



Marketing Plan of Ala El-Tableya

على الطبلة

Taste Egypt's Heritage

YAT572_ONL3_DRT1_G3_DEPI3

GROUP 1



Team Members

01

Mohamed Osama Mohamed

02

Samar Hamdi Mahmoud

03

Sarah Ahmed ElSaadany

04

Ola Khaled Mamdouh

05

Merna Gehad Elhossieny



Project brief

"Ala El-Tableya" is a unique tourism and cultural program that introduces foreign visitors to authentic Egyptian traditional cuisine and culture. The experience goes beyond food, it immerses guests in the atmosphere of an old Egyptian home, the traditional wooden tableya, and folkloric costumes representing Egypt's diverse regions.



Project Objectives

- Offer tourists an authentic cultural immersion in Egyptian daily life.
- Showcase traditional Egyptian hospitality through food, clothing, and lifestyle.
- Preserve and promote local heritage (Nubian, Siwan, rural Egyptian).
- Create memorable experiences beyond sightseeing, living the culture, not just visiting it.



Project Objectives

- Support local communities by involving them in hosting and guiding.
- Strengthen Egypt's image as a country of rich traditions and warm people



*Thank,
you!*