

A proposed plan for marketing the Egyptian dance and the investment of specialized human resources globally

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Introduction and research problem:

Marketing topic has spread rapidly because of the increasing importance for the national economy. Due to the development of scientific, technical and administrative in all fields, marketing has become a key aspect in reconciling the needs and productive capacities of institutions to satisfy those needs

Marketing efforts usually begins with acquisition needs and desires, which did not saturate yet. Which the facility can satisfy the conditions of the surrounding environment currently and in the future, this requires usually systematic research in order to design and deliver products that fit the needs and desires of customers in order to achieve a set of goals. (61 : 9).

The cultural production consumption in major capitalist societies has evolved over

the past few decades, and contributed to the cultural heritage in obtaining competitive advantages of the economy in its products, which imbued nature inherent to him, these products are new forms of artistic production disciplines flexible, which means focuses on certain categories of products (fashion-music- dance- games- movies) (3:6)

Which refers to the need for the direction of technical specialists in the field to think about how to market their specialties globally, specially that economic field is an integral part of the art world , art like any other commodity and the price is the best indicator of value (2:15)

The development of reprogres cultural activity programs considers one of the of most important cases in re-manufacture and marketing in

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recent years , and being always renew and selection of human resources specialist who has prepared to a high level of performance , then add to it more than the domestic supply by educational institutions and specialized training, which returned to economy in the cultural field (3:8)

Kemal Darewsh noted that the approach to human resources considered human as ultimately element of the production, and that the feasibility of investing in the people of this corner lies only in high economic attributin (5:11)

"Ahmed Roushdy Saleh" notd to the future of the egyptian dance art as a growing art and not atrophy , which is the art of many rich sources rich not poor, its growth and prosperity depend on finding the necessary balance between tradition and merit, between the subject , the formula, the style and the idea (1:83)

And it has become-after it was practiced in the environment, in the national teams of the countries, and theater performance-practiced by individuals to meet the needs of recreational

and physical inside fitness and recreation centers, community, schools and universities, and became a specialized technical and scientific stand-alone, produces many graduates specialists at the level of the world, who are working in this field as a function and are marketed for profit. I have noticed the increased of health centers number recently, fitness centers, schools and dance studios of the world as institutions -for-profit- and as a kind of business- based on physical activity and technical , the competition is hard between them to increase the number of customers and participants, with adding another benefit of dance and exercises to maximize the yield from it, which caused them to bring in the Egyptian dance professionals to work as instructors in special schools for a private dance in America and Europe

While I watched the increas of Egyptian dance popularity through festivals, workshops and private lessons from all ways, kinds and tools- and for the benefit of recreational and educational only- and the marketing of these festivals and private

lessons bunch of specialists in dance not academics, so they there is not a following of marketing plans studied, however they generate millions of pounds

The researcher found that the colleges and universities in western countries does not include Egyptian dancing within their curriculum , although its high turnout in the private sector, in addition to the lack of Physical Education Colleges in Egypt for any specialized educational programs in Egyptian dance to foreigners and we do not invest the human resources of the faculty members and their assistants who specialize in motor skills

Which prompted the researcher to make this study to identify methods of marketing egyptain dance in Egypt recently , as well as to identify methods of marketing dance globally to get the proposed plan for marketing Egyptian dance globally and providing new job opportunities for professionals Egyptians in the field of dance globally cause the Egyptian exprtes advvantge and mobility.

Objective of this research :

This research aims to develop a proposed plan for marketing the Egyptian dance and specialized human resource investment globally through recognition

1- style currently used in Egypt for the Egyptian dance marketing globally.

2- dance marketing methods which used globally

3- Develop a proposed plan for marketing the Egyptian dance and specialized human resources investment globally

Research questions:

1- What is style -currently used in Egypt- for the Egyptian dance marketing globally?

2- What are the marketing methods which used globally in dance?

3- what is the proposed plan for marketing the Egyptian dance and investment specialized human resources globally?

Search procedures:

Research community: professionals, academics and non- academics in dance locally and globally

Research Methodology: descriptive method using surveys

The research sample :

the selection of the sample randomly from

specialists in dance and sample size was 32 Egyptian specialized working in the field of dance in the private sector and higher education, and 6 of those responsible for the folk

arts in Egypt, and 71 specialized foreign works in the field of dance in the private sector and Higher Education

The table below illustrates sample characterization

Table (1)
Characterization of the sample

Total	Specialized foreigner	Egyptian responsible	Egyptatian specialst
109	71	6	32

Data collection tools:

1- Design a questionnaire aimed at identifying the style currently used in Egypt in the Egyptian dance marketing globally

2- design a questionnaire aimed at identifying the methods used in marketing dance globally

3- the researcher conduct a transactions to calculate the scientific validity and reliability of the forms

Transactions for scientific data collection tools :

Scale Reliability: reliability has been checked through test re-test application of the sub-tests for perceptual motor abilities and the total score of

scale on a sample of (15) from inside and outside research sample varied from (0.75 to 0.96) and this proves the scale is reliable

Scale Validity: validity has been checked by using valid arbitrators as the scale was presented to (10) experts (annex 1) and the rate of agreement reached (%100) for all scale items. Also, the scale's self-validity has been confined to (0.93 to 0.76) which indicates the scale is valid.

Interpretation of the results:

First: The answer to the first question, which methods that "the method currently used in Egypt for marketing Egyptian dance globally"

Table (2)
Technique currently used in Egypt for the marketing Egyptian dance globally

Egyptian expert (n=32)					Egyptian responsible(n=6)					Phrase	The axis
%	degree	no ¹ =	Some extent ² =	yes ³ =	%	degree	no ¹ =	Some extent ² =	yes ³ =		
0.	48	20	8	4	44,44	8	0	-	1	1	First
33,33	33	33	-	-	33,33	6	6	-	-	2	
33,33	33	33	-	-	33,33	6	6	-	-	3	
40,83	44	22	8	2	44,44	8	0	-	1	4	
47,91	46	20	10	2	33,33	6	6	-	-	0	
80,41	82	3	8	21	100	18	-	-	6	6	
44,79	43	21	11	-	44,44	8	4	2	-	7	second
07,29	00	18	0	9	61,11	11	3	1	2	8	
61,40	09	10	7	10	00,00	10	3	2	1	9	
30,41	34	30	2	-	33,33	6	6	-	-	10	
30,41	34	30	2	-	44,44	8	0	-	1	11	
33,33	33	33	-	-	33,33	6	6	-	-	12	
60,41	08	14	10	8	66,66	12	2	2	2	13	Third
40,62	39	20	7	-	00,00	10	3	2	1	14	
93,70	90	2	2	28	83,33	10	-	3	3	10	
87,0	84	0	2	20	88,88	16	-	2	4	16	
39,08	38	28	2	2	44,44	8	0	-	1	17	
87,0	84	-	12	20	83,33	10	-	3	3	18	
0.	48	19	10	3	44,44	8	4	2	-	19	fourth
91,66	88	2	4	26	77,77	14	-	4	2	20	
100	96	-	-	32	94,44	12	-	1	0	21	
08,33	06	16	8	8	88,88	16	1	2	3	22	
40,83	44	22	8	2	44,44	8	4	2	-	23	
02,08	00	20	6	6	00,00	10	4	-	2	24	
33,33	33	33	=	-	44,44	8	4	2	-	20	Fifth
64,08	62	12	10	10	77,77	14	-	4	2	26	
87,0	84	2	8	22	33,33	6	6	-	-	27	
100	96	-	-	32	100	18	-	-	6	28	
100	96	-	-	32	100	18	-	-	6	29	
100	96	-	-	32	100	18	-	-	6	29	

Follow Table (2)
Technique currently used in Egypt for the marketing Egyptian dance globally

Egyptian expert (n=32)					Egyptian responsible(n=6)					Phrase	The axis
%	degree	no ¹ =	Some extent ² =	yes ³ =	%	degree	no ¹ =	Some extent ² =	yes ³ =		
100	96	-	-	32	100	18	-	-	6	20	
33,33	32	32	-	-	33,33	6	6	-	-	31	
97,91	94	-	2	30	88,88	16	-	2	4	32	
100	96	-	-	32	100	18	-	-	6	32	
100	96	-	-	32	100	18	-	-	6	34	
87,0	84	0	2	20	94,44	17	-	1	0	30	
100	96	-	-	32	100	18	-	-	6	36	
100	96	-	-	32	100	18	-	-	6	37	
97,91	94	-	2	30	88,88	16	-	2	4	38	
100	96	-	-	32	100	18	-	-	6	39	
100	96	-	-	32	100	18	-	-	6	40	
90,83	92	-	4	28	88,88	16	-	2	4	41	
98,90	90	-	1	31	94,44	17	-	1	0	42	
100	96	-	-	32	100	18	-	-	6	43	
100	96	-	-	32	100	18	-	-	6	44	
80,41	82	4	6	22	77,77	14	2	-	4	40	
100	96	-	-	32	94,44	17	-	1	0	46	

-it Is clear from Table (2) and through the first axis that there is swing in the answer between officials and specialists in the phrase 1,4,7 and private existence Marketing For Egyptian Dance globally in Egypt and responsibility for Foreign Cultural Relations, Ministry of Culture, as well as the efficiency of existing marketing, and an agreement on terms2,3,5 denied the existence of a private marketing management in universities and dance tourism

Promotion Authority, as there is agreement on the existence of the individual marketing efforts for Egyptian dance, which means that there is unofficially effort in marketing dance

In the second axis (material which targeted to marketing) table shows the agreement between officials and specialists in the phrase 8.9 on the marketing of the human element and the elements complementary (Costumes-Tools- Accessories), but within

narrow limits, as well as consensus on the non-marketing of books and scientific references in Egyptian dance and lack of codification, but the individual form of marketing attempts are covered to some extent popular environments in Egypt. -In the third axis and the objectives of marketing Egyptian dance show clear that the highest percentage is the phrase (21) 100% of specialists and 94.44 Msalin agreement that profit is the first goals of marketing dance night interest recreational (statement 15) increased by 93.75% for specialists and 83.33% of the responsibility, followed by interest physical (phrase 16) and job creation (the phrase 18) and dissemination of art (the phrase 20), while the lowest percentage is for the benefit of scientific and maintain the human experience and the presence of the objectives of a formal marketing in Egypt (phrases 14-17 -19) due to the absence of researcher awareness of the value of our technical resources and proper planning to maximize the yield from it. Results showed from fourth axis (private markets) the target like the embassies,

ministries, universities, Arab and foreign fitness halls (phrases 23-25-27) are less target markets for marketing Egyptian dance in Egypt, and internal marketing, theaters and sectors of Foreign Cultural Relations (phrases 22-24-26) are the target markets for marketing dance in Egypt and the Egyptian researcher believes it is only dependent on the traditional markets without seeking and working for the development of new markets

-The phrases fifth axis (from 28 to 35 except 31) and the special handicaps marketing process appears Results apparent agreement between officials and specialists on the marketing constraints in Egypt is the lack of material resources and lack of attention to officials at universities and lack of interest by the ministries concerned and the lack of new ideas for marketing and lack of conducting market research and the lack of marketing plans for dance and methods of advertising as evidenced by the agreement between the officials and specialists on the ferry 31 "lack of specialists in the field of Egyptian dance" is not a constraint and it shows the importance of this study to try to invest these energies available to us

It Has appeared the agreement between officials and specialists on Sixth Axis, a means of improving the process of marketing , which ranged percentages by between 77.77 % and 100% on the media quality and preparation of specialists in the field of marketing dance and create units of a special character to commercialize the dance, the preparation, refinement of designers, qualified instructors and the establishment of Egyptian dance competitions and open markets for Egyptian dance globally between universities and concerned authorities and open courses specialized in Egyptian dance at Egyptian universities and research marketing and formulation in the form of a new marketing and the search for other places to use them, except for the phrase 45, a

mixed with other methods of performance attributes researcher it to stick to the form original Egyptian dance and desire sample of and specialists in the growth and development of this specialty, and this is consistent with " Ibrahim Abdel-Maksoud, and Hassan El Shafei " 2003 has to be economically developing countries, attention aspects of various marketing to take advantage of a scientific experiment true experienced by developed countries in their growth, it follows that it requires every state in the role of economic growth to take care of building powerful hardware to market their new products). (76: 6)

Second: The answer to the second question , "What are the marketing methods used globally in dance"

Table (3)
Marketing methods used globally in dance

Egyptian experts n=32				Forigners experts n=71				phrase	Egyptian experts n=32				Forigners experts n=71				phrase
%		No		%		yes			%		no		%		yes		
%	no	%	yes	%	no	%	yes		%	no	%	yes	%	no	%	yes	
-	-	100	32	-	-	100	71	12A	12,0	2	93,0	30	9,80	7	91,14	64	1
-	-	100	32	-	-	100	71	B C	-	-	100	32	-	-	100	71	A2 B
-	-	100	32	-	-	100	71	D E	-	-	100	32	-	-	100	71	C
-	-	100	32	-	-	100	71	F G	-	-	100	32	-	-	100	71	D
-	-	100	32	-	-	100	71	H L	12,0	2	37,0	12	16,9	12	83,09	59	E
-	-	100	32	-	-	100	71	M	12,0	2	37,0	12	12,71	9	87,22	62	

Follow Table (3)
Marketing methods used globally in dance

Egyptian experts n=32				Forigners experts n=71				phrase	Egyptian experts n=32				Forigners experts n=71				phrase	
%	No	%	yes	%	no	%	yes		%	no	%	yes	%	no	%	yes		
-	-	100	32	-	-	100	71		02,12	12	27,06	10	2,22	3	90,77	78	T A B C D E	
-	-	100	32	-	-	100	71		-	-	100	32	-	-	100	71		
-	-	100	32	-	-	100	71		-	-	100	32	-	-	100	71		
-	-	100	32	-	-	100	71		-	-	100	32	18,75	12	81,25	68		
-	-	100	32	-	-	100	71		7,20	2	92,80	30	28,17	20	71,83	61		
-	-	100	32	-	-	100	71		13A	0	17	00	17	2,22	3	90,77		78
-	-	100	32	-	-	100	71		B C	10,7	0	89,30	27	8,50	7	91,50		70
-	-	100	32	-	-	100	71		D E	-	-	100	32	-	-	100		71
-	-	100	32	-	-	100	71		F G	12,0	2	88,0	28	-	-	100		71
-	-	100	32	-	-	100	71		-	-	100	32	-	-	100	71		
-	-	100	32	-	-	100	71	-	-	100	32	17,90	12	82,10	69			
-	-	100	32	-	-	100	71	-	-	100	32	-	-	100	71			
-	-	100	32	-	-	100	71	-	-	100	32	-	-	100	71			
-	-	100	32	-	-	100	71	-	-	100	32	-	-	100	71			
92,90	30	72,0	2	88,72	72	11,28	8	12	-	-	100	32	-	-	100	71		
28,12	9	71,88	22	18,75	12	81,25	68	10	-	-	100	32	2,22	3	90,77	78		
28,12	9	71,88	22	02,96	2	97,04	70	16A	-	-	100	32	-	-	100	71		
-	-	100	32	-	-	100	71	B C	27,0	12	73,0	20	8,50	7	91,50	70		
12,0	20	27,0	12	22,02	17	77,98	60	D E	21,87	7	78,13	20	8,50	7	91,50	70		
12,0	20	27,0	12	22,02	17	77,98	60	F G	21,87	7	78,13	20	2,22	3	97,78	70		
-	-	100	32	-	-	100	71	H I J	21,20	10	78,80	22	19,71	12	80,29	67		
00	17	00	17	22,29	22	77,71	68	-	-	100	32	-	-	100	71			
-	-	100	32	-	-	100	71	-	-	100	32	-	-	100	71			
-	-	100	32	-	-	100	71	-	-	100	32	-	-	100	71			
-	-	100	32	-	-	100	71	-	-	100	32	-	-	100	71			
-	-	100	32	-	-	100	71	17A	-	-	100	32	-	-	100	71		
-	-	100	32	-	-	100	71	B C	28,12	9	71,88	22	20,98	22	79,02	69		
-	-	100	32	11,28	8	88,72	72	D E	-	-	100	32	-	-	100	71		
-	-	100	32	-	-	100	71	-	-	100	32	-	-	100	71			
-	-	100	32	-	-	100	71	-	-	100	32	-	-	100	71			

Follow Table (3)

Marketing methods used globally in dance

Egyptian experts n=32				Forigners experts n=71				phrase	Egyptian experts n=32				Forigners experts n=71				phrase
%	No	%	yes	%	no	%	yes		%	no	%	yes	%	no	%	yes	
-	-	100	32	11,26	8	88,73	32	F G	-	-	100	32	-	-	100	71	7A
-	-	100	32	-	-	100	71		-	-	100	32	-	-	100	71	B C
-	-	100	32	-	-	100	71	18A	-	-	100	32	-	-	100	71	D E
-	-	100	32	-	-	100	71	B C	12,0	3	87,0	28	10,49	11	89,51	70	F
-	-	100	32	-	-	100	71	D E	21,87	7	78,13	25	10,49	11	89,51	70	
-	-	100	32	-	-	100	71	F G	28,12	9	71,87	23	91,04	7	9,96	70	
-	-	100	32	-	-	100	71	H L	-	-	100	32	-	-	100	71	
70	23	20	8	-	-	100	71		-	-	100	32	-	-	100	71	8A
12,0	2	27,0	12	2,98	22	77,02	69		-	-	100	32	-	-	100	71	B C
-	-	100	32	-	-	100	71	19A	-	-	100	32	-	-	100	71	D E
100	32	-	-	100	71	-	-	B C	-	-	100	32	-	-	100	71	F G
0,22	17	17,87	10	23,11	26	76,89	60	D E	-	-	100	32	-	-	100	71	H L
12,0	2	27,0	12	21,12	10	78,87	67	F G	-	-	100	32	10,49	11	89,51	70	M
-	-	100	32	21,12	10	78,87	67	H I	-	-	100	32	-	-	100	71	N O
-	-	100	32	-	-	100	71	J	-	-	100	32	22,02	16	77,97	60	
100	32	-	-	100	71	-	-		-	-	100	32	-	-	100	71	
-	-	100	32	-	-	100	71		-	-	100	32	-	-	100	71	
0	16	0	16	-	-	100	71		21,87	7	78,13	25	-	-	100	71	
1,20	2	9,20	3	20,20	18	79,79	62	Y	-	-	100	32	-	-	100	71	9A
9,20	3	3,12	1	9,18	29	90,81	2	21A	-	-	100	32	-	-	100	71	B C
-	-	100	32	-	-	100	71	B C	21,20	1	78,70	22	11,26	8	88,73	32	D E
9,20	3	3,12	1	8,00	7	10,49	11	D E	-	-	100	32	-	-	100	71	F G
9,20	3	1,20	2	9,18	29	90,81	2		-	-	100	32	1,00	1	99,00	31	H I
20	8	70	24	6,22	0	93,77	21		-	-	100	32	2,98	22	77,02	69	J K
100	32	-	-	90,77	28	10,22	3	Y Y	-	-	100	32	21,12	10	78,87	67	L
-	-	100	32	-	-	100	71	23A	18,70	22	21,20	1	2,02	28	97,97	23	
100	32	-	-	100	71	-	-	B C	0,22	17	17,87	10	1,00	29	99,00	22	
0,22	3	87,0	28	18,20	12	81,79	68	D E	-	-	100	32	22,02	16	77,97	60	F G
-	-	100	32	18,20	12	81,79	68	F	70	23	20	8	0,92	29	99,07	22	
-	-	100	32	2,98	22	77,02	69		12,70	14	0,20	18	28,16	2	71,83	61	10
12,0	2	27,0	12	22,22	02	21,76	19		70	23	20	8	0,92	29	99,07	22	
100	32	-	-	100	71	-	-		12,70	14	28,16	18	2,00	71,83	61	11A	
-	-	100	32	-	-	100	71	24A	21,87	22	28,12	9	28,16	2	71,83	61	B C
-	-	100	32	-	-	100	71	B C	0,22	17	17,87	10	2,98	22	77,02	69	D E
-	-	100	32	-	-	100	71	D E	12,70	14	0,20	18	22,22	26	22,28	60	F G
-	-	100	32	-	-	100	71	F G									
-	-	100	32	-	-	100	71	H									
-	-	100	32	-	-	100	71										
-	-	100	32	-	-	100	71										

It is clear from Table (3) that there is some agreement and some disagreement between foreign specialists and Egyptians professionals as follows:

-For the first term there is an agreement at a higher rate than 90% of a market for dance in different countries of the world

-The results of the second sentence agreement of 100% on the aim of the marketing dance goal of physical , recreational and economic order , and the differences on the scientific target, cultural and promo shows a high proportion to foreigners ranging between 83.09% and 95.77% and this ratio has decreased for Egyptians specialists between 37.5 % and 46.87%, and the researcher attributes that there is no clear interest in scientific institutions and the Egyptian cultural marketing dance Egyptian necessitating the start of attention to the arts within the educational process and this is consistent with Doug Herbert "2006" in the trade unions and scientific institutions working in the 21st century to bring communities work , the economy and planners strategies to work with

educational leaders in order to emphasize that students benefit from the study of the arts (4:37)(

-specialists foreigners and Egyptians Agreed in the third statement of 100% on the profit and employment of the most important reasons for the trend to commercialize the dance and then comes the desire to spread only 100% and fame 50% and attributed the researcher that to the sense of a lack of experience marketing in Egypt , which give them international career opportunities , and then come to consensus in the exploitation of facilities and provide graduates by between 71.83 % to 95.77 % and that for the existence of an appetite for the study of dance and this is consistent with the "Doug Risenr" 2013 in that there is an increase of 60% in the number of enrolled students in dance since in 2008 and 71% increase in the number of enrolled students in other cultures dance to the great variety in the dances) (5:59)

- The foreigners specialists and Egyptians experts Agreed in the phrase fourth by 83.09 % to 100% (return on countries of the marketing dance) which pay taxes and investigation

activities, service and provide job opportunities and self-support of some government institutions such as schools, recreation centers, universities and establish commercial activities in private art which is indicated him "substantial" 1998 that he should pay attention to the development of mechanisms and means of preparation and presentation of the arts and in the forefront of the art of dance and images inspired it, including highlights it, bring it proliferation and publicity and excel to reach the investment artistic production in the field of motor skills (dance) all types of economic investment, supports Activity State (12:117)

- The answer is clear from the fifth to the ferry approaches, global marketing agreement in dance specialists foreigners and Egyptians 100% on workshops and conferences, festivals and educational programs in universities and broadcast TV channel specializing in fitness, such as channel FIT.TV American dance offers more than one way in different programs, and declare all products and competitions dancing and sports, and the

production and distribution of DVD, and within fitness centers and recreation centers, then shows a slight difference in the percentages of specialists foreigners ranging from 80.28% to 95.77% and the Egyptians by between 62.5% to 78.12% and that on the marketing of dance through books, scientific journals and courses online and dance studios own competitions and the researcher saw that this is due to the lack of books translated to different languages which can be marketed in the field of dance and the lack of institutes of Egyptian dance on the Internet as there is no competitions in dance in Egypt with the availability of all this Western countries, and this is consistent with the "Jane Benbright" 2012 that the Americans were able to access the world through intellectual property and that the scientific journal of the Dance Educational journal of dance education and also through the establishment of institutes on the Internet for professional development and to make the learning for all and affordable, as well as the establishment of centers for research in dance

and provide educational conferences annually and advanced entry in dance education for grades k-12 (10:29)

- As evidenced by the answer to the phrase sixth of those who are the consumers in the field of dance, the agreement between specialists foreigners and Egyptians 100% that all ages and owners of schools and professional researchers, also agreed that not all health conditions reach a rate of 69.01 % for foreigners , and 71.87 % for the Egyptians, the researcher believes that this is due to the fact that dance is used in the treatment sometimes , but this does not mean necessarily that all health conditions can exercise

- In answer to the phrase seventh special needs of consumer dancing had agreed of the specialists foreigners and Egyptians 100% that there is need for recreational , cultural and economic , as there is an agreement between 71.87 % to 91.54 % on a need for a healthy , scientific and media for dance

- The answer of phrase eighth between all types of dance , which is marketed globally the agreed of specialists foreigners

and domestic investors which ranged between 77.46 % and 100 % for foreigners , and has ranged between 78.12 % and 100% for the Egyptians that all types of dance which is used globally as projects for physical profit is modern - jazz hip hop-Ballet-ballroom-folkdance-latin-African-contemporary-middle eastern-asain

- The types of dance , which is investigating a large demand by 100% to foreigners and Egyptians are modern-Ballet and Ballroom dancing is a ten kinds of dance are divided into two groups , the first group is called Modern Standard or most types of this group include British :

Slow Waltz, Quick Step, Tango, Slow Foxtrot, Viennese Waltz

The second group is called Latin Dance include : Paso Doble, Cha Cha, Rumba,

Samba, Jive and used the United States social Ballroom Dance but contains eight types of dance only , the first group called Smooth and includes :

Waltz, Tango, Foxtrot, Viennese Waltz The second group is called Rhythm and includes : Cha Cha and Mambo, Bolero, East Cost

Swing and most people goes to Ballroom dance for fun or to copmetions , they compete in several levels are respectively :

Newcomer, Pre-Bronze, Bronze, Silver, Gold, Pre-Championship and Championship

Attributes the researcher to the fact that modern dance type instrumental in curricula Western universities , and this is consistent with "Wendy Oliver" 2011 that the modern dance was basic training for faculty members at American universities so used directly and traditional in design dance in higher education is likely to remain design using modern dance is an important part of teaching dance with modern dance retaining a strong presence in universities and dance companies for a long time to come (11 : 14)

And achieve middle eastern dance ratio 77.46 % to foreigners and 100% of the Egyptians and the researcher attributes this to the keenness of the private sector to provide diversity in the West and a desire to learn Middle East dance

- The phrase tenth if the marketing dance specialists ,

the answer was 71.83 % for foreign specialists and 56.25 % for specialists Egyptians

- Showed from the results of the eleventh phrase that of the marketing in the field of dance artists and artistic companies increased by 71.83 % to foreigners because there are some marketers , especially among specialists dance companies and 56.25 % of the Egyptians and not specialists in the field of marketing the arts . Or scientific institutions or governmental organizations, attributes the researcher that the absence of marketers specializing in dance in Egypt , with some interpretations and individual experiences of some of the artists in the private sector and this is consistent with "Elsa Posey" 2002 that the general observation in the private sector for dancing Educational They know how and what will promote this has an impact on the curriculum offered at private schools to teach dance , and to meet operating expenses are trying to provide a variety of lessons accept them hesitant (43 : 7)

- Agreed to foreigners and Egyptians who specialize 100% in twelve ferries and Aiihashr and special ways to

prepare dance as a product in the market and how to promote it

- The answer to the phrase fourteen for if it is the use of faculty members Egyptians specialists in dance universities Bank, was to answer "no" by 88.73 % for specialists foreigners , and by 93.75 % for specialists Egyptians, and attributes the researcher that the lack of interest in scientific institutions in Egypt this Specialization despite the need for these specialists the world and this is consistent with "Wendy Oliver" 2011 it is likely that the types of dance from other cultures will gradually increase in influence within colleges , which requires the appointment of members of the faculty who have diverse backgrounds in dance other cultures (13:14)

- In answer to the phrase fifteen if it is brought Egyptian trainers to Western countries was the answer by 81.69 % for specialists foreigners , and by 71.87 % for specialists Egyptians for it sees the researcher should be blending technical expertise with scientific expertise in specialty and this is consistent with Wendy Oliver 2011 in that

experience provided in the process of teaching dance at increasing benefit from the expertise of professional artists in this area , along with faculty members at universities (14:14)

- The results appear in the phrase sixteen the agreement between specialists (foreigners and Egyptians) 100% on the basis of pricing coach was to answer on the basis of experience and production technical and quality of the task (training- Design performance) and the duration of Almanmho place the task (internal - external) The age for foreigners have the answer "no" by 57.74 % either the Egyptians " yes" by 71.87 % , then comes the qualifications of scientific and production of scientific and fame by 77.46 % for specialists foreigners , and by 37.5% for specialists Egyptians and attributes researcher so that most of the Egyptian trainers are not qualified scientifically, as well as most of the academics is artists and there is always a conflict between them and this is consistent with Patricia Cohen 2002 that there is always conflict and the status of the lack of understanding between the dance teachers in

the private sector as well as in higher education leading to a lack of communication together, and the main problem lies in the program of dance education in higher education in addition to university characterization of themselves as they are the owners of professional certificates and scientific backgrounds , but these differences could be solved if everyone worked together as a team within the national Association of dance (50 : 13)

- And in the words seventeen show the agreed between specialists (foreigners and Egyptians) 100% on the period of time which used in the exercise and learn to dance is from 4 to 6 weeks or 6 to 8 weeks from 45 to 120 minutes of exercise per day a week and two to four years of undergraduate study , as I said, the ratio for most courses of 8 weeks from two to five days a week increased by 88.75 % for foreigners , while 100% of the Egyptians , and attributes it to the Vacations system and the number of hours of work in place in Western countries

- The table appears in the phrase of eighteen agreement between specialists(foreigners

and Egyptians) 100% on marketing dance places practice the following theaters, fitness centers , schools and recreation centers and dance studios and enjoyed universities with the approval of 100 % of the foreign and non- approval of 75% of Egyptian specialists and this is due to lack of The presence of marketing for Egyptian dancing at Egyptian universities, in addition to the lack of degrees and programs which are supported in the dance by foreigners , and the marketing to the ministries and embassies proportions approval came less than 69.01 % of the foreigners and 62.5% of Egyptians

- The results appear in the phrase Nineteenth sho the agreement between specialists foreigners and Egyptians on the personal assessment of specialists to dance Egyptian 100% he refreshingly non-boring non- typical and well-known required in their country either diversity , convenience and low cost was their response rate from 78.87 % to 63.38 % and the average demand in Egypt increased by 50% due researcher that the restrictions of religious and

social , which is consistent with the " Glenn Wilson Glenn D.Wilson" 2000 AD in that our current " civilized " restricts the framework for dancing and singing in most cases , is to look at this activity as dissolved and characterized dangerous if it occurs outside a limited number of approved social contexts (227 : 8)

- In the words Twenty Is there an international experiences dealt with Egypt by the Egyptian dance in marketing and the answer is " yes " (74.64 %) for foreigners and 93.75 % for the Egyptians

- In the words of the twenty-first agreement between foreigners and Egyptians specialists 100% that these individual experiences , not government or the experiences of scientific or cultural institutions or private companies technical experiments

- ther is an agreed between specialists (foreigners and Egyptians) on phrase 22 it does not exist for Egyptian dancing in the curriculum of universities in the West by 100 % of the Egyptians and 95.77 % due to the lack of scientific material in foreign languages so this different can be

marketed to the outside as well as programs of study in dance at universities in Egypt and this consistent with "Arjo Klamer" 1996 in that it has to be luring overseas spending by exporting more of the technical material , or polarization of this spending at home (2:15)

- In a statement the twenty-third special marketing obstacles at dance universally there is an agreed between specialists foreigners and Egyptians 100% on the lack of specialists in marketing , also agreed to answer "No" 100% he is not provide specialists in dance and provide consumers with disabilities, either provide scientific references in different languages and a lack of interest institutions the interest institutions lack of facilities was yes rate ranged between 62.5 % and 100%

- ther is an Agreed between specialists foreigners and Egyptians in the phrase the twenty-fourth special in ways that improve operational marketing dance art 100% preparation of specialists in the field of marketing dance, market research and the preparation and refinement of designers and qualified instructors in the field of dance

and open markets dance globally between universities and the establishment of dance competitions media good and drafted in the form of a new marketing and the search for other places to use it , due researcher that the diversity of the research sample between specialize academics from higher education and trainers , designers and owners of schools in the private sector , giving the vision of the future better and this is consistent with "Elsa posey" 2002 has to be open dialogue between colleagues in private schools and colleagues in higher education to agree on a vision for the future serve dance educator in the private sector and higher education (7:44)

Third: the answer to the third question , which states that " the proposed plan for marketing of Egyptian dance and specialized human resource investment globally?

The proposed plan for the marketing of Egyptian dance and specialized human resource investment globally:

- The beneficiaries of the marketing plan for the Egyptian dance :

Provide the researcher this proposed plan to faculties of

Physical Education for discussion where it's the scientific and practical specialized in the preparation of educational and training programs in sports activity and expression of motor activity technician physical and to the Ministry of Culture and specifically Foreign Cultural Relations and Arts House People's Performing in crisis financing terms that the Ministry of culture is the government agency responsible for administrative Egyptian art .

What the marketing plan for the Egyptian dance :

This plan is one of the steps that are trying to learn how to invest in dance Egypt as an activity of the faculties of Physical Education scientific methods codified in order to overcome the drawbacks and shortcomings and constraints existing in the ways of marketing in Egypt and try to find sources of funding in order to help achieve the goals of the advancement of dance of Egypt and also achieve global presence to allocate expression of motor and investment specialists and the provision of job opportunities

First: The purpose of the marketing plan :

- Ask Egypt to study dance in international sports colleges of education
- Provide opportunities for local and international work in front of new specialists in the Egyptian dance
- To provide some additional sources for more financial support for the budget through the Technical Marketing Egyptian dance .
- invasion of global markets and bring hope in the global presence .
- Expansion in places the practice of theaters and fitness to universities
- Increase the motives of practice through the use of dance for more than one goal (recreational- physical-scientific- cultural- economic - Promotional) .
- innovation in the field of Egyptian folk dance
- Publication of Egyptian art globally and increase the number of beneficiaries

Second, the analysis of Egyptian dance as a product :

Dance consists of: 1- the movement (exercises and lessons and designs and Festivals)

2- complementary elements (costumes, tools and accessories) , Music and Songs

3- The history, theories of knowledge and information (books, research and international conferences in the field of dance and Egyptian scientific sessions and practical codified)

4 - Human Resources (trainers, designers, dancers, researchers and teachers) as well as fashion designers, songwriters, composers ,music play lists and administrators

Third: to focus on the future climate of the market :

This initiative includes the calendar internal and external factors to predict the future climate of the market.

- Homeland Climate includes :
 - The availability of training facilities and lounges faculties of Physical Education
 - The availability of instructors and designers, researchers, members of the faculty specialty expression kinesthetic faculties of Physical Education and the Academy of Arts and professionals from the private sector
 - The availability of the administrative structure of the faculty members allocate management of sports and

recreation (sports marketing) faculties of Physical Education and administrators from the private sector and the Ministry of Culture

- The availability of raw materials which used (Fashion - Tools - Accessories) as well as live and recorded music and sound recordings studios and TV cameras or film

- The availability of personnel , advertisers, viewers and guarantors.

- external environment includes :

- The availability of universities, colleges and departments study dance and theater in all Western countries

- the foreign students desire to study dance in general and dance in particular, other cultures

- the desire of masses to exercise and watch the dancing Egyptian

- The increasing demand on the owners of private schools Egyptian dance

Fourth, the development of Egyptian dance as a product :

By creating a distinct image of the Egyptian dance and the effect on the consumer and the product and lured preference Egyptian dance from other

types of dance and forms of competition and performance are as follows:

- Recreational develop programs using the Egyptian dance and clarify Easy and fun performance and the possibility of exercising an activity for the whole family to achieve the goal recreational exercise

- And put it in the form of a scientific codified theoretical and practical to open the door of the international study in which the faculties of Physical Education

- Develop programs to lose weight exercises by Egyptian dance and to clarify the size of the body before and after exercise in order to show the success it

- Developing methods suitable for all levels of education from Primary to university to show the extent of its relevance to education for all stages of the Sunni

- The development of history and cultural heritage of Egyptian dance in the books in different languages

- Put Egyptian dance on the map of festivals and international conferences

Fifth: knowledge and analysis of the objectives of consumers:

5 - consumer aims to profit from the dance as a career (leading - coach - determined), most of the owners of this class private schools , dance studios and galleries fitness

2 - aims to consumer grown physical activity and fitness helps in weight loss

6 - consumer aims to exercise a fun recreational activity , performance can from all ages , non- stressful , non- boring , unusual, and inexpensive material .

7 - consumer aims to scientific research and tap dancing as a scientific illusion

8 - consumer aims to develop some knowledge and cultural aspects

9 - consumer aims to use dance as a tool promotional ad

VI : Preparation Egyptian dance as a product :

Due to the different goals of the consumer , it is important to provide the product in different ways and it is as follows:

- Training programs using the Egyptian dance to lose weight and be recorded on DVD

- To teach dance lessons Egyptian at many various stages and are recorded on a DVD

- International festivals in the Egyptian dance faculties of Physical Education in the world

- Scientific conferences in the Egyptian dance and dance in all its forms

- Special educational courses in the faculties of Physical Education for foreigners and Egyptians recognized

- Open Education programs for dance studies

- Education programs via the Internet on line courses

- Scientific exchange with universities in the world specializing in dance

- The establishment of specialized scientific journals and such court Journal of Dance Education

- The establishment of scientific societies such as Dance education organization

- Create a Website for jobs in the field of specialization employment and job outlook

- Put books on Egyptian dance in different languages

- Provide business and marketing plans for dance Private Schools

Seventh: The pricing of Egyptian dance as a product :

This step involves determining the price of the product Technically , Technical Product and pricing at the outset by price allocation of the value of production of the product after accounting for the cost price .

Eighth: the promotion of Egyptian dance as a product :

- Diversification of product image to attract targeted audiences , as in the sixth paragraph of this plan

- The product is promoted by :
TV- newspapers and magazines- e-marketing- Internet- Publications and brochures- scientific books- personal relationships- Conferences- Festivals- international agreements with other universities and technical centers and recreational, sports and cultural- sponsors- advertisers

Ninth: locate Egyptian dance as a product :

Create Marketing Center Egyptian dance faculties of

Physical Education, which represents a fundamental point of origin for the distribution and production .

Tenth: calendar marketing plan
This assessment requires the use of feeding system reaction inside and outside the institution 's review of the marketing plan in terms of: the number of subscribers , the number of working groups , wages, profits, mistakes, positives and negatives, the necessary adjustments, the efficiency of teachers based on training, product quality, re-publicity and advertising , increase international agreements if necessary, and here the results of analysis is needed feedback on a permanent basis , and focus on the extent to which it helps plan the organization achieve its goal . (90 : 39-53)

Conclusions : In the light of the results of this research concludes the researcher :

1- There is no marketing plan to dance Egyptian currently in Egypt

2- provide professionals and the consumer and the target material marketed a basic

ingredient to begin the planning process for the marketing of Egyptian Dance

3- The presence of global demand for Egyptian dance and a strong need for professionals , academics and professionals in the Egyptian dance

4- There are no courses for foreigners to dance Egyptian Egyptian universities are not outsourcing faculty members of the Egyptian universities majoring in dance Egyptian

Recommendations : In light of the results and conclusions of this research researcher recommends :

1- the need for the application of the proposed plan for the marketing of Egyptian dance and investment specialized human resources globally.

2- Create a center for marketing globally Egyptian dance faculties of Physical Education .

3- Create a national association of Egyptian dance to combine academics from higher education and professionals from the private sector .

4- create a scientific journal in the art of dance education.

5- increase production Scientific Translator foreign languages in various Egyptian dance .

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