Team 1 – Research and Analysis
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1. Introduction and Objectives

Tunis Village, located in the heart of Fayoum Oasis, is a living example of sustainable tourism. This project aimed to highlight the village's unique value, cultural richness, and eco-friendly practices — the aim was not to promote commercial trips, but to raise awareness about the importance of protecting such destinations.

Why Tunis Village?

- Rich cultural heritage rooted in pottery and crafts.
- A model of eco-tourism: peaceful, natural, and authentic.
- It grew organically through community efforts, not large-scale development.
- Represents the balance between tourism, environment, and local life.

2. Research Methodology

- Research conducted was qualitative. The research aimed to understand more about:

  - The concept of Sustainable Tourism in general.

  - What constitutes Sustainable Tourism, ie: what makes a tourism destination sustainable.

  - Information on Tunis Village, what it is famous for, its history and how it became known, activities found in the village and others .

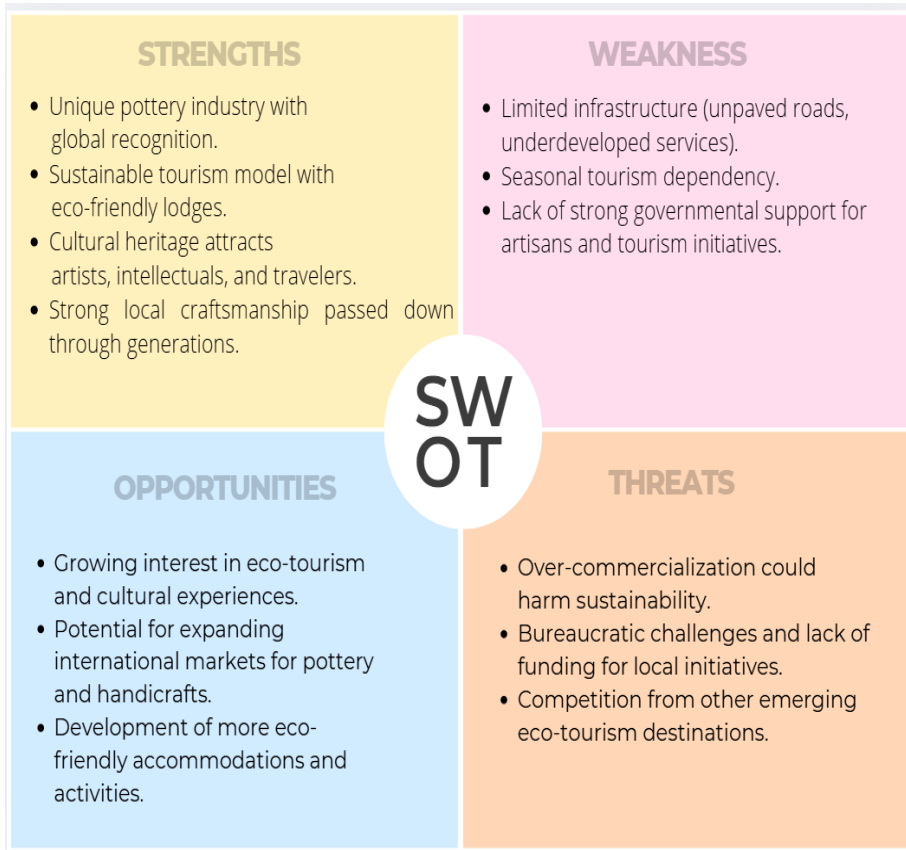 - What makes Tunis Village a sustainable tourism destination.

- Based on the above, deducing what kind of target audience would be interested in knowing more about Tunis Village and Sustainable Tourism in general, in order to inform the team on our targeting strategy when promoting for the village.

- Identifying competition.

- Methods used depended mainly on secondary data from reports, online sources, social media groups and pages about Tunis Village.

4. Main Challenges to Methodology

- The main challenge was the inability of the team to travel to Tunis Village. The research therefore had to be through from reports, online sources, social media groups and pages about Tunis Village.

- This also identified early on that any content needs to be obtained through collaboration with pages of similar content. This was obtained through seeking consent and approval of similar pages to share their content with us to share it in turn on our page.

3. Data Analysis and Results

- **SWOT analysis was conducted to identify Strengths, Weaknesses, Opportunities and Threats.**

STRENGTHS	WEAKNESS
• Unique pottery industry with global recognition. • Sustainable tourism model with eco-friendly lodges. • Cultural heritage attracts artists, intellectuals, and travelers. • Strong local craftsmanship passed down through generations.	• Limited infrastructure (unpaved roads, underdeveloped services). • Seasonal tourism dependency. • Lack of strong governmental support for artisans and tourism initiatives.
OPPORTUNITIES	**THREATS**
• Growing interest in eco-tourism and cultural experiences. • Potential for expanding international markets for pottery and handicrafts. • Development of more eco-friendly accommodations and activities.	• Over-commercialization could harm sustainability. • Bureaucratic challenges and lack of funding for local initiatives. • Competition from other emerging eco-tourism destinations.

- **Research resulted in identifying Unique Selling Points (USPs)**

  ☑ Pottery Craftsmanship

  ☑ Eco-Lodges & Sustainable Tourism

  ☑ Natural Landscapes & Outdoor Activities

  ☑ Cultural Appeal

- **Research resulted in identifying target audience, where we identified:**
  Age groups (all ages may be interested)

Interests & Motivations (Eco-Conscious Travelers, Cultural Enthusiasts, Nature Lovers & Adventure Seekers, Luxury & Wellness Tourists)

Income Level (Budget, Mid-range, Luxury)

Geographical Location (Local tourists, European/North American, Arab/Gulf)

Examples of Personas were generated such as an Egyptian woman and a Global Nomad.

- **Research resulted in identifying competition, whether that would be on the**
  - **Tunis Village level**
    (Fayoum Oasis, Wadi El Rayan, Lake Qaroun)
  - **Our own project level.**
    (All competitor facebook pages)

> **An interesting finding was that there were no competitor pages that were aimed at raising awareness on sustainable tourism. All pages found aimed for profit, for example, were organizing trips and so on.**

4. Key Findings

This research informed all teams (Strategy, Content Creators, Media Buying) of

- Target audience
- Type of Content
- Most suitable platforms to use (Facebook and Instagram)
- How they will be addressed.

These are described in detail in the relevant reports related to strategy, content creation and media buying.