

Pestel analysis:

1- Political:

- Egypt reliance on tourism
- Egypt's tourism sector today is characterized by developing **modern infrastructure**, and a **strategic approach to visitor experience and market positioning**.
- A threat for the “Egyptian general tour guide syndicate”
- Need to have a license to align with ministry of tourism laws
- Political in/stability: regional or any internal disturbance in Egypt will have a huge effect for the application

2- Economic :

- Possible economic downturn : or any financial constraint has a huge impact on tourist, they tend to be more budget-conscious.
- inflation & price adjustment
- Economy contribute in the country's infrastructure and development which drive higher demands for tourism
- Foreign Exchange Rates: Stronger foreign currencies against the Egyptian pound make Egypt more affordable (as shown below in a travel blog as well)



3- Social factor:

- Changes in today's consumer behavior : Today's travelers expect brands to recognize their individual preferences, anticipate their needs and deliver seamless experiences at every touchpoint, according to study made , it was found that ;
 - 87% of consumers are more likely to do business with travel brands offering personalized experiences.

- 61% are willing to spend more with companies if they offer a more personalized customer experience.

- People pay a lot of money at the moment for a personalized travel experience
- Family & children /adults only features – provide better , socially comfortable customer experience.
- Culturally /religiously appropriate
- Rise of Digital Dependence: Social media integration and gamification appeal to younger, tech-savvy travelers.

4- Technological factor:

- smartphone Penetration: High smartphone usage globally ensures accessibility; app must support multiple languages.
- AI avatar & Personalization: Using AI-driven questionnaires to create trip plans aligns, creating a preferred king /queen avatar as a friend to remind and notify the customers beside know their historical stories ,satisfy tech- savvy and build a relationship with customers.
- Climate Data Integration: Using real-time weather APIs for indoor/outdoor recommendations enhances credibility
- Creating a loyalty programs that is point-based feature encourage retention
- Cybersecurity: Data protection and secure payment options are essential for building trust.

5-environmental factor:

- Sustainable Tourism Demand: Growing interest in eco-friendly travel; app can promote green destinations, local crafts, and responsible tourism
- Daily Weather sensitivity – (places and activities) recommendations provided (indoors /outdoors)
- Carbon Footprint Awareness: Younger tourists may prefer recommendations that minimize environmental impact (e.g., walking tours, public transport)

5- Legal factors:

- **Contracts with Partners:** Legal agreements with restaurants, hotels, and attractions for promotions in the loyalty program.

- **Tourism Laws & Licensing:** Must comply with Egyptian tourism regulations; ensure app is positioned as a **“trip planner”** not an illegal replacement of licensed guides.
- Data Privacy: Compliance with GDPR (for EU tourists) and other international data regulations
 - 1) **GDPR-(General Data Protection Regulation):** A strict European Union law that ensures EU citizens’ data is collected, stored, and used responsibly.
 - 2) **For EU tourists:** Since many visitors to Egypt come from Europe, the app must follow GDPR rules, even if it operates outside the EU.

Why it matters:

- 3) Builds **trust** with tourists using the app.
- 4) Avoids **legal risks or penalties**.
- 5) Ensures tourists feel their personal data is safe when using the service.

The screenshot shows a web browser displaying the Intersoft Consulting website. The URL in the address bar is gdpr-info.eu/art-5-gdpr/. The website has a blue header with the Intersoft Consulting logo and a search bar. Below the header, there is a navigation menu with links to GDPR, RECITALS, KEY ISSUES, AI ACT, and DATA ACT. The main content area is titled "Art. 5 GDPR Principles relating to processing of personal data". The left sidebar contains a table of contents for the GDPR document, with "Art. 5 - Principles relating to processing of personal data" highlighted. The main content area lists the principles of data processing:

1. Personal data shall be:
 - (a) processed lawfully, fairly and in a transparent manner in relation to the data subject ('lawfulness, fairness and transparency');
 - (b) collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes; further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes shall, in accordance with Article 89(1), not be considered to be incompatible with the initial purposes ('purpose limitation');
 - (c) adequate, relevant and limited to what is necessary in relation to the purposes for which

SWOT – analysis:

Strength :

- Personalized experience: builds tailored trip plans based on user preferences (budget, type of visit, duration).
- Convenience: a new face for the traditional tour guide
- Cost effective: more affordable than hiring a private guide
- Cultural diversity: Can highlight entertainment, religious, and historical tourism

Weakness:

- User adaptation: Some older tourists may find it hard to rely on an app.
- Language barrier: need to have various of language options
- Internet dependency: Tourists in remote areas may struggle with app usage.
- Initial content building: Requires extensive and accurate data about destinations, hotels, transport, etc.

Oppoutonities:

- Growing tourism sector: Egypt attracts millions of visitors yearly.
- Tech adoption: Increasing smartphone usage among travelers.
- Partnerships: Can collaborate with hotels, airlines, local businesses, and government tourism boards.
- Post-COVID trend: Tourists prefer more personalized, contactless experiences.
- Expansion potential: Can evolve into a super app for all travel needs (booking, tickets, shopping).
- Internal political stability in egypt that provide opportunities for tourism
- A huge investment done in the tourism sector in Egypt (specially museums and historical landscapes)

Threats:

- Competition: Existing travel apps (TripAdvisor, GetYourGuide, Google Travel).
- Regulatory risks: Compliance with international data privacy laws (GDPR, etc.).
- Economic & political sudden changes: Affects tourism flow.
- Cybersecurity risks: Data breaches can damage trust.
- Tourism seasonality: App usage might drop during off-peak seasons

References:

- <https://live.worldtourismforum.net/news/egypt-tourism-from-ancient-wonders-to-modern-resilience-investment-opportunities>
- Blog : <https://www.neverendingfootsteps.com/cost-of-travel-egypt-budget/>
- <https://www.idomoo.com/blog/the-future-of-travel-is-a-personalized-guest-experience/>
- <https://gdpr-info.eu/art-5-gdpr/>