



Faculty of Tourism & Hotel Management



Preparing and Issuing Documentary Film about Alexandria

Participated Students:

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Project Summary:

+ Introduction

Alexandria is the beautiful northern city in Egypt, known as the 'Pearl of the Mediterranean', 'the mermaid of the Mediterranean, and 'the capital of art and science', is rich in history, and is a great place to enjoy its famous great weather and the Mediterranean Sea at its shores.

Alexandria is looking forward to be a unique tourist destination occupies a distinctive position at the domestic, regional, and international tourist map.



Alexandria through its historical places (The National Museum in Alexandria, Qaitbay Citadel and Royal Jewelry Museum) Seeks to draw a participative, and innovative marketing strategy gathers all the efforts, and resources of tourism stakeholders of Alexandria using the most innovative marketing tactics, activities, and tools, to eventually enable Alexandria to acquire a fair market share.

Unfortunately, Alexandria is not getting much attraction by tourists at the national and international levels. The Alexandrian community has to seek on both sides how to preserve the past and to promote the future development of the city through marketing. Marketing Strategy could improve the image of Alexandria internationally and thereby increase tourism from abroad. Documentary films are considered the most effective promotional techniques in marketing strategy.

Idea of the project

The research depends on the reference measurement, the study of documentary references and the visits to both Tourism Authorities that responsible for the revitalization of tourism and travel agencies.

The research found that Alexandria suffers from the lack of the effective means of promotion and methods of highlighting the elements of archaeological sites, a pilot study done to reach the most effective means of promotion which is a promotional documentary film to revitalize and preserve Alexandria, Among the tourist and historical destinations in the region, especially in the Mediterranean region, as well as working to increase tourism awareness and draw a positive tourist image for the city of Alexandria.



Methodology and stages of the project

- **The film was enrolled through a scientific methodology which was as follows:**

- A survey study concerning sample of the beneficiaries of the promotion for Alexandria included (sample of Travel Agencies, Airlines and Hotels, as well as sample of tourists who were reached through their travel agencies and hotels and visits to tourist attractions, which showed that there is a shortage of documentary propaganda that can reach a wide audience of Beneficiaries.
- A pilot study of the films that are already existed to identify the weaknesses to avoid. As well as the strengths. which showed that there is a propaganda film prepared by the Egyptian tourist authority but lacks it`s influence on the audience and not suitable for the richness of the archaeological sites in Alexandria.

- **The documentary film was completed through the following stages:**

1. Preparation and collection of the documentary scientific material for the archeological sites, artifacts and tourist attractions in Alexandria.
2. Documenting and rooting archaeological and heritage sites.
3. Review the scientific material with experts.
4. Photographing the archaeological sites professionally.
5. the usage of modern technology and virtual reality to represent the archeological sites
6. Editing and dubbing the documentary film using effective techniques suitable to promote Alexandria.
7. Issuing and directing the film in its final form.

Research objectives:

- **The project aims at:**

1. Promoting Alexandria and its heritage sites through the documentary film.
2. Preparing and issuing a documentary film about Alexandria.
3. Preparing the documentary film using modern technology and virtual reality.
4. Providing travel authorities and agencies with this film as a promotional material.
5. Increasing the tourism and heritage awareness of Alexandria.
6. Encouraging educational tourism.