



Mansoura University
Faculty of Tourism and Hotels

**TOWARDS MARKETING TOURISM AND HOSPITALITY
SERVICES IN EGYPT, TUNISIA, AND LEBANON AS A
MEGA DESTINATION**

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نحو تسويق خدمات السياحة والضيافة في مصر وتونس ولبنان كمقصد سياحي أعظم

ملخص البحث باللغة العربية

على الرغم من فرص وإمكانيات خدمات السياحة والضيافة في مصر وتونس ولبنان ، إلا أنها لم يكن لها نصيب عادل في حركة السياحة العالمية. تهدف هذه الدراسة إلى استكشاف آثار تسويق خدمات السياحة والضيافة في البلدان المذكورة كمقصد سياحي أعظم على زيادة حصتها في السوق. تم توزيع ما مجموعه 200 استبيان على عينة مناسبة من الأكاديميين وخبراء السياحة والمسؤولين الحكوميين من مصر وتونس ولبنان والأردن وتركيا خلال الفترة من يونيو 2021 إلى مارس 2022. تم جمع 105 عينة صالحة بمعدل استرداد 52.5%. تشير الدراسة إلى أنه بناءً على عوامل النجاح والمعوقات المتعلقة بتسويق خدمات السياحة والضيافة في مصر وتونس ولبنان كمقصد سياحي أعظم ، فمن المتوقع أن تكون هناك زيادة في حصتها في السوق. يحقق تسويق خدمات السياحة والضيافة من خلال هذا الاتجاه الجديد نتائج أفضل وأقل تكلفة من التسويق الفردي لكل بلد. هناك حاجة لخلق نوع من التكتل أو التعاون الوثيق بين مجموعة من الدول العربية المتقاربة جغرافيا وثقافيا ودينيا واجتماعيا في جميع المجالات ، وخاصة مجالات السياحة والفنادق. ومن المهم إقناع المسؤولين في مصر

وتونس ولبنان بأهمية تسويق الخدمات السياحية والفندقية في الدول الثلاث
كمقصد سياحي أعظم.

الكلمات المفتاحية: المقصد السياحي الأعظم؛ تسويق خدمات السياحة
والضيافة؛ مصر وتونس ولبنان .

Abstract

In spite of opportunities and capabilities of tourism and hospitality services in Egypt, Tunisia, and Lebanon, they did not have a fair share of the international tourism movement. This study aims at exploring the impacts of marketing tourism and hospitality services in the mentioned countries as a mega destination on increasing their market share. A total of 200 questionnaires were distributed to a convenient sample of academic professors, tourism experts, and governmental officials from Egypt, Tunisia, Lebanon, Jordan and Turkey during June 2021 to March 2022. 105 valid samples were collected with a recovery rate of 52.5%. The study indicates that based on the success factors and the obstacles concerning marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon as a mega destination, it is predicted that there may be an increase in their market share. Marketing tourism and hospitality services through this new trend achieves results better and lower cost than individual marketing for each country. There is a need to create a kind of bloc or close cooperation between a group of Arab countries that are close

geographically, culturally, religiously and socially in all fields, especially the tourism and hotel fields. It is important to convince officials in Egypt, Tunisia, and Lebanon of the importance of marketing tourism and hotel services in the three countries as a mega destination.

Keywords:

Mega Destination; Marketing Tourism and Hospitality Services; Egypt, Tunisia, and Lebanon

1. Introduction

Tourism is characterized as being a sector that stands out as one of the business activities with the greatest potential for worldwide expansion, and as an engine for economic growth. It is an essential tool for regional development and cooperation besides it is vital for the success of many economies around the world. There are several benefits of tourism on host destinations. Tourism boosts the revenue of the economy, creates thousands of jobs, develops the infrastructures of a country, and plants a sense of cultural exchange between foreigners and citizens.

Egypt, Tunisia, and Lebanon represent a great example of the impact of tourism industry on their national economy. They have made tourism an important source of revenue and growth. In 2019, Total contribution of Travel & Tourism to GDP in Egypt reached 8.8% of total Economy, whereas in Tunisia, 14% of total economy, and in Lebanon, 19.4% of total economy (World Travel & Tourism Council, 2021). As for Total contribution of Travel & Tourism to Employment, in 2019, the tourism industry in Egypt

generated 3.1 million jobs representing 9.5% of the total workforce, whereas in Tunisia generated 260 thousand jobs representing 7.7% of the total employment, while in Lebanon, tourism generated 365.500 jobs, representing 17.9% of total employment (UNWTO, 2020).

With its world-class combination of cultural and natural attractions, Egypt, Tunisia, and Lebanon have long held a powerful allure for tourists, they are affected by some driving forces that have clear impact on tourism, travel and hospitality industries. These driving forces are represented in the liberalization of air transport, liberalization of trade in services, and the spread of information and communication technologies, moreover the extensive use of internet in sales and marketing of trips and tourism packages (ILO, 2015). In addition to the strengths mentioned previously, some other factors influencing the growth of tourism worldwide under the name of 'Globalization' are supporting this industry in Egypt, Tunisia, and Lebanon. These include, according to WTTC (2014), the improvement of access to these countries by the development of transportation and its infrastructure; the increase in investment incentives; improvement and diversification of tourism products; the enhancement of marketing activities (by quality and quantity); the institutional development; the public-private partnership taking place now in many countries; the improvement of electronic technology (for getting the information and buying the trip); the emerge of new meanings in the experience of tourism (the 3 E's: Entertainment, Excitement, and Education) among wide segments of societies (particularly Arab societies).

In light of what was previously mentioned, and in spite of all these opportunities and capabilities, Egypt, Tunisia, and Lebanon did not have a fair share of the international tourism movement. According to statistics of UNWTO (2020b), the international tourist arrivals recorded 1.5 billion tourists in 2019. Egypt has received 13.026.000 tourists, representing 8.6% of the international tourism movement, Tunisia 2.012.000, representing 1.3% of the international tourism movement, and Lebanon 1.936.000, and representing 1.2% of the international tourism movement. In addition, the lack of optimal use of the natural and cultural tourism attractions possessed by these three countries, moreover, the enormous human resources and the tourism and hotel services that they have, marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon as a mega destination is becoming a necessity to create competitive advantages and achieve integration between these countries. It will be possible not only by planning unified tourism programs which enable them to compete in the world market, but also by the development of unified marketing policies suggested by the countries of the proposed mega destination, including the linking of tourism sites between these countries. This requires partnership between governments, institutions, society and business initiatives on one hand, and political leaders support on the other.

The current study intends to fill gaps in shortage found in covering this topic in previous studies by shedding light on the concept of mega destination , exploring the success factors of marketing tourism and hospitality services in Egypt, Tunisia and Lebanon as a mega destination,

uncovering the obstacles that border the applying of mega destination concept on these three countries, and exploring the impacts of marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon as a mega destination on increasing their market share.

2. Theoretical background and hypotheses development

2.1. Definition of Mega Destination

According to Seffari, and Ghenna (2021), mega destination means the integration between tourism destinations, which later became known as the mega destination, where the experts of tourism marketing in the advanced countries are interested in publishing this new direction to achieve leadership in the marketing field. Sabri (2006), explained that the concept of mega destination is based on finding a kind of bloc or close cooperation between a group of geographically close countries, where they are tied together by strong political relations, have the same tourism objectives and are culturally close. Hence they can benefit from the comparative advantages available in each of the countries of the mega destination to encourage the marketing efforts and break through foreign markets efficiently and successfully. So that, marketing the tourism and hospitality services through this new trend achieves better results than marketing for each country individually, because it relies on various tourism trends and the different marketing capabilities available in the countries of the mega destinations.

2.2. Success factors of marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon as a mega destination

According to Seffari, and Ghenna (2021), and Al Zu'bi (2013), there are some factors that guarantee the success of marketing tourism and hospitality services in a mega destination. These factors are represented in; 1. The existence of appropriate political climate and strong political relations between the countries of the mega destination. This fully applies to the strong political relations between Egypt, Tunisia and Lebanon. There is continuous coordination between the three countries, besides the agreement on all Arab, regional and international issues. 2. The diversity of tourism attractions among countries of mega destination. If a country of destination possesses abundant natural elements and limited archaeological resources, it is recommended that other countries be rich in historical wealth in order to integrate the tourism program provided by the mega destination. Egypt, Tunisia, and Lebanon can leverage its unique historical, geographic, and cultural assets to weave beaches with historical sites, culinary and artistic offerings, and natural wonders. 3. The conviction of the countries of mega tourism destination of the importance of the tourism industry and its role in economic, cultural and environmental development of society. According to statistics of UNWTO (2020b), tourism industry has a positive impact in the economy of Egypt, Tunisia, and Lebanon through being an important source for hard currencies, besides its role in providing jobs for a great percentage of people of these countries, moreover its contribution to GDP in the three countries. 3. The geographical proximity between the countries of the mega destination can encourage the visit to this destination. Egypt, Tunisia and Lebanon are located in one geographical

area, which is the Arab region, and they are also considered among the countries of the Mediterranean basin, where they share together in the fact that they overlook the coasts of the Mediterranean Sea. 4. The necessity of Full cooperation and coordination between the countries of the mega destination in planning and designing tourism programs, in a way competing with programs provided by other countries, and developing a unified tourism marketing policies to push their services in foreign tourism markets. Egypt, Tunisia, and Lebanon are already members of the Arab Tourism Organization and the Arab Union for Hotels and Tourism; this is will ease coordination the mutual cooperation in tourism and hospitality field. Moreover what was previously mentioned, Emanuel (2015) added that there are other factors can be limited to the following: 5. The depth of the relations which unite the peoples of countries of the mega destination, concerning of language unity, religion, and convergence of customs and traditions.

2.3. Obstacles that border Egypt, Tunisia, and Lebanon to be a mega destination

Emanuel (2015) stated that political and economic factors have an important role in bordering the forming of the mega destination. Although there are strong political relations between Egypt, Tunisia, and Lebanon, the political instability in Tunisia and Lebanon, which represented in the absence of democratic institutions, may affect negatively on the three countries as a proposed mega destination. Not to mention that the economic crisis that Egypt, Tunisia, and Lebanon are witnessing, which are likely to postpone the tourism marketing plans of the three

countries as a mega destination. On the other hand, Arab Tourism Organization (2017) declared that the tourism infrastructure in Arab countries is still below the required level. This sector needs about 300 billion dollars to be developed. According to Mansour and Ahmed (2016), mega destination may be affected negatively by the obstacles related to human resources. These obstacles are represented in the weak capabilities and technical skills of human resources, the lack of exchange of experiences and joint training courses for workers in the tourism and hospitality field for the countries forming the mega destination, and the low level of technological qualification of workers in the tourism and hospitality sector. As for the security obstacles, Fourie, et al. (2020) mentioned that the tourism and hospitality industry still suffers from security obstacles represented in the exploitation of tourists, fraud and theft, as well as terrorist incidents. Unfortunately, the three cited countries suffer greatly from such security obstacles.

2.4. The impacts of marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon as a mega destination on increasing their market share

According to Seffari, & Ghenna (2021), marketing the tourist countries as a mega destination achieves better results than marketing for each country individually by monitoring the capabilities of each country of the mega destinations. It enables countries to face the current intense global competition, especially with the awareness of most countries by the importance of the huge amounts of foreign

exchange revenues and their role in achieving sustainable development. Emanuel (2015), clarified that marketing as a mega destination increases opportunities to attract more tourists, due to multiple elements of attraction in the countries of mega destination, which tourists cannot find together within one trip, hence, achieving tourism leadership that cannot be achieved in a one-tourist destination. Buckleya, et al. (2015), emphasized that by marketing as a mega destination, there is a possibility of achieving greater tourism revenues and benefiting from the expertise of the countries of the mega destination.

As for marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon as a mega destination, these countries combined have many diverse natural components and even conflicting; making it a tourist destination to achieve the diversity that the tourist wants. They have the coastal extension of the Mediterranean Sea and the approximation of climatic conditions and the diversity of the tourism product. Egypt with its great archaeological and natural wealth, Lebanon with its snowy mountains, and Tunisia with its superb diversity of nature and traditions, all represent an integrated mix of a tourist destination characterized by the diversity of the tourist product and highly accepted in the markets exported to tourists. The variety of the tourism and hospitality products, in these countries, includes marine tourism from the shores of the sea, desert tourism, heritage tourism and even medical tourism, moreover the diversification of popular dishes and the cuisine of each country. Not to mention that the strong competitive prices of these countries, where in many cases the price is the frame of reference on which to determine

the destination. All of these factors make a good balance between these three countries and that is considered as one of the strengths of increasing their market share.

Based on the previous discussion, the following hypotheses are proposed:

H1. Based on success factors and obstacles concerning marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon as a mega destination, it is predicted that there may be an increase in their market share.

H2: There is an inverse correlation between success factors and obstacles concerning marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon as a mega destination

H3: There is a significant relationship between success factors of marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon as a mega destination and increasing their tourism market share.

3. Methodology

3.1. Instrument measurement

To examine the proposed hypotheses, a web-based questionnaire form was developed. Scales of this study were determined through an extensive literature review. Accordingly, four aspects have been identified. The success factors of Egypt, Tunisia, and Lebanon as a mega destination was measured by seven items based on the studies of Seffari, and Ghenna (2021), Emanuel (2015), and Al Zu'bi (2013). The constraints that border Egypt, Tunisia, and Lebanon to be a mega destination were constructed

using the six-item scale proposed by Fourie, et al. (2020)), Mansour and Ahmed (2016), and Emanuel (2015). The impacts of marketing Egypt, Tunisia, and Lebanon as a mega destination on increasing their market share variable was rated using a five-items scale from Seffari, & Ghenna (2021), Buckleya, et al. (2015), and Emanuel (2015). The mechanisms for marketing Egypt, Lebanon and Tunisia as a mega destination was measured by nine items derived from Abdel Samie, et al. (2016). Finally, three questions were developed to classify the demographic data. A five-point Likert scale ranging from 1 (strongly disagree) to 5 (Strongly agree). The study’s instrument was pilot examined with a group of academics and consultants.

3.2. Participants and data collection

A total of 200 questionnaires were distributed to a convenient sample of academic professors, tourism experts, and governmental officials from Egypt, Tunisia, Lebanon, Jordan and Turkey during June 2021 to March 2022. 105 valid samples were collected with a recovery rate of 52.5%. The description of the research sample is as shown in table (1).

Table 1

The description of the research sample

Research sample variables		Sample	
		Frequency	%
Nationality	Egyptian	53	50.0
	Lebanese	18	17.0

	Tunisian	23	21.7
	Turkish	9	8.5
	Jordanian	3	2.8
	Total	106	100%
Job	Academic Professor	49	46.2
	Tourism Expert	48	45.3
	Government Official	9	8.5
	Total	106	100%
Years of Experience	5- Less than 10 years	30	28.3
	10- Less than 15 years	28	26.4
	15- Less than 20 years	24	22.6
	20- Less than 25 years	10	9.4
	25- Less than 30 years	10	9.4
	30 and More	4	3.8
	Total	106	100%

Table (1) shows the distribution of the study sample according to the variables.

3.3. Validity and Reliability of the Study Tool:

3.3.1 The stability of the questionnaire: The researcher calculated the stability of the questionnaire by applying it to a survey sample consisting of (20) respondents and using the alpha-Cronbach's equation, so the stability was equal to

(0.96) a degree that confirms that the questionnaire has a high degree of stability (Peters, 2014).

3.3.2. Validity: Self-honesty was calculated as an indicator of the questionnaire's validity by calculating the squared islands of the reliability coefficient, and it came equal to (0.97) which indicates that the questionnaire has a high degree of honesty.

3.3.3. Statistical coefficients used: Using the program "Statistical Package for Social Sciences Spss V.25", the following statistical parameters were used (Streiner, 2003).

- Cronbach's alpha coefficient to calculate stability.
- Self-validity to calculate the validity of the study tool.
- Frequencies and percentages.
- Relative weight.
- Ranking.
- Pearson correlation coefficient.
- Multiple regression analysis.

3.4. Results and Data analysis

Table 2

Descriptive statistics for success factors of marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon as a mega destination.

Items	Total sample			
	Frequency	Relative	Percentage	Ranking

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	weight		
The sharing of Egypt, Lebanon, and Tunisia on the Mediterranean coast	48	30	17	11	33	466	87.9	1
Hospitality and good welcome	55	44	3	0	4	464	87.5	2
The applying of open sky policy	46	46	10	0	4	448	84.5	3
The close distance between Egypt, Lebanon, and Tunisia	40	48	9	9	0	437	82.5	4
The mutual mother language	48	30	17	11	0	433	81.7	5
The similarity between traditions and customs	33	49	12	12	0	421	79.4	6
The existence of a road between Egypt, Lebanon, and Tunisia	19	48	32	7	0	397	74.9	7
Total						3066	82.6%	

Table (2) shows the frequency, relative weight, percentage, and ranking of success factors of marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon as a mega destination dimension. The data shows that the

percentages of the success factors of Egypt, Tunisia, and Lebanon as a mega destination in general ranged between (87.9%: 74.9%), where the Statements (The sharing of Egypt, Lebanon, and Tunisia on the Mediterranean coast) came first in the axis, while (The existence of a road between Egypt, Lebanon, and Tunisia) came last.

Table 3
Descriptive statistics for obstacles that border Egypt, Tunisia, and Lebanon to be a mega destination

Items	Total sample							
	Frequency					Relative weight	Percentage	Ranking
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree			
Human Resource related Constraints	45	36	7	9	9	417	78.7	1
Marketing Constraints	39	42	3	13	9	407	76.8	2
Security Constraints	32	43	14	6	11	397	74.9	3
Political Constraints	16	49	26	6	9	375	70.8	4
Weakness in tourism infrastructure	16	49	26	6	9	375	70.8	4
Economic Constraints	12	38	28	20	8	344	64.9	5
Total						2315	72.8%	

Table (3) shows the frequency, relative weight, percentage, and ranking of the obstacles that border Egypt, Tunisia, and Lebanon to be a mega destination dimension. It is evident from this table that the percentages of the constraints that border Egypt, Tunisia, and Lebanon to be a mega destination in general ranged between (78.7%: 64.9%), where the statements (Human Resource related Constraints) came first in the axis, while (Economic Constraints) came last.

Table 4

Descriptive statistics for the impacts of marketing Egypt, Tunisia, and Lebanon as a mega destination on increasing their market share

Items	Total sample							
	Frequency					Relative weight	Percentage	Ranking
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree			
It is possible to attract a larger market share through marketing for the mega destination	61	25	11	5	4	452	85.3	1
Marketing for the three countries through the mega destination is less expensive than marketing for each tourist destination	55	31	16	0	4	451	85.1	2

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separately								
The existence of an integrated tourism program that combines the sightseeing and culture of the three countries, is considered acceptable to tourists	52	35	10	5	4	444	83.8	3
The turnout of tourists to visit the greatest tourist destination is greater than their turnout to visit each country independently	61	12	22	11	0	441	83.2	4
Marketing the three countries combined in one marketing campaign, will be more widespread and effective	57	29	3	13	4	440	83.0	5
Total						2228	84%	

Table (4) shows the frequency, relative weight, percentage, and ranking of the impacts of marketing Egypt, Tunisia, and Lebanon as a mega destination on increasing their market share variable. The table indicates that the

percentages of The impacts of marketing Egypt, Tunisia, and Lebanon as a mega destination on increasing their market share in general ranged between (85.3%: 83%), where the Statements (It is possible to attract a larger market share through marketing for the mega destination) came first in the axis, while (Marketing the three countries combined in one marketing campaign, will be more widespread and effective) came last.

Table 5

Descriptive statistics for the mechanisms of marketing Egypt, Tunisia, and Lebanon as a marketing destination

Items	Total sample							
	Frequency					Relative weight	Percentage	Ranking
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree			
Setting up a mutual marketing strategy	78	17	7	0	4	483	91.1	1
Setting up a mutual tourism and advertising strategy	72	23	7	0	4	477	90.0	2
Improving the quality of the joint tourism product between Egypt, Lebanon and Tunisia	66	33	3	0	4	475	89.6	3
Supporting new tourism patterns	56	43	3	0	4	465	87.7	4

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Coordinating between the three countries in the times and places of holding festivals and joint tourist celebrations	59	36	7	0	4	464	87.5	5
Preparing a comprehensive strategy for the tourism development as a basis for joint development between the three countries	56	39	4	3	4	458	86.4	6
Developing joint investment plans in the tourism sector between Egypt, Lebanon and Tunisia	53	38	11	0	4	454	85.7	7
Developing the human resources	49	41	12	0	4	449	84.7	8
Total						3725	87.8%	

Table (5) shows the frequency, relative weight, percentage, and ranking of the mechanisms of marketing Egypt, Tunisia, and Lebanon as a marketing destination. The data proves that the percentages of the mechanisms of marketing Egypt, Tunisia, and Lebanon as a marketing destination in general ranged between (91.1%: 84.8%), where the Statements (Setting up a mutual marketing strategy) came

first in the axis, while (Developing the human resources) came last.

3.5. Testing the Hypotheses

H1. Based on the success factors and the obstacles concerning marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon as a mega destination, it is predicted that there may be an increase in their market share.

Table (6) shows the multiple regression analysis of the independent variables (Success Factors and Obstacles), and the dependent variable: (Probability of increasing the market share of Egypt, Tunisia, and Lebanon) (n = 106).

Table 6
The multiple regression analysis

Dependent Variable	Independent Variables	R	R2	(F) Value	(F) Sig	Beta	(T) Value	(T) Sig	Contrast Inflation Factor
marketing Egypt, Lebanon and Tunisia as a mega destination	success factors	0.783	0.613	81.59	0.00	.755	11.736	0.00	1.053
	Obstacles					.124	2.295	0.02	1.053

According to table (6), a multiple linear regression model was used to explain the relationship between the probability of increasing the market share of Egypt, Tunisia, and Lebanon as a mega destination in light of the independent

variables (the Success Factors and Obstacles). The results showed that the regression analysis model is significant and statistically significant through the value of (f) of (81.59) in terms of (0.00). As for the independent variables, the results explain that there is (61.3%) of the variance in the increase in market share in the future for the three countries, given the value of the coefficient of determination (R²).

With regard to the relationship between the success factors concerning marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon as a mega destination and the probability of increasing their market share in the future, the results show that the beta value is (0.755) and (T) value is (11.73), which means that it is statistically significant. This implies that the better and the more success factors of marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon, the more of the chances of the probability of increasing the market share the three countries in the future.

When it comes to the relationship between the obstacles concerning marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon and the probability of increasing their market share in the future, the results show that the beta value is (0.124) and (T) value is (2.29), which means that it is statistically significant. This entails that the greater the obstacles concerning marketing tourism and hospitality services in the three countries as a mega destination, the less of the chances of increasing their market share.

The table also shows the results of the multilinearity test, where the results revealed that the variance inflation factor of the model was (1.053), less than (3), which indicates that there is no problem in the multilinearity between the model variables:

- Probability of increasing in market share (expected)
= $-3.336 + 0.755 * \text{Success factors} + 0.124 * \text{Obstacles} + \text{forecast error}$.

This indicates that based on the success factors and the obstacles concerning marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon as a mega destination, it is predicted that there may be an increase in their market share

H2. There is an inverse correlation between success factors and obstacles concerning marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon as a mega destination

Table (7) shows the correlation coefficient between success factors and obstacles concerning marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon as a mega destination.

Table 7

The correlation coefficient of success factors and obstacles

Variables	Obstacles		
	Correlation Value	Sig	Type of Sig
Success Factors	-0.22**	0.01	Statistically Significant

According to table (7), there is a statistically significant inverse correlation between success factors and obstacles concerning marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon as a mega destination. This means that increasing the percentage of success factors in the three countries contributes to reducing obstacles.

H3. There is a significant relationship between success factors of marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon as a mega destination and increasing their tourism market share

Table (8) shows the correlation coefficient between success factors marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon as a mega destination and increasing their tourism market share.

Table 8

The correlation coefficient of success factors and future of market share

Variables	The Future of Market Share of Egypt, Tunisia, and Lebanon		
	Correlation Value	Sig	Type of Sig
Success Factors	0.77**	0.01	Statistically Significant

As shown in the previous table, there is a direct, statistically significant correlation between the success factors of marketing tourism and hospitality services in Egypt, Tunisia and Lebanon and the future of their market share. This means that increasing the volume of success factors in the three countries contributes to increasing their chances of acquiring a larger market share.

4. Conclusion and Recommendations

- Exploiting the comparative advantages available in each country of the mega destination countries for encouraging the marketing efforts and successfully penetrating the outbound tourism marketing
- Marketing tourism and hospitality services through this new trend achieves results better and lower cost than individual marketing for each country
- The geographical, ethnic, religious, and cultural proximity among countries of mega destination may encourage visiting this destination if work is done to produce tourist programs that contain different tourism activities.

- Marketing as a mega destination increases opportunities to attract more tourists, due to multiple elements of attraction in the countries of mega destination, which tourists cannot find together within one trip, hence, achieving tourism leadership that cannot be achieved in a one-tourist destination
- Marketing as a mega destination may achieve greater tourism revenues and benefit from the expertise of the countries of the mega destination.
- Egypt, Tunisia, and Lebanon have successful factors for marketing tourism and hospitality services as a mega destination.
- The tourism infrastructure in Arab countries, including Egypt, Tunisia, and Lebanon, is still below the required level. This sector needs several billion dollars to be developed.
- Based on success factors and obstacles concerning marketing tourism and hospitality services in Egypt, Tunisia, and Lebanon as a mega destination, it is concluded that there may be an increase in their market share.
- There is a need to create a kind of bloc or close cooperation between a group of Arab countries that are close geographically, culturally, religiously and socially in all fields, especially the tourism and hotel fields.
- It is necessary to work on the exchange of experiences and joint training courses for workers in the field of

tourism and hospitality among the countries that constitute the mega destination.

- It is important to convince officials in Egypt, Tunisia, and Lebanon of the importance of marketing tourism and hotel services in the three countries as a mega destination
- It is significant to exploit the variety of tourist attractions that Egypt, Tunisia, and Lebanon have to produce tourist programs that contain different tourism activities, such as culinary tourism, festivals and celebration tourism, and special events tourism.
- It is vital to set up a mutual marketing strategy for Egypt, Tunisia, and Lebanon to enable them to attract more tourists and increase their market share.

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