The Impact of Guerrilla Marketing On Tourism Destination Image

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Abstract

Guerrilla marketing focuses on reaching the target audience in an original and surprising way with low cost- or even no-cost and therefore maximizing return on investment rate. The prime objective of this research is to investigate the impact of guerilla marketing on tourism destination image. To achieve this objective, 450 questionnaires were distributed on a random sample of managers and employees who are responsible for marketing in the Egyptian travel agents, while 396 questionnaires were found usable for analysis. The results showed that guerilla marketing has a strong and significant impact on the tourism destination image.

Keywords: Guerrilla Marketing, Tourism Destination Image, Destination Marketing.

1- Introduction

Due to global competition on the tourist market, Egyptian administration finds it difficult to increase the expenditure on the marketing in the light of current circumstances witnessed by the Egyptian economy. In addition to the lack of the budget, the marketing methods followed by the Egyptian ministry of tourism and Egyptians tourism authority are ineffective traditional strategies. The American Jay Conrad Levinson created the term Guerrilla marketing in the 1980s, meaning unconventional marketing that uses campaigns or strategies to make a significant promotional effect. Guerrilla marketing comes from military- and warfare-related terminology. It means that this kind of marketing is much more aggressive than the classical kind, and the marketers aim to affect the consumers' emotions on a deeper level.Guerrilla marketing focuses on reaching the target audience in an original and surprising way with low cost- or even no-cost (Levinson, 2007).

2-Literature review

2-1 The origin and Definition of GuerrillaMarketing

The American, Jay Conrad Levinson coined the term Guerrilla marketing in the 1980s, meaning unconventional marketing that uses campaigns and/or strategies to make a significant promotional effect. At the beginning, guerrilla marketing was very popular among small businesses because of the small budget investments, which provided big results. Today, larger companies also use the concept of guerrilla marketing. Guerrilla marketing tends to be very eye- catching and surprising for the customers. It makes the customers feel attraction to the company resulting in customers coming to the company, instead of the company constantly trying to get the customers' attention (Hutter& Hoffmann, 2011).

The concept of guerrilla marketing was first introduced by Jay Conrad Levinson in his book Easy and Inexpensive Strategies for Making Big Profits for Your Small Business in 1984. Through teaching a course in entrepreneurship at the University of California, he was inspired to write a book about simple, low-cost methods of marketing (Levinson, 2007). Assets such as imagination, creativity and time are required in guerrilla marketing, rather than financial resources (Levinson, 2007). He describes guerrilla marketing as an alternative way of marketing and aligns it totraditional marketing.

Marketing is defined by Armstrongetal.(2012) as the process by whichcompanies create value for customers and build strong customer relationships in order to capture value from customers in return. Similarly, the American Marketing Association (2013) defines marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.It more vaguely, as the art of getting people to change theirminds - or to maintain their mindsets if they're already inclined to do business with you.

In contrast, Levinson (2007) asserted that guerrilla marketing is promotional tool. Traditional promotional tools include advertising, public relations, sales promotion, personal selling and direct marketing (Armstrong etal., 2012). These are used by a company to persuasively communicate customer value and build customerrelationships to create awareness about a product or brand, create brand loyalty and generate sales. By categorizing guerrilla marketing as a separate promotional tool, align it with advertising, public relations, sales promotion, personal selling and direct marketing. Thesepromotional tools are also referred to as the promotional mix and the marketing communications mix .Promotion is one ofthe four P's of the marketing mix, along with product, price and place, and is used to create value forthe customer (Boone &Kurtz, 2009). The guerrilla marketing more specifically as an umbrella termfor unconventional advertising campaigns which aim at drawing the attention of a large number of recipients to the advertising message at comparatively little costs by evoking a surprise effect and a diffusion effect.

2-2 The Difference between Guerrilla marketing and classical marketing
There are a lot of differences between guerrilla marketing and classical marketing approach. Understanding these differences is crucial to understanding guerrilla marketing.

One of the important differences is the engagement of resources. In the classical approach, the key requirement is money whereas in the guerrilla approach time, effort, creativity and knowledge are much more important. This enables Small and mediumcompanies to compete with bigger businesses. This naturally leads to another difference – guerrilla is designed for Small and medium-sized enterprises (*SMEs*) whereas classical marketingintended for big companies. However the big companies are also the exploring possibilities of new marketing strategies (Kotler, 2000).

Guerrilla marketing is relatively easy to implement. Most of Levinson's books are addressed to business owners and not to marketing professionals. His idea is to free marketing from its mystical and intimidating appearance, giving control of all marketing process over to the entrepreneur. Every process of the company is measured and special key indicators show how successful a particular move was. The same has gone for marketing where the key performance indicators show if an advertising campaign or pricing policy went well. In the classical approach the success of marketing is usually measured by an increase or decrease in sales, while guerrilla marketers search for a shift in the profits rate instead (Conrad, 1984). Classical marketing is generally based on professional expertise, namely the experience of the marketing team and their judgment, while guerrilla marketers base their decisions mainly on psychology and human nature (Kotler, 2000).

In addition, the way in which classical and guerrilla marketing grow varies. Classical marketing aims to grow the business in a rather linear pattern and in a second stage diversify it. Its marketing actionis more expensive since it focuses on growing the customer base alone. The numbers of purchase transactions increase but not necessarily their value. At the same time guerrilla marketing concentrates on the continuous growth of the market share and the progress is geometrical. The key issue in that matter is the performance indicator the guerrilla marketers search for a higher profit not a larger customer base (Tamilia, 2009).

The best way to achieve this objective is to convince existing customers to buy more, more frequently and utilize their positive feedback to gain more customers.The aim of guerrilla marketing companies is to follow up and maintain a constructive relation with their clients. Most businesses using traditional strategies neglect this issue. About 69% of businesses in the United States ignore their customers after a purchase is made .Well planned and executed post-purchase marketing is a major contribution in reaching the goals presented in the previous paragraph. Moreover, guerrilla marketing helps in establishing a long term personal connection with the client and plays a significant role in gaining customer loyalty (Ferguson, 2008). Another main difference is the perception of the competitors.While the classical approach seeks for a way to undermine and obliterate the rivals, guerrilla marketers see them as potential partners. Exploring andFinding relations can be an asset to any company. Naturally this attitude applies best to companies which produce or deliver services that are compatible with their product, but guerrilla marketing proves that even the biggest competitors can benefit from cooperation (Hsu, 2011).

Classical companies make sure that the customer knows the company, its name and products. The company is what matters. Guerrilla companies are heading to the opposite direction. Guerrilla companies are personalized, which means that the owner or the person who leads the company is the advertised 'object'. The company's brand is very important but it is the people working at the company who create it. The company's ownersare its brands to the same extent as the company's names

There is a significant difference in attitude towards the customer in classical and in guerrilla marketing thinking. The former depends on what the customer can give to a company – "how much can he spend? How much money can we earn?" The anther rather asks "what can a company give to the customers?". All further marketing strategies are based on that thinking (Ferguson,2008). In the classical approach the emphasis is placed on advertising, while in guerrilla marketing the advertising always goes together with other ways of catching the customer's attention. Crucial is the usage of non-classical media and interaction with customers. Classicalmarketing can be compared to a monologue, where the communication is one way whereas guerrilla marketing tends to be an open dialogue (Ujwala, 2012).

Guerrilla marketing embraces the use of technology. It is the important communication tool utilized and can be extremely useful in advertising, especially when reaching a younger audience. Classical marketing relies heavily on proven advertising vehicles like newspapers, TV, billboards, celebrity endorsement, etc. (Ferguson,2008).

This is another distinctive feature of classical marketing. The usage of primary media is rather impersonal and aimed at larger groups while guerrilla marketing tries to use different tools to send a personal message to the specific target group. Advertisements are one example of those tools. Every single aspect of customer relation & brand perception can be considered as tool as well. As a result guerrilla marketing gives entrepreneurs multiple effectives and money saving tools that can be prepared and managed by a business owners (Wongki, 2009).

3-Destination Image

3-1 Definition of Destination Image

While some individuals have a positive image about a destination, others have a negative one. Some decide to spend their holidays at a certain place, others choose another one. What influences these individual differences? Questions like these have been in the focus of research in several disciplines such as social psychology, sociology or marketing, all using the concept of image.In tourism research, images are more important than any tangible resources because what motivates consumers to act or not to act are perceptions, rather than reality .

It is problematic to determine an exact meaning of tourist destination image (TDI). The definition of image and its components varies among researchers and there is still no consensus. In fact, there are almost as many definitions of image and attempts to conceptualize it, The term has been used in a wide variety of contexts including those relating to the destination images projected and delivered by tourism promoters, the "stereotype" image of a destination held by public, as well as the unique destination image held by each individual. The most commonly cited definition of destination image is that by Crompton (1979) the sum of beliefs, ideas and impressions that a person has of a destination.

The term image is used to represent a simplification of a larger number of associations and pieces of information connected with a place. This definition is related to the individual, but from a marketing point of view, one has to be aware of the fact that images can also be shared by groups of people. This understanding allows the segmentation of markets and subsequently facilitates the formulation of appropriate marketing strategies (Wongki, 2009).

3-2 The dimensions of destination image

Destination image consists of functional characteristics, relating to the more tangible aspects of a destination, and psychological characteristics, concerning the more intangible characteristics (Kotler, 2000). Generally the decision making process depends on people's perception of products as both individual attributes on the one hand and holistic impressions on the other. Moreover the functional characteristics are directly observable and measurable, like for example prices. Psychological characteristics, on the contrary, cannot be as easily measured. An example for these features would be the atmosphere or staff friendliness (Echtner& Ritchie, 1991).

Based on these notions, the attributes/ holistic and the functional/ psychological axes are just as well applicable in a tourist destination image concept. When uniting the two axes into a two-dimensional model, then there would be four components of destination image: a functional-holistic image (eg. a mental picture of the destination's physical characteristics), a psychological-holistic image (eg. the general feeling an individual has about the atmosphere at the destination), a functional-attribute image (eg. high prices, warm climate) and a psychological-attribute image (eg. general safety, friendly local people). However, as shown in the figure (1) an additional dimension, ranging from common to unique (Echtner& Ritchie, 1991).

Subsequently, the model should be envisaged in three dimensions. It is suggested that destination image should be defined and measured along these three dimensions:

Attributes -Holistic

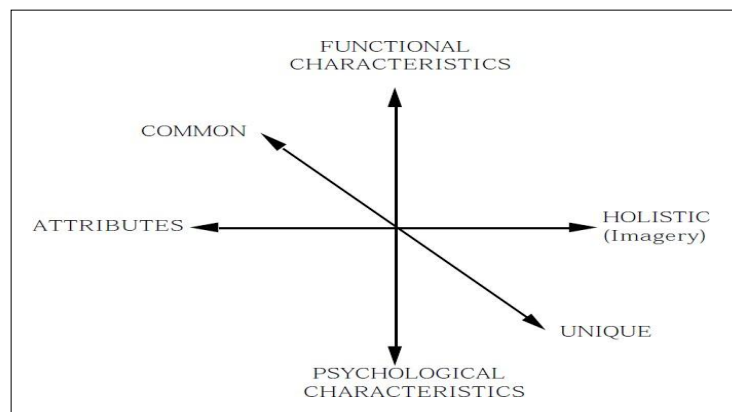Functional -Psychological

Common -Unique

Figure (1): The components of destination image
Source: Echtner& Ritchie, 1991.

According to the model, destination image is separated into two different components, namely attributes and holistic. Each one of these components can then comprise functional or psychological characteristics, which could again reflect common or unique features of a destination

Still, this third dimension implies that "images of destinations can range from those 'common' functional and psychological traits to those based on more unique features, events, feelings or auras". In other words, on one end of the continuum, the destination image is composed of common features on which different destinations can be compared and evaluated, such as the price level or staff friendliness (Rezende *et al*., 2003). These characteristics can be of functional or psychological nature. On the other end of the continuum, destination images are unique to each destination. In a tourism context, truly unique functional characteristics are not hard to provide, they exist at any destination: exceptional monuments, sights, symbols or distinctive landscapes. Hence, Paris might evoke an image of the Eiffel Tower, Egypt the pyramids, and so forth. On the other hand, destinations are often distinguished by distinctive ambiences. When it comes to unique and intangible atmospheres, Paris, as an example, is often perceived as romantic (Rezende *et al*., 2003).

However, it should be recognized that there are undeniably certain overlaps between the divided sections of the model. In other words, impressions are influenced by each other. For example, perceptions of individual destination attributes might be influenced by overall feelings and impressions about it. In return, holistic impressions are probably almost always based on combinations of numerous attributes. Furthermore, the line between functional and psychological characteristics is not very clear. Hence, it is somewhat complex to categorizeimages, such as for example perceived cleanliness, as a complete functional or complete psychological attribute, as it would mostly be a mix of both, situated somewhere along the continuum (Tasci & Gartner, 2007).

3-3 Destination Marketing

The notion that destination image and destination marketing stand in a close interrelationship to each other has appeared in nearly all articles and works studied (Rezende *et al*., 2003). Only during the last three decades the marketing of places has received increased interest and the field has accordingly become more sophisticated. This development is to some extent due to globalization and the ever increasing number of international transactions, which obviously have an impact on the competitiveness of places (Baker & Cameron, 2007).

According to the United Nations World Tourism Organization UNWTO (2004), destination marketing covers all the activities and processes to bring buyers and sellers together; focuses on responding to consumer demands and competitive positioning; is a continuous coordinated set of activities associated with efficient distribution of products to high potential markets; involves making decisions about the product, branding, the price, market segmentation, promotion and distribution.

Destination marketing facilitates the success of tourism policy, which should ideally be in line with the strategic plan for overall regional development. Destination marketing involves using tourism for reasons like improving the overall image of the area in order to attract industry, increasing infrastructure that can also be used by the local community, achieving changes in the environment, or giving the locals more pride in their area. Thereby, tourism is often used as a means to an end rather than an end in itself. Anyhow, the fact that marketing has the power to positively influence destination development is widely acknowledged (Baker & Cameron, 2007).

3-4 The interrelationship between the destination image and marketing

Generally, marketers' strong interest in the concept of destination image is based on the simple fact that it relates to decision-making and consequently to profitable sales of tourist products and services. National tourist offices often study the images held by potential visitors and use the results for market segmentation, brand development and subsequent promotion campaigns. In most cases, the potential visitors have never been at the destination before they decide to purchase the travel product. Due to this intangibility, the marketing mix, and especially the pricing component, plays an important role when it comes to the image of a destination (Buhalis, 2000). Imagery can also be used to increase past visitors' remembered satisfaction with the place. In that case, the aim is to encourage repeat visits and purchases, it is essential to know at what point images actually influence the consumer's selection of a particular destination instead of another place (Baker & Cameron, 2007).

In fact, individuals are aware of a multitude of destinations and hence hold a unique image of each of them. As there is a huge number of destinations available, only successful marketing and branding can differentiate them from each other. The immense significance of image for marketers in saying that it is one of the few instruments that can help differentiate a destination from its countless competitors in today's increasingly competitive market (Molina *et al*., 2010).

The individuals can form images of a destination even without ever having been there, or also without having been exposed to any kind of commercial information about that place. In this context, measuring and using these basic images would be very beneficial in designing marketing strategies. Along these lines, the strengths and weaknesses of the particular existing image could be addressed more effectively through an appropriate marketing strategy (Hudson & Ritchie, 2009). Consumers' images are regarded as a fundamental part of the touristic product or brand and often even deemed to be the basic foundation for all forms of marketing activities .The ultimate goal of destinations in conducting marketing is the attraction of tourists through influencing their decision-making and choice. Therefore, researchers are in consensus about the utmost importance of image for a destination's success in tourism (Baker & Cameron, 2007).

Considering this high significance of image for marketing reasons, destination marketers clearly need a better understanding of how images are formed. Only then, they can identify target groups and decide which image should be shown to which market segment. Especially motivation factors have tobecarefully studied, so that the most significant motivators can be incorporated in marketing communication (Tasci & Gartner, 2007).

Destinations spend a considerable amount of money and time into the effort to create and boost a positive image. Focusing on the most essential destination attributes and tourists' motivators would certainly result in a higher efficiency in advertising and promotion expenditures as well as a higher effectiveness in the ultimate goal of attracting tourists to a destination. Since there are changes in destination image before and after visitation, it is desirable for marketing purposes to separate the images of those who have visited and those who have not yet been at the destination in question .even if a target group already has an image of a place, marketing is capable of reinforcing it (Tasci & Gartner, 2007).

Baker and Cameron (2007) explained the difference between destination identity and image. The identity is how a certain place wants to be perceived and a set of specific brand characteristics that destination marketers think would differentiate their destination from its competitors.On the other hand Image is the sum of impressions and beliefs that people have of a place.

4-Methodology

This part will submit the research methodology chosen to address the overall aim, which is to explore the impact of traditional and guerilla marketing on tourist destination image. As well as, this part presents the tool that used to collect the required information for this study. In addition, the pilot study, population and the sample of this study. Finally, the method of analysis will be explained.

4-1. Questionnaire design

The researchers used questionnaire instrument to collect statistical data about the respondents' characteristics, traditional, guerilla marketing and the Egyptian tourist destination image. A self –administrated survey questionnaire was used in order to collect the needed data.

The questionnaire used in this study was involved three sections. Section one included the respondents' characteristics. This section included gender, age, education level, job position, and work experience. Section two consisted of 6 items to evaluate the guerilla marketing in the Egyptian tourist destination. Finally, section three included 35 items derived from Byon and Zhang (2010); Rajamohan et al. (2016) and Arslanova *et al.* (2017) to assess the Egyptian tourist destination image.

Section two and three used a five-point Likert scale of agreement (5= strongly agree; 4= agree; 3= neutral; 2= disagree; 1= strongly disagree).

According to Nunnally (1978), the reliability coefficient of 0.70 or higher is considered "acceptable" in most social science research. The Cronbach Alpha reliability for variables and the tests indicated that the reliability coefficients for variables were above 0.81, which shows that the instrument is reliable for being used.

4-2 Population and Sample

According to the ministry of tourism (2018), there are approximately 2218 travel agents category A in Egypt, which deals with all tourism business activities in Egypt.This study focused on the travel agents category A in the Greater Cairo. The selected sample in the current study was employees who are responsible for marketing in the Egyptian travel agents (Category A) in the Greater Cairo. The questionnaires were distributed face-to-face by the researchers. The questionnaires were distributed during the period from October 2018 to January 2019.Saunders et al. (2009) stated that when the population size is between 10000-100000 with 5% of margin of error, the sample size is between (370-383).418 questionnaires were collected of 450 distributed. 396 of them were valid and had no missing data, while the other 22 were invalid because of missing data and they were excluded from all computation.

4-3 Data Analysis

The Statistical Package for Social Sciences (SPSS) for Windows v.25.0 and SAS v. 9.1 were used to analyze the data collected. The statistics techniques used in this study are:

- Cronbach alpha (By SPSS) to assess the reliability.
- Descriptive analyses were performed to investigate the frequency distribution of responses to the relevant questions, Std. deviation and mean (By SPSS).
- Correlation analysis is used to examine the relationships between two or more ordinal or scale variables, and depict the strength and direction of the linear relationship between two variables (By SPSS).
- Simple linear regression is used to indicate the impact of independent variable on dependant variable (By SPSS).

5. Results

5-1 Descriptive analysis

5-1-1 Demographic Characteristics

Table (1) respondents' demographic characteristics

Item	Freq.	%
Gender		
Male	319	80.6
Female	77	19.4

Age		
Less than 30 years	5	1.3
From 30 up to 40 years	86	21.7
From 41 up to 50 years	112	28.3
More than 50 years	193	48.7
Education		
Bachelor	366	92.4
Diploma	24	6.1
Master	6	1.5
PhD	-	-
Other	-	-
Job		
General manager	28	7.1
Chairman	42	10.6
Assistant sales manager	114	28.8
Marketer	21	5.3
Sales manager	191	48.2
Work experience		
< 3 Years	5	1.3
3-7 Years	47	11.9
8-12 Years	94	23.7
13-17 Years	122	30.8
> 17 Years	128	32.3
Total	**396**	**100**

Regarding the respondents' gender, table (1) indicates that the vast majority of respondents are male by 80.6% (319 respondents), while females represent only 19.4% (77 respondents) of the sample. As for age, about 48.7% of respondents are more than 50 years, while 28.3% are between 41 and 50 years and 21.7% are between 30 and 40 years. Finally, only five respondents with a percentage of 1.3% are less than 30 years.

Table (1) also shows that the vast majority of respondents has a bachelor degree (92.4%), while respondents who have diploma represents 6.1% and only 1.5% of respondents have master degree. No one of respondents have PhD degree. As for job, 48.2% of respondents are sales manager. In addition, 28.8% are assistant sales manager. While, 10.6% are chairman. Also 7.1% of respondents are general manager and finally, 5.3% of the sample is marketers.

Additionally, table (1) illustrates that 32.3% of respondents have experience in travel agents more than 17 years. Also, 30.8% of respondents have experience ranging from 13-17 years, while 23.7% of respondents have experience between 8 and 12 years. As well as, 11.9% have experience ranging from 3-7 years and finally, 1.3% has experience less than 3 years.

5-2Guerrilla Marketing
Table (2) descriptive statistics of guerilla marketing

Items		Agree degree					Mean	SD
		1	2	3	4	5		
Guerrilla marketing communication strategy focuses on low-cost budget but it yields maximum results.	Freq.	33	28	14	188	133	3.91	0.97
	%	8.3	7.1	3.5	47.5	33.6		
The important aspect of guerrilla marketing tactics is the need to attract maximum customer attention with minimum costs.	Freq.	45	27	20	94	210	4.00	0.88
	%	11.4	6.8	5.1	23.7	53		
Optimizing your limited budget is the way to get high-impact from marketing plan	Freq.	34	36	31	101	194	3.97	1.04
	%	8.6	9.1	7.8	25.5	49		
Guerrilla marketing is characterized as being more creative and eye-catching than traditional marketing	Freq.	38	28	10	204	116	3.84	1.13
	%	9.6	7.1	2.5	51.5	29.3		
Guerrilla marketing is much more aggressive than the traditional kind, and the marketers aim to affect the consumers' emotions on a deeper level	Freq.	48	15	19	109	205	4.03	0.84
	%	12.1	3.8	4.8	27.5	51.8		
Guerrilla-marketing communication requires time, energy and imagination, as well as a low budget.	Freq.	41	26	14	98	217	4.07	1.14
	%	10.4	6.6	3.5	24.7	54.8		
Guerrilla Marketing							3.97	0.98

Table (2) indicates that the agreement level of respondents with all statements of guerilla marketing was positive with mean (3.97) and standard deviation (.98). In more details:

- 321 of respondents by 81.1% illustrate that guerrilla marketing communication strategy focuses on low-cost budget but it yields maximum results. While, 61 of respondents by 15.4% show that guerrilla marketing communication strategy does not focuses on low-cost budget and it yields minimum results. The mean of item (Guerrilla marketing communication strategy focuses on low-cost budget but it yields maximum results) is 3.91 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .97 which means that it is small.
- 304 of respondents by 76.7% reveal that the important aspect of guerrilla marketing tactics is the need to attract maximum customer attention with minimum costs, but 72 of respondents by 18.2% say that

the important aspect of guerrilla marketing tactics is not the need to attract maximum customer attention with minimum costs. The mean of item (The important aspect of guerrilla marketing tactics is the need to attract maximum customer attention with minimum costs) is 4.00 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .88 which means that it is small.

- 295 of respondents by 74.5% indicate that optimizing their limited budget is the way to get high-impact from marketing plan. While 70 of respondents by 17.7% state that optimizing their limited budget is not the way to get high-impact from marketing plan. The mean of item (Optimizing your limited budget is the way to get high-impact from marketing plan) is 3.97 which means that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is 1.04 which means that it is small.

- 320 of respondents by 80.8% clarify that guerrilla marketing is characterized as being more creative and eye-catching than traditional marketing. Besides, 66 of respondents by 16.7% show that guerrilla marketing is not characterized as being more creative and eye-catching than traditional marketing. The mean of item (Guerrilla marketing is characterized as being more creative and eye-catching than traditional marketing) is 3.84 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree.

- 304 of respondents by 79.3% illustrate that guerrilla marketing is much more aggressive than the traditional kind, and the marketers aim to affect the consumers' emotions on a deeper level. While, 63 of respondents by 15.9% reveal that guerrilla marketing is less more aggressive than the traditional kind, and the marketers do not aim to affect the consumers' emotions on a deeper level. The mean of item (Guerrilla marketing is much more aggressive than the traditional kind, and the marketers aim to affect the consumers' emotions on a deeper level) is 4.03 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree.

- 315 of respondents by 79.5% show that guerrilla-marketing communication requires time, energy and imagination, as well as a low budget. As well as, 67 of respondents by 17% say that guerrilla-marketing communication does not requires time, energy, imagination, and low budget. The mean of item (Guerrilla-marketing communication requires time, energy and imagination, as well as a low budget) is 4.07 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree.

5-3 Tourist destination image

Table (3) descriptive statistics of tourist destination image

Items		Agree degree					Mean	SD
		1	2	3	4	5		
The staff at the Egyptian tourist destination is friendly towards the guests	Freq.	12	11	9	172	192	4.14	.89
	%	3	2.8	2.3	43.4	48.5		
The Egyptian tourist destination has a unique image	Freq.	18	9	19	164	186	4.24	.98
	%	4.5	2.3	4.8	41.4	47		
I think the Egyptian tourist destination is popular	Freq.	12	13	26	169	176	4.22	.93
	%	3	3.3	6.6	42.7	44.4		
The staff at the Egyptian tourist destination always put guest first	Freq.	14	16	30	114	222	4.30	1.01
	%	3.5	4	7.6	28.8	56.1		
The Egyptian tourist destination respects the natural environment	Freq.	13	12	26	181	164	4.20	.92
	%	3.3	3	6.6	45.7	41.4		
Egypt has rich cultural heritage	Freq.	11	12	24	145	204	4.31	.92
	%	2.8	3	6.1	36.6	51.5		
Egypt offers museums and historical sites	Freq.	8	6	19	159	204	4.38	.81
	%	2	1.5	4.8	40.2	51.5		
Egypt has art and handicrafts	Freq.	14	9	15	162	196	4.31	.92
	%	3.5	2.3	3.8	40.9	49.5		
Egypt has good transportation system	Freq.	24	19	27	152	174	4.09	1.11
	%	6.1	4.8	6.8	38.4	43.9		
Egypt has quality health services	Freq.	18	20	21	167	170	4.14	1.03
	%	4.5	5.1	5.3	42.2	42.9		
Egypt has good tourist information centers	Freq.	32	32	21	124	187	4.02	1.25
	%	8.1	8.1	5.3	31.3	47.2		
Egypt has good telecommunications	Freq.	14	11	25	217	129	4.10	.90
	%	3.5	2.8	6.3	54.8	32.6		
Egypt has good beaches	Freq.	10	13	22	183	168	4.23	.88
	%	2.5	3.3	5.6	46.2	42.5		
Egypt has adventure activities	Freq.	17	10	27	146	196	4.25	.99
	%	4.3	2.5	6.8	36.9	49.5		
Egypt is an exotic destination	Freq.	26	14	20	164	172	4.12	1.09
	%	6.6	3.5	5.1	41.4	43.4		
Egypt has good nightlife	Freq.	18	14	21	182	161	4.15	.99
	%	4.5	3.5	5.3	46	40.7		
Egypt has bars, clubs and discotheques	Freq.	10	11	21	180	174	4.26	.87
	%	2.5	2.8	5.3	45.5	43.9		
Egypt has good deluxe hotels and Restaurants	Freq.	7	8	18	167	196	4.36	.80
	%	1.8	2	4.5	42.2	49.5		
Egypt's accommodations are reasonably priced	Freq.	14	19	23	137	203	4.25	1.00
	%	3.5	4.8	5.8	34.6	51.3		
Egypt has good local food with high standards of cleanliness and hygiene	Freq.	14	14	20	131	217	4.32	.97
	%	3.5	3.5	5.1	33.1	54.8		
Egypt has friendly and hospitable people	Freq.	11	16	26	169	174	4.21	.93
	%	2.8	4	6.6	42.7	43.9		

Egypt has political stability	Freq.	17	15	15	153	196	4.25	1.00
	%	4.3	3.8	3.8	38.6	49.5		
Egypt's entry formalities (visas, border crossings) are simple	Freq.	8	22	23	130	213	4.31	.95
	%	2	5.6	5.8	32.8	53.8		
Egypt has quality infrastructure (roads, airport, and/or utilities)	Freq.	20	21	17	157	181	4.16	1.07
	%	5.1	5.3	4.3	39.6	45.7		
Egypt is safe	Freq.	15	19	17	174	171	4.18	.98
	%	3.8	4.8	4.3	43.9	43.2		
Egypt has good shopping facilities	Freq.	25	10	21	169	171	4.14	1.06
	%	6.3	2.5	5.3	42.7	43.2		
Egypt has beautiful natural attractions (parks, forests, and/or trails)	Freq.	12	23	13	158	190	4.24	.98
	%	3	5.8	3.3	39.9	48		
Egypt has beautiful scenery	Freq.	14	9	23	151	199	4.29	.94
	%	3.5	2.3	5.8	38.1	50.3		
Egypt has a good climate	Freq.	15	16	24	172	169	4.17	.98
	%	3.8	4	6.1	43.4	42.7		
Egypt offers interesting cultural events (festival and/ or concerts)	Freq.	17	14	29	131	205	4.24	1.03
	%	4.3	3.5	7.3	33.1	51.8		
Egypt is cheap place to visit	Freq.	14	12	22	143	205	4.30	.96
	%	3.5	3	5.6	36.1	51.8		
Egypt is a pleasing travel destination	Freq.	21	11	25	139	200	4.23	1.05
	%	5.3	2.8	6.3	35.1	50.5		
Egypt is an enjoyable travel destination	Freq.	16	11	28	162	179	4.20	.97
	%	4	2.8	7.1	40.9	45.2		
Egypt is an exciting travel destination	Freq.	16	15	20	158	187	4.22	.99
	%	4	3.8	5.1	39.9	47.2		
Egypt is a novel travel destination	Freq.	11	16	32	144	193	4.24	.96
	%	2.8	4	8.1	36.4	48.7		
Tourist destination image							4.23	.95

Table (3) indicates that the agreement level of respondents with all statements of tourist destination image was positive with mean (4.23) and standard deviation (.95), which mean Egypt has an outstanding tourist destination image. In more details:

- 364 of respondents by 91.9% indicate that the staff at the Egyptian tourist destination is friendly towards the guests. The mean of item (The staff at the Egyptian tourist destination is friendly towards the Guests) is 4.14 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .89 which means that it is small.

- 350 of respondents by 88.4% say that the Egyptian tourist destination has a unique image. The mean of item (The Egyptian tourist destination has a unique image) is 4.24 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .98 which means that it is small.

- 345 of respondents by 87.1% confirm the popularity of the Egyptian tourist destination. The mean of item (I think the Egyptian tourist destination is popular) is 4.22 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .93 which means that it is small.

- 336 of respondents by 84.9% state that the staff at the Egyptian tourist destination always put guest first. The mean of item (The staff at the Egyptian tourist destination always put guest first) is 4.30 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is 1.01 which means that it is small.

- 345 of respondents by 87.1% indicate that the Egyptian tourist destination respects the natural environment. The mean of item (The Egyptian tourist destination respects the natural environment) is 4.20 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .92 which means that it is small.

- 349 of respondents by 88.1% show that Egypt has rich cultural heritage. The mean of item (Egypt has rich cultural heritage) is 4.31 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .92 which means that it is small.

- 363 of respondents by 91.7% depicts that Egypt offers museums and historical sites. The mean of item (Egypt offers museums and historical sites) is 4.38 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .81 which means that it is small.

- 358 of respondents by 90.4% reveal that Egypt has art and handicrafts. The mean of item (Egypt has art and handicrafts) is 4.31 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .92 which means that it is small.

- 326 of respondents by 82.3% highlight that Egypt has good transportation system. The mean of item (Egypt has good transportation system) is 4.09 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is 1.11 which means that it is small.

- 337 of respondents by 85.1% clarify that there are quality health services in Egypt. The mean of item (Egypt has quality health services) is 4.14 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is 1.03 which means that it is small.

- 311 of respondents by 78.5% illustrate that Egypt has good tourist information centers. The mean of item (Egypt has good tourist information centers) is 4.02 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is 1.25 which means that it is small.

- 346 of respondents by 87.4% argue that Egypt has good telecommunications. The mean of item (Egypt has good telecommunications) is 4.10 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .90 which means that it is small.

- 351 of respondents by 88.7% conclude that Egypt has good beaches. The mean of item (Egypt has good beaches) is 4.23 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .88 which mean that it is small.

- 342 of respondents by 86.4% indicate that Egypt has adventure activities. The mean of item (Egypt has adventure activities) is 4.25 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .99 which means that it is small.

- 336 of respondents by 84.8% say that Egypt is an exotic destination. The mean of item (Egypt is an exotic destination) is 4.12 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is 1.09 which means that it is small.

- 343 of respondents by 86.7% state that Egypt has good nightlife. The mean of item (Egypt has good nightlife) is 4.15 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .99 which means that it is small.

- 354 of respondents by 89.4% state that Egypt has bars, clubs and discotheques. The mean of item (Egypt has bars, clubs and discotheques) is 4.26 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .87 which means that it is small.

- 363 of respondents by 91.7% depict the good deluxe hotels and Restaurants in Egypt. The mean of item (Egypt has good deluxe hotels and Restaurants) is 4.36 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .80 which means that it is small.

- 340 of respondents by 85.9% show the reasonably priced of the Egyptian accommodations. The mean of item (Egypt's accommodations are reasonably priced) is 4.25 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is 1.00 which means that it is small.

- 348 of respondents by 87.9% indicate that Egypt has good local food withhigh standards of cleanliness and hygiene. The mean of item (Egypt has good local foodHigh standards of cleanliness and hygiene) is 4.32 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .97 which means that it is small.

- 343 of respondents by 86.6% highlight that Egypt has friendly and hospitable people. The mean of item (Egypt has friendly and hospitable people) is 4.21 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .93 which means that it is small.

- 349 of respondents by 88.1% illustrate the political stability in Egypt. The mean of item (Egypt has political stability) is 4.25 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is 1.00 which means that it is small.

- 343 of respondents by 86.6% highlight the simplicity of entry formalities in Egypt (visas and border crossings). The mean of item (Egypt's entry formalities (visas, border crossings) are simple) is 4.31 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .95 which means that it is small.

- 338 of respondents by 85.3% conclude that Egypt has good quality infrastructure (roads, airport, and/or utilities). The mean of item (Egypt has good quality infrastructure (roads, airport, and/or utilities)) is 4.16 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is 1.07 which means that it is small.

- 345 of respondents by 87.1% illustrate that Egypt is safe. The mean of item (Egypt is safe) is 4.18 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .98 which means that it is small.

- 340 of respondents by 85.9% clarify that Egypt has good shopping facilities. The mean of item (Egypt has good shopping facilities) is 4.14 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is 1.06 which means that it is small.

- 348 of respondents by 87.9% clarify that Egypt has beautiful natural attractions (parks, forests, and/or trails). The mean of item (Egypt has beautiful natural attractions (parks, forests, and/or trails)) is 4.24 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .98 which means that it is small.

- 350 of respondents by 88.4% indicate that Egypt has beautiful scenery. The mean of item (Egypt has beautiful scenery) is 4.29 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .94 which means that it is small.

- 341 of respondents by 86.1% say that Egypt has a good climate. The mean of item (Egypt has a good climate) is 4.17 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .98 which mean that it is small.

- 336 of respondents by 84.9% reveal that Egypt offers interesting cultural events (festival and/ or concerts). The mean of item (Egypt offers interesting cultural events (festival and/ or concerts)) is 4.24 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is 1.03 which means that it is small.

- 348 of respondents by 87.9% illustrates that Egypt is cheap place to visit. The mean of item (Egypt is cheap place to visit) is 4.30 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .96 which means that it is small.

- 339 of respondents by 85.6% show that Egypt is a pleasing travel destination. The mean of item (Egypt is a pleasing travel destination) is 4.23 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is 1.05 which means that it is small.

- 341 of respondents by 86.1% highlight that Egypt is an enjoyable travel destination. The mean of item (Egypt is an enjoyable travel destination) is 4.20 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .97 which means that it is small.

- 345 of respondents by 87.1% indicate that Egypt is an exciting travel destination. The mean of item (Egypt is an exciting travel destination) is 4.22 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .99 which means that it is small.

- 337 of respondents by 85.1% state that Egypt is a novel travel destination. The mean of item (Egypt is a novel travel destination) is 4.24 which mean that this item is far away from the scale of strongly disagree and disagree but near to the scale of agree and strongly agree. The standard deviation of mean is .96 which means that it is small.

5-4 Pearson correlation analysis
5-4-1The relationship between guerrilla marketing and tourist destination image

Table (4) the relationship between guerrilla marketing and tourist destination image

		Guerrilla marketing	Tourist destination image
Guerrilla marketing	Pearson Correlation	-	.701**
	Sig. (2-tailed)	-	.000
	N	-	396
Tourist destination image	Pearson Correlation	.701**	-
	Sig. (2-tailed)	.000	-
	N	396	-

As shown in table (4), The correlation between guerilla marketing and tourist destination image was statistically significant at the 0.01 level. The correlation between guerilla marketing and tourist destination image was .701. The two variables were strongly and positively correlated with each other.This strong and positive correlation indicates that guerilla marketing enhances the tourist destination image greatly.

5-5 Simple linear regression analysis
5-5-1The impact of Guerrilla marketing on tourist destination image
Table (7) illustrated that there was a significant and positive impact for the guerilla marketing on the tourist destination image. Table (6) depicted that the value of calculated F was (381.141) with a significant level (0.000) and was greater than its tabular value. Table (5) indicated the percentage of change in the tourist destination image through guerilla marketing, where the value of R Square was (0.492). This means that the guerilla marketing explains 49.2% of the variation in the tourist destination image.Therefore, regression formula was:

Tourist destination image = 2.107 + .534 * guerilla marketing

Table (5) model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701	.492	.490	.681

Table (6) ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	176.686	1	176.686	381.141	.000
	Residual	182.647	394	.464		
	Total	359.332	395			

Table (7) Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Constant	2.107	.114		18.505	.000
	Guerrilla marketing	.534	.027	.701	19.523	.000

6- Results and recommendations

6-1 Conclusion

Guerrilla marketing communication strategy focuses on low-cost budget but it yields maximum results. Besides, it is characterized as being more creative and eye-catching than traditional marketing. The important aspect of guerrilla marketing tactics is the need to attract maximum customer attention with minimum cost.Optimizing organization's limited budget is the way to get high-impact from marketing plan. As well as, guerrilla-marketing communication requires time, energy and imagination, as well as a low budget.

Guerrilla marketing is much more aggressive than the traditional kind, and the marketers aim to affect the consumers' emotions on a deeper level. The Egyptian tourist destination characterized by several features such as the staff is friendly towards the guests and always put guest first, the destination has a unique image, popular destination, and respecting the natural environment. The Egyptian tourist destination has several tourism attractions such as cultural heritage, museums, historical sites, art and handicrafts, good transportation system, good nightlife, adventure activities. Additionally, Egypt has good beaches, bars, clubs and discotheques, good deluxe hotels and Restaurants with reasonable prices, political stability, beautiful natural attractions, and good climate.

The Egyptian tourist destination also has good tourist information centers, good quality health services, good telecommunications, good local food High standards of cleanliness and hygiene, friendly and hospitable people, good infrastructure, and offers interesting cultural events. Egypt is a pleasing, novel, enjoyable, exciting, and exotic travel destination. There is a significant and positive relationship between guerilla marketing and tourist destination image. The guerila marketing affect significantly and positively the tourist destination image.

6-2 Recommendations:

A- Recommendations for the Egyptian ministry of tourism

- Dependence on modern marketing methods, aimed at reaching all exporting countries for tourists, and works to publish the true image of the Egyptian tourist destination.
- Creating a new marketing Campaigns such as guerrilla Marketing Campaigns instead of the current marketing Campaigns
- Dependence on specialists with considerable experience in the field of guerrilla marketing
- Creating a global satellite channel that speaks in different languages, with the aim of introducing Egypt to the world and its unique tourism product.
- Intensive presence in international tourist exhibitions, and the good organization of the pavilion of Egypt in a way that reflects the true civilization, cultural and tourist face of Egypt.
- Creating Egyptian tourism and travel exhibition like The Arabian Travel Market in Dubai and ITB Berlin
- Dependence on specialists in the field of tourism marketing to design tourist advertising campaigns abroad using guerrilla Marketing Strategies .

B- Recommendations for Egyptian travel agents:

- Coordination and good cooperation with the Ministry of Tourism in marketing campaigns and propaganda for the Egyptian tourist product usingguerrilla Marketing Campaigns instead of the current marketing Campaigns
- Dependence on specialists in the field of tourism marketing to design tourist advertising campaigns abroad using guerrilla Marketing Strategies .
- Expanding the use of modern marketing patterns, due to their great impact on the reputation of the Egyptian tourist destination in general, and the movement of incoming tourism to Egypt in particular.
- working on opening up new tourist markets, rather than relying on the Russian tourist market to a large extent, so that there is a diversity of nationalities coming to Egypt, and not to be affected by crises that negatively affect the movement of incoming tourism to Egypt like the crises of the fall of the Russian plane in Sinai in November 2015.
- Honesty and transparency when conducting marketing campaigns abroad, due to the impact of the marketing message on the reputation and image of the Egyptian tourist destination.
- Continually working to identify the needs and desires of customers, and provide high-quality tourism services that meet and satisfy those needs and desires.
- Participating in major tourism events in the world to present the Egyptian tourist product in a distinctive way that stimulates the organizers of international touristic trips to organize tourist trips to Egypt.

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أثر تسويق الجوريلا علي صورة المقصد السياحي

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الملخص

يركز تسويق الجوريلا علي الوصول إلي الجمهور المستهدف بطريقة مميزة وسريعة، وبأقل تكلفة ممكنة، وفي نفس الوقت زيادة العوائد. تمثل الهدف الرئيسي للدراسة في دراسة تأثير تسويق الغوريلا علي صورة المقصد السياحي. ولتحقيق هذا الهدف، تم توزيع ٤٥٠ استمارة استقصاء علي عينة عشوائية من المديرين والعاملين المسئولين عن التسويق في شركات السياحة المصرية فئة "أ" بالقاهرة الكبري، ووجد أن هناك ٣٩٦ استمارة استقصاء صالحة للتحليل. وقد أظهرت النتائج أن الغوريلا ماركيتنج يؤثر بشكل قوي ومعنوي علي صورة المقصد السياحي.

الكلمات الدالة: تسويق الجوريلا ، صورة المقصد السياحي، تسويق المقصد.