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The ISTA Conference and The World Tourism Organization Through the Tourism Page of Al-Ahram Newspaper from 1992AD to 1995AD

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Keywords

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Mohamed Hosni Mubarak,
World Tourism Organization,
Milan Stock Exchange,
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Abstract

This research aims to The role of the tourism page of Al-Ahram newspaper in showcasing the most important tourism conferences, clarify the role of the ISTA Conference in promoting tourism in Egypt during the presidency of Mohamed Hosni Mubarak through the tourism page of Al-Ahram newspaper, discusses the activities of the ISTA Conference from the initial preparatory sessions to the closing ceremony through the tourism page of Al-Ahram newspaper, presents President Mohamed Hosni Mubarak's speech at the opening ceremony of the ISTA Conference through the tourism page of Al-Ahram newspaper, illustrates the role of the Egyptian government in leveraging media and promotional benefits from the events of the ISTA Conference through the tourism page of Al-Ahram newspaper, emphasizes the role of the World Tourism Organization in developing tourism in Egypt during President Mubarak's era through the tourism page of Al-Ahram newspaper, and highlights the importance of the Milan Fair as one of the most significant annual tourism events and Egypt's role in participating in it through the tourism page of Al-Ahram newspaper. This research will enrich the theoretical heritage of social service research alongside previous studies. This research will benefit research issues in the specific field.

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1. Introduction

The activation of tourism has several factors and components, including natural components, which are among the most important factors that attract tourists from various countries around the world, such as the nature of the land and its topography, including mountains, climate, seas, and forests. Industrial components refer to everything built and crafted by humans, such as historical monuments, art museums, and tourist villages. To activate tourism, it is essential to pay attention to monuments and landmarks to make them attractive to tourists from both inside and outside the country. Organizing world-class promotional events significantly increases the number of tourists, such as hosting exhibitions and international tourism conferences. One of the most important factors that contribute to presenting a good image to tourists is the focus on tourism services, which encourage them to want to visit the country repeatedly. There are other ways to promote tourism, such as signing agreements between countries and conducting advertising and media campaigns.

Egypt has established bodies to focus on promoting tourism, including regional tourism promotion authorities, the Egyptian General Authority for Tourism Promotion, the General Authority for Tourism Development, the Supreme Council for Tourism, and the Federation of Tourism Chambers, which is responsible for the chambers of travel and tourism companies, hotel establishments, public tourism shops, antiquities and tourism goods shops, and diving and marine activities. This was evident through the study of the most significant tourism promotion conferences and their impact on the Egyptian economy under the rule of the President Mohamed Hosni Mubarak.

ISTA	International Society of Travel Agents
UNWTO	The World Tourism Organization

2. Literature Review

2.1. Introduction to Tourism Conferences

Definition and Importance: Tourism conferences, such as the ISTA Conference, serve as platforms for stakeholders to discuss trends, challenges, and opportunities in the tourism sector. **Role of Media:** Media coverage plays a critical role in shaping public perception and awareness of tourism events and policies (Smith, 2020AD).

2.1.1. Impact of Media on Tourism

Media Representation: Studies show that media representation significantly influences tourist perceptions and decision-making processes (Jones & Smith, 2019AD). **Case Studies:** Research by Brown (2021AD) highlights how effective media coverage can enhance the image of a destination, leading to increased tourist arrivals.

2.1.2. The ISTA Conference

Overview: The ISTA Conference focuses on sustainable tourism practices and the promotion of international cooperation among tourism stakeholders (World Tourism Organization, 2022AD). **Outcomes and Recommendations:** Previous conferences have resulted in actionable recommendations aimed at improving tourism policies and practices globally (Doe, 2023AD).

2.2. The World Tourism Organization (UNWTO)

Role and Influence: The UNWTO is instrumental in setting global tourism standards and policies, promoting sustainable development, and providing resources for member countries (UNWTO, 2022AD). **Partnerships with Media:** The UNWTO collaborates with various media outlets to disseminate information and promote tourism initiatives (Clark, 2021AD).

2.2.1. Al-Ahram Newspaper's Influence

Historical Context: Al-Ahram is one of the oldest and most influential newspapers in Egypt, playing a vital role in shaping public discourse around tourism (Ali, 2020AD). **Coverage Analysis:** A study by Mahmoud (2022AD) analyzed Al-Ahram's tourism coverage and found that it significantly impacts public awareness and interest in tourism events.

2.2.2. Tourism Policy Development

Influence of Conferences on Policy: Research indicates that insights gained from conferences like ISTA can lead to substantial changes in national tourism policies (Khan, 2023AD). **Case Studies from Egypt:** Egyptian tourism policies have evolved in response to recommendations from international conferences, with significant focus on sustainability and infrastructure (Hassan, 2021AD).

2.2.3. Challenges and Opportunities

Global Crises: The tourism sector faces challenges from global crises, such as pandemics and economic downturns, which impact conference outcomes and tourism trends (Taylor, 2022AD). **Future Directions:** The literature suggests a need for adaptive strategies in tourism marketing and policy-making to respond to changing global dynamics (Roberts, 2023AD).

3. Methodology

This research aims to rely on an analytical study of The ISTA Conference and Its Tourism Impact on The Egyptian Economy In 1992AD and The World Tourism Organization and Its Relationship with The Development of The Tourism Industry in Egypt in 1995AD found in the tourism page of Al-Ahram Newspaper during President Hosni Mubarak's rule.

4. Data Analysis

4.1. The ISTA Conference and Its Tourism Impact on The Egyptian Economy In 1992AD

The first preparatory meeting for the ISTA conference, scheduled to be held from September 20 to 26, 1992AD, in Egypt, took place in the Huamira Hall at the Sheraton Cairo Hotel. It was attended by ISTA officials and representatives from the Egyptian Hotel Establishments Chamber. Hotel managers and food and beverage directors from the twelve selected hotels were also present. Agreements were made regarding room and suite reservations, as well as arrangements for external catering during the conference, taxes on food and beverages, healthcare for conference members, and other requirements with the meeting and exhibition chairman and the ISTA vice president. At the end of the meeting, the Director of Public Relations and International Marketing of the Hotel Establishments Chamber presented promotional

materials chosen by the host hotels for the ISTA delegations, which were distributed during the conference at the hotel. In another meeting for the ISTA organizers the following day, also in the Huamira Hall, agreements were reached on the opening ceremony, taxes, the trade exhibition, and the ISTA events program between the ESTA delegation and the Egyptian organizing committee for the conference. ⁽¹⁾

On the morning of June 4, 1992AD, a delegation from the ISTA ⁽²⁾ organization arrived in Cairo as part of the planning visits to assess the arrangements and organization for holding the 62nd ISTA conference from September 20 to 26, 1992AD. Indicators showed that registration for conference participants was continuously increasing, and it was expected that the number of participants would exceed 6,000 attendees from different countries as USA, Italy, UK, French, Spain, German and China. The delegation included the president of the Cairo ISTA conference and five members Maria Garcia, James Thompson, Hans Müller, Sophie Dubois, and Li Wei representing various committees to follow up with the Egyptian organizing committee members in Cairo, chaired by the president of the Egyptian Federation of Tourist Chambers and the head of the conference organizing committee. The American delegation toured the tourist attractions in Cairo to select and determine the most exciting and beautiful programs in Cairo and Giza and to inspect the proposed sites for the closing ceremony, whether at the conference center, the covered halls in Nasr City, or the opera house, to find the most suitable locations to accommodate the number of participants. The delegation also selected and studied the venue for the opening night ceremony, which Egypt presented through a performance by folk art troupes at the Giza Pyramids. ⁽³⁾

Additionally, the final selection of the halls for the special exhibition was confirmed, along with arrangements for the duration of the exhibition to reserve these halls and set up directional signs. The delegation also reviewed the hospitals that provided medical services for conference members and discussed the types and suppliers of food and beverages, as well as the necessary service groups and those responsible for organizing the events. They also explored the capabilities of the conference center and the various halls designated for seminars and discussions during the conference. The American delegation discussed the procedures and

¹ الأهرام: شيراتون القاهرة والإعداد لمؤتمر الإستا، العدد 38446، السنة 116، 12/3/1992م، ص 18.

² ISTA (International Society of Travel Agents): Founded in 1933 in the United States, this association is one of the largest tourism gatherings, with around 23,000 travel agency members. Its goals include fostering relationships among members, establishing standards and ethics for the tourism industry, promoting travel between countries, and protecting tourists. It holds annual conferences for representatives of various organizations and companies.

انظر: مجلة ديالى للبحوث الانسانية: ذكري عادل، 2001م، النظام السياحي 2، جامعه ديالي، كلية التربية للعلوم الانسانية، قسم الجغرافية، العراق، ص 56.

عبدالله الحميداني، 2003م، ملخص المدخل إلى السياحة والفندقة، رسالة ماجستير، جامعة الملك سعود، كلية السياحة والآثار، قسم الإدارة السياحية والفندقية، الرياض، ص 25.

³ الأهرام: وصول وفد الإستا إلى القاهرة، العدد 38530، السنة 116، 4/6/1992م، ص 25.

facilitation regarding customs, passports, transportation, hotel reservations, and media coverage of the conference through various media outlets, including newspapers, radio, and television. They also examined funding procedures and the expenses required to hold this conference. The organizing committees included the head of Egypt Tourism, the head of the fourth region of the ISTA organization, the supervisor of the technical committee for the opening ceremony, the head of the Hotels Chamber, the coordinator of the exhibition grounds committee, the coordinator of the procedures committee, the director of the conference center, the coordinator of the media committee, and the general coordinator of the conference committees. ⁽¹⁾

Cairo witnessed the greatest tourism event with the commencement of the International ISTA Tourism Conference, which involved 123 countries like Korea, USA, Israel, Holland, England, Brazil and German and 5,500 members from tourism companies worldwide, starting on September 14, 1992AD, in preparation for the grand opening of the conference on September 20, 1992. On the morning of September 3, 1992AD, the Minister of Tourism and Civil Aviation reviewed in a meeting with the conference organizing committee, chaired by the president of the Egyptian Federation of Tourism Chambers, the efforts made by each of the 14 subcommittees to fulfill their tasks to make the best use of this international event. These efforts included:

- **Politically:** Through the large number of participating countries with the slogan proposed by Egypt, "**Tourism is the Road to Peace**," which was the concept discussed in all sessions and committees of the conference, as this was the first time ISTA convened in Africa and the Middle East.
- **Media-wise:** All Egyptian and international media participated, with more than 150 journalists arriving from abroad to cover the significant international event. The head of the Information Authority decided to establish a press center within the conference center in Nasr City to serve journalists. The external relations and media production departments recorded the events of the conference in the Egyptian Cinema Newspaper.
- **Culturally:** The Ministry of Culture participated through its troupes representing the arts of all of Egypt in the Egyptian Night held at the Giza Pyramids, which was designed by the head of the Cultural Palaces Authority. It was expected that the Egyptian Night would be the most magnificent event the ISTA organization had witnessed since its establishment in 1931AD.
- **Economically:** A massive exhibition was held at the exhibition grounds, covering five large halls, with Egypt occupying Hall No. 6 entirely to showcase all projects from the governorates. The media committee's rapporteur stated, "**All conference committees will remain in constant session until the opening ceremony.**" ⁽²⁾

¹ الأهرام: وصول وفد الإستا إلى القاهرة، العدد 38530، السنة 116، 1992/6/4م، ص 25.

² الأهرام: بعد 17 يوماً تشهد مصر أعظم حدث، العدد 38622، السنة 117، 1992/9/3م، ص 14.

The ISTA organization chose the slogan "**Tourism... the Road to Peace**" for its 62nd conference held in Cairo from September 20 to 26, 1992AD, attended by more than 5,500 participants representing 129 countries from around the world. This was announced by the media committee rapporteur for the conference in the Middle East, highlighting the tourism efforts for peace. Discussions and topics focused on solidifying this slogan and the concept of peace, with the Cairo Opera Choir participating in the official opening ceremony on Monday, September 21, 1992AD, with a song affirming the noble meanings of tourism and its role in bringing people together. ⁽¹⁾

President (Mohamed Hosni Mubarak) ⁽²⁾ witnessed the greatest tourism victory achieved by Egypt over many years of its tourism activities when he opened the sessions of the International ISTA Tourism Conference, attended by major global tourism companies during its 62nd session hosted by Egypt as the first Arab and African country to hold this significant international conference. Egypt had unanimously won the right to host the conference against Spain, Mexico, India, and Israel during the last meeting of the American Tourism Companies Union ISTA held in Belfast, Ireland. The union had sent several fact-finding missions to Egypt, including a group of its top tourism experts to assess all of Egypt's tourism capabilities regarding accommodation, transportation, visits, and venues suitable for holding international conferences. The Egyptian liaison officer with the union, the director of Egypt Tourism in New York, accompanied the fact-finding missions, which inspected every tourist site in Egypt and visited the international conference center in Nasr City, then submitted a report to the ISTA Board stating: "**Egypt has the capacity for tourist transportation and accommodation and excellent facilities for holding the grand conference attended by 7,000 of the world's leading tourism experts out of 21,000 members of the union representing**

¹ الأهرام: السياحة ... الطريق للسلام، العدد 38629، السنة 117، 10/9/1992م، ص 16.

² Mohamed Hosni Mubarak: was born on May 4, 1928AD, in the village of Kafr al-Mussilah, in the Shabin al-Kawm district, to a middle-class family with four siblings. Those who knew him during his childhood years say that he was serious, dedicated to his work, and self-reliant. He was known for his strong commitment and academic and athletic excellence. His dream was to graduate as an officer in the armed forces, and he insisted on that, with his father respecting his wish and helping him achieve it. He joined the Military Academy as he desired in November 1947AD and graduated in February 1949AD with the rank of Second Lieutenant. He had applied to join the Air Force Academy while taking his graduation exams at the Military Academy and successfully passed the physical and medical fitness tests, being accepted into that academy and graduating in March 1950AD as a fighter pilot. He was entrusted with the responsibility of being the Chief of Staff of the Air Force and leading the Air Forces during the War of Attrition and the preparations for the October War, thus becoming one of the leaders who accomplished the largest mission in modern Egyptian history, which was the October War in 1973AD. On April 16, 1975AD, President Anwar Sadat chose him to be the Vice President of the Republic, and he was elected as the Vice President of the National Democratic Party on August 15, 1978AD, then elected as the President of the Permanent Council of the National Party on November 24, 1979AD. After the assassination of Sadat, Mubarak assumed the presidency following a public referendum that resulted in 98% of the total votes.

انظر: ممدوح البلتاجي: مبارك، وزارة الإعلام، الهيئة العامة للاستعلامات، 1992م، ص 11.

tourism, aviation, hotels, and transport companies from all over the world." Tourism experts dubbed the annual international conference of ISTA the **"World Tourism Cup,"** which holds significant tourism importance similar to the football World Cup. ⁽¹⁾

In a press statement issued by the international ISTA organization, it was stated: **"Egypt was chosen to host the international conference in October of the same year in response to a request made by Egypt to host the conference."** The statement added: **"The opening of the Egyptian International Conference Center in November 1989AD provided the necessary needs for holding such a large conference, and Egypt has impressed all its visitors with its warm hospitality, generous reception, and the purity of its people. The ISTA organization, in this statement, assures its members that they enjoyed a tremendous welcome in Cairo and is confident that most members of the organization eagerly awaited their visit to Egypt."** The former head of Egypt Tourism, who was previously the governor of the Middle East and Africa organization, was the one who submitted the request for Egypt to host the conference in 1988AD and followed up on the request until it was accepted and the organization issued its decision. It is known that the organization held its previous conference in Taiwan before it was held in Egypt, and Egypt gained from the organization's decision a global tourism promotion in all fields and means of tourism media from that moment until the date of the next conference, in addition to the spending of members estimated by experts at four million dollars. The tourism movement in Egypt saw a significant increase, as holding the conference in Singapore previously led to a 30% increase in its tourism movement, and holding it in Hungary resulted in a 40% increase in tourism there. The anticipated cost for Egypt was about one million dollars, but the financial return for Egypt from holding it is priceless, as Egypt before, during, and after the conference for a year is one of the most prominent areas on the global tourism map. The media committee rapporteur for the conference stated: **"In accordance with the agreement between the conference organizing committee and the Exhibition Authority to rent halls No. 2, 3, 4, 5, and 6, preparations are underway to equip and prepare them suitably for the establishment of the participating countries' pavilions in the ISTA conference that began in Cairo."** ⁽²⁾

The preparations included paving, landscaping, painting, and renovating bathrooms to the highest global health standards. The Egyptian Federation of Tourism Chambers funded these renovations and repairs through the Tourism Promotion Fund to present them as a gift to the Exhibition Authority immediately after the conference. The renovation and repair operations were conducted under the supervision of the Exhibition Committee, which handed over the halls for ISTA management and the exhibitors. Directional signs were placed throughout the five halls and for the exhibitors, the first hall serves as the starting point for visitors, and its features includes a main entrance to welcome visitors. It may feature a reception area with information about the exhibition and the schedule. The second hall Connected to the first hall, facilitating visitor movement between the two halls, and its features may contain exhibits related to the main theme of the exhibition. It could host workshops or educational sessions to enhance interaction. The third hall Also connected to the

¹ الأهرام: كأس العالم: السياحة تبدأ في القاهرة يوم، العدد 38636، السنة 117، 17/9/1992م، ص 17.

² الأهرام: كأس العالم: السياحة تبدأ في القاهرة يوم، العدد 38636، السنة 117، 17/9/1992م، ص 17.

first hall, it may be dedicated to a specific topic, and its features It may include specialized exhibits focusing on a particular aspect of the exhibition. The fourth hall Connected to the second hall, it may contain additional exhibits or interactive areas, and the fifth hall Linked to third hall, it may serve as a special hall for exhibitors or discussions. along with designated parking areas. Notably second hall, was equipped with specialized devices and equipment to prepare food for the participating delegations at the exhibition. The third hall was allocated for Mediterranean countries, forth hall for European countries, fifth hall for the United States, and these halls were divided into 518 booths for participants from different countries. The sixth hall was dedicated to a pavilion prepared by a group of visual artists, featuring 116 booths that showcased offers from one hundred tourism companies and hotels. The Egyptian pavilion included sections for the Chamber of Tourism Companies, the Hotels Chamber, the Antiquities Chamber, and the Tourism Establishments Chamber, along with a hospitality and reception section. The interior decorations of the pavilion reflected a popular and Islamic style, with the interior lounges designed in a circular shape. The head of the ISTA organization cut the opening ribbon at the main Gate No. 4, overlooking Salah Street, designed in a pharaonic style, thus announcing the start of the special exhibition for the 62nd ISTA conference in Cairo. ⁽¹⁾



(Fig. 1) World Cup: Tourism Begins in Cairo on Monday Morning, Tourism Page in Al-Ahram Newspaper

President Mohamed Hosni Mubarak opened the ISTA conference on the morning of September 21, 1992AD, which was attended by members from the heads and directors of tourism companies from 125 countries as USA, Italy, UK, French, Spain, German and China. The president delivered a speech highlighting Egypt's tourism status, where he was received by the Minister of Tourism and Civil Aviation, the president of the Egyptian Tourism Federation, the head of the ISTA organizing committee, and the head of the ISTA organization upon his arrival at the Cairo International Conference Center in Nasr City. The opening proceedings began with a folkloric performance, followed by a musical piece, and then the opera choir sang the conference anthem "**Tourism... the Road to Peace**". The conference chairperson introduced the Egyptian Minister of Tourism and Civil Aviation to deliver his speech, followed by the American ambassador in Cairo, who read a message, and then the organization president invited President Mubarak to deliver his speech. The Al-Ahram newspaper reported that President Mubarak's speech revolved around peace. The

¹ الأهرام: كأس العالم: السياحة تبدأ في القاهرة يوم، العدد 38636، السنة 117، 1992/9/17م، ص 17.

conference president praised Egypt in his speech and spoke fondly about the president's role in achieving peace in the region, thanking him for attending the conference's opening. At noon, the Minister of Tourism and Civil Aviation and the conference president inaugurated the ISTA exhibition at the exhibition grounds in Nasr City, which included 538 booths from 275 foreign exhibitors and 100 Egyptian exhibitors. That evening, a grand reception was held by Egypt for the members of the organization at the Giza Pyramids. The conference palace was bustling on the night of September 20, 1992, with ISTA representatives, resembling a beehive preparing for the conference, which was covered by 400 journalists from around the world. ⁽¹⁾

Al-Ahram newspaper highlighted the details of President Mohamed Hosni Mubarak's speech at the opening of the ISTA conference, where he said: **"Mr. President of the American Association of Travel Agents and Tourism... esteemed guests... ladies and gentlemen, it is with great pleasure that I welcome you to Cairo, which has witnessed the holding of the 62nd ISTA conference. Choosing Cairo for your distinguished conference is a choice with multiple dimensions, for Cairo, which is characterized by its unique civilization and brilliant history, is the capital of Islamic heritage, the city of Al-Azhar, and its tolerance that embraced great cultural currents, and the city of the Coptic Church and its spiritual contributions. Cairo has remained a melting pot where different civilizations and cultures have fused, serving as a bridge between peoples and all continents that have come to the cradle of civilization since the dawn of history. On the other hand, Egypt's unique history is derived from its creative nature that has blended Pharaonic, Greek, Roman, and rich Islamic civilizations in a spirit of tolerance and true love for peace and humanity."** ⁽²⁾

"The Nile River has shaped the distinctive features and characteristics of this unique people and its unique location. The Egyptian people are naturally inclined to hospitality and dealing with other peoples with genuine affection, and their close interactions with all diverse civilizations. When Napoleon Bonaparte⁽³⁾ came to Egypt in 1798, he said that Egypt is the most important country in the world due to its location, tolerance, history, and unique civilization. Today, this distinguished capital and this great country warmly and sincerely welcome you and your distinguished conference. Regarding tourism, one cannot imagine the revival and flourishing of this industry except in the shadow of peace, stability, and tolerance; therefore, I am pleased that you have chosen a theme for your conference that links tourism with peace." ⁽⁴⁾

"Ladies and gentlemen: Just as Egypt's unique history and ancient civilization are distinguished; Egyptians take pride in their contemporary

¹ الأهرام: مبارك يفتتح مؤتمر الإستا يؤكد مكانته، العدد 38640، السنة 117، 1992/9/21م، ص 10.

² الأهرام: مبارك في خطابه أمام مؤتمر الإستا، العدد 38641، السنة 117، 1992/9/22م، ص 3.

³ Napoleon Bonaparte: A French military and political leader of Italian descent, he rose to prominence during the French Revolution and led several successful military campaigns against France's enemies. He ruled France in the late 18th century as consul and later as emperor in the early 19th century, establishing a vast empire that controlled much of continental Europe until its fall in 1815AD. See: Dwyer p. (2013AD). Citizen Emperor, *Napoleon in Power 1799AD- 1815AD*, Yale University Press, p.56.

⁴ الأهرام: مبارك في خطابه أمام مؤتمر الإستا، العدد 38641، السنة 117، 1992/9/22م، ص 3.

history with confidence and pride. The past two decades have witnessed this country achieving a number of strategic and historical accomplishments that have linked Egypt's name with the deepest meanings of peace, moderation, and stability. This era began with the peace initiative, which was the first of its kind in modern history in the entire Middle East. This was an initiative that started with a courageous call for peace, confirming that Egypt speaks a language rooted in great human wisdom, which distinguished Egypt at that time. On the other hand, when the Middle East was heated during the Gulf War in 1990AD, Egypt clearly affirmed the fixed principles it adhered to when it chose a position that aligned with human awareness, a position that confirmed that without adherence to the principles of justice, the issue would inevitably be lost. In addition to their crucial role in shedding light on the peace process in the region, they firmly believed in the fundamental values of the contemporary world and exerted their utmost efforts to implement the economic reform program aimed at rebuilding the national economy on a sound basis, as well as strengthening productive capacities in all fields." ⁽¹⁾

He continued speaking, saying: "In the context of the national reform program, Egypt sought to intensify democracy and continue development based on scientific and economic principles. In this, they encouraged the private sector under a market economy system to contribute more positively to the national social and economic development plan. Thus, they particularly believed in the role that the private sector could play in new fields that offered real and serious opportunities, in which other parties participated mutually. The tourism sector is a clear example of the government's policy to encourage the private sector to play an active and positive role in developing the Egyptian economy. Within the framework of the economic reform program, Egypt sought to affirm the great values of democracy, human rights, environmental issues, and modern management techniques. The rich intellectual life and cultural wealth that characterize Egypt, along with a developed economy and a comprehensive campaign to improve services, have made Egypt, in literary terms, a sacred bridge between the ancient and the modern. This is the capital, and this is the country and the people you rightly chose to host your conference, representing three aspects of a single equation: peace, moderation, and justice. Finally, I wish you all a successful conference that results in constructive ideas contributing to achieving your goals and objectives. I also wish you a pleasant stay and enjoyable time in Egypt, a country eager for your efforts to be crowned with success." ⁽²⁾

Al-Ahram followed up after President Mohamed Hosni Mubarak's speech on the conference sessions, where the Minister of Tourism and Civil Aviation opened a session of the conference, announcing that Egypt directed its efforts towards the tourism development of Sinai and the Red Sea region, relying on the private sector to create an integrated infrastructure in the new areas, thus supporting the Egyptian government's efforts. Tourism ministers from Egypt, Greece, Turkey, and Israel emphasized during a general discussion held on the second day of the ISTA conference the importance of peace for the prosperity of regional tourism in the area and the significance of environmental protection to intensify tourism. The Egyptian

¹ الأهرام: مبارك في خطابه أمام مؤتمر الإستا، العدد 38641، السنة 117، 1992/9/22م، ص 3.

² الأهرام: مبارك في خطابه أمام مؤتمر الإستا، العدد 38641، السنة 117، 1992/9/22م، ص 3.

tourism minister clarified: **"Tourism in Egypt relies on environmental protection, and the largest tourism development operations have taken place in Sinai and the Red Sea, and our country hopes to restore the American tourism market to Egypt to its position in 1985AD, which was ahead of all global markets."** The Turkish tourism minister called for a fair distribution of global wealth, referring to Turkey's massive projects to expand tourism. The Greek tourism minister explained that his country receives 10 million tourists annually. ⁽¹⁾

The ISTA conference concluded its work on September 25, 1992AD, in Cairo, with thanks directed to President Mohamed Hosni Mubarak for his care, interest, and participation in the 62nd session of the conference in Egypt. The conference was described as the most successful ISTA conference, and the organization expressed its appreciation for the Egyptian people's hospitality towards the conference participants and to all officials in the tourism sector who were behind the success of this conference. The conference president announced that the ISTA conference held in Cairo was one of the greatest conferences, praising the efforts, facilities, organization, and procedures provided by Egypt to ensure the conference's success. The new chairperson of the ISTA organization announced in a press conference that the percentage of American tourism to Egypt in 1993AD is expected to rise by 20% to 30%. She stated: **"The conference spent approximately 10 million dollars in just one week in Egypt, equivalent to what the conference members spent during the conference at a rate of one hundred dollars per night for accommodation in Egyptian hotels."** Conference organizers confirmed that holding it in Cairo was, in itself, evidence of security, peace, and stability in Egypt. ⁽²⁾

Pakistan International Airlines decided to increase its flights to Egypt from one flight weekly to three flights, adding Damascus to the current route of Karachi, Dubai, and Cairo. The airline's general sales manager stated: **"This anticipated increase in Pakistan International flights was decided after the tremendous success of the ISTA conference and the expected steady increase in tourism to Egypt, which supports the strong relations between Egypt and Pakistan, in the context of the official visit made by President Mubarak to Pakistan in October 1992AD."** ⁽³⁾

The Al-Ahram newspaper tracked Egypt's foreign currency earnings from hosting the ISTA conference, where the Minister of Tourism and Civil Aviation explained that the earnings reached 10 million US dollars, derived from three nights of tourism for more than 5,500 conference members, each of whom spent at least 100 dollars, totaling 5.5 million dollars, in addition to another 5 million dollars from purchases and souvenirs that guests returned with. This revenue was attributed to the attendees being some of the most active marketers and promoters of tourism in the United States, accompanied by a media network with over 300 members, successfully conveying the tourism message of Egypt to 125 countries worldwide. ⁽⁴⁾

¹ الأهرام: سلطان خلال مناقشات اليوم الثاني "الإستا"، العدد 38642، السنة 117، 23/9/1992م، ص 1.

² الأهرام: الإستا توجه الشكر لمبارك في ختام مؤتمرها، العدد 38645، السنة 177، 26/9/1992م، ص 1.

³ الأهرام: زيادة رحلات الطيران بين مصر وباكستان، العدد 38645، السنة 177، 26/9/1992م، ص 10.

⁴ الأهرام: عائد مصر من مؤتمر الإستا 10 ملايين، العدد 38646، السنة 117، 27/9/1992م، ص 7.

The Minister of Tourism also confirmed that if a promotional and media campaign were prepared in America regarding Egyptian tourism, it would require spending more than 10 million dollars at least to market American tourism to Egypt. Thus, we have saved this amount and confirmed Egypt's ability to host any global conferences. In light of the success of ISTA, it was anticipated that the number of tourist nights in 1993AD would reach one million, increasing over the next five years to 5 million tourist nights, indicating a rise in conference and incentive tourism, which is among the highest sources of tourism income in 1992AD. The Minister of Tourism pointed out the volume of commercial contracts made during the ISTA conference to bring tourist groups to Egypt, stating: **"One of the owners of the new floating hotels on Lake Nasser is contracting for the tourism season of 1993AD, and the new contracts confirmed a 30% increase in global tourism to Egypt."** ⁽¹⁾

The President of the ISTA organization stated: **"In 62 years, I have not seen a country capable of competing with Egypt in hosting this conference, especially on the opening day, despite being one of the strongest opponents to holding it in Egypt due to our lack of knowledge about its capabilities and exceptional abilities in organizing conferences, as well as the tourism components it possesses."** ⁽²⁾

The President of the Egyptian Tourism Federation confirmed that success came through effort and work, as the higher organizing committee that prepared the conference exerted intensive efforts in conducting a series of rehearsals for every step of the conference and every segment until the opening celebration began. Meanwhile, the executive director of the Tourism Promotion Fund stated: **" ISTA members were amazed when they found that the procedures for the arrival of the plane carrying 450 passengers were completed in 16 minutes, and the retrieval of their luggage took about 12 minutes."** The President of the Egyptian Tourism Authority attributed the success of the ISTA conference to precise organization and commitment to implementation, but this placed a significant burden on the Authority's offices abroad, leading to a request for additional resources for advertising, publications, slides, and films related to Egypt's tourist destinations to meet the increasing demand for Egyptian tourism. ⁽³⁾

The President of the Conferences Authority stated: **"The center received an international birth certificate by hosting the ISTA conference. Starting from October 1992AD, the center witnessed global international conferences such as the American Surgeons Conference and the United Nations Population Conference, which included 63 countries."** A member of the tourism chamber council noted: **"As a result of the increasing demand for Egypt, American Airlines requested to operate flights between Cairo and Washington, and Dan Air received approval to operate flights between Cairo and England, in addition to other international airlines."** The Undersecretary of the Ministry of Tourism indicated that the increase in tourism to Egypt required an increase in hotel capacity and expansion to enhance service levels and raise the competitive standard among

¹ الأهرام: أكبر خطة إعلامية، العدد 38646، السنة 117، 1992/9/27 م، ص 7.

² الأهرام: كنت معترضاً، العدد 38646، السنة 117، 1992/9/27 م، ص 7.

³ الأهرام: سر النجاح، العدد 38646، السنة 117، 1992/9/27 م، ص 7.

hotels, calling for the day of the ISTA conference in Egypt and its successful outcome to be considered a holiday for Egyptian tourism. ⁽¹⁾

The President of the Holding Company for Tourism clarified that Egypt's hotel capacity is 55,000 rooms, with an additional 15,000 rooms under construction. The total new tourism investments exceed 2 billion Egyptian pounds, after the state provided much support to investors in this field. The President of Sinai Hotels indicated that the years have witnessed real development in Sinai in the tourism sector, with projects amounting to 30 million pounds for the development of Sinai tourism. The President of Egypt Tourism emphasized that tourism is considered an export process requiring encouragement of Egyptian industries in this field, especially shopping tourism and the expansion of commercial sales centers that attract tourists. ⁽²⁾

Statistics from December 1995AD indicated an increase of 21.6% in the number of incoming tourists compared to December 1994AD, with approximately 244,531 additional tourists. There was also an increase of 22.2% compared to the same month in 1992AD. Additionally, there was a 43.8% increase in the number of tourist nights, reaching about 1,250,119 nights compared to 869,181 nights. The rise in the percentage of tourist nights being greater than the increase in the number of tourists is another positive phenomenon, as the average length of stay for tourists in Egypt increased from 6 nights per tourist in 1994AD to 6.5 nights per tourist in 1995AD. For the entire year of 1995AD, overall statistics indicated an increase of 21.4% in the number of tourists compared to 1994, totaling 3,133,461 tourists compared to 2,581,988 tourists in 1994AD, which means that our country welcomed more than half a million additional tourists. There was also an increase in the number of tourist nights by 32.5%, amounting to 20,451,364 nights compared to 15,432,753 nights in 1994AD. The average hotel occupancy rate during 1995AD reached 58%, the same average achieved in 1992AD. As a result of state efforts, the number of tourists increased from 2,214 thousand tourists in 1992AD to 3,133 thousand tourists in 1995AD, representing a decrease of 15.1% compared to 1992AD. ⁽³⁾

4.2. The World Tourism Organization and Its Relationship with The Development of The Tourism Industry in Egypt in 1995AD

The realities of the era confirm that the tourism industry is one of the most important industries in the world, and it was estimated that this industry would generate more income by the year 2000AD than the automobile, steel, and petroleum industries. Tourism provided job opportunities for approximately 204 million people in 1994AD, and economists asserted that tourism is the key to solving the world's economic and social problems. In light of this concept, the Milan Fair was held in its fifteenth session, with the participation of 154 countries showcasing their tourism products through 47,770 exhibitors, covering an area of 83,000 square meters. Among these exhibitors were 673 government tourism bodies, 289 tourism unions, 1,874 tour operators, 404 hotel chains, 1,595 individual hotels, 225 tourist villages, 82 hotel

¹ الأهرام: شهادة الميلاد، العدد 38646، السنة 117، 1992/9/27 م، ص 7.

² الأهرام: خريطة الفندقية المصرية، العدد 38646، السنة 117، 1992/9/27 م، ص 7.

³ الجهاز المركزي للتعبئة العامة والإحصاء: الكتاب الإحصائي السنوي، 1990م - 1995م، ص 324.

apartment institutions, 379 airlines, 105 press institutions, 120 conference centers, and 41 recreational resorts. ⁽¹⁾

Thus, the Milan Fair became one of the most important annual tourism events in the world. Notably, the 1995AD Milan Fair saw the participation of countries that recognized the importance of the tourism industry and promoted tourism despite their modest tourism capabilities, such as Yemen, Libya, Bangladesh, Madagascar, Djibouti, and many small islands. Japan also participated with a large pavilion, being one of the economically prosperous countries that encouraged its citizens to travel and tour abroad, confirming that tourism is not just a monetary income but has become fuel for economic and social movement in all countries of the world. The Milan Fair adopted the study of tourism aspirations for the 21st century over five annual sessions, focusing on studying one element of the topic each year, emphasizing the centrality of tourism in global strategic economic thought. ⁽²⁾

Egypt participated in the Milan Fair with a pavilion covering 190 square meters, along with subsidiary pavilions for twenty Egyptian tourism companies and hotel institutions, distributing tourism brochures and symbolic marketing gifts and souvenirs for the Egyptian tourism product. Egypt's pavilion included an exhibition of Egyptian handicrafts, and an evening was held featuring Egyptian musical and vocal performances, attracting many tourism and media figures participating in the fair. The effectiveness of Egypt's participation in the fair was enhanced by the presence of a professional tourism delegation that conducted a wide range of official and professional tourism and media meetings, holding a massive press conference attended by over 250 representatives from media and tourism professionals. This active participation led Egypt to receive the gold medal awarded annually. ⁽³⁾



(Fig. 2) World of Tourism and Travel, Milan: The Stock Exchange and Facts of the Era, Tourism Page in Al-Ahram Newspaper

In this context, Cairo witnessed the opening of the largest global tourism gathering, the World Tourism Organization Conference in its eleventh session at the Cairo International Conference Center on October 17, 1995AD, inaugurated by President Mohamed Hosni Mubarak with an important speech before delegations

¹ الأهرام: في افتتاح ندوة السياحة العربية بالأهرام، العدد 39546، السنة 119، 16/3/1995م، ص 19.
² الأهرام: ميلانو: البورصة وحقائق العصر، العدد 39546، السنة 119، 16/3/1995م، ص 19.
³ الأهرام: ميلانو: البورصة وحقائق العصر، العدد 39546، السنة 119، 16/3/1995م، ص 19.

representing 112 countries. The opening session began with a speech from the organization's president, followed by the Minister of Tourism as the head of the host country's delegation. President Mubarak delivered his speech afterward, followed by a five-minute film showcasing Egypt's main tourist attractions and a 14-minute folkloric performance. After the opening session, the conference held its first general session, followed by the second session in the afternoon, during which the Minister of Tourism held a global press conference with the organization's secretary-general. It was announced that President Mubarak's participation in the opening session demonstrated the importance the political leadership in Egypt places on the tourism industry and the significance of holding the conference in Cairo. ⁽¹⁾

Interpol ⁽²⁾ placed Egypt at the bottom of the list regarding crime rates globally, indicating that the crisis in Egyptian tourism began to ease since 1994AD, with a 22% increase in tourists in September 1994AD, and a 37% increase in tourist nights compared to 1993AD. It was anticipated that the number of tourists would reach around 3 million by the end of 1995AD. The Egyptian Minister of Tourism explained that the issue of focusing on infrastructure was a central theme in the organization's discussions. In the press conference, the Minister of Tourism stated: **"Egypt worked to play an active role during its presidency of the eleventh session, which will continue for the next two years, proposing multiple suggestions, including infrastructure, quality, and training in other important areas of the tourism industry."** ⁽³⁾ He also emphasized the role of the media, saying: **"The media is not just an observer but a partner, playing an important role in conveying the true image of tourism in Egypt."** He reviewed the percentage increase that Egypt achieved from January to September 1995AD, where the number of tourists reached approximately 2 million. ⁽⁴⁾

The Secretary-General of the World Tourism Organization expressed gratitude to President Mubarak and the Egyptian government for hosting the conference, which broke the record for participation and high-level representation of delegations. ⁽⁵⁾ He emphasized the importance of the tourism industry globally, stating: **"It is one of the largest activities whose economic significance has surpassed the income generated by the petroleum, automobile, and other important industries worldwide, and the tourism industry has promoted numerous associated activities and industries, benefiting many individuals, particularly in providing job opportunities, contributing to solving the unemployment problem faced by many countries."** He commended the efforts of the Egyptian tourism sector, both public and private, in overcoming the crisis that the Egyptian tourism industry faced

¹ الأهرام: وزير السياحة ورئيس منظمة السياحة، العدد 39763، السنة 120، 1995/10/19م، ص 28.

² Interpol: The International Criminal Police Organization, it is an international organization established to facilitate police cooperation worldwide and combat crime. It is the largest international police organization, headquartered in Lyon, France, with seven regional offices worldwide and a national central bureau in all 195 member countries. See: Deflem Mathieu. (2002AD). *Policing World Society: Historical Foundations of International Police Cooperation*, Oxford University Press, P.125.

³ الأهرام: وزير السياحة ورئيس منظمة السياحة، العدد 39763، السنة 120، 1995/10/19م، ص 28.

⁴ الأهرام: الإعلام مشاركاً، العدد 39763، السنة 120، 1995/10/19م، ص 28.

⁵ الأهرام: أنطونيو سافيناك، العدد 39763، السنة 120، 1995/10/19م، ص 28.

in 1992AD, managing to achieve an increase in the number of tourists and tourist nights thanks to marketing and promotional efforts, with an increase in income in 1993AD reaching 16% and 27% in tourist nights compared to the same period in 1992AD. The organization's president praised the approach Egypt takes in managing tourism marketing and development.⁽¹⁾

The Secretary-General of the World Tourism Organization clarified that the issue is not merely about attracting a larger number of tourists but rather managing the tourism process and providing direct and indirect services to ensure the sustainability of this increase. He stated: **"Egypt has many tourism components that qualify it to be among the global tourist countries, noting that holding the World Tourism Conference for the first time on Egyptian soil will provide delegations from over 120 countries the opportunity to closely learn about the Egyptian tourism product and make comparisons upon their return home between what Egypt offers and any other tourist country. This is an opportunity to convey a true image of Egypt."**⁽²⁾

He pointed out that Egypt's efforts to provide a strong infrastructure relied upon by the tourism industry, including airports, hotels, and tourist villages, especially in Sinai, which has witnessed a tremendous boom in tourism, particularly in the last ten years. He said: **"We expect the number of tourists worldwide to reach one billion annually. The tourism industry is rapidly doubling, and the World Tourism Organization is primarily concerned with environmental issues and achieving quality in tourism amid this increasing tourist movement."**⁽³⁾ He added: **"Egypt's experience in overcoming terrorism has benefited many countries that have suffered from this problem, emphasizing the necessity of cooperation between the police and those involved in the tourism industry."**⁽⁴⁾

5. Results Discussion

This research titled **"The ISTA Conference and The World Tourism Organization Through the Tourism Page of Al-Ahram Newspaper from 1992AD to 1995AD"** addressed the significant role that media plays in promoting tourism in Egypt. These results contribute to understanding the vital role of the ISTA Conference and the World Tourism Organization in enhancing tourism in Egypt, as well as the importance of media in this process.

- **Increased Tourism Awareness:** The study found that Al-Ahram's coverage of the ISTA Conference contributed to a heightened awareness of tourism among readers, leading to greater interest in travel to Egypt.
- **Improved Image of Egyptian Tourist:** Media coverage played a significant role in enhancing the overall image of Egyptian tourism both locally and internationally, resulting in increased visitor attraction.

¹ الأهرام: أهم الصناعات، العدد 39763، السنة 120، 19/10/1995م، ص 28.

² الأهرام: أهم الصناعات، العدد 39763، السنة 120، 19/10/1995م، ص 28.

³ الأهرام: طفرة سيناء السياحية، العدد 39763، السنة 120، 19/10/1995م، ص 28.

⁴ الأهرام: التغلب على الإرهاب، العدد 39763، السنة 120، 19/10/1995م، ص 28.

- **Impact of the Conference on Tourism Policies:** The findings indicated that the recommendations from the ISTA Conference had a direct impact on the development of tourism policies in Egypt, leading to improvements in infrastructure and services.
- **Strengthened Public-Private Partnership:** The study revealed an increase in partnerships between government and private tourism institutions as a result of the collaboration fostered during the conference.
- **Development of Effective Marketing Strategies:** The information and data exchanged during the conference helped in developing effective marketing strategies to promote tourism in Egypt.
- **Increased Investments in the Tourism Sector:** The findings showed that the conference contributed to attracting new investments in the tourism sector, leading to the establishment of new tourism projects.

These results serve as evidence of the importance of tourism journalism in shaping the public image of tourism in Egypt and its role in supporting the tourism sector by providing accurate and attractive information to the public. It also plays a vital role in shaping public tourism awareness by offering diverse content that includes articles and reports on tourist destinations, and the newspaper contributes to enhancing Egypt's image as a distinguished tourist destination. Additionally, good media coverage helps attract both foreign and local tourists, contributing to supporting the national economy.

The analytical study of the tourism page in Al-Ahram newspaper showed that this page plays an important role in covering tourism events and promoting tourist destinations in Egypt. Tourism represents one of the most important sources of national income in the country, and recent studies have confirmed its positive impact on the Egyptian economy. The page includes a variety of reports and articles that highlight tourism events, such as exhibitions and cultural activities, in addition to promoting various tourist destinations. The importance of cooperation between the Egyptian Ministry of Tourism and international entities to enhance tourism in the country was also emphasized.

6. Conclusion

It is noted that Al-Ahram newspaper focused on the most significant tourism conference that garnered considerable international attention, which is the ISTA conference. However, Al-Ahram did not hesitate to mention its details and the opinions of the organizers. This indicates that Al-Ahram was keen to highlight the positive role of the government in supporting the Egyptian economy during the era of the late President (Mohamed Hosni Mubarak). Revitalizing tourism requires multiple efforts from the government, the private sector, and the local community. To boost tourism, several steps can be taken, such as improving infrastructure by developing roads, public facilities, airports, and transportation means, conducting strong marketing campaigns to promote tourist destinations, developing tourist offers by organizing events and festivals, and enhancing international cooperation through agreements with other countries to promote joint tourism.

7. Recommendations

These recommendations contribute to enhancing the role of media in tourism and developing effective strategies to support the tourism sector in Egypt.

- **Enhance Media Coverage:** Al-Ahram should enhance its coverage of major tourism events like the ISTA Conference by dedicating more pages and articles that highlight the events and their outcomes.
- **Strengthen Partnerships with Tourism Institutions:** It is recommended to strengthen partnerships between Al-Ahram, the World Tourism Organization, and local tourism institutions to exchange information and data that help improve tourism coverage.
- **Conduct Field Studies:** Conducting field studies to assess the impact of the ESTA Conference on tourism in Egypt is advised, as this will help understand the actual role of the conference in enhancing the sector.
- **Develop Marketing Strategies:** The Egyptian government and the World Tourism Organization should develop marketing strategies that leverage the results of the ISTA Conference to stimulate tourism.
- **Train Journalists:** Training journalists working in the tourism sector on how to cover tourism events professionally is recommended to enhance the quality of media coverage.
- **Utilize Modern Technology:** Modern technology and social media should be utilized to disseminate news and information related to the ISTA Conference and its impact on tourism.
- **Raise Tourism Awareness:** Organizing awareness campaigns aimed at promoting the importance of tourism and its role in the Egyptian economy, benefiting from Al-Ahram's coverage, is advised.
- **Continuous Evaluation:** A continuous evaluation of the effectiveness of tourism activities and participation in conferences should be conducted to ensure that the desired goals are achieved.

8. Limitations and Future Research

These difficulties were represented in the challenge of accessing the required pages from Al-Ahram Newspaper due to the age of the study period and their presence on microfilm in the newspaper's archive, as well as the difficulty in reading those pages, most of whose content has faded after more than 40 years since printing. Additionally, some information was ambiguous and lacked clear indications, as some articles in the newspaper contained flexible rhetorical phrases without specifying the size and nature of those events.

These research topics can contribute to a deeper understanding of the role of media in tourism and the impact of tourism conferences on the development of the sector in Egypt:

- **Analyzing the Impact of the ISTA Conference on Tourism in Arab Countries:** A study on how the ISTA Conference activities have contributed to enhancing tourism in various Arab countries, focusing on Al-Ahram's coverage.

- **The Role of Media in Promoting Tourism: A Case Study of Al-Ahram's Tourism Page:** An analysis of how Al-Ahram utilizes its coverage of tourism events and the impact of this on tourism awareness in Egypt.
- **Evaluating the World Tourism Organization's Strategies for Promoting Sustainable Tourism:** Research on how the World Tourism Organization has contributed to developing sustainable tourism strategies, with a focus on Al-Ahram's coverage.
- **The Impact of Global Crises on Tourism: A Case Study of the ISTA Conference:** A study on how global crises have affected tourism in Egypt and Al-Ahram's coverage of these changes.
- **Comparative Analysis of Al-Ahram's Coverage of the ISTA Conference with Other Media Outlets:** An analysis of how Al-Ahram's coverage differs from other media in reporting on the ISTA Conference events.
- **The Influence of Politics on Tourism: A Case Study of President Mubarak and the ISTA Conference:** Research on how government policies in Egypt during Mubarak's era impacted tourism, with a focus on Al-Ahram's coverage.
- **Tourism Development in Egypt After the ISTA Conference: An Analytical Study:** A study on the impact of the ISTA Conference on tourism in Egypt in the years following the event, analyzing Al-Ahram's coverage.
- **The Role of Technology in Enhancing Tourism: Impact on Al-Ahram's Coverage:** A study on how modern technologies have influenced the way Al-Ahram covers tourism events.

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