

Role of tourism advertising campaigns in improving destination image

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Abstract

Purpose: The current paper aims to study the role of tourism advertising campaigns in improving the destination image and to propose a framework for improving the effectiveness of these campaigns.

Research Methodology: This study is a qualitative study and it relied on distributing a questionnaire to a random sample of specialists about advertising campaigns in the tourism sector at the Egyptian Ministry of Tourism.

Results: There is a statistically significant effect of advertising campaigns in improving the destination image by defining the type of tourist image and how it can be converted from negative to positive by following the latest and appropriate advertising means to diversify that image.

Limitations: The field study data was collected from January to April 2022, in which 135 questionnaires were distributed, and 110 usable answers were received, with a response rate of 81%.

Contributions: The study provides instructions for workers in the field of advertising campaigns to follow modern methods when preparing advertising campaigns that increase tourist movement and create a good tourist image.

Keywords: Advertising Campaigns, Destination Image, Tourism

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1. Introduction

Egypt has many unique attractions that made it one of the most popular tourist destinations on the world tourism map. Egypt is one of the countries that depend mainly on the tourism industry, which requires the development of a guiding model for tourism in the tourist destination for the sake of growth ([Mohamed and Farhat, 2019](#)).

However, the tourism industry encounters many successive crises and disasters, the latest of which is Coronavirus. Effective advertising campaigns require a lot of effort through planning, preparation, and promotional efforts that improve the image of the destination; advertising campaigns play an important role in introducing markets to tourist destinations by relying on appropriate strategies designed for the type of tourism market and its segments. Campaign characteristics can vary according to the level of income, education, or age. According to those characteristics, the appropriate strategy is determined. Therefore, advertising campaigns have become one of the most important forms of communication to influence, persuade and disseminate ideas and information. It is known as the dissemination of information and ideas in a planned and continuous period to obtain a reaction that suits the goals ([Lopes, 2011](#)).

[Wijethunga & Warnakulsooriya \(2014\)](#) said that campaigns are considered to be one of the most effective tools in achieving growth and progress. They also have an effective impact, being one of the

attractions of tourism, as it helps in the introduction of destinations in the markets by providing customers with real information about the tourist destination, including its advantages in creating a good tourist image. The purpose of the advertising campaigns is to attract the attention of tourists who are expected to serve and stimulate the demand for it and the destination image.

Research Problem

Although Egypt had implemented many advertising campaigns due to the importance of the role of these campaigns in promoting tourism, and influencing the destination image, we find that the campaigns did not succeed in changing the negative image of the Egyptian destination. Therefore, it is necessary to study the role of these campaigns in drawing and improving the image of the destination and to identify the most important difficulties hindering the work of these campaigns and the most important proposals that help in the success of the campaigns in improving that image, which will increase the number of tourists for the Egyptian tourist destination.

2. Literature Review

2.1 Advertising Campaigns

2.1.1 Concept of the advertising campaign

The advertising campaign is a planned advertising program aimed at current and prospective markets. It includes a range of processes and efforts planned accurately that seek to achieve the specific objectives of introducing and informing all the tourism components that exist in the country, as well as work to improve the tourist image of a country, or the state's share of tourism (Elkrghli, 2017).

The main role of advertising campaigns is to support marketing activity through the range of contacts conducted by campaign officials in prospective markets to convince and inform them of the goods and services offered in the market and to entice them to buy such goods and services. The effectiveness of advertising depends on the efficiency of the process of communication between institutions as senders and consumers as receivers of information sent from the first party and related to several aspects, the most important of which is to show the benefits and prices, places, and times of the presence of goods and services, as well as follow-up to access to purchase ([Yuliari & Riyadi, 2019](#)).

Campaigns are considered one of the main tools in achieving growth and progress and have an effective impact as one of the attractions of tourism, where they help to establish the presence of a destination in the market by providing customers with real information about the tourist destination and its advantages to create a destination image. Therefore, the purpose of the advertising campaigns is to attract tourists to expect to serve and stimulate demand for it. Also, all organizations and institutions within the country must cooperate for the advertising campaigns to succeed in working to improve the image ([Laura, 2017](#)).

2.1.2 Campaign planning steps

Phase 1. Planning

According to [Vitrianto et al, \(2022\)](#), at this stage, data on the tourism market is collected. These steps include:

1. Setting goals: The objectives must be clear and determine which goals have to be achieved at each stage, and marketing researchers agree on the need for four objectives (the basic advertising message to be broadcast; the target audience; the goals to be achieved; and the specific criterion for measuring the success of the campaign);
2. SWOT analysis for tourist markets;
3. Study of international tourism movements and the most important export markets.
4. Identify and study the target markets;
5. Determining the budget and funding needed; and
6. Develop different scenarios to solve any emergency crisis.

Phase 2. Implementation

According to [Asli & William \(2007\)](#), these steps include:

1. Where the organizations are based on the marketing of tourist destinations and the implementation of destination marketing organizations (DMOs), their responsibilities are to develop and improve the image of the place to be marketed, in collaboration with the public and private sectors, and DMOs are to be divided into regional offices, external representation offices, and local tourism offices;
2. Choosing an international company to carry out the advertising campaign, identify the targeted message and logo, design the ad, and produce an advertising film;
3. advertising on television, magazines, newspapers, outlets, and the Internet;
4. advertising through some articles written by senior journalists; and
5. Public relations through induction flights, press releases, and attendance at international conferences and exhibitions.

Phase 3. Evaluation

[Yang & Nair \(2014\)](#) said that the evaluation process should be as follows:

1. the reaction and measuring the results through survey work; and
2. Identifying previously set targets and what has been achieved.

2.1.3 Types of advertising campaigns and planning methods

[Reynolds & Phillips \(2019\)](#) said that advertising campaigns vary depending on the target audience, as there are advertising campaigns directed at the ultimate consumer, who is the ultimate consumer, and those directed at professional intermediaries such as tour operators, tourism companies, and other distribution outlets. In addition to the revitalization efforts directed at the media in the foreign tourist markets, the advertising campaigns are divided into:

1. International advertising campaign: advertising in more than one country to promote a particular tourist destination;
2. National advertising campaign: covers the province of one state;
3. Regional advertising campaign: covering a particular region; and
4. Local advertising campaign: covering a specific geographical area within the region.

Advertising campaign planning methods

[Jorgensen \(2004\)](#) said that the types of plans are as follows:

1) Method of continuous planning

Accordingly, the advertising message is directed at the market throughout the campaign period. The campaign may contain one message that does not change, and the campaign may contain several messages, each with a specific offer separate from the others. This method is suitable for markets of the general audience, which comprises all market segments.

2) Complete plan method

This method is based on the fact that there is a set of ideas, each of which works to achieve a partial or interim goal, but all of them fall within the framework of the strategic goal that the campaign is working to achieve, and then divide the general goal into several sub-goals, so that the set of advertising messages contain each message on a specific idea and you process it, and there is a kind of sequence of ideas so that the last goal is achieved at the end of the campaign, and this plan takes a long time.

3) Method of segmented planning

This method is suitable for markets that depend on segments, where they serve more than one market target at the same time, and then each segment has its advertising message according to the nature and characteristics of the target audience.

2.1.4 Success factors of the advertising campaign

[Mahasuar \(2018\)](#) suggests that among the most important success factors of the advertising campaign are:

1. Correct information.

2. Appropriateness of method.
3. Campaign's scientific foundations.
4. Necessary funds are to be provided to implement the advertising campaign.
5. Appropriate timing for the implementation of the campaign.

2.2. Examples of some advertising campaigns for the Egyptian tourist destination

Examples of those campaigns that took place in recent years, as mentioned in the reports of the [Ministry of Tourism \(2021\)](#), are as follows:

1. "Egypt All Year" Campaign of 2003 had a good effect and led to an increase in the number of tourists coming.
2. "I Wish in Egypt" Campaign was successful and achieved great success as well.
3. "Red Sea Riviera, Take Me There" Campaign, which was a campaign specialized for the Red Sea and Taba (Egyptian Riviera) Campaign.
4. "Egypt Nothing Compares" Campaign, which was launched in November 2006, is the most distinguished campaign that focused on highlighting the distinguished and unique Egyptian tourism products.
5. "Egypt is the Beginning of the Story" Campaign in 2010: This campaign targeted seven Arab countries, and the cost of the campaign reached 30 million pounds. The campaign aimed to improve the tourist image of Egypt as a tourist destination by highlighting the distinction and diversity of the Egyptian tourism products and the services provided to tourists, which activated tourism in Egypt.
6. A campaign to stimulate tourism in five Arab countries in 2011. These countries were represented in the UAE, Saudi Arabia, Kuwait, Jordan, and Qatar and aimed to attract the largest number of Arab tourists during the summer.
7. "For your sake, Egypt" Campaign of 2013: It was launched by the Egyptian Minister of Tourism during his opening of the Egyptian pavilion located in the Global Village in Dubai in December 2012. The twenty-fifth of the January Revolution.
8. Egypt is Close campaign, which was launched at the beginning of 2015 and was directed at the Arab and Gulf countries, was one of the axes that were relied upon to stimulate tourism in that period.

The following is a statement of tourism revenues and tourism numbers in recent years, which have been affected up and down by the events experienced by the Egyptian tourism destination, which necessitated advertising campaigns to mitigate the effects resulting from those events by trying to reach marketing methods capable of facing fluctuations in the tourism movement in Egypt.

Table 1 shows the tourist movement from 2010 to 2021

Year (2010 – 2021)	Number of Tourists (Million)	Tourism revenue (Billion dollars)
2010	14.7	12.53
2011	9.8	8.7
2012	11.5	9.9
2013	9.4	5.9
2014	9.8	7.2
2015	9.3	6.1
2016	5.3	2.6
2017	8.2	7.8
2018	11.3	11.6
2019	13.1	13
2020	3.5	4
2021	7.6	13.2

Source: [Federation of Chambers of Tourism, 2022](#)

From the previous table, it turns out that 2010 is the best year in terms of tourism revenues and tourist numbers. Then those numbers begin to decline due to successive crises in the Egyptian tourist destination, starting from the January Revolution of 2011, then the June revolution of 2014, then the fall of the Russian plane in 2015, then the spread of the Coronavirus from 2020 to 2021. Despite the implementation of many campaigns, they were not at a good level of implementation. Therefore, it is necessary to prepare appropriate advertising campaigns based on scientific foundations and to take advantage of all the campaigns that took place in the tourist destination.

Difficulties encountering foreign tourism advertising campaigns

There are many shortcomings in the campaigns, [Mahasuar \(2018\)](#) said that the most important of which are:

1. Twice the funding and resources for international media campaigns;
2. Lack of media campaigns to improve the destination image;
3. Poor marketing research, in general, and lack of motivational research, in particular; in addition to the lack of interest in analyzing the behavior of tourists or how to decide on travel and those who participated in the decision, or even studying its social, economic, behavioral, or psychological characteristics because of its utmost importance in preparing these revitalization campaigns; and
4. There is no regularity in the continuation of a promotional campaign.

2.3 Tourist image

Tourist destination image is an influential factor in the travel decision taken by the tourist, which is a reflection of his expectation of this tourist destination, which consists of several components: hotels, restaurants, bazaars, transportation, museums, and information services, and this indicate the formation of an effective partial picture of the tourist destination, which works to create a comprehensive image of the country that the tourist wishes to visit ([Laura, 2017](#)).

2.3.1 Composition of the tourist image

The formation of a sound image of a tourist destination depends on several elements that must be well understood. [Smeral \(2010\)](#) claimed the following:

First: the size of the budget required to develop the destination image

Small communities are unable to use expensive image catalysts, so poor communities find it difficult to focus on the quality of services and unique attractions.

Second: Target market characteristics

For tourism markets that rely on group tourism or family tourism, the media is the most important factor in shaping the image, as groups and families derive their information mainly from the media.

Third: Demographic characteristics

Demographic characteristics must be taken into consideration as it has been found that people over the age of 60 rely on selected organized agents because destination choice for groups is influenced by families, friends, and some print media such as newspapers and magazines. University students rely on the press and not on information from relatives and friends. But recently, the tools that were used in advertising campaigns have developed, as technology and electronic means have become the main tools for influencing tourists in choosing tourist destinations ([Chew & Johari 2014](#)).

2.3.2 Factors affecting the formation of the image of the tourist destination

1. Personal factors: the subjective characteristics of the information receiver's personality, such as education, culture, and value) ([Prakoso et al., 2020](#));
2. Social factors include the influence of primary groups on future information individuals, the influence of opinion leaders on mass trends, and the impact of the culture of the society in which individuals live and the values that prevail in it ([Tran et al., 2015](#)); and

3. Regulatory factors: the most important of which is the real work of the organization, its policies and products, the communication messages of the organization, and what was transmitted through various means of communication ([Ibrahim, Hilaly, & Morsy, 2018](#)).

2.3.3 Benefits of a positive tourism image

[Hosseini, Soltani, & Mehdizadeh \(2018\)](#) said that the formation of a positive image of the tourist destination achieves multiple benefits:

1. Helping the tourist area attract the best elements to work out;
2. Strengthening its relationship with customers, internally and externally;
3. Convincing governments, authorities, and the general public of the importance of the tourist destination's social role; and
4. Strengthening the good relations of the destination with the legislative and executive authorities of the country.

As mentioned by [Ibrahim, Hilali & Morsi \(2018\)](#), such elements are influencing the formation of the image of the destination:

1. Brand image: It is represented by the degree of success expected from communication in forming a positive image of the tourist area with the effect of trusting its brand.
2. The image of the products and services of the tourist, the extent of their quality, their distinction, and their ability to keep pace with the change in customer trends and the scientific development in their production and presentation—all affect the evaluation of tourists for the services of the tourist area and contributes to the formation of a good image of it among those tourists.
3. They represent the tourist destination's role in serving the host community through tourism as well as charitable works such as contributions to solving societal problems such as unemployment, hygiene, and the construction of schools and hospitals.
4. Job satisfaction of the workers at the tourist destination is represented by the ability of the workers to represent the tourist area in an honorable manner to the tourists through good dealings with them and the efficiency and speed of performing the tasks entrusted to them, which gives a positive impression to the tourists about this destination.
5. The efficiency of administrative communications for the tourist destination presented communications that the tourist area makes, with its internal and external audiences, and what it conveys in its messages to the public affects the integration of its communications and the clarification of its identity and philosophy to customers.

2.4 The relationship of the tourist image with advertising campaigns

The tourist picture is the picture that shows the extent to which a country can become a tourist destination or not. The destination can use that image to determine the size of the advertising campaigns it needs to promote tourism in it. The shortcomings of that image could be overcome by relying on the best and most successful marketing methods when planning advertising campaigns. [Jorgensen \(2004\)](#) said in his study that a tourist destination that has a positive tourist image does not need to make much effort in its marketing. Unlike those destinations that have a negative image, they need to make a lot of effort in marketing and conduct accurate marketing research. Before starting to prepare the advertising campaigns for them and the results that were achieved, a study of the existence of a positive relationship between the advertising campaigns and the image of the destination was conducted.

3. Research Methodology

The study adopted the descriptive analytical approach to provide an accurate and detailed description of the subject of the study in order to analyze the data and information available on this topic. A field study was conducted to test the validity of the study's hypotheses by revealing the role of advertising campaigns in promoting the Egyptian tourism industry. It was in the form of a questionnaire distributed to a random sample of 135 employees of the Egyptian Ministry of Tourism during the period from January to April 2022. 110 questionnaires were collected and 25 questionnaires were

excluded because not all the answers were completed, and therefore the number of forms analyzed was already 110. This represents an 81% response rate.

The questionnaire form was divided into two parts as follows:

The first section included the demographic characteristics of the respondents.

The second section included questions related to the study variables: campaign goals, campaign evaluation, as well as drawing the picture, and difficulties encountering the campaigns. All questionnaire items were measured with a Likert scale. Tourist literature was reviewed and relevant measurement factors were adapted to the questionnaire for this study.

Data analysis

The raw data was analyzed using Statistical Package for Social Sciences (SPSS) software. The questionnaire variables were analyzed through descriptive statistics measures represented by the arithmetic mean, standard deviation, and exploratory factor analysis (EFA), as well as Alpha Cronbach's method to test the reliability and internal validity of responses of the research sample, as shown in the table.

Table 2. reliability and validity statistics

No. of items	Cronbach's alpha	Validity
14	,879	,938

4. Results and Discussions

Demographic characteristics of participants

Table 3. Demographic characteristics of respondents

Age	Frequency	Percentages %
Less than 30 years old	5	4.5
More than 30 to 45 years	58	52.7
More than 45 to 60 years	40	36.4
More than 60 years	7	6.4
Total	110	100

From table 3, it became clear that the sample included all categories of employees in terms of age, and by calculating the average calculation, it was found that the abundant age group falls from the age of 30 to 45 years.

Table 4. Qualification standard.

Qualification	Frequency	Percentages%
High School Diploma	10	9.1
B.A./Bachelor's Degree	58	52.7
Master	30	27.3
PhD	12	10.9
Total	110	100

The results of table 4 showed that the vast majority of the sample members have a bachelor's degree of 52.7%.

Table 5. Campaign goals

	Very important	Important	Average Importance	Low importance	Not important	Standard deviation	Average
Improving the image of tourist destination	23.6	53.6	20	2.7	-	.74	2
Participating in international tourism exhibitions	6.4	6.4	10.9	64.5	11.8	.98	3.7
Facing rumors	19.1	58.2	10	12.7	-	1.07	1.8
A study of marketing efforts by competitor countries in the markets	9.1	18.2	49.1	23.6	-	.88	2.9
Promoting tourism in times of crisis	7.3	14.5	20.9	57.3	-	.97	3.3

Table 5 shows that the objectives of advertising campaigns are numerous, and the degree of approval of these objectives varies according to their importance as follows:

Improving the image of the Egyptian tourist destination: As a goal for the work of advertising campaigns, the researchers found that the vast majority approved this goal by 53.6% of the total study community significantly, and by calculating the average they found that it falls at the second answer, which is important and this indicates that the central role of advertising campaigns is improving the image of the Egyptian tourist destination. It draws and corrects that image due to the nature and sensitivity of tourism activity.

Facing rumors: Following the statistical analysis, it was found that 58.2% of the total study members consider it important as a goal of the campaigns, and by calculating the calculation average, it was found that it is limited to an important degree as campaigns hold press conferences from time to time to correct false information and news of the tourist destination; thus, they fulfill this role assigned to them.

A study of marketing efforts carried out by competitor countries in the markets: The statistical analysis showed that 49.1% see the average importance of this element as a goal. By calculating the average, it was found that it is limited to the average degree of importance, as the campaigns recognize the marketing efforts of competitors for the tourist destination by the actual status of the Egyptian market and its percentage in obtaining the largest contracts for tourism from tourism origins.

Participation in tourism exhibitions: It turns out that 64.5% of the total members of the community consider this goal to be of little importance, and by calculating the average calculation, it is found that it is limited to the degree of importance, which is contrary to the theoretical study that showed that exhibitions are one of the tools and a means on which campaigns and advertising companies would depend. Also, exhibitions play a key role in marketing to the tourist destination, where countries work to participate in international exhibitions due to their positive effects on increasing the market share of the tourist destination.

Promoting tourism in times of crisis: The statistical analysis showed that 57.3% of society shows low importance to this goal, and by calculating the arithmetic average, it was found to be limited in the degree of importance.

This is also consistent with what was stated in the study by [Lopes \(2011\)](#) who claimed that advertising campaigns aim to introduce the tourist destination to the markets, and this is consistent with what was stated in the theoretical study about the importance of advertising campaigns in drawing and improving the image, as stated in the study of [Wijethunga and Warnakulsooriya \(2014\)](#), who said that the advertising campaigns work to attract the attention of the tourist to form a good image of the destination. One of the most important results of the research is that there is a relationship between advertising campaigns and the image of the tourist destination. The more there are strong advertising campaigns, the more there is a good image of the tourist destination, especially in the event times of a crisis affecting that image, and this is consistent with what [Elkrghli \(2017\)](#) mentioned, who argues that the advertising campaign is a program targeting current and future markets, and working to improve the tourist image of a country.

Evaluating the advertising campaigns for the Egyptian tourist destination

Table 6. Evaluating advertising campaigns

Excellent	Good	Medium	Low	Non-existent	Standard deviation	Average
6.4	9.1	11.8	60.9	11.8	1.01	3.6

From table six, the statistical analysis showed that 60.9% believe that advertising campaigns are weak in their work, and by calculating the average, it was found that the low rate of evaluation according to the current tourism reality and the impact of many crises and obstacles showed the vulnerability of these campaigns in the return of tourists. This is stated in the problem of the study and the lack of development of the tourism movement during the last ten years for the Egyptian tourist destination.

It was shown by the necessity of the continuous evaluation process as one of the stages of the planning process for advertising campaigns. As mentioned by [Yang & Nair \(2014\)](#), the evaluation process should be as follows: Identifying the reaction and measuring the results through survey work, and outlining predetermined goals and what has been accomplished.

Who should be responsible for the destination image?

Table 7. Who should be responsible for the tourist image?

Foreign Ministry	Information General Association	Interior Ministry	Tourism Ministry	Joint Ministerial Group	Standard deviation	Average
6.4	15.5	-	-	78.2	.74	4.6

From table 7, it was found that 78.2% believe that advertising campaigns should be the responsibility of a joint ministerial group, and by calculating the arithmetic average, it was found that a joint ministerial group due to the facilitation of cooperation procedures and facilities will be provided to the campaigns to succeed in performing their work to the fullest, which was confirmed by the theoretical study. It is important to coordinate between different entities for the success of the campaign efforts in improving the image of tourism. This is consistent with what was said by [Laura \(2017\)](#) about the necessity of the cooperation of all organizations and institutions within the country for advertising campaigns to succeed in working to improve the image.

Difficulties in working out the advertising campaigns that distort the tourist image

Table 8. the difficulties in implementing advertising campaigns that distort the tourist image

Item <input type="checkbox"/> I strongly agree (1) <input type="checkbox"/> I do not agree at all (5)	1	2	3	4	5	Standard deviation	Average
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Lack of competent management to follow up on the evaluation of advertising campaigns	10.9	21.8	40	27.3	-	.99	2.6
Lack of scientific studies and research to be strong to achieve the best marketing research to be followed when planning campaigns	8.2	49.1	28.2	14.5	-	.70	2.3
Travel warnings	14.5	62.7	13.6	9.1	-	.71	2.1
Media weakness	12.7	18.2	64.5	3.6	.9	.70	2.6
Diseases and epidemics	43.6	20.9	14.5	17.3	3.6	1.5	2.2

Lack of a competent and effective department to follow up on the evaluation of advertising campaigns: From table 8, it became clear that about 40% of the community believes that the lack of competent and effective management to follow up on the evaluation of campaigns effect. On average, the obstruction of the work of campaigns, especially in the case of deficiencies of the company responsible for the campaign, and by calculating the average calculation, it was found that, at the third choice (average), It is important to activate the management responsible for campaigns and giving them sufficient powers to manage the campaigns.

Lack of scientific studies and research that should be strengthened to achieve the best marketing research to be followed when planning campaigns: by following the statistical analysis, it became clear that about 49.1% of the society agree that the lack of scientific studies in the field of marketing research hinders the work of campaigns and distorts the destination image, and by calculating the average, it was found that, at the second choice (AGREE), it is important to rely on scientific studies that support marketing research when carrying out the advertising campaign.

Travel warnings issued by many countries towards Egypt: Following the statistical analysis, it became clear that about 62.7% of the society in question agreed with this element, and by calculating the calculation average, it was found that the second choice (AGREE) here shows the effect of these warnings from countries in distorting the destination image, which hinders the success of the campaign in the performance of its tasks.

Weakness of media: In table no 8, it became clear that about 64.5% of the society in table 8 agree moderately with this element, and by calculating the arithmetic average, it was found that the third choice (moderately approved) shows the importance of the influence of the media on the destination image.

Diseases and epidemics (Corona): Following the statistical analysis, it became clear that about 43.6% of respondents strongly agree with this element, and by calculating the average, it was found that the second choice (AGREE) shows the impact of diseases and epidemics in the work of advertising campaigns where this was evident at the moment, and we note here the agreement in the obstacles to the work of advertising campaigns with the above mentioned in the theoretical study.

This agrees with [Mahasuar \(2018\)](#), who said that there are many difficulties and threats that impede the success of advertising campaigns in achieving their goals. The study relied on the existence of a relationship between the evaluation of campaigns and the existence of difficulties in the work of those campaigns, which has been proven correct.

Hypothesis validation test

There is a statistically significant relationship between advertising campaigns and the improvement of the destination image. The validity of the hypothesis was proven through theoretical study and field studies, and it became clear that advertising campaigns work to improve destination image by following modern methods in tourism marketing, which were included in the theoretical study and field study, and statistical analysis:

Analysis of the correlation coefficient between the main objectives of advertising campaigns and their success in improving destination image:

By analyzing the correlation coefficient between the study variables, it was found that the correlation coefficient of that relation is (.60) with a significant correlation at 1%, meaning that there is a good direct relationship between both components, and this correlation indicates that the more successful campaigns achieve their goals, the more this leads to the growth of tourism in the tourist destination and improve destination image.

Analysis of the regression coefficient between the obstacles to the work of advertising and the evaluation of a role in the growth of Egyptian tourism:

By analyzing the regression coefficient between the obstacles to the work of advertising campaigns, which impede the flow of tourism as an independent variable, and the degree of evaluation of advertising campaigns, which expresses the extent of their effectiveness for the tourist destination as a dependent variable, it was found that the regression coefficient negatively affects the degree of success of campaigns.

This indicates that there is a statistically significant relationship between advertising campaigns and the improvement of the destination image and growth of the Egyptian tourism industry, as well as there is a statistically significant relationship between the achievement of campaign goals and the success of advertising campaigns for the tourist destination.

This lets us accept the hypothesis that there is a relationship with statistical significance between advertising campaigns and destination images.

A proposed methodological framework for advertising campaigns

Based on the literature review, analysis of research variables, and identification of the most important obstacles to advertising campaigns, the researchers reached a systematic framework for planning advertising campaigns to improve the movement of the Egyptian tourism industry for tourist destinations through several stages, as shown in the figure No (1):

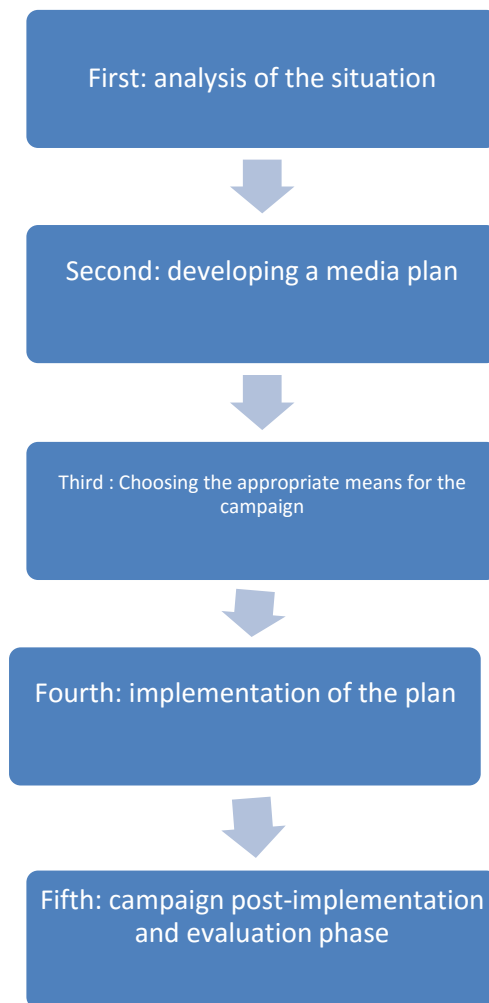


Figure 1. a framework for advertising campaigns

First- analysis of the situation

Conducting an extensive study of the reality and its circumstances; identifying all relevant factors and dimensions that may appear in one way or another during the campaign implementation stages, as well as conducting a SWOT analysis

Second - Develop a media plan

At this stage, the tourism media plan, that will be implemented, was developed: by defining the goals, the time frame for the plan, the necessary budget and the campaign slogan, and what are the criteria for following up on that plan.

Third - Choosing the appropriate means for the campaign

This stage is one of the most important stages for the success of the advertising campaign, as the appropriate means for the campaign were chosen, which helps in translating the campaign's goals and strategies. Therefore, it is necessary to choose the appropriate media for the nature and conditions of the audience and to achieve the goals.

Fourth - Implementation of the plan

Where the approved plan had been implemented, good follow-up and timely intervention are required to correct any errors in the implementation of the campaign.

Fifth – Post-campaign implementation and evaluation phase

The stage of measuring the effectiveness and impact of the campaign is considered one of the most difficult tasks carried out by the campaign planner due to the multiplicity of aspects of evaluating advertising activities and its overlap with many marketing and promotional activities that affect and be affected by it. encountered.

5. Conclusion

The Egyptian tourist destination has many unique elements of attraction that help the Egyptian tourist destination to be at the forefront of tourist destinations, but this will only be achieved through the preparation and implementation of strong advertising campaigns in the tourist markets so that these campaigns work to increase the tourist movement and improve the tourist image of many tourist markets that are produced as a result of some crises and events that occurred in the Egyptian destination. To improve that image, many promotional activities must be carried out through many advertising campaigns through the most appropriate selection of the methods and tools of these campaigns that suit the tourist markets and the tourist destination.

The results of the study indicated that there is an important and statistically-significant role for advertising campaigns in improving the image, and it was found that there are many difficulties encountered in the work of these campaigns, which leads to the existence of shortcomings for these advertising campaigns.

Therefore, the general purpose of this research is to study the role of advertising campaigns in improving the image of the destination by studying the objectives of advertising campaigns and the difficulties encountered in the work of these campaigns, and how to draw a positive image of the tourist destination, leading to recommendations to activate the importance of these campaigns in drawing the tourist image, which helps in the flourishing of the Egyptian tourism industry, as well as a proposal for a systematic framework for the work of these campaigns, which could become a guide for workers and those responsible for the work of these campaigns.

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