

Chapter 42

Tourism Marketing in Developing Countries

Nermeen Atef Ahmed Hegazy
Cairo University, Egypt

ABSTRACT

Tourism is an attractive tool for economic development, especially in the developing world because tourism industry is considered as one of the largest and the most diverse industries in the world and it is one of the fastest growing sectors of the global economic. Many countries are seeking a way to improve their economic conditions; they see tourism as a major source of income, employment, and development of economic. The World Travel & Tourism Council (WTTC) researches assesses that the Travel & Tourism industry's contribution to GDP and jobs for 184 countries and 24 regions and economic groups in the world¹.

INTRODUCTION

According to an International Labor Organization (ILO) report international tourism was affected by the global economic crisis but is projected to grow significantly over the coming decade. The United Nations World Tourism Organization (UNWTO) is expecting the sector's global economy to provide 296 million jobs by 2019². Tourism's importance to the wider economy continued to grow in 2012, Its total contribution comprised 9% of global GDP (US \$6.6 trillion) and generated over 260 million jobs – 1 in 11 of the world's total jobs¹. When we are talking about Tourism sector, we are talking about one of priority sectors of investments, but we should know how to make the tourism sector in developing countries more attractive for tourists and investors because it would be very beneficial for public people in these countries.

We will address the tourism marketing in developing countries clearly as below:

TOURISM

Tourism Definitions

Tourism is part of the leisure sector which is rapidly gaining economic importance. The volume of tourist flows at a world - wide level is showing a continued growth path, mainly as a result of income increase and improvement of transport systems (Pearce, 1981).

According to W.T.O. recommendations – “*Tourism* comprises 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 W.T.O. also defines – “*An international tourist* as a person who travels to a country which usual residence but outside his/her environment for at least one night but less than one year”.

The origin of the word “*Tourist*” can be traced from the *Latin* word “*Tornus*” meaning a tool for describing a cycle. This word dates back to the year 1292 AD which reflect to the desire to discover the unknown, and explore new and strange places.

Tourism Categories

There is more than one classification for tourism; it can be classified into (Mccabe, 2009):

1. *Domestic Tourism*: involves *residents* of a country visiting their own country.
2. *Inbound Tourism*: involves *non-residents* visiting a country other than their own country.
3. *Outbound Tourism*: involves *residents* of a country visiting other countries.

Tourism also can be classified into three categories as:

1. *Internal Tourism*: comprises domestic tourism and outbound tourism.
2. *National Tourism*: comprises domestic tourism and outbound tourism.
3. *International Tourism*: comprises inbound tourism and outbound tourism.

Tourism Forms

There are many forms of tourism classified as:

Health Tourism

This form may also develop facilities for curative tourism. For example, thermal waters are recommended for people with rheumatic problems, bronchitis, back aches, skin diseases etc. Bath facilities, Spas, fitness, relaxation and wellness may be improved or established. Medical tourism seems to become an increasingly important part of the tourism market.

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