

Kemetic Yoga Tourism: A Study of Marketing Strategies in Egypt

Yoga tourism has witnessed a consistent development in the recent years. As people around the world become more mindful of health care options, along with an increase in the quality of wellbeing care as a need in the minds of most age groups, The worldwide fascination with yoga has inspired many people to travel in order to practise this activity. Kemetic yoga rapidly evolved into the wonder of yoga tourism, which nowadays is a vital and profitable component of the wellness tourism industry. This unique yoga draws yoga lovers from across the world, according to an official statement released by the tourism minister promoting it internationally. In 2019, Egypt's Ministry of Tourism has collaborated with CNN broadcast to produce a short documentary about Kemetic yoga to highlight wellness tourism in the country. Egypt is unique destination for Kemetic yogis. Although few researches studied Kemetic Yoga as a solid perspective for tourism. This research focused on the examination of marketing strategies that Egypt needs to apply to promote itself as a competitive destination for yoga. Kemetic yoga tourism is a new travel trend in Egypt, promoting a rising touristic attraction and encourage the potential of further research.

Keywords: *tourism, yoga, medical, health care, wellness, marketing, kemetic, Egypt*

Purpose:

This paper focused on the examination of marketing strategies recommended to promote kemetic yoga in Egypt. Nevertheless, to mention, Egypt is the unique competitive destination to practise kemetic yoga.

Methodology

The methodological approach consisted of a constructivist research paradigm, a qualitative methodology and an interview-based data collection method. intense, semi-formal interviews were organized with Kemetic yoga practitioners from different experiences and yoga levels who had travelled to Egypt to practice kemetic yoga.

Objectives of Study:

- To study the motives of yoga practitioners behind visiting Egypt.
- To study the experience of foreign tourists visiting Egypt to practice kemetic yoga.

Findings

The findings agreed that understanding of Kemetic yoga tourism is imperative in the decision of marketing approach embraced by destinations offering yoga tourism because, as the research has appeared, different recognitions of yoga model the basis for particular marketing strategies.

1 Research limitations/implications

2 Future research could expand on the sample size and demographics of the
3 research by investigating, possibly through comparative means, larger groups
4 of more diversified yoga lovers from different nations and backgrounds.

5

6 Practical implications

7

8 It was advised that Egyptian tourism authorities should re-shape their
9 methodology about promoting yoga as a solid attraction. Travel agents should
10 target those looking for an authentic yoga experience and plan a special
11 program.

12

13

14 **Introduction**

15

16 The research aim is to exam the marketing strategies that Egypt is
17 currently implementing to promote itself as a viable yoga destination. The
18 travel industry market for yoga in Egypt is still considered as under-
19 investigated; related studies that consider these kinds of tourist activities in
20 advertising settings are practically nonexistent. This is combined with a
21 significant absence of research that searches precise marketing tactics in
22 international tourism (Riege and Perry, 2000), which is startling assuming that
23 replies in this market are so fundamentally critical for arranging worldwide
24 promoting tactics. (Tse and Gorn, 1993).

25 The purpose of the research will therefore be to investigate the marketing
26 strategies Egypt is currently applying to position itself as a competitive yoga
27 destination within the worldwide tourism market. This study will serve as
28 a pattern for the improvement of more nuanced understandings and theories
29 concerning the promoting of yoga tourism. Additionally, the findings will
30 demonstrate a practical relevance for the Egyptian tourism industry in terms of
31 the development of this market in international contexts.

32 The findings of the research may be valuable in improving Egypt's
33 marketing strategies in order to fulfil the purpose of the study, the following
34 research questions will be addressed:

35

- 36 1) How is Egypt currently being promoted as a kemetic yoga destination?
37 2) What marketing strategies are being used for kemetic yoga tourism in
38 Egypt?
39 3) What is the government bodies role in promoting kemetic yoga tourism
40 in Egypt?

41

42 The remainder of the paper will be designed as follows. The literature
43 review presents a review of Kemetic yoga and how Egypt has been promoted
44 as a yoga destination and presents a logical model of the essential approaches
45 towards this marketing. The procedure area offers preliminary methodological
46 studies in terms of the chosen constructivist study logic, subjective technique,

1 and interview- based information collection strategies. The examination and
2 records gathering approaches are laid out, and the inductive data analysis
3 approach is cleared. The summing-up section gives the conclusions from the
4 study, besides suggestions for supporting experts and future markets.

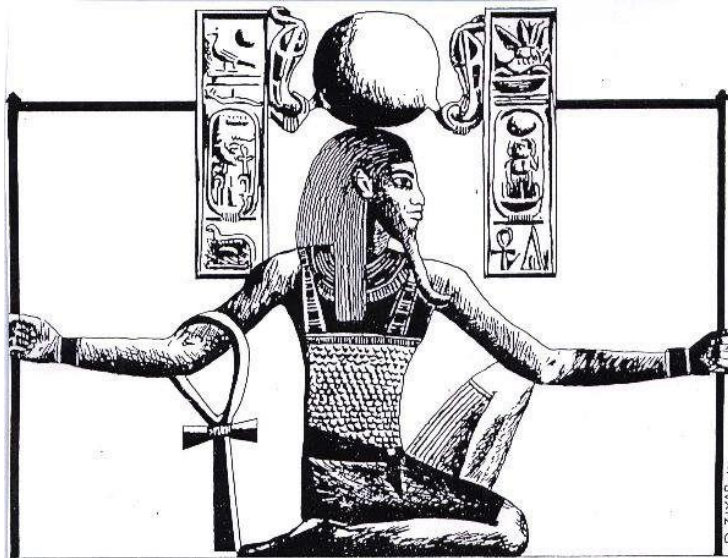
7 **Literature Review**

9 *What is Kemetic Yoga?*

11 Kemetic Yoga origins from the one of the oldest known civilizations
12 which is ancient Egypt, properly called Kemet Kemetic Yoga was created
13 by examining, deciphering and translating the commonly called hieroglyphic
14 writings of Kemet (old Egypt) and the pictures of Yogic stances that are clearly
15 envisioned on the walls of the Kemetic temples. (Yirser Ra Hotep, 2020)

16 Kemetic yoga could be a mending and regenerative yoga framework that's
17 characterized by arrangement of geometrically dynamic postures, that makes
18 arrangement of the spinal column and surrenders with the skeletal strong
19 framework in arrange to relieve stress, increment blood circulation, supplement
20 and oxygen supply to crucial body systems, and to permit inner life drive
21 vitality and cerebral spinal liquid to flow more productively and copiously all
22 through the complete body. (Yirser Ra Hotep, 2020)

24 *History of Kemetic Yoga: the Yoga of Egypt is much older than that found in*
25 *India*



26
27
28 Figure (A) Carved on the back of a wooden chair found in the tomb of
29 Pharaoh Tutankhamen is the image of a man called Shu. Shu represents the
30 concept of breath. His long-curved beard indicates that the ancient Egyptians or
31 Kemetic people viewed him as a Netcher or force of nature. (Shemsu Nebedjer,
32 2007) Within the old Kemetic Logical Framework of Cosmology, Shu Expresses

1 the concept of the breath. It's also the atmosphere that surrounds the Earth and one
2 of the four elements of creation, i.e., earth, air, fire and water. (Shemsu Nebedjer,
3 2007)

4 Egyptologist who studied ancient Egyptian civilization have known about this
5 carving for thousands of years, yet no one ever equated Shu with Yoga. When we
6 do a casual examination of his position and the images carved on the chair
7 which incorporates the sun disk at the beat of his head and two Cobra snakes,
8 the association with Yoga gets to be self-evident. The sun disk on beat of his
9 head compares to the crown chakra or vitality center related to higher insights
10 and enlightenment. (Yirser Ra Hotep, 2001)

11 The cobras relate to two of the three fundamental Nadis which corresponding
12 to Yogic skill are channels through which energy or life force moves, nurtures,
13 and accelerates the human body. The position of Shu and all other numerous yoga
14 positions we see signified in ancient Egyptian sculpture and literature are not
15 exceptional to that culture. (Mangesh A.B., Sarika C., and Kiran C., 2013)

16 The people of ancient Kemet practised a special style of Yoga that originates
17 before the Yoga of India, and the training and idea of Yoga in India was
18 educated by knowledge that came out of Africa. Truth is illustrations of Indian
19 Yoga can be found in old Egypt, but illustrations of ancient Kemetic Yoga cannot
20 be found in India. The conclusion one can draw from this is: The Yoga of Egypt is
21 much more older than that found in India. (Shemsu Nebedjer,2007)

24 **Marketing Egypt as Yoga Destination**

26 Egypt is the authentic kemetic yoga destination, apparently because it is
27 the place from which yoga originates. as the cradle of Kemetic yoga, Egypt is
28 positioned advantageously in promoting this type of tourism. The promotion of
29 Kemetic yoga as a subset of spirituality and wellness, to tap into these
30 motivations, appears to have gained great popularity in yoga international
31 market (Chen et al., 2013). This contrasts with the US yoga market, in which
32 (Lehto et al., 2006) found that “yoga tourists are happy to just visit a sunny
33 place, ideally with a beach or water body around”.

34 Egypt's marketing activities are often based on presenting the destination
35 as a place where achieving historical and archaeological wellbeing tourism is
36 easier than anywhere else in the world. Theoretical discussion shows that this
37 approach follows to a competitor-oriented promoting plan. (Riege and Perry,
38 2000), (Day, 1999; Toyne and Walters, 1989).

39 Another promoting approach is intended as a part of the wellness-related
40 package holidays that usually include spa activates and gourmet food,
41 accompanied by the promise of ‘royal’ treatment provided with modern
42 comforts (Bandyopadhyay and Morais, 2005). Hence, it can be suggested that
43 yoga has become a product that is custom made in order to respond to the
44 expectations of its clients, thus incorporating elements of a consumer-oriented
45 marketing strategy that is differentiated by its market target (Day, 1999;
46 Gamble and Gilmore, 2013)

1 Accordingly, yoga is being promoted as a plan to achieve a healthier self,
2 with stress on physical advantages that it can happen (Askegaard and Eckhardt,
3 2012; Gan and Frederick, 2018). DeMichelis (2007) shows the general concept of
4 the medicalization of yoga to reveal its simplified presentation as a healing
5 activity. Such an analysis may be more engaging to Western tourists who regularly
6 see the activity as part of weight loss, approachability, and conditioning. (Fish.
7 2006) estimates the linkages between recognition and marketing methodologies
8 promoting yoga as an effortless alternative to the normal gym experience.
9 Apparently, such marketing of yoga travel can compare to characteristics of sports
10 tourism, especially since it communicates the physical side of the activity. (Telej,
11 E. and Bet, J. R. 2019), (Audrey G., Jordan R.G., 2013)

12 This approach is aimed to reply to a western demand comprising of tourists
13 who are aware about their physical wellbeing and engaging shape of their body,
14 but not necessarily fascinated by any mental or other worldly self-development. In
15 any case, (Adarsh A., Meenal G., and Raj K. G., 2008) the inverse technique
16 of promoting Egypt as a yoga destination, or more accurately, a holistic
17 destination, has moreover been distinguished (Suresh and Ravichandran, 2011).
18 This is focused on people personal awareness and promotional exercises that offer
19 as an unmodernized, amazing place (an out-of-date and incorrect image of the
20 country) (Maddox, 2015).

21 The four most popular approaches towards marketing yoga as a tourist
22 product of Egypt, identified above, are not only focusing different potential
23 customers, but also compare to different illustrations of yoga holiday, which is
24 presented in Figure 2 below.

25



26

27

28 Finally, Egypt's role as a yoga destination has been discussed and its
29 marketing strategies for yoga tourism have been assessed. It was noted that the
30 country promotes itself as a yoga destination using various reviews of yoga
31 practice, which correspond to the typologies of yoga tourism and are used to
32 target various demands.

1 **Methodology Research Philosophy**

2
3 *Sampling Procedure*

4
5 The research purposive sample group consisted of non-Egyptian yoga
6 practitioners who had travelled to Egypt for the purpose of Kemetic yoga tourism.
7 These participant were decided to be the foremost pertinent for replying the
8 study's three questions as they each had individual opinion of how Egypt has
9 been promoted as a yoga destination, the types of marketing strategies used and
10 how authentic they found these marketing strategies. The identification of
11 participants for interview-based qualitative research can be realised by using
12 existing contacts and this is the most useful method to access interviewees
13 (Easterby-Smith et al., 2008; Johnson, 1975)

14 The researcher therefore used their personal contacts in the yoga sector to
15 invite yoga practitioners to participate if they had been on a yoga vacation to
16 Egypt. Another sampling technique employed for the purpose of this study was a
17 snowball technique, which was used to supplement the numbers of interviewees
18 (Yin, 2011). The utilization of this method can be justified by its usefulness in
19 accruing the requisite quantity of information in situations when obtaining a
20 sufficient number of interviewees appears to be challenging (Blaxter et al., 2006),
21 as was the case in the study due to the limited number of yoga practitioners who
22 travel to Egypt for Kemetic yoga tourism purposes. Therefore, the researcher
23 relied on their initial contacted candidates, asking them to forward the invitation to
24 other participants in their yoga class or other yoga practitioners to which they were
25 associated.

26
27 *Online Interview Design*

28
29 Semi-structured interviews were especially appropriate for the current
30 study as they gave the researcher the chance to understand different points of
31 view within the context of the three inquires (Cachia and Millward, 2011).
32 This strategy further permitted more adaptability due to its less structured nature
33 (Bryman, 2015)- which gave the interviewer the chance to ask participants to
34 explain, clarify or expand on their responses (Arendt et al., 2012).

35
36 *Data Collection*

37
38 The focus of this paper was to investigate Egypt's marketing strategies that
39 target Kemetic yoga practitioners to visit the destination. Therefore, during the
40 online interviews some personal factual questions were asked, aiming to
41 determine a profile of all respondents. Those data are presented in Table 1
42 below.

1 **Table 1. Profile of Interviewees**

	Age/Gender	Marital Status	Occupation	Level
A	48/ F	Divorced	Science Teacher	Advanced
B	42/ M	Widow	GYM trainer	Advanced
C	36/ F	Married	House wife	Intermediate
D	39/ F	Single	Librarian	Beginner
E	23 / F	Single	student	Beginner
F	53 / F	Widow	Flower shop	Intermediate
G	26 / F	Single	Waitress	Intermediate
H	33 / F	Married	officer	Beginner
I	44 / F	Divorced	translator	Advanced
J	31 / M	Single	Officer	Beginner

2

3 Five of the initial six people approached agreed to take part in the study.
4 Another five respondents were selected using the snowball technique detailed
5 above, with a total of ten yoga practitioners

6 taking part in the interviews. As we looked for to relate a extend of points of
7 views to investigate the three inquiry questions, we analyzed for diversity in our
8 sample of interviewers.

9 Therefore, as shown in Table 1, the interviewees varied in different statistic
10 functions. Firstly, the age of the participants extended from 25 to 55 years old. In
11 this research, females are more than males, which made the study not fair in terms
12 of sex. Nevertheless, this may emphasis the concept that women are more
13 dominant than males in practising yoga, (Bankar et al., 2013; see Ross et al.,
14 2013). Most of the kemetiic yogis too varied in terms of profession and the sample
15 too represented diversity in terms of marital status, yoga type, and' level
16 of progression

17 All ten interviews conducted in America and were conducted online. The
18 duration of each interview was between 20 and 30 minutes and all of them were
19 digitally recorded. Sample interview questions included “How do you perceive
20 Egypt as a yoga destination? Does Egypt has any advantages over other yoga
21 destinations?” “How likely are you to recommend land of pharaohs trip to a
22 friend?”, and “Have you come across any marketing activities advertising Egypt as
23 a unique yoga destination? If so, do you think they are successful?”. All the
24 interview recordings were transcribed verbatim in order to prepare for the
25 subsequent analysis of the interview data, as detailed below.

26

27

28 **Data Analysis**

29

30 It is suggested that inductive reasoning delivers an easily applied and
31 systematic set of procedures for interpreting qualitative data (Thomas, 2006),
32 which can generate reliable and valid findings. Thus, there are several reasons why
33 the inductive approach was selected in 15 practitioners with the aim of this study.
34 Initially, as such thinking rejects reference to any grounded suggestions toward the
35 start of the study, while directing the meetings preference was bypassed and the

1 information were interpreted with a new opinion, without contrasting the reactions
 2 of the members with any past examinations. Thusly, the primary research began
 3 from perception of the individual practices of the interviewees and afterward it
 4 moved from their practices to a broader suggestions about their experiences.
 5 (Bernard, 2011).

6 This strategy was arguably the most appropriate for this study, particularly as,
 7 concerning its innovative and complex nature, it facilitated new perceptions about
 8 the relevance of Egypt’s promotional activities targeting kemetic yoga
 9 practitioners. Research dependent on subjects being built up in the information, as
 10 opposed to on any theoretical structures utilized in the research (Creswell, 2013;
 11 Thomas, 2006), would seemingly convey practical importance for the Egyptian
 12 travel industry market as this would be customer-concentrated and would reflect
 13 the newest trends in travelling for kemetic yoga.

14 The analysis software NVivo 11 was utilised to code the interview data, as it
 15 is recognized as the benchmark computer-aided analysis package for qualitative
 16 data analysis (Bazeley and Jackson, 2013). Findings The analysis of the interview
 17 data has revealed a broad range of opinions and insights in relation to key topics
 18 associated with the objectives of the study. This section will now present the key
 19 findings, with direct quotations from the interviewees.

22 **Spiritual Perspective of Kemetic Yoga Tourism in Egypt**

24 Spiritual aspects of kemetic yoga tourism in Egypt the observational
 25 information confirmed classification of travelling for yoga in categories of sport
 26 and spiritual tourism, with aspects of wellness incorporated into both (Chen et al.,
 27 2013). In the cases mentioned above, wellbeing is concept in different ways: for
 28 some, it is linked with activities that are “still mainly physical” (Interviewee B),
 29 while others interfered with this concept as related to a “highly spiritual practice”
 30 (Interviewee E). The contrasts come about from each of the respondents having
 31 their possess individualized understanding of the world (Bryman, 2015), which is
 32 fully recognized by a constructivist point of view. When examining the
 33 experimental information, a certain tendency was noted: long-term yoga
 34 practitioners were more likely to perceive their practice as a ‘spiritual one’ than
 35 beginners, a fact that may be useful when creating a promotional campaign for any
 36 yoga destination. The findings also settled that some yoga specialists perceive
 37 travelling for this activity considered as a “personalized spiritual journey”
 38 (Interviewee A). To effectively target these people, Egypt is actively promoting
 39 itself as a spiritual destination, so accord between marketing and motivation can be
 40 observed here.

43 **Sport and Wellness Perspective of Kemetic Yoga Tourism in Egypt**

45 Based on the kemetic yoga practitioners replies from the interview, aside
 46 from spirituality, sports tourism also links with the category of wellness

1 because physical activeness is often perceived as a wellbeing-related area.
 2 (Interviewee H) commented that “I Like to move and explore the country
 3 freely – trying other sports and staying active would be a great experience to
 4 my yoga tour.” It appears that the perception of a yoga vacation as a wellness-
 5 related holiday was the most common, with (Interviewee F) stating that “When
 6 I started playing Kemetic yoga, I started to look deep into my inner self, get to
 7 know myself better.” Moreover, it seems that promoting yoga either as part of
 8 wellness holidays or as an equivalent to gym exercise reflect some of kemetic
 9 yoga practitioners’ understandings of this activity; two of the respondents
 10 perceived the practice as one of those categories. Thus, Analyzing data from
 11 the replies received recommend that, in the kemetic yoga context, the category
 12 of wellness tourism should be broadened to incorporate the recreational and
 13 sportive dimension of kemetic yoga.

14
 15

16 **Educational Perspective of Kemetic Yoga Tourism in Egypt**

17

18 The researcher didn’t find any of the promoting approaches adopted by the
 19 country seemed to directly target people who want to expand their yoga-related
 20 knowledge. This finding was unpredictable, given that Interviewee J stated that
 21 “ Reading more about yoga and learning the positive effect on playing it, “I am
 22 truly enthusiastic about studying yoga, get some answers about its various
 23 styles and give them a shot”. Perhaps, the strategy that most closely links to
 24 this educational search is the promotion of the authenticity of the yoga
 25 experience, as this implies that yoga practised in Egypt is due to it being
 26 “deeply rooted in Egyptian culture” (Interviewee A). It was also determined to
 27 be ‘better quality’; therefore, it may attract those who are interested in yoga
 28 education. However, the educational aspects of yoga travel appear to be
 29 disregarded by Egypt’s tourism markets. In fact, it is assumed that yoga is sold
 30 as a component of a travel industry product intended to react to some wellbeing
 31 related necessities of the country’s visitors, however which doesn't react to the
 32 more extensive conceptualization of prosperity that mixes different parts of
 33 healthy lifestyle.

34

35

36 **Social Perspective of Kemetic Yoga Tourism in Egypt**

37

38 Examining Egypt’s promotion of itself as an attractive yoga destination,
 39 the aspect of socialization is present in the approach that promotes yoga as a
 40 recreation-oriented activity. This strategy is often accompanied by pictures
 41 illustrating yoga classes attended by smiling, attractive people. Such an
 42 approach aims to target those who compare the practice with gym activities and
 43 their main aim is to acquire physical benefits from it. By introducing an
 44 association with fitness classes, promoting yoga in this way can be argued to
 45 respond to the people needs who are simply searching for ‘good company’
 46 during their yoga holidays. For instance, Interviewee B commented that “If I

1 go on such type of vacation, I have to be sure that there are great people to
 2 spend time with as I am a very social person”. Nonetheless, with regards to
 3 marketing yoga as far as spiritual tourism, it is commonly promoted as an
 4 activity rehearsed in isolation, most likely intending to feature its intelligent
 5 nature. Consequently, the promoting activities do not obviously perceive the
 6 link between the desire for spiritual illumination and the need to socialise,
 7 which has been built up by analysing the interviewees' reactions. Advertisers
 8 seem to consider yoga networks in Egypt, neglecting the way that they are
 9 regularly critical to those looking for spiritual improvement in yoga.

10

11

12 **Conclusions**

13

14 This paper set out to investigate the marketing strategies that Egypt is
 15 currently applying to position itself as a competitive yoga destination in the
 16 worldwide tourism market. To achieve this purpose, we have examined the
 17 relevant academic literature, recognised three original research questions and
 18 conducted an in-depth experiential study with yoga practitioners who have
 19 travelled to Egypt for yoga tourism destinations. As a result of the analysis of the
 20 interview data, and the presentation of our key findings and discussion, we now
 21 present our conclusions to the three research inquiries.

22 The first research inquiry of the research asked how Egypt is currently
 23 marketed as a kemeti yoga destination. The findings of this research have
 24 prompted the re-situating of yoga tourism in Egypt, utilizing an interesting
 25 combinative methodology where a more thorough idea of wellness is compared
 26 against an absence of spiritual referring for marketing strategies. This indicates
 27 that, in this case, the academic discussion for organising wellness yoga into the
 28 branding of the ‘Egypt experience’ (Chen et al., 2013) is not entirely
 29 interchangeable; however, the belief stands. The research also emphasis that
 30 understanding of kemeti yoga tourism is important in the decision of advertising
 31 approach adopted by destinations offering yoga retreats , as the research has
 32 shown, different view of yoga structure the information for exceptional marketing
 33 focusing on perceptions of yoga form the data for special promotional targeting.

34 However, our findings illustrate that this disregards the fact that the concept of
 35 wellness can be included in both sport and spiritual activities, which extends
 36 beyond the insignificant concept of expensive holidays. (Telej, E. and Gamble, J.
 37 R. 2019) In doing as such, the current study suggests new bits of knowledge into
 38 the spirituality logic of kemeti yoga, which may serve the related Egypt yoga
 39 tourism regarding repositioning its advertising methodology to the spirituality of
 40 yoga wellness tourism. (Ertimur and Coskuner-Balli, 2015).

41 The second research question of this study asked what marketing plans are
 42 being used for kemeti yoga tourism in Egypt. This research revealed how the
 43 yoga-related images most associated with the charm of pharaohs, which also
 44 relates to Egypt’s unique heritage and reflects its potential in tourism marketing
 45 strategies. our data analysis also shows that additional attractions of a yoga
 46 destination are natural beauty and aesthetically pleasing food, which are not

1 commonly attributed to Egypt as the country's marketing strategies do not
2 obviously focus on these aspects.

3 As this critical hole has now been recognised, we think that the
4 picturesqueness of the country and its food have important potential to be
5 combined into yoga-related marketing strategies. Our practical findings have also
6 determined that wellness can also refer to the kind of sport tourism, which does
7 not appear to be previously included in Egypt's marketing strategies. In doing so,
8 we prove that discussions of kemetic yoga practice have an impact on the purpose
9 of marketing strategies.

10 The final research inquiry of this study asked what responsibilities does
11 government play in kemetic yoga tourism marketing strategies in Egypt. The
12 detailed academic evaluation of the country's marketing strategies has advanced
13 prior related research by identifying four main ways, three of which relate to the
14 understanding of yoga tourism –wellness, sport and spiritual tourism – while the
15 fourth is concerned with the authenticity of the yoga experience. In performing so,
16 we have explained how the motivations of yoga tourists are only partly targeted
17 through a similar strategic marketing approach (Telej, E. and Gamble, J. R. 2019)
18 Moreover, although Egypt's tourism ministry is attempting to target tourists
19 interested in a 'holistic' kemetic yoga experience.

20 Based on this prior research, it has now been discovered that travel agencies in
21 Egypt create certain models that they closely adhere to, such as joining education
22 with holistic experience and socialising with the interpretation of yoga as a
23 recreation-oriented activity. This research, however, questions the value of this
24 strategy, as the practical data have proved that various analysis of yoga and
25 approaches towards the marketing strategy consolidate. We accordingly conclude
26 that marketers should also be more adaptable with their approaches to more
27 correctly react to the needs of the market concerned.

30 **Recommendations**

31
32 As a conclusion of the earlier outcomes, some recommendations are now
33 suggested that the Egypt ministry of tourism may find benefits in the additional
34 development of yoga tourism in the country. Firstly, it can be assumed that the
35 more holistic the marketing plans are, the more precisely they will correspond
36 to the trend for whole lifestyles. Therefore, we suggest that approaching only
37 one aspect of yoga tourism may be worthless in successfully responding to the
38 motivations of the market. For example, a sole focus on 'spirituality' in
39 improvement could be insufficient in attracting yoga tourists. Therefore, we
40 recommend that a greater emphasis be placed on all dimensions of yoga, with
41 the idea of wellness combined into all of them.

42 This research also illustrates that introducing kemetic yoga as an essential
43 part of travelling to Egypt experience which has a vital potential to become not
44 only promoting as a yoga destination, but also as an attractive holiday
45 destination. We suggest that this can be realised by combining more yoga-
46 related information into marketing campaigns engaged by the Egyptian tourism

1 Industry, such as “Land of pharaohs yoga tour, Relax like pharaohs, live
2 pharaohs life”, or by creating Kemetic yoga centered advertising that will show
3 various features of the activity, together with other assets of the country, as an
4 competitive tourist destination. We discuss that such a combinative method
5 would be beneficial in reaching a wider range of potential yoga vacationers as
6 it targets a wider range of tourist needs. Ultimately, we advise that Egypt’s
7 tourism marketers re-design their strategy concerning an ‘authentic’ yoga
8 experience.

9 Our respondents perceived that very often the image that the country is
10 promoting of itself is obsolescent; therefore, it is arguably confusing for those
11 who visit the country for the first time and consequently, customer satisfaction
12 could be negatively affected. Resultingly, it is vital that Egypt’s tour operator
13 and agencies targeting those searching for an authentic yoga experience use
14 imagery that is realistic. Presenting the country as a culturally distinct and
15 heritage-rich destination will assuredly evoke the interest of potential visitors.
16 Nevertheless, this should still be a picture of ‘real’ Egypt without
17 glamorisation. In this way, Egypt ministry of tourism would advertise the
18 authenticity of the entire ‘Kemetic yoga experience’. This will mark the
19 promotional attempts as more holistic and trustworthy and more likely to
20 achieve consumers’ appreciation.

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