

## AUTHOR

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## COUNTRY

Egypt

## FIELD OF HUMANITIES

Geography

## REQUIREMENTS FOR THIS ACTIVITY

### 1. Digital technology:

Access over internet and ArcGIS.

### 2. Pre-existing knowledge and skills:

ArcGIS.

# GIS IN TOURISTIC MARKETING OF HISTORIC CAIRO, EGYPT

Using ArcGIS Online application in touristic marketing of historic Cairo (Egypt). This case study will produce a web page to explore the map of touristic places and buildings, which will be available to the wider audience from all the World.

## GOALS

The main goal of this teaching is to understand different approaches of building ArcGIS Online apps and to bring geography research and science closer to the global research sphere.

## KEY OUTCOMES

The main outcome is a published article about using ArcGIS Online application in touristic marketing of historic Cairo (Egypt).

Tourism is an international activity that needs global advertisement. The final map presents a visual advertisement and offers a strong connection between a map and descriptive information. With this method we can advertise tourism in a more attractive way and on a broader platform.

*Fig. 1. A similar map was made with ArcGIS Online for tourism purpose - "Bahariya Oasis Interactive Tourist Map" (Hamed, 2018)*

