



**Publications Template**

#	Research Title	Field	Abstract	Year of Publication Publishing	Publishing Link "URL"
1	A Touristic Perspective to the historical route of Alexander the Great's journey in Egypt	Tourism marketing	<p>The entry of Alexander the Great to Egypt and his visit and stops in many ancient Egyptian cities is one of the most important historical route in Egypt.</p> <p>Welcomed by the Egyptians ,he entered Egypt in 332B.C coming from Gaza .He first entered the city named Pelusium which was marked as the eastern defensive key of Egypt ,then moved to Heliopolis, from there he crossed the Nile to reach Memphis the first Capital of Egypt, passing through many stops , he was fascinated by the small village of Rakotis, observing its impressive location he was convinced to built his capital upon it which was named "Alexandria". He then reached the Oasis of Siwa after a dangerous journey in the desert</p>	<p>Journal of the Faculty of tourism and hotels Alexandria University Special issue of the 2nd international tourism conference .Faculty of tourism &amp; hotels. Matrouh University 26-28 March 2019 ISSN: 2314-2180</p>	<p>JFTH ISSN: 2314-2180 E-ISSN: 2682 - 2180</p>



Marketing Department

إدارة التسويق

			<p>near the Libyan border, to consult the oracle of the temple of Amun. This paper aims to track the main places and stops of Alexander the Great during his visit to Egypt in order to plane a tour, create new demand to the historical touring routes in Egypt to enhance new experiences, combine with the country plans in the west coast of Alexandria and generate and sustain economic opportunities and economic development through tourism and finally provide the west coast line of Alexandria with competitive brand to increase number of visitors.</p>		
2					
3					