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## **Tourism marketing of iconic World War II sites in Tobruk City, Libya, as an opportunity to improve the destination's competitiveness and sustainability**

### ***El marketing turístico de lugares emblemáticos de la Segunda Guerra Mundial en la ciudad de Tobruk (Libia) como oportunidad para la mejora de la competitividad y sostenibilidad del destino***

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#### **Abstract**

Tobruk is a Libyan city peninsula overlooking the Mediterranean Sea for about 8 km, facing Greek from the European side, and Tobruk is considered the gateway to eastern Libya where it is 150 km from the Egyptian border, the city was built before the Greek settlement of Libya called by the Greeks (Anti-Bergus). Ancient roads and historical war sites, as well as the tourist elements such as the Northern War and Trade Route, the Islamic Conquest Road in the North Sinai region. Further the North Africa and the war that took place between the Allies and the Axis left traces and remnants in many locations along the coasts and up to the depth of the desert. Tobruk was one of those areas where more than thirty battles were fought that suffered losses and lives from both sides leaving the remnants of the war, where the remains of thousands of Allied soldiers and the Axis are located, historical tourist attractions: (Tombs of World War II - Drawings of John Brill - American plane Eddie B Fuel - Australian Hospital - Operations Room of World War II - Tunnels and showers - Site of Bir Hakim ..). Research problem: The problem of the study is summarized in the lack of role played by the official agencies responsible for the activity in Libya, despite the human components possessed by the tourist destination concerned with the study, which is a competitive advantage for the study area. Hypotheses: The aim of the study is to reach an answer about the impact of tourism marketing for World War II landmarks in the city of Tobruk, which are as follows: Q: Do the World War II sites in the city of Tobruk have a competitive advantage that makes it an attractive area for this type of tourism? Q: How are the military tourism sites evaluated in the city of Tobruk?.

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**Keywords:** Tourism Marketing, World War II, Sustainable Advantage, Tobruk, Libya.

## **Resumen**

Tobruk es una península libia con vistas al mar Mediterráneo a lo largo de unos 8 km frente a Grecia desde el lado europeo. Se considera la puerta de entrada al este de Libia, a 150 km de la frontera con Egipto. La ciudad fue construida antes del asentamiento griego de Libia, conocido por los griegos como Anti-Bergus. Antiguas carreteras y sitios históricos de guerra, así como atractivos turísticos como la Ruta de la Guerra, el Comercio del Norte y la Ruta de la Conquista Islámica en la región del Sinaí Norte, conservan su huella en numerosos lugares de la costa y hasta en las profundidades del desierto. Además, en el norte de África y la Segunda Guerra Mundial entre los Aliados y el Eje alemán dejaron huellas y vestigios en numerosos lugares a lo largo de las costas y hasta en las profundidades del desierto. Tobruk fue una de esas zonas donde se libraron más de treinta batallas que provocaron pérdidas humanas importantes, dejando vestigios de interés histórico. Aquí se encuentran los restos de miles de soldados aliados y del Eje, además de atracciones turísticas históricas como tumbas de la Segunda Guerra Mundial, los dibujos de John Brill, el avión estadounidense Eddie B Fuel, el Hospital Australiano, la Sala de Operaciones de la Segunda Guerra Mundial, túneles y duchas, el Sitio de Bir Hakim, etc. La cuestión central del estudio se resume en la falta de implicación de los organismos oficiales responsables de la actividad turística en Libia, a pesar del interés histórico que posee el destino turístico objeto de estudio, lo cual constituye una ventaja competitiva para la zona de estudio. A partir de aquí, en esta investigación se pretende obtener una respuesta sobre el impacto del marketing turístico en los lugares emblemáticos de la Segunda Guerra Mundial en la ciudad de Tobruk e identificar y evaluar sus potencialidades turísticas como ventajas competitivas para convertir este territorio en un destino turístico atractivo.

**Palabras clave:** Turismo histórico de la Guerra, Marketing turístico, Segunda Guerra Mundial, ventajas competitivas, Tobruk, Libia.

## **1. Introduction**

Tourism plays a role in bringing regional levels closer together and creating a sense of balance between them by developing and growing areas that are less fortunate in terms of development. This is because development often tends toward areas with more natural and climatic advantages than industrial and commercial construction. Without a doubt, tourism extends to these distant areas, restoring balance through new tourist investments and projects. Tourism also presents numerous opportunities for attracting both foreign and domestic investment, particularly in developing countries, as it enhances the experience of domestic investors through interactions with more experienced and advanced foreign investors. Marketing, a vital and exciting field, connects to reality and daily life. Marketing represents a contemporary challenge for government businesses and activities, whether they operate locally or internationally. At all local and international levels, the importance of marketing has increased, and it has even emerged as a key factor in the development and progress of national and international economies. Tourism marketing plays a crucial role in attracting tourists to these countries, and the marketing process aims to promote the tourist attractions of these cities, whether they are historical, heritage, or cultural sports.

The study focuses on the shortcomings of the role played by tourism companies and official agencies responsible for tourism activity in Libya and marketing tourist destinations in Libya. This is because official tourism agencies and tourism companies affiliated with the private sector are among the basic pillars of tourism marketing, despite the natural and human components that the tourist destination possesses. The most important of these are the World War II landmarks and the cave of Sheikh Al-Shuhada Omar Al-Mukhtar, which provide a competitive advantage for the study area. Therefore, the study problem was raised in a main question: What is the role played by official tourism agencies and companies affiliated with the private sector in marketing the components of the city of Tobruk for what it possesses of tourist and archaeological landmarks dating back to World War II, which qualifies it to be a tourist attraction?

Both official agencies and private companies carry out marketing, which not only supports the competitive position and achieves an advantage for the tourist destination but also aids in the study of consumer behavior. Any tourist city's tourism offer is an integral part of its heritage, civilization, and history. It consists of various and diverse elements that stand independently of each other, with the landmarks and sites of World War II serving as important tourist components in the study area.

## **2. Tourism marketing: conceptualization and state of the art.**

The study is based on the descriptive approach involves conducting desk research on numerous scientific references, studies, and scientific research projects. The market is defined as the location where demand and supply meet, considering all the factors that influence this meeting. The tourism market aligns with this concept, as the tourism services market serves as the meeting point for tourism demand across various forms and tourist categories. This includes tourism supply in its raw form, which refers to the country's available tourism components such as the sea, mountains, forests, desert, sunlight, archaeological and religious sites, and important sites. (Barhoum, 2007, 106) The tourism market can be defined as the meeting point of a group of tourists' desires and needs—local and international—coupled with their purchasing power with tourism organizations to obtain the tourism products necessary to satisfy those needs within a certain level of information. The tourism market is distinguished by a set of characteristics, the most important of which are:

- The tourism service is intangible;
- The multiplicity of tourism service production entities;
- The inability of the tourism service to be stored;
- The tourism market is affected by the seasons.
- The diversity of tourism market sectors

The Ancient societies first engaged in marketing as an economic activity thousands of years ago, but like other economic activities, it has undergone tremendous evolution. Today, for-profit and not-for-profit organizations use marketing as their primary process for adapting to changes in market opportunities. The American Marketing Association defined marketing as "a business activity that directs the flow of goods and services from the producer to the consumer or user." Venette (2000, 210) defined it as the systematic search for the market or profitability to apply and promote a product or service that matches the desires and needs of the target

consumers. Tourism marketing adheres to the general framework of these definitions and contents. This is particularly important when dealing with service products, as it necessitates a study of consumer desires, creative decision-making, and professionalism in marketing. The tourism sector differs from other sectors in terms of marketing tools due to the seasonality of tourism activity, its significant impact on the climate, and the complexity of tourism, which encompasses a wide range of services provided by numerous suppliers. (Lumsdon, 1997, 30).

Bartles characterized tourism marketing as a process that targets tourists, striving to fulfill their needs through diverse distribution channels. These channels encompass a range of tourism organizations and institutions. These entities engage with these tourists, navigating the external environment's pressures and constraints, including economic, technological, ethical, and social limitations. The ultimate goal is to streamline exchanges with the target market and enhance exchange and consumption processes (Eagles, 2008, 42).

The tourism sector uses various marketing strategies to achieve a number of objectives:

1. Knowing the tourist, discovering his motives, needs, and desires, and analyzing the important elements that affect the possibilities of the tourism market in supply and demand, i.e., reaching to know the type of services requested by tourists and prices that suit their capabilities and circumstances.
2. Supporting the center of the tourist area announced in the tourist markets and increasing the demand of tourists to visit it.
3. Maintaining steady and equitable growth in both the supply and demand of tourism.
4. Promote the tourism product through all available channels.
5. Try to show the tourism product in an attractive appearance without exaggeration or distance from the truth.

Marketing is the main tool in the development of tourism by presenting the tourism product of attractive types and wide spectrums to the local, regional, and global markets. The importance of tourism marketing stems from a set of points addressed by many specialists as follows:

- 1- Marketing helps in the study of consumer behavior; the sensitivity of administrative decisions depends on the behavioral aspects, and if we have good knowledge of consumer behavior, it becomes easy to study the degree of expectations; expectations and satisfaction are closely linked together.
- 2- Marketing helps in increasing the organizational effectiveness of the institution, as the modern concept of social marketing makes marketing activities coincide with the surrounding social and environmental trends, which helps tourism institutions in

enhancing their organizational activities and may help convert potential consumers into actual tourists.

3- Marketing helps in information management, as the conditions of intense competition in the tourism market have dictated the need for organized management of information, and achieving this helps to understand the tourism market and competitors well and thus make decisions based on this information to prove the distinguished competencies of the tourism institution.

4- Marketing helps in developing the tourism services provided by seeking to find distinguished services for tourists at competitive prices.

5- Marketing facilitates the process of planning the tourism product: The planning and development of the tourism product are two necessary aspects of the needs of consumers with different cultural, economic, and social backgrounds. When marketers make their decisions, they must take into account the tourism product and the availability of accompanying services.

6- Marketing contributes to setting prices: Pricing needs to study the changing conditions in the markets, and the task of marketing is to highlight these variables.

7- Marketing contributes to the development of promotion processes: The marketing of tourism services requires major promotional decisions based on innovation and development and successful advertising campaigns to convert target consumers into actual consumers, and this is what drives promotional program planners to carry out effective promotional campaigns that attract consumer interest and affect his behavior.

8- Tourism marketing plays an important role in the growth, development, and expansion of business establishments in the field of tourism, which helps in driving the development movement at the state level.

9- Tourism marketing contributes to drawing a positive mental image of society in general and the tourist market in particular, which facilitates the flow of tourists to it.

10- Tourism marketing contributes to increasing the degree of archaeological and cultural awareness among members of society (internal tourism) and among external tourists (foreign tourism), which means the positive impact of tourism marketing on the culture of societies.

Despite the suspension of foreign tourism due to Libyan state conditions, the Tobruk region's target market remains extensive on both local and external levels, welcoming tourists of all nationalities, ages, and cultural backgrounds. Therefore, it is

necessary to concentrate on developing a marketing strategy by studying the various elements of the marketing mix.

Tourism services marketing is linked to the marketing mix (7Ps) and is one of the basic concepts in marketing, defined as "elements of regulatory control that can be used to satisfy and communicate with the consumer" (Zeithamal, Bitner, 1996, 25). This combination has seven elements:

**Product:**

Whatever its nature, the tourism product is a service, even if it involves tangible and intangible physical properties that the tourist can see or observe at a certain price. Therefore, it's important to work on activating the attractions to make the visitor choose and prefer the Tobruk region over other areas and extend his stay there, as well as to provide high-quality tourist services and facilities that encourage the visitor to make a visit decision and strengthen his belief that visiting Tobruk is worth his efforts and the price he paid.

**Price:**

The price is one of the strongest determinants of the tourist movement, as well as one of the most important of which is where the tourist looks at the price as much as the advantages and benefits he returns within the limits of his capabilities and capabilities, and therefore prices must be determined at appropriate levels consistent with the capabilities of the tourist through things that are taken into account such as operational cost, tourism marketing objectives, market sectors, their ability to pay and the prices of competitors, and it is preferable that the competition is not price, but rather depends on other elements in the marketing mix such as the development of the tourism product. (Obeidat, 2005, 206-208).

**Promotion:**

The promotion aims to strengthen the competitive position and increase tourism demand by contacting the target sectors to overcome the problem of tourist ignorance of the tourism product and its qualities by providing real and honest information to create the tourist image and generate the desire of the tourist to make a decision, and this requires understanding the motives, desires and requirements of the tourist so that the necessary promotional campaigns are prepared and planned and requires the allocation of sufficient material allocations in the marketing budget, and to ensure the success of the promotional process in the city of Tobruk, it is recommended to use the promotional mix, which is as follows:

A- Advertising: It is through television, telephone, direct mail, and posters, all of which require high skills and extensive experience in order to keep the budget allocated for tourism advertising within the available capabilities and capabilities.

B- Printed and flyers: It displays archaeological and historical sites supported by scenery, colorful pictures, and interesting words about the city of Tobruk, which is



effective for the tourist who plans the first trip where he builds his expectations correctly.

C- Tourism advertising: It is considered a very effective means where the customer or tourist accepts it knowing that it is just news and incentive free of charge and issued by prestigious and famous people (Obeidat, 2005, 209-211).

#### Place or Distribution:

Rodger confirms that the fourth element of the marketing mix, which directly affects the marketing of the tourism product, includes the location, ease of access, and the surrounding atmosphere within the tourist organization or tourist site. There are several sources from which this tourism product can be distributed, including travel companies who carry out advertising campaigns for organized trips, develop their programs, and sell them directly to the public through their branches in cities, tourism and travel offices, hotels, and the publication of periodic advertisements in newspapers and magazines. (Obeidat, 2005, 211).

The state of distribution in the attractions (tourist destinations) is useful because the consumer travels to the place where the tourist product is located, and there is no need to export the product to the consumer as in the case of other goods, and pre-purchase is rare.

Individuals delivery of service organizations, form part of the service itself, and have an interactive relationship with customers.

Employees are the human origin of the organization and the main axis around which the marketing process revolves, which requires the need for positive attitudes from the organization's employees towards its customers so that they can achieve a positive and satisfactory experience for tourists, given the vital role of employees in completing the marketing process successfully and providing a product capable of satisfying the needs of tourists.

Employees play a crucial role in the marketing process of the organization and in providing a satisfactory experience for tourists. This is because they represent the functional dimension in judging the quality of the product, as previously explained. This is one of the two dimensions, along with the technical dimension, that are used to judge the quality of service.

#### Physical Facilities:

Material facilities or financial support are among the most important factors necessary for marketing tourism services. The material facilities contribute to creating a good atmosphere that helps tourists enjoy their visit to the tourist area or site and potentially repeat this experience in the future.

The intangible nature of the service makes it difficult for potential customers to evaluate it before consumption, thereby increasing the inherent risk in their purchase decision. Reducing the level of this risk by providing concrete evidence of the nature of this service is an important element of the marketing mix strategy. The physical guide includes the design, furnishing, and equipping of the service center; preparing tourist and archaeological sites; and providing them with the necessary facilities to invest in them optimally.

#### Process Management:

It refers to the process of assembling the service, also known as a tourism product, and the actual procedures or mechanism used to deliver it to the tourist. Pure services are defined more appropriately in terms of their production processes rather than their tangible results. For instance, the way employees provide the service and the waiting time for the service affect the restaurant's customers, making the production process crucial for the service consumer. The processes include the mechanism and stages of the flow of activities through which the services are provided; the profiling of the processes and lines necessary to perform the service and determine the extent of the tourist's intervention in the production of the service is necessary to maintain a high level of quality.

Lovelock (2001, 218) defined the service delivery process as the behavior of employees, how the service is provided and communicated to customers, the degree of freedom given to employees, the degree of customer participation in the completion of that service, the flow of information, and reservation and waiting systems.

#### Promo Mix:

The efficacy of the marketing management plan hinges on the precision in selecting a suitable blend of promotional mix variables that align with the facility's financial and human resources, as well as the capacity to sway the decisions and actions of customers (tourists) when selecting a product or service. We may prioritize and depend more on a particular element than the others, based on its effectiveness in shaping customer opinions and purchasing patterns.

#### The Promotional Mix Elements:

Promotion consists of an integrated set of activities that make up the promotional mix or complex, namely:

This includes advertising, personal sales, sales activation, public relations, direct marketing, advertising, exhibitions, and festivals.

### **3. The most important tourist attractions in Tobruk.**

Tobruk was called Antiberigus, which is one of the main settlement areas founded by the Greeks after the establishment of Cyrene. Herodotus mentioned it in his fourth book as Marmarika, and it was populated and rich in agriculture, unlike what we know now. It is considered semi-desert, and Tobruk is of ancient historical fame and this is embodied in the temple (Tumulus), which borders the port from the west, and it is also famous as the burial place of one of the kings of Sparta, King (Jazila) and I found a mosaic in Tobruk representing (Orpheus), the god of love and beauty, and he plays on His harp and around him monsters and birds listen to him and is believed to date back to the early fifth century AD, and some studies have shown that the relationship was close between the inhabitants of Tobruk and the Nile Valley in the prehistoric era and scientists have confirmed this after finding a painting of Ramses II of the nineteenth dynasty highlights the name of the Libo tribe in the Tobruk region and that painting dates back to the year (1200 BC) (Khairallah, 1976, 9).



The Romans arrived in the midst of the first century BC, marking the start of the Gregorian calendar. Their prosperous civilization is evident in the numerous cisterns still in use, and they interred their dead in the upper hills of southern Tobruk at Ras Nadora.

Due to Tobruk's strategic location during the Byzantine era, the Justinian emperor constructed defensive fortifications and stationed 300 to 500 soldiers there. During their rule, Tobruk transformed into a bishopric. In the Middle Ages, Muslims led by Omar bin Al-Aas conquered it in 643 AD, and numerous Arab travelers and historians, such as Ibn Khaldun, Qalqshandi, and Ibn Fadl Allah, mentioned it (Seur, 1990, 10).

During the Fatimid era, Tobruk served as a base to support the Muslim fleet on the island of Crete. In 1798 AD, Napoleon sought refuge for his fleets during a raid on Egypt, and in 1808 AD, the French fleet used it as a base during their wars with the English fleet.

During the Ottoman era, the Turks established it as a district within the city of Derna, and Ali Reza Pasha, the ruler of Tripoli, constructed a palace for his government known as Tobruk Palace. This was done prior to the Italians taking control of the area, owing to its strategic location and significant port. That was on 19/10/1911. The charming city of Tobruk is located in the far east of Libya on the border with Egypt, and what distinguishes this city is the divine beauty, as it mixes being a coastal city overlooking the sea coast with a length of about 220 km.

### **3.1. Historical monuments.**

On its hill, several famous historical landmarks have emerged, including Roman cisterns, Justinian Castle and its improvements, the Turkish castle, the palace of Ali Reza Pasha, hideouts and operations rooms of World War II, and the tombs of the soldiers of that destructive war. The city's beaches, characterized by clear water, soft white sand, calm sun, moderate air, and the presence of tourist hotels and coastal resorts along the coasts of Al-Manara, Wadi Al-Awda, and Ras Bayad, add to its charm (Seur, 1990, 10).

World War II is known to have caused the death of more than 17,000 soldiers and about 18,000 civilians, along with the destruction of hundreds of cities, villages, farms, schools, and hospitals around the world.

In the North African war and on Libyan soil, more than two million soldiers of all nationalities have served. The region has also seen more than 27 battles, which have resulted in tens of thousands of deaths for warring groups and nationalities, as well as thousands of deaths for innocent Libyan citizens (Gharib, 2021, 62).

#### **1) Knights Bridge War Cemetery 1939/1945:**

Located 25 km west of Tobruk on the main road in the Ikrima area, this cemetery stands as the largest among the Allied countries, caring for approximately 3649 soldiers from twelve different nationalities, the majority of whom were English. Additionally,

it houses a woman who served as a nurse during the war and two individuals who received the Golden Order of Courage, Con and Becky, who lost their lives in the Sidi Rizk site on 21/11/1941 AD. The total number of remains in this cemetery is 2,287 from England, 303 from Australia, 496 from New Zealand, and 410 from South Africa.

## 2) German War Cemetery (1939/1945)

Located 2 km south of Tobruk, the cemetery overlooks the city from a mountain height, built in the form of a fortified castle made of two floors of red stones, believed to have been cut from the Wadi Al-Shabraq area in Salloum. Around 7,000 German soldiers, killed in battles from Tripoli to Salloum, rest in the cemetery, their names inscribed in mosaic letters on the walls.

## 3) Tobruk War Cemetery (1939/1945)

The site, located 7 km south of Tobruk town, is home to about 2479 Australian soldiers. There are many Indian Muslim soldiers fighting with one of the Australian divisions, as well as soldiers from many other nationalities.

## 4) French War Cemetery:

It This cemetery, located 10 km south of Tobruk at the intersection of Tobruk Civil Airport, is home to the remains of approximately 200 soldiers, including 170 French soldiers and a few Algerians and Africans. The majority of these soldiers lost their lives in the battles of Bir Hakim on 6/6/1942, alongside the tank unit and the Africa Corps unit.

## 5) Greek War Cemetery:

This cemetery, known as the Tomb of the Christian, is located in the area of Al-Mathalim on the road to Tobruk-Ajdabiya, at a distance of 150 km west of Tobruk. A dirt road then leads it towards the north, covering a distance of 6 km. About 28 Greek soldiers, killed by German aircraft bombing on 10/12/1942 AD, have their remains buried in the desert, with their names etched on a marble stone in this cemetery (Al-Sharif, 2010, pp. 84-87).

## Other military sites

### 1) Well of Hakim

The Roman well at Bir Hakim, situated on a desert plateau south of Tobruk, was the site of a battle between the Allies and the Axis from 26 May to 11 June 1942. The withdrawal of British forces led to a violent confrontation between the French First Division, led by General Koneck, on the one hand, and the German and Italian forces, led by Rommel, on the other hand. This steadfast resistance of the Free French Division led to the disruption of the advance of the German forces to the city of Tobruk.

### 2) World War II Operations Room

The bunker, situated within the headquarters of the Tourist Office Al-Batnan in the city center, is a remnant of the old bunkers constructed by the Italians during their occupation of a large group of defensive sites from 1920 to 1935. The removal of the four high protective towers surrounding this room took place. (Tobruk News Newspaper, 2009).

The Italian command in Tobruk and the allies of the Axis used these rooms, which consist of three wings with seven rooms each and a meeting room. These rooms were built of reinforced concrete underground. This was due to the rooms' immunity, their central location in the city center, and their proximity to the port.

The location of Trochanteric Head is an ancient Roman site that the Turks used during their rule of Libya. It is shaped like a semi-circular castle and is about 40 km away from the city of Tobruk in the west. The site was one of the defensive Roman forts that controlled the area of Marmarica. The Italians built rectangular images around it with several watchtowers and underground concrete trenches. Several fierce battles between the Allies and the Axis took place at this site.

#### 4) Spending and spending

Within the city of Tobruk, there is a large group of duchem, tunnels and huge cement bunkers built by the Italians in the period from 1939 AD to 1945 AD, during the events of World War II, and the most famous of these tunnels is the tunnel extending from the Amerira neighborhood to the port and the tunnel extending from the operations room to the city center, along with the old war trenches in the Bab al-Zaytoun area next to the main road, as well as the bunkers and tunnels located at the site of Ras al-Madawar in the southwestern direction of the city of Tobruk, as well as the tunnels located in the area of Al-Khuwair, south of the city of Tobruk, at a distance of 23 km, and Al-Dashm, located at the site of Bir Hakim, south of the city of Tobruk, at a distance of about 70 km. (Seur, 1990, 10)

#### 5) Karmosa Aquider (Australian Hospital)

It is a natural cave under the mountain in the area of horse vineyards and away from the city of Tobruk about 7 km in the western direction has been used by the Australians this cave as a hospital for them in World War II where the fig tree grows in the middle and it is known that the Australian army has taken branches of this tree and transferred to Australia for cultivation where the Australian warriors reap the fruits of this tree and the establishment of a celebration every year known as the festival of the sun of Tobruk according to what was reported in Australian sources and can Note a large group of concrete bunkers and Italian defensive trenches next to this cave extending to the site of Ras al-Mudawar (Fadel Ali, 2010, p. 28).

#### 6) The American plane (Lady B Fuel)

The American bomber type B24, carrying 25 aircraft, took off from the Saluk base with the intention of reaching the port of Naples in Italy. However, due to strong winds and an engine defect, it had to return to Benina Airport on 4/4/1943. However, it lost its balance and direction, falling into the vast sea of sand approximately 700 km south of

the city of Tobruk. Oil companies operating in Libya found this plane in 1959. The crew transported the airframe to the city of Tobruk and took the bodies of the navigators to America, except for one person who remains unidentified (Sharif, 2010, 87).

#### 7) British Soldier Papyrus Room

A British soldier named "John Frederick Brill" created a rare painting in a small room on the rocky cliff of the port of Papyrus, depicting the events of the war. The R.A.S.C. battalion soldier drew inspiration for his painting from the events of the bloody war. The painting depicts a table adorned with books by English writer Charles Dickens, including *A Tale of Two Cities* and *David Copperfield*. A group of human skulls, an intensely emotional violinist, and a band adorn the table above. Dancers at the top of the painting, beneath the black hands symbolizing war and the white hands symbolizing peace, depict the eastern end of Egyptian banknotes and iron coins, with the Egyptian Kingdom visible in the background. The painter may be peering out the window to view this painting, as he has inscribed his name and date. The painting depicting the battalion in the middle was completed on 2 April 1942. Two months later, on 1/7/1942, in the Salloum area, he met his death at the age of 22. The El Alamein cemetery and tomb, bearing the number X I I.H.13, houses his remains.

### 4. Conclusions and recommendations

Success in achieving the goals of tourism marketing depends on understanding the factors of the marketing environment for tourism in the city of Tobruk, as well as the extent of adaptation and response to this changing environment. Most tourism companies make great efforts to identify the location of competitors and the reasons for their superiority, in order to develop a strategy to confront them. One competitor may control a certain market, making it difficult for another competitor to get a small share of this market.

Certain nations concentrate on a unique advantage that sets them apart from others, providing them with a competitive edge. This advantage could be religious, cultural, or historical, among others, contributing to the development of a robust tourism image (Muhammad Obeidat 254, 255).

Therefore, the study area is considered a competitive advantage as an open museum because it contains the landmarks of World War II from cemeteries, the operations room of World War II, and field hospitals, which makes it a destination for root tourism and cultural tourism. The Reconstruction Fund, which initiated development programs in this city at the beginning of 2023, will provide the city with additional competitive advantages in security stability, development programs, and infrastructure development.

Based on the considerations taken into account in this work, we formulate the following recommendations:

The need to prepare a detailed tourist map for the Tobruk region and put it on the map of international tourism by preparing a serious strategic plan for the state towards its direction in the field of tourism.

The need to develop human resources for workers in the field of tourism and in the fields of tourism-related activities, and to prepare a database of information and data without which it is not possible to plan, and to prepare the necessary studies for tourism development and development.

The concept of tourism marketing for the study area must reach the knowledge of the competitive advantage inherent in the presence of the remnants of World War II in the city.

We must work seriously to invest our resources from oil revenues and employ them in the economic sectors and benefit from them as much as possible in the tourism activity, which is globally the first sector and undisputed.

The study area must have the ability to compete in tourism, attract investors and tourists, and develop rational administrative performance as an essential step in developing plans for tourism development.

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