Tourism Marketing in the Middle East and North Africa as a Main Source of National Income

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Abstract: Information technology dominates all strategic and operational management functions. The Internet (a product of information technology) is becoming an increasingly popular marketing medium. The article analyzes the potential of the Internet in tourism marketing. To achieve this, the article examines the characteristics of tourism marketing and analyzes the use of the Internet in tourism marketing. It is argued that the use of the Internet in tourism marketing will not only reach large audiences and reduce transaction costs (through the traditional methods once used by travel agents) but will also alleviate the problems of tourist identification, authentication and travel confirmation or events organized by tourists and promotion of the sector. Britain was basically a pioneering country for royal tourists. Although many other countries with monarchies, such as India, Thailand, Japan, Spain, Netherlands and many others, attract tourists who want to see and experience the royalty of their nations, Middle Eastern countries have never really been an attraction for real tourists. Middle Eastern royalty is fast becoming a tourist destination and also offers a marketing opportunity that could lead to the increasing popularity of royal residences in the region. Dubai is at the center of pioneering projects, economic growth initiatives and ongoing urbanization efforts that have thrust the Al Maktoum royal family into the global limelight, with young members of the royal family being widely recognized and valued for their audience and private adventures that are shared via various social media platforms. The purpose of this article is to analyze the popularity of His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum via social media platforms and the opportunity to boost royal tourism in Dubai.

Keywords: internet, marketing, tourism, tourism management, royalty, royal tourism, monarchy, marketing strategy, repositioning

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