



**ROLE OF GEOGRAPHICAL COMPONENTS IN  
TOURISM PLANNING AND DEVELOPMENT  
IN EGYPT**

**ABSTRACT  
OF THE  
THESIS**

SUBMITTED FOR THE AWARD OF THE DEGREE OF

**Doctor of Philosophy**

IN

**WEST ASIAN STUDIES  
(GEOGRAPHY)**

BY

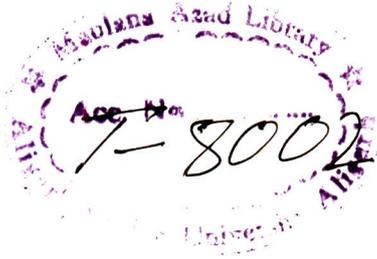
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**2009**



**ABSTRACT**

Tourism is a major industry and economic sector in Egypt. It is one of the economic sectors that have the potential to enhance the national economy in terms of the exportation of services and increasing the reserves of foreign exchange. This importance comes from its participation in gross domestic product (GDP) and the balance of payment in addition to its relation with other sector of economy i.e. industry, trade, transportation, and agriculture. It has potential to enhance the national economy in terms of providing new opportunities in the labor market and supporting a wide range of goods and services through indirect and induces circulation of wages.

- Egypt, unlike other Arab countries especially the oil producing ones, except phosphates and manganese, is known for its meager amount of natural resources. This is one of the significant reasons of economic backwardness of Egypt. The scarcity of arable land and water resources further make the country vulnerable in achieving the goal of self reliant in food production. These factors make the country to become net importer of food. This situation has made extremely vulnerable to chronic trade deficit. Such weakness in the structure of the economy has motivated the government of Egypt to take appropriate remedial measures to adjust trade deficit balance. And naturally, tourism has been recognized as the foremost source.

- In West Asia, Egypt is the most attractive and significant destination from tourism point of view. Its geographical location, beautiful climate, cultural heritage and archaeological treasures make it one of the most attracting tourist sites of the world. It possesses a wide spectrum of tourism resources, and cultural and natural heritage. Attractions include: Pyramid of Giza, declared as world heritage, Valley of King, Valley of Queen, one of the best preserved ancient sites; Islamic and Coptic Monuments; sites of the Desert Oases. Cairo composed the historic and archeological panorama of the past two millennia.
  
- The location of Egypt at the Cross road of three continents makes it the bridge of extensive exchange of culture and natural resources, as well as a diversity of bio-geographical regions. It enjoys a temperate and varied climate as well as central geographical location which enable it to attract tourists of different interests and backgrounds from various parts of the world.
  
- Egypt is also spiritually significant to a number of the world's religions. It has a number of historical and religious sites associated with the early years of Islam and the history of the Islamic Empire.
  
- Egypt is a friendly, vibrant country with a hospitable and well-educated population whose familiarity with the English language has help in easing communication and bringing down cultural barriers with others. The country is well connected to the rest of the world by air, land and

sea. Its national airline operates both domestic and international flights.

It also has an extensive and well maintained road network.

- Growth in tourist facilities has been accompanied by the construction of a new international airport in Cairo and the modernization of domestic airports in Cairo and Hurghada. Egypt Air, the national carrier, flies directly between Egypt and numerous destinations throughout the West Asia, Europe and the World. Egypt implemented an open skies policy to boost the tourism activity in Egypt. In the mean time; further work is needed to make Egypt main entry point, Cairo International airport, and a more attractive gateway.
- Egypt has moderate basic tourist facilities and services, such as accommodations, catering, transportation and other back-up services. Cairo enjoys the lions share in lodging facilities, approximately *11.1 per cent* of the total number of rooms are in Cairo. A look at the distribution of hotels in the country indicates that some important touristic sites such as North Sinai, Aswan and Alexandria do not have adequate lodging facilities.
- Substantial increases were registered in the number of support services in particular of tour operators, restaurants, souvenir shop and rent a car services. Survey showed that only few tour guides are capable of performing their duties efficiently.

- Tourism is a vital economic sector in Egypt and contributes to a badly needed economic diversification. Receipts from tourism reached about LE 5424.1 million in 2005, which means that contribution of tourism to Egyptian GDP is *2.33 per cent*. In comparison, the agriculture sector adds *16.39 per cent* to the GDP of Egypt. Egypt has competed with Jordan, Syria and Lebanon. All these countries possess attractive tourist sites and have a good experience in the sector.
- Egypt possesses an advantage in tourism resources relative to its resources in the other economic sector. Tourism is the “oil” of Egypt, its vital importance to the nation should be recognized as such. Tourist receipts have been increasing between the years 1995-2000 at an average growth rate of *10 per cent per annum*, where as West Asia average was *6.5 per cent*. Tourist receipts increased by an impressive rate of *9.82 per cent* between the years 2001-2002. During 2005, tourist receipts reached LE 5424.1 million, an increase of *10.50 per cent*.
- Tourism sector in Egypt has witnessed rapid development in recent years. It now plays vital role in balance of payment and economy in Egypt. However, bombing in Luxor (1997) and the events of 11<sup>th</sup> September, 2001 adversely affected the tourism sector in Egypt.
- A number of factors decide and govern the income of tourism. The number of tourist’s length of their stay in the country, their nationalities, the reason for the tour, in addition to the supply of tourism products and

services that meet the tourist demand, all influence the tourist income. Other indicators, particularly which of the relative importance of tourism to export and remittances, indicate the growing importance of tourism in the Egyptian Economy. Further analysis of the contribution of tourism receipts to the national service accounts of the balance of payments shows a significant input from tourism activities. Tourism receipts and expenditures both show remarkable growth in Egypt during the period 1995-2005. In 1995 tourism receipt was LE 2009.1 million; representing *1.58 per cent* of the GDP and in 2005 tourist income reached LE 5424.1 million which accounted for *2.33 per cent* increase to the GDP.

- Tourism is one of the Egypt's major industries and provided approximately *8.62 per cent* of the total employment of productive service sector. According to the ministry of tourism, 269000 employees were directly or indirectly working in the tourism sector by the end of 2005. In Egypt, tourism is an intensive employer and unlike industry, tourism jobs are not replaceable through capital investment.
- The number of tourist arrivals to Egypt witnessed continuous growth and reached 8.62 million in 2005 whereas in Jordan and Lebanon the number reached 1.57 and 1.016 million respectively. According to World Tourism Organization (WTO), tourist arrivals reached 8.62 million in 2005 following 8.15 million in 2004. Tourist arrivals to Egypt

in 2000 reached 5.35 million, whereas in 2001 tourist arrivals declined to reach 4.34 million, registering a decrease of 1.01 million. According to WTO, *65.35 per cent* tourist arrivals to Egypt in 2003 were from Europe whereas Asia accounted for *4.61 per cent*, America accounted for *3.05 per cent* and Africans represented only *2.89 per cent* of the total tourist arrivals to Egypt. In comparison to neighboring countries Egypt has not allocated sufficient funds on marketing and promotion. What it requires most is a boost to its marketing capacity and capability to bring it into with its competitors in terms of resources and skills.

- Tourism has made significant contribution to influence the society of Egypt. Relation between man and woman, along with all other aspects of Egyptian society, began to change as adopted value, attitudes, and customs much different from those traditional in the country. A growing individualism has appeared especially among the educated young. Many young people preferred to setup their own household at marriage rather than live their parents. Educated woman tended to marry late often after working for several years. Companionship and notions of romantic love play a greater role in marital arrangements. Couple wants fewer children. This trend appeared to bring the changes in woman's positions in society and shift in the political economy. Thus the increasing contact with international tourism is bringing perceptible change in attitude and perception of the Egyptian people.

- The growing significance of tourism in Egypt and its role in maintaining the balance of payment encourage government of Egypt to prepare a strategy for sustainable growth of tourism sector. In this connection a sustainable development approach has been adopted by formulating tourism master plan. A value chain approach strategy has been adopted for improving the economic and social wellbeing of Egypt through tourism sector development. The strategy that a tourism value chain approaches has been institutionalized to analyze the process and identify the opportunities that increase value through positive action or elimination of barriers. The value approach strategy is demonstrated when it is applied to the niche areas selected for boutique destination positioning. The plan includes a framework for investment product development and tour circuits, human resources development and marketing. The competitive market encourages Egypt to adopt strategy to position itself as a boutique destination with as expended approach to niche marketing. The new tourism experiences such as nothing compares to Egypt or “The Land of the Sun” certainly will generate international tourism demand for Egypt.
  
- The comprehensive analysis of the tourism sectors in the country clearly points that to achieve the doubling of the tourism economy Egypt will need substantial investment to upgrade products as well as creating new innovative visitor experiences. The core foundation principle of the

strategy should be based on delivering optimum benefits to the economy, people and communities of Egypt as direct beneficiaries. The strategy must have the potential to build a strong and competitive tourism sector as a pillar of the economy provide expanded employment in urban and rural areas, and create increased economic activity, opportunity and wealth for its citizens. Citizens and tourist are the two main stockholders. Lifestyles of the citizens are main magnet to tourism and tourist in turn can be a major source of income, considering both sides are of paramount importance. Tourism with high level input is more productive and ultimately more successful. Understanding the positions of the tourism industry and those of the citizens can greatly advance the development of tourism and the living standards of the society.



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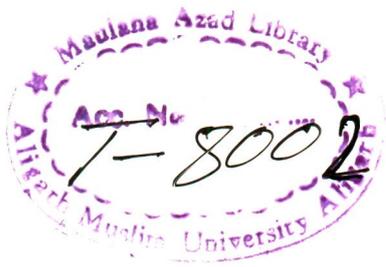
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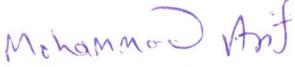
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*Dedicated*  
*To My*  
*Parents, Sisters*  
*&*  
*My Beloved Wife*



## **DECLARATION**

I hereby declared that the thesis entitled “**ROLE OF GEOGRAPHICAL COMPONENTS IN TOURISM PLANNING AND DEVELOPMENT IN EGYPT**” submitted by me in the Center of West Asian Studies, faculty of Social Sciences, Aligarh Muslim University, Aligarh, Uttar Pradesh, India, for the degree of Doctor of Philosophy. It is the original work and has not been submitted or published earlier by the research scholar for any degree in any other university.

  
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Uttar Pradesh, India



**CERTIFICATE**

This is to certify that the Thesis entitled, **“ROLE OF GEOGRAPHICAL COMPONENTS IN TOURISM PLANNING AND DEVELOPMENT IN EGYPT”** which is being submitted by **MUHAMMAD ARIF** for the award of the degree of Doctor of Philosophy in Center of West Asian Studies, A.M.U. Aligarh, Uttar Pradesh, India has been carried out under my supervision and guidance. To the best of my knowledge and belief, it is his original research work. The thesis may be placed before the examiners for evaluation.

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Date: 5.10.2009

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*Mohammed Arif*  
*(Muhammad Arif)*

## **PREFACE**

Tourism has been considered as an industry of worldwide significance. In fact, for many countries, tourism is the largest commodity in international trade. With the advent of industrialization people started moving in large numbers to places away from their usual places of residence and work with a view to seek change. This trend continued until tourism became a greater mass phenomenon. This phenomenon is a visible result of the great technological developments which have changed the social geography of the world since the nineteenth century. In a more technical sense, tourism may be thought of as the relationship and phenomenon arising out of the journeys and temporary stays of people travelling primarily for leisure or recreational purpose. There is a growing recognition that tourism constitutes one end of a board leisure spectrum. In a geographical sense, a basic distinction between tourism and other forms of leisure, such as that practiced in the home (e.g. watching television) or within the urban area (e.g. going to the local swimming pool) is the travel component.

Egypt has been a popular international attraction for some times and is especially popular with people from the world over. It is home to the one of the surviving Wonders of the World, the "Pyramid of Giza". It has immense tourism potential and resources such as Islamic Monuments, Archeological sites, Pharaonic Greek and Romans Antiquities, Red Sea and Mediterranean Sea regions, Fascinating Desert Oases, Cultural and Natural Heritage etc.

Tourism in Egypt, act as a major contributor in foreign exchange earnings. Besides, it also contributes considerable amount on employment, improving standard of living of the people, balance of payments and thereby facilitating overall developments of the country.

The objective of the present research work is to analyze in a systematic and comprehensive manner the role of geographical components in tourism

planning and development in Egypt. The aim is not only to increase our understanding of this important and growing industry but also to show a geographical prospective can contribute to its planning, development and management in Egypt.

This research work is organized into eight sections. The first chapter discusses the significance, concept and various definitions of tourism. It also explains the limitations of the study, problem statement, hypothesis, and aims and objectives. The second chapter highlights the geographical components of tourism and its importance in Egypt. The third chapter comprises types of tourism and important tourist sites. The fourth section deals with transport and tourism, back-up services and accommodation. The fifth chapter focuses on the significance of tourism income in the economy of Egypt. The six parts comprises the social impact of tourism in Egypt. The seventh Chapter considers the tourism planning and strategy for the development of tourism in Egypt. The last chapter provides conclusion and is also concerned with the suggestions on the future of tourism in Egypt.

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***LIST OF ABBREVIATIONS***

A.D	: Anno Domini/After Death
A.H	: After Hijra (Migration)
ABS	: American Bureau of Shipping
B.C	: Before Christ
C.E	: Christian Era
CBE	: Central Bank of Egypt
CICC	: Cairo International Conference Center
DALC	: Destination Area Life Cycle
ETA	: Egyptian Tourism Authority
FDI	: Foreign Direct Investment
FJE	: Full Time Job Employment
FOB	: Freight on Board
GCC	: Gulf Cooperation Council
GDP	: Gross Domestic Product
GNP	: Gross National Product
GNP	: Gross National Product
IDSC	: Information Decision Support Center
JICA	: Japan International Cooperation Agency
LFT	: Legal Frame Work of Tourism
MICE	: Meeting, Incentive, Conferences, Events
MOA	: Ministry of Agriculture
MOT	: Ministry of Tourism
NGOs	: Non-Governmental Organizations
NM	: Nautical Miles
NTS	: National Tourism Strategy
ORRRC	: Outdoor Recreation Resources Review Commission
PBUH	: Peace Be Upon Him
PBUT	: Peace Be Upon Them

SAVE	: Scientific, Academic, Volunteer, Educational
SETP	: Socio-Economic Transformation Plan
T.V	: Television
TDD	: Technical Development department
U.K.	: United Kingdom
U.N	: United Nations
U.S.	: United State
UNESCO	: United Nations Educational, Scientific and Cultural Organization
UNRWA	: UN Relief & Work Agency
US\$	: United State Dollar
USA	: United States of America
VIP	: Very Important Person
WANA	: West Asia and North Africa
WEF	: World Economic Forum
WTO	: World Travel Organization
WTTC	: World Travel Tourism Council

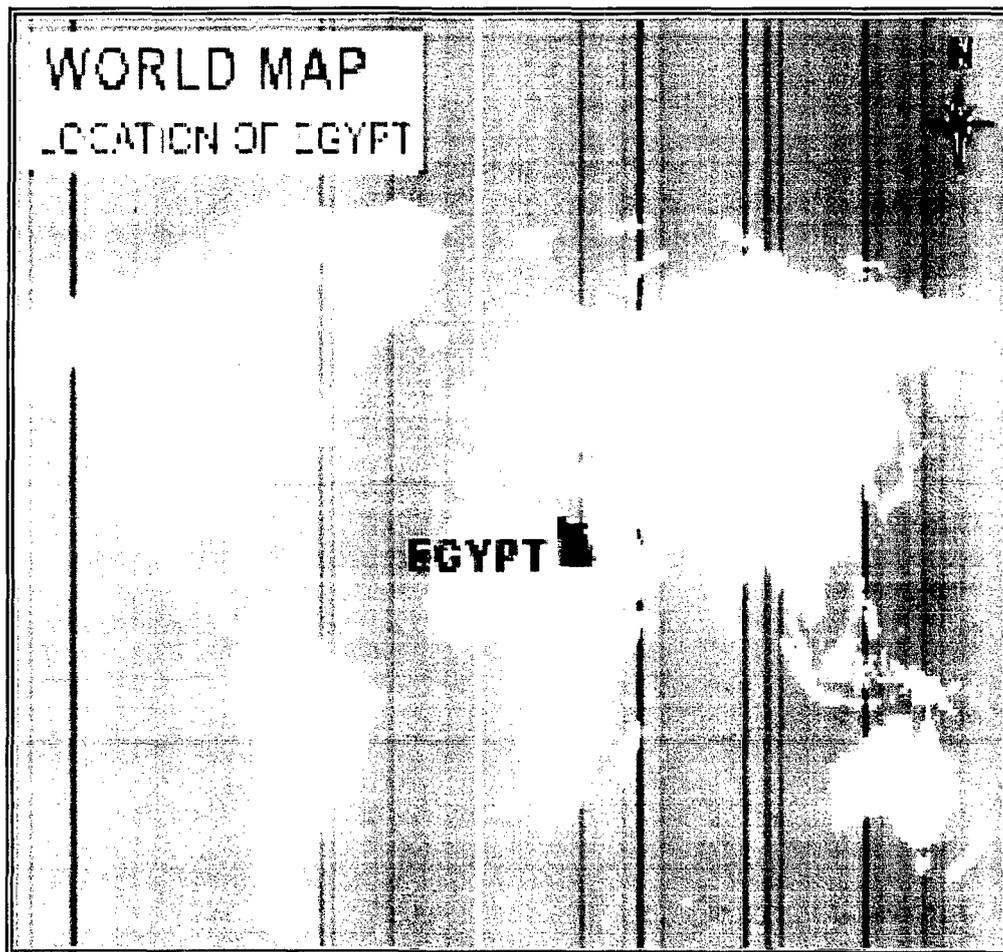
*Egypt in Brief*

<b>Official Name</b>	:	Arab Republic of Egypt (ARE)
<b>Capital</b>	:	Cairo
<b>Official Languages</b>	:	Arabic
<b>Other Spoken Languages</b>	:	English, French
<b>Map Reference</b>	:	Africa
<b>Geographical Coordinates:</b>		Latitude 22° and 32° north of the equator and Longitude 24° and 37° east of Greenwich line.
<b>Land Boundaries</b>	:	Total-2,665 km. Border Countries- Gaza Strip 11 km, Israel 266km, Libya 1,115 km, Sudan 1,273 km.
<b>Coastline</b>	:	2,450 km.
<b>Maritime Claims</b>	:	Territorial Sea-12 Nautical Miles
<b>Terrain</b>	:	Vast desert plateau interrupted by Nile Valley and Delta.
<b>Elevation Extremes</b>	:	Lowest Point-Qattara Depression (133 m). Highest Point-Mount Catherine (2,629 m)
<b>Government System</b>	:	Democratic
<b>Independence Day</b>	:	December, 23 <sup>rd</sup>
<b>Total Area</b>	:	1001450 sq. km.
<b>Population</b>	:	80335036 (2007)
<b>Ethnic Groups</b>	:	Eastern Hamitic Stock (Egyptians, Bedouins and Berbers- 99 percent), Greek, Nubians, Armenian, Other European (Primarily Italian and French- 1 per cent.
<b>Currency</b>	:	Egyptian Pound LE {EGP} [1 US\$ =5.65 EGP] (28 Jun '07).

<b>Natural Resources</b>	:	Petroleum, Natural gas, Iron ore, Phosphates, Manganese, Limestone, Gypsum, Talc, Asbestos, Lead, and Zinc.
<b>GDP (PPP)</b>	:	US\$ 334.4 billion (2006).
<b>GDP Growth Rate</b>	:	6.8 per cent (2006).
<b>Rate of Inflation</b>	:	3.0 per cent (2006).
<b>Major Cities</b>	:	Alexandria, Port Said, Luxor, Sharm el-Sheikh, Hurghada.
<b>Time</b>	:	GMT + two hours ahead (Summer Time, 3 hours ahead).
<b>Climate</b>	:	Temperate Mild Winter, Hot & Dry Summer
<b>Main Industry</b>	:	Textiles, Food Processing, Tourism, Chemicals, Pharmaceuticals, Hydrocarbons, Construction, Cement, Metals, Light manufacturers.
<b>Major Exports</b>	:	Crude oil and Petroleum Products, Cotton, Textiles, Metal Products, Chemicals.
<b>Major Imports</b>	:	Machinery and Equipment, Foodstuffs, Chemicals, Wood products, Fuel.
<b>Tourism</b>	:	Egypt is a colorful mosaic of cultures: Pharaonic, Coptic, Christian, Islam and Modern.

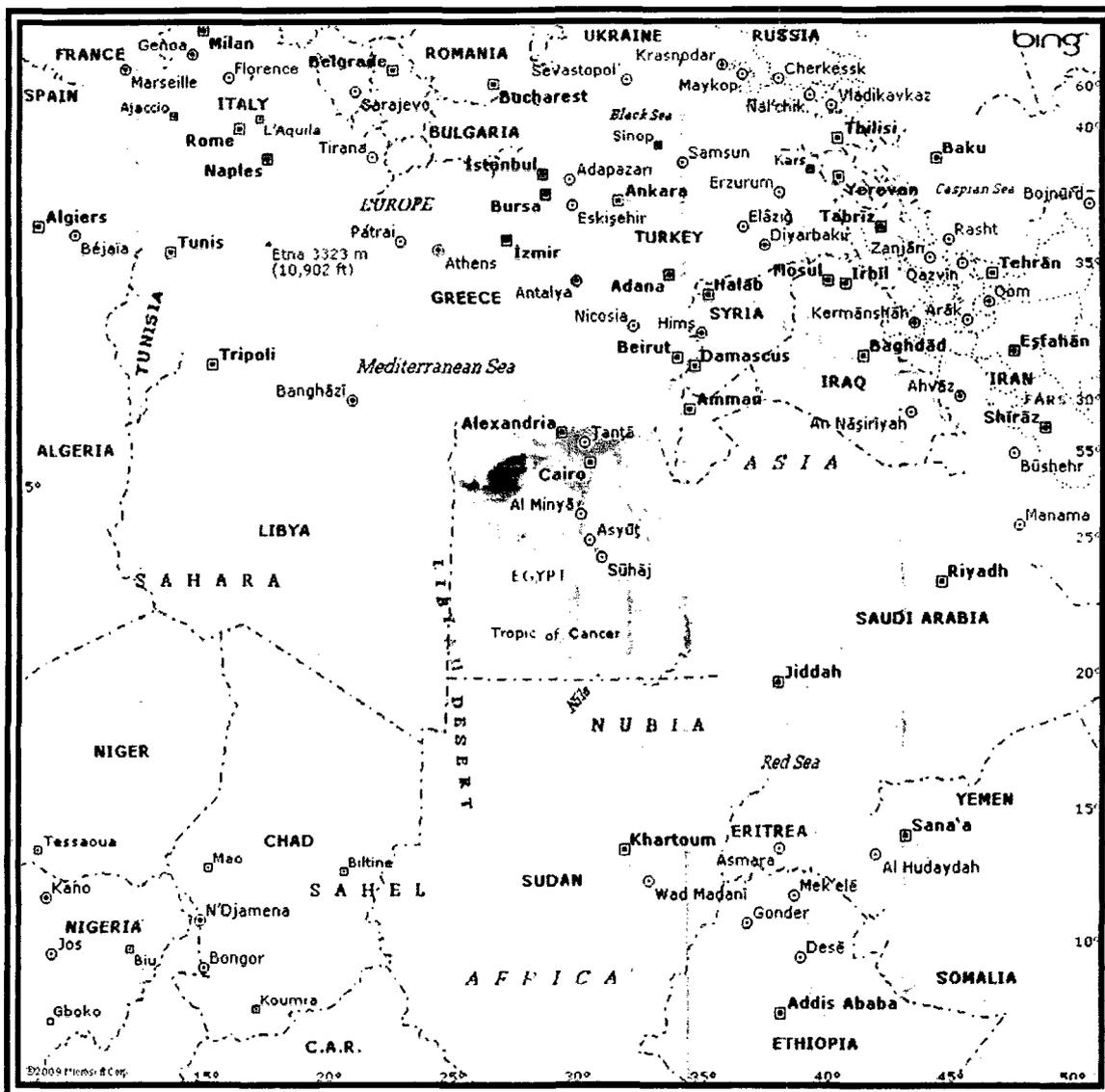
**MAP: 1**

**LOCATION OF EGYPT IN THE WORLD**



**Source:** <http://www.mapsofworld.com/egypt-location-map.html>

## MAP: 2 LOCATION OF EGYPT IN WEST ASIA



km 200 400 600 800  
mi 200 400

Source: [http://www.lib.utexas.edu/maps/cia08/egypt\\_sm\\_2008.gif](http://www.lib.utexas.edu/maps/cia08/egypt_sm_2008.gif)

***CONCEPTUAL  
FRAMEWORK AND  
METHODOLOGY***

## 1.1 INTRODUCTION

One of the most recent topics that have influenced geographers mind to the point of scholarly interest is Geography of Tourism and Recreation. Although the sub-branch has yet to become a full fledged disciplines, its vastness and multidimensionality is comparable to its mother discipline, Geography. The history of tourism geography is not very old and can be dated back to as far as 1930s. Tourism is capable of identifying and utilizing those areas, which have, potential that has remained unused. Study in tourism revealed that this activity has often been responsible directly and or indirectly for bringing about changes in the landscape patterns.

Many geographers, a few of them like – *McMurray (1930)*, *Jones (1933)*, *Silekl (1936)*, *Carlson (1938)*, *Maflay (1976)*, have studied the theme of Recreation Geography. All of them tried to establish the all pervading nature of the subject to the extent that *Cribiet (1971)*, suggested that geography of tourism studied all the relationship which exists between man and environment, obviously these geographers studied tourism and recreation with a geographic prospective picking up their thematic clues from geographical aspects. Prominent geographers like *Groetzach (1963)*, *Lichtenger (1975)*, *Messerli (1983, 1987)*, *Alam (1986, 1988)* have made outstanding contribution in Mountain Tourism. *Ferrario (1970)*, *Coppock's (1980, 1982)* work is concerned with recreation resource analysis. *Helleirner (1975)*, *Lieber (1983)*, *Murphy (1985)*, *Mosser and Mosser (1986)*, *Pearce (1988)* have based their studies and researches to a different aspect of planning and regional development. Few scholars who have specialized in Urban Tourism are *Ashwarth (1982, 1992)*, *Miossee (1977)*, *Verbeky, Barglow*. This list is far from being exhaustive, yet it, presents a fair summery of the work of geographers in Tourism.

Collective towards making tourism a full – fledged discipline was initiated with the setting up of the **International Geographic Union (I.G.U.)** in 1972 under the leadership of *Mat Znetter*. It is finally acquired the full status of a

commission of tourism geography with *B. Barbier* as its chairperson. Noteworthy contributions have been made by **Association International d'Experts Scientifiques du Tourism (AIEST)** which included mainly European scholars. Another important event was establishment of non – profit research organization and its publication of **Outdoor Recreation Resources Review Commission (ORRRC) Report (1992)** which brought together multi – disciplinary recreation or tourism expertise; Resources for the future Inc. (1992). Unique traditions of domestic tourism in our pilgrims and sacred journey particularly '*tirth yatra*' coming down from the immemorial. This noble art of traveling is being eroded with the inroads of modern tourism.

For some, tourism is multi – disciplinary, it has been studied by various disciplines such as economics, sociology, anthropology, geography and so on. Contribution of geographers, the world over, is praise – worthy as they have tried to unfold the phenomenon from different angles. Unfortunately, very few geographers have addressed to very important side of tourism, which is to measure impact of tourism on the landscape and on the life of people.

Tourism today, is one of the world's fastest growing economic activities. It has become a major economic force in many countries and regions throughout the world. Its impacts on socio-economic mosaic of a country or region are reaching. Its significance in national economies and world trade is beyond question. The growth of tourism as social phenomena, and a tourism industry as an economic enterprise, has been remarkable during the latter half of the twentieth century. The UN conference on world tourism held in Manila in 1980 noted that its potential goes beyond first economic considerations. The declaration of that conference read: <sup>1</sup>

*“Tourism is considered as an activity essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of national societies and their international relations.”*

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1. Murphy, Peter, E., *Tourism: A Community Approach*, (London, 2001), p. 4.

Tourism is growing very fast and has acquired a status of foremost global industry. About 500 million people moved as tourist in the world in 1993. Considering its importance and financial appeal, many countries of the world are engaged in promoting tourism. Some of them depend on this sector to correct their balance of international trade, to create job opportunities and to redress regional imbalance. While, it is true that the economics of tourism is primarily the cause for promoting tourism, it is also true that its social effects have some adverse social consequences. The experts believe that only well managed, research based and controlled tourism can afford right kind of benefits to the host societies.

Few of us realize that the world has been undergoing a tourism revolution, particularly in the last four decades of the 20<sup>th</sup> century. In 1964, the number of tourist leaving their home worldwide was *one hundred million*, this number increased to *two hundred million in 1974, five hundred million in 1992 seven hundred million in 2001* and near about *same in 2003. In 2004, It has to be seven hundred sixty three million and in 2005, world tourist arrivals increased up to eight hundred million (W.T.O.)*. Unfortunately, the two major impediments in the way of tourism development were the events of 11 September 2001 and the general slow down of the economy. This destruction was short lived and the tourism revolution future gained momentum and attained acceleration.

The WTO estimates that tourist spend more than *US\$ 462 billion* per annum, which is *US\$ 1.3 billion* a day. Tourist arrivals are predicted to grow by an average of *4.1 percent* a year over the next two decades, surpassing a total of *one billion* international travelers by the year 2010 (WTO, 2002). Tourism is the world's largest employer generating, directly and indirectly, on an average, some *10 per cent* of the jobs globally.

The fastest growing segment in tourism is nature tourism. WTO estimates that nature tourism generated *7 per cent* of all international travel. Today nature tourism is the largest foreign exchange earner for Egypt, South Africa, Costa

Rica, and Jordon. More over, while the tourism industry has an estimated annual growth rate of *4 per cent*, nature travel boost of a growth rate between *10 to 30 per cent*. The argument is that even a fraction of tourist's income, if channeled in the right direction, can go a long way to help the local economy and ecology.

Tourism is not merely an entertainment or physical invigoration or mental rejuvenation but it also serve as potent instrument for eliminating poverty, ending unemployment, promoting dialogue among civilizations and providing channels for streams of different cultures, which could meet and mingle and, create a new ethic. The new ethic may provide a fair just human and enlightened order for the establishment of humanity. It has become an important tool to establish links and relations among people and nations. This development took place simultaneous with a tremendous progress in the field of transportations and communications. The concept of tourism has also expanded to include economic and development aspects which contribute to bringing about prosperity and stability to the nations, especially the developing ones.

Despite Egypt's vast potential for tourism promotion with unique natural and cultural heritage, her share in world tourism is only one percent, where as some of the neighboring countries like Jordon attract more tourists. Lack of the development and skill of tourism infrastructure appears to be the main reason. Considering this drawback, the present thesis aims at analyzing the phenomenon of tourism with a geographer's angle.

Modern societies have many legacies including those associated with travel. Since travel is an ancient behavior, any study of tourism is incomplete without a historical perspective. History provides a context or current tourism activity policy. Without looking back, it would be easy to imagine that most people have always been able to travel freely and safely from country to country. However, upon scrutiny, we see that freedom to travel for people of modest means is a very current privilege.

Tourism is no doubt, plays vital role in advancing wider international integration within areas, an important force in many societies and economies in various parts of the world. Nearly every country in the world is trying hard to attract tourist because it brings foreign exchange, which acts catalyst for modernization, economic development, prosperity, as well as stimulates the local economy.

Today, tourism is a major contributor to global economic development creating employment and generating wealth on a truly international scale. An increasing number of countries rely heavily on receipts from tourism for their economic and social well-being. The receipts from international tourism can provide valuable source of earnings for developed as well as developing countries. Tourist spending generates income for both public and private sectors, besides effecting wages and employment opportunities. The income from tourism has tended to increase at a higher rate than merchandise export in a number of countries especially in countries having a low industrial base. Income from foreign earnings adds to the national income and hence forms critical importance in the overall financial reckoning- particularly assume a great significance in the balance of payment calculation.

Tourism involves critical interplay among economic, political, environmental and social elements. It is an increasingly recognized as a part of global process of exchange and developments. After the World War II, leisure society has witnessed the continued growth where people value the significance of holidays, travel and an experience of going to see new societies and their culture. Though not usually consider as a cohesive industry, the growth of tourism since World War II has nonetheless dramatic. It no longer confines to the developed countries that traditionally provided the demand for world travel. The present day exodus especially in relation to international tourists is essential a post-World War II phenomenon. Modern mass tourism only came into existence in the 1950's and has its origins in the affluence of the industrialized nations of Western Europe, North America and, more recently,

Japan. Tourism has also expanded significantly in Eastern Europe and is becoming an important sector in many developing countries in Asia, Africa, Latin America, the Pacific and the Caribbean. Tourism, thus, has developed in a wide variety of physical environments-on how island of the Pacific in the heart of the Alpine Europe, in the countryside of the English Lakes district and along the Mediterranean coastline.

Global organizations viz., The *World Travel Tourism Council* (WTTC) and The *World Tourism Organization* (WTO) consider tourism as a vast industry whose multifaceted nature makes it extremely difficult to assess to its market size. According to the WTO, receipts from the international tourism are rising and its contribution in Gross Domestic Product (GDP) of the country is the indicator of its growing significance in the economy of every country. Studies show that tourism grew at almost twice as fast as World Gross National Product (GNP). In terms of sheer size international tourism accounts for about *6 per cent* of world trade and more than *696 million* tourist visits annually. Worldwide tourism is a *\$ 2.70 trillions* industry. The number of international tourist arrivals rose from *25 millions* in 1950 to *425 millions* in 1990, an average growth rate of more than *10 per cent*. There is no doubt that the events of September 11, 2001 caused a major interruption to the growth of world tourism during 2003. International tourist arrivals during 2002 amounted to *702.6 millions* which dropped by *1.2 per cent* to reach *694 millions* in 2003 (Table 1.00). The WTO Tourism 2020 vision forecasts show that international tourist arrivals are expected to reach over *1 billion* by the year 2010 and *1.56 billions* by the year 2020. This demonstrates an annual growth rate of *4 per cent* over the period 1995-2020. Forecasts for international tourist arrivals to the west Asia show that there will be *68.5 million* arrivals in 2020, which represents an annual growth rate of *7.1 per cent* over the period 1995-2020 and above the global growth rate of *4.1 per cent*. Consequently, the overall share of arrivals to the West Asia region is expected to increase over the forecast period. The tourism 2020 vision study forecasts that there will be over *35 million* out

bound tourist arrivals generated from West Asia in the year 2020. This represents an annual growth rate over the period 1995-2020 of 5.8 per cent over 1.5 per cent points above the global average of 4.1 per cent.

According to the WTO, the individual country forecasts for the main tourist destinations within West Asia show that Egypt will remain the region's largest receiving country. By 2020, it is expected that there will be over 17 million international tourist arrivals to the country. Saudi Arabia is forecast to be the West Asia's largest tourist generating country with over 9 million arrivals worldwide in 2020.

**Table: 1.00**  
**International Tourist Arrivals**  
**(1950-2003)**

Year	Arrivals(million)	Average Annual Growth Rate (%)
1950	25.30	—
1960	69.30	10.4
1970	159.70	8.7
1980	285.00	4.8
1990	425.00	5.3
2000	687.00	4.8
2001	684.00	-0.80
2002	702.60	3.7
2003	694.00	-1.2

**Source:** *World Tourism Organization, Various Issues.*

Calculations based on data published by the World Tourism Organization, show that international tourism receipt increased at an average rate of 11.7 Per cent during the period from 1982-1992. Receipt per tourist nearly double during this period from approximately US \$ 340 to US \$ 618. In 2002 WTTC,

estimated that travel and tourism as economic activities generated *US\$ 4421.1 billion*. This is a *4.5 per cent* increased in the demand for travel and tourism per annum, which for in excess of the scale and pace of growth in the economics of most countries.

According to WTTC tourism is now the world's largest industry generating 6 per cent of the global gross national product and employing one in fifteen workers worldwide. Globally, tourism is expected to grow at round *4 per cent* per year. At a global scale, the economic effects of travel and tourism are estimated by WTTC to be responsible for *198 million* jobs, which is equivalent *7.8 per cent* of world employment. This number is expected to grow to *250 million* jobs by 2012.

The above brief survey explains the growing international significance of tourism. It has come to be recognized as a significant factor in the economy of many nations. In some cases, it has become the most important factor. One may mention that it is becoming a powerful process, which affects all parts of the globe.

We in Egypt are trying to open hitherto closed doors and find new passages. Our overall effort is to present to the world the wonder that Egypt is. Wonder, not only in terms of beauties and bounties of nature but also in terms of an ancient civilization that was born and flourished here. Egypt has rediscovered its vast bounties of nature, art, architecture, culture and religious places as tourism resources. It is tapping all opportunities for adventure tourism, desert and safari tourism. Egypt is also encouraging the development of spas with its unique techniques of pharaonic systems. The ministry of tourism is keen to ensure that tourists to Egypt should be physically invigorated, mentally rejuvenated, culturally enriched and spiritually elevated and on return to Egypt, he should feel Egypt within.

The national policy put forward by the Egyptian government has been the development of tourism in the exotic place as the key to all economic and social development, in the area. The economic development of Egypt may

obtain through robust tourism industry. The potentialities of the state for the development of tourism should be highlighted for popularization and marketing. The state abounds in nature scenic beauties like Alpine meadows, Pristine forest, kaleidoscopic landscape, rugged mountain, fascinating landscape, exotic orchards, wild orchards, simmering lakes with colorful lilies, formation of lofty hills, dales, rapids, waterfalls, wetland, blue hills, salubrious climate etc. It also contains mosaic of enchanting cultures, which manifests in the form of graceful dances, traditional songs, and festivals ritual functions, nuptial style, martial art, indigenous games etc. All these resources ensure that Egypt generate huge foreign exchange and bring cultural renaissance through robust tourism.

## 1.2 TOURISM- A CONCEPTUAL APPROACH

*“Man wonder lust is but the remnants of ancient habits which have been handed down to man by successive generations of nomadic ancestors through the ages”.*

*Stra.*

In the endeavor to understand tourism, it is always useful and mandatory to analyze the concept and the facets of tourism. The concept of tourism provides a broad national framework, identifies the essential characteristics, and distinguishes tourism from similar, often related, but different phenomena. Facets of tourism and its supporting activities, evolved through a process of development over time, provide instruments for particular study, be it statistical, legislative, administrative or industrial in nature or purpose.

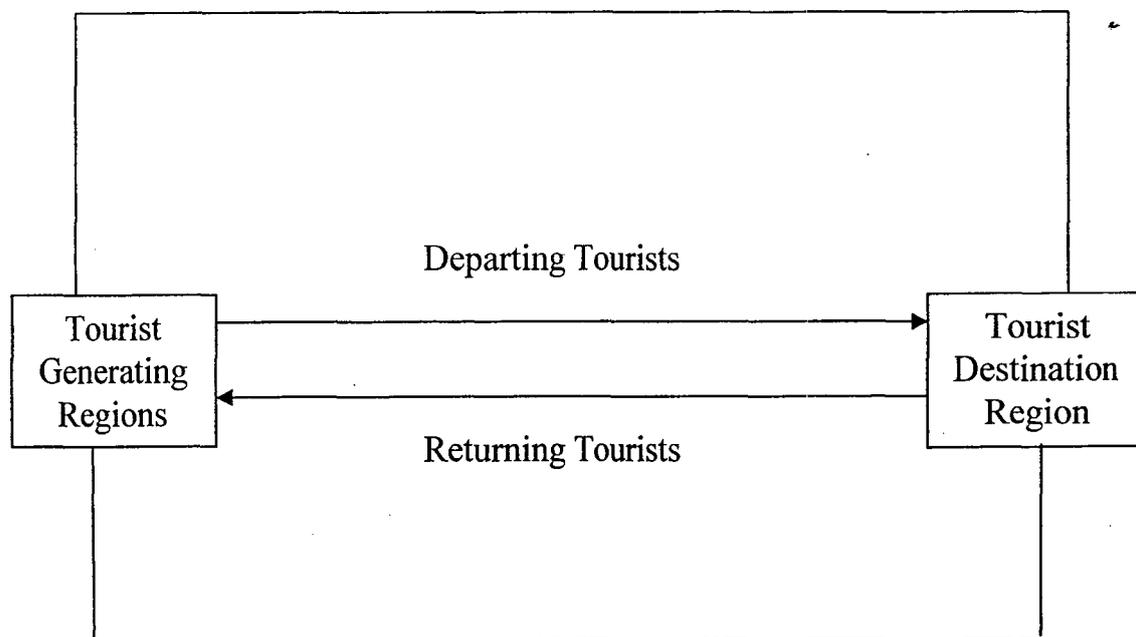
The present chapter deals with the theory and historical concept and varied facts of tourism. An extensive revive of the numerous connotations of tourism has been made which include tour, tourist, foreign tourist, domestic tourist, traveler, visitor, excursionist, transient, vocational etc. Besides, different motives of tourist's travel have also been taken in to consideration.

At the very outset, it is necessary to understand the concept of tourism. In fact, concept of tourism is very complex and hence difficult to explain. The word “tourism”, though accepted, and recognized in common parlance, is nevertheless a term that is subject to a diversity of meanings and interpretations. “Tourism” itself is a broad term and it typically used as a single term to designate a variety of concepts and interrelated system. Several different types of system’s models have utilized in tourism studies. At geographical level, three basic elements are present.<sup>2</sup>

- Generating regions-this is the source region of the tourist and the place where the journey begins and ends.
- Transit region or route: this is the region, which the tourist must travel through to reach his or her destination.
- Destination region: this is the region, which the tourist chooses to visit and where the most obvious consequences of the system occur.

**Figure: 1.00**

**Transit Region or Route**



**Transit Region or Route**

2. Michael, Colin, H., *Introduction to tourism: Development Dimension and Issues*, (Australia, 1998), pp. 1-2.

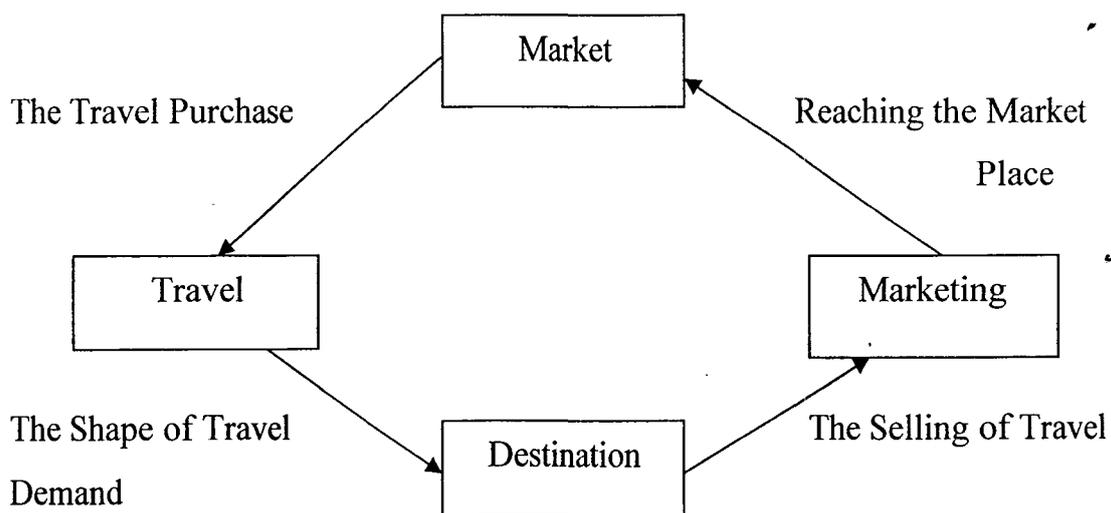
Source: *Self Prepared.*

### Geographical Elements of a tourist System

*Mill and Morrison (1985)* provided a more commercially oriented tourism system that consisted of four parts: market, travel, destination and marketing. The market segment highlights the decision of the individual to travel or become a tourist. The second segment of the model describes and analyses the where, when and how of the individual tourists travel behavior. The third segment of the model consists of the study of the destination mix i.e. the attractions and services that are used by the tourist. The fourth component of the model highlights the importance of marketing is encouraging people to travel.

Figure: 1.01

### Mills and Morrison's Tourism System



Tourism may therefore be interpreted as but one of range of choices or styles of recreation expressed either through travel or through a temporary short-term change of residence. All tourism includes some travel but not all travel is tourism, while the temporary and short-term nature of most tourism trips distinguished it from migration.

Tourism was considered by *Arrilliga* as a sport or rather as a synthesis of automobiles, touring, cycling, alpinism, camping, excursions and yachting. However, the concept of tourism first formulated by *Swiss Professor Hunziker* around World War II was:

“Tourism is the sum of the phenomena and relationships arising from the travel and stay of non-residents in so far as they do not lead to permanent residence and are not concerned with any earning activity.”

Later, *Burkart and Medlik (1974,P.V.)* also endorsed this view by defining it in the following words:

“Tourism denotes the temporary, short term movement of people to destinations outside the places where they normally live and work and their activities during the stay at these destinations. Much of this movement is international in character and much of it is a leisure activity.”

***World tourism organization in 1981 defined tourism as:***

“Any person residing within a country, irrespective of nationality, travelling to a place within this country other than his usual place of residence for a period of not less than 24 hours or one night for a purpose other than the exercise of a remunerated activity in the place visited. The motives for such travel may be ( i ) leisure; ( ii ) business, family, mission, meeting.”

Since then various social, economic and cultural variations have led to the growth of this basic concept. Five main characteristics of tourism may be identified conceptually as:

- Tourism arises a movement of people to, and their stay in, various destinations.
- There are two elements in tourism: the journey to the destination, and the stay including activities at the destination.
- The journey and the stay outside the usual place of residence and work of the tourists gives rise to activities which are distinct from those of the resident and working populations of the places through which tourist travel and in which they stay.

- The movement of the destinations is of a temporarily, short-term character, with intention to return within few days, weeks or months.
- Destinations are visited for purposes other than taking up permanent residence or employment remunerated from within the places visited.

However, there is always space to broaden this concept and this denomination is in no way a restriction of it. One of the continuing problems caused by a lack of clear destinations of tourism is that tourism studies are often poles apart in philosophical approach methodological orientation or intent of the investigation (Fennell 1999). The broad range of tourism destinations available in the literature illustrate that tourism has both physical and social (Psychological) components. Tourism is a commercial phenomenon of industrial society, which involves a person, either individually, or in a group, travelling from place to place and for journeying from Psychological state to another.

Tourism embraces the temporary movement of people to destinations outside their place of permanent residence, involving transport, accommodation, activities at the destination visited and a vast range of services making the visit possible. Thus, tourism is a movement of people covers all the aspects of the “mobile” as opposed to the residential population. It is paramount to treat the “mobile” community as a separate concept since there are many substantial differences. In many ways “travel” is a better word to describe the concept since although the most common reason for trips outside the area of permanent residence is holiday taking, business journeys and visit for specific purposes e.g. health, religion(pilgrimages), education and study, sport and cultural activity are all important elements in the total movement. The idea of travel for pleasure as apposed to travel for necessity is therefore within in the context of human activity a relatively recent phenomenon.

Despite spurt in international traveling the concept of tourism is still not very well clear. This reflects complexity of tourism as well as diverse aspirations of groups with an interest in tourism and different perspective-

diverse aspirations and different perspective of governments, the tourism industry, local communities and tourist.

One of the major problems that many scholars have in approaching tourism is the confusion between the concept of the terms “tourist” and travelers.

The term tourist in the sense of a pleasure tour is, however, of recent origin the terms tourist has come from the word “tour”, a derivation of the Latin word *tornus*, meaning a tool for describing a circle or a turn ness wheel. According to Webster’s Dictionary, the term “tourist” derived from the word “tour” meaning a journey at which one returns to the starting point, a circular trip for business pleasure or education during which various places are being visited and for which an itinerary is usually planned.

In the first half of the 17<sup>th</sup> century, the term tourist was used to denote traveling place to place, a journey, and an excursion, a circuitous journey touching the principal parts of a country or region. In the early nineteenth century, the term “tourist” assumed a meaning of one who makes a tour or tours, especially, one who does this for recreation or who travels for pleasure object of interest, scenery or the like.

Tourism may consider, as a composite concept involves not just the temporary movement of the people to destinations that are removed from their normal place of residence but in addition, the organization and conduct of their activities and of the facilities and services that are necessary for meeting their needs.

In recent decades, the concept of tourism has broadened into holistic interpretations that have given rise to the modeling of tourism as a system. Many authors such a (*Cuervo 1967, Gunn 1972, Lieper 1979, Mill and Marission 1985, and Jafari 1989*), have proposed models of tourism system. Key element of this holistic and interrelated model includes.<sup>3</sup>

1. Tourism is not a discipline; instead, it is a multidisciplinary field.
2. Tourism is generated by two major powers demand and supply.

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3. Gunn, A, Clare, *Tourism Planning*, (London, 2002), pp. 8-9.

3. Within demand is a diversity of traveler interests and abilities.
4. Within supply are all the physical and program developments required to serve tourist.
5. Tourism includes many geographic, economic, environmental, social and political dimensions.
6. Tourism is not an industry, it is made up of a great many entities as well as business.

*Chadwick (1994)*, who identified three main concepts, provided a similar meaning.

1. The movement of people,
2. A sector of the economy,
3. Broad system of people, their needs and services, that responds to these needs.

### **Concept of Tourism**

Tour may be conducted by the people within the state, within the country or at the international level. When people travel from one place to another for an overnight stay, it may be termed tourist. The concept of tourism provides a broad national understanding, which in turn explains the important characteristics and which distinguish tourism from similar often related, but different phenomena. Definitions are generally evolved over a period of time on the basis of experience and in certain cases definitions are appropriate only for a given situations.

*Hunziker and Krapt of Switzerland* has defined the concept of tourism as stated by International Association of Scientific Experts in tourism:

“Tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers provided the stay does not imply the establishment of permanent residence and is not connected with the remunerated activities.”<sup>4</sup>

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4. Hunziker & Krapt, *Travel and tourism Management*, MacMillan, (London, 1985), p. 6.

According to the *Burkart A.J. and Medliks*; “tourism means the temporary, short terms movement of people to destination outside the place where they normally live and work their activities during their stay at these destination.”<sup>5</sup>

In the other word of *Christopher*, “tourism is a pleasure activity in which many earned in one’s normal domicile is spent in the places visit.”<sup>6</sup>

Way back during and between the first two World Wars it was clearly stated that this stay did not result in permanent stay and was not engaged in income earning activity. However, over a period of time, the concept of tourism has undergone change and the concept has been broadened to include various forms of business and vocational activities. However, negation of permanent residency is still an important feature of tourism.

From the above features of the concepts of tourism, it is clear that tourism is basically a leisure activity, which can be accompanied by some business activity but is certainly not a change of residency activity. Thus, tourism denotes a wide variety of activities and the incidence of a mobile population of travelers who are strangers and new to the place they are visiting from the resident and working population. Also in tourism, income earned at the place of the residence is spent partly in the place of visitor on the way to those places. Tourism is therefore, a composite activity, which embraces the incidence of mobile population of travelers who are strangers to the place they visit.

*Foster, Doublasi’s* of the view that “tourism as an activity involving a complex mixture of material and psychological elements. The material ones are accommodation, transportation, the attractions and contribution to the entertainment available. The psychology factors include a wide spectrum of attitudes and expectations.”<sup>7</sup>

According to a famous Australian Economist *Herman Von Schullard*, “tourism is the some total of operations mainly of economic nature, which

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5. Burkart, A.J., et.al, *Tourism – Past, Present & Future*, Heinemann, 1976. P. 69.

6. Christopher, J. H., *The Business Of Tourism: US Study On Travel*, Pitman, (London, 1960), p. 260.

7. Foster, D., *Travel and Tourism Management*, MacMillan, (London, 1985), p. 5.

directly related to the entry, stay and movement of foreigners, inside and outside a certain country, city or regions.”

“*Brian, G. Boniface and Cooper C.* say that if leisure is a measure of time and recreation embraces the activities undertaken during that time, then tourism is simply one of these activities.”<sup>8</sup>

“*Chris Ryan* says that ‘tourism is a study for the demand for and supply of accommodation and supportive services for those staying away from home and the resultant patterns of expenditure income creation and employment.’”

*Chris Ryan* is of the opinion that “tourism is a stay of one or more nights away from home for holidays, visits to friends or relatives, business conferences or for any other purpose, except such things as boarding, education or semi-permanent employment.”

“Intercontinental consultants and technocrats have defined the term tourism as a composite industry. It consists of various segments which can produce a wide range of products and services.”<sup>9</sup>

“Tourism comprises the activities of a person traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes.”<sup>10</sup>

### **Literary Concept of Tourism**

The term “tourist” is derived from the word “tour” alone according to *Waster’s Dictionary*, means a journey at which one returns to the starting point after a circular trip usually for business, pleasure or education during which various places are visited and for which an itinerary is usually planned.”<sup>11</sup>

The *Chamber’s Nineteenth Century Dictionary* defines tourist as “people who travel for pleasure of traveling, out of curiosity and because they have nothing better to do.”<sup>12</sup>

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8. Brain, B. & Cooper, C., *World Wide Destinations: the Geography of Travel and Tourism*, Oxford, London, pp. 229

9. Inter Continental Consultants and Technocrats Pvt. Ltd. , National Committee on Tourism (Preface), Ministry of Tourism, government of India, New Delhi.

10. William, W.S., *Tourism Geography*, (London 1998), pp. 3-4.

11. Webster’s Dictionary.

12. The Chamber’s Nineteenth Century Dictionary.

According to *H.C. Wyld's universal Dictionary*, a 'tourist' is a person who makes a journey for the sake of curiosity, for the fun of traveling or just to tell others that he has traveled.<sup>13</sup>

### **Evolutionary Concept of Tourism**

The word "tourist" has come from the word 'tour' a derivation of the Latin word 'tournus' meaning a tool for describing a circle or a turner's wheel.<sup>14</sup>

In the 17<sup>th</sup> century, the term tourist was first used for the persons traveling from place, arranging an excursion, touching the principal parts of a country or region.<sup>15</sup>

In the 18<sup>th</sup> century the meaning of tourist was assumed as "one who makes a tour or tours, especially one who does this for recreation or who travels for pleasure, object of interest, scenery etc."<sup>16</sup>

In the 19<sup>th</sup> century, there has been a little change in the definition of tourist. It has been defined as a person who travels for pleasure out of curiosity and because he has nothing to do.<sup>17</sup>

In the 17<sup>th</sup>, 18<sup>th</sup> and 19<sup>th</sup> centuries, the English, the Germans and others who traveled on a grand tour of the continent came to be known as "tourist". Thus, a tourist is thought of as a holidaymaker, a "tripper" or a traveler for pleasure.

### **1.3 DEFINITION AND MEANING OF TOURISM**

A tour is a journey to several places and back either with a public purpose or with a private pleasure. In addition, the tourism is the concept of an industry, which deals with the tourists and caters to such conveniences as hotels, catering etc. "Tourism is the temporary movements of people to destination outside

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13. Wyld's, H.C. Universal Dictionary.

14. Kumar, M., *Tourism Today*, Kanishka Publishing House, (Delhi, 1992), p. 33.

15. Annand, M.M., *Tourism and Hotel Industry in India*, Prentice Hall OF India Pvt. (Delhi, 1976), p. 22.

16. Ibid.

17. Ibid.

their personal places of work and residences. The activities undertaken during their stay in those destinations and facilities created to cater of their needs".<sup>18</sup>

The term "tour" is a Hebrew word. It derives its meaning from the term "torah" which means learning, study, and searching.<sup>19</sup> Thus, a tour is a journey to several places for the purpose of learning, studying and searching with a public purpose and a private pleasure.

Tourism is now an integral part of modern societies, hence its study and analysis becomes paramount. An understanding of the various definition of the tourism is very important at both a practical and a theoretical level. In the first major writing about tourism, the Travel and Tourism Encyclopedia, *J. G. Bridges (1959)* cites several historic dimension of tourism. As travel, modes and quality increased dramatically and as research expanded, new interpretations of tourism emerged.

Tourism can be defined as the movement of people away from their normal place of residence. It is an activity of movement of people from one place to another place for an exchange of ideas, of knowing a little more about each other and to know, how do people live, play, work and entertain? What is special about their food, music, dance, folk, and drama? If there were no exchange among the citizens in spite of the world economics, fiscal strength, currencies, it would be a proper place.

An understanding of the various definitions of tourism is very important at both a practical and a theoretical level. As a practical level, it enables us to gain a better understanding of the myriad sources of tourism data and information, while at a theoretical level it illustrates the broad dimensions and character of tourism and the degree of legitimacy that tourism studies has achieved (Nunez, 1989).

Tourism is the most desirable human activity, which brings the people nearer to each other. It is an industry with attracting people to a destination,

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18. Abster, M., et.al, *Tourism: Economic, Physical and Social Impacts*, Longman, (London, 1982), p. 1.

19. Kumar, M., *Tourism Today*, Kanishka Publishing House, (Delhi, 1992), p. 33.

provides destination, housing, feeling and entertaining them and returning them to their home. Some of the scholars, economists and authors have defined tourism as under:

*Herman V. Schullard, an Australian economist* in the year 1910 gave one of the earliest definitions of tourism. He defined tourism as “the some total of operators, mainly of an economic nature, which directly relates to the entry, stay and movement of foreigners inside and outside a certain countries, city or region.

A Swiss professor *Hunzilkar and krapf* in the year 1942 gave a more technical definition of tourism, he said, “Tourism is the totality of relationship and phenomenon arising from the travel and stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity.”

*In 1976, the tourism society in Britain had also defined tourism as follows:*

“Tourism is the temporary short term movement of people to destination outside the place where they normally live and work; it includes movement for all the purpose as well as day visits or excursions.”<sup>20</sup>

*The tourism society in Cardiff, Britain in the year 1981 defined tourism as follows:*

“Tourism may be defined in terms of particular activity selected by choice and undertaken outside the home environment. Tourism may and may not evolve overnight stay away from home.”<sup>21</sup>

Tourism is basically a pleasure activity in which money expand in one’s normal domestic place is spent in the place one visits. Thus, tourism is a composite phenomenon, which embraces the incidence of a mobile population of travelers, is strangers to the places they visit. Tourism may be domestic or international but it refers to temporary movement of people from one place to another. International tourism refers to the movement of people across the

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20. Article, Indian Institute of Travel and Tourism Management, New Delhi, p. 2.

21. Bhatia, A.K., International Tourism Book, Delhi, p. 38.

countries as well as domestic tourism refers to the movement of people within the country.

#### 1.4 FACETS OF TOURISM

Under the broad conceptual framework, there are three main facets of tourism:

- a. **Purpose of Travel:** This has important implications for marketing in general and for promotion in particular. Different purposes such as business trips, holiday travels, visits to relatives, friends etc., need to be categorized separately for specialized attention and treatment.
- b. **Time Element:** It is yet another factor to be standardized so as to distinguish tourists from non – tourists. Minimum and maximum time limits are to be predefined so as to be more target oriented (like people travelling for less than twenty four hours may be excluded from the tourist bracket).
- c. **Particular Situations:** It needs to be recognized so as to clearly regard one as tourist or not e.g. Sea cruises and tourist traffic.

Tourism is now a global industry involving hundreds of millions of people in international as well as domestic travel each year. It has witnessed a phenomenal growth since the 1950s. From a luxury product, which was available to only a small number of privileged people some years ago, it has become a consumer good, which is now within the reach of practically all citizens in the developed countries and of increasingly large segments of population in the third world countries. It has become way of life with millions of people in the world and their number is continuously increasing.

*The main factors, which have been responsible for the vast expansion of tourism during the 19th and earlier part of the 20th Century, are as follows:*

- A rise in industrial output associated with the industrial revolution that in turn led to an increase in the standard of living. Salaries and wages

steadily increased and this meant more disposable income to spend on leisure pursuits.

- Improvements in transport technology, which led to cheaper and more accessible travel. Railways and Ocean liners appeared in the nineteenth Century, cars and aircraft in the first half of the twentieth Century.
- The introduction of annual holidays towards the end of the 19<sup>th</sup> Century. The amount of the leisure time went up as the working week decreased in terms of numbers of hours required at work.
- Changing perceptions of the environment. Locations that were once viewed as hostile, were now seen as attractive.
- An increasing desire to travel and, the rising curiosity about people in other lands.

Tourism has reached significant dimensions in many countries and it has been referred to as the twentieth Century migration of nations. Some nations are moving from an industrial society to a post – industrial society with more leisure and, consequently, more desire by its people to travel and accumulate experiences. Nevertheless, the potential for growth in this field has been hardly tapped and realized.

## 1.5 TOURISM AN INDUSTRY

*Wahab writes*, “tourism is an industry whose products are consumed on the spot forming invisible export.”<sup>1</sup> Other expert Lundberg often referred to tourism as a business or industry. Tourism develops various other industries such as the airlines, rails, accommodation and food service industries. It also involves wholesalers, retailers and attraction as well as a range of public services. Young opines that it is a heterogeneous group embracing a large variety of trade and industries, which have the supplying of travelers need as their common function. As tourist does not produce a distinct product, some of the experts such as Chadwick argue that it can't exist as an industry. Further,

Papadopilis outlines that tourism in the conventional sense is not a market since it does not sell simply one product and there is no single sector involved.

Tourism has now become the largest foreign exchange earning business and is one of the world's largest and fastest growing industries. Unlike other industries, it has to depend largely on a number of related industries relating to tourism, like, hotels, restaurants etc. It is therefore, called a combination of inter-related industries.

From the previously mentioned discussion, it is clear that it is difficult to define clearly the tourism due to the extensive spread of activities it covers. It is not proper that tourism does not produce a distinct product and so, it cannot exist as an industry. Tourism business constitutes some of the largest single economic groups to be found throughout the world. This industry is defined for the central services of airlines, wholesalers, hotels etc. but not for those providing peripheral services. It is important here to mention that the largest tourism companies making available central services embark upon vertical or horizontal integration, which strengthen the area of tourism as an industry.

## **1.6 HISTORY OF TOURISM**

Traveling has been an established activity from time immemorial. People used to undertake journey with the motive to meet their needs. However, with the passage of time man requirements changed because of development and living standards. Only the motives of travel have undergone changes from time to time. Previously it was restricted to the few affluent and adventurous people. Nevertheless, today with rise of standard of living of people in several developed and developing countries along with the fast revolution in transport technology, overseas holidays are within the reach of even middle and working classes.<sup>22</sup>

Tourism is an ancient phenomenon. The history of past centuries shows that travel had a fascination for man. However, it was rather simple and not a

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22. Negi, J., *Tourism and Travel Concept & Principles*, Kaniskha Publication, New Delhi, 1998, p. 1.

thing of pleasure as it is at present. In previous days, it was to some extent restricted to merchants, pilgrims or scholars in search of ancient texts. The “Sumerian” and “Harappa” civilization provide evidence about the nomadic trend of life.

The traveling by people for about 4000 years ago gives the authentic truth for trade and travel. Many Arabs and Europeans came to Egypt as a tourist. Thus, the world is not new to the migration tendencies of people. The rate of movement of people from one country to another has increased on such a scale that the world has indeed become very small.

For a very earliest historical period travel had a fascination for man, it was largely unconscious and simple. In previous days, travel was not a thing of pleasure as it is at present. In past the basic aim of movement of people were conquest, trade and pilgrimage. It is not realizes how extensive the contracts among the people were several thousands years ago. For instance, there was considerable interchange and intersection of ideas and knowledge between India and West Asia and Great civilization, which was further strengthened by Alexander’s conquest of the North Western part of Indian sub continent.

Modern tourism is somewhat different from its past. Now the people travel from place of origin for the sake of pleasure, sightseeing, enjoyment and to see the colourful life and people of other origin. The tourism activities are changing day by day with development of transportation, accommodation and standard of living. The ancient people wandered from one place to another place in search of food for their livelihood, but now a day people want to interact with the people of other origin and places, that are rich in cultural heritage, monuments, scenic beauty, hill resorts and beach resorts etc.

A tourist selects the place to see according to his taste and desire. With the developments of modern technology in every field of life, tourism has developed as an industry now and all the facilities, which are available to other industries, are now available to tourism industry. This is why the movement of people is increasing day by day from one place to another.

## 1.7 SIGNIFICANCE OF THE STUDY

Egypt is in the process of positioning itself to become one of the fastest growing economies in the world. It has launched recently a comprehensive economic reform and stabilization programme aimed at alleviating poverty and improving the standards of living. However, meager natural resources and physical conditions are the major constraints for a dynamic and high-growth economy. Further, population growth placed a great stress on the public services sector and on the country limited resources, particularly water, and its food supplies. It has to look for new avenues of revenue. Development of tourism is one of the most important sources. It dedicated most of its efforts to develop its services sector to become the main source of economic development.

Therefore, tourism industry has emerged as a major source in the growing services sector that provides new opportunities in the labor market. This is done through securing a sustainable tourism development, not just an unmanageable temporary boom.

It is now high time to decide whether tourism planning and marketing aim at utilizing Egypt's natural resources to be a long-term source of wealth or to offer tourism at a cheap price in return for an easy short-term profit.

Over the years, Egypt has been making its place in the field of business and pleasure. Now with modern hotels and sophisticated facilities it is one of the important centers for conferences for many west Asian countries, which includes incentives for travel and tourism. It is endowed with great natural beauty and possesses rich historical and archaeological wealth. The visible influences left by many succeeding civilization that have dominated the area, the Arab customs and traditions of honor and generally, the Islamic disciplines and brotherhood, the friendly and educated Egyptian people, are all among the strong points of Egypt.

Recently, Egypt is the most popular tourist destination in the world. It is popularly known as “The Land of the Sun” and is famous for its recreational, therapeutic and environmental tourism. Year-round sunshine, beautiful beaches and historic sites have always been draw for visitors.

Indeed, geographical components play significant role in tourism planning and development. Egypt has diverse and beautiful geographical terrain to support the nation’s tourism expansion strategy. Tourism is now Egypt’s number one contributor to the economy, supporting many secondary industries and accounting for 22 per cent of foreign exchange earnings.

Hence, this study evaluates the significance of geographical components in tourism planning and development. It also tackles the issue of marketing and basic services available for tourism industry, as a renewable source of income that generates the foreign currencies needed to support the balance of payment and provides job opportunities for the labor force. In addition, the study touches on the impact of tourism on other economic sectors.

## **1.8 HYPOTHESIS**

In the present research work, hypothesis is based on the following presumptions.

1. Geographical components or factors are significant in tourism planning and development.
2. Tourism products generate incomes and its multiplier effect influences national economy.
3. Tourism is an essential and vibrant growth sector that will sustainably contribute to improving the economic and social well-being of Egypt.
4. It creates employment in labor market.
5. Tourism product is invisible export and earns foreign exchange.
6. Tourism constitutes in Egypt lack of an effective promotion plan to present its importance at the international level.

The hypothesis will be tested by examining the impact of geographical components on tourism planning and development of Egypt as the dilemmas confront in formulating development strategies.

On the basis of hypothesis following major questions will be ask in this research work.

- Geographical components play vital role in adopting a comprehensive strategy for sustainable development of tourism in Egypt.
- Geographical factors thus directly provide employment, maintaining balance of payment and increasing foreign exchange earnings, by encouraging the development of tourism sector.

## 1.9 LITERATURE SURVEY

In the process of surveying the literature, it has been observed that no doctoral thesis has been submitted on tourism industry covering its role of geographical component. There are many studies on tourism in the form of doctoral thesis/dissertation by various departments; but there are not any records of work are found in the field of tourism with special reference the emphasis on role of geographical component in tourism planning and development in Egypt in particular. The same case is there with dissertations taking the role of geographical component aspect into consideration, no academic work has so far been done in tourism in Egypt.

Coming to the articles published in non – academic journals, one observes that most of the articles concentrate on the role of tourism in Egyptian economy, development of touristic sites and backup services quality and efficiency of tourism services, quality and efficiency of tourism services, tourism public awareness, impact of political affairs on tourism, marketing of Egypt tourism product, and finally domestic tourism.

Articles and notes appearing in newspapers also do not highlight any aspect of role of geographical component in tourism planning and development in Egypt. But also highlights the beauty of Egypt, archeological heritage, monuments both Islamic and Coptic, sports tourism and recreation etc. these articles mostly informative and statistical in nature and give an idea on politics, strategies, planning and other issues related with tourism in general but not geographical in specific. Now some of these works are classified into the following headings:

**Mr. Zoheir Garranah**, *the ministry of tourism Egypt*, his article highlights the importance of tourism in the international economy and the aspects for the growth of the international tourism movement, including tourism in middle East, in addition, the article points out the high expectations the country builds upon tourism sector as an indispensable tool to activate the Egyptian economy and steer it towards growth. Mr. Zoheir Garranah also projected Egypt's preparations and current projects to enhance its capacity of attracting various kind of tourism.

He also emphasized the necessity cooperation between the public and private sectors, which as he said is only possible through a "vision statement". A vision statement enables us to understand our position in an attempt to define a task statement. A task statement attempt to facilitate the following endeavors; developed and advanced tourism industry that can effectively make use of relative as well as comparative advantages, improve archaeological sites and tourist resources, boost the components of Egyptian tourist products, enlarge of role of private sector in the field of investment, and finally develop laws and regulations to attract capital. A task statement also aims at upgrading tourism services to make from emulate the highest international standards while raising tourism awareness within the framework of tourism sustained development. It includes reinforcement of the institutional structure through the development of tourist-crafts, legislation related to human resources. Finally, a task statement seeks to provide leadership for promoting tourism in Egypt with the reference

of geography. At the end of his articles he used for the expansion of hotels and other specified facilities to attract what is called "Conference tourism", providing it with incentives and special privileges because of its current importance.

He emphasized a five-year plan to increase tourism in Egypt through 2011 should be adopted to increase the number of tourists, who visit Egypt to *14 million* a year, to increase the tourist nights from *85.5 million to 140 million* and to increase room capacity from *175000 to 240000 by 2011*.

**Ahmed Shafiq**, *Ministry of aviation*, in his article noted that political conditions in this part of the world adversely affect tourism. Even in Israel itself where the tourism rates are dropped by *35 per cent* below the last year's rate. Ahmed Shafiq (civil aviation minister) believes that control of tourism seasonality lies in the hands of Egyptian tourism sector, which must offer low prices in seasons, which suffer from weak demand of tourism. Finally, he recommended the use of the interest to promote tourism in Egypt.

**Ahmed El Khadem**, *chairperson Egyptian tourism authority*, since the dawn of tourism of civilization, the fabled Great Pyramid of Giza have been on the 'must see' list of the almost every person on earth. However, today, Egypt has whole lot more to offer.

With our unique mix of exhaust old world attractions, hip and sophisticated modern facilities, stunning world class beach and diving resorts and bustling world business events, Egypt has become a leading year round destination for those seeking a fresh travel experience with plenty of sunshine, he explained, it is exactly that mix of old and new that is rocketing Egypt into its next era of tourism. Supported by new investments in its Mediterranean and red sea coasts, improved, infrastructure, global promotion campaigns and a new government supported faces and service and diversity, efforts are being made to ensure that Egypt will live the expectations on its rapidly increasing flock of annual tourists-currently nearing *nine million* visitors.

**Prof. Dr. Magda Metwally**, *Head of Architectural & Housing Department and Building Research Center* and **Dr. Sahar Soliman Abdalla**, *Lecturer at architecture & Housing Department, Housing and Building Research* discuss the concept of sustainable tourism development in coastal area of Egypt in their article “An Approach to Sustainable Tourism Development on Coastal Area–Egypt”. The article deals with cultural integrity, ecological process, biological diversity and natural resources of the coastal area of Egypt. It also emphasizes the need for comprehensive sustainable development in coastal area of Egypt to increase the national and international tourist flow.

**Khaled Galal Ahmed and Lamis El-Gizawi** is *an assistant and associate professor of Mansoura University in Egypt* respectively discusses the concept of sustaining the urban form of coastal tourist resorts of Egypt in their article “Sustaining the Urban Form of Coastal Tourist Resort in Egypt: An Approach for Sustainable Tourism”. The article emphasizes sustainable tourism development by adopting the means of urban form of coastal tourist resorts of Egypt. Article explains tourism planning includes both physical and institutional elements. It also highlights the role of urban form of coastal tourist resorts play vital role in achieving sustainability.

**Rashid E**, *the Lecturer, Architecture Dept., Modern Academy for Engineering & Technology* and **Kamal H.**, *the T. Assistant, Architecture Dept., Modern Academy for Engineering & Technology* have discussed the importance of local character of coastal areas of Egypt. This article entitled “Local Character as an Indicator of Sustainable Tourism Development in Coastal Areas: A case study of Harghada, Red Sea, Egypt”. The article elaborates resource combination of land and sea environment such as sun, water, beaches, outstanding scenic views and rich biological diversity. It also analyses the physical and architectural morphology of manmade environment.

**Emam Helmy**, *Faculty of Tourism & Hotel Management, Helwan University, Manial, Cairo, Egypt* and **Chris Cooper**, *School of Tourism and*

*Leisure Management, University of Queensland* investigates the sustainable tourism planning for the Archaeological heritage. It is a case study of Egypt under the topic of “An Assessment of Sustainable Tourism Planning for the Archaeological Heritage: the Case of Egypt”. The article outlines a sustainable tourism development plan to achieve satisfactory economic growth as economic benefit of tourism filtered down at lowest level of society. It also emphasizes that an important focus for tourism planning is the cultural built environment of which archaeological sites are an important element. The article examines Egyptian tourism planning mechanism to boost tourism potential.

**Ihab Mohamed Shaalan** conducted a study about the sustainable tourism development in the Red Sea area of Egypt under the topic of “Sustainable Tourism Development in the Red Sea of Egypt: Threats and Opportunities. The article examines the role of nature and expanding the tourism sector. It emphasizes the development of tourism in Red Sea area of Egypt and also the threats and opportunities that exists. It also covers the social impact of tourism development in the Red Sea region. The article highlights the competitive marketing advantages of the Red Sea region.

**Dr. Abdel Redy** prepared a report on “Tourism and Sustainable Development in Egypt” in 2002. He in this report made an exotic study of sustainable tourism development in Egypt. He discuss tourism development plans, international tourism flow in Egypt, Egyptian tourism organization and activities, tourism role in Egyptian economy and major problems and issues.

**Emam Helmy, Faculty of Tourism & Hotel Management, Helwan University, Cairo, Egypt** evaluate the tourism planning in developing countries. It is a case study of Egypt under the topic of “Towards Integration of Sustainability into Tourism Planning in Developing Countries: Egypt as a Case Study”. This article argues that planning and thus implementation of sustainable tourism development would differ not only between the developed and less developed countries’ tourist destinations but also from one destination

to another in developing countries. This article approaches the evaluation of the Egyptian tourist planning mechanism from the sustainable point of view.

**Sahar Tohamy and Adrian Swinscoe** investigates the economic impact of tourism in Egypt in 2002. He in this report adopts a comprehensive approach to assess the impact of foreign tourism on Egyptian economy, which extends beyond their spending on hotels and restaurants. The study uses the economic impact analysis methodology to trace direct and secondary effects of foreign tourists' spending on output, value added employment, and tax revenue. It also concludes that tourism's ability to contribute positively to Egypt's economic goals earns that activity a higher rank on Egypt's policy priority list.

#### 1.10 LIMITATIONS OF THE STUDY

Tourism as an economic activity, is difficult to measure and analysis. Although, abundant data are available at national level for comprehensive analysis, they are not collected in such a way as to reveal the impact of tourist's expenditure on wide range of goods and services.<sup>23</sup> While there is fairly detailed information on tourists arrivals, nationalities and so forth, there is limited information on the contribution of this sector to output, employment and income. These shortcomings characterized tourism information and statistics in both developed and developing countries alike. The lack of a solid, comprehensive, and internationally uniform information base on the economic impact of tourism has triggered efforts particularly by developed countries, to address this weakness. Progress has been slow; however except for a few developed countries, statistical information overall remains scanty, incomplete, and for most focused on simple calculations of international arrivals without any subsequent analysis of the impact of tourism activity on its respective economy.<sup>24</sup>

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23. Frechtling, D., *The Tourist Satellite Account: Foundations, Progress and Issues*, Tourism Management, No.20, pp. 164-170.

24. <http://www.eces.org.eg/publications/Index>.

National accounts focus only on the “hotel” and restaurant sector despite that foreign tourist’s contribution to GDP. Tourism expenditures are neither properly reflected in national income statistics nor input/ output statistics readily available to use as yardsticks of tourism activity.- Contribution of foreign tourists’ expenditures in other sectors of economy represents only a fraction of their total expenditures in the whole economy. National accounts, therefore, inevitably underestimate tourism’s accounting framework, it is not adequately taken for calculation in government policy development. Even though the tourist expenditures on food and beverages outside hotels and restaurants, real state services, and retail, which affect sectors such as food production, retail, and housing, is not easily identifiable, even though these effects may be significant at the local level in tourist – dependent areas, bazaars, and recreation services, are allocate to aggregate categories such as transportation and trade, finance and insurance, where the contribution of foreign tourists expenditures to these sectors is not easily separated.<sup>25</sup> Moreover, it is very difficult to identify exact amount of tourism expenditure on goods and services.

Egypt has an abundance of archaeological, historical, religious and tourist sites of great importance: As a traditional crossroads of ancient trade routes, most of the great historical civilizations have left their mark, from the Moabites to the Romans and Crusaders. The country is well blessed with unique geographical, geological and environmental assets and unspoiled scenic sites. It enjoyed a temperate and varied climate varied climate as well as a central geographic location, which enables it to attract tourists of different interests and backgrounds from various parts of the world. Recognizing the importance of tourism, the government of Egypt has been making effort to achieve maximum benefit from tourism activities. It influence not only balance of trade, but stimulates the growth of development of other sector of economy. It is interesting to assess the impact of tourism activity for future course of action

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25. Ibid.

and preparation of appropriate planning. However, impact of tourism includes direct and indirect tourist's expenditure. The direct effects relate to the actual expenditure on the transport, accommodation, food and drink, shopping services etc. The other income received by the tourist providing such goods and services from tourist from the direct impact on the economy. The direct results of this expenditure on tourism arise from the fact that the trades directly involved in tourism, in order to meet the demand of tourists, must purchase from other trades and industries those goods and services needed to produce the things demanded by tourists. It embraces all those other industries, which have been called upon the various stages of the process to supply goods and services. While direct impact is easy to evaluate, indirect impact involve many complex issues and problems. It is important to mention that real impact of tourism on the national economy involves many stages and hence becomes difficult to measure. It is true to note that without appraising of direct and indirect effect of tourism real picture is difficult to achieve.

Tourisms economic contribution is not clearly recognized, mainly because tourism is not a clearly identifiable industry. Tourism involves many different products and is defining more by who purchases the goods or services that what is purchased. Restaurants sell meals to both tourists and local residents. The portion of sell to tourist by any given industry varies extensively a cross industries and regions. Not all sells, even of hotels, are necessarily to tourists. This makes careful accounting of tourism's economic contribution difficult.

Social impact of tourism too lack real information. There is no standard scale to measure the impact of tourism on society. It is very difficult to measure the impact of tourism on society. Society comprises human beings, and their attitudes, responses, perceptions and behavior are in abstract form. They cannot measure in numerical form, only can be guessed and assessed through observations. The magnitude to change naturally presents problem in measuring the impact. Thus, evaluation of tourism impact on society contain variations and depends on assesses.

Other sources of information on tourism in Egypt, which not providing direct assessment of its contribution to the economy, supply valuable sector information, as well as information necessary for estimating the impact of tourism's impact on economy. Two critical sources of information on foreign tourism come from the Ministry of tourism.

Based on information from the Passport and Immigration Authority, The Ministry regularly documents tourist's arrival trends, their nationalities, and their length of stay. In addition, in collaboration with the Central Agency for public Mobilization and Statistics (CAPMAS), The Ministry conducts a bi-annual survey of foreign tourists following guideline established by The World Tourism Organization (WTO). Among other things, the survey gathers information on tourists average expenditure items such as accommodation, transportation, and so fourth. A sample of tourist is selected over the span of the year to account for seasonality in tourist flows. Tourist are asked to respond to a questionnaire that addresses, in addition to there spending patterns, questions about the purpose of the visit, age and occupational background, rating of services and there complaints and problems while visiting Egypt. This study uses expenditure data from that survey as a starting point for estimating the impact of foreign tourist's expenditure on the economy. New World Tourism Organization guidelines, which recommend that expenditures of expatriate citizens during there 'vacation' at home include in tourist receipts. However, Egypt has not implemented WTO guidelines and expatriates expenditures have not been included-tourist receipts. Due to the large number of Egyptian citizens working in the Gulf countries, Egypt's tourism revenue may therefore not be comparable to tourism receipts of other countries, which have already implanted that WTO guideline.

The Central bank of Egypt uses foreign tourist arrivals and estimated tourist expenditure from those two sources to calculate tourism receipts for the balance of payments figures. This estimate is usually lower than that of the survey because it focuses on tourism revenues that go through banking system.

Because tourists' expenditures from the most recent tourist expenditure survey are, adjust for inflation corresponding to each expenditure category and other secondary sources.<sup>26</sup>

Further, more comprehensive information is in general available on international than on domestic tourism especially concerning expenditure. Domestic tourism, in many countries, predominate, this lack of data is a serious handicap to comprehensive analysis. Both the components of tourism are important for the analysis of economic impact of tourism as well as for further dimension of the tourism industry. Moreover, pressure on resources from domestic tourism and recreational activity is not less significant than from international tourism (Economic Commission for Europe, U N 1976).<sup>27</sup>

In view of these facts, the present study has limitation to carry out a comprehensive analysis of the economic and social impact of the tourism in Egypt. Generally, national account is dominated by the foreign tourist's expenditure data and figures. The impact of geographical components in tourism planning and development is immense. Egypt has potential to develop its tourism industry by taking in to consideration of geographical components in promoting tourism. However, the role of geographical component in tourism planning and development is difficult to cause and analyze. Measurement of geographical components magnitude is possible in the analysis of tourism role in the economy. Egypt has very limited information about geographical components' role in tourism planning and development.

### **1.11 AIMS AND OBJECTIVES OF THE STUDY**

Kipping this in mind, this study, 'role of geographical components in tourism planning and development in Egypt' was undertaken. In this thesis, an attempt has been made to focus attention on the fact that development could be

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26. Frechtling, D., *The Tourist Satellite Account: Foundations, Progress and Issues*, Tourism Management, No.20, pp. 164-170.

27. *Planning and Development of the Tourist Industry in the ECE Region*, Economic Commission for Europe, UN, New York, 1976.

generated through role of geographical components in tourism in Egypt. This process would be a slow one but ultimately it will bring good results.

*The present study aims at investigating into the following aspects of the economic impact of tourism in Egypt.*

1. To assess the geographical personality of Egypt – its geology, relief features, drainage system, climate, flora and fauna, its people, culture, religion and demography; its economic structure and transport system.
2. To study the tourist movement in Egypt during the ancient, medieval, British and post independence period.
3. To assess tourist attractions of hilly areas and desert – natural factors, socio-cultural factors, religion and historical places as well as infrastructural facilities.
4. To analyze the contribution of foreign tourist's income to the GDP (Gross Domestic Product).
5. To assess the role of tourism in creating the job opportunities in the local market.
6. To identify the share of Egypt in the world tourist arrivals and the trend of international tourist arrivals in Egypt.
7. To highlight the significance of important touristic attraction sites and types of tourism in Egypt.
8. To examine in detail the selected tourist spot in Egypt.
9. To locate other places of tourist attractions around the selected sites in order to make a package tour of the sites.
10. To deal with the importance of Egypt's environment from tourism point of view.
11. To design and plan strategies for the development of tourism in Egypt.
12. To study changing environment of tourism in Egypt.

13. To study the role of domestic tourism in economic development in Egypt.
14. To assess the role of geographical components in tourism development in Egypt.
15. To study the international tourism growth and its impact on economic development in Egypt.
16. To study the regulatory framework for tourism sector to achieve the necessary standards and quality.
17. To study the human resources development programmes in tourism sector.

Before designing such strategies, the present status of tourism and problems in the way of development of tourism in Egypt will be examined.

## 1.12 METHODOLOGY

The methodology is a descriptive analysis with a combination of empirical data. The emphasis of the study is on the geographical components of the tourism and their role in tourism planning and development. The data and other material obtained has been thoroughly checked and crosschecked to eliminate discrepancies wherever existed before embarking on building up the thesis. With regard to adopting analytical approach, simple mathematical techniques have been used. Computer has also been used to analyze the data and materials.

*The following methods have been used in the present study;*

- Assessment of the places and attractions in Egypt both in the hilly and desert areas and in the bank of Nile River was done with the help of primary and secondary sources of data.
- Some tourist spots, having different types of attraction were selected for in depth study. The information about these sites was

gathered like its location, history, natural scenic beauty, culture festivals, sports, dances, drama etc.

- Data mapping and photographic techniques were other tools used.

**Data Base:** - The data have been collected from various Government offices, private institutions and tourism departments etc. as given bellow:

1. Booklets, official records, documents of tourism departments Egypt,
2. Year wise statistical records published by National Bank of Egypt and Central Bank of Egypt,
3. Booklets issued by Archaeological Department Egypt,
4. Various magazines, newspapers, data from various other sources,
5. Various records of Art and Cultural department Egypt,
6. Information available on the internet has been utilized.
7. Publication of the international agencies at relevant UN publications, and publications of Egyptian government's tourism department have been taken into use.

In addition, various research works and published report have been consulted in completion of the present research work. Some relevant journals, magazines, articles and newspapers have also referred extensively to enrich the data.

The ministry of tourism is the governmental body responsible for the tourism industry in Egypt. Its main purpose is to manage and develop tourism through conservation and development and management of archaeological sites throughout Egypt for the purpose of visitation. It is also responsible for clearing tourism related investment with collaboration of other sectors. In this study, we have taken the managerial approach at the micro level, on the management activities of tourism.

***GEOGRAPHICAL  
COMPONENTS OF  
TOURISM***

## 2.1 GEOGRAPHICAL COMPONENTS

Tourism does not exist in isolation. It consists of certain components, three of which may consider as basic. These three basic components of tourism are Transport, Locale, and Accommodation.

A tourist in order to get to his destination has to travel and, therefore some mode of transport is necessary for this. This mode of transport may be a motor car, a coach, an aeroplane, a ship or a train, which enable a traveler to reach his pre-determined destination. The local may be used to include the holiday destination and what it offers to the tourist. The holiday destination may offer natural attraction like sunshine, scenic beauty or sporting facilities, etc, at these attractions. Accommodation is another basic component, which is essential for providing food and rest. After having reached his destination, a tourist must have some kind of accommodation, which provides him food and sleep.

Of the three components, locale with its attractions and amenities is the most important as these are very basic to tourism. Unless these are three, the tourist will not be motivated to go to a particular place. However, since interests and tests of tourist vary widely, they might choose from a wide range of attractions available at various destinations all over the world.

Tourist demands are also very much susceptible to change in fashion. Fashion is an important factor in the demand for various tourist attractions and amenities. The tourists who visit a particular place for its natural beauty may decide to visit some other attractions due to a change in fashion. Peters has drawn up an inventory of the various attractions, which are of significance in tourism.

According to Robinson, the attractions of tourism are, largely, geographical in their character. Locations and accessibility are important. Physical space may be thought of as a component for there are those who seek the wilderness and solitude. Scenery and landscape is a compound of landforms, water and vegetation has an aesthetic and re-creative value. Climatic conditions, especially in relation to the amount of sunshine, temperature, and precipitation are of special significance. Animal life may be

an important attraction, firstly in relation to bird watching or viewing game in their natural habitat, and secondly, for sporting purpose, e.g. fishing and hunting. Man's impact on the natural landscape in the form of his settlements, historical monuments, and archeological remains is also a major attraction. Finally, a variety of cultural features-ways of life, folklore, artistic expressions, etc. provides valuable attractions to many.

The geographical components form the formidable and best source of the attractions of tourism (Chart: 2.00). Tourists are motivated to go to a particular location or place. Tourism is very much concerned with spatial conditions. The location of tourist areas and the movements of people between and place are integral part of tourism. The phenomenon of tourism is closely related to the structure, form, use and conservation of the landscape. Scenery or landscape is a compounded of landforms, water and vegetative cover and has an aesthetic and re-creative value; climatic conditions with warmth and sunshine are of special significance and most important attractions of a tourist area. Animal life may be an important attraction, firstly to bird-watching or viewing game in their natural habitat and secondly, for sporting purposes e.g. fishing and hunting. Human interaction with the natural landscape in the form of settlement, historical monuments and archaeological remains is also a major attraction. Cultural features such as folklore, artistic expressions, tradition etc; are of significance in tourism as valuable attraction to many.

Following geographical components, to a very extent, are sources of attractions in tourism:

**Chart: 2.00**

**Geographical Components of Tourism Attractions**

**1. Accessibility and location.**

**2. Space.**

**3. Scenery:**

**a. Landform, e.g. mountains, canyons, cliffs, volcanic phenomena, coral reefs.**

**b. Water, e.g. rivers, lake, waterfalls, geysers, glaciers, the sea.**

- c. Vegetation, e.g. forests, grassland, moors, heaths, deserts.
- 4. **Climate:** Sunshine and cloud, temperature conditions. Rain and snow.
- 5. **Animal life:**
  - a. Wild life, e.g. birds, game reservations, zoos.
  - b. Hunting and fishing.
- 6. **Settlement features:**
  - a. Towns cities, villages
  - b. Historical remains and monuments.
  - c. Archaeological remains.
- 7. **Culture:** Ways of life, traditions, folklore, arts and crafts, etc.

**Source:** H. Robinson, *A Geography of tourism*, (Britain, 1976) p. 42.

This explains the role of geography in tourism activity. It may not be wronged to mention that geographical differences between place and place initiate the tourism. Tourism is very much concerned with spatial conditions- the location of tourist areas and the movements of people from place to place.

### **The Basic Components**

Attractions and amenities are the very basis of tourism. These elements motivate tourists to go to a particular place. However, of course, the needs and tastes of tourists vary widely; the attractions of one place to some people may be anathema to others. Again, it is important to emphasize that tourist's demands are very susceptible to change for fashion is an important factor to be reckoned with. Some countries have one asset so attracting and unique that tourist industry can largely depend on, and be promoted by, this feature. Generally, the combination of a number of assets is necessary to create a strong enough appeal to secure a viable share of the market. Peter (1969) has prepared an inventory of the various attractions, which are of significance in tourism (Chart: 2.01).

**Chart: 2.01**

**Peter's Inventory of Tourist Attractions**

**1. Cultural**

Sites and areas of archaeological interest,  
Historical building and Monuments,  
Places of historical significance,  
Museums,  
Modern Culture,  
Political and educational institutions,  
Religion,

**2. Traditions**

National festivals,  
Art and Handicrafts,  
Music,  
Folklore,  
Native life and customs,

**3. Scenic**

Outstanding panoramas and areas of natural beauty,  
National parks,  
Wild life,  
Flora and fauna,  
Beach resorts,

**4. Entertainment**

Participation and viewing sports,  
Amusement and recreation parks,  
Zoos and Oceanariums,  
Cinemas and theatres,  
Nightlife,  
Cuisine,

**5. Other attractions**

Climate,

Health resorts or spas,

Unique attractions not available elsewhere,

Source: Peter M., *International Tourism*, (London, 1969), pp148-149.

The elements, which are the fundamental attractions of tourism, are:<sup>1</sup>

- (1) Pleasing weather
- (2) Scenic attraction
- (3) Historical and cultural factors
- (4) Accessibility
- (5) Amenities
- (6) Accommodation

**1. Pleasing weather:** - One of the most important and crucial attraction of any tourist place is fine weather with warm sunshine. For holidaying, good weather is a particularly important ingredient it plays an important role in making a holiday a pleasant experience. Millions of tourists from countries with extremes of weather visit sea beaches in search of fine weather and sunshine. Sunshine and clear sea breeze at the beaches have attracted many since a very long time. In fact, development of spas and resorts along the seacoasts in many countries were a result of travelers urge to enjoy good weather and sunshine.

Areas with attraction winter climates, winter warmth and sunshine are also important centers of tourism attraction. Many areas have become important winter holiday resorts attracting a large number of tourists. Around these winter resorts, a variety of winter sport facilities have been installed to cater to increasing needs of tourists.

**2. Scenic attractions:** - Scenic attractions like good weather of very important factors in tourism. Scenery of the landscape consisting of mountains, lakes, waterfalls, glaciers, forests, deserts, etc. is strong forces attracting people to visit them. Breathtaking mountain scenery and the coast scenery exert a

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1. Bhatia, A.K., *Tourism Development: Principles and Practices*, Sterling Publishers Pvt. Ltd, (New Delhi, 1982), pp. 35-43.

strong fascination for the tourist. The magnificent mountain ranges provide an atmosphere of peace and tranquility.

**3. Historical and cultural factors:** - Characteristics of historical and cultural interest exert a powerful attraction for many. Since many centuries, these have had a profound influence on the traveler. Large numbers of tourists are attracted every year by the great drawing power of Pyramids and Museums in Egypt. Thousands of American and Europeans visit Egypt because of its long historical heritage.

**4. Accessibility:** - Accessibility is a very crucial factor as it is a means by which tourist can reach the area where attractions are located. Tourist attractions of whatever type would be of little importance if their locations are inaccessible by the normal means of transport. If the tourist attractions are located at the places where no means of transport can reach or where there are in adequate transport facilities, these become of little value. The tourist attractions which are located near to the tourist gathering markets and are linked by a network of efficient roads and can be easily reached by air receive the maximum number of tourists. The distance factors also play an important role in determining a tourist's choice of a destination. Longer distances cost much in the way of expenses on travel as compared to short distances. Easy accessibility thus is the key factor for the growth and development of tourist movements.

**5. Amenities:** - Facilities are necessary aid to the tourist centre. For a seaside resort facilities like swimming, boating, yachting, surf-riding and such other facilities like dancing, recreation and amusements are an important feature. These are indeed important for every tourist centre. Amenities can be of two types:

- *Natural e.g.* beaches, sea bathing, possibilities of fishing, opportunities for climbing, tracking viewing etc.
- *Man made e.g.* various types of entertainments and facilities, which cater for the special needs of the tourists. Excellent sandy beaches sheltered in sunshine having palm and coconut trees and

offering good bathing conditions from very good tourist attractions. Certain other natural amenities such as spacious sheltered water for sailing, or the opportunities for fishing and shooting are also very important.

6. **Accommodation:** - Accommodation is very basic to any tourist destination. The demand for accommodation array from one's home is met by a variety of facilities. The term is closely used to cover food and lodging. The types of accommodation have undergone considerable changes since last 25 years. There has been a decline in the use of boarding houses and small private hotels. The larger hotels are managing more or less to keep their share or holiday trade especially in big metropolitan areas and popular tourist areas. New types of accommodation particularly holiday villages, etc., have become very popular.

In addition to the factors discussed, there are varieties of other factors, which may influence the choice of tourist destination. Hospitality is one such factor. A friendly and appreciative attitude on the part of the nationals of the host country will certainly make the visitor feel at home and help him enjoy his holiday better. Because of the inhospitable attitude a tourist has encountered, many a tourist has been discouraged from making a return visit to the country. A satisfied tourist is an asset and helps promote a destination in a much more effective way than any other tourist promotional campaign.

Establishment of Information Bureaux is another important step in the direction of welcoming a visitor. It is very necessary to have information bureaux where the foreign visitor who is unfamiliar with the country or a resort in a country, and who perhaps is not familiar with the language of the country, can readily acquire information about places of interest and the various facilities available there. Trained and competitive guides familiar with the tourist's language are also essential and are a great help to the tourist. The various formalities to be completed by the tourist should be reduced to the minimum. The United Nations Conference on the tourism held in Rome in the

year 1963 had recommended the gradual elimination of all barriers, restrictions and formalities to facilitate international travel.

Thus, we find that modern tourism has had spectacular growth especially since World War II. From 25.3 million international tourist arrivals in the year 1950, the figure went up to about 270 million in the year 1980. According to the World Tourism Organization, international tourist arrivals in 2005 reached 8.6 million.

While economic and political conditions may continue to fluctuate throughout the world, there is every reason to believe that more and more people throughout the world will continue to travel. Tourism has become an irreversible fact in most parts of the world, and the expected upturn in overall economic growth together with success in stabilizing prices is likely to promote further increases in international tourism demands. With the expanding right to paid holidays and the irreversible increase in travel for cultural purposes, the number of persons taking to travel is bound to increase. Because of labor legislation introducing paid holidays, over 500 million workers and their families throughout the world has a right to travel. However not all are able to exercise the right because of insufficient facilities and increasing prices. However, the vast potential is there which needs to be exploited by those responsible for tourism development and growth.

## **2.2 PHYSIOGRAPHIC DIVISION OF EGYPT**

Egypt is famous as one of the important centers of ancient civilization in the world. It is generally referred as “the mother land of the world”, “Land of Civilizations” Land of Quiver” (al-kinana) and “the Greatest Power” in human history. It is reputed worldwide for its distinct 7000-year-old record of civilization and immense wealth of knowledge. Being an oldest centre of civilization, it has attained prominence in almost all fields of human knowledge

such as science, arts, culture, and architecture as well as almost all fields of human knowledge.<sup>2</sup>

Fascinated by the economy of Nile, Herodotus 2500 years ago wrote Egypt is the gift of Nile. *Kipling* (British author), in turn, describes the Nile as “that little damp trickle of life”. Both comments emphasize the role of a single river as a fundamental element in the existence of this ancient land.<sup>3</sup>

Among all civilizations and nations, Egypt has always maintained a unique position. Historically, Egypt is acknowledged as the world’s most ancient state with a unified societal entity within its current geographical borders.<sup>4</sup> It is located at the crossroads of Africa, Asia and Europe. Its brilliant location is equidistant from Europe Asia and Africa, and only a three to five hour flight from most European cities.

The geographical co-ordinates of the country are laying between  $22^{\circ}$  and  $32^{\circ}$  north of the equator and between longitude  $24^{\circ}$  and  $37^{\circ}$  east of Meridian<sup>5</sup> (Map: 2.00). The greatest distances from north to south is about  $1024\text{ km}$ . and from east to west is  $1240\text{ km}$ . giving the country a roughly square shape. The political boundary of the Egypt coincides with Libya on the west, Sudan on the south and Gaza Strips and Israel on the east. Red Sea, Gulf of Aqaba and Gulf of Suez enclose the Southern Sinai and eastern main land of Egypt. Moreover, Northern shore is bounded by Mediterranean Sea (Map: 2.01). Through this area there runs the River Nile starting from the Great lake in the heart of Africa, through northern Sudan where the Ethiopian tributaries collecting rains. Waters flows into its course .Running past cataract area south of Aswan, it calms down, flowing smoothly down to its mouth on the Mediterranean Sea. The total area of Egypt is about  $100200\text{ km}^2$  of which  $55367\text{ km}^2$ , i.e. *5.5 per cent*, are settled and cultivated and the rest is largely uninhabited desert. The land area occupied  $995450\text{ km}^2$  and  $6000\text{ km}^2$  area covered by water. The total land boundaries are  $2660\text{ km}$ , where to the northeast, by  $265\text{ km}$  long border

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2. State Information Service, A.R. Publication, (Egypt, 2007), p. 11.

3. Held, Cobalt C., Middle East Patterns, West view Press, (London, 1989), p. 327.

4. Op.cit.

5. Op.cit.

with Palestine and Israel, to the west, by *1115 km* long border with Libya and to the south, by *1280 km* long border with Sudan. The total coastline boundaries are *2896 km* of which to the north by the Mediterranean Sea with a *955 km* long coast and to the east, by the Red sea with a *1941 km* long coast. Maritimes claims the territorial sea is 12 NM (Nautical Miles) and continental shelf covered *200 meters* depth or to the exploitation. It is almost roughly a square shape country with a triangle shape Sinai Peninsula.<sup>6</sup>

The terrain features of the country are vast desert plateau, which is interrupted by Nile valley and delta. The elevation stream of the country is Qattara depression-*133 meters* and mount Catherine -*2629 meters* of lowest and highest point respectively<sup>7</sup> (Table: 2.00, Map: 2.02).

Egypt is famous for its mineral and sulphuric springs, dry climate, sandy and clay soil which is good for curing various diseases. In addition, some of its beaches and coastal waters have unique curative natural properties.

Topography of Egypt is generally tourism oriented and provides immense potential to develop tourist sites. All the physiographic regions to a certain degree possess beautiful geographical terrain. Each region plays vital role in generating tourist income.

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6. Held, Cobalt C., Middle East Patterns, West view Press, (London, 1989), p. 327.

7. Ibid. p. 328.

**Table: 2.00**  
**Area by Topography**

Item	Area *
Total Area	1,001,450 km. <sup>2</sup>
Land Area	995,450 km. <sup>2</sup>
Water Area	6,000 km. <sup>2</sup>
Elevation Highest Point (Mount Catherine)	2629 meter
Elevation Lowest Point (Qattara Depression)	133 meter
Land Boundaries	2,665 km.
Coastline	2,450 km.
Irrigated Land	33,000 km. <sup>2</sup>

\*Approximate Area

**Source:** *Department of Statistics, Egypt in Figure, 2000.*

***Egypt comprises four Physiological regions:***<sup>8</sup>

1. Nile River Valley and Delta,
2. Western Desert,
3. Eastern Desert,
4. Sinai Peninsula,

**1. Nile River Valley and Delta:** - The Nile valley and delta is the paramount physiographic region of Egypt. Throughout its length, the Nile Valley has many important cities on its bank. These cities present beautiful panorama of

8. Fisher, W.B., *The Middle East: A Physical, Social and Regional Geography*, Methuen & Co. Ltd., (London, 1971), p. 480.

natural scenes and draw national and international tourists. The headwaters of the Nile rise far to the south fed by heavy summer rains in the east African Lake and the Ethiopian highlands. These headwaters form the White Nile and Blue Nile waters, which in turn join at Khartoum in the Sudan, where the single Nile flows to enter, Egypt through Lake Nubia/Lake Nasser. It then flows *1510 km.* across the entire length of Egypt, including Lake Nasser, before debouching into the Mediterranean Sea. (Map: 2.03)

Below the first cataract at Aswan, the Nile flows in a relatively narrow, flat-floored valley eroded as much as *300 meter* below the flank plateau near Qina (Qena). The valley floor continues to be flat but broadens downstream below the Qina bend, until it is *10-18 km.* wide as it approached Cairo. The walls of Nile Valley are reduced to less than *50 meter* high at Giza before they disappear entirely as the river flows out on to its delta. It is the lush ribbon or irrigated cultivated fields on the flat flood plain along the Nile valley that is the quintessence of traditional Egypt.

Just upstream of the Delta, a prominent feature west of the valley is the fayoum, a circular depression in the lime stone plateau of the Western Desert. Nile waters formally poured in to the fayoum, at least during flood, through the Hawara Channel, which used to feed a large lake (Moeris). Most of the bed of old lake Moeris is now intensively cultivated and supports a dense population in a significant sub region of the country.

Along this wondrous river, an advanced culture blossomed already *5000 years* ago. Its traces, buildings of unparalleled monumentality and splendor, border the valley for more than a thousand kilometers, from the Delta and the glorious harbor of Alexandria to the great, historic urban centers of Cairo, Luxor, and Aswan and far beyond the First Cataract. These centers are one of the most nourished and attractive tourist places in the world. In front of such diving scenery, every river cruise becomes a journey in time – to distant, secret pasts, albeit in a very present world whose graced and gloriously old-fashioned contemplativeness nourishes one's fantasy and touches the heart.

River Nile, the second longest river in the world, is the lifeline of the Egypt. It stretches *1519 km.* from south to north. Since ancient times the river, has been the principal source of water necessary for agriculture and thus has always defined the population centers of the country. More than *95 percent* of the population lives in the valley along the Nile and in the fertile broad delta that the river has created over millennia. The Nile divides the country uneven in two, namely Western Desert and Eastern Desert. It flows from south to north and connects the Upper Egypt as Lower Egypt and Lower Egypt as Upper Egypt, while the Suez Canal provides a third division with the Sinai Peninsula.

The Nile delta encompasses a total area of about *22000 km<sup>2</sup>* and includes more than half of the cultivated area of the country. As a typical of deltas, the area is very flat, with a low gradient to the distributaries as they cross the plain. The Delta is one of the most intensively cultivated areas in the world and it contains thousands of agricultural villages and several of Egypt's larger cities, which are most important and highlighted among tourist. Many tourists are arrived here whole year. With rural population densities of *1350-1545 per square km.*, the delta has one of the highest agricultural population densities in the world.<sup>9</sup>

**2. Western Desert:** - The western desert covers *68 per cent* of Egypt's total area measuring *681000 square km.* It is extended from the Nile valley in the east to the Libyan borders in the west, and from the Mediterranean in the north to Egypt's southern borders that are divided into two sections: (Map: 2.03)

- a. **The Northern Section:** Including the coastal plane, the northern plateau and the great depressions area, including Siwa oasis, Qattara Depression, northern valley and Baharia oasis.
- b. **The Southern Section:** Including Farafra, Kharga and Dakhla oases and al - owainat to the extreme south.

Oases of Western Desert are green pastures, which attract tourist for adventure tourism in desert area. Egypt has taken initiatives to develop some of

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9. Ibid. pp. 484-487.

the oases of Western Desert as prime tourist sites. The vast sand dunes of Western Desert are gorgeous and dazzling, which impassion the tourist. The splendid view bestowed by the magnificent brown horizon of Western Desert area, no doubt, is a propitious tourist site.

The Western Desert is composed of an uninterrupted expanse of basement rocks covered by extensive shallow layer of horizontally bedded sediments, giving a stretch of plain or low plateau. The gentle gradients and wide vistas of this plain is relieved occasionally by slight ridges or scraps where one rock series place to another. Thus about one half of the Western Desert of Egypt lies below *200 meter*, in altitude, and few parts exceeds *300 meter*.

The North West part of the Western Desert contains the forbidding an uninhabited Qattara depression with an irregular floor which is *133 meter* below sea level in its lowest part. Qattara Depression is a water-bearing region with a potential of generating hydroelectricity. The water economy of Qattara Depression plays a vital role in agriculture sector.<sup>10</sup>

**3. Eastern Desert:** - This region a broken upland lying between the Nile valley and The Red Sea has been formed by dislocation and uplifting of crystalline basement rocks. In its northern part, there is a covering of later sedimentary series-Nubian sandstone, Jurassic and cretaceous lime stones and sands but south of latitude *26 N* pre-Cambrian series are exposed on a considerable scale. Though somewhat larger in area than the Sinai, the eastern highlands of Egypt are lower in altitude, the general level is between *300 and 750 meters*, with the highest peak reaching *2185 meter*. Like the Sinai, Wadis running westwards to the Nile and eastward to the sea heavily dissect the highlands. Many of these Wadis are narrow, but extremely deep. There is a complicated relief pattern with a series of detached upload masses. (Map: 2.03)

The Eastern highlands of Egypt have some magnificent valley with scattered thin forest, providing excellent opportunities for the development of hill resorts. The eastern highlands provide opportunities for fun and adventures by safari tourists. The western coasts of the Red Sea have variety of fascinating

10. Held, Cobalt C., Middle East Patterns, West view Press, (London, 1989), p. 313.

beaches. The beaches of the Red Sea have many facilities of water sports such as diving, sea surfing, snorkeling etc.<sup>11</sup>

4. **Sinai:** - The large triangular Sinai Peninsula is  $61100 \text{ km}^2$  in area belongs geomorphically to the Red Sea Hills but has separated by vigorous faulting along both sides of and beneath the Gulf of Suez. Some techniques have some stretches created structural conditions for moderate accumulations of petroleum. The southern extent of Sinai is composed of uplifted igneous and crystalline rocks that reach  $8650 \text{ feet} / 2637 \text{ meters}$  in Jabal Katherina, highest elevation in Egypt, and  $7495 \text{ feet} / 2285 \text{ meter}$  in nearby Mount Sinai. Nestled in these rugged highlands is the famous St. Catharine, Monastery, which has a unique collection of ancient manuscripts<sup>12</sup>. This is very important for tourism point of view. Many attractions are here like Al- Arish Citadel, Nakhl Citadel, Al Zoraneek Park, Lake of Al Bardaweel, and Museum of the Monastery and beaches etc. (Map: 2.03)

Though now extremely arid, with an annual rainfall of  $150 \text{ mm.}$  in the north and  $50-75 \text{ mm.}$  only in the south, the entire Sinai region is deeply dissected by river valleys eroded at earlier geological periods. In the north, where gradients are small, the valleys are broad and open, the largest being the Wadi-el- Arish, the River of Egypt of the old Testament, which can be traced inland from the Mediterranean to a point south of Nekhl. In the south, the Wadis are much more deeply incised in to the plateau, and often consist of and ravines many hundreds of meters in depth, which break the surface of the plateau in to a series of detached Massifs. None of these Wadis contains a perennial stream, but after a rare rainy spell, some can fill for a few days, and can overwhelm passing travelers or even whole villages, as happened in 1969-1970.<sup>13</sup>

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11. Ibid. p. 334.

12. Ibid.

13. Fisher, W.B., The Middle East: A Physical, Social and Regional Geography, Methuen & Co. Ltd., (London, 1971), p. 480.

Lexically, the Arabic word for Egypt “Misr” means an across-the-border country, rich with treasures or an urban area. More important is that Egypt was explicitly mentioned several times in the Holy Qur’an.

In this masterpiece “the identity of Egypt”, the eminent geographer *Dr. Gamal Hemdan* says, “Among the Arabs, Egypt occupies a unique position. However, this unique position is further enhanced by its geographical location. Most outstanding about such location is that Egypt is a vital as the heart to the body, the show-pie and point of liaison between Arab-Asian and Arab-African Countries.”

While it is understood that Egypt is a part of the Arab mashreq and that it combines a blend of both the Arab mashreq and the Arab maghreb, it is Egypt that introduced the maghreb to the mashreq geographically and historically.<sup>14</sup>

### 2.3 CLIMATE

Climate plays an important role in attracting tourists to visit a certain country and discourage them to visit another. Tourist especially those who come from countries of cold climates seek to visit tourist destinations with moderate and cool climates in summer and warm tourist destinations in winter. In nearly every country, there are certain times of the year when the weather is very encouraging for tourism and tourist activities. During such a period, the number of tourist’s increases in the country compared with the low number of tourists throughout the year. Every tourist destination has got its high season and low season as with regards to the number of tourists. Seasonality in tourism plays a major role in attracting more tourists to the country during the high season when the climate is very moderate for tourists. *Robinson (1976)* defines seasonality as “the tourism sector is activated and the country witnesses an increase in the number of tourists during a limited period of time”. Therefore, seasonality means that tourism is activated during a certain season of the year often known as low seasons. During the high seasons, the tourism sector in the

14. State Information Service, A.R. Publication, (Egypt, 2007), p. 12.

country witnesses a high boom and the occupancy rates in hotels reaches 100 percent in certain tourist destinations, restaurants, cafes, bars and tourist sites witness a drastic increase in the number of tourists. Travel agencies in the country increase their tours in the country to cope with the influx of tourists and souvenirs and antiques shops sell their items very quickly. The months February to June as well as September until November are in the best way suitable for one bath vacation at the Red Sea. For divers these months are however optimal, since the sea with its clear water reminds of the domestic bathtub.

Fine weather with warmth and sunshine is one of the most important attractions of a tourist area. Good weather is particularly an important ingredient in holidaying. Its significance is reflected in the fact that it can make a holiday. Advertisement such as “come to the sunny sand sea” attests the importance of fine climate or good weather in tourism activity. Climate variation affects tourist development in a number of ways. A favorable climate can be one of the major attractions of an area. It is simply pleasant and agreeable to spend one’s holiday in an area characterized by warm temperatures and high sunshine hours. This hunt for the sun, however, is a comparatively recent phenomenon. Most of tourists are enticed to the Mediterranean lands by the attraction of nothing other than the promise of seven consecutive days of sunshine.

Egypt enjoys an excellent climate. The North Coast and the Delta have a Mediterranean climate. The remainder of the country is hot, dry during the summer months (July and August), and warm throughout the rest of the year with pleasant mild winter. Summer day can be hot and winter nights can be chilly. The temperature of six-mega city of Egypt has shown below (Table-2.01).

Table-2.01

## Temperature of Six Mega Cities of Egypt

Month	T	Cairo Min/max	Alexandria Min/Max	Luxor Min/Max	Aswan Min/Max	Sharm el- Sheikh Min/Max	Hurghada Min/Max
Jan	C	8 / 19	9 / 18	5 / 23	8 / 23	13 / 23	10 / 21
Feb	C	9 / 21	9 / 18	6 / 23	9 / 26	13 / 25	13 / 29
Mar	C	11 / 23	11 / 21	10 / 29	12 / 30	13 / 25	13 / 24
Apr	C	13 / 28	14 / 23	15 / 35	17 / 36	17 / 28	16 / 26
May	C	17 / 32	16 / 26	20 / 39	22 / 38	24 / 32	21 / 30
Jun	C	19 / 34	20 / 28	22 / 41	24 / 42	26 / 37	24 / 32
July	C	21 / 35	22 / 29	23 / 40	24 / 42	26 / 38	26 / 33
Aug	C	21 / 34	22 / 30	23 / 41	24 / 41	26 / 38	26 / 33
Sept	C	19 / 32	21 / 29	21 / 38	22 / 39	26 / 34	24 / 32
Oct	C	17 / 29	17 / 27	17 / 35	19 / 36	22 / 30	20 / 28
Nov	C	12 / 24	14 / 24	12 / 29	14 / 30	18 / 27	15 / 26
Dec	C	10 / 20	11 / 20	7 / 24	9 / 20	15 / 22	13 / 23

Sources: <http://www.hoptravels.com/climate/egypt.htm>

Throughout Egypt, days are commonly warm or hot, and nights are cool. Egypt has only two seasons, a mild winter from November to April and a hot summer from May to October. The only differences between the seasons are variations in daytime temperatures and changes in prevailing winds. In the coastal regions, temperatures range between an average minimum of  $14^{\circ}\text{C}$  in winter and an average maximum of  $30^{\circ}\text{C}$  in summer.

Temperatures vary widely in the inland desert areas, especially in summer, when they may range from  $7^{\circ}\text{C}$  at night to  $43^{\circ}\text{C}$  during the day. During

winter, temperatures in the desert fluctuate less dramatically, but they can be as low as  $0^{\circ}c$  at night and as high as  $18^{\circ}c$  during the day.<sup>15</sup>

The average annual temperature increases moving southward from the Delta to the Sudanese border, where temperatures are similar to those of the open deserts to the east and west. In the north, the cooler temperatures of Alexandria during the summer made the city a popular resort. Throughout the delta and the northern Nile Valley, there are occasionally winter cold spells accompanied by light frost and even snow. At Aswan, in the south, June temperatures can be as low as  $10^{\circ}c$  at night and as high as  $41^{\circ}c$  during the day when the sky is clear.

Egypt receives fewer than eighty millimeters of precipitation annually in most areas. Most rainfalls along the coast, but even the wettest areas around Alexandria, receive only about *200 millimeters* of precipitation per year. Alexandria has relatively high humidity, but seas breezes help keep the moisture down to a comfortable level. Moving southward the amount of precipitation decreases suddenly. Cairo receives a little more than one-centimeter of precipitation each year. The city, however, reports humidity as high as *77 per cent* during the summer. Nevertheless, during the rest of the year, humidity is low. The areas south of Cairo receive only traces of rainfall. Some areas will go years without rain and then experience sudden downpours that result in flash flood. Sinai receives somewhat more rainfall (about twelve centimeters annually in the north) than the other desert areas, and numerous wells and oases, which support small population centers that formally were focal point on trade routes, dot the region. Water drainage toward the Mediterranean Sea from the plateau supplies sufficient moisture to permit some agriculture in the coastal area, particularly near Al-Arish.

A phenomenon of Egypt's climate is the hot spring wind that blows across the country. The winds, known to Europeans as the Sirocco and to Egyptians as the khamsin, usually arrive in April but occasionally occur in March and May. The wind form in small but vigorous low-pressure areas in the Isthmus of Suez

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15. Ibid. p. 16.

and sweep across the northern coast of Africa. Unobstructed by geographical features, the winds reach high velocities and carry great quantities of sand and dust from the deserts. Those sandstorms, often accompanied by winds of up to 140 km. per hour, can cause temperatures to rise as much as 20°c in two hours. The winds blow intermittently and may continue for days, cause illness in people and animals, harm crops and occasionally damage houses and infrastructure.<sup>16</sup>

Climate constitutes the most significant influence on tourists' choice of leisure tourism destination. Tourist from Europe, Canada and America leave their own countries during their long awaited vacations to enjoy a warm and moderate climate in a tourist destination that is rich with cultural heritage and tourist attractions. It is clear that climate is a controlling influence on leisure travel demand and climate change has the capacity radically to change the nature, pattern and seasonality of international tourist destinations.

Climatic conditions have an influence on tourists' choice of their tourist destinations. Tourists seek moderate climates, sunny beach, cool historical sites in summer and warm and moderate tourist sites in winter. The influence of climate on tourism can be summed up as follows:

- Tourism, like all human activities, is largely dependent upon favorable and conducive climatic conditions. Climate conditions determine tourists' leisure time destination.
- Harsh climatic conditions such as heavy rain, humidity, moisture, sun heat and storms negatively affect tourism and make tourist avoid visiting a certain tourist site at a certain time of the year. Favorable climate in a tourist site helps tourist enjoy their stay in the place and encourage them to stay there for a longer period of time.
- Moderate climatic conditions such as a mild sunshine and calm breezes attract tourists to a tourist site.
- Unfavorable climate in tourist sites hurt tourists who are not accustomed to harsh, weather conditions such as the sun heat, the high temperature

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16. [http://www.hoptravels.com/climate\\_egypt.htm](http://www.hoptravels.com/climate_egypt.htm)

and the unbearable humidity. Such climatic conditions, which are very not conducive to tourism negatively, affect tourists and make them dull and inactive. Moreover, such harsh weather conditions have bad psychological consequences on tourists who have never experienced such unfavorable weather.

- A favorable climate constitutes an invisible or abstract source of investment capital in a tourist site provided that it is properly made use of.
- Climatic conditions swell seasonality in tourism, which negatively affect this important economic sector.

## 2.4 POPULATION

Rapid population growth is a big question mark and the cause of concern not for many developing countries but for the whole world today. The fears are genuine and the mathematics, simple. If single piece of bread sufficient to support the life of an individual in an anticipation but the per capita share of bread would sufficient to keep all of them alive; the contemporary Egypt faces more or less the same situation today.

Egypt's best resource is its people with all their varied background. Development of human resources in conjunction with natural wealth is a major goal of economy. Human resources play vital role in the development of tourism. All high performance comes from the human resources. Egypt has given top priority to developing its human resources by increasing education and training opportunities. Human resources play a vital role in development efforts of Egypt, focusing on humans as the target, the means and the instrument of development. Egypt's strategy for human resource development for tourism is focused on quantitative expansion and diversification of the different levels and kinds of education and training programmes.

According to the preliminary results of the latest population and housing census, the country had a population of about twenty million since the revolution started in 1952. These millions were living on about six million

acres of cultivated land about *4 per cent* of Egypt's surface area – the rest being a desert. Twenty years earlier, virtually the same area of cultivated land has been feeding less than thirteen million Egyptians. Currently after fifty-three years of the revolution, the same old acre-age or say, a few percent more than that, is supporting the heavy bulk of more than fifty million peoples. What is more disastrous is that while the supporting acreage of cultivated land has the least expansion potential, the mouths which for their sustenance are dependent upon it, are increasing in leaps and bounds-more than one million annually.<sup>17</sup>

The fact that around *96 per cent* of the Egyptian population lives on *4 per cent* of the land along the Nile Valley and the Mediterranean coast around Alexandria is often quoted but the lack of breathing space in these densely populated areas was a major motivation behind the port initiative<sup>18</sup> (Map: 2.04).

As a rule, population change is a function of fertility, mortality and migration. Accordingly, these three variables are known as the components of the population growth. In countries where little or no immigration and emigration occur, population growth is equal to the rate of natural increase or the difference between the birth and death rates.

Among the more important macro-trends vitally important to tourism are the demographic ones such as population growth, life expectancy and the age profile.

According to the United Nations population division estimate, the population of Egypt touched the high mark of *52 million* in 1990. In 2004, the Egyptian population reached *76117421*, and now in 2007 the Egyptian population rose to *80335036*, while in 2006 it was up to *77 million*. This is the drastic change of population between years by year.

According to 2004 census, the age structure of the population between 0 to 14 years age group are *33.4 percent*, where male and female population is more or less equal, there is not large gap that is *13038369* male and *12418254* female. Between 15 to 64 years age group are *62.2 percent* population

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17. Beaumont, P., et. al, "Egypt: Population Growth and Agriculture Expansion", John Wiley & Sons, (London, 1967), p. 471.

18. [http://www.hoptravels.com/population\\_egypt.htm](http://www.hoptravels.com/population_egypt.htm)

consisting 23953949 male near about the same population of female i.e. 23419918. The age of 65 years and above, male population is 1407248 and female population 1880183. The total percentage of this age group was found 4.3 per cent.<sup>19</sup>

The high rate of population growth in Egypt resulted in a continuous increase in school age population. The rapid increases in population have generated strains on the education system. Tourism industry, which looks substantially to expatriate work to fill its service level needs, could diminish strain on the economy and on the limited resources by creating employment for locals. There are five important areas in tourism, which ensure skills suitable to the needs of the industry are International Marketing, Product Marketing, Marketing Planning, Heritage Presentation and site preservation. These areas need technical skill staff, management and professional skill personnel.

## 2.5 POLITICAL HISTORY

According to some Arab historians, this land of civilization was named “MISR” (the Arabic equivalent of Egypt) before the “DELUGE” at the time of Prophet Noah when Nicraus, son of Misraim, son of Markable, son of Roible, son of Gheriab, son of Adam, peace be upon him (PBUH) landed there in recognition of his father, Nicraus named it after him. Other maintain that Egypt was so named after Miser, son of Binsar, son of hum, son of Noah who landed there after the Deluge. During the pharaonic era, Egypt was known by several names such as “Kimpit”, i.e. “Black Land” as district from yellow desert land or red mountainous land “Thimera” or “Thamir,” i.e. “Fertile Black Land.”

Egypt and Memphis were also known as “Hiko Ptah” or “Ko Patah land of the God Ptah.” It was from these names that the Greeks derived the Greek word “Aigyptus” from which the current name of Egypt was in turn derived.

Memphis, the first capital of the United Kingdom of Upper and Lower Egypt, was established at an intermediate location, at the apex of the delta, a

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19. State Information Service, A.R. Publication, (Egypt, 2007), pp. 15-16.

location to which the capital returned periodically after shifts to Thebes, other valley cities, and delta cities. Significantly, the political center of Egypt for the past 1300 years – Cairo – is located, as was Memphis, at the precise junction of Delta and valley.

Egypt had also a prominent role in the history of all heavenly religions. It was the favored destinations and the safe haven for God's messengers and prophets. The father of God's messengers and *prophet Ibrahim* (peace be upon him) landed in Egypt where he married with *Sayeda Hagar*. There also comes *prophet Yousof* (peace be upon him) who was raised to the status of minister. Later, his father *Yu, Coub* (Jacob), followed him. Furthermore, it was on the land of Egypt the God almighty spoke to his messenger *Mousa* (Moses) (peace be upon him).<sup>20</sup>

Over history, Egyptian people have always typically known for their love, tolerance, cordiality and hospitality. The Egyptian people have been, even before the revolution of religions, and will forever be one whole, cohesive and closely-knit fabric, regardless of the religion factor.

Despite incursion over many centuries by Hyksos, Libyans, Nubians, Ethiopians, Assyrians, Persians and other Egypt has maintained an unmistakable Egyptian character and unity.

Over the centuries, Egyptian civilization development is a stability that enabled it to survive, if not always to repel, incursions by foreign forces. Although defeated militarily upon occasion, Egypt not only preserved its population and sustained its culture but also absorbed the conquerors, sometimes adopting part of their religious or political concepts.

## **1. The Pharaonic Era**

### **The Old Kingdom (2980 BC – 2475 BC)**

During this era, principles of central government were established. A significant impact on the development of Egypt in all aspects of life was achieved. Hieroglyphic writing or sacred inscription was devised.

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20. Ibid. p.11.

Kings were actively involved in securing the country's borders. Trade between Egypt and Sudan was developed. Egypt then embarked on a glorious period of its history, known as the Pyramid Builders' age, where the first pyramid of Saqqara was built.

With the flourishing of agriculture, industry and trade, the first river fleet was introduced by the Egyptians. Thus, navigation became of a great importance and became an organized craft as any of the settled crafts that old Egypt was famous for.

### **The Middle Kingdom (2160 – 1580 BC)**

King of the middle kingdom attended to those projects most beneficial to the people, thus allowing agriculture and handicrafts to flourish. Egyptian artists and engineers produced a great heritage that spread in Luxor, Fayoum and Ain Shams.

However, towards the end of this kingdom, the Huxos in 1957 BC who occupied and ruled the country for about 150 years invaded Egypt.

### **The New Kingdom (1580 BC – 1150 BC)**

At the hands of king Ahmus I, the Hyksos were beaten and expelled from Egypt. There followed a period of security and stability in Egypt-hearing from experience, an Egyptian strong army was built, thus making it possible to built a great empire extending from the Euphrates in the east to the Fourth Cataract on the River Nile in the south. Thus, Egypt becomes a great power that influenced other countries up to West Asia. Therefore, Egypt becomes a vast empire. Kings and Queens of the Twelfth Dynasty, in particular, were widely known in fields of politics, war, culture, and religion. For instance, there was Ahmas, the hero of liberation, Amenhotep I, the just king who issued a law to ban forced labor and fair criteria for wages and incentives. Tohotmus was known as the warrior who expanded the Egyptian borders towards the north and south, spread education and expanded mining industry. Tohotmus III was known as a unique military genius and the first great conqueror in history. In addition, there was Tohotmus IV known as the diplomat, the first to have international treaties documented. Amenhotep III, the richest king in the

ancient world opened schools or “houses of life” to spread education, plastic and applied arts. In addition, there was Akhanaton, the first king to advocate monotheism and Tut Ankh Amun who is still world famous.

During the reign of queen, Neferti Egypt reached top peaks of civilization, architecture and world trade. She sent her commercial fleet and scientific mission to the land of “Punt”. In addition, she built one of the greatest and marvelous architectural monument namely, ad-Deir al-Bahari on the west bank of the Nile, facing Luxor.

This era also witnessed Akhnaton’s religious revolution, where he called for the worship of one deity symbolized in the sun disc. He also built a new capital for Egypt named Akhnaton. From the 21<sup>st</sup> to the 28<sup>th</sup> Dynasties, Assyrians occupied Egypt in 670 B.C and the Persians until the Pharaonic era ended with the 30<sup>th</sup> dynasty when Alexander the Great invaded Egypt.

### **Architecture of the Pharaonic Civilization**

Ancient Egyptians made outstanding achievements in architecture, as can be clearly seen from the everlasting monuments they have left behind. The first pyramid ever built in Egypt was Zoser’s then Midum’s. However, the Giza pyramids together with the Sphinx, built during the 4<sup>th</sup> dynasty, are the most famous 97 *pyramids* built to tombs for Pharaohs.

During the period of the middle kingdom, many funerary temples were built. The 12<sup>th</sup> dynasty kings were also interested al-fayoum area where they attended to irrigation works. The most famous of those temples was the Labyrinth Temple or the “Maze Palace” as called by Greeks. The temple was built in Hawwara by king Amenmehat III, who also built castles, fortresses and walls along Egypt’s eastern borders.

The period of the modern kingdom was Heyday of architectural arts, where exquisite inscriptions and fine art works were engraved on the walls of colossal temples, chief of which were Karnak, Luxor and Abu Simbel. The era of Tuhotmus was a turning point in using Pyramids as tombs. On the west bank of the Nile at Luxor, there were carved into mountains tombs with rich and

Luxurious funerary furniture. This can be clearly seen in the tomb of the Tut Ankh Amun.

In order to keep wall inscriptions intact, the artist of the modern kingdom deliberately used deep slightly embossed engraving, thus avoiding distortion or erosion. The most recently discovered tombs of the valley of king was that of the sons of King Ramses II; a vast tomb containing *15 mummies*. Pharaonic obelisks were cut out of granite and erected in two same at the entrance of temples. Some of the most beautiful example of architectural arts in the ancient Egyptians empire is the temple of Amu, Cheops in Karnak and Luxor, Ramsius and Hetshepsut at ad- deir al-Bahari as well as the rock- embodied temples such as the major and minor temples of Abu Simbel.

New trends in the architectural, plastic and applied arts emerged as can be clearly seen in the sculptured colossal and minor status and ornamented temple columns and inscriptions. All the monuments, temples, pyramids etc. of pharaonic periods are indeed the masterpiece work of architect. They are now worth to see and hence great treasures of tourism.

### **The Greek Era**

Having beaten the Persians in Asia Minor, *Alexander the Great* conquered Egypt in the year *332 BC* and expelled them out of Egypt. Then, he crowned himself as a king in the Pharaonic style and founded a new capital for Egypt named after him as “Alexandria.” Then, he made pilgrimage to Amun’s Temple in Siwa Oasis, which was world-renowned at that time.

### **Egypt under the Ptolemies (323 BC – 30 BC)**

After Alexander’s death, his general, Ptolemy who founded the Ptolemaic Dynasty that reigned from *323 BC* to *30 BC*, ruled Egypt. The ptolemaic rule remained strong during the reign of the early kings. However, due to the weakness of the ensuing kings and the continuous revolts by the Egyptians, the Ptolemaic Dynasty degenerated. Rome soon stepped in, putting an end to the Ptolemaic rule during the reign of Cleopatra in *30 BC*.

Alexandria became the capital of the Ptolemaic rule in Egypt, where stately palaces and gardens were built. Alexandria was well known not only as a

centre of outstanding achievements in arts, science, industry and trade but also the prime sea harbor on the Mediterranean Sea, thanks to its well-known lighthouse, considered by the Greeks as one of the Seven Wonders of the World. Alexandria was further well known for its university, which symbolized a great Hellenistic-Egypt civilization. At Alexandria University, founded by the Ptolemies, scientists arrived at scientific facts around the sun and approximate circumference of the planet. The university was also famous for the study of medicine, particularly anatomy and surgery. Most famous of the university scientists were the *Geometrician Euclides*, the *Geographer Ptolemy* and the *Egyptian Historian Maniton*. Library of Alexandria (Bibliotheca Alexandrina) was considered the greatest in the world at that time. The library contained more than 500,000 *papyrus* rolls. The Ptolemies ordered that each visiting scientist should donate to the city a copy of his works, thus bringing the number of books at the Alexandria library to more than 700,000.

The ptolemies showed respect for the Egyptian religion, offered sacrifices to Egyptian deities and built temples such as those of Edfu, Dandora and philae in Aswan. The Ptolemies used to appear in official ceremonies in pharaohs' apparel.

### **The Roman Era**

In 30 BC, Egypt was conquered by the Romans and was therefore rendered merely a province in their empire. However, due to her unique geographical position, the fertility of her and cultural and urban development, Egypt was regarded as the most precious property of the Roman Empire. During this period, agriculture and industry, particularly, glass manufacturing, flourished in Egypt. Egypt was especially known for the creation of the art of glass blowing and monopoly of paper manufacturing as well as perfume, cosmetics and fine linen fabrics.

The Egyptian capital, Alexandria, was particularly the largest trading and industrial centre in the East Mediterranean and the second city of the Roman Empire. Alexandria University maintained its position as a center of scientific

research and seat of learning for scholars from all parts of the world, during the Roman Era in Egypt.

### **The Coptic Era**

Coptic architecture, still upholding the spirit of ancient pharaonic art, served in the uninterrupted chain of Egyptian art, running down from pharaonic to Greek and Roman eras in Egypt. Churches built since the 5<sup>th</sup> century AD up to the Arab conquest of Egypt are models of Coptic art and architecture.

The prevailing style of painting during the Coptic era was an extension of the *Fresco Style* or oxidized color painting on gypsum – coated wall, inherited from previous eras.

### **Islamic Era**

The Islamic era in Egypt was generally the golden age for arts construction and agriculture. Examples of such revival can be seen in the building of several mosques, fortresses and city walls, in addition to the flourishing of decorative arts. These were most evident in the construction of *Al-Fustat*, the first capital of Egypt, where *Amr Ibn el-Aa's* built the first mosque in the country. The Nile meter on the island of Rodha in modern Cairo, built by *Abbasid Caliph al- Mutawakel Billah* in 245 AH, is known to be the oldest Islamic monument in Egypt.

Islamic architecture also flourished mainly in *Al-Qatay* city and *Ahmed Ibn Touloon mosque* which was built in the same style of *Amr Ibn el-Aa's mosque* with the addition of a fountain, minaret, props and the foundation sign board. The minaret, of *Ahmed Ibn Touloon mosque* is known for its unique shape in Egypt derived from the Persian temples known as "*Zigurat*", and paramount attraction of tourists.

The *Fatimid* period also witnessed the development of local Islamic architecture. *A-Azhar, al-Anwar and al-Aqmar* mosques are famous example of *Fatimid* architecture in Egypt. *Al-Geoshi mausoleum* is a model for dome structures and mosques built around the tombs of eminent men of religion.

During the *Ayyubid* period, further advances made in the field of architecture. *Saleh ed-Din's (Saladin's)* citadel still stand out as a lofty, striking example of Islamic architecture.

The *Mamelukes* were no less advanced in this field. They also left behind a great wealth of finally designed and decorated mosques, domes, mystic's houses, palaces, schools, khans (inns), fortresses and public drinking fountains.<sup>1</sup>

The *Mamluk* empire included the Hijaz and Syria as well as Egypt, the outlying provinces held through semi autonomous *Amirs*. These satellites to the north were tied to Cairo loosely when the Sultan was weak, and frequently as such moments the Amirs played the dangerous game of flirting with the reviving Ottoman state or with whatever prince rule in Iran.

Ottoman took Cairo in January 1517, and the last *mamluk sultan*, *Tumanbay* was seized and hanged. *Ottoman* control was tenuous after the late 1700s, it technically continued until 1914. After 1805, Egypt was locally ruled by the *Muhammad Ali dynasty* under *Ottoman Suzerainty*, but in fact, British control prevailed after 1882.

During Islamic period Egypt was fascinated by many new buildings such as monuments, mosques, citadel etc. these buildings depicts the Islamic architect and culture. They exhibit their skill of high quality, provide source of tourists attractions, and considered product for marketing tourism.

### **Modern Period**

Modern period began with advent of Muhammad Ali who is truly considered the founder of modern Egypt. He encouraged and sponsored man of learning, scientists and artists. He built a powerful army as well as a military academy. A ship building industry was started in Boulaq, and shipyard was established in Alexandria.

He gave special attention to agriculture and constructed barrages, dams and canals for irrigation and other purposes. He took interests in establishing industries to meet the needs of army and public. He adopted a policy of dispensing with foreign-made products. In trade, he sought to provide security

for internal trade routes and create a foreign trade fleet. During his reign, trade flourished.

At the same time, *Muhammad Ali* was enthusiastically interested in spreading education to cater government work force needs. Schools of various levels and educational missions were sent to Europe to transfer modern science to Egypt.

After his death, *Muhammad Ali's* successors continued his mission by attempting to catch up with European civilization. During the reign of Khedive Ismail, Egypt witnesses an awakening administrative reform; while agriculture, industry, construction and architecture proposed. Most notable of his achievements was the establishment of the Opera house, railroads and Suez Canal, which was opened to international navigation in 1869.

Thus, the 19<sup>th</sup> century was one of enlightenment, re discovery of the Egyptian power system and development of human wealth. By the end of the century, Egypt witnessed many revolts against the foreign intervention.

The nationalist movement grew stronger and several popular revolts took place. However, the *Orabi Revolution (1882 AD)* ended up with Egypt being occupied and declared a protectorate by Britain in 1914. Accordingly, Egypt officially broke off from Ottoman Suzerainty.

Thus, Egypt witnessed liberation movement during early part of the 20<sup>th</sup> century. Popular resistance and national movements soon escalated under the nationalist leaders; *Mustafa Kamel, Muhammad Fareed and Sa'ad Zaghloul*, leading the 1919 Revolution calling for independence. The British occupation of Egypt ended and the country was declared as an independent state in 1922. The first Egyptian constitution was issued in 1923.<sup>1</sup> *Fuad I*, the reigning sultan, became king. His son, *king Faruk (Farouk)*, succeeded him in 1936. The Anglo – Egyptian treaty of 1936 recognized the Egyptian sovereignty, and after the Second World War British, forces withdrew from Egypt, except for the military presence in the Suez Canal Zone. When the British mandate in Palestine was ended in 1948, Arab armies intervened to oppose the newly proclaimed State of

Israel. A cease-fire was agreed in 1949, leaving Egyptian forces occupying the Gaza Strip.

**The July 23, 1952 Revolution:** - Under the leadership of *Gamal Abdel-Nasser*, the *July 1953 Revolution* brought about a host of achievements including the enactment of the first agrarian reform law and the first five year plan for socio- economic development in the history of Egypt (1960).

Following the 1952 revolution that marked the end of the monarchy, *General Naquib* becomes the first president of Egypt. In 1954, *Gamal Abdul Nasser* took over until 1970 when he died in his office on September 28, 1970.

*Anwar sadat*, his vice president and member of the free army officers group who was monumental in removing *king Farouq*, became president and remained in office until his assassination in 1981.<sup>1</sup> President *Anwar as-Sadat* proceeded with the policy of mobilizing all state resources for the liberation of the occupied land. In October 1973, both Egyptian and Syrian armies simultaneously launched a battle for liberating Arab lands for Israeli occupation. A few hours after the start of war, the Egyptian army victoriously crossed to the bank of the Suez Canal where the Egyptian banner was raised high.

In the October war, Egyptian forces in the initial stages scored an outstanding victory. Later, however, table turned against them and Egyptian forces faced humiliating defeat. This promoted President *Anwar as-Sadat* to contemplate a radical settlement of the Arab – Israeli conflict and peace in the West Asia. These followed the signing of peace treaty with Israel (Camp David Accord) in March 26, 1979, with the participation of USA. This treaty was preceded by President Sadat's visit to Israel in 1977. On April 25, 1982, Israel withdrew its forces from the Sinai Peninsula and later from the frontier strip of Taba pursuant to arbitration by the International Court of Justice.

Following President Sadat's death in 1981, President *Muhammad Hosni Mubarak* assumed office, based on a public referendum. Since then, he was sought to bring about internal stability, improve the firmly establish democratic practice. At that time, his main concern was to bring about comprehensive and

sustainable development through a series of development plans that have been successfully implemented so far, underpinned by an upgraded infrastructure.

The Nasser administration implemented a number of fundamental changes, notably state ownership, land reform, the “Egyptianization” of many assets, and the nationalization of the Suez Canal Company. Another wave of nationalization laws were implemented in 1961, along with a more serious land reform and tighter control over various aspects of the economy. The public sector dominated banking, transport, heavy industry, and even agriculture. The government took away land held in excess of 200 *feddans* (one *feddan* equals about 4250 *square meters*) to redistribute it among the peasantry. In the late 1960’s, a maximum permitted area of a private holding was reduced to 100 *feddans* from the previous level of 200 *feddans*.

The Egyptian political system consists of the legislative, executive, and judicial authorities, in addition to the press, political parties, local administration and civil society organizations.

The permanent constitution of the Arab Republic of Egypt, issued on September 11, 1971 and amended on May 22, 1980, organizes the state’s political system and defines the public authorities and their terms of reference. Hence, the constitution establishes the pillars of the democratic system affirming the role of law and independence of judicature as the bases of rule. Moreover, it emphasizes the Islamic Shari’ a as the main source of legislation and the Arabic language as the state’s official language.

The country is divided into 25 administrative units known as *Muhafazaz* (governorates). Two of the most populous are the urban governorates of Cairo and Alexandria. Suez and Port Said are the other two smaller governorates on the Suez Canal. At the other extreme are the four frontier governorates in the Sinai Peninsula and the desert areas east and west of the Nile Valley, which are inhabited by less than one percent of the population. The 17 other governorates are grouped into two traditional regions of upper and lower Egypt. Nine governorates laying in the north in the Nile Delta or along the Suez Canal comprise Lower Egypt (Baheira, Dakhliya, Damietta, Gharibia, Ismailia, Kafr-

el- sheikh, Qalubia, Minufiya and Sharqiya) while the remaining Eight, South of Cairo constitute the Upper Egypt (Assiut, Aswan, Beric, Suet, Fayoum, Giza, Qena, Minya, and Sohag)<sup>7</sup>. (Map: 2.05)

The Arab League, which recovered in Cairo on 10 August 1990, was seriously divided, with Egypt heading the anti-Iraq coalition. Nearly 3500 Egyptian soldiers were deployed in the Gulf, although their role in an acute combat was extremely limited. The economic situation was, at this fine, aggravated by the expulsion of hundreds of thousands of migrant workers from Iraq and the negative effective of the crisis on tourism.

Moreover, the 1990 were a difficult time for Egypt. At the regional level, the signing of the Oslo Accords partly marginalized Cairo, which was confronted with an alliance between Washington, Ankara, Amman and Tel Aviv Relations between Egypt and the US became more tense after September 11, 2001. Since several Egyptian were, either directly involves in the attacks – notably Muhammad Atta, leader of the 19 terrorists or were suspected of being members of Osama-bin-Laden’s “inner circle,” for instance Ayman al-Zawahiri. Cairo criticizes the US intervention in Afghanistan, and spoke out against attacks on Iraq, with which it had established a free trade agreement in January 2001.

On the domestic front, Islamist violence has escalated in recent years particularly since 1992, most notably in the form of attacks on terrorists – in Cairo in 1996 and September 1997 and in Luxor in November 1997, where 60 people were massacred, by which means the Islamist hope to damage one of the country’s chief sources of revenue.

## **2.6 BIODIVERSITY AND BIO-GEOGRAPHICAL REGIONS**

Egypt, lies at the northeast corner of Africa at the juncture of four biogeographical regions, Irano-Turanian, Mediterranean, Saharo-Sindian and Afro tropical. At the same time, it is at the center of the great Saharo-Sindian desert belt that runs from Morocco on the northwest corner of Africa to the high, cold deserts of central Asia. Egypt is bounded on the north and east by two largely

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enclosed seas, the Mediterranean Sea and the Red Sea. This unique position is enhanced by the circumstance that it is divided by the Nile, the longest river in the world. Most of Egypt is either arid or hyper arid; however, due to its very varied eco-zones, the country is home to a wide diversity of terrestrial habitats and a fauna and flora, which although relatively low in species numbers and with few endemics, is extremely varied in composition.

Egypt has surprisingly rich fauna and flora. Its major desert plain and mountain systems contain a varied set of habitats: The Nile valley, oases, brackish and saline wetlands, and two distinct marine environments. Egypt is connected to the Mediterranean world and that of Sub-Sahara Africa by way of Nile valley, and to the tropical Indian Ocean through the Red Sea. Of the vertebrate fauna, birds are the most diverse and prominent due to Egypt's position as an important stop over on a number of migratory routes.

*Gebel Elba* (1437m) of the Red Sea coast is the most important area for flora and fauna in Egypt and is the centerpiece of the Elba Protected Area, which covers an area of approximately 35,600 km<sup>2</sup> in the most southeasterly corner of Egypt. Although rainfall on *Gebel Elba* averages only 50 mm, its location facing the sea and with its elevation increases annual precipitation to as much as 400 mm on its upper reaches. Moist air from the Red Sea condenses on the peak of the mountain creating a mist oasis in which much of the moisture is dew and mist.

The amount of available moisture is reflected in the flora and fauna on this mountain, which has the richest biodiversity of any area of comparable size in Egypt. A surprising number of the species found on *Gebel Elba* are not found anywhere else in Egypt and are mostly formed of Afrotropical elements for which this mountain is the northernmost limit. The flora consists of nearly 500 species, of which cryptogams (ferns and mosses) are fairly common at higher elevations. Among these are the delicate *Anogramma leptophylla*, which can be found in shady rock fissures and the well-known Maidenhair fern, *Adiantum capillus-veneris*, distinguished by its polished black stipes (stems) and delicate fronds. This little fern grows near water in warm temperate and

sub-tropical areas of the world and was used by the Ancient Greeks to treat coughs. At least one species of plant (*Biscutella elbensis*) is endemic. The Ombet tree, *Dracaena ombet*, is found in Egypt, only on the higher slopes of Gebel Elba. The Ombet is a rather small tree related to the famous Dragon Tree of the Far East and when its rosettes of sword-like leaves are crowned with 30cm-long clusters of pink flowers it presents a truly dramatic appearance.

The Gebel Elba Snake-eyed Lizard, *Ophisops elbaensis*, is a strikingly colored lizard that was originally thought to be endemic to Gebel Elba but has since been found in the Arabian Peninsula. In Egypt, it is restricted to this area as is Dodson's Toad, *Bufo dodsoni*. The deadly Saw-scaled Viper, *Echis pyramidum*, is also found in the area.

Two of the mammals found in the area, the Zoril, *Ictonyx striatus*, and the Aardwolf, *Proteles cristatus*, are sub-Saharan species. The Barbary Sheep, *Ammotragus lervia*, which was thought to be extinct in the Eastern Desert has recently been found to be extant in the area and in recent years fresh pugmarks of the Leopard, *Panthera pardus pardus*, have been seen. The mountain has been identified by Birdlife International as one of the Important Bird Areas (IBAs) of Egypt due to the high proportion of breeding birds found there. Many of these birds are either Afro-tropical species or have disappeared from their former range in North Africa and the Middle East. Among them is the attractive red-breasted Rosy-patched Shrike, *Rhodophoneus cruentus*, which is found nowhere else in Egypt.

Reptiles of the mountains include rock-dwelling lizards such as the Fan-footed Gecko, *Ptyodactylus hasselquistii*, the Spiny Agama, *Agama spinosa*, and Jan's Cliff Racer, *Coluber rhoderhachis*. In the wadi bottoms, the Horned Viper, *Cerastes cerastes*, is common. The latter has a more evil reputation than it really deserves for it is a fairly sluggish snake and will often bite as a means of defense without delivering any venom.

**Mangrove**, *Avicennia marina*, swamps occur at several localities along the coastline of the Red Sea becoming more frequent and extensive, with larger trees the further south they are. The most northerly stand of mangroves in the

Red Sea is found about 26km north of Hurghada at el-Gouna. The most extensive stands are found between Bir Shalatin and Halayib, where uninterrupted mangrove forests extend for several kilometers fringing the coastline. South of latitude 23 degrees N, another species of Mangrove, *Rhizophora mucronata*, begins to appear but it never becomes as abundant as *Avicennia marina* within Egyptian boundaries.

In the Gulf of Aqaba, 49 species of invertebrates were found living in the sea grass beds, of which about 70 per cent were mollusks. About 9 per cent of the species living in these beds were found in no other habitat. Sea grass beds are important providers of food, shelter and protection for the juveniles of various species of commercially important fish and crustaceans and are the only source of food for the Green Turtle, *Chelonia mydas*, and the Dugong, *Dugong dugon*.

Due to its relatively high rainfall, the coastal belt that extends from Alexandria to Salum is characterized by the richest and most diverse flora in Egypt except for that of Gebel Elba. The dunes of white sand by the sea are followed further inland by limestone ridges separated by wadis in some of which salt marshes are found. Inland of these is a relatively flat strip of *hamada* (sand and clay interspersed with exposed rocky surfaces). The people of this zone graze their livestock here and practice small-scale agriculture, growing dates, olives and figs among other crops. In addition, there is considerable tourism development along this stretch of coast.

As well as being at the junction of four biogeographical regions, Egypt lies on one of the world's major flyways for migratory birds. More than 470 species have been recorded in Egypt of which only 150 can be considered resident breeders. One species, the White-eyed Gull, is endemic to the Red Sea.

The wetlands on the Mediterranean coast are important habitats for migrating waterfowl while Suez is one of the most important bottlenecks in the world for soaring birds. In autumn 1981, 134,000 birds of prey were counted there. There are also huge numbers of White Storks, Common Cranes and White Pelicans that pass annually through this area.

Egypt is home to 93 *species* of mammals of which six are endemic. In addition, 13 *species* of the Cetacea (whales and dolphins) and one Sirenian (Dugong) have been recorded from Egyptian waters of the Red Sea. Among small mammals, the Rodentia form the largest group with 32 *species* and range in size from the tiny Pygmy Gerbil to the Crested Porcupine, which can grow to one meter. There are 20 *species* of the Carnivora, among which are four *species* of foxes, including the tiny Fennec. The Mustelidae include the only urban populations in the world of the widespread Weasel.

About 20 *species* of Egyptian mammals are endangered. Of these the Cheetah is now found only in the Qattara Depression, the Barbary sheep is restricted to Gebel Uweinat and Gebel Elba and the population of Slender-horned Gazelles is seriously reduced. A number of small mammals that are found along the Mediterranean coast are under threat from development.

There are 106 *species* of Reptilia and Amphibia in Egypt; six are endemic and one, the Egyptian Tortoise, is endangered. The most numerous reptiles are the 49 *species* of lizards; of these, the largest group is the Gekkonidae. Among the 36 *snake species*, nine are poisonous and a further nine are rear-fanged snakes that are also poisonous although they are less of a risk for humans due to the necessity of getting part of the victim to the back of their jaws in order to inject venom. The five *species* of sea turtles found in Egyptian waters are all globally endangered. The Green Turtle and the Hawksbill both nest on Egypt's shores or on Egyptian islands.

Five *species* of Bufonidae (toads), of which one is endemic, are joined by one tree frog and two other *species* of frogs. The impressive Nile Crocodile, once common along the Nile, is now found only in Lake Nasser, together with the large Nile Monitor and the Nile Soft-shelled Turtle.

Despite the hot dry climate, 2075 *species* of plants in 758 *genera* are found in Egypt. Many of these are uniquely adapted to the climatic conditions. While some plants grow in "privileged" areas such as the Nile Valley, others have developed strategies for conserving water. Fleshy leaves are one such adaptation, some plants have a waxy coating on the leaves that reduces water

loss, and many desert plants have long taproots that reach down to the water table.

There are over *1300 species* of fish, more than a thousand species of mollusks, *200 corals*, more than *250 bristle worms* and so on, all in this small area. Most of the most interesting, beautiful and accessible of the creatures that live in the Red Sea are to be found on the coral reefs.

Habitat destruction remains the largest threat to biodiversity. Because of the barren nature of so much of Egypt, plants and animals are generally restricted in their distribution to Oases, Wadis, Marshes, Mangroves and the Nile system. Species density therefore tends to be high in localized area while remaining low for the region or country as a whole. Much of this habitat destruction is a function of economic development. The Government is promoting massive investment on two fronts; firstly moving people and industry out of the Nile valley, and secondly promoting the rapid development of coastal zone for tourism development. The demographic and economic justifications for this are clear, but strategies to mitigate their environmental impact remain largely elusive.

The challenges of rapid economic development need to be aligned to the growing awareness of the importance of conservation. Along the Red sea coast, large-scale development has already taken place. There is now evidence of a new awareness that this development is sustainable without the conservation of the coral reefs upon which tourism revenues are based. This new understanding, evidenced by the support of the minister of the environment and tourism, and the Red Sea Investor's Association for an expanded Red sea protectorate, has sparked re-invigorated economic and political interest in conservation.

Egypt may not have the high visibility fauna of central, east and southern Africa. Notwithstanding the small population of Cheetah in the Qattara Depression, but it does have a unique historical and cultural setting, which, allied to the diversity of its marine, desert and riverine eco-systems, offers new opportunities for significant increases in national revenues as a direct result of

the conservation of biodiversity. Park entrance fees are being collected in Sinai. Fees for visiting the southern Red Sea islands are also being collected. Sound foundations are therefore being laid for developing market-based systems that will ensure that biodiversity conservation is not seen as a luxury but as an intimate part of Egypt's national economic development.<sup>21</sup>

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21. <http://www.biomapegypt.org/biodiversity/Index.html>

*MAPS*

**MAP: 2.00**

**LOCATION OF EGYPT**

**(North Latitude and East Longitude)**



**Source:** <http://www.mapsofworld.com/country-profile/egypt.html>

## MAP: 2.01

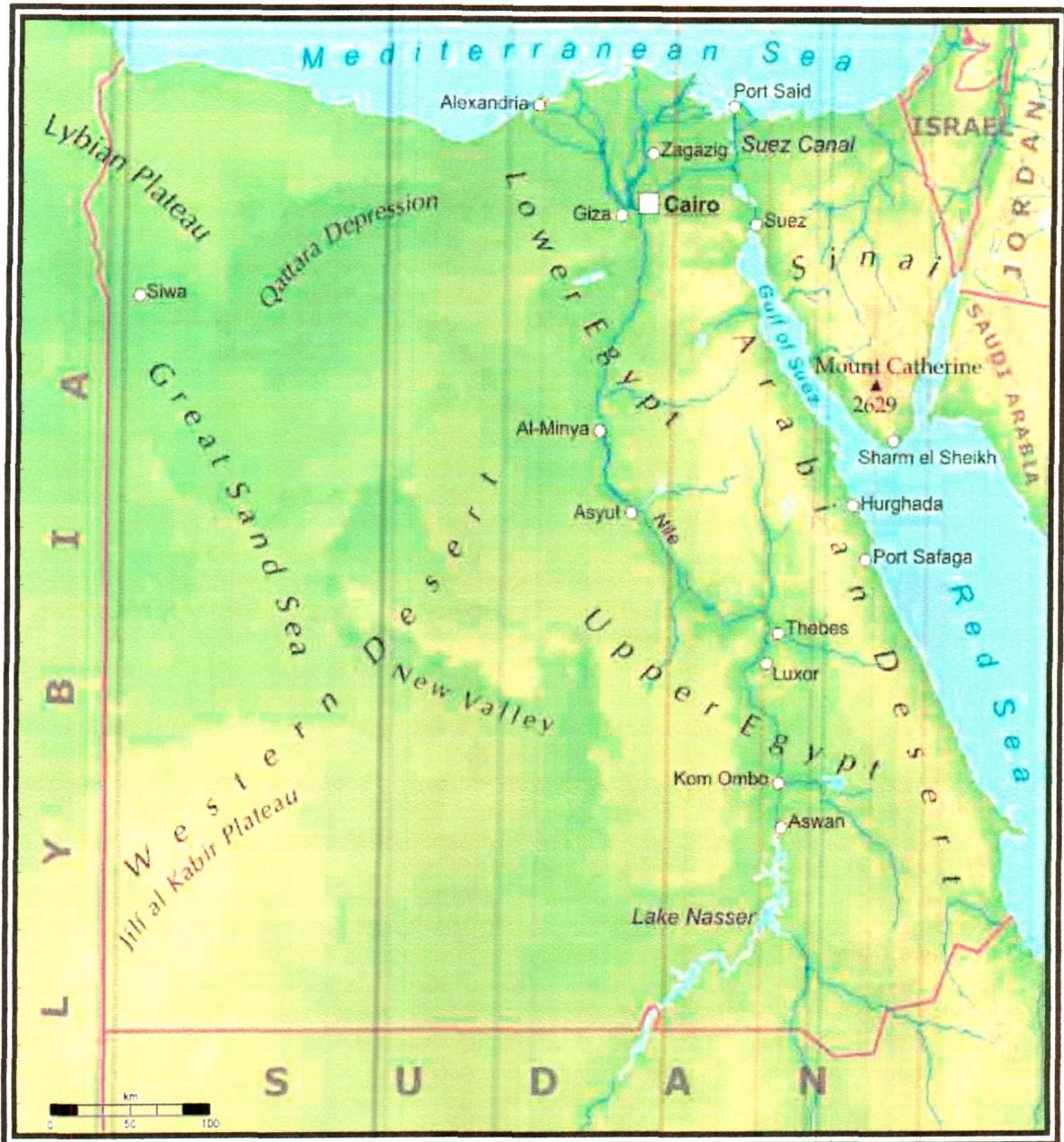
### POLITICAL BOUNDARY OF EGYPT



Source: [http://www.theodora.com/wfb/egypt\\_maps.html](http://www.theodora.com/wfb/egypt_maps.html)

**MAP: 2.02**

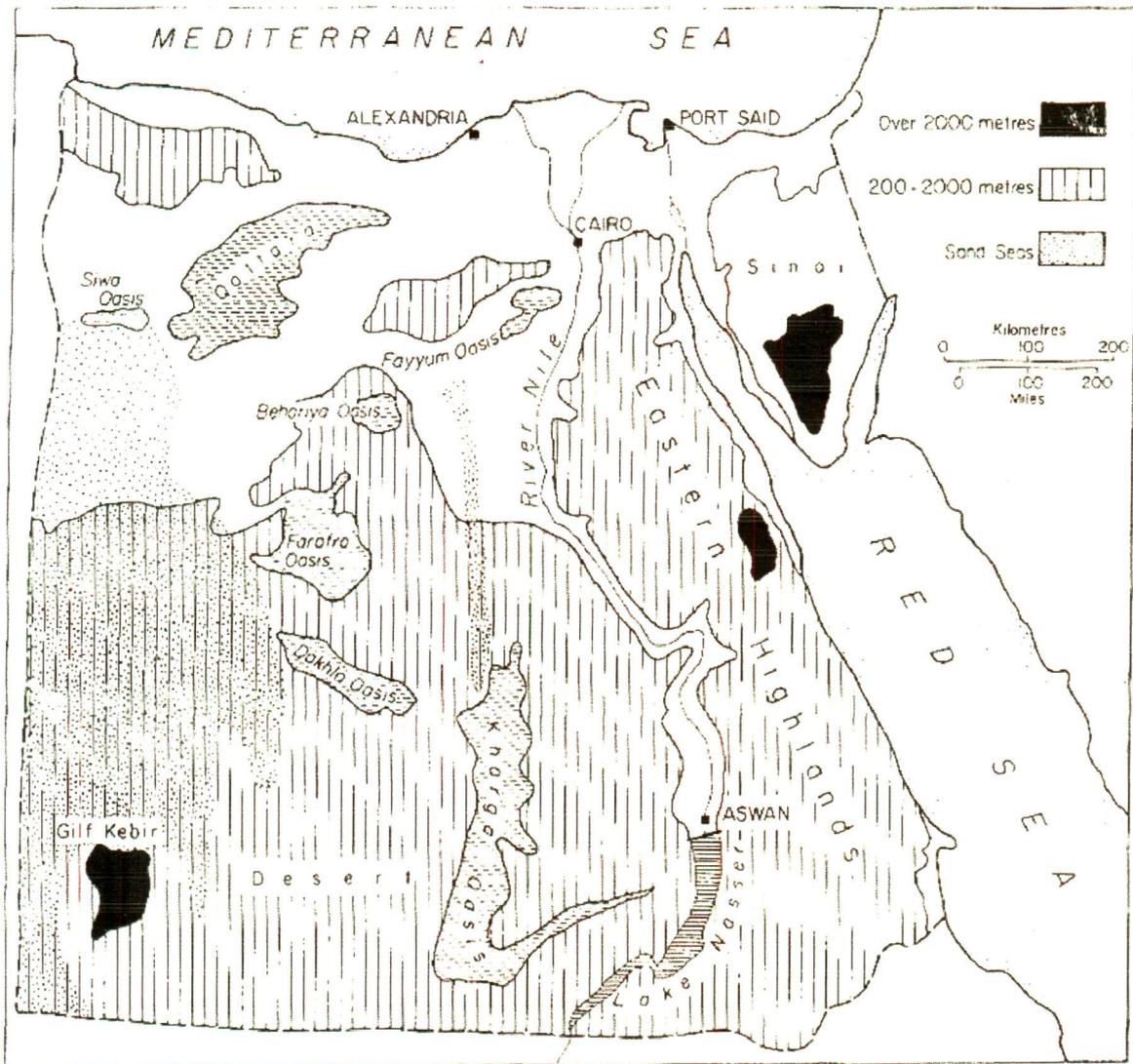
**PHYSICAL MAP OF EGYPT**



Source: [http://www.free\\_worldmaps.net/Africa/Egypt/map.html](http://www.free_worldmaps.net/Africa/Egypt/map.html)

MAP: 2.03

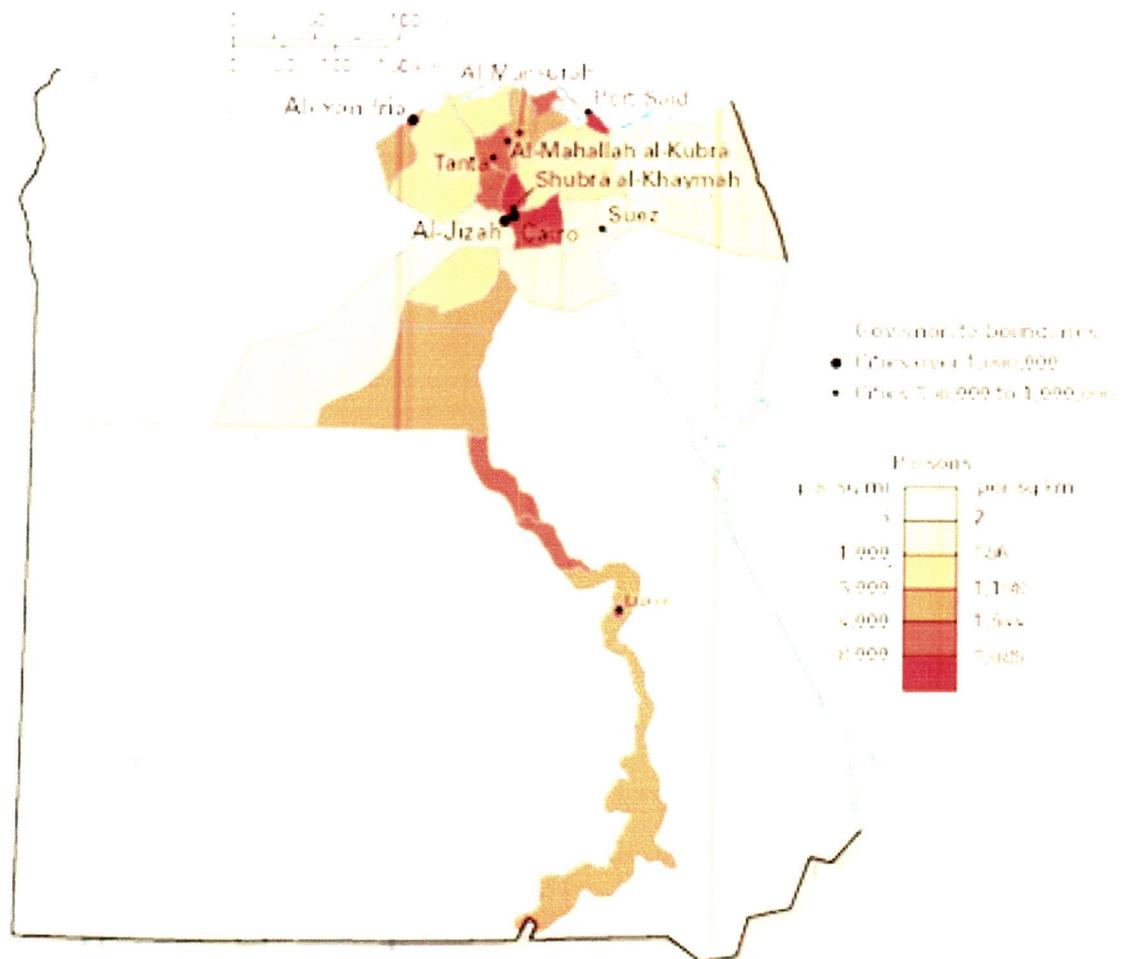
EGYPT: GEOGRAPHICAL UNITS



Source: Fisher, W.B., *The Middle East, A Physical, Social and Regional Geography*. Methuen & Company Ltd. (London, 1971), p.481.

## MAP: 2.04

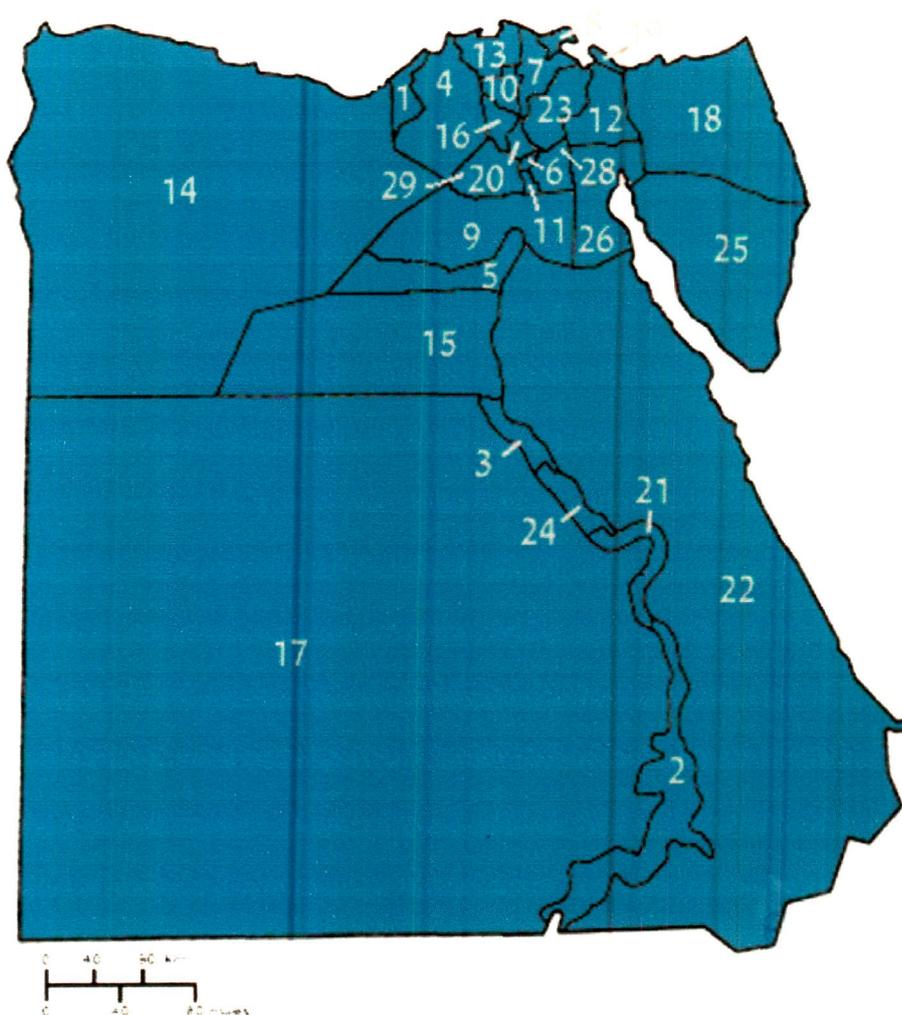
### EGYPT: POPULATION DISTRIBUTION



Source: <http://student.britannica.com/eb/art/print?id=9196....html>

MAP: 2.05

GOVERNORATES (MUHAFAZAZ) OF EGYPT



List of the Egyptian Governorates

Nr. (key)	Name	Area (km <sup>2</sup> )	Population (2006)	Capital
1	Alexandria	2,679	4,110,015	Alexandria
2	Aswan	679	1,184,432	Aswan
3	Asyut	25,926	3,441,597	Asyut
4	Beheira	10,130	4,737,129	Damanhur
5	Beni Suef	1,322	2,290,527	Beni Suef
6	Cairo	214	7,786,640	Cairo
7	Dakahlia	3,471	4,985,187	Mansura
8	Damietta	589	1,092,316	Damietta
9	Fayoum	1,827	2,512,792	Fayoum

10	Gharbia	1,942	4,010,298	Tanta
11	Giza	85,153	6,272,571	Giza
12	Ismailia	1,442	942,832	Ismailia
13	Kafr el-Sheikh	3,437	2,618,111	Kafr el-Sheikh
14	Matruh	212,112	322,341	Marsa Matruh
15	Minya	32,279	4,179,309	Minya
16	Monufia	1,532	3,270,404	Shibin el-Kom
17	New Valley	376,505	187,256	Kharga
18	North Sinai	27,574	339,752	Arish
19	Port Said	72	570,768	Port Said
20	Qalyubia	1,001	4,237,003	Banha
21	Qena	1,851	3,001,494	Qena
22	Red Sea	203,685	288,233	Hurghada
23	Sharqia	4,180	5,340,058	Zagazig
24	Sohag	1,547	3,746,377	Sohag
25	South Sinai	33,140	149,335	el-Tor
26	Suez	17,840	510,935	Suez
27 *See below	Luxor	55	451,318	Luxor
28	Helwan	n/a	643,327	Helwan
29	6th of October	n/a	500,000	6th of October City

#### **Luxor Governorate**

- 27 Luxor is not shown on the map. It is a small governorate located between 2 and 21 on the map above.

**Source:** [http://en.wikipedia.org/wiki/Governorates\\_of\\_Egypt](http://en.wikipedia.org/wiki/Governorates_of_Egypt)

***TYPES OF TOURISM  
AND IMPORTANT  
TOURIST SITES***

### 3.1 TYPES OF TOURISM

Egypt is emerging as the most important and attractive tourist destination in West Asia as well as in the world. It has an abundance of archaeological, historical, religious and tourist sites of great significance or importance. These sites belong to Pharaonic, Roman, Coptic and Islamic periods. The great pyramid of Egypt, one of the famous Seven Wonders of the World, is the major source of attraction for the tourist from around the world. Egypt is a country where first Neolithic revolution took place and has been acknowledge one of the centers of prime civilization. It is also famously known discernible as land of pharaohs and gift of the Nile. It enjoys a temperate and varied climate as well as central geographical location which enable it to attract tourist of different interest and backgrounds from various part of the world. Egypt is naturally blessed with sunshine from January to December, granting the country its other name, "**The Land of the Sun**". And this is something that will never cease to be an attraction for world tourist. The tourism sector in Egypt has witnessed significant development encompassing several areas such as expansion of hotel capacity, establishment of rest-houses and development of various types of tourism such as historical tourism, therapeutic tourism, cultural tourism, sport tourism, safari tourism and conferences and exhibition tourism and archaeological locations: Giza, Alexandria, Valley of King (Aswan), Western Desert, Sinai etc.<sup>1</sup>

Cultural, monumental and historic tourism are considered the oldest and most salient types of tourism in Egypt as it contains several Pharaonic, Greek, Roman, Coptic and Islamic monuments.

Recently, Egypt's tourist products were upgraded to serve wider segments of tourist all over the world by introducing new types of tourism, namely archaeological tourism, sea tourism, recreational tourism, religious tourism, therapeutic tourism, desert tourism, eco- tourism and sports tourism, in addition to many recreational and cultural events that enrich the tourist product.

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1. <http://www.zohery.com/Newsletter1.htm>

Moreover, the diving tourism witnessed a remarkable growth and in 2006, many diving centers came up with all back-up facilities.

Egypt enjoys a favorable geographical location as the meeting ground of East and West. A mild climate all year around, a natural environment enriched by the Nile River, Mediterranean and the Red Sea beaches, vast expanses of desert, fascinating oases, in addition to a wide variety of handicrafts and above all friendly and hospitable people. Egypt as a destination has varied options. The coasts of the Mediterranean and the Red Sea are notable for their tourist-attracting summer resorts and eye catching coral reefs.

The Nile valley houses a variety of heritage sites. The history of Egypt is totally dominated by the River Nile. It is truly the River of Life and has been revered in Egypt since ancient times. The Nile Valley houses a variety of archaeological and heritage sites. It is formed by three major tributaries: the White Nile, the Blue Nile and the Atbara. A number of luxurious tourist boats like floating hotels ply between Luxor and Aswan. Cruising through Nile is a great classical experience, watching 5,000 years of history. While indulging in a Nile cruise one can witness the scenes of oldest civilization of the world.

Egypt has 15 international golf courses in the big city such as Cairo, Alexandria, Harghada, Luxor and Sharm El sheikh. Hurghada and Sharm El-Sheikh are ideal places for diving, swimming, water sports and marine life exploration.

For Islamic monument in Egypt, its artistic beauty is not limited to mosque only. It also includes houses and places side by side with fortresses and architectural constructions. For Mosques, there is *Amr Ibn Al-Aas Mosque*, *Ahmed Ibn Tulun Mosque*, *Sultan Hasan School and Mosque*, *Al-Refaie Mosque*, *Al-Hussein Mosque*. These Islamic monuments draw tourists from all over the world.

Egypt is also famous for flight of Holy Family Tour, and tourist can explore the traces of Holy families' movement by participating in special terns. The advent of the Holy family to Egypt is an event of the utmost significance

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in Egypt's long history.<sup>2</sup> Egypt offers a wide range of exotic locales and ancient heritage that appeal to tourist from all over the world.

*There are many types of tourism in Egypt as given below:*<sup>3</sup>

### **1. Historic Tourism**

It is considered the oldest type of tourism in Egypt. In addition, it stands as a vivid example of the greatness of Egypt's successive civilization through ages.

Egypt is an open museum; the pharaohs left abundance of memorials and monuments in that museum. Also Greek, Romans, Persians, Turks, Arabs, French and British they have passed through this land. They left Egypt with a unique combination that no other country can match. There are hundreds of sites in Egypt to be visited the followings are famous and just examples:

The pyramids of Giza, Sphinx, the step pyramid of Saqqara, the temple of Karnak, Valley of Kings, Valley of Queens, Alexandria and its monuments such as Al-Sawari Column, Qaitbay Citadel, Al-Azhar Mosque in Cairo, Egyptian museum (Plate: 3.00), Islamic museum (Plate: 3.01) etc.

### **2. Safari Tourism**

Egypt possesses vast deserts and mountains which provide opportunities of fun and adventures for safari tourists. This kind of tourism is available for tourists in Saint Catherine, Mount Moses, al-Dakala, and al-Kharga Oases, Ein as-Sokhna, Al-Qaseir, Sharm al-Sheikh and Safaga. There, tourist enjoys watching wild life animals and migrant birds.

### **3. Therapeutic Tourism**

Egypt is famous for its mineral and sulfuric springs, dry climate, a sandy and clay soil, good for curing various diseases. In addition, some of its beaches and coastal waters have peculiar curative natural properties.

Egypt possesses a wide range of sulfuric and mineral springs with unique chemical composition. It was proved that these springs have therapeutic

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2. Egypt: Open for Business, Indo-Arab Chamber of commerce & Industry, (Pune, 2005), pp. 42-43.

3. Egypt: Annual Business Magazine, embassy of Egypt, (New Delhi, 2007), pp. 34-39.

properties that can cure numerous bone, kidney, skin and gastrointestinal diseases.

Tourist sites offering curative services in Egypt are numerous and are of historical fame such as: Helwan, Ein al-Seera, Hurghada, Fayoum, Oases, Aswan, Sinai and Sagafa on the Red Sea coast, all of which are attracting increasingly larger numbers of tourists. Safaga is famous for extraordinary effect in curing skin diseases.

#### **4. Conferences and Exhibition Tourism**

It represents a significant type of tourism that involves high tourism revenues. Cairo International Conference Centre (CICC) is a major illustrious façade for such type of tourism. The centre is well equipped with the state-of-the-art technical facilities. Recently, Egypt has hosted the first international bourse of tourism named Mediterranean Bourse. Over the past six years, this type of tourism achieved a constant increase; the total number of major events held in the (CICC) reached 665, of which 132 are national and international conferences, 235 exhibitions and 298 parties and concerts.

Due to the great demand of international conferences and exhibitions, a 6-thousand-m<sup>2</sup>-show hall was added to the (CICC), thus bringing about high revenues that hit about *LE 115.3 million*.

In 2005, conference and exhibition tourism witnessed a remarkable robust and several outstanding international conferences were held in Egypt, namely Davos Economic Forum in Sharm el-Sheikh and Women Conference for Businesswomen in Cairo.

#### **5. Sports Tourism**

Sports tourism is considered a significant of tourist product as sports are now a principal source of attraction for all peoples of the world. The most important sporting tourist sites are: al-Gezira horse riding club, Gulf club, Shooting club and sporting clubs on the Red sea. Moreover, clubs for water sports are inaugurated in Hurghada and Sharm el-Sheikh.

Golfing tourism is a new and very special kind of tourism that attracts tourists of markedly high level income. The ministry of tourism seeks to

promote it as new and lucrative source of tourist income. Egypt offers golf amateurs a chance to participate their favorite sport at high-level courses located in unique tourist areas as Luxor, Sharm el-Sheikh and Hurghada that won the title of “the most fascinating tourist destinations” in 2005.

In 2006, Egypt hosted, for the first time, Italy Golfing Final Championship, held in Stella De Mary, Al-Ein al Sokhna, with the participation of the private sector. All Egyptian and Italian mass media appreciated the remarkable organization of the championship that was held in a genuine Egyptian atmosphere and on high level play grounds.

## **6. Recreational and Beach Tourism**

Egypt has a variety of fascinating beaches extending along both the Mediterranean and the Red Sea. The Red Sea is characterized by its clear water, colorful coral reefs, rare fish and varying mountains ranges almost verging on the Red Sea coast, leaving a space wide enough to accommodate camping sites. Moreover, the coast of Aqaba Gulf has many facilities of water sports such as diving sea surfing.....etc.

In the Red Sea region, Safaga is the centre of beach tourism due to its excellent location on the Suez Gulf and its magnificent beaches extending at a length of 40 km. Its warm weather encourages tourists to visit it nine month every year. In addition, the Northern Coast abounds in numerous new tourist villages along its coast.

Alexandria is characterized by natural bays and an extended coast running from east to west over 70 km. in addition to a wide range of sandy beaches.

## **7. Environmental Tourism**

This is a new source of national income. Environmental tourism sites include nature reserves of worldwide fame such as Ra's Mohammad, Saint Catherine, Naqab in South Sinai.

Environment in Safaga is distinguished by natural scenery combining sea, mountain and desert. It is planned to convert the coastal area of the Red Sea, extending to more than 1,000 km. into a huge nature reserve which will be the second largest in the world.

### **8. Festival Tourism: -**

Festivals are a major source of tourism and media attraction, yielding considerable economic returns to organizing countries. Egypt organized numerous festivals that attracted abroad audience such as the following:

- The Cairo international song festival.
- The Cairo international cinema festival.
- Tourism and shopping festival, including golf festival, (July 20 Aug 20).
- The eleventh annual fishing festival, for Amateurs.
- Alexandria international Mediterranean song, (June 23-28, 2005).
- Sharm el-Sheikh international bowling championship.

### **9. Domestic Tourism**

Tourism inside Egypt is steadily flourishing in new promising areas that are distinguished by remarkable hotels, fascinating beaches and wonderful tourist resorts, thus attracting more and more Egyptians to visit these places and consequently adding a new tourist product called “domestic tourism”. Chief of these new tourist areas are: The Northern Coast, Sidi Abdel Rahman Area, Sharm El-Sheikh area, Hurghada area and Al Wadi al-Godia Oases. Work is under way to develop and reconstruct these areas through implementing a number of new tourist projects.

### **10. Cultural Tourism**

From the four corners of the world travelers, archaeologists, writers and scholars go to Egypt and wonder around its splendors and learn firsthand about ancient Egypt, its monument and its various museums.

### **11. Religious Tourism**

Followers of Judaism, Christianity and Islam have famous places to visit such as temples, churches and mosques in Egypt.

### **12. Modern tourism**

There are modern landmarks in Egypt each of them has a function and contributes to the Egyptian economy, more than being a modern memorial to be visited such as:

“The High Dam in Aswan”, “Cairo Tower”, “the Sound and Light shows at the pyramids and sphinx and in Luxor”, “the Opera House in Cairo”, the underground metro linking down town Cairo to its suburbs and the pharaonic village which is a model of all aspects and activities of the ancient Egyptian life. “Sharm el-Sheikh area”, “Hurghada area and “Al Wadi al-Gadid Oases”, work is underway to develop and reconstruct these areas through implementing a number of new tourist projects.

### 3.2 IMPORTANT TOURIST SITES

Egypt has long been recognized as the most attractive tourist destination in the world. It has variety of tourist locations and attractions. It is comprises of many striking contrasts, particularly in landscape and in ancient Christian and Islamic elements of its heritage.

Being located on the juncture of three continents viz. Europe, Asia and Africa, it serves as a media for all types of tourism to flourish. Egypt has about one third of the world monuments. For over more than 7,000 years, Egypt has been the melting pot for the Pharaonic, Greek, Roman, Coptic and Islamic civilizations to mix and interchange, leaving behind a huge amount of monuments which render it a unique country on the map of the international tourism.<sup>4</sup> The mighty monuments of the Pharaohs and of the Greeks and Romans, the magnificent mosques, the Coptic monasteries, all reflect the many stages of Egypt’s rich past.

Recently, Egypt has embarked into comprehensive and diversified tourism such as water sports and the opening of new beaches, where by a wide range of tourist’s services have been introduced, in order to attract more tourists to the country.<sup>5</sup>

Egypt could be sailed to have six different tourist super – sites. Each has its own flavor and each mostly serves a different purpose. Surprisingly, or perhaps not, most of these tourists areas do not depend on ancient monuments

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4. Egypt Year Book, Ministry of Information State, Information Service, A.R. Publication, (Egypt, 2006), p. 207.

5. Ibid. pp. 209-210.

to sustain them. In fact, only Luxor is completely dependent on this trade. These supersites consist of:

**1. Cairo and the immediate area around the city**

Cairo has everything; it is the capital of Egypt. Cairo has great hotels, entertainment, restaurants, all manner of monuments from throughout the history of Egypt and it is often the entry point for most people visiting Egypt.

**2. Alexandria and the immediate area around the city**

It could in fact, argue that this area extends to Marsa Matruh to the west on the coast. The area has a Mediterranean feel about it, and the attraction is the Mediterranean Sea, and to the people of Cairo, a somewhat cooler climate.

**3. Luxor and the surrounding area**

Luxor is a living museum with vast numbers of ancient Egyptian monuments. It is also oriented to tourists and might be thought of in the same regard as a theme park, where the attractions just happen to be real monuments.

**4. Aswan and the surrounding area**

Aswan is probably the least of the supersite tourist areas, but has great hotels, along with the huge lake Nasser just to the south.

**5. Hurghada and the surrounding area, particularly El-Gouna**

Not far apart are El-Gouna, Hurgahada and Safaga, and these area contain just about everything, tourist would like to have, with the exception of ancient monuments. They make up for that with every variety of water sports, several golf courses, casino and more.

**6. Sharm El-Sheikh and the surrounding area, including Shark Bay**

This is the Sinai super-sites again with most everything any tourist might wish. There are even some wonderful Christian monuments nearby, and the water sports, as at Hurghada, are all inclusive.

It is said that there are many more tourist destinations, particularly on the red sea and in Sinai, and on Egypt's main land interior, the oases. However, in

much of the rest of the mainland interior, travel and destinations are limited. However, the tourist's super sites encompass perhaps ninety-five percent of the ancient monuments and most else these are to do in Egypt.

### **Archaeological sites**

Archaeological tourist destinations are a distinctive tourist product that depends upon a fragile and non-renewable resource. Egypt is abundant in different types of historical treasures that go back almost 3000 years and is considered one of the most significant archaeological tourist destinations in the world.<sup>6</sup>

Egypt is a dominant country for international visitors to the West Asia. Although Egyptian tourism policies have encouraged the development of distinctive recreational activities in coastal regions to diversify the tourism product, the archaeological heritage in the form of archaeological sites is still considered to be the world-class attraction visited by tourists.

Egypt archeological heritage has been structured around the cultural circuit of the pyramids of Giza, El-Mina, Luxor, Aswan and the temple at Abu Simbel (Boniface & Cooper, 2001). This form the tourism grew in popularity in the 19<sup>th</sup> century with the development of package tours from northern Europe and steamship services on the Nile established by Thomas Cook (Boniface & Cooper, 2001). Although the pyramids and tombs of Giza and Thebes are some of the ancient world's most significant and familiar monuments (ICOMOS, 1999; Shackley, 1998; Siliotti, 1997). Egypt also has great number of other archaeological sites as identified in the World Heritage List (UNESCO, 2002):

- Memphis and its necropolis – the pyramid fields from Giza to Dahshour;
- Ancient Thebes and its necropolis;
- Nubian monuments from Abu Simbel to Philae;
- Islamic Cairo;

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6. Helmi, E. & Cooper, C., *Journals of Sustainable Tourism*, Vol. 10, No. 6, 2002, p. 514.

### 3.2.A CAIRO

Cairo is a cradle of civilization, well spring of culture, a beacon of faith, and a meeting place of the Asiatic, African and European worlds – an international center for intellectual, social, economic and political activity. Cairo is a main spring for the noblest efforts aimed at peace among all nations and aspiring to the benefit of all mankind.

To understand the secret of Cairo's magnetism and to appreciate the spirit of this living entity, one must travel back in time some fifty centuries to imagine the birth of this radiant city which abounds in the splendors of the pharaohs, the earliest achievements of Christianity and the glories of Islam.

Egypt's oldest capital, Memphis, was founded 5,000 years ago by Mmnes, the first pharaoh to combine Egypt's ancient upper and lower kingdoms into one. Memphis was replaced as Egypt's capital by cities further south but in the area of Cairo, a second city gained prominence.<sup>7</sup>

The pyramids, temples and tombs, enveloped in a light invisible to the uninspired eye, speak a language that one must learn. *The Egyptian Museum of Antiquities*, this place is probably without a rival. There is certainly no other museum in the world where one can gaze upon the faultless fresco of a civilization and trace its history straight from its birth in prehistoric times to its death in the Roman period.<sup>8</sup>

Cairo is an Arab city that enjoys a remarkable standpoint among other cities of the world. It goes deep in the human cultural history. Cairo occupies a unique site that enables it to exchange culture with other civilizations. Now, it constitutes a cross point of Arab and Islamic cultures. Besides its ancient glories, modern Cairo reflects that great renaissance achieved by Egyptian people. Cairo is the only city in the world that host antiquities of four civilizations: Pharaonic, Romanian, Christian and Islamic.

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7. Amazing Egypt, Embassy of Egypt, (New Delhi, 2008), p. 26.

8. Colette, G. & Henri, G., *Egypt Observed*, Oxford University Press, (New York, 1979), p. 26.

**Pharaonic Cairo: - 'the world of the pyramids'**

It is a human and urban entity that always moves with life. The site of this city goes back long before it was named Cairo. It started at the west bank of the river Nile, at about 4225 BC.

Inhabitants of the eastern district of the Delta choose a location that lies few miles away from the northern part of Cairo. It is the ancient "oun" town known by Greek as "Heliopolis". Now it is named by Cairenes as "Ain Shams".

A visitor to Cairo should not miss Heliopolis. Taim has overrun and scoured the ancient city so that nothing remains today but an obelisk which stood at the entrance of the famous "*Sun Temple*". But there is a sacred relic in this area to which people are attracted.<sup>9</sup>

The city witnessed the flourishing of astrology, medicine and engineering. It becomes a significant centre to the ancient religions. Revolution of knowledge developed on the Nile banks. As for agricultural processes, they set the agricultural solar chronology that divide the year into its four seasons with great accuracy.

When "*King Menes*", ruled Upper Egypt, he successful united lower and Upper Egypt. Menes established a new capital called "*Menf*" that lies at about 22 km. away from the south of Cairo. That city was known as "the white wall" up to the 26<sup>th</sup> century BC. Later, Egyptians came to call it "*Men Nefer*", the same name was changed by the Greek to be "*Memphis*".<sup>10</sup>

**Islamic Cairo:** - The Islamic era in Egypt was generally the golden age for arts and architecture. Examples of such revival can be seen in the building of several mosques, fortresses and city walls, in addition to the flourishing of decorative arts.

There were most evident in the construction of *Al-Fustat*, the first capital of Egypt, where *Amr Ibn el-Aa's* built the first mosque in the country (Plate: 3.02).

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9. Op. Cit., p. 26.

10. [www.touregypt.net](http://www.touregypt.net)

The Nile meter on the island of Rodha in modern Cairo, built by *Abbasid al-Mutawakel Billah* in 245 AH, is known to be the oldest Islamic monument in Egypt.

Islamic architecture also flourished mainly in *Al-Qatay City* and *Ahmad Ibn Touloon Mosque* which was built in the same style of *Amr Ibn al-Aas Mosque*, with the addition of a fountain, minaret, props and the foundation sign board. The minaret of *Ahmad Ibn Touloon Mosque* is known for its unique shape in Egypt that was derived from the Persian temples known as “*Ziqurat*”.

The Fatimid period is also witnessed the development of local Islamic architecture. *Al-Azhar, al-Anwar* and *Al-Aqmar Mosque* are famous examples of Fatimid architecture in Egypt.

Al-Geoshi Mausoleum is a model for dome structures and mosque built around the tombs of eminent men of religion.

During the Ayyubid period, further advances were made in the field of architecture. *Saleh ed-Din's (Saladin's) Citadel* still stands out as a lofty, striking, examples of Islamic architecture. They also left behind a great wealth of finally designed and decorated mosques, domes, mystics, houses, places, schools, khans (inns), fortresses and public drinking fountains. Egyptians under Islamic rules adopted the same techniques and styles of arts and ornamentations prevailing in the preceding period. Most notable art of this period were wood engraving and the ornamentation, assembled dome tailed and lathed wood work. Islamic style textiles, porcelain and strained glass were also widely known during this period.<sup>11</sup>

**Memphis:** - Memphis the oldest capital of Egypt, was built by *King Menes* (Plate: 3.03), and lies 24 km. south-west of Cairo, in Al Badrasheen. The colossal statue of Ramses II, exhibited in the museum. It is made of fine-grained limestone. 13 meters long and weighs 120 tons, the temple for embalming the sacred Apis Bull, which shows the various steps of embalming.<sup>12</sup>

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11. Amazing Egypt, Embassy of Egypt, (New Delhi, 2008), p. 27.

12. Op. Cit.

**Saqqara:** - Saqqara is the oldest ancient Egyptian cemetery. It lies on the desert plateau, south-west of Cairo. <sup>13</sup>

***Important sites of Saqqara: -***

1. The pyramid of Unas.
2. The mastabas.

***The most important mastaba tombs of the nobles are:***

7. The mastaba of ptah –hotep
8. The mastaba of kagemni
9. The mastaba of mereruka

**The pyramids of Giza:** - The outstanding group of pyramids in Egypt is at Giza, near Cairo. The largest, the Great pyramid, was built as the tomb of the pharaoh khufu and is one of the seven wonders of the Ancient World. They are located about 10 km. from Cairo. When built the Great pyramid is measured 147 m. high with a square base measuring 230 m. on each side. The remains of about 70 other pyramids may still be seen in Egypt and the Sudan. The prototype of the true pyramid in Egypt was the step pyramid, so called because its successive layers of stone suggest a series of enormous steps. The most famous and best preserved of the step pyramids is that at Saqqara, near Cairo, built about 2700 BC. The three pyramid of Giza are surrounded by several small pyramids and hundreds of Masta-Tombs of the royal family nobles and high-ranking people.<sup>14</sup> (Plate: 3.04)

**The Sphinx:** - In ancient Egypt, sphinxes were statues representing deities, with the body of a lion and the head of some other animal or of man, frequently a likeness of the king. The most famous of all Egyptian sphinxes is the Great sphinx of Giza, near the pyramids. Dating from before 2500BC, the Great sphinx is about 20 m. high and about 73 m. long<sup>15</sup>. (Plate: 3.05)

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13. Ibid.

14. Amazing Egypt, embassy of Egypt, (New Delhi, 2008), p. 8.

15. Ibid.

The sphinx is today the most colossal statue in the world. The Arab named it Abu el Hul (father of terror).<sup>16</sup>

**The pyramids of Dahshour:** - The pyramids of Dahshour always evoke a great part of history of ancient Egypt. Although this area is not a major tourist site like the Giza plateau, it seems to me like a wonderful book, which tells us great, glorious, events of ancient Egyptian history. Dahshour is one of the most important cemeteries, which belonged to the vast necropolis of the great ancient Egyptian capital of Memphis. Located about 30 km. to the south of the Giza pyramids, and in the southern wing of Saqqara, this contains pyramids of the IV and the XII dynasties. Here one will find the pyramid of Amenemhat II, and the pyramid of Amenemhat III, called the black pyramid.<sup>17</sup>

**The Sun Boats (The Boats of Cheops):** -The ancient Egyptian carved specious area in the rock near the pyramids. There they placed wooden boats, to be at the disposal of the king when they went on his journey of Day and Night with the Sun God, *Ra*, in the after world. Early excavation has discovered three such Sun boat sites, on the east side of the Great pyramid, two other site were discovered on the south side. The boat was 43.5 m. long, the prow and stern were 5 m. and 7 m. high respectively. The boat was now housed in a special museum, south of the pyramid of Cheops.<sup>18</sup>

**The Sun Temple of Niuserre at Abu Ghurab:** - A few hundred meters to the north of the first sun temple built at Abusir, in a place called Abu Ghurab (an Arabic phrase meaning “father of Ravens”) about six miles southwest of Cairo, lies the ruins of the second sun temple to have been founded and investigated archaeologically today. It is one of the only two sun temples currently known to have survived, though others were probably built and may be discovered.

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16. Colette, G. & Henri, G., *Egypt Observed*, Oxford University Press, (New York, 1979), p. 45.

17. <http://www.ask-aladdin.com/dahshour.html>

18. <http://www.touregypt.net>

The ruins are those of Niuserre sun temple, named “*Delight of Ra*”. Like that of userkaf, it was composed of three parts, consisting of valley temple, a cause way and a temple containing an obelisk.<sup>19</sup>

**The Cultural Centre (Opera House):** - It was inaugurated in 1988 AD, an artistic architectural masterpiece of Islamic style, equipped with the latest audio-visual facilities. It consists of three theatres and is located at Gezira Exhibition Centre.

**Cairo Tower:** - Over 187 meters high, it is the most outstanding attraction of modern Cairo. The top two storeys have a rotating restaurant and cafeteria. Visitors can enjoy a panoramic view of Cairo from the observation platform (Plate: 3.06).

### **Public Gardens**

**The Zoo:** - Established in 1890 AD, it contains larger collection of animals and birds in addition to exotic plants and trees. It is located in Giza area.

**Fish Garden:** - Constituted by Khedive Ismail in 1867 AD on the surface of 8 feddans from the own properties. The garden was designed by an Italian engineer to resemble other gardens which were admired by the Khedive in Italy. It contains rare aquariums and includes a big lake. It is also distinguished by its royal palm and rare trees.

### **Natural preserves in Cairo and Giza**

**Wadi Degla natural preserve:** - Wadi Degla is located in the northern section of the eastern desert. It extends 20 km. from east to west and ends at Maadi district south of Cairo governorate. The total area of the natural preserve is 60 km<sup>2</sup>.

It is noted for its lime stone and mud formations which are abound in aquatic fossils and for its waterfalls of different elevations. On the rims, cave was formed inside the limestone rocks and became the dwelling for various

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19. Ibid.

living beings. Wadi Degla is considered to be a tranquil refuge where one can stroll among magnificent natural sightseeing and enjoy bird watching, cycling or mountain climbing with the accessibility of camping. There, in the visitors' centre one will find a museum, a library and a showroom.

Wadi Degla is a natural dwelling for several living beings of wild animals, insects, reptiles and migrant birds in addition to comprising a diverse variety of plants.

**Kobat el-Hassana natural preserve:** - Located in Abu Rawash, Giza, its area is 1 km<sup>2</sup>; it is a chalk geological composition.

**Petrified Forest preserve:** - It is 6 km<sup>2</sup> and is located 18 km. north El-Kattamia road. It's also known as wood mountain natural preserve due to the thickness of its petrified wood. It comprises a variety of petrified trees, plant and animal fossils dated back to 35 million years ago.

### **Christian Monuments**

Christian monuments in Egypt have a religious and historic significance. They are regarded as a transitional period between Pharaonic and Islamic art, the Coptic museum houses (Plate: 3.07) a rare collection of antiquities. Old Cairo is renowned for its antique churches.

**Al Moallaqa (The suspended church):** - Built on the remains of the Roman fortress of Babylon, at the turn of the fourth century. Wooden carving represents Jesus Christ entering Jerusalem. It houses about ninety rare icons of basilican style.

**Abu Sarga Church:** - It dates back to the 4<sup>th</sup> century AD. It was used as shelter by the holy family during their flight from King Herod.

**Saint Barbara Church:** - Dates back to the early 5<sup>th</sup> century AD, lies in the eastern section of the fortress of Babylon. It is considered one of the most beautiful Coptic churches of the basilican style and is remarkable for its wooden door, a masterpiece of art, its iconostasis' is decorated with precise inscription of sycamore wood which consist of 45 panels.

**Greek Orthodox Church of Mari Guirgis:** - Built on one of the tower of Babylon fortress. This basilica has a round structure with a domed roof.

**The churches of Abu Seifein monastery:** - Located in Amr Mosque Street near the metro station. It comprises three churches:

- Anba Shenouda
- Abu Seifein church
- Church of the Virgin in EL Damshirya

**Saint Mark Cathedral:** - The largest cathedral in Africa, recently built in Abbassiya district. The relics of saint mark, the Evangelist who first preached Christianity in Egypt, are kept in this cathedral.

**The Virgin's Tree in Matera:** - The holy family rested next to the blessing tree. The tree is two thousand years old and is evergreen.

### **Islamic Monuments in Cairo**

Artistic beauty of Islamic monuments is not limited mosques only, but also houses and places side by side with fortresses and other architectural constructions.

**Mosque of Amr Ibn El Aa's** is the first mosque built in Egypt and Africa, founded in 642 AD by Amr Ibn El Aa's. It presents schools of architecture from different periods.

**Mosque of Ibn Tulun** is built between 876 and 879 AD; it is one of the oldest intact mosques in Cairo, characterized by its unique Minaret. It is still in use now a day. (Plate: 3.08)

**The Citadel of Saladin (Salah El- Din) was built between 1176 and 1182 AD.** It provides a panoramic view of Cairo from Al Moqatam Hill. The citadel complex includes the Alabaster mosque of Mohamed Ali, "Al Gawhara palace," the military museum and the citadel outdoor theatre.

**The Mosque and Madrassa (School) of Sultan Hassan** is a masterpiece of mamluke architecture, includes bronze doors inlaid with gold, silver and marble panels. It has glorist entrance of the Islamic monuments in Egypt; it is located on Saleh El-Din square in El-Qalla area.

**Al-Azhar Mosque** is the first Fatimid mosque in Cairo. It was founded in Midan Hussein by Gawhar al-Sikilli in 971 AD as both Mosque and Madrasah, named after Fatima al-Zahraa, the daughter of Prophet Muhammad. It is considered to be the oldest Islamic university, the first lecture having been delivered in 975 AD. (Plate: 3.09)

**The Blue Mosque** is located in Tibbanah Street; it was founded by Prince Agsunqur Al-Nassery in 1347 AD. It was named because of the splendid blue mosaic on its wall.

**The Alabaster Mosque (Mosque of Mohammad Ali)** was built in 1830 AD on the northern elevated part of the citadel, visible to all parts of Cairo. It was also named because its walls are faced with Alabaster on both sides. (Plate: 3.10)

### 3.2.B ALEXANDRIA

Alexandria famously known as the *pearl of the Mediterranean* located on the Mediterranean Sea coast to the north west of delta. It is twenty three centuries old, and its founder was Alexander the Great.

It is the second largest city in Egypt and has greatest summer resort in the West Asia. Its ambience and cultural heritage distance it from the rest of the country although it is actually only 225 km. from Cairo. Founded by Alexander the Great in 331 BC, Alexandria becomes the first capital of Graeco-Roman Egypt. Its status as a beacon of cultural symbolized by pharaoh. The legendry house that was one of the Seven Wonders of the World built in 279 BC and topped with a statue of Poseidon.

Since the 19<sup>th</sup> century, Alexandria has played a new role, as a focus for Egypt's commercial and maritime expansion. Generations of immigrants from Greece, Italy and East settled here and made the city an international center of commerce and Bohemian culture; Lawrence Durrell described it as "the capital city of Asiatic Europe".

Today, Alexandria is considered to be the second capital of Egypt. It is distinguished by its strategic location, moderate climate and its beautifully fined sandy beaches which cover a large area between *Agamy* in the west of *Abu Qeir* in the east. Riding horse chart is favorite choice of tourist in Alexandria (Plate: 3.11).

Various religious sites are wide spread in Alexandria of which are: the Jewish synagogue in *Al-Nabi Daniel Street*, *st. Marc Church* established in the first century AD by Saint Marcus, Saint Catherine church and Abu Mina monastery which lies 50 km. from Alexandria.

Today, traces of all these pasts remain, visitors can eat seafood caught by local fisherman, take a tram to view Roman ruins or drink coffee in European-style coffee shops and cafes. Alexandria, a waterfront city runs along the Mediterranean for 20 km. Alexandria is a year-round resort. In winter, the sun still shines along the white sand coast while yachts race in the harbor. In summer, sun lovers seek out the cooling sea breezes.

Downtown stretches from Saad Zaghloul Square to the seafront, where there is a statue of Saad Pasha (plate: 3.12). This was formally the site of the Caesareum, a magnificent temple built by Queen Cleopatra for her lover Mark Anthony, a roman General with whom it is alleged had stormy relationship. Two famous obelisks (one known as “Cleopatra’s Needle”, now on the embankment in London: the other in New York’s central park) were set up here. Unfortunately all traces of the temple have disappeared due to lack of maintenance. The city has many modern buildings like Cecil hotel (Plate: 3.13) which present dabbling view post-colonial architecture. Hotel, views with more modern buildings. The unique soldier monument is located near Tahrir Squqre. If one tour here can still see old street name plates and find the jewellery and antique shops for which the area was known, as well as modern restaurants and cafes.

**Alexandria New Library:** - Alexandria is famous for the existence of history dating back to 2300 years in the Ptolemic era. The library was a cultural and intellectual complex for all scientists and a source of knowledge to the Mediterranean region. Now, the old Alexandria library was renewed by establishing the new Alexandria library that was inaugurated on 16<sup>th</sup> October, 2003. It was a world celebration, attended by some of the world leaders and heads delegation of 80 countries (Plate: 3.14).

*The new Alexandria library includes:* the central library, youth library, library for the blind, planetarium, science museum, scripts museum, antiquities museum, and the international institute for information studies, conference centre and its services.

**Kom El Dekka:** - It is an archaeological sites belonging to Ptolemic era. It includes houses, cisterns workshops and Byzantine school.

**The Roman Amphitheatre:** - It is the most attractive tourist site in Alexandria near Kom El Dekka. It consists of 12 rows of semi circular marble benches for up to 800 spectators, display halls and mosaic-arena. It is considered the only relic of its kind in Egypt. In Ptolemic times, this area was known as the park of pan, a recreational garden surrounded by Roman villas and baths.

**Pompey's Pillar:** - It is a magnificent structure dates back to the third century AD. It is a 25 meter tall red granite column constructed in honor of the Emperor Diocletian, with two pink granite sphinxes (Plate: 3.15).

**The Graeco–Roman Museum** has collection of fascinating record of a civilizations covers the period from the 3<sup>rd</sup> century B.C. to the 7<sup>th</sup> century A.D. The museum exhibits the record of Graeco–Roman, Pharaonoc and Christianity religion, which include mummies, Hellenistic statues, and busts of Roman emperors, Tanagra figurines and early Christian antiquities (Plate: 3.16).

Alexandria Islamic Landmarks comprises **El-Attareen Mosque** located nearby El-Attareen market. And **The Mosque of Abu El-Mursi** is the city's biggest mosque and has been built in an Andalusian style with four domes and a towering minaret. (Plate: 3.17, Plate: 3.18)

**Qaitbey Fort:** - Located on the northern tip of the Eastern Harbor, Sultan Qaitbey's fort is an Alexandrian landmark. Today, the fort houses a mosque and the Naval Museum; it also provides wonderful views of the city and the Mediterranean Sea. (Plate: 3.19)

**The Sinking Monuments:** - Recently, the sinking monuments under water in the Eastern Harbor and to the east of Qaitbey fort have been discovered. These sinking monuments are known as "Cleopatra Empire" which includes colorful places, rich inscriptions, ships and more than 5000 Pharaonic statues. A roman style diving centre is located in the Greek club next to the Qaitbey fort.

### **Landmarks and Gardens**

*The conference centre, 490 m. long Stanly Bridge and The Eastern Harbor* are important landmarks of Alexandria. It is a ground structure and the city's foremost pleasure resort, built in a mixture of Turkish and Florentine styles.

*The International Park* offers facilities for several cultural, recreational and water sports activities; besides, it comprises several galleries and restaurants.

**Abu Qir District:** - A small fishing village of Alexandria Governorates where tourist can enjoy sunbathing, fishing, swimming and eating fresh seafood at

different restaurants. Adjacent to it is situated 1000 years old city named Medinet Al Khataya “pleasure town”. The old city has imprints of the Pharaonic, Ptolemic and Byzantine periods. Two large statues of goddess Isis and God Serapis have been discovered recently.

### **Tourist Beaches of the North Coast**

The north coast is lined with beaches, extending from eastern beaches like M'mour to Marsha Matruh in the west extending up to the Egyptian borders and Sallum. The beaches of the North Coast of Egypt are generally comfortable and characterized by soft sounds, clear waters and Mediterranean climate or fine weather. Following are the important and most attractive beaches of the North Coast of Egypt.

***Sidi Kreir Beach***, a private beach 34 km. west of Alexandria.

***El-Alamein Beach***, the area is 104 km. west of Alexandria with excellent beaches and places for accommodation. It known for its serenity, it's fascinating and moderate climate. Alamein is historically recognized, because decisive battle between the Axis and Allied forces was fought during the Second World War.

***Sidi Abdel-Rahman Beach***, is 127 km. west of Alexandria, overlooks a quit bay distinguished by its crystal clear water and dry weather.

*From Alexandria tourist can make trips to the following areas:*

**King Mariut:** - It is 25 km. from Alexandria, the most suitable for rheumatic and cardiac patients and for those who seek relaxation.

**Abu Mina Area:** - It is 65 km. from Alexandria, contains Mari Mina monastery and some other historical buildings.

**Borg Al-Arab Area:** - It is located 52 km. from Alexandria, contains Abu Seir temple and Hilton Borg El-Arab hotel.

**Wadi Al-Natroun Area:** - Located south east of Alexandria. It is one of the places which the Holy Family passed through. It contains four Christian monasteries: *Abu Makkar, Al-Baramos, Anba Bishoi and Al-Sorian.*

### **Marsa Matrouh**

It is the capital of Matrouh governorate, located 290 km. west of Alexandria. It is noted for its beaches which extend for seven km. with its fine white sand and transparent quiet as it is protected by a chain of natural rocky break waters extending in the sea parallel to the beach. Matrouh distinguished by seven beautiful beaches o which are: *El Gharam (love) Beach, Rommel Beach, Obayed Beach and Agiba Beach* which is 28 km. west of Marsa Mathouh and is noted for its natural caves and fascinating scenery which were the reason to name the beach as Agiba (wonder).

#### ***There are other tourist sites in Marsa Matrouh:***

Cleopatra Bath, a rock hewn whirlpool bath offshore which was used by Anthony and Cleopatra, a ruined temple built by King Ramses II, an early Coptic Chapel and “Rommel’s Hideout”, a cave where the General Planned his military campaigns which later turned into a military museum. The museum houses his most important belongings, the arms and military tools used at that time.

### 3.2.C LUXOR

It is most beautiful town of the upper Nile located on the eastern bank. It is 670 km. south from Cairo and has been the sacred heart of ancient Egypt. It is the world greatest outdoor museum, rich in the awe-inspiring monuments of ancient civilization.

It was the capital of Egypt during the New Kingdom (1567-1085 BC), it was called as “waset” which means “mace” to express the extreme authority of this city, then the name was changed to Thebes and Homer described it as “*City of the Hundred Gates*”. Its recent name, Al-Oqsor, which means “*The City of Palaces*” named by Arabs. It is the dazzled with its palaces and temples which are still survived by the virtue of its granite and sandstone buildings.

Luxor has often called the world’s greatest open air museum, as indeed it is and much more. The number and preservation of the monuments in the Luxor area are unparalleled anywhere else in the world that known of.

Actually, what most people think of as Luxor is really three different areas, consisting of the city of Luxor on the east side of the Nile, the town of Karnak just north of Luxor and Thebes, which the ancient Egyptian called waste, which is on the west side of the Nile across from Luxor.

Luxor area is a major attraction for tourist in Egypt. It has been a tourist destination since long. Even in ancient times, during the late dynasties of the Greek and Roman periods, the area drew tourists, and has been doing so ever since. Today Luxor is well equipped to accommodate tourists with hotels and in general a tourist industry ready and willing to serve the people from many countries that descend on this area of the Nile Valley every year. Within Luxor one will find the colorful signs of restaurants and cafes, as well as bazaars where the usual variety of Egyptian souvenirs can be found including the clay pots used by locals for cooking, which are more usual.

The River Nile divided *El-Oqsor* area into two banks. On the east bank, the City of the Living, Luxor and Karnak temples greet the sunrise. The sunset on the west bank throws shadows through the City of the Dead: the tombs of

the Nobles, the Valley of the Kings, and the valley of the Queens, Hatshepsut's temple.....etc.

Luxor today with some 150000 people has all the amenities including a variety of hotels, bars, nightclubs and restaurants <sup>2</sup>.

### **East Bank**

*'There is in truth, no monument in the world to compare with it'.*

**Luxor Temple:** - It is located in the downtown beside the cornice. It was constructed for the worship of *God Amon Ra* whose marriage anniversary to his wife (*Mut*) was celebrated once a year. The construction of the temple dates back to *Amenhotep III* and *Ramses II*. It includes two huge statues representing the king seated. Two obelisks precede the temple, one of them still exists and the other is erected at concord square in Paris. (Plate: 3.20)

This temple is also famous for its huge columns which end with the shape of papyrus plant, its façade is decorated with inscriptions tell the story of Qadesh battle between *Ramses II* and *Hetties*.

**Karnak Temple:** - It is a complex of temples known to the ancient Egyptians as "*Iput-Isut*", the most imposing of places, Karnak temples are built on a massive scale. (Plate: 3.21)

The temples start with the Avenue of Rams which representing God Amon (symbol of fertility and growth). Beneath the Ram's heads, small statues of *Ramses II* were carved. This complex consist of three temples, the biggest part of it dedicated to God "*Amon*", the smallest part was for God "*Khunsu*", *Thebes God*, but the southern part was for Goddess "*Mut*".

**Luxor Museum:** - Established in 1975 to exhibit the new discoveries in the area during the excavations. The museum is located between the temples of Luxor and Karnak. It houses Pharaonic relics from Luxor and the nearby sites. (Plate: 3.22)

**Mummification Museum:** - Recently inaugurated in the visitor centre in Luxor. It is the first one of its kind in the world. It houses 150 relics of

mummies, coffins, the mummification tools which the ancient Egyptian physician used, and paintings representing the religious funerary rituals.

### **West Bank**

#### **The Funerary Temple**

**The Colossi of Memnon:** - The only remains of Amenhotep III funerary temple, in Qurna area.

**Madinet Habu Temple:** - Houses Amenhotep I temple which was completed by Thutmose I, II and III. It also includes Ramses III temple whose walls are covered with well preserved religious and military scenes. (Plate: 3.23)

**The Ramesseum:** - It is 2 km. from Dier El-Madina, it is Ramses II's marvelous funerary temple, located at western thebes. (Plate: 3.24)

**Valley of the Kings:** - These tombs are ordered by the kings of the new kingdom to be carved in the rock-faces of the valley, to safeguard them against grave-robbers. (Plate: 3.25)

**King Tut Ankh Amon's Tomb:** - The most famous tomb at the valley of kings dates back to 1352 B.C. In 1922, Howard Carter discovered the tomb of king Tut Ankh Amon fabulous treasures which caused a worldwide sensation.

The valley of kings also houses the famous tombs of: Ramses III, IV, Amenhotep II, Seti I, Horemheb and Thutmose III.

### **Valley of Queens**

**Nefertari Tomb:** - The most renowned at the valley of the Queens, she was the wife of Ramses II; it was discovered in 1904 B.C. The tomb has been recently opened to the public in 1995 B.C. after its restoration in 1986 B.C.

**Deir El-Madina:** - It is one km. to the south of the valley of the Queens, It was the residence of the artists of the kings, Deir El-Mdina named dates back to the Ptolemaic era.

#### ***Deir El-Madina area contains:***

- The town of workmen, craftsmen and artists who built the tombs.

- Ptolemaic temple: it is located to the north of the workmen's town, built by Ptolemy II in honor of the deities Hathor & Ma'at.
- The tombs of workmen & artists: distinguished by its marvelous wall – paintings represent the activities of daily life.

**Day Trips:** - Luxor is an ideal base for trips to Esna, Dendera and Abydos tourist sites.

**Temple of Esna:** - Located to the south of Luxor, constructed for the worship of Khnum, the God of creation, in the form of Ram's head. It is one of the Greco – Roman temples within the hypostyle hall constructed by King Ptolemy VI and completed by the Roman Emperors. Nearby is a Christian monastery of Mataoos which is known as “El – Fakhury” after the Pottery industry of that area, it is located in Esna Asfon El – Mattagha mountains, and El – Shohadaa monastery which is 4 km. from Esna. (Plate: 3.26)

**Dendera Temple:** - Located on the west bank of Qena city, about 60 km. north of Luxor. It is one of the Greco – Roman temples for the worship of Goddess Hathor. It was built by King Ptolemy II and its construction was completed by the Roman Emperors. The ceiling of the hypostyle room has an astronomic decoration with the symbolic representation of the sky.

**Abydos:** - it was the main seat of Osiris worship, “god of eternity”. The Temple of Seti I with its painted reliefs is the best preserved among the ruins of Abydos, while the Temple of Ramses II walls record the famous battle of Qadesh.

**Ekhmeen:** - It is located in Suhag governorate. It was called as “min” after the fertility god, in the Pharaonic era, its main monuments are:

- **Ramses II temple** contains the statue of Ramses II daughter “Mryet Amon” which is 11 m. long.
- **El-Hawawshy tombs** date back to the reign of the old and middle kingdoms.
- **El-Salamony tombs:** have a mixture of Greco and Roman arts.
- **Handicrafts:** distinguished by handmade textile such as carpets.

### 3.2.D ASWAN AND NUBIA

Aswan, Egypt's sunniest southern city and ancient frontier town located about 128 km. south of Luxor, has a distinctively African atmosphere. Its ancient Egyptian name was Syene. Small enough to walk around the graced with the most beautiful setting on the Nile, the pace of life is slow and relaxing. In Aswan the Nile is at its most beautiful, flowing through amber desert and granite rocks, round emerald islands covered in palm groves and tropical plants. Explore the souk, full of the scent and color of spices, perfumes, scarves and baskets. View the spectacular sunsets while having tea on the terrace of the old Cataract Hotel. Aswan has been a favorite winter resort since the beginning of the nineteenth century, and it's still a perfect place to get away from it all. Every night Nubian dancers and musicians perform in the culture centre, just off the cornice. Folklore troupes create scenes from village life and famous Nubian mock stick-fight dances.

The city proper lies on the east bank of the Nile. The bazaar runs along the cornice, which continues on to cemetery, with its forest of cupolas surmounted tombs from the Fatimid period.

**Nubia Museum:** - The idea of setting up the museum in Aswan has been the outcome of the international campaign for saving Nubia monuments, supported by UNESCO. It houses 3000 rescued antiquities representing different periods: Pre-historic, Pharaonic, Graeco-Roman, Coptic and Islamic. (Plate 3.27)

**Botanical Island (Ketchener):** - This Island is a botanical garden filled with exotic plants and trees imported from all over the world. It is the perfect place to spend a lazy afternoon in the shade.

**Elephantine Island:** - It is so called where the spread of elephants hunting and ivory trade in this islands. The ancient stronghold of Elephantine Island separates the Nile in to two channels opposite Aswan. Walk through Nubian villages to the small museum, set in shady gardens. Nearby is a Nilometer dating from the Roman era. The ruins of the many temples that had been here still be seen, including the Temple of Khnum, originally erected during the old

kingdom, a Graeco–Roman necropolis and the Temple of Satet, built by Queen Hatshepsut.

**The Monastery of St. Simeon:** - Originally founded in the 7<sup>th</sup> century A.D. Rebuilt in the 10<sup>th</sup> century, the monastery was a refuge for missionary monks who converted the Nubians to Christianity. Moreover, it includes a church, whose frescoes are still extant representing Jesus Christ and the Saints. It was the biggest Coptic monasteries in Egypt.

**The Unfinished Obelisk:** - The unfinished obelisk, its height is 41 m. and weight reached 1150 ton, still lies where a crack was discovered as it was being hewn from the rock. Nearby is the Fatimid cemetery which houses hundreds of mud–bricks tombs dating back to the 9<sup>th</sup> century.

**The Tombs of the Nobles:** - The northern hills of the west bank abound in rock-hewn tombs of princes dating from the Kingdom to the Roman era; at night they are illuminated with spotlights and can be clearly seen from the east bank of the Nile. Inside, the tombs are decorated with vivid murals depicting scenes of everyday life, hieroglyphic biographies and inscriptions showing the noblemen journeys into Africa.

**Philae Temple:** - Situated 8 km. to the south of Aswan-city. After the construction of the High Dam, Philae Temples were dismantled and rebuilt on Agilika (about 500 m. from its original place on Philae Island). Its various shrines and sanctuaries, which include a temple of Hathor, a birth house and two pylons, glorify all the deities involved in the Isis and Osiris myth. There are some archaeological sites which added in different eras. At night, tourist can enjoy the sound and light show, an interesting experience as flood light buildings are silhouetted against the volcanic rocks and surrounded water. (Plate: 3.28)

**The High Dam:** - The world famous High Dam was an engineering miracle when it was built in 1960. Today it provides irrigation and electricity for the whole of Egypt, and together with the Old Aswan Dam which about 6 km. downriver, offers wonderful views for visitors. Tourist can gaze across Nasser

Lake, Kalabsha in the south and the huge power station to the north. Aswan Hanging Bridge is another attraction for tourist. (Plate: 3.29)

**Temple of Kom Ombo:** - The magnificent ptolemic temple is in awe-inspiring setting on high ground by the Nile. The temple is famous for its twin entrances, halls and sanctuaries. Sculpted wall reliefs include one showing ancient surgical tools, bone-saws and dental tools. Three mummified crocodiles found nearby are now in the chapel of Hathor. (Plate: 3.30)

**Temple of Edfu:** - Edfu is 105 km. north of Aswan. It houses the best-preserved cult temple in Egypt which is an essential landmark for archaeological enthusiasts. Dedicated to Horus, the falcon – headed God, it was built, during the reign of six ptolemies. The temple, which rivals those at Luxor in grandeur, also comprises a Nilometer, a court of offerings and a huge pylon at its entrance.

**Nubia:** - Nubia is the stretch land next to the Nile from Aswan down to Khartoum in the south. Nubians are depicted in many tombs paintings and reliefs, usually as mercenaries or traders. Nubia houses dozens of sites of archaeological interest, twenty four temples, as well as fortresses and tombs. Today one can take a luxury cruise round Nasser Lake and discover the “New Nubia”, viewing temples that have rarely been seen since the beginning of the nineteenth century.

**Kalabsha Temple:** - It's considered one of the biggest temples that was built in the era of the 18<sup>th</sup> dynasty and dedicated to the fertility God “Mandulis”. Reachable by taxi or boat depending on the water level, the sandstone edifice was built by the Roman Emperor Octavius Augustus. Nearby, is another of Ramses II Nubian monuments to show his military power; Beit Al-Wali celebrates his victories over the Nubians, Ethiopians, Asiatic and Libyans; brightly-colored scenes inside the temple show Ramses making offerings to the gods.

### 3.2.E ABU SIMBLE

*“.....a witness turned to stone as evidence to posterity of the power of the divine pharaoh.”*

Abu Simble Temple is among the most magnificent monuments in the world. Their removal and reconstruction were historic events. During the salvage operation, which began in 1964 and continued until 1968, the two temples were dismantled and raised over 60 m. up the sandstone cliff where they had been built more than 3000 years ago. Here they were reassembled, in the same proportions, and covered with an artificial mountain. Tourist can go inside the man – made dome and see an exhibition of photographs showing the different stages of the massive removal project. Three daily shows of Sound and Light are held in eight languages. The design of Abu Simble Temples is unique. Rock-hewn “grotto” temples, although unusual in Egypt, are frequently found in Nubia. The image of the main temple façade, with its four colossi and row of grinning baboons, is well known all over the world. The smaller temple is located north to the greater one, hewn in the rock built by Ramses II and dedicated to Hathor, Goddess of love and beauty, and to his wife Nefertari. Even today one can still feel the might of the pharaoh God in this edifice dedicated to masculine prowess and military power. Equally, the love of his wife and children are symbolized in the flowers and femininity of the smaller temple. The rays of the sun still penetrate to the Holy of Holies deep in the rock of the main temple, known as the perpendicular sun on Abu Simble Temple, on the same two days year: the 22<sup>nd</sup> of February, the king’s birthday and 22<sup>nd</sup> of October, the date of his coronation. This timing is probably connected to the symbolic unification, via the rays of the sun, of the statue of Ra – Horakhty and the statue of Ramses II.

### 3.2.F The Red Sea Coast

*“.....That great corridor of purple mountains and radiant water.....  
Here and nowhere else, is a vestibule between the Levant and tropics”.*

*E. M. Foster describing the Gulf of Suez, 1923.*

Egypt's Red Sea coast runs from the Gulf of Suez to the Sudanese border for 1080 km. It is mineral-rich red mountain ranges inspired the marine of antiquity to name the sea Mare Rostrum, or the Red Sea. It is one of the God magnificent endowments.

Hermits (Monks) seeking seclusion founded early Christian monasteries here, sharing the wilderness with Bedouin tribes. The crags and valleys of the Eastern Desert are the fascinating tourist sites. The beautiful landscape along with the herds of ibex and gazelle are the main attraction for tourists. The Red Sea itself, dotted with coral reefs, fringed by ancient ports, abounding in underwater life, has a rich maritime history which stretches back through centuries.

The thermal wind that once speed clippers to the east still bring thousands of migrating birds to the shores of the Red Sea, making it a paradise for bird-watchers. Today, the ancient ports are well known for some of the best diving and fishing resorts in the world. Sunbathers relax on white sand beaches, or find shade in the mangrove lagoons that line the coast, while snorkelers explore the underwater wonders of the Red Sea remains.

#### **Main Island**

The big and small Geftun Island, Abu El Nehas, Om Qamar, El-Fanadir, Abu Ramada. Om Gaweesh, Abu Menqar, Shedwan, the big and small Seoul Islands, El-Zabarged. Moreover, there are some other islands.

#### **Main Cities: -**

Hurghada, El Gouna, Ras Ghareb, Safaga, El-Qusseir, Marsa Alam, Berenice and El Shalateen. (Map: 3.00)

#### **Hurghada (The Capital)**

Hurghada was founded in the early 20<sup>th</sup> century, and until a few years ago, remained a small fishing village. But today, it has gone on to become a

foremost tourist resort of the red sea coast and on international centre for aquatic sports. It is now famous for water windsurfing, sailing, deep-sea fishing, and swimming and above all, snorkeling and diving. The unique under water gardens offshore are some of the finest in the world, justifiably famous amongst divers. The warm waters here are ideal for many varieties of rare fish and coral reefs, which may also be observed through glass bottom boats. This has many fine accommodations, usually offering warm and efficient service. Restaurants are mostly along the main road. Hurghada have complete collections of flora and fauna of the Red Sea.

Today, Hurghada is known as a party town, particularly among Europeans. In Hurghada life begins at night with many clubs. They are particularly frequented by the young, but certainly many others of all ages.

Hurghada is considered the cradle of holiday tourism, where thousands of older Europeans and other come with their families to enjoy the sun. Islands near Hurghada offer all kinds of fun and excitement trip in the glass – bottom boat or panorama submarine, besides the fashionable kind of sports like wake – boarding or kite surfing. Day-trips or safaris to explore the Red Sea Mountains by camel or jeep are also available.

More than 100 diving centers in Hurghada that entice tourist with offer of scuba diving. Kite surfing is rapidly expanding in town due to the local weather conditions: virtually permanent wind and endless sunny days. Giftun Island is the Hurghada hallmark visible from the whole 45 km. city coast a coppery desert island reachable in about an hour boat trip. Most diving centers and tour offer a full day excursion to this paradise. A day spent snorkeling on the outstanding reefs around the island, lounging later on the sparkling white sand beaches or swimming in the turquoise lagoons makes an unforgettable experience and the kids will love it too. For adventure and excitement the Eastern Desert safaris can be usually experienced either for a half – day or a full day basis from Hurghada. The ways to visit natural sanctuaries are various and all exciting. The most traditional is with 4x4 vehicles, combined with a camel ride. All tour operators and hotels offer a selection of desert safaris

including night time safaris which finish with a great barbecue under the star. Mons Claudianus is an archaeological site southwest of Hurghada on the road from Safage to Qena. At Mons Claudianus tourists can visit the granite mines, the largest and best preserved Roman site in the Eastern Desert. Most tour operators offer an excursion to this fascinating site, but it can also be reached by renting a taxi for the day.

Hurghada is known for beach parties which involve fire acrobats, live bands, performing dancers, light shows, famous DJ's performing live and much more. Also popular with the tourists is the Papas club, with many groovy European bands playing live regularly.

In a 1001 Nights Palace just 10 km. off Hurghada downtown, it is a full immersion in an exotic timeless oriental atmosphere. The dinner with the highlights of the traditional Egyptian food is served during a marvelous show, which takes tourists from the age of the Pharaohs and the ancient cults to the oriental legends of Sherezade, through to the folklore of Nubian drums and the amazing ability of the belly dancers.

**El Ain El Sukhna:** - Located 55 km. south of Suez, it is one of the most beautiful areas on the coast of the Red Sea. Its Arabic name is "El Ain El Sukhna" which means "hot spring" and it was named after the nearby sulphur springs, in Gebel Ataka, a nearby Eastern Desert mountain. It is a region that stretches from just south of Suez down the coast and mostly consists of a port along with a series of resort complexes, with a few independent restaurants. Moreover it is famous as summer and winter resort.

**Zaafarana:** - It is 217 km. from Cairo, distinguished by its sand beaches, coral reefs and different tourist villages and resorts which give the opportunity for vacationers to enjoy spending their vacations.

**El Gouna:** - Located 25 km. north of Hurghada. It is a tourist resort developed recently with ultra-modern facilities. It consists of several tourist resorts, international hotels of different categories, diving centers and a golf course. It has a small airport for handling private planes.

**Ras Ghareb:** - Located 160 km. north of Hurghada. It is one of the most famous cities on the Red Sea and one of the most important centers for extracting oil.

**Safaga:** - It is 65 km. south of Hurghada. It is a marine port connected by the regular cruise shuttle service line with Jordan and Saudi Arabia. Safaga city is considered one of the most important therapeutic tourist centers as special medical researchers have proved the potential of attracting international tourism to Safaga. The resort is reputable for its unpolluted atmosphere, black sand-dunes and mineral springs which have acquired specific characteristics for the remedy of rheumatoid and psoriasis.

**El – Qusseir:** - It is 80 km. south of Safaga. It is an excellent site for camping. Recently, several hotels of different categories have been established. Tourists can practice water sports. It is an important port for exporting phosphate, connected with Qena city by a paved road of 220 km. long.

**Marsa Alam:** -It is 135 km. south of El Qusseir and 270 km. south of Hurghada. It is a suitable place for fishing and diving. The international airport of Marsha Alam had been inaugurated with the BOT system which receives charter flights and also the international anchorage of Port Ghalib which is located about 5 km. to the north of Marsa Alam, and is well equipped to receive local and international yachts. Due to big tourist center it enjoys the pleasures of the Red Sea and its exotic beaches.

**Berenice:** - A small town about 12 km. south of Marsa Alam, rich in fish and is an excellent therapeutic centre. From peridot hill, there are fascinating views of the surrounding blue lagoons rich in marine life and home of many dolphins.

**El Shalateen:** -It is 520 km. south of Hurghada. It is a beautiful coastal town with many tourist resorts. It has fine beaches with a diving center. To the south of El Shalateen is the natural preserved area of Elba which attracts tourists.

***The most famous diving areas on the Red Sea are:***

- Ras Abu Souma
- Tabia Hamra

- Tabia Arabia
- Gamal Syria
- Panorama Rif
- Shaab Shaier
- Abu Kian
- Marsa Alam

### **Natural Preserved Areas**

**Elba Preserved Areas:** - Represents the areas of Elba Mountain, Da'eeb, Abrak and the coastal islands of the mangroves and plains which combine a collection of rare animals, wild plants and marine birds.

**Wadi El Gammal (Hamata Preserved Area):** - It is 6 km. south of Marsa Alam and area is 7450 square km. it includes a collection of mangroves, coral reefs, marine herbs, as well as some kinds of plants and rare animals.

**Archaeological Sites:** - The Red Sea region abounds in monuments of various historical eras.

**1. Pharaonic and Roman Antiquities:** - There is a collection of Pharaonic inscriptions in Um El-Fawageer in El-Hamamat valley (235 km. south of Hurghada), in addition to Roman ruins (71 km. south of Harghada), and the remains of Roman temples in Gabal El-Dokhan (65 km. north of Hurghada).

### **2. Christain Monuments**

**a. St. Anthony's Monastery:** - It has on Za'afarana / Koreimat Road, 50 km. north of Za'afarana, at the foot hill of the mountain below a high hillrock overlooking the sea. This monastery is considered one of the largest and oldest Christian monasteries as its construction dates back to the 4<sup>th</sup> century A.D.

**b. St. Paula's Monastery:** - It has on the Ras Ghareb/Za'afarana Road. Its construction dates back to the 4<sup>th</sup> century A.D.

### **3. Islamic Monuments**

One of the most important Islamic monuments in the Eastern Desert is the mausoleum of Sheikh Abu-El Hassan El-Shazli. It is 150 km. from Marsa Alam city. It dates back to 656 A.H.

**The citadel of Sultan Salim of El Qusseir** has 140 km. south of Hurghada is another noted Islamic monument of the Red Sea region.

### 3.2.G SINAI

#### *“Land of discovery”.*

Sinai is a triangular shape peninsula surrounded on the east by Gulf of Aqaba and on the west by Gulf of Suez. The northern shore is washed by the waters of the Mediterranean Sea. It connects the continents of Asia and Africa provides an easy access to the Egyptian main land and considered the entrance from the east. It was the cradle of the three great religions, where Moses witnessed the burning bush; the Holy Family passed a long during its flight to Egypt and where Amr Ibn El Aa's went a cross during conquers of the country.

Sinai distinguished by natural fascinating landscapes such as deco mountain and palm trees which extend parallel to the coast in the south, fresh water springs with its therapeutic properties, rare kinds of fish and coral reefs. Its coasts are the best place for practicing water sports, resorts, tourist villages and different diving centers exist on its beaches.

Sinai is divided in two governorates, viz. North Sinai Governorate, its capital is El-Arish, and South Sinai Governorate, its capital is El-Tor.

#### **North Sinai Governorate**

It lies on the coast of the Mediterranean Sea, and covers the area between Balouza in the west, to Rafah in the east. The coastal line is known for its abundant olive and palm trees.

The main beaches of North Sinai are Bardwil Lake, Rommana. Al-Masaid, Bir El-Abd, Rafah, Al-Nakhil, Al-Sheikh Zuwayed, Abu-Shnar and Al-Arish. (Map: 3.01)

**Al Arish** is the capital of Northern Governorate distinguished by its clear blue water, widespread fruitful palm trees on its coast and its soft and white sand. It has a marina for yachts and a lot of luxury hotels.

**Sheikh Zuwayed** an important city is situated between Al-Arish and Rafah on the coast of the Mediterranean Sea.

**Rafah** is about 50 km. east from Al-Arish and 369 km. from Cairo. It is the only eastern outlet of the Egyptian international bounds on the coast of the Mediterranean Sea.

**Rommana** lies on the Mediterranean Sea; it is distinguished by tranquility and beautiful landscape.

#### **Tourist Attraction**

- a. **Al – Arish Citadel:** - Built on the hill side south west of Al-Arish, on the ruins of the Pharaonic fort. The fort has been demolished except two towers and the eastern wall. It has been constructed by the Turkish Sultan Soliman El Qanouny in 1568 A.D.
- b. **El Maghara Citadel:** - it lies on the south of El-Arish city which is 100 m. above sea level.
- c. **Nakhl Citadel:** - It is located in Nakhl village south of Al-Arish, constructed by Kansowa Al-Ghuri in 1516 A.D. The visitor has access to it by the Middle Road of the North Sinai Governorate viz. Ismailia, Ggefgafa, El Hassana then Nakhl or from Al-Arish to El Hassana then Nakhl.
- d. **Farma Citadel:** - It is 32 km. from Qantara East on the way to Al-Arish. The citadel has 36 defence towers constructed by Al-Mutawakel Ala Allah.
- e. **El Arish Museum** is famous for its excellent handicrafts and local jewellery.
- f. **Tabbet El Shagara:** - it is 10 km. from Ismailia and consists of two fortresses.

#### **Natural Preserved Area**

- a. **Zaraneek and Bardeweel Preserved Area:** - Its unique location between the three continents of Asia, Africa and Europe makes thousands of migrant birds fly over it during spring and autumn. There are over 155 different kinds of plants and herbs, 19 different kinds of mammals, 24 different kinds of reptiles and 200 different kinds of birds.

- b. Al Ahrash Coastal Region in Rafah:** - It is about 6 sq km. and is located in the northern east corner of Egypt. It is rich in natural resources, acacia, camphor trees and pastures.

### **South Sinai governorate**

It extends from Taba on the Gulf of Aqaba through the north of Al-Tih Desert (the labyrinth) to Ras Messalla on the Gulf of Suez in the west till Ras Mohammed in the South. It has the highest mountain in Egypt, the summit of Saint Catherine which is 2637 meters above sea level. Its capital is Al-Tor on the Suez Gulf, about 410 km. from Cairo. It is distinguished by its wonderful climate throughout year and by its various fruit orchards. It has international airports at Sharm El-Sheikh, Saint Catherine and Taba, in addition to Al-Tor airport. It also hosts Nuweiba and Al-Tor ports. Its main cities are Abu Rodeis, Ras Sidr, Saint Catherine, Sharm El-Sheikh, Taba, Dahab and Nuweiba.

**Al-Tor** is the capital of South Sinai. It is 410 km. from Cairo, located on Suez Gulf, it contains:

**Hammam Moses (Moses Bath):** - It is distinguished by its sulfuric springs, valley monastery which dates back to Roman era (6<sup>th</sup> century A.D.), Islamic monuments date back to various eras (Ottoman, Fatimid and Mamluke) and different categories accommodation.

### **Sports and Recreational Beaches in South Sinai**

South Sinai characterized by its beautiful beaches which are about 600 km. of soft sand and turquoise warm water. It is rich in several rare marine life and exquisite coral reefs. It is suitable for practicing water sports such as diving, fishing, wind – surfing and water skiing.

**Ras Sidr:** - Overlooks the Suez Gulf and is distinguished by several natural tourist aspects: towering mountains, huge valleys, soft golden sand-beaches and clear blue water. Moreover, it is considered a beautiful winter and summer resort.

**Ras Mohammed:** - Lies at the peak of Sinai Peninsula, between Suez and Aqaba Gulfs, renowned for having the most exquisite coral reefs in the world and being a refuge to rare marine life. The protected area of Ras Mohammed is the fit place for diving into a world – famous paradise of coral reefs and tropical fish.

**Nuweiba:** - Famous for its beautiful sandy beaches, it is another exciting place for diving and practicing under water sports. Tourist will see both the imposing mountains of South Sinai and green oases along palm – fringed beaches. Sea and desert adventures: camel ride, off road vehicles, mountain climbing, diving and snorkeling to enjoy rare marine life.

**Taba:** - Considered Egypt's eastern border line overlooking Aqaba Gulf, 70 km. from Nuweiba, characterized fascinating natural beauty, clear blue water and abundance of bays which are considered among the landmarks of this tourist region. It has an international airport.

**Pharaoh's Island:** - Famous for Salah Al-Din's fort, it has a unique location, besides its historical background. It occupies a strategic position overlooking Aqaba Gulf where the visitor can get to Saudi Arabia, Jordan and Taba. It has also a marina for yachts and boats.

**Firan Valley:** - Famous for its vegetables and fruits fields, Deir El Banat is a monastery located in high mountains which are regarded as the most beautiful in the world due to their various colors and shapes. There are natural springs, medical plants and herbs which heal many ailments (Plate: 3.31).

**Sharm el-Sheikh:** - It is 336 km. from Suez, 14 km. from Ras Mohammed. It lies on the Aqaba Gulf, it is an international summer and winter resort preferred by vacationers to practice fishing, swimming, diving and relaxing. It has places for accommodation, tourist villages, hotels connected with well – equipped diving centers, camping site and a club. A cruise service connects Sharm El-Sheikh with Hurghada, the cruise takes 90 minutes by ferry (Plate: 3.32).

**Dahab:** - Overlooking the Aqaba Gulf, 100 km. from Sharm El-Sheikh, one of the most beautiful beaches in South Sinai due to the golden sand, clear water and colorful marine life. It includes tourist villages, diving centers, camping

sites, glass boat and windsurfing facilities. "Dahab" in Arabic means "Gold", in Sinai it means golden sands, turquoise sea and colored fish.

**Hammam Fara'un (Pharaoh's Bath):** - It is 110 km. from the tunnel of El-Shaheed Ahmed Hamdy. It consists of 15 springs from which flows hot water suitable for the treatment of eye, skin and chest diseases (Plate: 3.33).

**Moses's Bath:** - It is 3 km. from Al-Tor city. Its sulphurous water is good for the treatment of many rheumatic and skin diseases.

### **Adventure and Safari Tourism**

The area distinguished by diverse, extensive desert which abounds in mountain chains suitable for climbing and sensational adventures. These mountains are Moses, Catherine and Safasafa mountains, in addition, rallies and bike races are held, safari tours using 4x4 jeep vehicles or camel rides are arranged to watch wild animals and birds in valleys and oases.

*Religious tourism is a major tourist attraction in South Sinai which was the cradle of the three religions. The main landmarks are:*

**Saint Catherine Monastery:** - Its construction dates back to the 4<sup>th</sup> century A.D. It lies on the foothills of Moses' mountain and includes:

**The Library:** - The library of the monastery is said to rank second only to the Vatican as for the extensive collection of rare manuscripts (3500) in various languages.

**The Mosque:** - It lies beside the main church, constructed in the reign of the Fatimid Caliph, Al-Amer Bi-Ahkam Allah, in the 11<sup>th</sup> century.

**Museum of the Monastery:** - It includes, a rare collection of icons (2000) and the most precious objects, offered as gifts sent by king rulers of the Christian world such as crosses, gold crowns inland with precious stones and also gold plated chandeliers.

**Moses Mountain:** - It is 2285 meters high. On its highest summit there is a small church and a mosque. Visitors are keeping on climbing the mountain to watch sunrise. It is called Moneiga Mountain where God spoke to his prophet Moses.

**Deir El Banat:** - It is in Firan Valley and contains the remains of a church. On its rubble a new church has been built. Its high mountains are one of the most beautiful in the world with their various colors and shapes.

**Shrine of Prophet Harun:** - It is in the Raha (rest) valley at Saint Catherine's Valley near Sefsafa Mountain.

**Shrine of Prophet Saleh:** - It is 10 km. from Saint Catherine at the meeting point of Murrah Valley and El-Sheikh Valley.

**The Sacred Valley of Tawa:** - The Raha Valley where God spoke to his prophet Moses.

### **Natural Preserved Area in South Sinai**

South Sinai is famous for its natural resources represented in rare aquatic species of fish, coral reefs and breath – taking mountains, in addition to unique fauna and flora. To preserve them from decline and extinction, this region has declared as a preserved area. The most important are:

**Ras Mohames:** - Its area is 480 square km. A paradise which God endowed with the most gorgeous formations of coral reefs and thousand species of rare fish, distinct marine life, warm water springs, wild animals, birds such as gull, eagle, heron and stork. There are also mangrove trees.

**Saint Catherine:** - Contains a collection of rare animals, reptiles and birds, in addition to a variety of medicinal plants and herbs.

**Nabq:** - It is considered the biggest natural preserved areas (600 sq km.) on Aqaba Gulf. It is located between Sharm El-Sheikh and Dahab, distinguished by rich wild life of animals, rodents and rare reptiles as well as migrant and local birds that inhabit mangroves.

**Abu Galum:** - Located on Aqaba Gulf between Sharm El-Sheikh and Taba. This area is characterized by an integrated environmental system which combines the desert environment, Granite Mountains and numerous valleys which bestowed the area special beauty. In addition to a marine life are abounding in various kinds of coral reefs and colored fish. In the area; there is also wild life of several species of animals and birds.

### **3.2.H OASES IN EGYPT**

An oasis is a depression in the desert comprising springs, wells and trees and reflects the beauty, charm and diversity of nature. It is usually surrounded by desert with green valleys, reflecting wells, high plateaus and sometimes therapeutic sulphur – rich springs. (Map: 3.02)

In Egypt there are many oases in the Western Desert. The most significant are Fayoum, Kharga, Dakhla, Paris, Farafrah, Bahereya, Siwa and the Qattara Depression (Map: 3.03). The word oasis is often used to describe a place where one can forget the cares of everyday life, relax rest and renew himself. Egypt's oases are just that unspoilt refuges from the modern world, pockets of civilization in the dramatic setting of desert. Egypt's oases are still the most varied in the world, each with a special character of its own. These oases are serene places where tourist can enjoy the tranquility of the Bedouin lifestyle, the date groves, pigeon towers and blue-washed mud houses. For adventure and excitement, oases are magnificent site, night stay in the desert around these and morning dip in the hot springs gives exhilarating experience.

#### **Siwa Oasis**

Siwa oasis is the most fascinating and beautiful natural area in the Western Desert of Egypt. The Siwan people have their own culture and customs and, as well as speaking Arabic, women still wore traditional customs and silver jewellery and Siwa remain one of the best places to buy traditional local handicrafts. The modern town of Siwa is set among thick palm groves, walled gardens and olive orchards, with numerous fresh water spring and salt lakes.

Siwa oasis is located in the Western Desert of Egypt in the Governorate of Mersa Matrouh. It lies in a depression in the middle of the desert, approximately 18 meter below sea level. The oasis is 350 km. south west of Mersa Matrouh and 420 km. west of Baharia. Siwa is surrounded on all sides by diverse landscapes. To the north of Siwa is a range of stone outcrops and hills and to the south is the great sand sea of high rolling dunes. To the east is

rocky desert stretching all the way to the Qattara Depression near El – Alamein and to the west is the border with Libya.

Siwa is known for distinctive geographical features and the hills, pools, depressions and lakes within them. The weather in Siwa is almost always fine and cloudless throughout the year. But the most suitable month for visiting this touristic sites are March to May and September to December.

### **Bahariya Oasis**

It lies 365 km.south – west of Giza and 180 km. west of Assyut with a moderate climate both in winter and summer. There are mountains, valleys, olive and apricot trees and 268 mineral and sulphur springs. Bahariya oasis is surrounded by black hills made up of ferruginous quartzite and dolerites. Wild life is plentiful, especially migrant and local birds and deer.

Bahariya oasis is famous for its mineral and sulphur springs. The most famous of all are Bir El Mathar, Bir Al-Ghaba, Bir Hakima, Bir Halfa and El Qassa springs. Tourist can arrange for safari to the oases to view the exciting natural scenes spread around oases. They can simultaneously enjoy Bedouin folklore in evening. Bahariya oases have some archaeological sites belonging to Pharaonic and Ptolemaic periods. Recently valley of the golden mummies has been discovered in a Roman Nilopolis which is really indeed a thrilling site. (Map: 3.04)

### **Dakhla Oasis**

Dakhla (Capital Mut) is the second provincial capital of the Governorate and lies 200 km. North West of Kharga. Dakhla contains several wells, the most important of which are: The Mut wells in which the temperature reaches 43<sup>0</sup>c. One well is 1224 meter deep; it has a round swimming pool and tourist rest houses with complete facilities. The Pharaonic wells of *Ayn Al-Qasr* in which water temperature reaches 45<sup>0</sup>c. Dhakla oasis is a collection of fourteen different settlements, dominated on its northern horizon by a wall of rose – colored rock. Fertile cultivated areas are dotted between sand dunes along the roads to Farafra and Kharga lavish its out-standing natural beauty. The Capital Mut is an ancient town that dates back to the Pharaonic period. Its name is

attributed to Mut the consort of *God Amoun*. The old town is a labyrinth of mud-walled alleys narrowly separating houses with elaborately carved wooden lintels; there is also an *Ayyubid Mosque*. *Bir Al-Gabel*, a palm – fringed salt lake where one can camp or picnic is on the road back to Mut. (Map: 3.05)

### **Farafra Oasis**

It is about 320 km. north – west of Dakhla and 170 km. north of Bahariya oasis. It is suitable for car tours and safaris by means of the circular road connecting it with Dakhla and Bahariya. There are remains of Roman buildings, including Qasr al – Farafrah, built of mudbrick, and Qasr Abu Minqar. Farafra known as Ta-ihl or the Land of Cow in Pharaonic times is a single village. The most isolated of the New Valley oasis is renowned for its strong traditions and piety. According to folklore the villagers once lost track of time and had to send a rider to Dakhla so they could hold the Friday prayers on the right day. The oldest part of the village, on a hillside, is next to peaceful walled palm groves; a short ride away there are hot sulphur springs at Bir Setta and swimming at El-Mufid Lake. As in other oasis, many of Farafra's houses are painted blue (to ward off the Evil Eye) but some are also decorated with landscapes, birds and animals, the handwork of local artist, Badr. A combination houses, museum and studio exhibiting his paintings and ceramics are situated in a garden full of sculptures made from objects found in the surrounding desert. (Map: 3.06)

### **The Fayoum Oasis: - “A bud on the Nile banks”.**

The fayoum oasis lies in a depression, right in the western Desert, about 90 km. south – west of Cairo. The name Fayoum derived from the Coptic word ‘Byoom’ meaning “the sea” referring to the large lake, Lake Qaroon. It is surrounded by high plateaus and separated from the Nile Valley by a high ridge to the east at al-Lahun. Its water comes from the River Nile via Bahr Yussuf (Joseph's Canal), which leaves the Ibrahimeya Canal at Assyut. Fayoum is not a true oasis since it depends on Nile water, not underground springs or wells: the ancient Bahr Yussef canal runs through the center of the city and irrigated

the land. Only two hours from the Cairo by road, fayoum is renowned for its year – round warm climate, numerous water wheels and lush agricultural land.

Opposite the souk is the hanging mosque, built above five arches, and nearby is the 15<sup>th</sup> century mosque of Kwawanda Asla-Bey built by Sultan Qaitbey. Fayoum has been a traditional hunting ground since Pharaonic times when crocodilopolis, center of the cult of Sobek, was the capital of the region. There are many Pharaonic sites in the area; for example, a red granite obelisk of Senuseret I and the pyramid of Senuseret II at Lahun, the pyramid of Amenemhat III at Hawara, and the remains of the ancient city of Karanis. Other places of outstanding natural beauty near fayoum are the hot springs at Ain Al-Siliyin, and the water fall sat Wadi Al-Rayan, 40 km. towards Bahariya also suitable for swimming and picnics.

#### **El Fayoum Natural Preserves**

**Qaroon Lake:** - One of the oldest natural lake, located at 22 km from Fayoum. Activity like water sports, fishing and bird watching are accessible. It is bordered by tourist villages hotels and fishing villages.

**Wadi Al Rayan:** - Located at 70 km from Fayoum and includes the following areas:

1. **The waterfalls area:** - It is suitable area for water activities. It is rich in fish and marine life.
2. **Eyoun El Rayan:** - Famous for boats mineral springs, desert plants, wild animals in addition to migrant and local birds.
3. **Gabal El Medawara:** - It is best known for safari, horseback riding and bird watching.
4. **Wadi El Hitan Area (Whales Valley):** - Contains 406 skeletons retain to the early age whales. There are some other places that are distinguished by their natural scenery and close to Fayoum
5. **Ein El Silleen:** - It is surrounded by greenery and lush gardens. Other places of interest are Ain El Shaaer and Sawaqy El Hadeer (water wheels).

### **Kharga Oasis**

It is located at 232 km southwest of Assiut and only 190 km west of El Dakhla Oasis. It is the biggest New Valley oasis and its modern city houses 60,000 people, including 1000 Nubians who moved here after the creation of Lake Nasser. Outside the main center is the Temple of Hibis, built on the site of an 18<sup>th</sup> dynasty settlement of Persians and Ptolemies. One of the few Persian monuments in Egypt, the 6<sup>th</sup> century B.C. temple is well – preserved with painted vultures and huge reliefs of Darius greeting Egyptian Gods on the outer walls. Ten Kilometer away, the Necropolis of al-Bagawat contains 263 mud – brick chapels with Coptic murals, including the Chapel of peace with images of Adam Eve and the Ark on its dome and the Chapel of the Exodus with frescoes of Pharaonic troops perusing the Jews, led by Moses, out of Egypt. Pharaonic monuments include the al-Ghuwaytah temple which dates from 522 B.C. and temple of Amenebis. (Map: 3.07)

The thermal springs at Bulaq and Nasser Villages, to the south, are famous for water temperature up to 43<sup>0</sup>c and reputed to be suitable for the treatment of rheumatism and allergies. Further south is Baris oasis, the second largest settlement in Kharga. Ancient monuments include the Temple of Dush, dedicated to Isis and Serapis.

### **The White Desert**

A trip to the White Desert is something that no visitor to the New Valley should miss. Travelers coming from Bahariya will cross through Black Desert, passing the tiny oasis of El-Hayiz on the way. Nearby there are some Roman ruins, including a church with Coptic graffiti. Bahariya and Farafra are separated by huge golden sand dunes which make a stunning photograph during the journey.

### **The New Valley Oases**

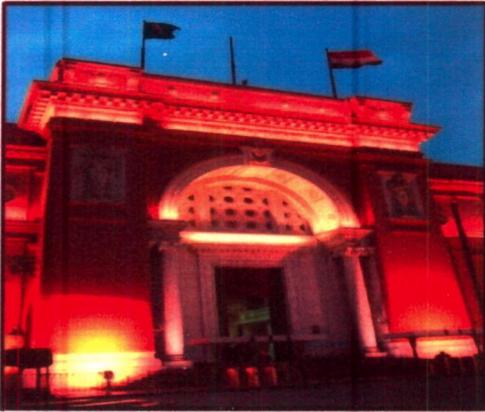
The history of the New Valley Governorate was dated back to 500 B.C. It is located in Egypt's Western Desert (600 km. from Cairo). The New Valley oases are combination of desert, lush vegetation, wells and numerous hot and

cold therapeutic springs (up to 49<sup>0</sup>c). There, the climate is noted for its dryness that makes it a worldwide reputable, health winter resort. In the desert of New Valley there is an ample of space for safari and adventure trips that offer a variety of optional monumental and natural sightseeing.

# *PLATES*

## CAIRO ATTRACTIONS

**Plate: 3.00 Egyptian Museum**



**Plate: 3.01 Islamic Museum**



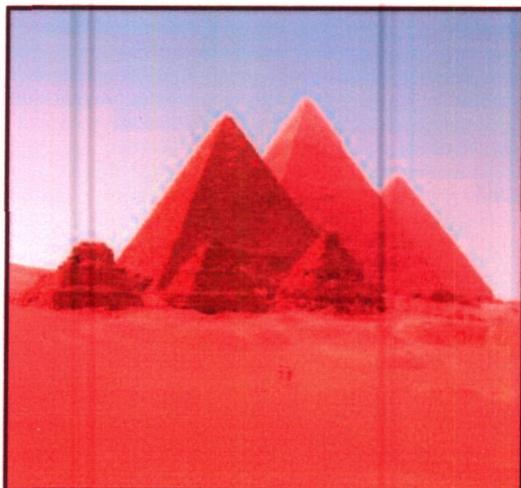
**Plate: 3.02 Amr Ibn al Aa's**



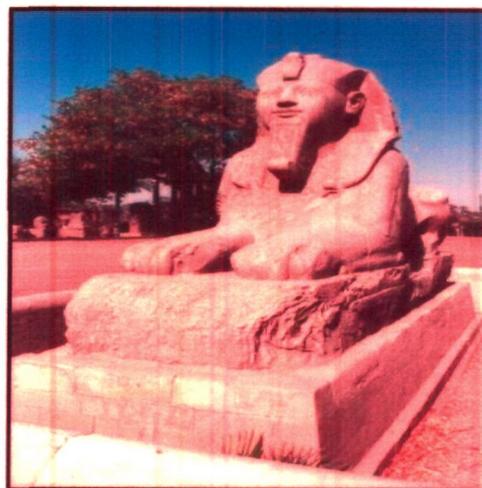
**Plate: 3.03 King Menes**



**Plate: 3.04 Pyramids, Giza**



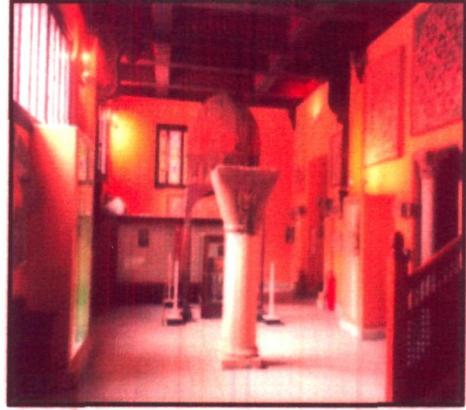
**Plate: 3.05 Memphis Sphinx**



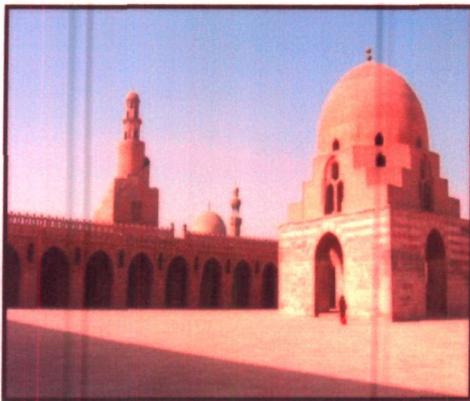
**Plate: 3.06 Cairo Tower**



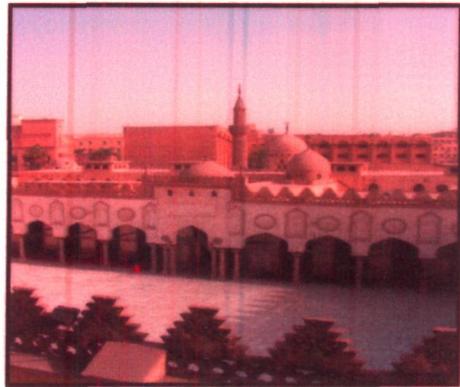
**Plate: 3.07 Cairo Coptic Museum**



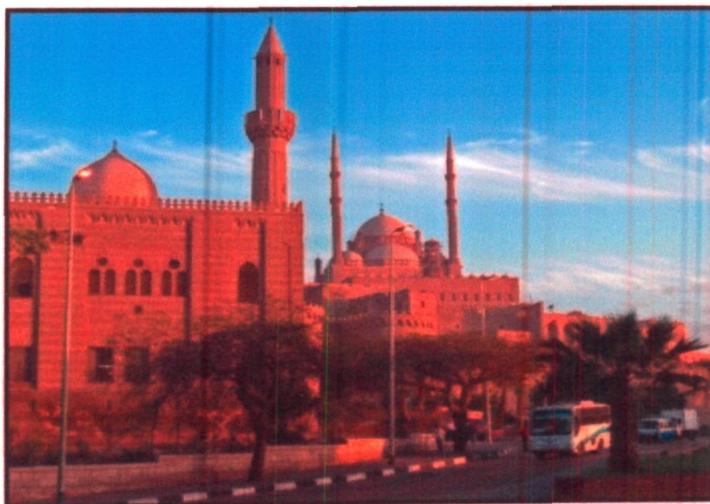
**Plate: 3.08 Ibn Tulun Mosque**



**Plate: 3.9 Al Azhar Mosque**



**Plate: 3.10 Mohammad Ali Mosque**



## ALEXANDRIA ATTRACTIONS

**Plate: 3.11 Horse Cart Riding**



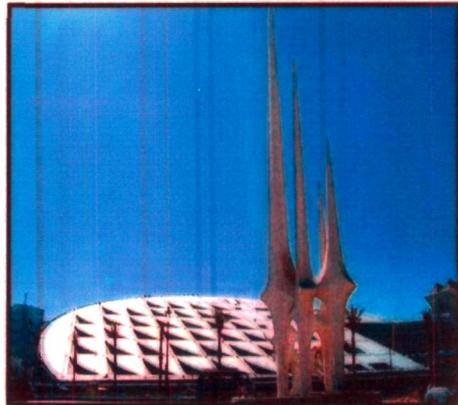
**Plate: 3.12 Saad Pasha**



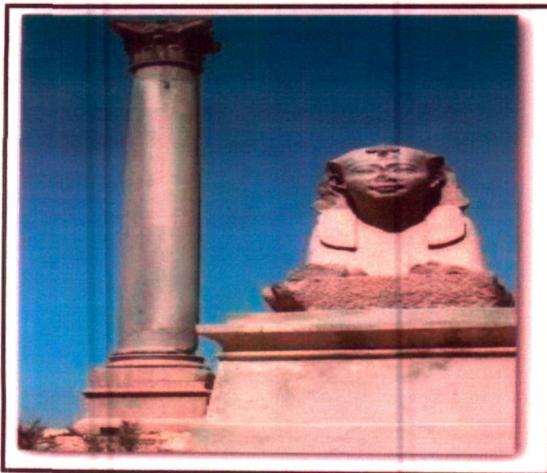
**Plate: 3.13 Cecil Hotel**



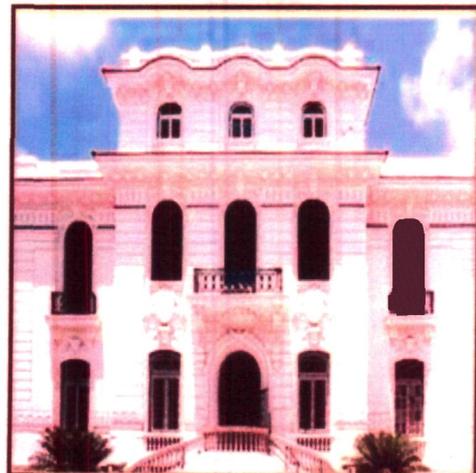
**Plate: 3.14 Alexandria New Library**



**Plate: 3.15 Pompey's Pillar**



**Plate: 3.16 Graeco-Roman Museum**



**Plate: 3.17 El-Attareen Mosque**



**Plate: 3.18 The Mosque of Abu El-Mursi**



**Plate: 3.19 Qaitbey Fort**

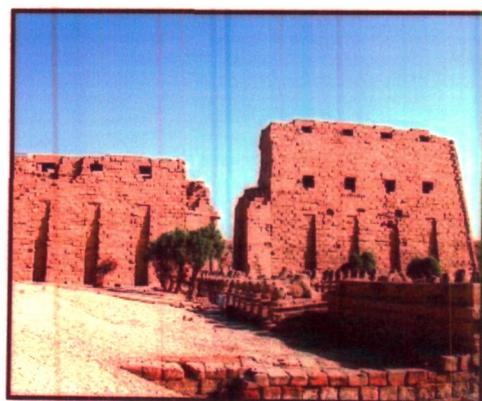


## **LUXOR ATTRACTIONS**

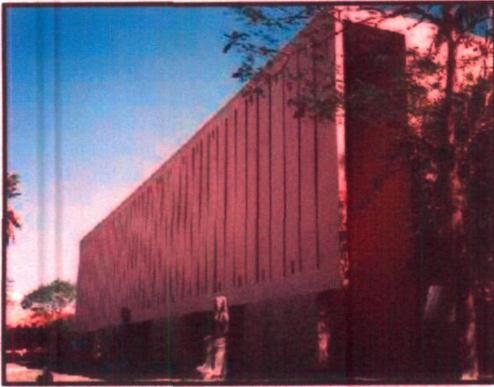
**Plate: 3.20 Luxor Temple**



**Plate: 3.21 Karnak temple**



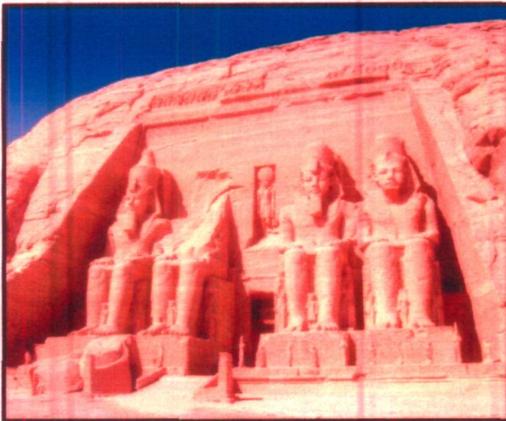
**Plate: 3.22 Luxor Museum**



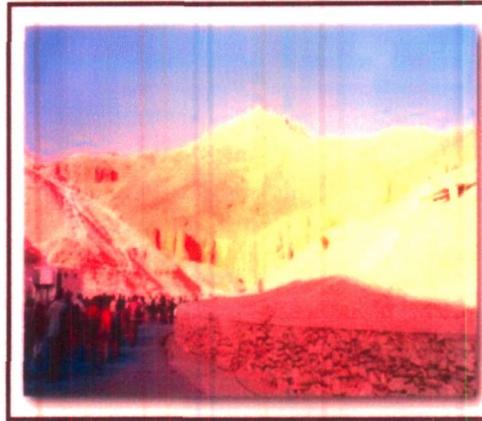
**Plate: 3.23 Medinet Habu Temple**



**Plate: 3.24 Temple of Ramses II**



**Plate: 3.25 Valley of Kings**

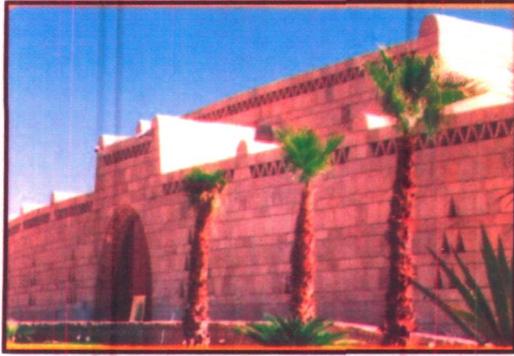


**Plate: 3.26 Temple of Esna**

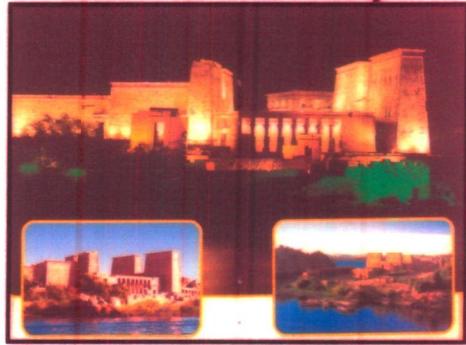


## ASWAN ATTRACTIONS

**Plate: 3.27 Nubia Museum**



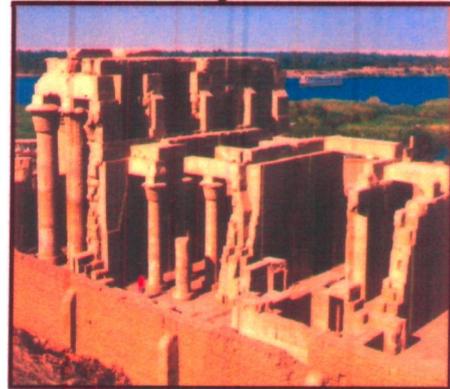
**Plate: 3.28 Philae Temple**



**Plate: 3.29 The High Dam**



**Plate: 3.30 Temple of Kom Ombo**



## SINAI ATTRACTIONS

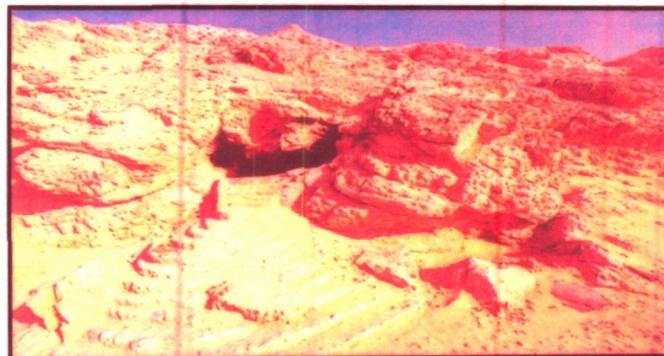
**Plate: 3.31 Firan Valley**



**Plate: 3.32 Sharm El-Shaikh**



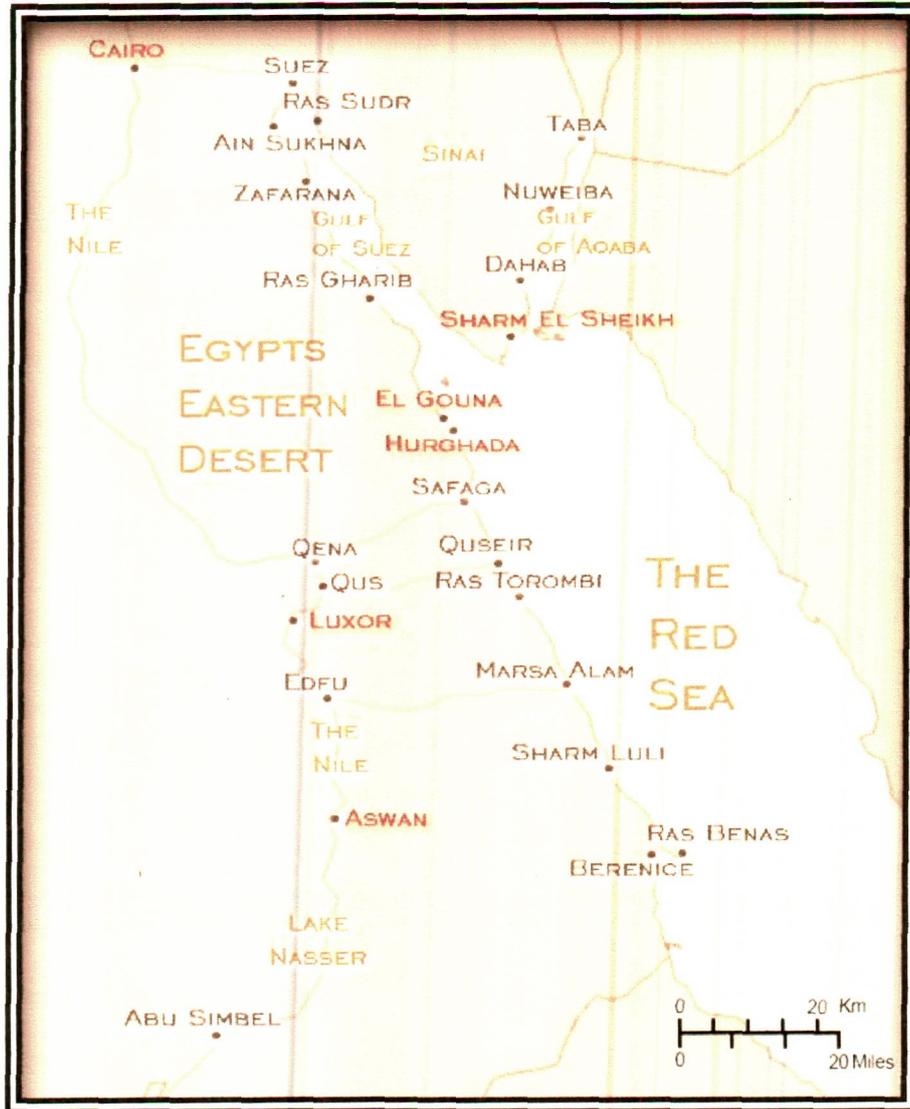
**Plate: 3.33 Hammam Fira'um**



# *MAPS*

**MAP: 3.00**

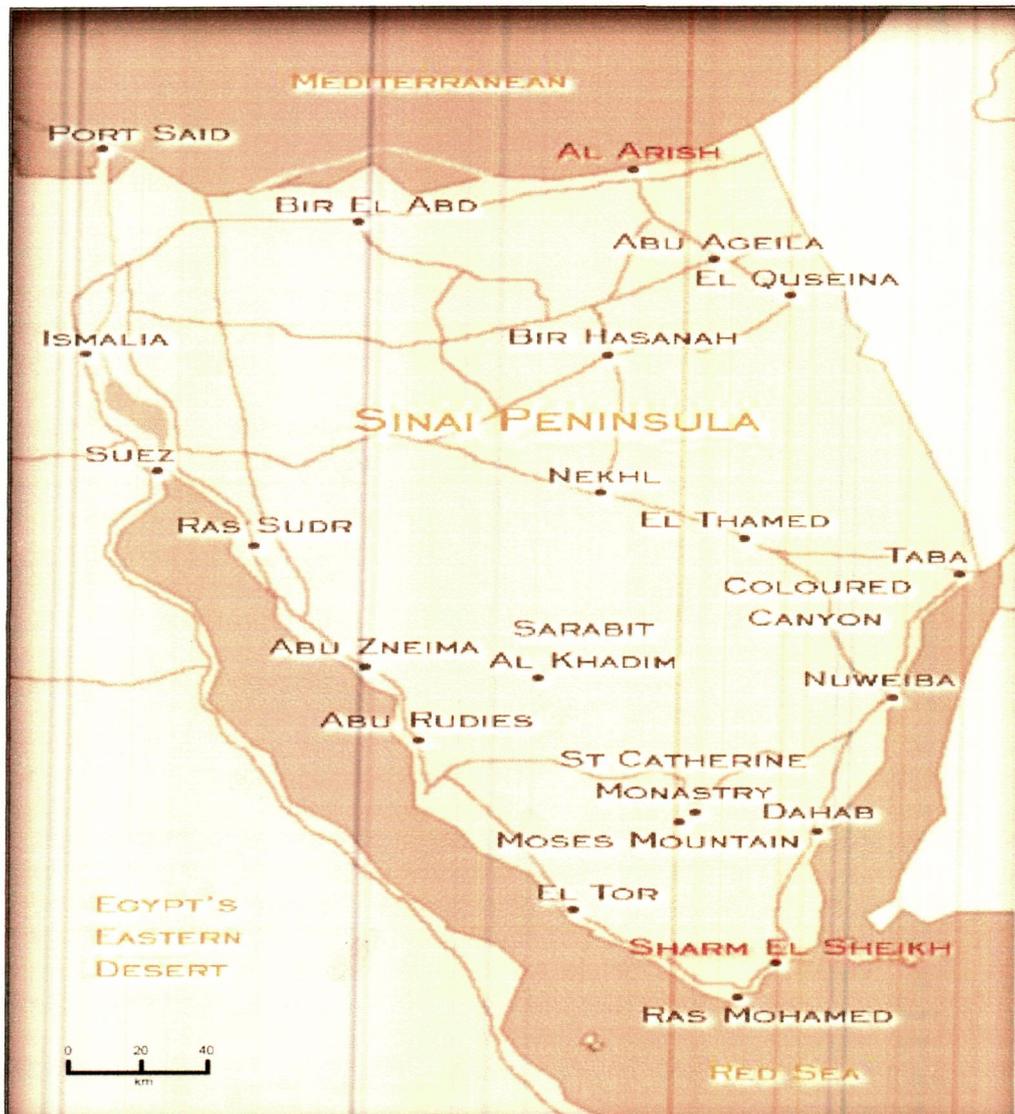
**BEACHES OF THE RED SEA**



Source: [http://encarta.com/map\\_701515944/red\\_sea.html](http://encarta.com/map_701515944/red_sea.html)

**MAP: 3.01**

**MAJOR TOURIST DESTINATIONS OF SINAI**

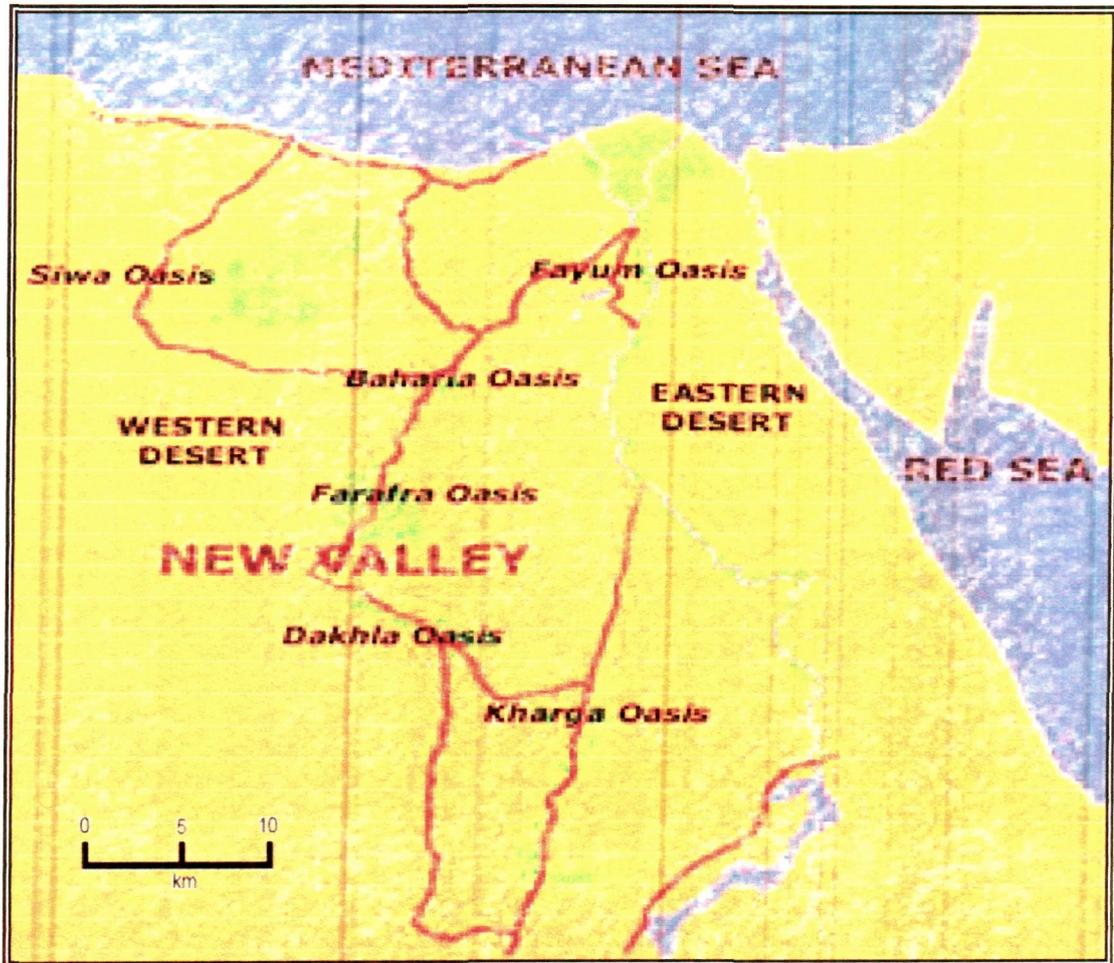


**Source:** [http://www.egyptmyway.com/maps/sinai\\_map.html](http://www.egyptmyway.com/maps/sinai_map.html)



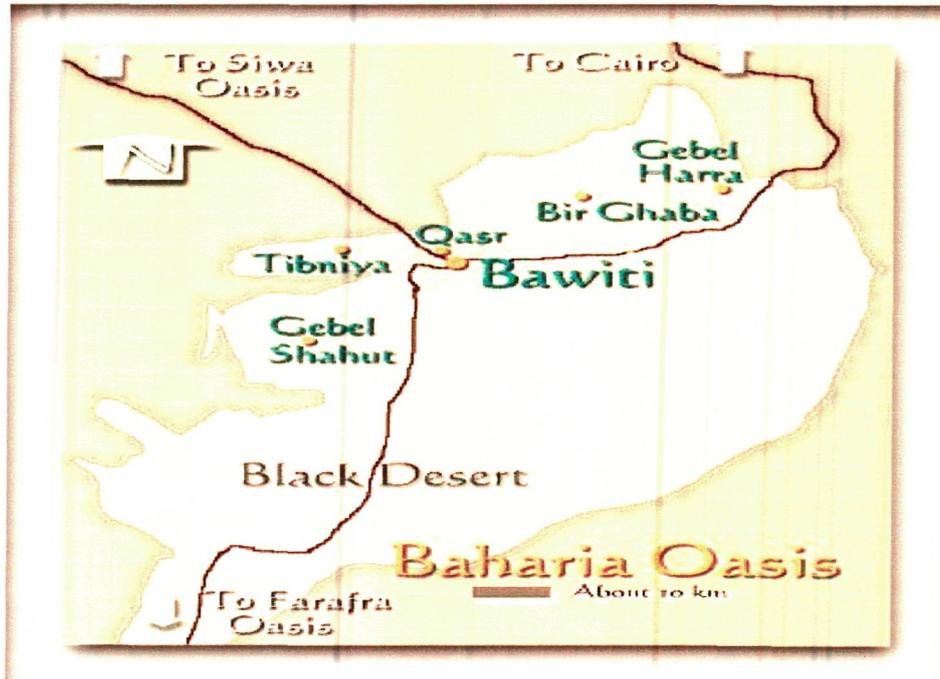
**MAP: 3.03**

**OASES OF WESTERN DESERT**



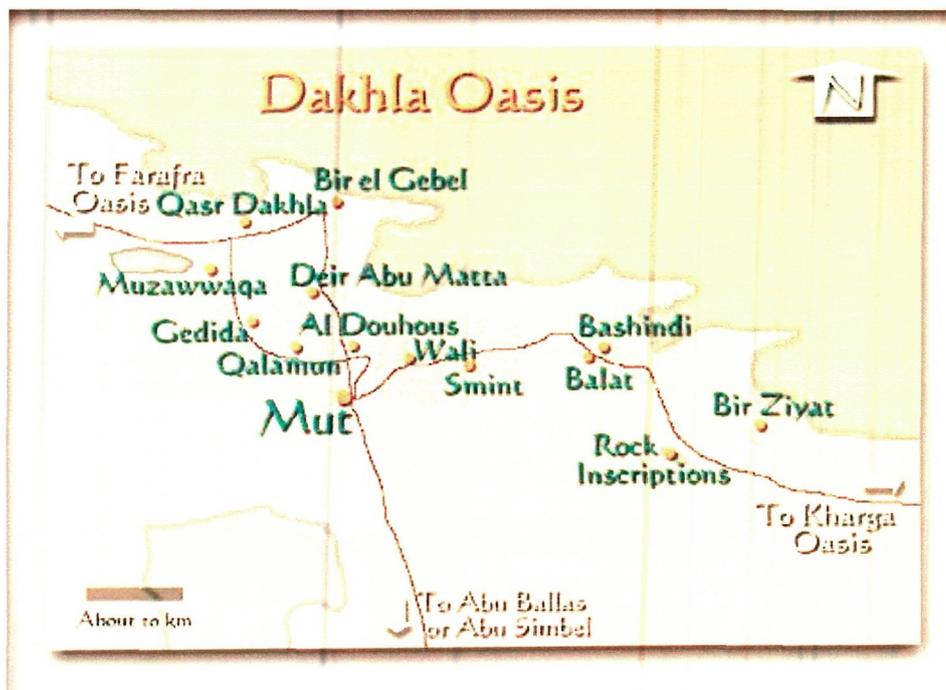
**Source:** [http://www.egyptvoyager.com/oases\\_map.htm](http://www.egyptvoyager.com/oases_map.htm)

**MAP:3.04  
BAHARIA OASIS**



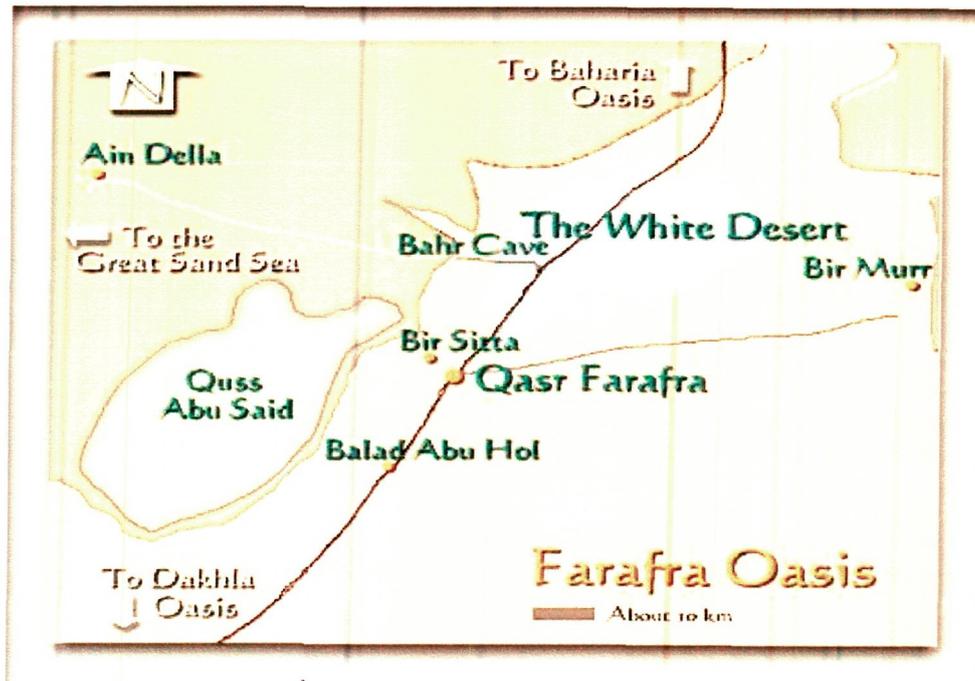
Source: [http://www.safariegypt.com/map/baharia\\_map.htm](http://www.safariegypt.com/map/baharia_map.htm)

**MAP: 3.05  
DAKHLA OASIS**



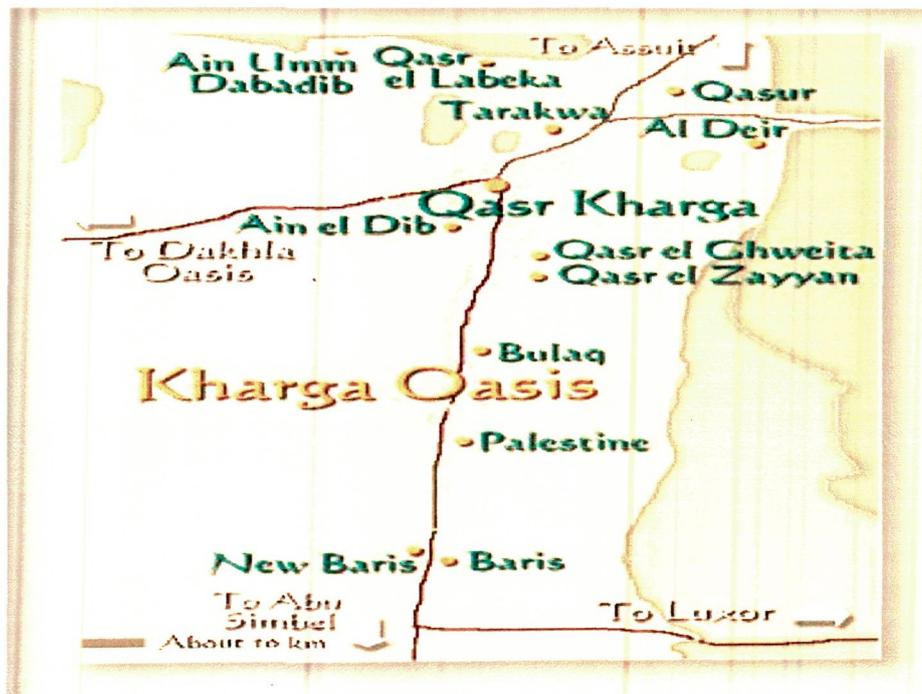
Source: [http://www.safariegypt.com/maps/dakhla\\_map.htm](http://www.safariegypt.com/maps/dakhla_map.htm)

**MAP: 3.06  
FARAFRA OASIS**



Source: [http://www.safariegypt.com/map/farafra\\_map.htm](http://www.safariegypt.com/map/farafra_map.htm)

**MAP: 3.07  
KHARGA OASIS**



Source: [http://www.safariegypt.com/map/kharga\\_map.htm](http://www.safariegypt.com/map/kharga_map.htm)

***TOURISM AND  
INFRASTRUCTURE  
FACILITIES***

#### 4.1 TRANSPORT AND TOURISM

Development of tourism is closely related to geographical components and mainly on the availability of basic touristic facilities and services such as accommodation, catering, transportation and other backup facilities. Another important sector in this regard is the efficiency of these services and facilities in addressing the needs and requirements of tourist. Integrity of these services and efficiency of the people are working in them an imperative to enhance tourism activities and their contribution to economy. Therefore tourism markets very intents of their competitiveness and ability to attract tourist. This depends mainly on the quality of services provided to what extent they need the needs of tourist of different ages and the requirements of the targeted tourism. These are important and decisive factors in competition at the world level.

The infrastructure facilities in Egypt are not very developed rather in nascent stage. Though Egypt has abundance of resources to develop infrastructure facilities, lack of enthusiast and funds come in the way of development of the basic tourist facilities. The abundance of tourism resources in Egypt in a guarantee of promising opportunities that lies in the development of highly attractive tourism products. The concept of tourism products covers a wide range of historical, cultural, natural and recreational activities. It also includes special type of attraction and activities that are at times created artificially and on temporary basis.

In case of Egypt the iconic nature of its major heritage and natural landscape product to a great extent have establish strong images attraction. There are no doubt potential motivators for key growth segments. The quality and efficiency of touristic services are the important element in the promotion of tourism. To achieve this in a quality and efficiency of tourism offer to tourist must be recognized or considered.

Tourism involves the movement of the people. As a consequence, the relationship between transport and tourism is very important aspect of tourism studies. In most cases, tourism has developed in those areas where extensive

transportation network are available. Transportation may be depending of movement of the destination.<sup>1</sup>

Transport, which makes travel possible, is therefore an integral part of tourism. Transport is pivotal not only to tourism but it is also vital to the economy and indeed to society. Although transport accounts for only a part of tourism business, it is essential to the growth and development of tourism. Mass form of tourism depends only with the development of efficient and affordable system of transportation.

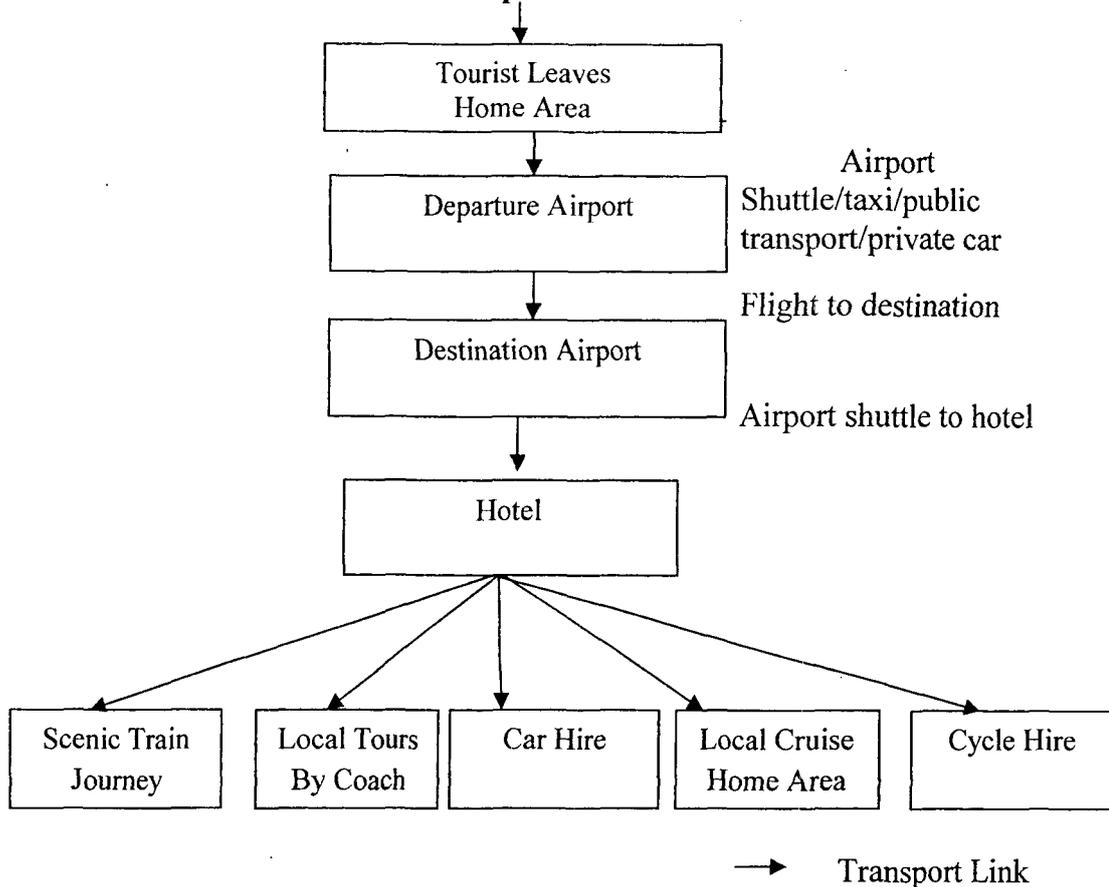
Historically, the development of tourism has been closely associated with advances in transport technology. Improvements in transport and communications have decreased the friction of distance and made the greater part of the global accessible. The advent of long distance, large-capacity aircraft has made mass tourism a reality at the international scale, and with it the capacity to make or break intermediate points on air routes. The early development of spas and sea side resorts depended largely on the development of the railways. In the post war period, the rapid rise in automobile ownership has been responsible for the vast increase in domestic tourism in western societies and improved aircraft technology has led to the boom in international travel. However, in addition to increasing the volume of tourist traffic, these advances in transportation have also modified the pattern of tourist flows and hence the patterns of development.

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1. Dr. Ghose, B., *Tourism and Travel Management*, Vikas Publishing House Pvt. Ltd. (New Delhi, 2004), pp.110-111.

Chart: 4.00

## The Role of Transport in Tourist Travel



**Source:** Stephen J, Page, *Tourism Management: Managing for change*, (Oxford, 2003), p. 90.

Efficient and smooth transport system helps in promoting the growth and development of both domestic and international tourism. Transport simply appears to establish links the tourist from the origin area with the destination area. However it links the supply chain together for the traveler who consumes the products and experiences they have purchased. Above Chart: 4.00 illustrate the involvement and the role of transport in facilitating the tourist journey at the destination and also empowering tourist movement within the destination. The government of Egypt has successfully planned and implemented a comprehensive network of infrastructure and services throughout the country. To enable Egypt to participate actively in the new regional developments and to sustain the anticipated growth in the economy, further expansion to the existing infrastructure is required to obtain the goal. Accordingly, the

government is paying special attention to upgrade its transportation sector, aiming at providing an integrated transportation system to serve the region more effectively.

The principle tourist services required during the journey in tourism are supplied by passenger transport which provides the means of movement at the destination.

If we interpret the tourist product as anything that the visitor consumed, not only at the destination but also in route to the destination, transport provides some key elements of the product.

Transport may be public or private, in land or international and air or surface. In recent years, the fastest means of long distance tourist transport has been the aircraft. By contrast shipping has come to a more prominent role on sea routes and waterways. Rail presents short and medium distance transport within and between the countries. Road transport by bus or car provides regular direct route services for short medium distance to the destination.<sup>2</sup>

Egypt is perhaps the first country in the world where means of transportation developed. It is famous since old ages for the development of ship building industry and paving roads. Egypt's railways are considered one of the oldest tracks in the world since inauguration of the first railway between Egypt and Alexandria in 1853. It was also among the first countries that paid attention to air transport where the first airline company was established in May 1932. Egypt's unique geographical location makes it one of the main international trade passages between the east and west. The Suez Canal that is considered the most important navigational channel in the world opened for navigation in 1869.

Transport sector plays a vital role in the socio-economic development. The growth of tourism industry too depends on the speedy means of transportation. It provides accessibility to the remote areas and connects them

with the main centers of tourism activity.<sup>3</sup> In case of Egypt almost all important tourist sites are connected by speedy means of transportation. Although Egypt has well developed network of transportation system, it requires further up gradation and modernization.

Perhaps the single most important function of transport relates to accessibility. Accessibility is the term frequently uses to mean the degree of access to a particular place in terms of distance, time or cost. Specifically the term also implies the number of opportunities available for a given travel cost and reflects the quality of the transport network, i.e. the availability and quality of service provided. Accessibility has been a very important factor affecting the rise and growth of many individual resorts and tourist areas.<sup>4</sup>

The principal mode of tourist transport today are automobiles – car, coaches and busses, railways, airlines, ships and the luxury liners – cruise ships. Most ships are now used for movement of cargo and take a few passengers only. For holidays and leisure travel, large luxury liners called cruise ships are used. These provide the facilities of floating deluxe hotels and their number is steadily increasing.<sup>5</sup>

Tourist choice of mode of transport is affected by the following factor:<sup>6</sup>

1. Distance and time factor
2. Status and comfort
3. Safety and utility
4. Comparative price of service offered.
5. Geographical position and isolation.
6. Range of offered.
7. Level of competition between services.

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3. Egypt Year Book, Ministry of Information State, Information Service, A.R. Publication, (Egypt, 2006), p. 109.

4. H. Robinson, A Geography of Tourism, Macdonald and Evans, (Britain, 1976), pp. 97-98.

5. Seth, P.N., et. al, An Introduction to Travel and Tourism, Sterling Publishers Pvt. Ltd. (New Delhi, 1994), p. 57.

6. Dr. Ghosh, B., Tourism and Travel Management, Vikas Publishing House, Pvt. Ltd., (New Delhi, 2004), P. 111.

There are four major modes of tourist transport in Egypt i.e. automobile, rail ship and aircraft.<sup>7</sup>

#### 4.1.A ROAD TRANSPORT: AUTOMOBILE

Road transport is dominated by automobile. Car is the most perfect means for providing door-to-door service, providing views of the landscape and a means of transporting recreational equipment.<sup>8</sup> Improvements in road transport facilities stimulated tourism in Egypt.

Generally Road Condition in Egypt is good. In 1992, Egypt intercity road was approximately *14028 km* of which *1319 km*, belongs to local government, and the first were under the jurisdiction of the Road and Bridge Authority (RBA). A majority (*87 per cent*) of inter-city highways was characterized as two-way, tow-lane of which *40 per cent* were sup-standard with less than *7.5 m.* width; *12 per cent* and *1 per cent* were four- lane and six-lane divided highway respectively. The pavement condition of about *16 per cent* of the road network was poor, while *84 per cent* was in fair to excellent condition. The condition of the shoulder pavement was poor than the driveway condition the condition is *56 per cent* was unpaved while *44 per cent* was paved, of which only *31 per cent* was in good condition.

Two highways connect Cairo with Alexandria. Other highways connect to Port Said, Suez and Al Fayoum. The total length of highways and roads is about *38000 km*, of which about *18000 km.* are highways.<sup>9</sup>

Good roads connect Cairo with Alexandria, the Canal Towns and Upper Egypt. In 1997 international companies were invited to submit proposal for the design, construction maintenance of six major new highways running from Alexandria to Aswan and serving oases in the Western Desert. The routes concerned were Alexandria to Fayoum (*199 km.*), Fayoum to Dayrout (*21 km.*), Dayrout to Aswan (*433 km.*), Dayrout to Al-Farafra (*263 km.*), Al-

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7. Egypt Year Book, Ministry of Information State, Information Service, A.R. Publication, (Egypt, 2007), P. 109.

8. Op. Cit., P. 111

9. [http://www.hoptravel.com/Egypt\\_transport.htm](http://www.hoptravel.com/Egypt_transport.htm)

Kharga to East Oweinat (520 km.) and Assallum to Wadi-El-Natrum (508 km.).

In 1998, construction work began on a 2.9 km. suspension bridge over the Suez–Canal, designated to relieve congestion and to improve infrastructure for repopulation and industrial purposes. The bridge opened in 2001. The government also approved the construction of two 2.6 km. road tunnels beneath old Cairo, again to facilitate in the city; the £E 400 million project was completed in 2000. In 2005, the ministry of transport invited bids for the project management consultancy contract to renovate the Delta linking Cairo with Alexandria.<sup>10</sup>

Egypt has a new and paved network of roads the main arteries for development. Through which the national economy flows and the wheel of agriculture and industrial development spread in all governorates. Egypt showed a great interest in supporting and developing the highways and main roads networks to cover all the country. The Egyptian roads networks during 2004 / 2005 were supported by many projects such as:<sup>11</sup>

- Al-Qattara Sharq / Rafah road.
- Implementing the second phase of Aswan / Berness road.
- Completing New Cairo / Aswan road.
- Finishing the duality of Ismail road.

***Road transport has a number of attractions for tourists:<sup>12</sup>***

- The control of the route and the stops en route.
- The ability of carrying baggage and equipment easily.
- The ability to use the vehicle for accommodation.
- Privacy.
- Low expenses.

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10. Middle East and North Africa, 2006.

11. Egypt Year Book, Ministry of Information State, Information Service, A.R. Publication, (Egypt, 2007), P. 111.

12. Dr. Ghose, B., Tourism and Travel Management, Vikas Publishing House, (New Delhi, 2004), P. 112.



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#### 4.1.B RAIL TRANSPORT

The invention of the railroad in Germany in the seventh century revolutionized transportation. The railway is the most convenient and most important popular mode of travel all over the world. The introduction of railways has vastly increased the opportunities of escape from the din and bustle of the city life. The railways may be considered as the most powerful means for mass travel in the nineteenth and twentieth century's. Trains are perceived to be safe and inexpensive.<sup>13</sup> The railways provided, for the first time, cheap pleasure travel and, as the railway network spread, large areas of the country and many coastal locations were opened up to the townsman.

The industrial revolution heralded the modern age. The greatest contribution of industrial revolution was the steam engine – the railways which have transformed the society, changed the face of the earth and dynamited the economy, without railways renaissance would not have taken place in Egypt. Egypt would have remained the backward country without railway. Transport and communication are essential to the existence of all societies except the simplest subsistence economies. The people of early civilizations were mostly great road builders. The most important land transport in the twentieth century is railways.

Egypt has 28 rail lines running over a length of about 9435 *km.* in 2005/2006 through 760 passenger stations and operate 1800 *trains* on round trips at a length of 135 *km.*; these led to the rise of the railways, participation in transporting passengers to reach about 54400 *million* passengers/*km.* in 2005/2006.<sup>14</sup>

Due to the advancement in transport technology Egypt's railway network witness a continuous update where the rate of electrified lines increased to 15 *per cent* against the last year. The total new rail lines which were established reached 1850 *km.* at a cost of *L.E. 4500 million.* 268 stations were also

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13. *Ibid.*, pp. 112-113.

14. Egypt Year Book, Ministry of Information State, Information Service, A.R. Publication, (Egypt, 2007), p. 110.

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established and distribute over Upper and Lower Egypt governorates, 8 stations were upgraded and the number of bridge and tunnels were increased to reach about 885.

Egypt is the first country in Africa and West Asia to implement the underground metro rail.<sup>4</sup> Underground trains too, are ideal for city transport because they take up little valuable space on the surface and can carry huge numbers of people from place to place at regular time intervals, unlike buses or cars which get caught in jam when a large number of people are trying to travel at the same time. Commuter trains are very important; they carry thousands of people each day helping them to earn their livelihood. The total investment cost of metro rail in Egypt is amounting to *L.E. 12 billion*. It considered one of the most significant civilized projects which link three governorates (Cairo–Giza–Qalyoubia). The metro rail transports *3 million* passengers / day and its lines extend to a length of *64.6 km.* through two main lines:<sup>15</sup>

- *The first line: Helwan – Al – Marg* with length of 43 km.
- *The second line: Shubra al – Khaima – al – Munib* with a length of 21.6 km.

The railway networks of Egyptian National Railway (ENR) are consisting of 43 lines / segments. Total length of lines is approximately 4,401 km. including 19 km. and 1320 km. of four track and double-track lines respectively. More than 30 percent of the lines / segments have been developed as double or four – track lines. (Map: 4.00)

#### 4.1.C WATER TRANSPORT

Water transport in Egypt is crucial and popular among tourist. It is one of the major attractions of tourism industry. It is most widely used in tourism sector as some tourist sites are located along the inland waterways.<sup>16</sup>

The state gives due attention to developing and promoting the efficiency of river transport due to its effective role in the tourism – attraction operation

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15. Ibid.

16. [http://www.hoptravels.com/egypt\\_transport.htm](http://www.hoptravels.com/egypt_transport.htm)

and the burden on the Egyptian roads network by developing the navigational courses and making it valid for river navigation throughout 24 hours. The length of river transport network increased to 35000 km. The most remarkable projects of river transport as follows:<sup>17</sup>

1. Establishing East Aswan Port behind the High-Dam as a way to activate integration between Egypt and Sudan.
2. Dredging the River Nile waterway in order to make it a secure passage for tourism and transport throughout the 24 hours.
3. Developing ar-Rayyah Al-Bahari/an Nubariya Canal with a cost of L.E. 8 million.
4. Establishing the New Delta Lock with a cost of L.E. 80 million and New Zefta Lock with a cost of L.E. 100 million.
5. Upgrading Cairo-Aswan waterway at a length of 960 km. and eliminating navigation bottlenecks and problem.

In Egypt important tourist sites located along the stretch of the River Nile can be touched upon visited with the help of cruises operating between Cairo and Aswan.

Sonesta Nile cruises provides a comfortable journey and touches all the tourists sites situated on both the sides along the Nile River up to Aswan. Sonesta Nile cruises operates in both directions between Aswan and Luxor, with the choice of four and six-night cruises. In Aswan, passengers can choose to start their journey with a felucca trip around Kitchener's Island and the Aga Khan Mausoleum. On the way to Luxor, passengers can visit the historic Aswan High Dam and the temple of the Philae.<sup>18</sup>

Sonesta Nile cruise stop at the town of Kom Ombo and night is spent at Edfu. And naturally the valley of kings at Luxor, the Karnak temple and the Luxor temple are often the highlight of any trip to Egypt.

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17. Egypt Year Book, Ministry of Information State, Information Service, (Egypt 2006), pp. 112-113.

18. Egypt: Open for Business, Airport France Business Magazine, (London, 2006), p. 96.

The Nile cruise is the only way to visit temples and tombs located along this stretch of the river. It is still a popular means of visiting Upper Egypt and has many advantages to other means of travel.<sup>19</sup>

The usual cruise is aboard a Nile cruiser, often referred to as floating hotel. Indeed, the better boats have most the accommodation of a land based hotel, including small swimming pools, hot tubs, exercise rooms, nightclubs, good restaurants, stores and even small libraries. Depending on what one is willing to pay, rooms may be very utilitarian and small, or larger than some land based hotel rooms. Some boats even private baths, air conditioning, and TVs. It is common for there to be video movies each night, and some boats are equipped with cameras allowing passengers to view the countryside from their T.V. Floating hotels also offer various entertainments. Many of the boats have dance areas with disco or even live entertainment, and most offer a variety of nightly shows. These might include cocktail parties, Nubian shows, belly dancers and whirling dervish, plays and even dress up parties where guests done traditional apparel. Like land hotels, meals onboard most Nile Cruiser are usually buffet style and include hot and cold food along with a variety of international and local cuisine. Most all boats have good modern water filtration, which is fine for showering, but it is still recommended to drink bottled water, which the boat will have aboard.

A much more adventurous style of Nile cruise, very different from the floating hotels can be arranged aboard feluccas, Egypt's traditional Nile sailboat. Most felucca trips are short, enjoyable trips of several hours, but multi – day felucca cruises can be arranged aboard larger vessels travelling between Aswan and Luxor. There is really no comparison between cruising the Nile on a floating hotel and a felucca. The accommodations on a felucca are primitive. Tourist sleeps in the open on Deck and the Sailors double as cooks.

Around the middle of April, locks on the Nile River are closed due to water levels, ultimate time for a Nile cruise is between October and mid April, when the weather is fairly cool, but locks are all open. However most cruise

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19. Ibid.

boats operate all year. If the locks are closed, cruise operators will arrange boats on either side of the locks, and transfer must be made between boats.<sup>20</sup>

Sonesta Nile cruises operates three luxurious ships viz. Sonesta Sun Goddess, Sonesta Moon Goddess and Sonesta Star Goddess. Of all, the Sonesta Sun Goddess is the most comfortable and has 58 standard cabins, two senator suites, a presidential suite and a royal suite with its own private lounge. Cabins of it are spacious and have a panoramic view of the Nile. Sonesta Sun Goddess is ideal for the business as well as pleasure. The ships has a meeting room or 16 people and theatre-style facilities for 100, “with the outdoor pool and bar at deck level—as well as billiards, table tennis and an on-board masseuse. The Sonesta Sun Goddess is a superb choice.

Sonesta Moon Goddess is the latest addition to the Nile cruises fleet. It is a five star cruise and has 48 cabins with two presidential suites. Each cabin has a bath tub and balcony and equipped with modern five star facilities. Passengers can enjoy cocktails from the moon deck bar and outdoor barbeques. Imagine talking in Egypt’s ancient sites from the Deck jogging track, or working out in the gym with its panoramic views. Recognized for their safety and hygiene, these two ships have awarded the certificate of excellence from the American Bureau of Shipping (ABS) and polski certification.

The newest addition to the Sonesta fleet is the Star Goddess, another five-star cruise ship with 33 *suites*. Every suite has its own private terrace, plasma television and wireless internet access.

The Sonesta Star Goddess has a jogging track on the spacious sun deck, and a spa with magnificent views. The ships have an outdoor over flow pool with bar services, so guest can trip cock-tails while they take in the view.

Sonesta Nile cruise offer a full programme of events and activities. The captain’s cocktail party on the first night is followed by different themed activities throughout the day and night, like the Nubian folklore show and belly

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20. [http://www.hoptravels.com/Egypt\\_transport/Nilecruise\\_Nile.htm](http://www.hoptravels.com/Egypt_transport/Nilecruise_Nile.htm)

dancer. Escorted trips off the boat enable passengers to really soak up history, sights and sounds, making Sonesta Nile cruises the holiday of a life-time.

Nile cruise can be booked for anything from the half day or a day, up to two weeks, running between Luxor and Aswan. A long cruise gives visitors the opportunity to make stopovers along the way, and do justice to all the great monuments and temples. On the Nile cruise visitors can pass the great pharaonic temples of Esna, Edfu and Kom Ombo, or explore Luxor's west bank. A Nile cruise can also be the best way to reach the Valley of Kings, where the legendary pharaohs of the New Kingdom built their hidden hillside tombs. Actually the river transport in Egypt is being expanded to relieve the load on road and railways for internal distribution.<sup>21</sup>

#### 4.1.D AIR TRANSPORT

The aero plane had a revolutionary impact on tourism from World War II on words. The modern era can be termed the mass air travel era. The growth of air travel has been one of the most important socio-economic phenomena of the post World War II.

Air travel is the second most popular mode of transport, next to automobiles especially for international travel. Air travel is attractive because of its speed and range and also because, for business visitors, it offers status as well as valuable work time when travelling on a long – haul basis.<sup>22</sup>

The use and development of air transport for tourism purposes has come about for three main interrelated reasons. First and foremost has been the continued improvement in aircraft technology. Secondly the operation of all – inclusive tours have been adapted to air transport and provide an opportunity for travel demand to be created. Finally, the ongoing development of new travel opportunities has coincided with a desire on the part of holiday makers to widen their holiday experience.

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21. Egypt: Open for Business, Airport France Business Magazine, (London, 2006), pp. 88-96.

22. Dr. Ghose, B., Tourism and Travel Management, Vikas Publishing House Pvt. Ltd., (New Delhi, 2004) p. 122.

In the development of international tourism, air transport has played the most important role. There are some 10,000 commercial planes in the world offering 1.6 million seats every day. Air transport for the masses has been a post – Second World War phenomena.

International air travel is regulated by International Air Transport Association (IATA) with its head office in Montreal in Canada. It was established in 1945. IATA has 105 major airlines of the world as its members. IATA regulates the prices of air tickets in different areas of travel in the world. All international air fares are decided by the IATA but domestic fares are the concerned of the respective governments. The air fares are determined on different considerations like the volume and traffic demand in an area, level of competition, etc.

There are two types of airlines—scheduled and chartered. Scheduled airlines are so called because they fly according to regular schedules. The non-scheduled airlines are called charter airlines. The charter flight operates only when there is a demand.

Airlines may be classified into two broad categories. Small careers that operate aircraft with fewer than 30 seats are defined as commuter airlines. Larger careers that fly direct routes between major cities are called airlines.<sup>23</sup>

Though Egypt has the first airline in the Arab region and the West Asia and became the main station for air transport between the east and the west. Egyptian airlines reach 72 cities and capitals around the world, in addition to 12 Egyptian cities through 30 airports.<sup>24</sup>

Around 90 per cent of scheduled international flights used Cairo, Hurghada, Luxor and Sharm El Sheikh International Airports. Domestic flights and air passengers were also concentrated to the 6 major international airports and Abu Simbel airport. The Cairo airport managed and operated by Cairo Airport Authority has been the hub airport of Egypt since it opened in 1963. It is the largest airport in the West Asia and has three thousand to four thousand

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23. Ibid., p. 123.

24. Egypt Year Book, Ministry of Information State, Information Service, (Egypt 2006), p. 13.

meter runways for international flights and four runways which could accommodate A-300 class airplanes for domestic flights.

In consideration of the increasing number of visitors in the future, the government is also planning to expand existing airports and build new airports. The government is also planning to expand and built these airports by BOT scheme. Currently 6 new airports are planned and four of them have already been under construction. The other two are looking for investors. In the future additional two airports will be built along the Red Sea by BOT scheme.<sup>25</sup>

- Four airport projects under construction by BOT: Marsa Alam (Red Sea), Farafra (Western Desert), Bahariya (Western Desert), El Alamein (Mediterranean).
- Two airport projects announced by BOT: Ras Sudr (Red Sea), Ain Sukhna (Red Sea).
- Two future airport projects scheduled by BOT (Red Sea), Halaib (Red Sea).

International airlines in Egypt provide regular services between Cairo and Alexandria and major world centers. Egypt – Air, the government – owned, airline, also provides domestic and foreign services; the country has about 80 airfields.<sup>26</sup>

The new Al-Arab Tower airport, close to Egypt's second – largest city Alexandria will expand its capacity to 1.2 million passengers every year. According to minister of Civil Aviation Ahmed Shafiq, "the civil aviation sector in Egypt has changed dramatically in the last six years, and proved considerably. Civil aviation is the window to the country, and a key sector for the whole economy, from tourism to trade. Both tourism and the free zones are encouraging more air travel to Egypt and tourist or businesspeople have a pleasant trip through Egyptian airports.

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25. Dr. Rady, A.(CEO of Tourism Development Authority), Tourism and Sustainable Development in Egypt, Submitted to Plan Blue, (March 19, 2002), pp. 45-46.

26. [http://www.hoptravels.com/Egypt\\_transport/Nilecruise\\_Nile.htm](http://www.hoptravels.com/Egypt_transport/Nilecruise_Nile.htm)

Egypt air, a government owned an airline, the national carrier, has always been a pioneer. It was only the seventh airline in the world when it formed in 1932. It operates more than 400 flights every week from Cairo and other Egyptian cities to over 66 global destinations in Asia, Europe, Africa and North America.<sup>27</sup>

It is abundantly clear that air transport plays a dominant role in inter – regional movement of tourists.<sup>28</sup>

## 4.2 TRAVEL AGENCY

The role of private sector in the organization of tourism is very crucial. Organization is the framework within which tourism works: it relates to the structure of the industry and is concerned with the issues involved in, and the approaches to, tourism. Organization is the function of purpose and is concerned with maximizing the opportunities for tourism.<sup>29</sup>

Most tourism revolves around travel agencies and tour operators. Travel agency, which is an organization in the private sector, plays a crucial role in the promotion of tourism.

Travel agency business is not very old. The first travel agency was set up by Thomas Cook in 1841. The aim was to organize the package tours at affordable price for people belonging moderate income group.<sup>30</sup>

Thomas Cook started a full time excursion agency in 1845. Cook diversified his business in other directions and became a tour operator, besides being an excursionist. Cook started making his tours interesting. He published guide book for the tourist with all the details of transport and accommodation. He also introduced traveler's cheques and hotel coupons, eliminating the need of cash in travel.

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27. Egypt: Open for Business, Airport France Business Magazine, (London, 2006), pp. 73-74.

28. Dr. Ghose, B., *Tourism and Travel Management*, Vikas Publishing House Pvt. Ltd., (New Delhi, 2004), p. 124.

29. Dr. Ghose, B., *Tourism and Travel Management*, Vikas Publishing House Pvt. Ltd., (New Delhi, 2004), p. 256.

30. *Ibid.*, p. 81.

Basically there are two types of travel agencies: the general travel agency and the specialized travel agency. The general travel agency is a small organization (2 to 10 employees) that deals with almost all types of travel and offers nearly every type of travel – related service. The specialized travel agency is a fairly large operation and may specialize in one form of travel or travel service to a group or community.

The specialized travel agencies may specialize in corporate and commercial accounts, exclusively dealing with business travel, organizing air tickets, arranging hotel accommodation, car rentals, etc. for corporate executives. The other areas of specialization are ship or cruise travel, outbound travel, especially in packaging and marketing overseas holidays, organizing and promoting conferences and conventions, and creating an incentive travel market etc. Some travel agencies confine their business to developing and marketing domestic tours only.<sup>31</sup>

The following travel agencies operate in Egypt at various tourists sites. They provide all sorts of information like visitor seeking information-transport, accommodation, tourist sites etc. and guides.<sup>32</sup>

- 123 Easy Tour
- Abu Samra Travel
- Airlink Travel
- Aladin Adventure Tours
- Al Gezirah A. Travel
- Arab World Egypt
- Best Way Travel
- Budget Travelers
- Champion Tours
- City Stars tours
- Commodore Travel
- Al Manar Travel
- Arab Travel and Holidays

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31. H. Robinson, *A Geography of Tourism*, Macdonald and Evans, (Britain, 1976), p. 81.

32. <http://touregypt.net/aetbi/members.htm>

### **4.3 INFORMATION CENTRES**

Information is offer to tourist by Ministry of Tourism (MOT) offices existing in many parts of the country. It is offered by ministries officers or in the form of brochures and publications available in these offices. Information centers are located in important touristic sites such as Cairo, Luxor, Aswan, Alexandria, Sharm-El Sheikh and Red Sea region. Recently the ministry got a website on the internet where information can also be obtained about tourism and touristic places in Egypt.

### **4.4 RENT A CAR SERVICE**

There are many car rental offices where a tourist can rent a car so that he can go to the places; he wishes to visit according to his own schedule. This promotes the role of small enterprises working in the field of tourism and encourages them to provide quality services for the tourist.

### **4.5 GUIDE**

A guide who a company's tourist can play an important role in making the trip very interesting and liable through providing them with accurate and adequate information about the touristic site they visit. Egypt has few educated and qualified guides

### **4.6 ACCOMMODATION**

Accommodation is a very important part of tourism infrastructure and development of tourism is a function of accommodation. The demand for accommodation away from home is a function of travel. Up to the middle of the 19<sup>th</sup> century, the bulk of journeys were undertaken for business purposes by road within the national boundaries. Inns and similar hostelries along the main highways and in the major towns grew to become the main accommodation market.<sup>33</sup>

Tourist accommodation is an important input of the tourist system. It caters to international tourists forming a vital component of the tourism superstructure and the important feature of the total tourist image of the

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33. Dr. Ghose, B., *Tourism and Travel Management*, Vikas Publishing House Pvt. Ltd., (New Delhi, 2004), p. 229.

country. An Adequate supply of accommodation in accordance with the requirements of the tourist market is one of the basic conditions of tourism development.

Tourism is, to a great extent, dependent on the type and quality of accommodation available. The expansion of tourism inevitably brings about the development of accommodation. It is rather the core of the tourist industry. Accommodation is, in other words, the matrix of tourism, and is the obvious choice to play a distinctive role in the development of this expanding industry.<sup>34</sup>

Accommodation may also be classified into two sectors:

1. Commercial sector which includes hotels, motels, guest houses, and
2. Supplementary sector to cover all other forms of accommodation,

The supplementary sector includes private permanent residences used for hosting friends and relatives and second homes (i.e. a permanent building which is the occasional residence of a household that usually lives elsewhere and which is mainly used for recreational purposes).

The dictionary meaning of hotel is a place which supplies boarding and lodging or a place for the entertainment of the travelers. Its location places the hotel geographically in or near a particular city or village; within a given area location denotes accessibility and the convenience and attractiveness of surroundings and the appeal it presents, freedom from noise and other nuisances. Its facilities which include bedrooms, restaurants, bars, function rooms, conference halls and recreation facilities such as swimming pools represent facilities for the use of its customers.<sup>35</sup>

**Classification of Accommodation:** - The categories of tourist accommodation are hotel, tourist village and floating hotel, according to the Ministry of Tourism. Hotels are defined as high buildings, and tourist villages are defined as cottage typed accommodation facilities.

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34. Bhatia, A.K., Tourism Development, Principles and Practices, Sterling Publishers Pvt. Ltd., (New Delhi, 1996), p. 235.

35. Op. Cit., pp. 130-131.

The hotel sector witnessed a tangible leap; the number of hotels, tourist villages and floating hotels amounted to *1,187* in 2006, and the hotel capacity increased to *1,70,000 rooms* in 2006, so as to huge increase in number of tourists and tourist nights. More than *1,00,000 hotel rooms* are currently under construction, adding to an expansion that has already seen the number of rooms rise from less than *65,000* in 1995 to *1,13,611* in 2002 and number of hotels in 2,000 are *1010* with *2,26,222* beds. In 2001 the total numbers of rooms were *1,17,000* which rose up to *1,32,000* in 2002. According to Egypt's Information and Decision Support Centre (I.D.S.C.) the number of hotels and tourist villages has increased *752* in 1995 to *909* in 2004. Furthermore, the number of hotels and floating hotels grew to *1178* by Jan 2007, and the hotel capacity increased to *158719 rooms* in Jan 2007 up to by *35.66 per cent* in comparison to 2001. The existing Marinas that extend from Cairo to Aswan were developed and New Marinas established. Currently *665 hotels* are under construction with *131400 rooms* in different parts in Egypt to facilitate the tourist more and more.

The hotel sector is one of the major sectors in the field of tourism. Hotels and tourist villages are located in Egypt's main tourist cities and along its coasts, in addition to the floating hotels that cruise the Nile tourism and Nasser Lake behind the Dam. Floating hotels in Egypt are prime attraction for tourists to enjoy the Nile tourism and are of international fame.

Hotels and tourist villages are ranked according to quality of facilities and services; the same goes for floating hotel, which has four ranks (from 2 star to 5 star).

**Table: 4.01**  
**Distribution of rooms by hotel rank in 2005**

Hotel	Number of Room
5 star	37118
4 star	21548
3 star	18437
2 star	8223
1 star	3852
Unclassified	24433
<b>Total</b>	<b>113611</b>

Source: *Egypt Tourism in Figure 2005*.

#### Geographical Distribution of Accommodation

**Table: 4.02**  
**Number of Hotel Rooms in Tourism Regions**

Tourism Region	Number	Share
Cairo	12637	11.1
Giza	7201	6.3
Alexandria	4278	3.8
Luxor	3972	3.5
Aswan	2737	2.4
Red Sea	31777	28.0
South Sinai	27053	23.8
North Sinai	547	0.5
Matrouh	1443	2.1
Others	7585	6.7
Floating Hotels	13391	11.8
<b>Total</b>	<b>113621</b>	<b>100.0</b>

Source: *Egypt Tourism in Figure 2005*

In 1982 and 1993, more than 50 per cent of hotel rooms were distributed in the Cairo tourism region but the share decreased to 30 per cent in 1997 and to 20 per cent in 2000. The share of the Red Sea tourism region rapidly grew to 28 per cent in 2000 from 7.7 per cent in 1993. The number of hotel rooms in the Nile Valley also developed three times as much during the same period while the share increased only 11.8 per cent.

*There are some important Egypt's hotels accommodations given below.*<sup>36</sup>

**Chart: 4.01**

Accommodation (Hotels)	Locality
Nobaleh Ramses Hotel	Abu Simbel
Nefertari Hotel	Abu Simbel
Regency Hotel	Alexandria
Kaoud Sporting Hotel	Alexandria
El Haram Hotel	Alexandria
Sofitel Alexandria Cecil	Alexandria
Renaissance Hotel	Alexandria
Mercure Alexandria	Alexandria
Romance 3M	Alexandria
Landmark Hotel	Alexandria
Sheraton Montazah	Alexandria
Plaza Hotel	Alexandria
Maamura Palace Hotel	Alexandria
Helnan Palestine Hotel	Alexandria
Hotel Delta	Alexandria

36. [http://www.accommodation\\_med.com/egypt/accommodation/hotels%20%20egypt.php](http://www.accommodation_med.com/egypt/accommodation/hotels%20%20egypt.php)

Aida Beach Hotel	Alexandria
Hilton Green Plaza	Alexandria
Alexandria Hotel	Alexandria
San Giovanni Hotel	Alexandria
Amoun Hotel	Alexandria
El-Salamlek Palace Hotel	Alexandria
Mecca Hotel	Alexandria
Summer Moon	Alexandria
Sofitel Old Cataract Hotel	Aswan
Amoun Hotel	Aswan
Helnan Aswan Hotel	Aswan
Isis Island Hotel	Aswan
New Cataract Hotel	Aswan
Isis Aswan Hotel	Aswan
Aswan Oberoi Hotel	Aswan
Basma Hotel	Aswan
Kalabasha Hotel	Aswan
Cleopatra Hotel	Aswan
Hilton Borg El-Arab	Borg El Arab
Siag Pyramids Hotel	Cairo
Cairo Nile Hilton	Cairo
Four seasons	Cairo
Pharaoh Egypt Hotel	Cairo
El Gezirah Sheraton	Cairo
Cairo Sheraton Hotel Tower	Cairo

Mena House Oberoi	Cairo
Le Meridien Heliopolis	Cairo
Le Meridien Pyramids	Cairo
Pyramisa Cairo Hotel	Cairo
Semiramis	Cairo
Inter Continental Hotel	Cairo
Sonesta Nile Goddess Floating Hotel	Cairo
Dreamers Hotel	Cairo
Indiana	Cairo
Scheherazade Hotel	Cairo
Golden Tulip Flamenco	Cairo
Safi Suites Hotel Zamalek	Cairo
Tonsi Hotel	Cairo
Sun East Tours	Cairo
Amon Hotel	Cairo
Atlas Zamalek Hotel	Cairo
Kaoud Delta Pyramids Hotel	Cairo
Les 3 Pyramids	Cairo
Helnan Shepherd Hotel	Cairo
Novotel Cairo	Cairo
Concorde Hotel	Cairo
Victoria Hotel	Cairo
Cairo Khan Hotel	Cairo
Arabia Hotel	Cairo
Safir Hotel Cairo	Cairo

Movenpick Hotel	Cairo
Sheraton Nile Cruises	Cairo
Dahab Hotel	Dahab
Hotel Coralina Dahab	Dahab
Novotel Dahab	Dahab
Dyarna Dahab Hotel	Dahab
Atic Hotel	El Alamein
El Alamein Hotel	El Alamein
The Egoth Oberoi	El Arish
Semiramis	El Arish
El khan	El Gouna
Helnan Morgan Village	Fayed
Du Lac	Fayoum
Panorama Shakshouk Hotel	Fayoum
Pharaoh Giza City Centre	Giza
Mercure Ismailia	Ismailia
Luxor Wena Hotel	Luxor
Hilton Luxor	Luxor
Sofitel New Winter Palace	Luxor
Luxor Sheraton hotel	Luxor
Gaddis Hotel	Luxor
Nile Beauty	Luxor
Novotel Luxor	Luxor
New Windsor Hotel	Luxor
Emilio Hotel	Luxor

Philippe Hotel Luxor	Luxor
Pharaoh	Luxor
Akhetaton Hotel Village	Luxor
Mercure Coralia Luxor 3 M	Luxor
Le Meridien Luxor	Luxor
Mercure Hotel	Luxor
Oberoi Shehrayar Floating Hotel	Luxor
Mercure Inn Coralia	Luxor
Savoy Hotel	Luxor
Nile Romance	Luxor
Isis Luxor	Luxor
Best Western Montasser	Luxor Aswan
Domina Mersa Alam	Mersa Alam
Negresco	Marsa Matrouh
Beau Site Hotel	Marsa Matrouh
Beach House Hotel	Marsa Matrouh
New Royal Palace	Marsa Matrouh
Miami Hotel	Marsa Matrouh
Royal Palace	Marsa Matrouh
Cornish El Nil St.	Minya
Helnan Noweiba hotel	Noweiba
Domona Nuweiba	Noweiba
Helnan Port Said Hotel	Port Said
Nonesta Prt Said Hotel	Port Said
Noras Beach Hotel	Port Said

Sudr Tourist Village	Ras Sudr
Hilton Ain Sokhna	Sabbah Suez
Safaga Paradise Village	Safaga
Menoville Village	Safaga
Victoria Resort Sharm Movenpick Jolie Ville	Sharm El Sheikh
Swissotel Sharm El Sheikh	Sharm El Sheikh
Conrad Sharm El Sheikh Resort	Sharm El Sheikh
Sanafer	Sharm El Sheikh
Comfort Hotel Al Dinan	Sharm El Sheikh
Radisson Sas Golden Resort	Sharm El Sheikh
Le Meridien Sharm El Sheikh	Sharm El Sheikh
Hilton Shark Bay Resort	Sharm El Sheikh
Hilton Sharm Fayrouz	Sharm El Sheikh
Sofitel Sharm El Sheikh	Sharm El Sheikh
Helnan Mrina Sharm Hotel	Sharm El Sheikh
Kahramana Hotel	Sharm El Sheikh
Ghazala Gardens Hotel	Sharm El Sheikh
Sonesta Sharm El Sheikh	Sharm El Sheikh
Kanabesh Hotel	Sharm El Sheikh
Aqua Marine Novotel	Sharm El Sheikh
Novotel Coralia Naama Bay	Sharm El Sheikh
Domina Coral Bay	Sharm El Sheikh
El Sokhna Protea Hotel	Sokhna
El Salam	St. Catherine

St. Catherine Tourist Village	St. Catherine
Red Sea Hotel	Suez
Summer Palace	Suez
Taba Hilton hotel	Taba
Saleh El Deen Hotel	Taba
Hyatt Regency Taba Heights	Taba
Alafa Hotel	Tanta

*There are some important Egypt's hostels accommodations given below.*

**Chart: 4.02**

<b>Hostels</b>	<b>Locality</b>
Agamy Palace Hotel	Alexandria
Hannoville hotel	Alexandria
Semiramis	Alexandria
New Swiss Cottage Hotel	Alexandria
Windsor Hotel	Alexandria
Metropole Hotel	Alexandria
Petit Coin Hotel	Alexandria
Badr Touristic	Assiut
Jasmine Hotel	Cairo
Pharaoh Hotel	Cairo
Sakkara	Cairo
Selecte Hostel	Cairo
Cairo Crillon	Cairo
Vendome	Cairo

Fontana Hotel	Cairo
Abu El Palace	Cairo
Windsor Hotel	Cairo
Sinai Sin Hotel	El Arish
Sinai Beach Hotel	El Arish
Wadea Abed El Kodose	Luxor
St. Josphe Hotel	Luxor
Rivieria Palace	Marsa Matrouh
El Slam Tourist Village	Noweiba
El Sayadeen Tourist Village	Noweiba
Bawaki Beach Hotel	Noweiba
New Regent Hotel	Port Said
New Concorde	Port Said
Holiday Hotel	Port Said
Tiran Village	Sharm El Sheikh
Gafuland Tourist Village	Sharm El Sheikh
Cliff Top Hotel	Sharm El Sheikh
Daniela Village	St. Catherine
Green House	Suez

*There are some important Egypt's resorts, luxury spas accommodation given below.*

**Chart: 4.03**

<b>Resorts &amp; Luxury Spas</b>	<b>Locality</b>
Coral Beach Al Arish Resort	Al Arish
Nesima Resort	Dahab
El Gouna Waterski	El Gouna
Movenpick Resort El Gouna	El Gouna
Sheraton Miramar Resort	El Gouna
High Gate Timeshare Resort	Hurghada
Sheraton Luxor Resort	Luxor
Crocodile Resort Luxor	Luxor
Movenpick Jolie Ville	Luxore
Noweiba Hilton Coral Resort	Noweiba
Hilton Nuweiba Coral Resort	Noweiba
Hilton Pyramids Gulf Resort	October City
Movenpick Resort El Quseir	Quseir
Monn Beach Resort	Ras Sudr
Shearton Soma Bay Resort	Safaga
Lotus Bay Beach Resort and Gardens	Safaga
Holiday Inn Resort Safaga	Safaga
Days Inn Gafy Resort	Sharm El Sheikh
Jolie Ville Movenpick Resort	Sharm El Sheikh
Hyatt Regency Sharm El Sheikh Resort	Sharm El Sheikh
Radisson Sas Resort Taba	Taba

<b>Bed And Breakfast Accommodation</b>	<b>Locality</b>
Desert Home	Alexandria
Alemein Resort House	El Alamein
Best Western Grand Azur	Hurghada
Radi	Marsa Matrouh
Rommel House	Marsa Matrouh
Semiramis	Marsa Matrouh
Green House	Tanta
Apartments, Villas	Locality
Sanjok	Alexandria
Swiping Apartment	Dahab
Holiday, Vacation Houses	Locality

#### 4.7 TOURIST MOTIVATION

Tourism is an incredibly dynamic industry and is related with motivation. Studies and surveys show that individuals normally travel for more than one reason. It may be mentioned that tourism is the outcome of combination of motivations. Tourists are complex individual personalities, having a variety of complex motivations. Tourists in selecting holiday destinations undergo a complex decision-making process involving their needs and desires, motivations, preferences, expectations, images, perceptions evaluation of alternative holidays etc. a number of authors have approached the concept of motivation.

*McIntos, Goelner and Ritchie (1995) identified four categories of motivations:*

1. **Physical motivators:** Those related to refreshment of body and mind, health purposes, sport and pleasure. This group of motivators is seen to be linked to those activities which will reduce tension.
2. **Cultural motivators:** those identified by desire to see and know more about other cultures, to find out about the natives of a country, their lifestyle, music, art, folklore, dance, etc.
3. **Interpersonal motivators:** This group includes a desire to meet new people, visit friends or relatives and to seek new and different experiences. Travel is an escape from routine relationships with friends or neighbors or the home environment or it is used for spiritual reasons.
4. **Status and prestige motivators:** These include a desire for continuation of education. Such motivators are seen to be concerned with the desire for recognition and attention from others, in order to boost the personal ego. This category also includes personal development in relation to the pursuit of hobbies and education.

Tourism motivations will not be the same for an individual throughout his or her life. Motivations will change according to past life experiences and current stage in life. In addition, motivations may shift or become greater factors because of tourism promotion campaigns which may create certain perceptions of potential tourist destinations or holiday and travel options. It is the role of perceptions in the tourism market.

#### **4.8 BUTLER LIFECYCLE MODEL OF RESORT DEVELOPMENT**

Several scholars have proposed the idea of an orderly progression in the lifecycle of tourist resources (*Christaller 1963, Plog 1973, Stansfield 1978 and Butler 1980*). Cycle theory is a commonly used concept in a variety of research fields such as economics, marketing, demography, urban studies and geography. However, one needs to distinguish between two different life cycle concepts, namely studies related to the product family life cycle. The basic

reason of the former is that a product or tourism destination moves through stages of inception, growth, maturity, stagnation, and eventual decline.<sup>37</sup> Put simply; destination move from an essential period of discovery through to a period of increased visitor interest and growth in specifically tourism oriented infrastructure to become a location of mass tourism with associated social implications. The next phase is either decline or rejuvenation, depending on the quality of the resources and the foresight of the tourism planners. Depending on the product and locality, this curve may be steeper or longer but on eventual decline is assumed.

*Walter Christaller (1963)* developed a model that described the evaluation of tourism through a life-cycle process. In the representation, artists first seek out unusual and undisturbed area for subject matter and inspiration. This can lead to the development of an artist colony, which in turn attract poets, movie, people, gourmets, and in time the rich and indulged. This progression results in the destination being identified as fashionable, which attracts hotel and commercialization. As the popularity of the destination increases more working class people are attracted while the original visitors leave, except for a few commercial artists. While advertising and travel agencies now promote the destination, the original visitors are driven to find new untouched locations and the cycle reflects itself.<sup>38</sup>

*Plog (1973)* presented a different view of the destination is due predominantly to the psychology of the travelers. *Plog* identifies three main types of tourists.

- The allocentric;
- The midcentric, and
- The psychocentric

Each of these tends to conform to income levels ranging from higher to lower to respectively. Allocentrics are first to visit or discover a location

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37. Martin Oppermann, "Travel Life Cycle" *Annals of Tourism Research*, Vol. 22, No. 3, (New York, 1995), p. 536.

38. Alex Tooman, "Application of the Life Cycle Model in Tourism", *Annals of Tourism Research*, Vol. 24, No. 1, (New York, 1996), p. 216.

because they are the most adventuresome of three types and enjoy discovery and new experiences. As more allocentrics visit an area, it develops a reputation as the “in” place to visit, thus attracting near allocentrics. Consequently, tourist facilities emerged and expand so that midcentrics become attracted. These are the majority of the population; who prefer the destination as reasonably accessible, and comfortable. This increased popularity results in the maturation of the destination; development occurs so as to offer a full array of amenities, services and amusements. At this point, the destination has achieved its maximum potential and attracted the broadest possible number of tourists. At this stage, an account of heightened popularity, less adventuresome, near psychocentrics visit the destination. Psychocentric tourist travel less, stay a shorter time, and spend less money, typically preferring destination to be as familiar as possible. As the destination becomes more accessible and more commercialized, the original visitors depart in search of new discoveries.<sup>39</sup>

**Butler’s Model:** - The model that has attracted the most attention and discussion, and incorporates the most factors in the six-stage model developed by *Butler* in 1980. He introduced product life cycle of tourism resorts in his seminal article “The Concept of a Tourism Area Cycle of Evolution; Implications for Management of Resources”. *Butler’s* model proposed six stages in the cycle of evolution of a tourist area. These stages include:<sup>40</sup>

- Exploration
- Involvement
- Development
- Consolidation
- Stagnation
- Rejuvenation/decline

The Destination Area Life Cycle (DALC) describes the evaluation of destinations from involvement over exploration and development to

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39. Ibid, pp. 216-217.

40. C. Anthony di Benedetto and David C. Bojanic, “Tourism Area Life Cycle Extensions”, *Annals of Tourism Research*, Vol. 20, (New York, 1993), pp. 557-558.

consolidation and stagnation. Eventually the tourism area faces declining tourist number I it is not temporarily saved by rejuvenation.

**Exploration Stage:** The tourist cycle begin with exploration by small number of visitors who are adventurous by nature and avoid commercialized destinations. There is a higher degree of contact with locals and use of their facilities but with very little social and economic relations.

**Involvement Stage:** In the involvement stage, the local community is engaged in tourism; facilities and infrastructure are built, tourism associations are created, and the market is being defined, which, is turn, increases the speed of tourism development. A tourism destination and season emerged and advertising is initiated.

**Involvement Stage:** In the development stage, the destination is well defined, attractions have been developed, promotional campaigns raise awareness, and the novelty of the location is gradually falling away with the steady increase in tourist numbers. Control is passed from local hands to external companies. Accessibility is enhanced, advertising becomes more intensive and extensive, and local facilities are displaced by more elaborate and up- to-date ones. Artificial attraction supplants original ones. Imported labor and ancillary facilities and services become necessary to support the rapidly growing tourism industry.

**Consolidation Stage:** In the consolidation stage, the rate of increase of visitors has declined although total numbers are still increasing. The destination is now heavily marketed and tourism is very essential for the local economy, with an identifiable business district, and dominated by major claims and franchises. Other facilities are now second rate and mostly undesirable.

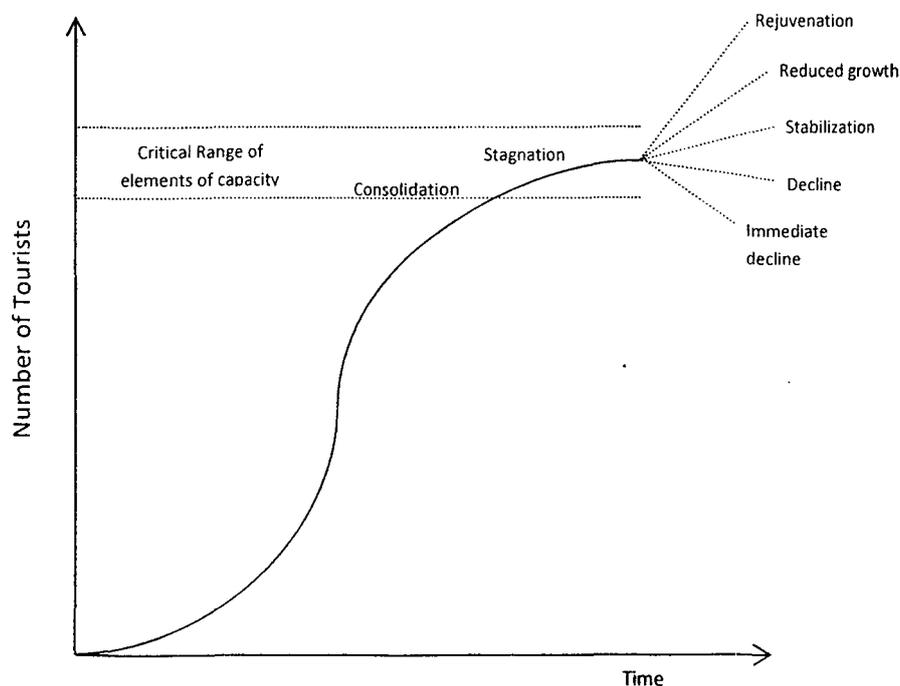
**Stagnation Stage:** At stagnation, highest number of tourists is achieved forcing facility managers to rely on repeat visitations and conventions for business. The resort is no longer fashionable and there are evidently problems with environment, culture and the changes in the local structure of industry. Artificial attractions supersede the natural or cultural ones. Surplus capacity exists. At this stage, the destination has two options, Decline or rejuvenation.

**Decline (first part of stage six):** In decline stage, visitors are lost to newer resorts and the destination become dependent on a smaller geographical area for day trips and weekend visits. Tourism facilities become replaced by none - tourism establishment as the area disengaged from the industry. This results in even less attraction for visitors and remaining facilities become less viable. Local involvement probably increases again as the piece of facilities drops along with the market decline. The destination either become the tourism slim or finds itself devoid of tourism activity altogether.

**Rejuvenation (second part of stage six):** A dramatic change in the resource based is established. Either a new set of artificial attractions is created or a previously unexploited natural resource is utilized.

**Figure: 4.00**

**The Butler Model of Resort Development**



**Source:** Adopted from Stephen Williams, *Tourism Geography*, London, 1998, P. 37.

Figure: 4.00 illustrate one conceptualizations of a resort area life cycle as developed by the geographer Butler. Some authors have seen stagnation and

decline as an evitable and natural consequence of resort development.<sup>41</sup> During the final stage, the cycle can begin or permanent decline can set in. Realistically, an outcome anywhere between two extremes is possible as new efforts may not be totally successful or the decline may not be totally irrevocable or precipitous. Any given destination may not follow these stages precisely, however many researchers conclude the general trend holds. There has been some empirical test of the tourist life cycle hypothesis (*Stainfield 1978, Hovinen 1981, Meyer-Arendt 1985, Cooper and Jackson 1989, Di Benedetto and Bojanic 1993, Priestle and Mundet' 1998, Tooman 1997, and Twining-Ward and Baum 1998*). The general conclusion appears to be that the model is useful as a portrayal of resort development, but the authors did experience differences from the idealized model. These differences were due mainly to the product or destination specific nature of the life cycle phenomenon. The model is in fact more descriptive than normative. Some authors have questioned the usefulness of the tourist area life cycle. They emphasized further research in any attempt to gain a more complete understanding of the life cycle phenomenon.<sup>42</sup>

Most of the tourist destinations of Egypt find themselves in development stage of the model, and some of the resorts are in involvement stage. None of the tourist destination has reached in consolidation stage. Now it is appropriate stage for proper planning and adaptation of integrated approach for development of tourist resorts in Egypt. Following seven elements should be taken into account as a means of building an indigenous and integrated tourism industry.<sup>43</sup>

- Zoning to separate tourism from other land uses and minimize its effect on agricultural land values.
- Gradual growth to lessen inflation and social problems.
- Indigenous tourism to maximize participation of local communities.

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41. Stephen Williams, *Tourism Geography*, (London, 1998), p. 36.

42. Alex Tooman, "Applications of the Life-Cycle Model in Tourism", *Annals of Tourism Research*, Vol. 24, No. 1, (New York, 1996), p. 216.

43. John, Bale and David Drakokis-Smith, *Tourism and Development in the Third World*, (London, 1988), pp. 74-75.

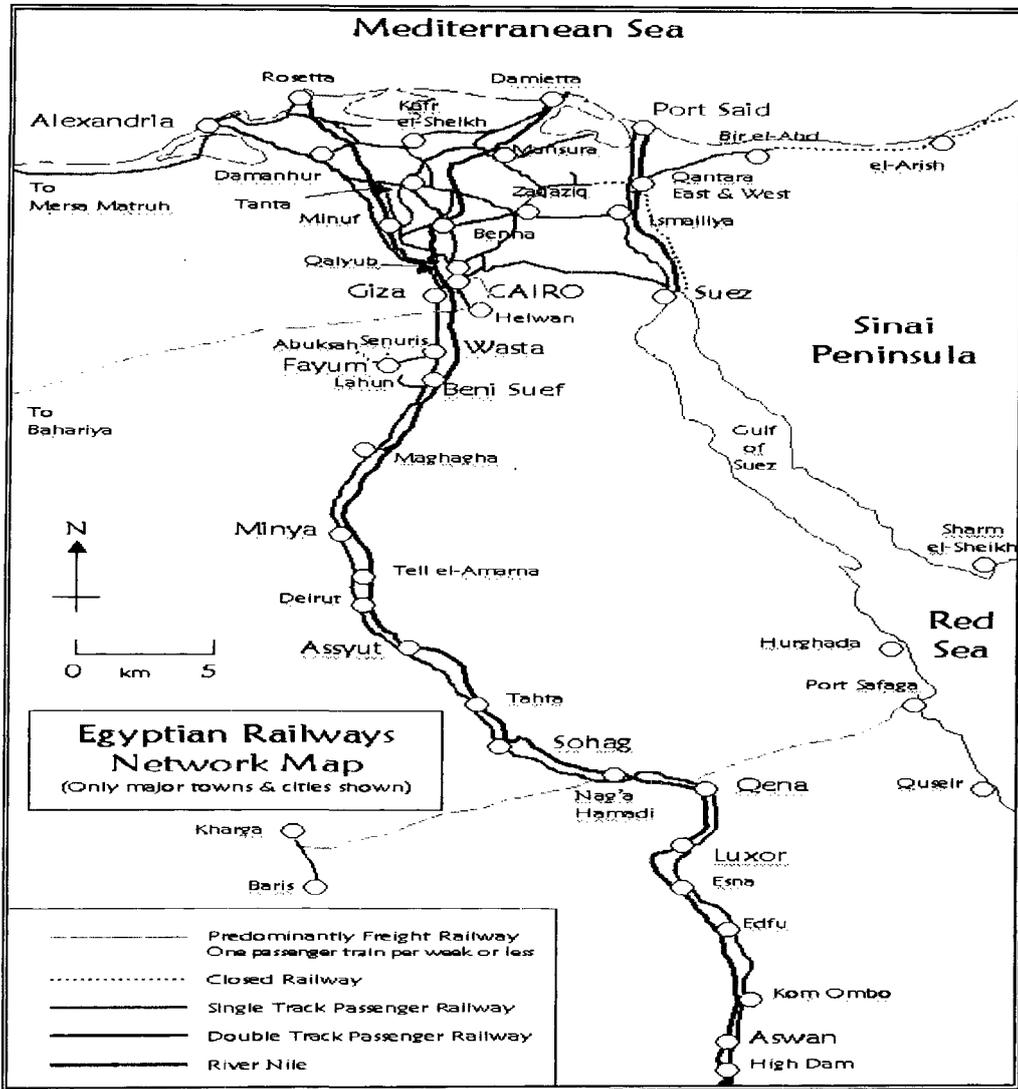
- Local production of food, furniture, and crafts to stimulate the economy and save on foreign exchange.
- Indigenous building forms using local materials plus more control over foreign investment.
- Joint ventures between foreign and local investors plus more control over foreign investment.
- Low-cost marketing aimed at reaching a diverse group of potential tourists.

Tourist data and geographical factors such as attraction, location and accessibility, of three important tourist resorts destinations of Egypt viz. Petra, Dead Sea area and Aqaba tourist of region typify the development stage of Butler's model of destination life cycle. Government of Egypt has launched various tourist products in order to develop tourism potential of the country and to bolster its economy. These projects are in involvement stage of the Butlers model of destination life cycle. Therefore, extra ordinary attention is required for these projects at this stage so that they may reach in development stage of the model. Further, these resorts may also be proved as a means of overcoming under development of Egyptian economy.

*MAPS*

MAP: 4.00

EGYPT: RAIL NETWORK



Source: [http://www.egyptianrailways.com/downloads/railway\\_map\\_of\\_Egypt.gif](http://www.egyptianrailways.com/downloads/railway_map_of_Egypt.gif)

***TOURISM AND  
EGYPTIAN ECONOMY***

## 5.1 AN OVERVIEW OF EGYPTIAN ECONOMY

Economic performance does play significant role in the development of tourism. Economic growth has a close relation with the progress of tourism. A brand infrastructural base supportive of productive activities are always needed in the growth and development of tourism. The development of tourism in any given location requires that several key elements come together to produce the right conditions. These may be summarized under three headings: (a) resources and attractions; (b) infrastructure: and (c) investment labor and promotion.

Tourism is a resource industry; depend for its basic appeal upon nature's endowments and society's heritage. The natural appeal of a locality may rest upon one or more of its physical attributes; the climate, landforms, landscapes. Fauna or flora; whilst socio-cultural heritage may draw tourists seeing centers of learning or entertainment, to visit places of interest or historic significance Or to view buildings or ruins of buildings. In addition to the natural and social endowments of an area, the industry will typically seek to develop the resources and attractions base to tourism through the construction of specific, often artificial tourist attractions.

Tourism development requires infrastructure, primarily in the form of accommodation, transportation services and public utilities. Transportation developments need to take accounts of the needs for external linkages (ports, airports, international rail terminals, etc.) to allow tourists to gain access to their destinations, as well as that allow for circulation within the destination area (local roads, vehicle hire services, etc.). Accommodation developments may reflect particular market segments at which the destination is being targeted (e.g. luxury hotels for discerning international travelers). An accommodation development also requires cheaper or flexible forms of accommodation viz. apartment blocks, villa development, time-shares or caravan and camping sites.

For development of tourism area, sources of capital investment, labor and appropriate structures for marketing and promoting the destination are needed. Infrastructural developments and the formation of artificial attractions require

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investment, and the operation of the industry at the destination requires pools of labor with appropriate training and experience. In most development context such needs are met by combinations of private and public investment with government typically playing a greater role in the promoting of destinations, in infrastructural improvements involving transport and public utilities, and in some cases in employment training.<sup>1</sup>

However, the above aspects of tourism development are not possible without sustainable economic development and attainment of higher levels of self-sufficiency in the production of goods and services. A strong economic base supports the establishment of tourist destination and helps in promoting the tourism activity. Recently, the Egyptian economy enjoyed positive traits demonstrable in the socio-political environment of the economy with a relating high degree of stability. The negative side of the Egyptian economy is presented by the relative scarcity of the natural resources, especially water and energy, the relatively large size of the population and the high percentage of the population growth and subsidization. This situation reduces the productive base resulting limited job opportunities along with low productivity of the working individual. It also causes a low-income level and a small investment market. Hence, a short and brief appraisal of economic performance of Egyptian would not be out of context here.

A series of International Monetary Fund arrangements coupled with massive external debt relief resulting from Egypt's participation in the gulf war coalition helped Egypt improve its macroeconomic performance during the 1990s. Through sound fiscal and monetary policies, the government of Egypt tamed inflation, slashed budget deficits, and built up foreign reserves. Although the pace of structural reforms, such as privatization and new business legislation, has been slower than the IMF envisioned, Egypt's steps toward a more market-oriented economy have promoted increased foreign investment. Lower combined hard currency inflows – from tourism, worker remittances and oil revenues in late 1990s resulted in pressure on the Egyptian economy.

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1. Stephen Williams, *Tourism Geography*, (London, 1998), pp. 86-89.

At the turn of the millennium, monetary pressures have eased, however, with the continued oil price rise since 2002, increased natural gas exploration and production and a moderate rebound in tourism. Egypt's reform record has substantially improved since Nazif Government came to power in July 2004. Egypt has made substantial progress in developing its legal, tax and investment infrastructure. The reform program is still a work in progress.

Egypt has a stable economy in the West Asia and North Africa enjoying continuous growth, averaging *4 per cent* to *5 per cent* in the past quarter-a-century. The economy embarked on various stages during which the public and private sectors played roles varying in relative importance:

- **Import substitution and nationalization, 1952-1967**, during which the first program of industrialization in 1957 was established and led by the public sector in heavy industries such as iron and steel and chemical industries, and nationalization which recorded the relative importance of the private sector.
- **Inter-war, 1967-1973**, adversely affected the performance of the economy and public sector role in import substitution.
- **Openness Euphoria, 1974-1981**, during which policies were introduced to encourage Arab and foreign investment through a series of incentives and liberalizing trade and payment; the economy expand but this proved sustainable and growth consequently scaled back.
- **External Debt crisis, 1982-1990**, the government took stern economic measures to reduce the external debt crisis.
- **Economic Reform, 1991-2007**, reform policies were introduced under the terms of international institutions, lenders and donors, including wider incentives to the role of the private sector in all economic activities.

Under comprehensive economic reform initiated in 1991, Egypt has relaxed many price controls, reduced subsidies, reduced inflation, cut taxes and partially liberalized trade and investment. Manufacturing become less dominated by the public sector reform and privatization has begun to enhance

opportunities for the private sector. Agriculture, mainly in private hands, has been largely deregulated, with the exception of the cotton and sugar production.

Construction, non-financial services, and domestic wholesale and retail trade are largely private. This has promoted a steady increase of GDP and the annual growth rate. The Government of Egypt tamed inflation bringing it down from double-digit to a single digit, due to successful diversification.

Among Arab countries, Egypt's GDP has been for long second only to Saudi Arabia's but stepped back in 2003 to third after Saudi Arabia and the United Arab Emirates and since 2004 to fourth after Saudi Arabia, United Arab Emirates and Algeria. However, the Egyptian economy relies heavily on tourist revenues. The tourism sector suffered tremendously following wicked terrorist attacks on tourists in Luxor in October 1997, Sharm-al-Shaikh in July 2005 and the town Dahab in Red Sea Resort in April 2006. Moreover, the September 11, 2001 attacks against the U.S. affected the economy as a whole too.

GDP (Gross Domestic Product) per capita based on purchasing-power-parity (PPP) increased fourfold between 1981 and 2006, from *US\$ 1355* in 1981, to *US\$ 2525* in 1991, to *US\$ 3686* in 2001 and to *US\$ 4535* in 2006. Based on national currency, GDP per capita at constant prices is *E£ 411* in 1981, to *E£ 2098* in 1991, to *E£ 5493* in 2001 and to *E£ 8708* in 2006 registering *21.1 per cent* growth during this period. Based on the current US\$ prices, GDP per capita increased from *US \$ 587* in 1981 to *US \$ 1518* (which translated to less than *US\$ 130* per month) in 2006 (Table-5.00).

Table-5.00 shows the performance of GDP in the national economy during the period between 1981-2006.

**Table-5.00**  
**Per Capita GDP (1981-2006)**

Indicator	1981	1991	2001	2005	2006
<b>GDP (PPP) per capita, (US\$)</b>	1354.81	2524.99	3685.98	4316.59	4534.82
<b>GDP per capita at constant prices, (EGP)</b>	3121.85	4075.47	5138.36	5519.09	5692.24
<b>GDP per capita at current prices, (EGP)</b>	411.20	2098.71	5493.28	7890.65	8707.88
<b>GDP per capita at current prices, (US\$)</b>	587.42	869.30	1460.98	1315.75	1517.85

**Source:** - <http://www.wikipedia/the free encyclopedia.htm>

Under Sadat, private investment was encouraged in an attempt to reverse Nasser's centralizing economic policy. Between 1974 and 1981, the GDP rose by an average of 9 per cent per year. However, oil sales, Suez Canal tolls, tourism and remittances of emigrants fueled much of the growth. On taking power in 1952, President Nasser launched reform programmes and introduced socialist form of economy that that closed the doors of private investment.

After Nasser's death, his successor, Anwar Sadat, gradually dismantled the existing system in favor of a policy of *infitah* (openness) towards investment. Egypt's economy underwent growth during the 1970's with the swift expansion of the oil industry, tourism and the Suez Canal.

The assassination of Anwar Sadat, Hosni Mubarak came into power. In 1982, President Mubarak enacted a new investment law, which kept heavy industry in the hands of the public sectors while private investors were given more incentives. During the 1990's, stern fiscal policies, agreed with the IMF and world bank and further market oriented measures brought the Egyptian

economy to its current condition. Egypt's major industries are textiles, fertilizers, rubber products and cement. There are also steel production works and several vehicle assembly plants. The main crops are cotton, rice, wheat, sugarcane, maize and a range of fruits and vegetables. The private investors were allowed to invest and participate in tourism sector which faced decline on account of domestic and regional political instability.

The report of the International Monetary Fund in 2006 hailed Egypt's achievements in economic reform as regarded the increase in growth rate to about *5.8 per cent* and inflation decrease to about *4 per cent*. Furthermore, contributions of the leading sectors have helped scoring rates higher than the economic growth as the energy, transportation, tourism sectors and some service activities have achieved high growth rates.

Sector of industry, transport, communications and tourism scored higher rates of growth. Contribution of the spinning and weaving sector to the GDP hits *31 per cent*, chemical industry *26 per cent*, processing industries *18 per cent*, transport, communications, Suez Canal *14.1 percent* and tourism *6 per cent*.<sup>2</sup>

The rise of economic growth under a liberalized economy that is based on market mechanisms is considered the most distinguished feature of the Egyptian economy. It may be argued that major economic reform and liberalization was essential for Egypt's long term development. The economic reform and liberalization move paved the way for the private sector to engage strongly in the various economic activities.

### **Economic Reform in Egypt**

The coming of Anwar Sadat, after Nasser's death and promulgation of *al-infitah* (economic reform) by him in 1974 was land mark in the Egyptian economic reform history. The policy of *al-infitah* opened the door of foreign investment and increases the role of private sector in the economy. Soon, especially after 1990, the Egyptian government has accelerated the pace of

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2. State Information Service, A.R. Publication, (Egypt, 2007), pp. 65.

economic liberalization which, however, expanded the role of private sector in the economy particularly in tourism sector.

The underlying aim and objective of the economic reform policy was to rectify the economic and social track by a coordinates, an integrated and a gradual package of economic, fiscal monetary and legislative policies with the purpose of liberalization national economy. Furthermore, the change of the states role in managing and steering the economic activity from the direct to the indirect management was one of the most distinguished trends that were entrenched during the period. This was achieved in the context of an ambitious programme for economic reform. The goal was to allow gradual change in the social milieu in a manner that rendered it one of the most successful economic programmes.<sup>3</sup>

### **Features of Economic Reform**

The main feature of economic reform programme was to raise the standard of living of common man by realizing prosperity and enhancing incomes. The first phase of the economic reform program in Egypt started with the launching of the first Five-Year Plan (1982-1987) through starting a process of comprehensive reform that targeted construction of a strong infrastructure that provides a solid basis to open the development process in modern agriculture, industry, tourism and various production sectors. This is done to provide a suitable atmosphere for environment and qualify the Egyptian economy to a comprehensive position among the advanced world economies.

The most distinguished features of the economic reform that started in Egypt during the 1980s are represented as follows:<sup>4</sup>

1. Convert from the central economic system that is based upon the domination of the state over the economic life to a system that embraced the philosophy of economic liberalization and believes in the power and mechanisms of the market.

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3. Gray, Mathew, Middle Eastern Studies, Economic Reform, Privatization and Tourism in Egypt, Frank Cass, (London, 1998), Vol. 34, No. (2), (April, 1998), p. 911.  
4. State Information Service, A.R. Publication, (Egypt, 2007), pp. 66.

2. Liberate bank interest rates, exchange rates, prices of products and production requirements.
3. Control cash demand and encouraged saving together with increasing the state's revenues.
4. Enhance and encourage the private and investment sectors while activating the privatization policy.
5. Activate the money market as one of the vital pivots of reform and economic liberalization policy.

In the second phase of the policy of economic reform and liberalization which started in 1991, privatization was considered as an essential component of economic reform policy in Egypt.

The third phase of the Egyptian economic reform programme encouraged the active participation of the private sector and mobilization of investment necessary for employment, generating incomes and drawing implementing policies.

Egypt is currently undertaking a comprehensive economic reform and stabilization programme aimed primarily at generating high and sustainable growth rates, alleviating poverty, improving the standard of living, reducing unemployment and achieving financial and monetary stability. The reform programme targeted the core of the economy with direct policy changes and encompassed the infrastructure backbone through areas such as education to improve Egypt's overall economic and social being. In its earlier phases, the programme concentrated on price deregulation, and the Egyptian government has exerted concerted efforts to encourage greater participation and to create a business friendly environment.

The comprehensive reform measures, undertaken since 1991 and expedited since July 2004 after the first cabinet of Dr. Ahmed Nazif, ushered in a new era of efficient economic management and financial discipline and laid down the framework for a dynamic, high-growth economy.

Egypt is now witnessing the emergence of a full-fledged, market-based, liberal, and privately led economy, that has the means, the institutions and the

capabilities to face the global competition of the 21<sup>st</sup> century. Major strides have been made to revamp conditions for market entry, operations and exit of business, to rebuilt and consolidate the infrastructure, to dismantle the bureaucratic barriers and to streamline procedures. As a result, Egypt is currently one of the most open and internationally integrated markets in the region.<sup>5</sup>

To the supporters of privatization and economic reform, the sale of the public assets offers the opportunity for greater productivity, lower public debt, and increased competition and consumer choice. More supporters that are ardent argue that without substantial reform, Egypt will soon be unable to satisfying even its most basic needs, such as food infrastructure and education. To its detractors, economic liberalization is, at best, unable to deliver many of the promises it makes and, at worst, will lead Egypt further into poverty and dependency on external powers for survival.

The truth probably lies somewhere in between. Given the enormous economic and social challenges facing Egypt, it is difficult to argue that no economic reform is necessary, but on the other hand, the arguments in favor of economic liberalization are often simplistic and over-optimistic.<sup>6</sup>

## 5.2 STRUCTURE OF EGYPTIAN ECONOMY

Egypt has a fully diversified economy with enormous potential for sustained high growth across all sectors.

**Oil and Gas:** - Oil is major source of foreign exchange, and dozens of multinational operate in the energy sector. Reserves of natural gas will last for fifty years and prospecting for new fields in active because of attractive incentives. Energy consumption nearly doubled between 1994 and 2001.

**Agriculture:** - Egypt enjoys nearly ideal agronomic conditions, and yields for rice and sugar cane are the highest in the world. Output, yields and exports are

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5. Amazing Egypt, Embassy of Egypt, (New Delhi, 2008), p. 33.

6. Gray, Mathew, Middle Eastern Studies, *Economic Reform, Privatization and Tourism in Egypt*, Frank Cass, Vol. 34, No. (2), (London, 1998), p. 911.

responding positively to the elimination of controls in agriculture and the potential is still vast for marketing fresh fruits and vegetables internationally.

**Tourism:** - Egypt has considerable potential for developing its tourism sector, currently at around seven million tourists annually. A major advantage is the variety of tourist locations and attractions. Coastal tourism projects are becoming progressively larger, and plenty of conference facilities are available.

**Construction:** - Construction is an integrated multi-billion dollar sector, with a workforce of 1.2 million serving Egypt and the region. A major strength is its diversified and competitive manufacturing base for steel, cement and other building materials. A recent success story is in the export-oriented ceramics, tiles and sanitary ware industry.

**Manufacturing:** - The size and competitiveness of the manufacturing sector ensures that it is and will continue to be Egypt's engine of growth. Industrial strategy promotes export orientation and the use of frontier technology, with a major role for transnational corporations. Egypt's National Development Strategy aims at raising the value of exports fivefold over the next decade. Egypt's manufacturing sector has achieved significant progress in labor productivity, while maintaining a constant level of dollar wages. What this means is that the country has an obvious and significant cost advantage for business operating in Egypt.

**Food Processing:** - The food processing industry relies on Egypt's high quality and low-priced agricultural output. It is attracting a growing number of transnational corporations to serve expanding domestic and foreign markets. Egypt ranks fifth in terms of exports of processed food to the large Arab market. Over the past decade, land-reclamation has added several thousand acres to vegetable and fruit cultivation, which give food processing a plentiful supply of varied inputs that are highly cost-competitive by international standards.

Food processing as a whole has registered an annual growth rate of 22 per cent over the past 10 years, mostly in response to the sustained increase in domestic demand. The local market is boosted by the annual addition of about 1.2 million persons to the population, by the rise in the number of working

women from the middle class, and the influence of the media on people's preference for convenience of foods, precooked meals, snack food, and confectionary.

**Textiles and Garments:** - Private establishments in the textiles and garments industry are quickly multiplying, and exports have increased significantly in recent years. A key attraction is the use of Egypt's finest cotton, whose top world quality has remained unchallenged for two centuries. Another advantage is high-labor productivity, with wages that are only *19 per cent* of those in turkey and eight per cent of those in Israel.

With a population of *71.9 million* and growing by one million every ten months, demand for practically every type of consumer good, capital goods and intermediate is constantly on the rise. There are over one million commercial vehicles on Egypt's road and equally many private passenger cars.

Egypt rank first out of 100 countries in trade policy reform, according to a report by the World Bank (W.B.). The report '*financial markets in a New Age of Oil*' ranks Egypt as number one due to its reducing customs tariffs in the period 2000–2005 and for successive customs reform. Reduced taxation on individual incomes and companies is in parallel with civil service reform and the introduction of an early retirement scheme for public sector employees, the report quoted by the Middle East News Agency (MENA), said Egyptian service exports increased by *20 per cent* in the period 2000–2005, the report added.

Egypt's internal stability is yet another major asset with which Egypt steps confidently into the 21<sup>st</sup> century. The number of political parties, publications and public debate forums has multiplied throughout the last two decades. Economic policy is drafted in consultation, with the private sector and in harmony with its interests. Implementation of reforms relies in a very large measure on the advice of various consumer and business groups.<sup>7</sup>

The benefits, and the cost, inherent in privatization and economic liberalization are especially evident in the case of the tourism sector in Egypt.

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7. Ibid., pp. 33-35.

In comparison with other economic sectors, tourism has traditionally had strong private sector involvement, beginning with Thomas Cook Company in the 1860s, and in the republican era (post-1952) with the establishment of the Nile Hilton hotel in Cairo in 1958. The land and assets of the Nile Hilton remained publicly owned, but the management of the hotel was left in private sector hands. More recently, however, private sector involvement and investment in tourism have expanded rapidly, so that by 1993 all investment in the tourism sector, apart from a small amount of marketing, was undertaken by private enterprises. Despite the potential benefits, these poses a number of threats to Egypt's economy, society and environment, often ignored or brushed a side by the supporters of economic liberalization.

The use of private sector management in Egyptian government – owned hotels and the sale of public assets, are both examples of privatization, although the nature and impacts of each example are obviously quite different. In the case of the tourism sector in Egypt, the former has largely, though not without exception, constituted a precursor to the latter.<sup>8</sup>

An overview of Egyptian economy explains that it has passed through various phases and recorded steady progress. It may be mentioned that Egypt's tourism showed little progress, but it has the enough resources to utilize in favor of tourism development Egypt's natural endowments and historical monuments are the biggest assets for growth and development of tourism. These assets may make Egypt an important tourist destination in the world. However, Egypt requires a coherent tourism development policy and planning strategy to achieve this goal.

### 5.3 TOURISM IN NATIONAL ECONOMY

Tourism has increasingly come to be seen by government and private sector alike as a major source of economic and regional development. As *Lord Perry (1988)* observed, "Tourism is no longer seen as incidental development

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8. Op. Cit.

but as a fundamental economic resources".<sup>9</sup> As tourism emerges from the shadows of economic policy to a centre-stage position, it has become imperative to evaluate its role in economic development. Much of the attention on the economic dimensions of tourism has concentrated on the contribution of tourism to the balance of payments and its potential to reduce levels of overseas debt. The balance of payments measures focuses on direct tourist expenditure. However, because of the broad nature of the tourist industry some of the potential economic contributions of tourism to the national economy may be understated. In order to overcome this problem, *Baretji (1982)* recommended the use of a broader concept of 'tourisms' external accounts (Chart: 5.00). More recently the World Travel and Tourism Council (WTTC, 1996) and Access Economies (1997) have recommended the adoption of "Tourism Satellite Account"\* to more accurately measure the direct and indirect contributions of tourism to the economy.

In addition to the economic linkages suggested by *Baretji (1982)*, calculations of the economic contributions of the tourism to the national economy must also consider the role of domestic tourism and the emergence of demand for few types of goods and services. However, while the balance of payments justification for tourism is extremely significant, much attention is also paid to the potential employment benefits that may arise from tourism development.

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9. Lord Parry, "The Nature of Tourism as an Economic Resources," in *The Role of Government in the Development of Tourism as an Economic Resources*, (ed.) D. Meswan, Seminar Series no. (Townville, 1988), pp. 5-15.

\*. Tourism Satellite Account: A Separate account from main National Account.

Chart: 5.00

## Tourism External Accounts

Expenditure	Receipts
<ul style="list-style-type: none"> <li>• Expenditures by tourist abroad</li> <li>• Transportation</li> <li>• Investment (outward)</li> <li>• Dividends, interest and profits paid out</li> <li>• Salaries repatriated abroad</li> <li>• Training</li> <li>• Publicity and promotion</li> <li>• Miscellaneous services</li> <li>• Commodity imports (tourism induced) <ul style="list-style-type: none"> <li>- capital goods</li> <li>- consumption goods</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Expenditures 'at home' by foreign tourists</li> <li>• Transportation</li> <li>• Investments (inward)</li> <li>• Dividends, interest and profits received</li> <li>• Salaries sent from abroad</li> <li>• Training</li> <li>• Publicity and promotion</li> <li>• Miscellaneous services</li> <li>• Commodity exports (tourism induced) <ul style="list-style-type: none"> <li>- capital goods</li> <li>- consumption goods</li> </ul> </li> </ul>

**Source:** - Baretji R., "Tourism external account and the balance of payments", *Annals of Tourism Research*, Vol.9, No. 1, (New York, 1982), p. 62.

By far the majority of tourism research has focused on the potential economic benefits that tourism can bring to a nation or a specific region. Special attention is generally placed on tourism as a tool for regional development. In order to determine the specific impact of tourism, government

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and private industry frequently undertake economic impact studies which ascertain the effects of tourism development.<sup>10</sup>

Economic impacts can be classified as being primary or secondary in nature. Primary or direct impacts are those economic impacts, which are direct consequence of tourist spending, such as on transport, accommodation, food and drink, shopping, services etc. secondary impacts may be desirable as being either indirect or induced. Indirect impacts are those arising from the re-spending of money in the form of local business transactions. This expenditure on tourism arise from the fact that the trades directly involved in tourism, in order to meet the demands of tourists, must purchase from other trades and industries those goods and service for example- food stuffs, furnishings, sporting equipments and facilities, which are needed to produce the things demanded by tourists.<sup>11</sup>

Induced impacts are those arising from the additional income generated by further consumer spending for e.g. the purchase of goods and services by hotel employees. Thus, as *Richards (1972)* has pointed out, there are two sets of links between tourists spending and the economy, first the broad consumption items which have a direct effect and, second, the links between the trades and directly involved in tourism and those trades and industries which supply the tourist trades with goods and services. It will now be clear that the full impact on the tourism on the economy is not just through expenditure on the frontline tourist trades. It embraces all those other industries, which have been called upon it various stages of the process to supply goods and services. The output produced by these other industries outside the direct tourism sector are in a very real sense due to the needs of the tourist who spent the money in the first places and set the whole thing going.<sup>12</sup>

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10. Richards, G., "How Important is Tourism in Real Terms"? *Catering Times*, August, No. 3, (USA, 1972).

11. H. Robinson, *A Geography of Tourism*, (Britain, 1976), pp. 120-124.

12. Op. Cit.

In sum, the tourism multiplier is a measure of the total effects (direct plus secondary) which result from the additional tourist expenditure.<sup>13</sup>

The chart 5.01 explains the interrelationship between the Tourism Sector and other Economic Sectors. The other sectors of the economy play a vital role in growth and development of the tourism industry.

The tourism industry has witnessed dramatic changes in terms of facilities, administration and planning. Tourism is quite dependent on the other economic sectors and can never prosper without the heavy reliance on these sectors. Providing tourists with the proper tourism services are not the sole responsibility of the Ministry of Tourism, but they are also the responsibility of all the economic sectors collectively. The tourist product is a composite one that does not materialize into a reliable product without the proper promotion and marketing. For example, tourist sites are never visited by tourists unless they are given the appropriate promotion and marketing and given the proper attention by the authorities concerned mainly the Ministry of Tourism through providing the tourist sites with recreational facilities such as hotels, infrastructure, telecommunication, security, political stability and means of transportation, etc.

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13. Archer, B.H., "The Value of Multipliers and their Policy Implications," *Tourism Management*, (UK, 1982), Vol. 3, p. 237.

**Chart: 5.01**  
**The Relationship between the tourism Sector and the other Sectors**

S. No.	Sector	Sector Activity	Needs of Tourism From the other Sectors
1.	<b>Industry</b>	<ul style="list-style-type: none"> <li>• Handicrafts (Small Scale Industry)</li> <li>• Light Industry</li> <li>• Heavy Industry</li> </ul>	<ul style="list-style-type: none"> <li>☞ Garments, local goods, souvenirs, local antiquities, handicrafts</li> <li>☞ Light industrial equipment, consumption products</li> <li>☞ Means of transportation, electrical devices, cars, planes, trains, caravans, motorcycles</li> </ul>
2.	<b>Transportation</b>	<ul style="list-style-type: none"> <li>• Means of transportation</li> <li>• Roads, railways, traffic facilities</li> </ul>	<ul style="list-style-type: none"> <li>☞ Travel by sea: ships, boats, ferries and cruise ships</li> <li>Travel by road: trains, tourist buses, cars rental, taxis caravans, motorcycles, camels and horses</li> <li>Travel by air: planes</li> <li>☞ Good paved and asphalted roads, traffic instructions and services, Gas, petrol</li> </ul>
3.	<b>Agriculture</b>	<ul style="list-style-type: none"> <li>• Livestock Products</li> </ul>	<ul style="list-style-type: none"> <li>☞ Leather and Clothing, Yoghurt, milk, pets, butter</li> </ul>

	<ul style="list-style-type: none"> <li>• Agriculture Products</li> <li>• Lands</li> </ul>	<ul style="list-style-type: none"> <li>☞ Fruits and vegetables, flowers, natural medicinal herbs, grains</li> <li>☞ Decoration Flowers, Parks, Forests, Animal Zoos, Wildlife, Bird Watching.</li> </ul>
<b>4.</b>	<ul style="list-style-type: none"> <li>• International and Foreign Trade</li> <li>• Domestic Trade</li> </ul>	<ul style="list-style-type: none"> <li>☞ Duty free Zones, Import and Export Regulations</li> <li>☞ Specified markets, malls, supermarkets, mini-markets, stores, hypermarkets</li> </ul>
<b>5.</b>	<ul style="list-style-type: none"> <li>• Customs</li> <li>• Investment Regulations</li> <li>• Monetary Fund System</li> </ul>	<ul style="list-style-type: none"> <li>☞ Special economic zones</li> <li>☞ Foreign Investment Incentives and facilities</li> <li>☞ Money Exchange, Stock Market, Currency</li> </ul>
<b>6.</b>	<ul style="list-style-type: none"> <li>• Housing &amp; Buildings (Accommodation Sector)</li> <li>• Archaeological and historical Sites</li> </ul>	<ul style="list-style-type: none"> <li>☞ Hotels/motels, guest houses/bed and breakfast, farmhouses, apartments/villas/flats/cottages, condominiums/time share resorts, vacation villages/ holiday centers, conference/exhibition centers, static and touring caravan/camping sites, Marinas, youth hostels, chalets, premises, friends and relatives resort, restaurants tourist campsites, services centers, eco-villages</li> <li>☞ Tourism staff recruitment, renovation, preservation, conservation,</li> </ul>

		<ul style="list-style-type: none"> <li>• Bridges and Boundary Crossing</li> </ul>	<p>protection</p> <ul style="list-style-type: none"> <li>☞ Regulations, instructions, customs and immigration, taxes, tariffs, transportation facilities, means of transportation</li> </ul>
7.	<p><b>Services</b></p> <ul style="list-style-type: none"> <li>• Tourism education</li> <li>• Social activities</li> <li>• Health and environment</li> <li>• The role of the government</li> </ul>		<ul style="list-style-type: none"> <li>☞ Tourist guides, travel agencies, brochures, maps, guide books, Information Kiosks, customer hotline, horse guides, gyms, golfing, diving</li> <li>☞ Political stability, hotel management, local cuisine, carnivals, cultural festivals and folklore, music, native life and customs, national festivals</li> <li>☞ Health services, health centers, physical therapy centers, wildlife reserves, pollution control, preservation of nature, health resorts or spas</li> <li>☞ Planning, regulations, promotion and marketing, professional development or tourism staff, tourism police, health insurance, information and visitor centers, weather updates, calendar, photo library, foreign exchange rate updates, embassy and consulate</li> </ul>

		<ul style="list-style-type: none"> <li>• Attraction sector</li> <li>• Travel organization sector</li> </ul>	<p>information, airline information, museums, galleries, cinemas</p> <ul style="list-style-type: none"> <li>☞ Theme parks, museums and galleries, national parks, wildlife parks, gardens, heritage sites and centers, sports activity centers, city sites, shopping, entertainment, outdoor parks, beaches, cultural event, historical sites, wildlife adventure.</li> <li>☞ Tour operators, tour wholesalers/brokers, retail travel agents, conference organizers, booking agencies, incentive travel organizers, ministry of tourism</li> </ul>
<p>8.</p>	<p><b>Public facilities and premises</b></p>	<ul style="list-style-type: none"> <li>• Telecommunication</li> <li>• Water</li> <li>• Electricity</li> <li>• Health centers</li> </ul>	<ul style="list-style-type: none"> <li>☞ Post offices, mobiles, internet service, land telephones, fax courier services, news papers and foreign publications</li> <li>☞ Sewage drainage, sewage treatment plants, water distillation, water purification, sea water treatment, desalination of sea water, water pumping</li> <li>☞ Housing lighting, archaeological sites lighting street, illumination, etc.</li> <li>☞ Clinics, hospitals, pharmacies, physical therapy centers</li> </ul>

Source: Self Prepared.

#### **5.4 TOURISM SECTOR IN EGYPT**

Tourism, from the very earliest historical period, has fascinated man: the urge to discover the unknown, to explore new and strange places, to seek the changes of environment and to undergo new experiences. Travel to achieve these ends is not new, but tourism, as we understand the term today, is of relatively modern origin. Tourism is distinguishable by its mass character from the travel undertaken in the past. Rapid growth in mass movement of people annually from their home location to some other temporary location for a few days or weeks is the phenomenon of the period following the Second World War. In recent decades, tourism has witnessed development and has become an important tool to establish links and relations among people and nations. Tremendous progress in the field of transportation and communications has further helped in the growth and development of tourism activity. The concept of tourism has also expanded to include economic and development aspects which contribute to bringing about prosperity and stability to the nations, especially the developing ones.

For long years, Egypt has remained traditionally the hub of tourists interested in the history and the valuable heritage of ancient Egyptian monuments spread all over the country. Tourism has been grown rapidly over the past decade in Egypt. Now tourism is a major industry and economic sector in Egypt. It is an important move of the Egyptian economy. Recognizing the immense potential in this respect, the government has been making every effect to provide the services and facilities necessary for the solid foundation for the development of tourism. The tourism sector is after workers remittances, the largest service of foreign exchange earning.

Egypt enjoys a unique geographical location, at the juncture of Africa, Asia and Europe and a favorable climate. It possesses a huge cultural heritage manifest in the Pharaonic, Roman, Coptic and Islamic monuments. It has clear skies and bright sunshine all the year round. Recently, Egypt has embarked into comprehensive and diversified tourism; where by a wide range of tourist's services are available. A wide variety of tourist products and services have

been introduced, in order to attract more tourists to the country such as water sports and the opening of new beaches in resorts offering a wide variety of facilities to tourists.

Tourism is a sector that should priorities and invests in as central contribution to its future economic success. To secure this potential it will be necessary to put in place a strategy, together with the policy instruments, an action plan and investment environment that support its implementation.

The tourism sector in Egypt is becoming more and more important in terms of economic contribution to the overall economic production. Archaeological and natural sites are the main pillars of this sector, among other pillars such as superb service and peaceful atmosphere. Economic tourism indicators exhibit the rapid growth of the tourism sector in Egypt. This growth poses higher demands on both the public and the private sector to jointly develop infrastructure and associated services as incubators for tourism products and attraction, yielding an integrated tourism economy in Egypt.

## **5.5 TOURISM ROLE IN EGYPTIAN ECONOMY**

Tourism is a major industry and economic sector in Egypt. It is, after workers' remittances, the largest source of foreign exchange earnings in Egypt. In order to determine the accurate contribution of tourism to the national economy, it is essential to calculate the contribution of tourism in the GDP, to evaluate its role in the balance of payments and its potential to reduce levels of overseas debt, and its relative importance in creating employment opportunity. There are three separate elements in the tourist expenditure of any country: ( i ) the domestic expenditure i.e. the money spent by national on holiday making within their own country; ( ii ) expenditure by foreign tourists within the country in which they are taking a holiday; and ( iii ) the expenditure incurred by nationals who holiday abroad. The receipts from tourism in the first two cases are of a credit kind and are reflected in the national income accounts. Tourist expenditure by nationals abroad is, however, of a debit nature, since the tourist is taking money out of the country. Income from foreign tourists adds to

all national income and hence is an important expenditure in the overall financial reckoning. Receipts from foreign tourist may be calculated in terms of percentage in relation to gross product.

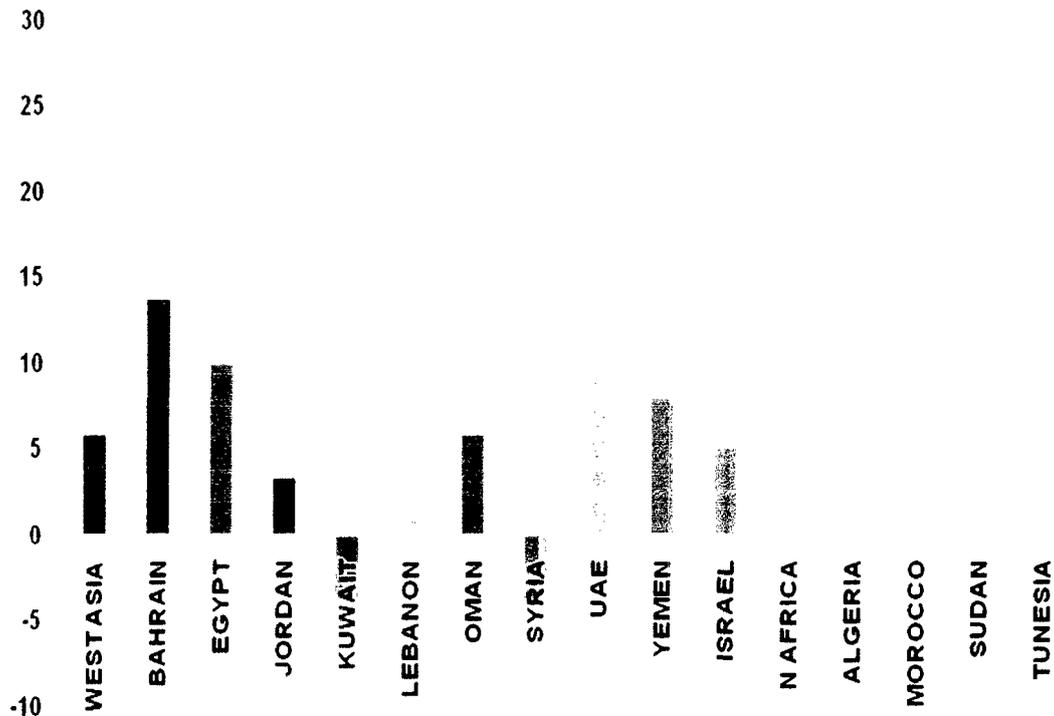
Tourism is one of the catalysts of comprehensive development in Egypt and from macroeconomic prospective has great impact on the national economy in Egypt. It has become the most important of all its export commodities, and currently the primary source of foreign currency of the national economy. In addition, due to its multiplier effect, seventy other feeder and complimentary industries, and services are linked to it and affected by its growth. Currently the tourist industry is contributing *11.3 per cent* to GDP, and employing *12.6 per cent* of the Egyptian work force (ministry of Economic Development, 2006/2007).

Tourism receipts, in many ways, are considered a more critical indicator than international tourist arrivals. Income from foreign tourism in the term of foreign exchange earnings adds to the national income as an invisible export may offset a loss on the visible trading account. Hence, tourism receipts carry critical importance in the overall financial reckoning. In terms of tourism receipts, Egypt's annual growth rate between 1995-2000 was *10 per cent*; where as West Asia's average was *6.5 per cent*, showing *3.5 per cent* higher than the region's average growth rate. Probably difference in revenue per visitor is the main reason for Egypt's higher growth rate. In 2002, Egypt earned *US\$ 780 per tourist* arrival, where average per tourist arrival of West Asia and World were *US\$ 485* and *US\$ 675* respectively (world Tourism Organization, 2004). (Chart 5.02)

Tourist receipts in Egypt have been steadily increasing between the year 1998–2000 at an average rate of *11.40 per cent* due to the growth in tourist arrivals, but this increase came to an abrupt end in 2001, when tourist receipt fell by *26.11 per cent* compare to a year earlier. The major cause in the slow down of this sector was the events of 11 September, 2001. Nevertheless, tourist receipts have increased by an impressive rate of *9.82 per cent* between 2001-2002. During 2003, tourist receipts reached *£E 4154.6 million* and increase of

8.61 per cent compare to a year earlier. Tourism income in Egypt registered an average annual growth rate of 7.28 per cent over the period 1996–2004 (central Bank of Egypt, 2005).

**Chart: 5.02**  
**International Tourism Receipts**  
**Average Annual Growth Rates (%)**  
**(1995-2000)**



International tourist arrivals and receipts both declined from 2000 to 2001 by 23.17 per cent and 26.11 per cent respectively. However, recovery in both tourist arrivals and receipts followed between 2002 to 2005. In 2003, both arrivals and receipts have risen by 6.44 per cent and 8.64 per cent from the previous year (Central Bank of Egypt, 2004). Tourist receipts have been steadily increasing between the years 2001–2005 at an average rate of 4.03 per cent per annum, and tourist arrivals in 2000 was 5347000 touching a tremendous growth reached to 8620000 in 2005. Nevertheless, tourism receipts increased by an impressive rate, between 2003 to 2005, the terrorist attacks in

Egypt and the attack on World Trade Centre caused a major interruption to the growth of Egyptian tourism. (Table: 5.01)

• **Table 5.01**

**Egypt: Tourist Arrivals and Receipts**

<b>Measures</b>	<b>Tourist Arrivals (000's)</b>	<b>Tourist Receipts (Million)</b>
1995	3549 (20.20)	2009.1 (81.49)
1996	4087 (12.74)	3646.3 (44.89)
1997	3396 (-19.76)	2940.5 (-24.01)
1998	4266 (20.39)	3235.1 (9.11)
1999	5311 (19.68)	4313.8 (24.99)
2000	5347 (0.67)	4316.9 (0.07)
2001	4341 (-23.17)	3922.8 (-26.11)
2002	5239 (17.14)	3796.4 (9.82)
2003	5600 (6.44)	4154.6 (8.64)
2004	8151 (31.30)	4854.3 (13.30)
2005	8620 (5.44)	5424.1 (10.50)

**Source:** Central Bank of Egypt, various Issues.

**Note:** Figure in Bracket Shows Percentage Change.

Consequently, the contribution of tourism receipts to GDP at factor cost fluctuated more and more from the year 1995–2005. In 1997 and 2001 due to the terrorist attacks on Luxor and W.T.C. contribution of tourism receipts to GDP has declined. In 1995 GDP was *1.58 per cent* while increased significantly up to *2.33 per cent* in 2005. The table 5.02 indicates tourism receipts and its contribution to GDP at factor cost.

**Table- 5.02**  
**Egypt: Tourism receipts and its contribution to GDP at factor cost.**  
**(1995-2005)**

Year	Tourism receipts (LE million)	Percentage charge	Total commodity sector to GDP (%)	Total productive service sector to GDP (%)	Tourism, Hotels and Restaurants	Total social service sector to GDP (%)
1995	2009.1	81.49	49.79	33.04	1.58	17.17
1996	3646.3	44.89	49.49	32.38	1.70	18.13
1997	2940.5	-24.01	49.87	32.10	1.80	18.30
1998	3235.1	9.11	49.59	32.53	1.14	17.89
1999	4313.8	24.99	49.61	32.67	1.48	17.72
2000	4316.9	0.07	48.2	33.47	1.85	18.33
2001	3422.8	-26.11	48.43	32.73	1.72	18.84
2002	3796.4	9.82	49.79	31.48	1.18	18.73
2003	4154.6	8.64	50.14	31.94	1.23	17.91
2004	4854.3	17.3	50.23	32.70	1.76	17.05
2005	5424.1	10.50	49.00	31.00	2.33	17.13

**Source:** Ministry of planning- economic and Social Development plan.

## 5.6 EMPLOYMENT

Undoubtedly, one of the main justifications by government and industry of tourism is the establishment of new jobs. As *Roche* noted, “probably the main political and social stimuli and motivations for developing a tourism industry at all derive from its assumed potential to generate employment.”<sup>14</sup> The tourist industry is a labor-intensive service industry and so is a valuable source of employment. It employs large number of people and provides a wide range of jobs which extend from the unskilled to the highly specialized. Moreover, it should be emphasized that tourism is also responsible for creating employment outside the industry in its more narrowly defined sense and in this respect, says *McIntosh*, “it scores noticeable over other forms of new industry.”

One of the most important characteristics of the tourism industry is its relative labor intensive in an age of great technological advancement and declining relative demand for labor. The industry and those industries closely aligned with it (which also tend to be labor intensive) provide many jobs both for the unskilled and highly skilled, and it has the potential to provide many further jobs, a large number of which can be introduced with minimum delay.

Those who supply goods and services to those directly involved in tourism equally are beneficiaries from tourism; such induced employment includes, for example, those involved in the construction industry, in furnishing and equipment industries and food supply. Thus tourism and travel encourage other sectors of the economy and are expected to embolden other economic sectors to employ more people, especially in the sectors of retail sales, construction, industry, communications, and of course hotels and recreational centre. Tourism sector helps in creating new job opportunities in countries that adopted plans for sustainable development in tourism.<sup>15</sup>

The advantage of tourism is that it is particularly good at generating employment, creating more jobs per unit of sector income than most other

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14. H. Robinson, *A Geography of Tourism*, (Britain, 1976), pp. 128-129.

15. Brown, G., “The Tourism Industry in Australia”, in J. Dean & B. Judd, (eds) *Tourist Development in Australia*, (Canberra, 1985), pp. 8-11.

economic activities. This is particularly the case when the tourism sector has strong backward linkage into the rest of the economy. However, even in countries where backward linkages are limited, tourism can still become a major employer. For example, direct and indirect employment through the tourism sector is thought to account for *50 per cent* of all employment in the Virgin Islands, *37 per cent* of all employment in Jamaica and *35 per cent* of all employment in the Bahamas (WTO, 1999 and Boyd, 2002).

On the other hand, tourism has often been criticized because the kinds of jobs it tends to create are not 'real' jobs. Indeed, many commentators have noted the tourism employment tend to be concentrated in the low-skilled occupations. Related to the low-skilled nature of jobs in tourism, tourism employment also tends to pay relatively low wages and provide only part-time or seasonal job opportunities. What becomes clear is that while tourism often creates many jobs, the jobs it creates are not always of the kind that will bring the greatest possible benefit to the destination economy (WTO; 1999).<sup>16</sup>

Unfortunately, there is no single source of data on total employment in tourism sector. Tourism activities are included in the broad category of commerce, comprising the wholesale and retail trade, construction, transportation and industrial activities, hotels and restaurants, which makes it difficult to measure the exact impact of tourism on the employment level.

Egypt is one of the countries, which suffer higher unemployment rates. The rapid increase in population have created several problems for the country viz. , shortage in food, water, housing and employment opportunities, as well as strains on the education system and urban infrastructure. Tourism is a labor-intensive industry that has high job multipliers, and the potential to create direct and indirect job opportunities. The labor force engaged in various economic sectors shows that commodity sectors including agriculture, industry, electricity, oil products and construction employ about at average of *50 per cent* of the Egyptian labor force between the year 1995 to 2005, whereas, in the same period productive service sector accounts for *15 per cent* of labor that

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16. <http://publication.edu.sa/coference/development%20tourism.htm>

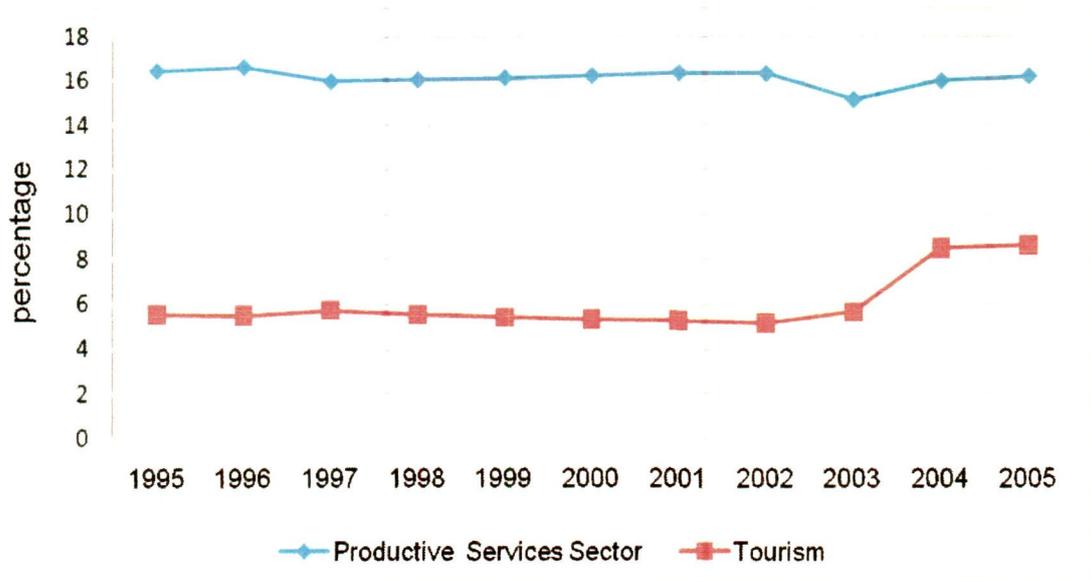
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included transport and communication, tourism hotels and restaurants, trade finance and insurance etc. In the period of 1995-2005, the social service sector also play a great role in the production of employment in Egyptian economy. It contributes approximately 32 *per cent* employment like housing and public utilities, social and private services and government services etc. (Table: 5.03)

The expansion of tourism activities has created thousands of new job opportunities, an important sign of progress in a country suffering chronic unemployment. Major tourism areas such as hotels, restaurants and support services employed 155000 workers in 2003 showing an increase of 3.23 *per cent* from the previous year level. In 2004, there were 253000 employees working in the tourism industry contributing 8.49 *per cent* in productive sector has increased to 8.62 *per cent* in the period of 2005. Back in 1995 there were 136000 employees working in tourism industry whereas in 2005 this number increased to 269000, representing 97.8 *per cent* growth. Employment in this sector of economy has grown at an average growth rate of approximately 1.29 *per cent* over period of 1995–2005. In 2005, the share of tourism sector comprised 8.62 *per cent* in total productive service sector. In addition, the share of tourism sector in total employment is 1.40 *per cent* (Central Bank of Egypt, 1993-2005). During 2002, due to September 11, 2001, the number of employees in tourism sector fell down by .14 *per cent* compare to 2001. (Chart: 5.03)

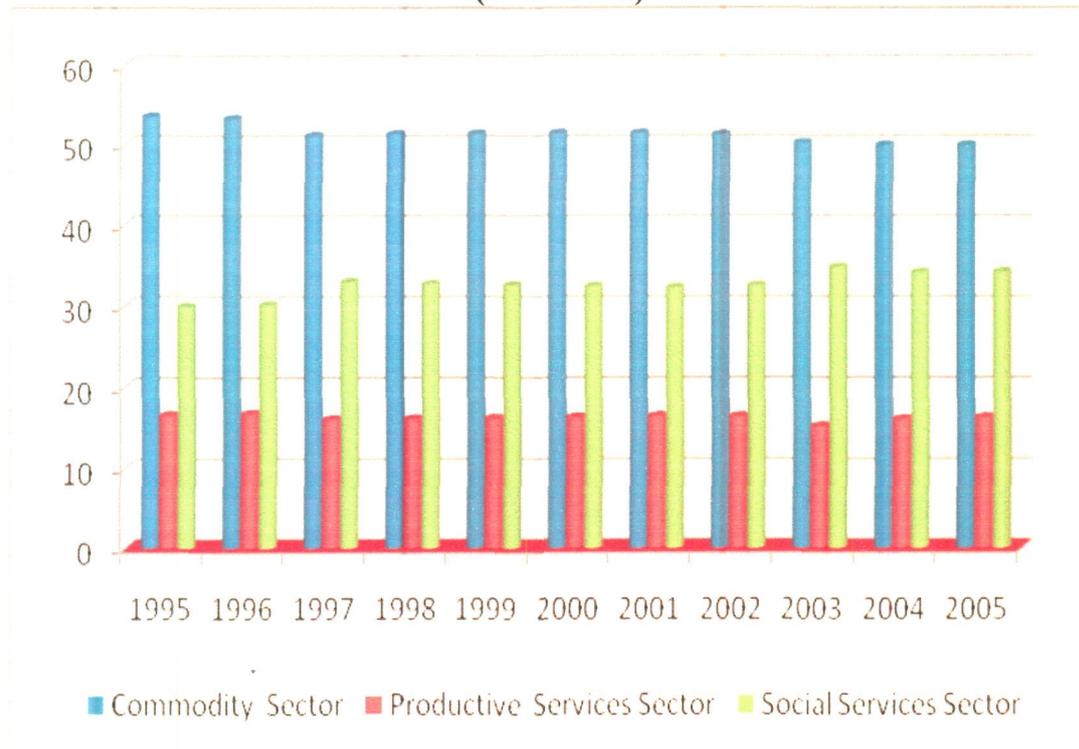
Chart: 5.03

**Tourism Employment in Productive Services Sector (%)**  
**(1995-2005)**



The commodity sector in 2005 including agriculture, industry, construction, mining and electricity employed about *49.66 per cent* of the Egyptian labor force working in the local market. The productive service sector and social service sectors accounted for *16.19 per cent* and *34.14 per cent* respectively. Hence, we see that the social service and productive sectors employ more than *50 per cent* of the Egyptian manpower working in Egypt (Economic and Social Development Plan). (Chart: 5.04)

**Chart: 5.04**  
**Employment According to economic Sectors (%)**  
**(1995-2005)**



From the table-5.03, one can also notice that the percentage of labor force working in tourism, hotel and restaurants has increased from 5.32 per cent in 2000 to 8.62 per cent in 2005. Such increase is due to rise in investments in tourism sector. The terrorists attack on Luxor in 1997 has impact on employment and the next year downstream looks to the 2002, after that year 2004 and 2005 resulted positive growth. Various new projects and developments are underway to diversify Egypt's tourism product. The Egyptian government, to support the nation's tourism expansion strategy, has encouraged private and foreign investors that raised the expectations of investors of the future of tourism in Egypt. Major investors from the Gulf, Europe and Egypt are already involved in tourism-related sectors such as construction, tourist villages, restaurants, hotels and rent houses, real estate and transportation. The economic reform programme of the Egyptian government resulted the increase in the number of companies operating in the tourism sector from 86 in 1994 to 1365 in 2003. By the end of 2006 about 557 tourist projects have been launched at an investment cost of £E 19.7 billion (General Authority for Investment and Free Zones).

**Table-5.03**  
**Employment According to Economic Sectors in Brief (000's)**

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Commodity sector	7968.00	8171.00	8088.00	8385.00	8664.00	8949.00	9250.00	9202.00	9123.00	9316.00	9564.00
Commodity sector (%) to G. Total	53.55	53.27	51.10	51.30	51.37	51.43	51.43	51.26	50.21	49.93	49.66
Productive Services	2450.00	2553.00	2528.00	2622.00	2720.00	2822.00	2943.00	2929.00	2747.00	2979.00	3119.00
Productive services (%) of the G. Total	16.47	16.64	15.97	16.04	16.13	16.22	16.36	16.32	15.12	15.97	16.19
Tourism Hotels and Restaurants	136.00	140.00	145.00	145.00	147.00	150.00	155.00	150.00	155.00	253.00	269.00
Tourism hotels and Restaurants (%) of the productive services	5.55	5.48	5.74	5.53	5.40	5.32	5.27	5.13	5.64	8.49	8.62
Hotels and restaurants (%) of the G. Total	0.91	0.91	0.92	0.89	0.87	0.86	0.86	0.88	0.85	1.36	1.40
Social Services	4461.00	4616.00	5209.00	5337.00	5481.00	5629.00	5791.00	5819.00	6309.00	6364.00	6576.00
Social services (%) of the G. Total	29.89	30.09	32.92	32.65	32.50	32.35	32.20	32.42	34.72	34.11	34.14
Total	14879.00	15340.00	15825.00	16344.00	16865.00	17400.00	17984.00	17450.00	18169.00	18659.00	19259.00

**Source:** Central Bank of Egypt, various issues.

**TOURISM PROJECTS: Inside Country (L.E. mn.)**

- In 1996, the number of projects 413, issued capital L.E. 9721 mn., and investment cost L.E. 18744 mn.
- In 1997, the number of projects 515, issued capital L.E. 14405 mn., and investment cost L.E. 27148 mn.
- In 1998, the number of projects 775, issued capital L.E. 19840 mn., and investment cost L.E. 38063 mn.
- In 1999 the number of projects 927, issued capital L.E. 24228 mn. and investment cost L.E. 25014 mn.
- In 2000 the number of projects 1116, issued capital L.E. 27735 mn. and investment cost L.E. 50491 mn.
- In 2001 the number of projects 1237, issued capital L.E. 29343 mn. and investment cost L.E. 53296 mn.
- In 2002 the number of projects 1291, issued capital L.E. 30561 mn. and investment cost L.E. 56981 mn.
- In 2003 the number of projects 1352, issued capital L.E. 32730 mn. and investment cost L.E. 59481 mn.

The purpose of these projects were to enhance vibrant tourism industry and to establish robust infrastructure, turning the desert and the coast to the Mediterranean and the Red sea, and Sinai into tourist attraction sites, putting an end to the isolation of those vast areas from the valley and converting them into economic developed, tourist centers.

Tourism sector also provides indirect job opportunities. The estimation of indirect job opportunities differs due to various kinds of services or occupations. The number of such opportunities depends on the availability of infrastructure facilities, hotel occupation percentage, the volume of imported products consumed by the tourists, the tourist's average stay in the country, in addition to some other factors.

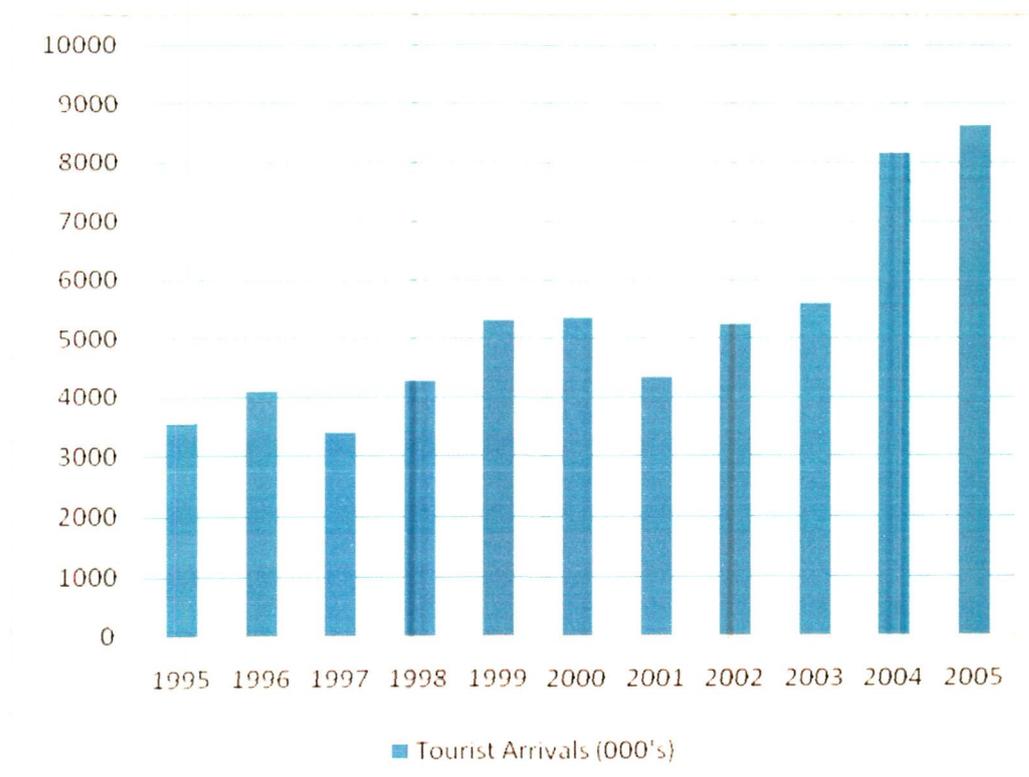
## 5.7 DEVELOPMENT OF TOURIST ARRIVALS

According to the figure released by the Egyptian Ministry of Tourism, a total of 8,620,000 visitors entered the Arab Republic of Egypt in 2005. The tourism sectors in Egypt have undergone radical restructuring in recent years. The various challenges confronting the government in this regard, the tourism industry has emerged as a major economic sector with promising potential and opportunities, in particular for the private sector. Political and regional instability has no doubt stalled national efforts to attract international tourists in larger numbers. The numbers of international tourists arrival, in Egypt declined considerably in the wake of second Gulf war during 1990-91, but the slump is not as devastating as had been feared. The country has experienced unprecedented rates of growth in terms of tourists' arrivals and foreign exchange earning.

On an annuals, tourists arrivals reached 8.62 million in 2005, following 8.15 million in 2004, 5.60 million in 2003 and 5.23 million in 2002 (Chart: 5.05).

**Chart: 5.05**

### **Growth of Tourist Arrivals (000's)**



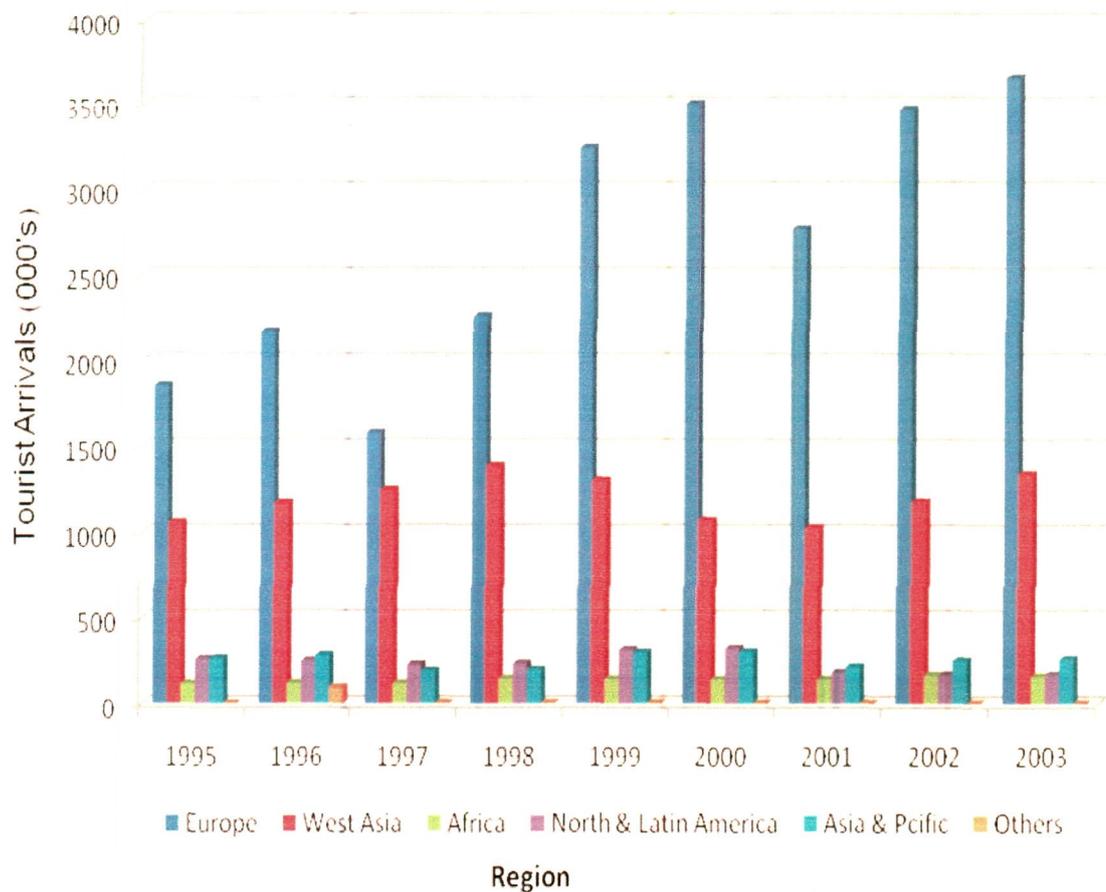
The number of Europeans arrivals in Egypt in 1995 was *52.21 per cent*. This is the major tourist exporting countries to Egypt. In 2001, numbers of Europeans were *66.21 per cent* slightly down to *65.35 per cent* in 2003. By the year 1997, at the bombing on Luxor, tourist spots, decreased in the number of tourist arrivals from Europe by *16.78 per cent*. This is the major fall of European tourist coming to Egypt. In the same number, maximum tourist exporting to the West Asian countries, have contributed to *23.91 per cent* in 1997. This figure has shown that the terrorist targeted the European tourist in Luxor attack.

The number of tourist arrivals to Egypt in 2000 reached 5.35 million, whereas in 2001 tourist arrivals declined to reach 4.34 million, registering a decrease of 1.01 million. But the decline was believed to be due to terrorist attack on W.T.C., causing drop of the visitors from all over the world.

According to world Tourism organization (WTO) *65.35 per cent* tourist arrival to Egypt in 2003 were from Europe, most of which came from France, Germany, United Kingdom and Spain. Tourist from Asia accounted for *4.61 per cent* of total tourist, mostly from Indonesia, Japan and China. Tourist from America accounted for *3.05 per cent*, whereas Africans accounted *2.89 per cent* to Egypt. And the other countries contributed very less percentage to Egyptian tourist arrivals. (Chart: 5.06)

Chart: 5.06

## Tourist Arrivals to Egypt by Region



According to the Table 5.04, West Asia and Europe accounted alone above 80 per cent of the total tourist arrivals in Egypt, and the rest 16 per cent contributed by the remaining countries of the world, which export tourists to Egypt. The African tourists are very low in percentage. Because African continent having poor countries excluding some South African countries.

The WTO tourism 2020 vision forecasts that Egypt will remain the largest tourist receiving country within the West Asia region. Forecast for international tourist arrivals to Egypt show that there will be over 17 million arrivals in 2020. This represents an annual growth rate of 7.4 per cent over the period 1995-2020. This is above the average growth of West Asia (7.1 per cent) and the world (4.1 per cent) during the same period. The WTO has also indicated the Egypt is amongst the nine of the thirty top emerging destination countries in West Asia and North Africa. During the period 1995-2002,

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average annual growth rate of international tourist arrivals for the West Asian region and the world were *12.2 per cent* and *7 per cent* respectively. However, Egypt achieved average annual growth for the same period of only *7.4 per cent* (WTO 2020 vision).<sup>17</sup>

Table: 5.04 explain the international tourist arrivals by regions and their average length of stay. Tourist from Europe and West Asia dominate the Egyptian market. America contributes only *3.05 per cent* of the total 85 million nights, an increase of *7 per cent* compared to 2004, with average length of stay of more than 10 days. In 2004, average length of stay was 10.1 nights compared with 8.7 nights in 2003 (Ministry of Economy and Foreign Trade). By 2004, tourists were staying in Egypt for 81667 million nights showing an improvement of *32.17 per cent*. According to the Egyptian Central Bank, international tourism receipts in 2004 reached LE. 4854.6 million an increase of LE. 699.7 million compare to 2003. Tourism receipts have risen from LE. 3796.4 in 2001-2002 to LE. 5424.1 in 2004-2005.<sup>18</sup>

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17. Egypt: Open for Business, Airport France Business Magazine, (London, 2006), p. 86.

18. Ibid.

**Table: 5.04**  
**Egypt: No. of Tourists & Tourist Nights by Region**

Region	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
<b>Total Number of Tourists (000's)</b>	3549	4067	3396	4266	5311	5347	4341	5239	5600	8151	8620
<b>Europe</b>	1853 (42.37)	2168 (53.30)	1580 (46.52)	2262 (53.02)	3241 (61.02)	3501 (65.47)	2769 (63.78)	3469 (66.21)	3660 (65.35)	-	-
<b>West Asia</b>	1054 (29.69)	1170 (28.76)	1274 (37.51)	1388 (32.53)	1303 (24.53)	1071 (31.79)	1025 (23.61)	1179 (22.50)	1339 (23.91)	-	-
<b>Africa</b>	117 (3.21)	121 (2.97)	119 (3.5)	150 (3.51)	148 (2.78)	145 (2.71)	144 (3.31)	168 (3.20)	162 (2.89)	-	-
<b>North &amp; Latin America</b>	261 (7.35)	250 (6.14)	229 (6.47)	235 (5.50)	315 (5.93)	325 (6.07)	184 (4.23)	168 (3.20)	171 (3.05)	-	-
<b>Asia &amp; Pacific</b>	263 (7.41)	282 (6.93)	192 (5.66)	200 (4.68)	301 (5.66)	304 (6.99)	217 (4.99)	253 (4.82)	261 (4.61)	-	-
<b>Others</b>	1	96	2	2	3	2	2	2	1	-	-
<b>Total Number of Tourist Nights (000's Nights)</b>	22796	25990	21462	25692	34045	32702	28542	33011	55394	81667	85000
<b>Average Period of Stay for Year (One Night)</b>	6.4	6.3	6.3	6.8	7.1	7.2	7.0	6.8	8.7	10.1	10.6
<b>Total Revenues (LE Millions)</b>	2009.1	3646.3	2940.5	3235.2	4313.8	4316.9	3422.8	3796.4	4154.6	4854.3	5424.1

Source: Monthly Economic Digest-Ministry of Economic and Foreign Trade.

Note: Figure in Bracket Shows Percentage.

## 5.8 TOURISM AND BALANCE OF PAYMENTS

Expenditure by foreign tourist and expenditure by nationals on tourism abroad are vital because they affect the balance of the payments. Income from the foreign tourist adds to the national income and as an invisible export, may offset a loss on the visible trading account. Income from foreign tourist play vital role in the national economy and hence is considered important in the overall financial reckoning. External expenditure on tourism may be a drain on the economy and to check the outward flow of money from the national income, government sometime fixes a limit on the amount of money allowed for foreign tourism. The balance of payments shows the relationship between a country's total payments to all other countries and its total receipts from them. In other words, trade deficit or balance of payment may be defined as statement of income and expenditure on international account. Payments and receipts on international account are of three kinds:

1. Visible balance of trade relating to the imports and exports of goods.
2. Invisible items, relating to services such as shipping, insurance,
3. Capital transfers.

The receipts from foreign tourist form an invisible export, similar to the other "invisible" which come from transportation and shipping, banking and insurance etc. Tourism is very useful means of earning as its contribution in reducing trade deficit is significant. It is a major earner of foreign currency. It is an important economic activity, as foreign receipts from international tourist constitute extremely significant in influencing the balance of payments without rival as a source. Clearly, therefore, receipt from international tourism may assume great significance in balance of payment calculations.

In Egypt, tourism is an important sector of economy because it has potential to contribute to the balance of payment. The structure of the Egyptian economy is such that the chronic trade deficit is offset by transfer of private funds, mostly by expatriate Egyptian working abroad and official aid by foreign countries. Hence, Egyptian economy is affected by external conditions over which it has little control. Egypt has limited natural resources and the size

of the national economy measured by the GDP is relatively moderate. The small size of domestic market impedes the diversification of manufactured goods. Services sector account for *49.90 per cent* of the GDP in 1995, in which *32.75 per cent* is of the total productive service sectors including transportation, communication storage and the Suez Canal, trade finance and insurance, tourism hotel and restaurants etc. and the remaining *17.15 per cent* of the GDP is the total social service sectors comprises housing and public utilities, social and private services, government services, insurance etc. The other *50.09 per cent* of GDP is the total commodity sectors containing agriculture, fishing, manufacturing and mining, oil products, construction and electricity etc. The relative importance of service producing sectors to GDP at factor cost decreased marginally from *50.21 per cent* in 2003 to *49.85 per cent* in 2004 and again decreases to *49.75 per cent* in 2005. In the commodity sectors agriculture and mining play an important role in Egyptian economy contributing *16.66 per cent* and *19.34 per cent* of the GDP respectively in 2004. According to the ministry of planning, Egypt, the shares of productive sectors is *50 per cent* of the GDP and the remaining *50 per cent* are contributed by the commodity sector sectors. (Table: 5.05, Chart: 5.07).

**Table: 5.05**  
**Egypt: The Relative Importance of Economic Sector to GDP at Factor Cost**  
**(1995-2005)**

Year	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
<b>Agriculture, Irrigation and Fishing</b>	23741	24470	42325	43905	45530	47083	47969	46600	61000	62390	65620
<b>Manufacturing and Mining</b>	25087	26970	43383	46786	51308	55336	57815	60234	69800	72419	76723
<b>Oil and Products</b>	14365	14365	15854	16948	15824	15858	14024	14360	27600	29418	32940
<b>Construction</b>	7485	7898	12750	14100	15580	16554	14567	14932	16500	14960	16750
<b>Electricity</b>	2525	2658	4220	4470	4855	5170	5586	5833	5800	8579	9009
<b>Total Commodity Sectors</b>	73203 <b>(50.09)</b>	76361 <b>(49.74)</b>	118532 <b>(49.49)</b>	126209 <b>(49.87)</b>	133097 <b>(49.59)</b>	140001 <b>(49.61)</b>	139961 <b>48.20)</b>	144959 <b>(48.43)</b>	180800 <b>(49.79)</b>	187766 <b>(50.14)</b>	201042 <b>(50.23)</b>
<b>Transport, Communication, Storage and Suez Canal</b>	15351	16116	22695	23802	24874	25842	26572	27464	32900	34525	39859
<b>Trade Finance and Insurance</b>	30159	31949	51027	54557	58441	61108	65579	66977	76900	78482	81677

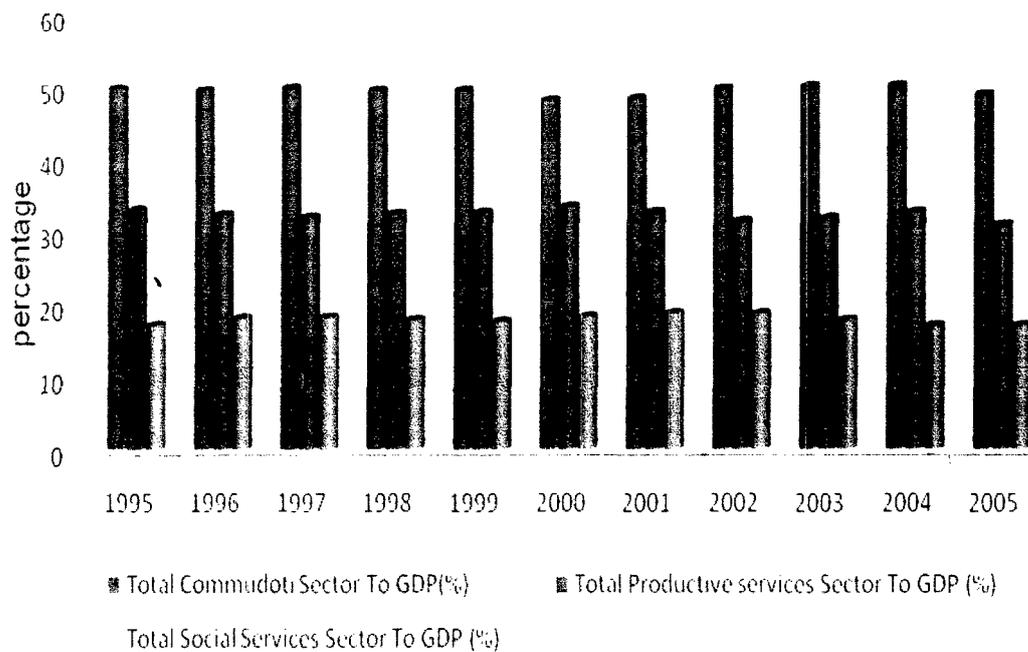
Tourism, Hotel and Restaurants	(4.43) 2310 (1.58)	(5.15) 2609 (1.70)	(4.94) 3830 (1.60)	(3.55) 2883 (1.14)	(4.56) 3984 (1.48)	(5.68) 5232 (1.85)	(5.15) 5008 (1.72)	(3.61) 3533 (1.18)	(3.94) 4500 (1.23)	(5.52) 6600 (1.76)	(7.15) 9354 (2.33)
Total Productive Services Sectors	47860 (32.75)	50674 (33.04)	77552 (32.38)	81242 (32.10)	87299 (32.53)	92182 (32.67)	97159 (33.47)	97974 (32.73)	114300 (31.48)	119607 (31.94)	130891 (32.70)
Housing and Public Utilities	3207	3351	5290	5635	6041	6471	6943	7453	9400	8049	8078
Social and Private Services	11194	11833	19061	19971	20910	21671	23587	26748	29000	20463	21663
Government and Social Insurance	10667	11150	19065	20033	21057	21876	22672	22189	29600	38565	38507
Total Social Services Sectors	25068 (17.15)	26334 (17.17)	43416 (18.13)	45639 (18.03)	48008 (17.89)	50018 (17.72)	53202 (18.33)	56390 (18.84)	68000 (18.73)	67077 (17.91)	68248 (17.05)
Grand Total	146131	153369	239500	253090	268404	282201	290322	299323	363100	374451	400182

Source: National Bank of Egypt, Various Issues.

Note: Percentage shown in bracket.

Chart: 5.07

**The Relative Importance of Economic Sector to GDP (%) at Factor Cost  
(1995-2005)**



Tourism's contribution to the Egyptian economy is illustrated by the direct industry impact of *2.33 per cent* of the total GDP in 2005 (central Bank of Egypt, 2005). We see the revenue generation through tourism is the very dismal. This figure is underestimating the effect of foreign tourists' expenditures on Egyptian goods and services. Foreign tourists spend on accommodation, and food and beverage. The remaining *60-70 per cent* filters in to other sector of economy such as transportation, recreational, services, retail and others. Thus, direct and indirect impact of tourism industry on the Egyptian economy is mounting and quite substantial. Its contribution to GDP is significant and readily quantifiable. However, it is difficult to evaluate the effect of foreign tourist's total expenditure on goods and services. The share of tourism in productive social service sectors in 2000 was *5.68 per cent* of the GDP. In 2002, it declined to *3.61 per cent* of the GDP. This decline may be attributed to the certain developments took place in the region such as the Palestine question, events of 11 September, 2001 and Iraq imbroglio. After that, it has increased significantly due to the positive economic policy and development of the tourist sites.

Table: 5.06 shows that income from tourism in Egypt nevertheless steadily ascended during the period 1995-2005 because of spurt in tourist arrivals, however tourism income in the year 1997, 1998, 2001, 2002 and 2003 declined on account of sudden slide down in tourist arrivals. The causes of sudden decline of tourist arrivals were many but lack of infrastructure; political instability, events of 11 September and attack on Iraq by the USA were few of them. The contribution of tourism in the GDP at market prices have witnessed on upward trend from *L.E. 2310 million* in 1995 to *L.E. 9354.2 million* in 2005. The percentage share of tourism receipt to GDP increased from *1.58 per cent* in 1995 to *2.33 per cent* in 2005. Payments of tourism sector during the period 1995-2005 exhibit fluctuations. It increased from *L.E. 1292 million* in 1995 to *L.E. 5285.6 million* in 2001. But it decreased to *L.E. 1974.6 million* in 2004. In 2005, it ascended again and reached *L.E. 2592.0 million*. Between the period 1997-2002 the balance between receipts and expenditures was in deficit. After that it recovered very fast and increased up to *L.E. 2832.1 million* in 2005. Hence, the improvement in income generated from tourism had led to tangible improvement of tourism balances except during the period between 1997-2000 and, again made quick recovery since 2003 and reached *L.E. 2832.1* in 2005. The improvement in tourism balance was due to enhancement in brand tourism activity.

Tourism income depends on many factors. These include the number of tourists, the length of their stay in the country, their nationalities, the reason for the tour, in addition to the supply of tourism products and services that meet the tourist's demands.

Tourist arrivals explain the growth and demand of tourism. Although growth in tourist arrivals in Egypt is impressive, its percentage share of the total world tourism is dismally low.

**Table: 5.06**  
**Tourism Receipts and Expenditures (L.E. million)**  
**(1995 – 2005)**

Year	Receipt	Expenditure	Balance (net)	% change	GDP at factor cost	% receipts to GDP
1995	2009.1	1292.0	717.1	81.49	2310	1.58
1996	3646.3	1489.0	2157.2	44.89	2609	1.70
1997	2940.5	3014.0	- 73.5	- 24.01	3830	1.60
1998	3235.2	4547.0	- 1311.8	9.11	2883	1.14
1999	4313.8	4984.0	- 670.2	24.99	3984	1.48
2000	4316.9	4883.0	- 566.1	.07	5232	1.85
2001	3422.8	5258.6	- 1862.8	- 26.11	5008	1.72
2002	3796.4	4260.0	- 463.6	9.82	3533	1.18
2003	4154.6	2036.7	2117.9	8.64	4500	1.23
2004	4854.3	1974.6	2879.7	17.3	6600	1.76
2005	5424.1	2592.0	2832.1	10.50	9354.2	2.33

Source: Central bank of Egypt, Annual report, various issues, 1996, 1997, 2000, 2004 and 2005.

## 5.9 SHARE OF EGYPTIAN TOURISM IN THE WORLD

Egypt's share in world tourist flow is less than one per cent. Egypt spends quite large amount in tourism, but still it has not been able to generate the required returns. There is no doubt that the events of 11 September caused a major interruption to the growth of world tourism. Other factors such as Iraq conflict, SARS outbreak, and terrorist attack negatively affected the international tourist flow. According to the W.T.O. international tourist arrival declined by *1.2 per cent* to reach *694 million* in 2003 compared to a year earlier. During the period, 1995-2005 world tourist arrivals almost showed ascending trend, while share of Egypt in world tourism too witnessed the same pattern. During 2005 the shares of Egypt in world tourism is *1.07 per cent* whereas in 1995 it was *0.64 per cent*, showing *0.43 per cent* increase. (Table: 5.07)

**Table -5.07**

### Share of Egyptian Tourism in the World

(1995 – 2005)

Year	World Tourist Arrivals (million)	Tourist Arrivals to Egypt (million)	Share of Egypt in World Tourism (%)
1995	550	3.54	0.64
1996	597	4.06	0.68
1997	618	3.40	0.53
1998	627	4.26	0.67
1999	652	5.31	0.81
2000	687	5.34	0.77
2001	684	4.34	0.62
2002	703	5.24	0.73
2003	694	6.04	0.85
2004	763	8.15	1.07
2005	808	8.62	1.07

Source: - World Tourism Organization (W.T.O.)

It may be said that tourism sector in Egypt is in nascent stage and requires more attention and appropriate strategy for development. Dismal performance of Egyptian tourism in world attests the fact that Egypt does not have back up facilities of international standard. This however presents her to become the most attractive tourist destination.

Asia and Pacific witnessed sharp fall of *9 per cent* in arrivals as a result of the SARS panic. Surprisingly, West Asia and Africa recorded the best result and registered *10.3 per cent* and *4.9 per cent* increases in international tourist arrivals for 2003 (World Tourism Organization, 2004).

The government must upgrade the quality of tourism services to the highest international standards.

### **5.10 TOURISM MARKETING**

Marketing plays vital role in tourism industry. Without proper marketing strategy, development of tourism industry is not possible. Marketing of tourism is highly specialized and many important factors should be taken into consideration when selecting the targeted markets of the promotion campaigns. These factors include climate, geographical proximity, culture, and rates of travels and spending for tourism. Marketing is typically seen as the task of creating, promoting, and delivering goods and services to consumers and business. Marketers are skilled in stimulating demand for industry's products and are responsible for demand management. *Wahab Salah (1975 & 1976)* stresses on adopting the marketing process in tourism "in view of achieving tourism satisfaction, thereby fulfilling their objectives". The management should be in position to realize that customer needs are more basic than particular product. The management should also be sensitive enough to spot new product opportunities. Tourism marketing, essentially, has a professional approach consisting of the following four steps:

- I. Tourism User Identification
- II. Users Behavior Identification
- III. Tourism Product Identification
- IV. Tourism Produce Development

Every tourist destination in the world has a 'brand image'. The brand should be able to differentiate a destination from competing destinations. A strong brand is differentiated from others, has several advantages when compare to others, and has an attractive appeal to consumers. Developing a strong image for any brand require a carefully planned brand strategy based on:

- a. A unique brand personality
- b. Correct positioning strategies
- c. Product development, and
- d. Advertising and promotional activities.

Egypt will need to define its image in brand terms and then resource the task of re-establishing itself as a secure, safe, welcoming destination. Egypt in order to compete in the global tourism market place, must offer its visitors something "special" and "unique". The market logic is that Egypt should develop branded approach to its tourism marketing. Hence, Egypt's positioning is recommended as a "*Boutique Destination*", which draws its lead products and brand themes from its patrimony of heritage and nature, in the context of a secure, peaceful destination and a friendly welcoming environment for high yield visitors.

Egypt has abundance of tourism resources that provide marketable tourism products in both regional and world markets. In the highly competitive tourism market, a blooming tourism industry can only be sustained by the effective management of existing tourism products and development of new products and attractions. In this regard, product development and management are key tools in the modern tourism industry. The concept of tourism product covers a wide range of historical, cultural, natural and recreational activities. Besides these products, special type of attractions and activities are created artificially and on adhoc basis. Example of these attractions are theme parks, exhibitions, festivals and urban activities, such as meeting incentives, connection and other events in addition to various types of entertainment.

Currently, Egypt's tourist map has completely changed in the wake of ongoing efforts for the enhancement of tourism development. In this respect,

the tourism industry managed to create new tourist communities in remote areas with the aim of converting them in to tourist attraction sites. Ministry of tourism recently has taken steps to upgrade tourist products and infrastructure to serve wider segment of tourist all over the world. Egypt offers a wide range of exotic locales and ancient heritage that appeal to tourists from all over the world

Egypt is striving to develop a modern tourism industry as its major source of revenue to foreign exchange. To accomplish this, it will have to actively promote the country's tourism product in world market. This will require ambitious promotional programme and aggressive participation in international and regional tourism meeting and events.

Despite meager marketing and promotional resources, Egypt has nevertheless organized campaigns to promote its tourism product in international and regional markets. It participates annually in major tourism promotional events in Europe, U.K. and U.S. It organizes information and familiarization tours for international and regional TV and media persons, in addition to producing promotional material, such as films, videos and brochures, for distribution at tourism exhibitions and professional meetings related to travel and tourism. In this context allocation of funds is paramount for promotional programme to promote its tourism product in the world market. Many countries are giving due considerations to promote their tourism products in the world market by allocating substantial fund. Australia's annual expenditure to tourism promotion is about US\$ 88 million, that of Spain and U.K. each at US\$ 79 million, **Egypt at US\$ 21 million**, Israel at US\$ 32 million and Jordan at US\$ 5.5 million.

The main objective of the strategy was to encourage competitiveness of this sector and increase its contribution to the grass domestic product. The government also announced the reduction of taxes on stay at hotels. It is expected that this will help in attracting more tourists and provide more job opportunities.

***SOCIAL IMPACT OF  
TOURISM IN EGYPT***

## 6.1 SOCIAL SIGNIFICANCE OF TOURISM

The importance of tourism's impact on society and culture has started serious academic attention or recognition only from the early 1970's. The growth of mass tourism appears to have prompted scholars and researcher to study the economic and social impact of tourism. According to *Craik (1988)* social impact of tourism is perhaps the most important aspect of tourism development. *Peters (1969)* argues that tourism creates "social" benefits arising from a "widening of people's interest generally in world affairs and a new understanding of foreigners and foreign states".<sup>1</sup> Tourism is a potent force for economic and social goods, creating employment and wealth, widening our understanding of other societies. Tourism is a product that relies totally upon simultaneous production and consumption. By definition, tourist services are consumed on the spot where they are produced, whether by the resident population or by labor imported from other areas. In effect, if the tourist does not visit a destination then there is no measurable output of the industry's activities. However, tourism is a personal service and as such, can only be consumed by the tourist visiting the destination. As a result of it, population at destination comes into contact with an alien population during the production process. This tourist host relationships influences the local socio-cultural mosaic of a destination. Thus four main groups of population serving the tourists are:

- (1) Tourists
- (2) The local population serving the tourist
- (3) Other resident; and
- (4) Non-resident labor

In the development of tourism, all these groups have interests which may clash or coincide. The contact between tourist and host population can be beneficial or detrimental to the destinations population depending upon the difference in culture and the nature of contact. Much of the literature on social

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1. Peters, M., *International Tourism: The Economics and Development of the International Tourist Trade*, (London, 1969), p. 126.

impacts is biased in that it focuses attention upon the detrimental impact of tourism on the host population. Similarly, little attention has been paid to the fact that there can also be socio-cultural impacts on the tourist population, which can again be either positive or negative. In reality socio-cultural impacts tend to contain to mixture of both positive and negative strands and these impact affect both hosts and guests. The magnitude of the direct socio-cultural impact associated with tourism development determines by the extent of the difference in socio-cultural traits between hosts and guests. These differences include: <sup>2</sup>

- (1) Basic value and logic system;
- (2) Religious beliefs;
- (3) Traditions
- (4) Customs;
- (5) Lifestyles;
- (6) Behavioral patterns;
- (7) Dress codes;
- (8) Sense of time budgeting;
- (9) Attitude towards strangers;

Moreover, the speed of development and changes play an important role in determining the magnitude of the socio-cultural changes because time allows for process of adoption. It has been noticed that tourists often take on different attitude and adopt different codes of behavior when they are on vacation and away from there normal environment.

The impact of mass tourism is most noticeable in less developed countries. In advance countries impact of mass tourism is too visible. The mass tourism is less likely to adapt to the local cultures, and will seek amenities and standard fond in the home country, while the independent traveler will adapt more readily to an alien environment. *Valene Smith (1992)* has tried to explain this by devising a simple model (chart: 6.00).

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2. Inskip, E., *Tourism Planning: An Integrated and Sustainable Development Approach*, (New York, 1991), p. 35.

Chart: 6.00

## Social Impact Adaptation of Tourists to Local Norms

Types of Tourist	Number of Tourists	Adaptation to Local Norms
Explorer	Very limited	Adopts fully
Elite	Rarely seen	Adopts fully
Off-beat	Uncommon, but seen	Adopts well
Unusual	Occasionally	Adopts somewhat
Incipient mass	Steady flow	Seek western amenities
Mass	Continuous influx	<ul style="list-style-type: none"> <li>• Expects Western amenities</li> </ul>
Charter	Massive arrivals	<ul style="list-style-type: none"> <li>• Demands Western amenities</li> </ul>

**Source:** Adopted from Valene Smith, *Hosts and Guests*, (Pennsylvania, 1992).

There are number of less direct and perhaps less visible, effects on tourist localities, known as “relative deprivation”. The comparative wealth of tourist may be resented or envied by the locals, particularly where the influx is seen by the latter as a forms of neo-colonialism. Locals come to experience dissatisfaction with there own standard of living or way of life, and seek to emulate that of the tourists. In some cases, the effect of this is marginal, but in other the desire to emulate the tourists can threaten deep- seated traditions in the community, as well as leading to aspirations which are impossible to meet.

Job opportunities and the higher salaries paid to workers in the tourists industry will attract workers from agricultural and rural communities who, freed from the restrictions of there families and the home environments, may abandon their traditional values. This can result in an increase in promiscuity, and the breakdown of marriages. A report (*UNESCO 1976*) has identified four characteristic of host-guest relation in tourism.

1. Relations are transitory and superficial.
2. They are undertaken under constraints of time and space with visitors compacting sights into as limited amount of time as possible.
3. There is a lack of spontaneity in relations; meeting tends to be prearranged to fit tour schedules, and involve mainly financial transactions.
4. Relations are unequal and unbalanced, due to disparities in wealth and status of the participants.

The socio-cultural impacts of tourism can be either positive or negative. One of the positive impacts highlighted by *de Kadt (1979)* was the exchange of cultural information, ideas and beliefs. Tourism advocates do not accept and diagnosis the tourism breaks down social and cultural differences, believing instead that individual cultures can withstand increasing exposures to each other. Tourism is generally regarded as a means of contributing to “international understanding, peace prosperity and universal respect for, and observance of human rights and fundamental freedom for all without distinction as to race sex, language or religion. Tourism, it is argued, can also help to stimulate interest in and observe aspects of the host’s cultural heritage. This is a significant positive socio-cultural impact and extends over ancient monuments, historic sites, art, crafts and cultural ceremonies and rituals. If tourists appreciate the cultural heritage of a destination, that appreciation can stimulate the host’s pride in their heritage and foster local crafts, traditions and customs.

The negative socio-cultural impacts are sometimes the result of direct contact and the demonstration effect. These can distort the traditional crafts and customs in to shorter, commercialized events that offer the host community little in the way of rich cultural experience. Negative socio-cultural impacts can also be generated if the tourism development is not managed properly and the full economic potential of the development is not realized. For example, employment in tourism related jobs and investment in tourism projects both add to local resentment of tourism development. The exclusion of host from

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certain tourist facilities, such as private beaches, casinos and transported services, will further increase the pressure of resentment and may create conflict between the host population and the tourists.

Resentment by local people toward the tourist can be generated by the apparent gap in economic circumstances, behavioral patterns, appearance, and economic effects. The even distribution of the new income earning opportunities created by tourism development across the destination, generate feeling of sentiments and antagonism towards tourism development among the member of the host community.<sup>3</sup> Another form of resentment may result in a feeling of inferiority among indigenous groups because of unfavorable contrasts with foreign visitors. Local persons employed in the service industries catering to visitors may be better paid, and thus, exhibit feelings of superiority towards their less fortunate fellow citizens. Major problems can also occur because of real differences in wealth between the tourists and their hosts. This difference may lead towards financial dislocations. Tourists exhibit spending patterns and behavior that is very different from their norms, simply because they are on vacation. Prominent tourist author (*Lundgren*) observed: “The force of tourist-generated local impact seems to increase with distance from a generating country”.<sup>4</sup> The visibility of tourists and tourism industry irritate the hosts by the sheer arrogant display of wealth and brazen disregard of host’s sensitivities and values. The poorer the host community and the grater the degree of economic reliance of the hosts on the export of tourism services, the grater the irritants are likely to be. However, there is lake of consistent method and standardized instrumentation for accurately assessing the social impacts of tourism and measuring resident perceptions. The most significant social dimensions of tourism development are the loss of local autonomy. It is generally observed that non local investment reduced local control over tourist resources. Nevertheless, the magnitude of the direct social-cultural impact

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3. Cooper, et al., *Tourism: Principles and Practice*, Financial Times (London, 1998), p. 177.

4. Colin Michael, *Introduction to tourism: Developments, dimensions and issues*, (Australia, 1998), p. 202.

associated with tourism development may be determined by the extent of the difference in socio-cultural characteristics between hosts and guests.

*Doxey(1976)* has developed the index for measuring the level of irritation generated by tourist-host contact:

1. **The Level of Euphoria :** The initial thrill and enthusiasm that comes along with tourism development results in the fact that the tourist is made welcome.
2. **The Level of Apathy:** Once tourism development is under way and the consequential expansion has taken place, the tourist is taken for granted and is now only seen as a source of profit taking. What contact is made between host and guest is done so on a commercial and formal footing.
3. **The Level of Irritation:** As the industry approaches saturation point, the host can no longer cope with the number of tourists without the provision of additional facilities.
4. **The Level of Antagonism:** The tourist is now seen as the harbinger of all ills, hosts are openly antagonistic towards tourists and tourists are regarded as being there to be exploited.
5. **The Final Level:** During the above process of “development” the host population has forgotten that all they once regarded as being special was exactly the same thing that attracted the tourist, but in the rush to develop tourism circumstances have changed. The social impact has been comprehensive and complete and the tourist will move to different destinations.

Tourism is literary shows that it is a double-edge sword both for a blessing and blight. Since the end of the World War II, global tourist activities have been flourishing, generating an economic performance, favourable to investors and bringing smiles of fortunes to the travellers. But some problems are often rooted in economic problems, such as unemployment or under employment. The economic contributions of tourism can help to moderate such

social difficulties. Negative social effects on a host society have been identified as follows: <sup>5</sup>

1. Introduction of the desirable activities such as gambling, prostitution, drunkenness, and other excesses.
2. The so called “demonstration effect” of local people wanting the same luxuries and imported goods as those indulged in by tourists.
3. Racial tension, particularly where there are very obvious racial differences between tourist and their hosts.
4. Development of a servile attitude on the part of tourist business employees.
5. “Trinketization” of crafts and art to produce volumes of souvenirs for the tourist trade.
6. Standardization of employee roles such as the international waiter-same type of person in every country.
7. Loss of cultural pride, if the culture is viewed by the visitor as a quaint custom or as entertainment.
8. Too rapid change in local ways of life due to being overwhelmed by too many tourists.
9. Disproportionate numbers of workers in low-paid, menial jobs characteristic of much hotel and restaurant employment.

Many of the above mentioned negative social impact on a host society can be moderate or mitigated by adopting certain measure or steps. The most important is the intelligent planning and progressive management methods. Other measures too play vital role in moderating the negative impact of tourism development such as, strict control of land use zoning and building code and agricultural land should be avoided. Marginal land or negative land should be taken into consideration for the development of tourism. Ministry of tourism or similar official organization must adopt enlightened policies for sustainable

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5. Goeldner, Charles R., et al., *Tourism-Principles, Practices, Philosophies*, (New York, 2000), pp. 323-324.

development of tourism. Proper phasing of supply components such as infrastructure and superstructure to match supply with demand for orderly development are some of the measures needed. Education and good public relations programmes can further reduce the negative effects of the tourism. Enforcing proper standards of quality in the marketing of local arts and crafts can in fact enhance and save such skills from oblivion.

## **6.2 CULTURAL IMPACTS OF TOURISM**

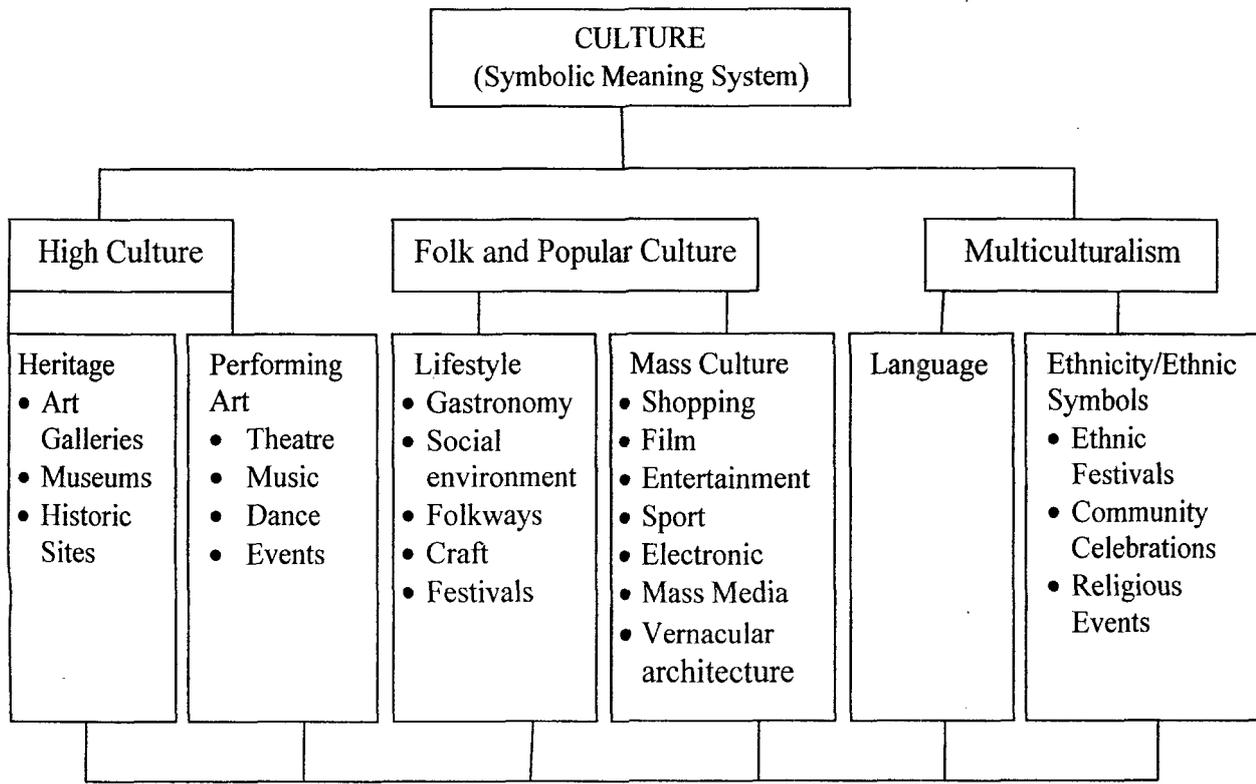
Culture is a generic term refers to the general symbol system of society. Culture contains several related elements, all of which may contribute to the touristic attractiveness of a destination. There are three major components of culture which are co modified in to tourism product:

1. High Culture
2. Folk and popular culture
3. Multiculturalism

All the three dimensions of the culture may be treated as most important packaged as tourism products. Of all the components, tourism element is greatest in high culture which is generally located in specific sites and attractions. The other two components viz. Folk and popular culture, and multi-culture, are of diffuse nature and difficult to package as tourism product. It is highly imperative that all aspects of culture should be packaged for tourism consumption easily. Chart: 6.01 illustrate the three major components of culture.

Chart: 6.01

## The Three Components of Culture



**Source:** Adopted from Colin Michael, *Introduction to Tourism: Development, Dimensions and Issues*, (Australia, 1998), p. 214.

*Ritchie and Zins* discussed various aspects of cultural tourism and their impacts on culture. They recognized twelve aspects of total culture that may play significant role in making the tourist destination attractions:<sup>6</sup>

1. Handicraft
2. Language
3. Traditions, such as festivals or rituals
4. Gastronomy
5. Arts and music, including concerts, paintings and sculpture
6. History of a region. Including visual reminders of a past.
7. The patterns and methods of work activity and the technology that used.
8. Architecture, which may be distinctive of a region.

6. Op.Cit. pp. 213-214.

9. Religion, including its visible manifestations
10. Educational systems
11. Costume and dress
12. Leisure activities

The immense importance of culture as product in tourism can not be denied. The various aspects of culture are vast resources of attractions for tourists. Despite incalculable significance of culture, there is possibility that tourism may influence the cultural resource on which it is based. When two cultures come in contact for a period of time, an exchange of ideas will occur. This process is known as acculturation.<sup>7</sup> Tourism may have an important cultural significance for it brings into contact people of difference races, nationalities and backgrounds, and “cultural exchanges and the enrichment both of those who travel and of those who are at the receiving end”.<sup>8</sup> However, the exchange process need not be equal as one culture may dominate another by virtue of the type of contact, the socio-economic characteristics of the members of a culture and the size of the population. Contacts of this kind may have beneficial effects, but they may also be socially disturbing. Old cultures and traditional ways of life may be weakened and even destroyed, by the impact of tourism. But in many areas alien features have been imported to the detriment of local cultures.<sup>9</sup>

The variation in languages and colures may be viewed from the geographical aspect or from the aspect of periods of time. All mankind were created of a single pair of parents; yet they have spread to different countries and climates and developed different languages and different shades of complexions. And yet there basic unity remained unaltered. They feel in the same way, and are all equally under Almighty Allah’s care. Then there are the variations in time. Old languages die out and new ones are evolved. New conditions of life and thoughts are constantly evolving new words and

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7. Nune, T., “*Touristic Studies in Anthropological Perspective*” in *Hosts and Guests, The Anthropology of tourism*, V. Smith, (Philadelphia, 1989), pp. 265-274.

8. “*Are Tourist Really Worth It?*” Daily Telegraph, June 2, (London, 1973).

9. H. Robinson, *A Geography of Tourism*, (Britain, 1976) p. 139.

expressions, new syntactical structures, and new models of pronunciation. Even old races die, and new races are born.

### **6.3 EGYPT'S SOCIAL STRUCTURE AND TOURISM**

The highest purpose of tourism is to become better acquainted with people in other places and countries, because this furthers the understanding and appreciation that builds a better world for all. International travel also involves the exchange of knowledge and ideas. Tourism raises levels of human experience recognition, and achievements in many areas of learning, research, and artistic activity. Therefore, a prime consideration to examining the social and cultural impact of tourism development is the nature and composition of the various groups involved in the relationship between them. International tourism is a multifaceted phenomenon. However, positive impact of tourism in Egypt is on social and cultural change. It is believed that increasing tourism development in Egypt has caused acculturation are by people in contract borrowed cultural heritage. One may notice that the impact of western culture in Egypt particularly in urban centers such as Cairo, Alexandria, Port Said, Sharm el-Sheikh etc. As a result native culture lifestyles, clothing, food habits, languages and several other things have witnessed change markedly. Tourism activity also influences the arts, crafts, customs, ceremony, music and dance etc. of Egypt is a country where western lifestyle is common and frequently adopted by the local people. So many locals' performing arts and handicrafts survive and have grown in the country due to tourism development, especially ethnic and rural tourism in Egypt.

Moreover, tourism has broken down the barrier of suspicion and hospitality in Egypt. It is a major force for peace, understanding and harmony in the country. It has broadened the mental horizon of both the tourist and host. Both of them come to know about the customs, traditions, beliefs and ways of life of other people. Thus, unity among diversity is strengthened in the country. The educational value system is now well-recognized by the Egyptian government. The educational institution as well government bodies are

encouraging and introducing the youth tourism in Egypt. Tourism development has restored ancient monuments, preserved landscape's beauty, and safe guards national heritages and has developed international understanding with neighboring countries as well as other parts of the world.

Europe is a major tourism conduit for Egypt and tourists from this region are treated warmly. They are given proper attention and due regards by the local people. They do not create problem in spending money and hence are considered as favorable tourists in Egypt by those engage in tourism management. They are easy to manage and soft spoken. In view of these traits they are generally treated as esteem visitors by the Egyptians.

Response of Egyptians about other tourists, who are not European, varies by country; one can say that American enjoys prestige in Egypt. Many Egyptians lived in the USA, are married to Americans, and speak fluent English, so the comfort level for American tourists is relatively high. Conversely, the perceptions of Egyptian regarding the American tourists are in generally favorable. They are regarded as easy-going, quiet to laugh, and not afraid to spend money. In fact, African-American Church groups are the first choice of some Egyptian tour guides because "they are happy and sing (hymns) on the bus.

Egyptians view privacy differently from Westerns. Arab families share much of their lives, moving freely about in each other homes, observing a subtle but strict code of behavior. Some aspects of these code will be quietly noticed, the most obvious being kissing. It is a quite common for men and women kiss each other in public. Dating is not practiced by young people in Egypt unless they are officially engaged; however, it may be acceptable for groups of young people to go on an outing together. Egypt is a more tolerant society than other countries in the region, but there are restrictions on the dress and department of women. Dresses are quite non-conservative, basically European in style, and available locally. The basic rule to remember is not to draw attention to oneself. Therefore clothes such as short should not be worn in the street except by very young children. Women should be prudent when

travelling alone especially after dark. Not many years ago women drivers were a novelty, as women were holding salaried posts. Now a day, it is common place to see women and holding positions of responsibility in both the government and private sectors.

Egypt as we know it today is a fairly ancient country. Most of the people of Egypt are Arabs. Most of them are Muslims. A rich and westernized country, this is also a country where small scale is very much thriving. Daily life of regular people of Egypt is surrounded by great culture and a lot of history. Almost all people of this country live in ancient cities and town that were built centuries and centuries ago. They were built along the shores of Red sea and the Nile River. Most of those places are famous in Biblical stories. The suburb of its capital, Cairo, are every bit as wealthy in the conventional sense as any where else in the western world. Wide tree lined clean streets, well dressed children and pretty parks, super markets and malls and some of the fanciest, expensive hotels exit in Cairo. The oldest center of Cairo has hundreds of little shops. Enormous departmental stores and supermarkets are also exit in Cairo. Added to shops there is also a huge and thriving open market with everything from fish to flowers. Today, the Bedouin here are not only keeper of sheep and goats, a job mostly for women, but their main income is made from the tourists. The Bedouin, like many less corrupted societies, find generosity to be a greater proof of worth than wealth and possession of which they have almost none.

From a social perspective, tourism has several negative aspects on the local citizen's life style, accent and the adoption of consumption of commodities never known to them before the flourishing of tourism in the area where they live. The Bedouins are the most affected by tourist's behavior. As a result of conversing and some times living with foreign tourists. Bedouins live in Egypt learn to speak several European languages mainly English, French, German, Spanish, and Italian. It is not strange to find a Bedouin living in Desert areas who speaks English or French fluently. Bedouins living around these tourist attractions have even modernized their life style as a result of

mixing with foreign visitors or even Arab and Egyptian tourists. The new urban and suburban lifestyle of the Bedouins have adopted as a result of mixing with Egyptian, Arab and foreign tourists includes wearing modern European clothes instead of their traditional long garments, cooking modern dishes and even more using cellular phone and digital cameras. Some young Bedouins have married European women whom they have met and even migrated to some countries in Europe to live with their new partners.

Tourism was the main reason behind the flourishing of a new trade in Egyptian handicraft and hand-made items. In fact, tourism has created thousands of job opportunities for Egyptian youth in Egyptian villages and for Bedouins alike. Such new industry includes hand-made embroidered garments, robes and dresses, colorful hand-made carpets, straw baskets, painting on sand in glass and many other handicrafts. Egyptian women in rural and desert areas were the main target of all these mini projects. In fact, several Egyptian villages in which these industries have flourished developed economically and this in turn has improved the living standards of the people living there. Apart from being sold in the tourist locations, these handicrafts are imported to different Egyptian major cities including the capital Cairo. Handicraft shops can be found everywhere throughout the country. The variety of crafts combines traditional designs with modern ones. Tourists are amazed by the diversity of souvenirs, antiquities and products they can buy from these handicraft shops – the choice are infinite. These handicrafts and products include dresses and garments with cross stitch embroidery, ceramics, Hebron glass, rosaries and silver, copper and brass dishes, painting on sand in bottles and hand-made garments with silver and gold embroideries.

#### **6.4 SOCIETY AND CULTURE IN EGYPT**

The basic forms of social organizations in Egypt were tribal and the social relations among the various nomadic and semi nomadic tribes between them and villagers were based on trade and the exchange of tribute for protection. Egypt social organization may be classified along a continuum:

- Nomadic
- Semi nomadic
- Semi sedentary
- Sedentary

Nomads or Bedouins are fully nomadic group whose livelihood depends on camel herding. The Bedouins, however, are also dependent upon settled communities – villages, towns and cities – for trading animal and their products for goods they did not produce. Semi nomadic groups raised sheep and goats and moved much shorter, well defined distances; they also practiced some agriculture. But the semi sedentary groups were more involved in agriculture than either nomads or semi nomadic peoples. Parts of the semi sedentary group moved during different seasons, while other in the group remained in permanent abodes. Government policies encouraged settlement by providing schooling, medical services, and the development of water resources. This led to decrease in the number of nomadic population. Despite the near disappearance of the nomadic way of life, tribal social structure and organization have not necessarily been transformed as drastically. Many Bedouin parents believed that the education of their children beyond a certain level would threaten the survival of the family. They feared that an educated child would naturally migrate to work or pursue further studies in Cairo or even outside the country. An army career tended to motivate Bedouins to acquire an education. Many Bedouins who have acquired enough education for an ordinary career in the army have abundant their allegiance to their families and they permanently rejected the Bedouins style of life. People of Bedouins origin constituted a disproportionate share of the army which continued to prevail at a higher command levels.

Class structure in Egypt resembled a pyramid at the top is a small, wealthy group comprising large landowners, industrialists, leading financial figures, and member of their families. The oil boom of the 1970s and 1980s also had created a new class of wealthy Egyptians who made large amounts of money from abroad, which was displayed by conspicuous consumption at

home in Egypt. Just below this group are professionals, army officers, and government officials who lived a somewhat less grand but still comfortable life. White – colors workers, school teachers, and migrants struggled to retain a style of life that separated them socially from the small shopkeepers and artisans below them. At the bottom of the pyramid, a large lower class inclined increasing numbers of the pyramid; a large lower class inclined increasing numbers of the unemployed.

Gender and age are important determinants of social status. Although the systematic separation of women from men was not generally practiced, all groups secluded women to some extent. The character of gender – based separation varied widely among different sectors of society, it is strictest among the traditional urban middle class and most flexible among the Bedouins where the exigencies of nomadic life precluded segregation. The formation of an educated middle class that included increasing numbers of educated and working women created some strains in the traditional pattern. Men and women now interacted in public at school and in the universities, in the workplace, on public transportation, in voluntary associations and at social events.

Egypt is a West Asia country and has Middle Eastern customs. Whether Muslims or Copt, the Egyptians are deeply religious and religious principles govern their daily lives. Combined with religious belief is commitment to the extended family. Each family member is responsible for the integrity of the family and for the behavior of other members, creating an environment that would be envied by many people in the West. Certainly, the result is that the city of Cairo is safer than any western metropolis.

Yet, when westerners visit Egypt they are often apprehensive. Their views of Egyptians and Arabs, fomented by unkind and untrue media stories, often bear no relation to reality. Travelers are often surprised by their friendly, hospitable reception and taken home with them good feeling about Egypt and its population.

Egyptians have been raised in a social environment steeped in Islam, a background that can color their decision-making in a way difficult for foreigners to understand. Yet it is precisely this training that makes Egyptians some of the most charming and colorful of hosts.

**Religious limits:** - Devout Muslims do not drink alcohol though most do not object to others imbibing in reasonable amounts. In addition to the prohibition on alcohol, the faithful do not use drugs or eat pork, which is considered unclean. Explicit sexual material – magazines, photos, tapes, or records – is illegal and subject to confiscation.

Keep in mind that proselytizing is illegal in Egypt. Foreigners actively working to convert Egyptians have been asked to leave. Remember, almost all the Egyptians are either conservative devoted Muslims or Coptic.

**Moral Codes:** - In Egypt there are hardly any restrictions on foreign women. Ticket lines for example, are occasionally segregated. Women should line up with other women (especially since the lines are usually shorter). On buses, the driver may want them to be seated in the front with other women. In the metro lines, the first car is usually reserved for women. For men, speaking to an unknown Egyptian woman is a breach of etiquette. Take care in any liaisons you form because some families still follow ancient traditions.

**Social Mores:** - In general, Egyptians are most accommodating and they will go out of their way to help tourists and respond to any questions tourists have. Most Egyptians require little personal space and will stand within inches of tourists to talk. Tourists will find that whenever they start talking with an Egyptian, they will enviably draw a crowd, and often the Egyptians will start discussion among themselves over the correct answer to a question.

**Baksheesh:** - Please do not offer tips to professionals, businessmen, or others who would consider themselves tourists equals. Tourists may seriously offend them by their act.

**Crime and Drugs:** - Crime in Egypt is nearly nonexistent, and violence is usually limited to family feuds. However, in tourism areas some pickpockets and petty thieves may exist, so be careful and remember that the ever helpful

tourism police are usually nearby. Women must be cautious, especially in outlying areas. Stay completely away from drugs and leave their home.

**Visiting mosques:** - Major tourism mosques are open to the public unless services are in progress. Keep in mind the mosque differs from a western church in that Christian churches are considered houses of God, while mosque are more a gathering place for the faithful of Islam. Unless otherwise posted, tickets to some that have been restored are sold by the caretaker for about L.E. 3-6. All visitors to mosques, mausoleums, and madrasas must remove their shoes. Most Muslims walk around in their stockings but those mosques that are major tourist attractions have canvas overshoes available; a tip of 50PT to L.E. 1 is in order for the people who put them on for tourists. Women must cover bare arms and should also have a hat.

### **Calendars and Holidays**

The business and secular community in Egypt operates under the Western (Gregorian) calendar (BC/AD). But other calendars have official status in Egypt. The Islamic calendar (AH), used to fix religious observances, is based on a lunar cycle of 12 months of 9 or 30 days. The Muslim year is thus 11 days shorter than the year according to the Gregorian calendar and months move forward accordingly.

In the Gregorian calendar, for example, April is always in the spring, but in the Muslim calendar all months move through all seasons in a 33-year cycle.

The Coptic calendar (AM) is based on a solar cycle and consists of 12 months of 30 days and one month of 5 days. Every four years a sixth day is added to the shorter month. An adaptation of the Coptic calendar is used by many farmers to planting and harvesting crops. It is used by the authority of the Coptic Orthodox Church. The following are months for the Muslim and Coptic calendars:

<b>Muslim</b>	<b>Coptic</b>
Muharram	Toot (begins September 11 or 12)
Safar	Baaba
Rabi' il-awal	Hatour
Rabi' it-tani	Kiyaak
Gamada-I-uula	Tuuba (mid-Jan)
Gamade-I-ukra	Amshir
Ragab	Baramhat
Sha'aban	Barmuda
Ramadan	Bashans
Shawal	Bauna
Dhu'l Qaeda	Abiib
Dhu'l Hejja	Masarra
	Nasi (5-6 days)

**Public Holidays:**

- January 7<sup>th</sup> – Coptic Christmas,
- February 22<sup>nd</sup> – Union Day
- April 25<sup>th</sup> – Sinai Liberation Day
- May 1<sup>st</sup> – Labor Day
- June 18<sup>th</sup> – Evacuation Day
- July 1<sup>st</sup> – Bank Holiday
- July 23<sup>rd</sup> – Revolution Day
- September 11<sup>th</sup> – Coptic New Year
- October 6<sup>th</sup> – Armed Forces Day
- October 23<sup>rd</sup> – National Liberation Day
- October 24<sup>th</sup> – Suez Victory Day
- December 23<sup>rd</sup> – Victory Day

**Feast, Fast and other Observances: -**

**Specific Islamic Observations:**

Mulid el-Nabi, (Mawlid an Nabi) is celebrated in /honor of the Prophet Mohammad (PBUH). A traditional parade complete with drums and banners is held in the historic area of Cairo. In preparation for the holiday, temporary stalls are erected in all parts of the country selling a variety of decorated sugar candy.

**Ramadan:** - Ramadan is the holiest month of the Islamic year and is more of the religious observation than a holiday. It is a month of Fasting and renewal. Muslims, except for the young, the old the sick, pregnant women, and travelers, abstain from food, drink, cigarettes, and sex throughout daylight hours. The fast Begins at dawn and ends after sunset and is broken by the meal called iftar. After the iftar, the evening is filled with festivities and people gathered in the main squares of towns throughout Egypt to listen to musicians and storytellers. Just before dawn another meal is eaten in preparation for the long day of fasting. During Ramadan business hour are shortened.

**Eid Al Fitr:** - Eid Al Fitr, celebrates the end of the Ramadan. The Eid Al Fitr is a happy celebration with new clothes, gifts, and plenty of good food. Festivities usually last three days

**Eid Al Adha:** - Eid Al Adha ( Eid el Adha), commemorates Abraham's sacrifice of a sheep in place of his son. It is traditional for wealthier families to slaughter a lamb and share the meat with the extended family, neighbors, and the poor.

**Specific Coptic Observations:**

Coptic Easter ends the Coptic Lenten season. It is usually celebrated one week after Western Easter. Coptic businesses are closed.

Sham al Nessim, "sniffing the breeze," is a spring holiday celebrated the Monday after Coptic Ester. Believed to date to the Paranoiac times, it is celebrated by all Egyptians regardless of religious affiliation. The entire population goes to the country side or to some urban green space for a day long

outing, with picnic baskets filled with hard boiled eggs and pickled fish. Businesses are closed.<sup>10</sup>

### **Official Cultural Events**

Cairo has been the entertainment capital of the Arab World for more than a century. The entire city looks like one big party. Cars and people are walking in the streets until the next day. Either poor or rich, everybody is cheerful and trying to have fun on the last night of the year. Thousands of Arabs, from North Africa and Middle East fly to Cairo for that special night.

Beginning the year is the International Book Fair sponsored by the General Egyptian Book Organization at the Madinat Nasr Exhibition Grounds in Cairo. It is three-week affair with displays by foreign and local publishers. Also in January is the International Documentary and Short Film Festival sponsored by the Ministry of culture.

February has two interesting observances. The first is a gift from the ancient Egyptians. In Abu Simble the ascension of Ramsses II to the throne of ancient Egypt is celebrated on February 22. Ramsses ordered the temple built in such a way that on this day the sun penetrated into the inner sanctuary of the temple lighting his statue within. The second event is the International Fishing Tournament held at Hurghada on the Red Sea. Sponsored by several associations and the Ministry of tourism, this event welcomes fishermen from around the world.

March heralds the spring and the Annual Flower Show at the Orman Gardens, Sharia Giza, in Giza. It is accompanied by the International Children's Film Festival, sponsored by the Ministry of Culture.

The hot summer has little to offer in the way of festivals, but September and October are busy months. A new festival is the Alexandrias of the World Festival: the cities bearing that name join in the four-day celebration held in Alexandria, Egypt. The second yearly celebration at Abu Simbel, this time commemorating the birth of Ramsses II, occurs in October. Every year in October the Alexandria Mediterranean Biennale offers a wonderful venue for

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10. [http://www.hoptravels.com/culture\\_egypt/social\\_egypt.htm](http://www.hoptravels.com/culture_egypt/social_egypt.htm)

artists. Towards the end of the month is the annual commemoration of the Battle of the Al Alamein, with services conducted by both former allied and former Axis countries. In Ismailia, the International Folk Festival is attended by participant from allover the world. And then there is the Pharaoh's Rally, an 11-day, 2,900 mile (4,700 km) daredevil motor vehicle race through the deserts of Egypt.

November hosts the Egyptian Arabian Horse show, with fine Arabian horses on display, and the international Children's Book Fair at the Madinat Nasr Exhibition Grounds, while December is high-lighted by the International Film Festival.

Details of these events are usually advertised in local English language publications including Cairo Today, Places in Egypt, and Cairo's all available at bookstores throughout the country.

## 6.5 SOCIO-CULTURAL MOSAIC

Socio – cultural mosaic of the country is the most essential and paramount resource of the tourist attraction. Its impact on tourism industry is far reaching. Socio-cultural mosaic in fact, stimulates the tourist flow by creating interests by the tourists in local social customs and cultural values. Socio-cultural mosaic contains several related elements, all of which may contribute to the tourist attractiveness of a destination. Tourism in Egypt has developed on the basis of rich culture and religious heritage. The archaeological sites in Egypt have constituted the attractions for foreigners for decades. However, these sites clearly have finite carrying capacities.

Egypt is a country of many cultural living in harmony. The majority of the people are Arabic-speaking. There are various dialects with local inflections and accounts. The vast majority over 90 percent, of the people is *Sunni Muslims*, and the small percentage, approximately 5 percent are *Christian*.

The *Bedouin* (Nomads) and the *Fellaheen* (Farmer) are the backbone of the Egyptian society, enriching it with their special customs and foods. City life and rural life are still far apart, but the people are so much alike, the common

thread being the strong family unit. The farmer fellaheen are the village dwellers who live in farming communities cultivating a combination of fruit; olive trees field crops and vineyards. In addition they also depend on livestock and poultry. The *Bedouins* people are the original desert inhabitants whose economies depend on livestock and seasonal cultivation. They move along with their herds and stock from one area to another in search of green pasture so as to avoid seasonal climatic extremes.

The true nomadic life in desert is full of adventure and gradually becoming the source of adventure tourism. The truly nomadic *Bedouins*, however, will break camp soon after dawn with a herd of say 60 camels, four of which are used to carry the baggage and belongings. They will travel approximately 20 km. before setting up camp again in the evening. It is normal to stay at the encampment a few days, moving on once the grazing around it has expired.

Most social aspects of life were inherent in Arab culture long before Islam. So city was composed of relatively independent tribes sub divided into separate clans and families. Islam served to wed religious laws with the existing tribe structure. City lie only modified this traditional system. Despite many changes that are taking place in customs, life in Egypt still centers around the family. The society is patriarchal and families often live together or in adjoining housing units. This perpetuates such customs and practices as arranged marriages, marriage between cousins and the extended family sharing all aspects of daily life.

**Native Foods:** In Egypt, dinning out can range from stand-up sandwich bars to luxurious five-course meals. Tourists can find small, inexpensive establishments that serve good Egyptian food for only a few pounds. The larger cities even have Western-style fast-food chains like McDonald's and Kentucky Fried chicken, but they are relatively expensive. In cities both food and water are safe although the change in the diet may produce short-term gastrointestinal upsets.

Although Egyptian eating habits may seem erratic, most natives begin the day with a light breakfast of beans, eggs, and / or pickles, cheese and jams. Most families eat their large, starchy lunch around 1400-1700 and follow it with a siesta. They may take a British style tea at 1700 or 1800 and eat a light supper late in evening.

Egyptian food reflects the country's melting-pot history; native cooks using local ingredients have modified *Greek, Turkish, Lebanese, Palestinian, and Syrian* traditions to suit Egyptian budgets, customs, and tastes. The dishes are simple; made with naturally ripened fruits and vegetables and seasoned with fresh spices, they are good and hearty. Food in the south, closely linked to North African cuisine, is testier than that found in the north, but neither is especially hot. The best cooking is often found in the smaller towns. Although Egyptian cooking can be bland and oily when poorly done, most of the cuisine is delicious.

**Bread:** the main stay of Egyptian diets, *aysh* (bread) comes in several forms. The most common is a *pita type* made either with refined white flour called *aysh shami*, or with coarse, whole wheat, *aysh baladi*. Stuffed with any of several fillings, it becomes the Egyptian sandwich. *Aysh shams* is bread made from leavened dough allowed to rise in the sun, while plain *aysh* comes in long, skinny, French-style loaves. If tourists find themselves faced with hard, dry *aysh*, do like the Egyptians: soften it in water and if they have a fire available, warm it over the open flame.

**Beans:** Along with *aysh*, the native bean supplies most of Egypt's people with their daily rations. Ful can be cooked several ways: in ful medames, the whole beans are boiled, with vegetables if desired, and then mashed with onions, tomatoes, and spices. This mixture is often served with an egg for breakfast, without the egg for other meals. A similar sauce, cooked down into a paste and stuffed into *aysh baladi*, is the filling for the sandwiches sold on street. Alternatively, ful beans are soaked, miced, mixed with spices, formed into patties (called *ta'miyya* in Cairo and *falaafil* in Alexandria), and deep fried.

These patties, garnished with tomatoes, lettuce, and tihina sauce, and stuffed into aysh and sold on street.

**Molokhiyya:** A, leafy, green, summer vegetable, molokhiyya is distinctively Egyptian, and locals will proudly serve it with their traditional stick soup made from it. The chopped leaves are generally stewed in chicken stock, and served with or without pieces of chicken, rabbit, or lamb. This soup can also be served with crushed bread or over rice.

**Mezza:** This small dish of various forms is usually served with drinks. Those resembling dips are made with tihina, an oil paste of sesame seeds. Tihina mixed with oil and seasoned with garlic or chili and lemon can be served alone, but when combined with mashed eggplant and served as a dip or sauce for salads, it's called baba-ghanoug. In Alexandria, chickpeas are added to the tihina to make hummus bi tihina. Tihina also forms the base for many general-purpose sauce served with fish and meats and replaces mayonnaise on Egyptian sandwiches. Turshi includes a variety of vegetable soaked in spicy brine-it always good with beer.

**Soups and salad:** In addition to molokhiyya, the Egyptians make a variety of meat (lahhma), vegetable (khudaar), and fish (samak) soups known collectively as shurbah, and all are delicious. Salad (salat) can be made of greens, tomatoes, or eggs, as well as with beans and yogurt. Western-type salad bars have come in to vogue in larger cities, and here, for a few pounds, tourist can make a whole meal of the fresh produce. Yogurt (laban zabadi) is fresh and unflavored; one can sweeten if he wish with honey, jams, preserves, or mint. It rests easy on an upset stomach.

**Main Courses:** Rice and bread form a bulk of Egyptian main courses, which may be served either as lunch or dinner. For most Egyptians, meat is a luxury used in small amounts, cooked with vegetables, and served with or over rice, but meat dishes comprise most restaurant fare. Torly, a mix-vegetable casserole or stew is usually made with lamb, or occasionally with beef, onions, potatoes, beans, and peas. To make Egyptian-style kebab, cooks season chunks of lamb in onion, marjoram, and lemon juice and then roast them on a spit over an open

fire. Kufta is ground lamb flavored with spices and onions which is rolled into long narrow “meatballs” and roasted like kebab, with which it’s often served. Pork is considered unclean by Muslims, but is readily available, as is beef.

Although native chickens (firaakh) are often scrawny and tough, imported fowl are plump, tender, and tasty. Tourist can order grilled chicken (firaakh mashwi) in a restaurant or by one already cooked at the street-side rotisseries and fix their own meal. Hamaam (pigeons) are raised throughout Egypt, and when stuffed with seasoned rice and grilled, constitute a national delicacy. They are small, so you will need to order several; and best are usually served in small, local restaurants where tourists may even have to give the cook a day’s notice (a good sign), but beware-hamaam are occasionally served with their heads buried in the stuffing.

Egyptian serves both freshwater and seagoing fish under the general term of samak. The best fish seem to be near the coasts or in Aswan, where they are caught from Lake Nasser. As well as the common bass and sole, try gambari (shrimp), calamari (squid), gandofli (scallops), and ti’baan (eel). The latter, a white meat with a delicate salmon flavoring, can be bought on the street already deep-fried.

**Vegetable:** Ruzz (rice) is often varied by cooking it with nuts, onions, vegetables, or small amounts of meat. Bataatis (potatoes) are usually fried but can also be boiled or stuffed. Egyptians stuff green vegetables with mixtures of rice; wara’enab, for example, is made from boiled grapes leaves filled with small amount of spiced rice with or without ground meat. Westerners often know them by the Greek name of dolmades or dolmas, but beware ordering them by that name; in Egypt, doma refers to a mixture of stuffed vegetables.

**Cheese:** Native cheese (gibna) comes in two varieties; gibna beida, similar to feta, and gibna rummy, a sharp, hard, pale yellow cheese. These are the ones normally used in salads and sandwiches, but gouda, cheddar, bleu, and other western types are becoming available. Mish is a spiced, dry cheese made in to a paste and served as a hors d’oeuvre.

**Fruit:** In Egypt a multitude of fresh fruits are available year-round, but since all are tree-or vine-ripened, only those in season appear in suqs (markets) or on vendors' stands. In the winter, mohz (bananas), balah (dates), and burtu'aan (any of several varieties of oranges) appear. Special treats are burtu'aan bedammoh (pink oranges), whose skin looks like most oranges, but their pulp is red and sweet. The Egyptian summer is blessed with battiikh (melon), khukh (peach), berkuk (plum), and anub (grapes). Tin shawki is a cactus fruit that appears in August or September.

**Nuts:** Goz (nuts) and mohamas (dried seeds) are popular snack food in Egypt, and vendors can be found selling them early anywhere. All are tasty; try bundok (hazelnuts), loz (almonds), or fuzdo (pistachios). If tourists like peanuts, the ful sedani are especially tasty in Aswan.

**Desserts:** Egyptian desserts of pastry or pudding are usually drenched in honey syrup. Baklava (filo dough, honey, and nuts) is one of the less sweet; fatir are pancakes stuffed with everything from eggs to apricots; and basbousa, quite sweet, is made of semolina pastry soaked in honey and topped with hazelnuts. Umm ali, a delight named for Mamluk queen, is raising cake soaked in milk and served hot. Kanafa is a dish of batter "strings" fried on a hot grill and stuffed with nuts, meats, or sweets. Egyptian rice pudding is called mahallabiyya and is served topped with pistachios. French-style pastries are called gatoux. Good chocolate candies are likewise difficult to find, though Western-style candy bars are beginning to make their appearance. The Egyptian ice cream runs closer to ice milk or sherbet than cream. Most restaurants and many homes serve fresh fruits for desserts, and it makes a perfect, light conclusion to most meals.

## DRINKS

**Coffee:** - developed and popularized in the West Asia, the drinking of ahwa (coffee) remains a national tradition, and local coffee houses still cater to men who come to drink coffee, discuss politics, play tawla (backgammon), listen to "Oriental" (Egyptian) music, and smoke the shiisha (water pipe). Although the traditional poetry and high-powered politics have migrated to fancy homes and

offices, the coffee remains. Tourists will also be offered the thick, strong, but tasty brew in homes, offices, and bazaar shops. Turkish coffee is made from fine powered beans brewed in a small pot. As the water just begins to boil the ground float to the surface in the dark foam; the ahwa is brought to you still in the pot and pured into a demitasse. The heavier grounds sink to the bottom of the cup and the lighter ones form foam on the top, the mark of a perfectly brewed cup. Sip carefully to avoid the ground in the bottom of the cup.

Although Turkish coffee has a reputation for being tart, its actual flavor depends on the mix of beans used in the grind; the larger the percentage of Arabica, the sweeter and more chocolate flavor. Ahwa comes in several versions: ahwa sada is black, ahwa ariha is lightly sweetened with sugar, ahwa mazboot is moderately sweetened, and ahwaziya is very sweet. Tourists must specify the amount of sugar at the time you order, for its sweetened in the pot. Most people order mazboot, which cuts the tartness; ahwa is never served with cream. Most hotel and restaurant breakfast include strong French coffee usually called Nescafe; tourists may have to specially order it with sugar (bil sukkar) or milk (bil laban).

### **Tea and Other Hot Drinks**

Egyptians adopted the customs of formal afternoon tea from the native Arabians, and it's served with milk, lemon, and sugar on the side. The domestic or *Bedouin* version of shay is boiled rather than steeped and is often saturated with sugar; this strong tea is served in glasses. A refreshing change from after-dinner coffee is shay bil na'na' or mint tea; dried mint is mixed with tea leaves and the mixture is brewed like regular tea. Kakoow bil laban (hot chocolate) is available during the winter, as is Sahlab, a thick liquid that tastes like a cross between Ovaltine and oatmeal. Karkaday, a clear, bright red, native drink especially popular in the south, is made by steeping dried hibiscus flowers, sweetened to taste, and served either hot or cold; the locals claim this delicious drink calms the nerves.

**Cold Drinks:** - Bottled water (mayya ma'daniyya) is available in all areas frequented by tourists; both large and small bottles are sold on the street and

from ice buckets at most of the antiquities sites. Be sure the cap is sealed. Mayya shrub or mayya ahday (drinking water) is safe in most metropolitan areas.

A delectable treat in Egypt are the fresh fruit juices (asiir) available at small stalls throughout Egypt. The shopkeepers blend the whole fruit and small amounts of ice and sugar water and then strain this mash into your glass-the resulting drinks have been described as ambrosia. Juices, which are made from fruits in season, include farawla (strawberry), manga (mango), mohz (banana), and burtu'aan (orange) and are especially welcome in hot weather. In addition to pure fruit juices, tourists can also get them made of vegetables such as khiyar (cucumber), tamaatim (tomato), and gazar (carrot). For a new experience, experiment with some of their combination drinks: nuss wa nuss (carrot and orange) an unexpected delightful concoction, or Mohz bi-laban, a blend of banana and an Egyptian milkshake. Asiir lamoon, common throughout Egypt, is a strong, sweet version of lemonade. In the past few years canned and packaged juices have become common, but their flavor cannot compare with the freshly made varieties.

Western soft drinks are ubiquitous in Egypt, but most are domestically bottled. Tourists can find Schweppes, Fanta, Seven-Up, Coke, and Pepsi; club soda is also available, but Collins mix is nearly nonexistent. If tourists buy from sweet-side vendors, they are expected to drink the soda right there and return the bottle; if they want to take a bottle with them, they will have to pay it.

**Alcoholic Drinks:** - Although devout Muslims refrain from drinking alcohol, beer, wine, and hard liquor are the most expensive, but the local beer called Stella is a light lager that is quite good, provided it has not sat in the sun too long. It comes in large (about 20 oz.) bottles and runs about LE 4-5. Stella export, available in bars and restaurants, is more expensive (LE 4), comes in smaller bottles, and is stronger-closer in alcohol content to most western beers. Marzen, a dark, bock beer, appear briefly during the spring; Aswanli is the dark beer made in aswan.

Brandy is drinkable only when diluted and local rum is not much better. However, *zibib*; the Egyptian version of Greek *ouzo* or Mexican *anasato*, is good either on the rocks or diluted with water (which turns it milky) as a before-dinner cocktail. Other hard liquors are imported and therefore are limited and expensive.

Egypt has long-standing economic difficulties and, therefore, the import of a very wide variety of goods is severally limited. This applies particularly consumer goods and foodstuffs such as foreign delicacies and wines. The food served in hotels and restaurants is almost entirely from local sources. But there are local dishes which, properly prepared and served, can be delicious as well as adventurous.

There are very good Egyptian wines, mainly the products the Delta Vineyards. The excellent red wine is *Omar Khayyam*, which, like most of the locally produced wine, is reasonably priced. The white *Cleopatra*, *Ptolemy*, and *Castel Nestor* are also good, as is the rose, Ruby. Two types of beer are brewed locally, the larger-type *Stella* and *Darker*, slightly stronger Aswan most hotels in Egypt serve western-style food almost exclusively. It would be well worthwhile however to seek out the numerous good restaurants in the city to sample the traditional dishes of the West Asia. The few listed here will be found on the menus of most establishments.

**Hommous:** - A paste-like dish made of ground chick-peas, mixed with olive oil and subtle flavorings, usually served as *hors d'oeuvres*.

**Taheena:** - A dish similar to *hommous*, but the basic ingredients is sesame seed (*simsim* in Arabic) with olive oil, lime juice and vinegar. Both *taheena* and *hommous*, expertly prepared, are delicious and it is usual to dip with pieces of Arabic *baladi bread* in to a small communal dish on the table.

**Fool:** - this is one of the staple goods of Egypt. It means literally beans and that is precisely what it is. Known as horse beans in the west, they are lightly boiled and served often with mild species. *Fool medamis* is a variation, when the beans are cooked in their own juice and seasoned.

**Batarekh:** - This is a great delicacy, known as *Egyptian Caviar*. The roes of fish are compressed and smoked and served in very thin slices.

**Molokhaya:** -Another traditional dish, it is a hot soup prepared from beef or lamb stock in which the leaves of the *molokhaya plant* are boiled. It has a greenish color.

**Kufta:** - Minced beef or lamb pressed into balls and spiced, grilled over charcoal. For those who have a taste for shellfish a “must” are the enormous Red Sea prawns, served grilled almost everywhere, and, in some restaurants, the delicious crabs.

*Pigeons* are another traditional Egyptian dish. Pigeon lofts, tall, domed structures of sun baked and white – washed mud, can be seen all over the country. *Pigeons* are served roasted. The *casino des pigeons* on the Gizeh bank of the Nile specialize in roasted *pigeons*, *kufta* and kebabs. The local white cheese made from goats milk and salted, is an acquired taste, but well worth a try. It should be dry and crumbly. Many bars serve this and other *tidbits* as a *mezza*, *gratis* with drinks. Pork dishes are available in many restaurants. Pig meat is forbidden by religion to Muslims, but Egypt has a large Christian minority.

The shimy in Tawfikiyah, and the el-Hati, close by, are two of the many restaurants that specialize in oriental dishes and will repay a visit. Most others, however, can supply traditional foods, even when they are not listed on the menu. The New Kursaal, in Elfy Bay, the Aladdin, better known under its former name, the Ermitage, in Sherif Pasha, the Estorille, in Kasr el-Nil, are some of the better known places that serve good food from both hemispheres. A delightful evening can be spent dinning on the boats moored on the Nile. The Omar Khayyam at Geziro, not far from the tower, provides good western and oriental food, and diners are entertained by a belly dancer later in the evening.<sup>11</sup>

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11. Little, T., et.al, “Egypt”, Methuen & co. Ltd., (Great Britain, 1967), pp. 121-127.

## **6.6 CHANGING SOCIAL RELATIONS AND VALUES**

Undoubtedly, tourism has made significant contributions to international understanding. World Tourism Organizations recognize that tourism is a means of enhancing international understanding, peace, prosperity, universal respect; observance of human rights and fundamental freedom for all without distinction as to race, sex, language or religion. Tourism can be very interesting socio-cultural phenomenon. Seeing how others live is an interest of many tourists, and exchange of socio-cultural values and activities is rewarding. Tourism provides an opportunity for a number of social interactions. A pub or cafe at Cairo are examples of good places for social interactions. Even a visit to another part of Egypt would be both socially and culturally stimulating. Egypt, in fact, has a very diverse social and cultural heritage. Tourism dilutes the culture of a country by imposing the culture of the mass tourism market.

Tourism is a clean and green industry that they respect the host community's socio-cultural norms and values. As new ideas reached all sectors of society, new perceptions and practices began to appear. In Egypt, tourism has made significant contribution to influence the society. Relations between men and women, along with all other aspects of Egyptian society, began to change as adopted value, attitudes, and customs much different from those traditional in the country. A growing individualism has appeared especially among the educated young. Many young people preferred to set up their own household at marriage rather than live with their parents. Labor migration has made a considerable impact on family structure and relations. In some cases, where men migrate without their families, their wives and children see him only once or twice a year when he visits. If the wife and children live alone, this arrangement leads to increase responsibility and autonomy for women.

Some of the most marked social changes have affected women's role. In urban areas, young women have begun to demand greater freedom and equality than in the past, although traditional practices still broadly govern their lives. Educated women tended to marry later, often after working for several years. Companionship and notions of romantic love were playing a greater role in

marital arrangements than here to fore. Marriages are still a family affair, but the relationship between husband and wife are assuming increasing significance. This change reflected a dilution in the strength of families as social units with corporate interests that subordinate those of the individual. Couple wants fewer children. This trend appeared to parallel the changes in women's position in society and shifts in the political economy. Women's education and employment pattern meant that child rearing was no longer the only role open to women. The need for dual-income households pointed to a decrease in the amount of time women could devote to child rearing. The spread of the nuclear household encourage the detachment of the individual from the demand of extended family. At the same time, social security lessened the dependence of the aged on their children and other relations. Despite, a smilingly conservative milieu the numbers of women working outside the home are increasing. Many poor and lower class women worked out of economic necessity. However, a substantial number of working women came from financially secure families. In some Egyptian society is in transition and changing. The increasing contact with international tourists is bringing perceptible change in attitude and perception of the Egyptian people. These developments and change in the Egyptian society are due to positive impact of tourism. Dining and wining in Cairo is a blend of elegance, ease and fun. The night life is common in whole of Cairo. New restaurants, cocktail bars and night club, piano bars, cinemas, theaters and many casual places are emerging in Egypt. A good variety of restaurants offer visitors, Arabs, European, Asian and other international cuisines and the hospitable atmosphere is charming and the service is of the highest standard.

***TOURISM PLANNING  
AND STRATEGY***

## 7.1 TOURISM PLANNING

Planning is paramount process in achieving a pre-determined goal or an objective. It is a multidimensional activity and seeks to be integrative. It embraces social, economic, political, psychological, and technological factors. Planning is concerned with the past, present and future. There are certain basic factors, which are to be taken into consideration in the planning process. Firstly, there must be an objective and that objective must be clearly understood and accepted by all those who are to be involved. Secondly, there must be a program leading to the objective. Lastly, there must be a measurement of progress towards the objective set. The key factors, therefore for a successful planning are the objectives programme and the measurement of the objective.<sup>1</sup>

Planning may be defined in various ways. However, a common perspective recognizes planning as an ordered sequence of operation and actions that are designed to realize either a single goal or a set of inter-related goals and objectives. This conceptualization explains that planning is a process and may be deployed in a great diversity of situations including physical and economic development, service provision, infrastructure improvement, marketing and business operations.<sup>2</sup>

Tourism is a complex activity, consisting of a wide range of elements which may be developed by a broad spectrum of developers having different aspirations and capabilities. Tourism development covers not only the tourists and developers but also other sectors of society, the economy in general and the environment as a whole. Moreover, problems arise and costs increase when the different sectors of the industry do not develop harmoniously or when the motives and capabilities of the different development agents conflict. In view of these, uncontrolled growth of tourism, formless or haphazard can irreversible destroys the very resource base on which it was built. The consequences of unplanned tourism development are clearly seen in many of

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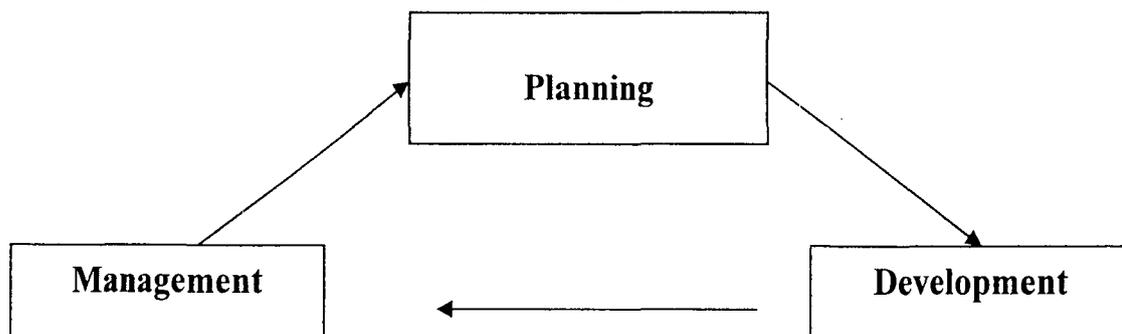
1. Pearce, G. Douglas, *Tourism Development*, (New York, 1981), pp. 64-65.  
2. Gunn, A. Clare, *Tourism Planning*, (New York, 2002), pp. 6-7.

the world's most popular destinations and resorts. Nevertheless, there are areas in the world that have flourished without proper planned approach to tourism development now competitive tourism industry demands an integrated approach to tourism planning and development if destinations are to be sustainable in the long term. Appropriate and effective planning can yield maximum economic returns or benefits through manpower planning and targeted development assistance for tourism projects. Some geographers, because of these factors, believed that "the growth of the tourist industry can not be left to follow demand forces alone."<sup>3</sup> Some degree of planning is necessary i.e. ( i ) to co-ordinate and synchronize the development of the different sectors; (ii) to balance competing and sometimes conflicting claims on the same limited resource base; (iii) to maximize the positive impact of tourism development, and (iv) to maximize its adverse effects.<sup>4</sup>

The purpose of all tourism planning activity is to guide future actions in order to meet predetermined objectives in a way that reduces potential conflict and maximizes benefits. In general, tourism planning should seek to co-ordinate the different sectors in terms of their development in time and through space with regard to market demand and specified objectives. Thus planning is an essential prerequisite of tourism development and also lays the foundations for effective management. The following figure: 7.00 show the relationship between planning, development and management in the tourism context.<sup>5</sup>

**Figure: 7.00**

**The Relation between Planning, Development and Management**



3. Op. Cit., p. 64

4. Ibid.

5. Youell, Ray, *Tourism: An Introduction*, (New York, 1998), pp. 163-165.

For maintaining sustainability of the tourism sector through protecting the environment and local culture, all the component of tourism must be considered in planning (Figure: 7.01).

- Tourism attractions and activities.
- Accommodation and lodging.
- Other tourist facilities and services.
- Transportation.
- Other infrastructure and the institutional elements.

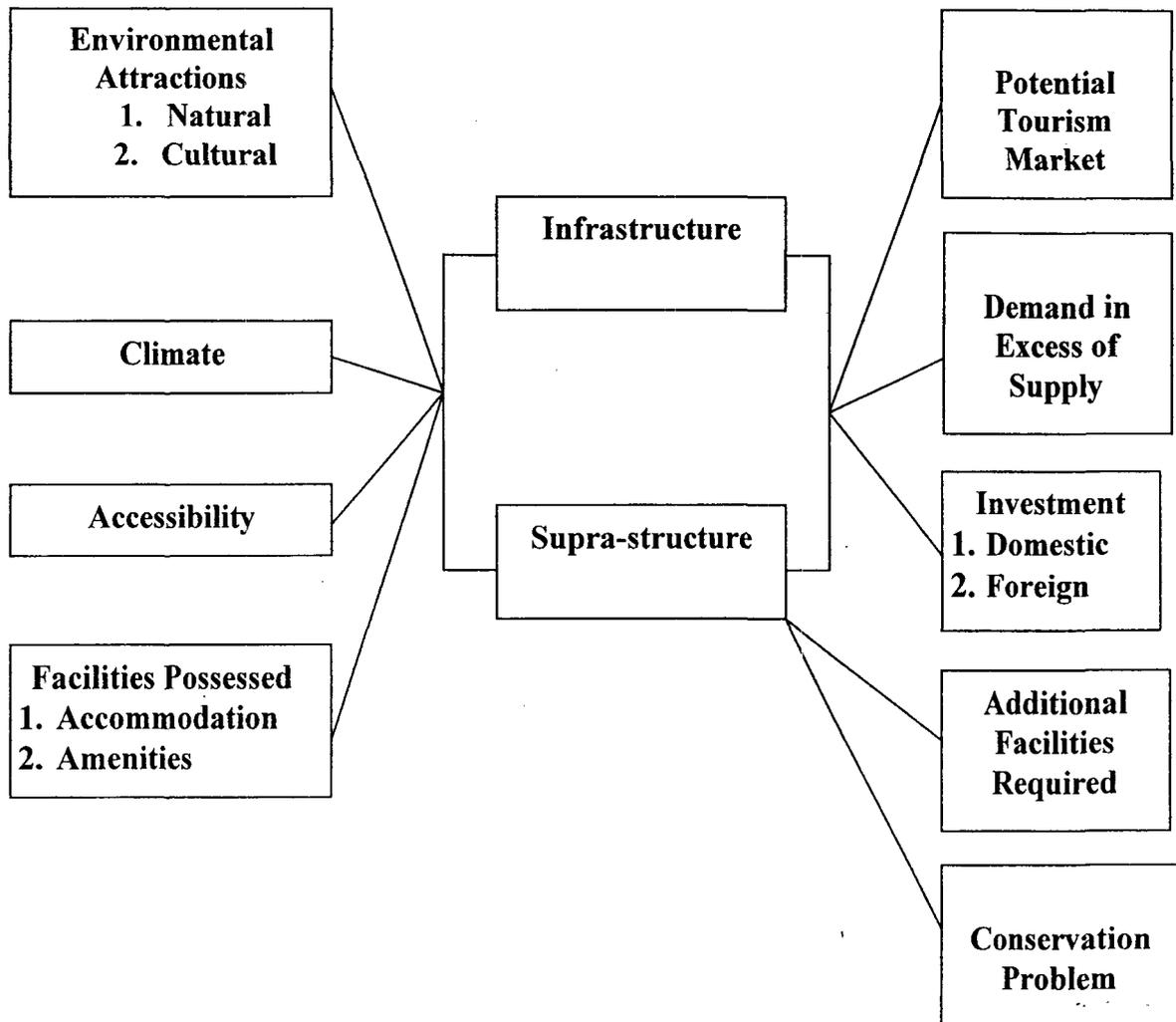
The planning process fundamentally involves five things.<sup>6</sup>

- It must make an inventory of all the facilities available and of the potential facilities;
- It must assess the tourism markets and attempts a projection of future tourist flow;
- It must look for areas where the demand is greater than the supply;
- It must investigate investment possibilities, both domestic and foreign, for the financial commitment in tourism development is likely to be substantial; and
- It must attempt to conserve, as well promote the natural endowment, cultural legacy and the social amenities.

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6. H. Robinson, *A Geography of Tourism*, (Britain, 1976), p. 143.

**Figure: 7.01**  
**Planning Model**



Source: H. Robinson, *A Geography of Tourism*, (Britain, 1976), p. 144.

### **(A) The Rational for Tourism Planning**

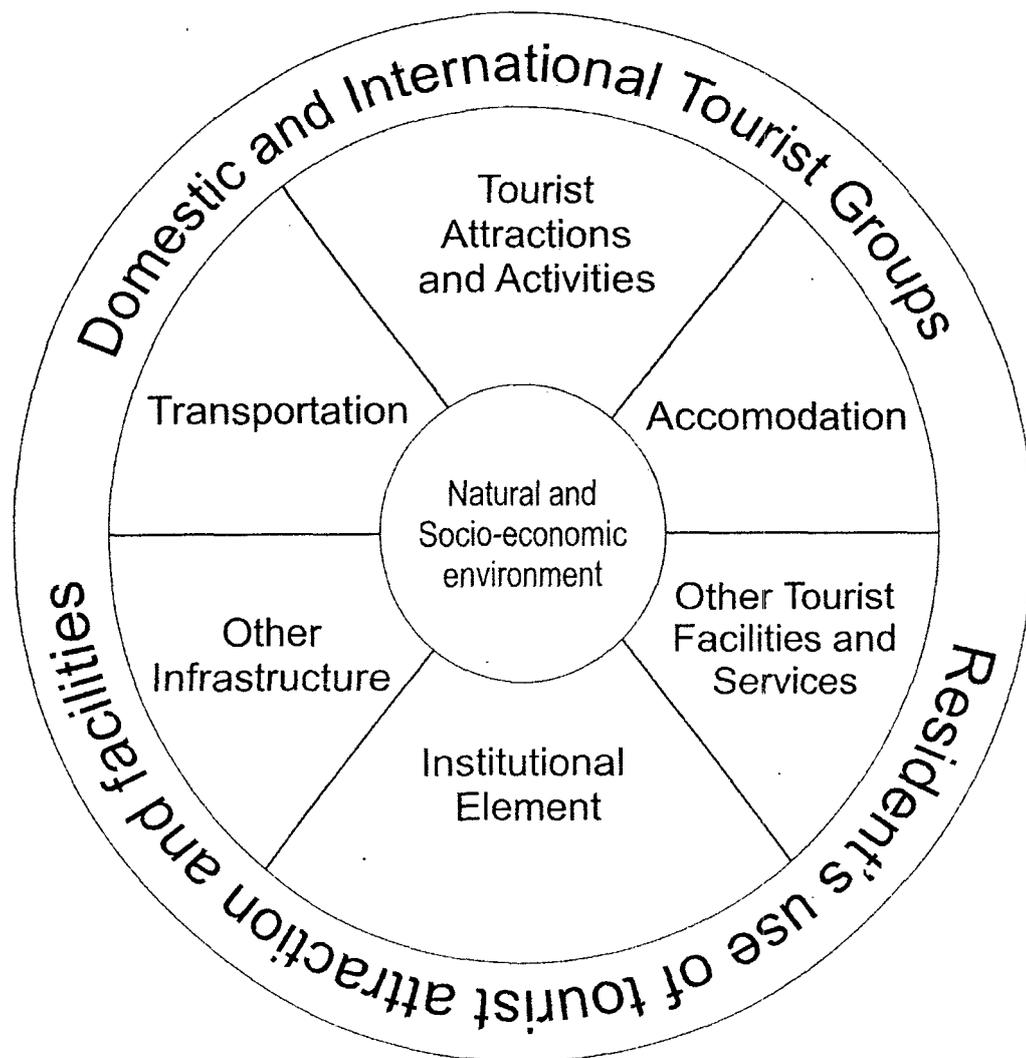
Tourism is a form of social industrialization with all its merits and demerits. Its merits have to be grasped and utilized with care so that the impact of the demerits is minimized. It is here that planning comes in, and becomes important for a wide range of reasons.<sup>7</sup>

1. First, through the capacity of physical planning processes to control development, it provides a mechanism for a structured provision of tourist facilities and associated infrastructure over quite large geographic areas.

7. Williams Stephen, *Tourism Geography*, (London, 1998), pp. 129-131.

2. Second, in view of the natural patterns of fragmentation within tourism, any systems that permit co-ordination of activity are likely to become essential to the development of the industry's potential i.e. accommodation, attractions, transportation, marketing and a range of human resources (Figure: 7.02).
3. Third, there are clear links between planning and principles of sustainability. Sustainable tourism helps in conserving resources upon which the industry depends and also maximizes the benefits of local population that may accrue through proper management.
4. Fourth, planning can be a mechanism for the distribution and redistribution of tourism – related investment and economic benefits.
5. Fifth, the integration of tourism into planning gives the industry a political significance that could be a force for economic and social change.
6. Lastly, a common aim of planning is to anticipate likely demand pattern and to attempt to match supply to that demand. Through proper planning visitors satisfaction could be maximize.

**Figure: 7.02**  
**Principal Components in a Tourism Plan**



**Source:** Reproduced from Stephen Williams, *Tourism Geography*, (London, 1998), p. 130.

In view of the diversity of roles and functions of the various aspects of tourism, defining the essential dimension of tourism planning has become difficult task. In fact, tourism planning, as a concept, is characterized by a range of meanings, applications and uses. It covers many activities it addresses physical, social, economic, business and environmental concerns. Consequently different groups, agencies and institutions are involved in tourism planning and work at local, regional and at international (occasionally) scales within varying degrees of legal enforcement.

## 7.2 TOURISM STRATEGY AND DEVELOPMENT

Tourism is an important sector of national economy. It is the largest global industry and according to the World Tourism Organization (WTO), the global tourism market will triple in size by 2020. Tourism in recent decades, has witnessed rapid development. It has now an important tool to establish links and relations among people and nations. The development took place simultaneously with a tremendous progress in the field of transportations and communications. Tourism benefits local economies substantially by increasing foreign exchange earnings, creating (new job opportunities) employment and investment opportunities, increasing government revenues, developing a country's image, and supporting all sectors of the economy as well as local communities.

Tourism is one of Egypt's most unexploited resources. Egypt possesses a wide spectrum of tourism resources and archaeological treasures. A myriad of sites dating from the Greek, Roman and Islamic periods and the era of the crusades compose the historic and archaeological panorama of the past two millennia. Despite its advantages and its importance to the economy, Egypt's tourism sector is performing at a level far below its potential. Recognizing the immense potential in this respect, it will be necessary to put in place of strategy, together with the policy instruments, an action plan and investment environment that supports its implementation. It must focus on attracting high yield visitors, developing niche product, enhancing the visitor experience, increasing international marketing, and improving infrastructure and the regulatory environment.

The immense economic significance of tourism and the growing share of Egypt in international tourist arrivals encouraged government of Egypt to prepare a strategy for sustained growth of Egypt's tourism sector. In this connection a sustainable development approach has been adapted by formulating the "Tourism Master Plan".

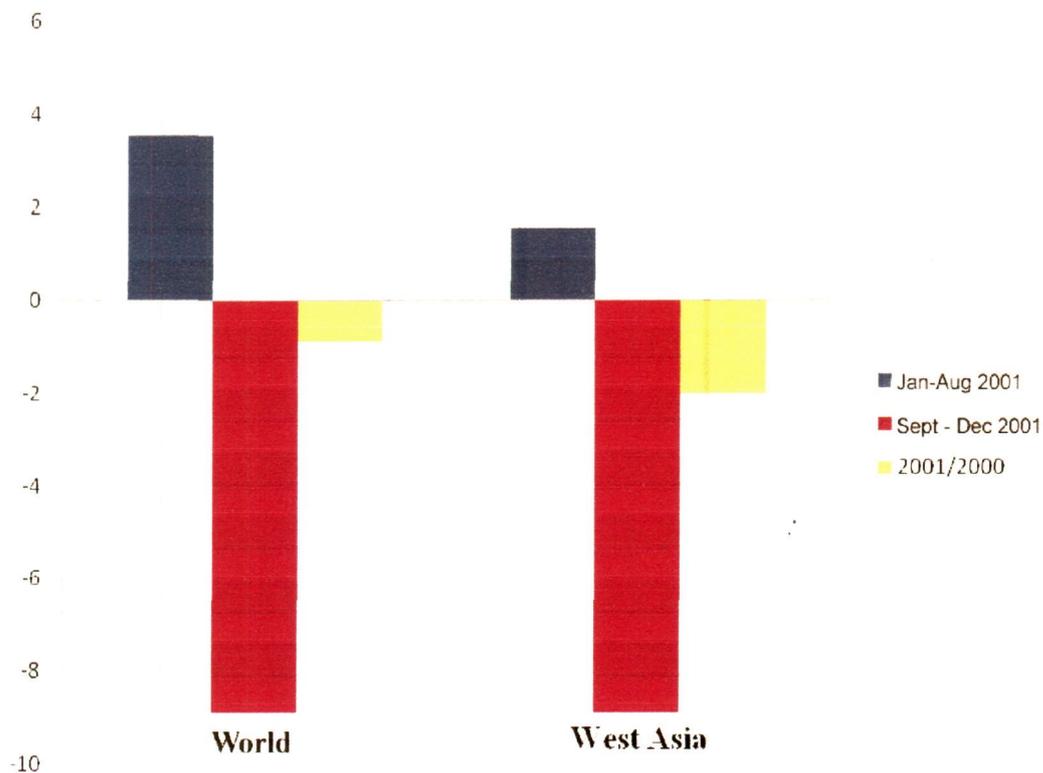
### 7.3 Current Situation Analysis

#### A. Evaluation of Arrivals and Receipts

The events of September 11, 2001 caused a major disruption in the growth of tourism worldwide. In West Asia Tourism Industry witnessed negative growth. Following chart: 7.00 show the impact of September 11 on the world tourism industry.

**Chart: 7.00**

**World and West Asia International Tourist Arrivals  
(2001-2002)**  
*Percentage change over same period of previous year*



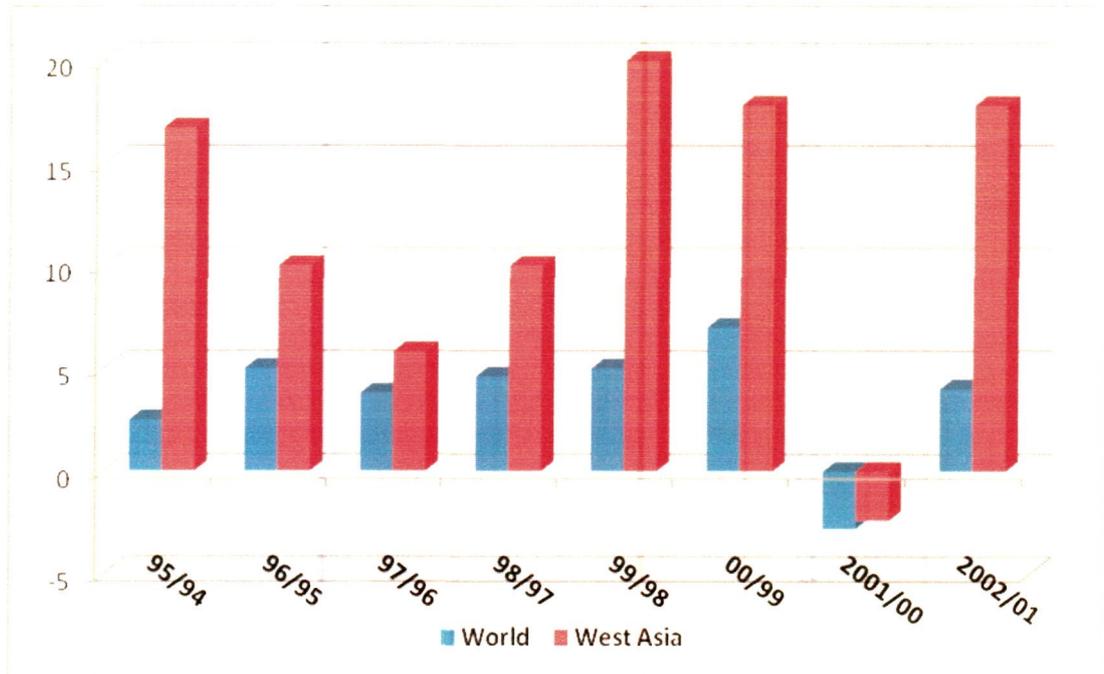
**Source:** *Jordan National Tourism Strategy 2004-2010*

In West Asia, growth of tourism was remarkable before September 11, 2001. From 1994 until 2001 international tourist arrivals in West Asia surpassed the world average. Following Chart: 7.01 prove this fact.

Chart: 7.01

## World and West Asia International Tourist Arrivals

(1994–2001)

*Percentage change over previous year*

**Source:** Jordan National Tourism Strategy 2004-2010.

Egypt also did face the same trend in the growth of tourism industry. Total tourist arrivals in Egypt decrease from 2000 to 2001 by *23.17 per cent*; where as total receipts fell by *26.11 per cent*. This happened because of the impact of September 11, 2001 events. Immediately after 11 September, 2001 events tourist flow and income declined tremendously. However, tourist arrivals and receipts started showing improvements and during the period between 2002-2003, both arrivals and receipts registered *6.44 per cent* and *8.64 per cent* increase respectively. (Table-7.00)

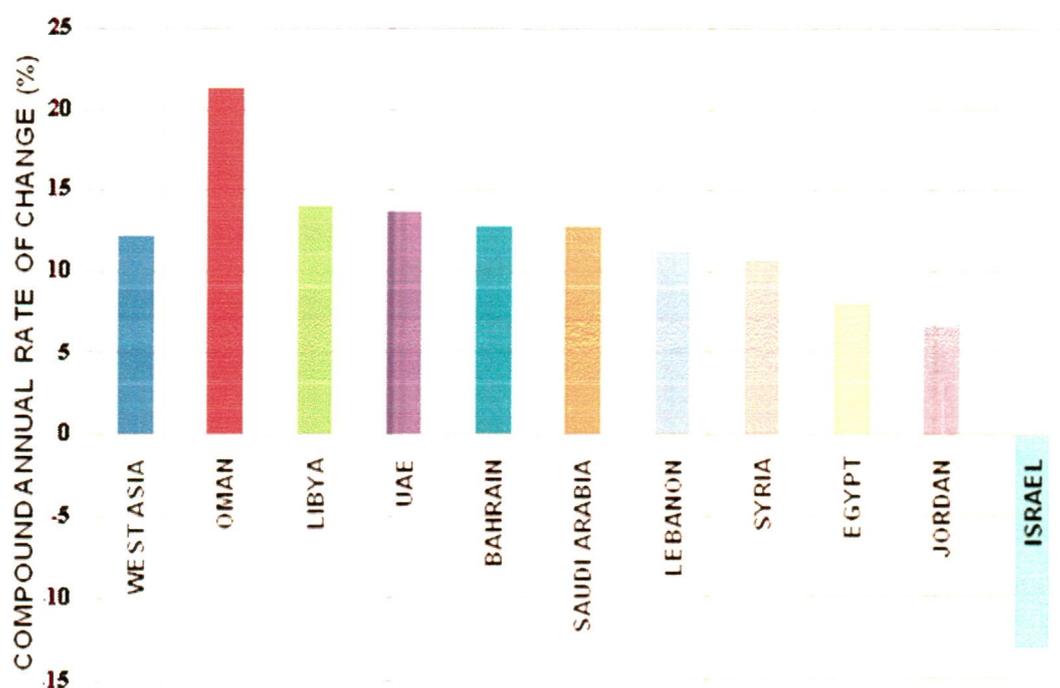
**Table: 7.00**  
**Egypt: Tourist Arrivals and Receipts**  
**(2000 – 2003)**

Measure	2000	2001	20002	20003	Percentage change 2003/2002
<b>Tourist Arrivals (000's)</b>	5347	4341	5239	5600	6.44 %
<b>Tourist Receipts (LE. Million)</b>	4316.9	3422.8	3796.4	4154.6	8.64 %

Sources: *Central Bank of Egypt, 2004.*

According to WTO, Egypt is an emerging destination. Of the top thirty destinations of the world, nine are located in West Asia and North Africa (WANA) region. All of them are Arab countries. Following Chart: 7.02 shows that between 1995-2002, Egypt achieved an average annual growth rate in tourist arrivals as *7.4 per cent*. During the same period West Asia registered *12.2 per cent* and world average was *7 per cent*. It may be said that Egypt's performance for last 10 years and beyond has been not very encouraging.

**Chart: 7.02**  
**International Visitor Arrivals in West Asia / Average Annual Growth Rate (1995 – 2002)**

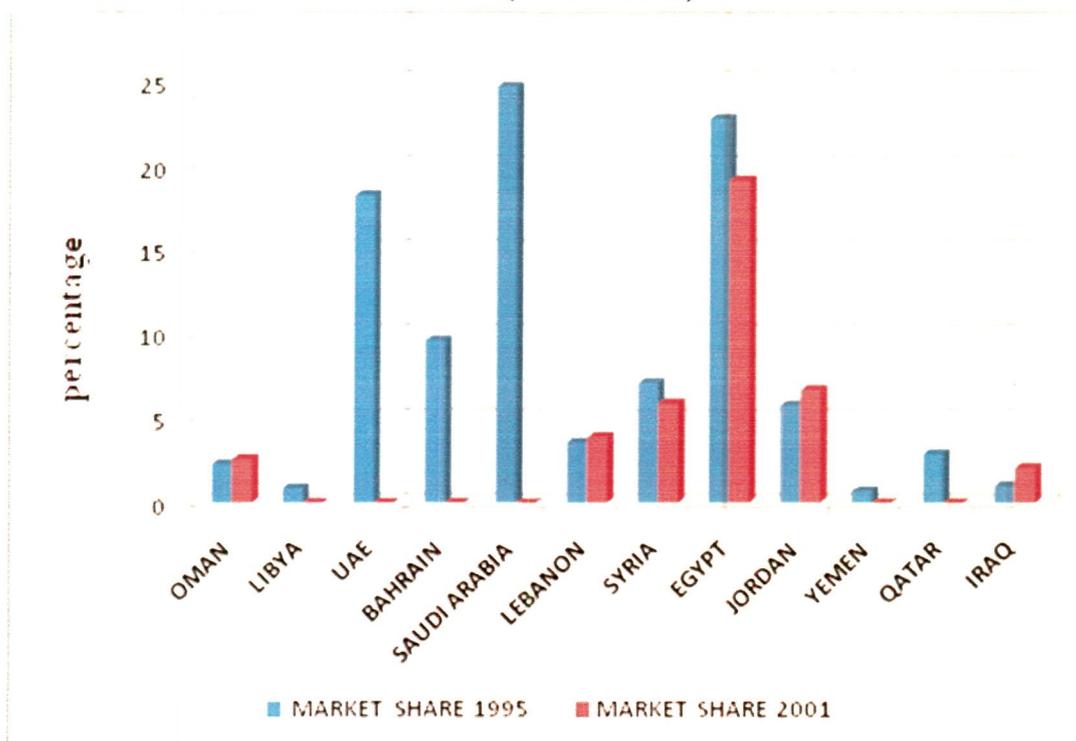


Source: *Jordan Tourism Sector Overview, 2004.*

So far annual average growth rate is concerned in West Asia only Oman achieved *15 per cent* growth or more between 1995–2002 periods. None other country of the region posted a *15 per cent* rate for two years in a row. Current trend suggested that achieving a growth rate of *10-15 per cent* per year is a difficult task rather challenge for the tourism sector of Egypt. It means, Egypt's performance declined in comparison to other destinations in the region.

Chart: 7.03

**West Asia Market Share (%)  
(1995 – 2001)**



**Source:** *Jordan Tourism Strategy Report, 2004.*

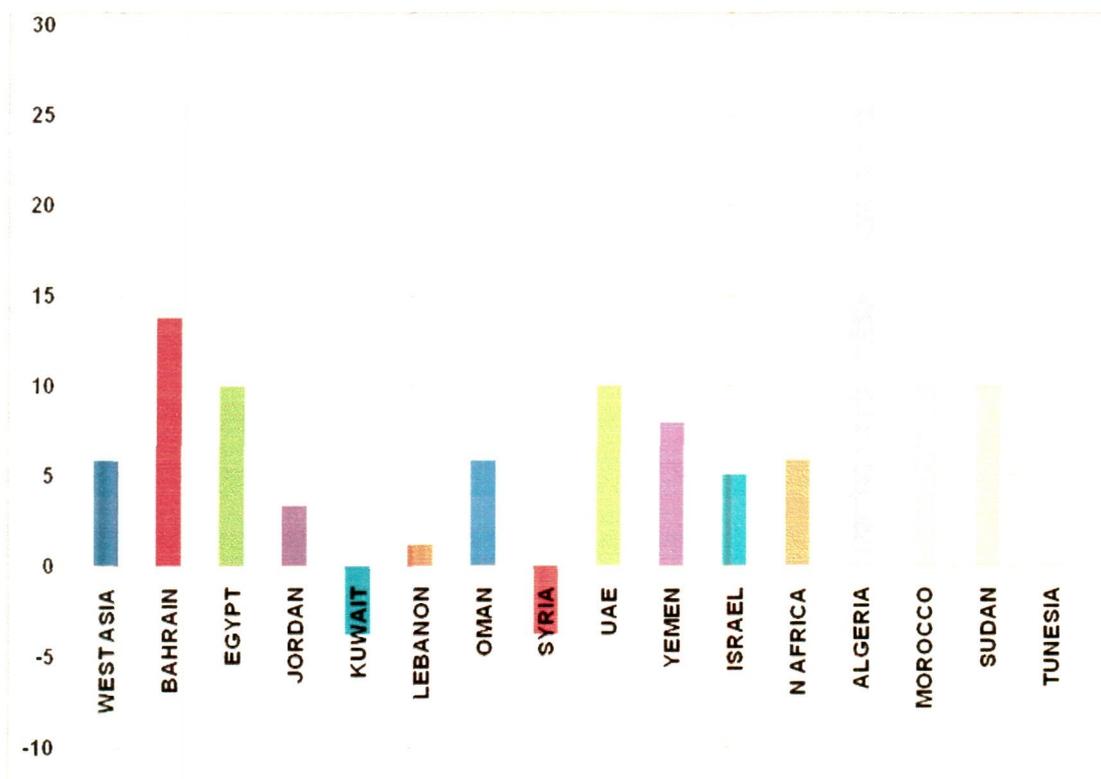
Chart: 7.03 explain that market share of Egypt fell from *22 per cent* in 1995 to *19 per cent* in 2001. The reason for this decline may be attributed to regional political instability. Other factor such as domestic economic slowdown and sub standard infrastructure facilities also contributed in the decline of tourist's arrival in Egypt.

### **B. Assessment of Tourism Receipts**

Tourism receipts are most important indicator regarding performance of tourism sector. In terms of tourism receipts, Egypt's performance between

1995 and 2002 has been well above the West Asian region. During this period Egypt's average annual growth rate was recorded as 10 percent while the West Asia average was registered as 6.5 percent. Chart: 7.04 indicate the average annual growth rate of international tourism receipts of some of the states of West Asia and North Africa.

**Chart: 7.04**  
**Average Annual Growth Rate (%)**  
**International Tourism Receipts**  
**(1995–2000)**

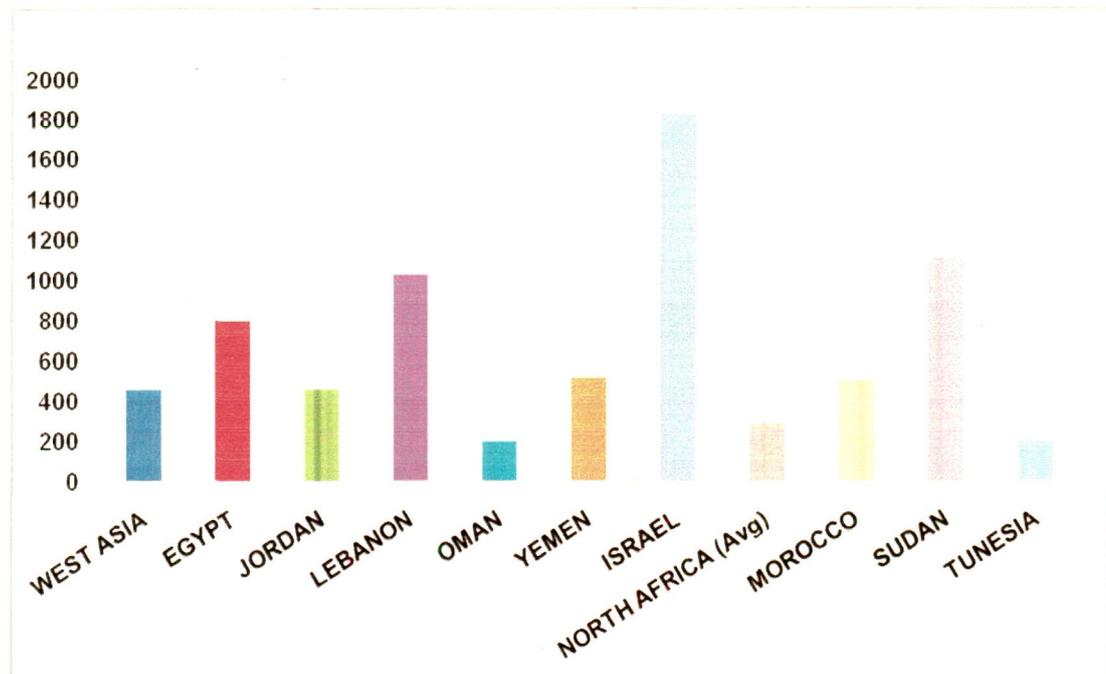


**Source:** Central bank of Jordan, Annual Report, 2005

The reason behind this 10 per cent high growth rate of Egypt's tourism receipt than the West Asia's average growth rate is that difference in revenue per visitor is higher. In 2002, Egypt earned US\$ 780 per tourist arrivals, where as average per tourist an arrival of West Asia was US\$ 485 (Chart: 7.05). This is higher the world average of US\$ 675. Israel, Lebanon and Sudan also have all earned higher tourism receipts per tourist arrivals.

Chart: 7.05

**WANA Region Receipts per Arrivals US\$  
2002**



*Source: MOTA/Department of Statistics.*

### C. Assessment of Tourism Resources

A number of inventories of tourism resources are available, but they have not been systematically organized into a physical development master plan. Recently various private and public sector organization and Non-Governmental Organization (NGOs) performed an assessment of Egypt's, tourism products and developed a list of recommendation for areas that need improvement. Nine priority niches have been identified for Egypt with potential for long-term development. The group identified the key priority segments that could provide higher returns. Accordingly, it was agreed that long-term strategy could focus on the following segments:

#### **Cultural Tourism**

- History
- Archaeology
- Art

#### **Eco-tourism**

- Bird watching

- Wild life
- Sand dunes
- Endemic plant and animal species

#### **Health and Wellness Tourism**

- Red sea
- Spa
- Clinics

#### **Religious Tourism**

- Muslim
- Christian
- Jewish

#### **Adventure Tourism**

- Hot air ballooning
- Sky diving
- Mountain hiking
- Camel caravans
- Auto sports (carting and cross rally)

#### **Sport tourism**

- Hiking
- Climbing
- Horseback riding
- Golfing
- Mountain biking
- Scuba diving / snorkeling
- Wind surfing
- Jet skiing

#### **MICE**

- Meeting
- Incentives
- Conferences

- Exhibitions

#### Others

- Cruising
- Shopping

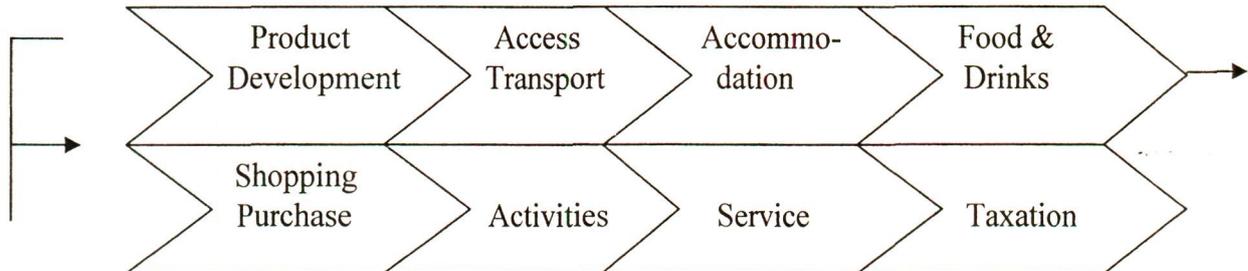
All the above niche of Egypt require enhancement and development and can provide high return provided adequate product development and enhancement effort are exerted.

#### D. Identification of Current Visitor Segment

Presently, there is little information about visitor activities in Egypt. It requires detail exit surveys to identify segment which is currently attracting in Egypt. Further spending activities of visitor on elements of the tourism supply chain need to be surveyed for future plan and strategy. Tourism supply chain has been shown in following segment (Chart: 7.06).

**Chart: 7.06**

#### Tourism Supply Chain



The results of the visitor expenditure survey show that tourism development has a large impact on the economy in general. On average, most nationalities spend roughly *30 per cent* of their total expenditure on accommodation, food and drink in hotels. However, they also spend half of their total expenditure on such things as entertainment and cultural (*18 per cent*), shopping (*18.3 per cent*) and on other food and drink outside on hotels (*11.3 per cent*), which feed directly into the local economy (Table 7.01).

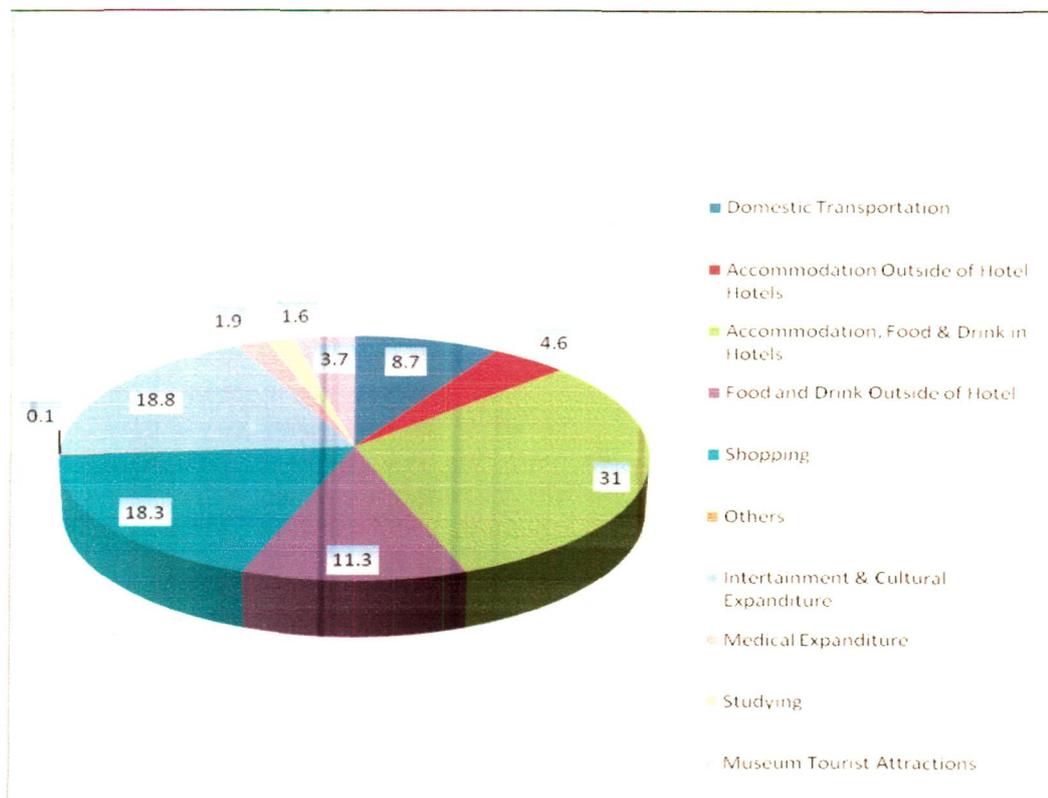
**Table: 7.01**  
**Distribution of Expenditure, by Nationality**  
**Percentage of Total Expenditure**  
**2004**

Spending Category	Nationality						
	Arab	European	USA	African	Asian	Other	Total
Accommodation outside of hotels	7.0	1.1	1.1	1.9	2.2	0.3	4.6
Food & drink outside of hotels	16.0	4.7	4.1	5.3	4.8	1.6	11.3
Accommodation, food & drink in hotels	19.7	47.4	48.1	44.8	44.6	51.3	31.0
Domestic transportation	7.8	10.1	9.6	9.9	10.8	10.5	8.7
Museums, tourist attractions etc.	2.0	6.0	6.5	6.5	6.5	8.8	3.7
Medical expenditure	3.1	0.0	0.0	0.0	0.1	0.0	1.9
Studying	2.3	0.2	0.3	1.7	3.2	0.5	1.6
Entertainment & cultural expenditure	22.0	14.8	13.7	14.3	11.9	13.8	18.8
Shopping	20.0	15.8	16.7	15.7	15.8	13.2	18.3
Other	0.1	0.0	0.0	0.0	0.1	0.0	0.1
<b>Total</b>	100	100	100	100	100	100	100

*Source: Ministry of Tourism, Visitor Expenditure Survey, 2005.*

Chart: 7.07 indicate the average distribution of visitor's expenditure for elements of the tourism supply chain.

**Chart: 7.07**  
**Visitor Expenditure Distribution**  
**2004**



**Source:** Ministry of Tourism, Visitor Expenditure Survey, 2005.

### E. Sector Assessment and Challenges

Tourism sector is an important segment of Egyptian economy. It is critical for Egypt's socio-economic and national development. It has potential to develop and has infrastructure to boost its marketing capacity and capabilities to bring it into line with its competitors in terms of resources and skills. The following factors make a strong case for prioritization of the tourism sector in Egypt.

- Egypt has limited resources and thus contains restricted number of options that are “ready to go” as strong economic drivers, tourism is one of these.
- International tourism is a bell weather industry of the 21<sup>st</sup> century. As living standards and incomes rise, tourism growth will accelerate exponentially.

- Tourism can sustainably contribute a major slice of Egypt's GDP and keep pace as the economy continues to expand.
- Tourism is a major earner of hard currencies and contributor to government revenues and the national balance of payments.
- Tourism is an intensive employer as it employs large numbers of people and provides a wide range of jobs which extend from the unskilled to the highly specialized.
- Tourism requires a diversification of professionals, technical, craft, skilled and operative staff.
- Tourism complements traditional industries such as agriculture and crafts.
- Tourism brings considerable social benefits and its facilities area also available to local citizens and communities.
- Tourism is a catalyst for industrial development because it attracts Foreign Direct Investment ( FDI).
- Sustainable tourism development is not a threat to the environment, heritage or culture.

### Challenges

Following are the prior challenges to the industry of Egypt:

- **Correcting the customer Fear Factor:** The misperception of Egypt as an unsafe destination is the main barrier to near and long term growth in the tourism industry.
- **Under Re-sourcing of tourism particularly in International marketing:** Insufficient government expenditure on tourism restricts the ETA to manage the industry most effectively. Policy, priority and correction from the government in the near future are needed.
- **Establishing Working Partnerships:** Optimum performance requires a new planned approach to partnership working that will capture and focus the resources and energies of the public and private sector in a synergetic way.

- **Low Visitor Expenditure:** Following are reasons for low visitors spending.
  - Short length of stay.
  - Low visitor expenditure per day.
  - Un-coordinated visitor servicing, post arrival in Egypt.
  - Lack of information on product range and diversity. An immediate programme of product development and marketing designed to lengthen stay is required.
- **Access, Entry and Distribution:** Egypt high airfares are a major barrier to tourism growth. Air access price is a critical weakness. It must also ensure that procedures at entry and exit points – including visa, immigration, and customs processing – are efficient and visitor friendly.
- **Scale and Deployment of Marketing Resources:** Egypt needs sophisticated market knowledge and assessment skills through good market research, market intelligence, and techniques such as market attainability analysis.
- **Over-reliance on Traditional Attractions:**
  - Traditional attraction should be sustained by investments.
  - To improve product competitiveness an integrated investment of public and private sectors be encouraged by Egypt.
  - Egypt's competitiveness depends upon on commitment to investment and plan for tourism sector development.

#### 7.4 EGYPTIAN TOURISM STRATEGY

Egypt has to take strategic decision in order to become a world class destination. This requires competitive approach that sustains its current positive momentum and leverages its strengths in the future.

## Tourism Vision and Mission

**Vision:** Tourism is an essential and vibrant growth sector that will sustainably contribute in improving the economic and social well being of Egypt.

**Mission:** Egypt will develop sustainable tourism economy through a result driven partnership of government and the Egyptian Tourism Authority to expand employment, entrepreneurial opportunity, social benefits and industry and state revenue.

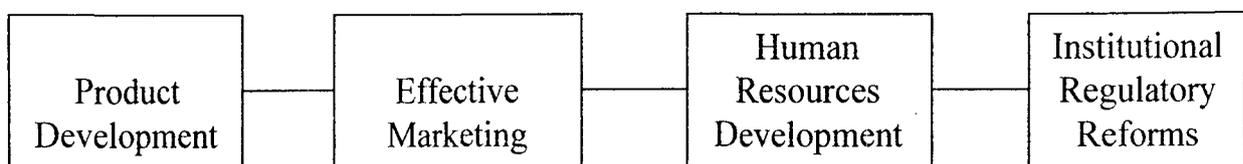
### 1. Strategic Principles

Following principles are mandatory for the Egyptian Tourism Strategy:

- Marketing and tourism development shall be partnership between the government, the public sector, the private sector carriers and Non-Governmental Organizations (NGOs) guided by policies and structures that facilitate collaboration, cooperation and investor confidence.
- Investment in tourism should be based on the actions required to achieve a return on their investments.
- The success of the strategy relies on investment.
- Tourism development in Egypt will be sustainable.
- Market and customer requirements will derive the development.
- Egyptian will position itself as a **boutique destination** with an expanded approach to niche marketing.
- Egypt will establish a destination image that can lead to branding at a suitable stage implementation.
- The strategy should be based on four core strategic elements (Chart: 7.08).

**Chart: 7.08**

#### Core Strategic Elements



## 2. Social Equity

- Tourism should target the citizens and communities of Egypt as its primary beneficiaries.
- Tourism should contribute to poverty alleviation by implementing the recommendations of the World Tourism Organization's ST-EP (Sustainable Tourism-Eliminating Poverty) initiative.
- Tourism should be inclusive and involves people, culture and communities.
- Social impacts should be considered.
- Skill development and enhancement of human resource developments programme be launched.
- Tourism development and facilities should always be open to local residents, as well as visitors.

## 3. Tourism Growth Forecasts

Setting realistic targets is important. These targets should be challenging enough so that mission of the strategy could be achieved through effective strategy and action plan at the optimum level of the best efforts. While fixing targets visitor expenditure (tourist receipt) should be considered because visitor expenditure creates the income streams for government and new employment opportunities. It also contributes to the balance of payments and opens up enterprise opportunities.

WTO forecasts a *7 per cent* growth rate between 2000 and 2010 and a *6.7 per cent* growth rate between 2010 and 2020 of visitor arrivals to the West Asia. The following Table: 7.02 show the projections about the tourism growth rate.

**Table: 7.02**  
**International Tourist Arrivals by Region**  
**Percentage Growth**  
**(1995 – 2020)**

<b>Region</b> <b>Year</b>	<b>1995-2000</b>	<b>2000-2010</b>	<b>2010-2020</b>	<b>1995-2020</b>
<b>West Asia</b>	<b>6.2</b>	<b>7.0</b>	<b>6.7</b>	<b>6.7</b>
<b>Europe</b>	3.2	3.0	3.1	3.1
<b>East Asia/Pacific</b>	2.7	7.7	7.4	6.5
<b>America</b>	3.4	3.9	4.0	3.8
<b>Africa</b>	6.1	5.6	5.1	5.5
<b>South Asia</b>	5.7	6.7	5.8	6.2
<b>Global Average</b>	<b>3.4</b>	<b>4.2</b>	<b>4.5</b>	<b>4.1</b>

*Source: Jordan National Tourism Strategy 2004 – 2010*

Table: 7.03 show the Egyptian economic dependence on tourism in the perspective of its WANA neighbors. Egypt is the first country in the region in terms of share of GDP directly attributes to the tourism demand *7.0 per cent*. It ranks six in terms of national employment dependence. In short, tourism industry jobs share of all employment is *3 per cent*—quite a low level of dependence. Tourism industry’s contribution in total exports for the year 2004 is substantially very high which accounted for *54 per cent* and ranks one.

Table: 7.03

## Egypt and Selected (WANA) Countries Economic Dependence on Tourism

Country	Tourism Industry Share of Country GDP		Tourism Industry Jobs Share of All Employment		Tourism Visitor Exports Share of All Exports	
	%	Rank	%	Rank	%	Rank
Bahrain	2.5	6	4	5	1.7	10
Egypt	7.0	1	3	6	54.0	1
Israel	2.9	5	3	7	1.2	12
Jordan	6.9	2	7	1	6.5	7
Kuwait	1.9	9	2	9	2.2	9
Lebanon	3.4	4	7	2	33.9	2
Oman	2.2	7	3	8	19.5	4
Qatar	3.7	3	4	4	24.5	3
Saudi Arabia	1.6	10	2	10	17.7	5
Syria	2.1	8	5	3	7.3	6
UAE	1.1	12	1	12	1.4	11
Yemen	1.1	11	2	11	2.9	8
WANA	2.5		3		6.5	

Source: World Travel and Tourism Council, March 2004.

## 7.5 VALUE CHAIN APPROACH

- A. Value Proposition:** Egypt will create a public - private partnership and allocate the appropriate resources to attract and satisfy the needs of high yield customers seeking an excellent travel experience in a peaceful, secure country with natural beauty and significant cultured heritage sites secured by friendly and welcoming hosts.
- B. Value Delivery System:** Egypt's value delivery system will be driven by a passion, pride and confidence that visitors will experience the best that Egypt can offer through positive human interactions in a trust

worthy destination committed to world peace, cross cultural understanding and sustainable development.

**C. Operational Guidelines:** For Egypt's value delivery system to be effective it is essential to:

- I. Making it easy for the consumer to purchase travel to Egypt by strengthening the usability of distribution systems worldwide.
- II. Maximize the use of continuously evolving information and communications technologies.
- III. Unite the country's public and private sector around the customer by constantly improving the quality of tourism products and services.
- IV. Reduce the cost of distribution for suppliers.
- V. Provide cooperative funding from the public and private sectors to reduce the affects of destination adverse threat both real and perceived.

**D. Tourism Value Chain:** The economic value of tourism arises entirely from the expenditures made by domestic and international visitors. The strategy that a "tourism value chain" approaches will be institutionalized to analyze the process and identify opportunities that increase value through positive action or the elimination of barriers. The total travel experience describes pre-trip planning and selection activities, the on-site experience and post-trip outcomes.

The real value of the approach is demonstrated when it is applied to the niche areas selected for Egypt's boutique destination positioning. Here, one can pin point with great accuracy those actions that will enhance value and increase competitiveness.

**Competitive Analysis:** competitive analysis of Egypt's tourism provides information about Egypt's competitive positioning in the region. It also presents a differentiated competitive approach to guide Egypt's tourism development.

## 7.6 EGYPT'S CORE COMPETENCIES AND UNIQUENESS

Egypt has the potential to bring many competitive products to the market place. However, the iconic nature of its major heritage and natural landscape products enjoys competitive advantage and stands potentially dominant overall. Egypt natural landscapes hold a history that is important to the world's major religions. They are dominant, stable, and enduring in a changing world.

This unique environment incredibly places Egypt in strong position. These geographical components (viz. natural landscapes, Mediterranean climate, beaches, biodiversity, and water bodies) of tourism of Egypt, indeed, are strong unique selling proposition that can be linked to key growth market segments. The competitive products (the iconic nature of its major heritage and natural landscape products) may act as "pull factors" that can build motivational and highly retained images essential to supporting successful marketing. These are:

1. The Red Sea and Mediterranean Sea region
2. The Holy Land-Religious clusters; Biblical, Christian and Muslim
3. Pyramids
4. Oasis
5. Valley of King
6. Valley of Queen

The analysis of ETA's competitive comparative study explained other strengths in Egypt's tourism market compared to its competitive set across a number of different criteria. An extremely important strength that emerges is "Trade Opinion", which indicates whether travel agents and operators are confident in a country's products. Egypt and Jordan both received highest scores in this area. Another strength that emerges is the National Tourism Authority (NTA) Trade show, in which Egypt's shares the top spot with Jordan and Turkey. The comparative competitive set study further explains the Egypt's emerging position as a most attractive tourist's destination in West Asia. It enjoys a rather comfortable and better position in almost all areas of

tourism market niche. The following Table: 4.07 shows the Egypt and its competitive comparative study set.

**Table: 7.04**  
**Egypt and Its Competitive Set**

Country	Hotel Pricing	Infra Structure	Number of Visits	Tourist yield	Website	NTA Trade Show	Market Performance	Air Access Price	Trade Opinion
Dubai	7	6	5	2	9	6	8	7	7
<b>Egypt</b>	<b>9</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>5</b>	<b>7</b>	<b>9</b>	<b>7</b>	<b>8</b>
Israel	7	6	4	9	2	3	4	7	2
Jordon	7	4	3	5	5	7	5	4	8
Lebanon	7	4	2	8	2	1	4	6	3
Oman	8	2	1	2	0	0	3	6	2
Syria	7	4	3	7	1	3	4	5	3
Tunisia	7	8	7	2	4	6	9	7	7
Turkey	7	10	9	7	6	8	9	9	7

*Source: JTB, Jordon Comparative Competitive Study, August 2003.*

## 7.7 SUSTAINABLE TOURISM DEVELOPMENT PLAN

The plan includes a framework for investment, product development and tour circuits, human resources development, and marketing. It contains government support through incentives for development of tourism as well as dispersing economic benefits, creating social equity and developing human resources. For a comprehensive economic development for the tourism sector, government of Egypt should bring sustainable conditions to allow for private sector investment and management of public assets. To achieve the doubling of

the tourism economy, Egypt will need substantial investment to upgrade products and create innovative new visitor experiences. The following elements should be considered as framework for developing Egypt's tourism economy.

1. Tourism Centers
2. Developing New Tourism Areas
3. Special Interest in Tourism attractions
4. Protected Area (Natural and Cultural Sites)
5. Tourism Routes–Primary and Secondary
6. Entry and Exit Points.

Egypt should give priority in creating an environment supportive of tourism development. Currently Egypt needs adequate infrastructure for a growing tourism industry. Network of major roads and highways in Egypt is average and the government is making efforts to improve the existing network of roads and highways. The quality of secondary roads outside Cairo and within tourist site is generally poor. Other major problems such as sign, age, speed zones, and traffic light systems exist in connection with transport flows and network. Other basic infrastructure like bathrooms, telecommunication systems, catering, promotional literature, and other services at various attractive tourists' destinations needs enhancement and improvement. Facilities for the disabled are virtually non-existent. Back up services like restaurants and rest houses, public transport vehicles, transport and communication networks, lodging etc. at various tourist destinations and potentially attractive sites need significant improvement.

## **7.8 MANAGEMENT AND OPERATIONAL FEASIBILITY**

Though it is recognized that tourism is an economic activity mainly sustained by the private sector, government have traditionally ploughed a key role in its development and promotion. It is a fact that governments in developing countries, or in countries where tourism is still in a nascent stage, played a significant role in starting the industry. It is also a fact that in

developed countries, there is a lesser need for the public sector involvement and support to the tourism industry.

However, for tourism to grow in a sustainable manner, an appropriate framework-physical, regular, fiscal, social and environmental-is indeed needed, which can be mostly provided by governments. Governments are also expected to provide the basic infrastructure to the tourism industry—such as road, water supply, electricity, communications and airports as well as to create a legal framework within which the private sector operates and manages the industry.

It is pertinent to mention that in Egypt, a stage has now been reached where government is considering the role of the private sector in the direct operation and management of the tourism industry. There are some technical areas that should be focused on when planning for public-private partnership, is taken into consideration.

1. Infrastructure development.
2. Congestion management.
3. Product management.
4. Revitalization and improvement of destination image.

## **7.9 MARKETING ASSESSMENT OF PUBLIC-PRIVATE PARTNERSHIP**

Over the past decade, tourism has emerged as one of Egypt's most rapidly growing economic activities, ranking first in terms of foreign exchange earnings. An estimated over 1.7 million people visited in 2020, attracted by the country's stunning landscape, fascinating cultural heritage, and world class historical sites. Wider international interest will continue to promote Egyptian tourism as a growth industry in year to come. There was long and historic emphasis on developing Egypt's tourist industry through site improving and marketing.

In tourism marketing, it is essential to create a destination prior to promotion of tourism products. This is regarded as "infrastructure" which increases the attractiveness of sites from private sector or investors' point of

view. The development of tourist site within a destination involves scoping the requirements and creating the model solution, then deciding if investors would need additional funding in order to carry out their vision. By seeking public-private partnership, it would be more likely to have access to the marketing expenditure done by the public sector tourism organization. In the private sector, funding could be secured from major companies and enterprises.

### **7.10 STRATEGIC PLAN IMPLEMENTATION GUIDELINES**

Strategic implementation has a high failure rate. It is clearly of little value unless it can effectively be transformed into planned action. It is essential that the roles and responsibilities of such key public and private sector organization be clearly defined.

Experiences of success strategy implementation have provided some guidelines that can assist the process.

- a. The strategy must have measurable and easily understood values that make it worth implementing.
- b. The participating partners—the MOT, ETA, industry and carriers—must understand thoroughly on how the strategy will be implemented. This clarity is a key issue and require:
  - Priority for management
  - Timescale for action
  - Understanding of impacts on structures, staff and methods
  - Participation through partnership
  - Risk assessment
- c. The wide stakeholder group must understand the strategy fully, including its benefits and program of action. This communication requirement is a continuous requirement and not a one-off element.
- d. Responsibilities for implementing the strategy and change elements must be assigned and accepted.
- e. It is a top-down process. The leaders must remain continuously engaged and must follow through from planning to action.

- f. The barriers to strategic implementation must be realistically assessed and properly planned for.
- g. Strategic implementation must be planned as continuous activity to achieve excellence.

### **7.11 MONITORING AND EVALUATION**

In order to measure the success of plan implementation, it will be necessary to develop clear targets and indicators for result, taking into account the following aspects:

- a. Effectiveness of increased funding for tourism development and destination and product marketing in helping the tourism industry meet the receipt and tax revenue goals.
- b. The effectiveness of partnership between the public and private sectors, including the agreement of common objectives, the pooling of resources and skills and joint action.
- c. Improving international air access with a competitive “open skies” policy.
- d. Structuring tourism for participation from national to community levels.
- e. Quality enhancement of the visitor experience through product design, diversity presentation, innovation, customization and service delivery.
- f. Conducting market research to empower targeted and segmented marketing.
- g. Informing the “welcome” that tourist receives at all appropriate entry points.
- h. Adopting the implementing sustainable tourism policies.
- i. Enabling, supporting, and facilitating investment.
- j. Obtaining greater involvement and support from all of the stakeholders of the tourism industry.
- k. Provision of training and capacity building measures to improve human resources development.

- l. Creating awareness, understanding, and support for tourism by the Egyptian public.
- m. Utilizing a performance measurement system to monitor progress toward meeting growth targets and value chain outcomes.

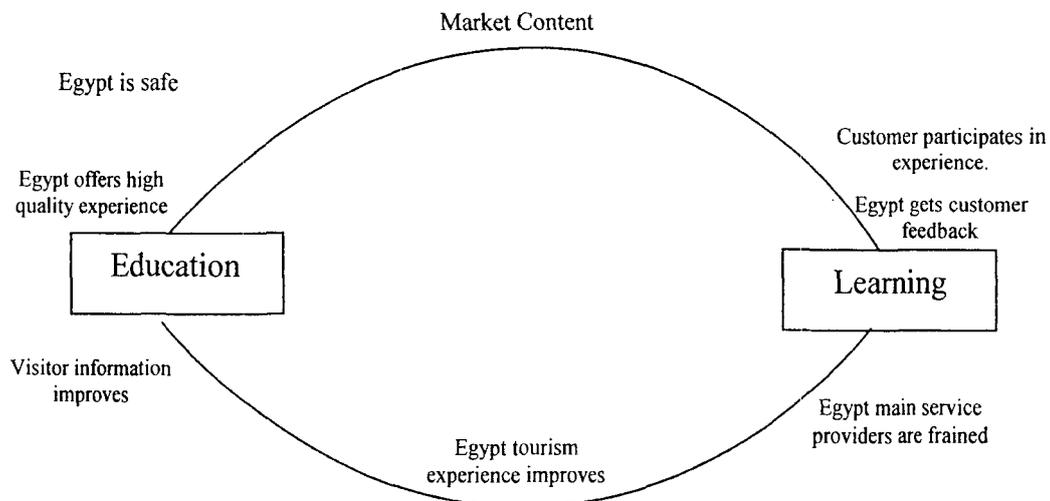
## 7.12 MONITORING THE VALUE DELIVERY PROCESS

### OBJECTIVES

- a. Diffuse negative perception of Egypt as a tourism destination.
- b. Generate international tourism demand for Egypt's new tourism experiences, such as "Nothing Compare to Egypt", "The Land of the Sun".
- c. Build a network of Regional and International Specialized Tour Operators, travel agents and other partners willing to sell Egypt's tourism (Figure: 7.03).

**Figure: 7.03**

### Distribution Partners



**Source:** Self prepared

### 7.13 RECOMMENDED APPROACH

There are some strategic thrusts to be implemented for tourism development.

- a. Utilization of studies and plans.
- b. Implement tourism economic growth and investment goals.
- c. Market and brand Egypt as a **boutique destination**.
- d. Support product development and service quality initiatives.
- e. Develop human resource capacities.
- f. Improve legal, regulatory and facilitation mechanism.
- g. Manage tourism for economic, environmental and social sustainability.

It is essential to execute an implementation process with clear responsibilities for follow-up and monitoring of strategy development where the private and public sectors should work closely together. The process recommended in the strategy identifies clear roles, responsibilities, and budget elements that will support and allow realistic and effective implementation.

# ***CONCLUSION AND SUGGESTIONS***

## **CONCLUSION AND SUGGESTIONS**

The tourism industry is the leading productive sector and most effective contributor to the Egyptian economy. Economic impact of tourism in Egypt is mounting with its importance in national economy. This importance is likely to increase in the future as tourism is an economic imperative for the sustainable development. To attract a significant number of tourist arrivals, decision makers should extend their endeavors to include the improvement and diversification of tourism products. Keen competition in the world tourism market makes it essential that Egyptian government should institute effective marketing policies and enhance its tourism activities. Special events, national events and promotional campaigns would provide useful in this respect. The foregoing analysis and discussion present dismal performance of the role of geographical components in tourism growth and development. It needs to create more entertainment at site and must organize more special events such as art festivals, music, and drama performance in order to encourage tourists to stay longer in the country. Festival focusing on important historical and religious events along with major sports contests can attract many domestic and international tourists.

Despite vast geographical resources, government of Egypt failed to position the country as a leading destination of the region as well as of the world. Most of the Egyptian lands are still virgin, unexplored lands. Egypt, geographical diversity and contrast makes it a land of beauty and attraction. Its topographical features such as vast desert, fascinating oasis, beautiful valleys, gorgeous mountains, superb peek, and magnificent beaches and attractive biodiversity along with moderate Mediterranean climate, are some of the resources that can be utilized for the development of leading tourist destination of the world. The ministry of tourism and others concern authorities could utilize Egypt's beautiful geographical panorama as a source of revenue generation. Egypt is quite large spenders in tourism but still it has not been able to generate the required returns. Tourism development authorities, till date made little efforts to position Egypt as a global brand to take advantage of the

burgeoning global travel and trade and the vast untapped potential of Egypt as a destination. The fact still remains they are way behind in tourism and can create tremendous opportunity for the people and the industry.

The above study emphasizes the very important role, which geographical components play in planning and development of tourism activity. Attractions and amenities are the very basis of tourism. These two aspects motivate tourist to go to a particular place. The attractions of tourism to a large extent depend upon geographical components such as accessibility and location, space, scenery, climate, animal life, settlement features and culture provides valuable attractions to visitors. The variations in geographical components give way to the tourism development of tourism activity.

Without consideration of geographical components, development and planning of tourism is a distant hope. It will not be out of context to say tourism would not exist had there been no geographical differences between place and place.

What is needed is a clear cut strategy and plan to market Egypt as a tourism destination. Egyptian tourism industry is faced with multiple challenges, which must be overcome before it looks into the plan of action. The dynamics of global tourism and the increase demands from tourists also require realignment of the Egyptian tourist product. Flexibility in policies, faster actions, and better infrastructure is essential for the Egyptian tourism industry,

At a time of increasing globalization, the protection, conservation, interpretation and presentation of the heritage and cultural diversity is an important challenge for the Egyptian government. The policy for the protection of heritage and cultural diversity should kept under continual review so that the stay up to date. A study should be formed to preserve the archaeological heritage. And such strategy should be integrated into planning, policies, international, national, regional and local levels.

- Enhancing the local infrastructure for tourism should be given due attention. This will increase the prosperity of the local economy and also improve local productivity.

- Considering both sides is a paramount importance. Tourism with high local input is more productive and ultimately more successful. Understanding the position of the tourism industry and those of the citizens can greatly advanced the development of tourism and the living standard of the society.
- The potential sites and related tails should be planned and developed so that they will enhance the communities, objectives and they should stimulate other desirable land uses and improve the physical appearance on their environs.
- Tourism regions should be identified and those regions must be based on the nature of tourism resources and their geographic locations.
- Environmental carrying capacity must be given special attention for the security of archaeological sites and historical monuments.
- Egypt is characterized with many related socio-political, economic and natural features. These features when are positive in value are considered assets to the Egyptian tourism industry, but needed to be increased as regional competition increases. While the weakness of such industry need to be evaluated in order to be eliminated and raise the quality of the Egyptian tourism.
- If Egypt is to compete in the global tourism market place, then the country must offer its visitor something special and unique if egypt can match and even exist visitor's expectation, they will return, and the recommended Egypt to their friend and business colleagues. So Egypt must built relationship with customers before, during and after their visits.

Egypt's intrinsic tourism aspects are to some extent timeless, but their tourism markets are not. There is a clear challenge to the industry to draw on Egypt's natural environment, history, modern culture, natural and built heritage and its people in a way which response to changing taste and provide new all improved quality experiences.

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- The department of tourism must resolve to promote Egyptian's tourism through aggressive marketing strategies. The campaign under the banner of "incredible Egypt" or "nothing compare to the Egypt" includes a wide-ranging advertisement campaign encompassing prominent English, French, German and Italian channels and innovative online campaign on the world's most popular websites. The marketing strategy is important to put the country's diversity in tourism offerings from sun, sand and sea, to the bustle of city life, to ancient temples, and on the classy eco – lodges sand dunes and evergreen trees. It is necessary that tourists grasp the breadth of what Egypt to offer. The "marketing mantra" or campaign will really help to open world traveler's eye to the many diverse and beautiful treasures that can be found in Egypt. In addition to the classical cultural attractions, the campaign will feature Egypt's exquisite beaches, amazing sea life, and the *Red Sea* coastlines as well as diving, golf, desert tracking and spa and wellness excursion. Egypt's intrinsic tourism assets are to some extent timeless, but its tourism market is not. There is a clear challenge to the industry to draw on Egypt's natural environment, history, modern culture, natural and built heritage and its people in a way, which responds to changing tastes and provides new or improved, quality experiences. Egypt needs to better use customer knowledge to provide quality value for money products. Global tourist market is highly competitive and complex. Tourist wants something "special" or "unique" at tourist destination. Therefore, tourist products are required to match the visitor expectations. Since marketing and development of tourism sites depends on satisfying needs of tourist, it is highly important to exposure these needs. It is also pleasant to built relationship with customers before, during, and after their visit.
  - Egypt, brilliant location is equidistant Europe, Asia and Africa, and only a three to five hours flight from most European cities. The country boasts the world's most spectacular coastline and offers a full range of climates and environment from lush delta to exotic deserts Oasis capes

on to a spectrum of tropical sand and sea paradise. In addition, Egypt offers phenomenal year round weather, with 360 sunny days per year. Egypt is naturally blessed with sunshine, and this is something that will never cease to be an attraction for world's tourist.

- Egypt is rich in archeological and historical sites. It has some monuments of international fame. Apart from these, religious sites and monuments are of great attraction. The country is blend of Biblical history and Arabic Culture. Marketing of these tourism products is highly specialized and Egypt tourists operators and the government must take up this with due responsibility. Foreign collaborations and entry into Egypt markets should be encouraged. Cultural resources are finite and have to be managed like any other scarce resource. Egypt can maximize revenue by encouraging Public-private partnership aimed at creating consumer-focused tourism industry. This new reality is one with which the Egyptian authorities are now having to deal it.
- Egypt offers not only heritage site, but also modern and sophisticated facility. With Egypt's acknowledged medical expertise, and advantages of costs, medical tourism is emerging a major area. New areas of tourism, which can provides better returns and societal developments, like eco-tourism are not properly encouraged. Egypt has failed to market its sets of expertise to other.
- Egypt has to do much to improve its tourism infrastructure aggressively. Good infrastructure not only will aid economic growth, but also will aid growth in tourism .Offshore flights, which still a highly reserved sector in the Egyptian aviation industry, should be left free. Airports, roads and transportation services need to be expanded and ready to serve the new influx visitors. Faster coverage on land, facilities given to tourist will also need to be dramatically improved, which probably is in its worst stages today. Although Egypt has progressed a lot, it is way behind the developed, even the developing countries. The development depends upon an integrated infrastructure of national and international highways,

railways, ports, civil aviation, telecommunication, hotel accommodation and allied services. At most of the tourist places clean and cheap hotels must be set up to cater to budget tourists. This is one of the biggest challenges to foreign tourist. Classified hotels needs to revamp and existing facilities are not fulfilling the requirements of visitors. Most of the tourist sites having lack of accommodation and lodging facilities. Tourist, who wants to stay more, bound to curtail itinerary or cut short visit.

The high cost of hotel accommodation and scarcity of medium level hotel to accommodate budget tourist are the serious impediment of tourism. The lack of accommodation during the tourist season cited as a reason why tourist do not choose Egypt as a holiday destinations.

- Foreign investors are to be encouraged in the development of the infrastructure. Appropriate legal step would help in creating environment for foreign and privet investors. Egypt should streamline its investment policies to make it easier for foreign companies to establish operators in the country. Other infrastructural facilities, such as information kiosks, and reservation centers for road, rail and air transport needs to be made available. Ultimately, the success of tourism depends on the receptiveness of the host community. People of each tourist locales have a role in tourism development. The perceived returns should be extended to the host community by procuring commodities from them, providing employment opportunities etc.
- There is also a dire requirement of the government to look into the tax aspects of the industry; high tax structure burden on forex and little choice for the hotelier. Moreover, double rates for rooms and discriminatory pricing for foreigners leave them to be treated with differentiation. Differential pricing scheme for entry into tourist places in Egypt cannot amount to welcoming them. It is morally repugnant to discriminate against people, even if the discriminate is against those who are presumed rich. Not just that, it is commercially short-sighted

because people notice this sort of blatant double-standard and it affects the overall tourist traffic into the country. High taxes certainly do not help either.

- Granting visa on arrival to foreign tourist at the airport can certainly give a boost to the foreign tourist arrivals in the country. Visa-on-arrival for the tourists from friendly countries, which do not poses a security threat to Egypt and is tourism generating market. Liberal tourist visa policy is to be required to introduce. It will certainly increase the tourist arrivals, ultimately tourist revenue. The airport lacks many basic services including a touristic centre, a restaurant, a bank, a taxi office, and some other services. Cairo international airport is the main destination for departure and arrival of tourists and passengers. It is relatively modern airport designed to serve the increasing numbers of planes and passengers. Although the airport has many facilities and can offer a diversity of services to tourists, one can find difficult in reaching some places or getting some services in it due to interior design, and the lack of guiding signs.
- Further, most of the accommodations do not have proper catering facility, and some guesthouses have canteen facilities but charge exorbitant prices for the meals. This problem is more acute in hinterland areas. Majority of the lodges do not have laundry, protected drinking water, proper ventilation lavatories, mosquito net and these lodges are in un-hygienic conditions. Summers witness low rainfall and thus water scarcity. There are also parking problems, and narrow roads. Speed zones are necessary for speedy and faster movement of vehicle or taxi. However, in Egypt speed zones are absent that takes extra time to reach out tourist sites.
- The major challenge of Egypt as a tourist destination is the lack of basic education amongst the people to handle tourists. Unnecessary harassment of Egyptian as well as foreign tourists leaves many of them with bad tastes, especially religious places. Cab drivers or the sales

- person from the travels act very roughly and does not have the basic consideration for the tourists. There is also no live forum where the tourists can discuss their travel information required on Egypt.
- The hotel and catering sector is now highly personalized. Customer satisfaction is the pre-requisite for a smooth and successful operation in the hotel industry, requiring professionally trained and highly skilled personal. Although Egypt progressed a lot, it still is way behind the developing countries. The development depends upon an integrated infrastructure of national and international highways, railways, ports, civil aviation, telecommunication, hotel accommodation and allied services. Lack of modern and adequate infrastructure facilities act as a bottleneck for the increase flow of international tourist.
- Inadequacies of such infrastructural facilities have adversely affected Egyptian tourism industry. The sluggish growth arises from Egyptian's inability to sell effectively its rich tourist potential.
- Egypt climatically is a semi arid and arid region, there is always a water scarcity in the country and it is indirectly affects the tourism activity.
  - Every tourist destination in the world has a "brand image." The brand should be able to differentiate a destination from competing destinations. However, some destinations do not have a brand strategy, and are supported by inconsistent advertising campaigns creating a confused image to prospective countries. Image must be controlled by clear projection of brand identity.
  - When consumers decide on a destination for a holiday or a business conference, several "brands" compete for their attention. A strong brand is differentiated from others, has several strong advantages when compared to others, and has an attractive appeal to consumers. In tourism, while factors such as cost of travel, convenience and quality of facilities are important on the consumers "shopping list" and creates an emotional appeal, which enhances that destinations chances of being chosen over others. Every country has been able to create an image with

a lot of difference. Promotion campaigns affect the image as of a country as a tourist destination. If that image is unfocused or not clear, the destination will have difficulty competing with images created by competing countries. Developing a strong image for any brand requires a carefully planed brand strategy based on:

1. A unique brand personality.
  2. Correct positioning strategies.
  3. Product and promotional activates.
- Egypt's positioning is recommended as a "Boutique Destinations" which draws its lead product and brand themes from its patrimony of heritage and nature, in the context of a secure, peaceful destination, and a friendly welcoming environment for high yield visitors. This brand image will help Egypt in promoting tourism and attracting more international tourist. It will also increase the international tourist flow.
  - Safety and security of the foreign tourists is a cause of great concern. There is a dire need of setting up a special force specifically for tourists visiting the country. Deployment of Special Tourism Police Force can be an effective tool for ensuring safety and security of the tourists. As tourists and visitors continuously go on tours to experience Egypt, follow up and monitoring requirements arise, but not all implemented sufficiently due to lack of some systems and tools such as the complaints forms and suggestions box. This is an essential component that should be installed at any tourism site, for the purpose of performance measurement and service/operation improvement.
  - The private sector should be given more freedom and opportunity to contribute to the development of tourist products and attractions at the different sites. This aspect is missing in the management and operation due to traditional government culture and mentality.
  - In general, the limited funds and resources available for public management and operations of the sites are obstacle. This limits the ability to develop or market the site in terms of enriching the tourist

experience and increase visitor's satisfaction. This obstacle can be eliminated in case of private management and operation. Private management and operations are driven by the power of the market and profit. Therefore, participation of private investors is essential to achieve the ultimate goal of maximum visitor experience and satisfaction at the tourist site. Generally, sites under management of public entities have poor marketing focus. The private sector, before involvement, should be encouraged to create marketing and promotion plans, in addition to development of a major theme of the site.

- The tourism sector in Egypt is becoming more and more important in terms of economic contribution to the overall economic production. Egypt has very limited natural resources, and small size of domestic market. These factors impede the diversifications of economic base and manufacture goods. The physical landscape further worsens the opportunity of the expansion of arable land, forcing the country to be a net importer of food. The trade deficit and the vulnerability of balance of payments and their possibility to remain inevitable for some times to come further diminish the progress in the economy. These weaknesses in the structure of the economy motivate the government to look for alternative source for foreign exchange earnings. In these situations, tourism is recognized as one of the most promising of such sources. Archaeological and natural sites are the main pillars, of this sector, among other pillar such as superb service and peaceful atmosphere.
- The share of hotels, restaurants, travel agencies, and transport in the current investment in tourism is high. There is a potential need to invest in other sub-sectors such as tourism products, attractions and sites operations. Besides, geographical distribution of tourism expansion projects is economically irregular, while Cairo has the largest share, others more needy governorates hold great tourism potential share less and suffer from poor attention and retarded services. This state of affairs needs attention for balance and adequate development of tourism

economy. This is essential because tourism in Egypt is the main frontier of economy. The prosperity of the local economy in and around any tourist site can be achieved by improving local productivity. It means development demand for local and international tourism services, enhancing the local infrastructure for tourism, improving the quality and competition of local services, improving the work capacity of local business and local populations and strengthening the links with related industries.

- Foreign tourists' expenditure in the local economy stimulates the development of other feeder and complimentary industries. International tourists' expenditure depends on the flow of tourists. It is possible when Egypt develops its image as a "boutique destination". Currently Egypt's share in the world market is more than 1 percent. This is a very modest figure and one can conclude the poor performance of the tourism sector in Egypt. Although Egypt has plenty of tourism resources ranging from archaeology to modern tourism, its share in the world market is dismal. Egypt has failed to utilize the tourism resources in accordance with its potential. Citizens and tourists are the two main stock holders. Lifestyles of the citizens are a main magnet to tourism, and tourism in turn can be a major source of income. Considering both sides are of permanent importance. Tourism with high local impact is more productive and ultimately more successful. Although, Egypt has been developing more tourists' attractions, there is a lack of entertainment and absence of uniqueness at many tourists' sites where a tourists, if desire, could stay longer in the country. This will certainly enhance tourists' expenditures and sustainable development of the economy.
- A comprehensive national tourism strategy has been recognized in 2003 by the ministry of tourism. The development of National Tourism Strategy would unite all stakeholders behind one vision. A comprehensive plan is needed to be drawn up by the ministry of tourism based on the harmonization of laws and regulations, entry visa

procedures, marketing packages and competitions policy. Improvement and diversification of tourism products is necessary to attract a significant numbers of tourist arrivals. It is important to reconsider the existing tax schemes for the various tourism activities. The training schemes for the development of human resources in the field not only vital but also rather essential.

- The need for a successful brand of the country can only be built if there is sustained effort from people and the government. It is very essential to understand that the success will depend upon the participation of the private and public investors. The belief in Egyptian destinations has to be increased amongst the citizens. The dynamics of the global tourism and increasing demands from tourists also require realignment of Egyptian products. Flexibility in Egyptian policies, faster actions, and better infrastructure are essential for the Egyptian tourism industry.

### **Suggestions**

In view of the crucial role of tourism in the economy of Egypt, it merits greater attention by decision makers and requires further promotion. The following recommendations concentrate on tourism sector.

- Aggressive marketing strategy should be adopted to promote Egyptian Tourism in the international market.
- The campaign under the banner of “nothing compares to Egypt” or “Incredible Egypt” will help to position Egypt as a global brand to take advantage the burgeoning global travel and trade and the vast untapped potential of Egypt as a destination.
- Foreign collaboration and entry in to Egyptian markets should be encouraged to enhance the tourism sector.
- It is important to provide political, economic and legal support to study the issues and problems in the way of tourism development programmes.

- Government should take some steps towards developing public and private partnership in tourism sector.
- Regional co-operation should be taken in to account as one of the most important channels for attracting more tourists.
- Infrastructural facilities, such as information Kiosks, and reservation counters for rail, air and road transport need to be made available. Also at most of the tourist places clean and cheap hotels must be set up to cater to budget tourist.
- New areas of tourism, which can provide better returns and societal developments, like Adventure tourism; Eco-tourism, Medical tourism etc. should be properly developed.
- At a minimum, the study should enhance the ability of businesses inside and outside of the tourism industry to strategically plan their activity in accordance with information on foreign tourists' arrivals and expenditures. With an improvement assessment of foreign tourism's linkages to other sectors, firm can better predict their needs, utilize their opportunities, and avoid possible supply bottlenecks.
- Tourism should rank on Egyptian policymakers' priority list. Inevitably, as an activity that greatly contributes to foreign currency earning through its linkages and indirect effects, tourism will earn itself a higher place on Egypt's economic policy agenda.
- The ability of tourism to contribute to government policy priorities such as increasing employment, and contributing to other sectors' economic growth can only enhance tourism's position in Egypt's economic policies.

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# ***GLOSSARY***

**GLOSSARY**  
**(Arabic Words Explained)**

Abu	:	Father of.....
Ahwa	:	Coffee
Al-Deir	:	The Monastery
Al-Hajah or Hajah (Mecca)	:	The woman who has performed the haj to Makkah
Al-Haji or Haji	:	The man who has performed the haj to Makkah (Mecca)
Allah	:	The proper name of God in Arabic
Amir	:	Literally prince, Islamic ruler, leader, military commander or governor
Argeleh	:	Hubble Bubbles or Water Pipe used to smoke tobacco
Ash Shamaliyya	:	Northern
Ata' Allah	:	The gift of God
Aysh	:	Bread
Ayyubid	:	The dynasty founded by Salahuddin Al-Ayyubi in 1169
Badeia or Bediyah	:	Semi-desert of arid
Balah	:	Dates
Bani	:	sons of
Bataatis	:	Potatoes
Bedouin or Bedu	:	Nomads (desert inhabitants)
Beit al-Sha'ar	:	House of hair, made out of Goat's (Bedouin tents)
Beit	:	House
Bin	:	Son of.....
Caliphate or Caliph	:	Islamic ruler

Eid al-Adha	:	It is festival for Muslim families to slaughter a lamb and share the meat with the extended family, neighbors, and the poor.
Eid al-Fitr	:	Festival of breaking the fast, celebrated throughout the Islamic world at the end of Ramadan.
Eid	:	Feast
Fellaheen	:	Farmers (Village dwellers)
Firaakh	:	Chicken
Gibna	:	Cheese
Haj	:	The pilgrims to the Mecca which takes place in the last month of Islamic calendar.
Hamammat	:	Plural of Hammam (hot thermal) spring - Natural hot springs.
Haram	:	Forbidden area
Hejab	:	Woman's headscarf
Hijra	:	Migration
Ibn	:	Son of.....
Iftar	:	Breaking the fast (evening meal)
Islam	:	Literally, to submit. The religion of all the prophets of Allah confirmed finally by the mission of the prophet Muhammad (PBUH).
Janubi	:	Southern
Jihad	:	Holy war in defense of Islam, also a personal struggle to be a good Muslim.
Mamluks	:	Literally 'slaves', Muslim dynasty named for a former slave and soldier classes.
Masjid	:	Mosque
Mezza	:	Small dish of various forms is usually served with drink in Egypt.
Minaret	:	Tower on top of Mosque
Mohz	:	Banana
Molokhiyya	:	A, leafy, green, summer vegetable food of Egypt

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Muhafazaz	:	Plural of Muhafazah (Governorate)
Muhammad	:	Peace be upon him (PBUH) the last prophet of Allah
Mujahid	:	Holy warrior for defense Islam and Muslims
Muslim	:	One who professes the faith of Islam or born to a Muslim family.
Ottoman	:	Turkish dynasty
Qura'n	:	Literally, the recital. The final revelation given to the prophet Muhammad (PBUH) in Arabic. (Islam's holy book).
Quraysh	:	Famous Arabs tribe that Prophet Muhammad (PBUH) belongs to.
Ramadan	:	Fasting month for the Muslims
Ruzz	:	Rice
Shaheed	:	Martyrs
Sharifs	:	Nobles, descendent of the prophet Muhammad (PBUH) through his daughter Fatima and her eldest son Al-Hassan.
Sheikh	:	Chief
Shia's	:	Sect of Islam
Shishan	:	Chechens who descended from 19 <sup>th</sup> century immigrants from Russia.
Souk	:	A market or bazaar
Sunni	:	Sect of Islam
Surat or Surah	:	A chapter in the Holy Qura'n
Um	:	Mother of.....
Umayyad	:	first great dynasty of Arab Muslim rulers
Wadis	:	Plural of Wadi (Valley)