



شبكة المعلومات الجامعية

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ





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# شبكة المعلومات الجامعية

## التوثيق الالكتروني والميكرو فيلم

# جامعة عين شمس

التوثيق الالكتروني والميكرو فيلم

## قسم

نقسم بالله العظيم أن المادة التي تم توثيقها وتسجيلها  
علي هذه الأفلام قد اعدت دون أية تغيرات



## يجب أن

تحفظ هذه الأفلام بعيداً عن الغبار

في درجة حرارة من 15 – 20 مئوية ورطوبة نسبية من 20-40 %

To be kept away from dust in dry cool place of  
15 – 25c and relative humidity 20-40 %



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# بعض الوثائق الأصلية تالفة



شبكة المعلومات الجامعية



بالرسالة صفحات  
لم ترد بالأصل



ALEXANDRIA UNIVERSITY  
FACULTY OF TOURISM AND HOTELS

**GROUP TRAVEL OPERATING  
AND ITS EFFECT ON THE INTERNATIONAL  
INCOMING TOURIST MOVEMENT TO EGYPT**

A THESIS SUBMITTED TO  
THE FACULTY OF TOURISM AND HOTELS  
IN CANDIDACY FOR THE DEGREE OF  
"MASTER OF SCIENCE"  
IN HOTEL, GUIDANCE, AND TOURISM STUDIES

**Department of Tourism Studies**

by  
**Maryam Taha Ahmed Mannae**

Alexandria, Egypt  
1999

B749.

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

﴿... وَعَلَّمَكَ مَا لَمْ تَكُن تَعْلَمُ  
وَكَانَ فَضْلُ اللَّهِ عَلَيْكَ عَظِيمًا﴾

صدق الله العظيم

من الآية ١١٣

سورة النساء

*I dedicate this work to  
my wonderful husband  
and to my lovely sister  
who gave me all the support  
I needed*

*Maryam T. Mannae*



## **SUPERVISING COMMITTEE**

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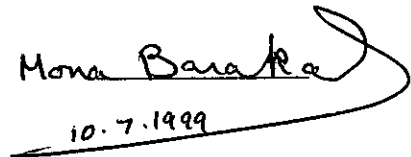
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*Maryam J. Mannae*

1999

**ABSTRACT****(200 WORDS)**

**I**nternational tourism is undergoing rapid and radical transformation into a new industry best practice. New consumers and new technology are the main forces driving the new tourism. New consumers are more experienced, more flexible, more independent, and more "green". They want to affirm their individuality and they want to be in charge. Information technology will facilitate the production of flexible and high quality tourism services that are cost competitive with mass, standardized and rigidly packaged holidays. These new trends will certainly affect the business of group travel.

The research hypotheses are based on the notions assuming that group travel plays an important role in the Egyptian tourism industry, a considerable fraction of group travelers' expenditure leaks out the local economy, group inclusive holidays are more related to the tourist flow from developed to less developed countries and the customer satisfaction with the tour performance does not necessarily mean his/her intentions to repeat touring with the same company or intended recommendations to others to tour with that company.

Beside testing the hypotheses, the research was intended to achieve a number of objectives. For example, to define the impact of information technology on the future of group travel business and to carry out a descriptive and comparative analysis of group travel flow to Egypt.

Collecting data for the self-report research depends on conducting a questionnaire study. The questionnaire was distributed to a random sample of group travelers in Luxor and Aswan. Collected data were tabulated and analyzed leading to a comprehensive discussion of relevant results. Finally, a number of recommendations were provided.

## SUMMARY

(1500 WORDS)

The emergence of group travel was more than one hundred and fifty years ago, when Thomas Cook organized for the first time his famous packaged tour in 1841. By the late 1960s, the emergence of group packages as a dominant form in holiday travel in Europe had been established. By 1970, while the number of independent holidays by air was at just over half a million, group inclusive tours by air were two million in number.

There were several incentives for tourists to buy these group packages. With the package tour, the risks associated with travel (i.e. uncertain accommodation on arrival in a tourist destination, strange cultures, unreliable transportation ...etc.) as well as the cost of travel were considerably less to the consumers. Group inclusive holidays brought travel within the reach of many who could normally not afford to take vacations abroad.

## PROBLEM STATEMENT

International tourism is undergoing rapid and radical transformation; a transformation into a new industry best practice or common sense.

Two main forces are driving the new tourism:

- ☐ New consumers.
- ☐ New technology.

Changes in consumers' behaviour and values provide the key guide force for the new tourism. New consumers are more informed and experienced travelers. They are flexible, more independent, and more "green". They want to be different from the crowd. They want to affirm their individuality and they want to be in charge.

Information technology has significant implications for the travel industry. It will facilitate the production of new, flexible and high-quality travel and tourism services that are cost-competitive with mass, standardized and rigidly packaged options.

So, will these new trends challenge the viability of group travel specially from developed to less developed countries? What are the advantages and disadvantages of group travel to the host communities, especially to a developing one like Egypt? What are the key factors that will affect the role and functions of group travel organizers? Will the most important determinant be the price or the quality in group travel business and what is the definition of quality in the field of group travel?

In this research, we will try to find some answers to the above-mentioned questions and to provide group travel players with some principles to be followed to place themselves firmly in the camp of new tourism.

## **RESEARCH HYPOTHESES**

Four major research hypotheses were formulated for the present thesis:

1. Group travel plays an important role in the Egyptian tourism industry.
2. A considerable fraction of group travelers' expenditure leaks out the local economy.
3. Group inclusive holidays are more related to the tourist flow from developed to less developed countries as it removes the risks associated with travel to distance and foreign destinations, specially less developed ones.
4. Customer satisfaction with the tour as a whole does not necessarily mean his/her intentions to repeat touring with the same company or intended recommendations to others to tour with that company as these three factors are determined by different tour attributes.

## **OBJECTIVES OF THE STUDY**

The objectives of the present study were:

1. To test the study hypotheses.
2. To clarify the advantages and disadvantages of group travel to the consumer, to the travel products' suppliers, to the travel agent and to the destination, specially if the destination is a developing country.

3. To evaluate different types of prearranged group packages.
4. To diagnose the impact of information technology on the future of group travel business.
5. To carry out a descriptive and comparative analysis of group travel flow to Egypt.
6. To measure customer satisfaction among group travelers in Egypt.

## RESEARCH METHODOLOGY

### Nature of the Research

The research is of a descriptive and analytical nature. Two main methods were used in collecting data for this research:

### Desk Research (Literature Review)

The desk research is performed by using books, periodicals, and articles.

### Field Research

Collecting data in the Self-Report Research depends mainly on conducting a questionnaire study.

For data analysis, the researcher used a number of methods such as data tabulation and graphing techniques.

## SCOPE AND LIMITATIONS OF THE STUDY

### SCOPE OF THE STUDY

The descriptive and comparative analysis of group travel flow to Egypt, covers the period from 1990 to 1996.

As for the *Self-Report Research*, it was conducted in Luxor and Aswan as they are considered to be a major destination for group travelers. The study questionnaire was distributed along nine months from January till September 1997, so both winter and summer seasons could be covered.