brand is a way of Egypt to remove itself from its current crisis and represents itself to the world as a modern country, and also to integrate into the globalized economic context.

2.1- Economic approach.

In this study, we try to establish the Egypt brand from an economic and touristic perspective. Examining the Egypt “brand”, obliges us to focus on the economic historical context of Egypt and the main shift in economic system from nationalization during the 1950s and 1960s of the Nasser period to *al-infitah* (economic opening) by Anwar Sadat in 1974 to the agreement with the international monetary fund (IMF) in May 1991 and the ambitious programme to privatize much of the state-owned sector .

According to The Egyptian centre for economic studies. With the adoption of the Economic Reform and Structural Adjustment Program in Egypt in 1991, a wave of privatization of companies in several sectors followed. Since then, privatization has initiated a growing debate on the positive and negative implications of this policy. Merits of privatization include promoting competition, increasing productivity and efficiency, increasing capital and investments in the privatized companies, hence increasing activity, exports and employment. In addition, privatization has been expected to boost investor confidence, promote FDI, deepen and broaden domestic equity market and reduce the fiscal deficit. Notwithstanding these expected merits, the gains from privatization are not perceived by various stakeholders to be equitably distributed. There are mounting concerns about income and wealth being transferred from workers and consumers to capitalists. There are also concerns about monopolistic behaviour, as well as irrational allocation of resources and mismanagement when companies are sold to employees' associations.

Although the existence of a strong relationship with economic-branding led us to choose this approach to cover Egyptian brand; “ all of us who work with corporation and their brands understand that fizzy drinks, trainers, mobile phones and other apparently insignificant and entirely unmemorable trivia give real emotional and spiritual value to some lives. Many brands help to create a sense of identity , of belonging , just like the nation .” (Olins,2002,pp.247-248).

Otherwise, the economic approach is a sector which could be evaluated and measured in the Egyptian case, although the economic sector is still only one sector from several existing in the country which needs to re-create its brand. As Anholt outlined in an interview “ people and government, sometimes, think if only we had the marketing budget like “ Nike ” then we can make Poland – or any country in our case – as famous as “Nike” in three weeks , and that it is wonderful but it is not true”⁴

The economic and touristic selection context is logical to explore the Egyptian brand and why Egypt has to focus on processes to re-brand itself. Egypt had to

⁴ <http://www.youtube.com/watch?v=QpoekhPOgzs>

create its own unique image during the shift from nationalization to *al-infitah*.

“in many ways the competition between the soviet bloc and the west during the cold war reproduced the east/west hermeneutic ,at the same time that it sought to transcend it. The centrally imposed industrialization of communist countries after world war ii represented an effort to get out from “subordinated position “ in the east / west relationship and become “the second core of the industrial civilization and eventually the leader in the technological and economic development” (Kneva , 2012, p 2) .

2.2- Economic reform in Egypt.

2.2.1- First stage “ *al-infitah*”

The 1952 revolution in Egypt brought Nasser to the power. Although Nasser was not a supporter of the soviet union directly, however, his promotion of Arab nationalism threatened surrounding pro-western states “The economic policies of Nasser during the 1950s and 1960s included large –scale nationalization, the eradication of foreign capital and a number of macro-economic change “ (Gray, 1998). Egypt during Nasser’s period was closer to the Easter sector, and this was his strategy in general . Specifically, in the tourism industry, in the report provided to the United States Agency for International Development in 2002, under the subtitle of the historical and economic context, outlined that “after the revolution of 1952, the Egyptian government began to play an increasingly active role in the economy by nationalizing private business, directly investing in productive and service ventures, and controlling and monopolizing many economic sub-sectors. Whereas in 1952, the private sector accounted for 76% of investment, over the next several decades the government accounted for 80-90% of all investment. By the early 1970’s, all but small-scale enterprises and agriculture were controlled and owned by the state”.

Nasser did little, however, to encourage or liberalize tourism. He initiated some reforms of a limited nature late in his presidency – allowing greater freedom of economic activity to private business people in the mid-1960s, and easing

restriction on imports in 1968, for example – but these were, in effect, little more than a hesitant political recognition of the need for general changes to the economy. (Gray , 1998).

Nevertheless, the country, in this case, needs to represent itself and establish its future, after the shifting from East, Communist or Soviet Bloc whatever, towards the global economic system. There is the only way to represent itself , to the world, by re-brand itself. However, the Communist economic, political and cultural systems have completely different tools for construction and communication, in various country sectors.

According to The results and impacts of Egypt’s privatization program 2002 report. In the aerial in 1974 by Anwar Sadat, the promulgation of *al-Infitah* (economic opening). “the year 1974 witnessed the start of the “open door” policy (*Infetah*), which included many laws to encourage the private sector. The most important was law 43 of 1974 and its amending law 32 of 1977. It is worth mentioning that at the time, the public sector was undertaking almost 90% of total investment, versus 10% for the private sector. By the end of the period from 1974 - 1983, the public sector was responsible for 81% of total investment, while the private sector share increased to 19%. By 1990, the public sector’s share was 68% against 32% for the private sector, although of a much higher total.

”Egypt has gradually moved away, by *al-Infitah* policies, from the state-led development (SLD) economic orthodoxy of the Nasser period, replacing SLD and import substitution policies with a strategy based on the retreat of the state from economic management and an expansion of the role of the private sector” (Gray , 1998).

2.2.2- Second stage “privatization”.

Although , Egypt began to move closer to the economic liberalism and towards to USA after the 6 October war, 1973, this was all quasi-paralleled with the collapse of communist economies in the 1980s dashed such aspiration. During the harsh economic crises that followed the 1989 velvet revolution, the west was reinstated as

the locus of superior knowledge, technology, and ideals. Western consultants-dispatched by organizations like the international monetary fund (IMF), the world bank, the U.S. Agency for international development (USAID), and others-crisscrossed the region, dispensing recommendations that were intended to “cure” the ailing post-communist economies and kick-start democratic reforms. The policies they recommended became known as “shock therapy” ; they called for rapid privatization of state-owned enterprises, price liberalization paired with wage reductions, slashing of social services , and the opening up of trade were the financial system (Kneva , 2012, p 2).

Therefore, Egypt has taken the same route of “shock therapy” which is provided by international organizations. ”In 1986 Egypt began to experience serious macroeconomic imbalances and a dramatic fall in growth. Serious fiscal and productivity consequences were characterized by budget deficits of 17% of GDP and very high balance of payments deficits. The average return on capital on the state’s investment in the economy had decreased to 5.9% by 1989, at a time when inflation was about 15%. In 1991, government embarked on a major program of market oriented economic reform and liberalization, in concert with significant financial support from international donors, with privatization as an important feature.” (The results and impacts of Egypt’s privatization program 2002).

Moreover, this serious problem in the Egyptian economic sector led the Egyptian government in May 1991 to the agreement with the international monetary fund (IMF). “ To the supporters of privatization and economic reform, the sale of public assets offers the opportunity for greater productivity, lower public debt, and increased competition and consumer choice. More ardent supporters argue that without substantial reform, Egypt will soon be unable to satisfy even its most basic needs, such as food, infrastructure and education. To its detractors, economic liberalization is, at best , unable to delivery many of promises it makes and, at worst, will lead Egypt further into poverty and dependency on external powers for survival “ (Gray , 1998).

2.3-Global tourism market .

2.3.1-A Brief History of the global tourism market.

After the industrial boom surrounding World War II, surplus airplane manufacturing was converted into civil uses. At the same time, aircraft technology improved and a post-war economic growth period occurred. Suddenly, charter flights became a possibility. With them, tourism instantly became big business. According to Harrison (1994), much of the subsequent gains to the industry occurred across international borders. He says, "In 1950 a little over 25 million tourists (excluding day trippers) crossed national boundaries. By 1990, this figure had increased to 425 million" (233). The ability to travel overseas was greatly improved by the speed and efficiency of airline services. As national incomes and populations in the United States and Western Europe increased and the costs of airplane seats fell, the phenomenal role of international tourism in the world economy would soon become a reality.

2.3.2-The Current situation of global tourism.

To understand the Egyptian tourism market, first we should have an overview concerning the global tourism market. To locate the Egyptian tourism market in the right position, we have to show, how it is relative to the global market of tourism, the ranking of countries in terms of market size, tourism spenders and country revenue from the tourism market. As I have maintained above, nation brand such as the Egypt brand affects companies whose products are considered to be distinctly "national". Tourism is the first national industry affected by country's image brand and how the country's image brand appears in international public opinion is relevant. For example, after 9/11 in U.S. and the tourism income has been decreased more than 13% . During the Iraq war in 2002, the same in the number arrivals of tourism as showed in The World Bank Data (figure 2 & 3).

(Figure 2⁵)

Country Name	2000	2001	2002	2003	
Uganda	165,000,000.0	187,000,000.0	194,000,000.0	185,000,000.0	268,...
Ukraine	563,000,000.0	759,000,000.0	1,001,000,000.0	1,204,000,000.0	2,931...
United Arab Emirates	1,063,000,000.0	1,200,000,000.0	1,332,000,000.0	1,438,000,000.0	1,595...
United Kingdom	29,978,000,000.0	26,137,000,000.0	27,819,000,000.0	30,736,000,000.0	37,16...
United States	120,912,000,000.0	109,103,000,000.0	104,427,000,000.0	101,535,000,000.0	115,8...
Uruguay	827,000,000.0	700,000,000.0	409,000,000.0	419,000,000.0	591...
Uzbekistan	63,000,000.0	72,000,000.0	68,000,000.0	48,000,000.0	57...

(Figure 3⁶)

Country Name	2000	2001	2002	2003	
Uganda	193,000.0	205,000.0	254,000.0	305,000.0	
Ukraine	6,431,000.0	9,174,000.0	10,517,000.0	12,514,000.0	15...
United Arab Emirates	3,907,000.0	4,134,000.0	5,445,000.0	5,871,000.0	6...
United Kingdom	23,212,000.0	20,982,000.0	22,307,000.0	22,787,000.0	25...
United States	51,238,000.0	46,927,000.0	43,581,000.0	41,218,000.0	46...
Uruguay	1,968,000.0	1,892,000.0	1,258,000.0	1,420,000.0	1...
Uzbekistan	302,000.0	345,000.0	332,000.0	231,000.0	

Today, tourism claims a lion's share of the world economy. According to some sources, international tourism alone is the largest item in world trade, responsible for nine percent of global exports and monetary in 2012. According to The United Nations World Tourism Organization, or Unwto, total contribution tourism and travel to world GDP and employment in 2012 was US\$ 2.1 trillion, and 101 million jobs (By 2023, total economic contribution is forecast to rise to US\$ 10.5 trillion in GDP). Taking account of its combined direct, indirect and induced impacts, in 2012 was US\$ 6.6 trillion in GDP; 260 million in jobs (By 2023, almost 340 million in

⁵ Source: World bank data.

⁶ Source: World bank data.

jobs) . US\$ 760 billion in investment; and US\$ 1.2 trillion in exports(By 2023, over US\$ 1.3 trillion in investment and almost US\$ 2.0 trillion in exports). This total contribution represents 9% of total economy GDP in 2012, 1 in 11 jobs, 5% of total economy investment and 5% of world exports (By 2023, total contribution will account for 10.0% of GDP and 1 in 10 jobs). International tourism, global number of arrivals is 1.2 billion in 2011 increased by 50% since 2003.

International tourism (travel and passenger transport) accounts for 30% of the world's exports of services and 6% of overall exports of goods and services. As a worldwide export category, tourism ranks fifth after fuels, chemicals, food and automotive products, while ranking first in many developing countries.

This contribution to GDP grew by a robust 3.2% in 2012. This was faster than growth of the world economy as whole (2.3%), and also faster than growth of a number of broad industries including manufacturing, financial & business services and retail. Total employment, including those working in the industry's supply chain and supported by the spending of their employees, increased by 4.0 million jobs in 2012 ,visitor exports exceeded expectations, rising 4.7% year on year.(WTTC,2013)

2.3.3- Shares of the global tourism market.

In this study, we looked at, the whole size of the global tourism market. What is relevant to a particular country though, is that country's share of the global tourism market. By answering this question, we get more understanding of: How the global tourism market works, which countries achieve greater profits from the global tourism market and where the biggest spent shares in global tourism market exist.

2.3.4- Shares of global tourism market by top earners.

First by regions, according to Unwto the Americas (+7%) recorded the largest increase in receipts, followed by Asia and the Pacific (+6%), Africa (+5%) and Europe (2%). Receipts in the Middle East were still down (-2%); yet report a steady improvement compared to the decline recorded in 2011.

In absolute values, Europe saw US\$ 457 billion in tourism earnings equivalent to 43% of the world's total tourism receipts, the largest share by region. Destinations in Asia and the Pacific (US\$ 323 billion) account for 30% of international tourism receipts and the Americas (US\$ 215 billion) for 20%. In the Middle East (4% share) total tourism receipts reached US\$ 47 billion and in Africa (3% share) US\$ 34 billion .

Secondly, looking at countries individually. In many countries tourism is the main earning source. In these tourism based countries, we are going to examine the most profitable countries, from 2011 statistics. The top country of tourism earners in 2011 are; According to The world bank data, United States: they earned \$185 billion from the tourism sector. About 62,7 million people visited this country in 2011. The quantity of tourist is increasing day by day. People prefer United States most in their holy day times.

Spain: Spain is the 2nd country of tourism earners. In 2011 they earn about \$67 billion from this sector. About 67,7 million people visited this country in 2011 . Golden beaches, medieval towns, flamenco dancers, fruity sangria, Barcelona's museums, ski slopes of Pyrenees is the main tourist attraction in this country and from these places Spain earns most.

France: we should keep France in the 3th position. About 81.5 million people visited this country in 2011. France earned \$65 billion in 2011. We sure that it is the most beautiful country.

China: In this List of tourism earners we must keep China in the 4th position. It is the 1st Asian country in this list. China is a colossal country of enormous travel opportunities and diversity that cannot be found anywhere else. The rate of earning is also increasing of this country from this sector. In 2011 they earned about \$53 billion. About 57,5 million people visited this country in 2011.

Germany: In the List of tourism earners we should keep Germany in the 5th position. In the last decade that achieve a good position in the tourism sector.. in the same year ,they earn \$53 billion from this sector. About 28.4 million people visited

this country in 2011.

Italy: In the List of tourism earners we should keep Italy in the 6th place. About 46.1 million people visited this country . In 2011 they earned about \$45 billion from their tourism sector. The country is full of natural and the ancient attraction.

United Kingdom: In the List of tourism earners we should keep this United Kingdom in the 7th place. United Kingdom, and more specifically London, is a must-see for every traveler. About 29.3 million tourist visited UK in 2011. UK also earned \$45 billion from this sector in 2011 .

Australia: In the List of most tourism earners we should Australia in the 8th position. A great number of tourist visits this country every year. This country also has a great diversification and for this reason it attracts more tourists. About 23 million tourist visited Australia in 2011. Australia earned \$34 billion from the tourism sector.

Hong Kong SAR, China: In the List of tourism earners we should keep Hong Kong in the 9th position. About 22.3 million tourist visited Hong Kong in 2011. in 2011 Hong Kong earned \$33 billion from this sector.

Thailand: In the List of most tourism earners we should keep Thailand in the 10th position. 2011 Thailand earned 30 billion from this tourism sector. Millions of visitor visited this country every year. The number of tourist of Thailand is increasing every year. About 19.2 million tourists visited this country in 2011.

Within the global market of tourism, from this analyses above, appears the following; There are three kinds of marketing tourism system, First quantitative market tourism such as in the case of France, Spain and Italy. These markets depend on attraction of large numbers of tourists at relatively low prices, These countries are characterized by (as we have grasped from Amplicate and country brand index 2011) cultures (friendly people, nice food, interesting history etc.) which have a powerful impact.

The second tourism market type is qualitative market tourism such as U.S,

Germany and UK. This market depends on high prices and relatively, a smaller number of tourists. Those countries are characterized more by powerful economic impact than culture .

The third type of tourism market is a balance between the previous types, quantitative and qualitative, for example in the case of Australia. These countries are characterized by diversity between economics and culture.

2.3.5-Global tourism market by top spenders .

There is also an important issue of the world's top spenders. This is mentioned, as it illustrates the contribution of each country within the global tourism market. This is important for many reasons: such as identification and classification of tourism markets such as fast-growing markets (e.g. China) or emerging markets (e.g. Brazil) (figure 3). Study of these markets, their requirements and internal market workings to attract the largest number of consumers, specifically, the emerging tourism markets, is useful for a country that wishes to re-brand itself. The country can create a direct communication with new customers; customers who have not before had any experience in the country, which means, the new country's brand can be rapidly established with the new customer base.

According to The United Nations World Tourism Organization, or Unwto, Chinese travelers are now the top source of tourism. Chinese travelers spent a record US\$102 billion on international tourism in 2012, a 40 percent rise from US\$73 billion in 2011. Other emerging markets to increase tourism spending abroad over the past decade include Russia, which saw an increase of 32 percent in 2012 to US\$43 billion, bringing it from seventh to fifth place in the international tourism spending rankings. Spending on travel abroad from Germany and the United States grew by 6% each. Spending from the UK grew by 4% and the country retained its fourth place spot in the list of major source markets. Expenditure by Canada grew by 7%, while both Australia and Japan grew by 3%.The only markets in the top 10 to record a decline in international tourism spending were France (down 6%) and Italy (minus 1%).

(figure 4⁷)

Rank	International Tourism Expenditure (US\$ billion)				Local currencies Change (%)		Market share (%)
	2005	2010	2011	2012*	11/10	12*/11	2012*
1 China	21,8	54,9	72,6	102,0	(\$) 32,3	(\$) 40,5	9,5
2 Germany	74,4	78,1	85,9	83,8	4,7	5,8	7,8
3 United States	69,9	75,5	78,7	83,7	4,2	6,4	7,8
4 United Kingdom	59,6	50,0	51,0	52,3	-1,6	4,1	4,9
5 Russian Federation	17,3	26,6	32,5	42,8	(\$) 22,1	(\$) 31,8	4,0
6 France	31,8	39,0	44,1	38,1	7,6	-6,4	3,5
7 Canada	18,0	29,6	33,3	35,2	8,2	6,7	3,3
8 Japan	27,3	27,9	27,2	28,1	-11,2	3,1	2,6
9 Australia	11,3	22,2	26,7	27,6	7,0	2,9	2,6
10 Italy	22,4	27,1	28,7	26,2	0,8	-1,0	2,4
11 Singapore	10,1	18,7	21,4	22,4	5,7	3,9	2,1
12 Brazil	4,7	16,4	21,3	22,2	(\$) 29,5	(\$) 4,6	2,1
13 Belgium	15,0	18,9	22,1	21,7	11,1	6,6	2,0
14 Hong Kong (China)	13,3	17,5	19,2	20,5	9,7	6,7	1,9
15 Netherlands	16,2	19,6	20,5	20,2	-0,4	6,5	1,9

Source: World Tourism Organization (UNWTO) ©
\$ = percentage derived from series in US\$ instead of local currency

(Data as collected by UNWTO April 2013)

The contribution of tourism and travel to current and future world as shown above, illustrates the rapid development of the industry. Each country seeks to benefit as much as possible, to get a large share of the global tourism and travel market by their ability to impact on international public opinion, whether through their culture brand (friendly people, history... etc) or economic brand (luxury). Countries should aim to set their tourism market consistent with key contributors in the global tourism market, to create bilateral cooperation and cultural–economic impact.

2.4-Tourism in Egypt.

2.4.1-A current situation .

Egypt was known throughout its history as a destination for tourists and travelers since it was visited by "Herodotus" during the ancient time, when he got surprised because of the vast difference between Egypt and his homeland. Egypt maintained this image throughout the middle and modern history. However, the discovery of the Pharaonic antiquities long time ago has added a special charm to Egypt, besides its unique religious and cultural monuments. On the other hand, Egypt enjoys a geographical location, and a moderate climate all the year-round, along with its smooth vast coastlines, and beaches with its unique treasures of coral reefs, providing Egypt with advantages of a competitive edge.

⁷ Source: The United Nations World Tourism Organization

Egypt enjoys various fields of tourism attraction, the most important are archeological or cultural tourism as one of the oldest types of tourism in Egypt, where the landmarks of the ancient civilizations are visible to the naked eye, an incarnation of the nations that constructed these civilizations since the dawn of history. Despite the multiple types of tourism, and Egypt's cultural tourism remains the unrepeated, unique and non-competitive component of tourism as Egypt possesses one third of the world's known monuments.

Besides cultural and archaeological tourism, many tourism attraction types have come into existence and addressed broader segments of tourists across the world, including recreational tourism, beaches tourism, religious tourism, therapeutic tourism, eco-tourism, sports tourism, golf tourism, safari tourism, desert tourism, yacht tourism, and maritime tourism in addition to festivals tourism, and cultural events and finally conferences and exhibitions tourism.

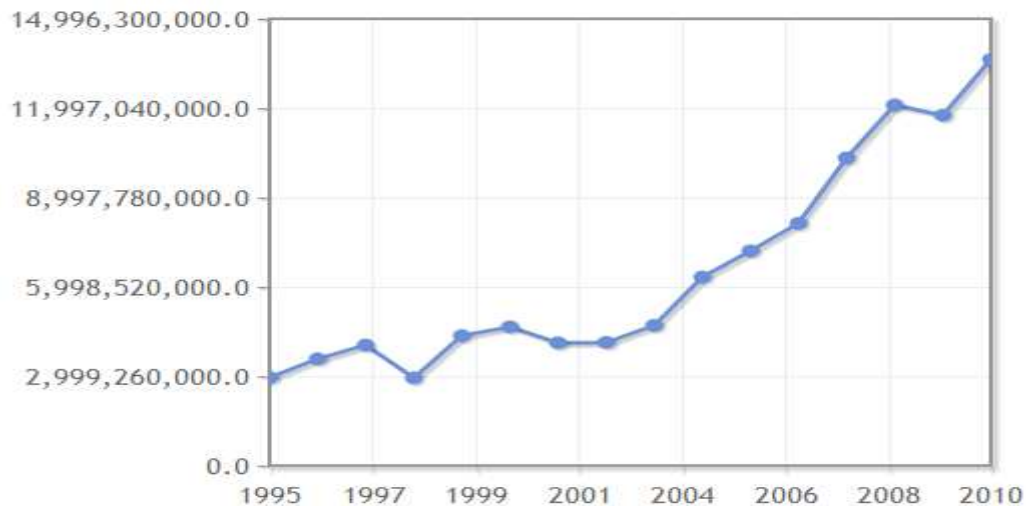
According to the Information and decision support center in Egypt (IDSC). Conference tourism in Egypt has steadily increased over the past six years where the total events held in Cairo International Conference Center amounted to 665 events, including 132 international and local conferences and 235 exhibitions and 298 ceremonies and occasions. In 2008, Egypt witnessed a significant recovery for conference tourism, where many world conferences have been held on its territory such as Davos economic forum in Sharm El-Sheikh, The National Conference on Population and the African Summit.

2.4.2-Egypt's share of global tourism.

The significance of tourism in National Economy (before the revolution 25Jan 2011). Egypt earns from tourism sector, according to World bank data in 2010 \$14 billion. About 14.1 million people visited Egypt in 2011. Despite Egypt is considered the seventh on Hotel price index and the eleventh on Fuel price levels index (Unwto) Tourism is currently representing 11.3% of Egypt's GDP, 40% of the total Egypt's non-commodity exports and 19.3% of Egypt's foreign currency revenues and providing 1.2 million jobs.

The latest value for International tourism, receipts in Egypt was \$13,6 billion as of 2010. Over the past 15 years, the value for this indicator has fluctuated between \$13,6 billion in 2010 and \$2,9 billion in 1998 (Figure 5)

(Figure 5 ⁸)



In 2007, Egypt won the second rank among the best 5 tourist destinations in the Middle East for setting up conferences and festivals on the sidelines of Egypt's participation in the Gulf Incentive Business Travel and Meetings Exhibition.

In addition, to these types of tourism, "Diving Centers Tourism" represents a tourist activity that attracts large numbers of tourists. Sharm el-Sheikh city is one of the largest diving centers in the world because of its potential environment and unique diversified nature which leads Sharm el-sheikh to be one of the major centers for attracting domestic and international tourism, in addition to being a resort for amateurs fishing, tourism and diving. There you will find the biggest diving centers equipped with the latest devices, because of which, World Travel Awards awarded Sharm el-Sheikh the best global destination for diving in 2007(World travel award ,2007).

Now a days. In 2013, according to The United Nations World Tourism Organization , or (Unwto) Egypt is ranked 10th regionally, dropping 10 positions in the global assessment to reach 85th overall, probably the result of the continuing

⁸ Source: World bank data.

unrest in the country. Most notably, the evaluation of the safety and security environment has dropped to the lowest position of all countries covered in the Report (140th). Further, rules and regulations are seen as less conducive to the development of the sector, with a middling rank of 76. Concerns also remain about the state of ground transport infrastructure (96th position), tourism infrastructure (90th), and ICT infrastructure (80th). A focus on improving the human resources base, ranked 105th (a somewhat poorer assessment than in the last Report) would also improve the country’s overall Tourism & Travel competitiveness. On a positive note, the Index reminds us of the several strengths on which the country can build its T&T competitiveness, including its rich in cultural heritage, with seven World Heritage cultural sites and several international fairs and exhibitions held in the country. Price competitiveness also continues to be an important consideration, ranked 4th, with competitive hotel prices, low fuel costs, and low prices more generally.

(Figure 6⁹)

The Travel & Tourism Competitiveness Index 2013: The Middle East and North Africa

Country/Economy	OVERALL INDEX			SUBINDEXES					
	Regional rank	Overall rank	Score	T&T regulatory framework		Business environment and infrastructure		T&T human, cultural, and natural resources	
				Rank	Score	Rank	Score	Rank	Score
United Arab Emirates	1	28	4.86	45	4.95	9	5.14	35	4.51
Qatar	2	41	4.49	48	4.93	31	4.70	75	3.85
Israel	3	53	4.34	36	5.07	51	4.08	71	3.86
Bahrain	4	55	4.30	77	4.46	32	4.69	83	3.74
Oman	5	57	4.29	56	4.81	47	4.20	76	3.84
Jordan	6	60	4.18	37	5.05	69	3.63	72	3.86
Saudi Arabia	7	62	4.17	87	4.32	38	4.43	80	3.76
Lebanon	8	69	4.04	73	4.50	65	3.74	70	3.87
Morocco	9	71	4.03	68	4.59	73	3.60	68	3.89
Egypt	10	85	3.88	86	4.35	77	3.56	84	3.74
Iran, Islamic Rep.	11	98	3.64	112	3.90	96	3.18	74	3.85
Kuwait	12	101	3.61	114	3.81	62	3.89	131	3.14
Algeria	13	132	3.07	134	3.30	126	2.66	123	3.25
Yemen	14	133	2.96	140	2.82	110	2.89	128	3.18
Mauritania	15	134	2.91	137	3.07	133	2.60	132	3.07

Ten major countries , exporting tourism to Egypt; Russia, Germany, England Italy, France, Libya, Saudi Arabia, Ukraine, Poland and Latin

2.4.3-Tourism in Egypt (A brief story).

Egypt has long attracted visitors, and was the first place of Middle East to become a “tourist” destination, in the sense of mass tourism. Mass tourism, characterized by packaged, guided tours, began in the late 1860s with the introduction of tours by the Thomas cook Company. The first of Thomas Cook’s tours to the Middle East in

⁹ Resource: tourism and travel competitiveness index 2013.

1869 was immensely popular, and the company came to dominate a sizeable Middle East tourism industry by late in the century, with Egypt and the Holy Land at the center of its operation in the region: The importance of the Suez Canal to international travel and trade meant that throughout the late nineteenth century, until (and after) the advent of regular, affordable air transportation, Egypt was an important stop for ships travelling east from Europe, and it therefore attracted large numbers of foreign visitors: After the 1952 revolution and under the presidency of Nasser, Egypt continued as a tourist destination, dramatically as a result of international instability, especially the Arab-Israeli conflict. Tourism was nonetheless an important feature of the Egyptian economy under Nasser. (Gay, 1998)

The effects of Sadat's liberalization were several. Foreign investment in the tourism sector increased substantially in the mid-1970s; a few investments were purely foreign, private sector owned and operated but the majority were partnerships between foreign capital and "EGOTH" with funds raised from foreign banks and from foreign non-bank sources. International firms with an interest in the tourism industry such as American Express, established branches and operations in Egypt during this time although the state-owned Misr Travel dominated the in-bound tourism market during the 1970s and 1980s.

Tourism retained its importance as an aspect of economic development and was viewed as a potent panacea for the major economic ills which Egypt suffered in the 1980s, especially high unemployment and poor trade figures. And from the mid-1980s onwards, after the appointment of Fuad Sultan as the Minister of Tourism, the liberalization and expansion of tourism were aggressively encouraged and supported by the new minister. The main challenges facing tourism development in the 1980s were the need for more general development of facilities and related infrastructure and the fluctuations in tourism numbers and income.

Sultan began by liberalizing airline rules, allowing charter services to operate more freely and directly to regional tourism sites such as the resorts of the Red Sea. More significant was his decision to further part-privatize poorly performing state-owned hotels by allowing more foreign firms to manage and operate these establishments.

Under 25-year contracts, the involvement and managerial autonomy of major foreign hotel operators (such as Hilton, Meridien, Marriott and the like) were increased.

2.4.4- Sharm el Sheikh.

Sharm El-Sheikh shows little semblance to its origin. When it was first settled, it was mostly a group of tents with native fishermen who rose early every morning to fish Sharm's seas. However, Israel gained occupation of Sharm in 1967, which was a huge turning point in Sharm's history. Israel began to shape Sharm into a tourist, vacation destination. Israelis also built towns, such as Ofira and Naama Bay where they put some hotels and restaurants. However, Sharm was still not very well known, especially internationally at this time as a resort destination. While it had the allure of the orient, it did not have the publicity it needed to sustain itself as a tourist capital.

Then in 1982 there was a shift of power and Sharm was again controlled by Egyptians. Egyptian rule affected many aspects of the culture, including tourism. At this time, the Egyptian government started a massive publicity campaign to publicize Sharm as the Red Sea Riviera, with luxury hotels and beautiful calm waters. Thus, Sharm began to build up as a popular destination for Europeans who wanted to experience the tropical weather without having to travel for half a day on the plane. Sharm began to grow as its downtown continued to fill with bright-lights, big hotels, movie theatres and English pubs.

Now a day's, the main resorts in Egypt are Hurghada, El Goana, Taba and Sharm el Sheikh which are all located on coastal areas. These areas are popular for the marine ecology and the sandy beaches.

Sharm El-Sheikh, the biggest and most important city of Sinai, lies at the southern flank of the Peninsula where the two gulfs of Aqaba and Suez meet with the Red Sea.

Most of the population is working in the tourism, construction, health and education sectors. The total inhabitants of Sharm El Sheikh hit some 35000. Those are accommodated in 9700 housing units, 3% of which are owned by the indigenous residents (Bedouins), 11% provided through government housing program, and 86% is mainly tourist lodges.

Sharm El-Sheikh city offers a variety of tourist attractions ranging from a dramatic mountain backdrop to stretches of golden beaches on matchless waters. Coral reefs, under water and marine life, unmatched anywhere in the world, offer a spectacular and dazzling time for divers. There is wide room for scientific tourism with diversity in marine life species; 250 different coral reefs and 1000 species of fish. These natural resources together with its proximity to European tourism markets have stimulated the rapid growth of tourism boom that the region is currently experiencing. The Bedouin culture with the colorful handicraft stands alone as a scene worth visiting.

At the south borderline of the city lies Ras Mohammed, which has been declared as a National Park in 1983. The park contains a variety of stunning geological features, including uplifted coral reefs, alluvial plains, Wadis (valleys), granite and Sandstone Mountains and soft dunes. Ras Mohamed is also home to many terrestrial species including foxes, gazelles, reptiles, ibexes and migratory birds such as White Storks and Raptors. There is also a forest of Mangroves trees, which provide valuable breeding areas with habitat for both birds and fish.

This marine national park is considered to be one of the most interesting diving sites in the world, with much diversity and rich coral life, some thousand different fish species and 150 coral types. Nabq Park borders the city from the north. It is an outstanding natural area containing varied ecosystems and habitat types. Between which is the Mangroves (*Avicennia marina*) -one of the most important species combined with 134 plant species spread across the park.

Sharm El-Sheikh, apart from its military strategic position, was considered for more than 25 years an isolated part of Egypt. Only after the liberation war and Egypt's victory in 1973, and the ensuing peace agreement, the wonderful city of Sharm El-

Sheikh emerged as a promising resort laden with many prospective potentials of prosperity. Since then a new era emerged in the history of Sinai and its largest city. Sharm El-Sheikh as known by The Land of Peace.

2.4.5-Conference tourism in Sharm el Shiekh.

President Mubarak hosted numerous key figures and held many conferences with the aim of promoting world peace at large. Among these conferences are:

1- The 1996 Peace Making Summit that was attended by many Arab and foreign Heads of State.

2- The G-15 Summit was held for the first time in Egypt in 1998 in Sharm El Sheikh .This Summit is held in rotation only in one of the group States.

3- Concluding Wye River Agreement between the Palestinians represented by their leader Yasser Arafat and Israel represented by the then Prime Minister Barak in September 1999. King Abdullah of Jordan, President Mubarak and US Secretary of State Albright also attended the meeting.

4- Sharm El-Sheikh trilateral Summit, which was attended by President Mubarak, Arafat and Barak aiming at boosting the peace process prior to the Palestinian-Israeli meeting in Camp David.

5- President Mubarak and Crown Prince of Saudi Arabia Prince Abdullah summit met in Sharm El-Sheikh to review Arab situation, peace process and bilateral cooperation.

6- The trilateral summit that gathered President Mubarak, Crown Prince of Saudi Arabia Prince Abdullah and Syrian President Bashar Al Assad to discuss the ongoing peace process in the Middle East with special emphasis on the Syrian-Palestinian tracks of negotiations.

7- President Mubarak and Al Assad summit in 1998 to review the bilateral relations and the latest developments on the Syrian-Turkish level in view of Adana Security Agreement between the two countries. They also handled the peace

process and the possibility of resuming negotiations on the Syrian and Lebanese tracks.

8- The bilateral summit between the two leaders of Egypt and Jordan to discuss the deteriorating situation in the occupied territories and to pave the way for an Arab Summit.

9- Sharm El-Sheikh Summit held on October 17, 2000, was considered a pioneering step on the part of President Mubarak besides his call for the international community and the United States to put an end to acts of violence triggered by Israel in the occupied territories. The summit was also attended by the US President Bill Clinton, King Abdullah of Jordan, Palestinian President Yasser Arafat, Israeli Prime Minister Barak and UN Secretary-General Kofi Annan . On the sidelines of this summit, various meetings with the African, Arab and European countries were held.

The meetings of Sharm El-Sheikh were not only confined to political ones and the city began hosting various industrial, economic and tourist conferences.

10- In September 2000 the city hosted the Strategic Group Meeting for the World Tourism Organization (WTO).

11- Donors Conference, February 5, 2002.

12- Arab-American summit, June 3, 2003. The summit discussed the Middle East peace process, the situation in Iraq and fighting terrorism.

2.4.6-Tourists and tourism in Egypt.

Egypt contains a substantial fundamentalist Islamic population who aim to target foreigners as well as oppose the Egyptian government. Therefore, any attacks on Egypt's tourism industry, essentially serves both purposes.

On 23 July 2005, there was a terrorist attack in Sharm el-Sheikh. There were 3 bombs, all of which went off in the very early hours of the morning when many people were still out late in restaurants, cafes and bars etc. The first blast was in the

market 'bazaar', the second was outside the Moevenpick Hotel and the third was a truck bomb driven into another hotel - the Ghazala Gardens Hotel on the beachfront. 88 people died in these attacks and about 200 more injured. Most of those were Egyptian but there were also many foreigners including those from Britain, Germany, Italy, Turkey, Israel, America, France, Netherlands, Russia and Spain. Two groups claimed responsibility for the bombings - a group called the 'Abdullah Azzam Brigade' and another group called the 'Holy Warriors of Egypt'.

Before the 2005 attack on Sharm el-Sheikh, there was a major incident on 17 November 1997 in the city of Luxor, 700 km south of Cairo when 58 foreign tourists and 4 Egyptians were killed. In October 2004, there were a series of bombings in Taba, not too far from Sharm el-Sheikh and in April 2005, Cairo suffered terrorist violence for two days resulting in the death of 3 tourists.

2.4.7-Other events' impact on tourism market in Egypt.

Other events with a particular impact on tourism included the assassination of Anwar Sadat in 1981, the Israeli invasion of Lebanon in 1982, the hijacking of the Achille Lauro cruise ship in 1985, and the United States bombing of Libya in 1986. The most disastrous event, however, was undoubtedly the 1990-91 Gulf War. The cancellation rate for tours was around 70 per cent in late 1990 and hotel occupancy rates fell to between 35 and 70 per cent (compared with 80-90 per cent a year earlier).

Despite this Events ,many tourism-related firms struggled to survive in the early 1990s, and just as tourism began to recover from the Gulf War in 1991 and 1992, attacks by certain Islamist groups against tourists increased markedly.

Egypt learned in 1992 and 1993 how precarious and fragile the tourism industry is, when attacks by the al-Gama'a al-Islamiyya (the Islamic Grouping) against foreign tourists caused a dramatic fall in tourist numbers and revenue. In about 20 attacks eight tourists were killed and 50 wounded. Between 1992 and 1995 the cost to Egypt in lost tourism revenue is estimated at around U S\$1 billion.

3 CONCLUSION

3.1-Tourism market and Egypt brand.

Today, the term “brand” is not simply a descriptor for consumer goods: it includes products, services, places and experiences, and how they are marketed to audience groups to create familiarity and favourability.

Brand is an asset that represents the sum total of the associations that influence preference—and it must be carefully managed. Just like products or services, countries are known by association, including language, images and media, as well as first-hand experience and peer recommendation. Brands are, in a word, a collection of perceptions. That can include a decision to invest, visit, emigrate, work, study, consume that country’s goods or become interested in its culture. In short, a choice to let one country play a significant role in our lives and livelihood.

According to study by Thomas Cromwell is the president of East West Communications, based in Washington, DC,. Of the notion brand impact on tourism market: Cromwell explored that. Promoting tourism products successfully requires a context that allows audience to appreciate what a country has to offer to visitors. That context is the overall image, or brand of country.

If, for example, a country is widely viewed as a modern, secure, clean and efficient state, tourist chances of getting tourists to visit attractive destinations are good. What’s more, if a nation is known for its unique features, whether they be cultural, artistic, natural or man-made, positive curiosity will provide a context that encourages tourists to discover first-hand something new or at least interesting.

If, on the other hand, a country is known for civil war, widespread crime and corruption, inadequate infrastructure or an unfriendly population, the task of

encouraging tourists to visit your destinations is very difficult. government have to either pretend all those disincentives do not exist, or convince public opinion that they will have no impact on a visit to your country.

Think about it. If a tourist is heading to a vacation destination that looks like paradise in the brochures or on the net, but when he arrives he is kept in a long line at passport control at an airport that is dirty and has no climate control, and then he is exposed to sweaty men fighting over who will take you in his taxi, and on and on, his vacation will be spoiled and he is unlikely to return to that country.

The point is that tourism branding and promotion cannot be conducted successfully without consideration of the context for tourism, which is the state of the country itself. Or, conversely, tourism branding and promotion can best be developed in the context of successful “nation branding” and promotion.

We live in a world where countries are trying to become the same in terms of infrastructure and quality of life. However, national objectives, including a universal core agenda to promote trade, investment and travel/tourism, are best achieved through differentiation. Countries need to take a critical look at themselves and ask: “Why should companies invest here or tourists come here, rather than go to other countries for investment and tourism?”

This self-critical analysis might well lead to recognition of what needs to be done to make your country more attractive. Is your legal system robust and fair? Is private property and foreign investment protected? Do visitors have the services in place that business and tourists need? Do visitors have the transportation facilities needed for travel and trade?

This self-analysis is the starting point of a nation branding process, because a brand must be truthful and believable. Every country has strengths and

weaknesses and a good brand will project a nation's strengths while recognizing its weaknesses. The good news is that a nation's brand is not fixed in stone; it evolves as the country evolves. Thus even if you know there are many things to improve in your country, there is no reason to delay branding, which can be a key tool in helping you get to where you want to be as a nation.

The purpose of nation branding is to position your country in the best way possible in the world system, given its strengths and weaknesses.

And nation branding is not simply coming up with a cute logo and tag line. It has a much deeper purpose: to position a nation so that it can achieve the maximum success in the world system, including garnering the maximum international recognition and clout, robust business relations with the world, and a healthy tourism industry. By doing this, a nation brings the maximum benefit to its people by giving them dignity, and by creating jobs and wealth.

Branding has grown into a science that employs certain proven methods and techniques, including research among stakeholders, benchmarking, etc. And while nation branding is more complex than corporate branding, because of the complex nature of countries, many of the tools developed in the corporate world can be used in the nation branding process.

However, nation branding is a specialized field because the complex elements that make up a nation and the diverse objectives of government need to be understood deeply and fully for the branding process to be successful.

Branding is not advertising. Branding is a process that should be undertaken before money is spent on image-formation and messaging, and hence before communications strategies and plans are decided, advertising campaigns are initiated, web sites built or public relations paid for. However, most countries

do it the other way round: they allocate budgets for advertising, web sites, PR, etc, without having a brand to communicate.

Every nation is a brand. It is a somewhat new way of looking at a country, but every nation is a brand. That is, it has an image in the minds of people living elsewhere, at least those people who are aware of its existence. Some countries are known for good things, some for bad, and some are largely unknown. This last group is probably the most fortunate, because little-known countries have the greatest opportunity to establish a brand from scratch.

The problem is that most countries have had their brands made for them. Their history, or current events, as described by others (historians, mass media, etc) have shaped their image, good or bad. Hence Sudan is associated with civil war, inter-religious conflict and poverty, Iraq with suicide bombings and widespread violence, Cuba with Fidel Castro's Marxism, etc. But meet a Sudanese, Iraqi or Cuban, and you will know that these countries have wonderful people and many good points.

But even a 'nice' image, such as Switzerland being known as a land of cuckoo clocks and chocolates, can be a problem for a country. For one, cuckoo clocks and chocolates have little to do with the success of an economy that boasts half of Europe's top ten companies, in everything from financial services to pharmaceuticals and food processing. And the Swiss certainly want to be known for their real value and real contribution to the world system.

Governments must lead the branding process. Clearly, no one in the world will create a good brand for your country. Why should they? News organizations are interested in 'bad news' such as wars, disasters and the like. Who is there to make that attractive image for visitors?

The logical task is that each country must take control of its own brand. This means that it must invest in its brand, as well as the management and promotion of that brand. This is a task that must be led by governments. Only a national government knows the full agenda of the country and has the power and resources to lead the nation in a branding process.

Nevertheless, governments must get the buy-in of all the key stakeholders, the business community, etc. With this participation in the branding process, these stakeholders will then become natural promoters of the brand. Furthermore, if the government takes an initiative that is intelligent and clearly of benefit to the whole country, it is likely to get the willing support of other stakeholders. After all, every citizen and organization in a nation would like to be part of a positive image for the country.

A nation's brand is complex. One should not think that branding a nation successfully is an easy task. In fact there are few if any examples of such a success. Countries are made up of a mix of elements, including location, peoples, cultures, religions, traditions, industries, habits, natural resources and often complex histories. A successful brand will embody and represent the diverse positive elements that comprise a nation. Hence, we at East West Communications call a nation's brand a megabrand. That is, a brand that embodies several complex elements, possibly including other brands.

A good brand will take into account the complexity of the nation it seeks to embody, and be believable. At the same time it will differentiate the nation from all others, putting it in the best light possible, without exaggeration or distortion of the truth.

Many countries have depended on their tourism brand to project a positive image about the nation as a whole, but there is the risk that the tourism brand is too narrow or limited. Furthermore, in an age of global terrorism, a tourism brand can be highly vulnerable. We have seen that terror attacks at tourist

destinations, such as Luxor in 1997, and Sharm El Sheikh in 2005, can result in huge financial losses and a set-back for the country in general.

In the cases cited here, Egypt lost billions of dollars in tourism-related business, but also in its stock markets, in reduced investment levels and other related difficulties. For Egypt, tourism was the only positive image they projected to the world. Neither had invested in a broader brand that supported industry, investment and trade. And it has not done so since. This is a risky approach.

Building on a tourism brand. However, in some cases tourism brands have been successfully extended to serve a nation as a whole.

Many countries are now seriously thinking about the process and benefits of nation branding, but in many instances the task seems overwhelming in its magnitude, and governments simply don't take action.

In this case, it might be wise for tourism branding to take on as much of the role of nation branding as possible. Looked at in its broadest sense, the tourism sector includes much of what makes up a nation, including infrastructure, government and private services, the environment, etc, and there is a good argument for a tourism brand to embrace those elements, especially in the absence of a nation brand.

All these considerations must be carefully crafted into any tourism communications strategy and be delivered with maximum creative impact to the target audiences. In this way the nation branding process is initiated through tourism branding.

The nation branding process. The techniques used in branding nations are largely taken from the corporate world and adapted to the particular circumstances of countries. In particular, any credible branding process must begin with in-depth research and analysis, including getting the input of

stakeholders. With this information, as well as an articulation of the nation's vision, brand-building can begin in earnest.

Nation brand evolution. It is difficult for us humans to see ourselves in a true perspective, as others see us. Even in the corporate world, outside branding consultants are used to help corporate executives make wise decisions about their all-important brands.

Likewise, it is difficult for a nation to see itself clearly. Therefore, it is desirable for a country to seek a branding partner to conduct the research and analysis (nation brand indexes and social media represent international public opinion feedback or marketing research), to develop a creative brief, and to propose images and messages. Every nation owns its own brand, and must make all the critical decisions regarding its formation and management, but in the complex world we live in today, the advice of experts is essential to success.

3.2-Challenges of nation brand's theory.

Lia Proedrou, founder and head of brand excel, a branding agency based in Athens, Greece, whose clients include the Greek organization of exports s, points to some of the reasons why Nation Brand strategy does not have great support "the big problem with branding countries, in my opinion, is that there are many different organizations that operate within these countries—and this is especially evident within the European countries. You have the tourism organization which is an entity of its own and quite 'dinosauric.' then you have export organizations, the ministry of development of economic growth, food products, etc.—and everyone's doing their own thing. It's nearly impossible to get everything together and really host it under the country's umbrella...instead of developing one entire brand for the country that can host everything, everybody's doing their own thing." (Alycia de Mesa 2007)

Indeed, the countries are more complicated than companies from the point of

organization and targets. Moreover, I would add that the companies are serving one or a few sectors (dividing consumers into homogenous groups e.g. based on demographics, lifestyle, household life cycle, use occasion, benefits sought by 14 consumers.(de Pelsmacker, Geuens, and Van den Bergh, 2010), but countries are serving almost all of those internal of them, and they have to serve the largest amount of sectors in both direct and indirect ways.

Also, Anholt points out that countries need high spending money and time to create a brand for themselves, and that there is no widely accepted theory of branding which makes a lot of countries confused.

Since, in branding countries, there are many different organizations that operate within these countries (Lia Proedrou above), then, they each have various missions and targets , in some cases are inconsistent . There is no widely accepted theory of branding (Anholt above), so , the theory of brand shall be simple and general in order to allow each country's implementation to depends upon its particular case . Each country has a brand position that is different compared to others, what is beneficial and applicable in a country is not necessarily applicable and useful to another. The tactics are various and completely different in each case but the main strategy is the same, thus, each county has to make individual evaluation dependent on its brand position, culture , strengths and points of weakness.

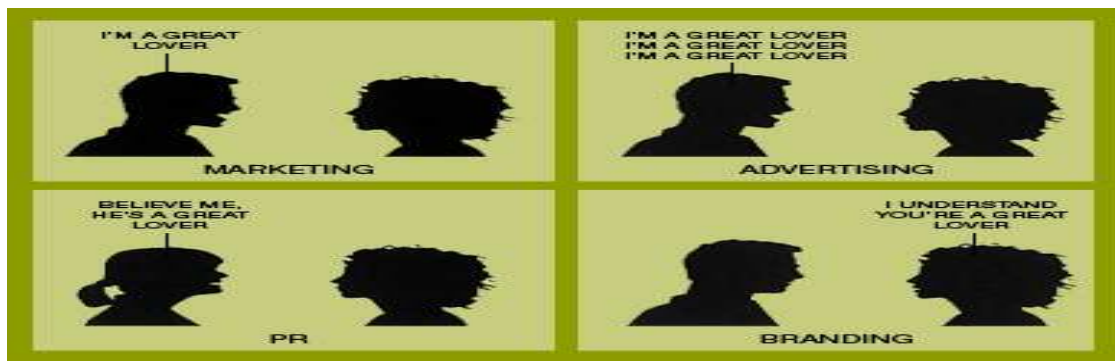
On the other hand, there is disappointingly lack of progress in conceptual development which is vital to move the subject forward (fan, 2004, 2006; Dinnie 2007). As a result, nation branding still faces serious challenges from outright objection to cynical scepticism among the public (Olins, 2002; Kabn, 2006). A worrying development is that the subject has now been attacked from within: nation branding does not exist, it is a dangerous myth. To branding a country is vain, naive and foolish, which creates the problem not the solution (Anholt, 2008). What is incredible is not the statement per se, but it was made by the right person who was widely credited with the creation of the term (Ying fan 2009).

3.3-Brand is a production not a promotion.

The hardest challenge of nation brand is to somebody who is not an expert in communication sciences , he doesn't understand exactly what is meant by a "brand", the public confuses the brand, advertising , public relations, marketing and propaganda , and most of them not clearly aware of the differences amongst these concepts .

The brand is a product, created through tools of marketing (De Pelsmacker, Geuens, and Van Den Bergh (2010), p. 3), the brand is not a tool of promotion. This is the main point, the idea that the brand as a product is not clear enough in the research which investigates and argues the nation brand. (Figure 7)

(Figure 7 ¹⁰)



3.4-Nation brand definition.

Most scholars have argued about the nation brand impact and its relationship with others countries' sectors such as the cultural , economic and political. Still though, there is not a solid and coherent definition of nation brand and its theory . There are some attempts to extract the nation brand definition from its aims , although this led to a lack of academic and public support , "as a result, nation branding still faces serious challenges from outright objection to cynical scepticism among the public" (Olins, 2002; Kabn, 2006 - Fan 2010). Scholars are using various approaches to evaluate how a country improves its public opinion, some using nation branding or nation brand as a main concept, others using competitive identity, country image or country reputation. The two concepts of country image and reputation are clearly different than others, but are still used to reach the same target that " the country

¹⁰ resource: <http://www.inkredible.com.au/Rebranding/what-is-Branding>

has widespread support or has a good perception within international public opinion

The question is : how can a country get widespread supporter or a good perception within international public opinion? To answer this question logically , if a country was to change or its position relative other countries around the world, it should do this through changing its communication. The communication is the way through which a country can influence the international public opinion of itself. It is a little different with which is mentioned by Anholt .

Anholt has attempted to create a theoretical framework of nation brand. Anholt stated that he suggested a question that was, “so if place branding is not about communication but policies , why do so many countries with good policies still suffer from a weak or negative reputation ? “ (Anholt,2010). I would remark that nation brand is maximising marketing communication and policies.

Anholt answered this question and mentioned three concepts are important to branding places that are : strategy – substance – symbolic actions. Indeed, those concepts are useful to communicate and influence the international public opinion, but in this case I would argue that the first concept is strategy . Strategy in this context is a marketing communication and not more, although, the international public opinion in this context, uses marketing research to identify or evaluate the brand of any country .

M. Aronczyk is a research at New York University. She outlined what is the evaluation concerning nation brand. What are the current perceptions of the nation by domestic and foreign audiences; and which elements of the extant national identity require particular scrutiny? Here a variety of research methodologies are employed to collect and harness diverse perceptions, the most common being public opinion interviews or surveys.¹⁶ one such survey, called the nation brands index (NBI), polls over 25,000 individuals in more than 35 different countries on a quarterly basis, ranking countries according to respondents’ perceptions of the country’s tourism, governance, exports, culture, heritage, people, investment, and immigration. Individuals polled are selected from a 5.5 million-member database held by an international marketing firm headquartered in Seattle, Washington. The

cost to a country of commissioning the survey ranges from \$50,000 (for an annual custom report and quarterly generic updates providing outsiders' general impressions of the country) to \$150,000 for an annual custom report and quarterly custom updates (specific public opinion findings of the commissioning country by all 35 countries surveyed). Some reports are periodically available for free online, a cherished technique of the savvy marketer; i was able to download the q4 2006 report, for example, at no charge. This data, described by its inventor as "a unique barometer of global opinion," (Anholt, 2006, p. 2) is now regularly used by governments to gain support for policy spending and trade decisions.

Using the system of public opinion as an evaluative tool has a long history in the advertising industry. The historian t. J. Lears has described the multiple functions of public opinion research for early 20th century advertising agents. Steeped in the "barnumesque entrepreneurship" (1994, p. 204) of their 19th century predecessors, new generations of advertisers were keen to lend their trade a measure of respect. Turning to the seeming rationality and value-neutrality of public opinion allowed them to shift the epistemological basis of advertising from hucksterism to truth-telling. The double hermeneutic is clear: by couching the motives of profit in a scientific discourse of rationality, advertisers attempted not only to legitimate their findings but also to validate their craft.

The desire to measure the public opinion of nations by their counterparts has its own historical trajectory, though the reasons for this desire vary according to the conditions of such measurement. One example may prove illustrative. In 1953, Princeton social scientists Hadley Cantril and William Buchanan published the findings of a four-year study under the title, how nations see each other: a study in public opinion. Prepared under the auspices of Unesco, the study surveyed thousands of individuals in Australia, Britain, France, Germany, Italy, the Netherlands, Norway, Mexico, and the U.S. With the aim of identifying "sources of tensions" among nations. In the aftermath of world war ii, international perception of national character was deemed a consideration of paramount importance: "the individual's assumptions concerning the nature of the world, of which ideas concerning men and nations and war and peace are fragments, form the

intellectual framework within which he considers proposals for change” . The study is designed not to elicit “real” reasons for the individual’s view of certain nations, the other explain, but rather “to get at his rationalization and assumptions,” in particular those which in wartime supported actions that in other times and places would be unthinkable.

In the nation brands index, the perception of character is also a consideration of paramount importance, but with a critical distinction: national character matters primarily in terms of its fitness for market exchange. As the 2006 report summarizes:

The nation brand is a clear and simple measure of a country’s ‘licence to trade’ in the global marketplace, and the acceptability of its people, hospitality, culture, policies, products and services to the rest of the world . . . The only sort of government that can afford to ignore the impact of its national reputation is one which has no interest in participating in the global community, and no desire for its economy, its culture or its citizens to benefit from the rich influences and opportunities that the rest of the world offers them.

Like a good brand it communicates an idea clearly and succinctly. it's been said that "branding is what people say about you when you're not around". It's these conversations that define your business and your brand. Every business has a brand, whether they like it or not. What they do with it however is up to them. Your brand is who you are, what you do. Or perhaps more to the point it's how the world perceives who you are and what you do.

Therefore ,country brands are the ultimate marketing challenge. Moreover, we understood from what was mentioned that nation brand depends on communication tools for aim to influence the international public opinion, thus, the definition of nation brand could be the country’s ability to communicate and influence international public opinion.

3.5-Globalization's impact on communication.

In my opinion, that “every country has a brand” is a fact . Brands are begin existing

when the countries are existing , in other words, the brand is born at the same time when the flag of country is designed. In this case , the brand is born as an unknown brand, then later takes significance or perception of the people first inside then later, outside this country.

The globalization is argued by many researchers, some globalization skeptics, such as Hirst and Thompson (1999), have argued that, at least in international trade, the world was more globalized toward the end of the nineteenth century than at the outset of the twenty-first (Wolfgang Donsbach 2008). The exhibition Venice and the Islamic world, 828–1797, organized by the metropolitan museum of art, New York, and the Institut du Monde Arabe, Paris (Carboni 2007), provided vivid material evidence as to how much had been lost in the two centuries since napoleon's invasion of Egypt in terms of interaction and information between western Europe and the middle east. Moreover, Giddens (1990) suggested that globalization involved industrialization, capitalism, the nation-state system, and technological diffusion, and that modernity's juggernaut pressed toward. (A. Sreberny 2008)

Otherwise, some scholars are appointed about the globalization phenomena, they commonly refer to the term “globalization” which has led to greater interdependence among nations worldwide in both economic and culture terms. As the economist wrote on the 20th anniversary of the fall of the Berlin Wall.

Globalization would have meant much less if have of Europe had been bricked in; many instinctively statist giants of emerging world, such as Brazil, India or even China, would have been far slower to open up their economies if a semi-credible alternative had sill existed. (“so much gained,”2009,p11)

The globalization, in context of the thesis , “the globalization of the communication industry” (Google).further, transnational connectivity (diffusion of information and innovation). Held et al. (1999) suggested that four comparative Spatio-temporal dimensions marked out the contemporary period: the extensity of global networks; the intensity of global interconnectedness; the velocity of global flows; and the impact propensity of global.

The great uprising of communication evolution was effected on the international relationship of nations, the information are available for everyone and everywhere in the world are impacted by globalization processes, even if the impacts are highly differentiated. (A.Sreberny 2008).

Nation brand as a concept was not clear before “the globalization world system”. In previous decades, when someone wanted to travel to abroad , he usually asked friends or acquaintances about their perception of the distance. Later this perception of countries was developed by off-line media and from news which is available in those media.

Now a days, the nation brand becomes important, after the emergence of online media, as the world began to widely integrate, the evolution of cross-border trade and transport, and all other concepts which are related to globalization, and the countries are increasingly interested what their image is.

The rise up of so-called “globalization system” and the unprecedented evolution of communication, most notably in 2005 the post web 2.0 marketing, interactive mobile technologies, online social networks, virtual worlds, (Ewing 2009) where allowed the more interaction of people and institutions, whether public, governmental or private, and each of their has a goals in their deal to others, purpose, a goal-oriented perspective on communication entails the assumption that social interaction is an instrument for achieving objectives. Communication is the means by which something gets done. (Jams Price Dillard 2008)

Whereas, media emerged as a major player (stockholder) in everyday life, and a means of communication which allowed the world to be completely connected. Thus, it became obligatory for institutions and individuals to interact with media.

Hence, the countries began to seek in the virtual worlds, to create a specific message and special characteristics. Multiple means of communication forced the countries to manage their presence, consequently, the brand appearing as an academic discipline, used by most countries to communicate with people both internally and externally to express themselves by creating an image of themselves

which includes all their characteristics. These countries can interact with both the legal and natural persons through this image.

3.6- Nation brand Theoretical framework.

Discussing and arguing concerns of the nation brand project, specially with people who are not experts, is not recommended. There are many reasons, although mainly nation brand is comprised of many ideas which overlap with each other. These ideas related to the operating system, and sometimes also the main structure of the system to fit with the operating system, of all state institutions (Media, Ministers, Economic, public diplomacy etc). This issue can cause confusion, as to who is supporting nation brand as a national target and what is the public opinion.

Nation brand has not a clear theoretical framework. The theoretical framework is supposed to help the reader make logical sense of the relationships of the variables and factors that have been deemed relevant/important to the problem. It provides a definition of relationships between all the variables so the reader can understand the theorized relationships between them. Furthermore, theoretical framework is a collection of interrelated concepts, like a theory but not necessarily so well worked-out.

These reasons led me to thinking of an attempt to create a nation brand's theoretical framework.

Specifically, during research of Egypt brand and tourism global and national market, I discovered six major concepts, which may constitute a theoretical framework of nation brand. The six major concepts are not specific to Egypt, but the interaction of the six concepts lead to the nation brand as a target. The differences are in the application of this theoretical framework. Primitives in the application are different from one country to another.

The concepts make up the pyramid shape. Four concepts of six, make up the base of the pyramid; a square shape. These are: Governmental, Economic system, Culture and Sustainability/ Environment. The others two concepts are placed to the top remaining corners to complete the shape of the pyramid, and are Marketing and

Technology. All these concepts interact together to arrive at nation brand at the top of the pyramid as a national target .

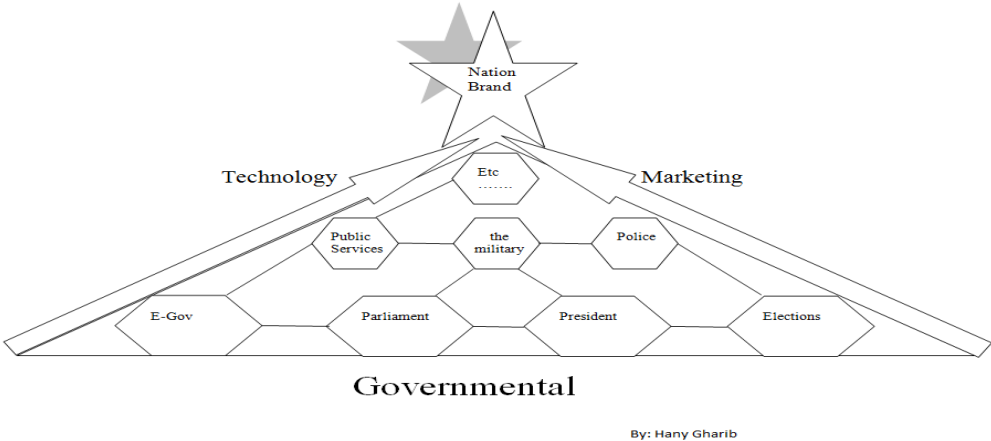
One can draw an imaginary pyramidal shape. The pyramidal shape has Four triangles and the base of the pyramidal is square shape. This level can contain things such as corporate tools.

In the world of business, this is corporate, rather than product or service, branding. General Electric, for example, makes everything from jet engines and locomotives to refrigerators and irons. It also provides financial services. Each of these products and services has its own brand, which is promoted separately. But they are also all supported by the corporate brand, with the GE logo and “Imagination at Work” tag line.

Successful corporations manage their brands carefully because all of their products and services can either benefit from a good brand or be damaged by misuse of the corporate brand. Also, these corporations tend to invest heavily in promoting their corporate brands because it is an efficient way to promote all of their products and services at the same time as part of a single budget.

Each triangle consists of three concepts. Two concepts are essentials (marketing and technology) and the other is variable between (Governmental, Economic, Culture and Environment/sustainability). Inside each triangle, a set of concepts is connected to and interacts with the triangle’s concepts.(Figure 8)

(Figure 8): Nation brand theoretical frame work.



Each triangle consists of three concepts . Two concepts are essentials (marketing and technology) and the other is variable between (Governmental, Economic, Culture and Environment/sustainability). Inside each triangle, a set of concepts is connected to and interacts with the triangle's concepts. .

Moreover, there is a logical issue, Why is it that certain concepts (Governmental, economic, culture and sustainability, form the side. Marketing, technology, from the last) are making the nation brand ? We try to answer this question briefly.

3.6.1-Governmental and Economic Issues .

Countries have a representative Government. Government's actions and decisions have an affect on a country brand. Although every country has government, there is difference between a democratically elected government and dictatorship regime. Moreover, state institutions also affect a country's brand, where the government and its institutions have to has the same target is nation brand. The impact of government policies of the state, in the international public opinion is a soft power of country.

The investment climate and economic impact on country brand, and factors like corruption and bureaucracy can reduce the chance of foreign investment in a country, but the development of the economic sector is a positive signal. The extent of large confidence of public opinion in the economic system helps with economic growth.

3.6.2-Culture and sustainability/environment issues.

“People are friendly, their food is so tasty and their language is easy to learn”. These are common to hear when you ask someone concerning her/his impression of country, aside from cleanliness and order. Culture, in the context of nation brand is the core of nation brand, beside the geographical location. Countries might be similar in some national brand aspects but countries' cultures are sill different.

Nowadays, scarcity of resources has forced states to rationalize consumption, and respect and consideration for the rights of future generations has become a measure

of people's civilization. New terms have emerged such as economic green, states' respect for the environment. By-laws and its people's environmental culture affect the brand.

3.6.3-Marketing communication tools and technology.

Nation can be a brand through marketing communications tools. Nation and its subsectors, in a nation brand context, are a product. Moreover, a nation needs tools to promote itself. Marketing communications tools, in this case, are not only advertising but they are all strategies which can be used to communicate with international public opinions. Marketing communication tools are at the core of nation brand and not considered a variable element in the nation brand context.

Technology, specifically ICT, is indispensable in the globalization age. Technology is a core of globalization, technology is important in everyday life and most human activities now have dependence on technology. Of course, correlation between the state of technology and technological progress, expresses modernity. Therefore, technology is an essential element in the theoretical framework of nation brand.

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