



Libyan International Medical University
Faculty of Business Administration
Tourism Marketing Module
Instructor: Izzudin Busnaina



National Tourism In Libya.

Name: Faik Hussein
ID: 1884
Email: faik_1884@limu.edu.ly

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Introduction

Cultural tourism is Libya's biggest draw as a tourism destination. There are 5 UNESCO World Heritage Sites in the country, 3 of which are classical ruins. The Roman cities of Sabratha and Leptis Magna in Western Libya and the Greek ruins of Cyrene in the East are big tourist attractions. One of the attractions of Libya's archeological sites, is that one located in the west south side of the country which called and known by The Jewely of the desert *The Old City of ghadames* they are not as heavily populated by tourists as are other ancient sites in North Africa and southern Europe.

Cyrene



Cyrene was an ancient Greek and later Roman city near present-day Shahhat, Libya. It was the oldest and most important of the five Greek cities in the region. It gave eastern Libya the classical name Cyrenaica that it has retained to modern times.

Cyrene



The Temple of Goddess Demeter.



The 3 Graces

The elegant three sister goddesses of beauty, elegance and magic, now on display at the Assaraya Alhamra Museum in Tripoli, were found in the city of Cyrene. They must have been of unimaginable beauty when the statues were in their original state.



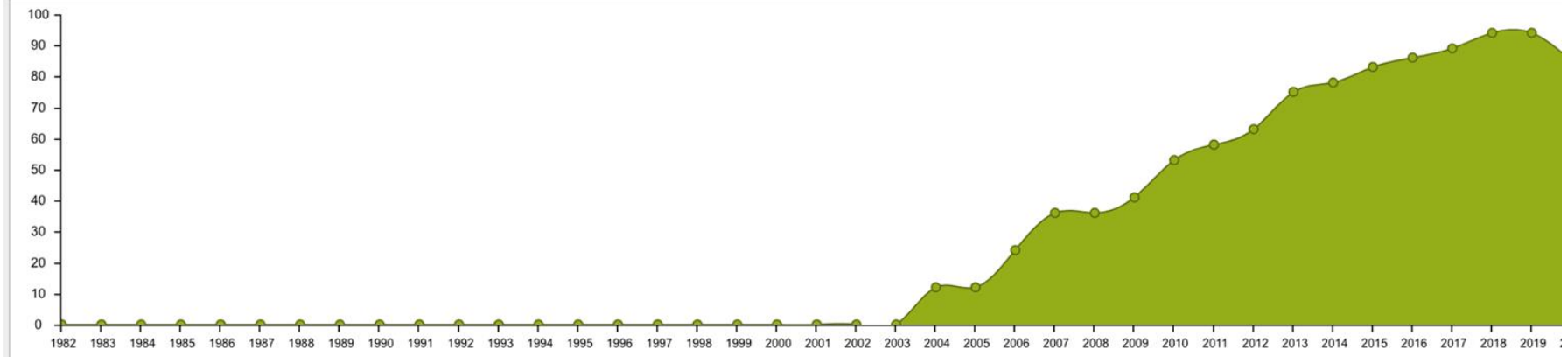
Key facts about Cyrene

- Cyrene: Athens of Africa.
- Cyrene was a Libyan Amazon Queen.
- Prospered through the *silphium* plant.
- Cyrene was one of the largest cities in Africa in the 4th century BC.
- Temple of Zeus was larger than Athens' Parthenon.
- The rulers of Cyrene include: Cleopatra, Alexander the Great, and Marc Antony.

Archaeological Site of Cyrene Indicators

Reporting Trend*

* Based on the frequency at which the World Heritage Committee has deliberated over this property over the past 15 years. 0 = minimum reports, 100 = maximum reports.
For more information consult the [The State of Conservation of the World Heritage Forest Network](#)



Archaeological Site of Cyrene Indicators

Results

Views

Exports

14

Reports

1

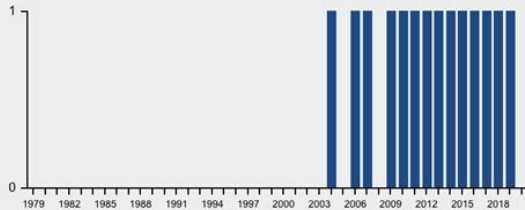
Properties

1

States Parties

Sites: Archaeological Site of Cyrene ×

Properties



Categories

Archaeological Site of Cyrene (2019)

States Parties:  Libya

Year: 2019

Danger List: Yes

Document WHC/19/43.COM/7A.Add

Source:

Threats*:

Crop production Deliberate destruction of heritage Fire (wildfires) Governance Housing

Interpretative and visitation facilities Livestock farming / grazing of domesticated animals

Management activities Management systems/ management plan Surface water pollution War

Leptis Magna



Leptis Magna, located in western Libya, North Africa, was a phoenician city founded by Tyre in the 7th century BCE. Continuing to be a major city in the Roman period, it was the birthplace of Emperor Septimius Severus (r. 193-211 CE).

Leptis Magna, thanks to its impressive ruins such as the Augustan Theatre, forum and Tetrapylon arch, is listed by UNESCO as a World Heritage Site.

Leptis Magna



Leptis Magna

One of the most beautiful cities of the Roman Empire, with its imposing public monuments, harbour, market-place, storehouses, shops and residential districts.



Leptis Facts



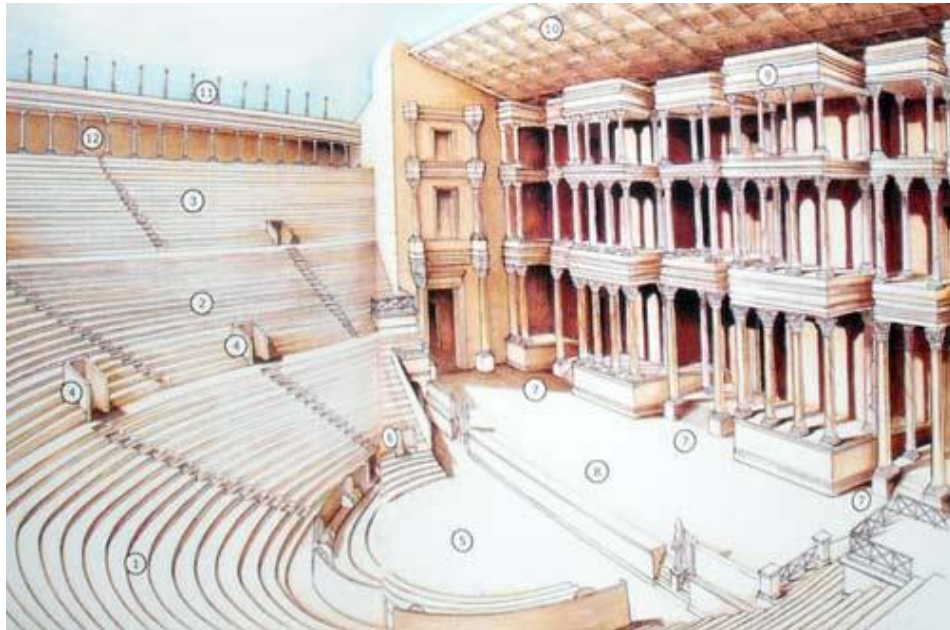
The Ancient Fabric Market of Leptis Magna.

Leptis Facts



The magnificent theater at Leptis Magna.

Leptis Facts



The theater was built with money donated by a few rich aristocrats of the city during the first century AD.

Leptis Facts



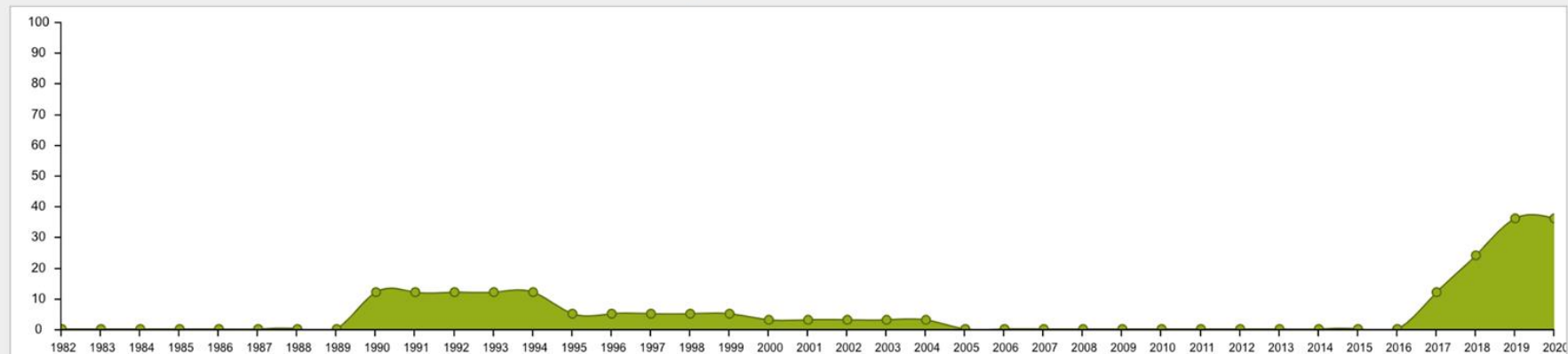
Lucius Septimius Severus was one of Rome's great emperors. He ruled the Roman empire from 14 April 193 AD until his death in February 211 AD in York (in Britain). He was of Berber origin and was born in the Berber Leptis Magna on the 11th of April 145 AD, and as such he became the first foreign emperor in Roman history.

Archaeological Site of Leptis Indicators

Reporting Trend*

* Based on the frequency at which the World Heritage Committee has deliberated over this property over the past 15 years. 0 = minimum reports, 100 = maximum reports.

For more information consult the [The State of Conservation of the World Heritage Forest Network](#)



Archaeological Site of Leptis Indicators

Results

Views

Exports

4

Reports

1

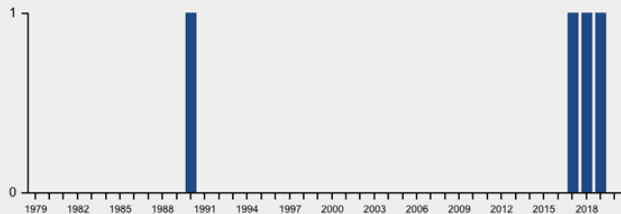
Properties

1

States Parties

Sites: Archaeological Site of Leptis Magna x

Properties



Categories

Archaeological Site of Leptis Magna (2019)

States Parties:  Libya

Year: 2019

Danger List: Yes

Document WHC/19/43.COM/7A.Add

Source:

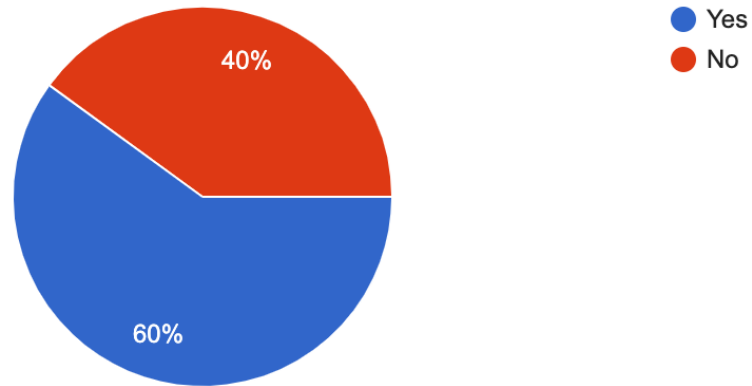
Threats*: Desertification Illegal activities War

Other Threats: Deterioration of the stone masonry; Discharge of domestic wastewater at the west of the property

Online Survey

Have you ever visited Leptis?

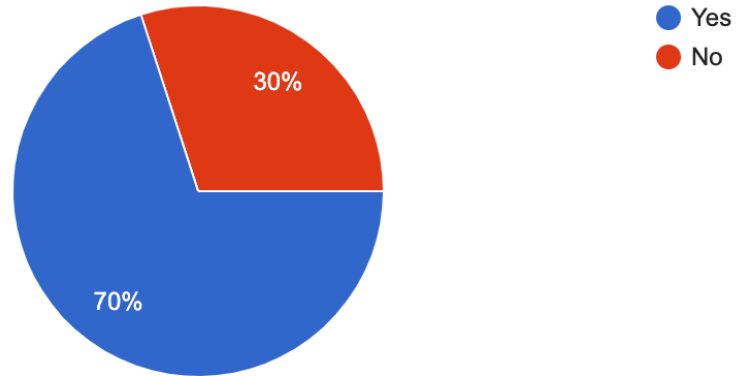
10 responses



Online Survey

Have you ever visited Cyrene?

10 responses



Online Survey

Describe Leptis

10 responses

N/A

Amazing

Valuable

Never seen it.

Desert

Beautiful

beautiful

Online Survey

Describe Cyrene

10 responses

N/A

Amazing

Powerful

Nice

Beautiful place for tourism

Touristic

Needs to be taken care of

Lovely

Developing Tourism Marketing Strategy

#1 – Buyer Persona Creation.

Buyer Persona Creation.



Marketing success will depend largely on the ability to reach the audience you're marketing to with a targeted marketing message, so make sure to get clear on who that is and what your ideal buyer truly looks like.

Buyer personas includes:

- Age.
- Income.
- Job.
- Interests.
- Wants/Needs.
- Goals.

#2 – Establish Your SMART Goals

Establish SMART Goals



SMART refers to:

- Specific
- Measurable
- Achievable
- Relevant
- Timely

Establish SMART Goals



SMART Goal Example

- Increase national family tourism by 20 percent in 2020.

Simple goals like this meet all of the criteria and will help marketing far more effectively. We know what we have to do, how much we have to accomplish, and when we have to accomplish it by.

#3 – Audit Existing Assets

3 Audit Existing Assets



At this point, it's time to take a closer look at your existing assets so that you may better understand what can be used to support your new tourism marketing strategy.

- The touristic places need a website. In case of already having a website established, it's safe to say it can be performing better.

In order to make the most of web presence the website will need to:

- Speak to buyer personas.
- Use benefit-driven copy.
- Work to collect contact information.

Strategy and Action



The hopes and expectations of visitors are formed through images and narratives. The visits, activities and interactions with the place and people (residents and visitors) are experienced in particular places. Communication, promotion and management strategies need to be developed and managed in an integrated way.

Barcelona is a country which should take tourism seriously, the quality of tourist experiences depends on guaranteeing the well-being of the people who live in the country, ensuring a balance between the tourist places and the many other ways of experiencing it.

Strategy and Action



The Strategic Plan is based on different criterias:

- **Sustainability:**

The policies, programmes, economic activities and relationships between players that ensure the future well-being of destinations, without compromising the basic resources of the area or resident and visiting populations: environment, housing, public spaces, etc.

Strategy and Action

- **Redistribution:**

The public and private mechanisms that ensure a fair distribution of the wealth generated by economic activities, through revenue from work, taxation and the area's economic, social and business relations.



Strategy and Action

- **Innovation:**

The impetus behind new forms of economic and social management and organisation that create shared value and help to multiply and strengthen links between economic, social and cultural players for their mutual benefit.



Strategy and Action



Action Programmes:

- **Governance.**
- **Economic Development.**
- **Communication and Reception.**
- **Taxation and Funding.**

Conclusion

Tourism in Libya is an industry heavily hit by the [Libyan Civil War](#). Before the war tourism was developing, with 149,000 tourists visiting Libya in 2004, rising to 180,000 in 2007, although this still only contributed less than 1% of the country's GDP.

Tourism generated income can be used on a national and local level to better education, improve infrastructure, to fund conservation efforts, and to promote more responsible tourism.

References

- Philip Kotler, John T. Bowen and James C. Makens (2017), Marketing for Hospitality & Tourism, 7th edition, Prentice Hall, USA.
- Teemu Moilanen and Seppo Rainisto (2009), How to Brand Nations, Cities and Destinations: A Planning Book for Place Branding, Palgrave Macmillan, UK.
- UNESCO World Heritage ,<https://whc.unesco.org/en/stateparties/ly>.