
EVALUATING THE MARKETING EFFORTS FOR ATTRACTING THE CHINESE TOURISTS TO EGYPT

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ABSTRACT

The main aim of this study is to evaluate the marketing efforts for increasing the Chinese tourism movement to Egypt. This study depended on mixed approaches by collecting quantitative and qualitative data; questionnaire was designed and distributed to travel agencies, and 10 interviews were conducted with marketing experts and members in the Egyptian Tourism Authority. The targeted population for this study was General Managers, Branch Managers, and Department Heads of Egyptian Travel Agencies (A) in Cairo and Luxor, as (430) questionnaires were distributed by the researcher. The results showed that the marketing efforts are insufficient to attract the Chinese tourism market to Egypt, as there is a shortage in the number of Chinese restaurants, a lack of guiding signs in Chinese language, a lack of Chinese guides, and a lack of e-marketing on Chinese social networking sites such as WeChat. Also, the study recommended that the Egyptian Travel Agencies and the Egyptian Tourism Authority should create an official page on WeChat, and provide Chinese restaurants, guided signs, implementation of a clear strategic plan to target the Chinese market and other important recommendations that can help in developing the Chinese tourism movement to Egypt.

KEYWORDS: Marketing Efforts, Chinese Market, Travel Agencies, Egyptian Tourism Authority.

INTRODUCTION

Marketing conceptions and trends are changing constantly due to the competitive environment. Typically, companies and organizations are adapting their selves to this change. Nowadays, many travel agents and organizations are using their marketing efforts to attract a lot of tourist markets (Gulbahar & Yildirim, 2015), as a travel agency can raise demand

and interest in its items and gain greater visibility with potential customers through marketing efforts. Given the importance of the Chinese outbound market, tourism organizations have to develop their strategies to capitalize on this chance to capture a large portion of this market.

Chinese outbound tourism has grown exponentially in recent years, and Chinese tourists are quickly becoming one of the tourism industry's major segment development opportunities. As a result, all international tourism destinations are eager to learn how to adapt to the demands of this market in order to get a larger share in the short and long term (Latham, 2011).

According to Croce (2016), China surpassed the United States as the world's largest outbound travel market in 2014, both in terms of produced arrivals and total travel spending. China is presently the world's greatest source of international tourism, owing to its vast population, growing disposable incomes, rapid urbanization, and relaxation of foreign travel regulations.

Li et al. (2011) stated that despite the fact that Chinese outbound tourism is a relatively new phenomenon, China has swiftly become a key tourist producing sector, attracting global attention. The focus on China implies that this market is expanding gradually. As a result, the importance of the Chinese market in Egypt as a tourist destination has been emphasized in recent years for many reasons; according to the ministry of tourism statistics, the Chinese tourism movement to Egypt has increased significantly since 2012 since the number of tourists coming to Egypt in 2019 are about 214,202 tourists (Ministry of Tourism, 2019).

Although the increase in travelling Chinese outbound tourism, but Egypt's share of the Chinese tourist movement remains limited compared to the tourism movement emerging from it. Therefore, the study problem is that there is a shortage of marketing efforts which leads to a decrease in the number of Chinese tourists in Egypt; in addition to that, there are many Egyptian Travel Agencies that depend on foreign travel agencies to attract Chinese tourists with a specific commission, which leads to lower profits earned from this market.

The main aim of this study is to evaluate the marketing efforts for increasing the Chinese tourism movement to Egypt. To achieve this aim, the researcher has identified six objectives as follows:

1. Investigating the marketing efforts undertaken by the Egyptian Tourism Authority to revitalize inbound tourism from the Chinese market.

2. Identifying the role played by Egyptian Travel Agencies to attract the Chinese tourism market.
3. Exploring the most marketing means that Travel Agencies rely on to reach Chinese tourists.
4. Finding out the obstacles that facing the marketing for the Chinese tourism market.
5. Finding out the obstacles that facing Chinese tourists in Egypt.

The research will be concentrated on finding answers to the following questions: -

1. What are the most marketing means that affect the Chinese tourist?
2. What are the marketing efforts that Travel Agencies and the Egyptian Tourism Authority rely on to attract the Chinese market?

LITERATURE REVIEW

CHINESE OUTBOUND TOURISM

China is located in East Asia. After Russia and Canada, the People's Republic of China is the world's third-largest country. According to The World Factbook (CIA) (2016), the total area of China is 9,596,960 sq. km. Its population about 1.4 billion people. It encompasses Hong Kong and Macau and is slightly larger than the United States. Beijing, the country's capital, is located in the northeast of China (Wong et al., 2018).

Mandarin Chinese is the country's official language. China's human civilization is one of the world's ancient cultures. Chinese history extends around 5000 years, the majority of which is documented and recorded (Asif & Ali, 2019). Zürcher et al. (2021) represented China's administrative structure as having 33 administrative entities; consisting of twenty-two districts, five autonomous territories, four communes, and two special administrative cities which are Hong Kong and Macau, all of which are directly under central governance.

Despite the late development of China's outbound tourism, it has been avowing as one of the most important tourism destinations in Asia and in the world. Besides its importance as a destination, the country stands out for the size of its outbound market. In less than two decades, China has achieved an exponential growth in the number of its citizens travelling internationally (Rodrigues & Breda, 2014).

Chinese people prefer to depend on travel agencies to travel outside China, not only for convenience, but also to help bridge cultural gaps and linguistic hurdles. China Tourism Academy data in UNWTO's study

revealed that 52% of the visits take only 4 to 7 days. This type of trip is common during the so-called Golden Weeks, which point to the Spring Festival (Jan – Feb) and also the National Day in October. These are Chinese public holidays that allow for travel and generally result in record-breaking numbers of domestic and outbound journeys (UNWTO, 2019).

According to UNWTO’s report (UNWTO, 2019), Male visitors represent 47% of Chinese tourists, however, female tourists represent 53%. The emergence of social media in China has played a vital role for Chinese people to search for and share travel information, as well as gain more experiences (Chen et al., 2015; Wu & Pearce, 2014). WeChat has become a tool for Chinese travellers. For example, during China's National Day Holiday period (1–8 October 2017), the 1st of October had the highest number of international travellers, with nearly 700,000 WeChat users. Over the course of the 8 days, Southeast Asia received the most Chinese visitors, followed by East Asia (WeChat, 2017).

DESTINATIONS ATTRACTING CHINESE TOURISM

Based on UNWTO (2019) report, in 2018, the number of Chinese residents travelling to other destinations topped 68 million (41% of the total), excluding Hong Kong (China), Macao (China), and Taiwan Province of China.

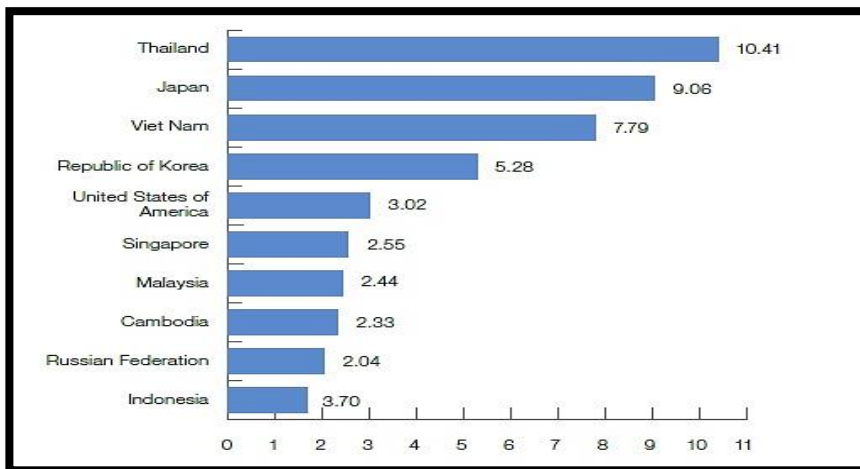


Figure (1): Chinese departure to top 10 destinations, 2018 (million)

Source: UNWTO, 2019

As figure (1) shows, the destinations of North-East and South-East Asia are the most popular locations for Chinese visitors. The top ten destinations for Chinese outbound travel in 2018 were: Thailand, Japan,

and Vietnam, followed by South Korea, USA, Singapore, Malaysia, Cambodia, the Russian Federation, and Indonesia.

TOURISM SPENDING OF CHINESE TOURISTS

According to the UNWTO publication from December 2020, Chinese travellers made 150 million outbound tours in 2018 and spent USD 277 billion. High-end Chinese travellers account for around 20% of overall traffic, but contribute more than 80% of total expenditure (UNWTO, 2019).

International Tourism Expenditure (USD billion)															
Rank	(USD billion)			Local currencies, current prices (% change over same period of previous year)											
	'19	'18	2019*	Change (%)		2020*									
				18/17	19/18	YTD	Q1	Q2	Q3	Jun.	Jul.	Aug.	Sep.	Oct.	
	World	1,349	1,463	1,487											
1	1 China	257.9	277.3	254.6	5.1	-4.2	-43.0	-27.3	-59.5						
2	2 United States	134.9	144.5	152.3	sa 7.1	5.4	-69.8	-24.8	-92.9	-86.8	-93.6	-89.6	-87.0	-83.5	-81.2
3	3 Germany	89.1	95.6	93.2	2.7	2.9	-52.9	-14.6	-78.5	-48.9	-72.9	-50.8	-46.5	-49.8	-67.9
4	4 United Kingdom	66.4	70.9	71.9	2.9	6.0	-58.7	-16.9	-89.3						
5	5 France	44.0	48.9	51.7	6.3	11.5	-44.0	-13.7	-69.2	-43.4	-53.7	-43.7	-46.5	-38.4	-40.9
6	9 Russian Federation	31.1	34.3	36.2	\$ 10.3	5.5	-59.2	-15.4	-89.3						
7	6 Australia	34.4	37.0	36.0	10.3	4.6	-76.8	-19.5	-99.1	-99.0	-99.0	-99.0	-98.8	-99.0	-98.8
8	8 Canada	34.7	34.5	35.8	-0.6	6.1	-59.7	-1.0	-92.8	-92.8					
9	7 Korea (ROK)	31.7	35.1	32.3	\$ 10.9	-8.1	-56.9	-28.4	-73.0	-66.4	-68.5	-69.7	-65.4	-63.8	-64.0
10	10 Italy	27.7	30.1	30.3	3.8	6.3	-55.4	-28.8	-77.9	-55.5	-71.5	-55.4	-52.2	-60.5	

Figure (2): International Tourism Expenditure (USD billion), 2017-2019

Source: UNWTO, 2020

The previous figure shows that the highest country in tourism spending from 2017 to 2019 is China, followed by America, and Germany comes in third rank.

THE RELATIONSHIP BETWEEN EGYPT AND CHINA

The bilateral relations between Egypt and China have grown through stages since the historical meeting between President Gamal Abd El-Nasser and Premier Zhaou Enlai in 1955, when the two leaders decided to establish full diplomatic connections, which became official in 1956 (Adawi & He, 2020).

CHINESE TOURISM MOVEMENT TO EGYPT

Tourism in Egypt is one of the most important sectors of the Egyptian economy. Egypt is widely regarded as one altogether the foremost well-liked tourist destinations in the geographic area where received nearly 13 million international travellers in 2019 (Ministry of Tourism, 2019).

Starting in 2002, Egypt was put on the list of international destinations that Chinese citizens are permitted to visit for the purpose of tourism, and since then, the Chinese tourist movement to Egypt has increased dramatically. After Dubai, Egypt is the second most popular destination in the Middle East and North Africa for Chinese travellers (UNWTO, 2012). However, according to Egyptian Ministry of Tourism data, Egypt's proportion of the Chinese tourist market is not consistent with Egypt's long relationship with China (Ayad & Shujun, 2013).

CHINESE TOURISTS' STATISTICS

Table (1): Chinese tourists' statistics in Egypt between 2011-2019

Year	Chinese Tourists	Tourist nights
2011	41,200	555,323
2012	54,700	643,130
2013	58,613	431,866
2014	65,812	392,531
2015	115,430	687,239
2016	180,567	957,692
2017	287,260	1,982,181
2018	234,747	1,940,113
2019	214,202	1,932,403

Source: Ministry of Tourism in Egypt (2016, 2019)

Table (1) shows that the number of Chinese tourists in Egypt has been on a continuous increase from 2011 to 2019, especially in the period from 2015 to 2019, which illustrates the value of Egypt as a preferred tourist destination for Chinese tourists. It also shows that the number of tourist nights spent by Chinese tourists in Egypt has steadily increased from 2011 to 2019, especially in the period from 2015 to 2019. This illustrates the importance of benefiting from this tourist market and maximizing the revenues generated by it.

THE ROLE OF MARKETING EFFORTS IN DEVELOPING CHINESE TOURISM MOVEMENT TO EGYPT

Manhas et al. (2016) described tourism destination marketing efforts as "a continual process of identifying the requirements of tourists and establishing a marketing strategy to meet those requirements."

Tsiotsou (2012) pointed out that successful marketing efforts need to recognize and understand global business challenges, provide better consumer value, and fast respond to competitors' actions. Marketing efforts ought to make the most of the marketing strategy and travel agency's capabilities and matches them to the tourist requirements. Furthermore, it should be flexible to suit changes in consumers' desires, interests, and preferences and be able to identify and target new market segments effectively.

MARKETING EFFORTS OF THE EGYPTIAN TOURISM AUTHORITY

The Chinese tourist market is one of the most promising markets for Egyptian tourist destinations. The Ministry of Tourism and the Egyptian Tourism Authority have developed efforts to attract this promising market, the most important of which are:

- Launching the website to promote Egyptian tourism in June 2016, which works in 14 languages and includes 250 tourist attractions in Egypt (Elsayed, 2019).
- Participation in the activities of China outbound travel and tourism market "COTTM" exhibition in the Chinese capital "Beijing" in April 2019, to develop the movement from the Chinese market to Egypt (Elsayed, 2019).
- EgyptAir participated in the 2016 China Outbound Travel & Tourism Market COTTM, which kicked off its twelfth session in the Chinese capital, Beijing, from April 12 to 14, 2016. The Egyptian pavilion was organized by the Egyptian Tourism Authority in cooperation and coordination with the national company "EgyptAir" and more than 25 other Egyptian bodies specialized in the field of tourism and travel (Abdallah, 2017).
- According to Abdallah (2017), the Ministry of Tourism and the Egyptian Tourism Authority participated in the activities of the "Afro-Chinese Arts and Folklore" festival in July 2017, with the participation of 21 countries.
- In an attempt to attract Chinese tourists to Egypt, the Egyptian Tourism Authority organized a group wedding, for more than 100

Chinese tourists, at Salah El-Din Citadel, on May 21, 2016 (Abdallah, 2017).

MARKETING EFFORTS OF THE EGYPTIAN TOURIST OFFICE IN CHINA

The Egyptian Tourist Office in China is developing marketing efforts to increase the tourist movement from the Chinese tourist market to Egypt, such as:

- The Tourist Office in Beijing depends in its plan on the so-called preparation of the mental image of the Chinese tourist for the unique Egyptian tourist destination, which is that it is a country with a Pharaonic civilization that has no competitor (The Middle East News Agency, 2014).
- Participating in the International Tourism Exhibition in the Chinese city of Guangzhou in 2016, represented by the Egyptian Tourist Office in China, the National Aviation Company office in Guangzhou and nine Egyptian agencies operating in the Chinese market (Abdallah, 2017).
- Alkattan (2016) stated that the Egyptian Tourist Office in China participated in the World Tourist Cities Federation Exhibition 2016, which was held in Shuangsheng province in order to attract Chinese tourism to Egypt.
- Organizing fam trips for Chinese tour operators and other trips for Chinese media, and holding promotional festivals in commercial centers in Chinese cities and Chinese universities (The Middle East News Agency, 2014).
- The Egyptian Tourist Office in Beijing, the Ministry of Tourism, the Egyptian Tourism Authority and the Egyptian Embassy in Beijing cooperated with Sichuan Airlines to open a flight from the Chinese province of Chengdu to the Egyptian capital, where Cairo Airport received the first flights of these Chinese airlines on October 23, 2018, becoming the first regular flight on Air Chinese to Egypt in the history of China (Xinhua, 2018).
- The Middle East News Agency (2014) clarified that the Egyptian Tourist Office in China conducted direct "outdoors" campaigns in Beijing, Shanghai, Guangzhou and Hong Kong, where posters were placed on public transport buses before the Spring Festival season to support Egyptian tourism.
- Carrying out joint advertising campaigns with 15 of the largest tour operators in the Chinese market (The Middle East News Agency, 2014).

- Seven workshops targeting workers in the tourism industry were organized from May to July 2015 in seven different Chinese cities to increase tourism awareness of the Egyptian tourist destination (The Middle East News Agency, 2015).

MARKETING EFFORTS OF THE EGYPTIAN TRAVEL AGENCIES

Egyptian Travel Agencies (ETA) are developing marketing efforts to increase the tourist movement coming from the Chinese market, such as:

- Participating in the Hong Kong International Tourism exhibition in June 2015, which aims to increase the movement of tourists from Hong Kong to the Egyptian tourist destination (The Middle East News Agency, 2015).
- Participating in the Egyptian-Chinese tourism forum in Beijing on September 4, 2017 (Alkattan, 2017).
- According to Alkattan (2017), the ETAs Participated in the China and Arab Countries Exhibition in Yinchuan City, Ninxia Province, under the title “Friendship, Cooperation and Development”, the exhibition discussed open new horizons for Egyptian and Arab tourism companies to attracting Chinese tourism to Arab countries.
- Participating in the International Tourism and Culture Exhibition 2020 in Guangzhou, capital of Guangdong Province, with the participation of 65 countries and regions around the world, where a large pavilion was allocated to Egypt, to display its tourism itineraries, in addition to cultural and civilizational products (The Middle East News Agency, 2020).
- Rady (2013) stated that ETAs have invited those responsible for the tourism sector and companies in China to visit Egypt to cognize them of all the products and tourist attractions so that they can learn what to buy.

RESEARCH METHODOLOGY

POPULATION AND SAMPLE SELECTION

The target population for this study was General Managers, Branch Managers, and Department Heads of Egyptian travel agencies (A) in Cairo and Luxor where the questionnaire was directly administered. The researcher distributed (430) questionnaires. By analysis, there were (40) questionnaires not valid, while other (390) were valid. Also, ten of marketing experts and members of the Egyptian Tourism Authority in Cairo and Luxor were targeted where the interviews were directly conducted. The reason for choosing Cairo is because it contains the major

headquarters of travel agencies, and Luxor because it has many travel agencies' branches.

RESEARCH TOOLS

The research utilized the mixed methods approach (quantitative and qualitative) to evaluate the marketing efforts undertaken by the Egyptian Tourism Authority and Egyptian Travel Agencies; questionnaire was designed and distributed to travel agencies, and interviews were conducted with marketing experts and members in the Egyptian Tourism Authority.

The questionnaire form consists of five parts. The First Part intends to reveal the employees' Personal Information. The Second Part aims to study the extent of the Egyptian travel agencies meeting the requirements of the Chinese market. The Third Part aims to study the marketing efforts that travel agencies rely on to attract the Chinese market. Then, the Fourth Part aims to identify the obstacles that may face Chinese tourists during their visit to the Egyptian tourist destination. Finally, The Fifth Part aims to study the obstacles that are facing the marketing of the Chinese tourism market. The last part consists of two questions; the first question aims to study the most popular types of tourism practiced by Chinese tourists. The second question aims to study the most marketing means that affect the Chinese tourist. Questionnaire form utilized a five-point Likert scale on which respondents were asked to indicate their level of agreement or disagreement for the second to fifth part as follows: strongly agree = 5, agree = 4, neutral = 3, disagree = 2, strongly disagree = 1. Also, the researcher conducted 10 interviews with marketing experts and members of the Egyptian Tourism Authority in Cairo and Luxor, which held between June and July 2022. Every interview took around 1 hour. Open-ended questions concerning the marketing efforts undertaken by the Egyptian Tourism Authority were included in the interviews. The questions address the main following points:

1. The marketing efforts undertaken by the Egyptian Tourism Authority to attract the Chinese market.
2. The most effective marketing means used to attract the Chinese market to Egypt.
3. The obstacles facing the marketing for this tourism market and impeding the increase in the flow of tourist movement to Egypt.
4. The requirements of this tourism market in Egypt.

The following table shows the method of designing the questionnaire with references.

Table (2): Questionnaire design

Measurement variables	NO. questions	Scale	Source
The extent of the Egyptian travel agencies meet the requirements of the Chinese market.	7	Likert 5-point scale	- Abdelsalam (2016).
The marketing efforts that travel agencies rely on to attract the Chinese market.	8	Likert 5-point scale	- Abdelsalam (2016). - Hassan (2011).
Obstacles that may face the Chinese tourists during their visit to the Egyptian tourist destination.	11	Likert 5-point scale	- Abdelsalam (2016). - Bakry (2020). - Nour (2017). - Olme (2017). - Zaki, Abdel Rady & Al Shahat (2018).
Obstacles that facing the marketing for the Chinese tourism market.	8	Likert 5-point scale	- Abdel Samie (2012). - Om Elkher (2020).

DATA ANALYSIS

To analyze the collected data, the researcher depended on a descriptive statistical method by using (SPSS 22); this method includes frequencies, percentages, means, and standard deviation; Cronbach's α (alpha) to measure internal consistency, also Kolmogorov- Smirnov and Shapiro Wilk test were used to know if the responses to the statements of the study dimensions follow the normal distribution or not and to determine the tests to be used by the researcher in the statistical analysis. The interviews were analyzed through open-ended questions that aimed to know the efforts made by the Egyptian Tourism Authority to develop the movement of Chinese tourists in Egypt.

RELIABILITY

In this study, Cronbach's alpha coefficient is used in order to test the consistency of the scale and calculate questionnaire reliability, the most widely measure used of reliability is the Cronbach’s alpha coefficient (0.70) (Pallant, 2007). The results showed that the alpha coefficient was (0.89) for all dimensions. Therefore, this result indicates that the questionnaire was reliable with a high degree of internal consistency.

RESULTS AND DISCUSSION

FIRST: RESULTS OF QUESTIONNAIRE

PERSONAL INFORMATION FOR RESPONDENTS

Table (3): Personal information for respondents

Demographic Data	Attribute	Statistics	
		Freq.	%
Gender	Male	252	64.6
	Female	138	35.4
Total		390	100
Academic Qualification	Intermediate degree	11	2.8
	High degree	291	74.6
	Postgraduate degree	88	22.6
Total		390	100
Job Title	General Manager	82	21.0
	Branch Manager	100	25.6
	Department Head	149	38.2
	Others	59	15.1
Total		390	100
Years of Experience	1-5 Years	77	19.7
	6-10 Years	119	30.5
	11-15 Years	115	29.5
	16 years and over	79	20.3
Total		390	100

The results in table (3) indicate that from of the 390 respondents, only 138 were females, 35.4%, while the vast majority of respondents were males, 252 (64.6%). According to academic qualifications, among the 390 respondents, 2.8% belonged to the intermediate degree; this was followed by a Postgraduate degree by 22.6%, a high degree presented by 74.6%. Concerning the Job Title, it could be noticed that 38.2% were Department Head. (25.6%) were Branch Manager. 21% was General Manager and 15.1% were others. The results also show those years of experience in the same position as the majority of the respondents (30.5%) were 6-10 Years, while 29.5% were 11-15 years. 20.3% were 16 years and over.

Respondents with experience of 1-5 years were the smallest group and represented 19.7%.

THE DIMENSIONS OF STUDY

THE EXTENT OF THE EGYPTIAN TRAVEL AGENCIES MEET THE REQUIREMENTS OF THE CHINESE MARKET

Table (4): The extent of the Egyptian travel agencies meet the requirements of the Chinese market

Statements		5-Point Likert - Scale					Statistics		
		1	2	3	4	5	Mean	SD	R
1. The Chinese tourist market is a promising market for Egypt.	Freq.	29	41	45	166	109	3.73	1.19	1
	%	7.4	10.5	11.5	42.6	27.9			
2. The high level of income of Chinese citizens is a key factor for traveling to tourist destinations.	Freq.	31	43	70	159	87	3.58	1.17	3
	%	7.9	11.0	17.9	40.8	22.3			
3. The travel agency provides fluent Chinese's speaking tour guides.	Freq.	52	108	57	103	70	3.08	1.33	6
	%	13.3	27.7	14.6	26.4	17.9			
4. The travel agency provides high-service hotels to accommodate Chinese tourists.	Freq.	47	48	69	135	91	3.45	1.29	4
	%	12.1	12.3	17.7	34.6	23.3			
5. The travel agency provides modern transportation means for Chinese tourists.	Freq.	44	34	52	147	113	3.64	1.29	2
	%	11.3	8.7	13.3	37.7	29.0			
6. The itinerary includes Chinese restaurants & foods.	Freq.	64	117	57	82	70	2.94	1.37	7
	%	16.4	30.0	14.6	21.0	17.9			
7. The travel agency is constantly studying the requirements of the Chinese market.	Freq.	54	82	65	113	76	3.19	1.34	5
	%	13.8	21.0	16.7	29.0	19.5			
General Gross and Standard Deviation							3.37	.73	
N.B: 1="Strongly Disagree", 2=" Disagree, 3="Neutral", 4="Agree, 5= "Strongly Agree", SD, "Standard Deviation" R=Ranking									

From the tabulated data in table (4), it could be noticed that the perceptions of the investigated respondents towards the extent of the Egyptian travel agencies meeting the requirements of the Chinese market shows that the respondents agreed on four statements out of seven statements. The first statement is that "the Chinese tourist market is a promising market for Egypt" with a mean of (3.73) and std. deviation of (1.19). "The travel agency provides modern transportation means for Chinese tourists" has been ranked the second rank regarding the agencies meet the requirements of Chinese tourists" with a mean of (3.64) and std. deviation of (1.29). The third statement is "the high level of income of Chinese citizens is a key factor for traveling to tourist destinations" with a mean of (3.58) and std. deviation of (1.17); followed by statement number (4), which state that "the travel agency provides high-service hotels to accommodate Chinese tourists", in the fourth rank with a mean of (3.45) and std. deviation of (1.29).

Meanwhile, the answers of respondents were neutral towards three statements of seven statements. Statement number (7) "the travel agency is constantly studying the requirements of the Chinese market" has ranked fifth rank with a mean of (3.19) and std. deviation of (1.34). "The travel agency provides fluent Chinese speaking tour guides" in the sixth rank with a mean of (3.08) and std. deviation of (1.33); followed by the last ranked statement "the itinerary includes Chinese restaurants & foods" with a mean of (2.94) and std. deviation of (1.37).

These findings match with the study of Skivalou and Filippidi (2015), who stated that Chinese tourists appreciate hospitality, archeological sites, and the good quality of the hotel services and, finally, good event organization. They have also aligned with the study of Liu, Li, and Li (2018), who stated that the income of Chinese tourists is a key factor that influences the number of Chinese tourists in a given destination. The results also disagreed with the study of Jørgensen, Law, and King (2018), who mentioned that Chinese tourists don't pay attention to high-service hotels, as they are willing to be accommodated in low-star hotels.

THE MARKETING EFFORTS THAT TRAVEL AGENCIES RELY ON TO ATTRACT THE CHINESE MARKET

Table (5): The marketing efforts that travel agencies rely on to attract the Chinese market

Statements		5-Point Likert - Scale					Statistics		
		1	2	3	4	5	Mean	SD	R
1. The travel agency has a clear marketing strategy to market the Chinese tourism market.	Freq.	53	105	67	96	69	3.06	1.33	5
	%	13.6	26.9	17.2	24.6	17.7			
2. The travel agency participates in the joint tourism exhibitions, conferences and festivals between the two countries to market Egypt in the Chinese market.	Freq.	58	101	51	116	64	3.07	1.34	4
	%	14.9	25.9	13.1	29.7	16.4			
3. The travel agency cooperates with the Chinese tour operators to implement joint advertising campaigns to develop Chinese tourism to Egypt.	Freq.	59	100	62	98	71	3.06	1.35	6
	%	15.1	25.6	15.9	25.1	18.2			
4. The travel agency provides Chinese publications; brochures and magazines to provide the Chinese tourist with all the information that helps him during his trip.	Freq.	48	83	57	127	75	3.25	1.32	3
	%	12.3	21.3	14.6	32.6	19.2			
5. The travel agency organizes a number of fam trips for Chinese journalists and tour operators to the most important Egyptian tourist sites.	Freq.	60	104	51	112	63	3.04	1.34	7
	%	15.4	26.7	13.1	28.7	16.2			
6. The travel agency is organizing workshops and seminars with major Chinese airlines and tour operators.	Freq.	75	115	51	85	64	2.87	1.38	8
	%	19.2	29.5	13.1	21.8	16.4			
7. The travel agency depends on E-marketing efforts to promote its services, products and reach Chinese tourists.	Freq.	44	58	53	148	87	3.45	1.29	1
	%	11.3	14.9	13.6	37.9	22.3			
8. The travel agency is developing its tourism itineraries to meet the requirements of the Chinese tourism market.	Freq.	48	71	58	132	81	3.33	1.32	2
	%	12.3	18.2	14.9	33.8	20.8			
General Gross and Standard Deviation							3.13	.80	
N.B: 1="Strongly Disagree", 2="Disagree, 3="Neutral", 4="Agree, 5= "Strongly Agree", SD, "Standard Deviation" R=Ranking									

With regard to the answers of the investigated respondents towards the marketing efforts that travel agencies rely on to attract the Chinese market, the respondents agreed on one statement out of eight statements (table 5) which is "the travel agency depends on E-marketing efforts to promote its services, products and reach Chinese tourists" with a mean of (3.45) and std. deviation of (1.29)".

Meanwhile, the answers of respondents were neutral towards seven statements of eight statements; "the travel agency is developing its tourism itineraries to meet the requirements of the Chinese tourism market" has ranked the second rank with a mean of (3.33) and std. deviation of (1.32). The third effort that travel agencies rely on is "providing Chinese publications; brochures and magazines to provide the Chinese tourist with all the information that helps him during his trip" with a mean of (3.25) and std. deviation of (1.32); followed by "participation in the joint tourism exhibitions, conferences and festivals between the two countries to market Egypt in the Chinese market" with a mean of (3.07) and std. deviation of (1.34); while "the travel agency has a clear marketing strategy to market the Chinese tourism market" has got the fifth rank with a mean of (3.06) and std. deviation of (1.33). "The travel agency cooperates with the Chinese tour operators to implement joint advertising campaigns to develop Chinese tourism to Egypt" has been ranked the sixth effort with a mean of (3.06) and std. deviation of (1.35). Statement number (5) has ranked the seventh effort with a mean of (3.04) and std. deviation of (1.34). The last effort is that "organizing workshops and seminars with major Chinese airlines and tour operators" with a mean of (2.87) and std. deviation of (1.38).

These findings match with the study of Ayad (2017), who stated that Chinese tourists know about tours through e-marketing tools, as Chinese web sites are the most influential source of information for Chinese tourists. They have also agreed with the study of Thomsen and Tenney (2019), who mentioned that social media apps such as WeChat are the major opportunity for the Chinese to get information about destinations. They have also disagreed with the study of Sausmarez, Tao, and McGrath (2012), which stated that travel agencies organize fam exploration trips to a tourist destination, as the study shows that Egyptian travel agencies don't organize them.

OBSTACLES THAT MAY FACE THE CHINESE TOURISTS DURING THEIR VISIT TO THE EGYPTIAN TOURIST DESTINATION

Table (6): Obstacles that may face the Chinese tourists during their visit to the Egyptian tourist destination

Statements	5-Point Likert - Scale					Statistics			
		1	2	3	4	5	Mean	SD	R
1. There is not enough tourist awareness of the importance of the Chinese market.	Freq.	44	56	38	154	98	3.53	1.31	7
	%	11.3	14.4	9.7	39.5	25.1			
2. Lack of security situation is one of the most important obstacles that facing the Chinese tourist in Egypt.	Freq.	54	63	44	120	109	3.43	1.40	8
	%	13.8	16.2	11.3	30.8	27.9			
3. Traffic and transportation congestion are among the major problems that facing Chinese tourists.	Freq.	54	71	40	130	95	3.36	1.38	10
	%	13.8	18.2	10.3	33.3	24.4			
4. Environmental pollution is one of the problems that facing Chinese tourists in Egypt.	Freq.	58	79	63	106	84	3.20	1.37	11
	%	14.9	20.3	16.2	27.2	21.5			
5. There is a lack of restaurants that serve Chinese food in Egypt.	Freq.	45	42	43	103	157	3.73	1.38	2
	%	11.5	10.8	11.0	26.4	40.3			
6. There is a shortage of trained labor in the tourism field.	Freq.	53	42	42	103	150	3.65	1.42	4
	%	13.6	10.8	10.8	26.4	38.5			
7. The scarcity of Chinese speakers in tourism is a central obstacle that facing Chinese tourists during their visit to Egypt.	Freq.	44	48	41	113	144	3.68	1.37	3
	%	11.3	12.3	10.5	29.0	36.9			
8. Lack of flights between the two countries is a major obstacle preventing the increase in the flow of Chinese tourism to Egypt.	Freq.	43	49	62	121	115	3.55	1.32	6
	%	11.0	12.6	15.9	31.0	29.5			
9. Lack of signs in the Chinese language at the Egyptian main squares and airports is one of the obstacles that facing Chinese tourists in Egypt.	Freq.	47	44	57	120	122	3.58	1.35	5
	%	12.1	11.3	14.6	30.8	31.3			
10. The instability of flight rates is one of the obstacles that the Chinese tourist may face.	Freq.	54	54	54	131	97	3.42	1.36	9
	%	13.8	13.8	13.8	33.6	24.9			
11. There is a lack in marketing efforts directed to the Chinese market.	Freq.	41	32	46	126	145	3.77	1.31	1
	%	10.5	8.2	11.8	32.3	37.2			
General Gross and Standard Deviation							3.53	.78	-
N.B: 1="Strongly Disagree", 2="Disagree", 3="Neutral", 4="Agree", 5="Strongly Agree", SD, "Standard Deviation", R=Ranking									

It could be noticed that the answers of investigated respondents towards the obstacles that may face the Chinese tourists during their visit to the Egyptian tourist destination agreed on nine statements out of eleven statements (table 6). The first obstacle is "lack of marketing efforts directed to the Chinese market" with a mean of (3.77) and std. deviation of (1.31). The second obstacle is "lack of restaurants that serve Chinese food in Egypt" with a mean of (3.73) and std. deviation of (1.38). The third obstacle is "the scarcity of Chinese speakers in tourism" with a mean of (3.68) and std. deviation of (1.37). "There is a shortage of trained labor in the tourism field" has been ranked the fourth obstacle with a mean of (3.65) and std. deviation of (1.42); while "lack of signs in the Chinese language at the Egyptian main squares and airports has got the fifth obstacle with a mean of (3.58) and std. deviation of (1.35). Statement number (8) has been ranked the sixth obstacle with a mean of (3.55) and std. deviation of (1.32); followed by the obstacle number (1) with a mean of (3.53) and std. deviation of (1.31). "Lack of security situation" has ranked the eighth obstacle with a mean of (3.43) and std. deviation of (1.40), while "the instability of flight rates" in the ninth rank with a mean of (3.42) and std. deviation of (1.36).

Meanwhile, the answers of respondents were neutral towards two statements out of eleven statements; "Traffic and transportation congestion" in the tenth rank with a mean of (3.36) and std. deviation of (1.38). The last obstacle that faces Chinese tourists is "Environmental pollution" with a mean of (3.20) and std. deviation of (1.37).

These findings match with the study of Suntikul, Tang, and Pratt (2016), who mentioned that language is an obstacle that faces Chinese tourists in a destination. They also match with the study of Skivalou and Filippidi (2015), which stated that there are many obstacles facing Chinese tourists during their visit such as language, lack number of directed flights, bad facilities, traffic, and thieves. The results also match with the study of Sausmarez, Tao, and McGrath (2012), who mentioned that Chinese tourists prefer to eat their meals in Chinese restaurants, who also added that hardship in getting Visa and not enough appropriate accommodation facilities for Chinese tourists are among obstacles that facing Chinese tourists during their visit to a destination. Also, the results disagreed with the study of Sausmarez, Tao, and McGrath (2012), who mentioned that language differences were not considered a problem because many Chinese now speak English and tour operators often employ Mandarin- or Cantonese-speaking staff.

OBSTACLES THAT ARE FACING THE MARKETING OF THE CHINESE TOURISM MARKET

Table (7): Obstacles that are facing the marketing for the Chinese tourism market

Statements		5-Point Likert - Scale					Statistics		
		1	2	3	4	5	Mean	SD	R
1. Some officials believe that marketing to the Chinese market is not important.	Freq.	47	46	34	123	140	3.67	1.37	5
	%	12.1	11.8	8.7	31.5	35.9			
2. The commitment of a number of current officials to use traditional marketing tools only.	Freq.	31	37	53	145	124	3.75	1.22	1
	%	7.9	9.5	13.6	37.2	31.8			
3. Lack of qualified human resources for marketing this tourism market.	Freq.	51	52	39	127	121	3.55	1.38	6
	%	13.1	13.3	10.0	32.6	31.0			
4. A high marketing budget is a major obstacle to marketing the Chinese tourism market.	Freq.	76	91	52	101	70	2.99	1.41	7
	%	19.5	23.3	13.3	25.9	17.9			
5. The inability of travel agencies to identify the target market accurately is one of the obstacles that are facing the marketing of the Chinese market.	Freq.	48	28	49	132	133	3.70	1.33	2
	%	12.3	7.2	12.6	33.8	34.1			
6. The lack of tourist information and statistics about the Egyptian tourist destination is an obstacle to its marketing in the Chinese tourist market.	Freq.	71	103	53	95	68	2.96	1.39	8
	%	18.2	26.4	13.6	24.4	17.4			
7. The absence of a clear marketing strategy for travel agencies and organizations to attract Chinese tourism.	Freq.	41	41	41	147	120	3.68	1.29	4
	%	10.5	10.5	10.5	37.7	30.8			
8. The dependence of many Egyptian travel agencies on foreign companies to attract the Chinese market against a specific commission.	Freq.	45	41	40	124	140	3.70	1.35	3
	%	11.5	10.5	10.3	31.8	35.9			
General Gross and Standard Deviation							3.50	.77	-
N.B: 1="Strongly Disagree", 2=" Disagree, 3="Neutral", 4="Agree, 5= "Strongly Agree", SD, "Standard Deviation" R=Ranking									

It could be noticed that the answers of investigated respondents towards the obstacles that facing the marketing for the Chinese tourism market were agreed in six statements out of eight statements (table 7). The first obstacle is "the commitment of a number of current officials to use traditional marketing tools only" with a mean of (3.75) and std. deviation of (1.22). the second obstacle is "the inability of travel agencies to identify the target market accurately" with a mean of (3.70) and std. deviation of (1.33). "The dependence of many Egyptian travel agencies on foreign companies to attract the Chinese market against a specific commission" has been ranked the third obstacle with a mean of (3.70) and std. deviation of (1.35). The fourth obstacle is "the absence of a clear marketing strategy for travel agencies and organizations to attract Chinese tourism" with a mean of (3.68) and std. deviation of (1.29), while "Some officials believe that marketing to the Chinese market is not important" is the fifth obstacle with a mean of (3.67) and std. deviation of (1.37). "Lack of qualified human resources for marketing this tourism market has got the sixth rank with a mean of (3.55) and std. deviation of (1.38).

Meanwhile, the answers of respondents were neutral towards two statements out of eight statements; "High marketing budget" in the seventh rank with a mean of (2.99) and std. deviation of (1.41). The last obstacle that facing the marketing for the Chinese tourism market is "the lack of tourist information and statistics about the Egyptian tourist destination" with a mean of (2.96) and std. deviation of (1.39).

The findings match with the study of Sausmarez, Tao, and McGrath (2012), who mentioned that many local tour operators depended on foreign agents to find compatible partners and to reach the Chinese tourists.

THE MOST POPULAR TYPES OF TOURISM PRACTICED BY CHINESE TOURISTS

Table (8): The most popular types of tourism practiced by Chinese tourists

Answers	Freq.	R
1. Cultural Tourism	287	1
2. Recreational Tourism	163	2
3. Religious Tourism	48	8
4. Sports Tourism	39	9
5. Conferences and Exhibitions Tourism	95	3
6. Medical Tourism	95	4
7. Adventure Tourism	52	6
8. Beach Tourism	49	7
9. Celebrations and Festivals Tourism	53	5

THE MOST MARKETING MEANS THAT AFFECT THE CHINESE TOURIST

Table (9): The most Marketing means that affect Chinese Tourist

Answers	Freq.	R
1. Press and Television	144	4
2. Word Of Mouth	152	3
3. Facebook	100	6
4. Twitter	57	9
5. Instagram	55	10
6. WeChat	207	2
7. Websites	85	8
8. Advertising	112	5
9. Tourist Flyers And Brochures	98	7
10. Conferences and Exhibitions	244	1

SECOND: INTERVIEW ANALYSIS

Personal interviews were undertaken with marketing experts and members of the Egyptian Tourism Authority to find out the efforts they are making to develop the movement of Chinese tourists in Egypt, and also to find out Chinese tourist demands in Egypt and the ability of travel agents and official organizations to respond to their requirements. The interviews were conducted with ten marketing experts and members of the Egyptian Tourism Authority.

Through the interviewees answers, we can mention that the most important efforts on which it depends are: Participation in exhibitions held in China, organizing fam trips for Chinese journalists, writers, and tour operators to the Egyptian tourist destinations, cooperation with Chinese airlines to open airlines between new Chinese provinces and cities to Egypt, printing small brochures in Chinese, and organizing workshops for travel agencies and tour operators; while WeChat, Conferences and Exhibitions, Word of Mouth, Advertising, Press and TV are the most marketing means for Chinese market.

Also, the interviewees answers show that the obstacles facing the market for Chinese tourism market are the lack of a clear strategic plan, the inability to accurately define the tourist market and marketing for several tourist markets at the same time, the increase in the marketing budget and not relying heavily on e-marketing, as the authority does not have an official account on WeChat; which is the main social network in China. Regarding to the requirements, they are mention that the Egyptian destination should increase Chinese-speaking guides, guiding signs, modern transportations, Chinese restaurants, and direct flights.

ANSWERING THE QUESTIONS OF THE STUDY

There are two questions of the study. The answer will be as the following:

1. WHAT ARE THE MOST MARKETING MEANS THAT AFFECT THE CHINESE TOURIST?

After analyzing the questionnaire and interviews, all results showed that the most marketing means that affect the Chinese tourist are: Chinese social media such as WeChat, Weibo, Baidu, Conferences and Exhibitions, Word of Mouth, Advertising, Press and TV, Fam Trips, B2B and B2C Workshops.

2. WHAT ARE THE MARKETING EFFORTS THAT TRAVEL AGENCIES AND THE EGYPTIAN TOURISM AUTHORITY RELY ON TO ATTRACT THE CHINESE MARKET?

FIRST: MARKETING EFFORTS OF TRAVEL AGENCIES:

- Travel agencies depend on E-marketing efforts to promote its services, products and reach Chinese tourists.
- Travel agencies are developing their tourism itineraries to meet the requirements of the Chinese tourism market.
- Travel agencies provide Chinese publications; brochures and magazines to provide the Chinese tourist with all the information that helps him during his trip.
- Travel agencies participate in the joint tourism exhibitions, conferences and festivals between the two countries to market Egypt in the Chinese market.

SECOND: MARKETING EFFORTS OF THE EGYPTIAN TOURISM AUTHORITY: -

- Participation in exhibitions held in China, such as “COTTM” exhibition in Beijing, and International Arrival Fairs in Guangzhou.
- The Authority relies on organizing fam trips for Chinese journalists, writers, celebrities and tour operators to the most important Egyptian attractions.
- The Authority conducts international tourism campaigns in the Chinese market, such as making outdoors advertisements on the facades of buses and famous places in China.
- E-Learning, where a website is created for tour operators that includes a curriculum to explain everything related to the Egyptian tourist destination, including tourism itineraries and visas.

- Printing small brochures in Chinese to introduce Chinese tourists to the most important tourist areas in cooperation with the Chinese Embassy in Cairo.
- Organizing workshops for travel agencies and tour operators to increase tourism awareness of the Egyptian tourist destination.
- Cooperation with Chinese airlines to open airlines between new Chinese provinces and cities to Egypt.
- Organizing and receiving celebrities and people with influence on the Chinese people.
- Introducing the Egyptian tourism product through advertisements in Chinese magazines and Chinese TV.

CONCLUSION

The research aims to evaluate the marketing efforts for developing the Chinese tourism movement to Egypt. The mixed approach (quantitative and qualitative) has been used by distributing questionnaires among managers and department heads of travel agencies, and conducting interviews with the Egyptian Tourism Authority experts and members. Through the theoretical and field study, the researcher concluded that the main result of the study showed that the marketing efforts are insufficient to attract the Chinese tourist market, and the results can be mentioned as follows: -

1. The Chinese market is a promising tourist market for Egypt due to the increased levels of income and increased free time.
2. The most practiced tourism types for Chinese tourists are: Cultural tourism and Recreational tourism, Conferences and Exhibitions Tourism, so travel agencies should diversify their tourism itineraries.
3. WeChat, Weibo, Word of Mouth, Fam Trips, and Conferences and Exhibitions are the most popular communication means that travel agencies rely on to attract Chinese tourism.
4. The obstacles that facing Chinese tourists are lack of restaurants that serve Chinese food in Egypt, the scarcity of Chinese speakers in tourism, and Lack of guiding signs in the streets, airports, archaeological and tourist areas in China.
5. The obstacles facing the market for Chinese tourism market are the lack of a clear strategic plan, the inability to accurately define the tourist market and marketing for several tourist markets at the same time, the increase in the marketing budget and not relying heavily on e-marketing, as the authority does not have an official account on WeChat; which is the main social network in China.

6. Marketing efforts that Egyptian travel agencies depend on are providing high-service hotels to accommodate Chinese tourists, providing modern transportation means for Chinese tourists, participation in exhibitions between China and Egypt, developing their tourism itineraries to meet the requirements of the Chinese tourism market, Providing Chinese publications; brochures and magazines to provide the Chinese tourist with all the information that helps him during his trip.
7. Marketing efforts that Egyptian Tourism Authority depends on are participation in exhibitions held in China, organizing fam trips for Chinese journalists, writers, celebrities and tour operators to the most important Egyptian tourist destinations, cooperation with Chinese airlines to open airlines between new Chinese provinces and cities to Egypt, printing small brochures in Chinese, and organizing workshops for travel agencies and tour operators.

RECOMMENDATIONS

The researcher proposes recommendations that can develop the movement from this market as the following: -

1. The necessity of launching a platform to market the Egyptian tourism product abroad, in cooperation with the Ministry of Tourism and Antiquities, and the Egyptian Tourism Authority.
2. Intensifying online training for tour operators to connect directly to the tourist without the presence of intermediary companies, which helps the tourist to increase confidence and a sense of security more when dealing with the company directly.
3. Training marketers on the importance of the Chinese tourism market and directing efforts towards this tourism market.
4. Providing Chinese restaurants in Egypt in all governorates, especially in Luxor and Aswan.
5. The participation of the Egyptian government, the Egyptian Tourism Promotion Authority and the Ministry of Tourism in celebrating the special holidays of the Chinese people in Egypt and holding their celebrations, especially the Chinese Spring Festival and the Dragon Boat Festival.
6. Increase e-marketing on Chinese communication platforms.
7. The necessity of implementing a clear strategic plan to target the Chinese market.
8. Providing direct flights, because the Chinese tourist suffers from the long travel distance.
9. The presence of guiding signs in the streets, airports, archaeological and tourist areas in China.
10. Increasing the number of Chinese-speaking guides, especially in Luxor and Aswan.

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