

*Full Length Research Paper*

## Perceived Egypt's destination image by Chinese university students

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**Destination image is commonly accepted as an important aspect in successful tourism management and destination marketing. It is crucially important to recognize the tourists' perceived images since it affects the individual's subjective perception and consequent behavior and destination choice. A destination can realize its full tourism potential only once it has a favorable image. This importance has led to a growing body of research on tourism destination image. The authors through this paper examine and determine the image of Egypt as a tourist destination as perceived by Chinese university students. This study will highlight on importance of the potential tourists of Chinese university students and give a helping hand to the Egyptian decision makers to assess and rebuild the Egyptian Tourism Marketing Strategy towards Chinese Market.**

**Key words:** Destination image, Egypt, student travel, Chinese university students.

### INTRODUCTION

The concept of image has been studied for several decades and has become one of the most researched topics in tourism. During the last two decades, there have been several attempts to provide an overview of the previous destination image studies in order to help researchers better navigate the field. The earliest reviews were made by Chon (1990) and Echtner and Ritchie (1991), followed by Ko and Park (2000), Gallarza et al. (2002), and Pike (2002) a decade later.

Understanding the images of a destination is essential for a destination wishing to influence traveler decision-making and choice. Researchers and marketers tend to be in consensus about the importance of image for a destination's viability and success in tourism, because the perception of destination image relates to decision-making and sales of tourist products and services (Jenkins, 1999; Tasci and Gartner, 2007a).

Perceived images are the basis of the evaluation or selection process and thus provide the link between motivation and destination selection (O'Leary and Deegan,

2003 ). Destinations mainly compete based on their perceived images relative to competitors in the marketplace and as a result of the ever-increasing competitive nature of the tourism industry requires tourist destinations to develop an effective marketing plan and strategy based on the perceived images of the destination (Woodside and Lysonski, 1989; Goodall, 1990; Gartner, 1993).

The youth and college student tourism market is a major growth segment of international tourism and accounts for 20-25 percent of total international tourism activity (Richards and King, 2003). As a significant subgroup of the larger youth travel market, the student college market represents a multibillion-dollar business (Bywate, 1993; Chadee and Cutler, 1996). However, the lack of a widely accepted definition of a youth traveler and the prevailing misconception that youth travelers exhibit low levels of spending have led to limited research into youth and students travelers' perceptions, images, and behaviors (Carr, 1998) and also resulted in the

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under-marketing of this segment (Seekings, 1998; Richards and Wilson 2004 ).

In order to secure or expand Egypt youth tourism market share, tourism marketers in Egypt should pay close attention to youth travelers' behaviors and their perceptions of Egypt as a tourism destination. The purpose of this study is to examine the perceptions of Chinese university students with regard to Egypt as a travel destination, as understanding the images of Chinese university students can help tourism marketers in Egypt to enhance knowledge of Egypt as a tourism destination and increase their accessibility and demand among these students.

## LITERATURE REVIEW

### Definitions of Student and Youth Tourism

The World Youth Student and Educational Travel Confederation and World Tourism Organization revealed some major differences in the age ranges used to define youth tourism, which in some cases covered the 16-24 age groups, in some cases 16-29 and in others 16-35. These differences reflect the fact that the concept of "youth" is increasingly difficult to link to age, as young people are delaying their entry into work, marriage and family formation, and older people strive hard to remain "young". This underlines the point that youth travel is not solely a question of demographics, but increasingly one of travel style ( UNWTO and WYSE Travel Confederation, 2005 ).

At present, therefore, there is a wide range of definitions related to student and youth tourism in use, with little consistency in terms of age ranges. This diversity is partly related to the different ways in which student and youth tourism is characterized:

- 1- As an age group, generally covering young people between the ages of 15 and 26, but with widely varying limits.
- 2- As a niche market related to a particular product or style of travel, such as independent travel, backpacking, adventure travel, language study and work exchange.
- 3- Student travel for the specific purpose of study, which is becoming more important as a growing number of destinations try to attract the lucrative international student market.
- 4- As a vehicle for international exchange, peace and understanding.

To cover all of these different types of market niches, we need to develop a more widely applicable definition of youth travel. The definition which is proposed by WYSE Travel Confederation is "Youth travel includes all independent trips for periods of less than one year by people aged 16-29 which are motivated, in part or in full, by a

desire to experience other cultures, build life experience and/or benefit from formal and informal learning opportunities outside one's usual environment" (WTO, 2008a).

The above mentioned definition of WYSE conforms to UNWTO definition of tourism, which is "the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". The UNWTO defined the term of "usual environment of person" as including their home and place of work or study, or other places frequently visited. In the WYSE Travel Confederation definition, the term "independent trip" refers to travel undertaken independently, without being accompanied by a parent or guardian (WTO, 2008a).

### The Value of Youth Travel Market

Youth tourism is a large and growing global market, which is important to destinations, not just in volume terms, but also in economic, social and cultural terms. Although that data on expenditure by young travelers are very rare because of the perception of youth travelers as a low value market, they also tend to be ignored in many studies on tourism impacts. However, there is now a growing realization that young people tend to spend a large proportion of their disposable income on travel, they stay longer in the destination and spend money directly with local businesses more often than most other travelers (WTO, 2008a). The average spending for youth travelers in 2002 from the United Kingdom, Germany and France, was Euro 730 per trip. This is very close to the global average for all tourists in 2002 Euro 721 ( UNWTO, 2002 ).

Youth tourism has other important impacts besides its importance in terms of tourism volume and expenditure; youth tourism is a means of increasing knowledge of one's own and other cultures. The travel style of young people can also bring important benefits to the destination because young people tend to stay in local accommodation and spend money with local businesses. This increases their direct impact on the economy compared with most other travelers. Also young travelers are considered as the pioneers of new tourism destinations, as they are opening them up for more traditional forms of tourism (WYSE Travel Confederation and UNWTO, 2005).

Since young travelers are among the first explorers of new places, they can play an important role in the development of a destination's tourism industry. Today's young travelers will become future travelers with a significant amount of discretionary income to be spent on travel (Reisinger and Mavondo, 2002). Additionally, satisfied youth travelers can become a future target market as they represent potential returning visitors (Seekings,

**Table 1.** Characteristics of Chinese young adults.

Items	China's eldest child: '70s	China's middle child: '80s	China's youngest child: '90s
Key focus in Life	Responsibility and happiness	Fun	Excitement
Core values	Family	Friends	Self
Internet value	Time saver	Social arena	Extension of self
Outlook on trends	Follow trends	Choose trends	Create trends
Online content	Collecting information	Sharing information	Creating Information
Communications Strategy	Nothing overwhelming	Accessible and trendy	High level of interaction
Engagement strategy	Information	Peer involvement	Self expression
Friends	Make friends with those that have power and influence	Make friends with those that share the same interests	Make friends with those that have tattoos
Money	Have savings	Have debt	Have daddies
Financial pressure	Demands from children, spouses and parents	Ignoring pressure and live in the now	Pampered by parents and grandparents
	Topics that relate to everyday life:	Topics that make one get ahead:	Exciting topics to be shared:
Discussion topics	<ul style="list-style-type: none"> <li>• Seasonal fashion</li> <li>• Property prices</li> </ul>	<ul style="list-style-type: none"> <li>• Career</li> <li>• Trends</li> </ul>	<ul style="list-style-type: none"> <li>• Sensations</li> <li>• Gossip</li> </ul>

Source: UNWTO and WYSE Travel Confederation, 2012.

1998). So we can say that Investment in youth tourism markets is an investment in the future. Young people who have positive travel experiences are likely to later return to destinations they have been to, bringing an important element of repeat visitation and increased tourism expenditure. In New Zealand, 58% of people who apply for residency have previously been to New Zealand as visitors and some of those would have been here on working holidays (WTO, 2008a).

### Chinese youth travelers

Younger Chinese people in particular are sophisticated, and the growing appetite for interesting Western brands, famous historic locations and art galleries are testimony to that. They seek respect and global integration, they want to be part of it all and they work hard - many at international firms as well as in entrepreneurial domestic companies.

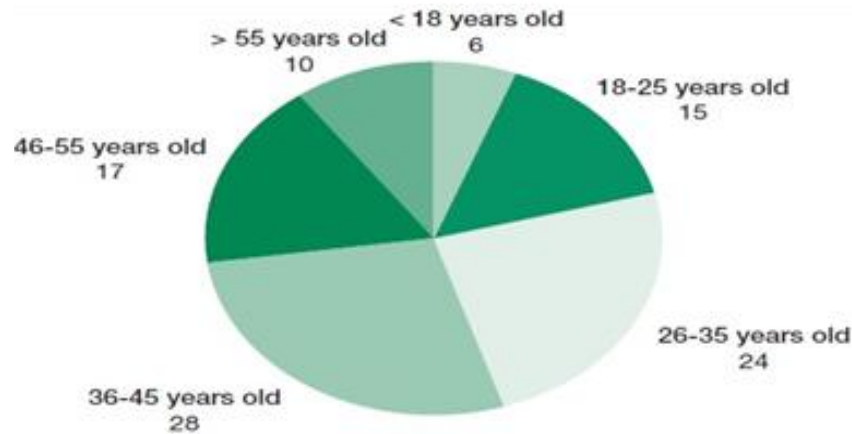
For them, travel is an important part of self expression, and how they spend their valuable time is part of demonstrating who they are. So, as it turns out, Chinese youths are not so very different from young people all over the world (UNWTO and WYSE Travel Confederation, 2012). Table 1 presents the characteristics of Chinese young adults.

The China's outbound tourism is growing exponentially within the last few years, and the Chinese travelers are fast becoming one of the tourism industry's major segment growth opportunities, as 57.39 million Chinese travelers spent the amount of US\$ 54.9 billion in 2010. So all international tourism destinations are keen to understand how adapting to meet the needs of this new market to get more share for the short and long term (Latham, 2011). The breakdown of foreign travel from China by age group reported by different sources varies significantly, depending on the survey sample and the different criteria for

measurement. The official statistics show that Chinese outbound travelers aged 26-55 years make up 69% of all trips, while young people aged 18-25 account for 15% and those over 55 years old for 10% (WTO, 2008b). Figure 1 presents the age profile of outbound Travelers from China during 2005:

### Concept and definition of destination image

The image concept is a marketing-oriented concept and specifically destination image is a concept widely used in the empirical context in the tourism marketing literature (Fakeye and Crompton, 1991). Bigné et al. (2001) define destination image as the subjective interpretation of reality by the tourist. Barich and Kotler (1991) describe the image as the total of a person's or group's faiths, attitudes and impressions. These impressions can be true or false, real or fancy.



**Figure 1.** Age Profile of Outbound Travelers from China, 2005 (%). Source: WTO, 2008.

Image is the reasonable connotation or acting that someone has on the thing which is beyond their physical perception limits. Therefore, the image tourists have of a destination is largely subjective because it is based on the perceptions each tourist has of all the destinations they have been to or have heard of (Martín and Rodriguez, 2008).

Later Tasci et al. (2007b) asserted the destination image which is a united concept as an “interactive system of the thoughts, ideas, sensations, dreams and intentions. Briefly destination image can be defined as an aspect of tourists’ beliefs, views and impressions about a place.

The attraction of a tourism destination importantly depends on the natural sources and climate conditions of its geographical location. These environmental elements perceived by tourists, help an image come about in their heads. From the tourists’ point of view, the image delivered is the fundamental factor on the final decision (Lobato et al., 2006).

The literature examination points out that the principal contents in the destination image theory’s formation are innate and scenic sources, attainability, cultural sources, security, nightlife and amusement, quality and price proportion (Andreu et al., 2000; Chen, 2001; Oleary and Deegan, 2003).

### The elements of a tourism destination

Lumsdon (1997) holds that the term of tourism destination is understood as comprising a number of elements, which are combined to attract visitors to stay for a holiday or day visit. Specifically, he identifies four core elements making up a destination, which are Prime Attractors, Built Environment, Physical Identity, Supporting Supply Services and Socio-cultural Dimensions.

### Destination image formation

Gunn (1988) identifies the process of tourists image formation in a model of seven phases and based on the seven phases’ model of Gunn, a new model of three phases for destination image formation had been identified: (1) Organic image; (2) Induced image; (3) Modified image.

1- The Organic Image: The organic images associated with history, heritage, and culture tend to have been formed over a long period of time, and result from exposure to communication processes largely outside marketing’s core sphere of influence such as education, literature and the arts and based primarily on information assimilated from non-touristic and non-commercial sources, such as the general media (news reports, magazines, books, and movies), education (school courses) and the opinions of family or friends ( Hankinson, 2004).

2- The Induced Image: More commercial sources of information, such as travel brochures, travel agents and travel guidebooks, are used. As a result of accessing these additional sources of information, the organic image may be altered (Anh, 2010).

3- The Modified Image: Presents the actual experience which modifies the organic and induced destination image formed in the previous phases. As the destination, images tend to be more realistic, complex, and differentiated after visit ( Echtner and Ritchie, 2003 ).

The most recent studies consider the image like a concept formed by three different interrelated components: cognitive, affective and conative (Baloglu and McCleary, 1999a; Gartner, 1993). Cognition is the sum of what is known about a destination, which may be organic or induced as told before (Gunn, 1988). Then, Baloglu and McCleary (1999b) add that the affective image is one of the most influential factors, and that it should be used

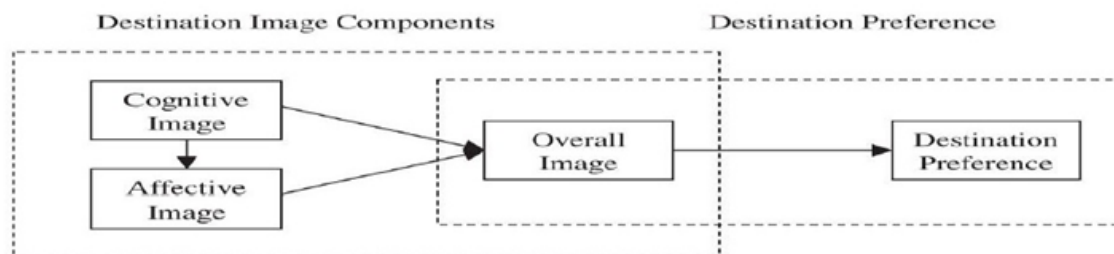


Figure 2. Proposed Integrated Model for Destination Choice. Source: Lin et al. (2007).

Table 2. Factors affecting destination image formation.

External factors	Internal factors
Natural and cultural attraction of the destination	Social and cultural environment
Quality of product and services.	Geographic origin.
Satisfaction during the travel experience	Familiarity with a destination
Information at the tourism destination	Motivation and expectation
Political, economical and technological environment	Previous experience in the destination
Social (word of mouth, phone calls)	Compared to previous travel experiences in other destinations
Intermediaries	Character
Weather	Personal feeling (favorable vs. unfavorable).
Presence of a brand	Perceived risks
Media and Internet	Lack of information
Marketing activities and advertising	
Postcards and travel brochures	
Movies	
Events	

Source: Emma, D. M. (2008).

more often by destinations for better efficiency. They split it into both positive (arousing, exciting, pleasant and relaxing) and negative dimensions (sleepy, gloomy, unpleasant and distressing). So conation is therefore strongly linked to the selection process or destination choice, in the way that it is the behavioral action, resulting from images, as shown in Figure 2. Destination preference can be defined as “an attitude resulting from an explicit comparison process by which one destination is chosen over the other” (Lin et al., 2007).

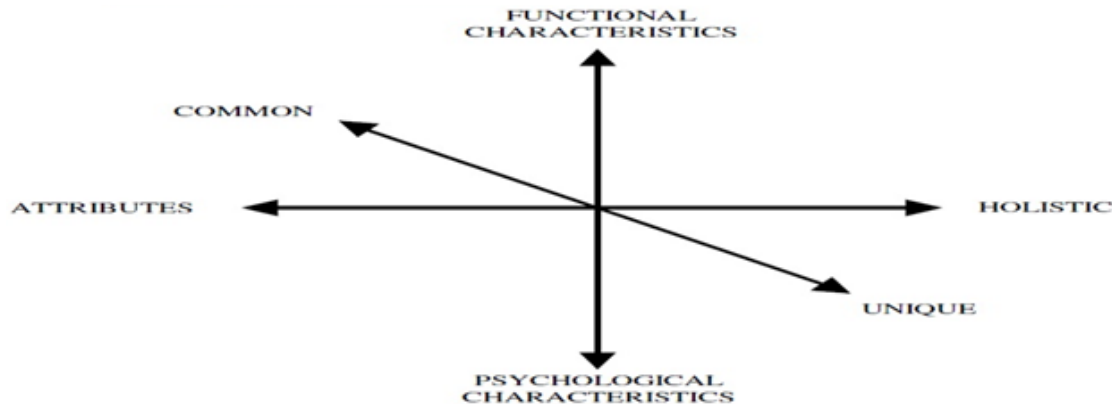
People create their own image of a tourism destination based on their general knowledge and feeling, or from an external influence, such as friends and relatives, the advertisements, the intermediaries, or, also, their own past experiences (Andreu, et al., 2000). Therefore, destination image depends on the previous experience the traveler had in a specific destination, the degree of familiarity, geographic origin, social and cultural background and most importantly the expectations one has about that tourism destination (Beerli & Martin, 2004b). Ryan and Cave (2005) revealed in their study of destination image the importance of the role of visitor familiarity with a site. Thus, previous experience will most likely affect consumers' attitudes towards a destination and the activities

performed there. Baloglu (2001) has also argued that “familiarity with a destination has appeared to be a significant determination of destination image”.

The stages of image formation are based on the different tourists' perceptions, considering also the impact of all internal and external factors that can influence the tourists' image of the destination. Table 2 presents the external and internal factors which affect the destination image formation:

### The importance of understanding tourism destination image

Destination image is very important for a destination's viability and success in tourism, because the perception of destination image relates to decision making and sales of tourist products and services (Jenkins, 1999; Tasci and Gartner, 2007a). It is useful to monitor both levels and changes in the image that the market has of the destination, because monitoring can enable the destination manager to assess the effectiveness of a specific advertising campaign in a specific target market, or to determine the impact that the hosting of a particular mega-



**Figure 3.** The components of destination image. Source: Echtner and Ritchie (1991, 1993).

event has had on market awareness of the host destination. Because of such an important role of tourism destination image, national tourism organizations should track the images held by potential visitors in the international marketplace. Such tracking studies and market segmentation analysis are used in the design of their promotional campaigns (Batchelor, 1999).

A destination must strategically manage its image, because a destination's image shapes the way citizens, visitors and business people respond to it. It is necessary that today's tourism marketer look at a destination's image as a major influence on investors, new residents, and visitors. Once an investor chooses a location, that place then becomes a part of the investor's projected image to customers. For example, French perfumes, Russian caviar, Belgian chocolates, Chilean wines, and Colombian coffee are elements that contribute to each of the respective country's images (Gertner and Kotler, 2004).

### Destination image measurement

The measurement of destination image has been of great interest and importance to tourism researchers. Researches that have been conducted on evaluating destination image were mainly done by quantitative methods (Structured-Scale format). It is common to use the Likert Type scale or even semantic differential scale to measure destination image. Examples of this concept are the studies of Andreu et al. (2000) concerning Spain, Sönmez and Sirakaya (2002) concerning Turkey, or Bingyan Yu (2004) concerning South Africa.

Many of these Quantitative scales are the result of exploratory qualitative studies (Unstructured – Open Ended) which identified the important attributes and determinants of the tourist destination image perceived by individuals (Beerli and Martin, 2004a). Echtner and Ritchie (1991, 1993) suggested that destination image construction consists of three dimensions: attribute-holistic, functional-psychological, and common-unique.

These different components should be envisaged in three dimensions and they represent a successful tool in capturing all of the components of destination image. Figure 3 shows the components of destination image:

A new methodology proposed by Espelt and Benito (2005) based on quantitative and qualitative analysis of the images (Illustration, Photos and Texts) was used in the tourist guide books. According to the above, it is possible to conclude that the quantitative and qualitative methods are necessary and the academics agree applying both of them in the destination image studies.

### METHODOLOGY

The main purpose of this study is to examine the perceived image of Egypt as a tourism destination by Chinese university students. A close-ended questionnaire was designed to assist the researcher identify the perceived image of Egypt as a tourism destination by the Chinese university students. In order to ensure the validity of the questionnaire, a pilot test was conducted during July 2012 and targeted some university students. Students were asked to complete the questionnaire and to give comments or suggestions on the questionnaire.

The questionnaire consists of two parts, first part of the survey about the personal and demographic factors, and the second part about the perceived image of Egypt by Chinese university students. For the perceived image of Egypt, respondents were asked to answer questions using a 5-point Likert scale, ranging from strongly disagree (1) to strongly agree (5) from a list of 30 items representing the elements of Egypt Destination Image.

The final sample consisted of 278 Chinese university students, data were collected during October 2012 and collected data were quantitatively analyzed. The Statistical Package for the Social Sciences "SPSS" version 17 and Excel Spread Sheet in Office 2007 was used to analyze the quantitative data.

### ANALYSIS AND RESULTS

A questionnaire was distributed to 290 Chinese university students of 9 universities in 7 different cities in China. 12 questionnaires were excluded from data analysis as they did not answer all questions and only 278 questionnaires were analyzed in this research. Table 3 shows the name

**Table 3.** Universities, cities, number of respondents analysis.

University	City	Province	No. of Respondents	% of Sample
Beijing Jiaotong University	Beijing	Beijing	74	%26.6
Beijing Institute of Technology	Beijing	Beijing	20	%7.2
Central University of Finance and Economics	Beijing	Beijing	22	%7.9
Zhejiang University	Hangzhou	Zhejiang	36	%13
Shanghai Astronomical Observatory	Shanghai	Shanghai	24	%8.6
Jiangnan University	Wuxi	Jiangsu	21	%7.6
Tongji Medical University	Wuhan	Hubei	33	%11.9
Central South University	Changsha	Hunan	29	%10.4
Northwest A and F University	Yangling	Shaanxi	19	%6.8

**Table 4.** Socio-demographic analysis of the sample.

Variables	Frequency	%
Gender		
a- Male	175	63
b- Female	103	37
Age		
a- 17 – 20 Years.	27	9.7
b- 21 – 24 Years.	176	63.3
c- 25 – 28 Years.	56	20.2
d- More than 28 Years.	19	6.8
Educational status		
a- Bachelor 1st Year – 4th Year Student	28	10.1
b- Master Degree Student	148	53.2
c- PhD. Degree Student	102	36.7
d- Other	0	0
Annual income		
a- Less than RMB 30,000	176	63.3
b- RMB 30,001 to 40,000	47	16.9
c- RMB 40,001 to 50,000	27	9.7
d- More than RMB 50,000	28	10.1
Residence		
a- Family	46	16.6
b- Private Dormitory	37	13.3
c- State Dormitory	195	70.1
d- With friends	0	0
Visit to Egypt before		
a- Yes	6	2.2
b- No	272	97.8

of universities where the questionnaire had been distributed, as well as cities, number of respondents in each university and percentage of each university from the

research sample.

Table 4 presents the socio-demographic background of the sample of 278 respondents for this research. Males



**Table 5.** Source of Information about Egypt.

Item	Frequency	% of the Sample
TV	217	78.1
Books and magazines	165	59.4
Egyptian Web Sites	0	0
Chinese web Sites	93	33.5
Travel agent	52	18.7
Brochures	10	3.6
Friends and relatives	62	22.3

represent 63% of the sample and females represent 37% of the sample. The majority of respondents' ages were between 21 to 24 years (63.3%). More than half of the respondents of the samples are Master Degree Students (53.2%), PhD Students (36.7%) and Bachelor Students "1st Year Student to 4th Year Student" (10.1%). In terms of annual income 63.3% earns less than RMB 30,000 and 16.9% earns between RMB 30,001 to RMB 40,000. The majority of the respondents (70.1%) are living at State Dormitory, 16.6% are living with family and 13.3% are living at Private Dormitory. In terms of visiting Egypt before, the majority of the respondents (97.8%) mentioned that they have not visited Egypt before.

Understanding how customers acquire information is important for marketing management decisions. This is especially true for services, travel and tourism products. The questionnaire includes a question about source of information about Egypt and respondents were allowed to choose more than one answer. Table 5 shows the frequency of the responses of Chinese university students about the source of their information about Egypt as a tourism destination. The results from Table 5 indicate that TV, Books and Magazines and Chinese web Sites are the most highlighted by respondents as sources of information about Egypt. Therefore, the decision makers, planners, and marketers in Egypt should focus on the above mentioned types of marketing tools while targeting the potential tourists of Chinese university students.

To identify the perceived image of Egypt as a tourism destination by Chinese university students, the second part of the survey questionnaire contains of a list of 30 different elements of Egypt Destination Image, such as country of pyramids, historic country, luxury, beautiful beach, modern life, hospital and friendly people, country of business opportunities and so on. The survey respondents had been asked to rank their perceived image on a 5-point Likert scale, starting with strongly disagree (1) to strongly agree (5).

The analysis of the perceived image of Egypt as a tourism destination by Chinese university students using the SPSS software presents that the most often cited of Egypt's destination image variables, which scored above 4.0 on the five-point Likert scale were Country of Pyramids (Mean Rank, 4.48), Country of the Nile (Mean

**Table 6.** The mean scores of the perceived image of Egypt as a tourism destination by Chinese university students.

Item	Mean
Historic country	4.22
Luxury	2.98
Beautiful Beach	3.38
Modern Life	3.68
Country of Pyramids	4.48
Hospital and friendly people	4.12
Well-developed infrastructure	3.38
Night life and entertainment	3.38
Country of the Nile	4.44
Beauty Cities and towns	3.52
Opportunities of sports activities	3.48
A good name and reputation	4.22
Good weather	3.46
Variety of natural life	2.22
Golf Destination	2.36
Diving Destination	2.84
Adventure Destination	2.36
Good landscape	3.22
Shopping facilities	2.38
Many people can speak Chinese	2.23
Country of safe and security	3.48
Country of business opportunities	3.46
Varied gastronomy	3.62
Interesting culture activities	3.82
Exotic Atmosphere	3.13
Desert and Safari Destination	2.36
Hard Traffic jams	3.58
Good value for money	3.84
Relaxing Place	3.22
Good level of economic development	2.84

Rank, 4.44), Historic country (Mean Rank, 4.22), A good name and reputation (Mean Rank, 4.22) and Hospital and friendly people (Mean Rank, 4.12). Table 6 presents the mean scores of the perceived image of Egypt as a tourism destination by Chinese university students:

The results indicate that Egypt attracts Chinese students' travelers mainly because of its Pyramids, River Nile, old history and civilization, good reputation and its friendly people. Therefore, destination marketers in Egypt should emphasize these aspects in performing its role within the overall tourism marketing strategy to China Market and specifically towards potential outbound Chinese students' travelers.

The analysis of the perceived image of Egypt as a tourism destination by Chinese university students using the SPSS software presents that Nine images from the above mentioned list occurred below (3) in terms of mean, which represents "Disagree". Egypt's Images with



the lowest mean score were Luxury (Mean Rank 2.98), Variety of natural life (Mean Rank 2.22), Golf Destination (Mean Rank 2.36), Diving Destination (Mean Rank 2.84), Adventure Destination (Mean Rank 2.36), Shopping facilities (Mean Rank 2.38), many people can speak Chinese (Mean Rank 2.23), Desert and Safari Destination (Mean Rank 2.36), Good level of economic development (Mean Rank 2.84). According to that the Chinese university students disagree that Egypt is a destination of golf, diving, desert safari and luxury, which varies with the fact of the diversity of the Egyptian tourism product.

The results indicate that the Chinese university students have some negative or weak elements of Egypt Destination Image. Therefore, tourism marketers in Egypt should carefully work to improve the negative elements of Egypt image. Also this suggests that there are many marketing opportunities to strength the motivation of potential outbound Chinese students' travelers.

Generally, the results from the above mentioned analysis provided marketers with a fuller picture about negative and positive elements of Egypt Destination Image of the potential tourists of Chinese university students, which would be useful in developing a marketing strategy to this market segment.

## Conclusion

From the previous discussion, the main conclusions of this paper can be summarized as follows:

1. The perceived "Positive" images of Egypt as a tourism destination by Chinese university students are: Egypt is the country of Pyramids, Egypt is the country of the Nile, Egypt is a historic country, Egypt is a country of a good name and reputation and Egypt is a country of hospital and friendly people.
2. The perceived "negative" images of Egypt as a tourism destination shows deficiencies of marketing strategy of Egypt towards the Chinese youth/students tourism market, as it failed to introduce them to other aspects of the Egyptian tourist product such as golf, diving, beach, desert safari and adventure tourism.
3. Identification of students' images, preferences, and expectations can assist in the more effective positioning and marketing of Egypt destination. Given the growing size and importance of the youth and student travel market, further analysis of this market segment appears

highly warranted.

4. The Egyptian Tourism Ministry should pay more efforts to know more about the youth/student tourism segment and benefit from the development of youth/student tourism through the overseas official offices primarily responsible for promotion of Egyptian tourism abroad.

As a conclusion, a clear understanding of potential travelers' image toward Egypt as a tourism destination is crucial for developing successful marketing strategies in promoting and positioning Egypt as a tourism destination. In particular, this study gives a hand to the decision makers to take the right decisions to help Egypt to compete with success over other destinations to attract this segment of potential Chinese students' travelers; and also helps to suggest the correct actions and tools to maintain and renovate and reinvent a positive image about Egypt, or to reconstruct a weak or negative one.

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