



# Faculty of Tourism & Hotel Management

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## **Preparing and issuing an interactive tourist map for the Arab Republic of Egypt And the city of Alexandria in particular**

### **Participated Students:**

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### **Project Summary:**

#### **Project Idea**

The idea of the project is to create an interactive map that allow tourists to discover the most famous touristic, historical and archaeological sites in Egypt , Alexandria, shopping areas, museums, hotels, restaurants, and other information about Egypt , Alexandria.

### **Set up map techniques:**

The interactive tourist map of Alexandria was created using the advanced technology of Google Maps (MAPHUB) and (MAPME), where the tourists through this map can:

- Access the most important monuments and tourist sites in Egypt , Alexandria
- Find a brief description of tourist sites and attractions.
- The map also includes a link which automatically takes the tourist virtually to the desired destination.
- With this interactive map you can also view photos and videos of the most popular attractions.
- Find a brief description of the most important hotels and restaurants in Egypt , Alexandria, as well as shopping areas and heritage sites.



### Map Features:

- The information in the map parts included the brief description, the main websites and the modes of communication, as well as the operating tools.
- The tourist can book a room in the hotels available on the map, or get more details of the places advertised on the map.
- In addition to the establishment of websites for some tourist places on the map, which did not have its own website such as (National Museum).

### **Methodology and stages of the project**

The interactive map was prepared through a scientific methodology, as follows:

1. The Faculty adopted the issue of (placing the city of Alexandria on the international tourist Map) through the use of different marketing and promotional tools.
2. Preparation and issuance of several promotional and marketing tools for the city of Alexandria, such as:
  - o Tourism magazine about the city of Alexandria
  - o Documentary film about the city of Alexandria
  - o Interactive tourist map for the city of Alexandria
3. Survey study on several websites and information networks such as (MAPHUB - MAPME) to differentiate between them.
4. Choose (MapHUB) website to create an interactive tourist map about Egypt , Alexandria.
5. Prepare the content of the tourist map of Egypt , Alexandria.
6. Establish the necessary metadata for the map.
7. Design the cursor key of the map.
8. Use Google Maps technology to create the map.
9. Adding the tourist sites, archaeological, historical museums, hotels and the other attractions on the map.
10. Design a unique signs and symbols suitable for all the tourist sites and services in Alexandria.
11. Issuing and launching the map in its final form.

### **Project aims to:**

- 1 – Enhance the accessibility of the tourist attractions of Egypt , Alexandria.
- 2 - Develop perceptions about the reality of Egypt , Alexandria based on directed scientific foundations.
- 3 -Create a database of tourist sites and services in Egypt , Alexandria.
- 4 – Develop a map using ICT and geographic information system which can be updated and modified as needed.