



**TOWARDS SUSTAINABLE TOURISM DEVELOPMENT
PLANNING: THE CASE OF EGYPT**

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ABSTRACT

Sustainability has become critically important for the success of any balanced tourism development. This cannot be achieved without full consideration and integration of sustainable development principles into the planning mechanisms of the tourist destination/s.

This study was initiated to justify the role of planning as a tool for implementing sustainability in tourism. It has hypothesized that a complete evaluation of performance of the tourism planning mechanism should be considered as a starting point, highlighting the needs, strengths, weaknesses and deficiencies of tourism planning mechanisms adopted by tourist destinations. The research method proposed an assessment system for the different levels of the planning mechanism (policies, strategies, plans and techniques) from a sustainable point of view and thus contributed to the field of tourism planning assessment and evaluation.

The research divided sustainability in tourism into four main dimensions: economic, environmental (natural and manmade), socio – cultural and continuity of the development process. It developed a set of key criteria to assess each dimension at every level of the planning mechanism.

As Egypt was selected as a case study, the research offered an analysis of its tourism planning mechanism with a focus on points of strengths and weaknesses at each level. Primary data (face to face interviews) and secondary data (tourist policy and documented tourist plans) were employed to examine each element of sustainability. This was followed by recommendations and suggestions for enhancing the performance of Egyptian tourism planning to attain more sustainable development goals and to implement more efficient tools for the application of sustainable tourism.

The research also highlighted the role of assessment and evaluation in tourism studies and the importance of conducting an ongoing assessment of tourist planning and development processes. This in turn leads to improving the functions of each planning stage, monitoring the whole planning process and controlling deviations in the planning performance.

This study has directed attention towards the field of evaluation and assessment in tourism and has introduced a new path for sustainable tourism development planning.

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LIST OF ABBREVIATIONS

CC	Carrying Capacity
CEA	Cumulative Effects Assessment
EA	Environmental Assessment
EEAA	Egyptian Environmental Affairs Agency
EIA	Environmental Impact Assessment
EIS	Environmental Impact Statement
EMS	Environmental Management System
ES	Environmental Statement
GATS	The General Agreement on Trade in Services
IUCN	The World Conservation Union
Km	Kilometre
LAC	Limits of Acceptable Change
LDCs	Less Developed Countries
MDCs	More Developed Countries
MOT	Egyptian Ministry of Tourism
NGOs	Non – Governmental organizations
NTOs	National Tourism Organizations
PI	Public Involvement
PPPs	Policies, Plans and Programs
ROS/ROG	Recreation Opportunity Spectrum / Recreation Opportunity Guide
SD	Sustainable Development
SEA	Strategic Environmental Assessment
SIA	Social Impact Assessment
SS	Strong Sustainability
STD	Sustainable Tourism Development
TDA	Egyptian Tourist Development Authority
UNEP	The United Nations Environmental Programme
USA	United States of America
VERP	Visitor Experience & Resource Protection
VIM	Visitor Impact Management
WCED	The World Commission on Environment and Development
WCS	The World Conservation Strategy
WS	Weak Sustainability
WTO	World Tourism Organization
WTTC	The World Travel and Tourism Council

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Introduction

Sustainable tourism development is one of the most significant topics discussed by tourist planners and researchers during the last decade of the 20th century. All studies and researches on sustainable tourism imply that by the beginning of the new millennium, any destination that depends (or intends to depend) on tourism as a major source of income and is looking forward to achieving long term economic benefits of tourism should be able to:

- 1- Formulate appropriate policies in order to guarantee sustainable economic benefits.
- 2- Adopt efficient strategies in order to guarantee the sustainability of the development process.
- 3- Implement compatible plans for the environment and natural and man made attractions in order to sustain the contribution of these resources to tourism activities for the following generations.
- 4- Co-ordinate and harmonise tourist policies and plans with the other national policies and plans which support tourist development.
- 5- Integrate regional and local tourist plans into the other activities in each tourist destination in a way that guarantees public community welfare and the sustainability of socio-economic benefits.
- 6- Balance the benefits and costs of tourism for public communities. This should result in a complete consideration of the social carrying capacities of the local community in order to guarantee the sustainability of local identity, traditions, culture and social satisfaction.

The elements mentioned above have become prerequisites that should be adopted by any tourist destination that wants to compete in the international tourist market in the 21st century. However, the level of preparedness to implement and achieve sustainability is not the same among tourist destinations. For example, it is expected that developed countries will have better opportunities for adopting the sustainability principles than developing countries. However, strong international competition amongst tourist destinations does not consider the internal obstacles of tourist development in one destination or another. Related to this is the fact that tourist demand is very sensitive and flexible. As clients have the right to select the destination that satisfies their needs, desires and expectations, sustainable tourist development is expected to become an important element of these needs.

Accordingly, all states, regardless of whether they are developed or developing should plan for sustainability and formulate adequate policies, strategies, plans and programs in order to approach the principles of sustainable development. This should be followed by the implementation of efficient techniques. However, pillars of sustainable tourist development may place pressures on tourist development in those developing countries that promote tourism solely for short- term economic gains.

The purpose of this thesis is to examine the adequacy of the Egyptian planning mechanism from a sustainable development point of view. This task has entailed the evaluation of Egyptian tourist policies, strategies, plans and techniques, as these are considered to be the key elements forming the planning mechanism. The study has attempted to explore how far the Egyptian tourist planning mechanism is able to encompass the different dimensions of sustainable development and to investigate its points of strengths

and weaknesses. Moreover, identifying gaps in the levels of the Egyptian tourist planning mechanism and offering appropriate recommendations are two of the main tasks that the current research has achieved.

Research objectives

The research has three main objectives:

- 1- To highlight the role of planning in implementing sustainability. The research approaches the analysis of tourist policies, strategies, plans and techniques as a coherent mechanism in which planning objectives, functions and instruments should be considered.
- 2- To shed light on the field of assessment and evaluation in tourism studies and to justify its role in offering a comprehensive analysis of tourism development.
- 3- The third objective is related to the case study of Egypt. This objective investigates the Egyptian tourist planning mechanism from a sustainable point of view, which in turn leads to suggesting appropriate actions and instruments that need to be considered by the different stages and functions of the tourist planning system.

Research outline

The current research consists of ten chapters: three reviewing the relevant literature, one presenting the methodology developed by the study, another chapter analysing secondary data, four chapters for primary data analyses and finally a conclusion chapter.

The first chapter is concerned with sustainability in tourism. It offers an overview of the concept of sustainable tourism development with a focus on its goals, principles and challenges. This chapter also highlights the needs of the tourism industry to adopt sustainability principles in its development and planning contexts and investigates the main issues to be considered in the “sustainable tourism development” subject.

Chapter two has been broken down into two main sections: sustainable tourism planning; and developing countries. The first section offers an overview of the different tourism planning paradigms and offers approaches to sustainable tourism development planning. The second section reviews the concept of developing countries with a focus on the different challenges and pressures on their tourism development and planning contexts. The discussion ends with the implications of sustainable tourism planning for developing countries.

Chapter three begins with an overview of tourism development activity in the Middle East region and then moves onto investigate tourism development in Egypt, offering a comprehensive analysis of both supply and demand. It also reviews the reaction of Egypt to the global concern for sustainable tourism development.

The methodology chapter provides a full presentation of the research problem, hypotheses, aims and objectives. It also offers a debate on the research methods developed for evaluating the tourism planning mechanism and shows the role of secondary and primary data in reaching findings. An explanation of the procedures and steps of the field survey and data analysis is also presented in the methodology chapter.

As the research method has implied the use of secondary data as an auxiliary tool for evaluating tourist planning, an analysis of a selected sample of Egyptian tourist policies, strategies, plans and techniques is presented in chapter five with the aim of analysing continuity in the development process.

The present research has divided sustainability in tourism into main areas and the four primary data analyses chapters reflect this by covering the assessment of the Egyptian tourism planning mechanism with regard to each sustainability dimension. Accordingly, the evaluation of the economic dimension is presented in chapter six while chapter seven investigates the natural environmental aspect and chapter eight looks at the manmade environmental dimension. The socio-cultural dimension of sustainability is evaluated in chapter nine.

Chapter ten draws a conclusion by synthesising findings of the research with a focus on the different implications of the study and linking the findings to the literature review. It also offers an overview of the contribution of the research to the body of knowledge and introduces an agenda of issues relevant to the fields of sustainability planning and evaluation to be investigated by the future research.

Chapter 1

Sustainable tourism development

1.1 Introduction

As the world's largest industry, travel & tourism is an essential component of international trade, a major contributor to economic growth and an integral part of life in developed and developing countries (WTTTC, 93). Indeed, concern for sustainability, and for the environmental management processes which contribute to it, is of critical importance in the future growth of tourism (Wahab and Pigram, 1997). It has been argued that to achieve and sustain growth, the industry has to make greater collective effort to:

- *Improve the environmental efficiency of existing operations
- *Ameliorate past mistakes
- *Ensure that new developments are environmentally and socio - culturally compatible.

Thus in order to achieve those broad goals, the concept of 'sustainable tourism development' has appeared on the global scene as an alternative approach implying the application of appropriate tourism development that has lesser negative impacts on natural and cultural environments and local communities. Indeed, the emergence of sustainable development concept has resulted in several questions investigating the possibility of adopting the term for tourism and discussing the means of implementing this new more appropriate form of development.

This chapter offers an overview of many of the debates that have appeared, discussing the term sustainable tourism development. It starts with a review on the historical roots of sustainable development concept (section 1.2). In addition, section 1.3 examines sustainable development as a concept; which presents an analysis of the term sustainable development from both linguistic and scientific points of view.

The review of section (1.4) shows the different impacts of tourism (positive and negative) that have become one of the most significant issues discussed in tourism textbooks and journals. It can be argued that the emergence of a sustainable tourism concept is the latest yield of such discussions and debates. Indeed, this concept has been introduced as an appropriate method for mitigating the negative impacts of tourism with the amelioration of its positive impacts.

The emphasis on sustainable tourism development is presented in section 1.5, which is divided into two subsections. The first subsection 1.5.1 offers a brief history regarding the adoption of the sustainable development notion in tourism and subsection 1.5.2 examines the sustainability concept in tourism. This section will show that the emergence of the term "sustainable tourism development" has provoked many debates and has resulted in different issues to be discussed under the broad umbrella of sustainability in tourism. Section 1.6 sheds lights on the most significant issues that have resulted in

such debates and discussions. In order, to achieve its objective, this section has been divided into five sub-sections. Figure 1.1 shows the structure of chapter 1.

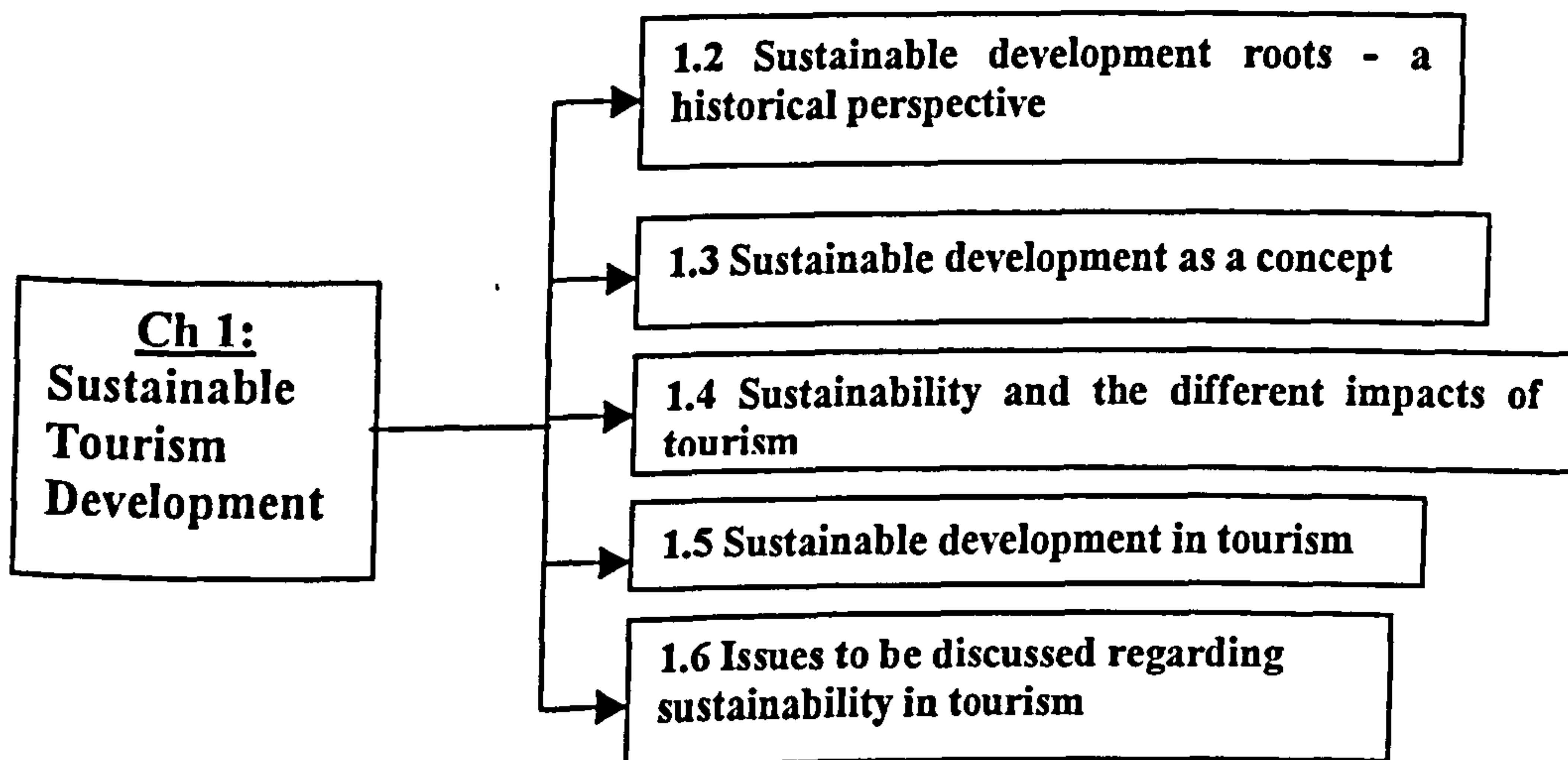


Figure (1.1): Chapter 1 structure

1.2 Sustainable development roots - a historical global perspective

This section aims at tracing the historical roots of sustainable development and presenting the different stages that this new concept went through since it came on the global scene. However, although sustainable development has become something of a catch-cry of the 1990s, the concept has a long history (Hall, 1998). According to Hall the debate over the sustainable development of natural resources in industrial countries dates from the middle of the nineteenth century and cannot be seen as a new policy issue, at least at the local or national level. He explained that geographers have been interested in the appropriate use of the physical environment by humankind since the middle of the nineteenth century and have also served to chart the history of environmental attitudes in Western and other societies. His analysis emphasised that the political debate over sustainability is a continuation of a debate that has been occurring in industrial society since the 1870s between what might be described as economic conservationists and romantic conservationists (ibid.).

In order to differentiate between the present efforts and the nineteenth century efforts regarding the environmental conservation issue, Hall offered two facts. Firstly, unlike the nineteenth and early twentieth centuries, the environment is now a global issue that requires both an international response and a global analysis. Second, unlike the earliest attempts at natural resource conservation, there is also a growing recognition that conservation of any landscape is culturally driven and recognition must be given to the cultural values of landscape, particularly those of indigenous people. In view of these points, the researcher has found it is worthwhile to focus on the more recent history of the concept and has divided the debate into three consequent periods of time, so that each of them represents one decade starting from the 70s. This would facilitate the task of investigating the reaction of the international world towards sustainable development concept and of presenting the efforts that have been exerted for advocating and progressing towards the principle of sustainability

1-Sustainable development during the 1970s

The literature review shows that although the term “sustainable development” first came to prominence in the World Conservation Strategy (WCS) published by the World Conservation Union (IUCN) in 1980 (Ried, 1995, 37), the theme of ecodevelopment was first advocated by Maurice Strong in the Stockholm Conference on the Human Environment in 1972 (O’Riordan, 1993). Ecodevelopment is regarded as more of a ‘geographical’ notion, i.e. it is sensitive to people, the land, history and culture. Its essential principles are: First, the provision of basic needs, starting with the needs of the poorest. Second, participation for the community itself. Third, the use of appropriate or intermediate technology (O’Riordan, 1993). The intertwining of all these provides ecodevelopment with a set of ideas that remain important for the modern notion of sustainability (ibid.).

The Stockholm conference that was attended by representatives of 119 countries and 400 NGOs, produced two documents. The first document is the Stockholm Declaration on the Human Environment, which made 109 recommendations under the three headings of global assessment, environmental management and supporting measures. The second is the Declaration of Human Rights, which states 26 principles and reviews those forms of human activity causing most environmental concern (Ried, 1995).

It has been argued that this conference *did not manage to integrate environment and development*. The suggestions of the Declaration of Human Rights were words without substance (after Adams.), while only eight of the recommendations of the Action Plan for the Human Environment dealt with the relationship between the environment and development (Ried, 1995).

Nevertheless, the Stockholm conference did succeed in placing environmental problems, especially pollution, on the international political agenda. It also led to the establishment of the United Nations Environment Programme (UNEP) (ibid.). According to Reid., if the words “sustainable development “ were not actually used at Stockholm, the idea was certainly in the air.

As explained previously Stockholm conference was not the first attempt by the international community to reach agreement on environmental matters. However, it was the first major attempt to involve the nations of the world in a concerted, constructive response to environmental problems, which now clearly had an international dimension, and to look beyond the immediate problems to deeper issues (Reid, 1995). All these ideas consolidated around the concept of sustainable development in the late 1970s and early 1980s (O’Riordan, 1993).

2-Sustainable development during the 80s

The concept of sustainable development first emerged from the World Conservation Strategy (WCS) 1980, published by the (International Union for Conservation of Nature and Natural Resources (IUCN) which said that economic development could only be sustained by conserving the living resources on which it depends as well as by the integration of development and conservation (Hall and Lew, 1998;

Callaghan et al 1994; France, 1997). The WCS was developed by a combination of government agencies, non-government organisations and individual experts from over 100 countries (Hall and Lew, 1998).

O’Riordan (1993) pointed out that the coupling of wildlife protection to the maintenance of life support services, such as air and water quality and biological diversity was the linchpin of the IUCN’s World Conservation Strategy 1980, where the concept of sustainable utilisation of resources received a more formal airing. The World Conservation Strategy of 1980 identified three vital ingredients to sustainable development, which continue to form the basis of modern thinking on the topic (O’Riordan, 1993).

- *The maintenance of essential ecological processes,
- *The preservation of genetic diversity,
- *The sustainable development of species and ecosystems.

The WCS defined conservation as ‘the management of human use of the biosphere so that it may yield the greatest sustainable benefit to present generations while maintaining its potential to meet the needs and aspirations of future generations (IUCN, 1980).

However, the most publicised definition of sustainability is that of the World Commission on Environment and Development (WCED), commonly known as the Brundtland commission after its chairwoman (Turner, 1993; Kirkby et al 1995). The Commission defined sustainable development SD as *“development that meets the needs of the present without compromising the ability of future generations to meet their own needs”* (WCED 1987). Thus, the Brundtland report is regarded as the key statement of sustainable development (Kirkby, 1995).

The above definition incorporates both economic and social dimensions (Callaghan et al 1994). It contains two important ingredients: human needs and environmental limitations (Hunter, 1996). According to Hunter the World Commission places particular emphasis on the essential needs of the world’s poor, to which over-riding priority should be given. Added to these, are the normal human aspirations for those things, which contribute to a better quality of life. Thus, the World Commission regards the major objective of development as the satisfaction of human needs and aspirations (Hunter, 1996). The main components of sustainability as interpreted by Brundtland are:

- *Revive growth,
- *Change quality of growth,
- *Meet basic needs,
- *Merging environment and economics in decision-making.
- *Conserve and enhance resources,
- *Reorient technology and manage risk,
- *Stabilise population,

(Kirkby et al, 1995; Reid, 1995)

Indeed, the definition of the World Commission has provoked a global debate investigating the meaning and the application of the phrase. According to Turner (1993), both an equity dimension

(intragenerational and intergenerational) and a social/psychological dimension (i.e. the term 'needs' is used rather than the economic term 'wants', which is tied into the concept of consumer sovereignty) are clearly highlighted by this definition.

Clearly the Brundtland statement has a strong people-centred ethical stance, concentrating on the satisfaction of human needs, rather than, for example, on protection of the environment in general as stated by WCS (World Conservation Strategy 1980) in which the concept of sustainable development first appeared (Kirkby et al 1995). However, it is criticised that while the environment is mentioned, it is given a passive role in the Commission's analysis; it does not impose any non-negotiable limits on sustainable use, independent of limitations on the abilities of humans to control it (after Norton 1992).

It has been argued that the words used in the definition introduced by the Brundtland Commission offer no hint of what sustainable development involves in practice, what commitments it requires and what the costs will be. However, some agree that despite its vagueness –indeed, perhaps because of it- the Brundtland definition makes an important statement (Reid, 1995). It has allowed a considerable consensus to evolve in support of the main idea that it is both morally and economically wrong to treat the world as if it were a business in liquidation (after Daly 1992).

In addition to its vagueness, the language of Brundtland's definition has a rhetorical quality, particularly in the second part of the definition, which gives it a powerful emotive appeal (Reid, 1995). In reminding us of the need to respect the limits of the planet's resources, the words-"without compromising the ability of future generations to meet their own needs"-avoid the negative prognostications of doomsday scenarios and the bluntness of dire warnings that we are fast approaching "limits to growth". Instead, they seem to strike two chords. First, they touch on our sense of guilt about what we have done to the planet, and second, and particularly relevant here, on a very deeply - rooted human desire to make sure our children's futures are provided for (ibid.). The dimensions of sustainable development definition introduced by the Brundtland commission are illustrated in figure 1.2.

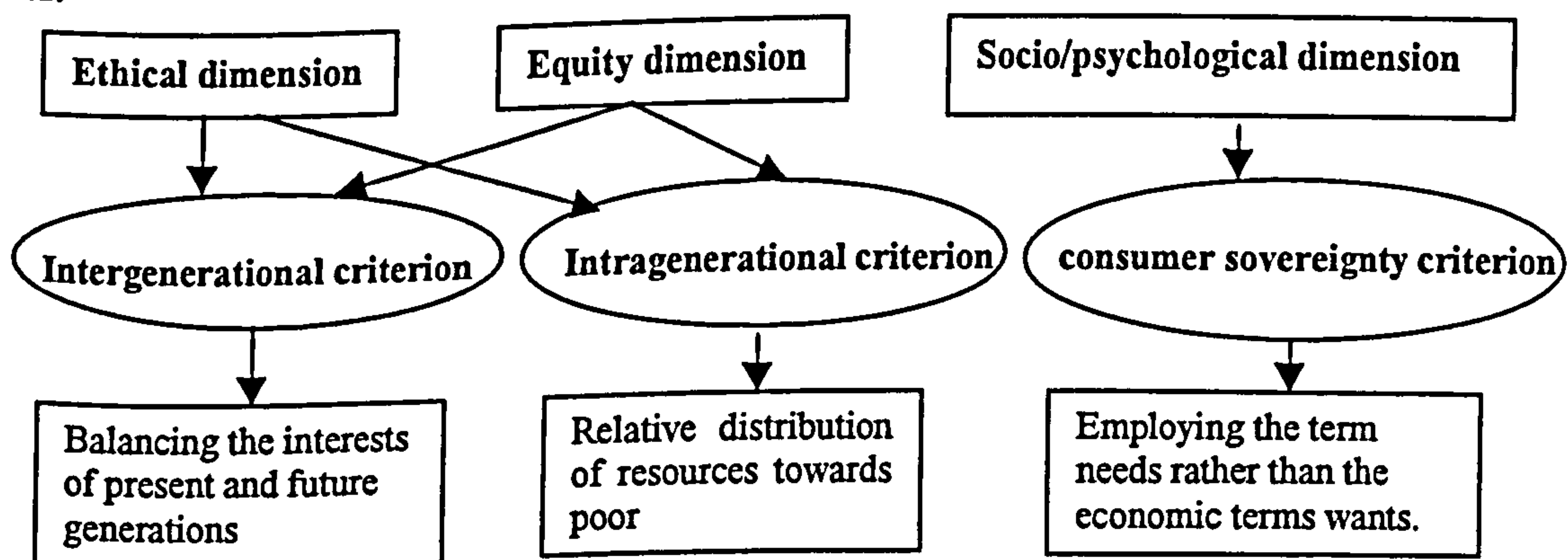


Figure (1.2): The dimensions of the definition of sustainable development
Source: extracted and adapted from Turner, 1993 P. 4; Kirkby, 1995 P.2.

Arguably, the Brundtland Commission and similar viewpoints are anchored to a greater or lesser extent to the technocentric world view and therefore advocate some version of a weak sustainability (WS) –

type approach (Turner, 1993). According to Turner the weak sustainability position (WS) does not single out the environment for special treatment, it is simply another form of capital (natural capital). WS is based on a very strong principle of perfect sustainability between the different forms of capitals. However, in the strong sustainability (SS) position, a non-declining stock of natural capital over time is a necessary condition for sustainability, because of sustainability limits in production processes as well as other factors (after Pearce et al. 1990; Pearce and Turner 1990).

O'Riordan (1993) pointed out that the Brundtland Report did, however, put the issue of sustainable development more firmly on the international political agenda. The traditional separation of development and conservation (and preservation) has inevitably led to division and disagreement between proponents of these two approaches, and this problem was discussed at length in the report (Butler, 1998). The requirements for sustainable development introduced by the report show how, at least in principle, the Brundtland Commission saw beyond technicalities and vague rhetoric and paved the way for UNCDE (after de la Court 1990) (see appendix 1.1).

3-Sustainable development during the 1990s

In 1989, the United Nations expressed deep concern about the 'serious degradation of the global life-support system' (Resolution 44/228) and convened the United Nations Conference on Environment and Development in Rio de Janeiro in June 1992 (Mowforth and Munt, 1998). The Conference also known as the Earth Summit, the Rio Summit, UNCED or UNCED'92 was attended by 178 governments, including 120 heads of state (ibid). The intention was to build on Brundtland's hopes and achievements to respond to pressing global environmental problems and to achieve agreement on principles and actions for sustainable development (Kirkby et al 1995, p.10).

The purpose and content of the conference were to "elaborate strategies and measures to halt and reverse the effects of environmental degradation in the context of strengthened national and international efforts to promote sustainable and environmentally sound development in all countries" (Mowforth and Munt, 1998).

The solution to global environmental problems identified by UNCED is economic development, which goes hand in hand with environmental protection, sustaining the resources on which development depends and spreading wealth more evenly. This type of development, termed '*sustainable consumption*' in the UNCED documentation, seeks ultimately to hand down to future generations the same opportunities as were inherited by the last (WTTERC, 1994, p.1). According to Mowforth and Munt., the results of the conference were foreseen in six parts:

- 1-an 'Earth Charter' or Declaration of basic principles;
- 2-agreement on specific legal measures;
- 3-an agenda for action-'Agenda 21';
- 4-new and additional financial resources;
- 5-transfer of technology;

6-strengthening of institutional capacities and processes.

However, not all the hopes of Maurice Strong, the UNCED Chairman, were to be realized (Reid, 1995). The immediate outcomes –the Rio Declaration, non binding treaties on climate change and biodiversity, forest principles, Agenda 21, and meagre financial commitments- fell far short of the envisaged aims of the conference (Mowforth and Munt, 1998). Most of the treaties were non-binding, the declarations were vague enough to please everyone, and the commitment of resources was paltry (ibid.).

Yet on the positive side, the UNCED represents a massive exercise in awareness - raising at the highest political level (Whiney, 1994: 69). It will hardly be plausible in future for any leading politician to claim ignorance of the links between development and the environment (ibid.).

The Rio declaration on Environmental Development comprises 27 principles for the achievement of sustainable development (Kirkby et al 1995). However, the broad goals of the Earth Summit were laid out in Agenda 21, the 40-chapter plan of action for achieving sustainable development that was signed by the leaders gathered in Rio (Brown et al, 1997). Agenda 21 is the first document of its kind to achieve widespread international agreement, reflecting a global consensus and political commitment at the highest level (Youell, 1998). Although not legally binding, Agenda 21 has moral and practical force. One of its greatest strengths lies in the fact that it was not produced by experts for governmental consent, but rather was negotiated, word by word, by representatives of the governments that will be responsible for its implementation (ibid.).

Agenda 21 places a strong emphasis on people and on their communities and organizations (including NGOs) in an approach which can be broadly described as “bottom-up” and which stresses the needs of the poorest (Reid, 1995). This landmark document concludes that “an environmental policy that focuses mainly on the conservation and protection of resources without consideration of the livelihoods of those who depend on the resources is unlikely to succeed” (Brown et al, 1997). Four groups of topics are considered in Agenda 21(table 1.1).

Table (1.1): The four groups of topics considered in Agenda 21
1-Social and economic development, including: international co-operation, poverty, sustainable consumption, population, health settlements, and integration of environment with development.
2-Resource management, including: atmosphere, land resource planning, deforestation, fragile ecosystems, mountains, rural development, biodiversity, biotechnologies, oceans, freshwater, toxic waste, hazardous waste, solid wastes and sewage and radio active wastes.
3-Strengthening the participation of major groups. This includes virtually everyone: women, children, indigenous people and NGOs are among groups specified.
4-Means of implementation includes finance, institutions, technology, transfer, sciences, education, capacity building, international institutions, law and information for decision making.

The UNCED' 92 has brought another debate to the international scene discussing the legacy of Rio. In 1993, O'Riordan pointed out that the post Rio picture is still confused, that the original expectations that 179 countries would somehow miraculously embrace the notion of sustainable development were hopelessly naïve, despite all the promises following the publication of the Brundtland Report. In addition, he argued that in the post-Rio age, there are no specific key indicators of success or failure.

In 1995, Reid pointed out that it is hard to assess the achievements of Rio. In a sense it is too early to do so, for the outcomes the many discussions held at UNECD and else where are still incomplete. Some indications suggest that Rio will be succeeded by more conventions, each possibly spawning new additions to institutional machinery (Reid, 1995).

In 1997, Brown et al argued that five years is not long enough to judge Rio's full legacy, but one lesson is clear: Although substantial progress has been made on specific environmental problems, the world has so far failed to meet the broader challenge of integrating environmental strategies into economic policy. They explained that by 1996, 117 governments have formed national commissions to develop these strategies- most made up of a diverse array of industry and non-governmental organisations (NGO) representatives as well as government officials. Unfortunately, most reports prepared so far are broad, rhetorical, self-congratulatory documents that describe existing environment and development programs but do little to redirect them. Too many of the strategies treat environmental issues as separate concerns to be addressed by environment ministries rather than as problems that are woven into the very fabric of the world economy (after World Resources Institute WRI 1996 in Brown. et al 1997). Nevertheless, in the five years since the Earth Summit, the international community has begun to embrace the concept of sustainable development and to use the notion to shift the priorities of existing agencies and programs (ibid.).

However, what can be said at least is the notions of sustainable development were at least aired and debated in Rio, and will continue to be the focus of attention in the many post-Rio gatherings to come (O'Riordan, 1993). The term has stuck...like it or not, 'sustainable development is with us for all time (ibid.).

From the previous analysis it is apparent that the relationship between the environment and development has passed through two subsequent stages and experienced two fundamental revolutions. According to Pearce (1993) these two revolutions are: "the first environmental revolution" of the late 1960s and early 1970s - a revolution characterised best by the debate about *environmental quality versus economic growth*. The second revolution of the late 1980s and early 1990s has revised many of the original concepts and arguments in the context of *sustainable development*. The differences between the two periods can be perceived from the responses of five broad questions (table 1.2).

Table (1.2): The differences between the first and the second environmental revolution

Criteria	Type of revolution	First Environmental Revolution	Second Environmental Revolution
Period		Late 1960s and early 1970s	Late 1980s and early 1990s
Diagnosis		Environmental quality versus economic growth	Sustainable development
Key questions: 1-Are environment and growth complementary or in conflict?		<p>*Many of the 1970 participants viewed growth and environment as incompatible.</p> <p>*The 1970s environmentalists assumed that environmental quality mattered, and used some scientific evidence to support the case, but they did not demonstrate the economic importance of environmental quality.</p>	<p>*In the 1980s the pendulum moved towards the view that growth and environment are potentially compatible.</p> <p>*The 1980s have seen the rapid development of techniques and practice in the measurement of economic damage and benefit from environmental change.</p>
2-What is the value of the environment?			
3-Is environment important in the developing world?		<p>*Most of the 1970s debate about natural environments was confined to the problems of the developed world.</p>	<p>*The 1980s debate expanded to embrace both the developing world and problems of the 'global commons' such as ozone layer depletion and global warming.</p>
4-Are we running out of resources?		<p>*Many of the 'limits' to growth in the 1970s were presented in terms of 'running out' of exhaustible resources.</p>	<p>*In the 1980s the emphasis switched from exhaustible resources to renewable resources.</p>
5-What is the focus of environmental concern?		<p>*The 1970s exhibited a market concern for global environmental threats.</p>	<p>*However, the 'global focus' expanded in the 1980s.</p>

Source: Extracted and adapted from Pearce D. W. (1993), PP. 70-74.

1.3 Sustainable development as a concept

As shown from the debate reviewed in the previous section, although sustainable development has brought to the global scene a popular theme, the concept of this term is still vague, similar to the democracy concept and liberty concept. This section however attempts to offer an analysis of the sustainable development concept and to review its different meanings and constraints.

1-The analysis of the linguistic meaning

In order to handle the concept of sustainable development we need first to investigate the linguistic meanings of both words that form the term. With regard to the first word, which is “sustainable”, according to the Oxford Dictionary (1961) means:

*Kept up without intermission or flagging; maintained through successive stages or over a long period; kept up or maintained at a uniform (esp. a high) pitch or level.

*Maintained at the same pitch.

*Maintained (in its full force) through its whole.

The verb “maintain” has been repeated several times. Indeed, this verb reflects three actions; continue, preserve and provide means for. While the first two actions need to be practised over a long period, the third supports and guarantees their strength throughout that period, as reinforced by the two phrases “at the same pitch” and “in full force”.

It is quite interesting to find that the Concise Oxford Dictionary (Ninth edition) (1995) has managed to include another meaning of the adjective “sustainable”, which has most probably been adopted from the global concern about environmental conservation and the emergence of the sustainable development theme. Here, sustainable: Ecol. (esp. of development) which conserves an ecological balance by avoiding depletion of natural resources.

In other words while the old editions of the Oxford dictionary do not mention ecological balance as one of the uses of the adjective, the new editions offer a new specific meaning by relating the adjective “sustainable” to the noun “development”. This shows the global acceptance of sustainable development as a concept and proves the impressive meaning it bears.

So far, the adjective “sustainable” infers three actions to be applied to the adjacent noun. Accordingly, the linguistic meaning of the adjective “sustainable” itself seems to be clear and obvious. However, how far this adjective will be meaningful when employed in a phrase or as a term, depends essentially on the level of vagueness or clarity of the noun that follows it. On the other hand, the efficiency of the adjective “sustainable” when employed in any phrase depends basically upon the adequacy of its three instruments mentioned above; continue, preserve and provide means for.

The question now is what the noun “development” that need to be continued, preserved and provided with instruments for its continuity means and how far this word as a single term is specific and

identifiable. The Oxford dictionary reads the following: development is the process or fact of developing; the concrete result of this process. It also gives another meaning: the gradual advancement through progressive stages; growth from within. Another phrase mentions that development is a gradual unfolding; a bringing into fuller view; a fuller disclosure or working out of the details of anything as a plan; a scheme; the plot of a novel.

With regard to the different meanings introduced by the Oxford dictionary, it becomes apparent that development entails a change from a specific position to a better condition. On the other hand, the word "gradual" has been used more than once, which implies that this change occurs gradually and cannot come into existence suddenly. In addition, the word "growth" has been employed to imply an increase in the activity or the thing being developed.

2-The scientific meaning of the term "development"

If we shift the investigation to development from a scientific point of view and review the literature in order to reach more reliable meanings of this noun, we will find out that development is a slippery term. It is one, which means different things to different people, and these meanings have changed over time (Wall, 1997). The term is value-laden, incorporating a mix of material and moral ideas encompassing both present and future states; what currently exists and how it came to be, as well as what might be brought into being in the future (ibid.)

Development is usually defined principally in terms of economic growth: as countries experience increased growth their productive capacity expands and they 'develop' (Redclift, 1989). The crudest, and most familiar, indicator of development is gross national product (GNP) (ibid.).

By tracing the historical application of the term development, Wall pointed out that in its early formulations it focused primarily upon economic matters (1997). However, by the mid-1970s the world started to realise that development is not only an economic process. The Proposal of Action published by the UN highlighted that development is growth plus change. Change, in turn, is social and cultural as well as economic, and qualitative as well as quantitative (after Esteva 1992 in Reid, 1995).

Definitions have tended to broaden over time and development has gradually come to be viewed as a social as well as an economic process, which involves the progressive improvement of conditions and the fulfilment of potential (Wall, 1997). Nowadays, the term "development" is used for a wide range of contexts ranging from world commerce and industry to the realms of social human welfare. We talk and hear talk of "economic development", "development opportunities", "development funding", "development aid", and "development assistance", "overseas development", "regional development", "social development", "community development" and even "human development"(Reid. 1995). "Sustainable " is by comparison a newcomer, and has not yet acquired its own range of overlapping and sometimes conflicting associations (ibid.).

The above analysis shows that the term “development” is broad and can be applied to different activities and seen from different angles. Talking about sustainable development, we still need to investigate what kind of development needs to be maintained and what the attributes or dimensions of this specific type of development are.

3-The analysis of the scientific meaning of the term “sustainable development”

Unfortunately, the more one examines the concept of sustainable development, the more illusory its apparent simplicity becomes. The term can be held to respondent different viewpoints according to one’s stance on the more general debate between economic development and resource conservation (Hunter, 1995a). The concept is plastic and can be moulded to “fit” widely differing approaches to environmental management (ibid.).

Sustainable development may be a chimera. It may mark all kinds of contradictions. It may be ambiguously interpreted by all manner of people for all manner of reasons. But as an ideal it is nowadays as persistent a political concept as are democracy, justice and liberty. Indeed, it cannot be disconnected from these three other ideas (O’Riordan, 1993).

According to Wood (1993, 7), sustainable development is an idea whose time has come, reflecting a convergence of scientific knowledge, economic, socio-economic, socio-political activity and environmental realities that would guide human development into the twenty-first century. It is a concept, which acknowledges the needs of the world’s poor and the limitations imposed on development by current levels of technical ability, social organisation and environmental variability (Wall, 1997). It can be viewed as a component of the alternative development paradigm. As in development as a whole, it may be regarded as a philosophy, a plan or strategy, or a product (ibid.).

The term ‘sustainable development’ is commonly used to refer to the counterpoint between physical and economic development and the environment. It is a human-centred concept (Countryside Commission, 1993) and requires a broader view of both economics and ecology than most practitioners in either discipline are prepared to admit, together with a political commitment to ensure that development is ‘sustainable’ (Redclift, 1989). Arguably, sustainability is becoming accepted as the mediating term, which bridges the gap between developers and environmentalists (O’Riordan, 1993).

The history of natural resource management over the last century would suggest that sustainable development is a term that has emerged in an attempt to reconcile conflicting value positions with regard to the environment and the perception that there is an environmental crisis that requires solution (Hall, 1998).

Indeed, its beguiling simplicity and apparently self-evident meaning have obscured its inherent ambiguity (after O’Riordan, 1989). Kirkaby et al (1995) pointed out that both “sustainable” and

“development” are rational and enlightened concepts. Forget the environment and development and go for growth. Surprisingly, many environmentalists hate the term “sustainable development” precisely because “it appears to licence economic growth” (after Holmberg and Sandbrook, 1992 in Kirkby et al 1995).

A review of the literature shows that “sustainable development” and “sustainability” are used with a range of meanings (Reid, 1995). “Sustainable development” usually refers to the process “developing” in a sustainable way, to be defined as the book proceeds, and also to the “goal” of that process; “Sustainability” refers to the concept of sustainable development, and also –confusingly –both to a state of sustainable resource use, not necessarily the same as sustainable development, as in “ecological sustainability” and to a state in which the goals of sustainable development have been achieved (Reid, 1995).

According to the Countryside Commission (December 1993), the world is constantly changing as natural forces and human activities interact. Sustainability seeks the most benign forms of these interactions. It is a dynamic process, not an absolute state. The countryside commission regards that sustainability implies that human use and enjoyment of the world’s natural and cultural resources should not, in overall terms, diminish or destroy them. Indeed, the Countryside Commission group highlighted that different disciplines have contributed their own perspectives to sustainability. The economic and ecological domains are most generally recognised. The concept also has significant social and cultural dimensions (Countryside Commission, 1993).

Sustainability is an ‘essentially contested concept’ (after Gallie 1955), that is, a concept the use and application of which is inherently a matter of dispute (Hall, 1998). The reason of this is the degree to which the concept is used to refer a ‘balance’ or ‘wise’ use in the way in which natural resources are exploited. The appropriateness of such an approach and the very way in which ‘wise use’ is defined will depend on the values and ideologies of various stakeholders (ibid.).

According to O’Riordan (1993) the notion “sustainability” applies most conveniently to the replenishable use of renewable resources. The aim is to benefit from the advantages provided by such resources to the point where the rate of ‘take’ equals the rate of renewal, restoration or replenishment. O’Riordan introduced three levels at which sustainability principles might operate:

- A) environmental development in poor Third World countries;
- B) putting into effect the concept of best practicable environmental option;
- C) trading environmental losses for environmental gains in project evaluation.

Mckercher (1993) offered another view of sustainability mentioning that the inherent vagueness of ‘sustainability’ is its greatest weakness. At present, it is being used by both the industry and the conservation movement to legitimize and justify their existing activities and policies although, in many instances, they are mutually exclusive. He pointed out that rather than acting as a catalyst for change,

sustainability may serve to entrench and legitimize extant policies and actions, thus exacerbating rather than resolving conservation/development conflicts.

With regard to the above analysis, sustainable development could be viewed as an appropriate development that avoids the pitfalls of past development. This will lead to a significant question: what are the components or features of sustainable development that this distinctive form of development would offer or be expected to offer to future eras?

According to the analysis of the term “sustainable development” introduced by Kirkby et al (1995), the main components of sustainability are **environment, growth and equity**. While different workers have conceived sustainability as relating to only one of these three variables, hence sustainable growth or sustainable environment, Brundtland believes that all three may be achieved as sustainable development (Kirkby et al 1995). According to the Brundtland report equity, growth and environmental maintenance are simultaneously possible with each nation achieving its full economic potential and at the same time enhancing its resource base (Kirkby et al, 1995).

Kirkby et al (1995) break down the components of sustainability to indicate the complexity of sustainable development (figure 1.3). In this respect they commented that it is possible, for example, to have growth on a global scale but not necessarily in each nation or within the rural and urban sectors of each nation or in both components of each nation.

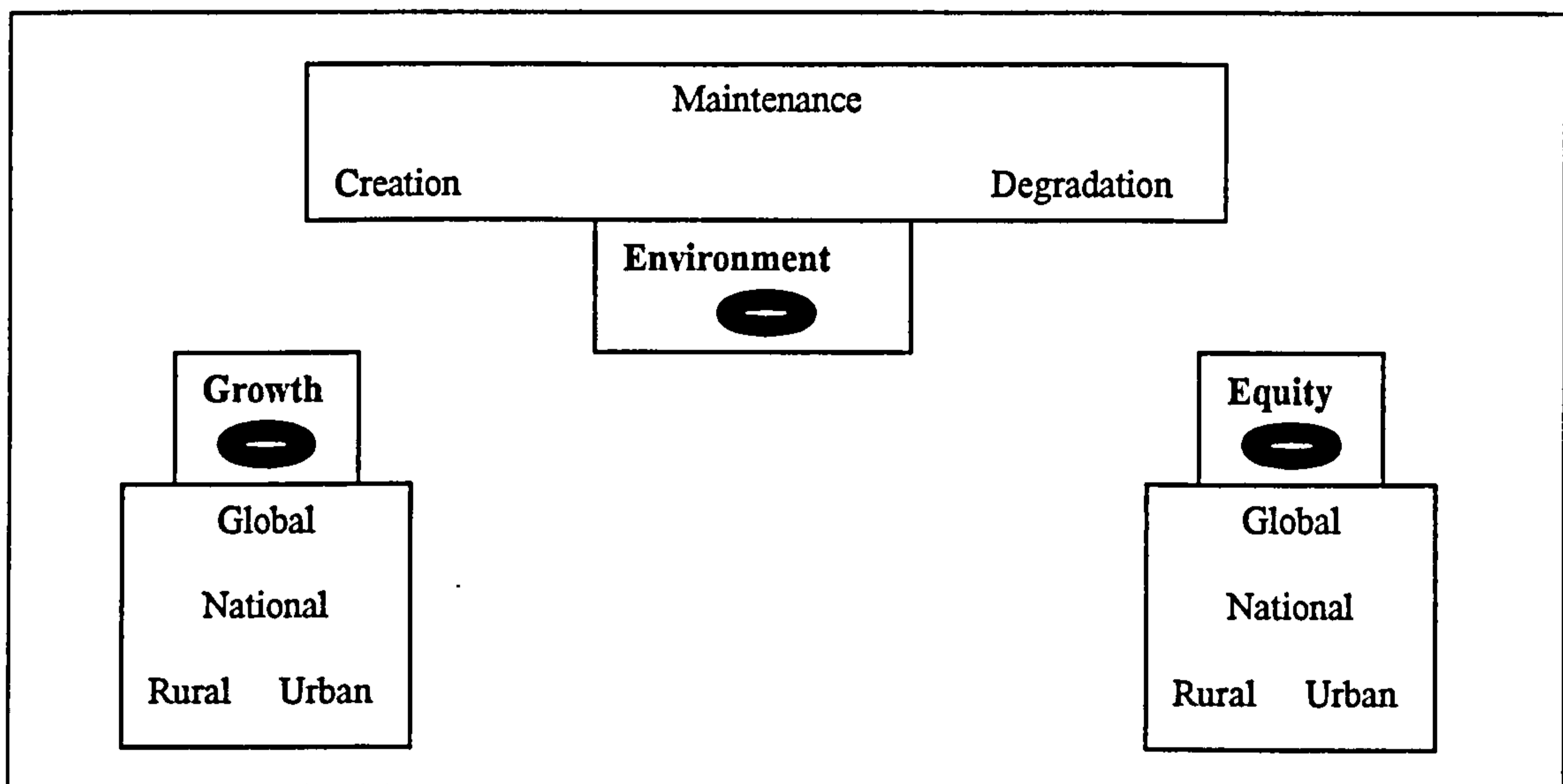


Figure (1.3): The complexity of sustainable development
Source: Kirkby et al (1995).

4-Obstacles towards sustainability

Nevertheless, there are some obstacles facing sustainable development. According to Reid the most obvious obstacles to sustainable development are lack of awareness of the issues, the political unacceptability of “obvious” steps forward, the opposition of entrenched interests, and the inadequacy of institutional mechanisms for integrating environment and development. Here it should be highlighted that one of the profound weaknesses of sustainable development is the shortage of reliable

national key of indicators to provide measurements of progress towards sustainable development. Although this task on a global level is the responsibility of international organisations such as CSD (Commission on Sustainable Development) along with UN agencies, each country or state still needs to set its own indicators. This should be conducted on both national and local levels. In addition, each economic industry or activity needs to search for the most appropriate indicators measuring its level of progress towards sustainable development along with commitment to the components of sustainable development mentioned above. In order to fulfil sustainable development, such indicators should be social, environmental and economic.

Ekins (1993) outlined the scope of the challenge that needs to be met in order for economic activity to be environmentally sustainable (Hall and Lew, 1998). He argues that certain conditions need to be rigorously adhered to with respect to resource use, pollution and environmental impacts:

- *destabilisation of global environmental features such as climate patterns and the ozone layer must be prevented;
- *important ecosystems and ecological features must receive absolute protection in order to maintain biological diversity;
- *renewable resources must be maintained with sustainable harvesting measures rigorously enforced;
- *non-renewable resources must be used as intensively as possible;
- *depletion of non-renewable resources should proceed on the basis of maintaining minimum life expectancies of such resources and technological innovations;
- *emissions into the biosphere should not exceed the biosphere's capacity to absorb such emissions; and
- *risks of life-damaging events from human activity, e.g. nuclear power generation, must be kept at a very low level.

Clearly, meeting such conditions for sustainability is a major political economic and environmental issue as it requires new ways of thinking about the nature and purpose of development and growth, and the role of individuals, government and the private sector in developing sustainable features, a concern that is increasingly at the forefront in the analysis of tourism (Hall and Lew, 1998, P.3).

Figure 1.4 illustrates the concept of sustainable development perceived from both a linguistic analysis and the review of literature and breaks down the meaning of the terms; "sustainable" and "development" and attempts to present relationship as the concept of sustainable development requires.

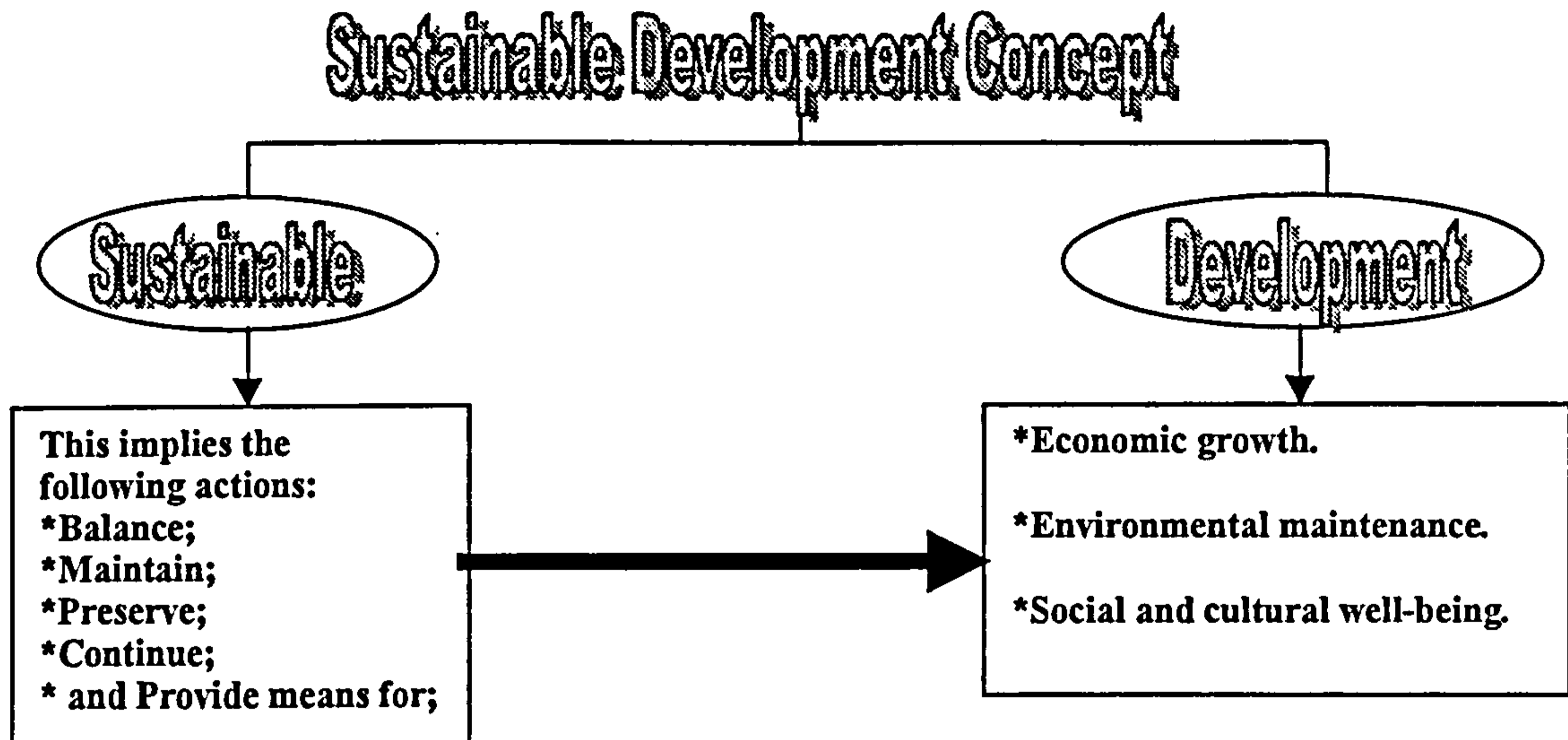


Figure (1.4): The concept of sustainable development.

1.4 Sustainability and the impacts of tourism

Before asking how tourism has borrowed the concept of sustainability in the implementation of its development mechanism and before exploring when the new concept of sustainable tourism development first emerged, we still need to know why tourism is eager to adopt the themes of sustainable development. Indeed, as an economic and social activity, tourism has specific characteristics, which can tend to predispose it to adverse impacts on social, economic, environmental and other resources, although the effects are not necessarily adverse (Bramwell. et al, 1996, p.35).

Arguably, the adoption of the concept of sustainable development in tourism reflects the concern about the impacts of tourism on the destinations. Apparently, the pressures imposed by those impacts are the main causes, at least the obvious ones, which led tourism developers and planners to seek methods for the mitigation of the negative aspects of tourism. Sustainable development as shown in the previous section is a paradigm whose principles can be adopted by various industries for the avoidance of the severe negative impacts caused by their development activities.

Hence, it is worthwhile to allocate this section for presenting the different impacts caused by tourism and reviewing the positive and negative aspects of such impacts. This will highlight the negative economic, environmental and socio - cultural impacts of tourism, which constitute the major threat both the continuity of tourism as an activity and the sustainability of its positive aspects for the host destinations. However, it should be noted here that the review on the methods and instruments that have been developed for measuring, controlling and limiting such impacts is out of the task of this section as such instruments relate basically to the function of tourism planning and management (see the next chapter).

Indeed, in the 1950s and 1960s, as world tourist activity began to grow, it was generally seen to be good for the tourist, good for the tour operators, hoteliers and other tourism businesses, and good for the economies of tourist destinations (Callaghan, 1994). However, as tourism activity increased in the

1970s, concern over its negative effects on destinations also increased (ibid.). Since then, the negative impacts of tourism have attracted considerable attention and continue to be a cause for concern (after Michaud, 1983 in Coccossis, 1996). Many of these impacts derive from so-called ‘mass tourism’, which has predominated in the past and is likely to do so in the future. However, the impacts of tourism may also be positive (Coccossis, 1996). (Figure 1.5)

Tourism impacts result from the interaction between tourists, with their associated developments, and the host environments. Both parties to this interaction, and transaction, are multi-dimensional in character (Glasson, 1995). According to Coccossis (1996), four broad categories of tourism impacts of tourism are identified:

- *on natural ecosystems and resources-soil, fauna, flora, landscape, air;
- *on the built environment, in particular the architectural heritage;
- *on local societies – cultures, values and attitudes, etc;
- *on local, regional and national economies.

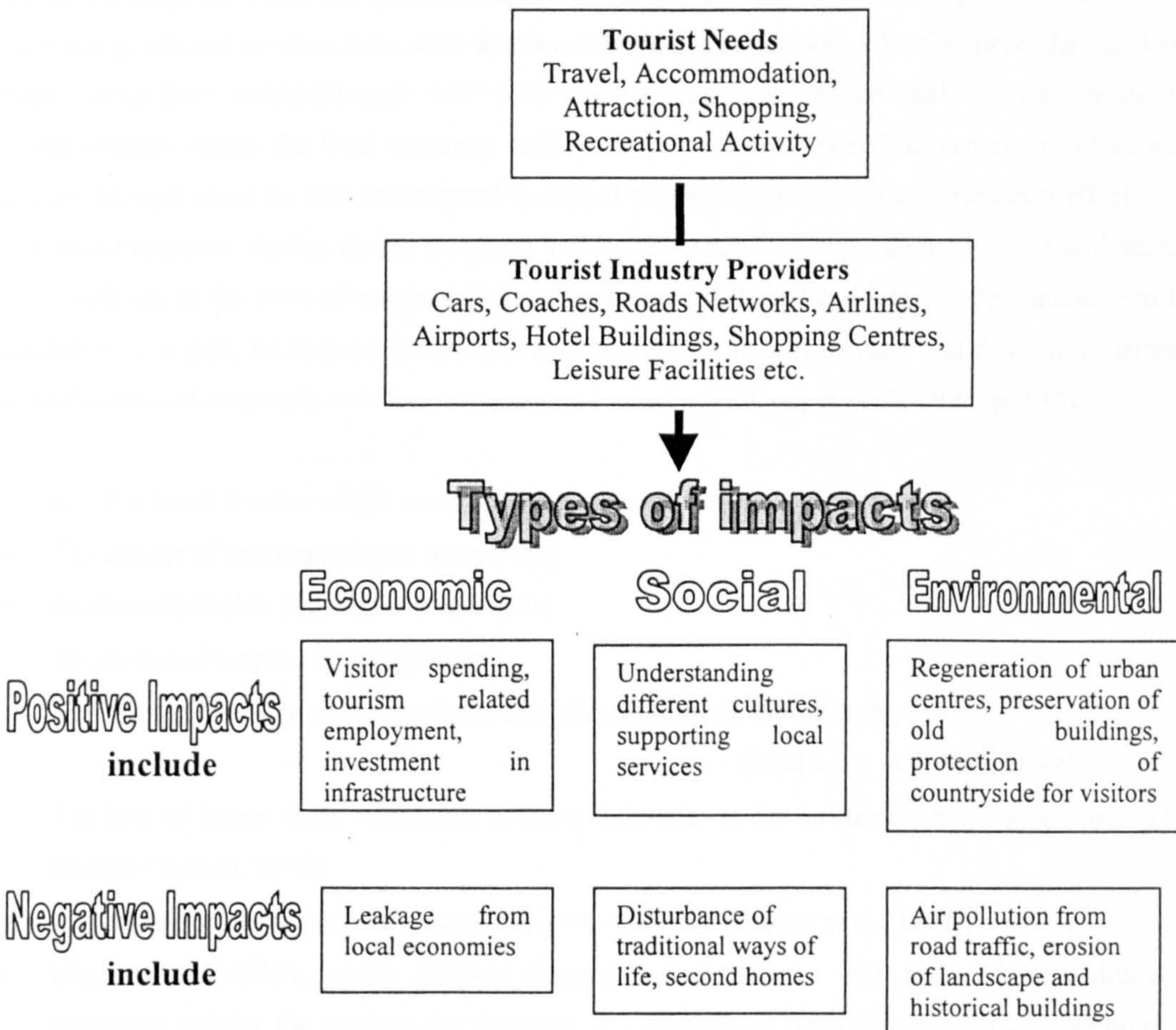


Figure (1.5) : The basic impacts of tourism
 Source : Based on Callaghan, et al, (1994), p.262.

1-Economic impacts

According to Youell tourism's economic impacts fall into broad categories, namely (1998, p.139):

- Wealth generation
- Employment creation (the ability to stimulate both direct and indirect job opportunities).

Increasingly, developed and developing nations look to the tourism industry to have a positive impact on their economic activity, by contributing to the gross national product (GNP), supporting the country's balance of payments and creating employment opportunities (Youell, 1998). Central, regional and local governments gain directly from tourism through the collection of direct and indirect revenues (ibid.).

Cooper et al have outlined three levels of positive economic impacts:

1-direct impacts: assessed as the value of tourist expenditure *less* the value of imports necessary to supply those 'front-line' goods and services.

2-indirect impacts: Here, the establishments that directly receive the tourist expenditure also need to purchase goods and services from other sectors within the local economy. Furthermore, the suppliers of these 'front-line' establishments will also need to purchase goods and services from other establishments within the local economy and so the process continues. The generation of economic activity brought about by these subsequent rounds of expenditure is known as the indirect effect.

3-induced impacts: finally, during the direct and indirect rounds of expenditure, income will accrue to local residents in the form of wages, salaries, distributed profit, rent and interest. This addition to local income will, in part, be re-spent in the local economy on goods and services and this will generate yet further rounds of economic activity. (Cooper et al., 1998, p. 130).

On the other hand, tourism might cause negative economic impacts such as:

- The danger of overdependence on tourism;
- Increased inflation and higher land values;
- An increased propensity to import and
- The seasonality of production and the low rate of return on investments;

(Mathieson and Wall, 1992)

- The loss of labour from traditional, primary industries to the seemingly more glamorous jobs in tourism (Youell, 1998);
- Leakage of tourist expenditure out of the local economy (Cooper et al., 1998);
- Displacement effect, where tourism development substitutes one form of expenditure and economic activity for another. For instance, if a destination finds that its all-inclusive hotels are running at high occupancy levels and returning of reasonable yield on the investment, the construction of an additional all-inclusive hotel may simply reduce the occupancy levels of the existing establishments. This means that the destination may find that its overall tourism activity has not increased by as much as the new business from the development (Cooper et al., 1998, p. 130);

- The creation of other opportunity costs.

According to Frechtling the term economic costs covers all costs, both private (which are paid explicitly by the traveller for goods and services in the marketplace) and incidental (which represent other sources that are sacrificed in the process: all the disutility generated by the production process that is not recompensed by traveller purchases). The economic costs term refers to the value that must be sacrificed (called the opportunity cost by the economists) in order to provide the visitor experience. Frechtling. also pointed out that like economic costs, the term social costs cover all the costs of the visitor experience. It is the sum of private costs and incidental costs, emphasising the total cost to the society (1994, p. 364). Table (1.3) outlines the economic benefits and costs explained above.

Table (1.3): The economic benefits and costs of tourism

Economic Benefits of Travel and Tourism	Outline of the Costs of Travel and Tourism
<p>I-Primary or Direct Benefits</p> <p>A. Business receipts</p> <p>B. Income</p> <p> 1- Labour’s and proprietor’s income</p> <p> 2- Dividends, interest, and rent</p> <p> 3- Corporate profits</p> <p>C. Employment</p> <p> 1- Private employment</p> <p> 2- Public employment</p> <p>D. Government receipts</p> <p> 1- National</p> <p> 2- State or province</p> <p> 3- Local</p> <p>II-Secondary Benefits</p> <p>A. Indirect benefits generated by primary business outlays, including investment</p> <p> 1- Business receipts</p> <p> 2- Income</p> <p> a. Labour’s and proprietor’s income</p> <p> b. Dividends, interest, and rent</p> <p> c. Corporate profits</p> <p> 3- Employment</p> <p> 4- Government receipts</p> <p>B. Induced benefits generated by spending of primary income</p> <p> 1- Business receipts</p> <p> 2- Income</p> <p> a. Labour’s and proprietor’s income</p> <p> b. Dividends, interest, and rent</p> <p> c. Corporate profits</p> <p> 3- Employment</p> <p> 4- Government receipts</p>	<p>I-Private costs</p> <p>II- Incidental costs</p> <p>A. Direct incidental costs</p> <p> 1- Life-quality costs</p> <p> a. Congestion</p> <p> b. Pollution</p> <p> c. Danger to life, health, and property</p> <p> 2- Fiscal costs</p> <p> a. Public services</p> <p> b. Public investment</p> <p>B. Indirect incidental costs</p> <p> 1- Life-quality costs</p> <p> 2- Fiscal costs</p>
<p>Source : Frechtling, (1994), P. 363.</p>	<p>Source: Frechtling, (1994), P. 364.</p>

2-Environmental impacts

Tourism and the environment, whether natural or man-made, are inextricably linked. Indeed, without an attractive environment, tourism cannot flourish and remain sustainable in the long term (Youell, 1998). Hence, it is not surprising to find out that most modern books and articles on sustainability in tourism dwell at length on the negative impacts on the environment, typically drawing evidence from the more extreme examples stemming from mass tourism holiday packages (Middleton and Hawkins, 1998).

However, as well as contributing to harmful effects on the environment, tourism can also act as a catalyst for environmental improvements (Youell, 1998). Cooper et al summed up the direct environmental positive impacts associated with tourism in the following:

- *the preservation/restoration of ancient monuments, sites and historic buildings, such as the Great Wall of China (PRC), the Pyramids (Egypt), the Taj Mahal (India), Stonehenge and Warwick Castle (UK);
- *the creation of national parks and wildlife parks, such as Yellowstone Park (USA), the Amboseli National Park and the Maasai Mara National Reserve (Kenya), Las Canadas (Tenerife), the Pittier National Park (Venezuela), Fjord Land National Park (New Zealand);
- *Protection of reefs and beaches, the Great Barrier (Australia), Grand Anse (Grenada); and
- *the maintenance of forests such as the New Forest (UK), Colo I Suva (Fiji).

(Cooper et al, 1998,P.151)

With regard to negative environmental impacts, the literature offers dozens of articles and textbooks (Briassoulis and Straaten, 1992; Glasson et al; Hunter and Green, 1995, Krippendorf, 1987; Mathieson Wall, 1992). Green et al. outlined the major potential environmental impacts caused by tourism in the checklist presented in table (1.4).

Table (1.4) : Green's checklist of the environmental impacts caused by tourism

The natural environment

(a) Changes in flora and fauna species composition

- Disruption of breeding habits
- Killing of animals through hunting
- Killing of animals in order to supply goods for the souvenir trade
- Inward or outward migration of animals
- Destruction of vegetation through the gathering of wood or plants
- Change in extent and/or nature of vegetation cover through clearance or planning to accommodate tourism facilities
- Creation of wildlife reserve/ sanctuary

(b) Pollution

- water pollution through discharges of sewage, spillage of oil/petrol
- Air pollution from vehicle emissions
- Noise pollution from tourist transportation and activities

(c) Erosion

- Compaction of soils causing increased surface run-off and erosion
- Change in risk of occurrence of land slips/slides
- Changes in risk of avalanche occurrence
- Damage to geological features (e.g. tors, caves)

Continued

- Damage to river banks

(d) Natural resources

- Depletion of ground and surface water suppliers
- Depletion of fossil fuels to generate energy for tourist activity
- Change in risk of occurrence of fire

(e) Visual impact

- Facilities (e.g. buildings, chairlifts, car parks)
- Litter

The built environment**(a) Urban environment**

- Land taken out of primary production
- Change of hydrological patterns

(b) Visual impact

- Growth of the built-up area
- New architectural styles
- People and belongings

(c) Infrastructure

- Overload of infrastructure (roads, railways, car-parking, electricity grid, communications systems, waste disposal, and water supply)
- Provision of new infrastructure
- Environmental management to adapt areas for tourist use (e.g. sea walls, land reclamation)

(d) Urban form

- Changes in residential, retail or industrial land uses (move from houses to hotels/boarding houses)
- Changes to the urban fabric (e.g. roads, pavements)
- Emergence of contrasts between urban areas developed for the tourist population and those for the host population

(e) Restoration

- Re-use of disused buildings
- Restoration and preservation of historic buildings and sites
- Restoration of derelict buildings as second homes

(f) Competition

- Possible decline of tourist attractions or regions because of the opening of other attractions or a change in tourist habits and preferences

Source: after Green et al., 1990, in Cooper et al., (1998), PP 155-156.

By shedding more light on the environmental impacts of tourism on the protected areas that are considered the most sensitive areas possessing outstanding ecological and wildlife attractions, we will find out that tourism impacts, if not properly managed, might become pressures causing ecological changes and disturbance to wildlife species. Appendix (1.2) illustrates the potential effects of tourism on protected areas, which are considered the most fragile tourist sites sensitive to any change.

3-Social impacts

There are two views of social impacts of tourism. The first perspective considers socio-economic impacts while the other side handles socio - cultural impacts. Table (1.5) presents both types of tourist social impacts.

Indeed, the literature shows a tendency towards emphasising the socio - cultural impacts of tourism that are as described by Harssel. (1994) often less tangible than economic effects and have been more difficult to quantify.

Table (1.5): Potential Social Impacts of Tourism

Impacts	Positive Aspects	Negative Aspects
<p><i>Socio - economic</i></p> <ul style="list-style-type: none"> *Individual economic independence *Labour force displacement *Changes in employment *Changes in land value *Improved living standards *Changes in political economic system 	<ul style="list-style-type: none"> *Wages; upward mobility *Migration to tourism region for employment *Employment in tourism sector; acquisition of new skills *Increased value of land *Improved services, facilities, and infrastructure. *Growth of new elite; growth of depressed regions 	<ul style="list-style-type: none"> *Conflict in traditional societies *Forced migration of residents from region *Seasonal unemployment; abandonment of traditional forms of employment *Higher land prices; conflict over land use; competition for natural resources *Inflation generated by tourism *Splits in national unity
<p><i>Socio - cultural</i></p> <ul style="list-style-type: none"> *growth in undesirable activities *Social dualism *Demonstration effect *Culture as a commercial commodity *Growth of resentment and hostility 	<ul style="list-style-type: none"> ----- *Cross-cultural exchange; widened dimensions *Stimulation to improve living standards * Preservation of cultural heritage; revival of traditional art forms; growth of pride ----- 	<ul style="list-style-type: none"> *Growth in crime, drugs, gambling, and prostitution *Conflicts in values and life-style *Frustration; increased spending; growth in import bill *Culture loses meaning as it is commercialised for tourists; stereotypes and artificial products develop *Growth of servile attitude, violence, and conflict

Source: Crandall (1994), P. 415.

The socio - cultural impact of tourism is manifested through an enormous range of aspects from the arts and crafts through to the fundamental behaviour of individuals and collective groups (Cooper et al.,

1998). According to Cooper et al the impacts can be positive, such as the case where tourism preserves or even resurrects the craft skills of the population or the enhancement of cultural exchange between two distinct populations. The impacts can also be negative, such as the commercialisation and bastardisation of arts and crafts and the commercialisation of ceremonies/rituals of the host population. The impacts can also detract from cultural exchange by presenting a limited and distorted view of one of the populations (ibid., p.169).

From the analysis presented above concerning the different impacts of tourism, it is apparent that the relationship between tourism and the environment is complex and dynamic (Callaghan et al, 1994). On the other hand, it is often difficult to differentiate between the impacts of tourism and the impacts of other forms of human activity. Some impacts of tourism are very direct and easy to detect, but others are not. In some instances, the effect of tourists may be to accentuate environmental problems that already exist in an area (ibid.).

According to Wall and Wright (1997), environmental impact statements of any kind are extremely difficult to make. Mathieson and Wall, highlighted the following five reasons:

1-In many tourist destination areas, public use has existed for long periods of time so that it is now almost impossible to reconstruct the environment minus the effects induced by tourism. However, failure to establish baseline data will mean that it will be impossible to fully assess the magnitude of changes brought about by tourism.

2-The problem of disentangling the role of man from the role of nature is compounded because many impacts of tourism result from normal environmental processes whose actions are speeded up by the intervention of man. For instance, weathering and erosion are natural processes but can become major problems when exacerbated by man.

3-The complex interactions of tourism phenomena make total impact almost impossible to measure, as many impacts of tourism are manifested in subtle and often unexpected ways. In other words, primary impacts give rise to secondary and tertiary impacts and generate a myriad of successive repercussions, which are usually impracticable to trace and monitor.

4-Spatial and temporal discontinuities between cause and effect mean that a considerable time may elapse before the full implications of any activity are apparent. Thus, there are great difficulties in establishing both temporal and spatial constraints for undertaking impacts studies.

5-A fifth methodological issue is the selection of impact indicators. There is a problem in the identification of which variables best indicate a changing situation and, in consequence, of what to measure.

The question must be: should tourism be limited in order to avoid its severe negative impacts or can any alternative method/ methods be adopted?. Krippendorf offered an answer to this question in his textbook entitled the holidaymakers, which is regarded as one of the leading academic writings to have guided tourist scientists into the sustainable development path. Below is an amended quotation from Krippendorf's textbook:

I do not belong to those critics of tourism who, due to its negative consequences, would like to limit it drastically, or even abolish it altogether, though I do have some understanding for such severe reactions.....I cannot observe the world wide effects of tourism without great concern, nor can I help being disappointed at the lack of positive action aimed at improving the current state of affairs despite many useful proposals.Those who live as tourists and those who live off tourists must become aware of the fact and accept a new hierarchy of values. *Their common goal must be to develop and promote new forms of tourism, which will bring the greatest possible benefit to all the participants – travellers, the host population and the tourist business, without causing intolerable ecological and social damage. We have so far neither sought nor found such forms, nor mentioned how they would be implemented.*

Source: Extracted from Krippendorf, 1987, p.106.

The following sections will trace the steps of adopting the concept of sustainability in tourism and will show how the recent use of the term sustainable tourism has started, at least in theory, a new distinctive stage of tourist industry development. This will also show that, as the sustainable tourism debate develops, it has extended beyond an analysis of the impacts of tourism operations, to propose practical steps to be taken by the industry, host populations, planners and tourists (after Inskip, 1991; Krippendorf, 1987 in Bramwell and Lane, 1993b).

1.5 Sustainable development and tourism

As presented previously in sections (1.2 & 1.3) the global significance towards sustainable development proves a concern of the different economic and development activities in adopting this theme. Tourism development, like other developments, must be politically acceptable, socially responsible and environmentally sound (Lickorish et al, 1991). The new catch phrase is responsible tourism or sustainable tourism (ibid.).

Accordingly, this section has been divided into two sub-sections. The first sub-section (1.5.1) presents an overview of the history of adopting the sustainable development term in tourism, which shows that the move towards environmental conservation is not a new phenomenon, as tourism critically needs the protection of its resources and attractions for its continuity. The second section however (1.5.2) attempts to present the debate provoked by the term sustainable tourism and offers some of the views claimed by both critics and proponents of sustainability in tourism.

1.5.1 The adoption of sustainable development in tourism

During the past two decades, as tourist numbers have mounted, the need for strategies that link tourism and conservation of the natural and cultural- or heritage-base have been acknowledged by both observers and practitioners of the tourist industry (Sace, 1993). For instance in 1973 the Pacific Asia Travel Association convened a workshop entitled Tourism Builds a Better Environment. In 1980 the influential Manila Declaration further shaped thought concerning tourism, environment and culture; and in 1982 the United Nations Environment Program stressed the need for environment protection and enhancement as essential in any tourist development (ibid.).

However, the literature shows that the concept of sustainable tourism seems to have emerged first in the Alpine lands of Europe during the late 1970s (Bramwell and Lane, 1993b). According to Lickorish et al, Sustainable tourism was first mooted in Switzerland as an antidote to the environmental damage being caused in the Alps by the skiing industry. Indeed, since Swiss academic Jost Krippendorf (1987) wrote about tourism's role as a potential burden on cultures, economies and environments in his seminal work, sustainable tourism has become the orthodoxy for those studying travel and tourism (Butcher, 1997).

These events, of course, have occurred within a global milieu that has increasingly witnessed efforts to link sectoral activities with sustainable development (Sace, 1993). As with many other forms of economic activity, tourism has become inextricably linked with the concept of sustainable development, and much attention has been paid to 'sustainable tourism' (Hall and Lew, 1998). At the same time, the rise in environmental consciousness has seen the parallel appearance of a large number of 'alternative' forms of tourism, along with a great deal of ideological and polemical debate about the role of tourism in development and its impacts on societies, economies and environments (Hall and Lew, 1998).

These early debates led to a growing number of pilot projects: the issues raised by both discussions and projects are now seen to be of crucial importance for tourism businesses, planners and environmentalists, as well as for travellers themselves (Bramwell and Lane, 1993b). Accordingly, it is not surprising that global bodies such as the United Nations, governments, local councils and tourism non-governmental organizations, such as Alpaction and Tourism Concern, have adopted sustainable tourism as their outlook (Butcher, 1997).

As shown in section (1.3), the term sustainable development involves on the global scene argument and criticism due to the vagueness of the term and the unspecific instruments for its implementation. This is certainly what has happened in its adoption for achieving sustainable tourism (Stabler, 1997). Butler pointed out that the application of the principles of sustainable development to tourism as a distinct sector has inevitably raised difficulties (1998). He emphasised that while the original call for sustainable development (WCED 1987) discussed the application of the principles with respect to a number of contexts, tourism was not specifically discussed. Thus a generalised statement of principles relating to the global environment has been adapted to a specific but unmentioned sector of that environment (Butler, 1998, p. 30).

In addition, Mowforth and Munt (1998) argued that despite its size, the travel and tourism industry was not included as a separate item on the Rio conference agenda. Arguably, the ignoring of tourism is a common feature of the way in which it has traditionally been regarded by public sector agencies (after Wall 1991 in Butler, 1993). Where it has been considered as a development feature, it has often been viewed as a 'soft' option, which can be developed relatively easily and does not require much in terms of specific planning or resources (Butler, 1993, p.28). While this view has changed somewhat over the

last few years, as the magnitude and importance of tourism has begun to be appreciated, ignorance about the activity and many of the processes associated with it is still widespread (Butler, 1993, p.28).

Widespread interest in sustainable development has captured the attention of tourism industry representatives and researchers and has resulted in the promulgation of sustainable tourism (Wall, 1997). Mowforth and Munt pointed out that although key sections of Agenda 21 address business, industry and trade unions, it is primarily directed at governments and educators. The action taken by the former in particular has a bearing on the tourism industry, at both national and local levels. International government agreements may also affect certain tourism sectors (1998).

**Table (1.6): The charter for sustainable tourism
April 1995: World Conference on Sustainable Tourism**

Reflecting the problems and opportunities offered by tourism and mindful of recommendations from Agenda 21, the Universal Declaration of Human Rights, the Manila Declaration on World Tourism, the Hague declaration, Tourism Bill of Rights and Tourist Code, the conference formulated a Charter for Sustainable Tourism.

Extracts from the Final Resolution of the Charter illustrate its importance.

1-The Conference recommends state and regional governments to draw up urgently plans of action for sustainable development applied to tourism.

2-The Conference agrees to refer the Charter for Sustainable Tourism to the Secretary of the United Nations, so that it may be taken up by the bodies and agencies of the United Nations system...for submission to the General Assembly.

Outline of principles and objectives

1-Tourism development should be based on the criteria of sustainability. It should be: ecologically bearable; economically viable; and ethically and socially equitable for local communities.

2-Tourism should contribute to sustainable development and be integrated with all aspects of the environment, respecting fragile areas and promoting the assimilation of impacts so that these lie within capacity limits.

3-Tourism must consider its effects on the cultural heritage and traditions of local communities.

4-Participation of all actors in the process is essential.

5-Conservation of the natural and cultural heritage involves co-operation.

6-The satisfaction of tourists and preservation of destinations should be determined together with local communities and informed by sustainable principles.

7-Tourism should be integrated into local economic development.

8-Tourism development should improve the quality of life.

9-Planning tourism is important.

10-Equity of the benefits and burdens of tourism should be sought.

11-Special priority should be given to environmentally and culturally vulnerable areas and areas already degraded.

12-Alternative forms of tourism compatible with sustainable principles should be promoted.

13-Research should be promoted.

14-Environmental compatible management systems should facilitate a sustainable tourism policy.

15-The travel industry should promote sustainable development, exchange experiences etc.

16-Particular attention should be paid to transportation and the use of non-renewable energy.

17-Codes of conduct should be established for the main actors.

18-All necessary measures should be implemented to promote awareness of sustainable tourism among all involved in tourism.

Source: Extracted and adopted from Mowforth and Munt, 1998; after Martin 1995 in France, 1997

According to Mowforth and Munt, Agenda 21 impinges on tourism in two ways. First, tourism is specifically mentioned as offering sustainable development potential to certain communities, particularly in fragile environments. Second, tourism will be affected by Agenda 21's programme of

action because its many impacts may be altered by the legal framework, policies and management practices under which operates.

These guided the World Conference on Sustainable Tourism held in Lanzarote, Canary Islands, Spain in 1995, which offered a charter for sustainable tourism (whose principles and objectives are summed up in the above table) (France, 1997).

1.5.2 Sustainability as a concept in tourism

As explained in the previous section the tourism industry does not have any inherent claim to sustainability (Woodley, 1993). However, since the introduction of the concept of sustainable development, most economic activities have been considered and discussed in the context of the idea. While some activities such as fishing and forestry lend themselves easily to the context, at least in principle, others, such as mining do not (Butler, 1993). Tourism is an activity which, it has been argued (after Sadler, 1988), should lend itself to the concept of sustainable development not only easily, but enthusiastically, because in so many cases tourism is dependent upon the maintenance of the natural environment and natural processes for its own survival (Butler, 1993). It has also been argued however, that despite this being generally acknowledged, in reality, little progress has been made to make tourism sustainable within the meaning of the term sustainable development (ibid.).

This has resulted in another global debate discussing and examining the possibility of adopting the concept of sustainability in tourism and highlighting the constraints and difficulties that would confront the new adopted concept of sustainable tourism or sustainable tourist development. It should be noted here that although there is no fundamental disagreement over the aims of sustainability and the benefits it would offer to tourism, the argument is still about two core questions: is it practically possible to adopt the principles of sustainability for tourism? and if so how can such principles be implemented?

This argument has resulted in two different points of view, which represent advocates and proponents on one side and critics and commentators on the other. The first group is optimistic as it considers sustainable tourism as an appropriate approach for any future tourism development. The advocates of this view say that sustainable tourism could exist through balanced tourism development, which is able to implement compatible strategies, plans and techniques for the conservation of ecological and socio-cultural values along with economic values. Some of them have introduced the concept of alternative tourism as a claim that new more sustainable tourism forms can be used as instruments for implementing sustainability and for avoiding the negative impacts of the other traditional mass tourism forms.

However, the other group is to a great extent realistic. According to its opinion it is practically difficult for most destinations to achieve the real principles of sustainable tourism development. Even if this happens, there will be some other costs. The advocates of this view doubt the ability to encompass all the principles of sustainability in tourism. Some argue that the sustainable development concept is a

holistic and slippery term and cannot easily be employed in an evolutionary dynamic activity and fragmented industry like tourism. Others see that to claim and presume that some alternative forms of tourism could be used as instruments for achieving the principles of sustainable tourism cannot be taken for granted.

The next section (1.6) will offer an overview of the most significant issues of sustainability in tourism, resulted in this debate among researchers, planners, academics, marketers, tourists and other practitioners in the tourism industry. However, we still need first to know what sustainable tourism or sustainable tourism development means and what the benefits of such tourism forms or tourism development forms are (table 1.7). (The difference between sustainable tourism and sustainable tourism development will be discussed in another sub-section.)

Table (1.7): Sustainable tourism definition and benefits.

Sustainable tourism is defined as a model form of economic development that is designated to:

- *Improve the quality of life of the host community,
- *Provide a high quality of experience for the visitor, and
- *Maintain the quality of the environment on which both the host community and the visitor depend.

The benefits of sustainable tourism

- *Sustainable tourism encourages an understanding of the impacts of tourism on the natural, cultural, and human environments.
- *Sustainable tourism ensures a fair distribution of benefits and costs.
- *Tourism generates local employment.
- *Tourism stimulates profitable domestic industries.
- *Tourism generates foreign exchange to the country and injects capitals into the local economy.
- *Tourism diversified the local economy.
- *Sustainable tourism seeks decision-making among all segments of the society.
- *Tourism stimulates improvements to local transportation and other basic community infrastructure.
- *Tourism creates recreational facilities, which can be used by local communities as well as domestic and international visitors.
- *Nature tourism encourages productive use of lands.
- *Cultural tourism enhances local community esteem and creates greater understanding among people of diverse backgrounds.
- *Environmentally sustainable tourism demonstrates the importance of natural and cultural resources to a community's economic and social well being and can help to preserve them.
- *Sustainable tourism monitors, assesses and manages the impacts of tourism, develops reliable methods of environmental accountability, and counters any negative effect.

Source: Summarised from Globe 90 Conference, Tourism Stream, Action Strategy adopted at Vancouver, BC, Canada in McIntyre G. et al, WTO,1993, p.11.

The Federation of Nature and National Parks in Europe (1993, p5) defined sustainable tourism as an activity which '...maintains the environmental, social and economic integrity and well being of natural, built and cultural resources in perpetuity' (Butcher, 1997). According to Archer and Cooper the concept of sustainability is central to the reassessment of tourism's role in society. It demands a long-term view of economic activity, questions the imperative of continued economic growth, and ensures that consumption of tourism does not exceed the ability of a host destination to provide for future needs. In other words, it represents a trade-off between present and future needs (p. 87 in Cooper et al, 1998, p.457).

Thus, sustainable tourism development recognises the interdependency between the long-term viability of economic investment in tourism projects, programmes and policies and the successful management of the natural, built and human resource bases (Hunter and Green, 1995). Therefore, sustainable tourism development seeks to maintain and enhance the quality of life, and the quality of the tourist experience, at destination areas through the promotion of economic developments which conserve (and where necessary preserve), local natural, built and cultural resources (ibid.). Moreover, sustainable tourism development recognises the links between destination areas and the wider environment and, therefore, seeks to contribute to regional, national and global resource conservation and preservation measures in order to advance intra - and inter-generational equity of access to wealth-generating natural resources (ibid.).

According to Hunter and Green one of the most detailed investigations into the meaning of sustainable tourism development is provided by Cronin (1990, p.13):

In the case of the tourism industry, sustainable development has a fairly specific meaning-the industry's challenge is to develop tourism capacity and the quality of its products without adversely affecting the physical and human environment that sustain and nurtures them.

The benefits of sustainable tourism development can be observed from figure 1.6, which represents the difference between the two different approaches; old style tourism and sustainable tourism.

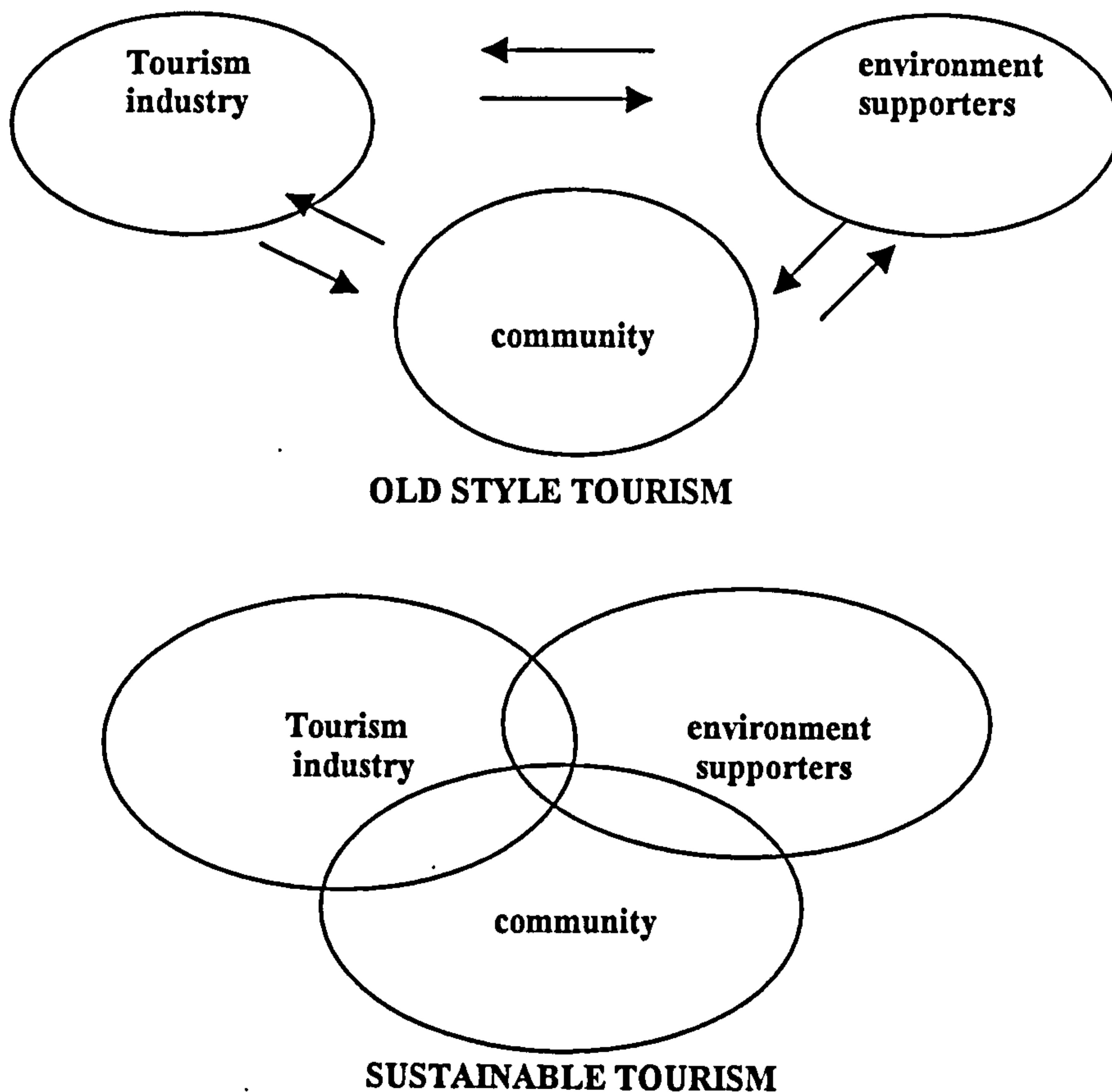


Figure (1.6): Partners of sustainable tourism development
 Source:McIntyre et al , (WTO). 1993, pp.17.

Muller (1997) pointed out that the objective of environmentally and socially compatible tourism has a lot to do with 'qualitative growth'. Thus the objective is to influence the magic pentagon (figure 1.7) with the following angles:

- *economic health,
- *subjective wellbeing of the locals,
- *unspoilt nature, protection of resources,
- *healthy culture,
- *optimum satisfaction of guest requirements.

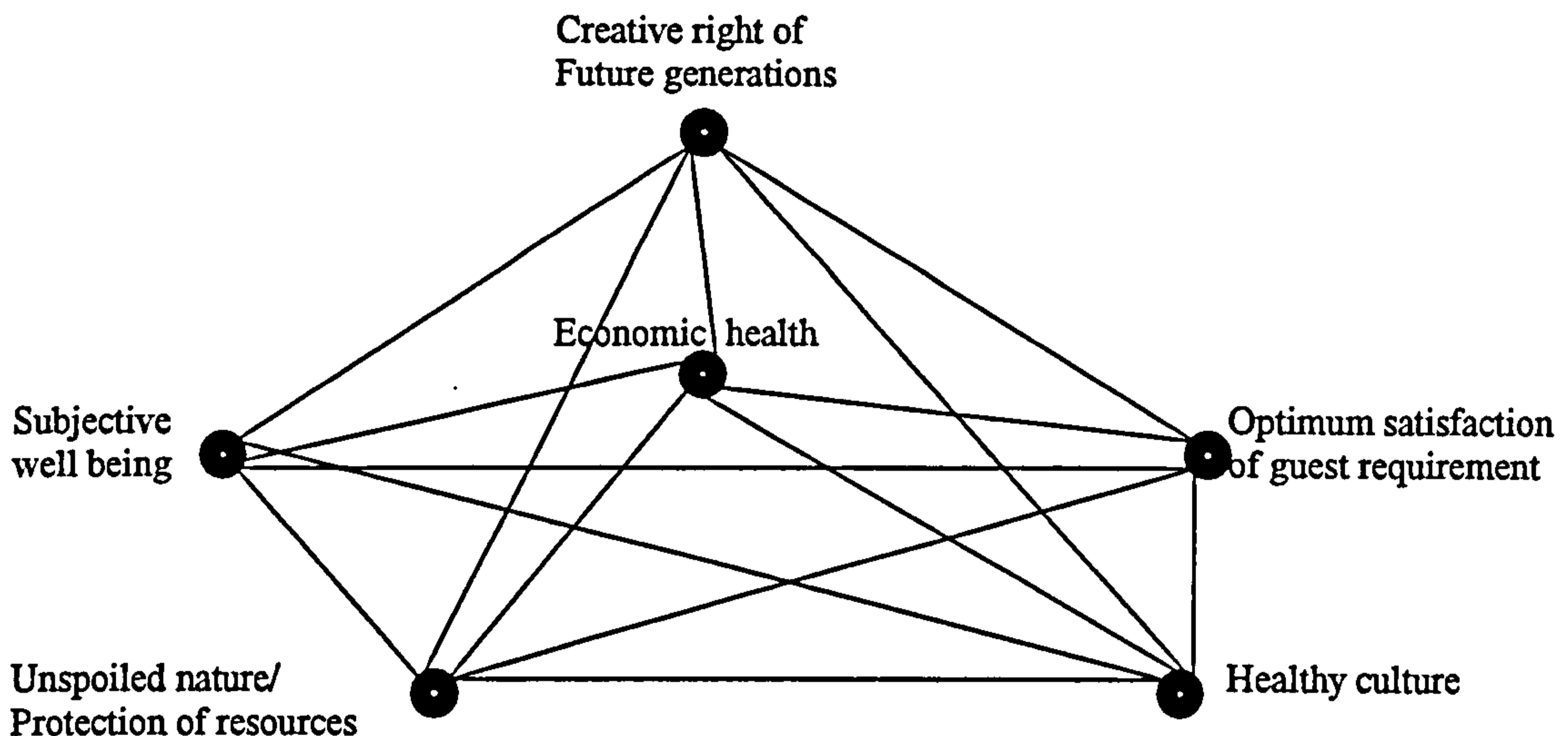


Figure (1.7): Tourism development's magic pentagon-Pyramid.
Source: Muller (1997), p. 31.

Nevertheless, the core issues that surround sustainable development, particularly with respect to tourism, still remain; that is, a 'balanced' form of development that allows us to conserve the natural environment while also allowing it to be exploited so as to ensure economic growth (Hall, 1998). It is not cheap, it needs a responsible approach, careful management and controlled planning, creative and selective marketing, education and training (Lickorish. et al, 1991, p.33).

Butler argued that overall sympathy for the goals of the concept does not necessarily translate into acceptance of costs and sacrifices that actual application may entails (1998). In some traditional tourist destination countries, while sustainable development and sustainable tourism may be officially promoted, rarely is more than lip service paid to the application of the concept, especially where this would involve reducing the numbers of tourists, or more importantly the tourist spend and employment generated (ibid.). However, there is an increasing tendency of both thinking academics and practitioners to concede that a trade-off between environmental and market goals is inevitable (Stabler, 1997, p.14).

Presently, the argument raging in tourism circles appears to be more about the extent to which eco- or green tourism is suitable and the management of the resource base to conserve its attractions and allow

continued development of the industry, with passing reference to the implications of its growth for local communities' socio - cultural and economic structure (Stabler, 1997).

With regard to the opportunities and challenges facing sustainability in tourism and according to Cooper et al, there are a number of forces that promote sustainable tourism:

*Consumer pressure: for example in the form of vacation decisions being taken on the basis of environmental considerations.

*Public authority planning guidelines.

*Movements towards environmental impact assessment and environmental auditing.

However, the opportunities presented above are contrasted by mentioning primarily economic, forces resisting the adoption of sustainable tourism, in particular:

*The economic imperative of the tourist industry and developers, which may put return on investment and profit before longer-term considerations.

*Some regions and developing countries where the need for foreign exchange and employment is felt to outweigh environmental considerations.

(Cooper et al, 1998, p. 108)

Butler raised some questions that surround the application of the sustainable development concept on tourism: how can we balance the 'needs' of existing and potential tourists against the needs of local populations for resources and space, who should be charged with formulating such an equation (those in origin areas, present and future, or those in destination areas, present and future), and what should we do if, as almost inevitably will occur, there is disagreement over the result? (1998, p32).

According to Butler, the application of the principles of sustainable development to tourism as a distinct sector was inevitably raised difficulties. Muller (1997) explained four factors that make achieving sustainable development so difficult, and are summarised in table 1.8.

In addition, Stabler, 1997 argued that to date in the tourism literature, and indeed in a wider context of economic development in both developing and developed countries, there is a supposition that sustainability is universally acceptable on ethical grounds. He suggested that the question as to the relationship between ethics, economics, the environment and sustainable tourism needs to be raised while handling the application of sustainability to tourism.

From the above analysis of the adoption of sustainable development concept in tourism, it is apparent that the application of sustainability to tourism is not a simple operation and cannot be easily achieved. This bears hopes and frustrations, success and pitfalls, opportunities and challenges, which all have resulted in many sub-issues that have been discussed and debated under the umbrella of sustainable tourism development. The following section attempts to gather and offers a group of significant sub-issues that are still under examination concerning the broad domain of sustainable tourism.

Table (1.8): What makes achieving sustainable tourism development so difficult?

factors of difficulty	factor analysis
1-with sustainable tourism development we are reaching a <i>saturation point</i> .	-there are too many 'experts' with too much advice on the one hand and too few agents with too little time to act on the other.
2-continuing pressure from <i>demand</i> .	-the boom factors in tourism growth.
3-increasing <i>hedonistic philosophy</i> of many people.	-although empirical research reveals a growing awareness of responsibility towards future generations and more environmental consciousness, the trend towards indulging in pleasure and living life to the full continues virtually undiminished.
4-needs for a <i>change paradigm</i> .	-mere talk and a few isolated change of attitude are not enough to achieve genuine environmentally and socially compatible tourism development

Source: adapted from Muller, 1997, p.32-33.

1.6 Issues to be discussed regarding sustainability in tourism

Although inadequacy of literature concerning a specific subject constitutes a fundamental obstacle confronting any researcher, the abundance of what has been written about this particular topic can be considered a challenge as well. The domain of sustainable tourism is new and even agreement about the interpretation of the scientific term 'sustainable tourism' is still subject to discussion and debate. However, the literature dealing with sustainability in tourism seems to be very generous, possibly because of the importance of the sustainability subject to tourism and the critical need for the implementation of its principles in an industry that depends mainly on sensitive natural and socio-cultural attractions. It could also be because of the difficulty of applying such principles to tourism due to the different dimensions of the sustainability concept and the complexity of tourism as an activity. There are some other possibilities behind the importance given to sustainable tourism. One suggests that the sustainable tourism domain still needs further scientific research and examination of the different approaches of applying this concept to tourism. Thus it should be regarded from different angles, which entails more elaborated planning schemes and adequate co-operative efforts. The other possibility implies that sustainable tourism is no more than a fashionable concept that sounds good and what has been written about it is bigger than it actually is.

Whatever the reasons behind this abundant literature that their investigation is not the core mission of the present research, this has made the task of reviewing the different ideas and views quite difficult. There are dozens of articles, books and periodicals that could be used. Thus, in order to facilitate the task of a literature review on sustainability in tourism, the researcher has found it worthwhile to classify what has been written under this broad and ambiguous subject into main themes that each of them examines or discusses a specific issue concerning sustainability in tourism. Table (1.9) offers a list of the sub-issues that will be discussed in the following sub-sections under the title sustainability and tourism.

Table (1.9): Main sub-issues implied by the literature to be discussed under the title sustainability and tourism

- 1- Sustainable tourism or sustainable tourism development.
- 2- Sustainable tourism – all partial?
- 3- Sustainable tourism development and the different stakeholders.
- 4- Large scale traditional mass tourism forms versus small-scale alternative tourism form-theoretically or practically?
- 5- Approaches to sustainable tourism development.

1.6.1 Sustainable tourism or sustainable tourism development

Hence a generalised statement of principles relating to the global environment has been adapted to a specific but unmentioned sector of the environment, therefore, it is not surprising, that there has been confusion and disagreement over what the principles really are in the context of tourism, and how they may be put into practice (Butler, 1998: 30). The question is what sustainable development, which underpins sustainable tourism, means (Stabler, 1997). It does not suggest, on the one hand, minimal environmental protection consistent with continued economic development as measured by increases in gross national product (GNP) per head, nor, on the other hand, does it signify economic stagnation with the implementation of draconian protective measures (ibid.).

Indeed, the tourism industry itself, on the whole, equates sustainability with viability, interpreting the term in two ways. First, it wishes to ensure the long-term survival of tourism businesses and so considers the sustainability of the market and how best to maintain conditions conducive to the profitable operation of firms. Second, as part of the maintenance of an appropriate market environment, tourism firms acknowledge that the resource base should be sustained so that it will continue to be attractive to tourists. Thus the industry should have a vested interest in protecting destination environments if only so that it can achieve its own objectives (Stabler, 1997, P. 14).

Butler (1993: 29) offered two contrasting definitions of sustainability within tourism. *Firstly and according to Butler, sustainable development in the context of tourism could be taken as: tourism which is developed and maintained in an area (community, environment) in such a manner and at such a scale that it remains viable over indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and wellbeing of other activities and processes.*

This is not the same as *sustainable tourism, which may be thought of as tourism which is in a form which can maintain its viability in an area for an indefinite period of time (Butler, 1993, p.29).*

As Wall pointed out the distinction between the two definitions mentioned above is critical as it is essentially a distinction between a multiple sector and a single sector approach to development (1997, p.44) (also see the next sub section). He explained that the second definition places the emphasis on the perpetuation of tourism to the neglect of other potential uses of scarce resources. The first definition, however, acknowledges that tourism is unlikely to be the sole user of resources and that a balance must

be found between tourism and other existing and potential activities in the interests of sustainable development. In other words, trade-offs between sectors may be necessary in the interests of the greater good (ibid.). Thus it is important to take into consideration the relationship between tourism, other activities and processes, and the human and physical environments in which tourism is taking place (Butler, 1993).

Wall (1997) approached the distinction between the two different definitions by mentioning that sustainable development is a form of alternative development, which in turn is one among a number of development paradigms. Sustainable tourism, although rooted in the sustainable development paradigm, is an inadequate concept (also see the next sub-section). While it has drawn attention to the need to achieve a balance between commercial and environmental interests, and has even spawned several successful examples of energy efficiency and recycling among tourist operations, as a single-sector concept it fails to acknowledge the intersectoral competition for resources, the resolution of which is crucial to the achievement of sustainable development (Wall, 1997).

Accordingly, the quest for sustainable tourism may be sufficient to meet the narrow interests of the tourism industry but the search for sustainability more broadly conceived, in which the tourism industry may be a partner and in which tourism is viewed as a means rather than an end, is likely to address more fundamental development goals (Wall, 1997, p.47).

It could also be argued that sustainability means 'making things last-what is being made durable can be an ecosystem, an economy, a culture, an industry, an ethnic grouping and so on (after Pearce 1988, in Milne, 1998). Thus sustainable tourism could be understood as an activity that strives for its continuity and tries to overcome all external and internal challenges that might affect its stability and existence. Indeed, this interpretation is different from what the concept of sustainable development aims at and might oppose this concept in some specific applications. For example, it might suggest that the main effects of holding out the prospect of sustainability are simply to appease our conscience as tourists and to open up more markets for the industry, effects which only further add to the volume of tourism and to its adverse impacts (Bramwell and Lane, 1993b). However, we still need to examine what the challenges, pressures and changes face tourism, which have resulted in approaching sustainability in tourism from this perspective.

Cooper C. et al (1998, p.448-449) identified two types of influence that drive the change in tourism:

*Firstly, there are a number of influences that are outside the control of tourism itself and yet will have an impact upon its development. These can be termed **exogenous variables**.

*Secondly, the changing nature of the tourism system itself is also driving change internally within the sector. These influences can be termed **tourism-related variables**.

Indeed, there are global factors that constitute challenges future tourism. In addition, each tourist destination might separately confront other constraints and challenges that could affect the

sustainability of its tourism activity. Theobald (1994) pointed out that if the process of achieving sustainable forms of development in a growing tourism industry is a formidable challenge, the task takes on additional dimensions when set against the many forces for change facing the industry as it moves into the next century (in Wahab and Pigram, 1997). Tourism certainly is a highly sensitive and vulnerable activity and it is not without reason that tourists have been described as 'shy birds', who can be scared off by any number of real or perceived threats to safety, health and property, or financial well-being (Wahab and Pigram, 1997). According to Wahab S. and Pigram J. changes impinging upon the nature and scale of tourism in the modern world may be categorized as geopolitical, socio-economic, technological and environmental. Poon (1997) summarised the forces that are driving the new tourism in the following: (Figure 1.8)

- *consumers;
- *technology;
- *management techniques;
- *production practices; and
- *frame conditions

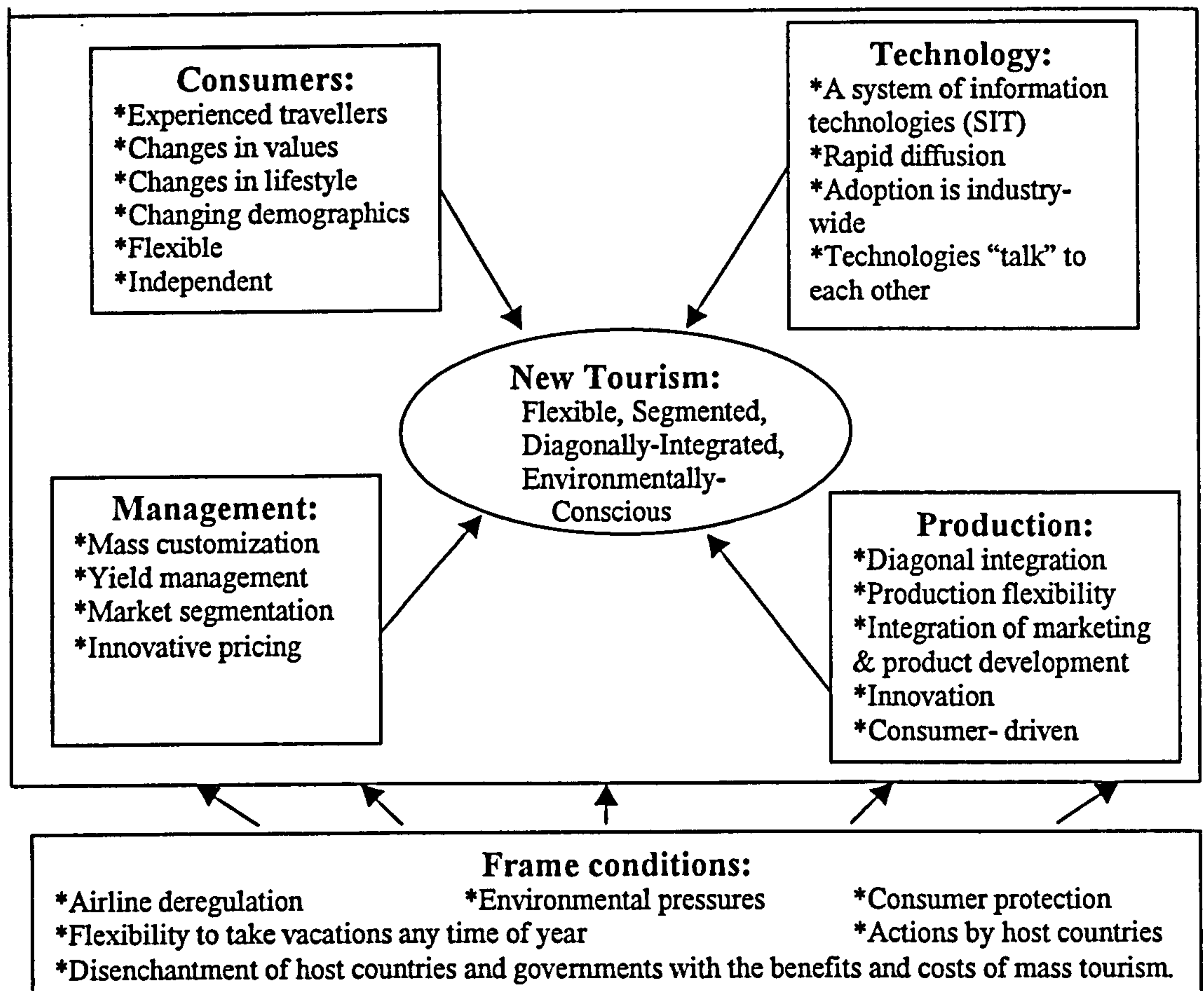


Figure (1.8): The driving forces of the new tourism.

Source: Poon (1997), p.49.

By shedding more light on the global environmental changes and their impacts on tourism, and according to Middleton and Hawkins (1998), there are six main environmental issues judged likely to affect the future for travel and tourism. These factors are:

- 1-Population growth
- 2-Global warming and the 'greenhouse effect'.
- 3-Ozone layer depletion
- 4-Acid rain
- 5-Deforestation, desertification and degradation of land resources
- 6-Pollution and depletion of water resources

(See appendix 1.3 for the explanation of each factor)

The factors mentioned above show the global changes that might affect the sustainability of tourism as an activity. However, there are some other negative impacts from the tourism industry itself and which need to be assessed and controlled in order to mitigate their influence on tourism continuity (see section 1.4). These two facts imply the application of an appropriate form of development, which can mitigate all the challenges and the threats that might undermine the continuity of tourism as an activity. Sustainable development, however, has been introduced to the international world as a threshold for achieving balanced appropriate development. Hence the adoption of sustainable development for a specific activity is expected to offer and provide it with the instruments needed for its sustainability. This means that the adoption of sustainable development in tourism is supposed to guarantee the continuity of tourism as an activity, which implies that sustainable tourism development is broader than sustainable tourism. Although the latter seeks methods for making tourism a continuous and permanent economic activity, sustainable tourism development offers a broader perspective as it takes into account both the continuity of the activity itself and the preservation of the resources needed for such activity in a balanced way that considers and respects the needs of other economic activities in using such resources.

However, sustainability in tourism can be regarded from different points of views, each offering a specific interpretation suggesting a different application of the term to tourism. Coccossis offered the various perspectives and interpretation of the term sustainability in tourism, which has been extracted and summarised in table 1.10.

Table (1.10): The wide margin of sustainability in tourism interpretation and perspective.

Interpretation	Interpretation approach	Strategy
<i>Economic sustainability of tourism</i>	Interpretation from a sectorial point of view according to which the basic goal is the viability of tourist activity. <i>(tourist activity approach)</i>	As the focus of concern is tourist activity, the emphasis of such strategy would imply strengthening, upgrading and even differentiation of the tourist product, often relying on organizational and technological solutions and innovations. Investment in infrastructure to increase capacity and improve services, 'resort beautification' programmes, the provision of new facilities, i.e. congress halls, water parks, etc, are some of the policy tools used in the context.
<i>Ecologically sustainable tourism</i>	Interpretation based on ecology as a sociocultural and political view. <i>(conservationist approach)</i>	Priority should be placed on the protection of natural resources and ecosystem.
<i>Sustainable tourist development</i>	Sustainability is defined on the basis that the need to ensure the long-term viability of the tourist activity, recognizing the need to protect certain aspects of the environment. (This approach, essentially based on an <i>economic perspective, recognizes that environmental quality is an important factor of competitiveness and should be protected.</i>	Protection extends over those aspects or dimensions of environmental quality which are directly involved in the development and marketing of the tourist product, usually aesthetics, monuments cleanliness of beaches, traffic regulations, creation of reserved areas, etc.
<i>Ecologically sustainable economic development by which tourism is a part of a strategy for sustainable development.</i>	Sustainability is defined on the basis of the entire human/environment system. <i>(More balanced and integrated approach, which is closer to contemporary thinking on tourism.</i>	Environmental conservation is a goal of equal importance to economic efficiency and social equity. Tourism policies are integrated in social, economic and environmental policies but do not precede them.

Source: Extracted from Coccossis (1996), p 8 - 9.

The above interpretation, 'tourism as part of sustainable development', is the main and most acceptable application of sustainability as it encompasses the different benefits and goals sustainable development seeks to offer. In this case it is considered a part of the sustainable development paradigm and cannot be regarded as an independent domain that can work separately. This will be the focus of the following sub-section.

The following figure illustrates the position of each of the above interpretations among the sustainability three angles.

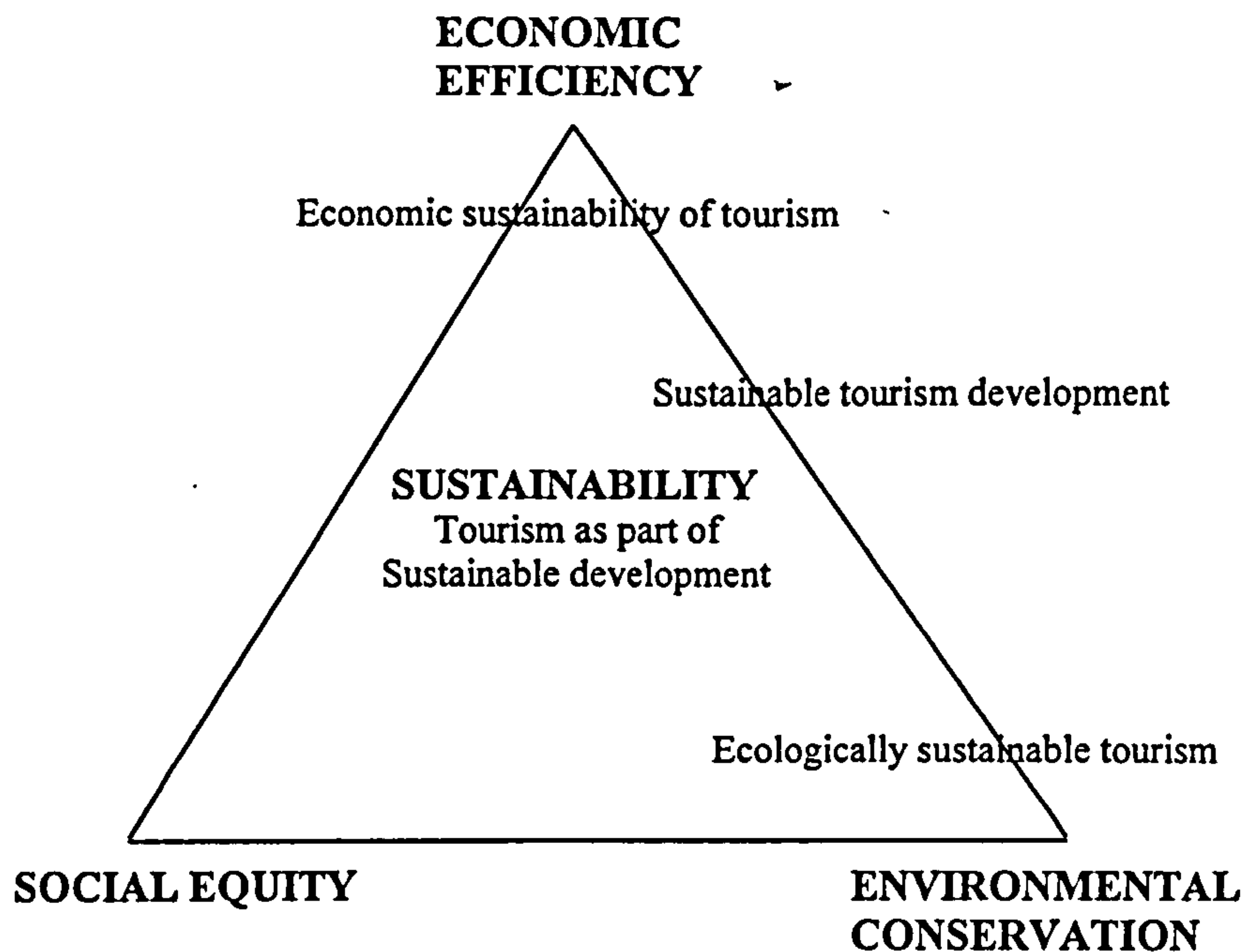


Figure (1.9): Interpretation of sustainable tourism
Source: Coccossis (1996), p.10.

1.6.2-Sustainable tourism – all partial?

According to Butler (1998: 28), to talk of sustainable tourism in the sense that tourism could (and should) achieve sustainable development independently of other activities and processes is philosophically against the true nature of the concept, as well as being unrealistic. He highlighted that it is clearly illogical and unrealistic to contemplate sustainability in any one sense alone, such as economic sustainability, and equally, one might argue that it is inappropriate to discuss sustainable tourism any more than one might discuss any other single activity. Given the fact that at the global scale we are dealing with a closed system, clearly we cannot hope to achieve sustainability in one sector alone, when each is linked to and dependent upon the others (ibid.). Thus, calls for sustainable tourism to be developed irrespective of whether other interrelated segments are to be sustainable or not is inappropriate and contradictory (Butler, 1998, p. 28).

Hunter (1995b) argued that the *predominant paradigm of sustainable tourism development* is too tourism-centric, parochial and, therefore, inherently flawed, and that it effectively condones planning, management and policy approaches which fail to operationalise sustainable tourism in a manner consistent with general aims and requirements of sustainable development. He suggested that in order to re-engage sustainable tourism development with its parental concerns (those of sustainable development generally), an alternative, extra-parochial paradigm should be proposed, whereby the remit of sustainable development is re-conceptualised primarily in terms of tourism's contribution to sustainable development. Here, Hunter offered a visual conceptualisation of these two paradigms that reflects two different relationships between sustainable tourism development and sustainable development (figure 1.10).

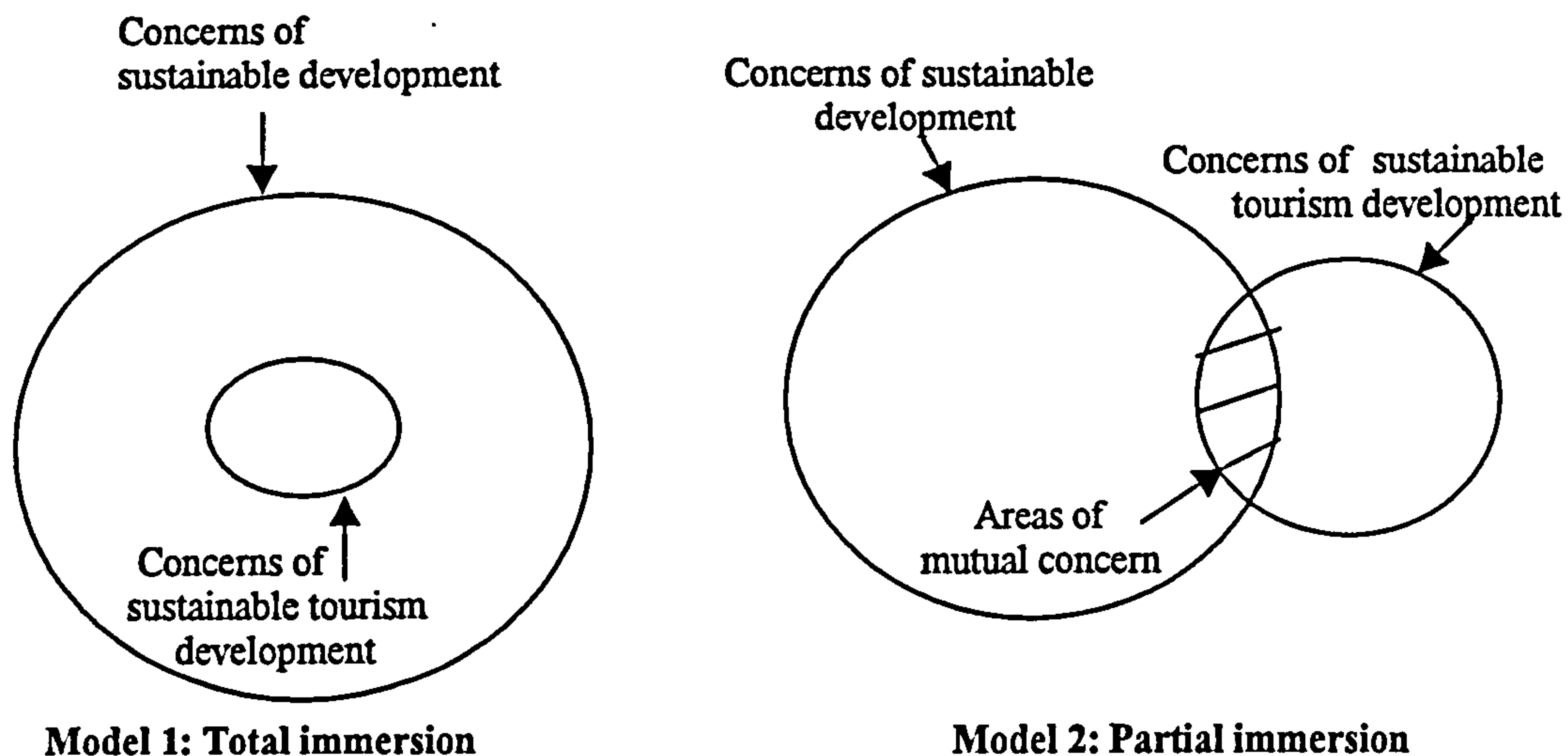


Figure (1.10): Two alternative conceptual models of the sustainable tourism development / sustainable development relationship.

Source: Hunter, 1995b, p. 163.

According to Hunter, in Model 1, termed '*total immersion*', the concerns of STD (sustainable Tourism Development) are presented as being wholly a sub-set of the concerns of SD (Sustainable Development). Thus, Model 1 relates to the extra-parochial, contributory paradigm. In Model 2, termed '*partial immersion*' the concerns of STD and SD overlap, but STD has developed its own partial, tourism-centric, 'agenda' to the extent that the development of tourism does not necessarily conform to all the general concerns and requirements of SD. Thus, Hunter believes the extra-parochial, contributory paradigm (relating to Model 1 in Figure 10) to have more ethical weight than the currently dominant paradigm. Here, he stressed that it is surely beholden upon those who insert the word 'tourism' between 'sustainable' and development to ensure that, under all circumstances, the resultant principles of STD are also principles of SD. Otherwise, it becomes possible for actions taken under the banner of 'sustainable' tourism not just to ignore many of the requirements of SD, but to actually work against them by failing to deliver the greatest good to the greatest number, both now and in the future (e.g. by displacing environmental problems; by creating geographical quality of life inequities, by ignoring increased demands on renewable and non-renewable resources outside destination centres or areas; by ignoring opportunities afforded by other sectors to contribute to SD etc.)

In the new paradigm (extra – parochial STD paradigm) and again according to Hunter, STD looks outwards; to see tourism as something to be incorporated into the SD, where the 'needs' and 'wants' of tourism become subservient to the aims of SD (1995b). Thus the Model 1 in the previous figure needs to be adopted because, ultimately, SD is so much more important than sustainable tourism.

From the previous analysis it is apparent that tourism should be seen as a part of an overall strategy for sustainable development. However, the implementation of sustainable tourism (according to an extra-parochial STD paradigm) requires an effective framework for planning the long-term future development of an area, whereby a successful match between resource existence / provision and development potential is sought through a cross-sectoral, truly holistic strategy (Hunter, 1995b). This

must ensure that local development policies and objectives, across all sectors, 'nest' within broader sustainable development goals at regional and national levels (Hunter, 1995b).

This issue might also be approached from a scale point of view. According to Butler the issue of scale is one that has been rarely discussed in the debate over sustainable tourism, and yet it is fundamental to the successful application of the principles (1998, p.30). He explained that while the undesired impacts of tourism at a specific location may be reduced to such a level as to make them much less harmful to the human and physical environments in the context of the destination under consideration, the full impacts of those tourism activities occur not only in the destination but in other areas also, extending as far as the region of origin of the participants. Thus, highly localised issues need to be addressed within a wider, sub-national context to ensure that what might term 'geographical equity' of access to the economic and environmental costs and benefits of tourism developments is achieved as far as possible. In other words, those in the current generation, and future generations, should not be disproportionately disadvantaged based upon location (Hunter, 1995b).

Nevertheless, we need to know the different partners involved or supposed to be involved in the process of sustainable tourism development.

1.6.3 Sustainable tourism development and the different stakeholders

According to Milne while 'sustainable development' and 'sustainable tourism' are difficult concepts to define they should by no means be viewed as redundant. In fact, they provide some essential common ground for the development of dialogue between different stakeholders, who often hold divergent perspective on the development process (1998, p47). Thus, this sub-section attempts to shed light on the different stakeholders who need to be involved in the task of applying the principles of sustainable tourism development on national, regional and local levels. However, in order to avoid overlapping with the planning chapter, which follows this chapter, the focus on the techniques and tactics that should be used by each of those partners is out of the investigation of this sub-section.

The literature shows that there are four groups of key stakeholders who share a common purpose of conserving the tourism natural and cultural resources and who could play fundamental roles in the process of sustainable tourism development implementation. Those key stakeholders are:

- 1-The governmental and public sector authorities
- 2-Private sector,
- 3-Tourists and
- 4-Local communities

1-Governmental and public sector authorities

The government has the responsibility to encourage and support conservation of nature and culture as the major resources of tourism. The government must also provide policies, plans and a legal framework for carefully controlling tourism so that it brings substantial benefits without generating

serious problems (McIntyre et al, 1993). As shown previously local government typically acts as an agency for implementing nationally and internationally agreed regulations and law, and in this context their role in local implementation of the AGENDA 21 agreements for sustainable development in all countries is especially important (Middleton and Hawkins 1998). Table (1.11) summarizes the AGENDA 21 action identified for the public sector with local authorities typically supported in their role and part-funded by national government and public sector agencies (ibid).

2-Private sector

Enterprises of all sizes and types help to shape the perceptions and behaviour of individual tourists, influence resident quality of life through the wage relation and the use of local resources, and often attempt to influence public policy (Milne, 1998). An understanding of the ways in which firms operate is, therefore, central to any attempt to develop more sustainable forms of tourism (ibid.).

Indeed, the rationale for sustainable practice in the private sector deserves careful thought (Middleton and Hawkins., 1998). It is now normal to stress the long-run profit, and business survival depends upon maintaining an attractive and healthy environment, and that specific operational cost savings can be achieved with improved technology for energy, waste reduction and lower water consumption. Although true, these advantages are not immediately very convincing to most business (ibid.).

On the other hand and according to Milne, while corporate efforts to improve environmental performance have been documented, the degree to which companies are embracing some of the broader tenets of (SD), such as justice and equity, is, however, questionable. For example, the World Travel and Tourism Council (WTTC) environmental guidelines make no mention of attempting to maximise local economic linkage, or of concrete ways in which direct economic benefits may be redistributed to those having to bear the costs of specific tourist development (1998, p. 43). Table 1.7, sets out the agreed WTTC/WTO/Earth Council recommendations on action identified for travel and tourism companies to incorporate sustainable development principles at the core of their decision-making process (Middleton and Hawkins, 1998).

Middleton and Hawkins (1998) offered ten *Rs* criteria for environmental good practice in tourism business operations, which reflect an important shift in corporate perceptions, attitudes and behaviour toward the environment (table 1.12). Those ten *Rs* provide ample illustrations to the recommended processes shown in appendix 1.4.

Table (1.11): Agenda 21- public sector role

<p>AGENDA 21 for the travel & tourism industry Actions identified for <i>government departments and authorities, national tourist administrations and trade associations</i>, with the overriding aim of establishing systems and procedures which incorporate sustainable development at the core of the decision making process for tourism.</p>	
(i)	Assessing the capacity of the existing regulatory, economic and voluntary framework to bring about sustainable tourism.
(ii)	Assessing the economic, social, cultural and environmental implications of tourism industry operations.
(iii)	Training, education, and public awareness.
(iv)	Planning for sustainable tourism development.
(v)	Facilitating exchange of information, skills and technology relating to sustainable tourism between developed and developing countries.
(vi)	Providing for the participation of all sectors of society.
(vii)	Design of new tourism products with sustainability at their core as integral part of the tourism development process.
(viii)	Measuring progress in achieving sustainable development at local level.
(ix)	Partnerships for sustainable development
<p>Source: after press release of February 1997 issued by WTTC/WTO/Earth Council in Middleton with Hawkins (1998), P.104.</p>	

Table (1.12):Agenda 21- the private sector role

<p>AGENDA 21 for the travel & tourism industry Actions identified for <i>travel and tourism companies</i>, with the main aim of establishing systems and procedures which incorporate sustainable development at the core of the decision making process for business operations. (Applies also to public sector business operations)</p>	
(i)	Waste minimisation, re-use, and recycling.
(ii)	Energy efficiency, conservation, and management.
(iii)	Management of fresh water resources.
(iv)	Waste water management.
(v)	Management of hazardous substances.
(vi)	Use of more environmentally friendly transport.
(vii)	Land – use planning and management.
(viii)	Involving staff, customers, and local communities in environmental issues.
(ix)	Design for sustainability.
(x)	Developing partnerships for sustainable development.
<p>Source: after press release of February 1997 issued by WTTC/WTO/Earth Council in Middleton with Hawkins (1998). p. 142.</p>	

3-Tourists

According to Milne in recent decades, market researchers have made substantial efforts to describe the characteristics of the environmentally concerned consumer (1998, p42). He criticised that while some attempts have been made to analyse consumer demand for more environmentally friendly and sustainable forms of tourism, these have generally been based on small sample sizes and specific settings (after Vincent). Most researchers have, instead decided to focus their attention on describing the characteristics of the rather poorly defined 'eco' or alternative segments of the marketplace (e.g. Eagles 1992; Milne et al 1997). Much of this research tends to reveal that the average ecotourist is better educated, relatively well - off financially and some what older than the average 'mass' tourist. Unfortunately, we still do not know much about whether these types of tourists actually travel with the intention of minimising the negative effects of their presence and maximising the positives. We also

know relatively little about the factors that individuals weigh up when evaluating which ecotourism products to purchase (Milne, 1998, p.42).

On the other hand, Wheeler pointed out that tourist numbers in global terms will continue to rise as countries throughout the world industrialize, striving for economic growth and increased standards of living. He commented that it is highly unlikely that these waves of tourists from the emerging economies will behave in the pseudo-sophisticated manner that some tourism commentators are suggesting should be the new mode of travel/tourist behaviour (1992, p.104). According to Wheeler it seems inconceivable that tourists from countries new to the international tourism scene will behave sensitively and sympathetically. It is naïve and unrealistic to expect otherwise (1992, p.104).

Nevertheless, the literature shows a tendency towards the assumption that the behaviour of tourists towards the natural and cultural environments of the visited destinations can be enhanced through the implementation of certain interpretation activities. Bramwell and Lane outlined five areas where interpretation could assist the development of more sustainable forms of tourism (1993a, pp72-74). These potentially positive effects are summarised in appendix (1.5).

However, Bramwell and Lane contrasted the benefits presented above by mentioning some of the potential problems for interpretation, which may limit the extent to which it promotes sustainable forms of tourism. Among the several pitfalls of linking interpretation and sustainable tourism, which are considered, are the dangers of over - interpretation, intrusion, creating 'quaint' tourist landscapes, and those of elitism (Bramwell and Lane, 1993a, PP.75-79).

The last question that remains without answer is: how much tourists are willing to contribute to the implementation of sustainable tourism in the destinations they visit. This might lead to another question, which is to what extent the tourists who belong to the new alternative forms of tourism are faithfully keen to mitigate their impacts on the natural and social environments. Unfortunately, we know very little about the willingness of tourists to adopt some of the changes required for the achievement of more sustainable forms of tourism development. In addition, we still know relatively little about the specific impacts associated with different types of tourists (Milne, 1998).

4-Local indigenous communities

Every community, whether city, town village or rural area, includes the people who live there, the property owners who may or may not be residents, and local government authorities. These three segments of local society may or may not share compatible values, goals and ideas about developing tourism (McIntyre et al 1993). Each group may have different needs, benefits from tourism in different ways, and wield different levels of influence on decision-making (ibid.).

The literature shows that under the wide sustainable tourism umbrella, the community role in tourism is shifting from a passive into a more active role. Additionally, the community itself is moving from

being a receiver of tourism impacts, which represents a reactive position, into a partner in decision-making determining limits to such impacts, which represents a proactive situation (figure 1.11).

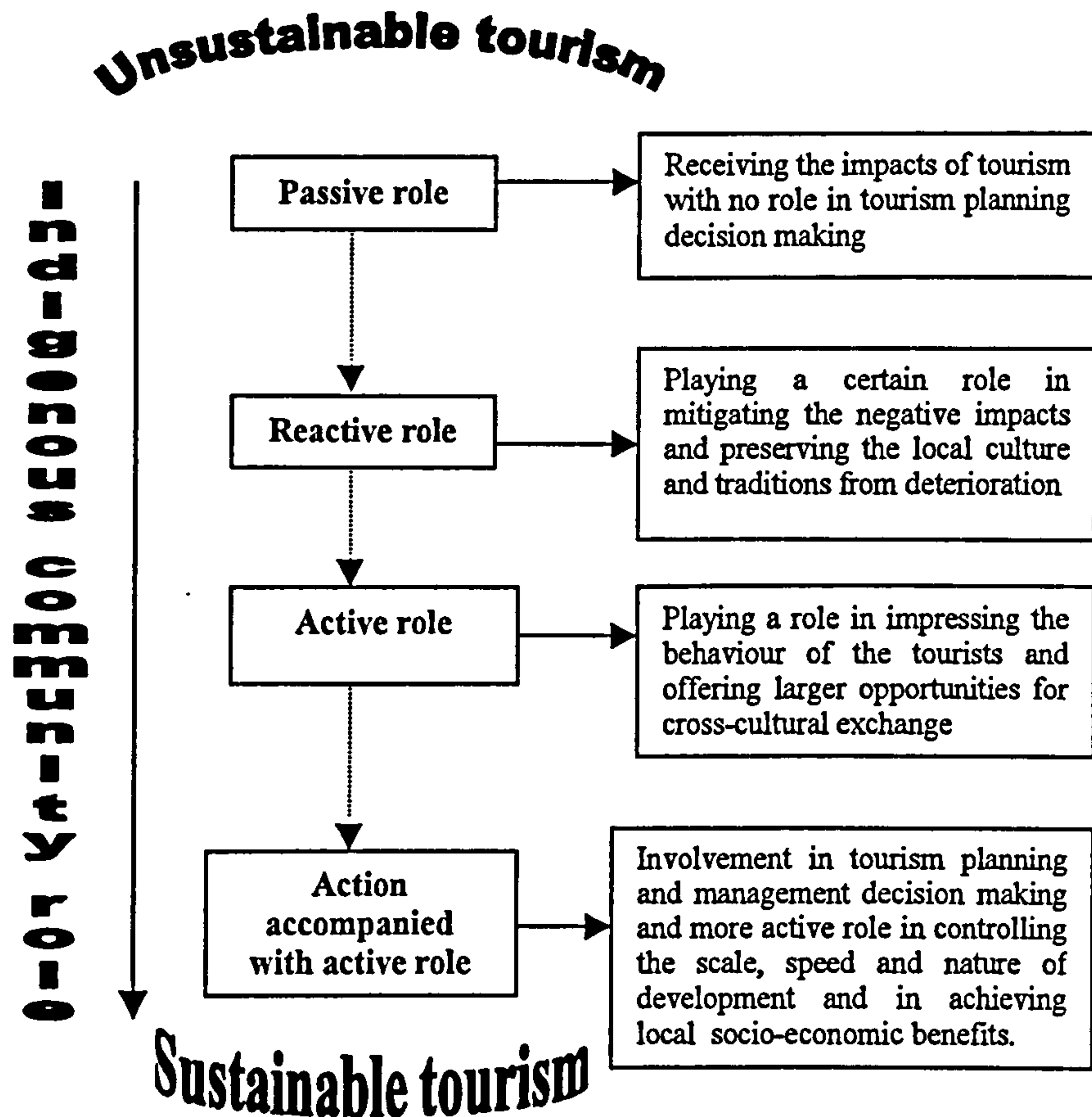


Figure (1.11): Local community role under the umbrella of sustainable tourism development

As shown from the themes of sustainability presented in the preceding sections, sustainable tourism cannot successfully be implemented without the direct support and involvement of those who are affected by it (Marien, and Pizam, 1997). Evaluating a community's sensitivity to tourism development is the first step in planning for sustainable tourism development (ibid.). In addition and according to McIntyre et al, since tourism development may require changes in behaviour related to conservation rather than consuming the environment, it is important that the community and its residents receive benefits from tourism which are satisfying enough to motivate the desired changes. Improvement in the livelihood of residents is the major benefit (McIntyre et al, 1993). Thus, very careful planning and management are required by host destinations if they are to capture their fair share of the benefits of tourism and ensure that they do not have to suffer more than their fair share of the negative consequences (Hinch. and Butler, 1996). Even if the distribution of the benefits and costs is equitable between groups, a careful accounting of them is required to verify that there is a net benefit to the people living in the destination (ibid.).

It should be commented here that tourism is not necessarily desirable or feasible for every place (McIntyre G. et al, 1993). It is the responsibility of each community considering the following questions:

*Are there adequate resources for tourism?

- *Are there potential tourist markets that can be attracted to the community?
- *Do they need tourism to attain economic development objectives?
- *Is there sufficient labour to support tourism without bringing in migrant workers?
- *Is the cost of improving access to the area and developing local infrastructure for tourism justified?
- *Is there possible competition from existing or potential tourism projects in neighbouring communities?

(McIntyre G. et al 1993, p.7)

1.6.4 Small - scale alternative tourism forms versus large - scale mass tourism forms- theoretically or practically?

The beginning of the mass travel movement in the 1960s, accelerating with the advent of wide bodies jets in 1970 and the substantial growth only being halted in 1973 with major recession. Until then the market had developed in a fairly unsophisticated way and was highly seasonal. (Lickorish, 1991). Then came a second set back in 1981 but tourism remained remarkably resilient and expansion followed the pause. Specialist appeals growing in a widening range of leisure activity, coupled with rising prosperity and wealth in the industrialised countries benefiting from the revolution in technologies, and a great expansion in leisure time were the factors leading to the creation of a number of mini-mass markets, varying greatly in characteristics and behaviour (ibid.).

According to Fink (1970) the basic elements of mass tourism are:

- participation of large numbers of people;
- mainly collective organization of travelling;
- collective accommodation;
- conscious integration of the holidaymaker in a travelling group.

(Vanhove, 1997)

Poon (1993: 32) emphasises the large-scale packaging of standardized leisure services, and for her mass tourism exists if the following conditions hold:

- The holiday is standardized, rigidly packaged and inflexible. No part of the holiday could be altered except by paying higher prices.
- The holiday is produced through the mass replication of identical units, with economies of scale as the driving force.
- The holiday is mass-marketed to an undifferentiated clientele.
- The holiday is consumed en masse, with a lack of consideration by tourists for local norms, culture, people or the environments of tourist-receiving destinations.

(in Vanhove, 1997)

As shown previously, section 1.4 addressed the different impacts created by large-scale tourism development. Indeed, disillusionment with “mass” tourism and the many problems it has triggered has led many observers and researchers to criticize vociferously the past methods and directions of tourism development and to offer instead the hope of “alternative tourism”, broadly defined as forms of tourism

that are consistent with natural, social, and community values and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experiences (Eadington and Smith, 1994).

Alternative tourism has a number of characteristics. It is small - scale, frequently developed by local people and typically involves travelling to relatively remote, undisturbed natural areas with the objectives of admiring, studying and enjoying the scenery and its wild plants and animals, as well as any cultural features found there (Hunter, 1995a). Nevertheless as Eadington and Smith pointed out, it is easier to grasp and speak against the negative results of mass tourism than it is to formulate a realistic and cohesive view of what "alternative tourism", however defined, can reasonably offer (1994).

Under the umbrella of alternative tourism, the 4 S's should no longer be Sun, Sand, Sea and Sex, rather it seems they are to be replaced by sensible, sensitive, sophisticated and sustainable (Wheeler, B., 1993). Here Wheeler B. suggests that the 4 'I's' would be more appropriate – Intelligent, Inquisitive, Independent and Idealistic (1993, p.122).

Frequently, alternative tourism has been presented as being synonymous with sustainable tourism (Hunter, 1995a). In other words, what is called sustainable tourism is sometimes regarded as synonymous with 'alternative tourism', 'appropriate tourism', 'sympathetic tourism' or even 'ethical tourism' (after Smith and Eadington 1991), awarding sustainable tourism higher moral ground than other forms of tourism, particularly 'mass' tourism or 'conventional' tourism (Butler, 1998). Call it alternative, responsible or sustainable the desired components are now familiar (Wheeler, 1992). The traveller is preferred to the tourist, the individual to the group, specialist operators rather than large firms, indigenous accommodation to multinational hotel chains, small not large - essentially good versus bad (Wheeler B. 1992).

Apparently, all the concepts mentioned above share one theme: nature-based tourism. Originating in a world-wide reaction against mass tourism, the idea of nature-based tourism, which was protective of nature as well as enjoying it, has come to fruition in the last few years (Valentine, 1993). Something of the diversity of sources and concepts is indicated in table 1.13 (ibid.).

Nature-based tourism Nature travel Nature-oriented tourism Environment-friendly tourism Environmental pilgrimage Sustainable tourism Alternative tourism Ethical tourism Soft tourism (tourism doux)	Eco-tourism Nature tourism Wildlife tourism Green tourism Special interest tourism Appropriate tourism Responsible tourism Community-based tourism Soft and hard tourism
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Source: Valentine (1993), p.107.

The question that should be urgently addressed is whether sustainable tourism is just a product that equals the others forms of tourism searching for mitigated tourist impacts on the host environments. In other words, is sustainable tourism a new fashionable form of tourism like the promoted buzz words of green tourism and alternative tourism that recently appears in the international tourist market as a replacement of old fashion conventional mass tourism forms? Also see the next section.

Hunter argued that it may be that, within a given set of circumstances, alternative tourism may prove to be environmentally sustainable in some areas in the future, but to automatically equate alternative tourism with sustainable tourism is premature and potentially dangerous (Hunter, 1995a). Alternative tourism may be the means to an end (sustainable tourism), but the terms should not be confused (Hunter, 1995a).

However, the question that still remains here is 'is 'Fordist' mass tourism really more environmentally destructive (on a per tourist basis) than certain types of 'alternative' tourism?' (Milne, 1998, p. 37).

Much of the discussion on sustainable tourism has attempted to differentiate more sustainable activities (ecotourism, alternative or appropriate tourism) from 'unsustainable' mass variants of the industry (ibid, p. 38). Jarviluoma argued that papers dealing with alternative tourism usually understand alternative tourism as the opposite of mass tourism (1992, p.118). However, critical evaluations of alternative tourism claim that these comparisons are too simplistic and idealistic: Mass tourism does not always have to be unplanned and, on the other hand, alternative tourism is not always planned (ibid.). For example, Wheller argued that those travelling independently see themselves as a different category. However, clearly they all utilise much of the same infrastructure as the organised tourist and are part of the same system (1993). Table (1.14) presents the different attributes of both mass and alternative tourism.

According to Butler in reality, 'mass' tourism may be much more appropriate and less harmful in many respects to both physical and human environments, and much more beneficial with respect to the economic environment in specific situations than supposedly sustainable or 'new' forms of tourism (1998). He also pointed out that ecotourism and alternative tourism simply represent the '*thin end of the wedge*' and will eventually lead to large-scale, inherently unsustainable development (1992). Consequently, New Wave Tourism seen by many as the antidote to the vulgarities of mass tourism, is however well intentioned, a dangerously deceptive sham (Wheeler, 1993, p.122).

In his paper titled "Alternative Tourism: Pious Hope Or Trojan Horse?", Butler argued that tourism is an industry, a form and agent of development and change and it has to be recognised as such. Controlled and managed properly, it can be a non or low consumptive use of resources, and can operate on a sustainable basis (1990). However, if developed beyond the capacity of the environment, the resource base, and the local population to sustain it, it ceases to be a renewable resource industry and becomes, as Murphy (1985) has noted, "a boom-bust enterprise". Such comments, it is suggested here, apply to mass tourism and alternative tourism (Butler, 1990).

Table (1.14): Attributes of mass and alternative tourism

Criterion	Mass tourism	Alternative tourism
1-General features	<ul style="list-style-type: none"> *rapid development *maximises *uncontrolled *short term sectoral 	<ul style="list-style-type: none"> *slow development *optimises *controlled *long term *holistic
2-Tourist behaviour	<ul style="list-style-type: none"> *large groups *fixed programmes *tourist directed *comfortable and passive *no foreign language *nosy *loud 	<ul style="list-style-type: none"> *singles, families *spontaneous decisions *tourist decide *demanding and active *language learning *tactful *quiet
3-Basic requirements	<ul style="list-style-type: none"> *holiday peaks *untrained labour *publicity clichés *hard selling 	<ul style="list-style-type: none"> *staggered holidays *trained labour force *tourist education *heart selling
4- Development strategies	<ul style="list-style-type: none"> *unplanned *project – led *new buildings outside developers 	<ul style="list-style-type: none"> *planned *concept - led *re-use of existing *local developers

Source: Adapted from Himmetoglu (1992) in Hunter, 1995, p.81.

It is apparent that it has been presumed that alternative forms of tourism are more sustainable than other mass tourism types. So far this cannot be totally justified or absolutely refuted as the impacts of such new alternative forms on the host destinations need time in order to appear. Although theoretically, such alternative forms of tourism are supposed to offer better benefits and to leave less negative impacts on the host communities, implementation still remains the core obstacle.

Additionally, the previous discussion has briefly shed light on the fact that sustainable tourism is not alternative tourism and is not a specific form of tourism to be promoted as a product in the international market. This argument is one of the emphases of the next sub-section, which reviews the different approaches to sustainable tourism.

1.6.5 Approaches to sustainable tourism development

The literature offers two approaches for applying and implementing the concept of sustainability. The advocates of the first method adopted the creation and promotion of the alternative forms or new forms of tourism as an appropriate tool for achieving sustainability in tourism to the extent that sometimes they interpret those new tourism forms as sustainable tourism. However, the second party regards sustainable development as not just a specific form to be applied or promoted. In their view, sustainable tourism is an appropriate method of development that aims mainly at balancing the economic, environmental and social benefits of tourism at any destination. Some suggested that sustainability is directed mainly at the ecosystem not tourism. Thus, sustainability in tourism is one of the instruments used for achieving a sustainable ecosystem.

According to the first group's views, sustainable tourism forms are likely to exist in particular areas with distinctive ecological features that are able to attract the customers of such distinctive tourism forms such as eco-tourism. However, the second party views go beyond that as they claim that sustainable development is needed at any tourist destinations and at any stage of its development. For example, sustainable development should be adopted as a remedial approach in the areas that suffer from over - development.

De Kadt (1992) argues that policy makers should not simply distinguish between alternative tourism, which must meet high standards of social and environmental impact, and tourism in general, the negative impacts of which may be allowed to continue. It must also be stressed that 'sustainable tourism' is not really a definable 'end point'. Thus, while it is possible to map out and manage the progression toward a more sustainable form of tourism development, it is not possible to describe precisely a sustainable state or condition, except in a very limited sense (Milne, 1998, p. 38).

Clarke (1997) has proposed a framework of approaches for sustainable tourism. This framework shows that the approach to sustainable tourism is moving from the promotion of distinctive forms of tourism, which versus mass tourism into the recognition that sustainable tourism is an objective that should be achieved in any form (table 1.15). According to his analysis, the first pair of positions regard sustainable tourism *as a current possession* of a particular scale of tourism, whilst the second pair treat the phenomenon as a *goal to be striven for*.

Table (1.15): A framework of approaches to sustainable tourism

Position	Analysis
The first position of polar opposites	Mass tourism and sustainable tourism conceived as polar opposites. Here, alternative tourism was the popular label for sustainable tourism, mutual exclusion being implicit in the term. As a force, sustainable tourism was understood to be pulling away from mass tourism. Thus, sustainable tourism and mass tourism were stereotyped as the 'good' and the 'bad'.
The second position of a continuum	The original position of polar opposites was generally rejected as unproductive, but the notion of a <i>continuum</i> between sustainable tourism and mass tourism presented a flexible adaptation of the earlier ideas.
The third position of movement	Criticism of the earlier understandings of sustainable tourism, coupled with a closer alignment to sustainable development, resulted in the demand to change mass tourism to more sustainable forms.
The fourth position of convergence	This position represents the latest understanding of sustainable tourism as a goal that all tourism, regardless of scale, must strive to achieve.

Source: Extracted from Clarke, (1997), p.224-229.

According to Inskip 1991, the sustainable development approach can be applied to any scale of tourism development, from large resorts to limited size special interest tourism, and that sustainability depends on how well *planning* is formulated relative to the specific characteristics of an area's

environment, economy and society, and on the effectiveness of plan implementation and continuous management of tourism (after Inskeep 1991, in Wall, 1997).

Vanhove pointed out that to cope with the negative impacts of tourism, attention should be paid to (a) staggering holidays in time, space and product; (b) tolerable numbers as a central issue in tourism planning; and (c) a better behaved kind of tourist. For sustainable tourism a region should put environment first (1997, p.50), which means building responsible tourism, fostering a culture of conservation and developing an environmental focus (ibid.).

The term “responsible tourism” does not refer to a brand or type of tourism. Rather, the term encompasses a framework and a set of practices that chart a sensible course between the fuzziness of ecotourism and the well-known negative externalities associated with conventional mass tourism (Husbands and Harrison, 1996). The basic point of responsible tourism is that there is a place for well-conceived ecotourism products, but that, drawing on experience, foresight, and new techniques, mass tourism itself can be practised in ways that minimize and mitigate its obvious disadvantages. Product development, policy, planning, and marketing can all be instituted in ways to ensure that tourists, host populations, and investors reap the long-term benefits of a vibrant and healthy tourism industry Husbands and Harrison (1996).

From the above discussion it is appropriate to argue that all forms of tourism should be ‘sustainable’, that they should not destroy the destination to which the tourist is attracted (Holloway J., 1994, p. 261). In other words, the growth of tourism must be environmentally compatible, as the World Travel and Tourism Council proposes in its 10- point guideline (Holloway, 1994). (See table 1.16).

Table: (1.16): A guideline for sustainable tourism	
1.	Identify and minimise product and operational environmental problems, paying particular attention to new projects.
2.	Pay due regard to environmental concerns in design, planning, construction and implementation.
3.	Be sensitive to conservation of environmentally protected or threatened areas, species or scenic aesthetics, achieving landscape enhancement where possible.
4.	Practise energy conservation, reduce and recycle waste, practise fresh-water management and control sewage disposal,
5.	Control and diminish air emissions and pollutants.
6.	Monitor, control and reduce noise levels.
7.	Control, reduce and eliminate environmentally unfriendly products, such as asbestos, CFCs, pesticides and toxic, corrosive, infectious, explosive or flammable material.
8.	Respect and support historic or religious objects and sites.
9.	Exercise due regard for the interests of local populations, including their history, traditions and culture and future development.
10.	Consider environmental issues as a key factor in the overall development of travel and tourism destinations.

Source: World Travel and Tourism Council in Holloway, (1994),

Advocates of sustainable tourism point out three areas of concern: cultural degradation, environmental destruction and economic dislocation (Butcher, 1997). Here, there are four domains where

sustainability can work in tourism and which can be regarded as dimensions for sustainable tourism that each of them needs the adoption of compatible techniques and instruments. These dimensions are (Mowforth and Munt, 1998; McIntyre et al., 1993)

*environmentally,

*socially,

*culturally,

*economically

All the tasks mentioned are functions of proper planning and management of tourist destinations. Poon (1993) identified four strategies that tourism destinations will need to implement in order to foster the development of a new and more sustainable tourism:

1-putting the environment first;

2-making tourism a leader sector;

3-strengthening distribution channels in the market place; and

4-building a dynamic private sector.

(after Poon, 1993, in Vanhove, 1997, p.75)

While the first strategy mentioned by Poon aims at the sustainability of environmental resources, which include natural and cultural assets, the other three strategies target the sustainability of the economic dimension. If we add to these strategies respecting the social values and traditions of the local community as resources to be preserved, we will find that the strategies are approaching the main goals of sustainable development in tourism. However, the question still remains: how can these strategies be implemented?

Krippendorf and others have identified a number of factors that need to be considered to achieve appropriate tourism development and have suggested various planning and management strategies. These include, for example, involving local people in tourism planning, keeping control in the hands of locals, controlling the scale and rate of development, and educating tourists as to 'appropriate' behaviour (Weiler and David 1993).

1.7 Conclusion

The study of tourism's impacts, particularly its detrimental environmental and socio - cultural effects, has come to be viewed as one of the most contentious issues surrounding the industry in the late twentieth century (Youell, 1998). More attention is now being given to developing and promoting tourism in a way that is sustainable in the long term and that involves local communities in decision making (ibid, 1998).

Sustainable development is a positive socio-economic change that does not undermine the ecological and social systems upon, which community and society depend. Its successful implementation requires integrated planning, and social learning processes; its political viability depends on the full support of

the people it affects through their government, their social institutions, and their private activities (after Rees in Marien and Pizam, 1997).

Although the term sustainable tourism development could be interpreted in different ways, the concept of sustainability in tourism should not be separated under any circumstances from the original broad concept of sustainable development. This means that tourism, as an industry should work in harmony with the other economic activities to achieve the broad goals of sustainable development. This requires the elaboration of compatible strategies and schemes that accord the main principles stated by the WECD and Agenda 21.

However, one of the most severe obstacles facing sustainable development in tourism is the holistic meaning of the term, which makes the implementation of sustainable tourism development a challenge facing all the tourist destinations. It can be argued that planning on different levels could play a great role in converting the sustainable tourism dream into reality and in achieving the goals launched by the supporters of sustainability. Could planning become the key approach to sustainable tourism development? or could it contribute to offering the effective tools to the tourist destinations for implementing sustainability? These questions will be answered throughout the discussion of the next chapter.

Chapter 2

Sustainable tourism development planning and developing countries

2.1 Introduction

As shown in chapter one, sustainability entails viewing economic development and environmental protection as mutually supportive rather than mutually exclusive (Theobald, 1998). This view cannot be accomplished without careful management and planning of tourism development, which must become a central component in the future growth of tourism (Williams S.,1998). Recently, there is evidence of increasing awareness of the need for an integrated approach to the planning and management of tourism resources which takes into account the ecological, social and economic circumstances of the host region as well as the demands of the tourist (Pigram 1983).

It can also be argued that tourism seems tailor-made for the Third World and a growing number of developing countries are placing emphasis on tourism in their development plans (after Turner, 1976 in Pigram1983). Those countries possess many natural and cultural attractions that can successfully be used for promoting tourism in many destinations. Apparently the challenge facing countries with attractive natural resources is how to plan for the development of those resources without degrading them in the process (Elizabeth, 1990, p.7). Most of those countries have come to realize that it is through planning that the tourism industry can satisfy the public's consumer needs, co-ordinate programs, and guide developments to meet tourism's economic benefits while minimising social and environmental problems (Harsseel, 1994).

Hence, this chapter is broken down into two distinct but related parts. The first discusses tourism planning with regard to sustainability. The second addresses the constraints and difficulties that face tourism in developing countries and thus might hinder planning for sustainability in the Third World.

The first part starts with a general perspective on planning, then it narrows down to focus on planning for tourism. This offers an overview of the different tourism planning paradigms. The relationship between sustainable tourism development and planning is presented in (section 2.5). This has entailed a discussion on two distinct issues; strategies for sustainable tourism planning and sustainable tourism planning levels. Techniques to be implemented for assessing sustainability in tourism have been presented in (section 2.8).

The second part is broken down into three sections. The first section offers an overview of the definitions of the developing countries, then it moves to highlight the importance of international tourism to developing countries. The first section ends with an assessment on the significance of developing countries in tourism research. The second section analyses the different obstacles confronting the task of sustainable tourism planning in developing countries. Figure (2.1) offers the structure of chapter 2.

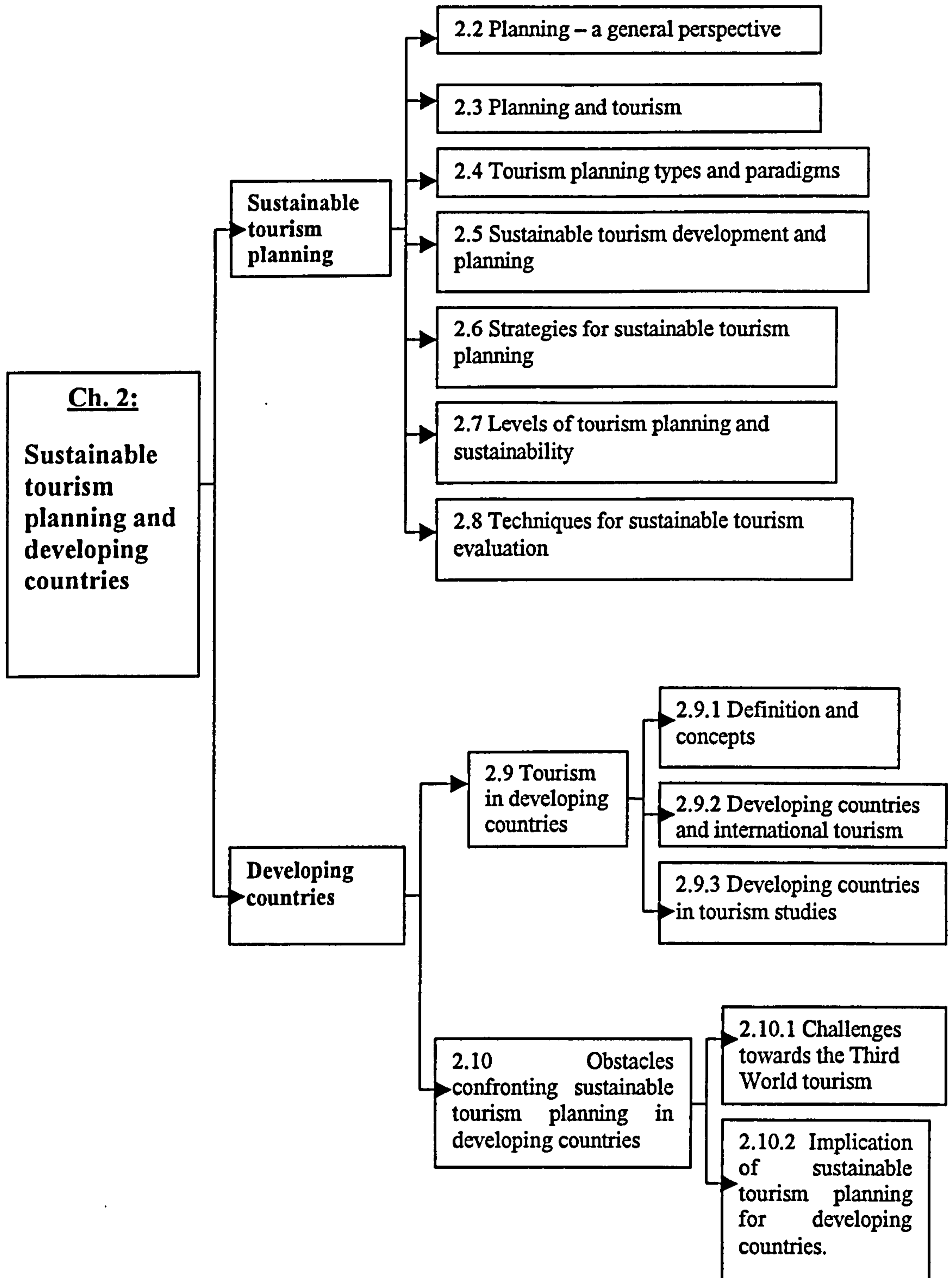


Figure (2.1): Chapter 2 structure

2.2 Planning - a general perspective

Planning has long been identified as an essential function of management (Rhyne, 1985). It is concerned with the future implications of current decisions. Friedmann and Hudson (1974) define planning as “the linkage between knowledge and organised action” (in Alterman and MacRae, 1983). According to Hawkins et al (1980), planning is concerned with the future implications of current decisions. It provides the frame of reference for making choices and a focus for the development of facilities and capabilities. Any attempt at tourism planning and development would be incomplete if it did not consider the implications of change for the several environments impacting upon and being impacted by tourism development.

Inskeep (1991, p.25) supported the above definitions by stating that planning is organising the future to achieve certain objectives. He added that there is a strong element of predictability in planning because it attempts to envision the future, although often now only in a general manner because it is realised that many factors cannot be very precisely predicted.

Although planning has been defined in various ways, a common perspective recognises it as an ordered sequence of operations and actions that are designed to realise either a single goal or a set of inter-related goals and objectives (Williams, 1998). This conceptualisation implies that planning is (or should be) a process:

- for anticipating and ordering change;
- that is forward-looking;
- that seeks optimal solutions to perceived problems;
- that is designed to increase and (ideally) maximise possible development benefits, whether they be physical, economic, social or environmental in character;
- that will produce predictable outcomes.

(Williams, 1998: 126)

Historically, physical planning as a concept and practice has taken place for centuries. Hence, the bias for many years was on physical planning – the visual appearance of architecture and patterns of land use (Gunn, 1994: 19). According to Gunn this concept was followed by trends toward comprehensive planning set into law. In recent years two dimensions have been added to planning – social and economic (ibid.). In fact, the modern awareness of some of the foibles of earlier planning approaches and processes has led to a much broader and more effective planning philosophy by educators and practitioners. Frequently, terms such as public involvement, participatory planning, grass-roots planning, and integrative planning are being applied to modern planning (ibid.). All of these reflect greater sensitivity to the interests of the decisionmakers and those impacted by planning directives. The emphasis is on planning with rather than only for (ibid.). Here, Lane (1988) offered a comparison of interactive and conventional planning characteristics (see table 2.1).

Table (2.1): Interactive planning vs. conventional planning

Interactive Planning	Conventional Planning
<ul style="list-style-type: none"> *Includes information – feedback, consultation, and negotiation. *Interaction occurs early on and throughout the planning process, with full range of stakeholders. *Assumes that open participation leads to better decisions. *Planner as value-committed advocate *Focuses on mobilization of support. *Plan = what we agree to do. *Success measured by achievement of agreement on action, and by resulting change. 	<ul style="list-style-type: none"> *Mostly information-feedback; may be some consultation. *Early interaction with implementers; affected interests not involved until late in the process. *Assumes that better information leads to better decisions. *Planner as value-neutral expert. *Focuses on manipulation of data. *Plan = what we should do. Success measured by achievement of the plan's objectives.

Source: After Lang (1988: 92) in Gunn, 1994: 21.

According to Inskip (1991), planning approaches have been developed and changed during the last few decades based on experience gained in earlier years. The literature review offers four major approaches:

1-The master plan approach is arguably the most traditional and also the least suited to the particular requirements of tourism. Master plans centre on the production of a definitive statement that provides a framework for guiding development (Williams S.,1998). It was found that such plans were too rigid, not taking into account changing lifestyle, technology, and other circumstances, and were not feasible to implement over a long-term period (Inskip, 1991).

2-The incremental planning approach: As part of the flexible approach, planning should be done incrementally with continuous monitoring and feedback on effects of previous development and evaluation of new trends, both of which may influence decision making on the next stage of development (Inskip, 1991). The key difference between incremental (or continuous) plans and master plans is that whereas the master plan is a periodic exercise, incremental planning recognises a need for constant adjustment of development process to reflect changing conditions (Williams S., 1998).

3-The systems approach is founded on the recognition of interconnections between elements within systems, such that change in one factor will produce consequential and predictable change elsewhere within the system. The advantages of a system approach to planning are that it is comprehensive, flexible, integrative and realistic, as well as being amenable to implementation at a range of geographic scales (Williams S.,1998). On the negative side, however, a systems approach requires a great deal of information in order to comprehend how the system actually works; it is dependent upon high levels of expertise on the part of the planners and is, therefore, an expensive option to implement (ibid.).

4-Sustainable development approach: this refers to sustaining the resources of development from depletion so that they are available for continuing and permanent use in the future. This approach is receiving much attention by governments and international agencies and commencing to be accepted by the private sector (Inskip, 1991). The sustainable development approach to planning tourism is

actually important because most tourism development depends on attractions and activities related to the natural environment, historic heritage and cultural patterns of areas. With the implication on tourism if the resources are degraded or destroyed, then the tourism areas cannot attract tourists and tourism will not be successful (WTO, 1994).

Accordingly, it is valuable for a nation, state, or area to make specific plans for tourism development from time to time (Gunn, 1994). These plans give focus and direct action to specific project and program development. However, to be most effective, these plans should be coupled with a system of ongoing planning (ibid.).

2.3 Planning and tourism

Planning for tourism is as important as is planning for any type of development in order for it to be successful and not create problems. The tourism sector objectives can be achieved more effectively if carefully planned and integrated into the country's total development plan and program (Inskeep, 1991). Hence, planning involves a choice – between tourism and other development sectors, between different resorts, between different types of tourism. According to Cleverdon (1979) planning is not solely concerned with tourist numbers and the desired foreign exchange they bring with them; it needs to link tourism development with that of other sectors, such as agriculture and education; it should even try (though this has rarely been brought about in tourism plans) to relate tourism development to the more equitable distribution of wealth within the host country. It requires the choice and weighting of social as well as economic indices. The negative impact of sociological consequences can thus be reduced by study of the social and cultural patterns of the destination area (ibid., 106).

Harsel (1994, p 208) defined tourism planning as follows: tourism planning is a decision-making process aimed to guide future tourism development actions and solve future problems. He added that tourism planning is also the process of selecting objectives and deciding what should be done to attain them. It involves the initiation and implementation of ideas and action. The process is a dynamic means of determining goals, systematically considering alternative actions to achieve those goals, implementing the chosen alternative, and evaluating that choice to determine success. The use of planning to guide development of a tourism initiative will allow a community to adapt to the unexpected, create the desirable, and avoid the undesirable. Tourism planning is the activity aimed at developing and enhancing the positive aspects of tourism development, while avoiding or controlling tourism's negative aspects (ibid.).

It is widely acknowledged that planning and management functions within public sector organisations are the main vehicles for influencing, directing, organising and managing tourism as a human activity with various effects and impacts (Page and Thorn, 1997, p59). Thus the effectiveness of planning for tourism is likely to depend on the extent to which appropriate planning and management functions exist to guide and monitor its development and effect (after Heeley, 1981).

Planning for tourism occurs in a number of forms (development, infrastructure, promotion and marketing); structures (different government organisations); and scales (international, national, regional, local and sectoral) (Hall, 1944: 34). Indeed, planning for tourism will reflect the economic, environmental and social goals of government at whichever level the planning process is being carried out (ibid.). Therefore, in many ways planning may be regarded as going hand – in – hand with tourism policy. Nevertheless, as in the formation of policy, planning is an essentially political process, the results of which may be indicative of the dominance of certain stakeholders' interests and values over other interests and value (ibid.).

Whilst the reasons of failure of tourism planning are many, there are four which are by far the most important:

1-A weak organisation structure which fails to establish the roles that should be played by the public and private sectors in implementing the plan, particularly in developing, marketing and monitoring the sector. In other words, the organisation fails to identify who does what, when and how.

2-A public sector that lacks the essential experience of the functions of a Tourism Development Corporation or those of a National Tourist Office (NTO).

3-Inadequate financial support for the NTO, leading to weak marketing and promotional activities.

4-A lack of experience and understanding of the tourism sector by the bi-lateral and multi-lateral aids agencies, resulting in poorly researched and inadequate or inappropriate projects.

(Lickorish, 1991,p.10)

Arguably, tourism planning needs to depart from the traditional rather static master planning approach towards one which seeks to implement a process for continual reassessment of markets, supply of tourism products and the community-defined social and environmental carrying capacities (Butler and Waldbrook, 1991, p.3). Additionally, tourism planning must “shift from a preoccupation with development planning and economic impacts towards a process in which research, modelling and goal-setting directly complement all development plans” (after Getz, 1986, p 32).

In fact, tourism planning, as a concept, is characterised by a range of meanings, applications and uses. It encompasses many activities; it addresses (but does not necessarily blend) physical, social, economic, business and environmental concerns and in so doing involves different groups, agencies and institutions with their own particular agenda (Williams S., 1998, p.131). Table (2.2) attempts to summarise a cross-section of applications that are located within the broad realms of tourism planning.

Table (2.2): Diversity of tourism planning

Planning sector	Typical tourism planning concerns/issues
Physical (land)	<ul style="list-style-type: none"> *Control over land development by both public and private sectors *Location and design of facilities *Zoning of land uses *Development of tourist transportation systems *Development of public utilities (power, water, etc.)
Economic	<ul style="list-style-type: none"> *Shaping spatial and sectoral patterns of investment *Creation of employment *Labour training *Redistribution of wealth *Distribution of subsidies and incentives
Social/cultural	<ul style="list-style-type: none"> *Social integration/segregation of hosts and visitors *Hospitality *Authenticity *Presentation of heritage and culture *Language planning *Maintenance of local custom and practice
Environmental	<ul style="list-style-type: none"> *Designation of conservation areas *Protection of flora and fauna *Protection of historic sites/buildings/environments *Regulation of air/water/ground quality *Control over pollution *Assessment of hazards
Business and marketing	<ul style="list-style-type: none"> *Formation of business plans and associated products *Promotional strategies *Advertising *Sponsorship *Quality testing and product grading *Provision of tourist information services

Source: Williams S. (1998), p.132.

Planning is carried out according to a systematic process of setting objectives, survey and analysis, formulation of the plan and recommendations, and implementation, followed by continuous management (McIntyre, 1993, p.3). Figure (2.2) illustrates the tourism planning process:

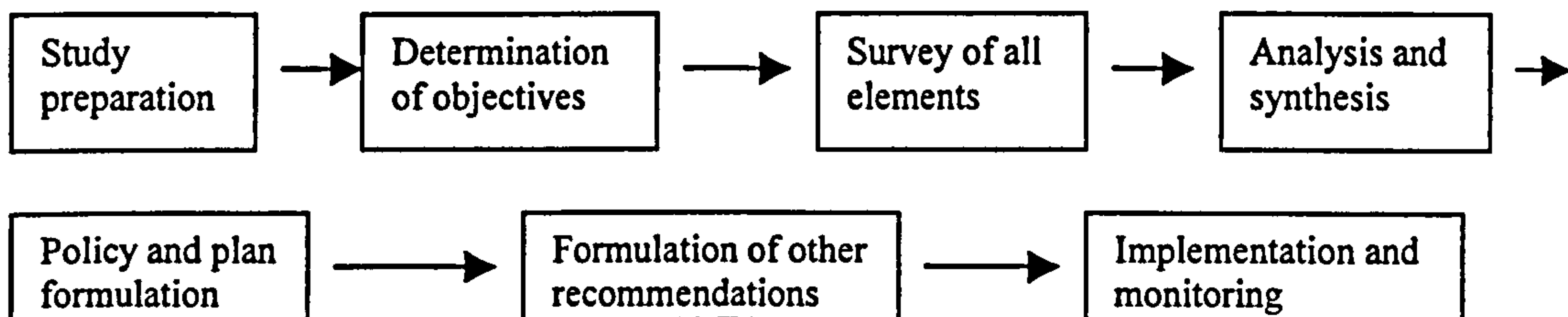


Figure (2.2): Tourism planning process

Source: WTO, 1994, p.12.

2.4 Tourism planning types and paradigms

Historically, tourism development planning has concentrated either on the physical requirements or on the economic considerations relevant to an area (Tosun and Jenkins, 1998). Indeed, tourism development planning was not prepared systematically until the 1960s (ibid.). Getz (1986) explained

that national tourism policy had evolved in three stages since World War II: a period in which the facilitation of travel was emphasised; a focus on its promotion; and in the 1960s, recognition of tourism as an industry. This latter stage produced great interest in tourism planning, but almost totally from the perspective of maximising economic growth (Getz, 1986). More recently, considerable reaction to the biases of tourism planning has been voiced, ranging from discussion of limits to growth to advocacy of alternative tourism planning models (after Getz, 1983).

In the recent past, several tourism - planning paradigms have emerged from the broader traditions of urban and regional planning (Timothy, 1998, p.52). These paradigms generally aim to reduce tourism's negative impacts and enhance its positive impacts. They include community-based planning, wherein locally defined goals and local development actions are an integral part of tourism planning, incremental planning, which allows for high levels of predictability and flexibility, and collaborative planning where all stakeholders are permitted and encouraged to participate in the decision-making process (ibid.).

Gunn had already begun to interrelate planning which is, 'a multidimensional activity and seeks to be integrative, it embraces social, economic, political, psychological, anthropological, and technological factors, it is concerned with the past, present and future' (after Rose, 1984, p.45). Gunn's articulation to build the case for tourism planning is based on those elements which are needed by the tourism sector in order to be sustained and succeed (Alipour, 1996). Therefore, 'strategic planning' is offered to deal with the site scale need, conservation and environmental protection, impact minimisation and haphazard development (ibid). Strategic planning focuses on determining the future and how to get there. A major goal is to balance external uncontrollable factors and internal controllable factors in an effort to capitalise on opportunities and obviate threats (Haywood and Walsh, 1996: 103). Here, Haywood and Walsh argued that the conventional master planning is no longer sufficient to enable tourist destinations to maintain a strong market and competitive presence. A new attitude towards strategic planning is suggested – one that acknowledges the importance of informed decision making, yet also recognises that the competitive environments is not static and therefore, encourages responsiveness and flexibility (ibid.).

On the other hand Inskip's methodology in paradigm development is a great contribution for guiding the tourism sector towards what has come to be known as 'sustainable tourism development' (Alipour, 1996). His analysis interrelates an important aspect of planning known as 'land - use planning'. Inskip's comprehensive tourism development plan offers a sophisticated process which has a cohesive commonality with what Gunn named 'strategic planning' (ibid.).

Integrative planning however has been introduced for the integration of tourism into the overall plan and total development strategy of a country or region. This type of planning aims to increase efficiency and adaptability as components of the tourism industry are planned together and are included in a region's broader development goals (Timothy, 1998). Getz (1986) suggested the use of an integrated

systems model (figure 2.3) as the framework for tourism planning to avoid “its [tourism planning’s] traditional, narrow focus on development” and also to provide an opportunity for tourism’s theoretical development (in Sandiford and Ap, 1998). The model illustrates a planning process in which the impacts of tourism, can be assessed and decisions reached regarding limits to development. This occurs in the context of goals set by a continuous research process aimed at understanding the impacts of tourism, and in which feedback from planning contributes to that understanding (Getz, 1986, p. 29).

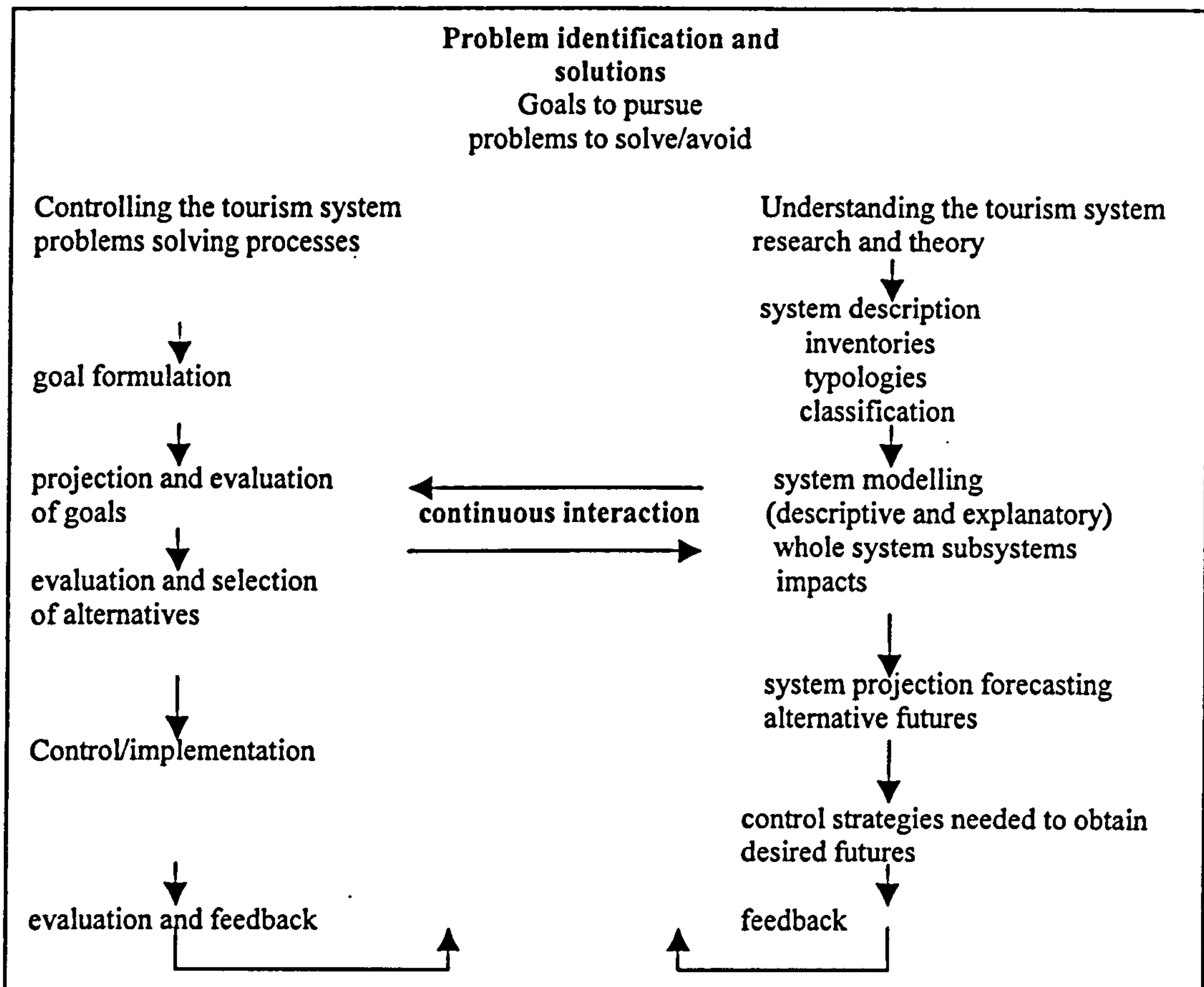


Figure: (2.3): Integrative systems model of tourism theory and planning
 Source: After Chadwick in Getz, 1986, p.29.

Timothy (1998) pointed out that if integrative tourism development is to occur, co-operation between various planning sectors must exist. This entails another planning paradigm, which is co-operative tourism planning. He argued that several authors have acknowledged the need for Cupertino between the private and public sectors, but very little has been written about the importance of co-operative efforts between public agencies, different levels of government, and same-level political units in tourism planning. He introduced four essential types of Cupertino in order for successful integrative tourism development to occur (Figure 2.4).

Dowling (1993) argued that few frameworks or models for tourism development have arisen from the environmental disciplines. Those that have include geographical approaches such as an analysis of environmental stress and an emphasis on local community participation while an approach from regional planning is the evaluation of environmental thresholds. Here, Dowling presented a summary

of the literature on environmental planning, tourism planning, and environment – tourism planning (Table 2.3).

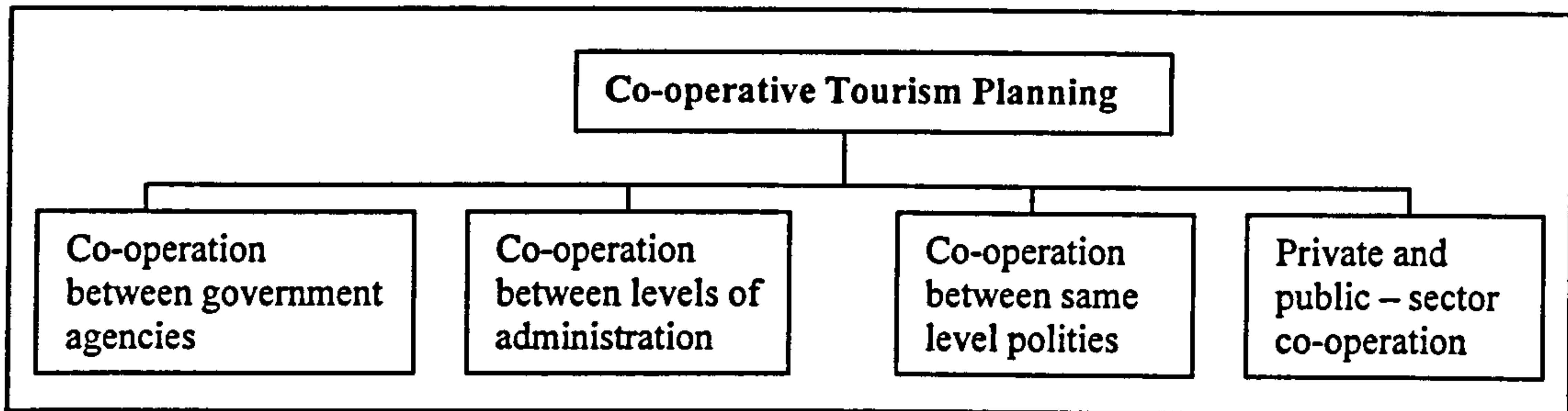


Figure (2.4): The four types of co-operation necessary for the development of successful integrative tourism

Source: Timothy, 1998, p. 54.

Table (2.3) : Dowling's examination of the literature on environmental planning, tourism planning and environment-tourism planning

- 1- Regional tourism planning in the past has focused predominantly on economic development.
- 2- There is increasing recognition of the need for tourism planning to embrace environmental and social aspects.
- 3- Tourism planning in natural areas needs to be grounded in an environmental approach which protects sensitive areas while identifying tourism potential. Such an approach lies within the concept of sustainability.
- 4- Environmental and ecological planning methods offer ways of evaluating environmental attributes for protection and conservation within a tourism planning framework.
- 5- The concept of carrying capacity has inherent difficulties with quantification. ROS/LAC approaches to environment-tourism use are better suited to discrete areas under the authority of one control such as national parks.
- 6- An environment-tourism planning approach needs to encompass social values by seeking out and incorporating community and tourist views.
- 7- Tourism planning in natural areas should be part of a continuous process based on an iterative, strategic planning approach.
- 8- Regional planning offers the best method for achieving environmental protection and tourism development strategies.
- 9- Methods of achieving environment-tourism compatibility can be gained through land use planning, clustering, zoning, route planning and eco-tourism.
- 10- There is a need for the establishment for an ecotourism - planning framework.

Source: Dowling (1993), p.18.

The above analysis of the planning paradigms that have recently been developed by academics and planners shows that the modern planning mechanism is approaching the implementation of sustainable tourism. This has started with a complete recognition that for tourism to be successful in all respects, i.e. economically viable, environmentally sustainable, socially acceptable, good planning is an imperative; but for fully comprehensive and integrated planning to be possible, the whole of tourism activity needs to be included (Burns, 1998). Recent years have also been witnessing the modification of the traditional planning paradigms in order to be more flexible and reliable for the implementation of sustainable tourism development. The recognition of the deficiencies of the traditional planning approaches and the introduction of more appropriate models that could avoid the previous points of weaknesses and the gaps in the implementation stages is one of the tangible efforts of the present. For example, the comprehensive planning paradigm has received widespread criticism in the past, suggesting among other things, that it is impossible to consider all elements in the planning process

together at one time. The introduction of alternative approaches, such as community-based and incremental planning, has been a response to recognised deficiencies in this approach (Timothy, 1998).

Whichever of the above planning paradigms is more appropriate to the theme of sustainability and can more broadly encompass its objectives, the question that needs to be addressed here is: are any of those planning paradigms able to achieve all the goals of sustainability through implementation? Indeed, to answer this question, planners might need integration and a combination of all of those paradigms in order to form a wider planning paradigm, a sustainable tourism - planning paradigm. Here, lie the difficulty and the challenge of planning for sustainability.

However, the success of the modern sustainable tourism planning paradigm still depends on two fundamental factors: the instruments that will be used for implementation and the indicators or criteria that will be used for assessment of the planning model's effectiveness and suitability. Those two elements are still the most critical issues in the implementation of sustainable tourism development.

2.5 Sustainable tourism development and planning

Although planning for sustainability seems to be the up-to-date and most fashionable paradigm searching for the preservation of natural and man-made tourist attractions, the issue of protecting tourist resources from degradation had been regarded in previous planning paradigms applied in the past. For example, Crooks (1973) emphasised the importance of physical planning in the conservation of environmental resources, both natural and man-made. He explained that physical planning can be instrumental not only in achieving the desirable pattern of development, but also in the conservation of natural and man-made resources. According to Crooks, physical planning can be instrumental in the development of tourism, at the national, regional and local level, and it can be more effective and meaningful as an integral part of a comprehensive planning approach.

The growing interest in sustainability as an approach to planning has resulted in a renewed focus on the implications for the planning process and the outcome for tourism destinations. As shown above, this renewed interest in the nature of planning for tourism activities and development has also generated a new debate on the extent to which tourism is being integrated into the planning process (Page and Thorn, 1997). Apparently, the close relationship between tourism and the environment and the importance of environmental planning and sustainable tourism development planning are becoming increasingly recognised (Inskeep, 1991, p.32).

The literature shows four basic principles that are critical to the concept of sustainability: (1) holistic planning and strategy formulation; (2) preservation of essential ecological processes; (3) protection of both human heritage and biodiversity; and (4) development in which productivity can be sustained over the long term for future generations (after Bramwell and Lane in Timothy, 1998, p.53).

While Dutton & Hall (1989) recognise that there are certain preconditions for achieving a sustainable approach to tourism planning (e.g. co-operation, industry co-ordination, consumer awareness of sustainable and non-sustainable options, strategic planning and commitment to sustainable objectives), Page and Thorn (1997) argued that it requires the tourism industry and the public sector planning agencies to radically rethink both the way they operate and the effects of tourism.

However, developing an alternative view of tourism planning is an amorphous task because there are so many players involved with differing and often (at least in part) conflicting interests which link the motivating factor of success with the regulation factor of responsibility (Burns, 1998) (figure 2.5). Burns explained that the problem is that this complexity makes tourism's success virtually impossible to measure to everyone's satisfaction. He recommended that definitions of both success and responsibility in respect of tourism have to be seen as sort of balanced comprises, requiring qualitative as well as quantitative criteria.

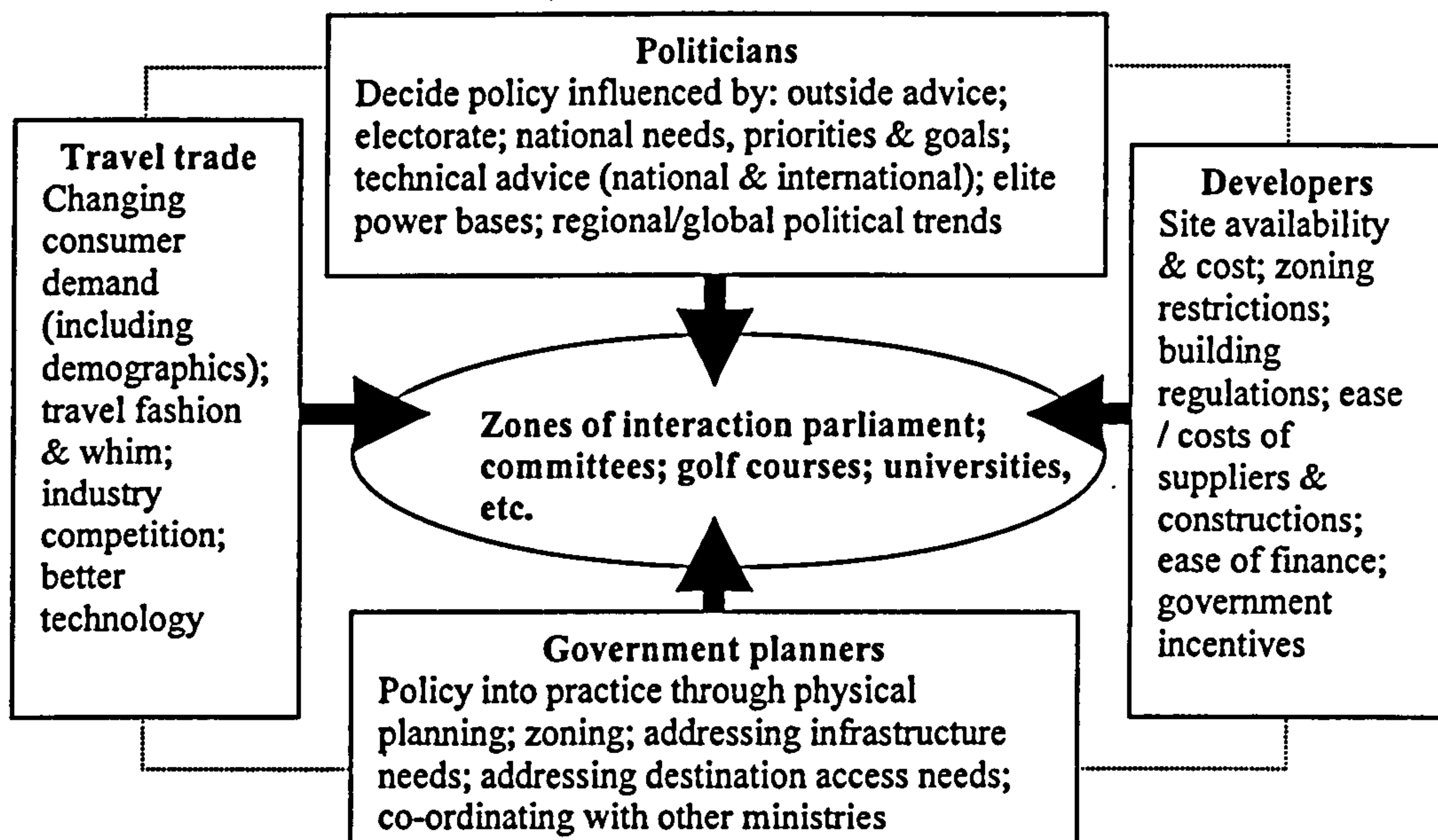


Figure (2.5): Inter-relationships in planning
Source: Burns (1998, p.75).

It has also been argued that sustainable development involves making hard political choices based on complex social, economic, and environmental trade - offs. It requires a vision which encompasses a larger time and space context than that traditionally used in community planning and decision making (McIntyre, 1993, p.40).

Despite the acceptance of sustainable tourism as a desirable alternative to more predatory modes of development, a gap commonly exists between policy endorsement and policy implementation (Pigram, 1990). Pigram explained that shortcomings in the implementation process arise because of conflicts between resource management agencies, tourist developers and the communities affected. He also suggested that to achieve greater tourism environment compatibility, the continuing education of all tourism interest groups (managers, developers the public) is mandatory.

Arguably, policy acceptance of the principles of sustainable tourism development is only the first step. The next and most significant step is the demonstration of commitment through action rather than words, by drawing up a development strategy, in conjunction with the different stakeholders in tourism, and an implementation programme (Wanhill, 1997). According to Wanhill, the manifold phases of a tourism strategy are:

- setting tourism development objectives;
- surveys and analysis;
- determining tourist policies and priority flows;
- strategy formulation;
- impact assessment;
- monitoring.

(Wanhill, 1997, p. xiv)

Here, McIntyre (1993) recommended that local planners use the principles presented in (table 2.4) as basic guidelines when attempting to incorporate this broader vision into local policies and practices.

Table (2.4): Principles for sustainable tourism to be used by local planners

- Tourism planning, development and operation should be part of conservation or sustainable development strategies for a region, a province (state) or the nation. Tourism planning, development and operation should be cross-sectoral and integrated, involving different government agencies, private corporations, citizens groups and individuals thus providing the widest possible benefits.
- Agencies, corporations, groups and individuals should follow ethical and other principles, which respect the culture and environment of the host area, the economy and traditional way of life, the community and traditional behaviour, leadership and political patterns.
- Tourism should be planned and managed in a sustainable manner, with due regard for the protection and appropriate economic uses of the natural and human environment in host areas.
- Tourism should be undertaken with equity in mind to distribute fairly benefits and costs among tourism promoters and host peoples and areas.
- Good information, research and communication on the nature of tourism and its effects on the human and cultural environment should be available prior to and during development, especially for the local people, so that they can participate in and influence the direction of development and its effects as much as possible, in the individual and the collective interest.
- Local people should be encouraged and expected to undertake leadership roles in planning and development with the assistance of government, business, financial and other interests.
- Integrated environmental, social and economic planning analyses should be undertaken prior to the commencement of any major projects, with careful consideration given to different types of tourism development and the ways in which they might link with existing uses, ways of life and environmental considerations.
- Throughout all stages of tourism development and operation, a careful assessment, monitoring and mediation program should be conducted in order to allow local people and others to take advantage of opportunities or to respond to changes.

Source: After Globe '90 Conference, Tourism Stream, Action Strategy for Sustainable Tourism Development in McIntyre, 1993, p.40.

2.6 Strategies for sustainable tourism development planning

Almost all successful businesses, and many successful regions, develop according to carefully worked out business plans and strategies (Lane, 1994). Thus, strategies and controls to protect the environment, conserve tourism resources and influence tourist demand should be proposed (Dowling, 1993). In addition to the overall zoning strategy, other options proposed may include both direct management options such as mandatory permits, charges, and regulations, as well as indirect management approaches including interpretation and education programmes. An overall strategy of concentration or dispersal of tourist activity is also suggested (ibid., p.32). Ashworth (1995) suggested that the most effective level at which to implement such strategies is the local, because it is at this level that the problems are most apparent, policies are likely to receive most political support, and in most countries, where cities have existing limited powers over land-use and transport which can be exercised to implement either hard constraints or soft promotional policies.

Ten special features should be considered while crafting sustainable tourism strategies:

1-The development of the strategy should be used to encourage an ongoing dialogue between government, tourism businesses, communities and other interests about the future of an area and tourism's role in that future.

2-The strategy can be used to guide and encourage infrastructural investment in transport, public services, marketing, information and interpretation.

3-Tourism businesses should gain in security and can invest for the long term because they can develop in a more stable environment.

4-Nature conservation, arts and cultural activities can be drawn into the strategy-making process. They will gain in stature from being recognised and valorised by being part of that process. The process should see conservation as a positive rather than a negative viewpoint. The human and political energies behind the arts and nature lobbies should be used to guide tourism, not simply to protect their position against tourism of any kind.

5-The strategy can protect the special scenic, historic and cultural heritage of an area, thus preserving tourism's future seed corn. It should help to establish the financial and political interdependence between conservation and tourism.

6-The strategy – making process can encourage new entrants into tourism. These can include farm diversification schemes, craft workshops, cycle hire, speciality food production, re-organised public transport marketed to visitors, new restaurants, etc.

7-Strategy – making can be used as a vehicle for new ideas and for the beginning of an ongoing educational process bringing new skills, and new flexibility into the business and political life of a region.

8-Public dialogue and discussion can allow time for a consideration of the costs and benefits of alternative types of tourism, and alternative types of investments.

9-Most rural tourism businesses are small and are unable to afford effective marketing or training. The strategy – making process can be used to encourage future co-operation in marketing and training

between businesses and between communities, and to seek niche markets for an area where it can have an advantage over competing areas.

10-The production of a well researched and carefully written plan, backed by the whole community, can be used as an effective level to obtain public sector funding to begin the process of both development and the reconciliation of tourism and environmental issues through good management. The existence of a public sector investment programme should in turn encourage private sector investment.

(Lane, 1994, p 104)

According to Janssen et al (1995, p.72) STD as a general orientation for a development strategy means that tourism development evolves in such a way that the pressure on the natural environment remains below the level of carrying capacity. This can be made more explicit by means of several key indicators. Table (2.5) summarises the successive steps suggested by Janssen et al for private and public development strategies for sustainable tourism development.

Lane (1994, p.106) offered four keys to successful sustainable tourism strategies:

Firstly, it is important that the person or team formulating the strategy is skilled not only in tourism development but also in economic, ecological and social analysis. While local knowledge is useful, impartiality is much more vital, if trust is to be maintained amongst the many parties taking part in the strategy – making process.

Secondly, wide consultations amongst all interest groups are essential.

Thirdly – glasnost – openness, has a very special role to play. The local population must be welcoming to their visitors, and secure in the knowledge that the visitor influx will not overwhelm their lives, increase their housing costs, and imposing new and unwelcome value systems on them. Openness can be achieved by public discussions, careful use of the press, radio and television, and the development of a two-way dialogue with the community.

Fourthly, the strategy – making process should not be a once-only affair. It has to be an evolving long – term enterprise, able to cope with changes, and able to admit to its own mistakes and shortcomings.

The literature shows a tendency towards stressing the importance of citizen participation in the planning process. Arguably, the Public Involvement (PI) process is seen as activity within the Social Impact Assessment process that provides the social impact assessors with a means to obtain quantitative information regarding social impact assessment variables (Burdge and Robertson, 1990). Here, Marien and Pizam (1998) suggested that participation techniques can be divided into two categories based on the objectives being sought: *administrative objectives or citizens' objectives*.

Table (2.5): Successive steps for private and public development strategies for sustainable tourism development.

Sustainable tourism development strategy	Analysis
1-Specific goals	The carrying capacity of an ecological system should be expressed in the maximum level that the key indicators are allowed to reach. This means that specific goals should be set by determining the maximum level of the key indicators, given the framework of STD.
2-Problem analysis	Before a policy can be developed to reach these goals, it is necessary to know which problem will arise on the path towards these goals.
3-Identifying strengths and weaknesses	<p>Can be identified by looking backward. Five critical success factors can be used :</p> <ul style="list-style-type: none"> *Ecoware (ecological aspects) *Finware (financial aspects) *Orgware (organizational aspects, including the government organization) *Software (human aspects, like education and labour market training) *Hardware (environmental technology for protection of the natural or physical environment) <p>The relative strengths and weaknesses of each of these five factors have to be determined.</p>
4-Opportunities and threats	<p>In order to take the possible future developments into consideration, the expected opportunities and threats both in the current situation and in the future need to be examined.</p> <p>After a through investigation of all relevant STD aspects in the past, current and future situation, strategic choices have to be formulated.</p>
5-Creativity	<p>With the use of creativity (and with the list of strengths, weaknesses, opportunities and threats) it is possible to invent many STD possibilities. A straightforward way of using creativity is to draw up a list of possible options, which can be used as goals. This can be done in several ways, for example:</p> <ul style="list-style-type: none"> *analogy (looking at similar problems in the past) *brainstorming (active joint reflection on STD) *lateral thinking (to break through the standard thinking) *comparative advantages (compare the present state with (potential) competitors or competitive areas) *morphological analysis
6-Preconditions	A proper way of cutting down the number of possible options is by confronting them with preconditions. Therefore, the relevant preconditions have to be described, both in physical or material (e.g. money) and in non-physical terms (e.g. know-how) as well as political and legal restrains. In order to reach STD, the ecological preconditions and constraints have to be given due and balanced attention.
Policy development and implementation	Depending on the specific local condition, more or less emphasis can be put on two key actors, viz. the private or on the public sector. For this purpose, the policy options can be measured on two axes: one for the initiator (or main actor) and one for the (in) directness of the intervention in the market system.
Policy instruments	<p>Among the different instruments the following can be used:</p> <ul style="list-style-type: none"> *Information and education *Subsidies *Taxation *Legal instruments *Agreements *Permissions or quotes *Niches

Source: Extracted from Janssen (1995), p72-76.

Based on administrative objectives, citizen participation in tourism planning is a means of improving citizen trust and confidence in the government. The goal is to increase the likelihood that the citizens will co - operate with officials by working within the system rather than against it (ibid). However, to meet citizens' objectives, citizen participation is a way for 'governments to respond better to the citizens' values and refrain from the erratic, insensitive, or oppressive exercise of power (after Arnstein, 1969). Citizens' participation is in the form of either decision – making supplements or representational input (Marien and Pizam, 1998). Here, Marrien and Pizam recommend that the best participation programmes strike a balance between administrative and citizen expectations of participation.

As tourism planning takes place at various levels ranging from the macro national and regional levels to the various micro local planning (McIntyre, 1993), the following section will examine how the literature regards sustainability on the tourist planning levels.

2.7 Levels of tourism planning and sustainability

Planning for sustainability requires a shift in our thinking on the development of our economic system (Janssen et al, 1995: 69). There is an evident need for more strategic thinking, more cohesive thinking and more multidimensional thinking in order to ensure a compatibility of economic and environmental interests. This means that both the strategic significance of sustainable development and the implications for practical policy strategies have to be envisaged, not only at the global level but also at the local level. This also calls for more attention for *sustainable regional and local planning and for a sustainable plan and project evaluation* (ibid).

Additionally, tourism at the community level must be developed within the context of regional, national and even international tourism. At the regional and national levels, development policies, plans and programs, laws and regulations, and marketing all influence tourism development (McIntyre,1993,p.3). The importance of national and regional tourism planning as a conservation and sustainable development technique was expressed at a WTO and UNEP environmental workshop in 1983 as follows:

Regional planning provides probably the best opportunity for achieving environmental protection goals through the use of zoning strategies. Thus zoning strategies and regulations can be used to encourage the concentration in some areas and/or dispersion in other areas of tourist activity so the extreme pressures are restricted to resilient environments and fragile environments can be given the most rigid protection measures. In this manner, nature conservation interests can be accorded their appropriate priority where it is the prime land use designation.

(After WTO and UNEP 1983 in Inskeep, 1991, p32)

While governments may take the lead in national or regional tourism planning, the process of planning involves a wide range of diverse interests, each of which have to be taken into account i.e.

- Commercial interests (i.e. direct-developers, investors, operators; indirect-suppliers of goods or services to tourism enterprises or tourists),
- The international travel and tourism trade (e.g. airlines, tour operators, travel agents),
- The host population,
- The destination's environment 'supporters',
- Tourists themselves.

(Burns, 1998, p.73)

The concerns of these various players can be summarised as economic development to ensure stability and well-being of the area, the provision of jobs so as to provide financial security, and personal satisfaction of individuals and families, visitor satisfaction so that tourists will enjoy their vacation, return and recommend the destination to friends and of course profit for the visitor industry (whatever role assumed by the environment, momentum in tourism development will only exist if there are satisfactory shareholder dividends and operating profits) (Burns, 1998).

It is important that governments should not set objectives that may seriously conflict with each other. Too often governments talk of tourism quality, yet measure performance in terms of numbers. Wanhill (1996, p.22) offered examples of policy objectives, which are most likely to be at variance with each other:

- Maximising foreign exchange earnings versus actions to encourage the regional dispersion of overseas visitors;
- Attracting the high spend tourist market versus policies to continually expand visitor numbers;
- Maximising job creation through generating volume tourist flows versus conservation of the environment and heritage;
- Community tourism development versus mass tourism.

With regard to sustainability planning, Wanhill pointed out that it is no longer considered acceptable that these objectives should be at a cost to the environment or by adversely affecting the host community. Accordingly, the implementation of policy therefore becomes a process of maintaining the balance between the various objectives as opposed to trying to maximise any single one (after Lickorish, 1991 in Wanhill, 1996).

1-National Planning

At the national level, attention could be given to:

- *Analysis of market demands, both international and domestic, with the potential for tourist development,
- *Definition of goals, formulation of policies and establishment of the role and place of tourism in the national economy,
- *Determination of the regions most important for tourist development,
- *Provision of national infrastructure,
- *Allocation of resources,

- *Protection of the environment,
- *Determination of the standards of service and level of facilities to be provided,
- *Formation of a national tourism image and of promotional campaigns.

(Crooks, 1973, p.50)

The basic aims of planning and related issues can be better dealt with at the national level, since they must be considered in relation to the overall social and economic policies of a country and formulated as part of national development plans (Crooks, 1973: 50). Approaches to national planning range from the rigorous five-year national planning process, to the more liberal approach in which broad parameters are established as policy guidance (Green, 1995: 98). Crooks (1973) emphasised that policy decisions for the development of tourism at the national level require a general inventory of supply, which is an assessment of the tourism development potential. Such an assessment may be based on the general knowledge of the country and its already discovered resources, but preferably it should be made as a systematic survey to determine the full scope of the tourism development alternative and to compare their attractions with the existing trends of tourist movements.

2-Regional Planning

This is a set of activities that deals with development of tourism at the regional level. Regional tourism development planning is not a totally independent planning activity. It should be prepared within the framework of the national tourism development planning policy (Toson and Jenkins, 1996: 521).

At the regional level emphasis could be given to:

- *Regional policy;
- *Regional access and the internal transportation network of facilities and services;
- *Type and location of tourist attractions;
- *Location of tourism development areas including resorts areas;
- *Amount, type, and location of tourist accommodation and other tourist facilities and services;
- *Regional level environmental, socio - cultural, and economic considerations and impacts analyses;
- *Regional level education and training programs;
- *Marketing strategies and promotion programs;
- *Organizational structures, legislation, regulations, and investment policies; and
- *Implementation techniques including staging of development, project programming, and regional zoning regulations.

(Inskeep, 1991, p.35)

Dowling (1993) introduced the regional EBT (Environmentally Based Tourism) planning model as an appropriate approach to sustainable tourism development. According to Dowling its essential elements are being based on environmental protection, community wellbeing, tourist satisfaction and economic integration in order to achieve environment-tourism compatibility. Other essential elements include its being strategic and iterative, regionally based incorporating land use zoning, and

environmentally educative, that is, embracing the environmental ethic (Dowling, 1993). Dowling has broken down The EBT Planning, which is a strategic planning approach to environment-tourism planning, into five stages (figure 2.6):

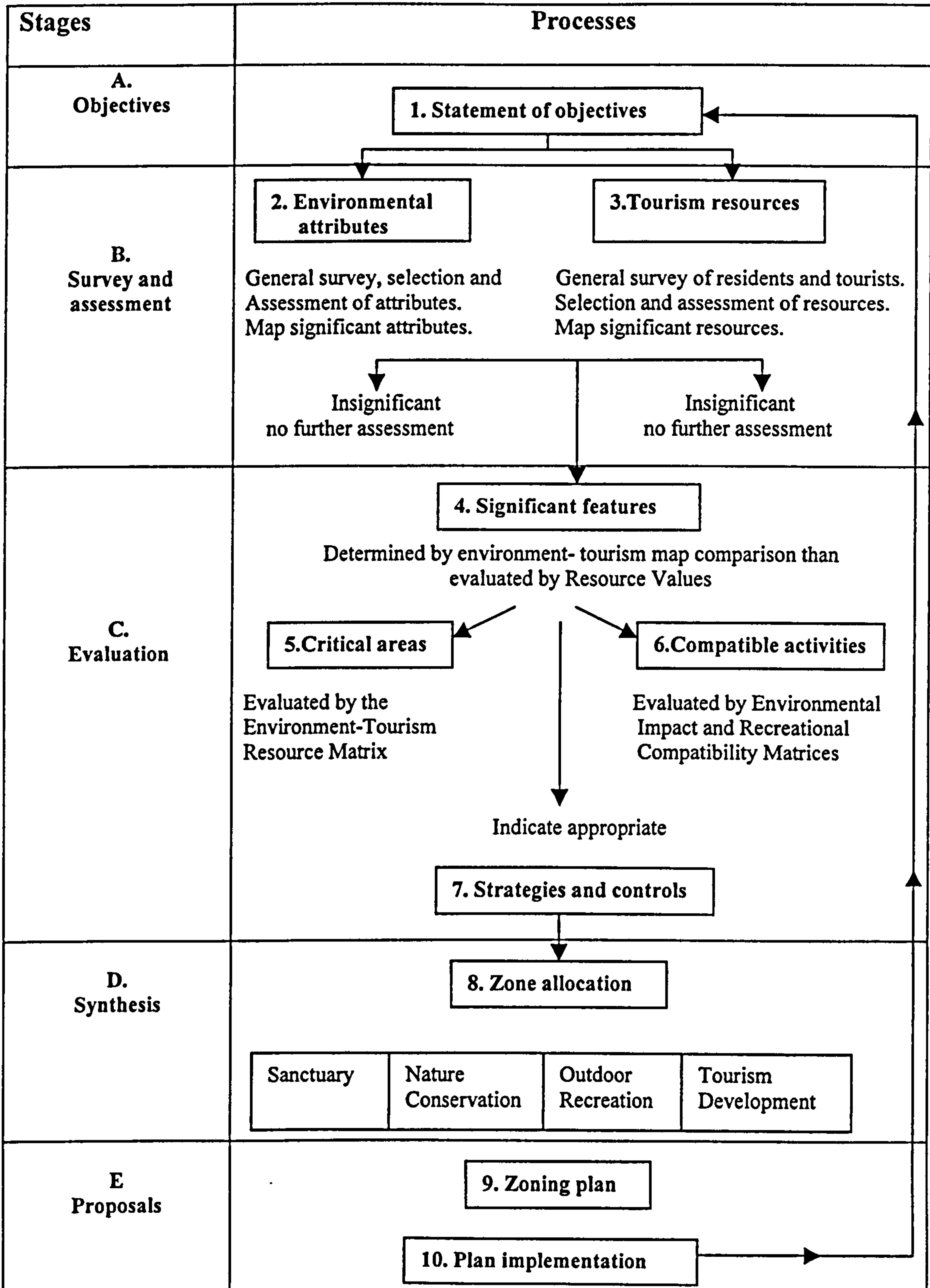


Figure (2.6): The EBT planning framework.
Source: Dowling, (1993, p.20).

As shown in figure (2.5), the major thrust of the EBT planning model is determining environmentally compatible tourism through the *identification of significant features, critical areas and compatible activities*. Dowling explained that significant features are either environmental attributes, which are valued according to their level of diversity, uniqueness or representativeness, or tourism features valued for their resource value. Critical areas are those in which environmental and tourism features are in competition and possible conflict. Compatible activities are outdoor tourism recreational activities, which are considered to be both environmentally and socially compatible.

3-Local Planning

Local – level planning of tourism is a highly variable activity, reflecting the diversity of local situations in which tourism is developed (Williams S., 1998). Even though local plans may be prepared independently, it is essential that they fit into the context of national and regional plans (McIntyre, 1993). Local planning is often seen as the most effective level for the implementation of physical land use plans and associated tasks such as the spatial zoning of activity and developments. This is for two reasons. First, it is the planing level at which there is most likely to be a legally enforceable system of planning control. Second, in most cases the appropriateness of a proposed development is most effectively judged in a local context, since this is the level at which impacts are to be most clearly felt (Williams S., 1998, p. 144).

At the local level, tourism plans are prepared for resorts, cities, towns and villages and various special forms of tourism to be developed in an area. Plans must also be prepared for development of tourist attraction features and organization of tourist activities. At the local level, determination and adoption of tourist facility development and design standards are essential to ensure that facilities are appropriately sited and designed with respect to the local environmental conditions and desired character of the development (McIntyre, 1993, p.39).

At the local level priority should be given to:

- *Three-dimensional planning to the local environment,
- *Harmonization in time and space of the demands of the tourist sector with the activities of the permanent population,
- *Protection, preservation and development of the local environment, both natural and man-made,
- *Planning and provision of functional elements (open spaces, sports, cultures, entertainment, trade and handicrafts),
- *Creation of a local image,
- *Enforcement and control of land use, building codes and architectural standards,

(Crooks, 1973, p.50)

These basic components of planning at the local level pointed to the importance of physical planning in providing a framework for active interaction between the local population and the visitor, where no one had exclusive use, and where the daily activities of the permanent population could be thrive (Crooks

(1973). It is at the district or local level that effective *land use planning* can provide the day-to-day framework within decisions about *land use allocations* can be made, implemented and subsequently monitored. At this level, decisions about tourism development can take their place alongside other activities as policies for land use in a locality are developed (Green, 1995). To be effective, such a system needs the backing of law or statute, it needs appropriate mechanisms for controlling development and enforcing decisions, and yet it should be flexible enough to respond to change (ibid., 1995, p.100). According to Green (1995), the land use planning framework involves three key elements:

- 1-the preparation of plans;
- 2-the control of development; and;
- 3-the enforcement of decisions.

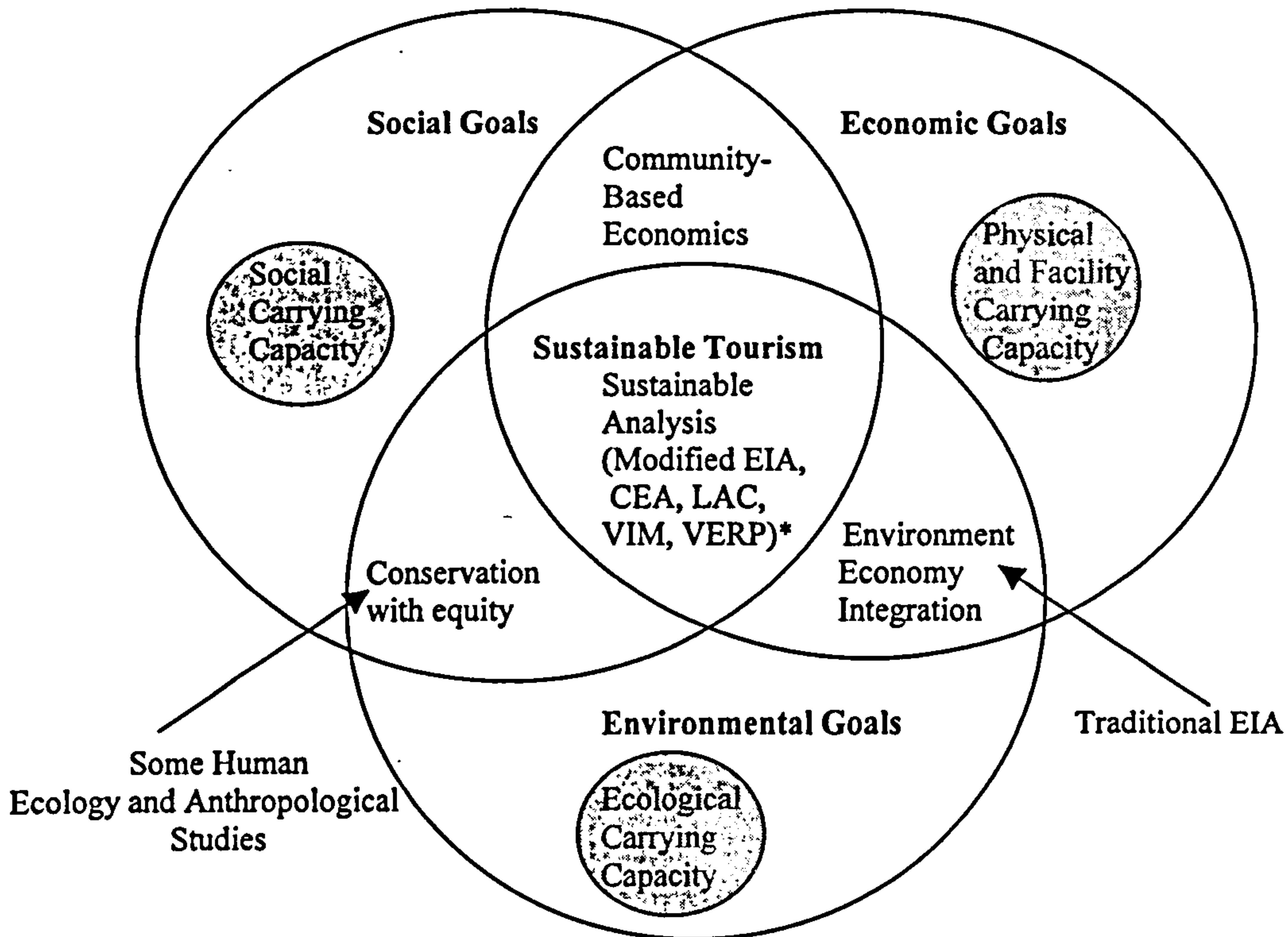
To ensure the participation of the local population in the benefits of tourism development and the improvement of the quality of local community life, the overall needs of the population should be considered. Housing should be provided, together with other community facilities, such as schools and transportation. The housing needs of both permanent and seasonal workers should be a vital part of any master - plan for the development of tourism. The provision of housing should proceed simultaneously with the provision of infrastructural elements (Crooks, 1973).

2.8 Techniques for sustainable tourism development evaluation

WTO recommends that a basic technique in achieving sustainable development is the environmental planning approach. Environmental planning requires that all elements of the environment be carefully surveyed, analysed and considered in determining the most appropriate type and location of development (WTO, 1994). However, while it is relatively easy to conceptualise and to proselytise about the needs for sustainable tourism development, it is far more challenging to develop an effective, yet practical, measurement process (Murphy, 1998, p. 180). The literature review on the techniques that can be used for assessing and measuring sustainable tourism development emphasises the employment of the following tools:

- 1-Carrying Capacity (CC),
- 2-Limits of Acceptable Change (LAC) & Visitor impact management (VIM),
- 3-Visitor Experience & Resource Protection (VERP),
- 4- Environmental Impact Assessment (EIA)

(Wight, 1998; Williams S., 1998; Hunter, 1995)



- * LAC – limits of Acceptable Change
 VIM – Visitor Impact Management
 VERP – Visitor Experience & Resource protection
 EIA – Environmental Impact Assessment
 CEA – Cumulative Effects Assessment

Figure (2.7): Tools to assist sustainability analysis for sustainable tourism systems
 Source: Wight 1998, p.76.

Appendix 2.1 offers a list of the tools and techniques suggested by the literature for assessing and measuring the various aspects of sustainability. For the comparison between the elements of LAC, VIM and VERP, see appendix 2.2.

1-Carrying Capacity (CC):

O'Reilly (1986) defined tourism capacity as the maximum number of tourists that can be contained in a certain area. As such, it conjures up images of a specified 'limit', 'ceiling', or 'threshold' which tourism development should not exceed (Williams P. and Gill, 1998). In other words, in tourism capacity, an even balance has to be maintained, both in the physical environment and the quality of the experience of the host country to the visitor (O'Reilly, 1986, p. 254). It can be argued that in the development of new projects, cost-benefit analyses should be adopted to see at what level the project will be financially viable. However, correct levels of carrying capacity must be adopted to preserve the economic, physical, ecological, social and cultural balance within the society (ibid, p.257).

The early definitions of tourism carrying capacity recognise two fundamental components: a quality environment, and a quality visitor experience (Glasson et al, 1995). All of these definitions tended to

look at one aspect of capacity in relative isolation. In an attempt to overcome many of these difficulties of single sector analysis, Lindsay (1986:17) combined these elements to re-define carrying capacity as the “physical, biological, social and psychological capacity of the environment to support tourist activity without diminishing environmental quality of visitor satisfaction”. By taking account of these various dimensions, he suggested the concept of capacity was best explained by the formula:

$$CC = f (Q, T, N, U, DM, AB)$$

With the carrying capacity (CC) of a setting represented as a function of:

- the Quantity of resources available;
- the Tolerance of those resources to visitor use;
- the actual Number of visitors at the site or setting;
- the type of Use or visitor activity undertaken;
- the Design and Management of visitor facilities in the setting;
- and the Attitude and Behaviour of visitors on the site, and similarly of the ‘site’ managers.

(After Lindsay in Glasson et al, 1995, p.45)

O’Reilly (1986) describes the various carrying capacities as follows:

Physical carrying capacity - the limit of a site beyond which wear and tear will start taking place or environmental problems will arise.

Psychological (or perceptual) carrying capacity - the lowest degree of enjoyment tourists are prepared to accept before they start seeking alternative destinations.

Social carrying capacity - the level of tolerance of the host population for the presence and behaviour of tourists in the destination area, and/or the degree of crowding users (tourists) are prepared to accept by others (other tourists).

Economic carrying capacity - the ability to absorb tourism activities without displacing or disrupting desirable local activities.

(After O’Reilly in Hunter, 1995, p.67)

However, a tourist development may be economically feasible and desirable, but socially and environmentally damaging. Here the carrying capacity levels differ between the three subsystems and also vary among the components, which contribute to any one of the subsystems (O’Reilly, 1986, p.256). Butler (1996) suggested that carrying capacity could be viewed as a chain made up of links, each link representing one element of capacity. According to Butler, what should be possible is to identify the most sensitive element, the weakest link in the chain, and its approximate carrying capacity in a particular destination. Research can, therefore, be reduced in scope but increased in focus, and concentrate on identifying one or a very limited number of capacities in a destination, selecting appropriate regulations and controls in that context.

On the other hand, Butler (1996) argued that while the number of visitors is normally regarded as a reasonable indicator of the pressures of tourism on a location, research has shown that it is both a

combination of numbers of visitors and the type of visitors, in terms of activity patterns, which are important in determining the pressures that a destination can absorb. Before regions chosen for tourism expansion are developed, they must be checked for their capacity to absorb tourists and new facilities and activities. According to O'Reilly (1986), capacity levels are influenced by two major groups of factors:

1-The first group of factors includes:

- the characteristics of the tourists; and
- the characteristics of the destination area and its population.

2-The second group can be summarised under the following headings:

- natural environmental features and processes;
- economic structure and economic development;
- social structure and organizations;
- political organization; and
- level of tourist development.

Williams P. and Gill (1998) offered three distinctive thresholds to carrying capacity in the context of tourism:

1-An environmentally - based perspective suggests that carrying capacity management involves maintaining a balance between physical / environmental and visitor experiences. Carrying capacity in this context refers 'to the maximum number of people who can use a site without an unacceptable alteration in the physical environment, and without an unacceptable decline in the quality of the experience gained by visitors'.

2-Critical carrying capacity thresholds appear to occur when tourist numbers approach levels which strain the capacity of the destination to provide quality tourist experiences. Key indicators of encroachment upon these capacity ceilings are related to identifiable decreases in market demand.

3-A community - based perspective suggests that carrying capacity concerns a destination area's capacity to absorb tourism before negative effects are felt by the community. Levels at which these impact standards are established can be based on values determined by the community on the basis of how they perceive the effects of tourism.

Although the concepts of carrying capacity are now generally accepted, difficulties in measuring and quantifying the thresholds have restricted the use of carrying capacity as a planning tool (O'Reilly, 1986). Some factors causing this restriction are:

- that the acceptable levels of crowding can differ from one society to another;
- that certain types of developments necessitate higher densities than others, even if the sizes of the developments are the same, e.g. beaches for relaxation vis-à-vis tourism, and
- physical and environmental carrying capacities can be affected by management techniques.

Therefore, the carrying capacity approaches have met with limited application in a tourism context. Williams P. (1994, p. 433) explained the reasons behind this limited applications in the following:

- Unrealistic expectations (i.e., a technique exists that can provide a “magic number” that identifies “how much is too much”).
- Untenable assumptions (i.e., a direct relationship between visitor use and impact exists)
- Inappropriate value judgements (i.e., conflicts between the views of experts as opposed to other stakeholders concerning what constitutes appropriate conditions for an area)
- Insufficient legal support (i.e., the unavailability of formally recognised institutional process to ensure that management objectives are achieved).

Williams P. and Gill (1998) argued that in principle, tourism carrying capacity issues can be incorporated into the comprehensive planning agenda of most tourism destinations. Key to the success of such agendas are growth management programmes. Here they pointed out that fundamental to any growth management approach is the creation of a database to monitor change and inform decisions. The data available in most tourist destinations is inadequate and incomplete. Tools such as Environmental Management Systems (EMS) and environmental auditing are emerging techniques which address such inadequacies in environmental monitoring although they are not as yet widely used (ibid).

It has been argued that effective application of the traditional carrying capacity concept is difficult, if not possible (Lindberg et al, 1997; Williams P. 1994; Williams S, 1998; Hunter, 1995). This situation has led to a reassessment of carrying capacity within the recreation field. This focus has shifted from one of “How many is too many?” to one of “What are the desired conditions?” (Lindberg et al, 1997). This has also led to development of alternative planning and management frameworks, including the Limits of Acceptable Change (LAC) system, Visitor Impact Management (VIM), and Visitor Experience Resource Protection (VERP) (ibid).

2-Limits of Acceptable Change (LAC) & Visitor Impact Management (VIM)

The limits of acceptable change technique was developed in the USA as a means of resolving development – related conflicts in conservation areas (Williams S, 1998). LAC is a planning procedure designed to identify preferred resource and social environmental conditions in a given recreation area and to guide the development of management techniques to achieve and protect those conditions (Wight, 1998). The central features of the method are:

- the establishment of an agreed set of criteria surrounding a proposed development;
- the representation of all interested parties within decision-making;
- the prescription of desired conditions and levels of change after development;
- the establishment of ongoing monitoring of change and implementation of agreed strategies to keep impacts of change within the established limits.

(Williams S., 1998, p.117)

In following the LAC process, a manager must undertake four basic tasks: (1) identify acceptable and achievable social and resource characteristics of the area being managed; (2) analyse the relationship between the existing conditions and those desired; (3) identify a series of possible management actions that will achieve the desired conditions; and (4) develop an environmental monitoring and evaluation procedure to measure the effectiveness of the management actions undertaken (Wight, 1998, p.83). (Figure 2.8).

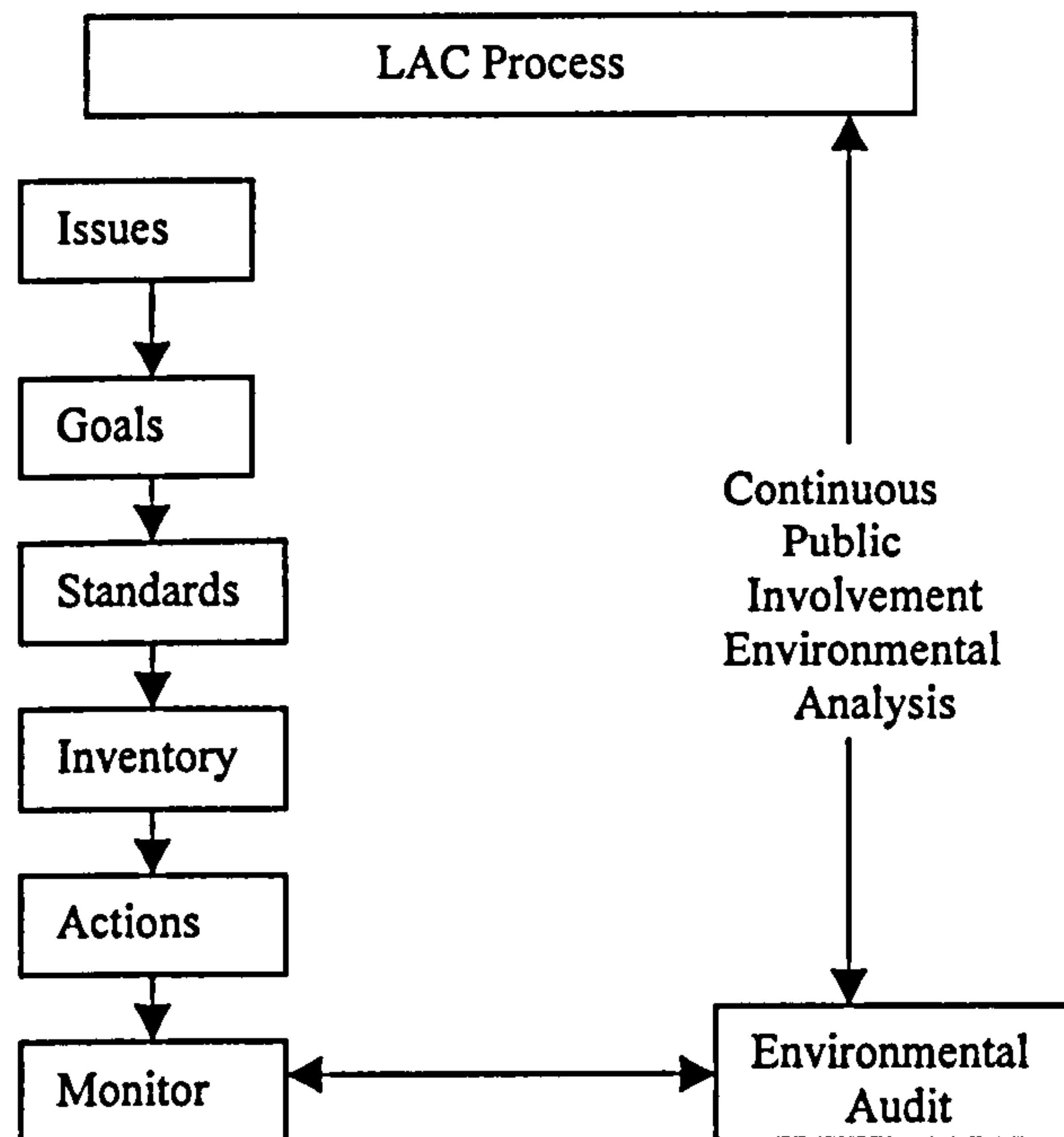


Figure (2.8): The limits of acceptable change (LAC) process
Source: Wight 1998, p.83.

Sidaway identifies the features which distinguish the LAC approach from carrying capacity and other management systems as 'its attempts to identify measurable aspects of quality, to monitor whether environmental quality is maintained and the degree of interest group involvement throughout the process' (Mowforth and Munt, 1998, p.251). According to Wight (1998) a key element in the original application of the LAC process is the definition of a series of opportunity classes. These classes describe the different conditions that the manager expects to encounter (or to restore) in different portions of the recreation area. Opportunity classes are usually designated in accordance with the divisions of the recreation opportunity spectrum (ROS).

The LAC approach therefore embodies several key aspects of sustainable forms of tourism development. It recognises that change is an inevitable consequence of development but asserts that by the application of rational planning, overt recognition of environmental quality considerations and broad public consultation, sustainable forms of development may be realised (Williams S., 1998, p.117). However, The LAC system also has limitations (Wight, 1998). Generally, there are technical difficulties in agreeing and assessing qualitative aspects of tourism development and the process is dependent upon the existence of a structured planning system and sufficient resources in expertise and capital to operationalise the monitoring and review stages (Williams S., 1998, p.117).

Visitor impact management (VIM) is an approach which moves beyond the limits identified in ecological and social studies of carrying capacity and tries to apply to human impacts and interactions (Glasson et al., 1995). It involves the systematic collection of data to predict the impacts of differing management strategies, and the collection of management information on the desirability of identified alternatives (Wight, 1998, p.84). According to Vaske et al. (1994), VIM helps to address three issues inherent in impact management:

- 1- identification of problem conditions of unacceptable visitor impacts (e.g. conflicts between recreationalists using a resource);
- 2- determination of potential casual factors affecting the occurrence and severity of unacceptable impacts;
- 3- selection of potential management strategies to address the unacceptable conditions.

As a sequential process similar to the LAC approach, VIM is a set of procedures which first reviews management objectives for tourism; then identifies indicators related to these management objectives (Glasson et al., 1995, p.57). Standards for these indicators are then selected which correspond to the management objective. These standards are compared with existing conditions to look for specific problems, probable causes for the various impacts, and possible breaches of quality standards (ibid.). Potential management strategies are devised which should lead to the mitigation of the impacts, and finally a continual monitoring process is devised which checks the effectiveness of management actions, so that the process becomes dynamic and able to respond to changing conditions of use and impact (after Williams and Gill, 1991).

However, as Glasson et al. Pointed out, like the LAC approach, the practical implementation of VIM in the tourism setting still has limitations. For example in order to determine if 'quality standards' are not being met, it is necessary to have accurate information on the amount, type and distribution of visitors. Use measurements must go beyond simple area densities comparing number of hosts to number of visitors in any given area, and include visitor activities, length of stay, party size and spatial and temporal distribution (after Kuss et al, 1990).

3-Visitor Experience & Resource Protection (VERP).

The literature shows that VERP is one of the recent techniques, created by National Park planners as a prescription for desired ecological and social conditions (after Hof et al., 1994). In a similar vein to LAC and VIM, VERP looks at the desired ecological and social conditions, rather than the numbers of people (Wight, 1998). It also takes the approach that management goals must be translated into measurable management objectives by using indicators and standards. In addition, park zoning should reflect the management goals for different areas (e.g. developed; semi - primitive, pedestrian; semi - primitive, trekker; semi - primitive, motorised; primitive). Specific VERP indicators and standards are then developed for each of the zones: biological physical indicators, and social indicators (ibid.). (See appendix 2,2 for the VERP process steps).

However, VERP do has limitations as well. According to Wight (1998) the problem of using VERP as a sustainability tool is that it cannot be applied outside park boundaries if it only examines the *impact on visitors* to an area. He argued that examining the impact of *visitors on host populations* is at least equally important.

Related to the techniques explained above, the literature offers 'Recreation Opportunity Spectrum/Recreation Opportunity Guide (ROS/ROG)'. (ROS/ROG) is a management technique that couples recreation experience zones with a visitor information system that tell visitors where they can find highly developed or wilderness experience zones on the national forests, what facilities they can expect (if any), and what regulations are in effect for each zone (Lindsay, 1986).

Arguably, the LAC and VIM techniques are considered an extension of the ROS/ROG classification system (Lindsay, 1986; Stankey et al, 1985; Wight, 1998). According to Lindsay, the recreation opportunity spectrum defines six recreation opportunity classes as: primitive, semi primitive nonmotorized, semiprimitive motorized, roaded natural, rural, and urban (1986: 19). The primitive classification represents a resource containing unmodified natural environments. The semiprimitive nonmotorized zone allows some evidence of visitor and management controls, but the resource remains predominately natural. The roaded natural has access by vehicle, but roads are few and views of undisturbed natural features are available. The rural and urban classes simply move up the intensity scale manmade development where more and more tourist facilities are provided (Lindsay, 1986: 19).

4-Environmental Impact Assessment (EIA)

Environmental impact assessment (EIA) is a tool for identifying and analysing a region's key attributes. The objective in an EIA is to identify in advance factors that may affect the ability to build a desired development and the attributes that will be affected by the proposed activity (Manning and Dougherty, 1995, p.32). The results can then influence decisions regarding whether to proceed, choices of design and construction schedules, and procedures to mitigate unwanted effects (ibid., 1995). The EIA procedure is a very useful technique to ensure that environmental impacts of proposed projects have been taken into consideration and preventive actions taken, and provides the basis for making any necessary adjustments to the plans (Inskeep, 1991, p.352).

EIAs are designed to follow a particular format and are required to be submitted to the government for its review as part of the project approval procedure (Inskeep, 1991, p.352). According to Hunter (1995), there are a large number of diverse assessment methods, which can be employed throughout the EIA process. Checklist is one of the oldest of the EIA methods, which provides a specific list of environmental parameters which may be affected by a project (Hunter, 1995). Inskeep (1991) suggested that a useful technique is to prepare an evaluation matrix, which summarises and synthesises the impacts so that a comprehensive evaluation can be made of all factors. A definition of each level of impact (for example, none, minor, moderate, and serious) will need to be made so that the evaluation is systematic (Inskeep, 1998, p.353). (See appendix 2.3).

Although EIA comes in a variety of systems and procedures, utilising a wide range of methods, techniques and thresholds of implementation, most forms of EIA conform to four fundamental principles (after Roberts and Hunter, 1992).

- 1-They identify the nature of the proposed and induced activities which are likely to be generated by a project or the introduction of a process.
- 2-They identify the elements of the environments which will be significantly affected.
- 3-They evaluate the initial and subsequent impacts.
- 4-They are concerned with the management of the beneficial and adverse impacts which are generated.

(Hunter, 1995, p.125)

It has been argued that EIA is not merely a procedure for identifying potential impacts, but is a means of integrating the concern of economic development and environmental protection (after Htun, 1992 in Hunter, 1995). Manning and Dougherty (1995, p.32), outlined the EIA steps as follows:

- 1- inventory of social, political, physical and economic environment;
- 2- forecast or projection of trends;
- 3- setting of goals and objectives (usually project level);
- 4- examination of alternatives to research these goals;
- 5- selection of the preferred alternative (from number 4);
- 6- development of implementation strategy;
- 7- implementation; and
- 8- evaluation.

According to Hunter (1995, p.124), EIA is now an accepted part of the development control procedures of many of the Developed Countries around the world, whereby an **Environmental Impact Statement (EIS)**, or **Environmental Statement (ES)**, must be produced for certain types of development project according to the potential for environmental assessment. An EIS is the direct responsibility of a developer and typically prepared as an input to EIA procedures (Middleton and Hawkins, 1998, p.141). It is a 'document, prepared by a proponent, describing: a proposed activity or development and identifying the possible, probable, or certain effects of the proposal on the environment; examining the possible alternative; ... proposing a programme of environmental management including provisions for monitoring, post project analysis, or auditing; and plans for rehabilitation' (at the end of the project) (after Gilpin, 1996 in Middleton and Hawkins, 1998, p.141).

Related to the term EIA, is **CEA (Cumulative effects assessment)**, which represents 'the quantum sum of the ecological changes induced by man's use of land, water, marine and atmospheric resources' (after Sadler, 1986, p.71). According to Wight (1998, p.81) this term carries different connotations. It can refer to the additive effects associated with a single project, (usually expected in supplementing statutory EIAs), or to the cumulative effects of multiple development/processes, and their associated compounding effects. Wight explained that CEA is particularly important, since tourism development

not only includes the large-scale resort-type projects that gain considerable publicity, but also smaller, more widespread 'mom-pop' types of operation, which may together, have a significant impact. In addition, two attributes of CEA are that it is holistic and integrative (after Duinker, 1994).

According to Williams S. (1998, p.118), EIA has also attracted criticisms, which have included tendencies:

- to focus on physical and biological impacts rather than the wider range of environmental changes;
- to application on a project-specific basis and/or at the local geographic level, thereby overlooking wider linkages and effects;
- to require developed legislative and institutional frameworks in which to operate;
- to require a range of scientific and other data as a means of assessing likely impacts;
- to advocate technocratic solutions to environmental problems, which some advocates of sustainable development view as inappropriate.

In order to tackle most of the EIA limitations, the literature shows recent growth of interest in another technique, which is (SEA) Strategic Environmental Assessment. SEA is the term used to describe the application of EIA to the appraisal of development policies, plans and programmes (PPPs) before the assessment of individual projects occurs (Hunter, 1998, p.180). According to Salder (1994, p.3) SEA is a promising approach to ensure that policymaking takes account of sustainability principles. The literature offers four main reasons for the perceived need for SEA:

*Strategic environmental assessment can help give environmental concerns an importance similar to that of other aspects of development (e.g., economic, market requirement, financial and technological) in decisionmaking.

*Strategic environmental assessment can facilitate and increase consultation on environmental aspects between the many organisations generally involved in the formulation of policies, plans and programmes.

*In certain cases (e.g., some land-use plans), strategic environmental assessment may make project EIA redundant if impacts have been examined sufficiently at the plan or programme level. In other cases, only a selected number of impacts may be examined, leaving others for the project stage.

*Principles regarding mitigation and compensation measures can be formulated for certain types of development as a result of SEA.

(Wood and Dejeddour, 1992, p.5)

However, by itself, SEA will likely be insufficient for those larger purposes. Ideally, it should be part of or lead to the design of integrated, adaptive environment and economic decisionmaking, in which a range of analytical and consultative instruments are employed (ibid).

Salder (1994. P.5) suggested a model, presented in figure (2.9), in which EA (environmental Assessment) is identified as a generic approach that encompasses two scales of analysis (EA and SEA) and their linkage with other policy instruments. EA is applied to all classes of economic activity with

potential resource or ecological effects and is linked (with risk assessment, SIA, and cost-benefit analysis), into comprehensive project review to ensure sustainability (Salder, 1994, p.6). SEA extends the principles of EA to cover the development policies, plans and programmes that govern the conversion and depletion of natural capital (ibid.).

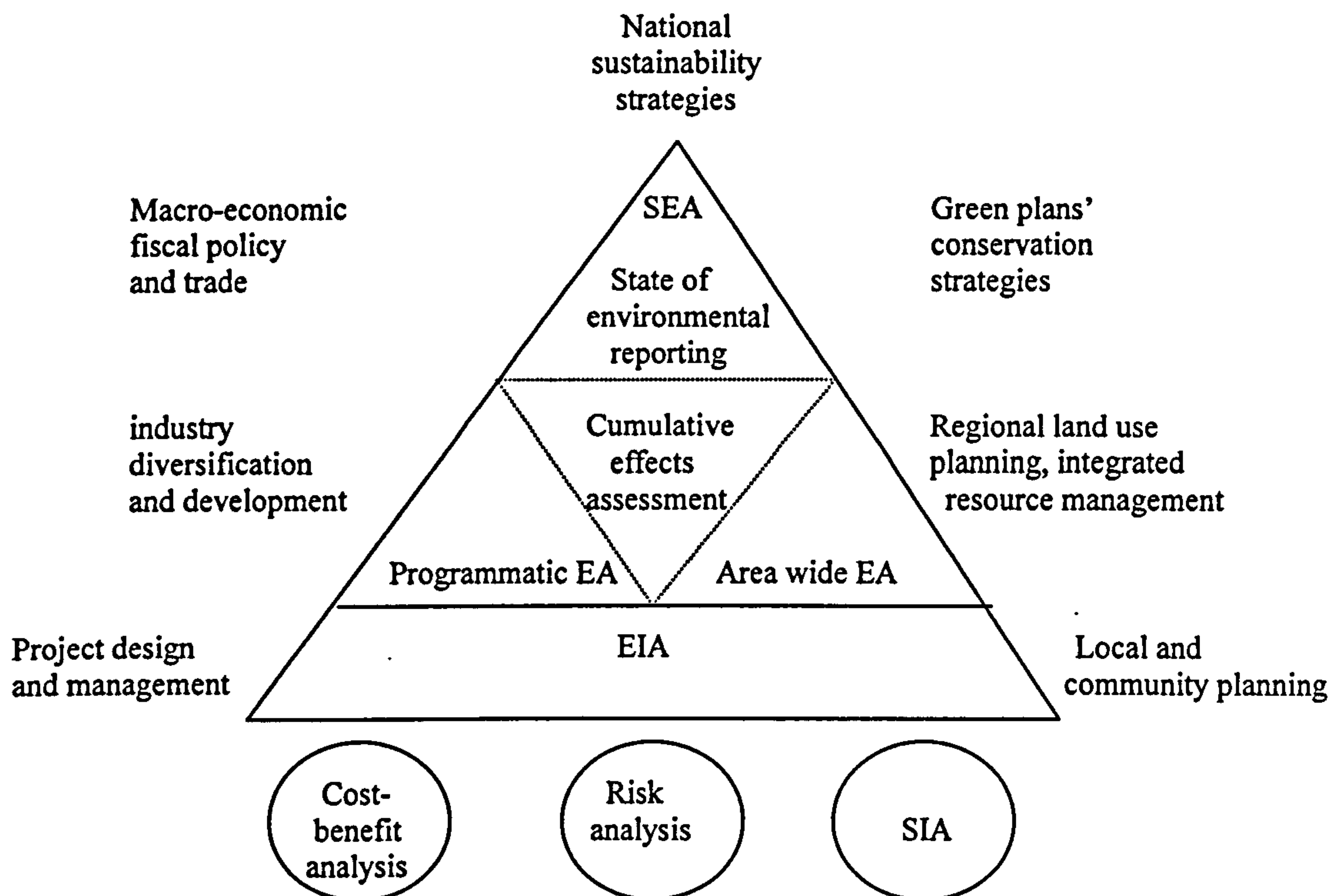


Figure (2.9): EA and instrumental linkage.
Source: Sadler, 1994, p.6.

In this context, SEA may be seen as a vector for moving from the standard to the sustainability agenda. Specifically, this process can help to: instill and integrate environmental goals and principles into the highest levels of policymaking; ensure that economic and fiscal agencies are responsible and accountable for the environmental consequences of their choices and actions; and promote long-term changes in attitudes and assumptions about economic growth (ibid). When comparing these, the key point to note is the progression from EA – based approaches toward more integrated methods of environmental-economic principles (ibid).

However, Glasson et al. (1995) argued that the implementation of SEA is fraught with both technical and procedural problems. On the technical side, alternatives can be diffuse, information limited, and there are few successful case studies. In the policymaking process, many PPPs are nebulous and evolve in an incremental and unclear fashion, so there is no clear time when their environmental impacts can be assessed. PPPs do not have clear boundaries at which they stop and other policies begin.

It should be stressed that the EIA process, in part, establishes mitigation and management systems to control adverse impacts. If these systems are to be effective, then the monitoring program must be effective (Wight, 1998, p.90). Wight (1994) and Thompson and Wilson (1994) suggest that the

monitoring system should be related to an EIA audit. Australia (1991) has also proposed that a post-development environmental audit programme be introduced as part of the EIA and development approval process (ibid.).

Environmental auditing is an important technique available to the industry for the purposes of adjusting or amending either its practices or its image (Mowforth and Munt, 1998, p.208). It is the purpose of the technique of environmental auditing to improve the day-to-day environmental practices of the industry (ibid.).

2.9 Tourism in developing countries

This section offers an overview of the critical need for developing countries to maximise the economic benefits of tourism and highlights their need to adopt proper tourism development planning with an emphasis on environmental planning and sustainable development.

2.9.1 Definitions and concepts

The Third World, less developed countries, developing countries, the South – they are all attempts at grouping a large number of countries into one category, often knowing that the reality is quite different (Oppermann and Chon, 1997). In essence, they all include the same countries with a few deviations depending on who is conducting the classification (*ibid.*). Hence, they are mostly used interchangeably (Tosun and Jenkins 1998). However, it is not an easy task to define precisely what is meant by these terms (after McQueen in Tosun and Jenkins 1998).

For example, the term ‘Third World’ is equally capable of confusion and is meaningful only when contrasted with industrialised nations (the so-called First and Second Worlds) (Lea., 1988). On the other hand, Mowforth and Munt criticised that the word ‘developing’ implies that there is an end state to the process of development and that all countries will eventually reach a ‘developed’ state (1998).

In addition, the term ‘less developed countries (LDC)’ is not widely in use because of the common terminology problems with the term least developed countries, which is also abbreviated to LDC by international organisations although usually referred to as LLDC in the academic literature (Oppermann and Chon, 1997, p.4). According to Oppermann and Chon, the least developed countries are also alluded to as the Fourth World and they include 42 countries (1997).

Apparently, all such terms have their advocates and detractors and no one term will suit all audiences (Mowforth and Munt., 1998). The problem of definition is made more acute when rapidly changing economic factors mean that old categories no longer hold good (*ibid.*).

In the past, measurement of Third World development was limited to certain economic indicators such as per capita income (average over the whole populations) and gross national product (GNP) (Lea, 1988). This said nothing about how wealth was distributed, nor did it identify the status of important social factors like health, education, and housing. Today development is seen in much broader terms recognising that increases in national wealth may benefit only a small elite and can, in extreme cases, hide decline in living standards for much of the population (*ibid.*). Actually, while GDP and per capita income still remain widely in use, other measures that integrate social aspects have been proposed (Oppermann and Chon, 1997).

According to the World Bank, the challenge of development, in the broadest sense, is to improve the quality of life. Especially in the world’s poorest countries, a better quality of life generally calls for higher incomes – but it involves much more. It encompasses, as ends in themselves, better education,

higher standards of health and nutrition, less poverty, a cleaner environment, more equality of opportunity, greater individual freedom, and a richer cultural life (1991, in Oppermann and Chon, 1997).

2.9.2 Developing countries and international tourism

Virtually all LDCs suffer periodic, sometimes chronic, shortages of foreign exchange (FE) which constrain their capacity to purchase goods and services for investment and other needs (Cleverdon, 1979). Commodity trade, which is the principal FE earner for most LDCs, has not provided a revenue growth to match the increase in the import bill. Import substitution and local processing can provide a means of saving or earning FE but many LDCs run into the problem of limited domestic markets or restricted access to foreign markets. In this context, tourism's advocates see it as a *prima facie* sector for encouragement by the governments of LDC's (Cleverdon, 1979). Undoubtedly, rapid population growth, high unemployment, increasing social and regional disparities, high trade deficits, monostructured economies, and a generally high dependency on the industrialised countries force developing countries to utilise all of their available resources to survive (Oppermann and Chon, 1997).

According to Erbes (1973), everything seems to suggest that many developing countries look upon international tourism consumption as manna from heaven, which can provide a solution to all their foreign settlement difficulties. There can, moreover, be no doubt that their belief is strengthened by pressures from various sources within and without the developing countries, not always solely inspired by a concern for the country's economic development and improved rationalisation (ibid, 1973, p.1).

In any event, developing countries turn to international tourism in the hope that it will contribute to the achievement of a number of aims, the chief being an increase in the national product, an inflow of foreign exchange for the needs of economic development, creation of new jobs, increased government revenue and diversification (ibid).

It is apparent that international tourism is perceived by the governments of many LDCs as an attractive means of economic development for a variety of reasons, including the following:

- 1-It can aid economic development by earning foreign exchange and reducing balance of payments difficulties.
- 2-It is a growth sector with relatively high prices and income elasticities of demand (unlike most primary products).
- 3-It represents a means of raising the level of employment.
- 4-It can be an important agent in diversifying the structure of the host country's economy, particularly in the case of those LDCs, which are dependent on one or two primary products.
- 5-It can balance out the regional disparities in income and employment since areas suitable for tourism development are often situated far from the main centres of economic activity.

6-Higher levels of intermediate demand may result from tourists' expenditure both from the provision of accommodation and other services within the host country and, at a step removed, from the locally supplied inputs required by hotels, food producers, etc.

7-It provides taxation revenue for governments.

8-It can serve to promote a better image abroad which, in time, may lead to increased foreign investment.

(Cleverdon, 1979, p.21)

Nevertheless, such advantages cannot be taken for granted. Not surprisingly, bearing in mind the large differences in LDCs' tourism resources, geographic location, level and structure of economic development and policies with respect to tourism development, there is considerable variation in the extent to which these advantages accrue to LDCs (Cleverdon, 1979). However, tourism in the eyes of many Less Developed Countries' (LDCs) government planners, is the "smoke-less" industry providing much needed employment and generating necessary revenue for financing further economic diversification (Freitag, 1994).

There are good reasons for focusing on tourism to LDCs, in particular. Harrison explained that their governments are anxious to promote economic growth and tourism - especially international tourism- is one means to this end (1992). However, he argued that it necessarily involves visitors from rich countries visiting the poor – but not necessarily the poorest – thus highlighting disparities in wealth and raising their expectations. In such circumstances, the welcome to tourists may become ambivalent and tourism becomes a political as well as a social, economic and moral issue (Harrison, 1992).

Thus, the complex matrix of advantages and disadvantages (benefits and costs of tourism) ensures that governments must face an unenviable task of trying to weigh gains from new income and employment against certain less direct and long-term losses (Lea, 1988). However, Lea's analysis shows that it is difficult for politicians to reject a tourist project or to oppose any substantial foreign investment in situations where the few competing development prospects may actually have worse impacts on the host community than those associated with tourism.

Here, Lea (1998) offered several preliminary conclusions about the nature of international tourism and its role within the development of the Third World. He summed up such conclusions as:

1-International tourism is unbalanced with most power and influence being held by intermediary companies controlling the metropolitan origins of Third World tourists.

2-The international tourism experience is often inequitable with foreign demands for luxury being met by local requirements for hard currency, in circumstances where few alternatives exist.

3-Few of the factors influencing tourism in poor host countries relate to the tourist industry alone; most are symptomatic of a general condition of underdevelopment.

4-Few opportunities exist for Third World host countries to cut out the intermediaries and deal with their sources of tourist supply directly.

The analysis presented above reflects the critical need of the Third World tourist destinations for accurate and complete research into all the obstacles that might face tourism from one side and the problems that are caused by its tourist activities from the other. Additionally, and possibly more significantly, the real and net benefits of tourism to each Third World tourist destination need to be examined with a complete consideration to the positive and negative influences of tourism on the other sectors. Furthermore, the ability of integrating tourism into the development mechanism of each destination should be measured. All of these tasks address the question that investigates the weight of the scientific studies on tourism in the Third World.

2.9.3 Developing countries in tourism studies

In fact, the literature offers a great deal of studies and case studies concerning tourism development in the Third World and LDC's with an emphasis on the different impacts of tourism on the host environments and populations. According to Oppermann and Chon (1997), until about 1960, few studies dealt with the topic 'tourism in developing countries. Agel (1993) suggests that the period since 1960 can be divided into three phases of tourism research (table 2.6).

In 1991, Jenkins raised three general criticisms of tourism research on developing countries:

- 1-Too many studies lack a comparative dimension, not only between countries but often between tourism and other sectors in an economy. This limits their usefulness for policy formulation.
- 2-Too many studies are based on a single discipline, usually economics, occasionally sociology. As a wide-ranging activity, tourism must be approached through multi-disciplinary analytical studies.
- 3-The neglect of the social and anthropological aspects of tourism in developing countries should be rectified.

(Jenkins, 1991, p.276-277)

Although the literature review shows that the 1990s have witnessed the elaboration of scientific research on social aspects of tourism in developing countries, as recommended by Jenkins, the first two criticisms stated above still hold.

In 1997, Oppermann and Chon pointed out that although research on the topic of tourism in developing countries dates back to the early beginnings of tourism research in general, little theoretical progress has been made. They explained that most studies are not theoretically oriented and hardly any work builds upon previous ones. Here, they commented that the vast majority of publications in this area of tourism research are anthologies of individual efforts. According to their analysis, one may view it as an abundance of studies that exist, with few interrelations, on a horizontal plane of our understanding of tourism. A few works, however, did make some in-roads in a vertical direction, advancing new theories and notions that have advanced our understanding of tourism in developing countries (Oppermann and Chon, 1997).

However, as one of the main aims of sustainable development is to offer better development opportunities to the Third World with a strong emphasis on the conservation of the resources and assets located in the developing countries, this should produce more sophisticated scientific research and studies. As tourism is regarded as a significant economic activity to many of the Third World Countries, it should also be expected that the next millennium will witness real progress in the scientific research into tourism in the LDC's. This should approach tourism as part of the development mechanism of each nation that must be related to other economic and social activities and must match the environmental disciplines in a harmonised way that benefits local citizens and satisfies political objectives. Again, all of these tasks require highly sophisticated scientific planning that still remains the key factor in implementing sustainability especially in the developing countries where weaknesses in the planning mechanism exist and fundamental pressures and constraints that influence the tourism system and thus the economic returns are confronted.

Table (2.6): The progress of the scientific research on tourism in developing countries

Period	Period diagnosis	Analysis of research nature
From the late 1950s to 1970	Time of euphoria	<p>-Most studies were largely oriented towards the economic fortunes that tourism can bestow to developing countries.</p> <p>-Most of the research work was very uncritical in nature, praising the value and potential of tourism as a generator of foreign exchange earnings and a tool for economic development.</p>
From 1970 to 1985	Disenchantment period	<p>-This period witnessed the advent of critical tourism studies dealing with a wide range of social, cultural and physical effects of tourism.</p> <p>-The 1970s also marked the introduction of the dependency paradigm into tourism studies in opposition to the prevalent development paradigm in the 1960s. It was a critical reaction to the unfulfilment of the great hopes that were placed on tourism as a panacea for economic development in developing countries and especially to the overtly positive development paradigm.</p> <p>-However, the supporters of the development paradigm remained in force and studies praising the value of tourism appeared consistently.</p>
Since about 1985	Differentiation period	<p>-It is a time of more pragmatic approaches and a move away from the extreme positions. During this period alternative tourism forms had been introduced as a way to a planned and better tourism.</p> <p>-Thus, in the mid-1990s, tourism research in developing countries appears to have moved towards individual evaluation of tourism effects on the economy, culture, society and environment.</p> <p>However, it is criticised that:</p> <p>-few studies merge these perspectives in a holistic fashion to arrive at a comprehensive evaluation of tourism potential and pitfalls.</p> <p>-despite the accumulation of research on tourism in developing countries, conceptual advancements of many aspects of tourism remain spare.</p> <p>-too much work is unnecessarily replicated and too few models are advanced and rigorously tested.</p>

Source: Extracted from Oppermann and Chon, (1997), pp. 12-13.

2.10 Obstacles to the task of sustainable tourism planning in developing countries

Before reviewing the challenges that face sustainable tourism planning in developing countries, we need to shed light on the broad challenges and obstacles that face tourism there. Although planning for the implementation of sustainable development should try to minimize the influence of such obstacles, the different economic, environmental and social circumstances along with the limited technical and scientific abilities in the LDC's have turned those obstacles into threats to the sustainability domain itself and prevent its application.

2.10.1 Challenges to the Third World tourism

The literature addresses many challenges and obstacles that face tourism in most of the developing countries. Indeed, we need here to offer an overview of the different problems and challenges that affect tourism and might negatively influence the application of sustainable tourism development in the Third World countries. This will be classified under three main groups. Firstly, *pressures on the developing countries tourism*. Secondly, *problems related to the development and planning mechanism in those countries*. Third are the factors resulted from tourism itself.

Firstly, pressures that control tourism in developing countries:

1- The influence of foreign organisations:

The problem is exacerbated by the fact that a significant proportion of the tourism product itself is owned or controlled by foreign organisations (Cleverdon, 1979). Much more difficult to quantify and regulate is the control exercised over the distribution of LDC's tourism product by foreign airlines and tour operators, etc. Though having little or no financial stake, these organisations exercise a substantial influence on decision taking by means of the structure and terms of contractual arrangements. A foreign tour operator can influence the number of package tourists who go to a given destination by means of the programmes he constructs and the promotional assistance he places behind him; and he will, in large part, select which destinations to feature most heavily according to the best deal he has obtained from the recipient country's tourism product proprietors (ibid, p.20).

2-The politics of tourism

Countries promoting tourism (both mass and new) can be influenced by a range of factors, from the decisions of First World institutions and tourists, to the way in which particular Third World destinations are perceived in the First World (Mowforth and Munt, 1998, p.282). For example, the terrorism phenomenon that occurs in some of the Third World destinations usually affects the decisions taken by the generating markets, tourists and the western governments. For example, The USA has dozens of countries for which DON't GO warnings are provided, of which over 80 per cent are in the Third World (after Richer in Mowforth and Munt, 1998).

Secondly, factors resulted from tourism

This group of factors includes the different impacts of tourism discussed before in chapter 1 (section 1.4). The two major economic challenges emphasised by the literature review, as severe challenges that face tourism in the LCD's are the problems of leakage and inflation.

1-Leakages

Oppermann and Chon (1997) offered reasons for the high leakage in developing countries:

- the lack of availability of goods and services at the required quantity and quality;
- foreign ownership of tourism plants;
- vertical integration of tourism suppliers and multinational corporations;
- the lack of skilled labour force.

Oppermann (1993) explained that the formal or upper circuit tourism sector in developing countries is characterised by international standards hotels, "Western cuisine", and air-conditioned buses. The informal or lower circuit is typified by low-budget accommodation in the form of hostels, guest-houses, chalets, inns, etc., as well as "domestic cuisine". Both sectors are contrasted with each other with the help of some variables (Table 2.7). According to his analysis the upper circuit operation entails high leakage in the form of profit transfers, repatriation of funds from foreigners in managerial positions, large imports of food, and other general items. This does not even include all the imports of furniture and decors when international standard hotels are built.

Table (2.7): Characteristics of the two tourism sectors

Characteristics	Formal Sector	Informal Sector
Capital	Abundant	Limited
Technology	Capital – intensive	Labor-intensive
Organisation	Bureaucratic	Primitive
Ownership	Companies	Individual, Family
Prices	Generally Fixed	Negotiable
Inventories	Large Quantities and/or High Quality	Small Quantities/ Poor Quality
Fixed costs	Substantial	Negligible
Advertisement	Necessary	Almost None
Credit	Institutional	Non-institutional
Turnover	Large	Small
Profit Margin	Small per Unit and Investment Costs	Large per Unit and Investment Costs
Education	Skilled	Unskilled
Regular Wages	Prevalent	Less Prevalent
Government Aid	Extensive	None or Almost
Dependence on Foreign Countries	Great, Externally Oriented	Small or None

Source: After Oppermann (1992)

With regard to the issue of leakage and its negative impacts on tourist revenues in the Third World tourist destinations, Cleverdon (1979, p. 31) offered two key questions which LDCs need to resolve:

- 1-Does investment in tourism produce greater net benefits than if it were to be put into alternative sectors?
- 2-Which form of tourism development will produce the greater net benefits?

He suggested that to answer these questions, LDCs must measure the import component of their gross tourism earnings and the full FE cost of the currency earned by the tourism sector. Both types of analysis are complex and, consequently, only in the case of a few LDCs has a thorough attempt been made to prepare full examinations.

2-Inflation

The expansion of international tourism in LDCs and its seasonal nature create an increased demand both for imported goods (e.g. foreign brands of spirits, cameras, watches, even basic items for the holidaymakers such as suntan lotion, tissues, etc), and for local products (eg handicrafts) and factors of production (e g land and labour) (Cleverdon R 1979, p. 46.). In this respect, inflation caused by tourism is particularly hard on residents who are not engaged in tourism and do not derive any benefit or income from it (Oppermann and Chon, 1997). These residents are faced with the increased costs of living with no increased income balancing equation (ibid.).

Although the two factors mentioned above are economic negative impacts of tourism on the developing countries, the other negative tourist impact on the third worlds' environments and cultural values can also be regarded as indirect threats to the success of tourism in the LDC's. (See section 1.4 that reviews such impacts).

Third: problems related to the development and planning mechanism in the LDC's

The main problems concern tourism objectives and lack of personnel. According to Cleverdon, government control of tourism development in LDCs varies widely in type and quality. The main problems are interdependent:

- i. the failure of many LDCs to establish their tourism development objectives in terms of the types of tourism they wish to attract;
- ii. the insufficient supply of personnel with adequate knowledge and experience of the structure, characteristics and requirements of the principal tourist generating markets to control and direct the tourism sector's development.

The consequence of these two failings include some, if not all, of the following for nearly all LDCs:

- i. lack of clear tourism policy;
- ii. absence of systematic, phased tourism development plans;
- iii. contracts and arrangements with foreign organisations where the terms are unfavourable to the LDC concerned;

- iv. the development of an ill matched mixture of tourism facilities, many of which are unsuited to the resort or country;
- v. haphazard, even badly directed, tourism marketing strategies;
- vi. ignorance of the economic and social impact of tourism;
- vii. ignorance of whether (and to what extent) or not the commercial practices of foreign enterprises militate against LDC interests;
- viii. little involvement in the distribution of their tourism product to the consumers of tourist generating countries.

(Cleverdon, 1979)

According to Wahab's critic, coherent policy conception, formulation and implementation are not yet well structured in most developing countries (1997a, p. 133). He argued that this is particularly true in tourism which is a multifaceted industry requiring a good deal of coordination, organisation, planning, motivation, sound utilization of resources and proper implementation.

Apparently, public sector administration and control of the tourism sector varies widely between countries (Cleverdon, 1979). According to Jenkins (1991), in the developed world, tourism has attained its present importance largely as a consequence of private – sector enterprise and initiative. Later, as the numbers and types of private sector organisation dependent on tourism grew, the establishment of a national administration was often seen as fulfilling a catalyst role. Thus, with the advent of mass tourism, governments of many developed countries found it necessary to transfer their private tourism organisations into semi or fully governmental bodies (Cleverdon, 1979).

On the contrary, in most developing countries governments often have to adopt the role of entrepreneur (Jenkins, 1991). In this case, government has the central and dominant role in the planning process. This role might be adopted through political preference, or necessity, or both (Lickorish et al., 1991). Cleverdon (1979) explained that in LDCs the NTOs were usually established at an early stage in the tourism sector's development and on the initiative of the central government. Provincial and regional organisations came later. There was no grass roots base on which to build a tourism sector but rather a conscious decision on the part of each government to promote tourism because of its economic possibilities. The NTOs of LDCs thus usually play a more dominant role and have many more functions to perform than in developed countries. However, this is not the case in every developing country. According to Lickorish et al (1991), many developing countries have weak, embryonic tourism sectors; other countries have vigorous, developed tourism sectors, and in the latter countries, much of the investment, management and development in tourism is from private sector initiative. However, as a general proposition, most developing countries are characterised by a scarcity of development resources.

Here Jenkins (1991) offered a comparison between the responsibilities of the governments in developed countries and developing countries, stating that the governments of developed and

developing countries share many areas of responsibility. But in the developing countries the problem of resource scarcity and consequently allocation is acute. He emphasises that strong government control is necessary to prevent exploitation and obvious waste, and to ensure that the benefits from tourism are optimised. He concluded that tourism in developed countries could be regarded as a mainly social activity with economic consequences: in developing countries it is largely an economic activity with social consequences.

The two cost areas to governments which involve most debate are infrastructural costs and the provision of grants and incentives. Infrastructural costs bear most heavily on the state. To be able to cater for tourists from the major generating markets of Western Europe and North America, an LDC needs to provide infrastructural services that are comparable with those of the home country. Yet precisely one of the principal characteristics of LDCs is their lack of such infrastructure (Cleverdon 1979). However, The experience of some developing countries suggests that existing infrastructure cannot sustain intensive development without breaking down altogether (Hawkins and Khan, 1998). Although both the public and private sectors fully recognize the need to plan carefully for growth, concern has often been voiced that development will come first, and that the necessary human requirements and public works infrastructure will come a late second (ibid, 1998).

Cleverdon pointed out that the job of tourism planning, in the early stages at least, falls outside the capability of tourism administrations in almost all LDCs (and many developed countries as well). This is why the retention of a foreign consultant to prepare the country's master plan and a foreign adviser to oversee its implementation has been advocated. He recommended that the LDC must stipulate two fundamental requirements, which has not been the case with most tourism master plans prepared by foreign consultants (Cleverdon 1979, p.109).

1-The incorporation and integration of sociological research into the development plan, as part of the social cost benefit analysis approach.

2-The specification of training programmes geared not only to providing sufficient numbers of qualified staff to cater for tourists in hotels and so on, but also to producing a core of local personnel capable of undertaking all aspects of the social cost benefit and structural analyses.

Perhaps the most obvious effect of tourism in the less developed countries is on the physical landscape. Initially, existing properties may be adapted to accommodate visitors, but increasing numbers soon prompt the construction of new building, perhaps in tourist 'enclaves' (Harrison, 1992, P.20). Miossec criticised that tourism development in Third World countries often occurs in the form of isolated resorts, which do not form a highly interconnected hierarchical structure (Oppermann, 1993).

The issue of carrying capacity seems to be a very critical factor that needs to be considered and calculated carefully in any tourist development plan that will take place in the developing countries (Harrison, 1992, P.20). Related to the carrying capacity issue is the ability to select the appropriate

tourist market segments. Oppermann and Chon highlighted that developing countries have to be aware of some of the basic underlying currents of changing travel behaviour and its influencing factors (1997). They also stressed the fact that tourist does not equal tourist. According to their analysis the issue of quantity versus quality has taken on a new meaning in the tourism demand discussion in the 1990s as a result of the recognition of tourists' impacts and the social and physical carrying capacity levels of host countries (Oppermann and Chon, 1997).

According to the above analysis and as Oppermann and Chon pointed out, before a country decides what type of tourism constitutes quality tourism, it should clearly define the objectives of tourism and tourism development. With regard to the principles of sustainable tourism development, the LDC's need firstly to look at the current and potential tourist development plans. This requires assessing such plans by taking the elements of sustainability as criteria for judging the suitability of the planning mechanism with the economic objectives along with the environmental and socio-cultural preservation goals.

2.10.2 Implication of sustainable tourism planning for developing countries

As discussed in chapter one, the implementation of sustainable tourism development is not an easy task as it faces many obstacles. If we want to focus the investigation of sustainable tourism development on developing countries, we will find that in addition to the obstacles presented and debated in chapter one, the LDC's face other problems. According to Cater (1991), there are three major sets of problems, which militate against achieving sustainable tourism in the Third World. Firstly, it is vital to consider the international context in which tourism is cast as a process, i.e., the international organisation of tourism. Secondly, the numbers and characteristics of tourists arriving at specific destinations are likely to compromise sustainability. Thirdly the characteristics of host nations must be considered. See table (2.8).

Cater suggested that to accomplish sustainable tourism, existing attitudes and policies will have to change. Such changes will apply to the three main sets of actors in international tourism: the tourist destinations, the tourists themselves and tourism enterprises. Finally, it is vital to consider the global context in which tourism is cast as a process (Cater, 1991, p.21). He stressed that local populations must be involved in tourism development if their needs are to be met. This involves four major policy considerations: ownership, scale, timing and location (table 2.9).

According to Cater (1992), there are many contradictions concerning the ownership, scale, timing and location of tourism development at destinations. It is not as simple as resolving the issues of indigenous versus foreign, small versus large, gradual versus instantaneous and dispersed versus concentrated development. It is more a question of ensuring complementarity between all these issues, so that tourism can contribute towards the development of an area whilst minimising adverse environmental, social and economic effects in order to ensure sustainability.

Table (2.8): The three major sets of problems, which militate against achieving sustainable tourism in the Third World

Set of problems	Analysis
1-Organisational aspects of tourism in the Third World	<p>1-The three main organisational branches of the tourism industry are transport companies, hotel sector and tour companies.</p> <p>2-They have all become increasingly transnational in their operations during the 1970s and 1980s to the extent that metropolitan interests dominate the development of tourism in the Third World.</p>
2-The numbers and characteristics of tourists	<p>1-Firstly, the rapid growth in the number of tourists to the LDC's in recent years.</p> <p>2-Secondly, what they then demand at the destinations.</p> <p>3-The tourists visiting Third World destinations are relatively affluent, coming predominately from the MDC's. Those tourists have high levels of expectation. Often the standards they require mean importing goods from the MDC's again causing import leakages. Excessive pressures are placed upon infrastructure at LDC destinations.</p>
3- The characteristics of the host countries	<p>There are three major factors, which affect the sustainability of tourism, which relate to the characteristics of the host nations in the Third World:</p> <p>1-There is the rapidity of growth in tourism to these destinations referred to earlier. For the sake of expediency and in the interests of short-term profits, local environmental laws are frequently flouted.</p> <p>2-because these countries are, by definitions, poor they lack the economic base to catch in on the benefits arising from tourism in the way that the multinational tourism companies based in the MDCs are able to. Also, they simply cannot afford to undertake preventative or restorative measures to counter environmental degradation. This has clear implication for sustainability in so far as Third World economies are faced increasingly with the fact that their long term prospects are being sacrificed in the interests of short term gains, and that these gains accrue to outside interests whether they be those of the tourist themselves or of the multinational tourism companies who are essentially exploiting the environmental carrying capacity of such destinations.</p> <p>3-Whilst it cannot be argued that Third World countries are unique regarding the fragility of their environments, it must be considered that as more and more remote localities with delicately balanced ecosystems and vulnerable cultures are brought into the locus of tourism the prospects for sustainability are again compromised.</p>

Source: Extracted from Cater (1992), pp.12-13.

Table (2.9): Four major policy considerations that should be regarded by LDC's for achieving sustainability in tourism

Key issue	Diagnosis
1-Ownership	<p>1-net foreign exchange earnings from tourism are considerably less than the gross receipts.</p> <p>2-substantial leakages result from the repatriation of wages and profits, and imports due to the transnational operation of transport carriers, hotel groups and tour operators.</p> <p>3-Any extra earnings, which do accrue locally benefit a small commercial elite, more concerned with early profits than environmental considerations.</p>
2-Scale	<p>1-Whilst small - scale projects, locally controlled, can have a significant impact on raising living standards (after Britton & Clarke 1987), they are unlikely to meet the needs of large numbers of tourists.</p> <p>2-Some large - scale projects are inevitable, but it is important to consider the complementarity of large and small - scale developments.</p> <p>3-Government planners should co-ordinate investment in infrastructure with the needs of small-scale entrepreneurs and the needs of local communities, paying careful attention to the environmental component.</p>
3-Timing	<p>1-As far as timing is concerned it is easy to advocate a gradualist approach, allowing time for adjustment both environmentally and socio - economically.</p> <p>2-The rapidity of growth in tourism to the third world and the fact that such a growth is vital to the economic prospects of such nations presents them with a considerable dilemma.</p> <p>3-It is essential that the costs of environmental maintenance are built into the accounting procedure when weighing up the costs and benefits of tourism development</p>
4-Location	<p>1-Development concentrated in tourism enclaves, may minimise adverse impacts elsewhere, but does not constitute sustainable development.</p> <p>2-The local population may be denied continuance of their traditional practices as well as being excluded from any economic benefits of such development.</p>

Source: Extracted from Cater (1992), pp 21-24.

Arguably, integration of environmental assessment into developing countries' economic policy and decision making has been frustrated by the impact oriented approach, elaborate National Environmental Policy Act (NEPA) – type procedures, and separate environmental agencies (Carpenter, 1981: 187). Nevertheless, improved information and analysis methods are being worked out that will aid managers in balancing immediate returns against sustainable productivity. These methods are based on a clear understanding of natural systems, better communication between environmental scientists and planners, and increased expression of assessment results in economic benefit/cost terms (ibid.).

Most tourism planners agree that, in the context of developing nations, linkages between tourism and other economic sectors, such as agriculture or manufacturing, are weak and should be improved. Therefore, tourism must be integrated into the local economy and successfully serve to promote other local activities in order to meet development goals (Freitag, 1994).

Opperman (1993) suggested that the higher integration of the informal tourism sector enterprises into the local economic structure is capable of producing a higher multiplier effect on the local economy than the formal tourism sector. The informal tourism sector is symbolized by its “open structure” instead of the “enclavic structure” of the formal tourism sector. However, he noted that the actual balance of the economic impact of both sectors in the tourism industry in developing countries is dependent on several factors: the relative number of tourists in each sector; the leakage rate in both sectors; and the length of stay and per capita expenditure of clientele from both groups.

However, there are key questions that still need to be considered and investigated by politicians and tourist developers and planners before deciding developing tourism in any developing destination:

- Is tourism the best way towards economic independence and a better way of life for less-developed countries?
- Can, or should, economic control be in local hands?
- To what extent does the multiplier effect apply?
- Does tourism help revive and sustain cultures or does it destroy traditions?
- Does tourism promote understanding between hosts and guests or misunderstanding and prejudice?

(Pigram, 1983, p.214)

The last core element that still needs to be investigated while handling sustainability in developing countries is weak co-operative planning (see figure 2.3). According to Timothy these co-operative concepts are essentially a western perspective on how tourism should be planned, but the questions that usually go unanswered are whether or not these normative approaches to tourism planning are followed in developing countries, and if not, why not (1998, p.53).

2.11 Conclusion

The analysis of this chapter along with the discussion of the scale issue presented in chapter one prove the fact that planning for sustainability is not an easy task to be accomplished by the national and regional plans and programs. The chapter has attempted to offer an overview of the different instruments for implementing sustainability in tourism. However, sustainability is a dynamic phenomenon. For each tool it is necessary to consider:

- its appropriate use;
- the appropriate user;
- the implications of using the tool;
- its strengths and weaknesses;
- how successful it has been in practice;
- what other tools it combines well with;
- its ability to deal with surprise; and
- the institutional or decision-making framework required.

(Wight, 1998, p.91)

None of the tools discussed throughout the chapter should be seen as a panacea for tourism and resource management problems (Wight, 1998). However, they do provide valuable frameworks within which decisions can be made about acceptable conditions, priorities and resource management in a regional or more specific context (ibid.).

It can be concluded that planning and thus implementation of sustainable tourism development would differ not only between the First and the Third World tourist destinations but also from one destination to another in the Third World. Although sustainability has been introduced to the global world as a threshold for the protection of Third World resources that the intrageneration equity is one of its objectives, the Third World still lacks the effective planning techniques and tools for implementation. Nevertheless, the First World has got better opportunities for the implementation of such principles ranging from appropriate funds and expertise needed for the planning tasks to more stable economic and environmental conditions.

Although the chapter has shown that developing countries confront similar general challenges and obstacles to sustainability, there are three factors that might make the application of sustainability different from one developing country to another. First, the internal economic, social and environmental circumstances and changes that each country experiences. This may constitute either an opportunity for approaching sustainability or a constraint rejecting its principles. Secondly, the political environment that each of them witnesses, which might influence commitment to and belief in sustainability. Third, the expertise along with the financial and technical instruments that each destination possesses, which will certainly have an influence on the policies, plans and programs for sustainability.

Thus, it should be expected that the capabilities of the different Third World Tourist destinations for adopting the principles of sustainability would not be the same. This implies treating each of those destinations separately while assessing such abilities to implement effective sustainable tourism development. For this purpose, the third chapter will approach the Middle East of whose all states are developing countries. This will lead to a focus on Egypt, which, to date, is considered the most successful tourist destination in the area.

Chapter 3

Tourism development in Egypt

3.1 Introduction

Egypt, which has been selected as a case study to be employed in the current research, is considered a distinctive tourist destination that possesses unique and diversified tourist attractions. Tourism development in Egypt has been affected by different internal and external political and economic incidents, which have in turn influenced the different activities related to this important industry.

Accordingly, this chapter attempts to offer an analysis of the different circumstances that have positively or negatively affected Egyptian tourism development. It starts with a general overview of the impacts of these incidents on the Middle East area. Then it focuses on the reaction of Egyptian tourism activity to such circumstances.

For the purpose of approaching the tourism development mechanism in Egypt, an analytical presentation of the Egyptian tourism industry will also be given, which attempts to analyze the components of the demand side and the supply side with a general review of the different stages that Egypt went through for the development of each.

Sections 3.5 and 3.6 aim to relate the current chapter with the previous two chapters (sustainable development and tourism planning) and to prepare for the core task of this research, which is assessing the elements of sustainability. Section 3.5 sheds light on current tourism development planning whilst section 3.6 offers an overview of the reaction of the Egyptian policies to the concept of sustainable development. This ends with a presentation of the influence of Egyptian environmental concern on present and future tourism development activities. Figure 3.1 shows the structure of chapter 3.

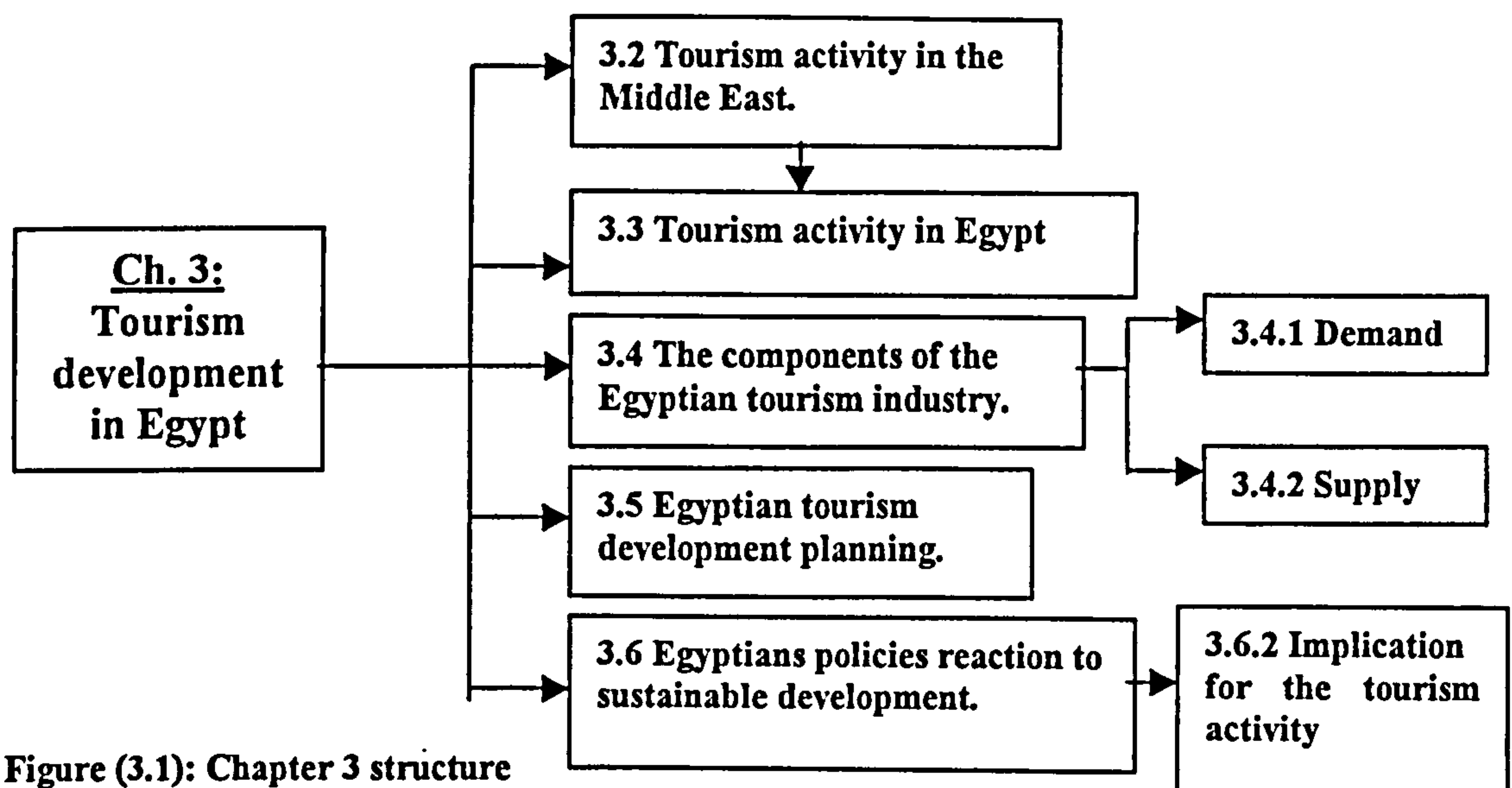


Figure (3.1): Chapter 3 structure

3.2 Tourism activity in the Middle East region

The last few years have witnessed a remarkable movement of the Middle East area toward tourism development. This can be considered a positive step that will enable the tourist destinations of the Middle East region to achieve a fairer share of the international tourist receipts, which from 1950 to 1990 did not exceed 3.4%. Apparently, share of the Middle East region of which Egypt is one of the countries, in international tourist arrivals and receipts was up and down during the last few decades. There are some fundamental factors that affected the tourism development performance of the Middle East region and thus influenced its share and rank among other regions. These factors either slowed down tourism development process in most of the states located in this region or interrupted the rhythm of the process in the region's few established tourist destinations like Egypt.

Some of the factors mentioned above are ongoing and might retard the Middle East region progress in achieving a larger share of the international tourist market and establishing a distinctive tourist image in the international tourist markets. However, other difficulties during the last few decades have started to diminish. On the other hand, there are some recent positive factors in the area, which can be considered beneficial for more stable tourism development in the Middle East region.

Overall, these factors can be classified under four major groups of constraints. Firstly, the fundamental challenge to any tourism development is political instability. The creation of the state of Israel on Arabic land along with the ambition of Israelis to expand its territories have led to a series of wars with neighboring Arabic countries; Jordan, Syria, Egypt and lately Lebanon. Logically, the negative impacts of this political situation on Middle East tourist activity were supposed to diminish after the movement toward peace treaties between Israel and the Arabic countries, which Egypt started in the late 70s. However, the last decade of the twentieth century witnessed the Gulf War, which influenced tourist activity in particularly Middle East tourist destinations.

Similar to the impacts of the political factors are the incidents classified under the second group, which includes safety and security factors. For example, as Egypt is considered the leading and most successful tourist destination in the Middle East region, terrorists' attacks in Egypt during the last few years affected not only its share in international arrivals and receipts but also the share of the Middle East region. In addition, the current image of Libya and Sudan in the international world as insecure places has not only affected the share of the region but also limited the opportunities of regional co-operation that could be created with other neighboring countries such as Egypt and Tunisia.

The third group of factors reflects and gathers past and present perceptions, beliefs and investment responses of the Middle East to tourism as an economic and social activity. One of the fundamental factors that contributed to the modest share of the Middle East region in the past and which started to diminish in the present is the fact that oil was the substantial source of foreign exchange for some of the

countries in this region. Accordingly, the significance given to tourism development was not the same among all countries of the region and as a result, some countries achieved a larger share of tourism arrivals and receipts than others. Until recently, tourism in the Middle East has been dominated by Egypt and Jordan. In 1989 Egypt attracted almost a third of the region's arrivals. Another 29 per cent went to Jordan (Harrison 1995). Nevertheless, after the decline in oil prices, some of the Gulf countries such as U.A.E and Bahrain started to regard tourism as an alternative source of income. In addition, some other countries such as Yemen, Oman and Syria started to regard tourism as a means for economic development.

The fourth and last group of factors and possibly the most impressive challenge, which still affects the region, is the lack of expertise in tourism development and planning. This group of constraints is quite broad and can be extended to include some other different sub-issues that could be regarded as a challenge to present and future tourist growth in the Middle East. For example, the lack of trained and highly prepared human resources would negatively affect the quality of the products offered in some of the destinations in the area. In addition, lack of experience and knowledge of scientific marketing and promotional devices might negatively impress the opportunity of the area to reach distinctive market segments and thus achieve satisfactory economic benefits from tourism.

With regard to the four groups of factors presented above, it is apparent that while the first two are unpredictable and uncontrollable, the third group has been diminishing as Middle East countries have been showing a positive acceptance of tourism. However, the fourth group of factors is still a serious issue and is considered the key threshold for successful tourist activity in the Middle East region.

On the other hand, there are some positive impacts that would enable the region to achieve a better share in the international tourist market. The WTO (1994), summed up the key factors which will lead to the Middle East achieving average to above average growth of both inbound and outbound tourist activity in table 3.1:

Adding to the positive factors mentioned above is the fact that most of the Middle East countries has started to regard tourism as an important economic activity and is seeking methods for the development of such important industry. In addition, the Middle East is abundant with very distinctive features of tourist attractions that vary from cultural heritage attractions and the remains of very famous old civilizations to coastal beaches with unique under water reef species and mountain backgrounds. On the other hand, the desert atmosphere with its impressive cultural and traditional nature can be considered another tourist attraction that can appeal to the growing segments of nature tourism and eco - tourism markets.

Table (3.1): Positive factors of tourism development in the Middle East region.

Positive Factors	
*The 1993-onwards worldwide economic recovery, with the countries of the region contributing prominently to resumed economic growth ;	*Increases in the numbers of consumers in the region's countries with the financial ability and the interest to travel outside their own country;
*Scale and variety of tourism development in the tourist destinations in the region (those in both the growth and emergent phase);	*Growing importance of which ties between the people of the countries of the region;
*Growing interest of the populations of the developed western world in the peoples and cultures of developing countries ;	*Privatization policies leading to growth of trade between the countries of the Middle East and with the industrialised nations;
*Strong growth in these same markets in the numbers of the socio - demographic groups with the greatest ability in terms of personal discretionary disposable income and free time to engage in overseas travel (i.e. middle-aged couples without children, retirees;	*Middle East country-led expansion of international airline service connections to important tourist generating markets, and easement of currency and travel regulations affecting foreign tourists;
	*Continuing growing impact of computer technology on distribution system.

Source: WTO (1994, .21).

Regardless of the influence of political stability and safety factors, the level of success of the Middle East in exploiting raw attractions in the tourism domain will depend mainly on two main conditions. First, the ability of the region's countries to overcome the shortage of the different aspects related to the scientific tourism development and planning with a complete consideration of the principles of sustainable development. Second, the efficiency of these countries to create a co-operative efforts that should come out with a distinctive product that includes more than one county and which can appeal to the long-haul tourist market. Although Egypt and Jordan have already approached a promising regional collaboration that will result in a very distinctive tourist product on the Aquaba Gulf, these cooperative efforts need to be extended to other countries in the region. Furthermore, such co-operative schemes need to be evaluated by the tourist authorities of each country in a scientific way to assess the benefits of such co-operation for the region in general and each country or destination in particular.

Due to the positive factors mentioned above, the WTO (1994) forecasted that the Middle East region will achieve 3.4 per cent a year average overall growth between 1990 and 1995, followed by 4.6 per cent a year in the second half of the decade. Growth prospects for the first decade of the 21st century remain above the average at 5.0 per cent a year. On this basis, the volume of international tourist arrivals is expected to reach 11 million by the year 2000 and 17.9 million by the year 2010.

One year later and in its report published in 1995, the WTO highlighted that the Middle East was the fastest growing destination all around the world in 1995. The buoyancy of the region was accounted for largely by the strong recovery of tourism in Egypt, which represented almost half of the

increase of arrivals and 80 per cent of the increase of the receipts. The cultural wealth of the region combined with the perception of settled internal conditions contributed to the stimulation of tourism to other destinations in the region. Tourism in the Gulf area has maintained favorable growth reflecting the efforts of local governments to promote leisure travel in addition to business tourism (WTO, 1995).

From a mere economic point of view, all the Middle East's nations are developing countries, and are contributing to the strong economic growth expected by the developing world as a whole. The region's two main economies of Egypt and Saudi Arabia both have good economic growth rate prospects. The Egyptian Government is using tourism as the main factor in transforming the country into a full market economy in a decade, the process having started in the mid-1980's (WTO 1994, p.22).

From a marketing point of view, the Middle East has lost ground as a destination region over the past two decades for the major tourist generating markets of Western Europe because of its political problems. Tourist developments in Egypt in recent years, however, have greatly increased European tourist flows. It is the sole destination in the region, which is featured by several tour operators, including a number of the major ones (WTO 1994)

From a statistical point of view and by shedding more light into the share of each country in the region tourist arrivals and receipts, it will become apparent that Egypt still remains the leading position. In 1992, the share of Egypt in Middle East tourist receipts steadily increased from 23.29 per cent in 1980 to 55.10%. Its share in the region's tourist arrivals increased from 20.91 per cent in 1980 to 34.86 per cent in 1992(MOT, 1994, p.8).

From a development point of view and again according to the WTO, in seven years (from 1985 to 1992), Egypt's tourist accommodation stock grew from under 25,000 to 55,000 rooms, with more than 10,000 additional rooms "under construction". The Egyptian Government is engaged in major infrastructure provision projects, and offers an attractive package of incentives to local and foreign investors.

3.3 Tourism activity in Egypt – a historical perspective

This section aims to trace the history of tourism as an activity in Egypt through its different periods. It has been divided into two sub-sections, the first (3.3.1) highlights the distinctiveness and popularity of Egypt as a tourist destination during the different civilizations and eras and the second (3.3.2) throws light onto the tourism activity in Egypt from the 1950's. It will outline all the difficulties, challenges and crises that faced this industry and retarded its growth.

3.3.1 Egypt as a distinctive old tourist destination

Egypt is one of the oldest tourist destinations to witness tourist activities all around the world. Apart from travel for commercial trade or climatic conditions, ancient Egyptians recognized the benefits of traveling for recreational activities thousands of years ago. Egyptian travel was for both business and pleasure. Travel was necessary between the central government and the territories. They practiced these activities by moving from one place to another for therapeutic reasons, expeditions and shooting without any scientific or organized tourist development bases. At that time, Egyptians were keen to illustrate the details of these journeys on the walls of their temples. To accommodate travelers on official business, hospitality centers were built along major routes and in the cities. Public festivals were held several times a year (Mill and Morrison, 1992).

Several years later and due to the relative geographic proximity, Greeks visited Egypt for short and long trips, for exploration and medical benefits. For example, the ancient Greek scientists recommended the climatic conditions of Egypt for medical treatment. One of these scientists is Socrates, the creator of the natural therapy, who described natural therapeutic endowments under the title “ Egypt and climatic therapy”. Many other Greek historians visited Egypt and described the Egyptian geographical and social characteristics in writing such as Herodotus (Helmy, 1993).

During the flourish of the Roman Empire, Egypt was one of the most popular destinations. The Pyramids of Giza and other monuments were an important attraction to the Roman travelers. At that time, the Pyramids, which stimulated the imagination of Romans and pleased them, received a few dozen of visitors (Swarbrooke, 1995). In addition, the highly cosmopolitan city of Alexandria attracted many Roman and other tourists (Inskeep, 1991).

Tourism activity, however, started to experience a new stage right after the industrial revolution, which resulted in new social, economic and socio - economic changes in the world. These changes gradually led to the existence of new modern tourism, one of whose aspects is the organized tour. Modern tourism is commonly associated with the name of Thomas Cook who organized tours in the middle of the nineteenth century. Cook offered tours through Egypt and the middle East from the 1870s while the Stangen agency organized its first tour of Cairo, Jerusalem, Smyrna and Istanbul in 1864 (after Gunter in Oppermann and Chon , 1997). Since then, Egypt has been an attractive destination for the elite tourism of the 19th and early 20th centuries. This period was characterized by a limited number of visitors, long periods of stay and high spending power. For example, the British aristocracy used to spend the whole or most of the winter season in Egypt until World War II. (Wahab, 1996; 1997b).

Tourist activity to Egypt after the late nineteenth century was affected in terms of numbers and quality by three different groups of factors. Firstly external global. Secondly external factors related to the

Middle East and lastly internal incidents and circumstances related mainly to political, economic and development issues in Egypt.

The most impressive international incidents that took place can be summed up as follows:

A- Alteration in the forms, concepts, practice and dimensions of tourism.

B- The first and second world wars.

C- International economic and political incidents.

All of these events resulted in a profound impact not only on tourist activity in Egypt but also on tourism trends, motivations and planning and development approaches all around the world. Without digressing, it is worth mentioning that these events played a significant role in highlighting the economic impacts of tourism and emphasizing the importance of the growing market segment of social mass tourism. For example, Mill and Morrison (1992) argued that mass tourism as we know today is a post – World War II phenomenon.

The incidents related to the Middle East, which affected tourism activity arose basically from political instability. As explained previously, the Middle East has a very strategic location, which created many political and economic conflicts through the different periods of the region's history.

Incidents that occurred in Egypt directly or indirectly influenced tourist activity along with its tourism development processes. It goes without saying that tourism is the most sensitive economic activity that easily fluctuates due to any internal incident in the host destination. The following sub-section will go through the history of tourist activity in Egypt from the 1950s till the 1990s. The analysis will also trace the different incidents that affected tourist volumes and receipts and thus prevented Egypt from obtaining a fairer share of international tourist activity.

3.3.2 Tourism activity in Egypt since the 1950's

Egypt realized the importance of tourism as an economic activity in the early 50s and was a pioneer of the Middle East, establishing specialized authorities regarding its development. For example, in 1953 Egypt managed to attract the international hotel operations. In that year Misr bank signed a contract with the international Hilton chain as a step to constructing the Nile Hilton in Cairo, which inaugurated in 1962, was the third hotel of the international Hilton chain to be operated outside the USA. After the success of the Hilton chain, many international hotel operations were gradually attracted to Egypt such as the International Sheraton hotel corporation in 1966, the Meridien corporation in 1970 and The Mediterranean club in 1986 (Farghaly, 1991). However, it is worth mentioning that many national Egyptian hotel companies had been established before that time and were operating many well-known hotels in Egypt, such as the Winter Palace hotel in Luxor and the Shepharad hotel and Mena House hotel in Cairo.

The Egyptian Ministry of Tourism (M.O.T) was established in 1967 to develop and promote tourism. This ministry was not the first formal authority to handle the different issues of tourism development in Egypt. The first formal tourist authority was established in 1935 as a governmental tourist bureau.

In terms of tourist volume, when the revolution broke out in July 1952, Egypt's holiday traffic totaled 75.000 tourists spending over 2.2 million tourist nights with an average length of stay of 30 nights. In the sixties, Egypt started to embark on an ambitious tourist development and marketing program under the leadership of the state Tourist Administration and the Egyptian general organization for Tourism and Hotels. In 1965 Egypt's tourist traffic totaled 600.000 tourists with 10.4 million tourist nights at an average length of stay of 17.3 nights (Wahab, 1997b).

Despite the importance given to tourism from the 50s, internal incidents in Egypt such as the 56, 67 and 73 wars disrupted tourist visits especially from the late 60's to the early 70's. The war circumstances along with the psychological and political conditions negatively impressed the tourist development process, as the atmosphere was not suitable for any sort of tourism development. Also, the negative impacts of such incidents extended to the established tourist projects such as hotels.

Nevertheless, during the late 70's and early 80's, Egypt witnessed two significant incidents, which positively influenced tourism activity and resulted in beneficial yields in the domain of tourism development. One of these incidents is a political strategic action, the peace treaty with Israel. The second one, however, is the implementation of the open door economic policy adopted by the government at that time, which resulted in a remarkable increase in the number of tourists and tourist revenues. This also influenced the concept of tourist development and by the end of the 70's, Egypt was completely convinced of the importance of tourism as a source of foreign exchange. Hence, it started to regard tourism as a tool for overcoming economic difficulties by:

- 1- adjusting the deficit in the balance of payment,
- 2- offering direct and indirect job opportunities,
- 3- encouraging the Egyptian industries and local products.

However, when Egypt started to think of expanding its tourist development at the end of 70s, it faced many challenges. The Egyptian Tourism Development Authority (TDA), reviewed these challenges as:

- 1- a lack of compatible infrastructure facilities such as roads, airports, electricity, means of communication and so on.
- 2- a shortage of accommodation capacity.
- 3- a lack of data about development opportunities in the new areas.
- 4- a lack of experience in tourist planning and development
- 5- a shortage of investment sources and abilities.

From another point of view, tourist traffic to Egypt before the 80's was concentrated mainly in cultural tourism to Cairo, Giza and Upper Egypt. Although other parts possess outstanding natural and other distinctive tourist attractions, at that time these were not ready to receive tourist visits due to a severe shortage of infrastructure and superstructure facilities.

Meanwhile, tourist authorities realized that cultural tourism represents only 10% of international tourist arrivals, while the recreational tourism market segment dominates the highest percentage of international tourist traffic. Hence, it was necessary to expand tourist development to the coastal regions along with improving infrastructure and superstructure services in the existing regions. In order to do so, the Egyptian authorities undertook three actions: compatible legislation, appropriate investment policies and lately proper tourist development plans.

It goes without saying that such actions did not appear on the Egyptian tourism scene overnight. It should also be noted that considering proper tourist development and tourist planning should have been in the forefront. Although the Egyptian authorities started looking at tourism legislation issues and the establishment of new tourist recreational resorts in the early 80's, the first specialized tourist authority for tourism development was only established in the early 90's. The increased demand and interest of the private sector in establishing tourist projects, right after law No. 230 in the year 1989 for the investment policies can be considered the main thing that drew the attention of the formal authorities to the importance of adopting proper tourist development planning.

1- In terms of tourist legislation

From 1973 significant laws were passed and had a profound influence on the tourist industry in Egypt such as

- 1-Laws No. 1 and No.2 of 1973 to determine the tourist areas under the supervision of the Ministry of Tourism.
- 2-The presidential decree No. 134 of 1981 to establish the Egyptian Tourist Authority of Promoting Tourism.
- 3-The presidential decree No. 712 of 1981 to reorganize The Ministry of Tourism.
- 4-The presidential decree No. 121 of 1983 concerning tourist guidance.
- 5-The decree of The Ministry of Tourism No. 222 of 1983 to organize the travel agencies.
- 6-The presidential decree No. 226 of 1985 to reorganize the Supreme Council of Tourism.
- 7-The presidential decree No. 252 of 1989 to reorganize the general authority of Conference Centers.
- 8-Law No. 230 of 1989 for investment policies that offers many privileges to private sector investors.
- 9-The presidential decree No. 374 of 1991 to organize The Tourist Development Authority.

2- In terms of investment policies

The Egyptian tourist authorities started applying the privatization policy to tourism in 1987. This policy was confirmed by law No. 230 of 1989 that offers many privileges and guarantees to private sectors

investors and has created a suitable climate for private investments in Egypt. This consequently resulted in an increase in the private investments, reaching almost 82% of total tourist investments in 90/91 (MOT, 1993). This also led to an increase in the number of tourist rooms from 24,500 rooms in 1986 to about 55,000 rooms in June 1992 and 70,471 in 1996. Furthermore, the number of floating hotels (Nile cruises) also increased from 64 to 183 floating hotels in June 1992 and 206 in 1996 (MOT, 1993; MOT, 1996).

3-In terms of scientific tourism development planning

During the 80s, the Egyptian authorities realized the importance of diversifying the tourist product in order to appeal to different tourist market segments. The scheme aimed at offering a unique product that combines the cultural heritage tourism of Upper Egypt and Giza, which the outstanding recreational tourism of the Red Sea coast, which is in accordance with international tourist demand. Hurghada, on the Red Sea, was the first region to be developed and promoted to the international recreational tourism market. In fact, the Egyptian public sector was a pioneer to establish recreational resorts, several years before that time, as it constructed Sheraton Hurghada in 1968. After the success of Sheraton and Magawish village in Hurghada, the latter constructed by the public sector as well, the private sector projects started in Hurghada at the beginning of the 80s. It is worth mentioning here that Hurghada is now experiencing a boom in tourism activities. The number of its accommodation units in different categories and types reached 52 units in 1996 (Egyptian Hotel association, 1996).

Regardless of the efficiency and capability of such pioneer recreational tourism development in Hurghada, which will be assessed and presented throughout the analysis of the primary data, this development managed to establish Egypt on the international market as a successful recreational destination. The present time, however, witnesses a new stage of tourism development in Egypt. This stage started with the establishment of the TDA in 1992 as the sole authority for master planning and supervision of the private sector recreational projects in new coastal regions.

All the changes mentioned above have resulted in a great influence on tourist revenues and tourist numbers visiting Egypt from the 80s. The increase in tourist volume, which means an increase in the demand side should be parallel with expansion and improvement to the supply side. An analysis of the Egyptian tourist industry will be made in the following section.

3.4 The components of the Egyptian tourism industry

In order to sustain the economic and social benefits from tourism, a balanced development of tourist supply and demand should be considered. Accordingly, this section will focus on the elements of supply of the Egyptian tourism industry, which need to be developed, managed and modified in order to offer a compatible tourist product that can match with the international and domestic tourist demands. These elements of supply can be regarded as the key factor in the tourist destination's image especially, when it

appeals to the targeted market. On the other hand, the quantitative and qualitative demand for a specific destination is considered the only criterion for assessing the appropriateness of the supply features and thus the effectiveness of the tourism activity structure in a particular destination.

3.4.1 Tourism demand

People have almost unlimited wants, but limited resources. They choose products that produce the most satisfaction for their money. When backed by buying power, wants become demand. (Kotler et al, 1996). Tourism operates within a demand and supply exchange environment; tourists travel to destination areas in their own country or overseas, making use of a variety of facilities and services before their trip, en route and in the destination areas (Youell, 1998).

Tourism in Egypt started to experience its modern flourish as an important economic activity from the late 80s. One of the aspects of this flourish is the increase in the tourist demand on the Egyptian tourist product. Thus, this section attempts to present an analysis of both international and domestic demands for the Egyptian tourism with a focus on the different external and internal variables that have negatively influenced this demand, shedding light on the different constraints to expanding future demand for the tourist product.

3.4.1.1 International tourist traffic to Egypt during the 80s and 90s

Egypt witnessed a remarkable growth in the number of visits and revenues during the 80s. The world bank indicated in 1993 that the average growth of tourist traffic to Egypt was 13.6% per annum between 85 and 89 whereas the average tourist growth all around the world was 6% per annum during the same period (MOT, 1993). According to the statistics, the number of tourist visits and tourist revenues steadily increased during the 1980s except in 1986, which witnessed eruptive events such as the incident of Achille Laura ship at the end of 1985 and the central security revolt early 1986. However, it did not take long for Egyptian tourist activity to recover and the number of tourist visits rose from 1,794,953 visits in 1987 to 2,600,117 in 1990 whereas the expected number of tourist visits in that year was around 3 million visits before the occupation by Iraq of Kuwait in August 1990 (MOT, 1990). The Gulf War affected not only the tourist activity in the Middle East but the international tourist market as well. For instance, many airlines and hotel companies in Europe and the U S A suffered financially.

The statistics show that the first seven months of 1990 saw an increase in the number of tourists compared to the same period in 1989. In July 1990 the increase in tourist numbers was 18.3 % higher than in July 1989. However, this decreased to only 4.4 % in August 1990, the month of Iraq's invasion of Kuwait, compared to August 1989 (The Egyptian Tourist Research Journal No 8, 1990 P.92). Indeed, the impacts of the invasion on tourist traffic to Egypt were impressive during the last four months of 1990, which witnessed a severe decline in the number of tourist visits. These four months (September to

December) did not record any increase in the number of tourists compared to the same period of 1989. Consequently, the ratio of tourist growth was in minus during this period.

Tourist traffic to Egypt during the first six months of 1991 was much more affected by the impacts of the Gulf war. Statistics show that the ratio of decrease in tourist number in January 1991 was 59.1% compared to the number of visits in January 1990. February, the month of the Gulf war, recorded the worst decrease at 72.5 % lower than the number of visits in February 1990 (M.O.T., 1993). See appendix 3.1.

It goes without saying that the negative impacts of the Gulf War had an impression on tourist revenues as well and in February 91, the receipt was only 34.6 million US\$, a decrease estimated at 61.1% compared to those obtained in February 1990 (88.9 millions US\$). However, the last six months of 1991 compensated with total revenues of 1316.1, an increase by 24.1 % compared to total revenues achieved in 1990. (M.O.T, 1993).

Due to the impacts of the war, Egypt was not able to achieve the prospective number of tourists especially during the first six months of 1991 as the ratio of decrease in the tourist number in 1991 was 14.84% lower than the number achieved in 1990. Indeed, tourist nights were the most sensitive factor affected by the war. The ratio of decrease in tourist nights in 1991 reached 18.6 % lower than the number of nights in 1990. February, the month of the Gulf war, recorded only 414896 tourist nights with a drop estimated at 72.4 per cent from February 1990 (MOT, 1992).

After the Gulf war and the relative stability in the area of the Middle East, the number of tourist visits to Egypt gradually increased. For example, the number of tourists in December 91 reached 243164, which means an increase of 45% over December 1990 (Egyptian Ministry of Tourism statistics). Accordingly, Egypt started to achieve the same rate of tourist growth that was recorded before the war. The tourist authorities started to create new policies that have resulted in a positive influence on tourist activity.

1992 is considered the first year of new Egyptian tourist growth stage, as the number of tourists increased from 1.3 million tourists in 1986 to 3.2 millions by the end of 1992. Tourist nights also rose from 8 million in 1986 to 22 millions in 1992 (MOT, 1994; MOT, 1993, 16-17).

In terms of tourist revenues, 1992 recorded US\$3000 million whereas 1986 achieved only US\$ 750 million. On the other hand, while the average tourist growth recorded all around the world between 87 and 92 was almost 5.9%, the ratio of tourist growth in Egypt was 17% (MOT, 1993)

In early 1993, the World Bank mentioned that the number of tourist visits to Egypt was expected to reach 4 million and 400 thousand tourists by the beginning of 2000. It also highlighted the benefits the tourism industry would offer to the Egyptian labor market. In the same year, the World Bank granted

Egypt a loan of US\$ 130 million in order to enable the tourist authorities to develop and improve infrastructure facilities in existing and new tourist areas. (MOT, 1993).

However,, the terrorist attack, which started in September 1992, have been disrupting the flourish of tourism activity in Egypt and affected the economic prospects that the Egyptian government has been expecting from the industry. From late 1992 until now international tourist traffic to Egypt has been up and down with severe drops in certain periods due to terrorist activities against tourism. Without digression into the reasons and background to such attacks that have some other fundamental purposes rather than the religious reasons, the sudden emergence of violence in Egypt targets the economy, whose main engine is tourism.

Egyptian tourist activity began to be affected by the terrorist attacks in October 1992, one month after the first attack. Statistics show that, from October 1992 to the end of May 1993, Egypt lost almost 2.7 billion Egyptian pounds from tourist revenues. Furthermore, this period recorded a decline estimated at 21% in tourist visits and 29% in tourist nights (MOT, 1993).

On the other hand, the decrease in tourist numbers in 1993 reached 21.81% lower than that in 1992. Furthermore, the drop in tourist nights was 30.9 % less than 1992. The negative impacts of the incidents were severe for the tourist revenues of 1993 with only US\$ 1332.4 million whereas the revenues of 1992 reached US\$2278.7 million (MOT, 1994).

In 1994, the Egyptian tourist authorities managed to elaborate a well - studied and well - funded promotional plan that resulted in different promotional campaigns to be launched to the most prominent tourist generating markets, aimed at improving the image of Egypt as a tourist destination. This resulted in an increase estimated at 17 % in the number of tourists and at 21.8% in tourist nights from July to December 94 compared to the numbers recorded during the same period in 1993(MOT, 1996).

1995, recorded positive results for tourist numbers, nights and revenues, with an increase estimated at 21.4% in tourist arrivals, higher than the number of visits achieved in 1994. Additionally, the increase in tourist nights was 32.5 % higher than the number recorded in 1994. On the other hand, the Central Bank of Egypt mentioned in its annual report that tourism activity in 1995 succeeded in occupying the second position as a source of foreign exchange and also mentioned that the revenues from tourism were higher than from Suez Canal, oil export and agricultural and industrial exports (MOT, 1996).

The flourishing tourist activity in Egypt was assured by the figures obtained in 1996, as the increase in tourist revenues attained in 96 was estimated at 18.3 per cent higher than for 95. In addition, the number of tourist visits increased to 3,895,942 while in 95, it was 3,133,461 (Egypt tourism in figures, 95/96).

This shows that Egypt was steadily moving toward a stable tourism growth that would have exceeded four million tourist visits in 1997 for the first time in its long history. Unfortunately, the last quarter of 1997 witnessed two terrorists attacks in two different destinations. The first took place in Cairo in late September, which is the beginning of the Egyptian high tourist season. The second occurred in Luxor only one day before the opening day of London International Tourist Market, which is considered the most significant tourist market in the world, as a great opportunity for formal tourist authorities and business sectors to promote their tourist products and to arrange agreements and contracts with international tour operators.

The impacts of these two incidents have extended to 1998 especially to the first quarter that witnessed depressed records in tourist arrivals and receipts. It should also be concluded that such negative impacts have not only affected the national economic revenues but also all the tourist projects that most of them are run by private investors. This has consequently affected the Egyptian society that started regarding tourism as a panacea to the fatal social problem of unemployment, which terrorism itself is one of its results.

3.4.1.2 Domestic tourist demand for the Egyptian tourist product

One of the most difficult sections that the researcher faced while writing this chapter is the analysis of Egyptian domestic tourism, because the literature deals with statistics, motivations, wants and needs of domestic tourism and the appropriate methods of developing and promoting domestic travel is very minor and limited. Although tourism essentially is supposed to be directed to the domestic tourist market, the economic significance of international tourism benefits and the critical need for the foreign exchange have driven many states to see tourism development meeting the wants of international tourists.

The domestic tourist market is mainly dominated and characterized by two different categories of customers that can be classified in two different socio - economic classes. This classification has resulted in two prominent segments of domestic tourism in Egypt: First is social tourism, which is mostly offered by governmental or public sector institutes and private sector corporations to employees and workers in the form of subsidized trips or holidays. The aim of these holidays is to maintain the health and well being of the working population. In most cases, the employer finances the trip and the employee is committed to pay monthly payments in order to cover a specific percentage of total expenses. The tourist destinations that receive most of these trips in Egypt are: Alexandria, Gemasa in Mansoura governorate, Ras El-Bar in Domiat governorate and Matrouh in Mersa Matrouh governorate. All of these destinations are located on the Egyptian Mediterranean coast, which can be considered the first characteristic of the Egyptian social tourism. The second is the fact that most of these trips are offered during the summer, which is still considered to be the high season of Egyptian domestic tourism.

Second is domestic travel of upper and upper middle classes. Indeed, most of Egyptian people classified here prefer to have their own accommodation villa, chalet or flat, in one of the Egyptian recreational resorts to go there whenever they want. The Tourist villages that have been established on the North West Coast are considered evidence of this phenomenon. Each village consists of different categories of villas, chalets and recreational flats for the satisfaction of the different segments of upper class Egyptians. This concept has been transferred from Mediterranean coast resorts to resorts in the Suez Canal and the Red Sea like in Fayed and Hurghada. The most prominent advantage of having such tourist villages in which units are owned by Egyptian citizens that they satisfy the needs of the upper class segment and persuade them to spend their holidays internally rather than travelling abroad. Thus, it can be regarded as a clever scheme implemented by the Egyptian authorities in order to overcome the challenge of outgoing tourism and to reduce the amount of economic leakage.

On the other hand, this scheme has some disadvantages that the tourist authorities have recently started to realize which has resulted in stopping the expansion of such enclave domestic tourism colonies on the North West Coast. First, although the North West Coast possesses many natural and recreational assets that can successfully appeal to the international tourist market along with a broader number of domestic tourists, these attractions are used by a specific and limited segment of the Egyptian community. Second, in most cases the units are used by the owner for only a few weeks all the year around. Third, most resorts cannot be used by other tourists as the client must be an owner of one of the resort units. Fourth, from a development point of view, although each of these villages has been planned in order to offer a splendid recreational atmosphere, they seem to be separate and functional tourist villages. The creation of a whole tourist destination that includes larger and more integrated social and entertainment activities has not been considered in the master planning of the area.

It is worth mentioning that there is a growing market of time- share tourism that might result in another form of domestic tourism to be added to that mentioned. The adoption of the time share device can be considered another clever idea that offers the opportunity to customers to use the same unit at different times rather than being owned by one client, who uses it only a few times every year. It also offers the opportunity to the Egyptian market to visit other places and use the amenities of other resorts rather than being committed to one specific resort or region.

There is a specific segment of the Egyptian tourism market that still uses public hotels and Nile cruises. This segment is mostly attracted to either the new recreational resorts on the Red Sea and Gulf of Aquaba or the archaeological places in Luxor and Aswan. In fact, the tourist authorities are keen to offer reasonable rates for different services to the domestic tourist market. This has been

interpreted by a differentiation in individual prices offered to Egyptian customers as opposed to foreigners. Nevertheless, cheap packaged tours offered by most Egyptian tourist projects to the international market have made the price privileges granted to the domestic market seem an advantage that exists only in theory.

3.4.2 Elements of the Egyptian tourist supply

Tourist supply consists of multi components and sectors, which should be integrated together and coordinated in a harmonized way that leads to the creation of a distinctive tourist product. According to Laws (1995), two factors contribute to the attractiveness of a tourism region. The primary features include its climate, ecology, cultural traditions, traditional architecture and its land forms. Secondary destination features are developments introduced especially for tourists, such as hotels, catering, transport, activities and amusements.

Pearce (1989) argued that if tourism is seen in terms of a market (origin)-Linkage-destination system, then many of the services and facilities sought by tourists are found at the destination. Resources constitute the initial attraction that the destination has for visitors, whilst services are provided to make possible or enhance the visit, and are provided mainly or entirely for tourists (Davidson and Maitland, 1997, 21). Thus, the total product is a combination of resources and services (after Middleton, 1988). The following table outlines the elements of supply that will be investigated in the Egyptian tourism industry structure:

Table (3.2): Elements of tourism supply.

The tourism supply elements
1-Tourist attractions.
2-Infrastructure tourist facilities.
3-Superstructure tourist facilities
A-Accommodation.
B-Transportation.
C-Travel intermediaries.
D-Supporting tourist facilities.
4-Skilled human resources.
5-Tourism organizations and administrations.
A-National governmental tourist authorities.
B-Business sector organizations.

3.4.2.1: Tourist attraction

Attractions are arguably the most important component of the tourism system. They are the main motivators for tourist trips and are the core of the tourism product. Without attractions, there would be no need for other tourism services. Indeed tourism as such would not exist if it were not for attractions (Swarbrooke, 1995). Many different attractions may induce tourists to visit particular areas or spend their holidays in specific regions (Pearce, 1989). Attractions can be classified and categorized mainly into natural attractions, cultural heritage man made attractions, and modern man made attractions such as theme parks, festivals, special events...etc. According to Swarbrooke (1995), the development of physical attractions passes through four stages. These stages are illustrated in figure 3.2. However, he pointed out that, not all destinations pass through all these stages.

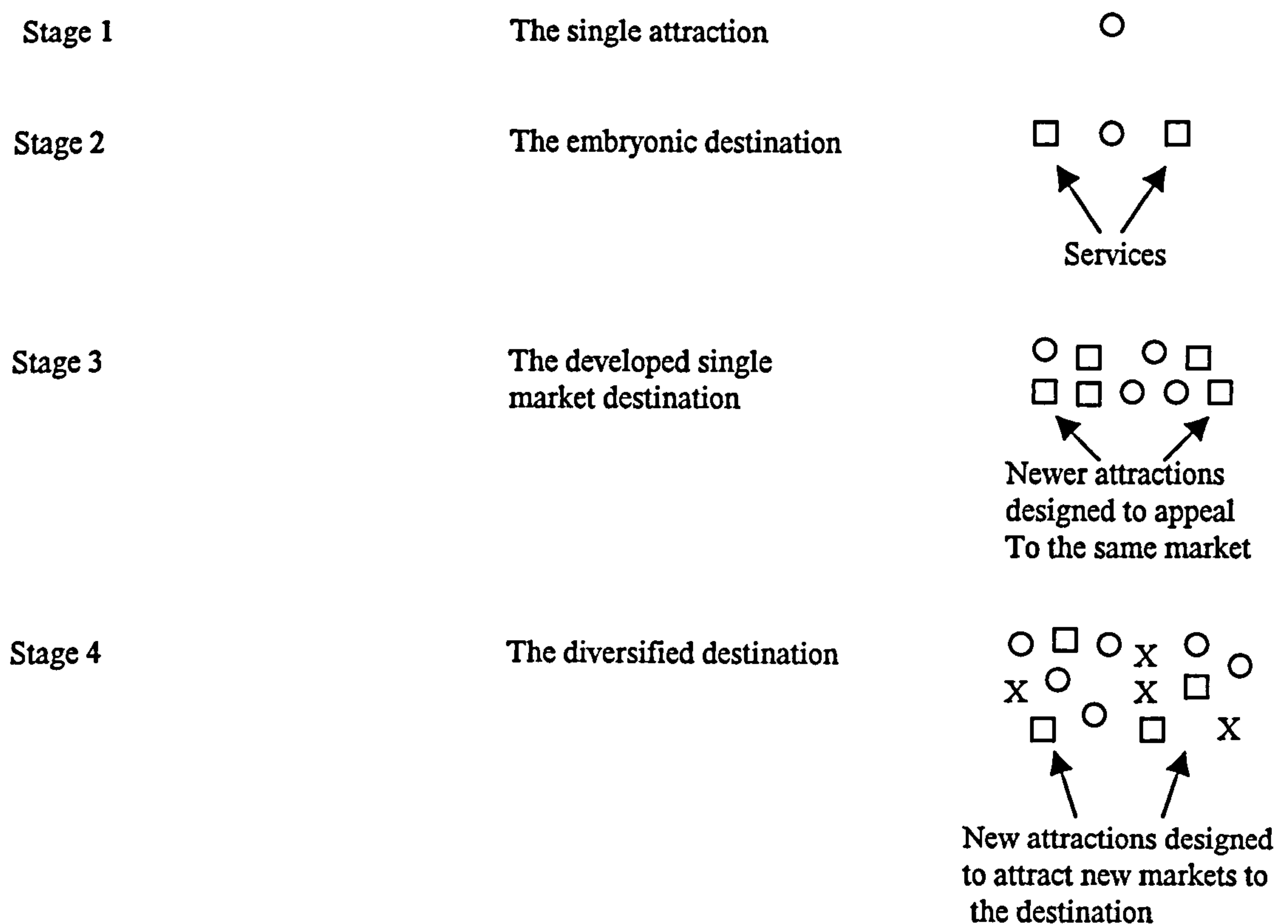


Figure (3.2): Attractions and the development of destinations
Source: Swarbrooke, 1995, p.19.

Egypt is a destination, abundant in different sorts of tourist attractions, many of which have not yet been exploited in the field of tourism. The distinction of the Egyptian product comes from the diversity of the attractions it possesses. It is apparent that before the 70s, Egypt was depending on a sole attraction and was an embryonic destination. This sole attraction was the Pyramids in Cairo and the temples in Luxor. However, the late 70s and the early 80s witnessed a move toward the third stage of destination development as it introduced natural attractions in the form of recreational tourism for the sake of prolonging the length of stay of customers of its traditional tourist market (cultural tourism). Egyptian tourism started, to a certain extent, approaching the fourth stage in the late 80's as the diversification of the attraction features of its tourist product became one of the present strategies launched by the tourist

authorities along with the business sector. In addition to the traditional cultural product, it has managed to establish a growing demand for its coastal recreational areas. For example, its recreational and diving destinations are witnessing an increase in the number of tourists targeting such natural coastal attraction. The late 80s also witnessed a move toward the product of conference tourism.

Nevertheless, Table 3.3 shows that Egypt is still focusing on two main forms of attractions: historical heritage tourism that appeals to the cultural tourism market segment and natural coastal attractions that matches the interest of the recreational tourism market segment. The employment of the other attraction, either natural, heritage man-made or modern man-made, is still inadequate. It is true that it has managed to attract the growing market segments of incentive tourism and business tourism. However, the attractions offered to such new market segments are still based on the cultural heritage and recreational forms.

With regard to the other types of natural attractions such as therapeutic tourism and the diversification of the resources that can attract the new forms of alternative tourism, the literature has not shown a movement toward the development and exploitation of such attractions. Nevertheless, it offers a few studies inventorying, assessing and proposing plans for their development and management.

Similar to the natural attractions mentioned above are the cultural attractions that can be offered to the growing market segments of responsible tourism especially in the Western desert and in the mountain areas of Sinai. The literature reflects the existence of a small number of scattered tours that can be classified under Safari tourism, expeditions and adventure tourism. However, there are some questions that need to be answered. First, how far these attractions are managed and organized as features in the main product and how far their trips are committed to the principles of sustainability. Second, whether these attractions are regarded as main attractions or secondary attractions to the main natural resources. Third, to what extent the facilities and services needed for developing such forms of tourism in both sides, supply and demand, are considered and if they are considered, how far they are planned in scientific ways.

Finally, modern man-made attraction group, is considered a broad domain that includes many activities and events such as festivals, special events, entertainment activities, exhibitions...etc. Although Egyptian tourism has started to approach such attractions, they have not been regarded yet as main attractions. This is a weakness in the performance of the Egyptian industry in this domain.

Table (3.3): An inventory of the Egyptian tourist attractions

Tourist Attraction type	Regions where they are located	Tourism type that can be promoted	Level of development
1-Natural resources A- Sunny coastal beaches.	1-the Red Sea coast 2-Mediterranean sea coast. 3-North and South Sinai.	*Recreational tourism	*Growing and maturity stags.
B-Underwater coral reef species.	1-The Red Sea coast. 2-South Sinai and Aquaba Gulf.	*Diving tourism & recreational tourism	*Fast growing stage.
C-Mountains rural areas and desert oases	1-Western desert oases such as Siwa, Dakhla and Khargha oases. 2-North Sinai and South Sinai.	*Alternative forms of tourism such as: Eco-tourism, bird watching, farm tourism and agro- tourism. *Safari tourism & adventure tourism.	*Pioneering stage. *Growing stage.
D-Natural therapeutic resources	1-The western desert oases 2-Hammam Pharaoh in Sinai 3-Safaga on the Red Sea coast.	*Therapeutic and Spa tourism.	*Pioneering stage.
2-Cultural Heritage Man-made A-Pharaonic and Greco-Roman trasures	1-Giza and Cairo. 2-Middle and Upper Egypt. 3-Alexandria. 4-New valley and Siwa in the Western desert.	*Cultural tourism.	*Maturity stage in some specific sites such as The Pyramids and Sphinx in Giza and Valley of the Kings in Luxor. *Growing stage in the Middle of Egypt monuments.. *very Pioneering stage in the monuments of the Western Desert
B-Churches, mosques and holly places and routes..	1-Sinai. 2-Cairo. 3-Alexandria 4-Some places in Delta.	*Religious tourism.	*Very pioneering stage.
3-Modern Man made attractions A-Conference centers with all the needed facilities .	1-Cairo (for the congresses and big conferences.	*Conference tourism.	*Growing stage.

<p><u>Continued</u></p> <p>B- Special events -Art festivals. -Cultural events. -Exhibitions -Sport event</p> <p>C- Entertainment and Theme parks.</p>	<p>2-Alexandria. 3-Luxor. 4-Sharm El-Sheikh in South Sinai. 5-Hurghada.</p> <p>*Currently most of them are held in Cairo Alexandria, Luxor and Hurghada. However , they can be created and held anywhere.</p> <p>Currently most of them are in Cairo and its outskirts. However, they can be created anywhere.</p>	<p>*Special event tourism.</p> <p>*Pleasure and entertainment tourism.</p>	<p>*Growing stage regarding some specific events such as some art events, while still in the pioneering stage for most of them. *Need to be integrated in the product by using more scientific, planned and managed methods.</p> <p>*Till now, such attractions are considered as secondary attractions to the main primary attraction. *Need to be integrated in the product by using more scientific, planned and managed methods.</p>
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3.4.2.2 Infrastructure tourist facilities

As Pearce (1989) pointed out, an adequate infrastructure will be needed to support the facilities and services. In addition, to the transport infrastructure (roading and parking, airfields, railway lines, harbors) there are the public utilities in the form of electricity and sewage disposal. Cooper et al.(1993) argued that infrastructure represents all forms of construction above or below ground needed by an inhabited area, with extensive communication with the outside world as a basis for tourism activity in the area.

Lack of compatible infrastructure was one of the obstacles that faced Egypt when it started to expand its development especially to the rural and desert areas in the Red Sea and Sinai. For the sake of overcoming the challenge of finding adequate capital needed for financing such infrastructure and for decreasing the responsibility of the government in bearing all of its costs, the Egyptian industry passed through two significant stages.

It is worthwhile first to differentiate between infrastructure needed for the tourist accommodation and resorts development, such as sanitary units, sewage, electricity and desalination units, and transportation infrastructure such as airports, roads and railways.

In terms of the infrastructure facilities needed for the establishment of accommodation facilities, Egyptian tourism development passed through the following two stages:

A-As tourism development targeted new coastal areas to be developed for recreational tourism, it was necessary to provide infrastructure. Indeed, some areas located mainly on the Red Sea coast, had very poor infrastructure facilities that could not support the targeted accommodation development and such facilities did not even exist in other areas. These regions constituted the majority of the targeted development regions. On the other hand, since the adoption of the new investment policies, the government has been trying to push the private sector to play a significant role in present and future development, to enable the government to allocate its financial and investment sources for basic social services such as education, health, housing...etc.

Accordingly, the TDA adopted a scheme from the early 90's, which aimed at offering advantages to both the private investor and the government. This scheme implies the allocation of the land needed for the accommodation project to the investor in a very cheap rate, one dollar per square meter. However, the investor is committed to provide all the necessary infrastructure facilities mentioned above.

This scheme in practice has faced some troubles although it benefited the development of some regions in the Red Sea coast. However, not all investors were able to provide compatible infrastructure services and from an environmental of view, some projects started to result in negative impacts on the environment and relative pollution to the natural resources.

Therefore, it was found necessary to adopt another scheme, which is 1-fairer to the investor as it will mitigate the burden of thinking about basic services, 2-more tolerant to the government that is trying to diminish its role in bearing the costs of such services, 3-more friendly to the natural environment. The new scheme goes in parallel and accords the existence of bigger private sector tourist corporations that each of them consists of a group of investors and seeks for comprehensive development of larger scale tourist resorts. Such new ideas have led to the second stage.

B-The adoption of the second stage started in the Egyptian development mechanism in 1996. The scheme implies the formation of a private sector company, which is responsible for the provision of the necessary infrastructure for all accommodation projects in a specific resort. This company will construct, run and operate the infrastructure facilities. The governmental authorities, however, still have the right to supervise all the activities of each of these companies and to check the adequacy and commitment of their infrastructure projects to the environment and public health. It should be concluded that this scheme is still in the pioneering stages and such corporations are still under formation and establishment.

It is worth mentioning that Egypt managed to attain a loan from the World Bank for the construction and improvement of infrastructure services especially in the Red Sea tourist regions (MOT,1993). The loan, which came to 130 million dollars, was divided as follows:

A-Fifty million dollars for the infrastructure service provision to Ras Abou Soma tourist resort on the Red Sea.

B-Fifty million dollars for the infrastructure service provision to Sahl Hasheesh on the Red Sea.

C-Eighteen million dollars for the improvement of the infrastructure facilities in the South of Hurghada, aimed at protecting the natural environment from any long term pollution that might result from the current sewage system of the tourist villages.

D-Twelve million dollars for the improvement of the Nile cruise infrastructure services.

Infrastructure for transportation has also passed through two stages:

A-The first stage represents all the airports, roads, railways, marine ports and harbors established by the government during the last decades. Till recently the government is considered the sole provider of such infrastructure services. Indeed, with the expansion of tourist development and its extension to new rural and desert areas, the last few years have witnessed many infrastructure facilities supporting an increase in the means of transportation and accessibility to new regions and areas.

Firstly, as Egypt is expecting and looking for a boom in tourist volumes, it was found necessary to improve the carrying capacity of the existing airports along with constructing new airports to serve the new created destinations. This has resulted in an increase in the number of scheduled and domestic flights. Particularly, this has positively been affecting charter flight operations to the recreational resorts in Sharm El-sheikh and Hurghada and has resulted in the establishment of eleven airports covering the

whole Egyptian land. The classification of each airport (international, domestic or receiving charter flights) will be discussed under the transportation sub-section. The costs of improving and creating these airports are estimated at 425 million L.E. (See appendix 3.2)

In terms of linking the different regions created in the new areas with the rest of Egypt, the last few years have witnessed the construction of a great number of motorways. For example, the government has managed to connect the Aquaba Gulf with Suez and the Red Sea coast regions in terms of transportation infrastructure service and telecommunication services. In addition it managed to create horizontal motor ways to connect the Red Sea Coast with Upper Egypt such as Safaga/Quena, EL-Quosier /Qaft, Mersa Alam/Edfu and Brnees/Aswan, the latter sill under construction (MOT).

It should be mentioned that although tourism development bears the responsibility and the burden for developing such infrastructure facilities, the tourism industry is not the only sector that will benefit from their existence.

In terms of the sub roads that lead to sightseeing especially historical archaeological sites, the Ministry of Tourism has started to consider the improvement and the provision of such infrastructure services in its recent plans and strategies. However, the work in this domain is still inadequate especially in the Western desert areas and some parts of Upper Egypt. These activities should also consider suitable devices to be offered such as appropriate parking areas and supporting facilities close to each touring area.

Railway facilities have been created to connect the different regions of Alexandria and Delta in the north with the middle and Upper Egypt in the south. The line between Cairo and the Upper Egypt parts is the most employed railway connection used by tourism. In addition, Cairo has been witnessing the establishment of the different stages of its underground project that has successfully managed to connect different spots located in Cairo, which would reduce traffic congestion and pressure on its main streets. However, so far it has not approached a railway project to connect the three different parts of the south; the western desert, Upper Egypt and the Red Sea coast.

In terms of marine ports to be established particularly for tourism, although there are some proposals regarding the establishment of these projects, the government intends to implement such infrastructure services by using the second stage scheme, which is B.O.T that will be explained in the succeeding paragraph. This excludes the existing commercial marine ports that Egypt possesses.

B-As mentioned before, the government is adopting the role of the private sector in the different aspects related to tourism development, although there is a move toward the involvement of the private sector in the construction of the infrastructure facilities. The latest step is the adoption of the B.O.T system, which gives the private sector investor the right to build and operate the project for a specific period of time,

normally twenty years. However, ownership should be transferred to the government by the end of this concession. Pioneering projects include the airport that will be built in Mersa Alam on the Red Sea coast and the construction of marine ports for the development of yachting tourism that Egypt wants to promote as one of its products.

3.4.2.3 Superstructure tourist facilities

All the infrastructure services mentioned previously are provided mainly in order to support tourist projects, amenities and activities that will be built up for the tourist's convenience, entertainment and hospitality. The following sub-sections will present the elements of the Egyptian superstructure services with a focus on the improvement and development experienced during the last few years.

3.4.2.3.1 Tourist accommodation

The usual definition of tourism includes reference to a stay at a destination of at least 24 hours. Accommodation is therefore a requirement of the tourist. The commercial response to this demand takes a variety of forms, from large hotels to small guest-houses in terms of serviced accommodation provision, and from camp sites to hired apartments in terms of the provision of self-catering facilities. Holiday centres or villages, which have evolved from the holiday camp concept of the 1930s, provides both serviced and self serviced accommodation (Callaghan et al. 1989, P.54). However, Cooper et al. (1993) have broadened the definition by mentioning that the accommodation / food and beverage sector of the destination not only provides physical shelter and sustenance, but also creates the general feeling of welcome and a lasting impression of the local cuisine and produce.

The capacity of Egyptian tourist accommodation has rapidly increased especially during the last ten years. Statistics show that accommodation capacity, in its different types and categories, has almost doubled from 1982 to July 1989. For example, the number of tourist accommodation units has gradually increased from 263 units in 1982 to 491 units in July 1989. In terms of room number, by July 1989, there were 20945 extra rooms available compared to 1982. Furthermore, the rate of growth in the number of beds from 1982 to July 1989 was estimated at 110%, an increase from 36999 in 1982 to reach 77750 in July 89 (MOT, 1990).

From 1990 to 1995, the rate of growth in the accommodation units was nearly 31% as the number of units increased from 568 in 1990 to 745 units in 1995. Additionally, the rate of growth in the number of rooms was estimated at approximately 35% from 1990 to 1995. In terms of the number of beds, the rate of growth reached 46% during the same period (see appendix 3.3).

The figures presented above reflect the importance given to the development of the tourist accommodation capacity. The Egyptian government has taken three actions that can be explained as follows:

1-Although most of the accommodation units before the mid -80's were owned by the public sector, the financial abilities of the public sector, for approaching the ambitious tourist development that Egypt had planned, were quite limited. Thus, the first action to undertake and the tourism industry was the leader in its application on the Egyptian market, was the adoption of the privatization concept. Although there were some opponents against its adoption, all discussions proved the benefits to the Egyptian tourist activity. Thus, the Ministry of Tourism gradually started to apply it from 1987.

2-The second course of action was law No. 230 for 1989 that offers many advantages for private sector investment. As the public sector is trying to limit its role in possessing investment projects, the involvement of the private sector in tourism development was a basic step to strengthen the continuity of the tourist development process. However, the government still remains the right to supervise, coordinate and control the private sector activities.

3-Accordingly, the TDA as a specialized governmental organization for the development of tourism in the new regions was established in 1992 to set master plans for tourist development, allocate land to private sector investors according to specific criteria and supervise and check the construction stages of private sector projects.

There are other issues related to tourist accommodation activity that still need to be addressed such as the types of accommodation, the different categories of Egyptian accommodation capacity, the distribution of such capacity among the different regions and the accommodation capacity under construction.

1-Accommodation capacity according to the type of accommodation

Statistics for 1996 show that the number of hotels accounted for almost 62% of all accommodation types in Egypt. In the second rank came the floating hotels (Nile Cruises), 27% of all accommodation units. Tourist villages in recreational and tourist resort areas constituted almost 11 per cent of accommodation capacity (MOT, 1996).

In terms of number of rooms and beds, hotels occupied 67% of the total accommodation capacity. Tourist villages are second with a percentage of 17 per cent. However, the number of floating hotel beds in 1995 reached 20549 with a percentage estimated at 16 per cent of the total accommodation capacity.

This shows that hotels are still the most traditional and popular type of accommodation in Egypt as they dominate more than 60 per cent of total accommodation capacity. Nevertheless, the number of units of untraditional types of accommodation such as tourist villages and floating hotels was estimated at 303 units in 1996. The increase in the number of tourist villages shows that tourist development started to spread all around Egypt.

On the other hand, the expansion in the number of floating hotels proves that the Nile cruise is considered a distinctive product that has a growing tourist market. The idea of the Nile cruise depends mainly on offering a unique product that combines accommodation, means of transportation, entertainment and cultural and historical attractions during the journey. In 1995, Nile cruise accommodation accounted for almost 27.2 per cent of the total accommodation units in Egypt (Egyptian ministry of tourism statistics).

It should be noted that the fast expansion of Nile cruises has already created some problems that involve more control on the licenses granted to any extra floating hotels. This should include more supervision on the activities of Nile cruises. Indeed, the problems created by the operation of the floating hotel devices can be classified under two main headings. The first is an environmental, as the operation of this type of accommodation can be considered a source of pollution to the Nile River. Apparently, the operational process of how to treat the waste and sewage in some of these cruises is not perfectly adequate. The second is the lack of infrastructure services needed on the platforms and the crowd caused by the great number of Nile cruises parking in such platforms.

Recently, the government has addressed this issue and is trying to improve the infrastructure facilities and the services on the platforms in order to cope with the increase in the Nile cruise numbers. However, a certain limit to the maximum number of the floating hotels in each area and on each platform must be created. This, along with the expansion and the improvement of the platforms would mitigate the problems caused by Nile cruises.

2-Accommodation capacity according to category

Statistics for 1996 show that five star hotels occupy first rank in terms of number of rooms with a percentage of 31% of total room capacity. However, in terms of number of units, three star hotels were in the forefront with a percentage estimated at 24%, then two star hotels with a percentage of 20% of total number of units. The ratio of five star hotels to the total number is estimated at 16% of total capacity (see appendix 3.4).

While, the number of five star hotels accounted for 16% of total capacity, the number of five star rooms dominated more than 30% of the total capacity. Thus, in terms of number of units, five star hotels occupied fifth position, but in terms of number of rooms they ranked third. This reflects the ability of the five star hotels to construct, manage, market and promote a larger number of rooms and beds rather than the other hotel categories.

It is worth mentioning that the number of accommodation units and rooms under classification constitutes around 15% of total capacity. This is considered relatively high and needs to be carefully handled, requiring supervision of the services and amenities offered and the prices promoted by these units. Moreover, complete supervision should be extended to the one, two and three star units. This will

guarantee full commitment to the category that each of them belongs to. Indeed, this supervision should be implemented with the belief that being classified under two or one star, or even being unclassified, does not mean compromising the quality of the service.

3-Accommodation capacity according to region

Before the mid - 80s, most of accommodation was located in the main traditional tourist regions in Egypt such as Cairo, Giza, Alexandria and Luxor. From the beginning of the 90s, an obvious tourist development has taken place in many recreational and natural spots in Egypt; mostly on the Red Sea Coast and South Sinai. One of the objectives of this tourist development is to offer sufficient and compatible accommodation to the potential tourist demand in these areas. Accordingly, the last five years have witnessed the construction and the inauguration of many accommodation enterprises of different types, categories and styles .For example, the number of accommodation units in the Red Sea region has increased to 62 units in 1995. Additionally, South Sinai has witnessed a great expansion in its accommodation capacity with 66 units in the same year. Furthermore, the number of floating hotels was estimated at 203 units in 1995 (MOT, 1996). .

However, Cairo still dominates the number of rooms and beds. By adding to these numbers the accommodation capacity numbers of Giza governorate, which is very close to Cairo, it will be apparent that the main region of Cairo and Giza accounts for almost 30% of all the accommodation capacity in Egypt.

Few years ago, Alexandria, Luxor and Aswan were the main tourist destinations after Cairo. Those three regions witnessed the construction of different categories of tourist accommodation and succeeded in attracting many accommodation projects and international hotel chains. However, after the expansion in the accommodation capacity that has taken place in the natural regions for the development of recreational tourism, the Red Sea area and South Sinai took precedence over the other traditional cultural regions.

4-Accommodation capacity under construction 1996

Statistics show that the number of the accommodation units that are under construction as estimated at 193 units in 1996. Hotels were in the first position with 61 per cent of total units and 53% of total beds. In second rank, tourist villages accounted for almost 28 per cent of total units and 41.6 per cent of the beds under construction. Floating hotels occupied third rank, as the number under construction was 22 units in 1996 (See appendix 3.5).

The accommodation capacity under construction in 1996 (193 units), reflects how the Egyptian tourist authorities along with the investment policies have succeeded in attracting private investors to develop and expand the accommodation capacity especially in the new regions and areas.

Statistics for 1994 show that the Red Sea region dominates in both the number of hotels and the number of tourist villages under construction, with 23 units. At the same time, the number of tourist villages under construction in the same region is estimated at 18 units.

In terms of the number of hotels under construction, Giza occupied second rank with 17 units and Cairo was in third position as the number of hotels under construction reached 15 units. However, in terms of the number of tourist villages under construction, South Sinai rated second, as the number of tourist villages under construction in 1994 was 13 units. This also reflects that tourist villages are the most popular type of accommodation in the recreational and coastal regions in Egypt such as in the Red Sea and in North Sinai.

It is apparent that Egypt is experiencing a boom development in which has been extended to reach the undeveloped regions in Egypt. One of the objectives of this development is to create new recreational resorts and destinations. This would help to create new job opportunities, develop the infrastructure facilities of these regions and above all create new communities and habitation spots outside the main centers of Delta and Upper Egypt.

Thus, it can be concluded that the Egyptian tourist authorities are aiming at diversifying the Egyptian tourist product. This has been implemented with two main tools. One is to create a link between the archaeological sites in Upper Egypt and the natural and environmental sites in the new coastal spots in the Red Sea. The aim of this strategy is to lengthen the average period of tourist stay and to offer a diversified product that appeals to different markets, which will also increase average of tourist spending.

The second tool is to spread the development of tourism to new regions and destinations. This will help to reduce the pressure on the main cities especially Cairo. This scheme is obviously observed from the growing number of charter flights that fly directly to the Red Sea without any real need for stopover or transit in Cairo.

However, the development of tourism in general, and of accommodation capacity in particular, depends mainly on the use of natural, environmental and cultural attractions. As mentioned before, the increase in the number of Nile cruises and the lack of proper supervision of the activities of these floating hotels have already created some environmental problems. In most cases these problems have affected the satisfaction of tourists. The unplanned accommodation development that has taken place in Hurghada has also resulted in a relative deterioration of under water species.

Recently, the TDA has undertaken the supervision of the accommodation project development that will occur in the natural regions. Nevertheless, an accurate calculation of the maximum carrying capacity of

each region should be considered from the beginning. Furthermore, the maximum carrying capacity of the whole area must be figured out; ecological, economic and social carrying capacity.

The question of how the different issues presented previously have been taken into consideration while planning for development and the expansion of accommodation capacity is still a significant point that cannot be explored from the literature. However, the pilot survey should offer clues to be examined and assessed in detail throughout the primary survey. Nevertheless, literature on tourist accommodation development as one of the components of the supply sides, implies the following two recommendations:

1-The expansion of tourist accommodation in each area can be implemented in stages. Each consequent stage should not start before a detailed analysis of the economic, environmental and social impacts of the previous one. Additionally, decisions on how many accommodation units are required in each new stage, in which category or categories they should be executed and to which market segment /s they will be directed need to be investigated according to the results of a precise assessment of the marketing and development plans of the preceding stage.

2-On the other hand, the TDA is allocating hundreds of kilometers of coastal lands for the development of accommodation projects .It has simultaneously granted licenses to many enterprises. Most of these projects have similar concepts in their constructions, facilities and marketing schemes, as the main objective of most is the establishment of a recreational tourist village This would increase competition among resorts especially in the first operational stages. Consequently, this may affect the quality of the tourists visiting the area and the quality of services offered. This can be avoided if development is divided into stages. Therefore, each stage can be implemented according to the abilities of the tourist markets, the capacities of the local environment and the reaction of the local residents toward the previous development.

It is worth mentioning that the TDA is making efforts to implement the scientific approaches of land use planning regarding the development of tourist resorts in coastal areas. However, it seems more significant to evaluate the impacts of this development and to monitor the following development stages according to the results of the previous ones. This will help in determining the deviation in the development process and crafting more compatible strategies in order to avoid this deviation in the consequent stages.

Although the two points highlighted above cannot be used as findings of the present research, they can be added to the assumptions that the survey would verify or refute their reliability.

3.4.2.3.2 Transportation

Transport is acknowledged as one of the most significant factors and has contributed to the international development of tourism (Page, 1994). Transport services are needed to allow visitors to get to the destination, and to move around once they are there (Davidson and Maitland, 1997, 22). Youell (1998) pointed out that the transportation sector of the tourism industry covers a variety of water, air and land-based services, including travel by coach, train private car, taxi, hired car, bicycle, aircraft, cruise ship, ferry and canal craft.

With regard to the above definition and the application to the tourist transport sector in Egypt, we will find that travel by air is the predominant method of travel used by international inbound tourists visiting Egypt. Although Egypt has coastal marines and shares land borders with other countries, travel by private car or yacht faces constraints that the Ministry of Tourism started to address in the present time. This has of course affected the number of tourists coming from the ports and the means used to enter. However, travel by air is still popular because it is fast and convenient.

In order to handle the issue of air transport in Egypt and the improvements it experienced during the last few years, we need to differentiate here between international and domestic flights and between scheduled and charter flights.

In terms of international flights to Egypt, the last few years have witnessed an increase in the number of flights and thus an increase in the number of tourists. This can be considered as a result of: firstly, an increase in the number of airports that cover different spots in Egypt; secondly, granting the permission to international charter flights to land directly in the airport of the targeted destination in Egypt. The direct operation of the charter flights from some spots in the European market, such as Germany and England, to Sharm El-Sheikh, Hurghada and Luxor has resulted in a real increase in tourist volume. It should also be mentioned that Egypt Air has managed to extend its scheduled flights to further destinations around the world.

In terms of domestic flights, although Egypt has managed to connect most of the tourist regions through a number of scheduled domestic tourist flights, there are some deficiencies and pitfalls in the management and the operation of such airlines. In an interview Saad, El-Ahram Weekly tourist writer, conducted with foreign tour operators, the number of Egyptian domestic flights between some destinations is not sufficient. For example, there is a single weekly flight from Luxor to Sharm El-Sheikh. Alternatively, the only way to get from Luxor to Sharm -El-Sheikh is through Cairo, which is a waste of money and time (EL-Ahram Weekly, 4-8 June 1998). The relative high prices of such flights along with the delay in publishing and announcing prices every year is another obstacle that usually affects the total products promoted to the tour operator abroad.

In addition, terrorist attacks on the tourism industry usually affect the operation of flights, as some are subject to cancellation after any unpredictable incident. Table 3.4 shows the eleven airports in Egypt and the type of flights each receives.

Table (3.4): The type of flight operation the Egyptian airports receive

Airport	International Scheduled Flights	International Charter Flights	Local Scheduled Flights	Local Charter Flights
1-Cairo	X	X	X	X
2-Luxor.	X	X	X	X
3- Aswan	--	X	X	X
4-Abu-Simble	--	--	X	X
5-Hurghada	X	X	X	X
6-Alexandria	X	X	X	X
7-Alarish	X	X	X	X
8-St. Catherine	--	X	--	X
9-Sharmel Sheikh	X	X	X	X
10-Alnakab	--	--	X	--
11-New Valley	--	--	X	X

Source: Extracted and adapted from the statistics of the Ministry of Tourism published in *The Egyptian Tourism in Figures 95/96*.

Regarding rail transportation as mentioned before, the route from Cairo to Upper Egypt is the most common railway line used by tourists. However, the literature has not offered reliable statistics on how many tourists use this line and what destinations they are targeting in Upper Egypt. On the other hand, the rail services offered to tourists still face some obstacles including: 1-the absence of published fixed rates that should last for a specific period of time. 2-the lack of notice and information boards in train stations in different languages that help tourists to find their way and the services they need. 3-lack of appropriate and high quality services in train stations and on board the train, such as toilets, cafeterias etc.

With regard to tourist bus services, the Egyptian tourist industry enjoys a great number of tourist buses and minibuses for internal and local use. According to the statistics on Egyptian tourism in figures published by the Ministry of Tourism in 1996, the number of tourist transportation companies that offer land transport reached 90 companies in 1996. In addition, the capacity of the tourist bus seats was estimated at 27787 in 1995. This excludes the other tourist companies that deal in general tourism by

offering whole packages to tourists including land transportation services through their own buses. Different classifications and differences between companies will be handled in detail in the next section. The literature does not offer adequate sources about public road transportation and its place in tourism activity. The fact that most tourists visiting Egypt are customers of the organized tours, which guarantees the provision of the different services the tourist needs along his trip, including surface transportation, has diminished the role of public surface transportation in tourism.

With regard to the road transportation used between the Egyptian borders and neighboring countries, it should be highlighted that the main ports used are Taba, and Salum. Taba receives foreign and Israeli tourists coming from Elait whilst Salum receives Libyan tourists entering Egypt from its western borders.

In terms of local water transport and as mentioned previously, Nile cruises are considered a clever scheme that combines transportation, accommodation, entertainment and site seeing along the journey. All the Nile cruises operated according to a specific itinerary, which in most cases starts with Cairo and ends with either Luxor or Aswan and vice versa.

In terms of the marine ports used for receiving international tourists coming by ship, Egypt has the marine ports of Port Said, Suez and The Red Sea. However, Egypt is starting to think about constructing tourist Marinas on the coast of the Red Sea to promote and encourage yachting tourism in Egypt. Although such Marinas will be constructed by private sector investors, the government is still involved in checking the appropriateness of the construction and operation stages for the environment. In addition, the location selected for building these Marinas has been examined to assure their vacancy of any sort of coral reef species. However, it should be highlighted here that the activities of such yachts on the coast will need to be carefully controlled and supervised to avoid any loss of unique underwater species in the Red sea.

3.4.2.3.3 Travel intermediaries

According to Youell (1998), the term 'travel intermediary' is given to any individual or organisation that makes travel arrangements on behalf of a third part, providing a link between customers and the suppliers of travel products and services (see below).

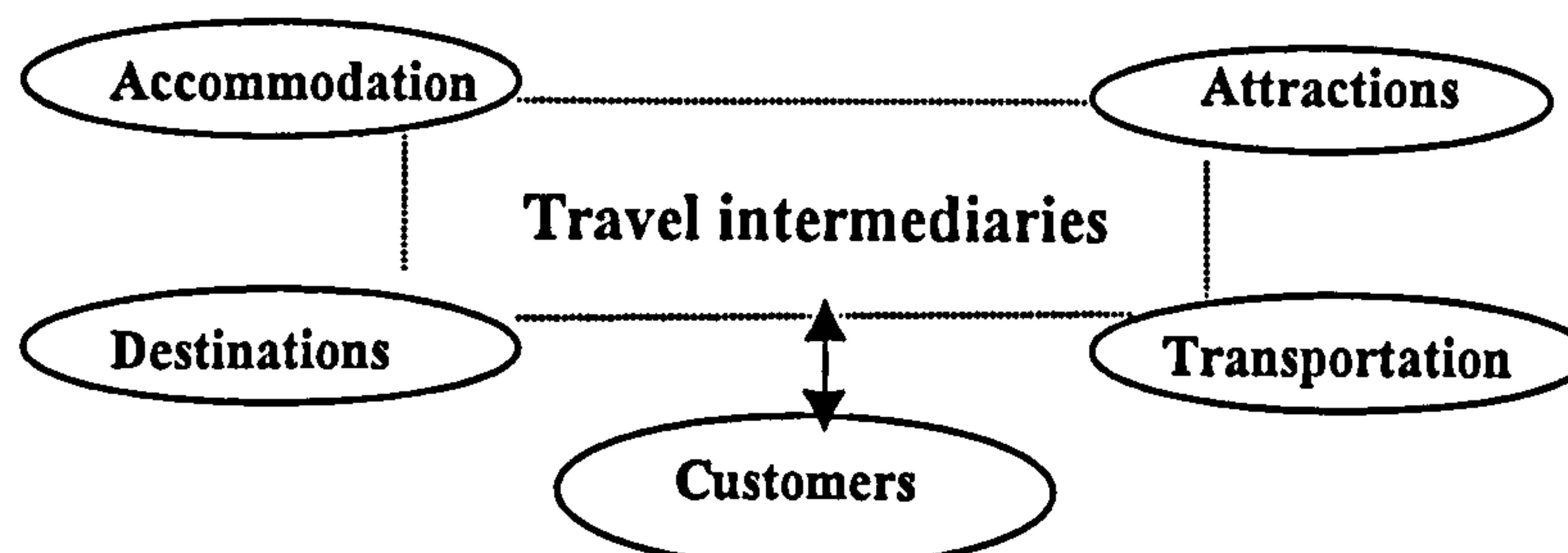


Figure (3.3): The position of travel intermediaries
Source: Youell R., 1998, p.36.

For the Egyptian case, we find that most of packages offered to international tourists are mainly promoted and distributed by foreign tour operators in the country of origin. Nevertheless, Egypt has managed to establish a large number of travel agencies for the provision of the services and amenities needed by tourists while visiting its destinations. Travel agencies generally act on behalf of two parties when they undertake their work. They provide a service to their clients, on whose behalf they make travel arrangements and also act as the agent for companies supplying travel products.

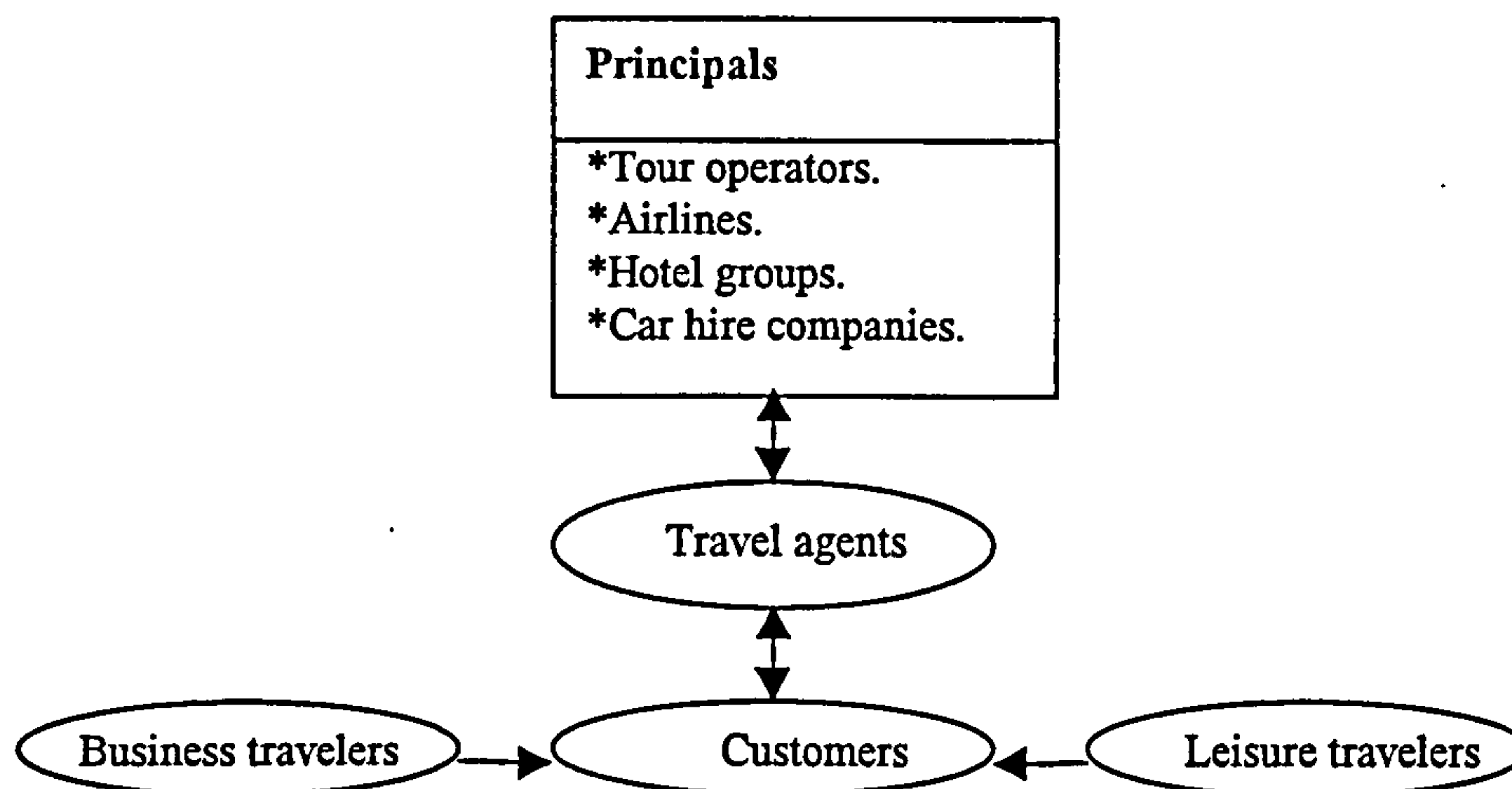


Figure (3.4): The role of travel agents
Source: Youell, 1998, p.36.

Several years ago, Egypt was keen to establish travel agencies regarding the arrangements of the different tourist services that tourists need and handling the communication and negotiation with the different parties that provide these services. According to law No. 38 of 1977, travel companies in Egypt are classified into three categories. (MOT, 1992, 1996; Egypt: Tourism in Figures for 1991/92, p.102 & for 1995/96 P.128):

Category A:

The agencies classified under this category deal in general tourism and are considered the biggest travel agents as they have the right to offer and arrange all the amenities the tourist needs. They organize individual or group tours inside or outside Egypt and handle transportation, accommodation and other tourist services.

Category B:

The agencies classified under this category deal with ticketing and reservation as they sell tickets, handle reservations and act as agents for airline companies.

Category C:

The companies classified under this category are engaged only in travel transportation. Apart from operating and renting tourist transportation services, they do not have the right to practice the other tasks mentioned above.

The statistics show that the number of travel agencies in all categories increased from 502 in 1985 to 816 travel agencies in 1996. The increase totaled at 314 extra travel agencies within almost ten years (see appendix 3.6) (MOT, 1996).

The increase in the number of "category A" travel agencies reached 304 travel agencies between 1985 and 1996. However, the number of "category B" travel agencies decreased from 64 in 1985 to 51 in 1996. This means that 14 travel agencies have been either upgraded to "category A" or withdrawn from the market. On the other hand, statistics show that the increase in the number of "category C" travel companies was very slow from 1985 to 1993. However, 94/95 and 95/96 witnessed a fast increase in the number of agencies offering transportation services as an extra 22 transportation companies entered the market from 94 to 96.

It should be concluded that one of the current problems facing the Egyptian tourism industry is the dramatic drop in tourist package prices offered by Egyptian agencies to foreign tour operators in international markets. The decrease in the tourist services rates offered by travel agencies is more severe with every crisis Egypt faces. The rates of the Egyptian tourist packages promoted in the international market after the series of the terrorist attacks could hardly cover the margin of profits of these agencies. Although they are trying to keep in the market and are struggling for the mitigation of the negative impacts of the incidents on their continuity, they are affecting Egyptian tourism by attracting low tourist segments. This also affects the other agencies that are trying to keep their commitment to the same quality of tourist segments that Egypt used to attain and to the same prices that had been offered to the international market before the crisis.

The Egyptian Tourist Chambre Federation has been addressing this issue since the impacts of the price reduction phenomenon has become severe and has constituted a threat to Egyptian tourism. It has been trying to find solutions to avoid its impacts on the image of Egypt as a tourist destination. As all of the travel agencies that work in the field of tourism are members of The Egyptian Chambre of Travel Agencies, they are supposed to commit to a specific standard of services and rates for their programs and services. It is suggested that a pricing policy would be introduced and promoted among all travel agencies. This could become a successful scheme for enhancing the current position of Egyptian travel agencies when negotiating with foreign tour operators. Indeed, most operators are taking advantage of the terrorism incident impacts and imposing more pressure on Egyptian travel agencies for the sake of reducing prices quoted. The fact that some Egyptian travel agencies accept the rates imposed by tour operators and the competition among travel agencies in attracting the foreign tour operators has resulted in a worse situation in the Egyptian tourist market. Creating a minimum rate standard for Egyptian

travel agencies for the tourist services they offer will help to limit the opportunities for exploiting competition among travel agencies to attain best services at the lowest prices.

On the other hand, a permanent assessment and supervision of the services offered by these travel agencies should be carefully applied to investigate how far each is committed to the standard of services stated in its programs. This should also guarantee that they are not offering lower prices than agreed and approved by the Egyptian Chambre of Travel Agencies.

3.4.2.3.4. Supporting tourist services

Support services aim to attract visitors and enhance their experience. They include information services such as Tourist Information or *Syndicats d'Initiatives*, conference or convention bureaux and guide services (Davidson and Maitland, 1997). A variety of shops will also be needed, some oriented specifically to tourists, such as souvenir or sporting goods shops and other supplying a general range of goods, for example, pharmacies, food or clothes shops. Restaurants, banks, hairdressers and medical centres are among the other services needed. Many auxiliary services and facilities may serve a predominantly residential clientele (Pearce, 1998).

With regard to the Egyptian case, we find out that some of the services and amenities mentioned above are provided and offered to the tourists while others have not been addressed yet or are offered at a very modest standard. On the other hand, the ability to provide such services varies from one Egyptian destination to another. For example, some of these facilities can be easily obtained in the big destinations like Cairo, Alexandria, Luxor and Hurghada while most of the other destinations are lacking.

One of the supporting services that most of the Egyptian tourist destinations lack is adequate tourist information offices. Although some of the destinations have local tourist bureaux linked to the Ministry of tourism, the current role of such offices is very modest and sometimes negative. They are supposed to play a vital role in offering information and tourist services to the visitors and work for the promotion and creation of special events in the destinations in which they are located. In addition, they should pick up the different tourists' complaints that might affect their satisfaction with consideration for their comments and suggestions. A list of addresses of these offices in each destination along with the different services that they offer should be distributed to the international tourists in the different Egyptian ports. In addition, the domestic tourist needs to be provided with the addresses, telephone numbers and the location of those information bureaux along with the variety of information they can offer to him/her before starting a trip or whilst they are visiting the destination. This should go in parallel with the improvement of such bureaux by providing them with the needed publications, maps, brochures, computer facilities and above all trained and qualified human resources.

It should be mentioned here that most international tourists visiting Egypt are package tourists, escorted by tourist guides and leaders in most places they visit. In addition, the arrangements for their

accommodation and transportation services are usually made in advance by Egyptian travel agents. This might have minimized the significant role the tourist information bureaus are supposed to play. However, as Egypt is planning a new development process characterized by an increase in the number of visitors and variation in the tourist market segments visiting its destinations, it should be expected that not every tourist will be on an escorted tour. In addition, other tourists enjoy arranging their itinerary and most of domestic tourists do not rely on travel agency to arrange their trips. Thus, they still need to get information about the area they will visit and the other tourist facilities and attractions they can find in a particular tourist area.

Varied amenities are needed in Egyptian ports to facilitate the arrival and departure of international tourists and offer them all the required services. Recently, the Ministry of Tourism has managed to raise all of these issues with the Supreme Council of Tourism, which comprises all the different ministries under the presidency of the Prime Minister. This has resulted in many positive actions in the different ports for the convenience of international incoming tourists.

The last point to be discussed is the shortage of tourist facilities in many archaeological and recreational areas. The literature shows that many areas lack basic tourist services such as public toilets and information boards translated into different languages, to provide tourists with the information they are eager to know about the area, and to mitigate their negative impacts on the area by guiding them on how to enjoy the attractions without causing harm.

3.4.2.4 Skilled human resources

The challenges facing the tourism industry will be met successfully only by a well-educated, well-trained, bright, energetic, multilingual and entrepreneurial workforce who understand the nature of tourism and have a professional training. The quality of human resources in tourism will allow enterprises to gain a competitive edge and deliver added value with their service (Cooper et. al. 1993). As education and training are considered the key elements in providing the industry with skilled human resources, the following analysis attempts to present the current and future abilities of the Egyptian labor market in providing the different skills that the industry needs. On the other hand, it will also show that the ambitious tourist development expansion targeted by the Egyptian authorities still requires the adoption of more sophisticated training techniques and programs.

The Ministry of Tourism in Egypt (MOT) has already announced that one of its future plans is to increase the number of tourists to reach 15 million tourists by 2012. This means that the number of tourists will jump from almost 4 million tourists in 1997 to 15 million tourists after fifteen years. In order to meet this increase, the TDA (the Egyptian Tourists Development Authority) has already planned to add 315.000 rooms to the current accommodation capacity by the year 2012 (MOT, 1996; The strategy of the tourist sector till the year 2012).

It should be expected that the expansion in tourism development not only requires an increase in the number of rooms and accommodation capacity, but also in the number of travel agencies, restaurants, amusement and entertainment projects, which will require the advancement and improvement of the tourist services offered at the airports, tourist bureaus and offices and so on.

Logically speaking, this increase in the tourist numbers, tourist rooms and tourist facilities will require and should meet a quantitative increase and qualitative improvement in tourist personnel skills. This tourist personnel will be responsible for handling tourist services and offering the facilities and amenities. According to a study conducted by the Egyptian Federation of Tourist Chambers in 1997, the number of tourist personnel needed in hotels and other accommodation was estimated at 221,104 in 10210, whilst the required number in the public tourist establishments such as restaurants and cafeterias was estimated at 56,640. Additionally, the number needed in the tourist companies with its three categories worked out as 45,425 in 10210. This excludes tourist guides whose number reached 4,676 in 1996.

This increase will require training another type of tourist personnel to work in governmental tourist authorities such as MOT, TDA and the General Authority of Promoting Tourism. This sort of personnel will be responsible for crafting tourist development and promotion plans on different levels, national, regional and local. In addition, they should be able to launch adequate marketing and promotion campaigns in the international and domestic tourist markets.

The question now is how aware tourist authorities are of the significance of skilled human resources to tourist supply side efficiency and adequacy. If they are planning for an increase in the number of tourists and an expansion of tourist development, how can such development be executed without parallel development in human resources.

The Ministry of Tourism along with the tourist business sector has become convinced of the role a quality of tourist service can play in the success or failure of the tourist activity. In order to prove this belief the Ministry of Tourism has selected the slogan "*quality tourism*" as a statement mission for Egyptian tourism activity in 1996. However, the practical steps that should be taken toward the improvement of human resources quality are still inadequate.

In terms of tourist education, this task has been left to the Ministry of Education. In addition to the four governmental faculties of tourism and hotel management, there are almost seven private sector institutes for tourism and hospitality studies and other vocational institutes and schools. However, the modest co-operation and co-ordination between the tourist education system and the tourist industry itself has resulted in deficiencies in highly specialized manpower. One of these weaknesses is the relative distance between the actual needs of the Egyptian tourist market and what is taught in the tourist education institutes, both government and private institutes.

Secondly is the shortage of different levels of vocational and technical training programs directed at both current and potential tourist personnel. This has negatively affected the performance of personnel who either work directly in the industry or who offer other relevant services such as immigration employees at ports. Although the formal tourist authorities are aware of all of these deficiencies and are working for the improvement of the quality of service offered human resources, the efforts still face many challenges. Lack of expertise, funds and equipment for vocational training programs and human resource improvement is considered the fundamental constraint.

Recently, the Egyptian Federation of Tourist Chambers has taken a positive step toward the human resource preparation issue by proposing a plan for improving the skills of the tourist personnel through a series of training programs to be offered from the year 1997 to 2010.

3.4.2.5 Tourism organizations and administrations

All these elements need to be managed, organized, coordinated and promoted by specialized tourism organizations and authorities. Although the major contributors to the travel and tourism industry are private sector commercial organizations, public sector organizations play an important role both directly and indirectly by providing services. Indeed, it is the government, at central and local level, that determines the wider political, economic and social environment in which all industries function. Particular departments and semi-official agencies have specific responsibilities for tourism (Callaghan and et al, 1989).

3.4.2.5.1 National governmental tourist authorities

The main tourist authority is the Ministry of tourism (MOT), which was founded in 1967. Besides its different departments and sectors presented in figure 3.5, there are other three governmental authorities, each of which is directly related to the Ministry and working in accordance with its plans and objectives. These authorities are The Tourist Authority of Promoting Tourism, The Tourist Development Authority and The Conference Centers Authority.

In addition, the Supreme Council of Tourism has been established to bring all the ministers together to discuss all the issues, obstacles and constraints related to tourist development activities which need to be sorted out with the collaboration of the other ministries. This Council, whose sessions are held under the presidency of the Prime Minister, is considered a broad authority. The relationship between the Ministry of tourism and the other governmental authorities and organizations directly involved in tourism is illustrated in figure 3.5.

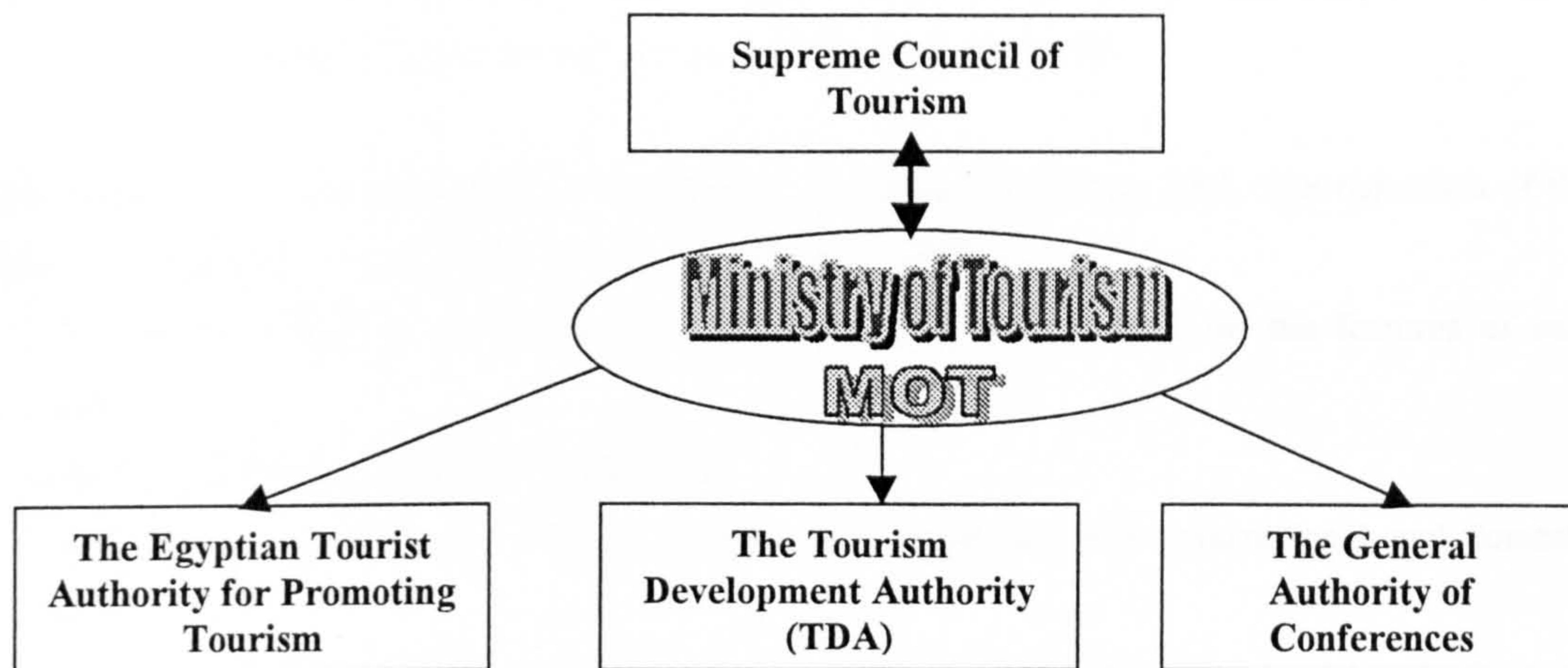


Figure (3.5): The Egyptian National Governmental Tourist Authorities

1- Ministry of Tourism (MOT) [Founded in 1967]

This authority is considered the main body regarding all the issues related to tourism and its activities.

It is responsible for preparing national tourist plans, granting licenses to the different tourist projects, supervising the activities of all of these projects, conducting scientific research, collecting statistical information, preparing training programs and working with the other three authorities, which are under its umbrella, for tourism development and promotion. The Ministry of Tourism consists of four functional parts as follows: The structure of this authority is illustrated in figure 3.6.

1- The Sector of the minister's office and the sub-units related to this office such as the public relations central department, the technical office and the central department of information, documentation and decision making support.

2- Research planning and development sector with three central units:

- Central department of tourist research and training,
- Central department for planning and follow up,
- Central department for the Ministry's possesses.

3- Tourist service supervision sector with four central units

- Central unit for domestic tourist bureaus affairs.
- Central unit of tourist project licenses and requirements.
- Central department for supervising hotels, restaurants, tourist souvenir stores.
- Central department for supervising tourist companies and travel agencies.

4-Central department for the financial and administrative affairs.

As mentioned previously, the other two tasks of tourism promotion and tourism development in the new regions and areas are the responsibility of the other two specialized authorities, each of which

works under the auspices of The Ministry of Tourism. These authorities are The Egyptian Tourist Authority for Promoting Tourism and the Tourist Development Authority.

2-The Egyptian Tourist Authority for Promoting Tourism, founded in 1981. The objectives of this authority, as stated in the presidential decree No. 134, are as follows:

- A- Assessing all Egyptian tourist resources and attractions with a focus on the features of each attraction.
- B- Launching promotional programs and plans.
- C- Increasing tourist traffic and volume to Egypt and promoting both international and domestic tourism.
- D- Providing technical and marketing assistance and co-operating with the other tourist authorities and institutes in the domain of tourism promotion.

Related to tourism promotion, the Ministry of Tourism has managed to increase the number of its formal tourist offices in the international tourist markets and to provide these bureaus with all the necessary promotional materials, financial resources and selective human resources. This has contributed to the relative increase in international tourist traffic and tourist revenues in 1995 and 1996. This increase is fluctuating due to terrorist attacks.

3-The General Authority of Tourism Development (TDA) [established in 1991]

"The TDA has assumed responsibility for the planning, coordinating and promotion of new touristic development in Egypt, and has been vested with the power to:

- *Formulate development plans for tourist areas;*
- *Allocate land within the tourist zones including selling, leasing and granting rights of use;*
- *Plan, construct, operate and maintain infrastructure facilities;*
- *Establish protected environmental areas.*

Thus the role of the TDA, which has jurisdictional authority over touristic zones, is to help investors identify and pursue the various investment opportunities in tourism development. The staff of the TDA provides information and assistance, from the earliest stages of project identification, to execution and operation. " (The TDA publications).

In the same publications the TDA has highlighted its policy and strategy for tourism development in the potential regions in the following objectives:

- *Establishing a national strategy for tourism development;*
- *Decreasing the public sector role;*
- *Promoting tourism investment opportunities with a greater private sector role;*
- *Increasing coordination between authorities involved in the tourism industry, and;*
- *Taking a leading role in promoting Egypt's touristic potential.*

From the twenty tourist regions that Egypt possesses, the TDA has identified specific areas to be in the forefront of its development policy. This selection has been made according to a priority action plan. The areas are the Red Sea, The Gulf of Aquaba, Nile cruise areas and Yachting tourism. Most of the designated areas are virgin areas located outside the cities' boundaries of the governorates.

4-The General Authority of Conference Centers [1989]

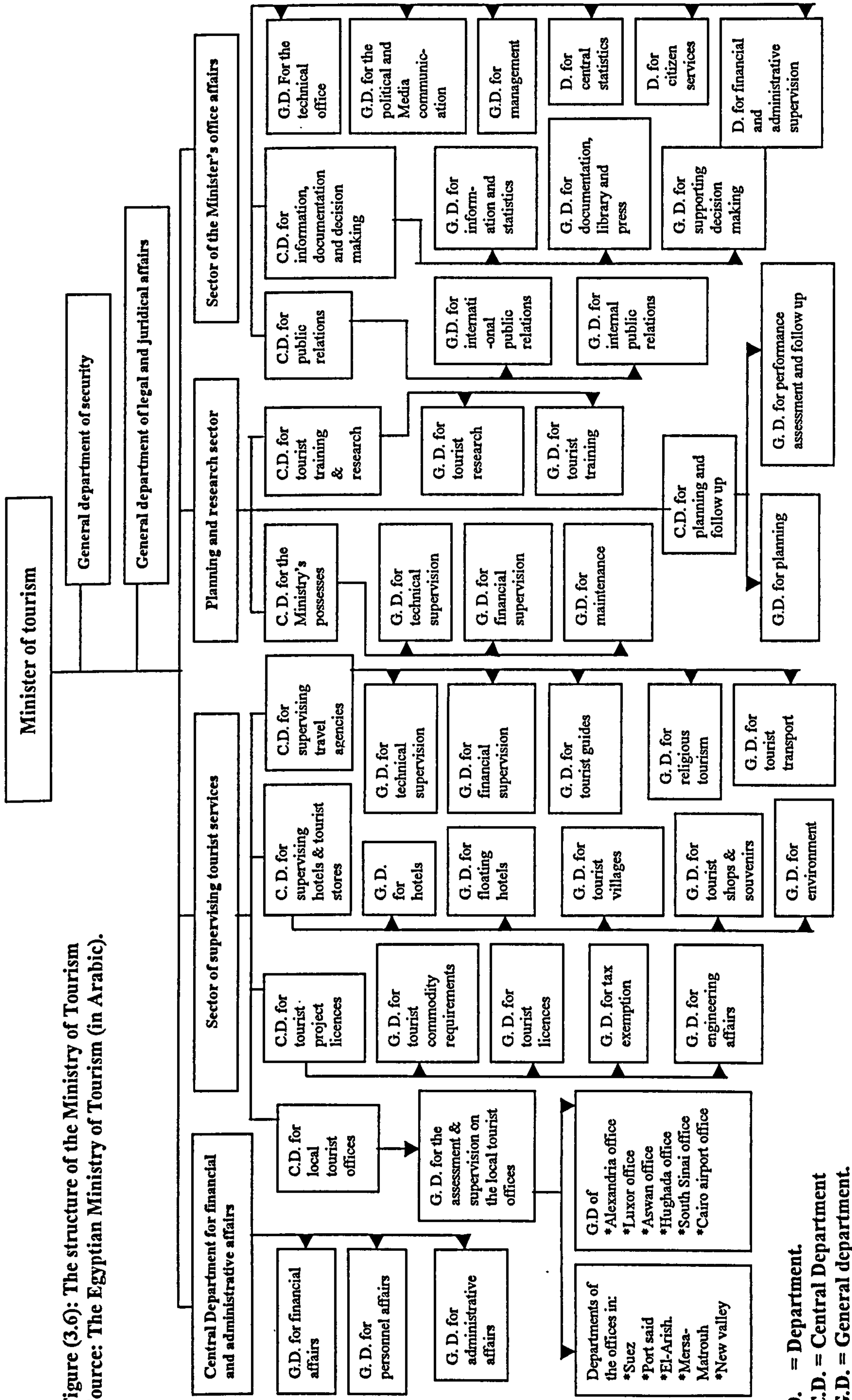
The objective of this authority is to promote different types of conferences in different Egyptian tourist areas and to supervise the organization of such conferences. The Cairo conference center with all of its halls is under the umbrella of this authority.

5-The Supreme Council of Tourism [established in 1953 for the first time and reorganized several times. The last time to be reorganized was in 1985].

The head of this council is the Prime Minister. The aim of this council is to investigate and consider all the different issues related to tourism development, which need to be considered and coordinated with the other ministries and authorities. The members of this council are the heads of the ministries and the authorities whose tasks interact and integrate with tourism such as the Ministry of Electricity, the Ministry of Commerce, the Ministry of Transportation, the Ministry of Internal Affairs and so on.

During the last few decades this council did not hold sessions regularly. For example, from 1975 to 1985 it held only one session. Fortunately, due to the importance given to tourism in Egypt at the present time the Prime Minister is keen to invite its members to regular meetings. This Supreme Council has the power to pass decrees concerning tourism development, which should be applied and implemented by other authorities. This has been supporting the role of the tourist authorities that do not formally have any direct involvement in the tasks and functions of the other Ministries.

Figure (3.6): The structure of the Ministry of Tourism
 Source: The Egyptian Ministry of Tourism (in Arabic).



D. = Department.
 C.D. = Central Department
 G.D. = General department.

3.4.2.5.2 The business sector

The most prominent authority representing the tourism business sector and talking on behalf of the tourist projects owners is the *National Federation of Tourist Chambers*. This federation, which is considered a non-profitable organization, was established in 1968. It consists of four chambers, each involved in the different issues that relate to a particular tourist activity or sector. These chambers are:

- 1- Tour operators and travel agencies chamber
- 2- Hotels and other means of accommodation chamber.
- 3- Chamber for restaurants, cafeterias, night clubs and so on.
- 4- Chamber for tourist souvenir shops.

The members of this federation are from both private and public sectors. Indeed, any tourist project or institution whose capital exceeds 10.000 Egyptian pounds must become a member of a chamber according to the nature of its activity. Each chamber has the right to discuss the different issues, obstacles and problems related to its activity on behalf of its members. In addition the four chambers are supposed to work in accordance with the tourist development and promotional plans documented by the governmental authorities and to play a role in achieving the objectives launched by the formal tourist authorities.

3.5 Egyptian tourism development planning

Recognition of the importance and value of planning for tourism is reflected in the number of tourism plans which have been prepared in the last two to three decades (Pearce, 1989). It is valuable for a nation, state, or area to make specific plans for tourism development from time to time. These plans give focus and direct action to specific project and program development. However, to be most effective, these plans should be coupled with a system of ongoing planning (Gunn, 1994, p. 30).

In terms of planning at the national level, the literature shows that the preparation of a national plan for Egyptian tourism and its related activities goes back to the late 70s. In 1976, The Ministry of Tourism approached a framework for Egyptian tourism development for the period 1976 to 1980. However, the first national tourist plan to be documented and implemented was the five -year tourist plan 1982-1987. This has been continued by a series of five- year tourist plans as shown in table 3.5.

Table (3.5): An inventory of the Egyptian national tourist plan

National Plan	Authority that crafted the plan
1- First Five Year Tourist Plan (1982-1987). 2- Second Five Year Tourist Plan (1987-1992). 3- Third Five Year Tourist Plan (1992-1997). 4- Tourist strategies for the following plans : <ul style="list-style-type: none"> • Fourth Five Year Tourist Plan (1997-2002). • Fifth Five Year Tourist plan (2002-2007). • Sixth Five Year Tourist Plan (2007-2012). 	* All of those national five year tourist plans have been crafted by the Central department of planning and follow up at the Ministry of Tourism.
*Tourist promotion plan (1994).	Egyptian Authority for Promoting Tourism.

Although the literature shows the existence of tourism planning at Egypt from the early 1980s through the five- year tourist plans mentioned above, tourism planning regional and local level did not occur till the early 1990s. This fact can be considered a weakness of the planning mechanism adopted during the 80s and a deficiency in the first five national tourist plans.

Apparently, tourism planning at regional and local level started with the establishment of the TDA in 1992. This authority managed to prepare different levels and forms of plans that range from regional and local plans to resort and land use plans and from indicative and structural plans to general and detailed plans. In order to achieve its planning objectives, TDA is involved in the following tasks:

“1-Setting comprehensive plans for the development of the tourist areas. This has been implemented on different levels such as regional planning, sectoral planning and resort planning.

2-Surveying all the areas that are under the authority of the TDA and conducting different geographical and geological studies in their lands.

3-Co-ordinating the work with the other ministries and authorities, such as the Ministry of Petrol, Ministry of Military and the environmental authorities, in order to avoid overlapping in land use and exploitation.

4-Crafting juridical frames that regard the different procedures of land grant, leasing and possessing of the areas that belong to the TDA.

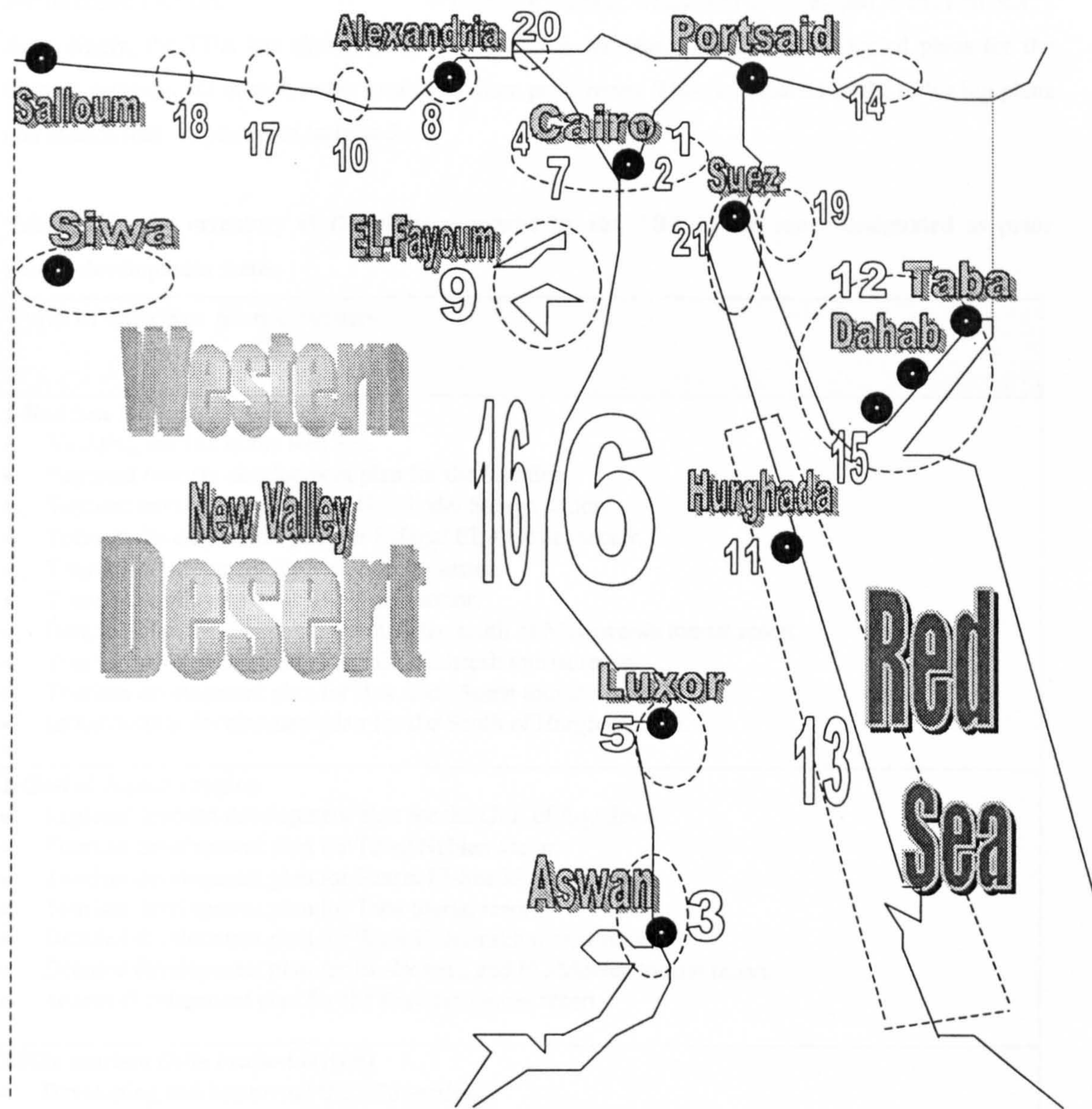
5- Confronting any form of land abuse to the areas that belong to the TDA.

6-Setting the guidelines and instructions needed for the tourist development and the criteria required for project construction and building.

7-Setting specific instructions required for environmental conservation and asking each investor submitting and EIA, Environmental Impact Assessment, about his proposed project.”

(TDA, 1996).

The TDA has designated 21 regions in Egypt as tourism areas as figure 3.7 shows:



- | | |
|----------------------|-------------------|
| 1-Giza Pyramids | 11-Hurghada |
| 2-Cairo Nile Banks | 12-Gulf of Aquaba |
| 3-Aswan. | 13-Red Sea |
| 4-Helwan | 14-EL-Arish |
| 5-Luxor&El-Gorna | 15-Ras Mohamed |
| 6-Nile Banks | 16-Nile Valley |
| 7-Khan EL-Khalili | 17-Ras EL-Hekma |
| 8-EL-Montaza | 18-Mersa Matrouh |
| 9-EL-Fayoum | 19-Ras Sidr |
| 10-Sidi Abdel Rahman | 20-Rashid |
| | 21-EL-Sukhna |

Figure (3.7): Designated tourism areas

Source: Adapted from the Tourism Development Authority (TDA) publication, The Egyptian Ministry of Tourism.

With a priority action plan, the TDA has selected four regions as prior zones for tourism development (TDA publication, 1995):

- | | |
|----------------|----------------------|
| 1-The Red Sea. | 2-The Gulf of Aquaba |
|----------------|----------------------|

3-Nile cruise tourism.

4-Yachting tourism, which will be developed in the Red Sea.

Accordingly, the TDA has already prepared indicative, structural, general and detailed plans for the tourism development of each sector located in those prior zones. This has resulted in the following plans and studies that are presented in table 3.6.

Table (3.6): An inventory of the plans prepared by the TDA in the areas designated as prior tourist development zones.

Type of tourism plan or study
<p>1-Red Sea Region</p> <ul style="list-style-type: none"> • Yachting marine in the Red Sea. • Regional tourism development plan for the Red Sea. • Tourism development plan for Hurghada/ Safaga sector. • Tourism development plan for Safaga/ EL-Quosier sector. • Tourism development for Mersa Alam sector. • Tourism development for Ras Benas sector. • Detailed plan for the development of the south of Magaweesh tourist resort. • Tourism development plan for Sahl Hasheesh tourist resort. • Tourism development plan for Ras Abou Soma tourist resort. • Infrastructure development plan for the South of Hurghada area.
<p>2-Gulf of Aquaba region</p> <ul style="list-style-type: none"> • Regional tourism development plan for the Gulf of Aquaba. • Tourism development plan for Taba/ Nubia sector. • Tourism development plan for Sharm El-Sheikh sector. • Tourism development plan for Taba tourist resort. • Detailed development plan for Wadi El-Marakh tourist resort. • Detailed development plan for EL-Homira and EL-Mokbla tourist resort. • Tourist development plan for the Rieviera tourist resort.
<p>3-Nile tourism (Nile cruise tourism)</p> <ul style="list-style-type: none"> • Developing and improving the Nile tourism. • Preparing a regional plan for the development of Nile tourism in Sohag/Aswan sector.

It should be concluded that the TDA is still involved in the different tasks and processes concerning the development of the Red Sea and the Gulf of Aquaba regions, which are essentially developed to meet the needs of recreational tourism and diving tourism market segments. These tasks follow different stages that start with the promotion of the designated development areas to the private sector investors and then go through the other stages of selecting the most appropriate proposed tourist projects according to specific criteria and allocating land to the investors. At present, The TDA is concerned with the supervision of the construction of the projects, which requires checking the commitment of the investors to the different construction conditions and criteria stated in the project proposals approved by the TDA. One of these checks regards the commitment of the projects to environmental protection, which has become a key element in any successful tourism development planning.

3.6 The Egyptian concern for environmental conservation and sustainable development

As sustainable development has become one of the principal issues for developers and planners in the 90s, most countries have been working on the elaboration of sustainable development schemes. How these schemes can be efficiently integrated into state policies and strategies is still a key issue that usually influences the effectiveness of the sustainable development instruments and impresses on its implementation stages.

Accordingly, this section will shed light on the reaction of the Egyptian policies toward the environmental conservation concept and the principles of sustainability. This section has been divided into two sub-sections. The first subsection offers an overview of the efforts exerted by the Egyptian government and the national policy in adopting the sustainability concept. The second subsection however focuses on the influence of such environmental policies on the Egyptian tourism development.

3.6.1 An overview of the efforts of the Egyptian policies in adopting the concept of sustainable development

Gomma (1997) argued that although the EEAA (Egyptian Environmental Affairs Agency) was firstly established in 1982, the idea of having a body in charge of environmental affairs dated back to 1970s. According to Gomma, the 70s witnessed several discussions regarding the establishment of an environmental agency to be responsible for developing environmental policies and plans. She also pointed out that at that time there was an idea to establish an Environmental Institute within the Faculty of Science at Ain Shams University. These ideas were transmitted to the National Committee for the "Man and Biosphere Project" sponsored by UNESCO. This was the first step that led to the establishment of a specialized authority in charge of environment.

Although the EEAA was established in 1982, the literature shows that environmental conservation was not a principal national objective before the 1990s, which negatively influenced the weight of this authority and weakened the different tasks it conducted especially in the domain of protecting the environment from different sorts of pollution. The most fundamental instrument that this authority lacked was the juridical power that would enable its employees to implement the environmental protection tasks and ban any sort of abuse or misuse of environmental assets and resources.

Nevertheless, the 80s witnessed specialized environmental legislation, such as law No. 48 in 1982 concerning the protection of the Nile River from pollution. Unfortunately, this law was not applied at that time, which resulted in a deterioration of the resource. One source of water pollution was from industrial project activities, such as factories, that were discharging their wastes into the river. Additionally, law No. 102 concerning the conservation of protected areas in Egypt was passed in

1983. Fortunately, industrial activities did not affect such areas, which helped to keep environmental assets of such sites in a good condition.

In the early 1990's, however, and according to the global importance given to environmental protection and sustainability, Egypt started to take serious steps towards environmental conservation. The National Environmental Action Plan (NEAP) was created in 1992 with assistance from the World Bank. It is a comprehensive document that reflects the government's position on environmental protection in Egypt. The purposes of the plan were, first to make a complete evaluation of problems using all available data and second, to identify projects and programs and set priorities to deal these problems (after Ebeid in Goma, 1997).

The National Environmental Action Plan (NEAP) summed up the main problems and constraints concerning environmental conservation as follows:

"1-Lack of environmental awareness among both decision makers and the general public about the different attributes and impacts of environmental pollution.

2-Underestimating the priority that should be given to the different procedures of controlling the sources of pollution and of diminishing their impacts.

3-Lack of effective environmental legislation and serious penalties to be applied.

4-The real need to regard the environmental issues in the national planning.

5-The real need to employ scientific schemes and equipment for discovering the sources of pollution and extracting analytical samples for investigation.

6-Lack of information and data base about environment.

7-Lack of adequate funds.

8-Lack of expertise and skillful personnel."

(EEAA, 1992)

Meanwhile, the Egyptian parliament was discussing a proposal concerning the application of environmental legislation for the first time. This proposal stresses the importance of taking the following two actions:

1-Granting the EEAA a juridical authority that entitles it to inspect different industrial and investment projects.

2-Any potential investment project should be committed to conducting an environmental feasibility study before the construction stage of the project and to submit an EIA about the impacts of this project (EEAA, 1992).

The above studies have come out with a law concerning the environment to be issued and applied from February 1994. Article two of Law No. 4 of the year 1994 concerning the environment has given support to the EEAA by stating the following:

“An AGENCY FOR PROTECTION AND DEVELOPMENT OF ENVIRONMENT shall be established with the CABINET PREMIERSHIP, to be called AGENCY FOR ENVIRONMENTAL AFFAIRS. It shall have a public juridical personality and shall be attached to the Minister concerned with Environment Affairs. It shall also have an independent budget and its Head Office shall be seated in the city of Cairo. Branches of the Agency shall be established in the Governorates by virtue of a DECREE of the Minister concerned with Environmental Affairs. Precedence shall be accorded to industrial zones”

(Law No. 4 of the year 1994)

The new structure of the EEAA is organized around five major sectors: Environmental Management, Environmental Quality, Information and Public Awareness, Conservation Parks and Biodiversity, and Technical and Administrative Affairs. The head of each sector, nominated by the minister in charge of the environment and the Chairman of the EEAA, will be appointed by presidential decree (Gomma, 1997).

The last positive action that has recently been taken regarding the organizational structure of environmental authorities in Egypt is the establishment of a Ministry for Environmental Affairs in July 1997. This elevation of environmental authority reflects the importance that it has been given. The new Ministry along with the EEAA, which has come under the auspices of this Environmental Affairs Ministry, have been conducting and applying many actions in order to affect the behavior of polluters toward the environment and to control negative impacts of different investment activities on natural assets. One form of these investment activities is the tourism development projects, which need to be supervised and checked through the implementation of environmental conservation and impact mitigation instruments.

3.6.2 The influence of environmental policies on Egyptian tourism development

As previously mentioned, law No 4 of the year 1994 was issued as a policy instrument for protecting the environment from pollution. One of the chapters stated in law 4 deals with the relationship between development and the environment (article 19 to 28). This chapter sets the different rules and procedures for environmental conservation that should be applied before constructing any form of investment project. This gives the right to both the administrative authority, which is TDA in the case of tourist projects, along with the EEAA to evaluate the impacts of the proposed project on the environment and to guarantee the commitment of such development projects to what stated in the law. The first main steps of implementing this process have been stated in articles 19, 20 and 21 of the law.

In article 19, the concerned ADMINISTRATIVE AUTHORITY or the AUTHORITY granting the LICENCE shall evaluate the environmental impacts of the establishment for which the licence is

required, according to the elements, designs, specifications, and bases to be issued by the AGENCY FOR ENVIRONMENTAL AFFAIRS in agreement with the concerned administrative authorities.

In article 20, the concerned administrative authorities, or the authority granting the LICENCE shall send a copy of its evaluation of the environmental impact referred to in the previous article to the AGENCY FOR ENVIRONMENTAL AFFAIRS to announce its opinion and evaluate the proposals required for implementation in the field of preparations and systems required for treating the negative environmental effects. The AGENCY FOR ENVIRONMENTAL AFFAIRS shall provide the concerned administrative authority or the authority granting the license with its views concerning this evaluation within a period of 60 days.

Accordingly, in article 21 the concerned administrative authority is supposed to notify the owner of the establishment with the results of the evaluation.

In 1996, the EEAA published a directory regarding all the regulations and principles that should be followed concerning the environmental impact assessments. This directory has been distributed to different administrative authorities and then to project investors who are approaching the first stages of establishing new projects. Accordingly, the TDA as a formal governmental tourist authority, is responsible for asking the tourist project developers to submit EIA forms regarding impacts of their projects on the environment. In addition, this tourist authority is still committed to follow up the other procedures stated in articles 20 and 21.

In the same year, 1996, the EEAA published environmental guidelines for development in coastal areas. This has set the different principles and conditions that should be followed in order to ensure sustainable economic development that meets the needs of the present without compromising the ability of future generations to meet their own needs (EEAA, 1996). Among these guidelines are the following extracted principles, directly influence tourism development in coastal regions:

FUNDAMENTAL PRINCIPLES

1-Any action or activities resulting in the deterioration or destruction of the natural environment is prohibited.

2-It is not allowed to harm animals or plants on land or in the area, neither is it allowed to pollute soil, water or air.

3-In principle, land and sea living organisms must not be hunted, killed, collected, transferred or disturbed. Fishery has its own regulations.

4-The establishment of new special protected areas must be considered and encouraged.

5-It is prohibited to establish any project or construction in areas which constitute unique and rare natural reserves, whether these areas are inside or outside protected areas.

6-For all new projects or extensions of existing projects an environmental Impact Assessment must be prepared and submitted with an application to the licensing authority. The EIA report must be evaluated by the EEAA or its consultants before license are permitted.

SET-BACK LINES

1-Any establishment on the seashore is prohibited to a distance of two hundred meters inwards from the shoreline.

2-A coastal building front line representing the front limit of any future construction along the coast should be established.

EROSION AND SEDIMENTATION

1-All future developments should take into account the landscape, the biodiversity and the ecosystem including fishery resources.

2-No construction at the coastline or in the sea must be licensed unless careful EIA studies reveal that the construction will not implicate any erosion and/or sedimentation problems.

MARINAS, EMBANKMENTS AND JETTIES

1-Creation of new private marinas in connection to individual hotels or tourist villages should not be allowed. The present practice of constructing private solid embankments to be used as jetties and mooring areas has to be stopped.

2- Systems for controlling all sources of pollution from boats/ships at existing marinas, embankment and jetties must be established. New establishments must not be licensed without sufficient reception facilities. The owner/operator of the marina is responsible for the proper treatment of the collected waste.

MOORINGS AND ANCHORING ALONG THE RED SEA COAST LINE

1-Anchoring of boats and ships along the coastline must be controlled and restricted to certain areas in order to avoid destruction of the coral reefs.

2-To facilitate anchoring of boats or ships, permanent buoys must be established in accessible locations along the coast for use free of charge. The number of buoys in a given area depends on the sensitivity of the specific area.

DIVING, WATER SPORTS ETC

1-Pleasure diving in the Red sea should be restricted to certain coral reefs areas while diving in other areas should be completely banned. Those areas will function as resource bases for living organisms.

2- Instructions directed to divers must be developed and distributed (on destruction of reef, no collection of shells and coral, no spear fishing or collection of coral fish etc.).

3- Subwater access ways and floating installations over the reef crest may be installed at certain places indirectly regulating the passage over the reef and thereby reducing the physical impacts on the coral reef in general.

PUBLIC BEACHES

1-Areas for the development of public beaches must be designed in order to secure the future access of the general Egyptian public to the coastal areas.

HOTEL SHIPS

1-Generally hotel ships should not be allowed as they put a competitive stress on the land based tourist industry and may lead to privatization demands on the marine coastal waters.

2-Floating hotels require considerable support from land.

INFRASTRUCTURE

1-When establishing any settlements, tourist villages, hotels or other establishments the provision of sufficient infrastructure must be ensured.

INSPECTION, MONITORING AND ENFORCEMENT

1-Representatives of the EEAA and the competent administrative authorities may have access to and enter the areas within the 200 meter zone without prior notification.

PLANNING CONDITIONS FOR TOURISM DEVELOPMENT AREAS

1-Localization

**When localizing the project, attention should be made to the above mentioned set - back lines.*

**The distance from the establishment to the road should not be less than 50m measured from the beginning of the asphalt.*

2-Construction limits

**The construction density (total floor area) should not exceed 40% of the total site area.*

**The fixed roofed buildings should not exceed 20% of the total site area.*

**The height of the establishment 200m from the shoreline must be 7m at maximum. The maximum height of the remaining buildings must not exceed 9m. Exempted are buildings of special nature such as water towers, minarets of mosques etc.*

3-Resort density

**There should not be less than open area for each resident at the resort.*

**The share of each resident should not be less than 150 square meter of the total site area.*

4-Beach capacity

**The number of residents and temporary visitors should not exceed 5 persons per linear meter of the sea front.*

**There should not be less than 15 square meter beach resident at the resort.*

5-Artificial lagoons

In the light of the fast development in the coastal areas on the Red Sea coast, the construction of large artificial lagoons with direct discharge to the sea should not be encouraged. Instead, the investor should be encouraged to develop new concepts (lagoons without outlets or swimming pools etc).

(EEAA, 1996)

The literature presented above reflects the present and future significance of environmental conservation in Egyptian national policies, which implies the application of more adequate instruments and tools for achieving the principles of sustainable development. It also shows that the second half of the 90s has witnessed serious actions and active movement toward environmental protection and the conservation of natural assets from unplanned and spontaneous developments. This concern has produced environmental legislation, scientific research and studies and publications on sustainable development. The literature also shows that such efforts were minor and intangible in Egypt before the last decade of the 20th century.

3.7 Conclusion

Since the early of 90s, Egypt has been witnessing a boom in the development of its tourism sector. This can be characterized by the expansion in its accommodation capacity, the extension of its tourism development plans to new and rural area and the tangible improvements in infrastructure services. In order to achieve its ambitious development objectives with the lowest financial burdens on the government, it has managed to attract the private sector to play a grater role in investing and in establishing different tourist projects. However, the government through its concerned tourist organizations is still responsible for planning and supervising the established projects.

The same decade has been witnessing another governmental concern for environmental conservation, which has resulted in the establishment of an authorized environmental body that has the right to apply the regulations of environmental law, as passed in 1994 for the first time in Egypt. Although, the Egyptian government is keen to apply the principles of sustainable tourism to every investment activity, the environmental authorities cannot alone implement an adequate environmental conservation policy without real co-operation from the relevant authorities. This entails the existence of environmental conservation plans and strategies in the policies of each authority and industry.

Tourism is one of those industries whose development should be approached from a sustainable threshold. The principles and objectives of sustainable tourism cannot be properly achieved without integration to tourism policies, plans and strategies crafted by formal tourist authorities. This should be complemented by cooperation between different stakeholders of which the Environmental Affairs Agency is one. Accordingly, the different pillars of sustainability can be regarded as key elements in enhancing the performance of the Egyptian planning mechanisms, which certainly reinforces the efforts of the environmental authorities to accomplish more satisfactory achievements in the domain of sustaining the natural assets. It will also reinforce the efforts of the Egyptian government to achieve more satisfactory benefits from tourism. Finally, it will reinforce the right of future generations to use the same resources for further development.

Chapter 4

Methodology

4.1 Introduction

The review of the relevant literature presented in the first two chapters showed that the term sustainability is difficult enough in itself, but to define planning for sustainability is more difficult. The current research was built mainly on the hypothesis that sustainability in tourism relies on proper planning and cannot be achieved outside this context. However, measuring this relationship is not an easy task as there are always difficulties in trying to define and measure a dependent variable (Oppenheim, 1992).

This requires a shift in our thinking about the process of how to implement sustainability. The current research approaches this task by hypothesising that to implement sustainability, planners need firstly to assess the planning mechanisms applied in tourist destinations. The challenge of this approach is the techniques to be used to achieve a comprehensive evaluation testing the relationship between the two broad domains (sustainable development and tourist planning mechanism).

For the sake of contributing to the field of examining the role of planning in implementing sustainability, the research methods attempted the assessment of the planning mechanism performance towards sustainability in Egypt, which was selected as a case study to be examined in the current research.

Hence, this chapter presents and evaluates the research methods implemented for achieving the above task. The chapter starts with an analysis of the research problem, which leads to an overview of the research hypotheses, aims and questions. Then it will present an evaluation of the relevant literature and a discussion on the exploratory pilot survey, which monitored the research towards more reliable and justified research methods.

The discussion on the research methods will be handled in three sub-sections. The first sub-section presents the assessment methods used by the current research for measuring the performance of the planning mechanism towards sustainability. The second sub-section deals with the different sorts of data needed for such assessment. This includes secondary data and primary data. The third sub-section discusses the methods used for primary data analysis and presentation.

The chapter will conclude with an evaluation of the research methods mentioned above (section 4.7). This will shed light on the efficiency of those methods in achieving the research objectives, as well as the constraints and the challenges of adopting this particular method.

Figure (4.1) illustrates the steps of the methodology applied in the current research.

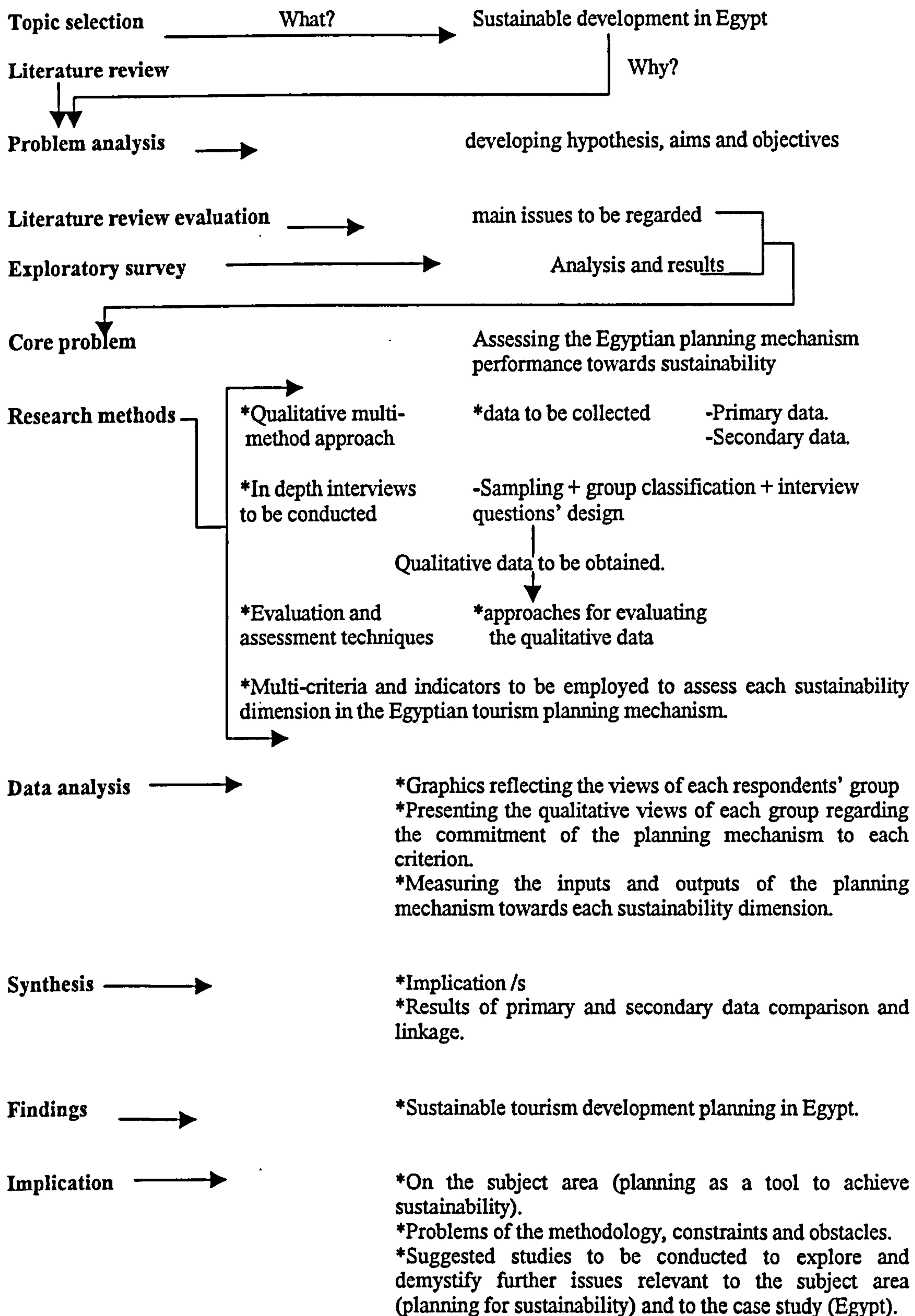


Figure (4.1): The research method procedures followed in the current research

4.2 Topic selection and research problem

The current research started with the intention of investigating the role that sustainable tourism development could play to safeguard Egyptian tourist endowments on one hand, and to develop its tourist product without the deterioration of such assets on the other. This might raise two questions that each of them starts with why? The first question is: why sustainable tourism development area? The second 'why' investigates the reasons of selecting Egypt as a case study to be studied in the current research.

Indeed, there are so many reasons to justify the selection of sustainable tourism as a subject to be investigated by the present research. Chapter one showed that tourism's interest in sustainable development is logical given this is one industry that sells the environment, both physical and human, as its product (Murphy, 1998). The integrity and continuity of these products have become a major concern of the industry as can be seen in its inclusion in the two Global Opportunities for Business and the Environment conference (Globe '90 and '92) (ibid.).

The answer to the second 'why' will also support the reasons of selecting sustainability as an area to be investigated in the presented research. Indeed, there are many reasons suggesting the use of Egypt as a case study.

Firstly, let us start with the fact that Egypt is a developing country approaching tourism as one of the important means of solving its economic problems. The literature review on developing countries showed how far such destinations need to adopt sustainable tourism development programs. The analysis of the literature regarding this point also showed the different challenges and problems that such developing countries may face while approaching the sustainability domain. This necessitates more research on the means of applying sustainable tourism instruments in those countries.

Secondly, from a political and geographical point of view, Egypt is located in the Middle East where all countries are developing states. Although, this area has showed depressed figures in the number of tourist arrivals and receipts in the past, the last decade of the twentieth century has witnessed promising tourist growth along with a tangible movement towards tourist development. However, the amount of research into Middle East tourist destinations is still considered limited and inadequate. On the other hand, as most of these destinations are at the pioneering stage of the tourist development process, the adoption of sustainable tourism principles in development plans crafted and executed by tourist planners will definitely help in offering a competitive tourist product with lesser negative impacts. To date, Egypt is still regarded as the leading tourist destination in the area with the highest number of tourist arrivals and receipts and the largest and most ambitious tourist development in its different destinations.

Third, By shedding more light on Egypt as a tourist destination, it is apparent that this state possesses very distinctive and fragile archaeological, cultural and natural tourist attractions that need very careful development strategies and techniques. To date, sustainable development seems to be the most

appropriate approach that can provide its planners with effective tools for protecting such assets from deterioration and for mitigating negative tourist impacts.

Hence, the research problem involved an investigation into how to implement appropriate techniques for directing the Egyptian tourist planning mechanism towards the principles of sustainable tourism. The task of how to do this had to be objectively considered and an efficient method that could be employed had to be developed.

4.3 Research hypotheses, aims and objectives

Once the research topic was selected, the second stage that faced the author was to picture the research proposal that usually includes the research hypotheses, aims and objectives. At that stage the general aim of the research was to examine the role of sustainable tourism development in safeguarding the Egyptian tourism destinations from deterioration. The general objective of the research was to help Egypt to identify the appropriate sustainable development instruments that can be employed in its tourist development context for preserving tourist assets; (archaeological, natural and cultural).

The aim and objective mentioned above are based on a number of hypotheses that have been developed and revised gradually throughout the different stages of the research. In fact, the literature review stage followed by a exploratory survey implied a change in the general aim mentioned above. Although the main objective remained the same, the researcher needed to rethink about how the role of sustainable tourism development can be examined. If the problem of the research stresses the need for Egyptian tourist destinations to adopt sustainability, the research should then focus on how sustainability can be applied.

The literature review supported by the exploratory survey offered a clue to the dilemma discussed in the preceding paragraph. This highlighted the role of 'planning' as a bridge to implement sustainability in tourism and thus introduced a modern planning approach which is "planning for sustainability".

Hence, the problem of the research was crystallised in examining the role of the Egyptian tourist planning mechanism in achieving the principles of sustainability. This presumes that 'successful sustainable tourism implementation' is related to 'a proper planning mechanism'. In other words, the research was based on two fundamental hypotheses:

4.3.1 Hypotheses

Firstly, hypothesis related to the subject area (sustainable tourism development).

As will be discussed later, the review of literature emphasises that the most difficult and ambiguous point while handling sustainability in tourism is how to implement sustainable tourism development. Hence, the instruments of implementation seem to be the key element in the success of applying sustainability in tourism. Here, the research hypothesised that:

1-Planning is the key task contributing to success/failure of sustainable development in tourism.

2- Planning can offer the effective tools and instruments for implementing sustainable tourism development

3- Assessing the performance of the tourist planning mechanism towards sustainability is the first step that should be considered for approaching sustainability in tourism.

Secondly, hypotheses related to the research case study (Egypt)

4- Egypt needs to look at its tourist planning mechanism in order to approach sustainability in tourism.

5-The integration of sustainable tourism development indicators into the Egyptian tourist planning process is critical for the success of its development plans.

4.3.2 Research aims:

- Aims related to the subject area

1-To justify the contribution of planning to achieve sustainability principles.

2-To develop criteria to be used as indicators to judge the ability of the planning mechanism to achieve sustainability.

3-To highlight the different dimensions of sustainability (economic, environmental and social attributes along with the ability to keep the development process continuous).

4-To examine the role of planning in achieving the sustainability objectives.

- Aims related to the case study

1-To examine the instruments of sustainable tourism development planning in Egypt.

2-To assess the performance of the Egyptian tourist planning mechanism from a sustainable point of view.

3-To identify the various pressures and constraints that influence the performance of the Egyptian planning mechanism towards sustainability.

4-To discuss how the various elements of sustainability can be applied to the Egyptian tourism context.

5-To suggest changes to the current tourist planning mechanism in order to encompass the various sustainable development dimensions and principles.

4.3.3 Research questions

The above aims led to a number of key questions that the researcher became committed to answering:

1-How can we examine or assess the elements of sustainable tourism in the Egyptian tourist planning mechanism?

2 How can we improve and enhance the performance of Egyptian tourism planning in adopting the principles of sustainability?

3-Can Egyptian tourism planning offer effective tools for the implementation of sustainability?

4-If yes, what are the effective tools? And on what level of the planning mechanism should each of those tools be considered?

Before presenting a discussion on the employed research methods seeking for the most reliable answers to the above questions, the researcher needs firstly to evaluate the relevant literature.

4.4 Evaluating the relevant literature

The current research owes to the literature the bases it provided for sustainable development in general and sustainable tourism development in particular. Indeed, the data collected on the historical roots of sustainability, the development of the concept, the global efforts towards more application of the sustainability principles on the tourism context was extensive.

The literature on sustainability has also thrown light onto the fact that the problem of sustainability in tourism is still the difficulty of its implementation. Although the literature managed to offer a list and sometimes agendas of objectives and principles targeted by sustainability, investigation into the techniques and tools of sustainable tourism implementation was scattered in the various references. However, the late nineties have witnessed more serious trials towards grouping a number of sustainability techniques that can be used as instruments for implementing sustainability. Most of these techniques cannot be employed outside the tourist planning framework and context.

Although planning within the literature was identified as a key task contributing to the success/failure of sustainable tourism, the task of evaluating the planning performance of the tourist destinations as an attempt of examining its commitment towards sustainability was left out. The questions of how sustainability can be accomplished by the tourist planning mechanism and which indicators or criteria can be used to examine the response of the planning process to sustainability are still two core points that need further investigation.

One of the important points stressed by the literature is that to achieve sustainability, the industry needs to look backwards. If we borrow this theme and apply it to the planning context, this implies an assessment of past and present planning programs and examining their commitment to the sustainability principles. This should lead to an identification of the deficiencies and strengths of the planning process followed by suggestions of more adequate policies, strategies and techniques to be adopted. Hence, the future planning stages and thus the implementation of sustainability can be achieved.

If we move the literature evaluation to “Egypt”, it should be noted that most of the literature collected and used in the current research are plans, studies and statistics published and crafted by the formal Egyptian authorities in general and the Ministry of tourism in particular. The author used some of such documents as secondary data to be investigated by the current research (see sub-section 4.6.2.1).

The availability of other sources on sustainable tourism in Egypt was few. Apart from Wahab’s two articles, the literature could not provide any other published research that looks at sustainable tourism development in Egypt. This undoubtedly, influenced the literature review, as the views on this particular point were limited. This also increased the research dependency on the analysis of the documented data

offered by the formal authorities. On the other hand, such limited literature on sustainable tourism in Egypt made the tasks of field survey in general and questions' design in particular more difficult as the literature could not guide the research towards specific and precise issues to be investigated.

The above analysis justifies the research aim of targeting the investigation of all sustainability dimensions in the Egyptian tourist planning mechanism, as the literature did not imply a definite focus on a specific dimension or raised a particular problem to be investigated.

However, on its positive side, this made the work on the current research more interesting as findings were unknown till the last moment of data analysis. However, this might have broadened the attributes of the current research as it looked at various dimensions of sustainability and attempted to cover different elements to be regarded under each dimension, which remained the fundamental challenge facing the current research throughout its different steps.

According to the above analysis, the literature has been broken down into three main parts: sustainable tourism development, tourism planning and Egypt. Those three parts are the themes that the current research has tried firstly to relate and secondly to offer an investigation on the level of success of such relationship (Figure 4.2)

The above literature review informed the decision which were taken relating to the research design / issues.

4.5 Exploratory pilot survey

A prior requirement of the research survey, however, was to ascertain the adequacy and the relative reliability of the selected research methods that will be used to investigate the research problem. This was accomplished through a pilot survey directed at a sub-sample of the targeted population. A pilot survey usually helps in the task of examining questions to see if they are clear and efficiently able to collect the required information and data from respondents.

On the other hand, the researcher wanted at that stage to assure the necessity of evaluating the elements of sustainability in the tourist planning mechanism as a starting point to be regarded before implementing sustainability in tourism.

In view of this, an exploratory survey was found to be necessary in order to obtain a good deal of information and views about the different issues associated with tourist development planning in Egypt.

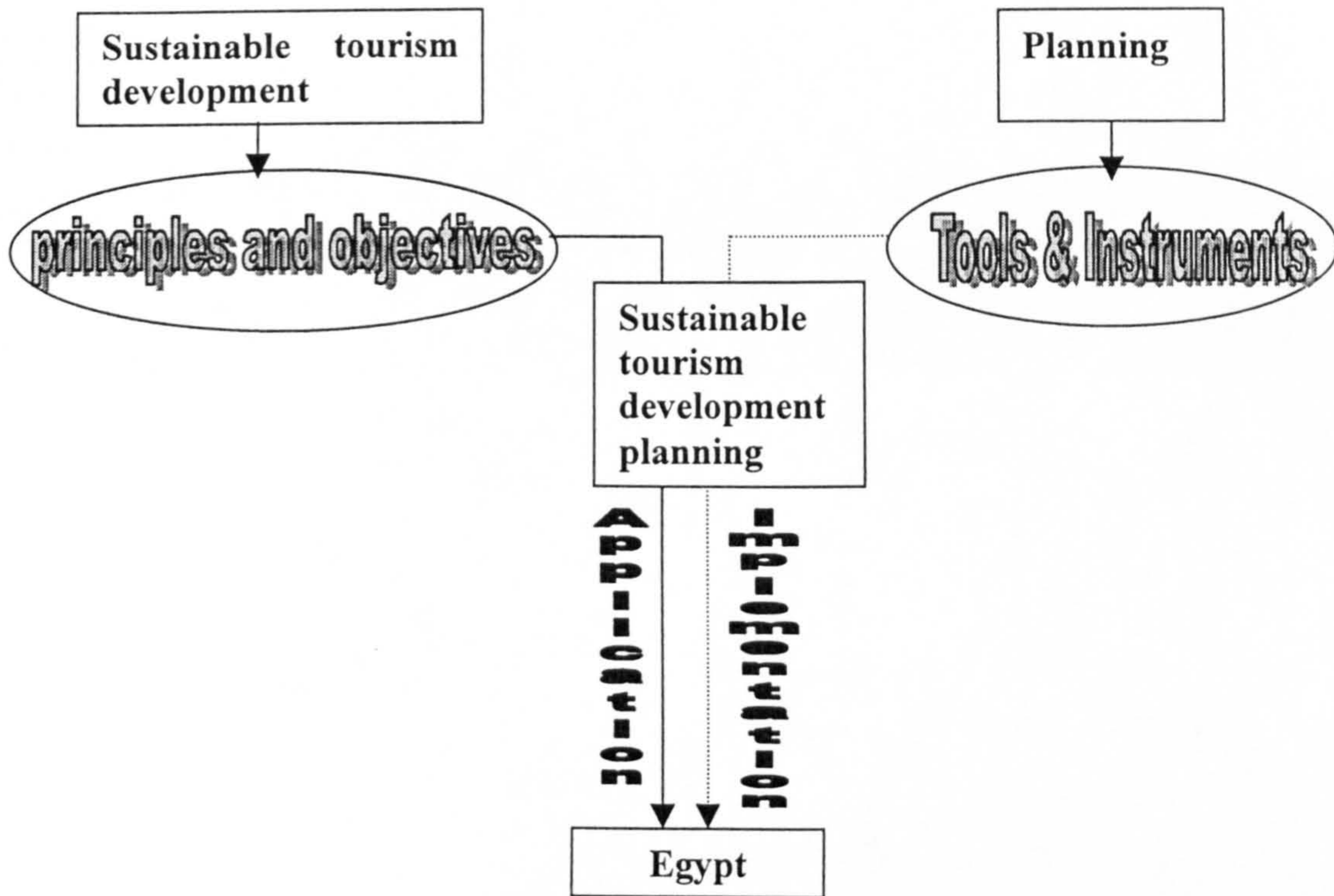


Figure (4.2): The relationship between the three main issues implied and investigated by the literature.

4.5.1 Aims of conducting an exploratory survey

- 1-To collect policies, plans and strategies available and under preparation.
- 2-To explore the different problems related to national, regional and local tourist planning in Egypt.
- 3-To help guide the design and framework of the major survey.
- 4-To obtain an overview of the current status of the Egyptian tourist industry structure.
- 5-To explore how far the tourist Egyptian planning mechanism is conscious of the themes of sustainable development.
- 6-To record the differences in views of respondents and insights about tourism development planning.

4.5.2 Exploratory survey methods

An exploratory survey was carried out over six weeks during summer 1996. In order to accomplish most of the exploratory survey aims, the task was undertaken by conducting personal interviews with key individuals representing different authorities and lobbies according to a certain classification that will be mentioned below. This included a sample size of twenty respondents covering the different groups.

A face to face unstructured interview was used as a suitable method to grasp detailed views related to the research problem. Questions were designed in a way that investigates both, the respondent's official views and his personal views. A wide range of sustainability issues were discussed and expressed

during the interview sessions. This resulted in a lot of qualitative data representing, firstly facts related to the actual situation of Egyptian tourism and secondly, the interviewees' opinions and suggestions.

The respondents were divided into four main groups as follows:

- 1- governmental tourist authorities (7 respondents)
 - a-The heads of the Egyptian Tourist Development Authority (TDA) (4 respondents)
 - b-The heads of the Ministry of Tourism (3 respondents).
- 2- Heads of the Egyptian Environmental Affairs Agency (EEAA) as a governmental authority (3 respondents).
- 3- Private sector (6 respondents)
- 4- Tourist planners and consultants (4 respondents)

The interviewees were asked three main groups of questions:

- 1-Core questions: questions to be asked to all of the interviewees in different groups.
- 2-Different questions: questions to be addressed to each group.
- 3-General questions: can be considered as a C.V. of each respondent that ask about his current post, previous occupations and experiences, educational qualifications ...etc.

A full copy of the exploratory survey questionnaire is attached in appendix (4.1).

4.5.3 Assessment of the exploratory survey task

After conducting the exploratory survey, the researcher was able to:

- 1-Judge the preliminary hypotheses formulated previously.
- 2-Map the different dimensions of the research to be covered by the major survey.
- 3-Picture the role of governmental authorities and private sector in Egyptian tourist development.
- 4-Be aware of the present and future trends of tourism development in Egypt.
- 5-Explore the main issues out of balance in the Egyptian tourist development planning mechanism.

The exploratory survey also stressed the critical importance of two methods to be instrumented by the research:

Firstly, the importance of in depth interviews as a main method to be employed among the other research tools that could be used. The interview sessions conducted throughout the exploratory survey proved that face to face communication is the most appropriate method for collecting primary data of a research evaluating the performance of the tourist planning mechanism in a destination like Egypt. The face to face in depth interview would minimise the ratio of ambiguity problem or inadequate data that might arise with the use of other methods such as questionnaires, telephone, e-mail etc.

Secondly, the exploratory survey showed that for reaching more precise evaluation of the tourist planning mechanism, the researcher should apply the assessment methods to both primary data (data to be collected through the interview sessions) and secondary data (the documented policies, strategies, plans etc).

The exploratory survey also highlighted the importance of including other groups of respondents in the main survey such as academic staff, archaeological authorities and tourist guides. On the other hand, it showed that qualitative data are critically needed for the assessment task, which entailed the employment of different sorts of questions investigating the different views and opinions of the respondents

However, some of the questions directed to the interviewees during the pilot survey seemed unclear and others seemed more specific than they should be at that stage. This implied that sustainable tourism development should be divided into separate dimensions or areas that each group of questions is committed to investigate. For example, some questions should handle the different issues regarding environmental protection, others should deal with archaeological conservation and third should concern the social attributes of sustainability. These different groups of questions should be included in the questionnaire in a technical way that guarantees the coverage of the different elements of each sustainability dimension without drawing the attention of the respondents to what exactly the researcher measures.

The above results of exploratory survey positively influenced the task of the main survey and directed it towards clearer path and offered more stable steps to be followed by the main survey methods.

4.6 Research methods

Hence the exploratory survey crystallised the core problem of the research in “assessing the Egyptian planning mechanism performance towards sustainability”, the researcher started to consider three main tasks:

- 1-What assessment methods should be employed? I.e. what are the measurements and criteria that should or could be used for analysing data?
- 2-What data should be needed for the assessment?
- 3-How will the data be analysed and presented and how will the analyses be correlated, linked and compared?

4.6.1 Assessment methods

The following is a breakdown of the procedures undertaken to evaluate the role of planning in implementing sustainable tourism development (See figure 4.3).

In order to obtain a realistic evaluation of the performance of the Egyptian planning mechanism to achieve the different dimensions of sustainability, the researcher went through a number of questions.

- 1-What are the elements and levels of the tourism planning mechanism?
- 2-What are the dimensions of sustainability in tourism?
- 3-How can the assessment be accomplished?

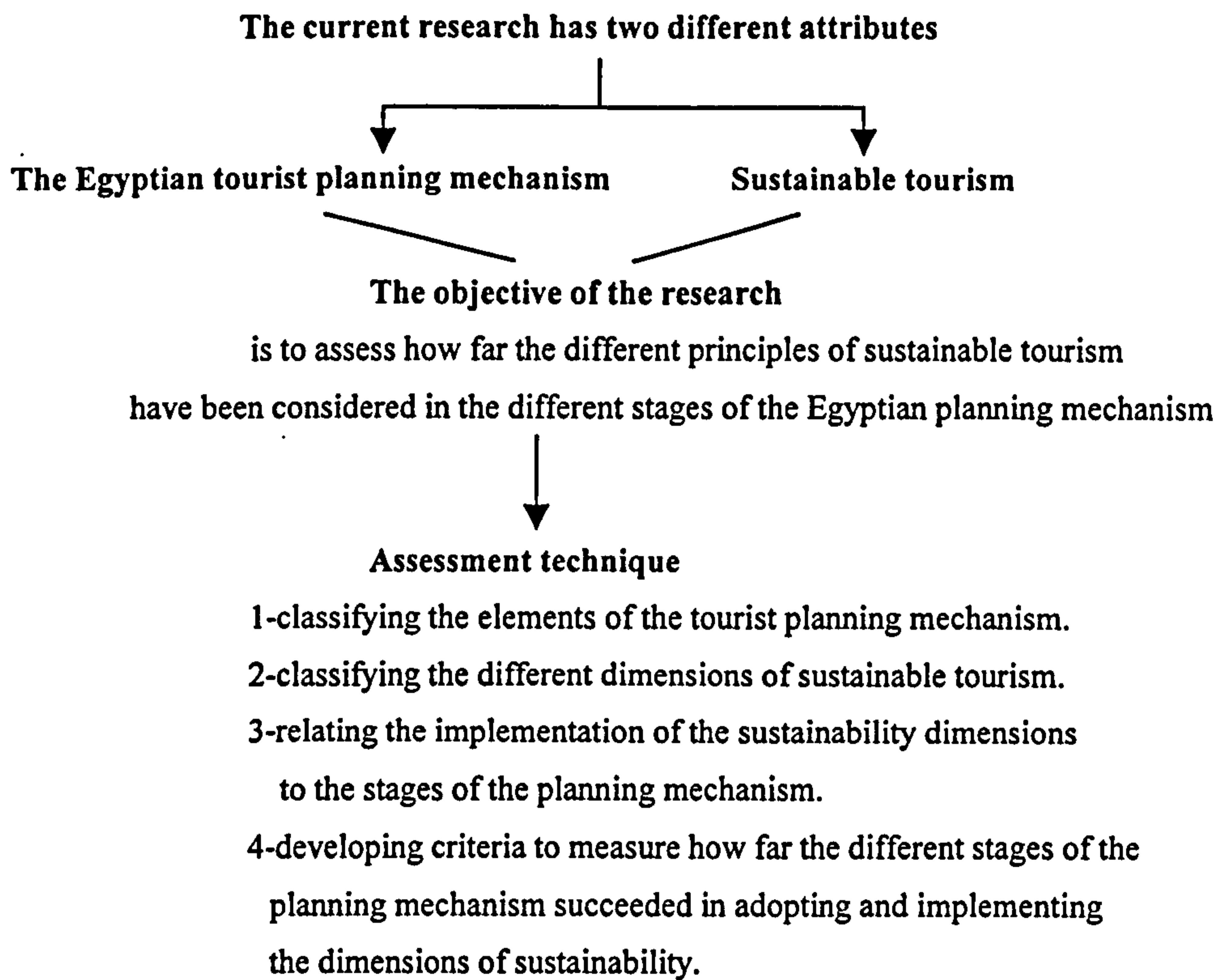


Figure (4.3): Steps followed by the research for approaching the assessment methods.

4.6.1.1 Elements of tourist planning mechanism

According to Wood and Dejeddour (1992: 6) the meaning of the terms “policy,” “plan,” and “programme,” and particularly their usage in different countries, vary considerably; policies in one country may be called plans in other countries and vice versa. They may not always be distinguishable from projects. This is often due to differences in the institutional framework, in the economic and political context and in the procedures for forward planning in the countries concerned. However, policies, plans and programmes can be viewed as tools for forward planning and for allocating and distributing public resources even though there may be differences between them.

Generally, however, there exists a tiered forward planning process which starts with the formulation of a policy at the upper level, is followed by a plan at the second stage, and by a programme at the end. A policy thus may be considered as the inspiration and guidance for action, a plan as a set of co-ordinated and timed objectives for implementing the policy, and a program as a set of projects in a particular area. The tiered system can apply at the national level and also may apply at regional and local level (Wood and Dejeddour, 1992: 8).

Figure (4.4) attempts to apply the above tiered planning process to sustainable tourism development to break down the different levels that need to be considered to assess sustainable tourism development in the context of planning.

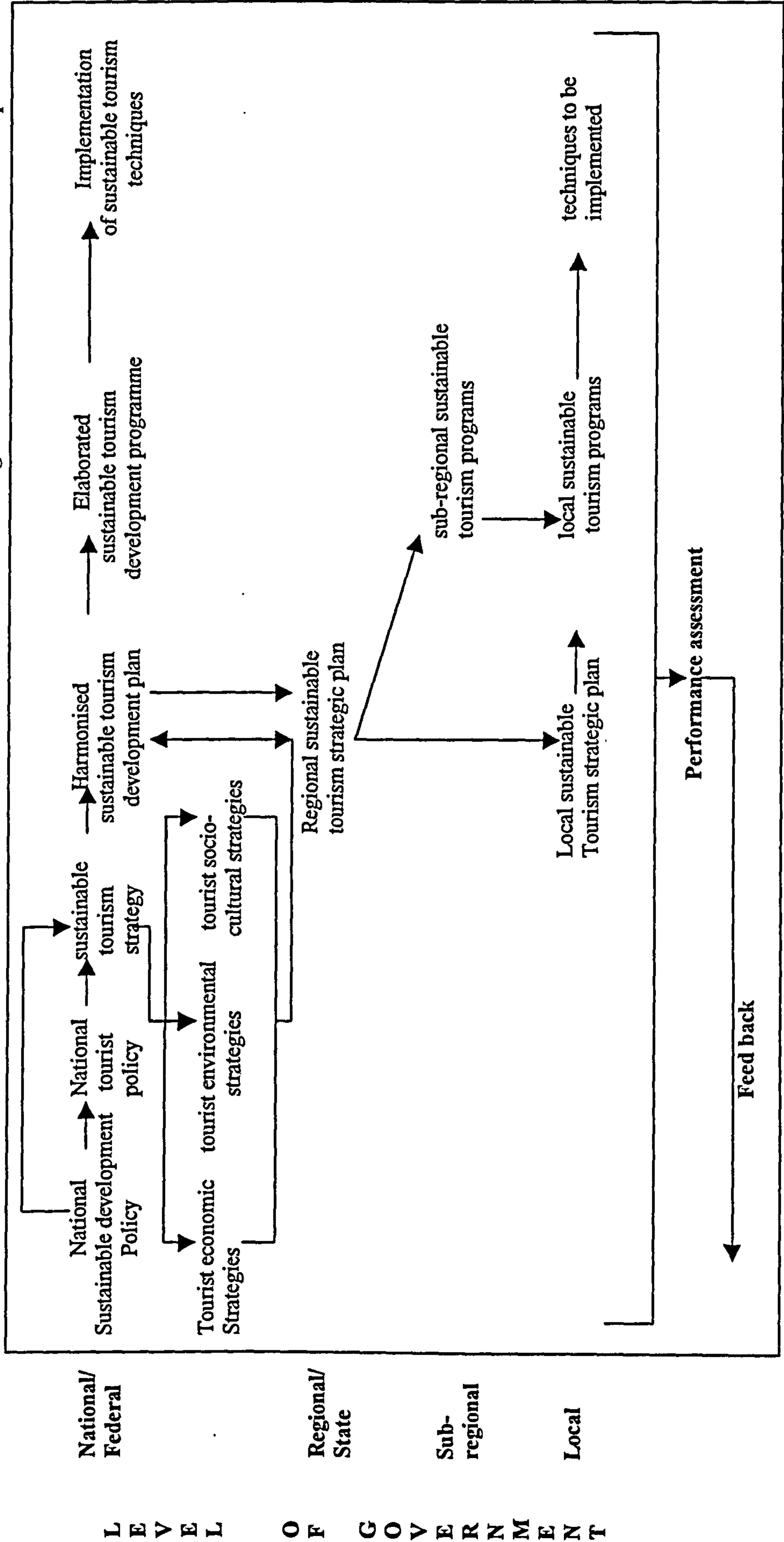


Figure (4.4): A tiered system of sustainable tourism development planning mechanism. Source: Adapted with modification from Wood and Dejeddour (1992), P.9.

4.6.1.2 Elements of sustainable tourism development

The current research breaks sustainability down into four main dimensions:

- 1- Economic;
- 2- Environmental;
 - A- Natural environment;
 - B- Cultural environment;
- 3- Socio - cultural; and
- 4- Continuity of the development process.

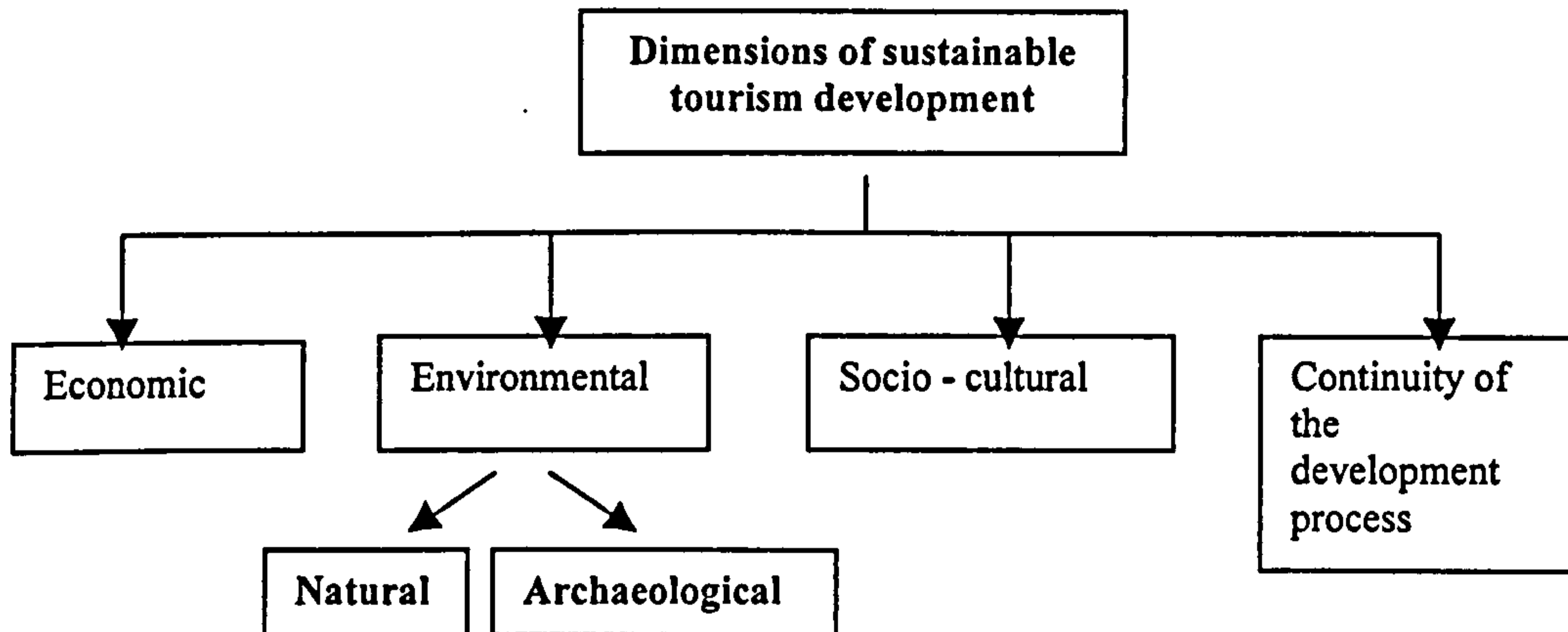


Figure (4.5): Dimensions of sustainable tourism development

1-The economic dimension of sustainability

The literature review showed that sustainable development is not the same as growth, and that self determination and cultural well-being are core elements of sustainability. This principle is contentious and reflects the concern of many that behind more sustainable economies there should be a recognition that development requires more than just an increase in national income as measured conventionally (Slee et al., 1997). Slee et al (1997) state:

“Hence, for there to be sustainable development from an economic perspective, gains in GDP are required, where the increase is not threatened by negative feedback from biophysical systems (pollution, etc.) or adverse social and cultural impacts and, dependent upon whether it is a strong or weak sustainability criterion being used, where any depletion of the natural resource stock of non-renewables is compensated by increases in the stock of renewables and where no critical natural capital is depleted...There is abundant evidence that in practice these conditions are rarely satisfied” (page 74.).

Starting from the premise that tourism is a market-based activity and that setting a goal of sustainability involves environmental protection and enhancement, which impinge on the industry and the market, then economic considerations are inescapable and apparently clear (Stabler, 1997: 4). Unfortunately, this is not so, for the term economics can embrace what might be more appropriately

viewed as business practice and management. In tourism studies, it is often treated in this way in taking an industry perspective on environmental and sustainability issues (ibid.). More correctly, an economic perspective should be much wider to encompass analysis of the issues of the principles of sustainable tourism and the policies to implement it. Indeed, environmental economics, which underpins the subject's approach to sustainability, embodied many aspects which are pertinent but what is not always appreciated by those outside the discipline is that it is a generic term which covers more specific areas of analysis (Stabler, 1997: 4).

In view of the above debate, measuring the economic dimension of sustainability is not an easy task that can be covered by definite and specific criteria. However, the current research attempts the assessment of the performance of the tourist planning mechanism (policies, strategies, plans and techniques), which should consider two tasks; firstly, achieving a satisfactory economic benefits of tourism and secondly, protecting the environment along with the socio - cultural values from degradation caused by tourists' negative impacts.

In order to balance the achievements mentioned above, criteria to be used for assessing this sustainability dimension should be able to measure the abilities of the tourism planning system to sustain the tourist economic benefits with lesser negative impacts of tourism. This excludes any other criteria that should be used for assessing the planning mechanisms of other authorities such as the Ministry of Planning, The Ministry of Economics and the Ministry of Environment. Although a co-operative work should exist between all of those authorities for achieving the economic aspect of sustainability and accomplishing the balanced goals mentioned above, the current research looks only at the responsibilities of the tourist planning mechanism (sole tourist responsibilities and integrated responsibilities with some other authorities).

2-The environmental dimension of sustainability

It is difficult to identify what will be classified under the environmental dimension especially in a destination like Egypt. Indeed, Egypt as a prominent archaeological tourist destination has many cultural and historical attractions that should be covered and tourist activities in these locations also need to be evaluated.

It seems inadequate to assess the sustainability of natural environment in the Egyptian tourist planning mechanism without any regard to the sustainability of the archaeological and historical assets. This will shed light on a very significant question: what is meant by "environment"? and can historical and cultural heritage become a part of it?

There are a number of possibilities of classification of environmental components or impacts. Frequently, the environment is considered under three main headings: physical (or abiotic), biological (living) and socio-economic (including cultural). The headings may also be expressed as natural, built (or human-made) and cultural (Hunter and Green,1995,.p.11). Hunter and Green also define each

classification of environment as follows:

- 1- The natural environment includes such features as air, water, flora, fauna, soil, natural landscape (including geological features) and climate.
- 2- The built environment encompasses urban fabric and furniture, buildings and monuments, infrastructure, man-made parks and open spaces and other elements of 'townscape'.
- 3- The cultural environment includes the values, beliefs, behaviour, morals, arts, laws and history of communities.

(Hunter and Green, 1995, p.11)

The 1990s have been hailed as the decade of environmental concern. Within this broad context is a new imperative for the tourism industry to achieve a sustainable position in terms of its interaction with the natural, cultural and man-made environments (Fyall and Garrod, 1996, 133). Fyall and Garrod also pointed out that although there is something of a dearth of literature in the subject of man-made environment sustainability, the studies that are available do seem to suggest that the sustainability issue is a very real one for the heritage tourism sector.

Based on analysis of the above literature, it has found worthwhile to divide measurements and criteria used to assess the sustainability of Egyptian environmental assets into two main classifications:

- 1- Assessing the elements of sustainability for the natural tourist sites (natural environment),
- 2- Assessing the elements of sustainability for the archaeological historical sites (man-made & heritage environment).

In the case of Egypt, the archaeological & heritage environment includes:

- The ancient Egyptian archaeology (Pharaonic and Greco Roman monuments),
- The Coptic heritage and monuments,
- The Islamic archaeological monuments,
- The contemporary historical sites.

3-The socio - cultural dimension of sustainability

The concept of sustainable development can be related to the conscious concern with social development that emerged a half century or more ago, particularly in the less developed or non-Western world (Nash, 1996: 120). In developing countries with high unemployment, the socio-economic benefit may even outweigh other financial considerations. Particularly in view of generally high population growth, some commentators have considered job generation as the primary benefit (Oppermann, and Chon, 1997). However, some governments are now starting to realise that tourism's contradictory impacts on the welfare of the public should be considered along with the needs of tourists and investors (Crandall, 1994: 413).

Critical to sustainable tourism development is the involvement of local residents in the planning and implementation of new developments (Hawkins and Cunningham, 1996). "Public involvement (PI) is a continuous process in project development. It occurs in the initial planning stages, during project implementation or construction, during operation, and during abandonment or closure. Social Impact Assessment (SIA) first appears in the early planning stages of a project and always prior to a decision to go ahead. PI within the context of SIA is primarily utilized to collect data on social impact variables. The social assessor may obtain information on social impact variables while engaging in the PI process" (Burdge and Robertson, 1990, p. 84).

On the other hand, local residents must be provided with objectives and comprehensive information, research and communication about the nature of development and its effects on the human culture environments. This information should be made available to local residents prior and throughout, the development process (Hawkins and Cunningham, 1996, p. 351).

Hence, criteria developed to assess the socio - cultural dimension in the tourist planning mechanism should be able to examine the extent to which tourist policies, strategies and plans have managed to include socio-cultural preservation objectives and to implement adequate techniques: assessing the social impacts of tourist projects on the public, informing the public with the different impacts of tourism and mitigating the negative social impacts.

4-The continuity of the development process dimension

As shown by the linguistic and technical definitions of sustainability (see chapter one), sustainable tourism mainly seeks the continuity of the different benefits of tourism for the following generations. In order to achieve this main goal, sustainable development has adopted the conservation of the ecological assets and the preservation of the socio - cultural values as a threshold that avoids the deterioration of the raw tourist attractions and thus guarantees the continuity of tourist benefits. On the other hand, the analysis of the literature review handled in chapter one also showed how far the work in the domain of sustainable tourism development has been broadened due to the adoption of different techniques and strategies. This has come out with many new terminology, techniques and applications of the fashionable concept of sustainable tourism development.

The concept of sustainable development simply offers the opportunity to developers to look at the future and link the present development stage with the future through a wise consumption of resources and adoption of mitigation factors that can make these resources available for the following generation's use. This will undoubtedly offer the opportunity of further development to those generations who are in turn required to adopt suitable sustainable development schemes and more advanced techniques for the mitigation of their negative development impacts. The efficiency of present planners in considering the current development as a stage in a continuous process that will include further stages in the future will help future planners to use the current development schemes as a foundation for building another stage in the process. On the contrary, if present planners fail to

consider the continuity of the development process, the current development plans will be regarded as obstacles and constraints to any further development in future.

Although conservation of the natural, archaeological and socio - cultural values have been regarded as a key element in sustaining the benefits of tourism and thus guaranteeing similar development opportunities to new generations, there are other factors that might affect the continuity of the development process. Planners are required to regard all the internal and external factors that might interrupt the continuity of the development process on the one hand and to link the different stages of this process on the other.

Indeed, in order to approach the concept of sustainability in tourist development planning, the destination must be able to regard the development process as a continuous operation in a whole cycle. The ability of the planning mechanism to avoid gaps between the different stages (past, present and future) reflects how far the development plan is committed to sustainability. Additionally, its ability to mitigate the different pressures (both internal and external) is another instrument for sustaining the development process.

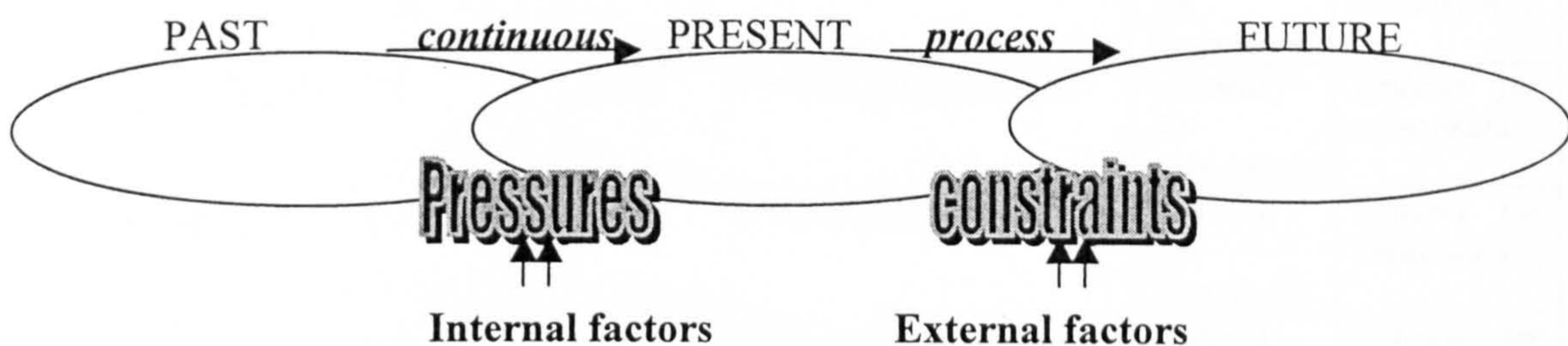


Figure (4.6): The concept of tourist development continuity

This requires compatible techniques and schemes to maintain the resources needed in the different development processes. The question of how these resources can be wisely used without degradation is still the main emphasis of sustainability.

4.6.1.3 How can the assessment be executed?

Once the borders of the planning mechanism and sustainable development were determined, the researcher started to consider a number of criteria to be used for the assessment task. Indeed, this task raised a series of factors to be considered and provoked discussions on the selected criteria. It goes without saying that criteria to be developed under each sustainability aspect should go through and cover all stages of the planning mechanism. Additionally, those criteria or elements should be accurate but general in order to include all the instruments and techniques that can be classified under each level of the planning mechanism. Also, they should be neither ambiguous nor strict to allow a proper and successful implementation of the research methods especially interviews. They should also be able to achieve realistic findings that help to monitor the Egyptian planning mechanism.

Hence, each dimension of sustainability was divided into indicators that can be considered as criteria for measuring how far the different stages of the tourism planning mechanism succeeded to achieve. Each criterion was classified under one of the different stages of the tourism planning mechanism (policies, strategies, plans or techniques) according to its nature. For example environmental conservation programs used as a criterion for measuring the environmental sustainability was classified under plan techniques.

The following table illustrates the link between the tourist planning mechanism, the dimensions of sustainability and the criteria used for assessing this relationship:

Table (4.1): The research technique of linking the tourist planning mechanism with the sustainability dimensions through a series of criteria

Sustainability measures Tourist planning mechanism context	Economic Issues	Environmental issues - natural environment - Archaeological heritage environment	Socio cultural issues	Continuity of the development process
Policy: - objectives - strategy	<i>Criteria for assessment</i>	<i>Criteria for assessment</i>	<i>Criteria for assessment</i>	<i>Criteria for assessment</i>
Plans: -objectives -inputs	<i>Criteria for assessment</i>	<i>Criteria for assessment</i>	<i>Criteria for assessment</i>	<i>Criteria for assessment</i>
Techniques & programs	<i>Criteria for assessment</i>	<i>Criteria for assessment</i>	<i>Criteria for assessment</i>	<i>Criteria for assessment</i>
-Planning mechanism outputs:(achievements & Pitfalls). -Planning mechanism Outcomes (the output effects on the examined sustainability dimension).	<i>Criteria for assessment</i>	<i>Criteria for assessment</i>	<i>Criteria for assessment</i>	<i>Criteria for assessment</i>

Criteria used for assessing each of the sustainability dimensions are presented below.

6.4.1.3.1 Criteria to assess the economic dimension

Table (4.2) presents a list of criteria developed to assess the performance of the tourist planning mechanism regarding the economic aspect of sustainability.

Planning mechanism level	Criterion
Policy & strategy	<ol style="list-style-type: none"> 1- The rank of tourism among the other economic activities. 2- The significance of maximising the economic benefits of tourism in the past, present and future.
Plans	<ol style="list-style-type: none"> 3- The capability of the current tourist plans to maximise the economic values of tourism.
Techniques & programs	<ol style="list-style-type: none"> 4- Techniques for achieving the following: <ul style="list-style-type: none"> <u>A- National economic benefits</u> <ol style="list-style-type: none"> 1- Techniques adopted for creating flows of income to the destination. <ul style="list-style-type: none"> • Reinforcing incoming tourism in order to increase the country's foreign exchange. • Creating and diversifying tourist expenditure. 2- Investment policies: Encouraging tourist projects and offering incentives to investors. <u>B- Socio-economic benefits</u> <ol style="list-style-type: none"> 1- Quantitative: generating job opportunities. 2- Qualitative: <ul style="list-style-type: none"> • The distribution of jobs created among the different regions. • Forms of job created and its impacts on the other economic activities. • Social services offered to indigenous citizens <u>C- Economic research employment technique</u> <ol style="list-style-type: none"> 1- Measuring the economic benefits of tourism and its costs. <ul style="list-style-type: none"> • Estimating the economic benefits of tourism such as tourist expenditure, added value and multiplier effect impacts. • Estimating the economic costs and negative impacts of tourism such as leakage, inflation, incidental costs (life quality costs and fiscal costs) and social costs. 2- Determining the economic carrying capacity of each destination.
Tourist planning mechanism outputs	<ol style="list-style-type: none"> 5- Achievements & pitfalls in the domain of economic value sustainability.
Implication (tourist planning mechanism outcomes)	<ol style="list-style-type: none"> 6- The ability of the tourist planning mechanism to consider the economic aspect of sustainability according to the above quantitative and qualitative measures.

6.4.1.3.2 Criteria to assess the environmental dimension

A- Natural environment

Table (4.3) presents a list of criteria developed to assess the performance of the tourist planning mechanism regarding sustainability of the natural environmental assets.

Planning mechanism level	Criterion
Policy & strategies	1- Agency: co-operation with authorities responsible for crafting the natural environment conservation policies. 2- Natural environment conservation objectives, legislation and plans in the past, present and future tourist policies.
Plans	Evaluation of the plans will be achieved through assessment of the techniques and programs.
Techniques & programs used by the tourist plans	3- Scientific research to measure tourism development impact. <ul style="list-style-type: none"> a- Measuring tourism impacts on the natural environment, b- EIA models for new tourist projects, c- Supervising tourist projects at construction stages, d- Monitoring the operational stages of tourist projects, e- Environmental auditing system. 4- Environmental Conservation Management <ul style="list-style-type: none"> A- Environmental conservation programs. <ul style="list-style-type: none"> • Resource management activities. • Visitor management programs. • Waste disposal and recycling projects in the tourist areas. B- Environmental carrying capacities. 5- Environmental Education Programs. <ul style="list-style-type: none"> • Tourist education and interpretative programs to protect the environment from degradation. • Public community awareness of the objectives of environmental conservation. 6- Zoning <ul style="list-style-type: none"> • Protected areas and national parks in the plans. • Sites and areas under tourist pressure.
Tourist planning mechanism outputs	7- Achievements & pitfalls in the domain of natural environmental conservation.

<i>Continued</i> Implication (tourist planning mechanism outcomes)	8- The ability of the tourist planning mechanism to consider the sustainability of the natural environment according to the above quantitative and qualitative measures.
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B- Manmade & heritage environment

Table (4.4) presents a list of criteria developed to assess the performance of the tourist planning mechanism regarding sustainability of manmade environment.

Planning mechanism level	Criterion
Policy & strategies	1- Agency: co-operation with authorities responsible for crafting cultural heritage conservation policies. 2- Cultural and heritage environmental conservation objectives and plans in the past, present and future tourist policies.
Plans	Evaluation of the plans will be achieved through assessment of the techniques and programs.
Techniques & programs used by the tourist plans	3- Manmade environment conservation management techniques. A- management programs for: <ul style="list-style-type: none"> • Resource management activities. • Visitor management. • Entrance fee imposition. • Waste management. B- site carrying capacity. 4- Education programs about cultural & heritage environment conservation. <ul style="list-style-type: none"> • Tourist education and interpretative programs to protect historical sites from degradation. • Public community awareness about the objectives and approaches of historical and cultural conservation issues. 5- Zoning: sites and areas under pressure due to tourist activities and over -capacity.
Tourist planning mechanism outputs	6- Achievements & pitfalls in the domain of manmade and cultural environment conservation.
Implication (tourist planning mechanism outcomes)	7- The ability of the tourist planning mechanism to consider the sustainability of the manmade environment according to the above quantitative and qualitative measures.

6.4.1.3.3 Criteria to assess the socio - cultural dimension.

Table (4.5) presented below offers a list of criteria developed to assess the performance of the tourist planning mechanism regarding sustainability of the socio - cultural values.

Planning mechanism level	Criterion
Policy & strategies	1- Agency: Co-operation with authorities for crafting socio - cultural preservation policies and developing tourism from a community – based approach. 2- Socio - cultural preservation objectives and plans in the past, present and future tourist policies.
Plans	Evaluation of the plans will be achieved through assessment of the techniques and programs.
Techniques & programs used by the tourist plans	3- Social impact assessment techniques (SIA) : A- Assessing and measuring impacts of tourism on communities. <ul style="list-style-type: none"> • Socio-economic impacts of tourism • Socio - cultural impacts of tourism. • Cost benefit analysis of the social impacts of tourism B- Assessing indigenous people’s perception of tourism <ul style="list-style-type: none"> • Community awareness about tourism. • Community attitudes toward tourism • Strength of local culture in the face of the different levels of tourist development. C- Local community involvement in decision - making on tourism development. 4- Mitigating the negative social impacts on the public community <ul style="list-style-type: none"> A- Management activities <ul style="list-style-type: none"> • Visitor impact management • Instructive cross-cultural education and communication. • Reflecting and presenting the cultural environment of each tourist destination through unique architecture, folkloric arts, local handicrafts, cultural events, festivals and pageants etc. B- Social carrying capacity considerations and limits of acceptable change determination. 5- Education programs about socio - cultural environment conservation. <ul style="list-style-type: none"> • Tourist education and interpretative programs to respect and protect the culture of local communities. • Raising the level of public awareness about the positive and negative impacts of tourism on traditions and culture. 6- Zoning <ul style="list-style-type: none"> • Regions and areas under pressure due to social negative impacts of tourism. • Regions recently approached by tourism development and needing to adopt cautious socio - cultural conservation techniques.

<i>Continued</i>	
Tourist planning mechanism outputs	7- Achievements & pitfalls in the domain of socio - cultural conservation.
Implications (tourist planning mechanism outcomes)	8- The ability of the tourist planning mechanism to consider the sustainability of the socio - cultural values according to the above quantitative and qualitative measures.

6.4.1.3.4. Criteria to assess the continuity of development process

As shown from the above discussion, the continuity of the development process is an important dimension that directly relates sustainability implementation to tourist planning. Secondary data analysis has been used to assess the efficiency of the tourist planning mechanism in achieving this dimension. The following diagram suggests groups of criteria to be used for measuring this dimension.

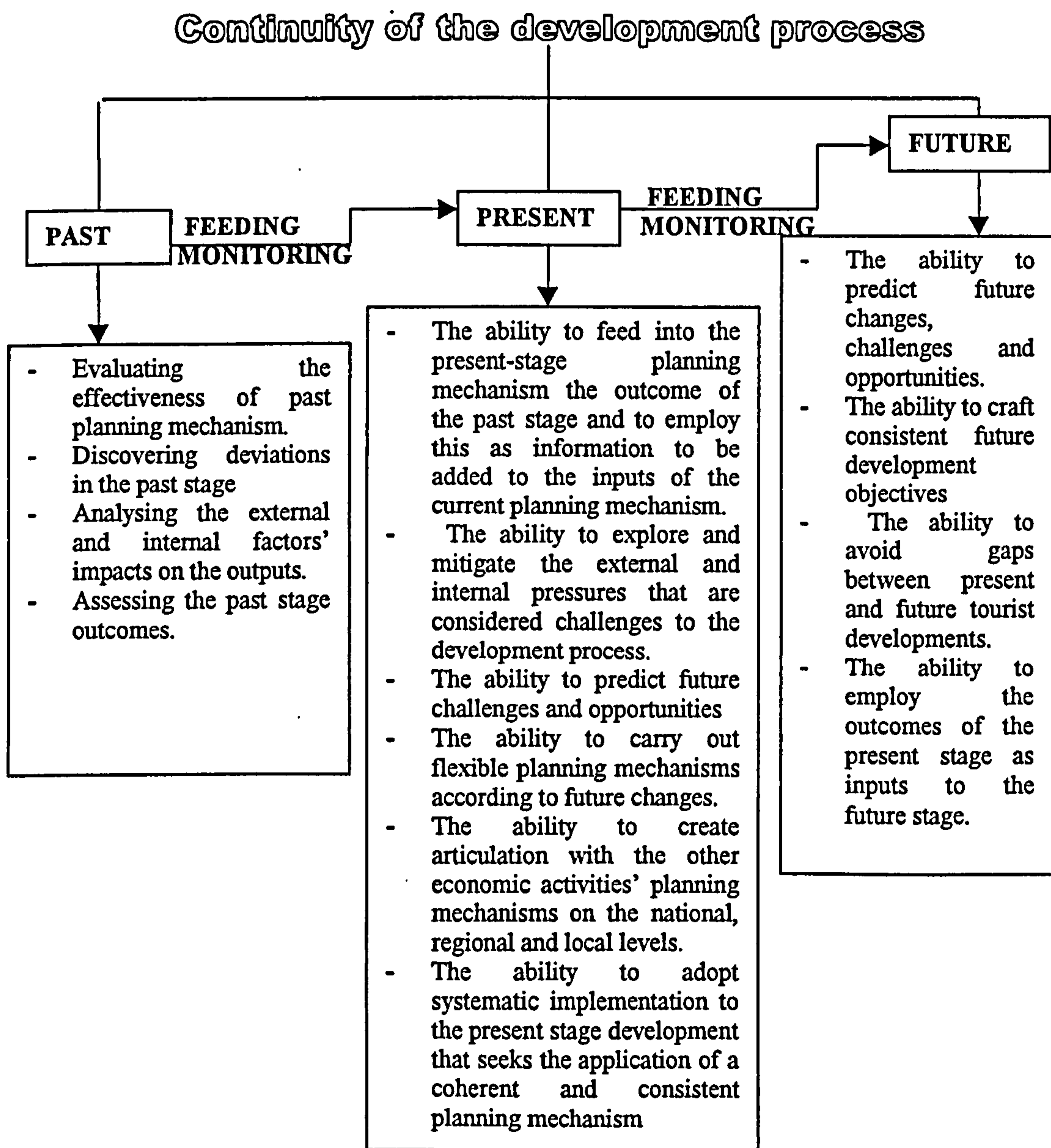


Figure (4.7) Criteria to assess the continuity of the development process

4.6.2 What data?

The research depends on two main data as shown in figure (4.8)

1- Secondary data which includes:

-documented tourist policies, strategies and national plans and sample of the tourist regional and local plans).

2- Primary data which implies the use of interviews, questionnaires and case studies.

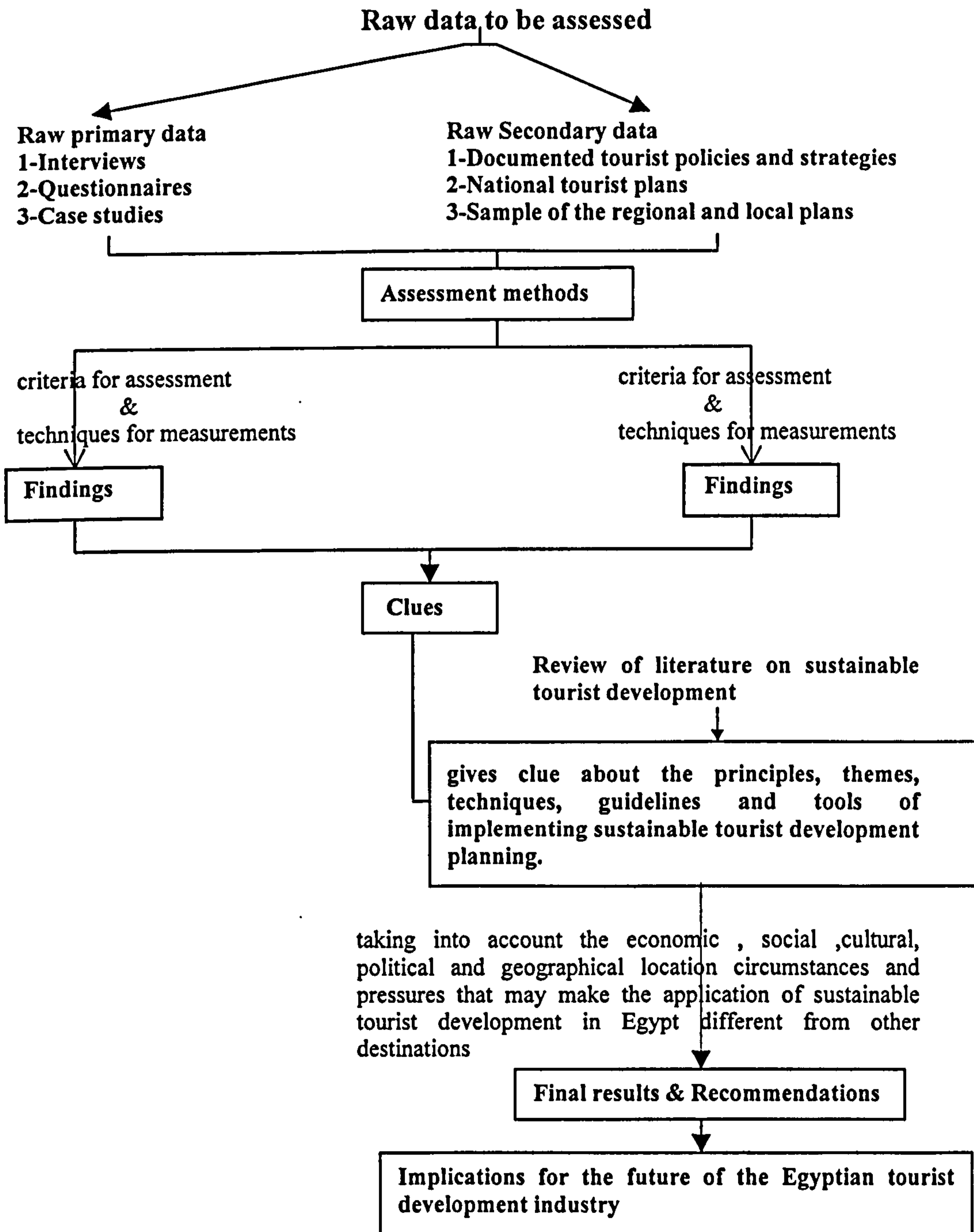


Figure (4.8): The raw data needed for assessment

4.6.2.1 The task of secondary data collection and analysis

Although to date Egypt does not have a documented and binding tourist policy and although the task of national tourist plan collection was not easy as this is not bound either, the regional and local plans documented by the formal authorities are well prepared, presented and bound. Surprisingly, this shed light on an interesting early finding that the researcher was trying to ignore until the completion of the primary and secondary data analyses. This early finding implied that the Egyptian development planning mechanism goes bottom-up. In other words, the focus is on the regional and local planning levels. This finding was justified by the fact that regional and local plans have managed to offer guided programs, projects, techniques and instruments for plan implementation. The analysis of the primary data will offer clues that will later either reject or support this early finding. This will be presented in the analysis chapters and will be highlighted in the synthesis chapter.

Although the task of regional and local plan collection seemed a simple one, as their number was abundant, the researcher faced another problem. Sometimes the researcher found that some other governmental associations and ministries included tourism development as a main part of their local and regional plans. In other cases, more than one detailed plan conducted under the umbrella of the tourist authorities may exist. Each looks at a specific activity or task of the tourist planning area (infrastructure development, land use, etc). In most cases, each of these specialised plans was carried out by a consulting office accredited by the TDA.

Before handling the technique instrumented for the assessment of tourist policies, strategies, plans and techniques documented by the tourist authorities, the researcher should respond to three significant questions:

- 1- Why was the assessment of secondary data significant for the current research?
- 2- Which tourist policies and plans should be analysed and assessed?
- 3- How will data be analysed and presented?

4.6.2.1.1 Why is the assessment of secondary data significant for the current research?

There are three vital reasons that made the assessment of the documented tourist policies and plans significant and useful to the reliability and validity of the current research.

- 1- The assessment of secondary data offered clues showing the efficiency of the planning mechanism to encompass the different pillars of sustainable tourism development. This assessment shed light into the ambiguous issues, related to the sustainable tourism domain that need to be clarified through primary data.
- 2- Synthesising the results of both secondary data and primary data analysis helped to assess the extent to which the different attributes of sustainable tourism development have been considered in the tourist planning mechanism. In other words, although primary data were considered the main instrument, secondary data were engaged to reinforce the task of primary data

3- The assessment of secondary data was the main instrument to be used to evaluate the different elements of the continuity of the development process. This criterion measures the capability of the tourist planning mechanism to keep the development of tourism as a coherent stream throughout the different periods and stages (past, present and future). It also examines the efficiency of the planning mechanism to avoid gaps, mitigate the impacts of force majeure, overcome different crises, interruptions and challenges and adopt flexible development programs that avoid deviations and cope with the external and internal changes.

4.6.2.1.2 Which tourist policies and plans should be analysed and assessed?

Evaluation looked at the following:

1- Current tourist policies and their objectives along with the strategies adopted to achieve these objectives.

However, based on the results of the exploratory survey and secondary data collection, the researcher found that so far Egypt has not documented a tourist policy. Although there is a proposal for a tourist policy, which means that the existence of the first tourist policy is on its way, this proposal is not used in the current research as it has not officially been approved and documented. Alternatively, however, the Ministry of tourism, the formal tourist authority, has announced and documented the present and future objectives and strategies that have been approved by the Cabinet of Ministers.

According to Hall and Jenkins (1995), tourism public policy is whatever governments choose to do or not to do with respect to tourism. Hence, the objectives and strategies announced by the formal tourist authorities are the raw material used to look at the elements of sustainability in the tourist policies.

2- A sample of the national tourist plans documented by the tourist authorities during the different periods.

The process of secondary data collection came out with the following plan frameworks:

*Framework of the tourist development plan (1976 – 1980), crafted by the Tourist Planning Sector at the MOT (Ministry of Tourism) in July 1976.

*Framework of the tourist development plan till 2000 crafted by the Tourist planning Sector at the MOT in March 1982.

*Framework of the first five year tourist development plan (1982 – 1987), crafted by the MOT in April 1982.

*Framework of the second five - year tourist plan (1987 – 92), crafted by the tourist Planning Sector at the MOT.

*Framework of the third five - year tourist plan (1992- 97), crafted by the tourist planning sector at the MOT.

*Framework of the fourth five- year tourist plan (1996- 2002).

Apparently, it was found difficult to look at all the above documented plans. So, the researcher selected the latest two national five plans to be assessed in the current research. This selection hypothesised that the latest two national plans are more likely to be the most appropriate plans to include and adopt the principles of sustainability in their contents. Also, this selection intended to employ two successive five year national plans, which covers a period of one decade, in order to examine the movement of the planning mechanism towards sustainability implementation during that specific period. In addition, The selected plans are the most recent national plans crafted by the Ministry of tourism, which guarantees that the planning mechanism period analysed through the secondary data is the same period assessed by primary data through the interviewees' responses.

3- A sample of regional and local tourist plans

As mentioned in chapter 3, the TDA along with the Egyptian and international tourist consultants are accountable for crafting the regional and local tourist plans in the different regions in Egypt. The secondary data shows that:

- *In terms of regional planning, the TDA has crafted 10 indicative plans in different regions;
- *In terms of sectoral and local planning, the TDA has documented 20 general indicative plans;
- *In terms of land use and resort planning, there are 37 descriptive plans.

Therefore, it was difficult to evaluate each regional and local plan especially if we take into consideration that most of them are still under preparation. Hence, the researcher selected specific plans to be analysed through secondary data. Here, the researcher faced two critical questions:

- Would the researcher use a single-case study or multiple case studies?
- What plans will be used as case studies in the present research?

It goes without saying that employing more than one case study would allow the researcher to compare and investigate the extent to which the elements of sustainability are applied in the different Egyptian regional and local plans. Moreover, it would shed light on the different issues and obstacles that may confront the application of sustainable tourism in these regions in particular and in Egypt in general.

Indeed, it was found more useful to include more than one case study in a research assessing the different issues of sustainability. This would enable the researcher to explore the different pressures and constraints that affect the development decisions in these regions. Moreover, it would make the assessment methods more practical and realistic. It would also help the researcher to suggest suitable recommendations in the field of resource management and sustainable tourism planning.

However, the more critical question was: which regions will be used as case studies?. This question implied cautious scientific bases to be used in the selection task. In fact there were four groups of factors that controlled selection:

1-The nature of the research

This research attempts to assess the elements of sustainability in the Egyptian tourist plans. Logically, the regions to be selected must possess the assets so that the research could examine how far they are sustained and managed. These assets could be:

- *natural attractions,
- *cultural and historical attractions,
- *sensitive traditions and cultures.

In addition to the above sustainability elements the researcher was also committed to evaluate the continuity of the tourist development processes in the selected regions. This task implied an assessment of the level of success of integrating tourist development into other sorts of developments, of avoiding gaps between the development stages and finally of continuing the tourist development process with no deviations.

It is true that Egypt has a large number of natural and cultural regions that can be selected. However, there are some regions that need more cautious development plans due to the sensitivity and the uniqueness of their attractions.

2-Forms of tourism promoted in these regions

Egypt as a tourist destination offers different types of tourism. However, each region or destination depends mainly on one or two forms in its tourist programs. Not all of these forms equally exploit the natural and cultural assets. For example, recreational tourism relies mainly on natural assets more than convention or exhibition tourism. Additionally, Culture tourism is one form that depends on priceless assets that need to be sustained.

3-Development factors

Any tourist product or tourist destination has a certain life cycle, which consists of five stages; exploration, growing, maturity, saturation and decline. Although marketers are trying to invest in different promotional and marketing schemes in order to lengthen the maturity stage of the product, changes in consumer needs, wants and behaviour make it difficult to prevent the product from reaching the decline stage. Recently, developers have started to think about sustainable development as a scheme to guarantee the continuity of development and to offer compatible benefits to all parties and stakeholders.

In view of this some Egyptian destinations have started to suffer from the negative impacts of over - development and mass tourism while other destinations are at the growing stage and need scientific techniques to mitigate the negative impacts of tourism. The third group of areas are promising tourist destinations, for which the authorities have started to craft plans in order to develop their assets.

4-Availability of data (documented plans)

The last factor that affected the case study selection task is the availability of the documented plans. For example, there is more than one area in Egypt that can be chosen as a promising tourist area. Apparently, the three factors mentioned before grant each of them the same possibility and credibility to be selected and used as case studies. However, some of the plans of these regions are still under preparation by the TDA. Thus, the availability of data played a role in the case study selection.

According to the factors mentioned above the researcher was supposed to employ the following:

- *A descriptive case study to be used as an example of unsustainable tourism and over - development, such as Hurghada.
- *A case study to be used as a flourishing destination to discover the extent to which tourist development is committed to the elements of sustainability. In fact, exploring and describing the present situation would enable the researcher to illustrate the importance of sustainability to that particular area and to suggest recommendations for the mitigation of negative impacts.
- *The third case study should be of a promising tourist destination that is considered a virgin region and needs sustainable development program in order to avoid the pitfalls of the other developments.
- *One of the case studies must be used to assess how far cultural tourism activities are sustained in Egypt.

Constraints of case study use in the task of secondary data analysis

Although the researcher intended to use multiple case studies to be assessed through the secondary data, there were certain factors that limited the number of selected plans. Firstly, in terms of regional plans, the Red Sea region seemed to be the most significant area that deserves priority above other regions, which has undoubtedly influenced its documented regional plan. Secondly, in terms of local plans, the same region seemed to be abundant in a series of sectors and areas regarded by the tourist development authority as promising tourist destinations to be developed successively. Hence, the secondary data showed that the Red Sea regional plan along with its local plans come in the first priority as they have been receiving the current efforts of developers.

In addition to the technical development reasons mentioned above, there were other factors related to the research itself. As mentioned earlier, the researcher was committed to assess the tourist planning mechanism of which the regional and local plans are only one component. There is no doubt that assessing multiple regional and local plans means time consuming and a longer chapter of secondary data analysis. However, primary data analysis could be more helpful if it manages to include various case studies and a realistic comparison between the different regions.

The last constraint was the availability of documented data. According to the results of the secondary data collection, the TDA is responsible only for the development of the new areas and regions that have not been tapped yet by tourist development. Accordingly, the task of collecting regional and local plans crafted by the TDA regarding the development of new regions, did not face fundamental problem which in turn would positively influence the analysis of such data in the current research.

On the other hand, the task of collecting consistent plans for the development of existing tourist regions was not easy. The difficulty arose from the fact that there are different authorities handling the tourist development issues in their documented plans. On the other hand, crafting tourist development plans for existing areas is not the responsibility of the TDA. Thus, the availability of documented material that includes all the ideas related to tourist activity development in existing regions was limited. Indeed, most of these existing tourist destinations were developed by local authorities in each governorate. The field survey showed that the articulation between tourist authorities and local authorities for crafting reliable tourist plans for the existing tourist destinations still needs to be regarded in a scientific way. This co-operation should produce reliable documented regional and local tourist plans for these existing tourist areas.

Therefore, it was found worthwhile to employ one regional plan and another local plan as case studies to be analysed through the secondary data. Nevertheless, the primary data analysis was more committed to cover a larger number of case studies throughout the assessment of the planning mechanism elements.

Accordingly, the Red Sea was selected as a regional plan and Mersa Alam, located on the Red Sea coast, was chosen as a local plan to be assessed through the secondary data.

4.6.2.1.3 How was the secondary data assessment undertaken?

In terms of secondary data analysis, the researcher used tables in order to assess each sustainability aspect in the tourist planning mechanism. A comparison between what is stated in each planning mechanism stage and what should be done to achieve each sustainability aspect is considered in these tables. (See chapter 5).

4.6.2.2 Primary data collection

The task of primary data collection was executed in two successive stages of field visits.

4.6.2.2.1 The first survey to collect primary data

The first stage took place from late March to late June 1997. The researcher used three methods for compiling its qualitative data as follows:

- *In depth interviews that to be considered the main instrument used for compiling the current research data.
- *Questionnaires distributed to tourist guides. This was replaced with interview sessions,
- *A number of regional and local tourist destinations used as case studies.

4.6.2.2.1.1 An overview of the task of conducting in - depth interviews

This task entailed the following specifications:

- Population to be interviewed,
- Sampling,
- Designing interview questions,
- The process of conducting the interview's sessions

-Population

Respondents were divided into five main groups according to the area of specification of each of them, the jobs they occupy and the role they play in the field of tourism in general and the field of sustainable tourism development in particular. These groups are:

1- The formal tourist authorities.

A- Heads of the Ministry of Tourism (MOT)

B- The head and members of The Tourist Development Authority (TDA).

The respondents of this group were selected according to a list prepared in advance with the names of the persons who occupy the following jobs:

- Vice Minister of tourism (MOT).
- The heads of the different departments at the Ministry of Tourism (MOT)
- Heads of the different departments at The Egyptian Authority of Promoting Tourism
- The head of the TDA.
- Planners and engineers of the TDA.
- The head of the environment conservation department at the TDA.

2- Environmental affairs agency

- The head and vice head of the EEAA were interviewed along with some members of the agency working in the EIA of the tourist projects.

3- Heads of the Egyptian archaeological authority

As the current research looks at the sustainability of the man-made environment, which in the case of Egypt comprises the ancient archaeological sites, it was useful to conduct specific questions to the formal archaeological authority. On the other hand, it was worth to conduct the same questions with the academic staff who teach Egyptology, archaeology and ancient and modern history in the faculties of archaeology and tourism. This task was completed with a sample of tourist guides who work in archaeological sites. Thus, the different views of the respondents and the contradictory answers among the three groups helped to examine the current situation in such sites. This will be shown throughout the primary data analysis on the manmade environment.

4- Private sector

Two methods were followed in selecting the sample from this group:

The researcher intended to include a sample representing the head of the Egyptian Tourist Chamber Union and the head of each chamber. These chambers are:

- The chamber of hotels,
- The chamber of tourist companies & travel agencies,
- The chamber of souvenir shops,
- The chamber of tourist establishment such as restaurants and night - clubs.

In addition, other private sector representatives who run prominent projects in the field of tourism were included in this list.

On the other hand, the researcher used a random sample for the selection of other respondents. However, in some cases the researcher used the snowball method to cover the different categories of private sector tourist projects.

5-Tourist consultants and planners

Although at the beginning of the survey the researcher presumed that the number of tourist consultants in Egypt was not large, the snowball technique showed that the number of tourist consulting offices is growing., which helped in including a satisfactory number of respondents representing this group. Apparently, it was worthwhile to allocate some specific questions to tourist consultants in order to attain their views and opinions about the current situation of tourist development in Egypt. It also helped to explore their role in the different issues of tourist development and planning.

6- Tourist academic staff

Although academic staff does not have an influence on tourist development planning decisions neither at national nor regional or local level, it was found necessary to gather their views and comments as some are members of tourist associations.

7- Archaeological academic staff

As mentioned above the researcher included a sample of academic staff from the faculty of archaeology at Cairo University.

-Sampling

The researcher interviewed 42 respondents from the above groups in addition to 12 tourist guides. Although it was planned to cover the tourist guides' population through questionnaires, the exploratory questionnaires showed the inappropriateness of this research tool for technical reasons as will be explained later. Hence, the total number interviewed was 54 respondents. It should be noted that the respondents from the tourist guide group were only included while measuring the sustainability of the manmade environment (cultural archaeological sites). The following table shows the number of each group interviewees.

Table (4.6): A breakdown of the sample size employed by the research methods

Group	Number of interviewees
1-official tourist authorities	7
2-private sector	12
3-environmental affairs agency	4
4-the archaeological authority	3
5-tourist consultants & planners group	7
6-tourist academic staff	5
7-archaeological academic staff	4
sub-total	42 (Interviewed to assess all elements of sustainability)
8-tourist guides	12 (only to assess the element of sustaining the manmade environment)
Total	54

-Question design

As shown from the design of the interview questions attached to appendix (4.2), the researcher divided questions into two main groups. The first includes general questions to be asked to every interviewee and the other consists of specific groups of questions directed to specific groups of interviewees according to their area of specialisation as explained earlier. In addition, the questions attempted to explore two different types of views: official views and personal views.

To measure each sustainability dimension, the researcher conducted pools of questions which each of them can be regarded as criteria assessing the planning mechanism towards that particular dimension of sustainability. In order to do this the researcher used two different sorts of question techniques:

-Scale questions that attempted to measure the efficiency of the planning mechanism to achieve each sustainability indicator according to the views of each respondent. Respondents were asked to rank that level of success on a scale with grades ranged from "A" to "E". The scale questions were interpreted and presented in statistical graphics as will be shown in some other parts of the thesis.

Open ended questions that provided the researcher with respondents' views and comments along with their justification and explanation of why they selected any of the scale ranks. As the research depends mainly on qualitative data to achieve more realistic evaluation, it was found necessary to include such open-ended questions besides the scale questions. The unstructured open-ended questions helped the researcher to collect more detailed, accurate and sufficient responses that can more reliably compare the views of the different respondents' views. They also helped the author to obtain facts about the current

situation of Egyptian tourism and to discover new issues related to its planning mechanism as they offered the interviewee the opportunity to explain his opinions, expectations and views without restriction.

However, the difficulty that faced the process of designing the interview's questions was: how to employ the questions in order to measure all sustainability dimensions and how to interpret such measures into questions to be asked to the interviewees.

-The process of conducting the interview

If the researcher wants to evaluate the success of this operation and how useful it was for the progress of the present research, the following factors should be considered:

1-It was planned to include a larger number of respondents. However, there were some practical limitations that controlled the sample size such as the allocated period of time to be spent on this survey, the level of interest of each group population in having sessions with the researcher and the population size of each group. For example, the population of the private sector group is bigger than the population of the environmental affairs agency group. Hence, the sample size selected from each group was not equal, as the number of population of each group was different as well. However, the researcher was keen to present the views and responses of each group separately in order to guarantee that the final findings are not influenced by the interests or opinions of one group or another.

2-The length of the interview sessions differed from one session to another. Some of the interviews' sessions lasted for more than two hours. However, others did not exceed thirty minutes. In fact, most of the interviewees were interested in allocating some of their time to meet the interviewer and to answer the questions. Nevertheless, it was difficult sometimes to ask all the questions that the researcher had prepared previously during short periods of time (twenty to thirty minutes). In these cases the researcher preferred to focus on the specific questions related to the area of specialisation of the interviewee with a strong emphasis on the domain of sustainable tourist development.

It is significant here to mention that respondents from the private sector group are the busiest with whom it was difficult to have long interview sessions. Although all respondents from the sample selected were willing to be interviewed, arranging appointments with the key respondents was not easy. In addition, the time allocated to each interview was not long enough as mentioned before. However, the researcher managed to have long sessions with some of them to the extent that they were commenting on and explaining in detail many challenges and issues in the domain of sustainable development even when they offered answers to the close-ended and scale questions.

The heads of the Environmental Affairs Agency were the second group whose respondents did not have plenty of time to talk in details. However, it was useful and interesting to listen to their answers and discover their views on tourist plans from an environmental point of view. On the other hand, it helped the researcher to discover the extent to which they agree or disagree with the formal tourist authority developers.

3-The quality of information obtained from the respondents and their abilities to conceive the questions and to answer precisely varied not only from one group to another, but sometimes from one respondent to another in the same group. It goes without saying that the gap in the level of knowledge, experience, and tourist development backgrounds and quality of information influenced the answers and the views of the respondents and thus the results obtained. This will be shown at the stage of primary data analysis and presentation. The other factor that resulted in this gap is the respondent's interests as each interviewee answered the questions according to his official work view or personal benefits. In the area of sustainability, it should be expected that the environmental affairs agency would have different interests and concerns from the private sector representatives. In addition, the same interests of the environmental affairs agency might differ from the interests of the official tourist authority according to the priorities given in the strategies launched by both of them.

4-The gap in knowledge, information and experience among respondents from the same group was quite obvious when the researcher directed the questions to the respondents of the private sector group. Actually, according to the results of the interviews' sessions, the private sector group should be split into two main sub-groups:

-The first sub-group includes the private sector representatives who were selected on purpose because of their significant share in the tourist business market and their experience and prominent reputation in this field. Indeed, this group is knowledgeable and aware of the challenges to and opportunities for Egyptian tourist development. Furthermore, most of them are keen to sustain the Egyptian tourist industry and to use the scientific planning and marketing techniques that would offer better opportunities to this industry to grow.

-The second sub- group consists of investors who are in the tourist industry for commercial benefits. Unfortunately, the number of the tourist projects they own has increased during the last ten years.

5-Although the academic staff are responsible for educating and preparing tourist personnel, they do not have a vital role in formulating tourist plans, assessing the different impacts of tourist projects and suggesting alternatives for tourist development in each area. On the contrary, tourist consultants have got better opportunity to become closer to the current situation and to be aware of changes in the industry. Thus, the information offered by the tourist consultants' sub-group was more reliable than that provided by tourist university staff. However, the level of involvement of the tourist consultant sub-group in the process of preparing, formulating and implementing plans is still questionable, as it has no authority over the final decisions on tourist development plans.

It can be concluded that the method of conducting face to face interviews was a very good tool adopted by the present research to compile its qualitative data. In fact, it was useful to talk with interviewees about different issues that relate partly or totally to the research problem, which enabled the researcher to analyse the data obtained and to conceive the different views of each group. Indirectly, the interview sessions helped the researcher to discover how far each of these groups fits to the different responsibilities of tourist development in general and sustainable tourist development in particular.

4.6.2.2.1.2 An overview of the task of distributing questionnaires addressed to tourist guides

This task was executed through a random sample of tourist guides who accompany tourist groups to archaeological sites. Although this task was considered a subsidiary tool in the field survey process, views obtained from the tourist guides were important to explore the following:

-The different views and facts concerning the present situation of the archaeological sites as the analysis of these views shows the extent of agreement with other respondents.

-As the tourist guides have daily contact with tourists, it was useful for the researcher to get information about the different categories of tourists visiting archaeological sites, their behaviour in and attitudes toward the place they visit and the problems created by tourist visits.

However, there were some factors that influenced the task of questionnaire distribution and resulted in the decision to change this task from a questionnaire to be filled by respondents themselves to face - to - face interview sessions between the researcher and the respondents. Indeed, the exploratory questionnaires distributed to tourist guides came out with some difficulties that might have affected the accuracy and quality of the data to be obtained. Actually, the researcher was required to hand each questionnaire to the respondent and to go through all the questionnaire pages to explain most of the questions included in the questionnaire. This task was necessary in order to guarantee that the questionnaire would be returned to the researcher. Hence, the respondent was asked to allocate twenty minutes of his time to fill the questionnaire in the presence of the researcher. In addition, most of the tourist guides were unable to understand the questions without explanation of the different terms and themes of the questions.

Surprisingly, the researcher found another gap of knowledge among tourist guides. Some of them were successfully able to grasp the meaning of the questions and the total research objectives (if we exclude some specific terminology related to the area of sustainability such as carrying capacity, interpretative activities and visitor management). This sub-group was knowledgeable to the extent that they answered questions in detail and gave reasons for their choice although most of the questions were designed to be close ended or scale questions. Moreover, they were gratified that their views would be included in an academic research as it was the first time they had been asked to give their views. However, others could not answer the questions properly and even failed to understand the theme of the questionnaire to the extent that they questioned the relationship between resource management and archaeological sites. Although the researcher tried to explain the relationship to them and how management activities are very important to the sustainability of historical sites, they kept asking why the researcher was trying to apply management to these places and why they should be involved in this survey. Thus, the researcher had to discard this party.

It can be concluded that it was a proper decision to change the tool used for conducting the questions directed to the tourist guide sample from questionnaires to be distributed into face to face interview

sessions. However, this change of data collection instrument resulted in more time consumed and more effort exerted during the survey. On the positive side, this change in the instrumented tool helped the researcher to get more accurate and reliable responses and to control the rate of questions' misunderstanding. A full copy of the questionnaire addressed at tourist guides is found in appendix 4.3.

4.6.2.2.1.3 An overview of the task of case study / studies selection and application

One of the aims of this survey was to focus on specific recreational or historical tourist areas to apply the present research to. In addition to the factors mentioned earlier regarding case study selection, the views of the interviewees were used to monitor this selection. However, as tourist development is taking place in different spots in Egypt, it was difficult even for the interviewees to select or even recommend one or two areas. Accordingly, it was found worthwhile to launch a comparison between the different destinations. This comparison was attempted by using scale and multiple choice questions. Moreover, some other open questions attempted to identify destinations that have or have not managed to apply the different components of scientific tourist planning in general and the elements of sustainable development in particular.

If we want to evaluate the process of case study / studies application, we should consider the following factors:

1-Not all of the respondents were totally aware of the tourist development plans in all of the Egyptian regions. Some did not have sufficient information concerning the tourist development plans that have been formulated to take place in the new recreational natural regions such as Mersa Alam and Sahl Hasheesh on the Red Sea coast. Others felt it too early to assess and comment on these plans before the implementation stage. They added that there is a big difference between assessing the plan before and after implementation, as the negative impacts and points of weaknesses usually arise after the implementation stage.

The researcher found that the parties that were able to compare all the recreational tourist development plans from a sustainable point of view are:

- The heads of the MOT,
- The members of the TDA,
- The heads of the EEAA,
- Some of the tourist consultants and the heads of the tourist chambers.

However, the task was more complicated when the researcher was talking about archaeological tourist destinations, as the TDA oversees only the development of tourism in the new natural areas .Its authority and activity in archaeological destination are not remarkable at all.

According to the above discussion, there were two alternatives for case study selection:

1-The first option is to select only two or three areas to focus the current research on.

2-The second option is to carry out a comparative study among more than two areas and assess how far the sustainable development elements are applied in each and what sustainable development could do for the continuity of the tourist development process in each area.

To offer an accurate view of the Egyptian planning mechanism and its ability to embrace the dimensions of sustainable tourism, the second option was adopted by the current research. This case study comparison will be discussed throughout the analysis of the primary data and graphic presentation offered in the next chapters.

4.6.2.2.2 The second survey for primary data collection

As shown in the above section, the researcher conducted the major survey for this research over three months in 1997, from late March to late June 1997. However, one month after finishing the major survey, the decree of establishing an independent Ministry of State for Environmental Affairs was passed in July 1997.

This decree raised some questions. The most important question was how far the establishment of this ministry would affect work in the area of environmental protection and sustainability in Egypt and thus the reliability of the data collected and obtained from the survey.

If the above question was the major one, there were some other questions that needed answers as well, such as:

- 1- What are the benefits of having an independent Ministry for environmental affairs?
- 2- Would the Environmental Affairs Agency (EEAA) still exist and be responsible for the same tasks and activities?
- 3- What are the recent environmental policies that might influence tourist development decisions after the establishment of this independent Ministry of State for Environmental affairs?
- 4- Are there any changes in the strategies or techniques implemented by the environmental authorities that might directly or indirectly affect work in the tourism carrier?
- 5- The articulation between the Tourism authorities and environmental authorities after the establishment of this Ministry.
- 6- Would the changes be fundamental and affect the findings of the data obtained from the major survey?

According to the above analysis, the researcher had only two alternatives and was supposed to select one of them:

The first option is to consider the survey conducted before the establishment of the new independent Ministry of State for Environmental Affairs to be final and therefore findings are valid only to mid 1997.

The second option is to conduct another survey as a completion for the first major one in order to explore things after the establishment of an independent Ministry for Environmental Affairs.

For the sake of grasping the most up to date and accurate data on the one hand, and reaching useful and realistic findings on the other hand, it was found necessary and worthwhile for the researcher to conduct another field survey directed at the environmental authorities.

Once the decision of conducting another stage of field survey as a completion of the major survey had been made, another two major questions were raised:

***When should the researcher conduct the completion of the field survey and for how long?**

***How would the new data obtained from the new survey be presented in the research and integrated with the results of the previous survey?**

With regard to the first question, it was decided to undertake this task at the end of 1997 for one-month. In answer to the second question, two methods were possible according to two assumptions:

***If the new survey shows up fundamental changes that are different from the data obtained by the previous survey, the researcher would handle the new changes separately and present findings in a separate section.**

***If the researcher finds that all the views and information obtained about environmental protection issues in tourism are still the same, the results would be integrated into the findings from the previous major survey. I.e. the new changes that resulted from the establishment of the Ministry of Environment would be added to the same sections that deal with the natural environmental issues and the articulation between the different authorities in this domain.**

The results from the survey conducted in January 1998 showed the following:

1. The establishment of an independent Ministry for Environmental Affairs will have many advantages for environmental protection. However, there had not been a fundamental change in the environmental policies, from the moment when the researcher finished her latest survey in 1998, to deserve a separate analysis and section.
2. All the decisions taken since the time this new ministry was performed till the beginning of 1998 can be considered as continuous stages and complements to the decisions taken before the establishment of this independent Ministry. Accordingly, the results of these changes can be added to the previous findings and integrated into the previous analysis

Accordingly, It was more efficient to integrate the results of the second survey conducted in January 1998 into the different sections of the major survey analysis as a completion to the data collection stage. However, the researcher found it would be worthwhile to state that any changes that might occur in the

Egyptian tourist tactics or the environmental policies after late January 1998 will be out of the present research.

4.6.3 Methods of primary data analysis and presentation

This sub-section will offer an overview of the research methods analysing and presenting primary data.

4.6.3.1 Methods to analyse primary data

As explained before, the researcher determined four main sustainability dimensions (economic dimension, environmental dimension, socio - cultural dimension and the continuity of the development process). Each of these dimensions consists of a group of elements that can be used as measurements or criteria assessing the abilities of the Egyptian planning mechanism towards sustainability. The questions of the interviews were designed to examine and investigate the elements of each dimensions (for example, the element of socio-economic benefits is one criterion to measure the economic dimension, the element of natural environmental conservation techniques is a criterion to measure the environmental dimension). In other words, each question attempted to examine one sustainability sub-element.

For achieving realistic and accurate analyses, the interviewees were divided into separate groups and participants of each group went through a set of questions that attempted to assess one element. The researcher used the following successive steps to analyse the views related to this particular element and interpret the concerned responses into results:

1-Evaluate the responses of each group separately.

-Present and compare the official views of each group respondents.

-Compare respondents' personal views and present how far they are consistent or contradictory.

-Correlate results and variables concerning each element to the main investigated sustainability dimension due to the views of each group.

2-Interrelationship between responses from all groups

-Compare the views of each group with the other groups' views and opinions.

3-Tie together the results on the different elements to achieve overall evaluation concerning each dimension of sustainability. This task is presented in two sections dealing with the assessment of the planning mechanism outputs and implications.

As shown from the above steps, most of the data to be analysed are qualitative (respondents' views) that require very accurate interpretation of the different opinions and suggestions of the interviewees. Hence, computer program schemes seemed to be an inappropriate tool to be implemented for the qualitative data analysis as it cannot suit the main research objective, which is to assess the performance of the Egyptian planning mechanism from a sustainable point of view. In addition, as the main data collection

method used in the current research was in - depth interviews, not a questionnaire, the sample size was not big. Hence, it was easy to analyse the scale questions without the use of statistical computer programs.

4.6.3.2 Methods to present findings

After dealing with the methods that was used in the analysis of the primary data, it is important to determine how the analysis will be presented and displayed.

1- In terms of the qualitative data, views of each group regarding each sustainability dimension will be presented separately. This presentation includes an interpretation of the respondents' views, a comparison of the different views of the group's respondents and the researcher's comments on the findings.

2-For quantitative data, results will be illustrated by using visual displays that offer a comparison of the different groups' views concerning each sustainability indicator.

4.7 Evaluating the research methods

The research method targeted the assessment of the four sustainability dimensions, which broadened the scope of the research. On the other hand, the same method attempted to look at all the elements of the planning mechanism. In retrospect, the research would have been more focused if the researcher had set limitations to the research framework by selecting one of the following alternatives:

*To target only one dimension of sustainability and to focus on measuring the efficiency of the different elements of the planning mechanism in achieving this aspect.

*To look at one of the planning mechanism elements (policies, strategies, plans or techniques and programs) and to assess its adequacy to achieve the sustainability dimensions.

Research objectives have been achieved through:

1-primary data to examine the following dimensions of sustainability:

- economic,
- environmental,
- socio - cultural.

2-secondary data to examine the following dimensions of sustainability:

- economic,
- environmental,
- socio - cultural,
- continuity of the development process.

Questions directed at the interviewees were clear and simple enough to offer clues on each assessed dimension. In addition, the criteria used for measurement were to a great extent general and not strict,

which allowed the researcher to cover various indicators and issues concerning each sustainability dimension examined.

If we want to offer an overview of the efficiency of the employed methods to achieve aims related to the subject area (sustainable tourism development planning), the following should be noted:

The method has justified the role that tourist planning can play in achieving sustainability and has managed to link the dimensions of sustainable tourism development with the levels of a proper planning mechanism. It has also managed to sum up a number of criteria that can be developed or separately investigated by future research.

On the other hand, the methodology has approached a very important field that seemed to be neglected by tourist studies, that is the evaluation and assessment of tourist destinations' planning mechanisms and development plans. As the adopted methodology justified that this evaluation should be the starting point before looking at any further or future developments, the researcher calls for more research into that particular field.

If we want to evaluate the efficiency to achieve aims relevant to Egypt as a case study, the following should be noted:

The method adopted seemed to be ambitious to investigate all the sustainability dimensions in a destination like Egypt. The task was getting more complicated when the researcher faced the fact that for investigating the environmental dimension, the concept of environment should be split into natural and manmade environment. This of course led to more work on data collection, analysis and presentation.

Findings covering the assessment of the different dimensions of sustainability in the Egyptian planning mechanism justify the efficiency of the research methods to achieve the research objectives.

4.8 Conclusion

The method adopted enabled the researcher to approach analysis of the Egyptian planning mechanism and to show the points of strength and weaknesses of its performance towards groups of criteria forming the sustainability dimensions. The employment of both secondary data analysis (documented policies, plans and techniques) and primary data analysis (respondents' views) also offered an overview of the adequacy of the tourist planning mechanism from a sustainable point of view. These analyses implied suggestions for the improvement of the performance of this planning mechanism. The following chapters will present the data analyses and the findings obtained from the surveys.

Chapter 5

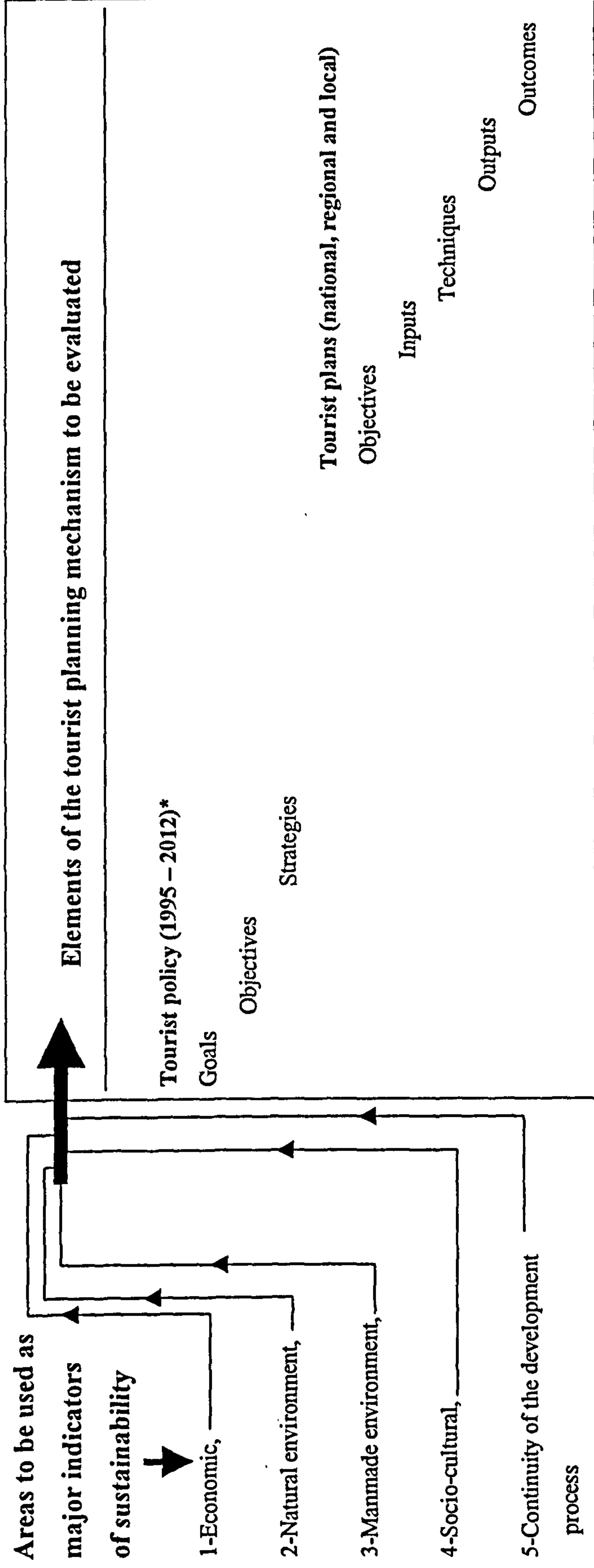
Assessing the elements of sustainability: An analysis of secondary sources relating to the Egyptian tourist planning mechanism

5.1 Introduction

As explained in the methodology chapter, secondary data analysis will be employed as an auxiliary method for evaluating the performance of the tourist planning mechanism towards the different dimensions of sustainability. Thus, this chapter presents an evaluation of the tourist policies (goals, objectives and strategies) launched by the Egyptian tourist authorities. Also, the evaluation looks at a sample of national, regional and local plans and the techniques implemented by each of these plans. Choice of the policies and plans is described in chapter 4 and was based on figure 4.4, to ensure that a representative sample of each level of the planning mechanism is included. Figure 5.1 illustrates the method implemented for evaluating the tourist planning mechanism through secondary data.

The evaluation of each planning mechanism level is presented in tables. Each of these tables draws a comparison between what has been stated in the policy or the plan and what should be stated in order to accomplish the relevant sustainability dimension. For example, If the policy managed to include the relevant sustainability indicator, this criterion will be listed under the “stated in the policy” column in a regular font style. However, if the policy did not encompass that indicator, the criterion will be stated under “*the evaluation from a sustainable point of view*” column in an italic font style. On the opposite line and under the “*stated in the policy*” column, the researcher will mention that the indicator still needs to be included or is ambiguous, and will be also typed in an italic font style. This comparison sheds light on the points of strengths and weaknesses of the tourist planning mechanism, which in turn supports and completes the task of the primary data analysis.

Findings of the evaluation are summarised in tables 5.1 to 5.5. These tables present a comparison between the selected case studies of the tourist policies and plans. The detailed analysis is found in section 5.2 (tourist policy evaluation) and section 5.3 (tourist plans evaluation).



*As Egypt has not witnessed yet the existence of a documented tourist policy, the researcher has used the objectives, goals and the tourist mechanism framework announced by the Ministry of Tourism as a policy to be analysed in the present research. This was explained in the methodology chapter.

Figure (5.1): Methods used to analyse the sustainability dimensions in the tourist planning mechanism through secondary data.

Table (S.1): A comparison between the tourist policy, strategies, national plans, the Red Sea Regional plan, Mersa Alam local plan regarding the sustainability of economic values

Tourist Planning Mechanism	Policy + 1995/2012	Strategies 97/2002 2002/2007 2007/2012	The Third Five - Year Tourist Plan 92/97	The Fourth Five - Year Tourist Plan 97/2002	The Red Sea Regional Tourist Plan 1995	Mersa Alam Local Tourist Plan 1993
Key Elements						
1-National economic issues						
*Regarding the economic benefits of the international incoming tourism.	X	X	X	X	X	X
*Regarding the economic benefits of domestic tourism.	---	---	---	---	---	---
*Regarding the indirect economic benefits.	X	X	X	X	X	?
*Calculating the economic costs of tourism.	---	---	---	---	---	---
2-Socio-economic issues.						
*Quantitative: increase in the number of jobs created.	X	X	X	X	X	X
*Qualitative:						
a-improvements of the social services offered to local people.	X	X	X	X	X	X
b-improvement of the average of income and thus of the standard of living.	X	X	X	X	X	X
*Calculating the tourism economic costs on the local citizens.	---	---	---	---	---	---

+ As Egypt has not witnessed yet the existence of a documented tourist policy, the researcher has used the objectives, goals and the tourist mechanism framework announced by the Ministry of Tourism as a policy to be analysed in the present research.

X = Considered

--- = Nil

X--- = Considered regarding some specific sub-elements.

? = Obscure element in the secondary data.

Table (5.2): A Comparison between the tourist policy, strategies, national plans, the Red Sea the Regional plan, Mersa Alam local plan regarding sustainability of the natural environmental assets

Key Elements	Tourist Planning Mechanism	Policy + 1995/2012	Strategies 97/2002 2002/2007 2007/2012	The Third Five - Year Tourist Plan 92/97	The Fourth Five - Year Tourist Plan 97/2002	The Red Sea Regional Tourist Plan 1995	Mersa Alam Local Tourist Plan 1993
1-Environmental objectives.		X	X	X---	X	X	X
2-Environmental management	conservation	X	X---	---	X---	X---	X---
3-Carrying capacity consideration.		X	X	X---	X---	X---	X---
4-Tourist development impact assessment and auditing.		?	?	X---	X---	X	X---
5-Environmental education programs.		---	---	---	---	---	---
6- Protected areas & National parks.		---	?	---	?	X	X

+ As Egypt has not witnessed yet the existence of a documented tourist policy, the researcher has used the objectives, goals and the tourist mechanism framework announced by the Ministry of Tourism as a policy to be analysed in the present research.

X = Considered

--- = Nil

X--- = Considered regarding some specific sub-elements.

? = Obscure element in the secondary data.

Table (5.3): A Comparison between the tourist policy, strategies, national plans, the Red Sea Regional plan, Mersa Alam local plan regarding sustainability of the archaeological and historical sites (manmade environment)

Tourist Planning Mechanism	Policy + 1995/2012	Strategies 97/2002 2002/2007 2007/2012	The Third Five - Year Tourist Plan 92/97	The Fourth Five - Year Tourist Plan 97/2002	The Red Sea Regional Tourist Plan 1995	Mersa Alam Local Tourist Plan 1993
Key elements						
1-Archaeological site conservation objectives.	---	X---	---	X---	?	?
2-Archaeological site conservation management	---	---	?	?	?	?
3-Carrying capacity consideration.	---	---	---	---	---	---
4-Visitor impact assessment and evaluation.	---	---	?	?	?	?
5-Education and interpretative programs about cultural & heritage environment conservation.	---	---	---	---	---	---
6- Zoning : *programs for sites under pressures. *Protected areas.	---	---	?	?	?	?

+ As Egypt has not witnessed yet the existence of a documented tourist policy, the researcher has used the objectives, goals and the tourist mechanism framework announced by the Ministry of Tourism as a policy to be analysed in the present research.

X = Considered

--- = Nil

X--- = Considered regarding some specific sub-elements.

? = Obscure element in the secondary data..

Table (5.4): A Comparison between the tourist policy, strategies, national plans, the Red Sea Regional plan, Mersa Alam local plan regarding sustainability of the socio-cultural values

Tourist Planning Mechanism	Policy + 1995/2012	Strategies 97/2002 2002/2007 2007/2012	The Third Five - Year Tourist Plan 92/97	The Fourth Five - Year Tourist Plan 97/2002	The Red Sea Regional Tourist Plan 1995	Mersa Alam Local Tourist Plan 1993
Key Elements						
1-Socio-cultural value preservation objectives.	X---	X---	X---	X---	X---	X---
2-Management activities for the mitigation of the tourism negative impacts on the public communities.	?	?	?	?	?	?
3-Carrying capacity consideration.	--	--	--	--	--	--
4-Assessment						
*Assessing and measuring the tourist impacts on the socio-cultural values.	--	--	--	--	--	--
*Assessing the perception of the indigenous people about tourism.	X	X	X	X	?	--
5-Education programs regarding cultural & heritage environment preservation.	X---	X---	X---	X---	X---	X---
6- Public community involvement in tourist development decisions.	?	?	?	?	?	?

+ As Egypt has not witnessed yet the existence of a documented tourist policy, the researcher has used the objectives, goals and the tourist mechanism framework announced by the Ministry of Tourism as a policy to be analysed in the present research.

X = Considered

-- = Nil

X--- = Considered regarding some specific sub-elements.

? = obscure element.

Table (5.5): A Comparison between the tourist policy, strategies, national plans, the Red Sea Regional plan, Mersa Alam local plan regarding continuity of the development process

Tourist Planning Mechanism	Policy + 1995/2012	Strategies 97/2002 2002/2007 2007/2012	The Third Five - Year Tourist Plan 92/97	The Fourth Five - Year Tourist Plan 97/2002	The Red Sea Regional Tourist Plan 1995	Mersa Alam Local Tourist Plan 1993
Key elements						
1-Objectives regarding the continuity of the development process.	X	X	X---	X---	X	X
2-Assessment of the achievements and pitfalls of the past stages.	?	?	X---	X---	?	?
3-Feeding each stage with the results of the previous stages along with the internal and external changes.	X	X	X---	X---	?	?
4-Systematic updating of the planning schemes and development techniques along the subsequent stages of the development process.	X	X	X---	X---	X	X
5-Adopting flexible techniques in each development stage that can avoid the unpredicted incidents such as crises and force majeure, which will avoid the disruption of the process.	---	---	---	X	?	?
6- Monitoring: *Avoiding deviation in the implementation of the development progress.	X---	X---	X---	X---	X	X
7-Different development stages linkage.	X---	X---	---	X---	X	X

+ As Egypt has not witnessed yet the existence of a documented tourist policy, the researcher has used the objectives, goals and the tourist mechanism framework announced by the Ministry of Tourism as a policy to be analysed in the present research.

X = Considered

--- = Nil

X--- = Considered regarding some specific sub-elements.

? = Obscure element in the secondary data.

To summarise the above analysis of the efficiency of the tourist planning mechanism from a sustainable point of view, the following should be highlighted:

In terms of sustaining the economic values of tourism, the different levels of the Egyptian tourist planning mechanism have managed to achieve yields in maximising the economic benefits of international incoming tourism and offering better socio-economic benefits. However, the planning mechanism has not been able to offer accurate calculations of the economic costs of tourism and to plan properly for the maximisation of the economic benefits of domestic tourism. The abilities of the different levels of the planning mechanism to plan for the amelioration of the indirect economic benefits vary. For example, although the national tourist policies and strategies until 2012 along with the Red Sea regional plan have managed to include maximising the indirect economic benefits of tourism, the national plans have not shown the same intention. In addition, it is lacking in the Mersa Alam local plan, created in 1993.

In terms of sustaining natural environmental assets, apart from the Third Five - Year National Tourist Plan, which ended in 1997, all the case studies show that the Egyptian tourist planning mechanism clearly targets environmental conservation. However, the strategies, plans' inputs and techniques implemented are not adequate to achieve environmental conservation goals. It is clear that the regional plan of the Red Sea followed by the local plan of Mersa Alam is the most successful document to include more efficient techniques and plan' inputs for environmental conservation. In addition, the former national tourist plan (Third Five –Year Tourist Plan) seems to be the weakest case study investigated. This shows that the tourist planning mechanism is moving towards more efficient environmental conservation techniques. However, the technique of offering interpretative activities to tourists to mitigate impacts on the environment and raise awareness as to how to enjoy resources with fewer impacts, is not clearly stated in the case studies, representing the different level of the planning mechanism. The analysis also shows that the technique of determining maximum carrying capacities for the natural environmental sites still needs the adoption of more sophisticated instruments.

In terms of sustaining the manmade environment, the analysis shows a very weak performance in the tourist planning mechanism. As the manmade environmental conservation goals and objectives are obscure and not adequate in the contexts of the investigated case studies, the strategies and techniques are also inefficient. One of the reasons for this weak performance is the fact that the archaeological and historical sites in Egypt are under the supervision of another specialised authority, the Supreme Council of Antiquities. As secondary data cannot offer clues to the relationship between this council and the tourist authority and how they co-operate for the mitigation of the impacts of tourism on the historical resources, primary data should be able to offer more explanations and reliable results.

In terms of sustaining the socio-cultural values of the communities and preserving their traditions, the case studies show that the Egyptian planning mechanism have approached some specific sides while ignored others. For example, the different levels of the planning mechanism have started to consider

techniques to raise the awareness of tourism and assess perceptions of tourist activities, especially in the new areas. However, techniques of social carrying capacity considerations and assessment of tourist impacts on traditions and cultures are neglected. Other elements are obscure such as public community involvement in the tourist development decisions. It can be concluded that as the socio-economic objectives are the predominant ones, the case studies see the social dimension from an economic point of view rather than a cultural point of view.

In terms of sustaining the tourist development process, the analysis shows that the rigidity of the planning mechanism in the face of unpredictable incidents is a weakness of its different levels, except for the Fourth Five - Year National Plan that has started to consider this factor. It also shows that a more adequate link between the national planning level and regional and local planning levels needs to be reinforced and the liaison between developers and planners along with the responsible authorities at each level needs to be co-ordinated. The ability of the planning mechanism to assess the achievements and pitfalls of the previous policies, strategies, plans and techniques and to feed the present and the future stages with the results of such assessments is inadequate. It can be concluded that the tourist planning mechanism needs to adopt more efficient tools for linking the different stages of the development processes and for avoiding gaps between the present and future objectives and strategies. This cannot be achieved without considering the development process as a chain of linked and harmonised steps.

The following sections present the detailed analysis of the case studies.

5.2 Tourist policies (1995-2012)

This section handles the evaluation of the policy goals, objectives and strategies from a sustainable point of view.

5.2.1 Evaluating the economic dimension.

A) Goals: Statement of the economic role of tourism

Stated in the policy	The goal from a sustainable point of view
-Developing tourism as a bridge for the economic development.	-Developing tourism as one of the tools for economic improvements.

B) Objectives

Stated in the policy	The objective from a sustainable point of view
1-Increasing the national tourist revenues, income and foreign exchange.	1-The same.
2-Maximising the socio-economic benefits of tourism.	2-The same.
3-Developing tourism as a tool for economic development in the new regions.	3-The same.
4-Relying on national products and services to be consumed by tourists and minimising the ratio of imported products.	4-The same
<i>5-Need to be included</i>	<i>5-Integrating tourism into the national economic development in a way that goes in co-ordination and in parallel with the development of the other economic activities.</i>
<i>6-Need to be included.</i>	<i>6-Avoiding the negative economic impacts of tourism and controlling their influence on the national and regional economies</i>

C) Strategies

Stated in the policy	The strategies from a sustainable point of view
1-Enhancing the economic benefits of international tourism.	1-The same.
<i>2-Need to be included.</i>	<i>2-Enhancing the economic benefits of domestic tourism.</i>
3-Attracting private sector investments	3-The same.
4-transforming savings into investments that help in vitalising the national economy.	4-The same
<i>5-Need to be included.</i>	<i>5-Controlling and minimising the economic costs of tourism with the amelioration of the indirect economic benefits.</i>
<i>6-Need to be included.</i>	<i>6-launching proper research that leads to the selection of specific market segments (quality tourism).</i>
7-Offering more employment opportunities to	7-The same.

youth.	
8-Helping in raising the average of income of the citizens.	8-The same.
9-Improving the infrastructure services and offering better social services to citizens.	9-The same.
10-Tourism as a tool in creating some other economic activities and thus extending its economic benefits to the indirect labour.	10- The same.
11-Need to be included.	11-Survey employment for determining the economically depressed areas and which can be developed as tourist destinations.
<i>12-Obscure and unspecific strategy.</i>	<i>12-Developing tourism as a catalyst for the development of some other economic activities.</i>
<i>13-Need to be included.</i>	<i>13-Encouraging local investments from regional and local areas by offering privileges to the local projects, especially the small projects.</i>
<i>14-Obscure strategy.</i>	<i>14-Balancing the benefits between outsiders and local people.</i>
<i>15-The strategy is obscure.</i>	<i>15-Guaranteeing long run economic benefits of the investment projects that will use the natural and ecological resources as main attractions.</i>
<i>16-Obscure strategy.</i>	<i>16-Ascertaining long run economic benefits to the local community from tourist projects conducted by outsiders.</i>
<i>17-Need to be included.</i>	<i>17-Continuous research as a tool for measuring the different economic benefits and costs on the regional areas and the local people.</i>
<i>18-Need to be included.</i>	<i>18-Estimating the value of the different tourist attractions in a financial and economic way, and deciding how tourism can be developed and which forms of tourism should be promoted in a way covering all the tourist costs and suits the real value of the attractions.</i>

5.2.2 Evaluating the natural environment.

A) Goals: Statement of environmental conservation

Stated in the policy	The goal from a sustainable point of view
-Positioning tourism as one of the main tools of the environment conservation national policy.	-The same.

B) Objectives

Stated in the policy	The objective from a sustainable point of view
1-Protecting the natural environment from degradation that might result from tourist development.	1-The same.
2-Controlling the different sorts of pollution	2-The same.

<p>resulted from tourist development.</p> <p>3-Achieving preservation to the natural environment in the new and local areas approached as tourist destinations.</p> <p>4-<i>Obscure and unspecific objective.</i></p>	<p>3-The same.</p> <p>4-Achieving preservation of the natural environment in the existing tourist destination.</p>
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C) Strategies

Stated in the policy	The strategies from a sustainable point of view
<p>1-Has not been regarded yet.</p> <p>2-Survey as a tool in preparing an inventory of all the national natural attractions with scientific categorisation.</p> <p>3-Need to be included.</p> <p>4-Need to be included.</p> <p>5-Adopting proper physical planning and providing adequate and compatible infrastructure and environment in the new regions under tourist development.</p> <p>6-<i>Obscure strategy.</i></p> <p>7-<i>Obscure factor due to the overlap with the environmental authority tasks.</i></p> <p>8-Need to be included.</p> <p>9-Need to be considered.</p> <p>10-<i>Obscure factor.</i></p> <p>11-Need to be included.</p> <p>12-Need to be included.</p> <p>13-Need to be included.</p>	<p>1-Adopting a natural environmental conservation policy to be integrated into the tourist policy, which should include all the issues related to the main objective of sustaining the natural environmental resources.</p> <p>2-The same.</p> <p>3-Promoting natural environment conservation to all the tourist areas.</p> <p>4-Crafting an environmental conservation policy for each regional and local area.</p> <p>5-The same.</p> <p>6-Developing tourism forms and tourist activities that cope with the natural environment.</p> <p>7-Adopting appropriate techniques for continuous measurements of the tourist development impacts on the natural environment.</p> <p>8-Employing the different techniques of visitor management and resource protection.</p> <p>9-Adopting gradual tourist development according to coherent stages.</p> <p>10-Co-operation and co-ordination with the other authorities that are concerned with environmental conservation issue.</p> <p>11-Maintain moderate rate of tourist growth in the existing tourist regions.</p> <p>12-Adopting the ecological carrying capacity technique as a threshold for controlling the tourist development impacts on the environment.</p> <p>13-Discovering the environmental problems that have resulted from tourism in the existing tourist areas and suggesting specific programs and techniques for overcoming these problems.</p>

<i>14-Need to be included.</i>	<i>14-Creating co-operative work between all the different stakeholders of tourist development for the sake of protecting the environment from degradation.</i>
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5.2.3 Evaluating the manmade environment

A) Goals: Statement of archaeological site conservation

Stated in the policy	The goal from a sustainable point of view
<i>-Obscure goal in the policy due to the overlap with the archaeological authority tasks.</i>	<i>- Developing tourism as a tool in raising the value and uniqueness of the monuments and preserving them from degradation.</i>

B) Objectives

Stated in the policy	The objective from a sustainable point of view
<i>1-Obscure and unspecific objective.</i>	<i>1-Protecting the archaeological cultural assets from degradation that might result from tourist development.</i>
<i>2-Need to be included.</i>	<i>2-Controlling and managing the impacts of tourist activities on the archaeological sites.</i>
<i>3-Need to be included.</i>	<i>3-Regarding and promoting new archaeological sites to be visited for the mitigation of the visitor pressures on the current sites.</i>

C) Strategies

Stated in the policy	The strategies from a sustainable point of view
<i>1-Has not been regarded yet.</i>	<i>1-Adopting a Manmade environment conservation policy to be integrated into the tourist policy, which includes all the issues related to the main objectives of sustaining the archaeological and historical resources.</i>
<i>2-Need to be included</i>	<i>2-Working with the archaeological authorities for crafting appropriate plans and strategies for each archaeological site used by tourism.</i>
<i>3-Modifying the tourist facilities, amenities and services offered in the archaeological regions such as infrastructure facilities, paved roads.....etc.</i>	<i>3-The same.</i>
<i>4-Need to be included.</i>	<i>4-Carrying capacity consideration in the different plans regarding the archaeological site preservation</i>
<i>5-Need to be included.</i>	<i>5-Co-operation with the different stakeholders of tourist development along with local authorities in the implementation of archaeological site conservation plans.</i>
<i>6-Need to be included.</i>	<i>6-Promoting conservation and preservation techniques to tourists.</i>
<i>7-Need to be included.</i>	<i>7-Marketing information technology as a scheme to</i>

	<i>be employed for the mitigation of the tourist pressures on the site.</i>
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5.2.4 Evaluating the socio-cultural dimension

A) Goals: Statement of socio-cultural value preservation.

Stated in the policy	The goal from a sustainable point of view
-Obscure goal in the policy due to the overlap with the socio-economic benefits.	- Tourism as a tool in reviving the culture, preserving the traditions and offering social services.

B) Objectives.

Stated in the policy	The objective from a sustainable point of view
1-Need to be included.	1-Mitigating and controlling the negative socio-cultural impacts of tourism on the local communities.
2- Need to be included.	2-Maximising the opportunities of cross cultural exchange.
3-Improving the standard of living of the citizens and offering fairer share in social welfare opportunities.	3-The same.
4-Informing the local communities with the real attributes of tourism and raising the level of their awareness about tourism.	4-The same.

C) Strategies

Stated in the policy	The strategies from a sustainable point of view
1-Has not been regarded yet.	1-Adopting a socio-cultural conservation policy to be integrated into the tourist policy, which includes all the different issues related to the main objectives of sustaining the socio-cultural values.
2-Need to be included	2-Survey employment discovering the perception of the different communities about tourism and their level of acceptance to tourist activities from one side and assessing the sensitivity of each of these communities to tourism from the other side.
3-Need to be included.	3-Discovering the current negative socio-cultural impacts on the existing tourist destinations and predicting the socio-cultural conflicts that might result in the recently developed or under tourist development regions.
4-Obscure and unspecific strategy.	4-Adopting gradual tourist development in the new tourist regions.
5-Obscure strategy.	5-Considering the socio-cultural attribute while deciding the patterns of tourist development and tourist activities to be promoted
6-Obscure and unspecific strategy.	6-Employing the local culture as a tourist attraction that impresses tourists and benefits the community.
7- Obscure and unspecific strategy.	7-Working for a positive interaction between tourists and citizens.

8-Improving social services offered to the public communities through tourism development.	8-The same.
9- <i>obscure and unspecific strategy.</i>	9- <i>Balancing the socio - economic benefits between citizens and outsiders.</i>
10-Working with the other authorities for raising the awareness of the communities about tourism.	10-The same.

5.2.5 Evaluating the continuity of the development process

A) Goals: Statements of development process continuity.

Stated in the policy	The goal from a sustainable point of view
1-Reinforcing all the factors that lead to the continuity of the tourist development process.	1-The same.
2- <i>Need to be included.</i>	2- <i>Avoiding the deterioration of any valuable or irreplaceable resource at any development stage.</i>

B) Objectives.

Stated in the policy	The objective from a sustainable point of view
1- <i>Need to be included.</i>	1- <i>Guaranteeing the sustainability of tourism benefits along the different stages of tourist development through the mitigation of all the pressures, constraints and negative impacts that might lead to the deterioration of this development.</i>
2-A complete analysis of the external and internal changes and the influence of such change on the continuity of the development process.	2-The same.
3- <i>Unspecific objective.</i>	3- <i>Balancing the different economic benefits of tourism with the sustainability of the different resources, which will guarantee the continuity of those economic benefits through coherent development processes.</i>

C) Strategies

Stated in the policy	The strategies from a sustainable point of view
1-Analysing the past development stage and identifying its achievements and pitfalls.	1-The same.
2-Identifying the obstacles that faced the past stage objectives.	2-The same.
3- <i>Obscure strategy.</i>	3- <i>Identifying the reasons of failure of any past stage strategy.</i>
4-Determining resources needed as inputs for the present and future stage developments.	4-The same.
5- <i>Need to be included.</i>	5- <i>Avoiding gaps between past stage objectives and strategies and present stage objectives and strategies.</i>

<p><i>6-Obscure and unspecific strategy.</i></p> <p><i>7-Need to be included.</i></p> <p><i>8-Need to be included.</i></p> <p><i>9-Need to be included.</i></p> <p><i>10-Need to be included.</i></p>	<p><i>6-Crafting balanced tourist development that can be integrated into the national and regional development and that can work in harmony with the other sector and activity development.</i></p> <p><i>7-Crafting a proper monitoring system that can maximise the ratio of success in achieving the predetermined objectives of the present stage.</i></p> <p><i>8-Crafting flexible programs and offering alternative techniques that can encompass and mitigate the unexpected deviation or change.</i></p> <p><i>9-feeding the present and future development stages with the outcomes of the past stages along with the different changes of any aspect at the destination.</i></p> <p><i>10-Managing the current use of the tourist attractions by taking into consideration the future exploitation of the resource.</i></p>
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5.3 Tourist plans

According to the discussion presented previously in the methodology chapter, the evaluation looks at the following samples:

1-On the national level:

- The Third Five –Year Tourist Plan 92-97.
- The Fourth Five –Year Tourist Plan 97-2002.

2-On the regional level

- The Red Sea Tourist Plan

3-On the local level

- Mersa Alam Tourist Plan

The evaluation of each of the above plans will offer an assessment of the plan objectives, inputs, techniques, outputs and outcomes.

5.3.1. National tourist plans

5.3.1.1 The Third Five - Year Tourist Plan 1992-1997

5.3.1.1.1. Evaluating the economic dimension

A) Plan objectives.

Stated in the plan	The objective from a sustainable point of view
<p>1-Reinforcing the role of tourism in solving the economic and social problems through:</p> <p>a- Mitigating the deficit in the balance of payment.</p> <p>b- Increasing tourist revenues.</p> <p>c- Overcoming the problem of unemployment.</p> <p>d- Enhancing the average income of the Egyptian citizens.</p>	<p>1-The same.</p> <p>a- The same.</p> <p>b- The same.</p> <p>c- The same.</p> <p>d- The same.</p>
<p>2-Relying on the national products and services to be consumed by tourists and minimising the imported products.</p>	<p>2-The same.</p>
<p>3-Increasing the number of tourists through:</p> <p>a-Tapping new tourist markets.</p> <p>b-Attracting new market segments.</p>	<p>3-Selecting specific tourist segments through adequate market research that are able to:</p> <p>a-determine the distinctive market segments</p> <p>b-focus on the quality tourism that can achieve the same revenues of mass tourism.</p>
<p>4-Lengthening the average of tourist stay by increasing the average of tourist nights through:</p> <p>a-Improving the standard of the existing tourist regions.</p> <p>b-Creating new tourist attractions and tourist destinations.</p>	<p>4-Lengthening the average of tourist nights as one of the tools in attaining higher tourist revenues, which can be accomplished through:</p> <p>a-The same.</p> <p>b-Creating new tourist attractions with a focus on the development of new Manmade tourist attraction features that induce tourist spending and mitigate the pressures on the natural and heritage tourist</p>

<p><i>c-Providing adequate infrastructure projects and tourist facilities and services.</i> <i>d-Offering competitive prices.</i></p> <p>5-Increasing tourist expenditure by raising the daily average of tourist spending through: a-Offering varied activities and services. b-Improving the local product standards especially tourist souvenirs and handicrafts.</p> <p>6-Creating skilled and semiskilled job opportunities to the youth.</p> <p>7-Increasing lodging capacity in order to cope with the prospective number of tourists and tourist nights.</p>	<p><i>attractions.</i> <i>c-The same.</i></p> <p><i>d-Offering competitive prices with a complete consideration of the different tourism costs that should be deducted from the gross revenues.</i></p> <p>5-The same.</p> <p>a-The same. b-The same.</p> <p>6-The same.</p> <p>7-Gradual tourist development in lodging capacity according to coherent stages with an emphasis on the harmony of such accommodation facilities with the total environment.</p>
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B) Plan inputs

Stated in the plan	The input from a sustainable point of view
<p>1-obscure element in the plan inputs.</p> <p>2-Insufficient financial assets.</p> <p>3-Obscure element in the plan inputs.</p> <p>4-Need to be included.</p> <p>5-Obscure element in the plan inputs.</p> <p>6-Need to be included.</p> <p>7- Adoption of adequate statistical system.</p>	<p>1-Survey: Identification of the plan limitations and constrains that might affect the efficiency of the implemented techniques and programs.</p> <p>2-Financial assets.</p> <p>3-Expertise and information technology.</p> <p>4-Scientific research employment.</p> <p>5-Skillful personnel such as economists, developers, economic outcome analysts, plan evaluators and implementers.</p> <p>6-Articulation & co-operation with the other formal and informal authorities.</p> <p>7-The same.</p>

C) Techniques

Stated in the plan	The technique from a sustainable point of view
<p>1-Techniques for achieving the sustainability of the following: National economic benefits A-Techniques adopted for creating flows of income to the destination.</p> <ul style="list-style-type: none"> • Reinforcing incoming tourism in order to increase the country's foreign exchange. • Although this technique was mentioned in the plan, the instruments used for diversifying the expenditure seem to be insufficient. 	<p>1-The same.</p> <p>National economic benefits A-The same.</p> <ul style="list-style-type: none"> • The same. • Creating and diversifying tourist expenditure.

<p>B-Investment policies: Encouraging tourist projects and offering incentives to investors.</p> <p>Socio-economic benefits A-Quantitative: generating job opportunities. B- Qualitative:</p> <ul style="list-style-type: none"> • The distribution of the jobs created among the different regions. • <i>Need to be regarded.</i> • Social services to be offered to the indigenous citizens. <p>2-Research employment technique <i>A-Unspecific and inaccurate instruments.</i></p> <p><i>*Estimating the economic benefits of tourism such as tourist expenditure, added value and multiplier effect impacts.</i></p> <p><i>*Need to be included.</i></p> <p><i>B-Need to be included.</i></p> <p><i>3-Cannot be assessed through the secondary data.</i></p>	<p>B-The same.</p> <p>Socio-economic benefits A-The same.</p> <p>B-The same. <i>*The same.</i></p> <p><i>*Forms of jobs created and its impacts on the other economic activities.</i> <i>*The same.</i></p> <p>2-The same. <i>A-Measuring the economic benefits of tourism and its costs.</i></p> <p><i>*The same.</i></p> <p><i>*Estimating the economic costs of tourism such as leakage, inflation, incidental costs (life quality costs and fiscal costs) and social costs.</i></p> <p><i>B-Determining the economic carrying capacity of each destination.</i></p> <p><i>3-Evaluating the significance of maximising the economic benefits of tourism in the past, present and future stages.</i></p>
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D) Plan outputs (the economic achievements and pitfalls of the plan)

<p>Assessment included in the succeeding tourist plans</p>	<p>The assessment from a sustainable point of view</p>
<p>1-Achievements : A-On the national economy level <i>*Increase in the number of tourists.</i></p> <p><i>*Increase in the tourist nights.</i></p> <p><i>*Increase in the tourist revenues.</i> <i>*Annual gross rate estimated at 10%.</i> <i>*An increase in the different types of tourist investment projects</i></p> <p>B-On the regional economy level <i>*Vitalisation of many regions' economy due to tourist expenditures circulated in the regional and local economies.</i> <i>*Improvements of the built environment especially infrastructure facilities in these regions.</i></p>	<p>1-Achievements : A-On the national economy level <i>*Gradual increase in the number of tourists from specific market segments with an amelioration to the revenues attained from these segments.</i> <i>*Increase in the tourist nights that benefit the amelioration of the tourist expenditures, the distribution of the revenues on more than one destination and the economic revitalisation of rural areas.</i> <i>*The same.</i> <i>*The same.</i> <i>*The same.</i></p> <p>B-On the regional economy level <i>*The same.</i></p> <p><i>*The same.</i></p>

<p>* Attracting tourist investments to the new rural and less developed regions.</p> <p>C-On the Socio-economic level *Increase in the number of direct and indirect jobs created by tourism. *Raising the income average of citizens in the rural areas. *positive impacts on the Egyptian labour market in general</p> <p>2-Pitfalls A-On the national economy level *Absence of crisis management concept along with alternative techniques to be used during periods of crises have extensively affected the economic benefits of tourism during the application of the third five - year plan.</p> <p>*Employing the pricing policy as a main tool for attracting tourists to visit Egypt during the periods of the crises. This has resulted in a massive decrease in the national tourist revenues and sacrifice in the quality of tourists</p> <p><i>*The technique is not efficient.</i></p> <p><i>*Has not been regarded and assessed.</i> <i>*Need to be included.</i></p> <p>B-On the regional economy level *Ambiguous achievement.</p> <p><i>*Need to be included.</i></p> <p><i>*The efficiency of the plan in achieving this factor cannot be assessed through the secondary data.</i></p> <p>C}On the socio-economic level *This factor cannot be assessed through secondary data as the achievement is ambiguous.</p>	<p>*The same.</p> <p>C-On the Socio-economic level *The same.</p> <p>*The same.</p> <p>*The same.</p> <p>A-On the national economy level *Although it is difficult to predict and control the impacts of any environmental hazards, terrorism, economic instability and political troubles, the concept of crises management that adopts many techniques for the mitigation of the incident on the economic positive impacts should be considered.</p> <p>*Employing a mix of different promotional and marketing schemes during the crises periods, which the decrease in the tourist product price is only one of its tool. This should be conducted and implemented through a collaborative work between the official tourist authorities and the business tourist sector.</p> <p>*Mitigating and compensating the loss of the economic benefits of international incoming tourism by a great focus on domestic tourism.</p> <p>*Mitigating the economic costs of tourism. *Regarding the economic benefits of domestic tourism.</p> <p>B-On the regional economy level *A complete analysis of the economic benefits and costs of tourism on each tourist region. *Analysis of the economic impacts of each gradual tourist development stage on the new regions during the five years of the plan application. *Encouraging local investments coming from the regional and local areas at least on the small project and enterprise levels.</p> <p>C}On the socio-economic level *Balancing the economic benefits between local citizens and outsiders.</p>
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E) Plan outcome

<p>Impacts of the plan outputs on sustainability of the economic values</p>	<p>The assessment from a sustainable point of view</p>
<p>1-Regardless the profound negative impacts of the terrorists' activities on the tourist revenues, The Third Five- Year Tourist Plan had been able to sustain the economic benefits of tourism. The efficiency of the plan in sustaining the economic benefits can be proved from the revenues attained by the end of 1992 and 1995.</p>	<p>1-The strategies adopted during the periods of crises need to be assessed and their achievements and pitfalls on the domain of sustainability need to be evaluated.</p>
<p>2-The growth rate, which is estimated by 10%,</p>	<p>2-The same.</p>

<p>along with the development of the infrastructure, superstructure and human resources support the future sustainability of the economic benefits of tourism.</p> <p>3-The plan also succeeded in sustaining the socio-economic benefits directed at the Egyptian citizens. This can be attained from the increase in the number of personnel working in tourism industry during the application of this plan.</p>	<p>3-The same.</p>
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5.3.1.1.2 Evaluating the natural environment

A) Plan objectives.

Stated in the plan	The objective from a sustainable point of view
1-Approaching the environmental conservation issue by preparing a complete program for protecting the environment from pollution.	1-The same.
2-Adopting proper physical planning as a tool in environmental conservation.	2-The same.
3-A complete preservation of the natural assets in the protected areas	3-The same.
<i>4-Need to be regarded.</i>	<i>4-Including more specific and more determined objectives regarding the environmental conservation issues.</i>
<i>5-Need to be regarded.</i>	<i>5-Relating each of those objectives to a specific timetable and conducting coherent programs for achieving each of them within a specific period of time.</i>

B) Plan inputs

Stated in the plan	The input from a sustainable point of view
1-Survey. *An inventory of the natural environmental assets in the different tourist regions. *Need to be regarded.	1-Survey. *The same. *Feeding the plan with the latest assessment of the current problems and pressures resulted from tourist activities on the natural sites.
<i>2-Obscure factor in the secondary data.</i>	<i>2-Financial assets.</i>
<i>3-Obscure factor in the secondary data.</i>	<i>3-Expertise and information technology.</i>
<i>4-Obscure factor due to the overlap of tasks with the environmental authorities.</i>	<i>4-Scientific research employment.</i>
<i>5-This factor is existing on the regional level that regards the development of new areas, while is absent in the existing tourist destinations and on the national level.</i>	<i>5-Skillful personnel such as environmentalists, developers, plan outcome analysts, plan evaluators and implementers.</i>
<i>6-Obscure factor in the secondary data.</i>	<i>6-Articulation & co-operation with the other formal and informal authorities on the different levels (national, regional and local).</i>

<p>7-Existing in the new regions under development while absent in the existing areas and on the national level.</p>	<p>7-Adoption of adequate analysis and evaluation system to the natural sites and classifying and categorising such sites according to specific criteria.</p>
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C) Techniques

<p>Stated in the plan</p>	<p>The technique from a sustainable point of view</p>
<p>A-Included in the development of the new coastal areas while absent in the existing tourist destinations. *Regarded in the development of the new areas. *EIA models for the new tourist projects *Supervising the tourist projects on the constructional stages. *Monitoring the operational stages of the tourist projects. *Obscure technique.</p> <p>B-Obscure technique in the Third Five - Year tourist plan. *Obscure technique. -Cannot be assessed through secondary data. -Need to be included. -Need to be regarded. *Need to be regarded.</p> <p>C-Need to be regarded. *Need to be included. *Obscure technique due to the overlap with the environmental authority tasks.</p> <p>D-Regarded in the new regions under development. *Although the plan mentioned the technique of mitigating the tourist impacts on these areas and offering more services, the secondary data have not offered clues regarding the co-operation with the environmental authority plans in implementing all of these techniques. *Need to be regarded.</p>	<p>A- Measuring and mitigating the Tourism Development Impact. *Measuring tourism impacts on the natural environment. *The same. *The same. *The same. *Environmental auditing system.</p> <p>B-Environmental Conservation Management *Environmental conservation programs. -Resource management conception and activities. -Visitor management programs. -Waste disposal and recycling projects in the tourist areas. *Environmental carrying capacities.</p> <p>C- Environmental Education Programs. *Tourist education and interpretative programs for protecting the environment from degradation. *Public community awareness about the objectives of environmental conservation.</p> <p>D-Zoning *Protected areas and national parks in the plans. *Programs for sites and areas under pressures due to environmental abuse.</p>

D) Plan outputs (the natural environment conservation achievements and pitfalls of the plan)

<p>Assessment included in the succeeding tourist plans</p>	<p>The assessment from a sustainable point of view</p>
<p>Achievements : 1-Proper physical development in the new regions under development. 2-Approaching the development of the new coastal areas with the environmental conservation instruments.</p>	<p>Achievements : 1- The same. 2-The same.</p>

<p>3-Commitment of the tourist projects in the new coastal areas to the environmental conservation attributes.</p> <p>Pitfalls</p> <p>On the national level <i>1-This achievement cannot be assessed through secondary data.</i></p> <p><i>2-The articulation between the environmental authorities and the tourist authorities in the domain of sustaining the natural assets used by tourist activities was not systemised.</i></p> <p>On the existing tourist destinations <i>1-The achievement is ambiguous.</i></p> <p><i>2-Has not achieved.</i></p> <p><i>3-The achievement is ambiguous.</i></p>	<p>3-The same.</p> <p>On the national level <i>1-The implementation of an environmental conservation program regarding all the natural assets, which includes the techniques mentioned above.</i> <i>2-A co-ordinated and co-operative work and proper distribution of the tasks between the environmental authorities and tourist authorities.</i></p> <p>On the existing tourist destinations <i>1-The implementation of an environmental conservation program to each tourist existing region.</i> <i>2-Action plan to take place in the sensitive sites or the areas that started to suffer from the deterioration in their assets due to tourist activities.</i> <i>3-Natural environmental carrying capacity consideration.</i></p>
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E) Plan outcome

<p>Impacts of the plan outputs on sustainability of the natural environment</p>	<p>The assessment from a sustainable point of view</p>
<p><i>1-The plan has managed to approach the sustainability of the natural environmental assets in the new coastal areas that are under tourist development. However, the work in this domain on the national level and in the existing tourist destinations seems to be insufficient.</i></p>	<p><i>1-The appropriate outcome should be sustainability of all the natural environmental assets in the different regions and on the different levels.</i></p>

5.3.1.1.3 Evaluating the manmade environment

A) Plan objectives

<p>Stated in the plan</p>	<p>The objective from a sustainable point of view</p>
<p><i>1-Need to be regarded.</i></p> <p><i>2-Improving tourist facilities and services offered for the enhancement of the archaeological sites.</i></p> <p><i>3-Obscure and unspecific objective in the plan.</i></p> <p><i>4-Need to be regarded.</i></p>	<p><i>1-Approaching the archaeological site conservation issue by preparing a complete program regarding the management of tourist activities in all historical sites.</i></p> <p><i>2-The same.</i></p> <p><i>3-A co-operative work with the archaeological authorities, which comes out with a complete preservation policy of the archaeological sites.</i></p> <p><i>4-Including more specific and more determined objectives regarding the archaeological site conservation.</i></p>

<i>5-Need to be regarded.</i>	<i>5-Relating each of these objectives to a specific timetable and conducting coherent programs for approaching each of them within a specific period of time.</i>
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B) Plan inputs

Stated in the plan	The input from a sustainable point of view
<p>1-Survey. *Obscure element in the plan inputs.</p> <p>*This element cannot be assessed through secondary data.</p> <p>2-Obscure factor in the secondary data.</p> <p>3-Obscure factor in the secondary data.</p> <p>4-Obscure factor due to the overlap with the archaeological authority tasks.</p> <p>5-Obscure factor in secondary data.</p> <p>6-Obscure element due to the overlap of tasks with the archaeological authorities.</p> <p>7-Cannot be assessed through secondary data.</p> <p>8-Need to be regarded.</p>	<p>1-Survey. *An inventory of the archaeological assets in the different tourist regions. *Feeding the plan with the latest assessment of the current problems and pressures on the archaeological sites created by tourist activities.</p> <p>2-Financial assets.</p> <p>3-Expertise and information technology.</p> <p>4-scientific research employment.</p> <p>5-Articulation & co-operation with the other formal and informal authorities on the different levels (national, regional and local).</p> <p>6-Adoption of adequate analysis and evaluation system of the historical sites used by tourist activities and classifying and categorising of such sites according to specific criteria.</p> <p>7-Co-ordinating the efforts with the archaeological authorities.</p> <p>8-Skillful personnel such as archaeologists, site planners, visitor attraction managers and implementers.</p>

C) Techniques

Stated in the plan	The technique from a sustainable point of view
<p>A-The management schemes cannot be assessed through secondary data.</p> <p>B-Need to be included.</p> <p>C-Need to be regarded.</p> <p>D-Obscure technique due to the overlap with the archaeological authority tasks.</p>	<p>A-Management schemes.</p> <ul style="list-style-type: none"> • Resource management activities. • Visitor management programs. • Entrance fee levying. • Waste management. <p>B-Site carrying capacity.</p> <p>C-Educational programs about cultural & Heritage environment conservation.</p> <ul style="list-style-type: none"> • Tourist education and interpretative programs for protecting historical sites from degradation. • Public community awareness about the objectives and approaches of historical and cultural conservation issues. <p>D-Zoning</p> <ul style="list-style-type: none"> • Programs for sites and areas under pressure due to the abuse and over-capacity.

D) Plan outputs (the historical site preservation achievements and pitfalls of the plan)

Assessment included the succeeding tourist plans	The assessment from a sustainable point of view
<p>Achievements : 1-Enhancing the tourist facilities and services offered in the different sites along with improving the infrastructure facilities such as paved access roads and lightening.</p> <p>2-Regarding the development of new archaeological sites to be included in the tourist programs</p> <p>Pitfalls 1-<i>Articulation between archaeological authorities and tourist authorities in the domain of sustaining the archaeological assets used by tourist activities was not systemised.</i></p> <p>2-<i>Has not achieved.</i></p> <p>3-<i>Has not achieved.</i></p> <p>4-<i>The achievement is ambiguous.</i></p>	<p>Achievements : 1- The same.</p> <p>2-The same.</p> <p>1-<i>A co-ordinated and co-operative work and proper distribution of the tasks between the archaeological authorities and tourist authorities.</i></p> <p>2-<i>The implementation of a proper conservation program to take place in each archaeological site.</i></p> <p>3-<i>Action plan to take place in the sensitive sites or the sites that started to suffer from erosion and deterioration due to tourist activities.</i></p> <p>4-<i>Aarchaeological site carrying capacity consideration.</i></p>

E) Plan outcome

Impacts of the plan outputs on sustainability of the manmade environment (archaeological assets).	The assessment from a sustainable point of view
<p>1- <i>Although the plan has managed to offer better tourist facilities and to enhance the image of many sites, lack of management techniques adopted by the Third Five Tourist Plan has weaken the efficiency of this plan in the domain of sustaining the archaeological assets.</i></p>	<p>1-<i>The appropriate outcome should be sustainability of all the archaeological assets and values in the different regions and on the different levels.</i></p>

5.3.1.1.4 Evaluating the socio-cultural dimension**A) Plan objectives**

Stated in the plan	The objective from a sustainable point of view
<p>1-<i>Offering better socio-economic benefits to local communities.</i></p> <p>2-<i>Employing tourism as a tool in minimising the gap between citizens living in the central cities and other citizens living in the rural and less developed areas.</i></p> <p>3-<i>Ambiguous and unspecific objective.</i></p> <p>4-<i>Obscure and unspecific objective.</i></p>	<p>1-The same.</p> <p>2-The same.</p> <p>3-<i>Preserving the socio-cultural values from the negative impacts of tourist activities.</i></p> <p>4-<i>prevailing the local culture of the destinations and impressing tourists with the identity and uniqueness</i></p>

<p>5-Need to be included.</p>	<p>of each destination.</p> <p>5-A co-operative work with the different authorities and on the different levels (national, regional and local) in the domain of preserving the socio-cultural values from degradation..</p>
<p>6-Need to be included.</p>	<p>6-Including more specific and more determined objectives regarding the socio-cultural value preservation.</p>
<p>7-Need to be included.</p>	<p>7-Relating each of those objectives to a specific timetable and conducting coherent programs for approaching each of them within a specific period of time.</p>

B) Plan inputs

Stated in the plan	The input from a sustainable point of view
<p>1-Survey. *Obscure element in the plan inputs.</p> <p>*Measuring the sensitivity of the local community to tourism in the potential tourist destinations.</p>	<p>1-Survey. *Feeding the plan with the latest survey regarding the cultural conflicts, problems and public community resentment in the existing tourist destinations. *The same.</p>
<p>2-Obscure factor in secondary data.</p>	<p>2-Financial assets.</p>
<p>3-Obscure factor in secondary data.</p>	<p>3-Expertise and information technology.</p>
<p>4-Obscure factor in secondary data.</p>	<p>4-scientific social research employment.</p>
<p>5-Obscure element in secondary data.</p>	<p>5-Articulation & co-operation with the other formal and informal authorities especially on the local level.</p>
<p>6-Obscure element in secondary data.</p>	<p>6-Skillful personnel such as sociologists, social impact assessors, plan outcome analysts, evaluators and developers.</p>

C) Techniques

Stated in the plan	The technique from a sustainable point of view
<p>1-Obscure technique and cannot be assessed through secondary data.</p>	<p>1-Assessing and measuring the tourism impacts on the communities. *Socio-economic impacts of tourism *Socio-cultural impacts of tourism. *Cost benefit analysis of the social impacts of tourism</p>
<p>2-Obscure technique and cannot be assessed through secondary data.</p>	<p>2-Assessing the indigenous people perception about tourism</p> <ul style="list-style-type: none"> • Community awareness about tourism. • Community attitude towards tourism.
<p>3-Obscure technique in the plan. A-Unclear techniques.</p>	<p>3-Mitigating the negative social impacts on the public community A-Management activities *Visitor impact management.</p>

<p><i>B-Need to be included.</i></p> <p><i>C-Unclear and obscure technique.</i></p> <p><i>4-Education programs about cultural & Heritage environment conservation</i></p> <ul style="list-style-type: none"> • <i>Need to be included.</i> • Raising the level of public community awareness about the positive and negative impact of tourism on the tradition and culture. <p><i>5-Zoning</i> <i>*Need to be included.</i></p> <p><i>*Specification of regions recently approached by tourism development and need the adoption of cautious socio-cultural conservation techniques.</i></p>	<p><i>*Instructive cross-cultural education and communication.</i></p> <p><i>*Prevailing and presenting the cultural environment of each tourist destination through unique architectures that cope with its culture, Folkloric arts, local handicrafts, cultural events, festivals and pageants... etc.</i></p> <p><i>B-Social carrying capacities considerations and Limits of acceptable change determination.</i></p> <p><i>C-Local community involvement in decision making process concerning tourism development.</i></p> <p><i>4-Education programs about cultural & Heritage environment conservation</i></p> <p><i>*Tourist education and interpretative programs for respecting and protecting the culture of the local communities.</i></p> <ul style="list-style-type: none"> • The same. <p><i>5-Zoning</i> <i>*Specification of regions and areas under pressures due to the social negative impacts of tourism.</i> <i>*The same.</i></p>
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D) Plan outputs (the socio-culture preservation achievements and pitfalls of the plan)

<p>Assessment included in the succeeding tourist plans</p>	<p>The assessment from a sustainable point of view</p>
<p>Achievements :</p> <p>1-Raising the awareness level of the Egyptian community about tourism.</p> <p>2-Encouraging local handicrafts and integrated them as souvenirs to be sold to tourists.</p> <p>Pitfalls</p> <p>1-Has not been achieved.</p> <p>2-The techniques employed for approaching this achievement need to be regarded on more scientific and organised ways.</p> <p>3-This achievement cannot be assessed through secondary data.</p> <p>4-This achievement cannot be assessed through secondary data.</p>	<p>Achievements :</p> <p>1- The same.</p> <p>2-The same.</p> <p>Pitfalls</p> <p>1-Implementing a socio-cultural and heritage preservation policy regarding the mitigation of the negative impacts of the tourist activities on the indigenous people culture and traditions.</p> <p>2-Imprassing the tourist destination atmosphere with the local culture and identity of each area through Folkloric arts, pageants, festivals and handicrafts.</p> <p>3-Cross-culture exchange between tourists and indigenous citizens.</p> <p>4-Achieving balanced tourist development that avoids the two extremes: the development of enclave</p>

	<i>development and the predominance of the tourist culture and traditions.</i>
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E) Plan outcome

Impacts of the plan outputs on sustainability of the socio-cultural values.	The assessment from a sustainable point of view
<i>1- This outcome cannot be assessed through the secondary data.</i>	<i>1-sustaiianbility and preservation to the socio-cultural values, traditions and local community identity.</i>
<i>2- The relative small number of tourists visited Egypt during the application of this plan could imply that tourism was not a threat to the local community culture and traditions during that period.</i>	<i>2-Controllong tourism within a specific limit through the consideration of the social carrying capacity. This will avoid both the sense of resentment to tourists and the negative social impacts of tourism on the community.</i>

5.3.1.1.5 Evaluating the continuity of the development process**A) Plan objectives**

Stated in the plan	The objective from a sustainable point of view
<i>1-The plan lacked the adoption of crisis management concept, which ameliorated the negative impacts of the incidents it faced.</i>	<i>1-Conducting more specific, flexible and realistic objectives that can cope with the different circumstances and pressures.</i>
<i>2-Although the plan launched efficient objectives approaching the sustainability of the economic benefits and encompassed objectives regarding the natural environmental conservation, it did not conduct the same level of objectives regarding the archaeological site conservation and socio-cultural value preservation.</i>	<i>2-Conducting more efficient objectives in the present and future stages that consider the different elements of sustainability.</i>
<i>3-Conducting long-run objectives.</i>	<i>3-The same.</i>
<i>4-The plan has not encompassed all the specific objectives for approaching the continuity of the development process.</i>	<i>4-Including more specific and more determined objectives regarding the different elements of the development process continuity.</i>
<i>5-Need to be more considered.</i>	<i>5-Relating each of these objectives to a specific timetable and conducting coherent programs for approaching each of them within a specific period of time.</i>

B) Plan inputs

Stated in the plan	The input from a sustainable point of view
<i>1-Analysis: A complete analysis of the past stage development mechanism along with the current and forecasted internal and external changes.</i>	<i>1-The same.</i>
<i>2-Need to be included.</i>	<i>2-Proper information technology system.</i>
<i>3-Teamwork of plan assessors, evaluators and analysts along with tourism developers and planners who are able conducting more efficient objectives and strategies according to the past stage achievements, the present stage requirements and needs and the up-to-date internal and external changes.</i>	<i>3-The same.</i>

<p>4-Need to be included.</p>	<p>4-Articulation & co-operation with the other formal and informal authorities especially on the different levels for data collection, task allocation and implementation..</p>
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C) Techniques

<p>Stated in the plan</p>	<p>The technique from a sustainable point of view</p>
<p>A-Scientific research employment in measuring the following : <u>Past development stage:</u> a-The effectiveness of the past stage objectives and strategies by using quantitative and qualitative measurement system. <i>b-The sustainability of the economic values achieved by the previous stages is the only element that was assessed.</i> <i>c-While the impacts of such incidents on the tourist volume and receipts had been analysed, the flexibility and efficiency of the previous plans and strategies in mitigating such incidents were not examined and judged.</i> <i>D-Handled in terms of economic achievements only.</i></p> <p><u>Present development stage</u> 1-What are the different objectives and expectations from the present and future stage developments? 2-Handled only in terms of economic impacts. 3-What are the available resources that the current stage possesses and what resources lacks? 4-This analysis needs to be more specific. 5-Obscure element in the plan.</p> <p><u>Future development stage</u> 1-Surveing the different changes that have taken place or will occur externally and internally. 2-Unspecific and superficial analysis. 3-Need to be included.</p> <p>B-Feeding each stage with the results of the previous stages. 1-Need to be regarded.</p>	<p>A-Scientific research employment in measuring the following: <u>Past development stage:</u> a-The same. <i>b-The achievements and pitfalls of the past stage plans and techniques in achieving the different elements of sustainable tourism development.</i> <i>c-The flexibility of the last stage objectives, strategies, plans to force majeurs and unexpected factors.</i> D-Assessing the outcomes of the past stage.</p> <p><u>Present development stage</u> 1-The same 2-What are their predicted impacts on the domain of sustainability? 3-The same. 4-What are the different challenges and constraints that face the current stage? 5-Synthesising the different objectives, of the current tourist development and co-ordinating their strategies and techniques.</p> <p><u>Future development stage</u> 1-The same. 2-An accurate analysis and prediction of the impacts of such changes on the future stage development. 3-Proper evaluation of the different alternatives of tourist development plans, which are subject to application and implementation in future.</p> <p>B-Feeding each stage with the results of the previous stages. 1-The outputs of the previous stage and their impacts on the domain of sustainability.</p>

<p>2-The challenges that met the implementation of the past development stage.</p> <p>3-Need to be included.</p> <p>C-Monitoring <i>1-Regarded on the regional and local development levels in the new regions only.</i></p> <p><i>2-Cannot be examined through secondary data.</i></p> <p>3-Need to be included.</p> <p><i>4-regarded in terms of natural coastal asset preservation in the regions recently approached or will be approached by tourist development.</i></p> <p>D-Different development stage linkage. <i>1-Not regarded in all the different sustainable tourism development elements.</i></p> <p><i>2-ambiguous element in secondary data.</i></p>	<p>2-the same.</p> <p><i>3-The efficiency of the past stage-techniques in avoiding the deterioration of the raw tourist attractions and thus guarantees the continuity of the different tourist industry benefits.</i></p> <p>C-Monitoring <i>1-Avoiding deviations in the implementation of the present development programs.</i></p> <p><i>2-Considering the current development as a stage in a continuous process that will be extended into future time.</i></p> <p><i>3-Adoption of contingency plan to be used during the critical and crisis periods.</i></p> <p><i>4-The adoption of mitigation factors that can help in remaining the resources suitable and available for the following generation use.</i></p> <p>D-Different development stage linkage. <i>1-Adopting consistent objectives and strategies.</i></p> <p><i>2-Linking the present stage with the future stage through a wise consumption of resources.</i></p>
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D) Plan outputs (the continuity of the development process achievements and pitfalls).

Assessment included in the succeeding tourist plans	The assessment from a sustainable point of view
<p>Achievements : 1-Achieving more remarkable goals and benefits than attained before in the following domains: a- enhancing the economic benefits of tourism. b- implementing proper physical planning in the new destinations as a key element for the continuity of the natural resources. c-and controlling and mitigating the negative impacts of tourism on the natural environment.</p> <p>2-Avoiding the pitfalls of the previous development plans implemented by the previous plan in some coastal areas.</p> <p>3-The last two years of the plan witnessed more successful employment of the promotional mix schemes for mitigating the impacts of the crises on the future tourist economic benefits.</p> <p>4-Improving the quality of the tourist products especially after the adoption of "Tourist Product Quality" as a slogan for 1996.</p> <p>Pitfalls <i>1-Has not totally been achieved.</i></p>	<p>Achievements : 1-The same.</p> <p>2-The same.</p> <p>3-The same.</p> <p>4-The same.</p> <p>Pitfalls <i>1-Complete co-operation and co-ordination between</i></p>

<p><i>2-Has not been achieved.</i></p>	<p><i>the key players in tourism development on the different national, regional and local levels.</i></p> <p><i>2-A complete and useful employment of the information technology schemes and scientific research for the previous plan assessment, current and future change analysis and development process stages linkage.</i></p>
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E) Plan outcome

<p>The impacts of the plan outputs on the continuity of the development process</p>	<p>The assessment from a sustainable point of view</p>
<p>1-The performance of the Third Five Year Plan was affected by internal incidents (terrorists attacks), which had negatively influenced the economic revenues and resulted in gaps in the process.</p>	<p>1-The appropriate outcome is: sustainability of all the different resources that guaranteed the continuity of the development process through the past, present and future stages.</p>

5.3.1.2 The Fourth Five - Year Tourist Plan 1997-2002

5.3.1.2.1 Evaluating the economic dimension

A) Plan objectives.

Stated in the plan	The objective from a sustainable point of view
<p>1-Reinforcing the role of tourism in solving the economic and social problems through:</p> <p>e- Mitigating the deficit in the balance of payment.</p> <p>f- Increasing tourist revenues.</p> <p>g- Overcoming the problem of unemployment.</p> <p>h- Enhancing the average income of the Egyptian citizens.</p>	<p>1-The same.</p> <p>e- The same.</p> <p>f- The same.</p> <p>g- The same.</p> <p>h- The same.</p>
<p>2-Relying on the national products and services to be consumed by tourists and minimising the imported products.</p>	<p>2-The same.</p>
<p>3-Achieving balanced annual increase in the tourist number, nights and revenues estimated at 10%.</p>	<p>3-The same.</p>
<p>4-Enhancing the tourist economic benefits through:</p> <p>a-Tapping new tourist markets according to adequate market research.</p> <p>b-Attracting new market segments.</p> <p>c-Developing and promoting different forms of tourism.</p>	<p>4-Enhancing the tourist economic benefits through:</p> <p>a-The same.</p> <p>b-Focusing on the distinctive market segments that can achieve the same revenues of mass tourism.</p> <p>c-The same.</p>
<p>5-Lengthening the average of tourist stay by increasing the average of tourist nights through:</p> <p>a-Improving the standard of the existing tourist regions.</p> <p>b-Creating new tourist attractions and tourist destinations.</p> <p>c-Providing adequate infrastructure projects and tourist facilities and services.</p> <p>d-Need to be regarded.</p> <p>e-Offering competitive prices.</p>	<p>5-Lengthening the average of tourist stay as one of the tools in :</p> <p>a-Attaining higher tourist revenues.</p> <p>b-Balancing the economic benefits of tourism between more than one region visited by tourists.</p> <p>c-The same.</p> <p>d-Developing new Manmade tourist attraction features that induce tourist spending and mitigate the pressures on the natural and heritage tourist attractions.</p> <p>e-Offering competitive prices with a complete consideration of the different tourism costs that should be deducted from the gross revenues.</p>
<p>5-Increasing tourist expenditure by raising the daily average of tourist spending through:</p> <p>a-Offering varied activities and services.</p> <p>b-Improving the local product standards especially tourist souvenirs and handicrafts.</p>	<p>5-The same.</p>
<p>6-Creating skilled and semiskilled job opportunities to the youth.</p>	<p>6-The same.</p>
<p>7-Gradual tourist development in lodging capacity according to coherent stages with an</p>	<p>7-The same.</p>

emphasis on the harmony of such accommodation facilities with the total environment.	
8-Helping in the development of new communities and reducing the residing pressures on the central cities in Delta.	8-The same.

B) Plan inputs

Stated in the plan	The input from a sustainable point of view
1- <i>Obscure element in the plan inputs.</i>	1-Survey: Identification of the plan limitations and constrains that might affect the efficiency of the implemented techniques and programs.
2- <i>More adequate financial assets than before.</i>	2-Financial assets.
3-Expertise and information technology.	3-The same.
4- <i>Scientific research is employed investigating specific issues such as significant tourist markets and prioritised regions for development while ignored in regarding some other issues.</i>	4-scientific research employment.
5- <i>Obscure element in the plan inputs.</i>	5-Skillful personnel such as economists, developers, economic outcome analysts, plan evaluators and implementers.
6- <i>Need to be included.</i>	6-Articulation & co-operation with the other formal and informal authorities.
7- Adoption of adequate statistical system.	7-The same.

C) Techniques

Stated in the plan	The technique from a sustainable point of view
<p>1-Techniques for achieving sustainability of the following: National economic benefits A-Techniques adopted for creating flows of income to the destination.</p> <ul style="list-style-type: none"> • Reinforcing incoming tourism in order to increase the country's foreign exchange. • <i>Unspecific technique and inadequate instruments to be used.</i> <p>B-Investment policies: *Encouraging tourist projects and offering incentives to investors for the development of the new region lodging capacity required by the end of this plan . *Offering concessions to the private sector to share in the development of the infrastructure services by using the economic scheme of "B O T", which will offer the opportunity to the private sector to build and operate the infrastructure project for a specific period of</p>	<p>1-Techniques for achieving sustainability of the following: National economic benefits A-The same.</p> <ul style="list-style-type: none"> • The same. • <i>Creating and diversifying tourist expenditure.</i> <p>B-The same.</p>

<p>time (almost twenty years). However, the ownership of the project will be transferred to the government by the end of the concession.</p> <p>Socio-economic benefits A-Quantitative: generating job opportunities.</p> <p>B- Qualitative:</p> <ul style="list-style-type: none"> • Distribution of the jobs created among the different regions. • Offering different levels and sorts of job opportunities that can employ different types of direct and indirect personnel. • Social services to be offered to the indigenous citizens. <p>2-Research employment technique <i>A-Focus on the measurement of the economic benefits with unspecific assessment of the costs.</i> <i>*Estimating the economic benefits of tourism such as tourist expenditure, added value and multiplier effect impacts.</i> <i>*Need to be included.</i></p> <p><i>B-Need to be included.</i></p> <p>3-Evaluating the significance of maximising the economic benefits of tourism in the past, present and future stages.</p>	<p>Socio-economic benefits A-The same.</p> <p>B-The same. *The same.</p> <p>*The same.</p> <p>*The same.</p> <p>2-Research employment technique <i>A-Measuring the economic benefits of tourism and its costs.</i> *The same.</p> <p><i>*Estimating the economic costs of tourism such as leakage, inflation, incidental costs (life quality costs and fiscal costs) and social costs.</i></p> <p><i>B-Determining the economic carrying capacity of each destination.</i></p> <p>3-The same.</p>
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D) Plan outputs (the economic achievements and pitfalls of the plan)

The Fourth Five year Plan outputs	The assessment from a sustainable point of view
Cannot currently be assessed as the Fourth Five - Year Tourist Plan (1997-2002) has just been implemented.	Cannot currently be assessed as the Fourth Five - Year Tourist Plan (1997-2002) has just been implemented.

E) Plan outcome

Impacts of the plan outputs on sustainability of the economic values	The assessment from a sustainable point of view
Cannot currently be assessed as the Fourth Five - Year Tourist Plan (1997-2002) has just been implemented.	Cannot currently be assessed as the Fourth Five - Year Tourist Plan (1997-2002) has just been implemented.

5.3.1.2.2 Evaluating the natural environment

A) Plan objectives.

Stated in the plan	The objective from a sustainable point of view
1-Approaching the environmental conservation issue by considering it as a key element in any future tourist development.	1-The same.

<p>2-Adopting proper physical planning as a tool in environmental conservation.</p> <p>3-preparing a complete program for protecting the ecological assets from any sort of pollution.</p> <p>4-Need to be regarded.</p> <p>5-Need to be regarded.</p>	<p>2-The same.</p> <p>3-The same.</p> <p>4-Including more specific and more determined objectives regarding the environmental conservation issues.</p> <p>5-Relating each of these objectives to a specific timetable and conducting coherent programs for approaching each of them within a specific period of time.</p>
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B) Plan inputs

Stated in the plan	The input from a sustainable point of view
<p>1-Survey. *An inventory of the natural environmental assets in the different tourist regions. *Obscure factor due to the overlap with the environmental authority tasks.</p> <p>2-Obscure factor in secondary data.</p> <p>3-Exists only while regarding the preservation of the ecological assets in the coastal areas that will be approached by tourist development.</p> <p>4 Exists only while regarding the preservation of the ecological assets in the coastal areas that will be approached by tourist development.</p> <p>5-Exists in the new coastal regions under development while absent in the existing tourist areas and on the national level.</p> <p>6-Obscure factor in secondary data.</p> <p>7-Exists in the new coastal regions under development while absent in the existing areas and on the national level.</p>	<p>1-Survey. *The same. *Feeding the plan with the latest assessment of the current problems and pressures on the natural sites created by the tourist activities.</p> <p>2-Financial assets.</p> <p>3-Expertise and information technology.</p> <p>4-Scientific research employment.</p> <p>5-Skillful personnel such as environmentalists, developers, plan outcome analysts, plan evaluators and implementers.</p> <p>6-Articulation & co-operation with the other formal and informal authorities on the different levels (national, regional and local).</p> <p>7-Adoption of adequate analysis and evaluation system to the natural sites and classification and categorisation of such sites according to specific criteria.</p>

C) Techniques

Stated in the plan	The technique from a sustainable point of view
<p>A-Included in the development of the new coastal areas while absent in the existing tourist destinations. *Regarded in the development of the new coastal areas. *EIA models for the new tourist projects *Supervising tourist projects on the constructional stages. *Monitoring the operational stages of the tourist projects.</p>	<p>A-Measuring and mitigating the Tourism Development Impact. *Measuring tourism impacts on the natural environment. *The same. *The same. *The same.</p>

<p><i>*Obscure technique.</i></p> <p><i>B-Regarded in terms of protecting the ecological assets from pollution.</i></p> <p><i>*Obscure technique.</i></p> <p><i>-Cannot be assessed through secondary data.</i></p> <p><i>-Need to be included.</i></p> <p><i>-Need to be regarded.</i></p> <p><i>*Cannot be assessed through the secondary data.</i></p> <p><i>C-Need to be regarded.</i></p> <p><i>*Need to be included.</i></p> <p><i>*Need to be included.</i></p> <p><i>D-Regarded in the new regions under development.</i></p> <p><i>*Obscure element in secondary data, which needs to be demystified by the analysis of primary data.</i></p> <p><i>*Need to be regarded.</i></p>	<p><i>*Environmental auditing system.</i></p> <p><i>B-Environmental Conservation Management</i></p> <p><i>*Environmental conservation programs.</i></p> <p><i>-Resource management conception and activities.</i></p> <p><i>-Visitor management programs.</i></p> <p><i>-Waste disposal and recycling projects in tourist areas.</i></p> <p><i>*Environmental carrying capacities.</i></p> <p><i>C- Environmental Education Programs.</i></p> <p><i>*Tourist education and interpretative programs for protecting the environment from degradation.</i></p> <p><i>*Public community awareness about the objectives of environmental conservation.</i></p> <p><i>D-Zoning</i></p> <p><i>*Protected areas and national parks in the plans.</i></p> <p><i>*Programs for sites and areas under pressures due to environmental abuse.</i></p>
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D) Plan outputs (the natural environment conservation achievements and pitfalls of the plan)

The Fourth Five year Plan outputs	The assessment from a sustainable point of view
Cannot currently be assessed as the Fourth Five- Year Tourist Plan (1997-2002) has just been implemented.	Cannot currently be assessed, as the Fourth Five - Year Tourist Plan (1997-2002) has just been implemented.

E) Plan outcome

Impacts of the plan outputs on sustainability of the natural environmental assets.	The assessment from a sustainable point of view
Cannot currently be assessed, as The Fourth Five -Year Tourist Plan (1997-2002) has just been implemented.	Cannot currently be assessed, as the Fourth Five - Year Tourist Plan (1997-2002) has just been implemented.

5.3.1.2.3 Evaluating the manmade environment

A) Plan objectives.

Stated in the plan	The objective from a sustainable point of view
1-Approaching the archaeological site preservation issue by mentioning the importance of working with the archaeological authorities for the sake of preserving the archaeological heritage in general and the Islamic archaeological heritage in particular.	2-The same.
2-Need to be included.	2-preparing a complete program for managing of tourist activities in all the historical sites.
3-Improving tourist facilities and services	3-The same.

<p>offered for the enhancement of the archaeological sites.</p> <p>4-Need to be regarded.</p> <p>5-Need to be regarded.</p>	<p>4-Including more specific and more determined objectives regarding the archaeological site conservation.</p> <p>5-Relating each of these objectives to a specific timetable and conducting coherent programs for approaching each of them within a specific period of time.</p>
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B) Plan inputs

Stated in the plan	The input from a sustainable point of view
<p>1-Survey. *An inventory of the archaeological assets in the different tourist regions. *This element cannot be assessed through the secondary data.</p> <p>2-Obscure factor in secondary data.</p> <p>3-Obscure factor in secondary data.</p> <p>4-Obscure factor due to the overlap with the archaeological authority tasks.</p> <p>5-Co-operation with the archaeological authorities.</p> <p>6-Obscure element due to the overlap of tasks with the archaeological authorities.</p> <p>7-Cannot be assessed through the secondary data.</p> <p>8-Need to be regarded.</p>	<p>1-Survey. *The same. *Feeding the plan with the latest assessment regarding the current problems and pressures on the archaeological sites created by tourist activities.</p> <p>2-Financial assets.</p> <p>3-Expertise and information technology.</p> <p>4-scientific research employment.</p> <p>5-Articulation & co-operation with the other formal and informal authorities on the different levels (national, regional and local).</p> <p>6-Adoption of adequate analysis and evaluation system to the historical sites used by tourist activities and classification and categorisation of such sites according to specific criteria.</p> <p>7-Co-ordinating the efforts with the archaeological authorities.</p> <p>8-Skillful personnel such as archaeologists, site planners, visitor attraction managers and implementers.</p>

C) Techniques

Stated in the plan	The technique from a sustainable point of view
<p>A-The management schemes cannot be assessed through secondary data.</p> <p>B-Need to be included.</p> <p>C-Need to be regarded.</p>	<p>A-Management schemes.</p> <ul style="list-style-type: none"> • Resource management activities. • Visitor management programs. • Entrance fee levying. • Waste management. <p>B-Site carrying capacity.</p> <p>C-Education programs about cultural & Heritage environment conservation.</p> <ul style="list-style-type: none"> • Tourist education and interpretative programs for protecting historical sites from degradation. • Public community awareness about the

<p><i>D-Obscure technique due to the overlap with the archaeological authority tasks.</i></p>	<p><i>objectives and approaches of historical and cultural conservation issues.</i></p> <p>D-Zoning</p> <ul style="list-style-type: none"> • <i>Programs for sites and areas under pressure due to tourist over -capacity.</i>
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D) Plan outputs (the historical site preservation achievements and pitfalls of the plan)

The Fourth Five year Plan outputs	The assessment from a sustainable point of view
<p>Cannot currently be assessed as the Fourth Five - Year Tourist Plan (1997-2002) has just been implemented.</p>	<p>Cannot currently be assessed as the Fourth Five - Year Tourist Plan (1997-2002) has just been implemented.</p>

E) Plan outcome

Impacts of the plan outputs on sustainability of the Manmade environment (archaeological assets).	The assessment from a sustainable point of view
<p>Cannot currently be assessed as the Fourth Five - Year Tourist Plan (1997-2002) has just been implemented.</p>	<p>Cannot currently be assessed as the Fourth Five - Year Tourist Plan (1997-2002) has just been implemented.</p>

5.3.1.2.4 Evaluating the socio-cultural dimension

A) Plan objectives.

Stated in the plan	The objective from a sustainable point of view
<p>1-Offering better socio-economic benefits to the local communities.</p>	<p>1-The same.</p>
<p>2-Employing tourism as a tool in minimising the gap between citizens living in the central cities and others living in the rural and less developed areas.</p>	<p>2-The same.</p>
<p>3-Tourism as a tool for developing new communities and mitigating the pressures on the central areas in The Nile Valley.</p>	<p>3-The same.</p>
<p><i>4-Ambiguous and unspecific objective.</i></p>	<p><i>4-Preserving the socio-cultural values from the negative impacts of tourist activities.</i></p>
<p><i>5-Obscure and unspecific objective.</i></p>	<p><i>5- prevailing the local culture of the destinations and impressing tourists with the identity and uniqueness of each destination.</i></p>
<p><i>6-Need to be included.</i></p>	<p><i>6-Co-operating with the different authorities and on the different levels (national, regional and local) in the domain of preserving socio-cultural values from degradation.</i></p>
<p><i>7-Need to be included.</i></p>	<p><i>7-Including more specific and more determined objectives regarding socio-cultural value preservation.</i></p>
<p><i>8-Need to be included.</i></p>	<p><i>8-Relating each of these objectives to a specific timetable and conducting coherent programs for approaching each of them within a specific period of time.</i></p>

B) Plan inputs

Stated in the plan	The input from a sustainable point of view
<p>1-Survey. <i>*Obscure element in the plan inputs.</i></p> <p><i>*Measuring the sensitivity of the local community to tourism in the potential tourist destinations.</i></p> <p>2-<i>Obscure factor in secondary data.</i></p> <p>3-<i>Obscure factor in secondary data.</i></p> <p>4-<i>Obscure factor in secondary data.</i></p> <p>5-<i>Obscure element in secondary data.</i></p> <p>6-<i>Obscure element in secondary data.</i></p>	<p>1-Survey. <i>*Feeding the plan with the last assessment regarding cultural conflicts, problems and public community resentment in the existing tourist destinations.</i></p> <p><i>*The same.</i></p> <p>2-<i>Financial assets.</i></p> <p>3-<i>Expertise and information technology.</i></p> <p>4-<i>scientific social research employment.</i></p> <p>5-<i>Articulation & co-operation with the other formal and informal authorities especially on the local level.</i></p> <p>6-<i>Skillful personnel such as sociologists, social impact assessors, plan outcome analysts, evaluators and developers.</i></p>

C) Techniques

Stated in the plan	The technique from a sustainable point of view
<p>1-<i>Obscure technique and cannot be assessed through secondary data.</i></p> <p>2-<i>Assessing the indigenous people perception about tourism</i></p> <ul style="list-style-type: none"> • <i>Community awareness about tourism.</i> • <i>Community attitude toward tourism.</i> <p>3-<i>Obscure technique in the plan.</i></p> <p>A-<i>Unclear techniques to be implemented.</i></p> <p>B-<i>Need to be included.</i></p> <p>C-<i>Unclear and obscure technique.</i></p> <p>4-<i>Education programs about cultural & heritage environment conservation</i></p>	<p>1-<i>Assessing and measuring tourism impacts on the communities.</i></p> <ul style="list-style-type: none"> <i>*Socio-economic impacts of tourism</i> <i>*Socio-cultural impacts of tourism.</i> <i>*Cost benefit analysis of the social impacts of tourism</i> <p>2-<i>Assessing the indigenous people perception about tourism</i></p> <ul style="list-style-type: none"> • <i>The same.</i> • <i>The same.</i> <p>3-<i>Mitigating the negative social impacts on the public community</i></p> <p>A-<i>Management activities</i></p> <ul style="list-style-type: none"> <i>*Visitor impact management.</i> <i>*Instructive cross-cultural education and communication.</i> <i>*Prevailing and presenting the cultural environment of each tourist destination through unique architectures that cope with its culture, Folkloric arts, local handicrafts, cultural events, festivals and pageants... etc.</i> <p>B-<i>Social carrying capacities considerations and Limits of acceptable change determination.</i></p> <p>C-<i>Local community involvement in decision making process concerning tourism development.</i></p> <p>4-<i>Education programs about cultural & heritage environment conservation</i></p>

<ul style="list-style-type: none"> • <i>Need to be included.</i> • Raising the level of the public community awareness about the positive and negative impacts of tourism on the tradition and culture. <p>5-Zoning *Need to be included.</p> <p>*Regions that have recently been approached by tourism development and need the adoption of cautious socio-cultural conservation techniques.</p>	<p><i>*Tourist education and interpretative programs for respecting and protecting the culture of local communities.</i></p> <ul style="list-style-type: none"> • The same. <p>5-Zoning <i>*Specification of regions and areas under pressures due to the social negative impacts of tourism.</i></p> <p>*The same.</p>
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D) Plan outputs (the socio-culture preservation achievements and pitfalls of the plan)

<p>The Fourth Five year Plan outputs</p> <p>Cannot currently be assessed as the Fourth Five -Year Tourist Plan (1997-2002) has just been implemented.</p>	<p>The assessment from a sustainable point of view</p> <p>Cannot currently be assessed as the Fourth Five -Year Tourist Plan (1997-2002) has just been implemented.</p>
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E) Plan outcome

<p>Impacts of the plan outputs on sustainability of the socio - cultural values.</p> <p>Cannot currently be assessed as the Fourth Five - Year Tourist Plan (1997-2002) has just been implemented.</p>	<p>The assessment from a sustainable point of view</p> <p>Cannot currently be assessed as the Fourth Five - Year Tourist Plan (1997-2002) has just been implemented.</p>
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5.3.1.2.5 Evaluating the continuity of the development process

A) Plan objectives.

<p>Stated in the plan</p> <p>1-Adopting human resource development, ecological asset preservation and technology as key angles for the tourist development triangle.</p> <p>2-Although the plan launched efficient objectives approaching the sustainability of the economic benefits and encompassed objectives regarding the natural environment conservation, it did not conduct the same level of objectives regarding the archaeological site conservation and socio-cultural value preservation.</p> <p>3-Conducting long-run objectives.</p> <p>4-Improving the quality of the tourist products and services.</p> <p>5-Setting priorities for tourist development projects according to specific criteria and coherent phases.</p> <p>6-Linking the destination with the international markets through the up-to date technological</p>	<p>The objective from a sustainable point of view</p> <p>1- The same.</p> <p>2-Conducting more efficient objectives in the present and future stages that consider the different elements of sustainability.</p> <p>3-The same.</p> <p>4-The same.</p> <p>5-The same.</p> <p>6-The same.</p>
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<p>and communicational schemes.</p> <p>7-The plan has not encompassed all the specific objectives for approaching the continuity of the development process.</p> <p>8-Need to be more regarded.</p>	<p>7-Including more specific and more determined objectives regarding the different elements of the development process continuity.</p> <p>8-Relating each of those objectives to a specific timetable and conducting coherent programs for approaching each of them within a specific period of time.</p>
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B) Plan inputs

Stated in the plan	The input from a sustainable point of view
<p>1-Analysis: A complete analysis of the past stage development mechanism along with the current and forecasted internal and external changes.</p> <p>2-Proper information technology system.</p> <p>3-Teamwork of plan assessors, evaluators and analysts along with tourism developers and planners who are able to conduct more efficient objectives and strategies according to the past stage achievements, the present stage requirements and needs and the up-to-date internal and external changes.</p> <p>4-Need to be included.</p>	<p>1-The same.</p> <p>2-The same.</p> <p>3-The same.</p> <p>4-Articulation & co-operation with the other formal and informal authorities especially on the different levels for data collection and task allocation and implementation..</p>

C) Techniques

Stated in the plan	The technique from a sustainable point of view
<p>A-Research employment in measuring the following : <u>Past development stage:</u> A-The effectiveness of the past stage objectives and Strategies by using quantitative and qualitative measurement system.</p> <p><i>B-The sustainability of the economic values achieved by the previous stages is the only element that has been assessed.</i></p> <p><i>C-According to the pitfalls of the previous plans, The Fourth Five Year Plan has managed to encompass more effective promotional techniques to be used during the periods of crises.</i></p> <p><i>D-Handled in terms of economic achievements only.</i></p> <p><u>Present development stage</u> 1-What are the different objectives and expectations from the present and future stage developments?</p>	<p>A-Research employment in measuring the following: <u>Past development stage:</u> A-The same.</p> <p><i>B-The achievements and pitfalls of the past stage plans and techniques in accomplishing the different elements of sustainable tourism development.</i></p> <p><i>C-The flexibility of the last stage objectives, strategies, plans to force majeurs, crises and unexpected factors.</i></p> <p><i>D-Assessing the outcomes of the past stage.</i></p> <p><u>Present development stage</u> 1-The same</p>

<p><i>2-Handled only in terms of economic impacts.</i></p> <p>3-What are the available resources that the current stage possesses and what resources it lacks?</p> <p>4-This analysis needs to be more specific.</p> <p>5-obscure element in the plan.</p>	<p><i>2-What are their predicted impacts on the domain of sustainability?</i></p> <p>3-The same.</p> <p>4-What are the different challenges and constraints that face the current stage?</p> <p>5-Synthesising the different objectives, of the current tourist development and co-ordinating their strategies and techniques.</p>
<p><u>Future development stage</u></p> <p>1-Surveying the different changes that have taken or will take place externally and internally.</p> <p>2-An accurate analysis and prediction of the impacts of such changes on the future stage development</p> <p><i>3-Need to be included.</i></p>	<p><u>Future development stage</u></p> <p>1-The same.</p> <p>2-The same.</p> <p><i>3-Proper evaluation of the different alternatives of tourist development plans, which are subject to application and implementation in future.</i></p>
<p>B-Feeding each stage with the results of the previous stages.</p> <p><i>1-Regarded only in terms of economic value sustainability and ecological asset preservation.</i></p> <p>2-The challenges that met the implementation of the past development stage.</p> <p><i>3-Need to be included.</i></p>	<p>B-Feeding each stage with the results of the previous stages.</p> <p><i>1-The outputs of the previous stage and their impacts on the domain of sustainability.</i></p> <p>2-the same.</p> <p><i>3-The efficiency of the past stage-techniques in avoiding the deterioration of the raw tourist attractions and thus guarantees the continuity of the different tourist industry benefits.</i></p>
<p>C-Monitoring</p> <p><i>1-Regarded on the regional and local development levels in the new regions only.</i></p> <p><i>2-Cannot be examined through secondary data.</i></p> <p><i>3-Need to be included.</i></p> <p><i>4-Regarded in terms of natural coastal asset preservation in the regions recently approached or will be approached by tourist development.</i></p>	<p>C-Monitoring</p> <p><i>1-Avoiding deviations in the implementation of the present development programs.</i></p> <p><i>2-Considering the current development as a stage in a continuous process that will be extended to future time.</i></p> <p><i>3-The adoption of contingency plan to be used during the critical and crises periods.</i></p> <p><i>4-The adoption of mitigation factors that can help in remaining resources suitable and available for the following generation use.</i></p>
<p>D-Different development stage linkage.</p> <p><i>1-Not regarded in all the different sustainable tourism development elements.</i></p> <p><i>2-Regarded only while talking about ecological</i></p>	<p>D-Different development stage linkage.</p> <p><i>1-Adopting consistent objectives and strategies.</i></p> <p><i>2-Linking the present stage with the future stage</i></p>

<i>assets.</i>	<i>through a wise consumption of the resources.</i>
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D) Plan outputs (the continuity of the development process achievements and pitfalls).

The Fourth Five year Plan outputs	The assessment from a sustainable point of view
Cannot currently be assessed as the Fourth Five - Year Tourist Plan (1997-2002) has just been implemented.	Cannot currently be assessed as the Fourth Five - Year Tourist Plan (1997-2002), has just been implemented.

E) Plan outcome

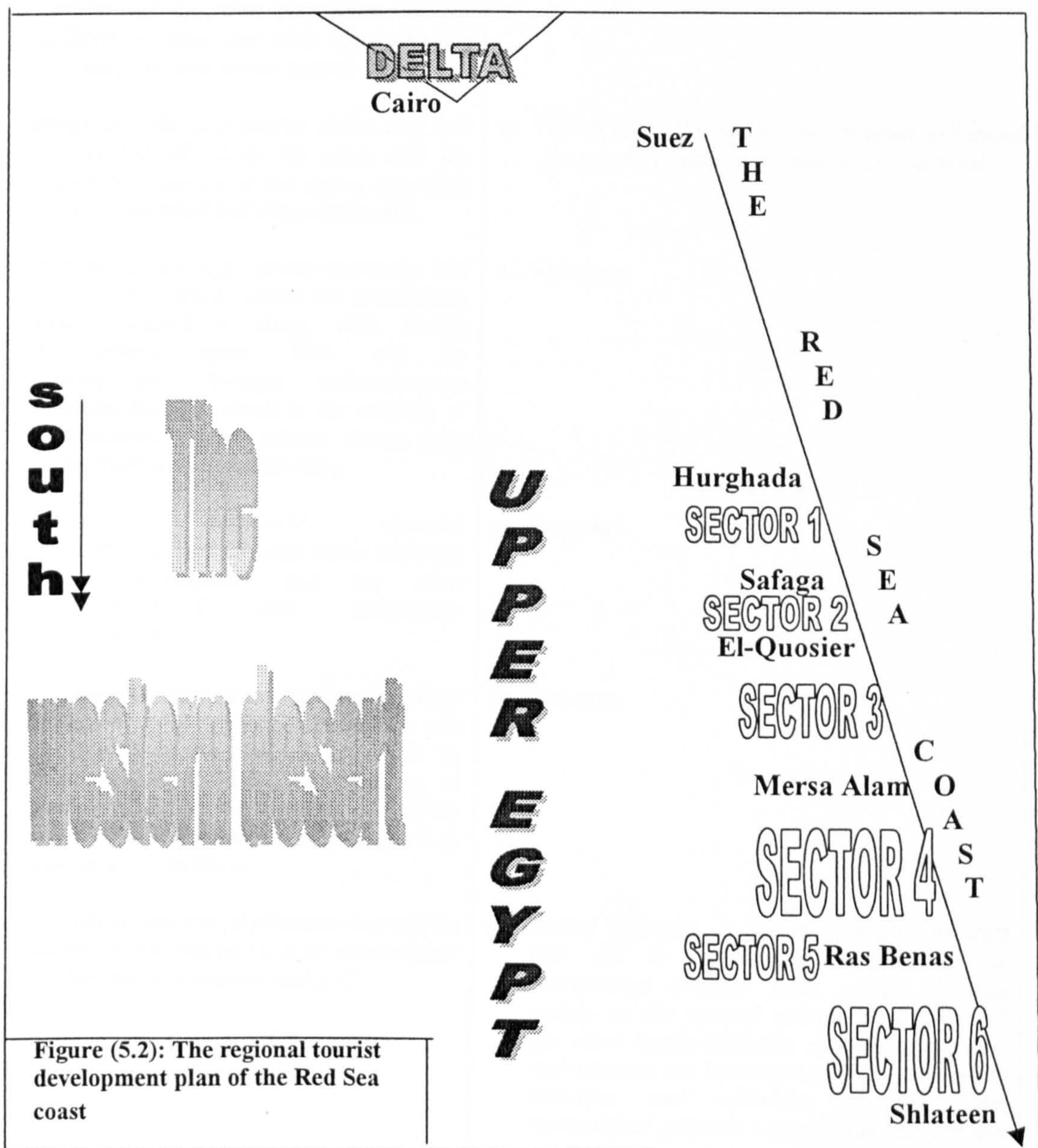
The impacts of the plan outputs on the continuity of the development process	The assessment from a sustainable point of view
Cannot currently be assessed as the Fourth Five - Year Tourist Plan (1997-2002) has just been implemented.	Cannot currently be assessed as the Fourth Five - Year Tourist Plan (1997-2002) has just been implemented.

5.3.2 Regional plans

Based on the discussion presented before in the methodology chapter, the regional tourist development plan of the Red Sea coast has been selected as a sample to be evaluated through secondary data.

The development of the Red Sea Coast, as approached by The TDA plans, consists of six significant sectors that each will be developed as a tourist destination according to a priority action plan:

- a) Hurghada / Safaga sector (first priority).
- b) Safaga / El-Quosier sector (second priority).
- c) El-Qousier /Mersa Alam sector (third priority).
- d) Mersa Alam / Ras Benas sector (fourth priority).
- e) Ras Benas tourist sector (fifth priority).
- f) South Ras Benas tourist sector, which consists of Shlateen, Abou Rmad and Hlaeb (sixth priority).



5.3.2.1 The Red Sea Regional Tourist Development Plan

The plan was crafted in 1995 by the Tourist Development Authority (TDA)

5.3.2.1.1 Evaluating the economic dimension

A) Plan objectives.

Stated in the plan	The objective from a sustainable point of view
<p>1-Reinforcing the role of tourism as a tool in the region's economic development through:</p> <p>a- Achieving high economic growth rate through the utmost and most appropriate investment of the natural and human resources in the region.</p> <p>b- <i>Offering employment opportunities that will help in the redistribution of the total number of Egyptian population on the different regions and thus mitigating the current pressures on the central areas.</i></p> <p>c- <i>Integrating the new tourist nodes that will be created all along the coast into the whole development of the region especially the existing inhabited cities and towns.</i></p> <p>d- Offering all the appropriate economic and social conditions as inputs for establishing new communities along with tourist development spots. This will be accomplished through comprehensive planning that will result in the creation of international tourist resorts along with some other economic activities.</p> <p>e- Developing economic operated infrastructure services that serve both the tourist development and the other objectives of new community development.</p> <p>f- Balancing the economic benefits of tourism among the different tourist zones that will be created in the regions. This will be accomplished through the creation of honey pots and development of service centres in the areas that possess limited or less natural attractions.</p> <p>g- <i>Diversifying the tourist products that will be offered in the region such as recreational tourism, marina tourism and golf.</i></p>	<p>1- The same.</p> <p>a- The same.</p> <p>b- <i>The same with a strong emphasis on the objectives of offering jobs to the local citizens as well.</i></p> <p>c- <i>The objective if properly implemented will avoid the negative impacts of enclave development.</i></p> <p>d- The same.</p> <p>e- The same.</p> <p>f- The same</p> <p>g- <i>Limited objective as the main tourist product that will be created by the plan is the recreational tourism form, which depends mainly on the natural coastal attractions. All the other tourist activities such as golf courts and Marina can be considered complementary activities and amenities to the main recreational product rather than independent products.</i></p>

<p>h- Co-ordinating the different tasks with the other authorities, which guarantees a simultaneous development of the other economic activities in the region such as Petrol excavation, agriculture and mining.</p> <p>i- Improving the social services such as education, housing and health services in order to cope with the expected increase in the number of the region's citizens and externals who will internally immigrate to dwell in the region after the existence of the tourist development.</p>	<p>h- The same.</p> <p>i- The same.</p>
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B) Plan inputs

Stated in the plan	The input from a sustainable point of view
<p>1-Survey: Identification of the economic limitations and constrains that might affect the efficiency of the implemented techniques and programs.</p> <p>2-Financial assets needed for the development.</p> <p>3-<i>Although the plan context shows the implementation of this element, the economic expertise employment is not obviously stated.</i></p> <p>4-scientific research employment.</p> <p>5-<i>Although the plan context shows the implementation of this element, the employment of skilled personnel regarding the economic issues has not been obviously stated.</i></p> <p>6-Articulation & co-operation with the other formal and informal authorities.</p>	<p>1-The same</p> <p>2-Accurate determination used by the plan.</p> <p>3-<i>Expertise and information technology.</i></p> <p>4-The same.</p> <p>5-<i>Skilled personnel such as economists, and developers.</i></p> <p>6-The same.</p>

C) Techniques

Stated in the plan	The technique from a sustainable point of view
<p>Regional economic benefits</p> <p>A-Techniques adopted for creating flows of income to the destination</p> <ul style="list-style-type: none"> • Planning for future international and domestic incoming tourism to the region. • <i>Although the plan mentioned the importance of offering diversified tourist products, the techniques implemented by the plans focus only on the existence of one sole product, which is recreational tourism, and thus concentrate on the existence of one sort of tourist projects which are tourist recreational villages.</i> <p>B-Investment policies: Encouraging tourist projects and offering incentives to investors.</p>	<p>Regional economic benefits</p> <p>A-The same.</p> <p>*The same.</p> <p>*<i>Creating and diversifying tourist expenditure.</i></p> <p>B-The same.</p>

<p>Socio-economic benefits A-Quantitative: generating job opportunities.</p> <p>B- Qualitative:</p> <ul style="list-style-type: none"> • The distribution of the jobs created among the different zones. • Tourism development as a tool for creating jobs in the other economic activities. • Social services to be offered to indigenous citizens. <p>2-Research employment technique A-Tourist market research employment.</p> <p><i>B-Although these measurements are supposed to be implemented when tourist development takes place and tourist activities exist, the regional Red Sea tourist development plan should have considered such techniques as long run schemes to be used in future. This will guarantee the sustainability of the economic benefits to the area with the mitigation of the negative economic impacts of tourism.</i></p>	<p>Socio-economic benefits A-The same.</p> <p>B-The same. *The same.</p> <p>*The same.</p> <p>*The same.</p> <p><i>A-The tourist development of the Red Sea Coast aims mainly at attracting one market segment, which is recreational tourism clients who search for sun, sand and sea. The plan has not managed looking at the other market segments that search for the alternative tourism forms, which can be introduced in the region and integrated into its development.</i></p> <p><i>B-Measuring the following:</i> <i>*The economic carrying capacity of each sector.</i> <i>*The indirect economic benefits of tourism.</i> <i>*Estimating the economic costs of tourism such as leakage, inflation, incidental costs (life quality costs and fiscal costs) and social costs.</i></p>
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D) Plan outputs (the economic achievements and pitfalls of the plan)

<p>The Red Sea regional tourist plan outputs Cannot currently be assessed as the plan is still under implementation</p>	<p>The assessment from a sustainable point of view Cannot currently be assessed as the plan is still under implementation</p>
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E) Plan outcome

<p>Impacts of the plan outputs on sustainability of the economic values Cannot currently be assessed as the plan is still under implementation. However, the plan estimated the predicted annual profit that will be attained from the tourist development projects as 50% of the annual revenue.</p>	<p>The assessment from a sustainable point of view Cannot currently be assessed as the plan is still under implementation. However, the plan did not explain on which bases the targeted annual profit has been calculated and whether the different costs of tourism have been considered and estimated before predicting this percentage or not. The second point that should be mentioned here is the fact that all the development projects that the plan will implement in order to achieve this revenue is the establishment of recreational resorts (coastal tourist villages). The ability of the plan in establishing some other forms of tourist projects that guarantee the penetration of the tourist economic benefits into the region seems to be limited.</p>
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5.3.2.1.2 Evaluating the natural environment

A) Plan objectives

Stated in the plan	The objective from a sustainable point of view
<p>1-The adoption of the concept of sustainable development that regards the preservation of the natural ecological assets has come in the forefront of the objectives stated by the plan. This main objective has been interpreted into the following specific objectives:</p> <p>a- Adopting proper physical planning as a tool in environmental conservation.</p> <p>b- Planning for the utmost and most appropriate exploitation of the natural resources in the field of tourism without any change of the ecological system or deterioration of any natural asset.</p> <p>3-Co-operating and co-ordinating the efforts with the other economic activities for the sake of protecting the natural assets from any sort of deterioration.</p> <p><i>4-Has not been included due to the overlap with the environmental authority tasks in preparing such programs.</i></p>	<p>1-The same.</p> <p>a-The same.</p> <p>b-The same.</p> <p>3-The same.</p> <p><i>4-preparing a complete program for protecting the ecological assets from any sort of deterioration that would result from the tourist activities.</i></p>

B) Plan inputs

Stated in the plan	The input from a sustainable point of view
<p>1-Survey. *An inventory of the natural environmental assets in the different tourist regions.</p> <p>*Feeding the plan with an assessment of the current problems and pressures on the natural sites.</p> <p><i>2-Obscure factor in secondary data.</i></p> <p>3-Expertise and information technology</p> <p>4- scientific research employment.</p> <p>5-Skilled personnel such as environmentalists, developers, plan outcome analysts, plan evaluators and implementers.</p> <p>6-Articulation & co-operation with the other formal and informal authorities.</p>	<p>1-Survey. *The plan has conducted a very detailed and accurate survey that covered the different geological and ecological attributes in the region. This survey has managed to determine the most suitable areas for tourist development along with the most sensitive and fragile ecological assets.</p> <p>*The plan specified that pollution resulted from petrol excavation activities especially in the north of the region is the most significant problem. The analysis of the techniques adopted by the plan regarding the environmental asset preservation will show that this problem has recently been controlled.</p> <p><i>2-Financial assets.</i></p> <p>3-The same.</p> <p>4-Extensively employed regarding the natural ecological asset analysis (both off shore and on shore).</p> <p>5-The same.</p> <p>6-The plan stated the productive co-operation with the Ministry of Petroleum and the environmental</p>

authorities in the issue of preserving natural assets from degradation.

C) Techniques

Stated in the plan	The technique from a sustainable point of view
<p>1-Analysis: adoption of adequate analysis and evaluation system to the natural sites and the classification and categorisation of such sites according to specific criteria.</p> <p>2-Measuring the Tourism Development Impact on the environment.</p> <ul style="list-style-type: none"> *EIA models for the new tourist projects *Supervising the tourist projects on the constructional stages. *Monitoring the operational stages of the tourist projects. *<i>Obscure technique in secondary data.</i> <p>3-Regarded in terms of protecting the ecological assets from pollution.</p> <ul style="list-style-type: none"> -<i>Obscure technique in secondary data.</i> -<i>Need to be included.</i> -<i>Obscure technique in the plan context.</i> <p>4-Considered in the physical planning term.</p> <p>5-Co-ordinating the efforts with the other economic activities for the sake of preserving the natural attractions of the whole region from deterioration.</p> <p>6-Although this technique will be implemented in the future time when the development takes place and tourist activities exist, the Red Sea tourist development plan should have mentioned it in its context.</p> <p>7-Zoning: the region has been divided into six tourist zones. Each of them will be developed according to scientific bases, which will take into consideration the ecological natural characteristic of the zone.</p> <p>*<i>Protected areas: Elba has been selected as a protected area according to the decree of the Cabinet of Ministries No.642 for 1995.</i></p> <p>*The plan context stated the collaborative program between the tourist authorities and the environmental authorities regarding the</p>	<p>1-The same.</p> <p>2-All of the tasks classified under this technique will be implemented through a collaborative work with the environmental authorities.</p> <ul style="list-style-type: none"> *The same. *The same. *The same. *The same. *<i>Environmental auditing system.</i> <p>3-Natural Environment Conservation Management</p> <ul style="list-style-type: none"> -<i>Resource management conception and activities.</i> -<i>Visitor management programs.</i> -<i>Waste disposal and recycling projects in the tourist areas.</i> <p>4-<i>Environmental carrying capacity consideration.</i></p> <p>5-This goal has been achieved through a protocol signed by both the Ministry of Tourism and The Ministry of Petrol for identifying the regions that will be used by each of these economic activities.</p> <p>6- Environmental Education Programs.</p> <ul style="list-style-type: none"> *<i>Tourist education and interpretative programs for protecting the environment from degradation.</i> *<i>Public community awareness about the objectives of environmental conservation.</i> <p>7-From the plan context, this technique has been properly employed.</p> <p>*<i>The whole region still needs to be planned and regarded as a series of national parks to be visited by tourists according to resource management and visitor management programs. These parks should be able to invest the different attractions of the region such as the coastal areas, the mountain trails and the ethnical customs of the regions.</i></p> <p>*Programs for sites and areas under pressures due to environmental abuse.</p>

mitigation of the current pressures on the natural environmental assets in Hurghada	
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D) Plan outputs (the natural environment conservation achievements and pitfalls of the plan)

The Red Sea regional tourist plan outputs	The assessment from a sustainable point of view
Cannot currently be assessed as the plan is still in the implementation stage.	Cannot currently be assessed as the plan is still in the implementation stage.

E) Plan outcome

Impacts of the plan outputs on the sustainability of the natural environmental assets.	The assessment from a sustainable point of view
Cannot currently be assessed as the plan is still in the implementation stage.	Cannot currently be assessed as the plan is still in the implementation stage.

5.3.2.1.3 Evaluating the manmade environment

Before analysing the efforts stated in the Red Sea regional tourist plan regarding the sustainability of the archaeological and historical sites (Manmade & Heritage environment), the researcher should mention two facts:

- a) The most significant tourist attractions located in The Red Sea region are natural attractions. It is true that the area possesses some historical sites especially in El-Zafrana and El-Quosier, of which Abou El-Hassan El-Shazly that can be developed as a significant historical Islamic site is one. However, it should be expected that these historical sites would be used as an auxiliary and complementary attraction to the main and fundamental natural coastal attractions approached by the plan. On the other hand, the small number of such sites along with the relative importance of their historical and tourist values, if compared to the other historical sites in the Nile valley regions, will also have an influence on the development techniques stated by the plan regarding these sites. This does not, however, mean that the plan should not adopt techniques and schemes regarding the sustainability of such sites and the preservation of the values of their monuments from the negative impacts generated by tourist activities. It should be expected that the weight and significance of such techniques would vary from one plan to another according to different factors, the most impressive of which is whether these historical sites exist in the region or not. The quantity of such sites, their uniqueness and their weight among the other different attractions located in the area are other factors.
- b) By shedding more light onto the impacts of this regional plan on archaeological treasures, it should be expected that the tourist development of the Red Sea region is more likely to have an influence on the magnificent Pharaonic sites located in Upper Egypt. Indeed, one of the objectives of the Red Sea tourist plan is to link the Red Sea region with the central regions in Upper Egypt, which possesses the treasures of the Pharaonic monuments. In order to accomplish this objective, the Egyptian government has already managed to construct many infrastructure facilities such as a series of motor ways that will link The Red Sea governoreate with the other governorates in south of Egypt. Adding to this are the existing airports such as the international airport of Hurghada,

Luxor international airport and Aswan domestic airport along with the other airports under construction, like Mersa Alam international airport. It will become apparent that two close tourist destinations offering two varied, distinctive and favourite tourist products, (recreational tourism in the Red Sea and Cultural tourism in Upper Egypt), would be easily included in one tourist program. This will undoubtedly increase the demand for the famous pharaonic sites located in the regions of Upper Egypt such as Luxor and Aswan.

With regard to the increase in the number of tourist beds targeted by the Red Sea tourist Plan, which is planned to reach 190000 beds in 2017, it should be expected that the Red Sea will be a very distinctive recreational destination. With the assumption that at least fifty per cent of these tourists will be eager to visit the famous archaeological sites located in Upper Egypt, we will find that these archaeological sites will receive a massive number of annual tourist visits from the Red Sea region. If we add to this number the other tourist numbers from Cairo and tourists who will directly target these archaeological sites through Luxor airport, it becomes apparent that the archaeological Pharaonic sites in the Southern part of Egypt will receive a very intensive tourist demand. This will in turn increase the pressures on these irreplaceable sites.

The above analysis shows how far one regional development plan can positively or negatively affect the tourist resources located in another region. This also shows the importance of creating co-ordinated and collaborative plans among the different regions. Considering the different impacts of development, in one region on another region's development processes is a key element that should be carefully regarded by developers while assessing the objectives and outputs of any regional plan.

However, the task of sustaining the archaeological assets located in Upper Egypt and mitigating the negative impacts of tourist activities on such monuments is still the responsibility of the Upper Egypt regional tourist plan along with the local plans of each area such as Luxor, Aswan, Esana and Edfu. The ability and efficiency of gathering and interpreting all the different objectives and techniques of these regional and local plans into a harmonised task is one of the pillars that will guarantee the continuity of the development process and thus the sustainability of the resources in each region. This should be implemented through balanced development among the different regions that have already been developed or that will be developed as tourist destinations.

With regard to the preceding analysis, we will find that although the development of the Red Sea as a new region is the responsibility of the TDA, the regional development of the existing tourist regions, of which Upper Egypt is one, is the responsibility of other authorities. For example, the local authority in each governorate plays an impressive role in the tourist development decisions that will take place in any area located inside the city boundaries. Co-operation between all these authorities, which ensures that the development plan of a specific region will serve and meet the development plans implemented in the other regions, is still a significant question. Unfortunately, secondary data cannot offer clues to answer this question.

A) Plan objectives

Stated in the plan	The objective from a sustainable point of view
<p>1-Developing historical archaeological monuments as tourist sites, which will increase the attraction of the region.</p> <p>2-Improving the area of Abou El-Hasan El-Shazly and increasing its current carrying capacity in order to become a significant historical religious site.</p> <p>3-<i>Obscure and unspecific objective in the plan context.</i></p> <p>4-<i>Need to be regarded.</i></p>	<p>1-The same.</p> <p>2-The same with scientific specification of the maximum carrying capacity.</p> <p>3-<i>Co-operating with the archaeological authorities, which produces a complete preservation program for the archaeological sites located in the region.</i></p> <p>4-<i>Co-ordinating efforts with the other regional tourist development plans in the south of Egypt regarding the preservation and conservation of the archaeological sites from the pressures resulting from an increase in the number of international tourists generated by the Red Sea Region.</i></p>

B) Plan inputs

Stated in the plan	The input from a sustainable point of view
<p>1-Survey. *An inventory of the archaeological assets in the Red Sea region.</p> <p>2-<i>Obscure element in the plan inputs.</i></p> <p>3-scientific research employment.</p> <p>4-<i>Obscure factor due to the overlap with archaeological authority tasks.</i></p> <p>5-<i>Obscure factor in secondary data.</i></p> <p>6-<i>Obscure element due to the task overlap with the archaeological authorities.</i></p>	<p>1-The same</p> <p>2-<i>Financial assets.</i></p> <p>3-The same.</p> <p>4-<i>Expertise and information technology.</i></p> <p>5-<i>Co-ordinating efforts with the archaeological authorities.</i></p> <p>6-<i>Skilled personnel such as archaeologists, site planners, visitor attraction managers and implementers.</i></p>

C) Techniques

Stated in the plan	The technique from a sustainable point of view
<p>1-As the plan has regarded the Red Sea Region as a new area that will be developed as a tourist destination in future, the only technique stated by the plan regarding the archaeological and historical sites is how to prepare and develop such sites as tourist attractions.</p> <p>2-<i>As the region has not witnessed the existence of tourist activities yet, the plan did not state such management techniques to the historical sites.</i></p> <p>A-<i>Need to be included.</i></p>	<p>1-The focus during the pioneering development stage in any region is on the techniques of how to prepare such historical sites and develop them as tourist destinations rather than the implementation of sustainability techniques as long as the sites have not witnessed yet any sort of tourist pressures. However, such sustainability techniques should be stated in the different stages of the development plans regarding any region.</p> <p>2-<i>Management schemes.</i></p> <p>A- <i>Resource management activities.</i></p> <ul style="list-style-type: none"> • <i>Visitor management programs.</i>

<p><i>B-Need to be included.</i></p> <p>3- <i>As the region has not witnessed the existence of tourist activities yet, the plan did not state such management techniques to the historical sites.</i></p> <p>4-Zoning: survey to the archaeological sites located in each tourist sector.</p>	<ul style="list-style-type: none"> • <i>Entrance fee levying.</i> • <i>Waste management.</i> <p><i>B-Site carrying capacity.</i></p> <p>3-<i>Education programs about cultural & Heritage environment conservation.</i></p> <ul style="list-style-type: none"> • <i>Tourist education and interpretative programs for protecting historical sites from degradation.</i> • <i>Public community awareness about the objectives and approaches of historical and cultural conservation issues.</i> <p>4-Zoning can be considered as one of the most successful technique employed by The Red Sea Regional tourist plan.</p>
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D) Plan outputs (the historical site preservation achievements and pitfalls of the plan)

The Red Sea regional tourist plan outputs	The assessment from a sustainable point of view
Cannot currently be assessed as the plan is still in the implementation stage.	Cannot currently be assessed as the plan is still in the implementation stage.

E) Plan outcome

Impacts of the plan outputs on sustainability of the Manmade environment (archaeological assets)	The assessment from a sustainable point of view
Cannot currently be assessed as the plan is still in the implementation stage.	Cannot currently be assessed as the plan is still in the implementation stage.

5.3.2.1.4 Evaluating the socio-cultural dimension

A) Plan objectives.

Stated in the plan	The objective from a sustainable point of view
1-Offering better socio-economic benefits to the Egyptian citizens whether the externals, who will migrate to the Red Sea region for employment or the local citizens of the Red Sea region. .	1-The same.
2-Tourism as a tool in developing new communities in the Red Sea Region and mitigating the inhabiting and housing pressures on the central areas of The Nile Valley.	2-The same.
3-Employing tourism as a tool in minimising the gap between citizens living in the central cities and the others living in the Red Sea region.	3-The same.
4-Developing more harmonised communities among the different spots along the Red Sea coast.	4-The same.
5-Creating more developed regions in the southern part of Egypt.	5-The same.
6- <i>As the region has not witnessed the existence of tourist activities yet, the plan did not state</i>	6- <i>Preserving the socio-cultural values from the negative impacts of tourist activities.</i>

<p><i>this objective in its context.</i></p> <p><i>7-Although the plan stated the adoption of unique architectural style that copes with the total environment of each area, this objective still needs to be carefully regarded.</i></p> <p><i>8- Obscure and unspecific objective.</i></p> <p><i>9-Improving the social services offered to the Red Sea Region citizens such as health services, schools, build environment...etc..</i></p>	<p><i>7-prevailing the local culture of the destinations and impressing tourists with the identity and uniqueness of each local area.</i></p> <p><i>8-Co-operating with the different authorities in the domain of preserving the socio-cultural values of the region from degradation.</i></p> <p><i>9-The same.</i></p>
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B) Plan inputs

Stated in the plan	The input from a sustainable point of view
<p><i>1-Surveying the different demographic and cultural characteristics of the communities in the region of the Red Sea.</i></p> <p><i>2-Obscure factor in the secondary data.</i></p> <p><i>3-Obscure factor in the secondary data.</i></p> <p><i>4-Obscure factor in the secondary data.</i></p> <p><i>5-Obscure element in the secondary data.</i></p> <p><i>6-Obscure element in the secondary data.</i></p>	<p><i>1-The same.</i></p> <p><i>2-Financial assets.</i></p> <p><i>3-Expertise and information technology.</i></p> <p><i>4-scientific social research employment.</i></p> <p><i>5-Articulation & co-operation with the other formal and informal authorities especially on the local level.</i></p> <p><i>6-Skilled personnel such as sociologists, social impact assessors, plan outcome analysts, evaluators and developers.</i></p>

C) Techniques

Stated in the plan	The technique from a sustainable point of view
<p><i>1-As the plan has regarded the Red Sea Region as a new area that will be developed as a tourist destination in future, the only technique stated by the plan regarding the social issue is: how to offer better socio-economic benefits to the citizens along with better social services.</i></p> <p><i>2-As the region has not witnessed yet the existence of tourist activities, the plan did not state such measurement techniques.</i></p> <p><i>*Early to be assessed.</i></p> <p><i>*Early to be assessed.</i></p> <p><i>*Early to be assessed.</i></p> <p><i>*Need to be included.</i></p> <p><i>3-Obscure technique and cannot be assessed through secondary data.</i></p> <p><i>4-As the region has not witnessed yet the existence of tourist activities, the plan did not state such management techniques.</i></p>	<p><i>1-Although it is important to focus during the pioneering development plans on the socio-economic techniques that will be offered to the citizens, the other techniques of socio-cultural value preservation should be stated from the beginning.</i></p> <p><i>2-Assessing and measuring the tourism impacts on the communities.</i></p> <p><i>*Socio-economic impacts of tourism</i></p> <p><i>*Socio-cultural impacts of tourism.</i></p> <p><i>*Cost benefit analysis of the social impacts of tourism</i></p> <p><i>*Measuring the sensitivity of the local community to tourism in the potential tourist destinations.</i></p> <p><i>3-Assessing the indigenous people perception about tourism.</i></p> <p><i>4-Mitigating the negative social impacts on the public community.</i></p>

<p><i>A-Obscure element in secondary data.</i> <i>*Early to be assessed.</i> <i>*Need to be included.</i></p> <p><i>*Obscure element and cannot be assessed through secondary data.</i></p> <p><i>B-Need to be considered.</i></p> <p><i>C-Obscure element and cannot be assessed through secondary data.</i></p> <p><i>4-Obscure technique in the plan context.</i> <i>*Early to be regarded.</i></p> <p><i>*Obscure element in the plan context.</i></p> <p>5-Zoning: Accurate specification of the demographic characteristics of the citizens in each zone.</p>	<p><i>A-Management activities</i> <i>*Visitor impact management.</i> <i>*Instructive cross-cultural education and communication.</i></p> <p><i>*Prevailing and presenting the cultural environment of each tourist destination through unique architectures that cope with its culture, Folkloric arts, local handicrafts, cultural events, festivals and pageants...etc.</i></p> <p><i>B-Social carrying capacities considerations and Limits of acceptable change determination.</i></p> <p><i>C-Local community involvement in decision making process concerning tourism development.</i></p> <p><i>4-Educational programs about cultural & Heritage environment conservation.</i> <i>*Tourist education and interpretative programs for respecting and protecting the culture of the local communities.</i> <i>*Raising the level of the public community awareness about the positive and negative impact of tourism on the tradition and culture.</i></p> <p>5- Zoning can be considered as one of the most successful technique employed by The Red Sea Regional tourist plan.</p>
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D) Plan outputs (the socio-culture preservation achievements and pitfalls of the plan).

The Red Sea regional tourist plan outputs	The assessment from a sustainable point of view
Cannot currently be assessed as the plan is still in the implementation stage	Cannot currently be assessed as the plan is still in the implementation stage.

E) Plan outcome

Impacts of the plan outputs on sustainability of the socio - cultural values.	The assessment from a sustainable point of view
Cannot currently be assessed as the plan is still in the implementation stage	Cannot currently be assessed as the plan is still in the implementation stage

5.3.2.1.5 Evaluating the continuity of the development process

A) Objectives

Stated in the plan	The objective from a sustainable point of view
1-Searching for a comprehensive development that tourism is only one of its pillars.	1- The same.
2-Integrating tourist development that will take place in the Red Sea with the Red Sea comprehensive development strategy, prepared by The Ministry of Cultivation and with the national project of developing The South of Egypt, prepared by The Ministry of Planning.	2-The same.
3-Integrating the tourist nodes that will be created in each sector into the economic and social character of the sector.	3-The same.

<p>4-Harmonising the different tourist economic and recreational activities between the different sectors along the coast.</p> <p>5-Launching different alternatives for the approached tourist development and selecting the most appropriate option according to environmental and physical criteria.</p> <p>6-Bridging the gap between planning and implementation.</p> <p>7-Creating honey pots (such as entertainment facilities) in the areas that possess limited natural attractions in each sector.</p> <p>8-Adopting the concept of sustainable development that will guarantee the harmony of the potential tourist development with both the natural environment and the architectural style.</p> <p><i>9-The objective of developing the region according to the predicted changes and trends of the international and domestic tourist markets is obscure in the plan. The plan focuses only on the supply side development, which is based on the assumption that the recreational form of tourism is the most desirable and popular type.</i></p> <p><i>10-Obscure objective in secondary data. However, the plan has assumed that the region is inhabited by a very limited number of populations (280.000 citizens in 1993), which does not constitute a socio-cultural constraint to the future development. This needs to be highlighted and discussed through primary data.</i></p>	<p>4-The same.</p> <p>5-The same.</p> <p>6-The same.</p> <p>7-This if properly implemented will help in balancing the positive economic benefits of tourism between the different areas located in each sector.</p> <p>8-The same.</p> <p><i>9-Linking the supply side with the demand side regarding the future trends and changes in the domestic and international markets, which can be implemented through proper market research.</i></p> <p><i>10-Conducting more adequate objectives regarding how to mitigate the impacts of the potential development on the traditions, culture and identity of the local community.</i></p>
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B) Plan inputs

Stated in the plan	The input from a sustainable point of view
<p>1-Analysis: A complete and detailed analysis to the different attributes of the region regarding its past and present economic, ecological, geological and social conditions.</p> <p>2-Proper information technology system.</p> <p>3-Teamwork of plan assessors, evaluators and analysts along with tourism developers and planners who are able to conduct more efficient objectives and strategies according to the past stage achievements, the present stage requirements and the up-to-date internal and external changes.</p> <p>4- Articulation & co-operation with the other formal and informal authorities especially on the different levels of data collection and task allocation and implementation.</p>	<p>1-The same.</p> <p>2-The same.</p> <p>3-The same.</p> <p>4-The plan has showed the co-operative work with the Red Sea governorate authorities, environmental authorities, Ministry of Planning, Ministry of Cultivation and Ministry of Petroleum. However,</p>

	the plan should have considered the co-operative work with the other authorities in The Upper of Egypt along with the archaeological authorities. This co-operation should investigate the different methods of how to manage the tourist visits that will be generated from the Red Sea region to the historical sites in the other parts of the South of Egypt.
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C) Techniques

Stated in the plan	The technique from a sustainable point of view
<p>A-Scientific research employment in measuring the following : <u>Past development stage:</u> As the tourist development had not taken place before, the regional plan did not measure the impacts of any previous tourist development. Instead, the Red sea regional plan managed to measure the impacts of the other economic activities that already exist in the region.</p> <p><u>Present development stage</u> 1-What are the different objectives and expectations from the present and future stage developments? 2-Handled only in terms of economic and socio-economic impacts. 3-What are the available resources that the current stage possesses and what resources it lacks? 4-Proper evaluation of the different alternatives of tourist development plans, which are subject to application and implementation in future. 5-What are the different challenges and constraints that face the current stage? 6-Synthesising the different objectives, of the current tourist development and co-ordinating their strategies and techniques.</p> <p><u>Future development stage</u> 1-Obscure technique in the plan context. For example the plan has not shown how far the supply development matches and copes with the future trends and changes in the tourist markets. 2-Need to be included.</p> <p>B-Feeding each stage with the results of the previous stages. 1-It is early to judge the efficiency of the plan to include this technique as the area is still witnessing the first stage of tourist</p>	<p>A-Scientific research employment in measuring the following: <u>Past development stage:</u> The same.</p> <p><u>Present development stage</u> 1-The same 2-What are the predicted impacts on the domain of sustainability? 3-Very accurate measurement by the plan. 4-The same. 5-The same. 6-The same.</p> <p><u>Future development stage</u> 1-Permanant survey on the different changes that have occurred or will take place externally and internally. 2- An accurate analysis and prediction of the impacts of such changes on the future stage development</p> <p>B-Feeding each stage with the results of the previous stages. 1-Should be included in the pioneering tourist development plans as one of the long-run techniques.</p>

<p><i>development. Indeed, regions approached by this plan are still in the pioneering stage of the product life cycle.</i></p> <p>C-Monitoring 1-Avoiding deviations in the implementation of the present development programs.</p> <p><i>2-Extensively considered in the short and intermediate run terms. However, cannot be assessed through secondary data in the long run term.</i></p> <p><i>3-Obscure technique in the plan context.</i></p> <p><i>4-Extensively regarded in terms of natural and ecological environmental t preservation.</i></p> <p>D-Different development stage linkage. 1-Adopting consistent objectives and strategies.</p> <p>2- Linking the present stage with the future stage through a wise consumption of the resources</p>	<p>C-Monitoring 1-The same.</p> <p><i>2- Considering the current development as a stage in a continuous process that will be extended to future time.</i></p> <p><i>3-Adoption of contingency plan to be used during the critical and crisis periods.</i></p> <p><i>4-The adoption of mitigation factors that can help in remaining the resources suitable and available for the following generation use.</i></p> <p>D-Different development stage linkage. 1-The same.</p> <p>2-The same.</p>
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D) Plan outputs (the continuity of the development process achievements and pitfalls).

The Fourth Five year Plan outputs	The assessment from a sustainable point of view
Cannot currently be assessed as the plan is still in the implementation stage	Cannot currently be assessed as the plan is still in the implementation stage.

E) Plan outcome

Impacts of the plan outputs on continuity of the development process	The assessment from a sustainable point of view
Cannot currently be assessed as the plan is still in the implementation stage	Cannot currently be assessed as the plan is still in the implementation stage.

5.3.3 Local plans

Based on the discussion presented in the methodology chapter, the Mersa Alam tourist development plan in the Red Sea Region has been selected as a sample to be evaluated through secondary data.

5.3.3.1. Mers Alam Local Tourist Development Plan

It should be noted that the researcher collected two documented local plans regarding the development of Mersa Alam, each of which is crafted by a different authority. The first one is "the technical report regarding the general planning of Mersa Alam" prepared in September 1993 by the same authority that crafted the regional plan of The Red Sea, the Tourist Development Authority (TDA). The second is "the final report regarding the structural planning of Mersa Alam till the year 2020", prepared by the General Authority of Planning at The Ministry of Housing, New Communities and Cultivation in June 1996.

Although the local plan crafted by the tourist authority will be the main plan evaluated, the newer local plan crafted by the Ministry of New Communities and Housing will be used to assess the following:

A-The ability of the latter plan to encompass the different information, objectives and techniques presented by the tourist authorities in the first plan as inputs.

B-The ability of the latter local plan to offer consistent objectives and aims regarding tourism development of Mersa Alam, which cope with the objectives of the tourist authorities.

C-The ability of the second plan to discover the points of weaknesses of the first plan and any deviation in the development process.

D-The ability of the latter local plan to offer more sophisticated and up-to-date planning tools to cope with international and internal circumstances and the fashionable concept of sustainable development.

5.3.3.1.1 Evaluating the economic dimension

A) Plan objectives

Stated in the plan	The objective from a sustainable point of view
1-Developing three different economic activities in the area: tourism, fishing and mining.	1-Although the local plan crafted by the TDA in 1993 shows the availability of the different resources needed for the development of each of these economic activities, the local plan crafted by The Ministry of Housing in 1995 doubts the present suitability of mining as one of the main economic activities. The reason is the shortage of scientific studies identifying mining locations, the spare stock of the different mineral resources, periods of exploitation and feasibility studies. Thus the Ministry of Housing's local plan highlighted that tourism will be considered the main economic activity due to the abundance of tourist assets. The researcher should comment that although the shortage of scientific studies regarding mining activities might postpone the development of such activities, all the survey and pilot studies have assured the abundance of the area in different minerals. Thus, the development of mining as an

<p>2-Offering employment opportunities that will help to attract a large number of direct and indirect personnel to the area and thus reducing the current pressure on the different central areas of the Nile valley.</p> <p>3-Developing Mersa Alam city as a central area in the south of the Red Sea coast, between El-Qosier to Ras Benas.</p> <p>4-Developing compatible infrastructure services that will carry the prospective development and which can serve the other objective of new community development.</p> <p>5-Balancing the development of tourism as an economic activity with the other economic activities.</p> <p><i>6-Offering distinctive tourist product that will offer two different forms of tourism, recreational tourism on The Red Sea coast and safari tourism in the mountains, along with the benefits of linking such activities with cultural tourism in upper Egypt.</i></p> <p>7-Improving the social services such as education, housing and health services in order to cope with the expected increase in the number of the region citizens and externals who will internally immigrate to dwell in the region after the existence of the tourist development.</p>	<p>economic industry would occur at any stage of the future time. From a sustainable point of view, although tourism as an economic activity could cope with the activities of fishing, it might versus some activities of mining excavation and exploitation due to their negative impacts on the natural resources. Thus, the mining sites need to be carefully determined and its activities should be properly managed in a way that guarantees the sustainability of the natural environmental assets.</p> <p>2-The same.</p> <p>3-This will lead to the economic vitalisation of two sectors on the Red Sea coast: El-Qosier- Mersa Alam and Mersa Alam-Ras Benas.</p> <p>4-This objective has come in the forefront of the two local plans as it is considered the key element in the success of Mersa Alam development. This also constitutes a constraint and obstacle to the development due to the absence of most of such infrastructure services.</p> <p>5-The plan prepared by the TDA managed to determine exactly the fishing resources in the area and stressed the importance of using adequate fishing equipment such as appropriate fishing boats along with the creation of some related activities such as fish canning.</p> <p><i>6-Although the area is rich in natural assets required for the development of alternative tourism, which can satisfy the growing market of eco-tourism, the two plan have not highlighted the economic benefits of such forms. However, the latest plan crafted by the Ministry of Housing and New communities mentioned a new form of tourism that can be introduced, which is geological tourism. This tourism form can be considered a specific type of nature tourism that will depend on specific kind of attractions such as geological forms, rare plants, old mining sites, desert scenery ...etc.</i></p> <p>7-Highly stressed in both plans.</p>
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B) Plan inputs

Stated in the plan	The input from a sustainable point of view
1-Survey: Identification of the economic	1-While mentioned in different parts of the context

<p>limitations and constrains that might affect the efficiency of the implemented techniques and programs.</p> <p>2-Financial assets needed for the development.</p> <p>3-Although the plan context shows the implementation of this element, the economic expertise employment is not obviously stated.</p> <p>4-Scientific research employment.</p> <p>5-Although the plan context shows the implementation of this element, the employment of skilled personnel regarding the economic issues has not been obviously stated.</p> <p>6-Articulation & co-operation with the other formal and informal authorities.</p>	<p>of the first plan crafted by the TDA, the economic limitations and constraints are obviously highlighted by the second plan crafted by the Ministry of Housing.</p> <p>2-Due to the present shortage in the required infrastructure, superstructure services, along with the social facilities, the accurate determination of the financial assets needed for this broad development seemed to be difficult in both plans. In addition, the recent contribution of the private sector to finance and constructing some infrastructure projects can be considered another reason behind the difficulty of figuring this factor.</p> <p>3-Expertise and information technology.</p> <p>4-The same.</p> <p>5-Skilled personnel such as economists, and developers.</p> <p>6-The same.</p>
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C) Techniques

Stated in the plan	The technique from a sustainable point of view
<p>Local economic benefits A-Techniques adopted for creating flows of income to the destination</p> <ul style="list-style-type: none"> • Planning for future international and domestic incoming tourism to the region. • <i>Although the plan mentioned the importance of offering diversified tourist products, the techniques implemented by the plans focus on the existence of two forms of tourism, which are recreational tourism and Safari tourism, and thus concentrate on the existence of one sort of tourist projects which are tourist recreational villages.</i> • <i>The tourist plan crafted by the TDA in 93 stated that the categorisation of the recreational tourist villages that will be established in Mersa Alam city range between three and four stars. However, the latest plan crafted in 96 by the Ministry of Housing has encompassed a modification to this technique by mentioning that the tourist village stars will range between three to five stars.</i> <p>B-Investment policies: Encouraging tourist projects and offering incentives to investors.</p>	<p>Local economic benefits A-The same.</p> <p>*The same.</p> <p><i>*Creating and diversifying tourist expenditure.</i></p> <p><i>*Offering different standards of tourist products that can cope with different segments of tourists with a focus on the services that can attract and match the niche tourist market segment.</i></p> <p>B-The same.</p>

<p>Socio-economic benefits A-Quantitative: generating job opportunities. B- Qualitative:</p> <ul style="list-style-type: none"> • Tourism development as a tool for creating jobs in the other economic activities. • Social services to be offered to the local citizens. • Helping to attract personnel from the central areas in the Nile valley, which will result in fairer economic benefit distribution among the different regions' citizens. <p>2-Research employment technique A-Scientific tourist market research employment. Tourist development regarding Mersa Alam aims mainly at attracting one market segment, which is recreational tourism clients who search for sun, sand and sea.</p> <p><i>B-Although these measurements are supposed to be implemented when tourist development takes place and tourist activities exist, the regional Red Sea tourist development plan should have considered such techniques as long run schemes to be used in future. This will guarantee the sustainability of the economic benefits to the area with the mitigation of the negative economic impacts of tourism.</i></p>	<p>Socio-economic benefits A-The same. B-The same. *The same.</p> <p>*The same.</p> <p>*The same.</p> <p>A-The plan has not managed looking at the other market segments that search for the alternative tourism forms, which can be introduced in the region and be integrated into its development.</p> <p><i>B-Measuring the following:</i> <i>*The economic carrying capacity of each sector.</i> <i>*The indirect economic benefits of tourism.</i> <i>*Estimating the economic costs of tourism such as leakage, inflation, incidental costs (life quality costs and fiscal costs) and social costs.</i></p>
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D) Plan outputs (the economic achievements and pitfalls of the plan)

<p>The Mersa Alam local tourist plan outputs Cannot currently be assessed as the plan is still under implementation</p>	<p>The assessment from a sustainable point of view Cannot currently be assessed as the plan is still under implementation</p>
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E) Plan outcome

<p>Impacts of the plan outputs on sustainability of the economic values Cannot currently be assessed as the plan is still under implementation</p>	<p>The assessment from a sustainable point of view Cannot currently be assessed as the plan is still under implementation.</p>
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5.3.3.1.2 Evaluating the natural environment

A) Plan objectives

<p>Stated in the plan <i>1-Due to the specific environmental constraints of the area that would control and limit any type of development, the local plan crafted by the TDA focused mainly on the physical planning. However, the latest local plan crafted in 96 has managed to include the up-to-date stream of sustainable development.</i> 2-Adopting proper physical planning as a tool in environmental conservation.</p>	<p>The objective from a sustainable point of view <i>1-The adoption of sustainable development concept.</i> 2-The plan was keen to adopt appropriate physical planning due to the environmental constraints that might control or threaten the tourist development</p>
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<p>3-Planning for the utmost and most appropriate exploitation of the natural resources in the field of tourism without any change in the ecological system or deterioration of any natural asset.</p> <p>4-Co-operating and co-ordinating the efforts with the other authorities for the sake of protecting the natural assets from any sort of deterioration.</p> <p><i>5-Has not been included due to the overlap with the environmental authority tasks in preparing such programs. However, the latest plan crafted by the Ministry of Housing stressed the importance of including some activities regarding the protection of the natural resources. These activities will be highlighted while discussing the natural environmental preservation techniques.</i></p>	<p>such as the torrent (heavy rain) paths on the mountains and the mountain background that, in some sites, are very adjacent to the coastal beach.</p> <p>3-The same.</p> <p>4-The same.</p> <p><i>5-preparing a complete program for protecting the ecological assets from any sort of deterioration that would result from tourist activities.</i></p>
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B) Plan inputs

Stated in the plan	The input from a sustainable point of view
<p>1-Survey. *An inventory of the natural environmental assets in the different tourist regions.</p> <p>*Feeding the plan with an assessment of the current natural environmental constrains, problems and challenges that might affect the development of Mersa Alam as a tourist destination.</p> <p><i>2-Obscure factor in secondary data due to the broad domain of environmental conservation in a region as Mers Alam, which has not witnessed any form of development.</i></p> <p>3-Expertise and information technology</p> <p>4- scientific research employment.</p> <p>5-Skilled personnel such as environmentalists,</p>	<p>1-Survey. *The plan has conducted a very detailed and accurate survey that covered the different geological and ecological attributes in the region. This survey has managed to determine the most suitable areas for tourist development along with the most sensitive and fragile ecological assets.</p> <p>*The plan has stated three main facts. The first one is the threat of the torrent paths on the mountains that should be regarded carefully while determining the safest regions suitable for tourist development and avoiding the construction of any tourist project on the way of such torrent paths. The second physical constrain is the mountain background in the western side of the coast that might restrict both the form of tourist development in some sites and the development of motor way roads. However, The third fact is the advantage of developing a pure natural coastal area that its ecological assets have been untouched.</p> <p>2-Financial assets.</p> <p>3-The same.</p> <p>4-Extensively employed regarding the natural ecological asset analysis for both off shore and on shore.</p> <p>5-The same.</p>

<p>developers, plan outcome analysts, plan evaluators and implementers.</p> <p>6-Articulation & co-operation with the other formal and informal authorities for creating tourist development that can cope with the principles of environmental conservation especially in the issues of infrastructure service development and physical accommodation construction.</p>	<p>6- Although the plan context has mentioned the different parties required for achieving this task, this should have been highlighted and specified in details under a specific section regarding the network of such different parties in the domain of natural environmental conservation.</p>
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C) Techniques

Stated in the plan	The technique from a sustainable point of view
<p>1-Analysis: adoption of adequate analysis and evaluation system of the natural sites and the classification and categorisation of such sites according to specific criteria.</p> <p>2-Regarded in terms of project development level.</p> <ul style="list-style-type: none"> *EIA models for the new tourist projects *Supervising the tourist projects on the constructional stages. *Monitoring the operational stages of the tourist projects. *Ambiguous element and cannot be assessed through secondary data. <p>3-While the local plan crafted by the TDA in 93 has considered this issue by focusing on the proper physical planning, the later plan crafted in 96 by The Ministry of Housing has offered more sophisticated techniques.</p> <ul style="list-style-type: none"> -Although the local plan stated some restrictions for natural environment conservation, resource management activities need to be more highlighted. -Need to be included. -Waste disposal and recycling projects in the tourist areas. <p>*Considered in the physical planning term.</p> <p>4-Co-ordinating the efforts with the other economic activities for the sake of preserving the natural attractions in the whole Red Sea region from deterioration. As Mersa Alam along with its adjacent areas are geographically and politically located in The Red Sea governorate, this technique has been considered in the local plans regarding the development of Mersa Alam city. On the other hand, however, the context of the local plan has showed that the area has not witnessed yet any form of economic development and tourism will be the most significant and prominent activity in the future time. This will undoubtedly facilitate the implementation of this technique.</p>	<p>1-The same.</p> <p>2-Measuring the Tourism Development Impact on the environment.</p> <ul style="list-style-type: none"> *The same. *The same. *The same. *Environmental auditing system. <p>3-Natural Environment Conservation Management.</p> <ul style="list-style-type: none"> -Resource management conception and activities. -Visitor management programs. -While ambiguous in the first local plan context, this technique has been highly recommended by the second local plan. *Environmental carrying capacity consideration. <p>4-This technique has been considered in the context of the plans regarding the development of Mersa Alam city. For example, according to the protocol signed by the Ministry of Petrol and Ministry of Tourism, Wadi El-Gamal, which is located south Mers Alam city has been devoted for tourist development. This area is rich in magnificent tourist attractions and is expected to become a distinctive international tourist resort.</p>

<p><i>5-Although this technique will be implemented in the future time when the development takes place and tourist activities exist, this should have been stated in the context of the local plan.</i></p>	<p>5- Environmental Education Programs. <i>*Tourist education and interpretative programs for protecting the environment from degradation.</i> <i>*Public community awareness about the objectives of environmental conservation.</i></p>
<p>6-Zoning: *Protected areas: Significantly stressed in the context of the second local plan.</p>	<p>6-Still need the announcement of new areas as protected areas and national parks and the adoption of management programs regarding tourist visits to those areas.</p>

D) Plan outputs (the natural environment conservation achievements and pitfalls of the plan)

The Mersa Alam local tourist plan outputs	The assessment from a sustainable point of view
Cannot currently be assessed as the plan is still in the implementation stage.	Cannot currently be assessed as the plan is still in the implementation stage.

E) Plan outcome

Impacts of the plan outputs on sustainability of the natural environmental assets.	The assessment from a sustainable point of view
Cannot currently be assessed as the plan is still in the implementation stage.	Cannot currently be assessed as the plan is still in the implementation stage.

5.3.3.1.3 Evaluating the manmade environment

As mentioned before during the assessment of the Red Sea regional tourist plan, the main attractions that the region possesses are the natural environmental ones. Although the region has some historical sites, such resources will not constitute a fundamental attraction used by the prospective tourist development. With regard to the Mersa Alam local plan, two historical sites can be developed as tourist attractions. The first is Sheikh Abou El-Hasan El-Shazly tomb located in EL-Homiera valley, almost 150 Km from Mersa Alam, which has been visited by domestic visitors from Upper Egypt, the other Red Sea regions and other Egyptian parts. It should be expected that this site would be mainly visited by domestic tourists and in specific seasons for the celebration of Sheikh EL-Shazly's birth. The other site is the archaeological monument in Sokket in Wadi EL-Gemal, which dates back to the Roman Empire. Indeed, the limited archaeological attractions located in the area have influenced the objectives, inputs and techniques regarding the sustainability of such historical sites.

On the other hand and as mentioned before, tourist development to take place in the different areas of The Red Sea region is more likely to affect the archaeological and historical sites of The Upper Egypt. Without repeating the discussion handled before regarding this issue, it should be highlighted here that Mersa Alam, which will be developed as a tourist destination would contribute to the increase in the tourist demand visits to the Pharaonic sites in Upper Egypt. Although this will bear many economic benefits such as the prolongation of the tourist nights and the increase in tourist expenditure, this if not properly managed, might result in a loss and deterioration of many monuments.

According to the previous analysis, the researcher found that the assessment of the archaeological site sustainability concerning Mersa Alam local plans will be similar to the assessment of the Red Sea

regional tourist plan. Thus, it is worthwhile excluding this section from the assessment of Mersa Alam local plan.

5.3.3.1.4 Evaluating the socio-cultural dimension

A) Plan objectives

Stated in the plan	The objective from a sustainable point of view
1-Offering socio-economic benefits to the citizens especially those migrating from the other central parts of the Nile valley and The Delta.	1-The same.
2-Tourism as a tool to develop new communities in Mersa Alam and the adjacent areas that will contribute to the mitigation of housing pressures on the central areas of The Nile Valley.	2-The same.
3-Improving the social services offered to the citizens of Mersa Alam such as health, schools, built environment etc.	3-This objective has extensively been highlighted.
4-As the region has not yet witnessed the existence of tourist activities, the plan did not state this objective in its context.	4-Preserving the socio-cultural values from the negative impacts of tourist activities.
5-Although the plan stated the adoption of a unique architectural style that will cope with the total environment of Mersa Alam, this objective still needs to be carefully regarded.	5- Reflecting the local culture of the destinations and impressing tourists with the identity and uniqueness of each local area.
6- Obscure and unspecific objective.	6-Co-operating with the different authorities to save the socio-cultural values of the region from degradation.

B) Plan inputs

Stated in the plan	The input from a sustainable point of view
1-Surveying the different demographic and cultural characteristics of the communities in Mersa Alam area.	1-Although the survey pointed out that the area is free from local inhabitants, it showed that the original citizens of the area are the communities of EL-Ababda tribes that are scattered in different rural areas near to Mersa Alam city.
2-Although the plan stated the different social services that will be offered to the citizens, it seemed difficult to determine the budgets allocated to such services along with the financial services needed for conducting scientific research regarding socio-cultural preservation methods and techniques.	2-Financial assets.
3-Obscure factor in the secondary data.	3-Expertise and information technology.
4-Obscure factor in the secondary data.	4-Scientific social research employment.
5-Obscure element in the secondary data.	5-Articulation & co-operation with the other formal and informal authorities especially on the local level.

6-Not stated in the plan context.

6-Skillful personnel such as sociologists, social impact assessors, plan outcome analysts, evaluators and developers.

C) Techniques

Stated in the plan	The technique from a sustainable point of view
<p>1-As the plan has regarded Mersa Alam as a new area that will be developed as a tourist destination in future, the only technique stated by the plan regarding the socio-cultural issue is: how to offer better socio-economic benefits along with better social services to the migrated citizens.</p> <p>2-Determining the city inhabitation capacity.</p> <p>3-As the area has not witnessed yet the existence of tourist activities, the plan did not state such measurement techniques.</p> <p>*Early to be assessed. *Early to be assessed. *Early to be assessed.</p> <p>*Obscure element due to the assumption that the area is not inhabited yet as the number of the area native citizens is very minor.</p> <p>4-As the native citizens are El-Ababda tribes, which the plan assumed that they will not be involved in the tourist development due to their simple life and primitive economic activities they practice such as herding, this technique has not been implemented.</p> <p>5-As the area has not witnessed yet the existence of tourist activities, the plan did not state such management techniques.</p> <p>A-Obscure element in secondary data.</p> <p>*Early to be assessed. *Need to be included.</p> <p>*Obscure element and cannot be assessed through secondary data.</p> <p>B-Need to be considered.</p> <p>C-Early to be included.</p> <p>6-Obscure technique in the plan context.</p>	<p>1-Although it is important to focus during the pioneering development plans on the socio-economic techniques and the social benefits that will be offered to citizens, the other techniques of socio-cultural value preservation should be stated from the beginning.</p> <p>2-The local plan crafted in 93 by the TDA estimated the maximum inhabitant carrying capacity of the city at 140.000 persons, which will be achieved through four stages. The period of each of these stages is five years. However, the latter local plan of the Ministry of Housing pointed out that the maximum inhabitant capacity should not exceed 60.000 persons inside the city and 20.000 persons in the two tourist destinations, with a total number of 80.000 persons.</p> <p>3-Assessing and measuring the tourism impacts on the communities.</p> <p>*Socio-economic impacts of tourism *Socio-cultural impacts of tourism. *Cost benefit analysis of the social impacts of tourism *Measuring the sensitivity of the local community to tourist activities in the potential tourist destinations.</p> <p>4-Assessing the indigenous people perception about tourism.</p> <p>5-Mitigating the negative social impacts on the public community.</p> <p>A-Management activities *Visitor impact management. *Instructive cross-cultural education and communication. *Prevailing and presenting the cultural environment of each tourist destination through unique architectures that cope with its culture, Folkloric arts, local handicrafts, cultural events, festivals and pageants...etc.</p> <p>B-Social carrying capacities considerations and Limits of acceptable change determination. C-Local community involvement in decision making process concerning tourism development.</p> <p>6-Education programs about cultural & Heritage</p>

<p><i>*Early to be regarded.</i></p> <p><i>*Obscure element in the plan context.</i></p> <p>5-Zoning: Accurate specification of the demographic characteristics of the citizens in the current city of Mersa Alam, which is inhabited mainly by externals, and the original citizens of Mersa Alam, who are the tribes of El-Ababda.</p>	<p><i>environment conservation.</i></p> <p><i>*Tourist education and interpretative programs for respecting and protecting the culture of the local communities.</i></p> <p><i>*Raising the level of the public community awareness about the positive and negative impact of tourism on the tradition and culture.</i></p> <p>5-The same.</p>
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D) Plan outputs (the socio-culture preservation achievements and pitfalls of the plan).

<p>The Mersa Alam local tourist plan outputs</p> <p>Cannot currently be assessed as the plan is still in the implementation stage</p>	<p>The assessment from a sustainable point of view</p> <p>Cannot currently be assessed as the plan is still in the implementation stage.</p>
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E) Plan outcome

<p>Impacts of the plan outputs on sustainability of the socio-cultural values</p> <p>Cannot currently be assessed as the plan is still in the implementation stage</p>	<p>The assessment from a sustainable point of view</p> <p>Cannot currently be assessed as the plan is still in the implementation stage</p>
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5.3.3.1.5 Evaluating the continuity of the development process

A) Plan objectives

<p>Stated in the plan</p> <p>1-Searching for comprehensive development that tourism is only one of its pillars.</p> <p>2-Integrating tourist development that will take place in Mersa Alam local area into the Red Sea Regional Tourist Plan.</p> <p>3-According to the survey conducted, the plan has presumed that the area lacks the existence of any economic activity and the social</p>	<p>The objective from a sustainable point of view</p> <p>1-The same.</p> <p>2-This objective has been considered in terms of infrastructure service development such as motorways that will link the different parts of the Red Sea region. In addition, the local plan crafted by The TDA in 93, has also regarded the share of the two main tourist destinations that will be developed (in the north and south Mersa Alam city) in the increase of The Red Sea lodging capacity. In terms of plan contexts, it is apparent that, concerning tourist development of Mersa Alam, The Red Sea Regional Tourist plan has included the same objectives and techniques mentioned in Mersa Alam local plan crafted in 93. Nevertheless, The Red Sea Regional plan, which was crafted in 95, has missed the more sustainable development objectives and techniques highlighted by the structural planning of Mersa Alam city crafted by the Ministry of Housing in1996. However, the secondary data cannot offer any clues regarding how far the tourist authorities have recently considered these objectives and techniques at least in the implementation stages.</p> <p>3-Integrating the tourist nodes that will be created in Mers Alam into the economic and social character of the sector.</p>
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<p><i>character cannot clearly be determined due to the small number of inhabitants living in the area.</i></p> <p>4-Harmonising the different tourist economic and recreational activities along The Red Sea coast.</p> <p>5-Launching different alternatives for the approached tourist development and selecting the most appropriate option according to environmental and physical criteria.</p> <p>6-Bridging the gap between planning and implementation.</p> <p>7-Adopting the concept of sustainable development that will guarantee the harmony of the potential tourist development with the natural environment.</p> <p><i>8-The objective of developing the region according to the predicted changes and trends of the international and domestic tourist markets is obscure in the plan. The plan focuses only on the supply side development, which is based on the assumption that the recreational form of tourism is the most desirable and popular type.</i></p> <p><i>9-Obscure objective due to the assumption that the area is almost vacant from inhabitants and the original citizens are Bedouin tribes scattered in the desert.</i></p>	<p>4-According to the contexts of both the regional and local plans, Mersa Alam area will offer two main recreational tourism nodes to be added to the other recreational destinations on The Red Sea coast.</p> <p>5-The physical environmental aspects of the area have played the most fundamental role in the selection of such alternatives. These environmental aspects are the location of the valleys created by torrents, the mountain background, the available space of the areas that can be developed and the species of the coral reefs underwater. This would avoid the planning pitfalls occurred previously in some other parts on The Red Sea coast, when the development of some tourist lodging projects had taken place in the way of the torrent paths on the mountains. This had resulted in a real economic loss of capital assets and disrupt to the development process</p> <p>6-The same.</p> <p>7-More stressed in the latest plan crafted by The Ministry of Housing in 1996.</p> <p><i>8-Linking the supply side with the demand side regarding the future trends and changes in the domestic and international markets, which can be implemented through proper market research.</i></p> <p><i>9-Conducting more adequate objectives regarding how to mitigate the impacts of the potential development on the traditions, culture and identity of the local community.</i></p>
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B) Plan inputs

Stated in the plan	The input from a sustainable point of view
<p>1-Analysis: A complete and detailed analysis of the different attributes of the region regarding its present economic, ecological, geological and social conditions along with the prospective development.</p>	<p>1-The same.</p>
<p>2-Proper information technology system.</p>	<p>2-The same.</p>
<p>3- Articulation & co-operation with the other formal and informal authorities especially on the different levels of data collection and task allocation and implementation.</p>	<p>3- Officially shown in the plan context.</p>

C) Techniques

Stated in the plan	The technique from a sustainable point of view
<p>A-Research employment in measuring the following : <u>Past development stage:</u> As the tourist development did not take place before, the local plan was not supposed to measure the impacts of any previous tourist development.</p> <p><u>Present development stage</u> 1-What are the different objectives and expectations of the present and future stage developments?</p> <p>2-Handled only in terms of economic and socio-economic impacts.</p> <p>3-What are the available resources the current stage possesses and what resources it lacks?</p> <p>4-Proper evaluation of the different alternatives of tourist development plans, which are subject to application and implementation in future.</p> <p>5-What are the different challenges and constraints that face the current stage?</p> <p>6-Synthesising the different objectives, of the current tourist development and co-ordinating their strategies and techniques.</p> <p><u>Future development stage</u> 1-This should have been mentioned while dividing the development process into four coherent stages.</p> <p>2-Need to be included.</p> <p>B-Feeding each stage with the results of the previous stages.</p>	<p>A-Research employment in measuring the following: <u>Past development stage:</u></p> <p><u>Present development stage</u> 1-The plan has assumed that Mers Alam city is suitable for the clients of three and four star hotels. Wadi El-Gamel, however, which is located south the city and will be developed as an international tourist resort can be developed in order to cope with the needs of the five star hotel clients. The only criterion that has been used in this standardisation is the level of natural attractions that each site possesses. For example, Wadi El-Gamal site is abundant in many distinctive underwater and natural endowments. <i>From a sustainable point of view, this analysis reflects how far the local plan depends on the natural attractions and considers them as the most distinctive factors that determines the quality of the product and thus the tourist segment attracted. This technique also contrasts the objective stated by The Red Sea Regional plans, which stated the importance of creating honey pots and alternative attractions in the areas that owns lower natural attractions in order to reach equality between the different areas and sites along The Red Sea Coast.</i></p> <p>2-What are the predicted impacts on the domain of sustainability?</p> <p>3-Very accurate measurement by the plan.</p> <p>4-The same.</p> <p>5-Very accurate measurement by the plan.</p> <p>6-The same.</p> <p><u>Future development stage</u> 1-Permanant survey on the different changes that have occurred or will take place externally and internally.</p> <p>2- An accurate analysis and prediction of the impacts of such changes on the future stage development</p>

<p>1-It is too early to judge the efficiency of the plan in including this technique as the area is still witnessing the first stage tourist development.</p> <p>C-Monitoring 1-Avoiding deviations in the implementation of the present development programs.</p> <p>2-Considering the current development as a stage in a continuous process that will be extended in future.</p> <p><i>3-Obscure technique in the plan context.</i></p> <p><i>4-Extensively regarded in terms of natural and ecological environment preservation.</i></p> <p>D-Different development stage linkage. 1-Adopting consistent development stages.</p> <p><i>2-Obscure technique in the plan context.</i></p>	<p>1-Should be included in the pioneering tourist development plans as one of the long-run techniques.</p> <p>C-Monitoring 1-The same.</p> <p>2-Extensively regarded, especially by the latest local tourist plan “the structural plan of Mersa Alam till the year 2020”.</p> <p><i>3-Adoption of contingency plan to be used during the critical and crisis periods.</i></p> <p><i>4-The adoption of mitigation factors that can help in remaining the resources suitable and available for the following generation use.</i></p> <p>D-Different development stage linkage. 1-Extensively regarded between the coherent four development stages.</p> <p><i>2-Linking the present stage with the future stage through a wise consumption of resources</i></p>
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D) Plan outputs (the continuity of the development process achievements and pitfalls)

<p>The Fourth Five year Plan outputs</p> <p>Cannot currently be assessed as the plan is still in the implementation stage</p>	<p>The assessment from a sustainable point of view</p> <p>Cannot currently be assessed as the plan is still in the implementation stage.</p>
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E) Plan outcome

<p>Impacts of the plan outputs on continuity of the development process</p> <p>Cannot currently be assessed as the plan is still in the implementation stage</p>	<p>The assessment from a sustainable point of view</p> <p>Cannot currently be assessed as the plan is still in the implementation stage.</p>
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Chapter 6

Assessing the elements of sustainability of the economic dimension in the Egyptian tourism planning mechanism

6.1 Introduction

This chapter presents an analysis of primary data (quantitative and qualitative), collected from a field survey to assess the economic dimension of sustainability in the Egyptian tourist planning mechanism. Criteria developed for assessment are listed in the table presented below as well as in chapter 4 (the methodology chapter).

Table (6.1): Criteria to assess the performance of the tourist planning mechanism regarding the economic dimension of sustainability.

Planning mechanism level	Criterion
Policy & strategies	1- The rank of tourism among the other economic activities. 2- The significance of maximising the economic benefits of tourism in the past, present and future.
Plans	3- The ability of the current tourist plans to maximise the economic values of tourism.
Techniques & programs	4- Techniques for achieving the following: <u>A- National economic benefits</u> <ol style="list-style-type: none"> 1- Techniques adopted for creating flows of income to the destination. <ul style="list-style-type: none"> • Reinforcing incoming tourism in order to increase the country's foreign exchange. • Creating and diversifying tourist expenditure. 2- Investment policies: Encouraging tourist projects and offering incentives to investors. <u>B- Socio-economic benefits</u> <ol style="list-style-type: none"> 1- Quantitative: generating job opportunities. 2- Qualitative: <ul style="list-style-type: none"> • The distribution of jobs created among the different regions. • Forms of job created and its impacts on the other economic activities. • Social services offered to indigenous citizens <u>C- Economic research employment technique</u> <ol style="list-style-type: none"> 1- Measuring the economic benefits of tourism and its costs. <ul style="list-style-type: none"> • Estimating the economic benefits of tourism such as tourist expenditure, added value and multiplier effect impacts. • Estimating the economic costs and negative impacts of tourism such as leakage, inflation, incidental costs (life quality costs and fiscal costs) and social costs. 2- Determining the economic carrying capacity of each destination.
Egyptian tourist planning mechanism outputs	5- Achievements & pitfalls in the domain of economic value sustainability.
Implication (Egyptian tourist planning mechanism outcomes)	6- The ability of the tourist planning mechanism to consider the economic aspect of sustainability according to the above quantitative and qualitative measures.

6.2 Criteria to assess policies and strategies

6.2.1 Criterion (1): The rank of tourism among the other economic activities in the Egyptian national policies.

The importance given to the tourism industry differs from one country or destination to another. There are different factors that determine the level of its significance to the country. Indeed, economic pressures are the most important factor that usually play a great role in this issue.

Thus, it should be expected that the country that relies on economic activities other than tourism would never give the same level of importance to tourism as another country that regards tourism as one of its main sources of revenue. This in turn has an influence on the tourist policies and plans applied by each. Accordingly, it was necessary for the researcher to discover the rank of tourism among other economic activities and its contribution as an economic activity to the Egyptian national economy.

6.2.1.1 Analysis of responses and views to criterion (1)

Analysis of the responses is presented in two parts: firstly, results of the quantitative analysis are summarised in figures 6.1 to 6.8, each illustrating the rank of tourism as an economic activity according to the responses of each group of respondents. This is followed by a qualitative analysis of the views offered by the relevant group.

The following figures are graphic presentations of the views of each group determining the current rank of tourism among other economic activities.

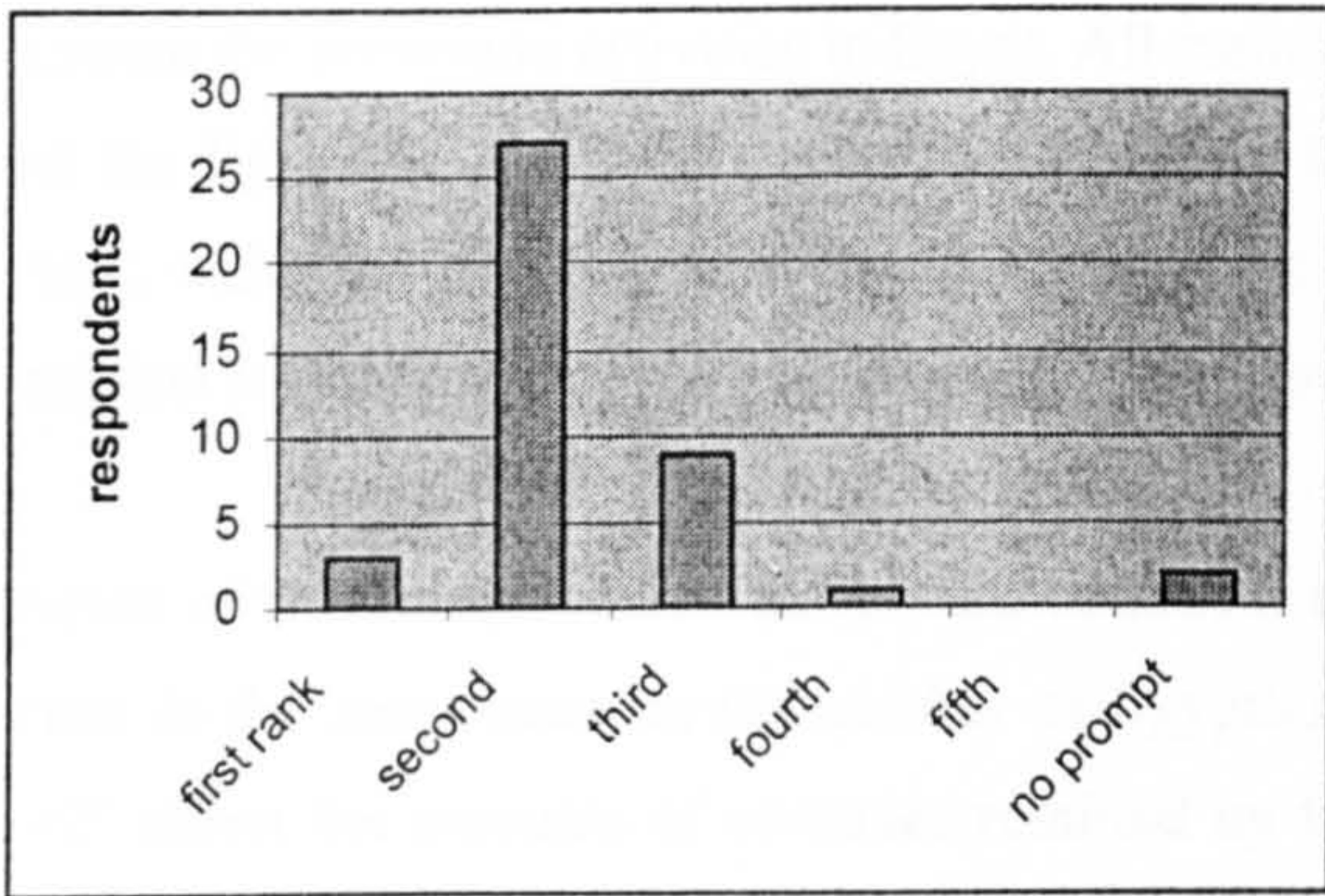


Figure (6.1): Responses of all groups.

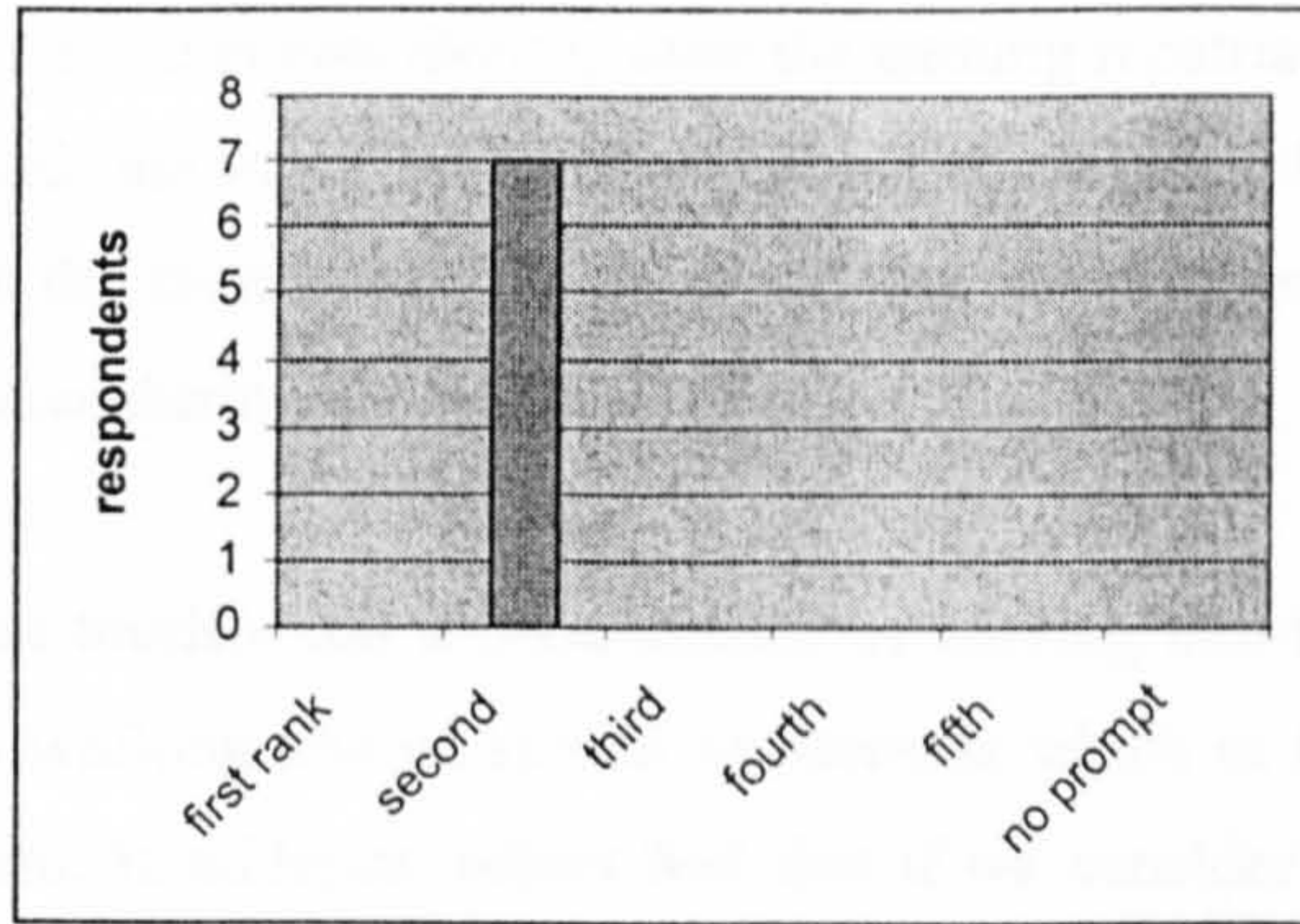


Figure (6.2): The official tourist authority

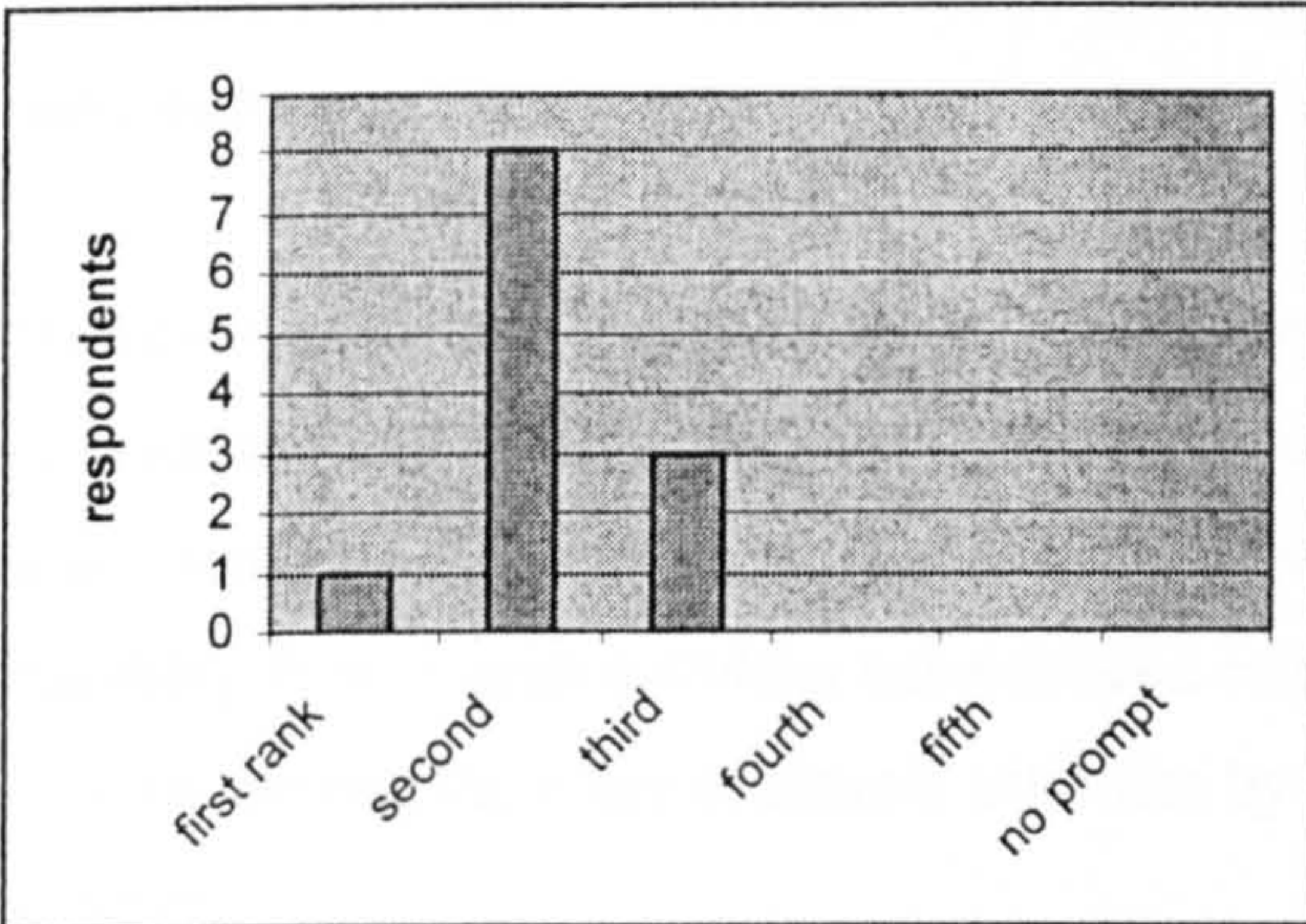


Figure (6.3): The private sector

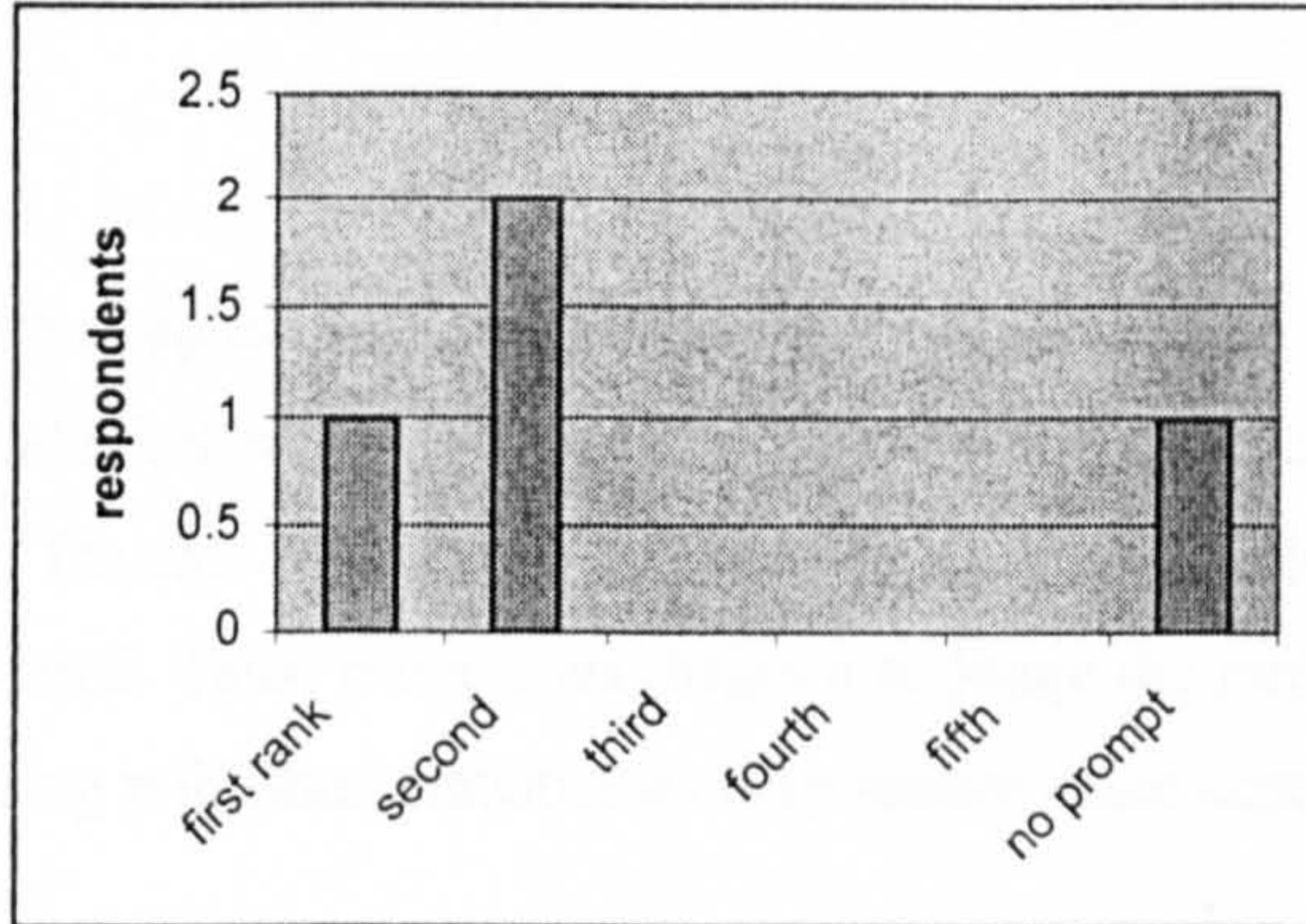


Figure (6.4): The environmental affairs agency

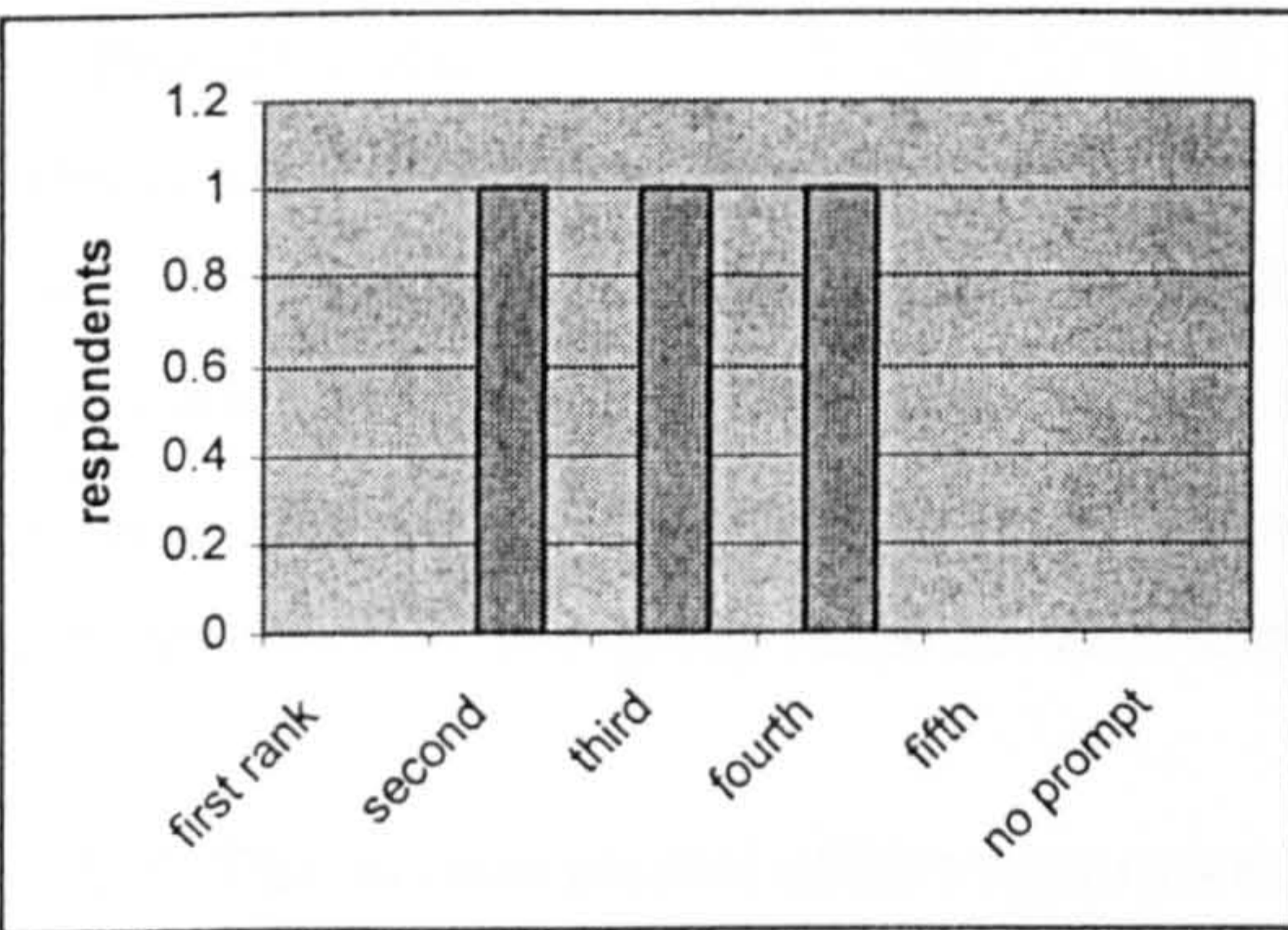


Figure (6.5): The archaeological authority

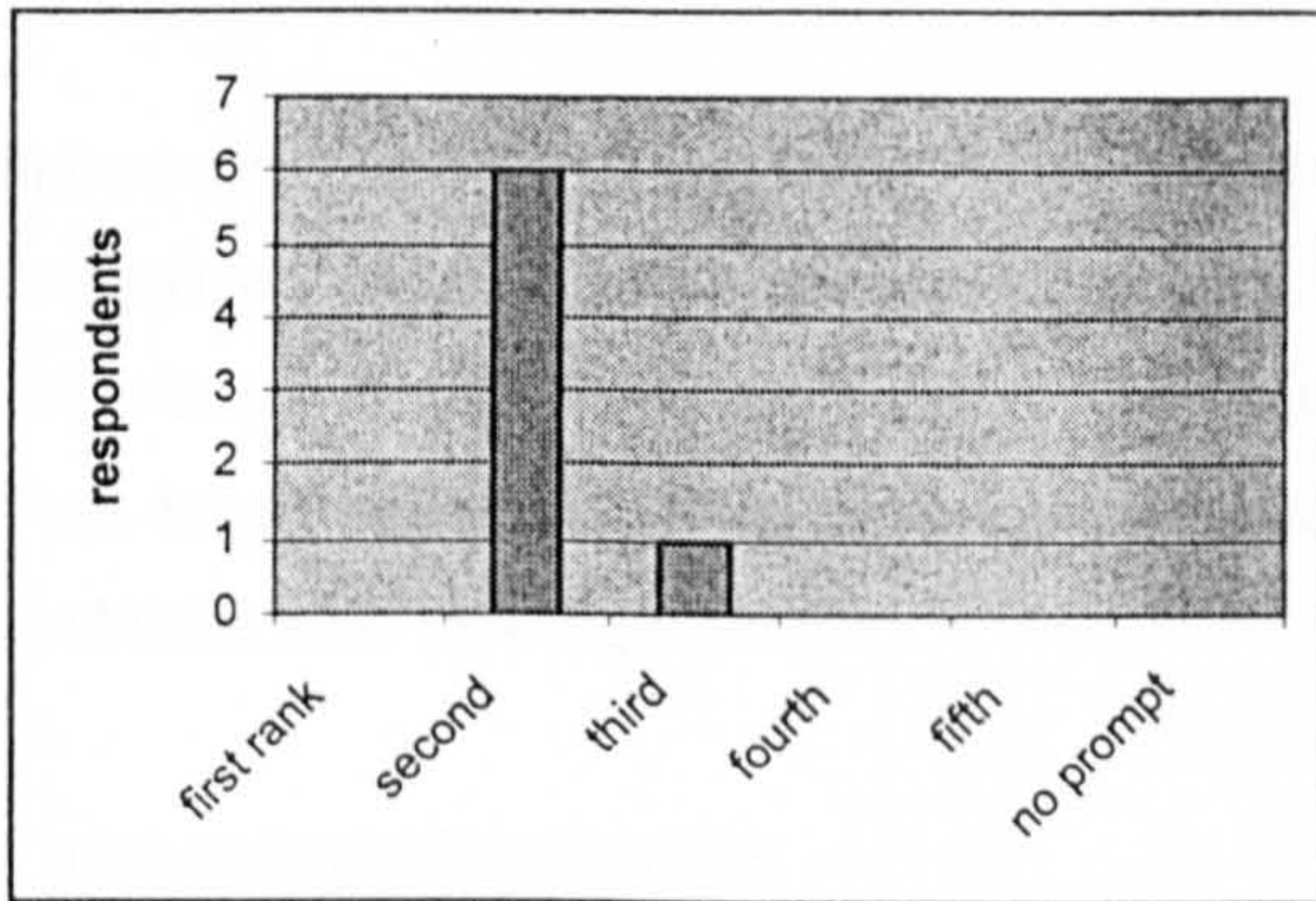


Figure (6.6): Tourist consultants & planners

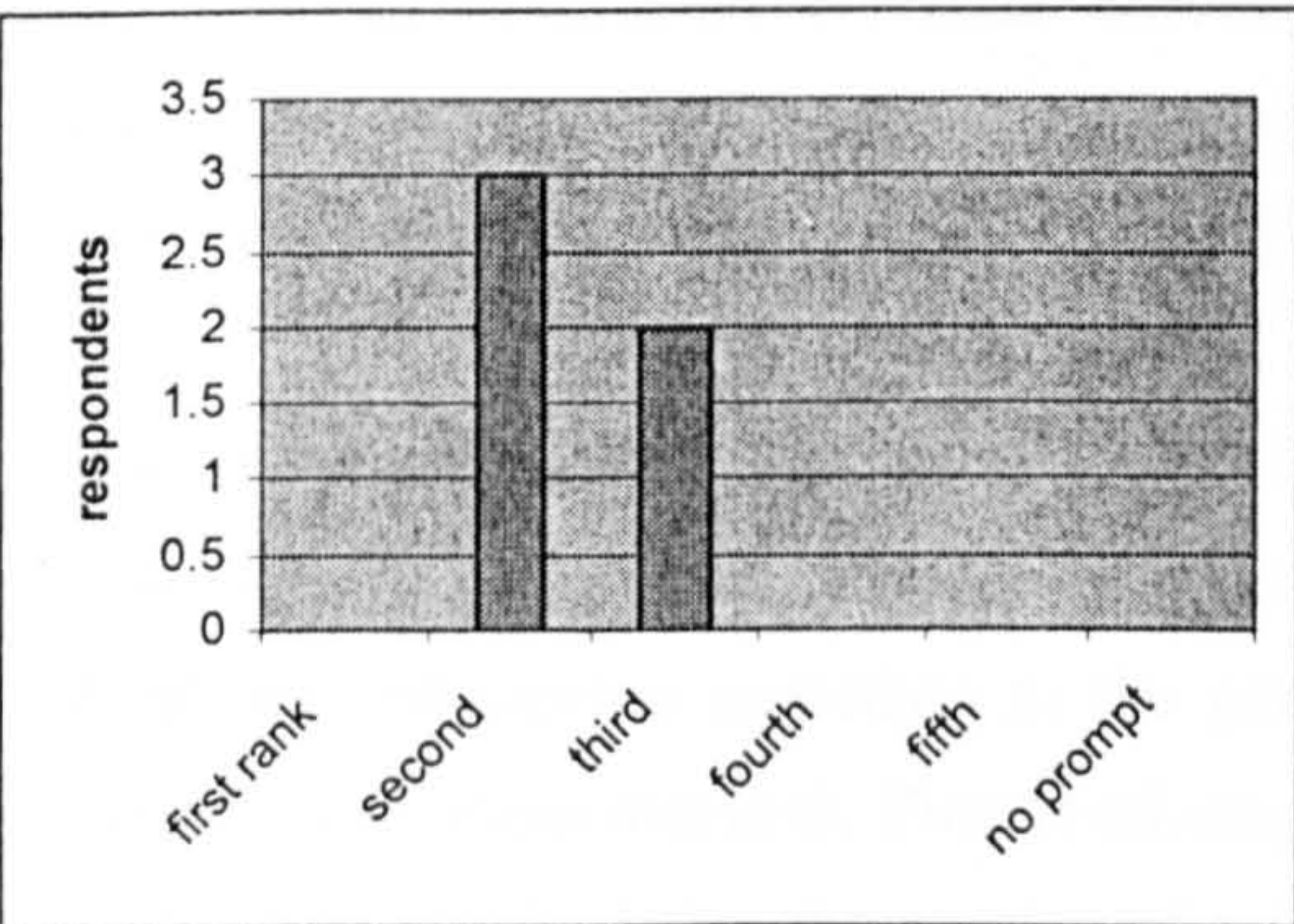


Figure (6.7): Tourist academic staff

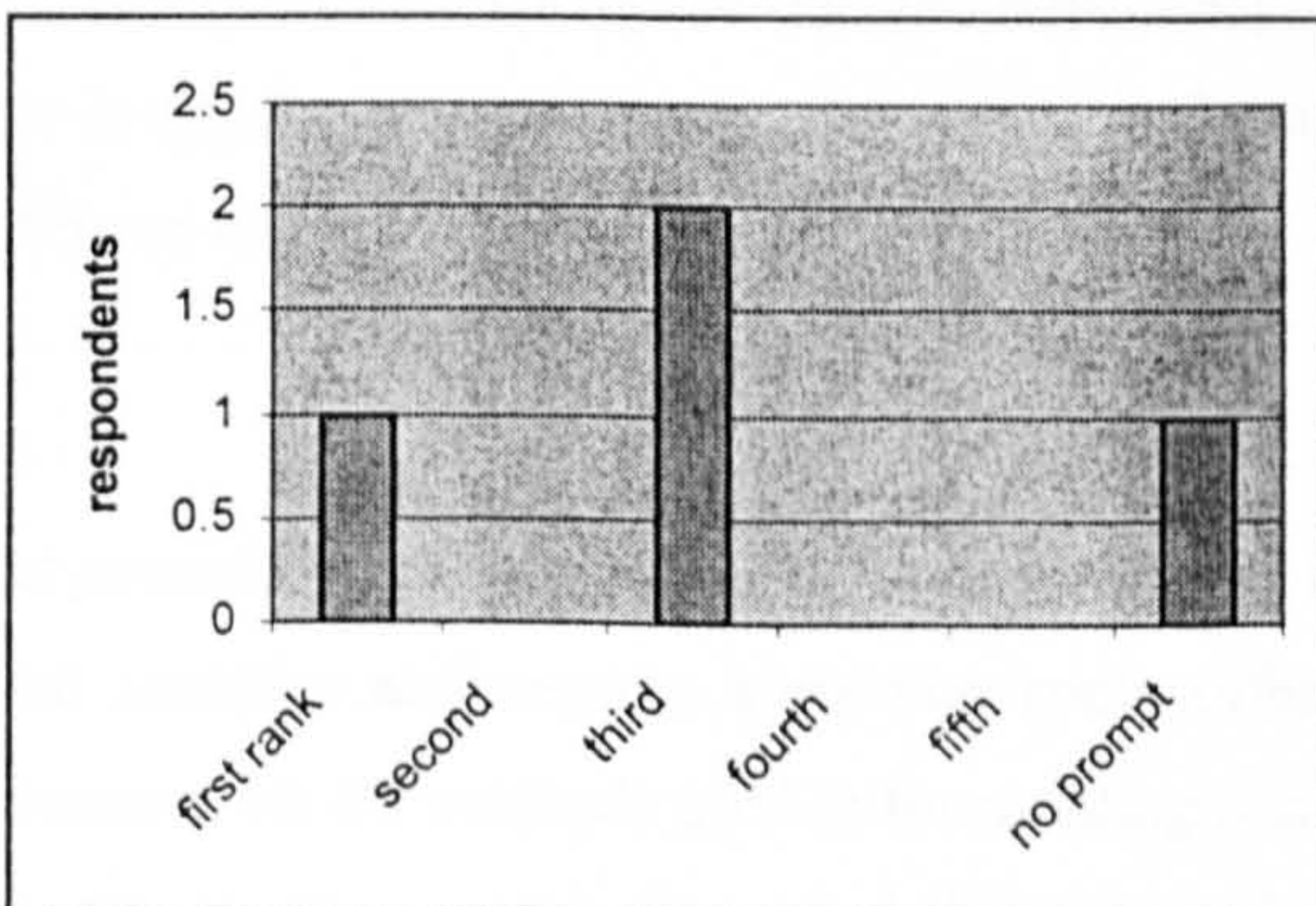


Figure (6.8): Archaeological academic staff

1- The official authorities:

As figure 6.2 shows, all the official tourist authorities agree that tourism occupies the second rank among the economic activities in Egypt. All mention that it comes directly after the earning repatriation of the Egyptians working abroad. On the other hand, the revenues from oil export occupy the third rank, while the revenues from the Suez Canal are in the fourth position. They add that the numbers of tourists and tourist receipts have been steadily increased during the last two years.

Some of the formal tourist authorities comment that tourism has a good chance of moving into first rank in the near future as the number of Egyptians working abroad started to decrease which in turn will affect the amounts of revenues remitted by them. In addition, others feel that if we consider the added value of tourism and its indirect economic benefits along with the growth rate, which has been estimated at 20%, we will find that tourism can successfully occupy the first rank among the other activities.

However, other authority representatives comment that up till now, statisticians do not usually take into account the negative impacts of tourism in their calculations. These negative impacts constitute costs and should be deducted from the gross revenues. On the other hand, the ratio of economic leakage resulting from tourist activities has not been calculated. Thus, it becomes difficult to judge the rank of tourism among the other economic activities by using published statistics as they ignore some costs of tourism.

2- Private sector

The responses obtained from the private sector representatives are not unanimous. Most, especially, those who occupy positions on behalf of the Federation of the Egyptian Tourist Chambers, are successfully able to determine the right position of tourism as No. 2. Others suggest that it might occupy third rank as they consider the revenues of oil export higher than tourist revenues. Generally, the answers from this group range between second and third rank. (See figure 6.3).

3 & 4- The environmental affairs agency and the archaeological authorities

It seems difficult for the representatives from both of these authorities to accurately identify the rank of tourism among the Egyptian economic activities and to offer comments on the selected rank. They, just mention that tourism has started to play a great role in the Egyptian economy. According to them the rank of tourism ranges from second to fourth. (See figures 6.4 & 6.5).

5- Tourist consultants and planners

It was useful to listen to the comments of the tourist consultants about this issue. All are aware of the official rank of tourism according to the published statistics and reports. However, some offered different views about that rank. First of all, some comment on the methods used in formulating tourist statistics and in calculating the number of tourists and tourist revenues. They feel that the methods used in this domain need to adopt more technical tools and to improve the current statistical system to

lead to more accurate figures. For example, the statistics published by the Ministry of Tourism are different from the statistics conducted by the Egyptian central bank.

The former calculates the revenues from tourism by using the following equation:

Tourist revenues = the number of tourists X the average length of stay per tourist (in terms of tourist nights) X the average daily tourist expenditure.

They see that this equation is quite simple and unreliable. Moreover, the statistics about the number of tourists are not accurate, as in some cases, transit visitors are accidentally included. On the other hand, the average tourist daily expenditure, which is 150 dollars, cannot be generalised, as it can only be applied to a small segment of tourists. They mention that the tourist's nationality plays a role here. For example, Israeli tourists, who enter Egypt from the Sinai borders without granted visas, normally stay in Sinai and do not travel around the other Egyptian parts. Moreover, they are likely to use very cheap means of accommodation in Sinai. Thus, apart from on accommodation, they do not spend money on any activity, as the main reason for their visit is to enjoy the natural recreational beaches of Sinai. Hence, their average daily spending ranges from 30 to 40 dollars, which can be applied to tourists from Sudan, Libya and Palestine.

They feel that the Ministry of Tourism needs to create a more efficient information centre provided with all the financial, technological facilities and experienced manpower in order to be able to obtain more reliable information and thus formulate more accurate statistics. On the other hand, the Egyptian Central Bank has a better opportunity to compile more accurate data about tourist revenues. However, the methods used by the bank make it difficult to differentiate the dollar spent by tourists and other sources of dollars in the market as the constraints on currency transfer have been discarded. Thus, there is no formal document that can verify the foreign currencies earned from tourist activities.

There is further comment on the current and future position of tourism. Although tourism is a very significant economic activity due to its benefits, it is unsafe and sometimes it is a risk for any country to rely mainly on tourism as a stable and permanent source of economic income. Indeed, the tourism industry is very sensitive to any external or internal incidents such as wars, hazards and so on.). Thus, the consultants are anxious about the consequences of depending on tourism as a major source of economic benefits. In their view, Egypt should develop other stable economic activities such as agriculture and industry that should go in parallel and harmony with tourism.

It should be noted here that Egypt is now witnessing the implementation of massive economic development projects in the new areas, such as Toshika Canal in the Egyptian western desert. These projects aim basically at the development of different economic activities such as agriculture and other industrial projects. However, it usually takes time to benefit from such projects, whereas tourism is regarded as a quick panacea that can offer faster economic benefits to the economy.

6 & 7- Tourist & archaeological academic staff

Some respondents succeed in specifying the real rank of tourism while others were in doubt whether it occupies the second or third rank as it competes with the revenues from oil. Generally speaking, the academic staff does not offer a sufficient analysis to this issue. (See figures 6.7 & 6.8).

8- Total views

As shown in figure 6.1, the responses of the interviewees are unanimous as all the interviewees confirm the important role this industry has started to play in the Egyptian national economy. Although the current rank of tourism, according to the selection of most of the interviewees, is second rank, all of them offered consistent views on its prospective rank targeted by the Egyptian government, which aims at placing tourism in the forefront as a main source of economic benefits. This target has consequently influenced the tourist development policies and strategies launched by the tourist authorities.

For the sake of accomplishing this prospective position, the tourist authorities are extensively focusing on the expansion of the two pillars of tourist development (supply and demand). The focus on the economic benefits of tourism and seeing tourism as a significant economic activity have emerged from many reasons that will be discussed throughout the analysis of the different groups interviewed.

The evaluation of the above targets from a sustainable point of view will be presented in criterion 5, which evaluates the planning mechanism outputs and criterion 6; implication.

6.2.2 Criterion (2): The significance of maximising the economic benefits of tourism in the past, present and future

This criterion attempts to measure the extent to which the Egyptian tourist strategies have succeeded in sustaining the economic benefits of tourism along the different stages of the Egyptian tourist development (quantitative and qualitative dimensions).

6.2.2.1 Analysis of responses and views to criterion (2)

From the statistical analysis, it is apparent that the Egyptian tourist strategies have been succeeding in sustaining the quantitative economic benefits of tourism. The following graphic presentation of the significance of economic issues in the past, present and future stages, shows that economic tourist issues will have a greater weight in future than it has at present time and than it had in the past.

The following is a graphic presentation measuring the significance of maximising the economic benefits of tourism in the past, present and future.

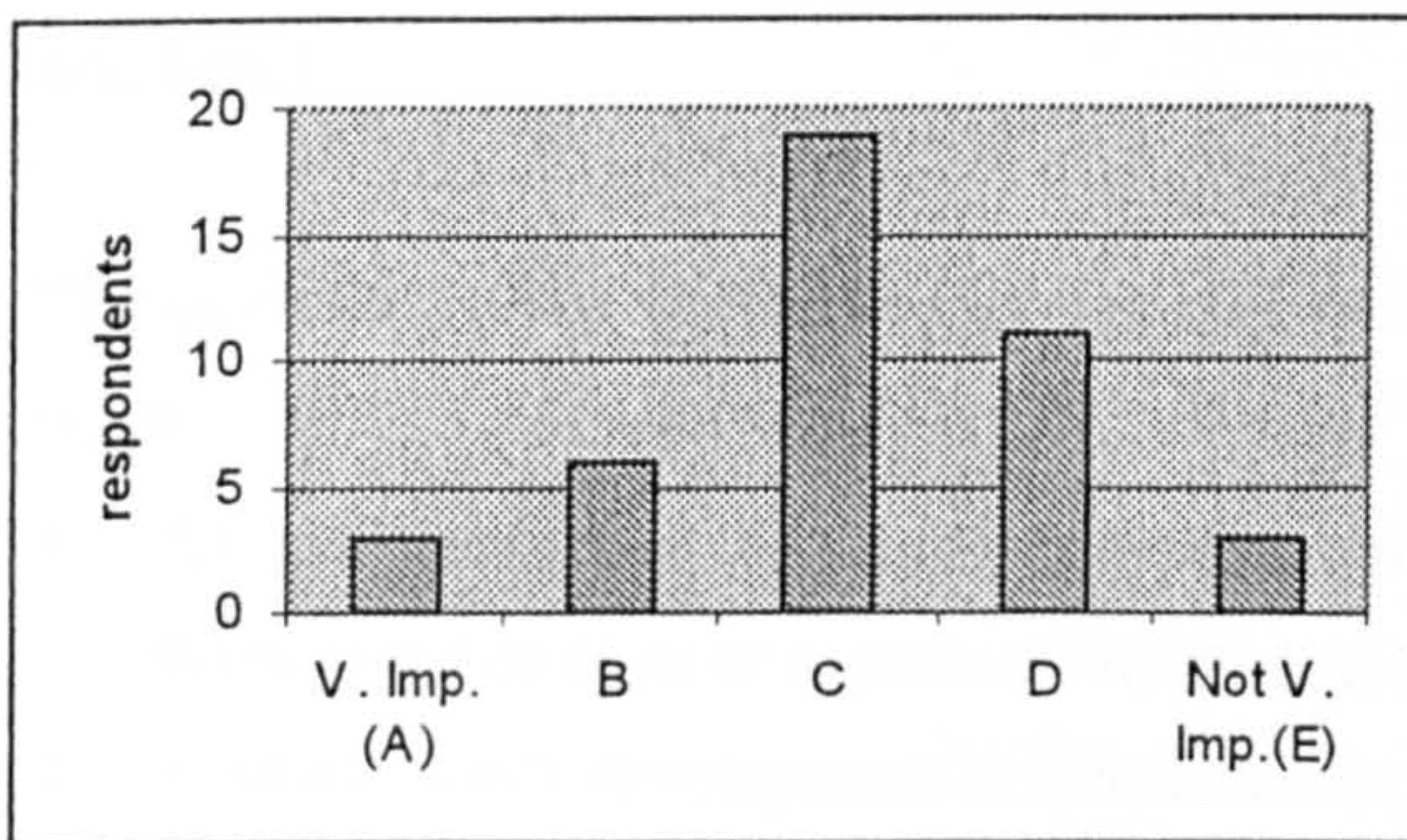


Figure (6.9): In the past

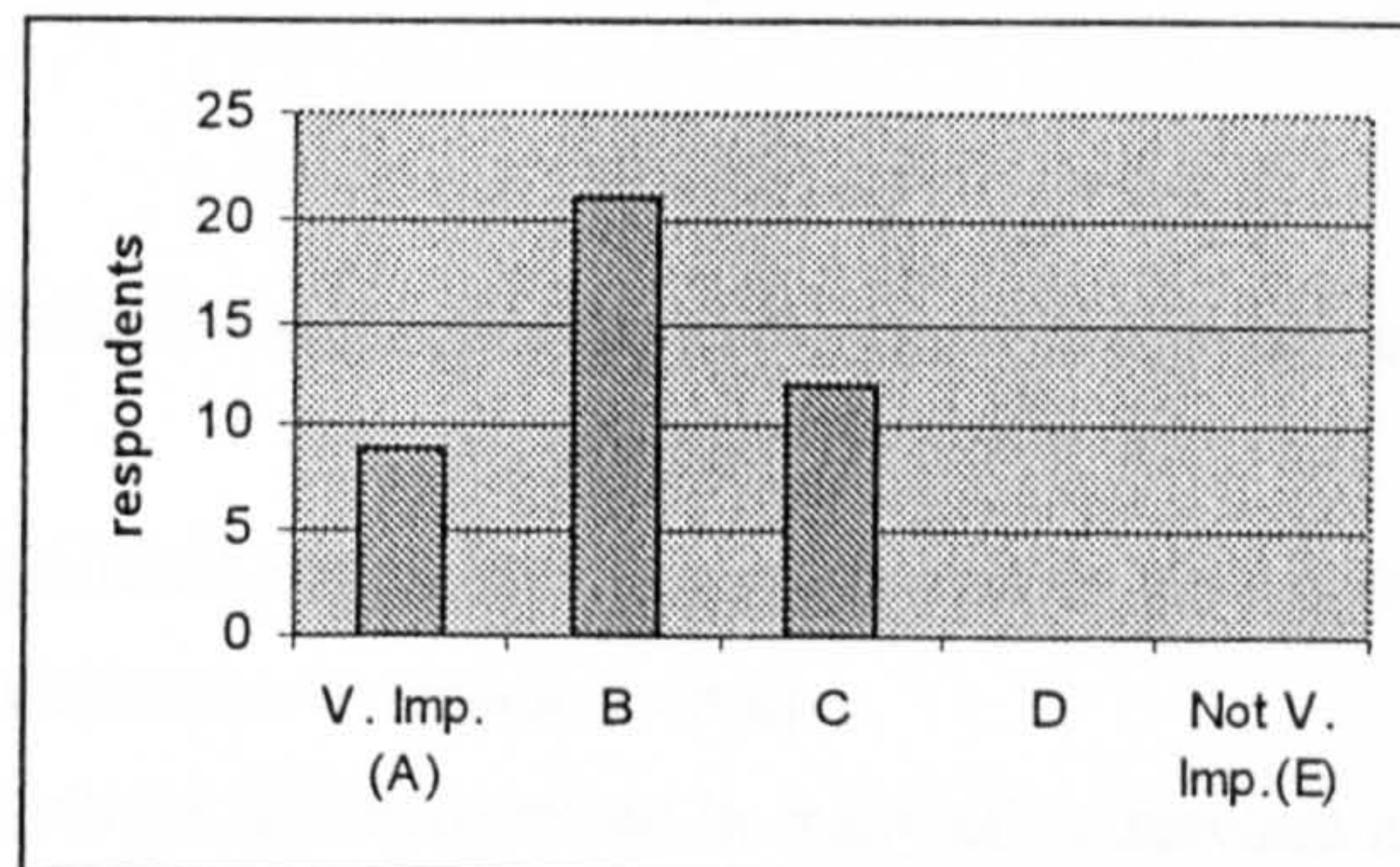


Figure (6.10): In the present

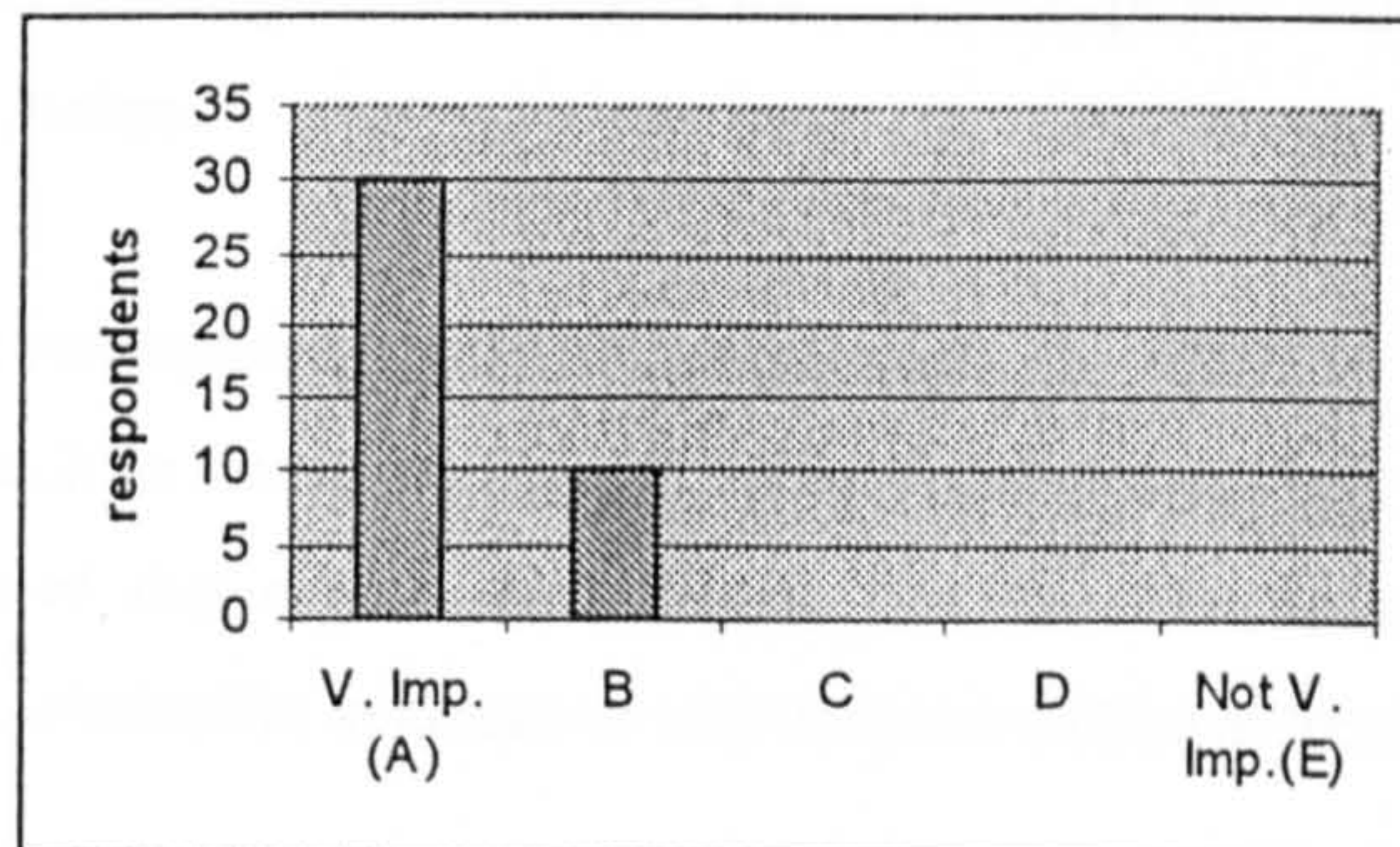


Figure (6.11): In the future

Figure 6.9 shows that responses concerning the efficiency of the past tourist strategy to maximise the economic benefits are mostly contradictory as the interviewees use all the grades on the scale from very important to not very important.

In figure 6.10, apart from the first, second and third ranks, none of the respondents chose the fourth or the fifth grade on the scale. This reflects the distinctive position that the economic issues of tourism occupy in the present policies and strategies.

Figure 6.11 shows that the responses about the weight of the tourist economic issues in the future tourist strategies are largely similar and more consistent than for past and present tourist strategies. This reflects the importance that will be given to tourism as a generator of economic benefits and also supports the reliability of the views of respondents on the rank of tourism among the other economic activities.

The past:

The assessment of the weight of economic issues of tourism in the past plans should be divided into two main periods:

1- Before 1980

Most of the interviewees mention that it is unfair to judge the economic benefits of tourism in the past especially before 1980 without regarding the different circumstances that were considered constraints and pressures on the development of any economic activity in Egypt. They add that the wars that Egypt experienced during 1960s and 1970s along with the unstable economic environment are considered the main obstacles that affected the past tourist policies. According to their views, tourism started to grow in Egypt as an important economic activity by the end of the 70s, after the peace treaty between Egypt and Israel.

The unsuitable political climate mentioned above had affected the tourist development in Egypt in two ways:

- 1- As tourist activities cannot exist in an unstable political atmosphere, it was impossible for Egypt to think about tourism or to promote tourism as a distinctive economic activity.
- 2- Tourism needs development in infrastructure facilities and investment in many other services and amenities. In addition, it requires investments in accommodation means and in many other tourist activities. From an economic point of view, at that time Egypt had some other priorities to finance and to support than tourism.

It is surprising that some respondents mention that although the Egyptian tourist organisation did not have sufficient equities such as financial support, well qualified personnel and scientific research and studies, the performance of this organisation during the 50s and 60s was impressive in terms of attracting quality tourism, distinctive segment of tourists from different tourist markets.

The researcher should comment here that this might be true but the respondents should have considered that during that period, mass tourism was not regarded as a very important market segment and was not spread all around the world. In addition, the international tourist market was not broad, fragmented and divided into different segments as it is in the present time. Thus it was expected for an archaeological destination like Egypt to be visited by high quality tourists.

After the peace treaty, Egypt started to regard tourism as an important economic activity. This had been interpreted by the development of new coastal regions as recreational destinations like Hurghada.

2- From 1980-1990

At the beginning of the 1980s, Egypt started to consider tourism as a promising economic activity. Accordingly, the Egyptian Tourist Promotion Authority was established in 1983 as a specialised organisation for promoting the Egyptian tourist product abroad. In addition, Egyptian tourist policies started to direct efforts towards the development of recreational tourism in the new coastal areas like Hurghada as a new form to be added to the traditional cultural tourist program.

From a development perspective, Egypt faced challenges in developing tourism during the 80s. The severe shortage in accommodation capacity, lack of adequate infrastructure facilities, and financial abilities along with the absence of tourist policies are the main obstacles that faced Egyptian tourist development. These challenges in turn affected the economic benefits achieved by the Egyptian tourist authorities during the 80s. However, the tourist revenues achieved during the 80s proved that tourism was a promising industry offering many fruitful economic benefits to both the national economy and the Egyptian community.

From an economic perspective, since the beginning of the 80s, tourist receipts gradually increased, if we exclude 85 and 86, when revenues collapsed due to incidents such as the revolt of the national security. Indeed, some of the interviewees comment that if Egypt had adopted a well - prepared and scientific tourist policy from 1980, when it started to consider tourism as a significant economic activity, it would have achieved higher tourist revenues by implementing more appropriate tourist plans and strategies.

However, most agree that the investment policies adopted by the Egyptian authorities at the end of 1980s offered many changes to tourist development and resulted in positive impacts at present stage.

From an organisational perspective, the formal tourist organisation did not possess adequate financial abilities and technical abilities in order to plan and to promote tourism in a proper way. In addition, the structure of the tourist organisation itself was limited and did not enable the organisation to fulfil many missions.

All these factors along with the absence of tourist policies, that did not exist till the moment the researcher conducted the interview with the respondents, should be considered before assessing the weight of economic issues of tourism in the past.

The present 1990-1997:

In terms of quantitative assessment, the views show that the Egyptian tourist strategies have succeeded in increasing tourist receipts. Although the first half of the 1990s witnessed incidents that had a negative impact on tourist revenues, such as the Gulf war in 1991 and terrorist activities in 1993/1994, the revenues achieved in 1992 and 1985 proved the success of the current tourist plans in achieving their economic goals. This resulted in many changes that have taken place since 1990:

- 1- The adoption of the privatisation policy and the great opportunities and privileges that have been given to the private sector investors.
- 2- The promotional schemes that have been adopted since 1995 and results in positive effects in the most prominent tourist markets.

The above two strategies implemented by the Egyptian tourist authorities aim at increasing the number of tourists and thus achieving higher tourist revenues. These strategies have succeeded in attaining quantitative economic objectives as the number of tourists visiting Egypt has been gradually increasing. Accordingly, the Egyptian tourist stakeholders (whether governmental authorities or private sector groups) have been seriously involved in developing and promoting the Egyptian tourist product. This of course would have positive economic results on the national, regional and local level.

However, up till now, tourism has not fulfilled the sufficient economic benefits that are expected from this industry. If the tourist authorities succeeded in maintaining the annual growth achieved in 1996 /1997, launching successful promotional campaigns and guaranteeing the commitment of the private sector to a specific high standard tourist product, the tourist industry would offer more fruitful results to the Egyptian national economy.

In terms of qualitative assessment, some of the interviewees feel that the present tourist plans have not succeeded in attracting the niche tourist markets and focusing on qualitative tourism and that most of the Egyptian travel agencies are offering tourist packages. In addition, charter flights have been encouraged to the recreational and natural areas. Thus the current tourist policies would be able to achieve higher tourist revenues with less negative impacts if it directed its strategies toward attracting better tourist segments. They relate this to the deficiency in the market research that should be conducted in order to discover the most appropriate segments.

The future 1997-2012:

All of the interviewees believe that Egypt sees tourism as the most promising economic activity for future, which can be observed from the increased number of tourist projects that have been taking place in the new areas. Thus, they predict that the economic benefits of tourism will play a significant role in the Egyptian economy and future tourist policies will achieve higher quantitative economic goals if they carry on implementing promotional schemes and campaigns in the international market. However, they are concerned about the costs of mass tourism promoted in the international market and its negative impacts on natural attractions and society. Again, they stressed the necessity of carrying out more adequate market research in the international tourist markets.

Thus the past, present and future can be characterised as illustrated in table 6.2:

Table (6.2): Characteristics of past, present and future

Period	Characteristics
<p>Past Before 1980</p> <p>Between 1980/1985</p> <p>Between 1985/1990</p>	<p>1- Pressures and constraints on tourist development such as wars. 2- Because of these pressures, tourism did not have the opportunity to prove itself as a significant economic activity. 3- Financial inability to provide the prerequisite infrastructure and superstructure to support tourism. 4- Shortage of financial budgets and expertise at the formal tourist authority. 5- High quality tourist segments attracted to Egypt during 1950s and 1960s. 6- Economic benefits of tourism were not significant 7- Significant role of public sector and small role of private sector.</p> <p>1- Lack of funds to provide and support the infrastructure requirements for tourism. 2- Shortage of investment sources. 3- Significant role of public sector and increasing role of private sector. 4- The economic receipts of tourism started to attract the attention of the government to this significant industry.</p> <p>1- The adoption of the privatisation policy. 2- Tourism started to become an important economic activity. 3- Higher economic benefits from tourism. 4- More investments in infrastructure facilities needed for tourist development. 5- Smaller role for public sector enterprises. 6- Focus on quantitative rather than qualitative aspect. 7- Encouraging mass tourism and tourist packages.</p>
<p>Present</p>	<p>1- Greater role for private sector. 2- A massive increase in private sector projects. 3- Significant tourist receipts. 4- Increase in the number of tourists. 5- Sensitivity external and internal incidents that have profound impacts on economic receipts. 6- More facilities to encourage charter flights 7- Focus on quantitative aspects rather than qualitative ones. 8- Tourism has become the second economic activity. 9- Increase in the number of tourists from specific markets and a decrease from other distinctive markets. 10- Decrease in the quality of Arabic tourists visiting Egypt, which in turn affected the tourist revenues from these markets.</p>
<p>Future</p>	<p>1- Tourism is expected to become the main economic activity. 2- Increase in private sector enterprises. 3- More private investments. 4- More socio-economic benefits. 5- High tourist revenues. 6- Increase in the number of tourists.</p>

6.3: Criteria to assess plans

6.3.1 Criterion (3): The ability of the current tourist plans to maximise the economic values of tourism.

Analysis of the criterion is in two parts: firstly results of quantitative analysis are summarised in figures 6.12 to 6.19, each illustrating the success of the current tourist plans in maximising the economic

benefits of tourism according to the responses of each group of respondents. This is followed by a qualitative analysis of the views offered by the relevant group.

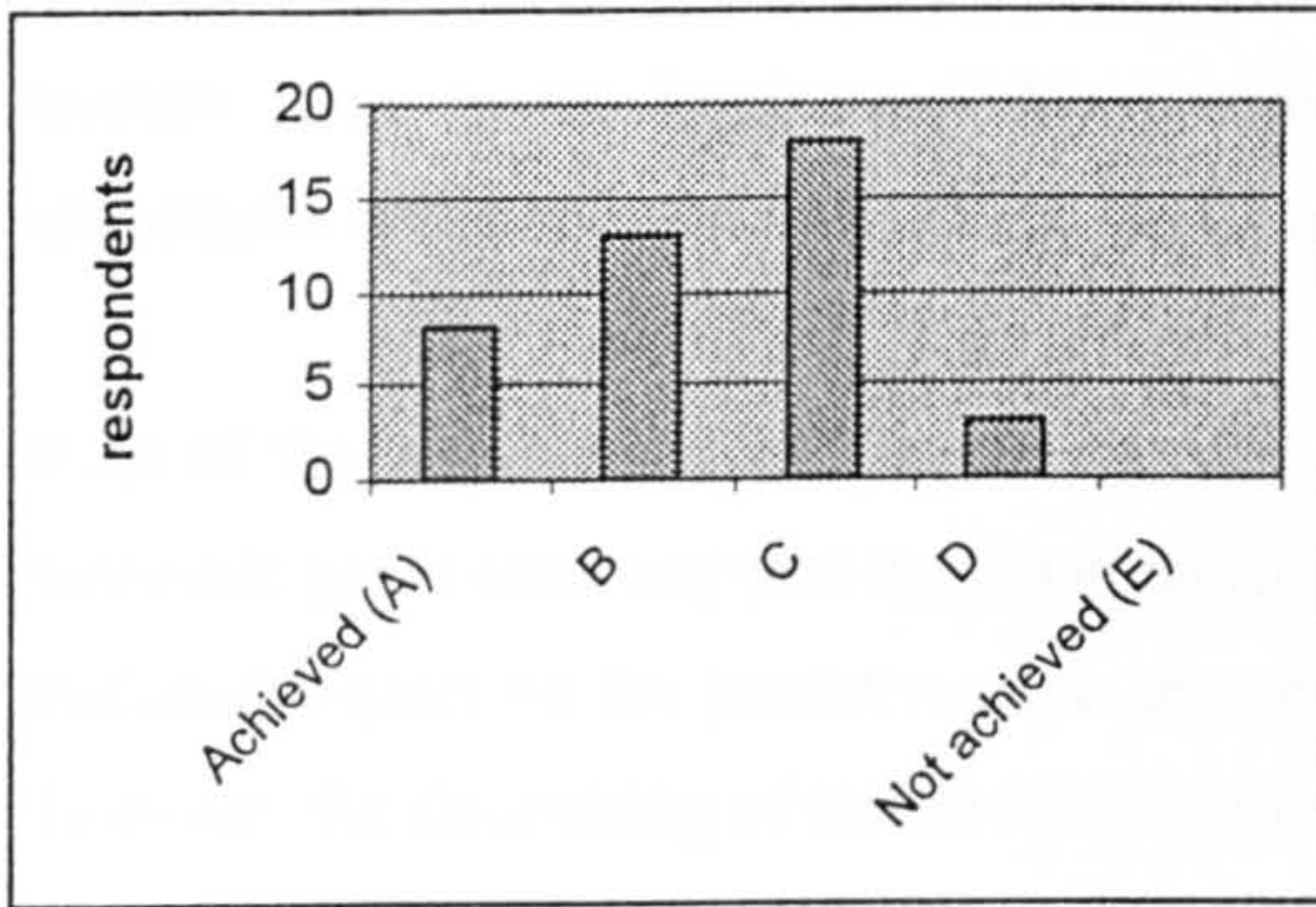


Figure (6.12): Responses of all groups

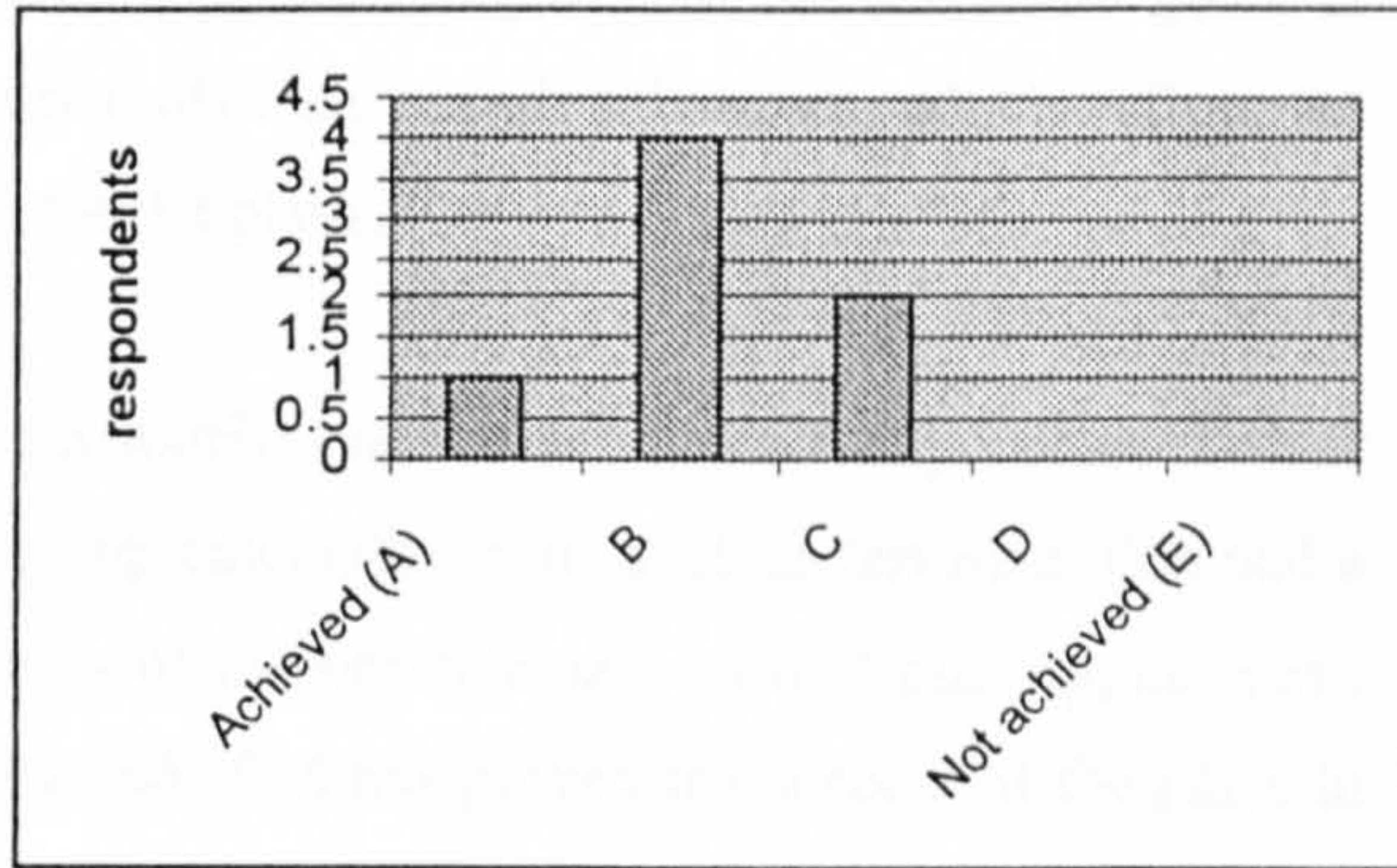


Figure (6.13): The official tourist authority

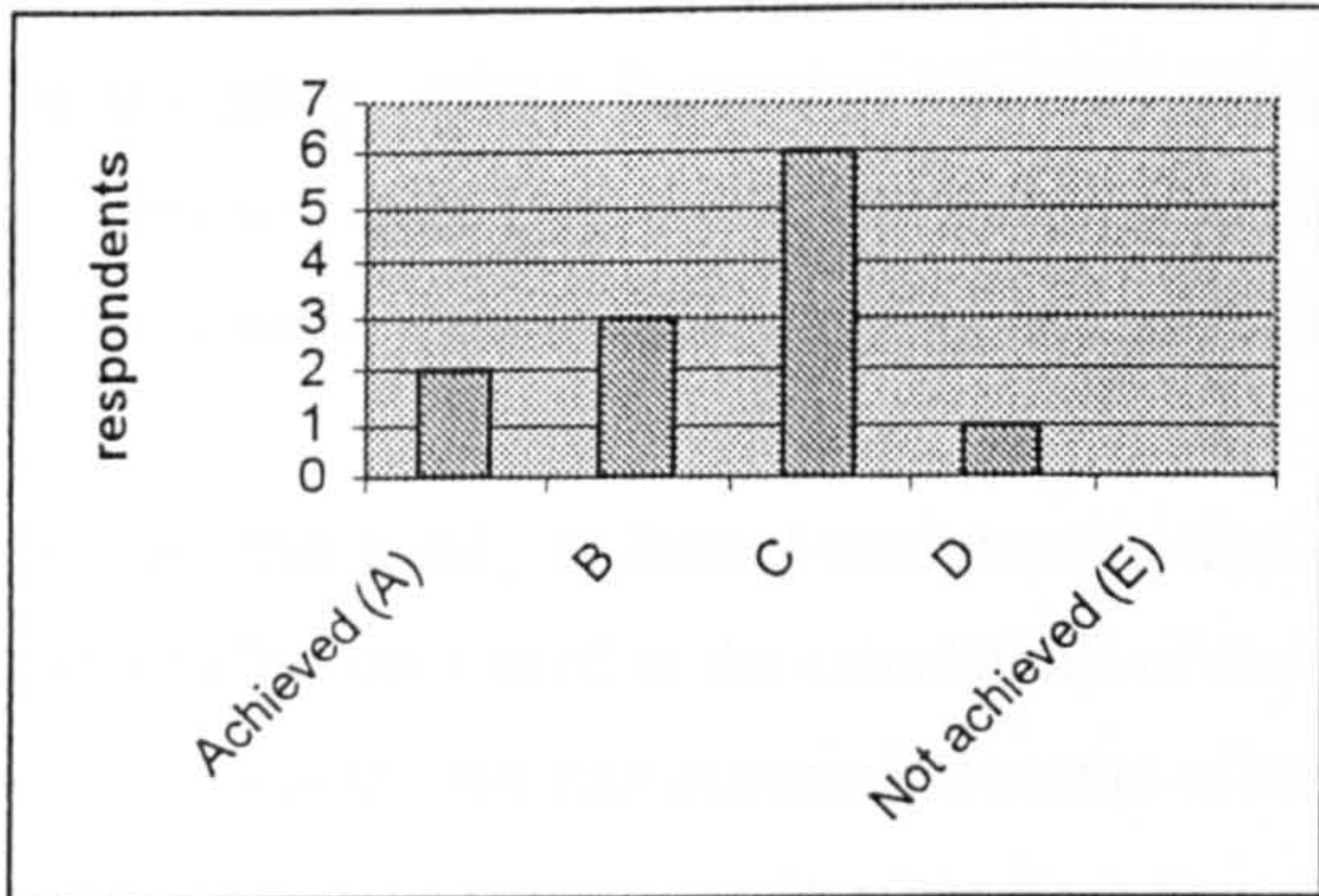


Figure (6.14): The private sector

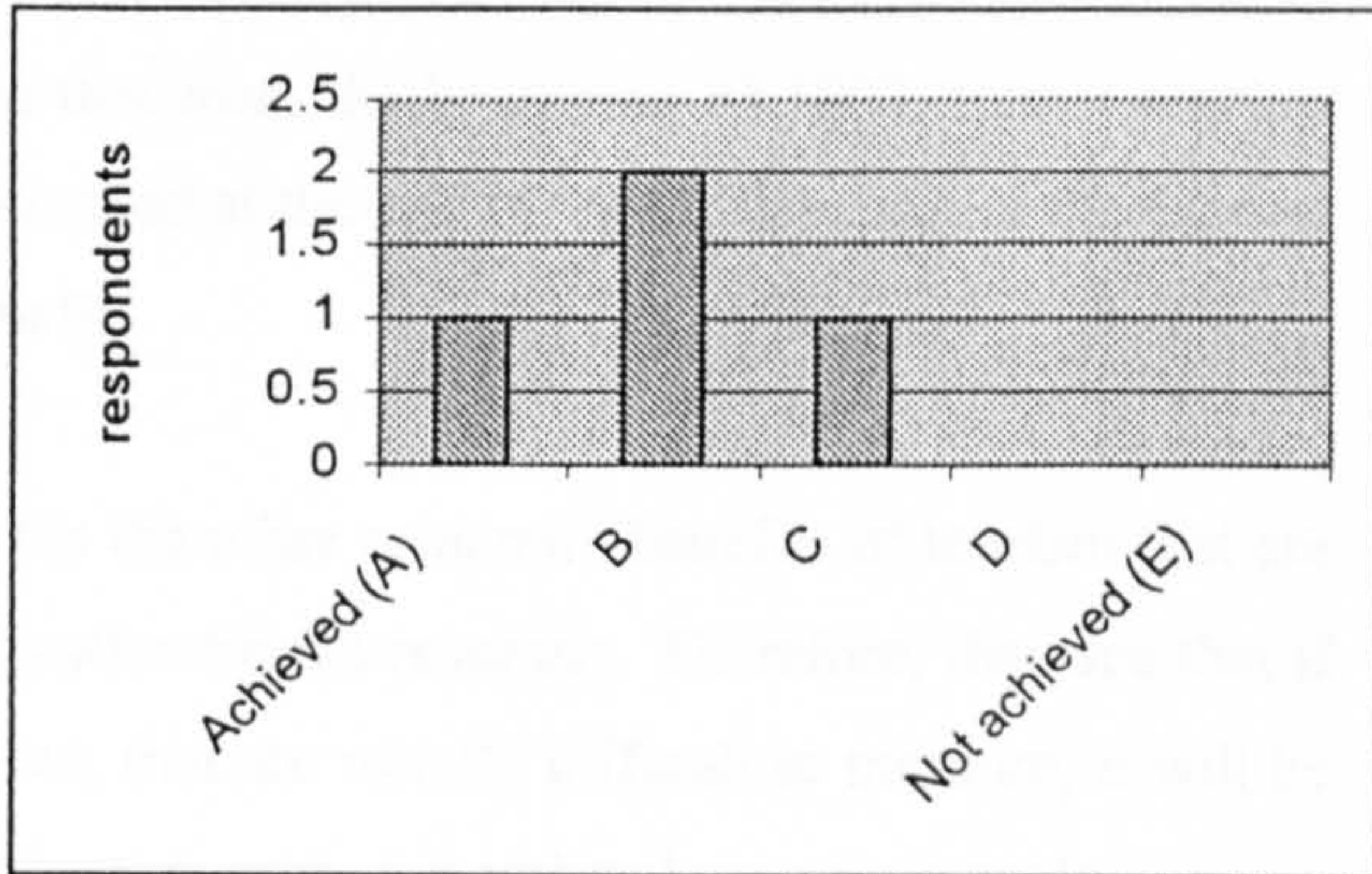


Figure (6.15): The environmental affairs agency

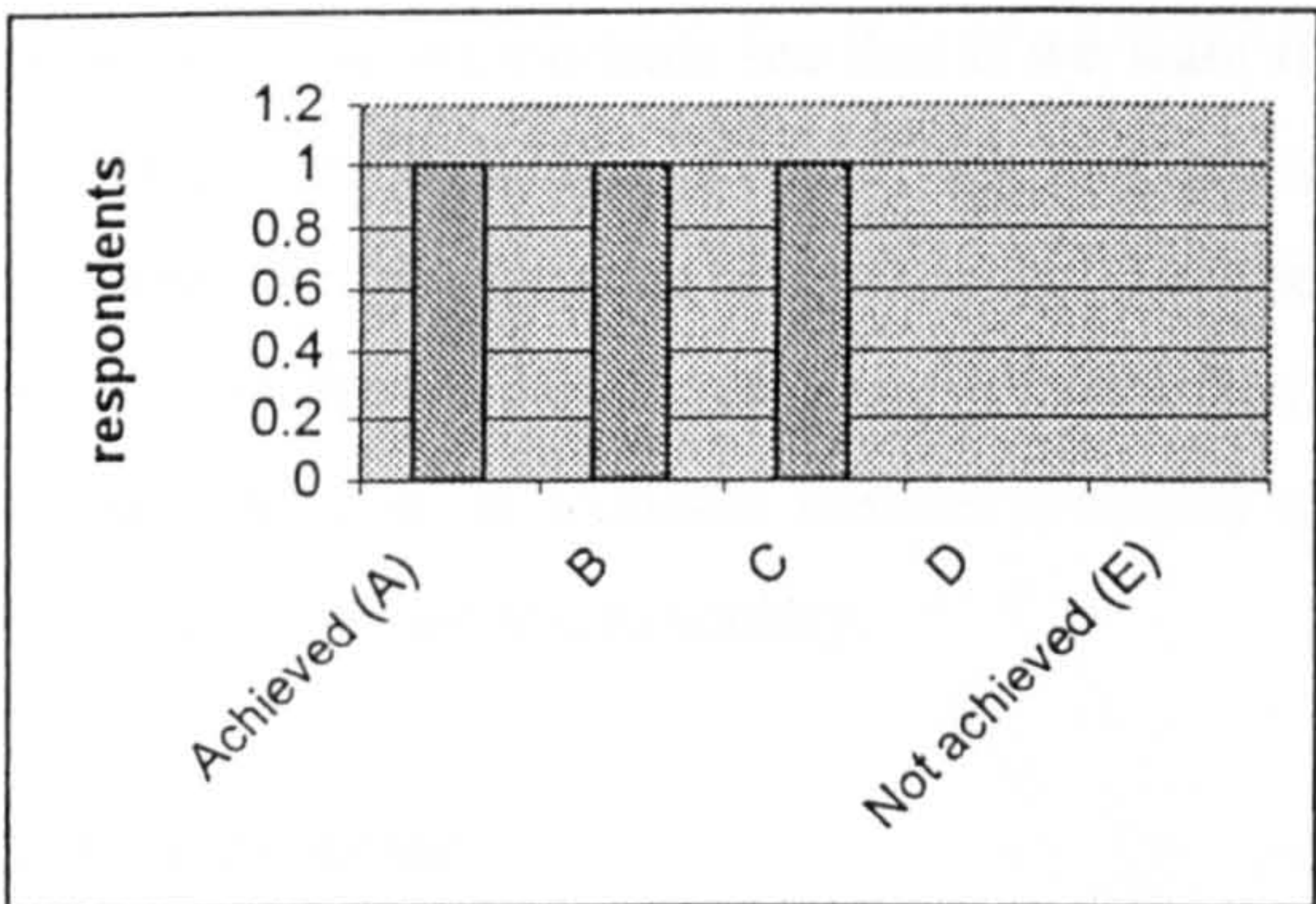


Figure (6.16): The archaeological authority

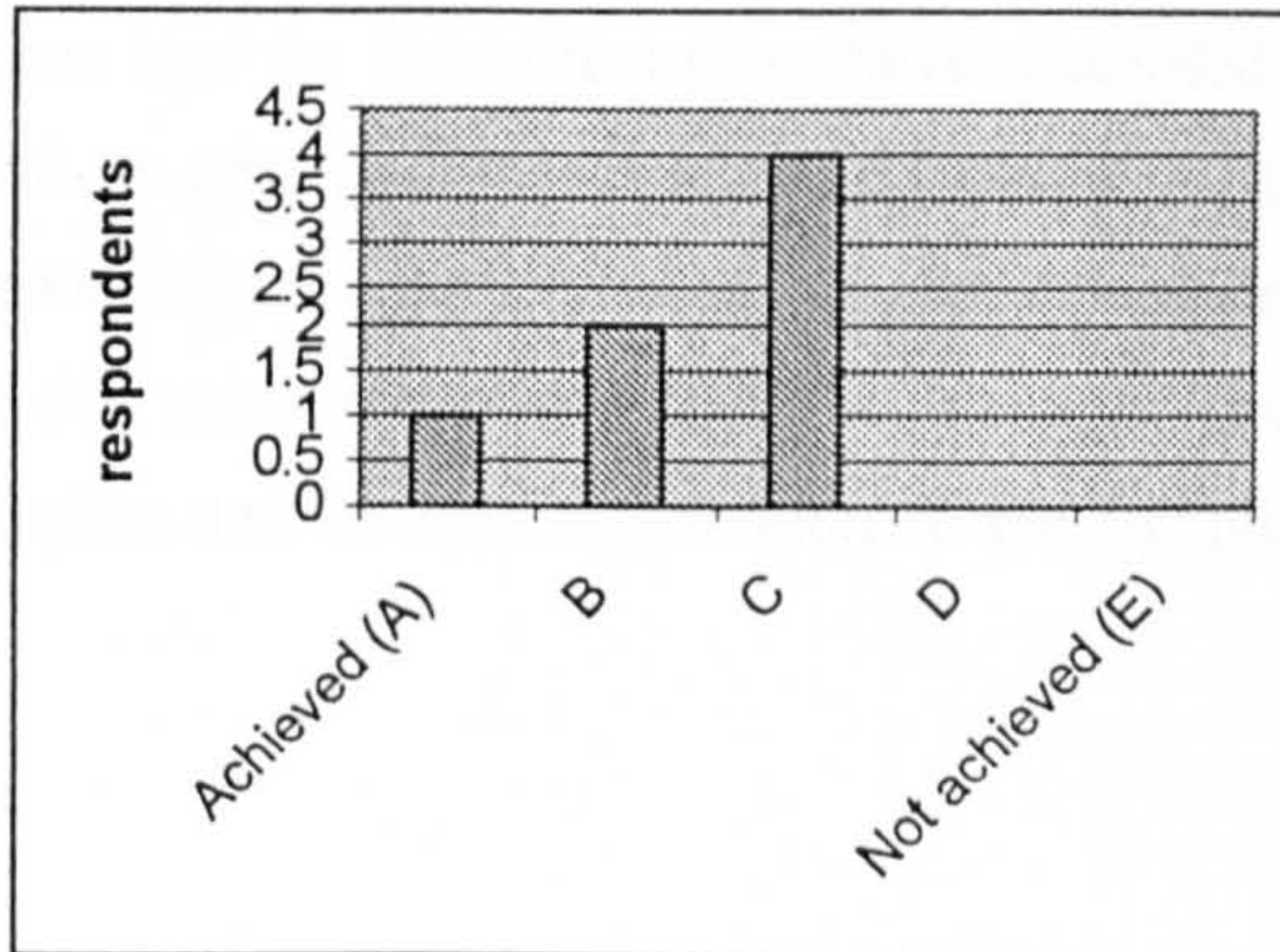


Figure (6.17): Tourist consultants & planners

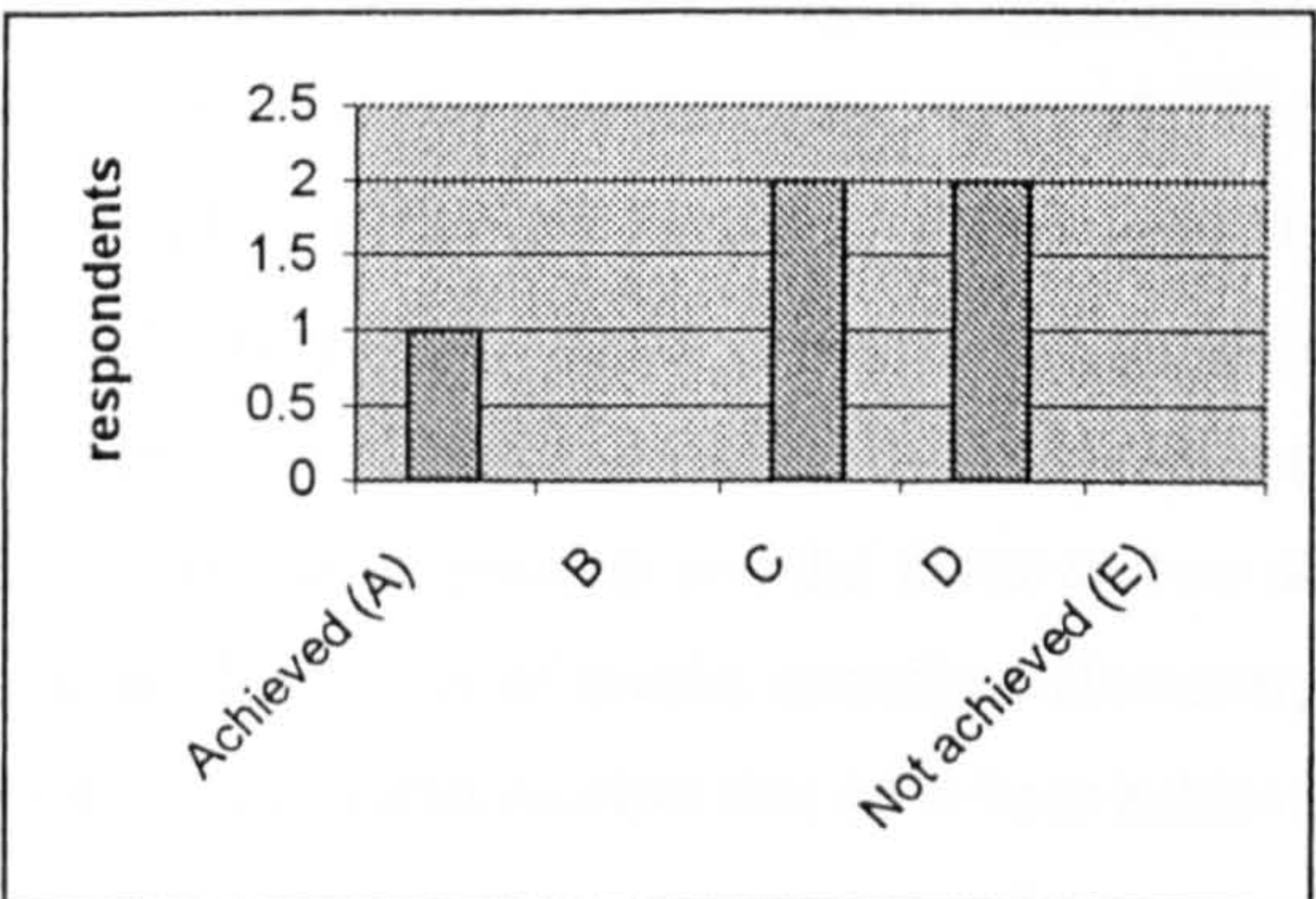


Figure (6.18): Tourist academic staff

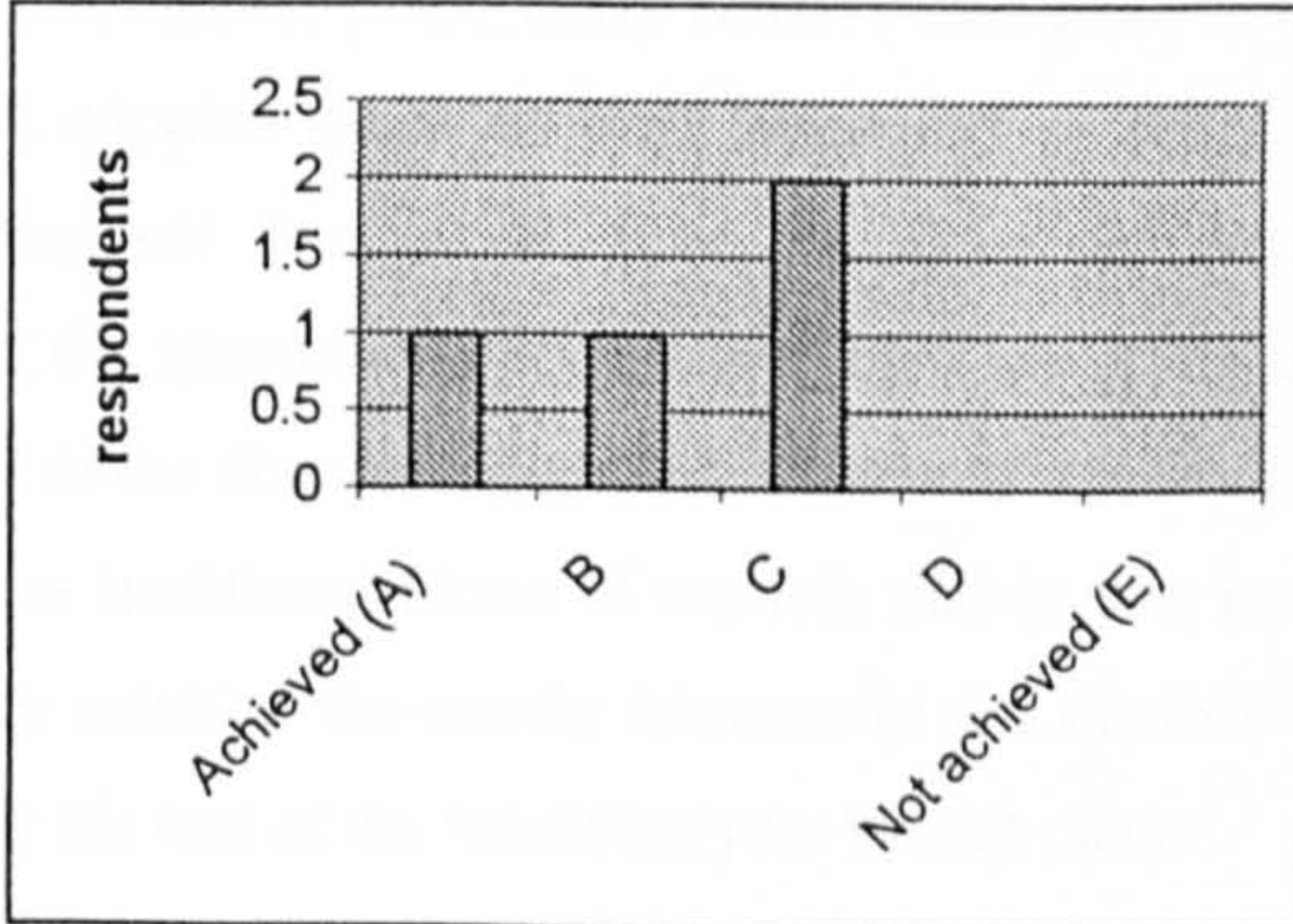


Figure (6.19): Archaeological academic staff

1- The official tourist authorities

Most of the respondents in this group agree that the current tourist plans have successfully been able to achieve economic goals (figure 6.13). All of the respondents agree that the economic goals of tourism come in the forefront of the current tourist plan aims and objectives, which reflect the importance of the economic aspects in the Egyptian tourist plans.

Most of the respondents who agree that the current tourist plans have successfully achieved their economic goals observed that the plans faced some unpredictable events such as terrorism that had a profound impact on the tourist receipts in some years of the previous and current plan applications. However, the flourishing of tourist revenues in 1995 and 1996 has proved the success of the plans in achieving their economic goal. Thus, it is not fair to judge the success of the plans in maximising economic benefits without considering the incidents that resulted in a drop in tourist receipts in 1993 / 94 and lately, ' 97/98. Related to this, they mention that from the beginning of 1992, tourist receipts steadily increased until the first terrorist incident occurred at the end of 1992. This proves the success of the current plans in achieving their economic benefits.

On the other hand, the formal tourist authorities stress the other economic benefits of tourism that are not usually considered in the calculations of the Egyptian tourist revenues. Therefore, they see that if we consider the indirect economic benefits of tourism, that are usually difficult to measure, it will be apparent that the current tourist plans have to a great extent achieved national economic goals.

However, few respondents see that if we want to assess how far the current plans have succeeded in achieving the economic goals of tourism, we should be able first to calculate and figure out the different negative impacts of tourism that have been caused by the application of this plan. In addition, we should deduct the consequences of these impacts (the costs of tourism) from the revenues. Then, we will be able to evaluate the net revenues of tourism and its real contribution to the Egyptian national economy and to society.

2- Private sector

Figure 6.14 shows that the responses of the interviewees are contradictory. Fifty per cent of the respondents see that the strategies implemented by the current plans fairly achieve this goal. They comment that the current tourist plans should have adopted more efficient strategies in order to accomplish better qualitative economic results. They see that up till now the Egyptian tourist attractions are not properly managed and promoted in the international tourist market. They relate the low economic benefits achieved by the previous plans to the absence of creative ideas and activities in Egyptian tourist projects and the focus on two or three traditional forms of tourism that in turn have limited the means of tourist spending. However, they mention the steady increase in the number of tourists and tourist receipts that have been achieved by the end of the third five year tourist plan.

While most of respondents view that the current plans have fairly succeeded in achieving their economic goals, few feel that the plans have not succeeded in maximising the economic benefits of tourism. In their view, if we compare the revenues achieved by the current Egyptian tourist plans to the receipts attained by other competitors in the area of Mediterranean North Africa, we will find out that the strategies implemented by the current plans are not efficient enough. By taking into account the outstanding tourist assets and values that Egypt possesses, it will be apparent that up till now Egypt has not achieved a fair share in the international tourist receipts.

3- Environmental affairs agency

As shown in figure 6.15, most of the respondents from this group agree that the plans have already achieved national economic goals. At the same time, 25% of the respondents were unable to judge the success of the plans and they gave a neutral response. Nevertheless, they mention that tourist development in Egypt is now taking place in many natural and fragile areas. Thus, it is very difficult to answer a question regarding the economic benefits of tourism without conducting a proper cost benefit analysis.

4- The archaeological authorities

The answers obtained range from successfully achieved (A) to fairly achieved (C), evaluating without offering any further explanation. (See figure 6.16)

5- Tourist consultants & tourist planners

The respondents from this group offer different views. Figure 6.17 shows that the majority of the tourist consultants and planners feel that the plans have fairly well succeeded in achieving their economic objective. However, some tourist consultants comment that this question is very general and cannot accurately examine the success of the current plans in maximising the economic benefits of tourism. In their opinion, this question should be divided into three sub-questions: The first should investigate gross income, the second should discuss net income and the third should deal with added value.

Accordingly, they feel that the current plans have succeeded in maximising the gross income of tourism but they have only fairly succeeded in achieving goals of net income and added value. All in all, they give the third rank on the scale to the general evaluation of the plans in maximising the national economic benefits of tourism.

Results would have been more accurate if the researcher had asked the question by separating the different elements of national economic benefits, the gross revenues from the net revenues and the other economic benefits of tourism. However, she wanted to avoid using any specific questions in the general question list because the respondents represent different parties and authorities, who do not all have enough background for economic analysis. Thus, it would have been very difficult for them to give a proper assessment on national economic issues such as gross income, net income etc.

Accordingly, the researcher asked a general question that enabled her to gather different views about national tourist economic issues and comments about the assessment of the national economic benefits achieved by the current tourist plans.

6- Tourist academic staff

Although most of the academic tourist staff respondents mentioned the impacts of the unpredictable incidents of the Gulf war and terrorism on the economic benefits of tourism, their views were not the same. Most see that the plans did not adopt a crisis management policy that could be used during critical periods. Thus, the promotional strategies of the tourist plans were not flexible to cope with events, especially before 1994. On the other hand, some view that the tourist plans search for quantitative rather than qualitative objectives, which may result in negative impacts in the future.

Apparently, others offer the same views of some of the private sector respondents and comment that although Egyptian tourist plans have succeeded in achieving remarkable progress in maximising the national economic benefits of tourism compared to what was achieved in the past, especially in the last three years, its share in the international tourist market does not exceed one per cent. (See figure 6.18).

7- Archaeological academic staff

Apart from the quantitative responses (figure 6.19), the interviewees do not offer qualitative views to be analysed here.

8- Total views

Although the responses are not similar, most of the respondents select the third rank on the scale, which shows that the plans have mostly managed to maximise the economic goals of tourism (see figure 6.12). This can be proved from the revenues achieved in 1992, 95, 96 and the first six months of 1997. This should also take into consideration the crises the Egyptian tourist industry faced during the last six years and their negative impacts of such incidents on the efficiency of any strategy or plan adopted to achieve better results or higher revenues.

The governmental tourist authorities, tourist consultants and planner groups stressed the importance of considering the costs of tourism in the calculations of the economic benefits. They feel that it is important to carry out cost - benefit analysis on the macro-level as this can lead to a more accurate judgement on the economic benefits achieved by one plan or another.

All the respondents agree that the unpredictable incidents of terrorism have resulted in a profound impact on the economic benefits of tourism. This in turn shows two important facts:

A- Although the Gulf war which occurred during the application of The Second Tourist Plan 1987-1992, showed up the importance of adopting a crisis management concept in any tourist plan, the

Third Five Year Tourist Plan 1992- 1997 did not encompass any contingency plan. This contingency plan should have been applied when the first terrorist shot took place by the end of 1992.

B- It is true that the tourist authorities have succeeded in creating a tourist promotional plan in 1994 and in implementing different promotional campaigns that have resulted in a gradual increase in tourist revenues since 1995. However, the severe drop in tourist revenues during '1993 and '1994 shows the rigidity of the former tourist plans.

6.4 Criteria to assess techniques and programs

6.4.1 Criterion (4a): Techniques for achieving national economic benefits:

- 1- Techniques adopted for creating flows of income to the destination.
 - Reinforcing incoming tourism in order to increase the country's foreign exchange.
 - Creating and diversifying tourist expenditure.
- 2- Investment policies: encouraging tourist projects and offering incentives to investors.

6.4.1.1 Analysis of responses to criterion (4a.1): techniques adopted for creating flows of income to the destination.

- Reinforcing incoming tourism in order to increase the country's foreign exchange.
- Creating and diversifying tourist expenditure.

Analysis of the criterion is in two parts: firstly results of quantitative analysis summarised in figures 6.20 to 6.27, each illustrating the success of the technique according to the responses of each group of respondents. This is followed by a qualitative analysis of the views offered by the relevant group.

The following figures are graphic presentations of the views of each group evaluating techniques adopted for creating flows of income to the destination.

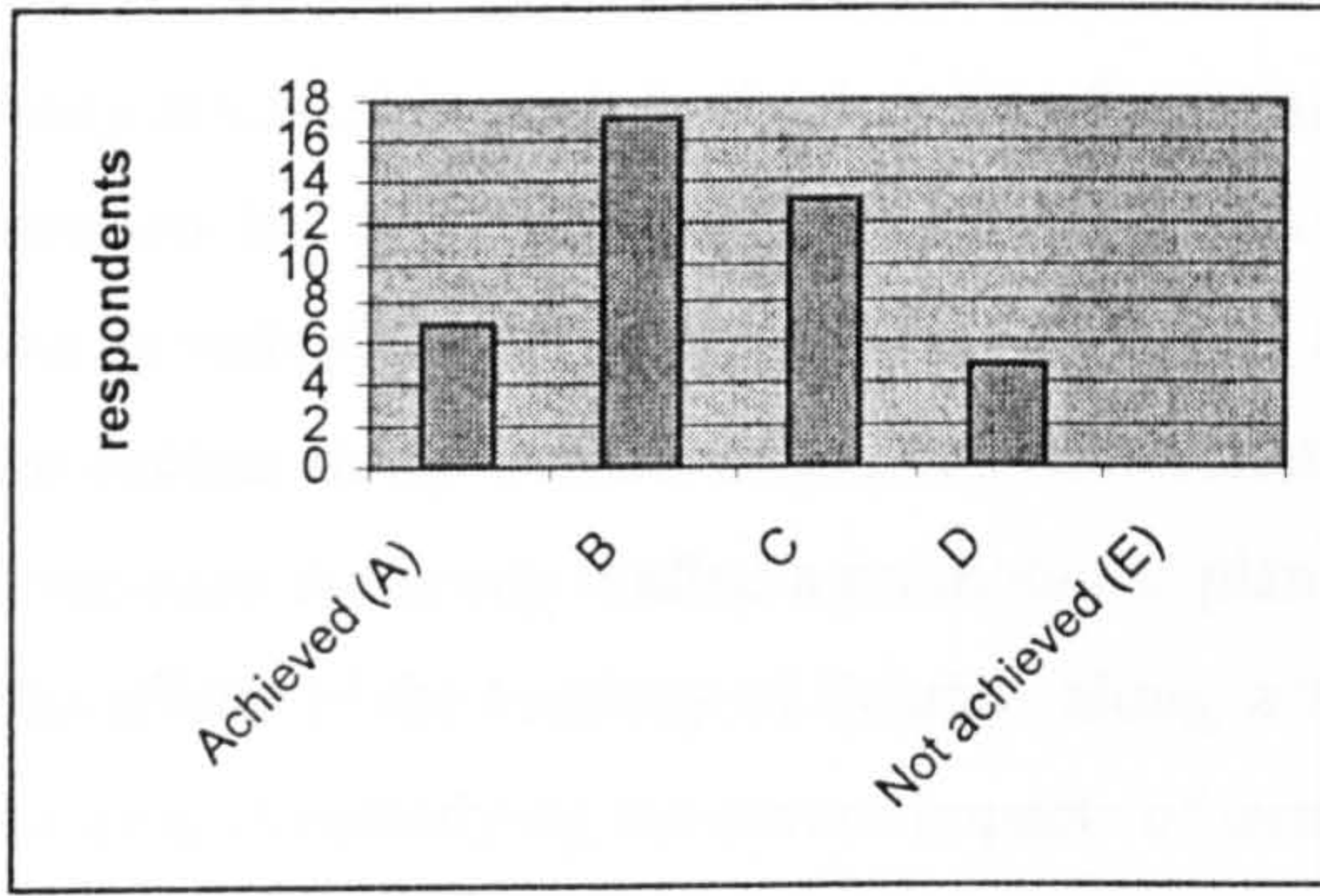


Figure (6.20): Responses of all groups

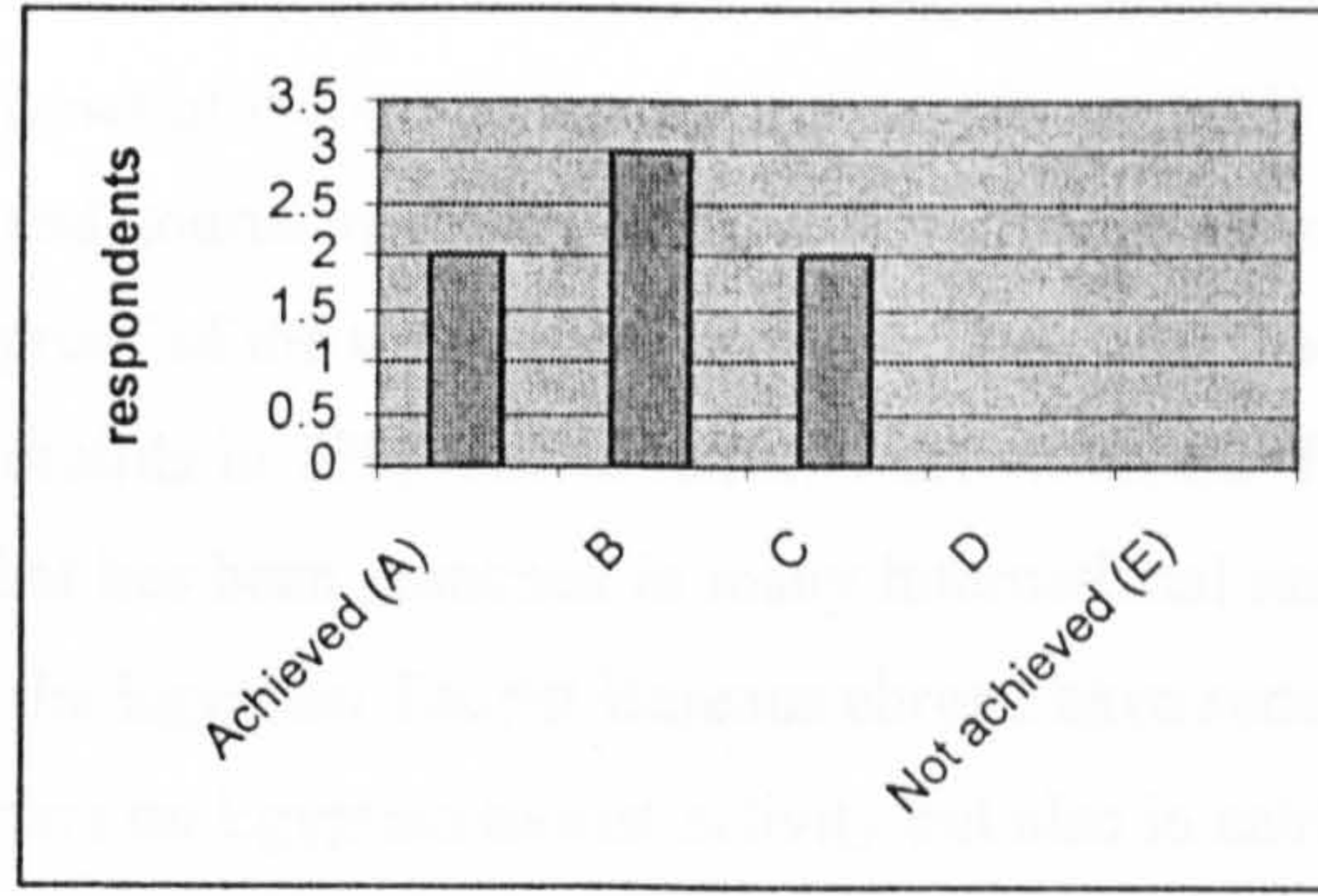


Figure (6.21): The official tourist authority

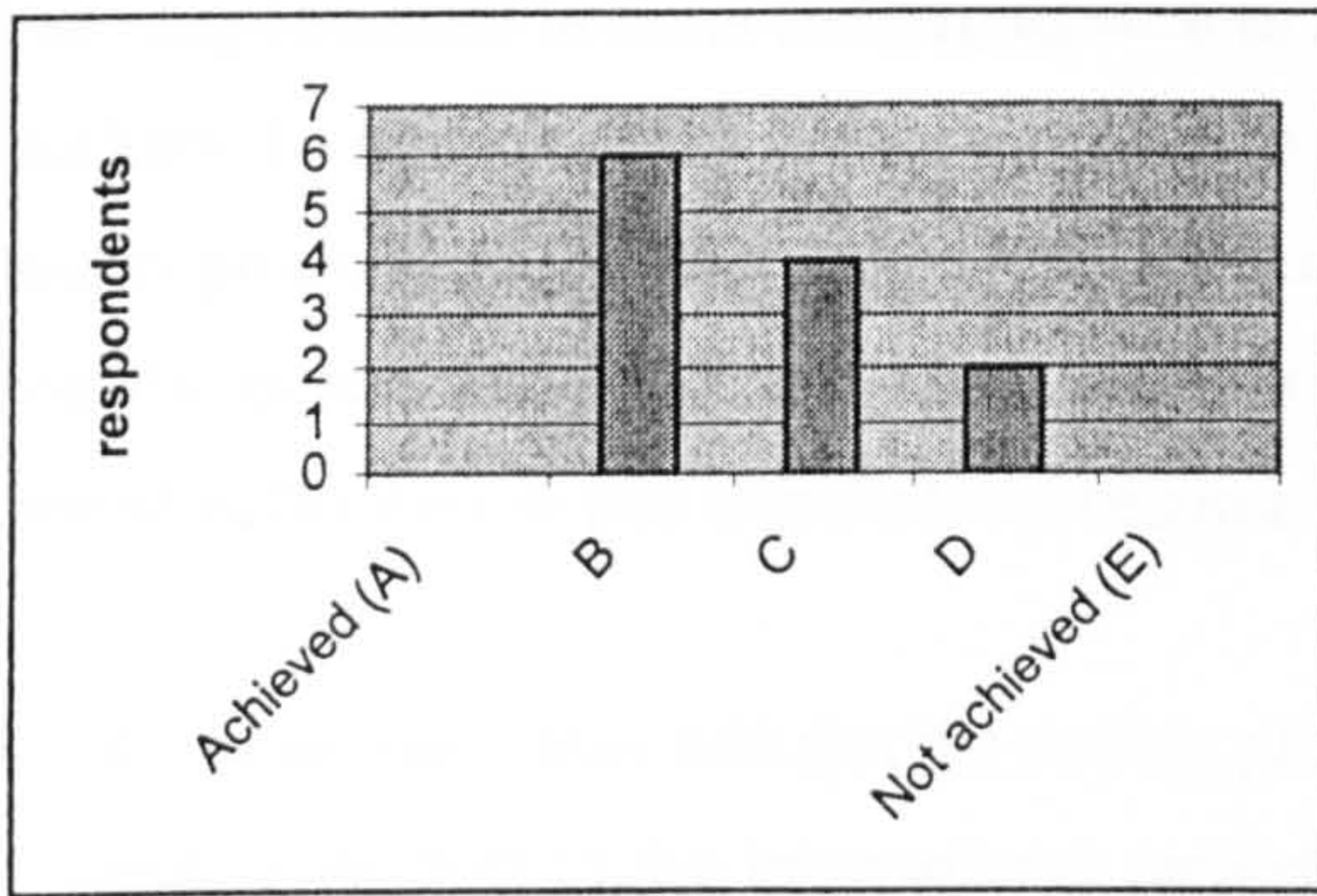


Figure (6.22): The private sector

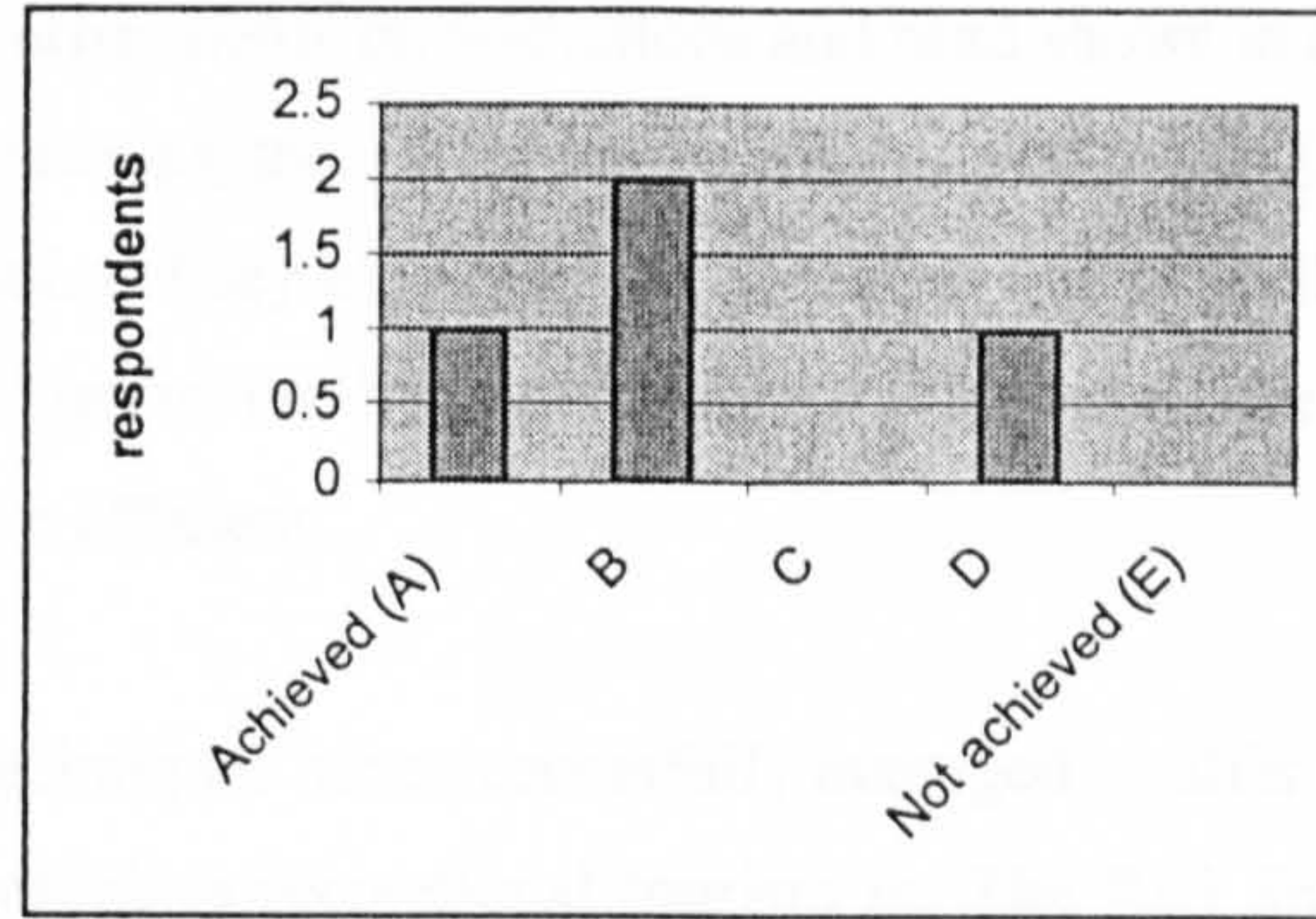
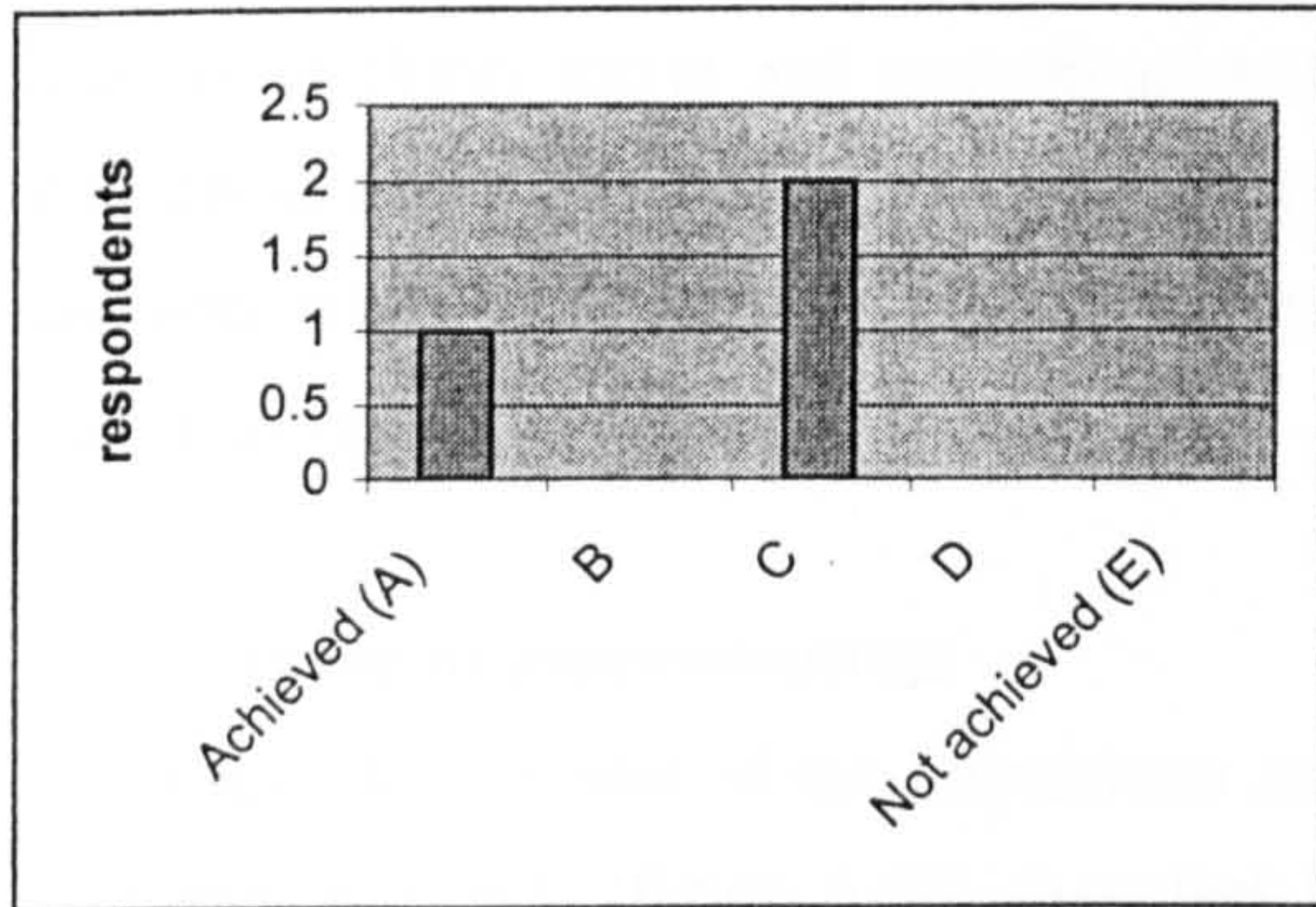
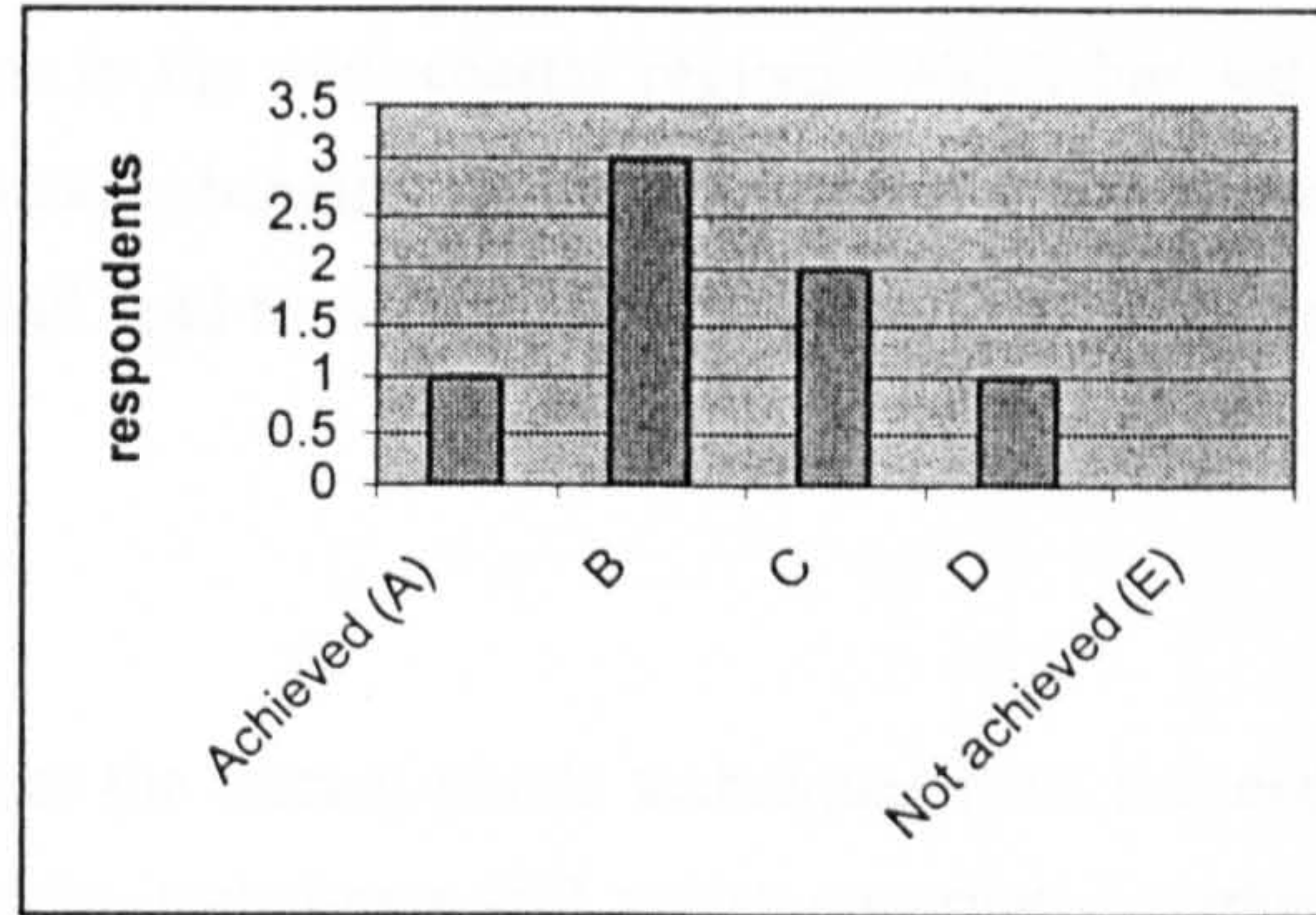


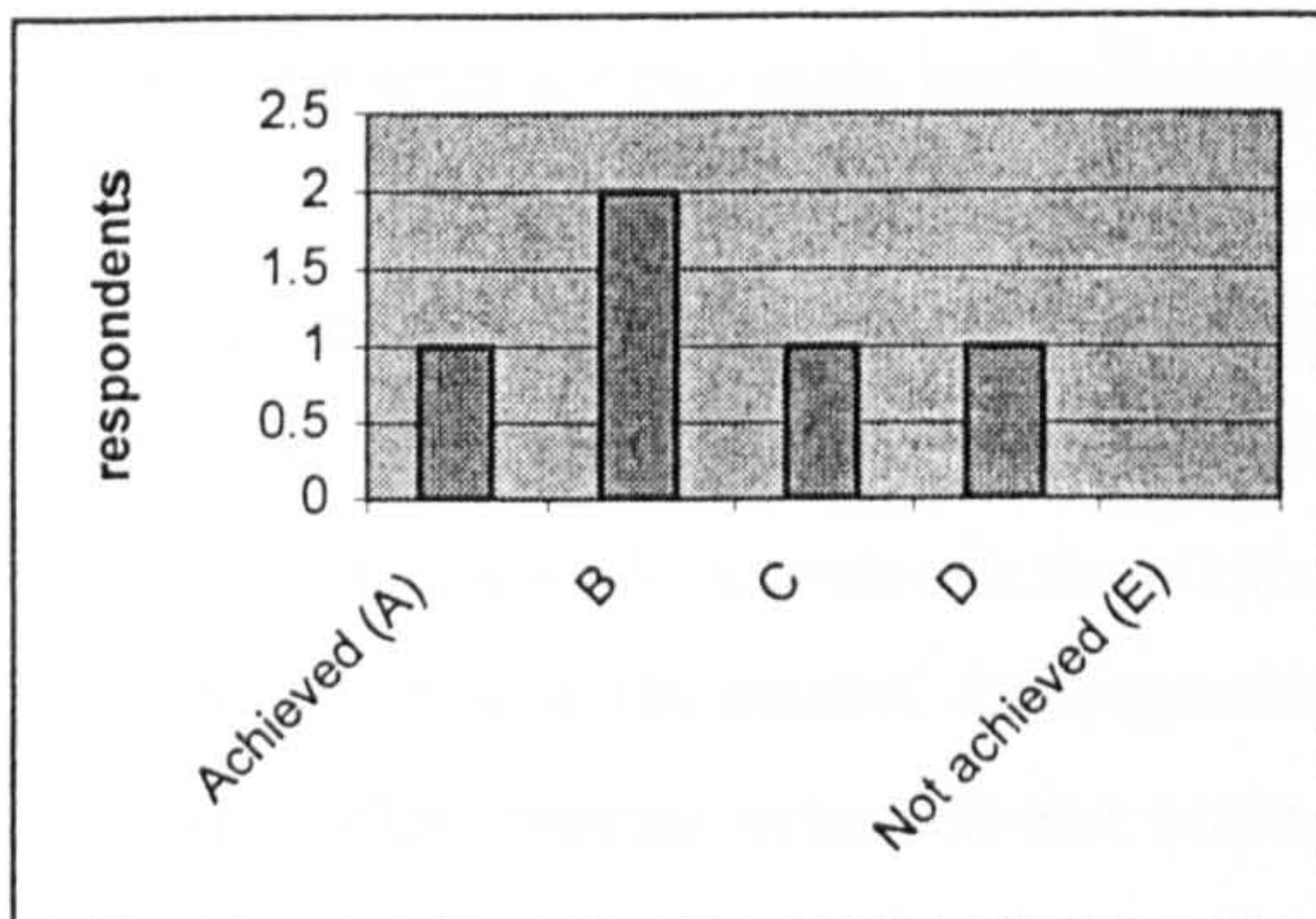
Figure (6.23): The environmental affairs agency



Figure(6.24): The archaeological authority



Figure(6.25):Tourist consultants & planners



Figure(6.26): Tourist academic staff

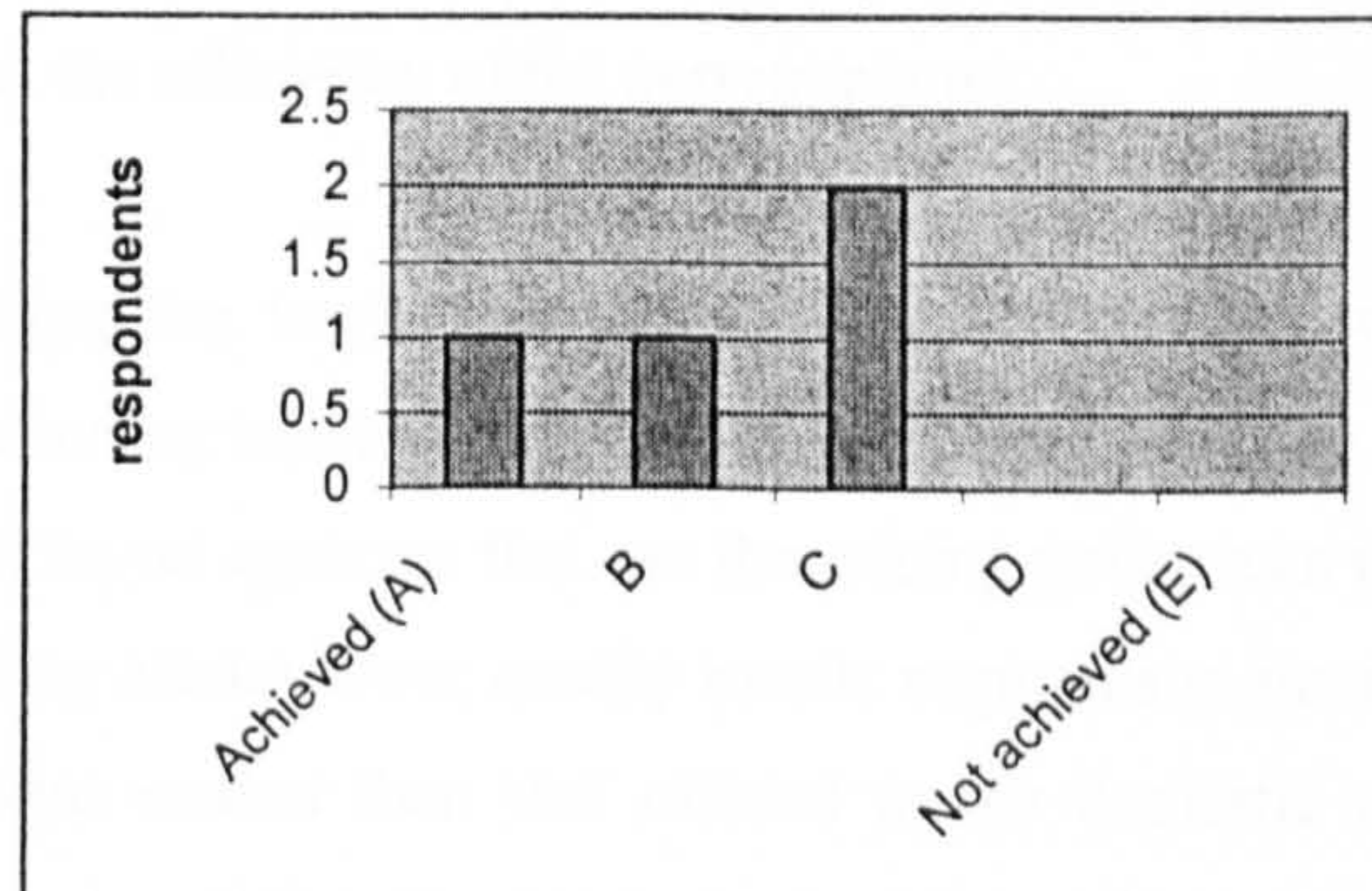


Figure (6.27): Archaeological academic staff

1-Official tourist authorities

The majority of the official tourist authorities see that the current tourist techniques have achieved many remarkable goals in the domain of creating flows of income to the destination (figure 6.21). They mention the increase in the number of tourists and tourist revenues achieved by the governmental tourist authorities during the last three years as a proof of the techniques' success. They note that after the decline in the number of tourists and tourist receipts in 1993 due to terrorist activities, the Tourist Promotion Authority crafted a promotional plan that has been launched in many international markets. The efforts of the Ministry of Tourism along with the Egyptian Tourist Bureaus abroad have succeeded not only in remedying the severe impacts of terrorism on Egyptian tourist activity but also in achieving higher records of tourist receipts than attained before the crisis in 1992. Indeed, different tools have been implemented in these campaigns such as advertisements on televisions and road shows in selected markets. In addition, they have succeeded in improving the performance of promoting the Egyptian tourist products at the international tourist exhibition. They also mention that after the allocation of a specific percentage from the annual tourist revenues to the budget of tourist promotion, the formal tourist authorities in this domain have become more efficient.

On the other hand, they add that the current plan techniques have successfully managed to offer another distinctive product to the international markets, which is recreational tourism on The Red Sea Coast and Sinai. This has resulted in an increased demand for the tourist programs that combine both cultural tourism in Upper Egypt and recreational tourism in the new coastal regions, which has led to an increase in tourist expenditure and more local economic benefits to a larger number of tourist areas. In addition, this diversification in product features will lead to an extension of the length of tourist stay and an increase in the number of nights

2-Private sector representatives

Although fifty per cent of the respondents see that the current plan's techniques have succeeded in achieving this goal (figure 6.22), they feel that the techniques still target quantitative rather than qualitative aspects. As the lack of proper market research and the inability to select the niche tourist market segments are two main issues that weaken the efficiency of the current plans.

In addition, some see that the prices of the Egyptian tourist programs in the international tourist markets are very low and do not reflect the outstanding tourist assets that Egypt possesses. They relate this sub-problem to the increase in the number of travel agencies that use the pricing policy as a tool in order to compete in the market. Consequently, they attract lower quality tourist segments to the extent that they offer cheaper prices to the international market than that offered to the domestic tourist market. Unfortunately, these travel agencies are not applying any kind of scientific market research in order to improve their performance and to compete fairly in the market.

However, others comment that efficient and well - financed tourist promotion did not exist in past tourist plans. A few years ago, however, the formal tourist authorities started to allocate almost 3 per

cent of the tourist revenues for promotional activities, which has resulted in implementing more powerful and scientific promotional schemes to be launched in the international market.

In terms of diversifying and increasing tourist expenditure, they feel that the present tourist plans still need to offer more creative and varied tourist activities that may induce tourists to spend. Most of the present tourist plan strategies focus mainly on the use of the raw tourist attractions (historical sites and natural locations). Furthermore, the plan did not present new or untraditional features or forms of tourism that can be integrated into the traditional tourist product. Up till now the Egyptian tourist product depends mainly on the use of cultural and recreational attractions. Apart from incentive tourism and conference tourism, the current plans do not achieve any remarkable progress in creating new untraditional forms of tourism such as therapeutic tourism, religious tourism, desert or special interest tourism.

On the other hand, some private sector representatives have another comment on the problems that face the Egyptian handicraft industry. They view that the cottage and local handicraft activity in each tourist area should be protected, supported and promoted in a way that reflects the identity of the local area. This can also increase the socio-economic benefits of tourism on the local community in each area. In addition, it will increase the level of the local community satisfaction about tourism.

3- Egyptian environmental affairs agency (EEAA)

It was difficult for the Environmental Affairs Agency group to judge the success of the tourist plan's techniques in the issue of encouraging incoming tourism in order to increase the country's foreign exchange and was beyond the area of specialisation of the EEAA (figure 6.23).

In terms of increasing tourist expenditure, they agree with some of the private sector respondents that the tourist projects lack the diversity and the creation of new ideas that can ameliorate tourist expenditure. For example, most of the tourist projects submitted by the investors to the TDA and environmentally examined by the EEAA search for the establishment of a recreational resort in the new coastal development areas. However, some others view that the establishment of such recreational resorts in the new areas will bring many economic advantages to less developed areas and will result in a flow of income to specific regions that will be economically vitalised due to tourist activities.

4- The archaeological tourist authorities

The respondents from this group feel that the Egyptian tourist authority has managed to link the archaeological tourist sites with the recreational and natural locations in the Red Sea. Thus, it has been successfully able to offer a distinctive product that combines both the cultural and recreational forms of tourism and to increase the number of international tourists to Egypt and thus the country's foreign exchange. It also succeeded in offering untraditional types of tourist accommodation such as Nile cruises, tourist villages in addition to traditional hotels in order to satisfy different tourist needs and wants.

In terms of tourist expenditure, the tourist plans still need to conduct a proper research, accurately investigating the different factors that usually influence expenditure and exploring the main activities or items on which tourists spend and what auxiliary activities can be created or added for the increase in this expenditure. This survey should be based on the different tourist nationalities, their market segments and other demographic features.

5- Tourist consultants & planners

The responses from this group are not consistent (figure 6.25). Only one respondent feels that the current plans have extensively succeeded in achieving this goal. In addition to the strategic promotional scheme the tourist authorities started to adopt since 1994, he comments that the number of the Egyptian Tourist Bureaus abroad has increased and extended to some promising markets. All of these efforts, along with the permanent existence of the Egyptian tourist delegation at the international tourist exhibition and fairs are proof of the success of the current tourist techniques in reinforcing incoming tourism.

Meanwhile, Some other respondents feel that although the plans have succeeded in encouraging incoming tourism from specific markets, the number of tourists coming from other markets have declined. They consider that the current plans have managed to launch successful promotional campaigns in some specific markets such as some European markets, America, Australia and Far East, but it does not have the same level of success in the Arabic tourist market. This has resulted in a decline in both the number of Arabic tourists visiting Egypt and the quality of tourists generated from those markets.

They also add that the Arabic tourist market is a very significant one and should be investigated through careful and scientific market research. On the other hand, they mention that Egypt still has great opportunities to remain one of the most favourite destinations for Arabs. Nevertheless, the number of Arab tourists who prefer to visit other destinations in the area of North Africa and the Mediterranean rather than Egypt has been increasing. Moreover, some destinations in Europe have succeeded in attracting the niche segments from the Arabic tourist markets.

From their point of view, Egypt should conduct very detailed market research in the Arabic tourist market to discover the changes in interests, desires and wants of the Arabic tourists from each generating Arabic country. In addition, it should survey the main reasons behind the decline in the number of the Arabic tourists visiting Egypt. This should encompass an accurate specification of the different Arabic tourist segments according to their expenditure abilities, profiles etc. Then, Egypt will be able to select the proper promotional tools that can influence the Arab tourist's final decisions of choosing their tourist destinations.

In the past the factors below were sufficient to motivate the Arabic tourist to visit Egypt, but the economic and political changes that have taken place in the Arabic countries resulted in a profound

change in the profile of the Arabic tourist and in the fragmentation of the market. Therefore, these factors should only be used as complementary or auxiliary instruments to the main scientific promotional schemes.

- The near geographic location.
 - The status of Egypt as a leading political country in the Arabic world.
 - The impressive role of Egypt in the Arabic arts, culture and music and movie industries.
- In addition to the advantage of having the same spoken language, the Egyptian Arabic accent is considered the most familiar among the Arabic countries.

In addition, as the Arabic tourist market has become a target for many tourist destinations, the Egyptian tourist authorities should investigate the promotional and marketing instruments used by the other competitors.

Only one respondent sees that the current plans are not very successful in employing the technique of reinforcing the country's foreign exchange and that the increase in the number of tourists is considered a result of two main factors:

- 1-The liberalisation of the airline regulations that encourages charter flights.
- 2-Promotion of recreational tourist packages, most sold at very low prices.

From his point of view, the current tourist plans accomplished the maximisation of the tourist revenues by increasing the number of tourists generated from the international markets, but have not offered adequate techniques for the amelioration of tourist expenditure.

6- Tourist academic staff

The responses of the tourist academic staff are mostly similar to the views of the tourist consultant and tourist planner group (figure 6.26). Additionally, they see that the Egyptian tourist personnel need to be trained to adopt the up-to date techniques of market research, marketing survey and promotional program planning..

In terms of ameliorating the tourist expenditure, they feel that this technique should be highlighted and properly employed in future plans. At present, tourists are more likely to spend on traditional items of the tourist product such as accommodations and local transportation. Apart from the souvenirs that tourists usually buy, the Egyptian tourist market still needs to offer more distinctive untraditional tourist activities that can induce tourist expenditure and simultaneously mitigate the massive tourist demand on the sensitive attractions. They draw an example by mentioning the success of the Pharaonic Village scheme, which has recently been constructed in a way that reflects the Pharaonic atmosphere, taking the tourist on a journey to ancient Egyptian history that goes back almost three thousand years. It offers the opportunity to watch and experience live presentation of all the Pharaonic activities demonstrated by village employees dressed in Pharaonic style.

7- Archaeological academic staff

Figure 6.27 shows optimistic responses offered by the archaeological academic staff. However, they comment that most of the tourists coming to Egypt are package tour clients who usually come in organised groups. The main purpose of their visit is the enjoyment of natural and cultural attractions. Apart from the expenses of the accommodation and transportation, which are usually paid in advance to the tour operator in their country of origin, their average spending in the local destinations is very modest. This calls for an accurate analysis of the economic benefits of such trips to the different parties; Egyptian travel agents, the national economy, the local economy of each region and the indigenous people living in the visited destinations.

8- Total views

Figure 6.20 shows that the responses of the interviewees are not the same. Such contradictory views are quite obvious among the respondents of the tourist consultants and planners group and tourist academic staff group.

According to the views offered by the different groups on the sub-technique of reinforcing incoming tourism in order to increase the country's foreign exchange, the current tourist promotional plans have succeeded in accomplishing three main short term objectives while it does not plan for the achievement of long term objectives.

The three short- term objectives that the plans have successfully managed to accomplish are:

- 1- Enhancing the image of Egypt in the international tourist markets after the impressive negative effect of the terrorists' activities on Egyptian tourism. This objective has been receiving most of the attention of the formal and informal tourist authorities, which are doing their best for the mitigation of these impacts on tourist activities.
- 2- Encouraging mass tourism to the Egyptian coastal and natural regions by launching short- term promotional scheme objectives.
- 3- Encouraging package tours and charter flights coming directly from the generating market to the recreational destination.

However, the current promotional schemes do not manage to achieve the following goals:

- 1- Focusing on the quality of incoming tourism by determining the niche tourist market segments.
- 2- Launching specific promotional programs to the new sustainable tourism forms such as the special interest tourist market, eco-tourism market.
- 3- Discovering the political, economic and social pressures that affect each market etc.
- 4- Analysing the promotional schemes conducted by the other competitors in each market.
- 5- Carrying out scientific market research to cover the above factors along with other elements in each market.

Therefore, it is apparent that the Egyptian tourist plans need to implement accurate market research in each tourist market and to start focusing on better quality of tourist segments. This can enable Egypt to achieve the economic goals predetermined by the beginning of each plan, besides mitigating negative impacts on the environment and on Egyptian communities. The only instrument that should be used in this domain is long-term promotional plan objectives that regard tourism activity as a continuous process.

According to the views offered by the different groups on the sub-technique of diversifying tourist expenditure in the tourist destination, the current plans have managed to increase the total tourist expenditure through the following two instruments:

- 1- Promoting a distinctive tourist program that combines both archaeological cultural tourism and recreational tourism. This means an extension of the length of stay of international tourists.
- 2- Increasing the number of tourists to the different tourist destinations by focusing on inclusive tours and package tourism.

However, the interviewees see that more efficient instruments need to be considered such as:

- 1- Increasing tourist expenditure by creating activities to be added to the main features of the tourist programs.
- 2- Developing new ideas such as folkloric festivals, pageants and local arts to be integrated into the traditional programs.
- 3- Developing untraditional forms of tourism such as Eco-tourism, desert tourism and responsible tourism that will guarantee more direct economic benefits to the local people.
- 4- Launching promotional campaigns in order to attract the Frequent Individual Travellers in each market. Most of the interviewees stressed the inability of the current techniques to approach these segments.
- 5- Organising and supporting the handicraft industries in each tourist area to attract the tourist with their uniqueness and diversity.
- 6- Conducting research on how to create channels for tourist expenditure in order to penetrate the local economy of each region. This also should determine how impressive this expenditure is and how it can benefit the regional economic circulation and the indigenous citizens.
- 7- Attracting and convincing tourists to repeat their visits to the destination. Although some recreational tourist resorts on the Red Sea are frequently visited by some international tourists, the main purpose of their visits is to enjoy the unique natural attractions such as scuba diving. Apart from the expenditure of this segment on the resort accommodation, the rest of the local area seldom achieves tangible benefits from their visits.

With regard to figure 6.28 from a sustainable point of view and according to the analysis of the different group views that will be presented below, it is apparent that the planning mechanism still lacks the implementation of two significant techniques. These techniques are ameliorating tourist expenditure and conducting scientific market research to explore the quality tourism segments (figure 6.29)

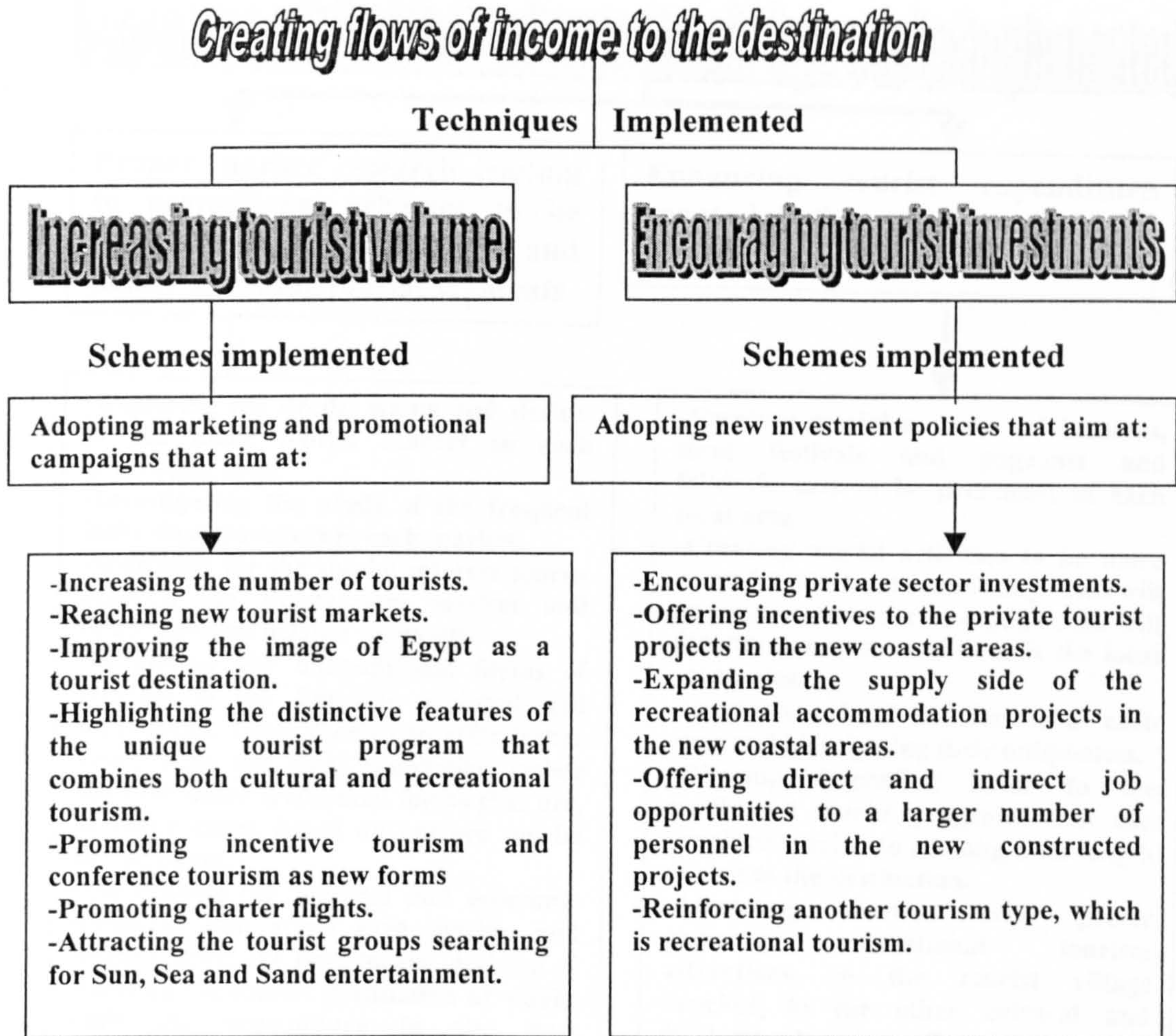
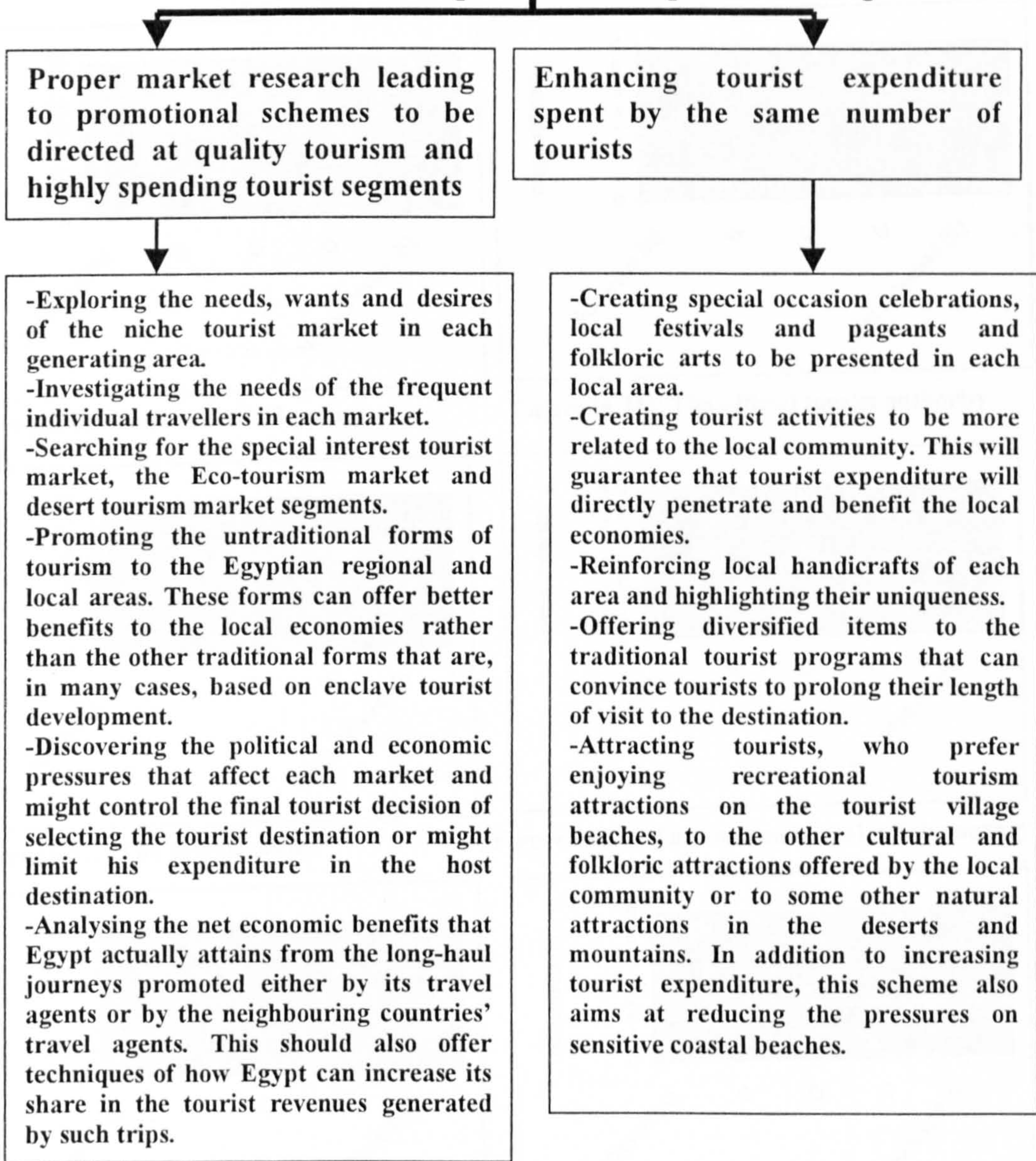


Figure (6.28): Techniques used by the national tourist plans to create flows of income to the destination.

6.4.1.2 Analysis of responses and views to criterion (4a.2): investment policies: encouraging tourist projects and offering incentives to investors.

Analysis of the criterion is in two parts: firstly results of quantitative analysis are summarised and presented in figures 6.30 to 6.37, each illustrating the success of the technique according to the responses of each group of respondents. This is followed by a qualitative analysis of the views offered by the relevant group.

Two more sustainable development techniques to be implemented



Technique constraints

Not all of the schemes stated above under proper market research technique can be launched in the present time. Indeed, the Egyptian tourism passes through a very critical period due to the severe negative impacts of the terrorists' attacks against tourists. Accordingly, it should be expected that the current marketing and promotional schemes would focus mainly on how to face this challenge and mitigate its negative influences. The abilities of the formal tourist authorities in adopting the schemes mentioned under this technique can not be assured in the present time.

Figure (6.29): Two techniques to be added to the other schemes used by the tourist plans to create flows of income to the destination.

The following figures are graphic presentations of the views of each group evaluating the technique of encouraging tourist projects and offering incentives to investors.

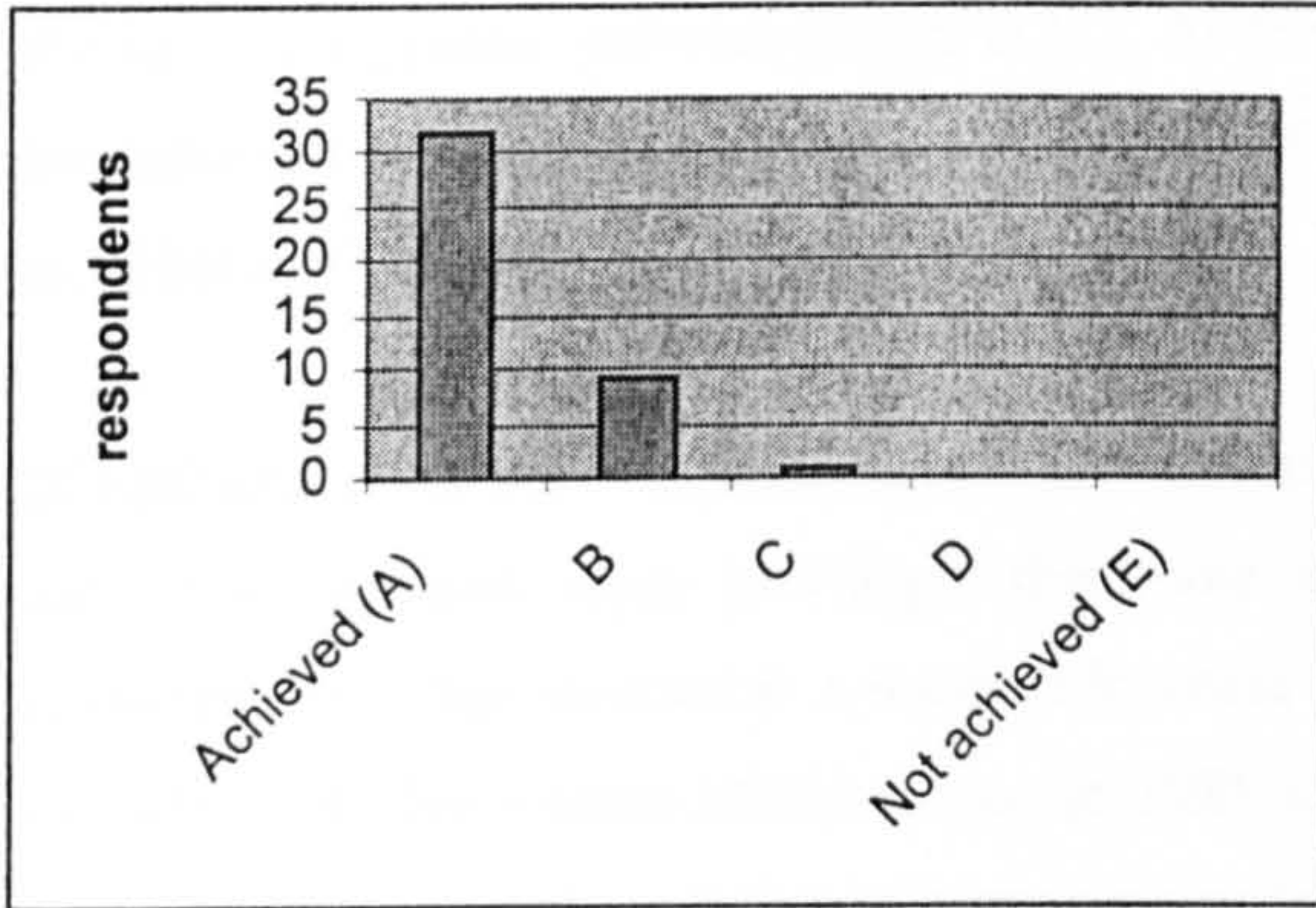


Figure (6.30): Responses of all groups

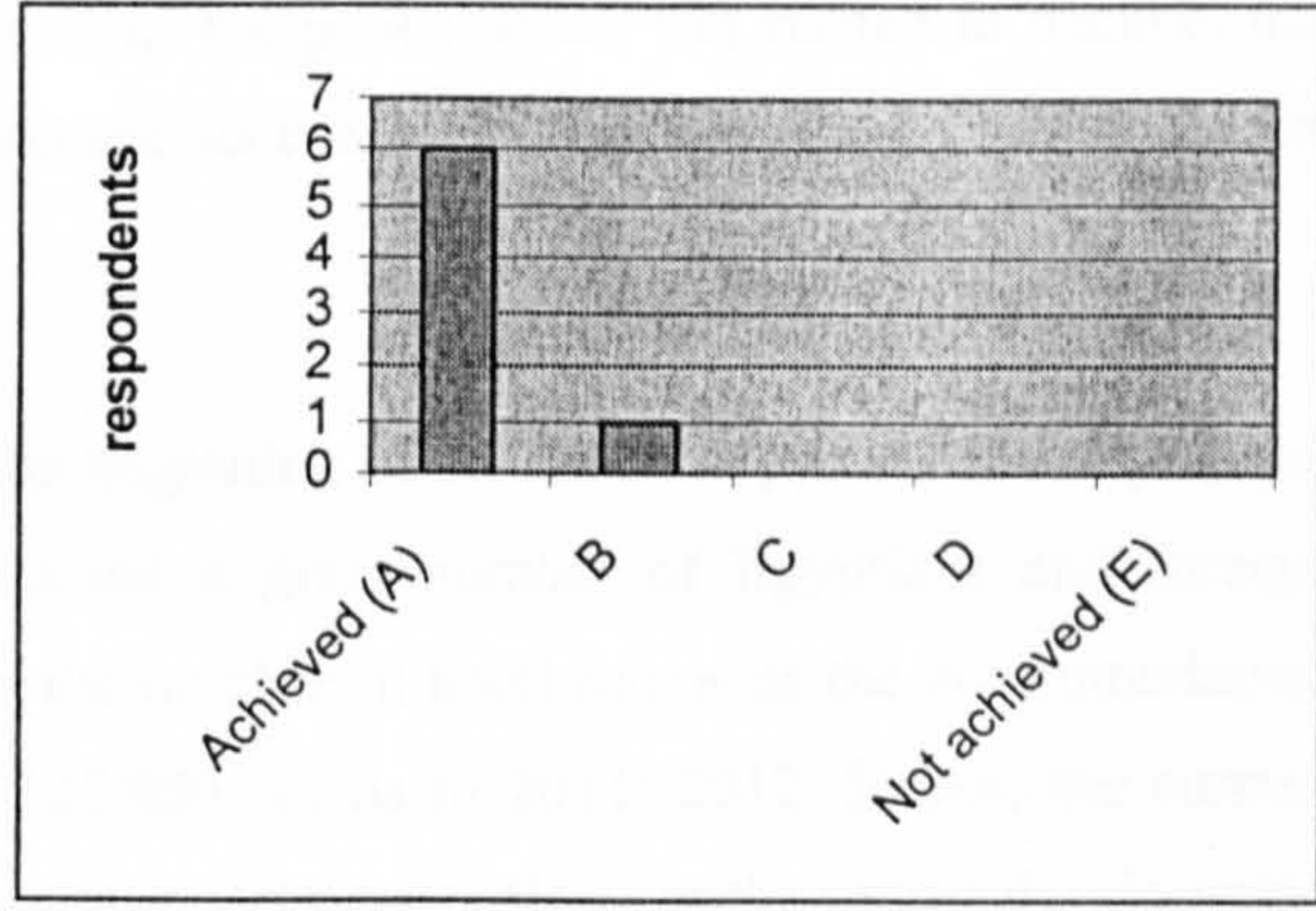


Figure (6.31): The official tourist authority

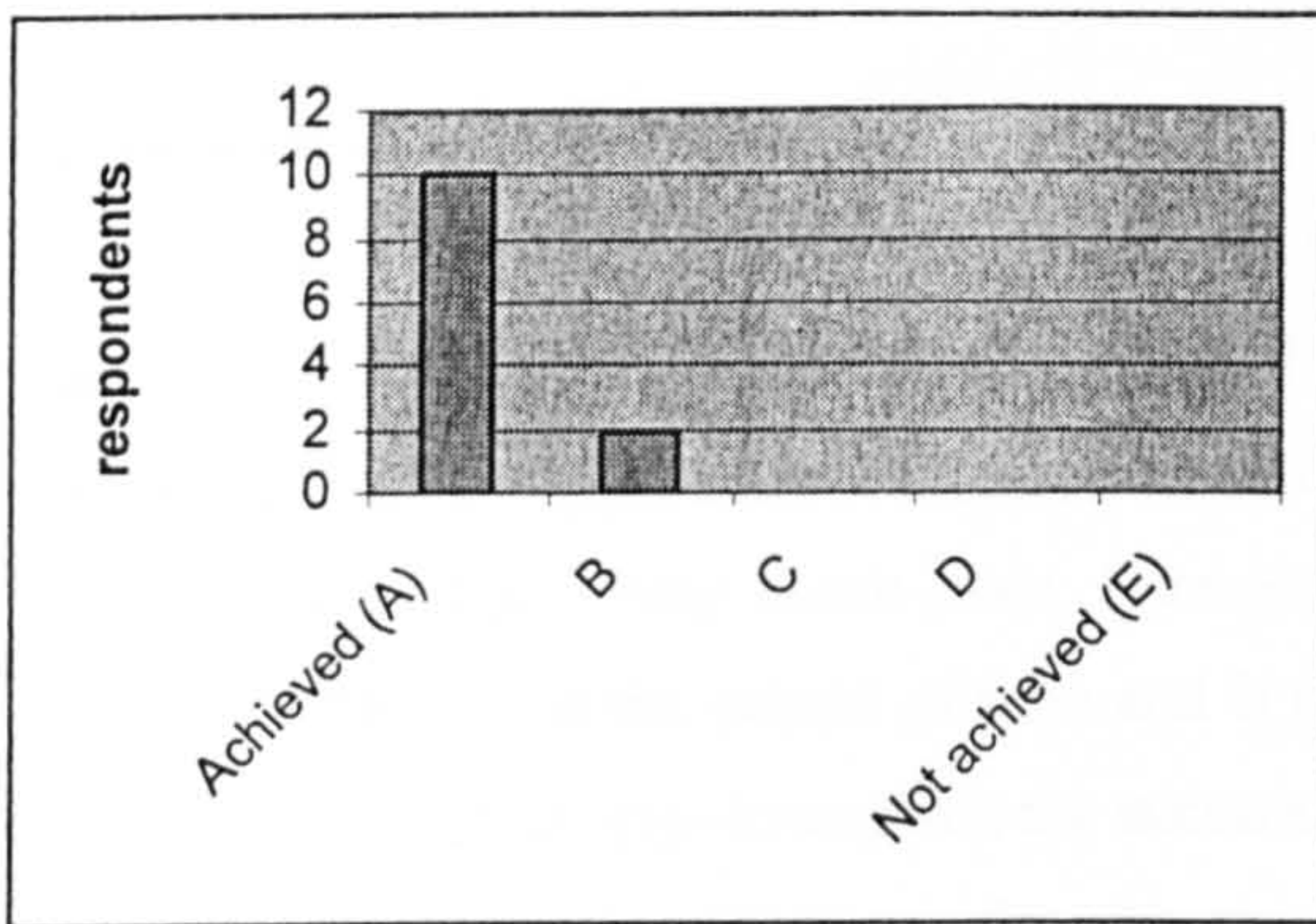


Figure (6.32): The private sector

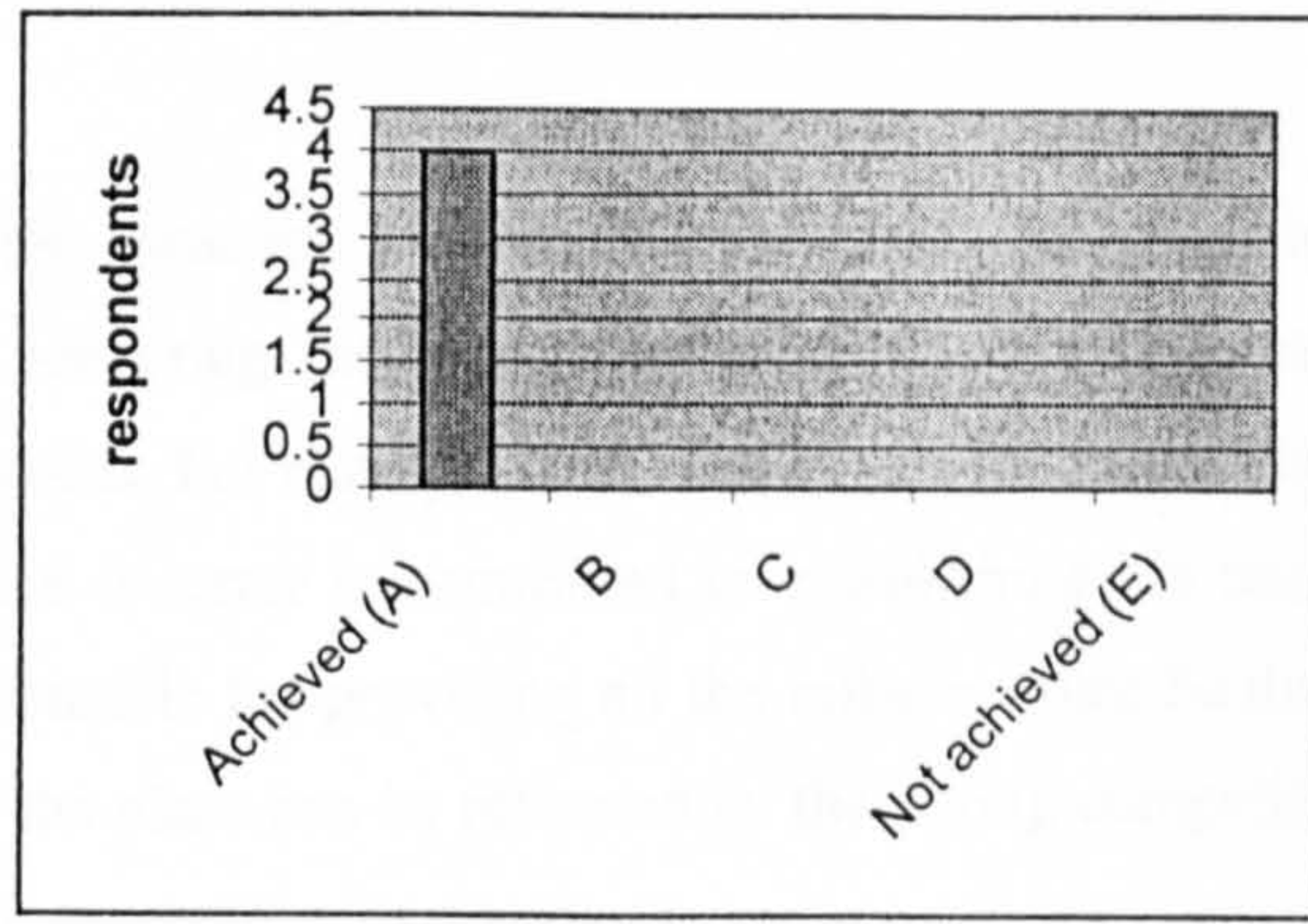


Figure (6.33): The environmental Affairs agency

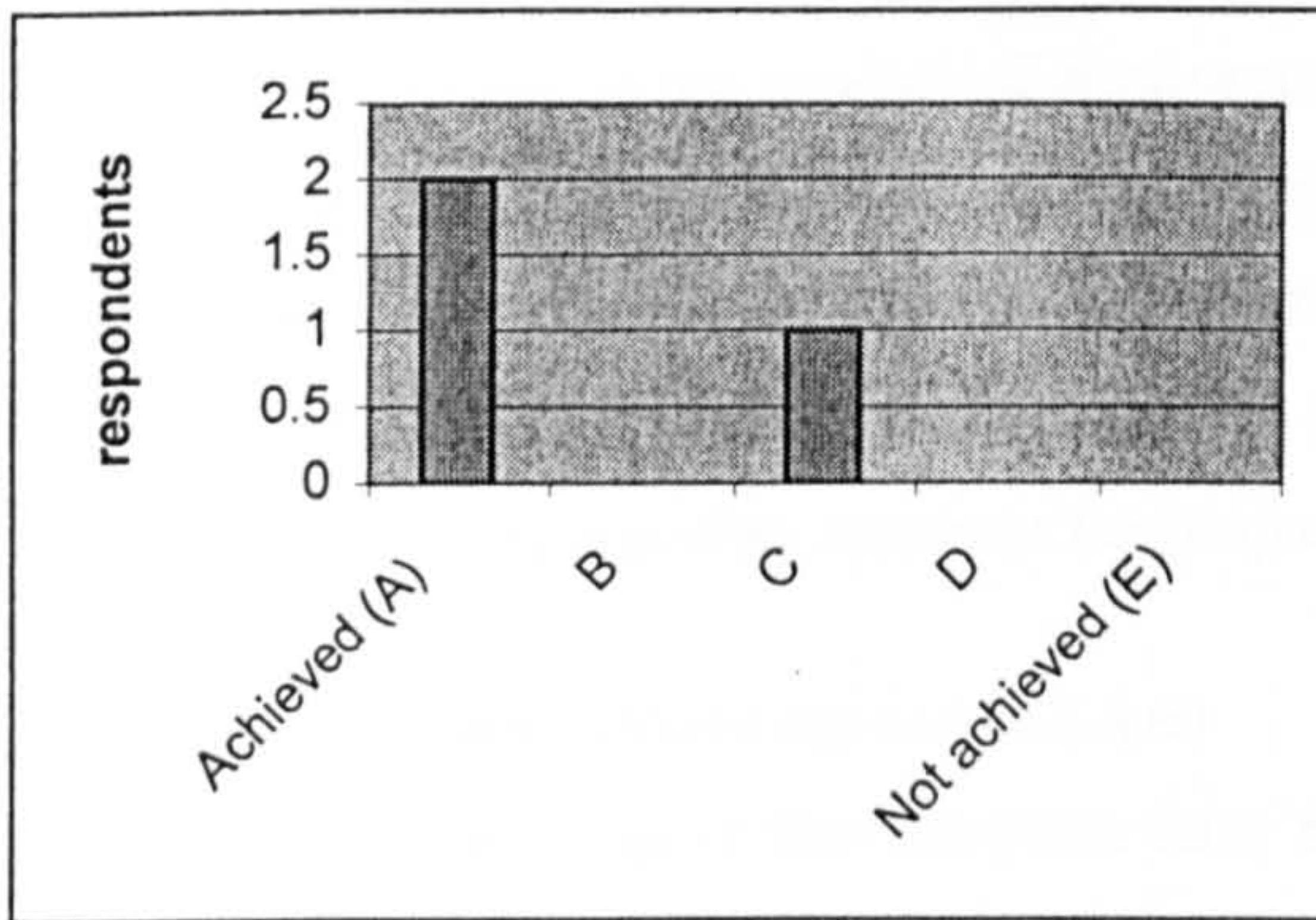


Figure (6.34): The archaeological authority

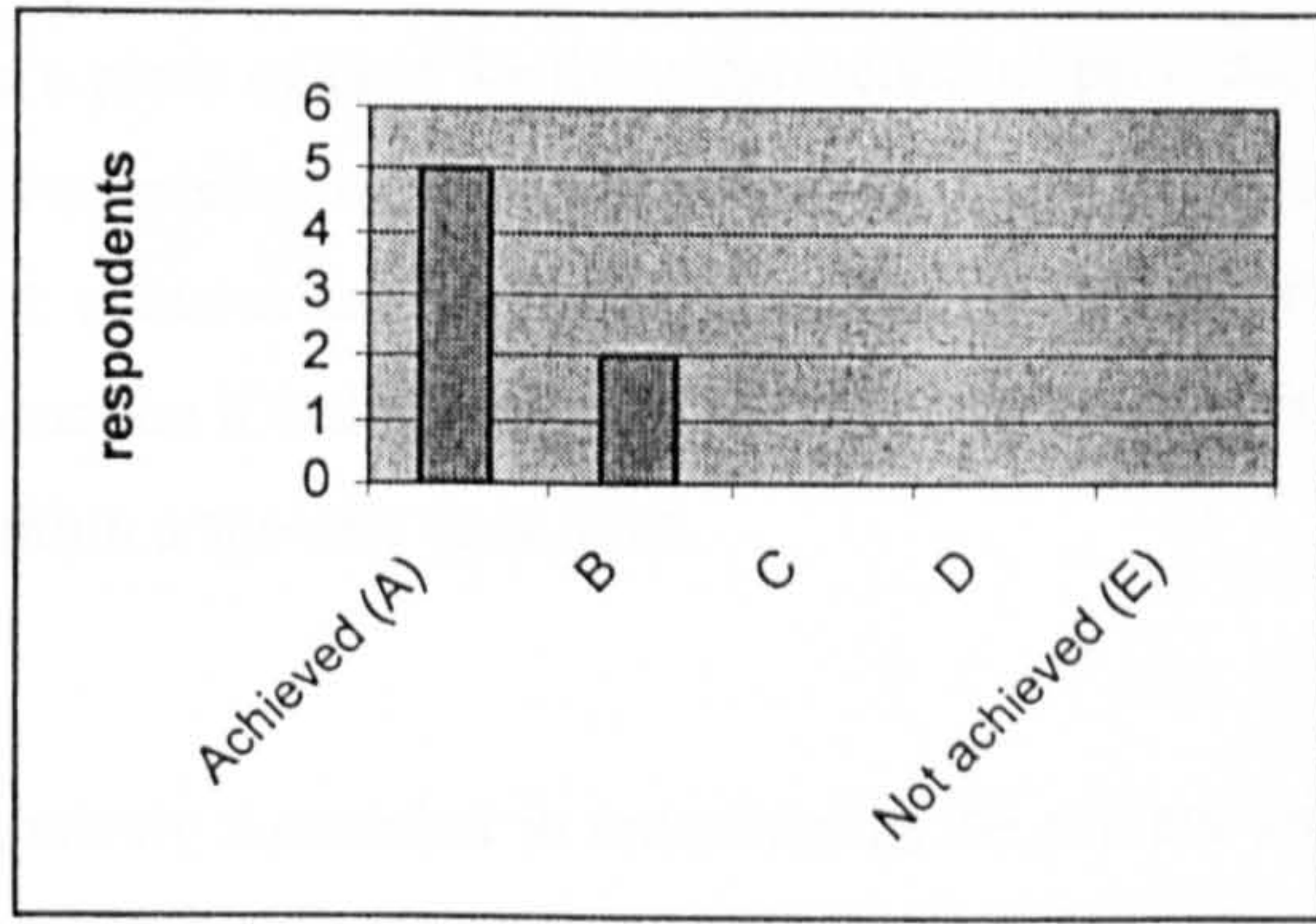


Figure (6.35): Tourist consultants & planners

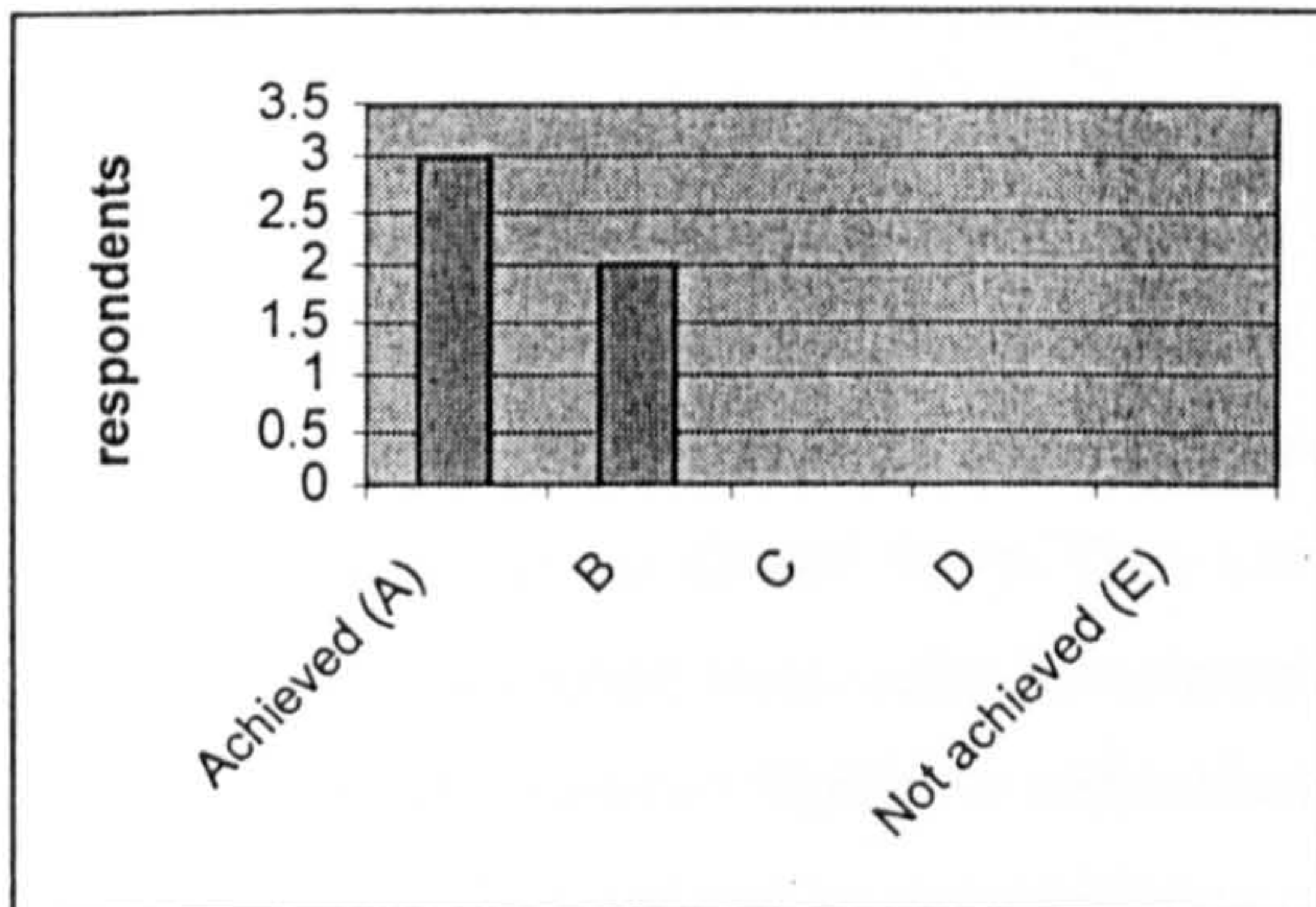


Figure (6.36): Tourist academic staff

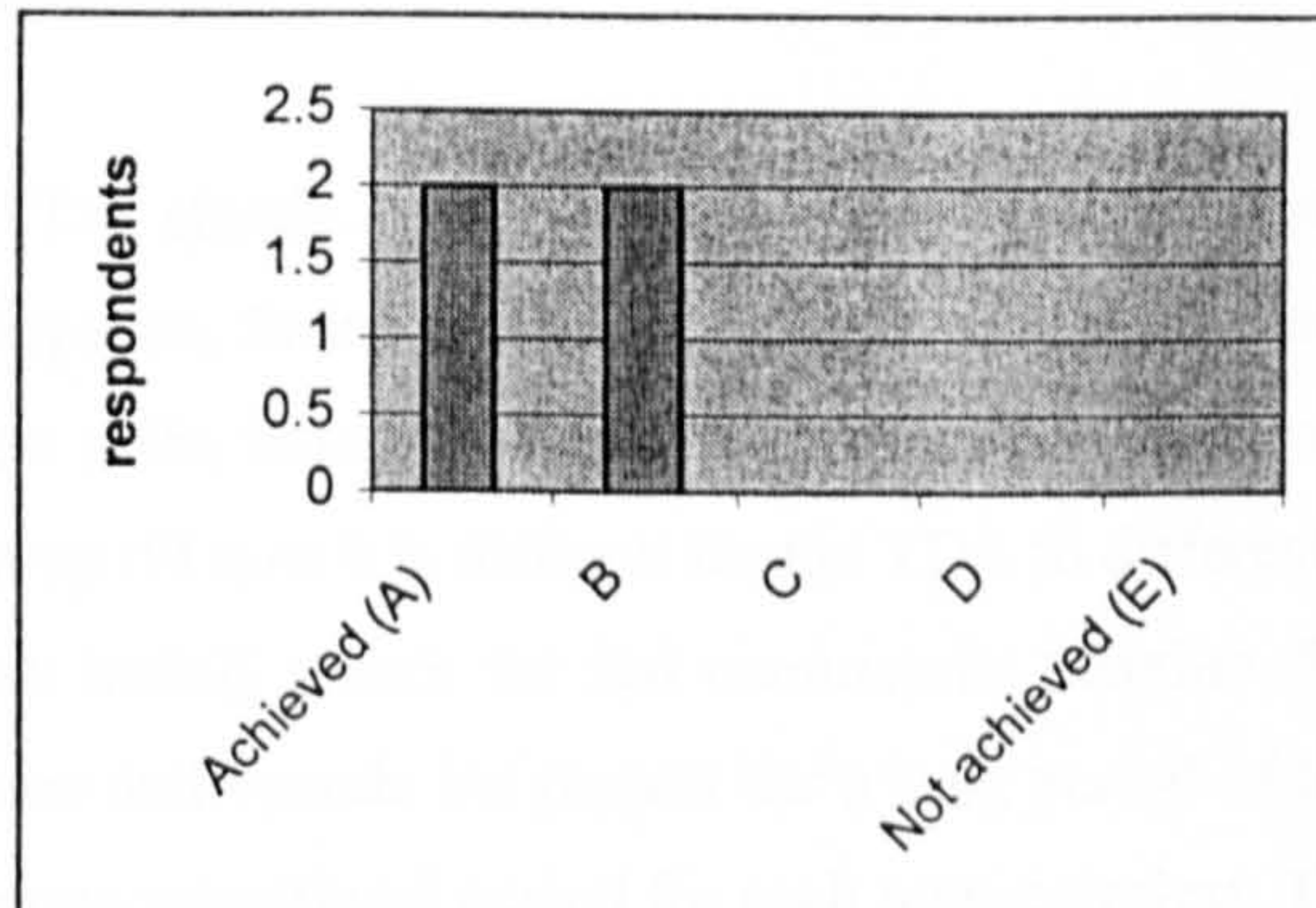


Figure (6.37): Archaeological academic staff

1- The official tourist authorities

All respondents of this group see encouraging the tourist enterprises as one of the main objectives of the current Egyptian policies (figure 2.31). As the role of the public sector has started to decline, the privatisation policy adopted at the end of the last decade succeeded in attracting many private sector projects and investments to several new regions.

In addition, since the establishment of the TDA at the beginning of the nineties, private sector projects have been granted many privileges that have attracted a great number of Egyptians and foreign investors. This has resulted in a massive increase in the number of hotel rooms as the accommodation capacity will jump from 66711 rooms in 1986 to 315.000 rooms in 2011/ 2012. Hence, the current plans have succeeded in attracting a growing number of investment projects in the tourist development industry.

2- Private sector

The views of the private sector representatives on this issue are the same (figure 2.32). They highlight that the current tourist plans have succeeded in attracting the private investors by offering many privileges and the opportunity to gain reasonable profits. For example, the TDA grants the project land to the investors at a very cheap price. However, the investor is committed to establishing his tourist project within a specific period of time and is responsible for providing all the infrastructure facilities for his project. They mentioned that the success of the plans can be reflected by the strong competition among investors to obtain a piece of land in the new coastal tourist resorts.

Due to the increase in the number of applicants for a piece of land for the construction of projects, the TDA has started to select the best proposed projects according to certain criteria. The financial abilities of the investor and his seriousness about project construction are considered the most important criteria. As the TDA has the right to cancel the concession if it discovers that the investor is not serious, the investor is committed to construct the project within a specific time limit.

3- Environmental affairs agency (EEAA)

All the respondents agree that the plans have extensively succeeded in encouraging the private sector projects in the field of tourism (figure 6.33), which can be observed from the great number of tourist projects are under construction in the Egyptian coastal areas.

Indeed, the EEAA representatives think that the TDA should be very selective and cautious when it grants approvals to new tourist private sector enterprises. Some of them see that the pace of granting concessions and privileges to private sector projects in the field of tourism needs to be more controlled and to a certain extent slowed down. They add that up till now it is difficult for the TDA to differentiate long-term investments from quick investments that mainly search for fast commercial benefits. They suggest that the investor should be committed to run and operate his project for a long period of time, which can be implemented by determining a minimum operational period for each tourist project. Thus,

the TDA can guarantee long term projects that usually result in sustainable economic benefits for all parties: the investor, the tourist destination and the public community.

4- The archaeological authorities

As shown in figure 6.34, the majority of the sample selects from this group agreed that the current tourist plans have extensively succeeded in achieving this goal. However, the respondents did not offer qualitative views that can be analysed here.

5- Tourist consultant & tourist planner groups

The views of the respondents from this group about this issue are mostly similar to the opinions of both the private sector representatives and the Environmental Affairs Agency group (figure 6.35). The tourist consultant group believe that the increase in the number of internal and foreign investments in the field of tourism can be considered a healthy indicator of the success of the current plans and policies and the significant weight that tourism started to occupy in Egypt. They mention, however, that it is very important to keep an eye on the constructional and operational processes of all projects.

On the other hand, some consultants feel that most of the Egyptian tourist projects have the same idea of constructing recreational resort in one of the natural areas in Egypt. They suggest that the TDA should conduct an accurate market research in the international tourist market regarding the new trends of travel and the growing tourist activities in the international tourist market. Then, it will be able to determine the types of tourist projects that can cope with the targeted market and prospective consumers. Accordingly, it can redirect the proposals of the investors toward proper tourist projects

From an economic point of view, land is a very rare asset and cannot be replaced. Therefore, it should be used wisely and cautiously as any damage, abuse or unscientific planning would have negative impacts on the revenues achieved and thus on the sustainability of the economic benefits. They mention that although it is desirable to attract private investment to tourist development, enterprise feasibility should be emphasised carefully not only at project level but also at regional and national level. Again, they recommend that the TDA should carry out an accurate survey in the international market in order to be able to match the development of the supply side with the new trends and motivations on the demand side.

6- Tourist academic staff

As shown in figure 6.36, respondents of this group agree that the plans have extensively succeeded in accomplishing goals in this domain. However, they see that most of the private sector enterprises are focusing on coastal beaches. However, there are some other regions that are abundant in different and distinctive tourist attractions and can be developed and promoted to offer the untraditional forms of tourism. They mention the scattered attractions in the western desert and its oases as an example.

It is true that private sector investors are very cautious about risking either an untraditional project or constructing the project in a new region. They see that the private investments should be attracted to the different promising spots in Egypt that can be developed as tourist destinations.

From an economic point of view, they mention that it is very healthy and useful to balance the development of tourism between the different regions in order to guarantee a fair distribution of the tourist economic benefits. This will reduce the pressures on the sensitive regions and mitigate the negative impacts of tourism such as inflation and the deterioration of the environmental assets. In addition, it helps in balancing the socio-economic benefits of tourism between the different areas.

7- Archaeological academic staff

As figure 6.37 shows the academic staff feel that the plans have succeeded in implementing this technique. However, the respondents believe that the increase in the number of tourist enterprises has mostly been in two activities, either in travel agency establishment or tourist village construction.

8- Total views

The responses of the interviewees about this sub-technique are largely consistent and the researcher did not find contradictory views (figure 6.30). All the interviewees agree that the private sector has recently been granted many privileges and started to play a significant role in the Egyptian tourist industry.

According to their views, this issue is considered as the most prominent and successful technique that the Egyptian tourist policies have managed to implement. However, the following still need to be considered:

*Although encouraging private sector enterprises is considered positive and a healthy economic factor, the sustainability of the economic benefits of the private investment, at all its different levels, should be considered. Therefore, the TDA should be able to select the long-term investments that seek for real economic benefits to the national and regional economies and contribute to the welfare of the host communities.

*Most of the private sector enterprises are traditional as they focus only on one or two activities. For instance, the increase in the number of tourist villages on the recreational coasts proves the traditional concept of investment in the Egyptian tourist industry. Tourist projects need to be more diversified and to be spread around the Egyptian areas as long as they have the tourist attractions. This will guarantee a fair distribution of the economic activities of tourism in the different tourist areas. Additionally, it will help the development of many isolated and primitive communities and will mitigate the problems that may appear due to the concentration of the projects in one area. For example, over development can lead to inflation and uncontrollable increase in prices as well as many other environmental and social problems. (These problems will be handled in detail in the analysis of the environmental and socio-cultural issues).

*The Egyptian tourist authorities should carry out a detailed market survey exploring the new trends, motivations and forms of tourism before allocating new area or piece of land to the traditional tourist projects. This can also lead to the sustainability of the economic benefits of tourism as long as the project offers the activities and types of tourism that the tourist wants.

*Balancing and matching the supply side with the demand side is a factor that will contribute to the sustainability of reasonable economic benefits. It should be mentioned here that as the number of accommodation capacities becomes higher than the number of tourists in a specific area, project managers are obliged to compete by reducing their project service rates. This, of course, usually result in some sub-problems such as:

- 1- Losing economic benefits that the destination usually gains from tourism, i.e. unsustainability of the normal levels of economic benefits.
- 2- Attracting lower segments of tourists that may have negative impacts on the community and on the total environment i.e. unsustainability of the environment, community traditions and host community satisfaction.
- 3- Trying to compensate for the loss in profits by attracting a larger number of tourists and encouraging mass tourism, which is considered as loads on the capacities of the destinations and a threat to fragile tourist attractions. Thus it can lead to the decline of the destination. I.e. unsustainability of the development process.

6.4.2 Criterion (4b): Socio-economic benefits

This criterion attempts to measure the efficiency of the following three sub-techniques:

- Offering job opportunities (qualitative and quantitative).
- How far those opportunities are distributed all around.
- Social services offered to indigenous citizens.

6.4.2.1 Analysis of responses and views to criterion (4b): Socio-economic benefits

Analysis of the criterion is in two parts: firstly results of quantitative analysis are summarised in figures 6.38 to 6.45, each illustrating the success of the technique according to the responses of each group of respondents. This is followed by a qualitative analysis of the views offered by the relevant group.

The following figures are graphic presentations of the views of each group evaluating the efficiency of techniques implemented to achieve socio-economic benefits.

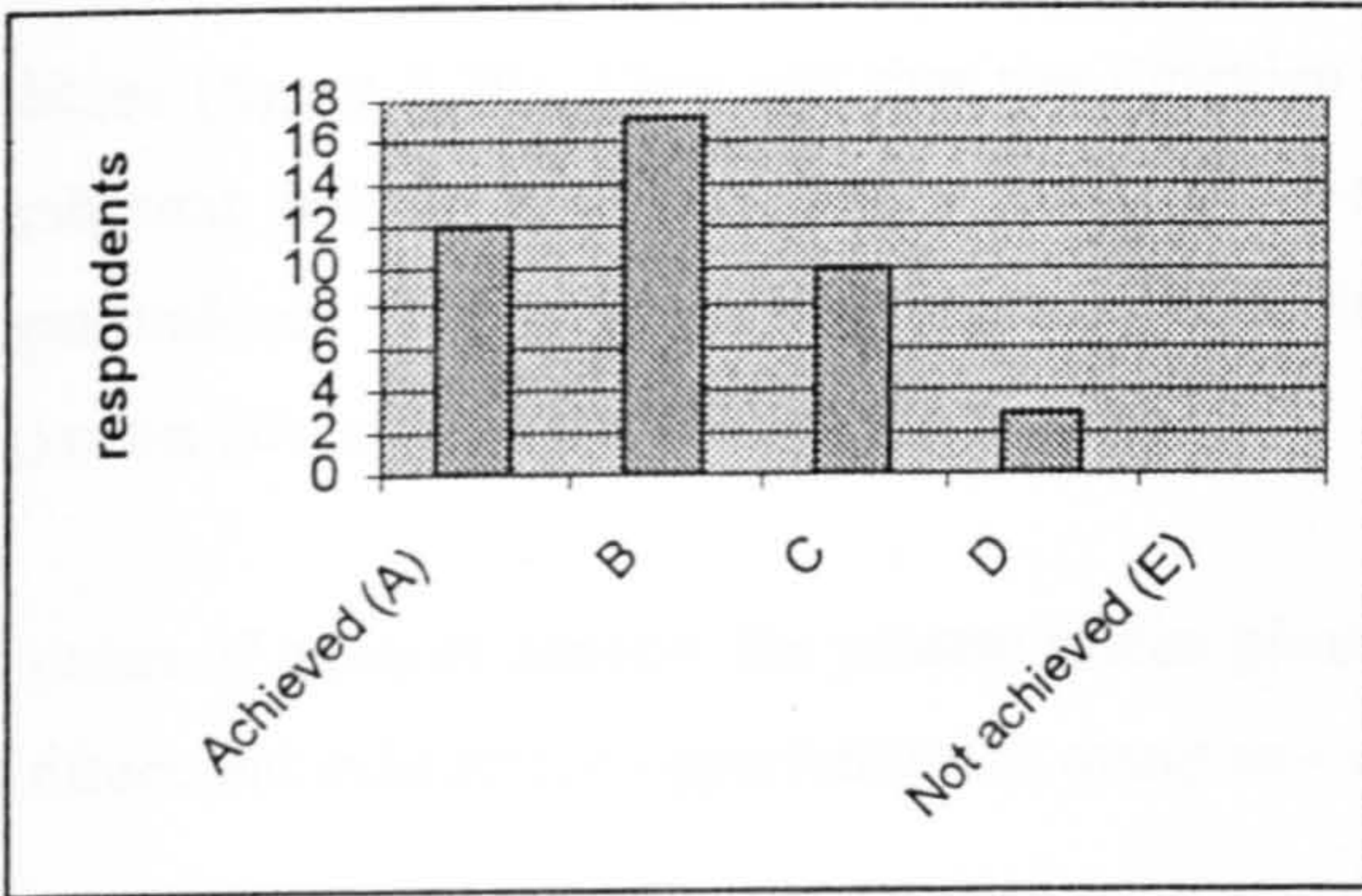


Figure (6.38): Responses of all groups

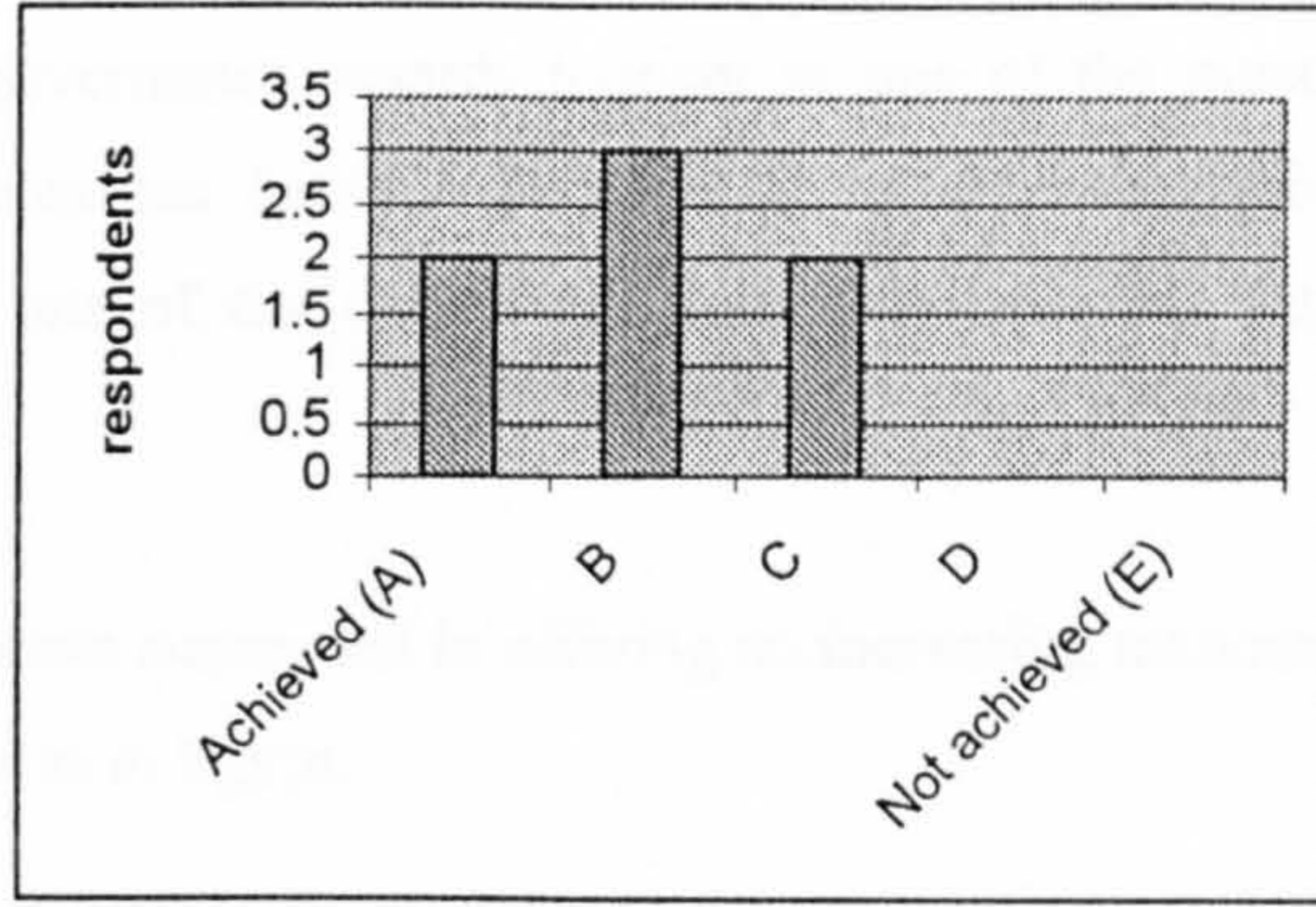


Figure (6.39): Official tourist authorities.

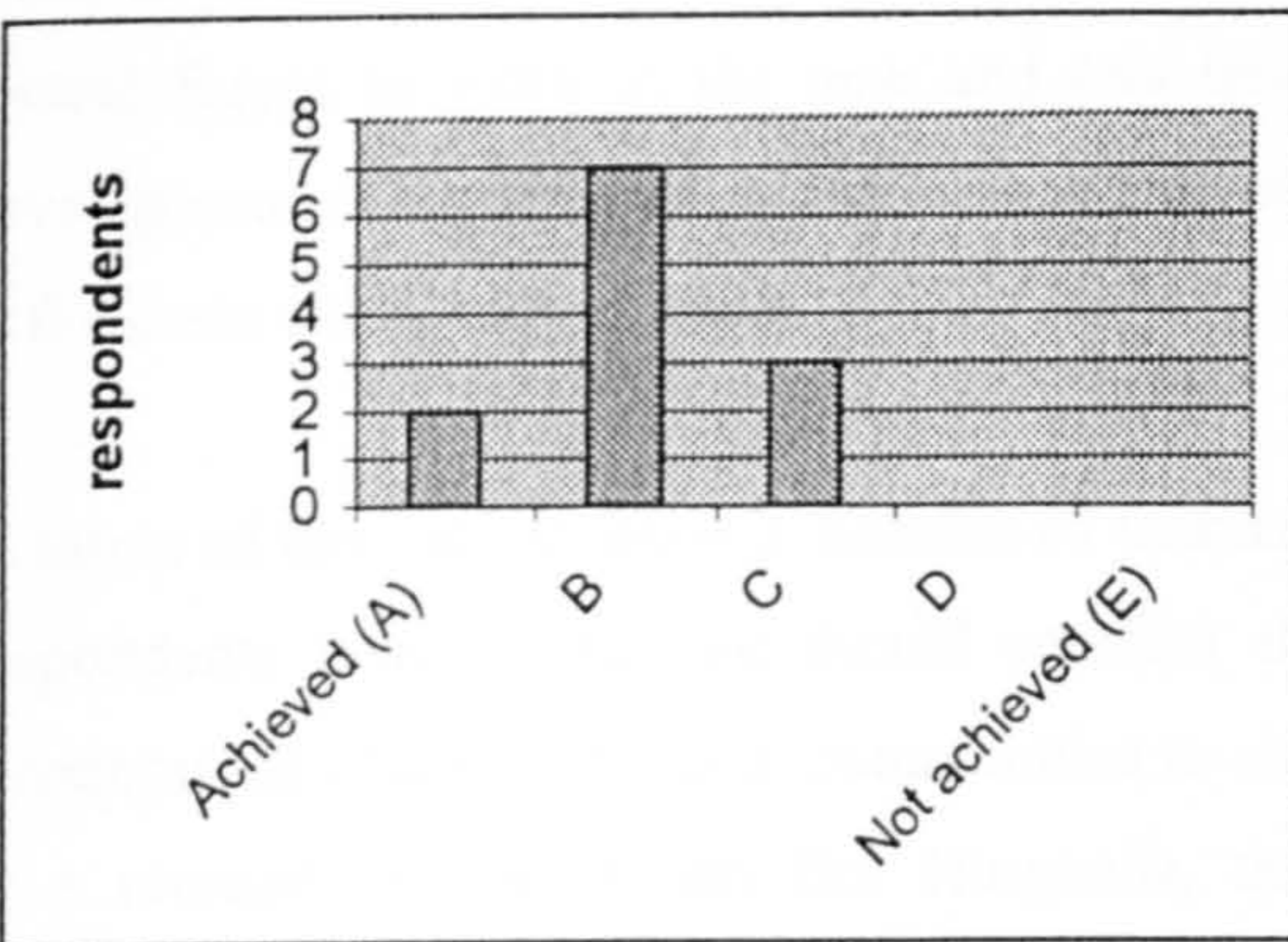
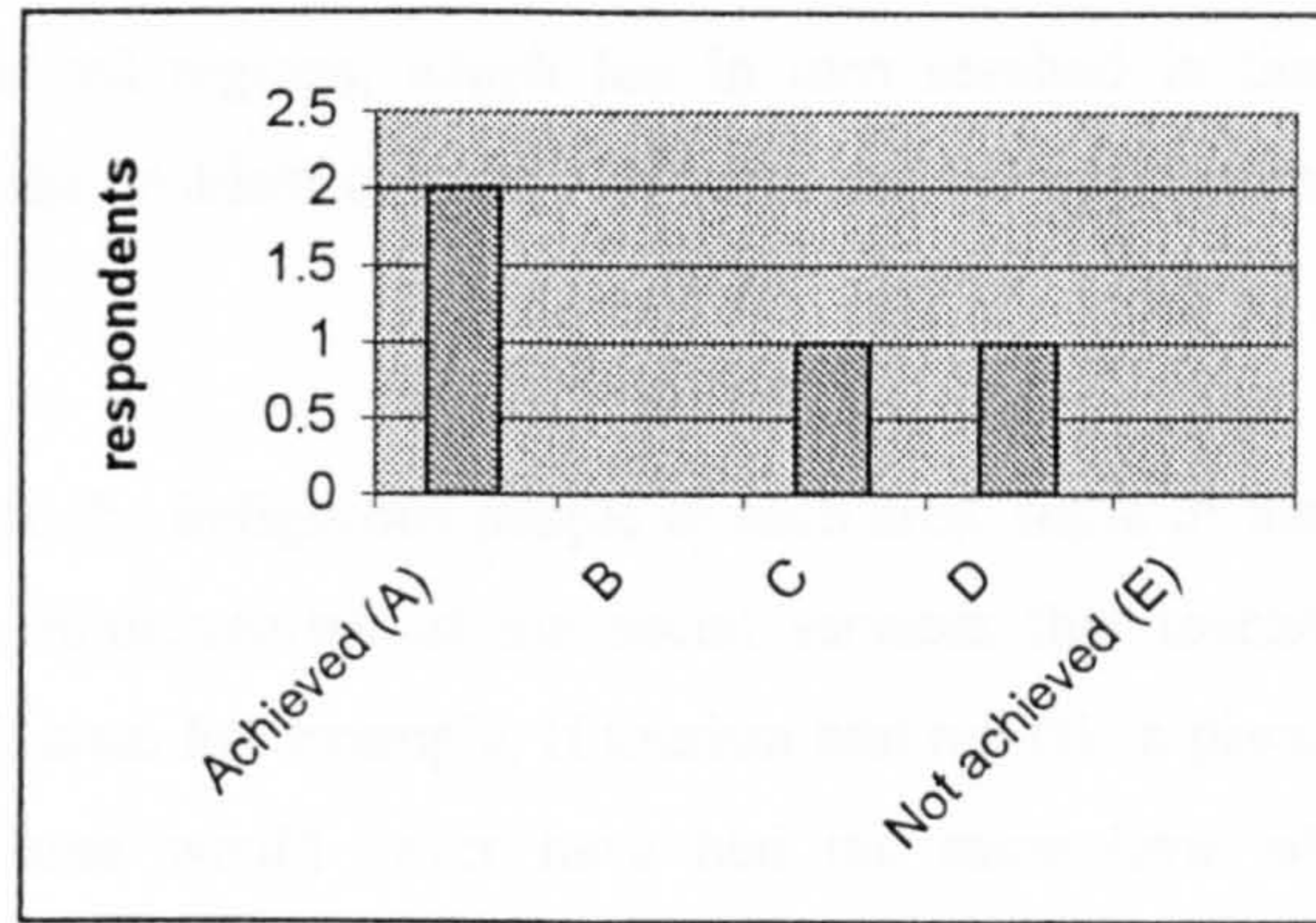


Figure (6.40): The private sector



Figure(6.41): The environmental affairs agency

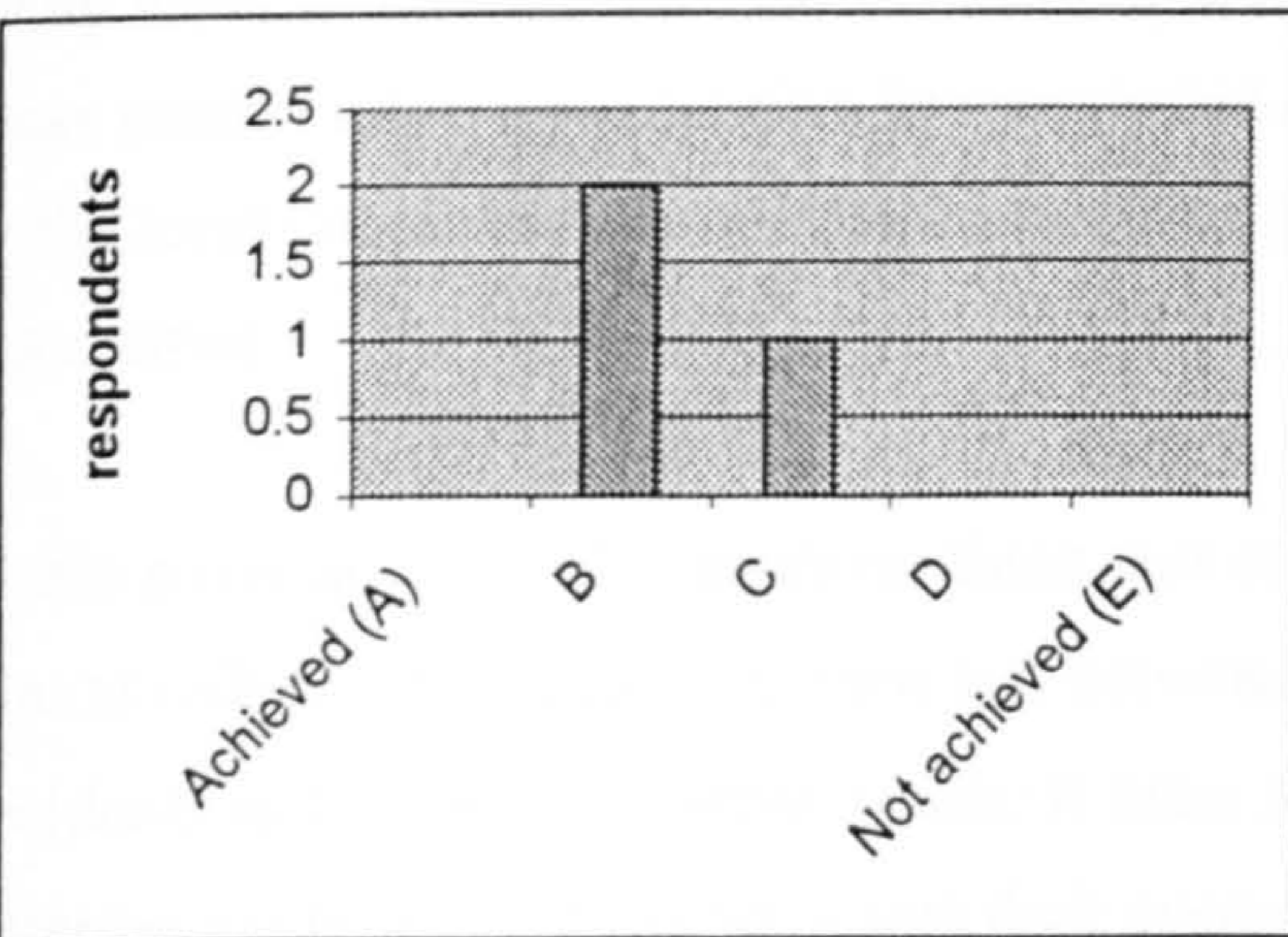


Figure (6.42): The archaeological authority

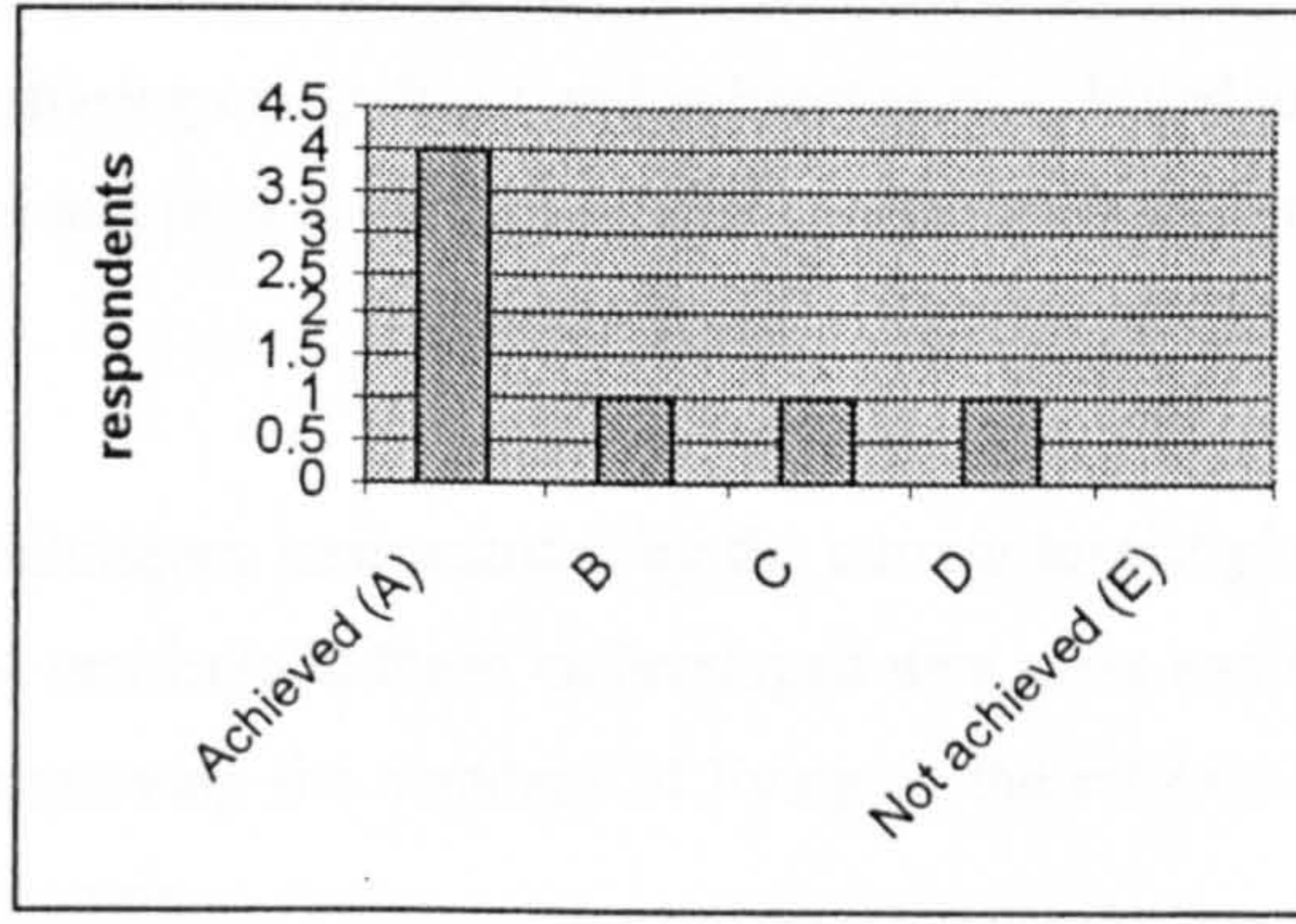


Figure (6.43): Tourist consultants & planners

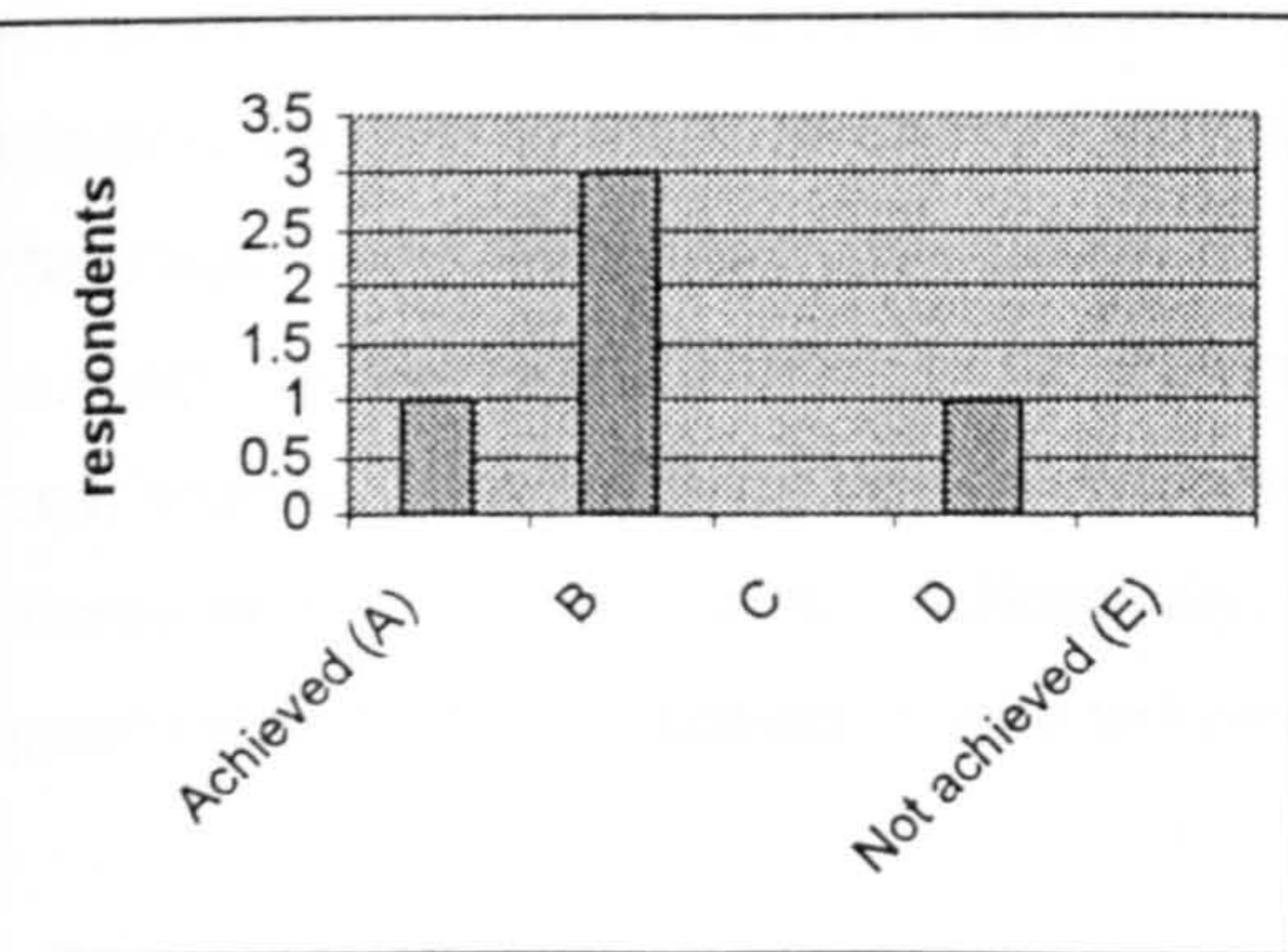


Figure (6.44): Tourist academic staff

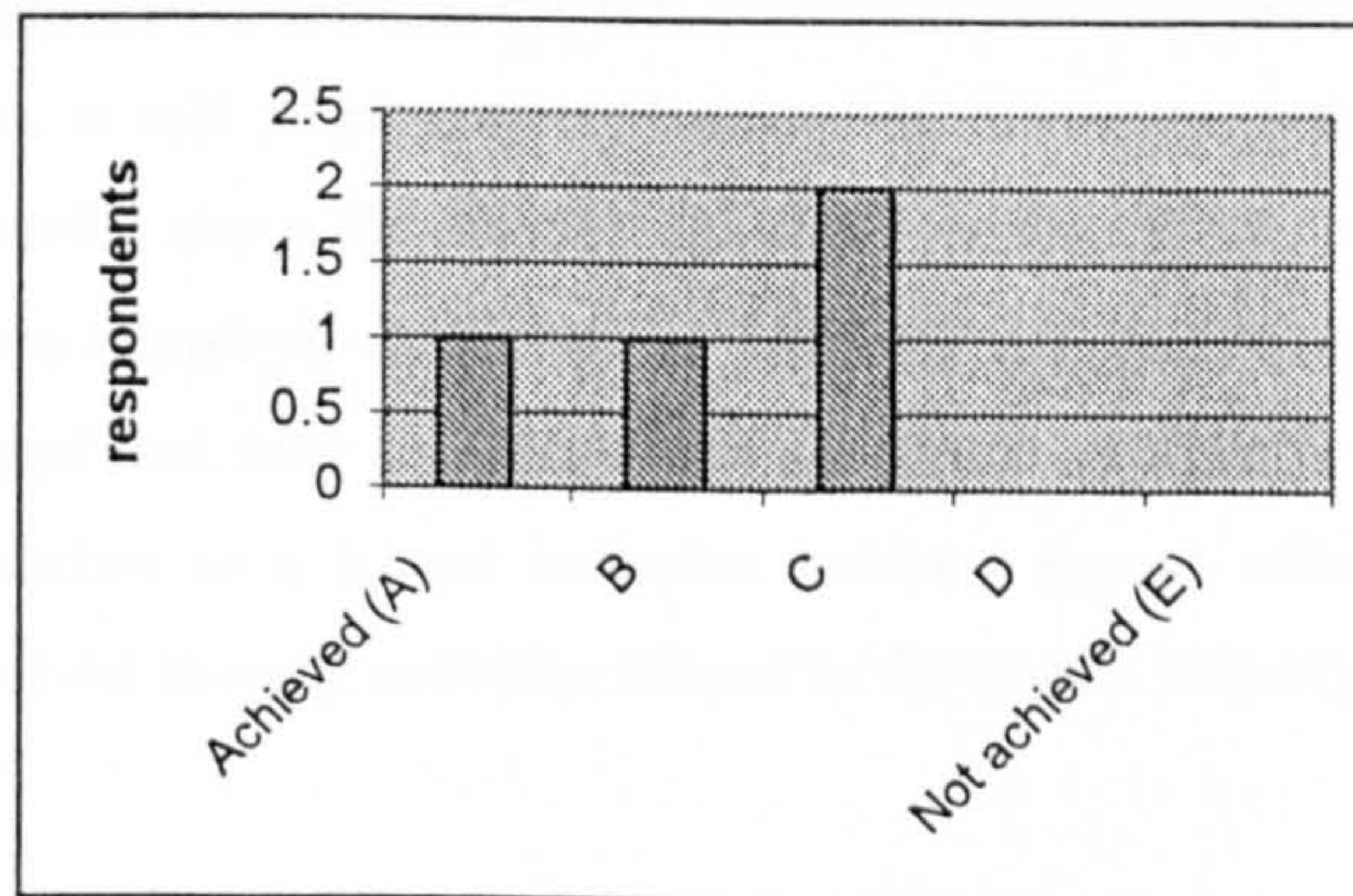


Figure (6.45): Archaeological academic staff

1- Official tourist authorities

All the respondents see that this goal is one of the main objectives of the current tourist plans and policies (figure 6.39). They add that the Egyptian government regards tourism as one of the most significant industries that can offer many socio-economic benefits because of its extensive job opportunities. They mention that unemployment is one of the most significant problems that the Egyptian government has been trying to solve.

In terms of quantity aspects, the present tourist plans have succeeded in offering an increasing number of direct and indirect job opportunities in many new areas in Egypt.

From a qualitative point of view, the plans have succeeded in attracting the attention of youth from central Egypt to work in the new and less developed regions, which has in turn resulted in the development of some new regions to help mitigate the problem of unemployment and overpopulation in the main cities, such as Delta.

In terms of the socio-economic benefits of tourism to the indigenous people in each area, some of the respondents mention that we should consider the improvement of the social services that tourist development offers to the local communities in each area. For example, If tourism had not taken place in a recreational destination like Hurghada, the area would never have had the same level of infrastructure and social services that it has now. They see that tourism has succeeded in developing many areas and such development has offered many privileges and benefit to the local community in these areas. Furthermore, tourism has succeeded in offering many direct and indirect semi - skilled jobs to the local people in these areas although the skilled and professional personnel are imported from the main cities.

Some governmental representatives think that the techniques instrumented by the current tourist plans aim at reducing the socio-economic gap between the residents in these undeveloped new areas and the residents in the Delta. In other words, it aims at improving the standard of living of the citizens by offering job opportunities and raising their average income.

Due to the issue of employing outsiders, some respondents see that the real contribution of the tourist economic benefits to the inhabitants of each area is still ambiguous and unknown. However, some other respondents think that we should not be worried about the distribution of job opportunities and the economic benefits of tourism to the indigenous people in each area. In their opinion, on the one hand, tourism is taking place in very undeveloped and new regions, either inhabited by very few citizens or not inhabited at all. Additionally, tourism as a labour intensive industry always offers opportunities for the indigenous citizens to be involved in some activities related to the tourist industry.

2- Private sector

Most of the interviewees agree that the plans have already achieved their goals as the number of personnel working in this industry has been steadily increasing. They expect that the influence of this plan will be extended to the future, as the private tourist projects that are under construction will offer a greater number of direct and indirect job opportunities. Thus, in terms of quantity, the techniques are efficient.

In terms of quality, they regard that the plans have not managed to implement efficient techniques in order to train and prepare the personnel to take up jobs. They mention that despite a recent study prepared by the Egyptian Tourist Chamber Federation, the current tourist plans have not yet emphasised any techniques for producing skilled or semi - skilled tourist personnel. They see that before expansion in tourist development the plans should have studied the number of personnel needed for each job and the techniques to train them in the necessary skills.

On the other hand, some of them regard the current plans are very successful in raising the average income of the local citizens in the new tourist regions and areas. For example, the local citizens of Hurghada were originally fishermen with a very modest income and poor standard of living. Since tourist activities have taken place in Hurghada, they have started to be attracted to the tourist industry to gain higher profits.

However, other respondents regard the change in the main economic activity as a mixed blessing. In their opinion, the shift from the main economic activity to the tourist activities is not economically recommended and has disadvantages. They view that if the citizens in each new area leave their main jobs in order to work in tourism, this will result in negative effects on other economic activities and thus on the local economies. In addition, tourism should be integrated with the other economic activities in the area, not replace them.

3- Environmental affairs agency

The answers from this group seem to be contradictory (figure 6.41). Two respondents regard the current plans as successful in offering employment opportunities to the Egyptian community in the field of tourism but another respondent gave this issue a neutral rank as he feels that although the number of personnel working in tourism industries have increased, turnover is very high in the tourist resorts in the new regions and areas. He agrees with the formal tourist authorities' representatives that most of the imported personnel working in the recreational resorts consider their jobs as temporary as they do not have any plans to live in the area. This has increased the turnover ratio in the recreational tourist resorts in Egypt.

The last interviewee from this feels that the plans have looked at the issue of the socio-economic benefits of tourism in terms of figures only. In other words, the plans implement techniques in order to increase the number of job opportunities. However, the impacts of the socio-economic benefits of

tourism on the national community in general and on the local communities in particular and the way they are distributed have not been assessed yet.

4- The archaeological authorities

The archaeological authorities agree with the other groups that the current tourist plans have succeeded in offering a larger number of job opportunities to the Egyptian youth (figure 42).

They raised the issue of tourist personnel quality, the current plans have not offered the same level of success in the domain of qualifying and preparing the personnel. For example, although the number of tourist guides responsible for accompanying tourists to the archaeological sites have increased, some are not qualified enough in terms, the foreign language and historical and archaeological information. This of course has a negative influence on the image of Egyptian guides.

5- Tourist consultants & tourist planner group

The views of this group are very contradictory (figure 6.43). Most of the interviewees agree that the current plans have managed to implement efficient techniques in order to offer more tourist socio-economic benefits to more local communities and to create larger number of direct and indirect job opportunities.

However, others have comments on the techniques from a qualitative perspective. They explain that there is no link between the tourist education system and the tourist industry itself. For example, the tourist projects under construction in the new tourist areas require more technical than managerial jobs, but the Egyptian universities are increasing the number of students who join the faculties of tourism and hotel management and high tourist institutes in order to take up managerial positions in the hotels. They feel that the plans should have fed the tourist education system with the future requirements according to the type of projects that will be executed and the jobs needed. The absence of this link has resulted in a shortage in specific jobs and professions in the field and thus in a lower performance from personnel who takes up these jobs without adequate practical training courses.

Moreover, two respondents from this group agree that the high skilled and semi - skilled jobs are occupied by imported personnel from the main cities. They view that the tourist institutes should have been spread in the new tourist areas and directed efforts towards students from the local communities in each tourist region.

6- Tourist academic staff

As shown in figure 6.44, the majority sees that the techniques implemented have managed to achieve socio-economic benefits to the indigenous communities. They offered similar views to that explained above. Nevertheless, they stressed the importance of conducting scientific studies investigating the socio-economic benefits in each tourist area.

7- Archaeological academic staff

Apart from ranking the level of success of the implemented techniques in achieving the socio-economic benefits (figure 6.45), the respondents do not offer new views or explanation to be added to the above analysis.

8- Total views

From figure 6.38, it is apparent that the responses of the interviewees about this issue are contradictory.

From a quantitative perspective, most of the interviewees feel that the current tourist plans have succeeded in offering a larger number of employment opportunities to Egyptian youth. This has been implemented by developing new areas and regions as tourist resorts and increasing the number of accommodation means and tourist projects in the destination.

From a qualitative point of view, the answers and opinions of the interviewees differ not only from one group to another but also from one interviewee to another in the same group. The views of the interviewees about the qualitative issue shed light on the following:

- In terms of skilled jobs, they feel that all the tourist projects in the new tourist regions are using imported personnel from the central cities such as Cairo and Alexandria. They add that it is very difficult to find qualified personnel from the local citizens in the new regions in order to take up the skilled jobs.
- In terms of semi - skilled jobs, the interviewees mention that semi - skilled workers are imported either from the central cities surrounding the area or from the main Egyptian cities like Cairo and Alexandria. The reason that the number of local citizens in the new and undeveloped regions is very low and cannot properly fulfil the requirements of many tourist jobs. They mentioned that this could help to solve the problems of overpopulation in the main cities and youth unemployment.

On the other hand, some interviewees comment that although the current tourist plans have achieved goals in attracting personnel to the new regions, most consider the job as temporary and once they get better job opportunities in the central areas, they do not hesitate to go back to the capital or to the main cities.

This has resulted in a high turn over in tourist personnel in these new destinations. In addition, most of these tourist personnel consider their salaries and earnings from their work in these regions as savings, which means that the salaries gained by them are not properly circulated in the local economy of the area. Thus in terms of the regional or local economy, there is a leakage. If we consider this along with the fact that most of the jobs are offered to imported labour personnel, we will find that this issue needs to be investigated accurately and the socio-economic benefits of the local communities in each region need to be calculated.

Therefore, the question now is: what are the economic benefits of tourism to the local communities in these areas? Some mention the social services, infrastructure and superstructure facilities that are provided by tourism to the local communities as one of the main benefits of tourism. On the other hand, they agree that tourist development in the new areas in Egypt depends mainly on the outsiders. However, once the tourist projects have established in an area, it is logical to find some citizens from the local community attracted to work in tourism. Due to the wide range of jobs tourism creates, it should be expected that tourism is able to offer job opportunities to local citizens (at least indirect job opportunities).

From another point of view, tourism in these regions may negatively affect other economic activities. Once the citizens are attracted to tourism due to its high financial benefits, this in turn would negatively affect other economic activities such as agriculture and fishing. They use Hurghada as an example where the local people were attracted to work directly or indirectly in tourism, which has affected the main economic activity of fishing.

Some interviewees analyse this issue from a different point of view as they see that the current plans still need to create a link between the governmental tourist authorities, private sector enterprises and the tourist education system in the domain of offering qualified tourist personnel. This co-operation should offer educational and training programs to the local citizens in each area and develop their local industries. For example, the handicraft industry can be considered one of the activities that could benefit the indigenous people from tourism.

6.4.3 Criterion (4c): Economic research employment technique

This will assess the ability of the current plans to employ scientific research on the following:

1-Measuring the economic benefits and costs of tourism.

- Estimating the economic benefits of tourism such as tourist expenditure, added value and multiplier effect.
- Estimating the economic costs and negative impacts of tourism such as leakage, inflation, incidental costs (life-quality costs and fiscal costs) and social costs.

2-Determining the economic carrying capacity of each destination.

6.4.3.1 Analysis of responses and views to criterion (4c): economic research employment.

Analysis of the criterion is in two parts: firstly results of quantitative analysis summarised in figures 6.46 to 6.53, each illustrating the success of the technique according to the responses of each group of respondents. This is followed by a presentation of all the views obtained. Hence, a separate qualitative analysis of each group's views and responses will not be included. Indeed, this technique measures technical economic terms difficult to be investigated by some respondents.

The following figures are graphic presentations of the views of each group evaluating the technique of conducting economic research

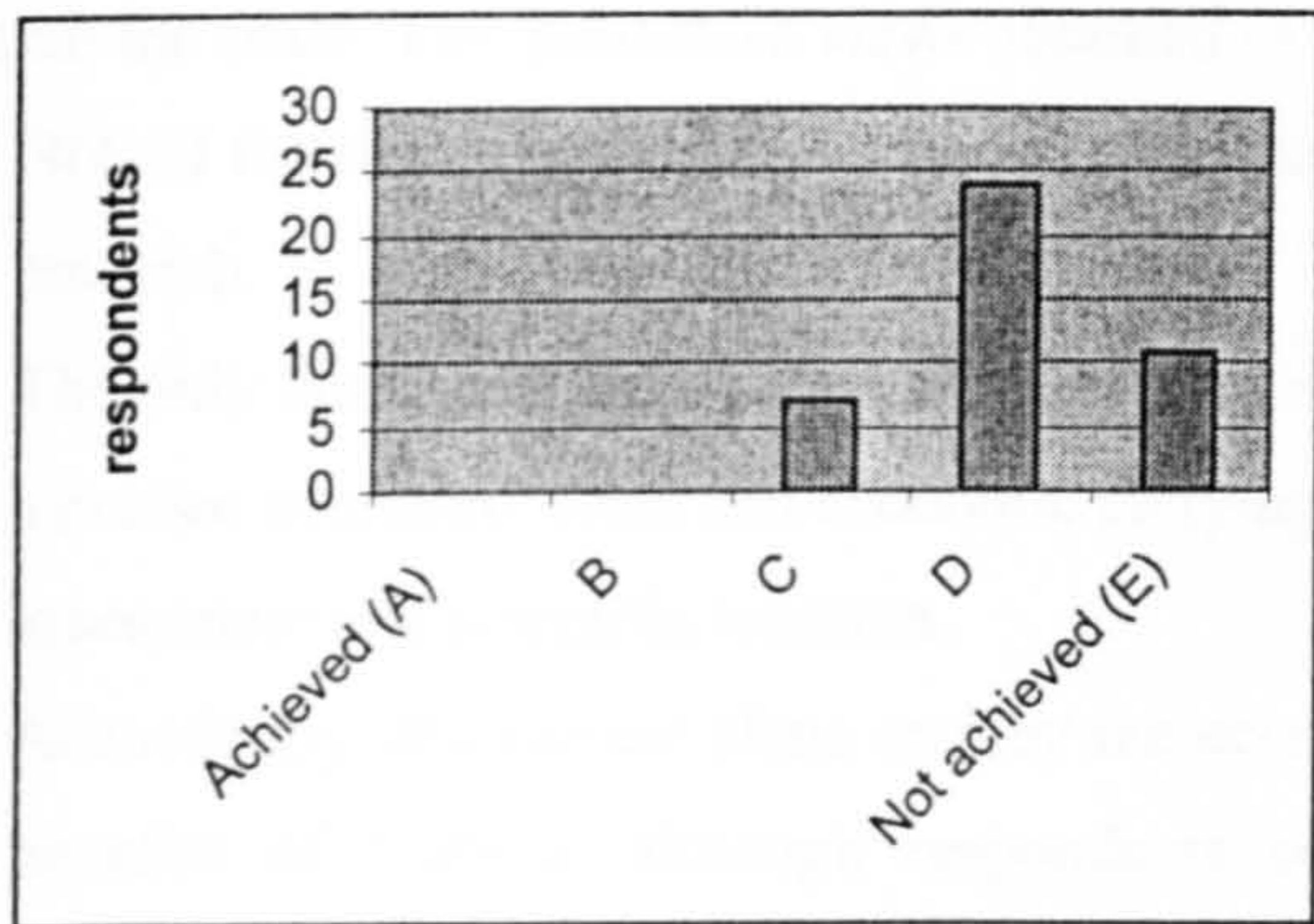


Figure (6.46): Responses of all groups

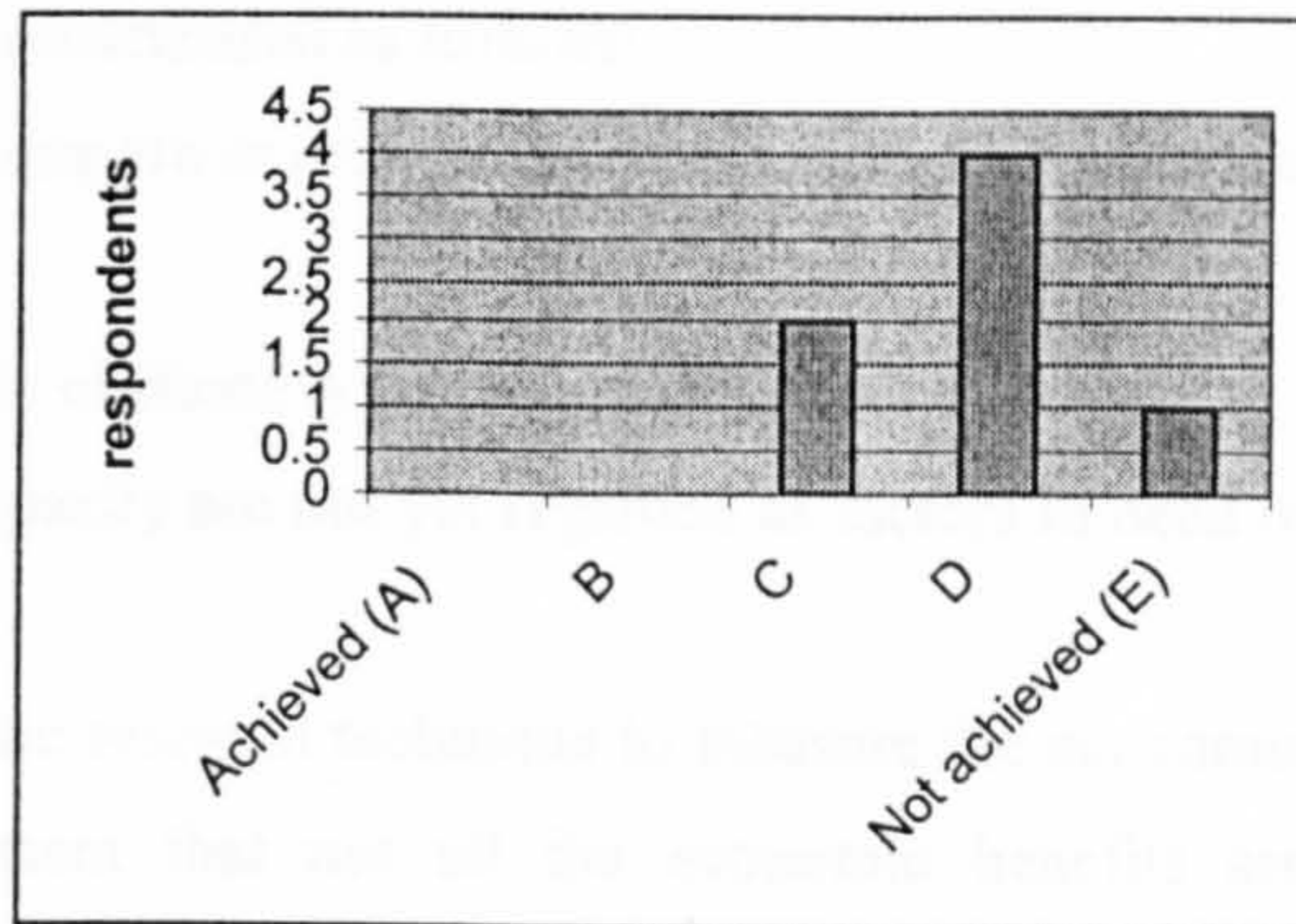


Figure (6.47): The official tourist authorities

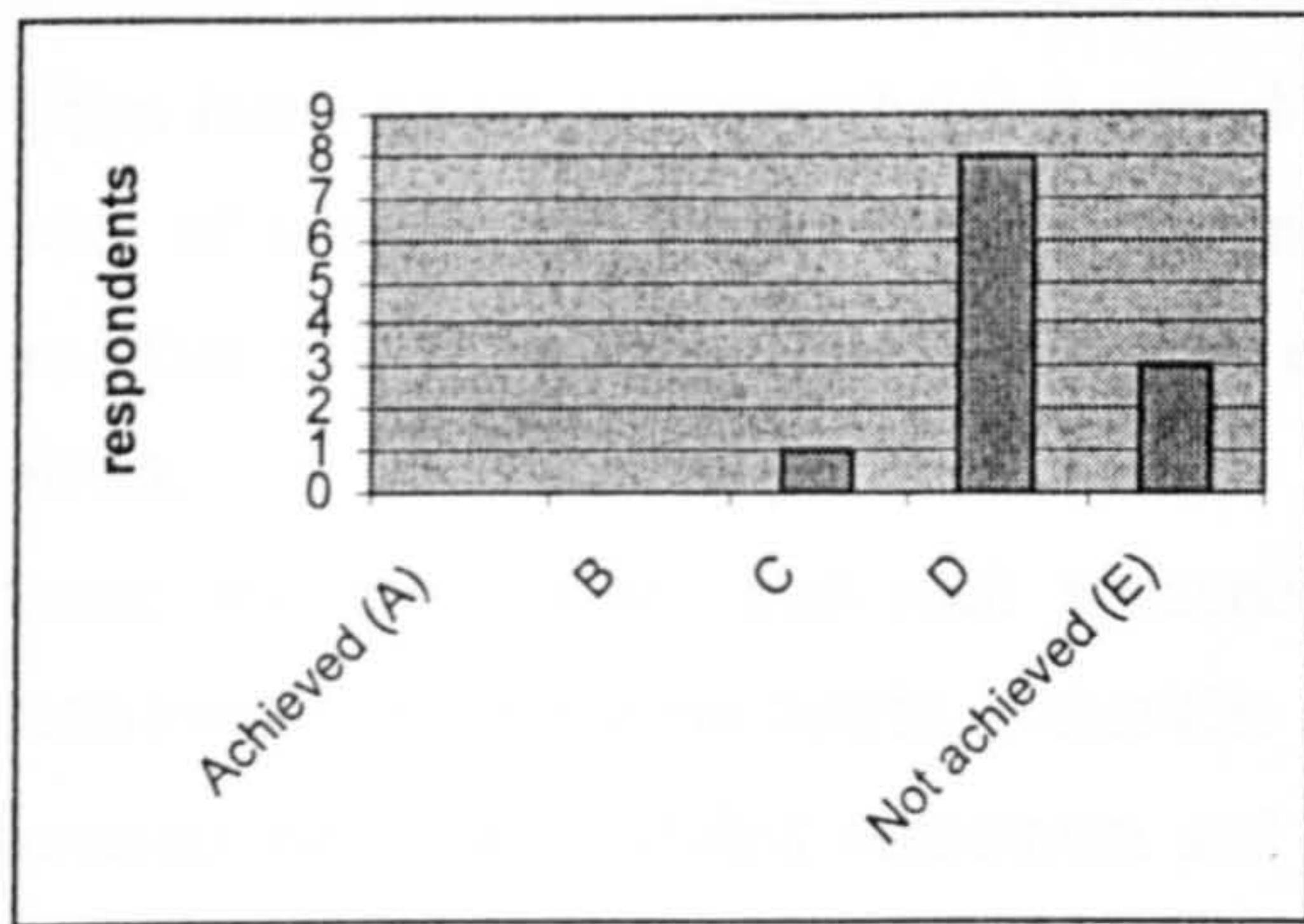


Figure (6.48): The private sector

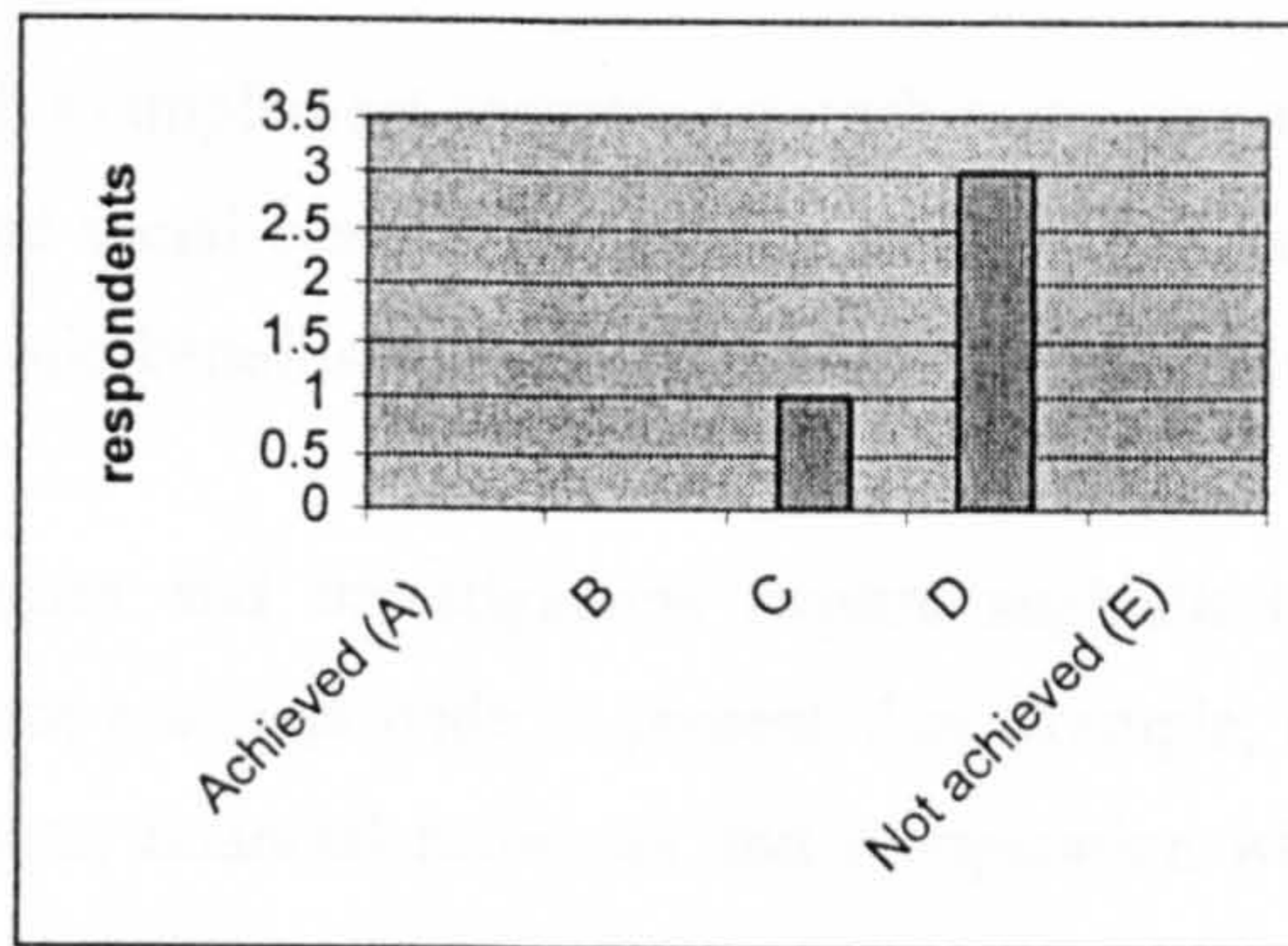


Figure (6.49): The environmental affairs agency

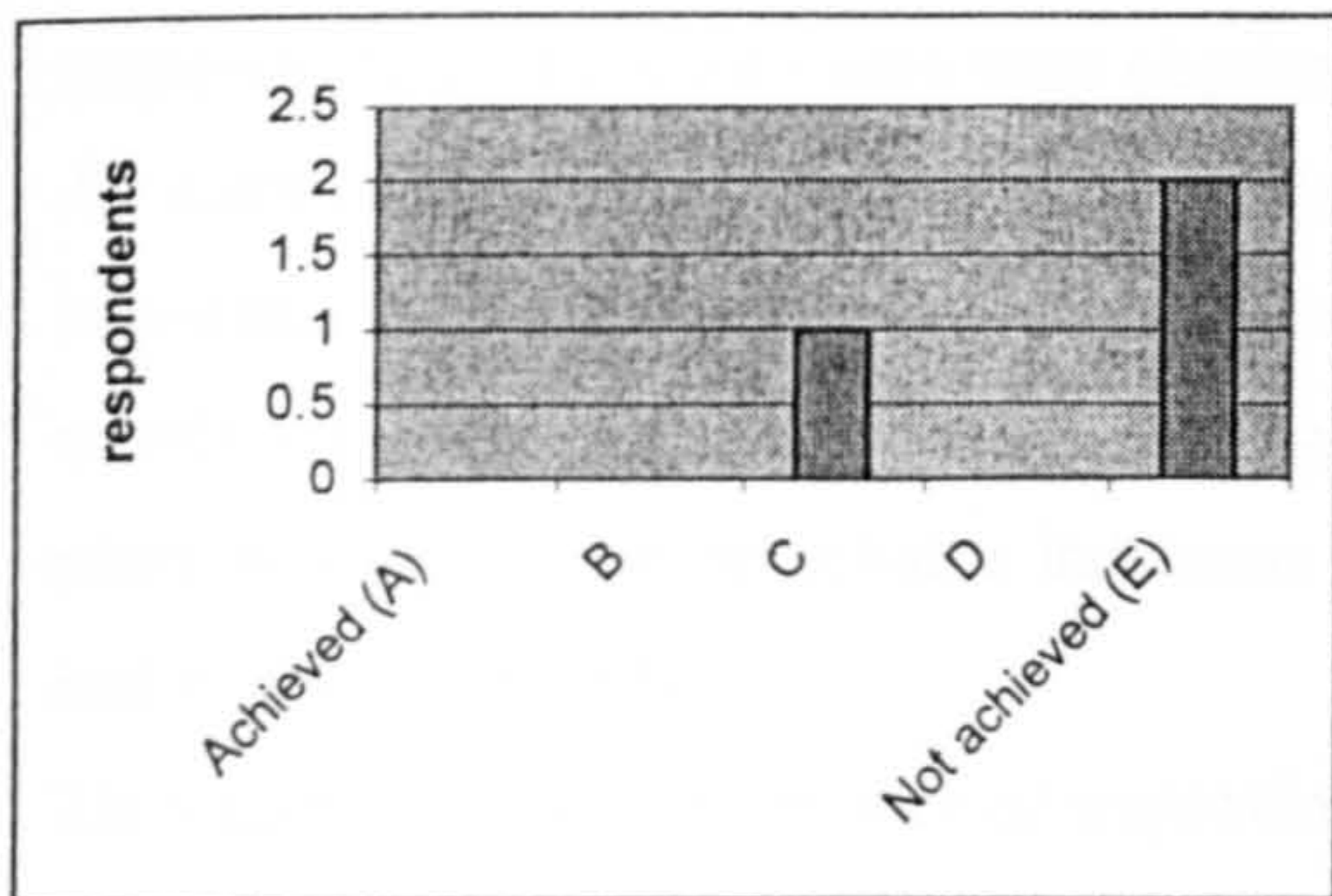


Figure (6.50): The archaeological authority

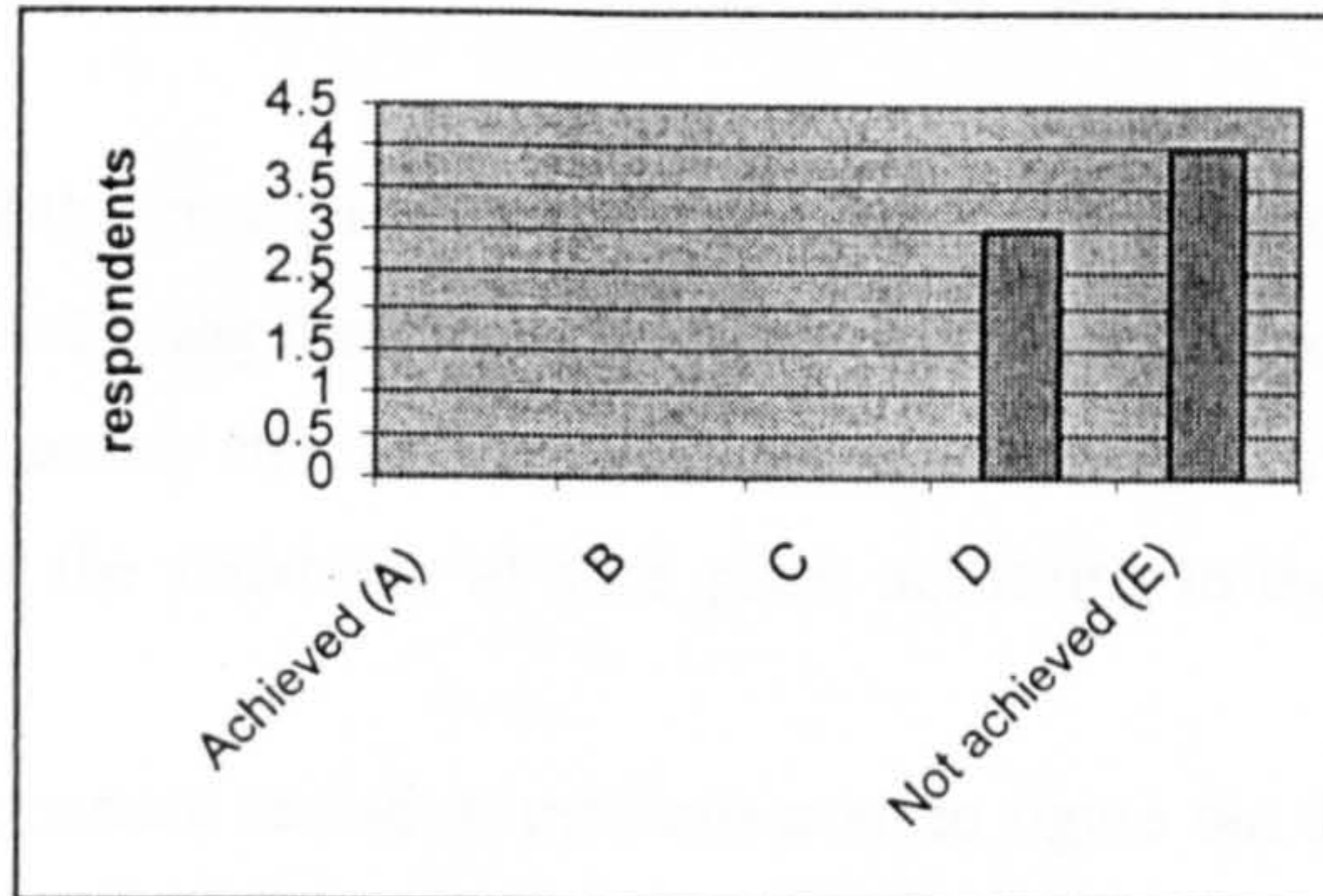


Figure (6.51): Tourist consultants & planners

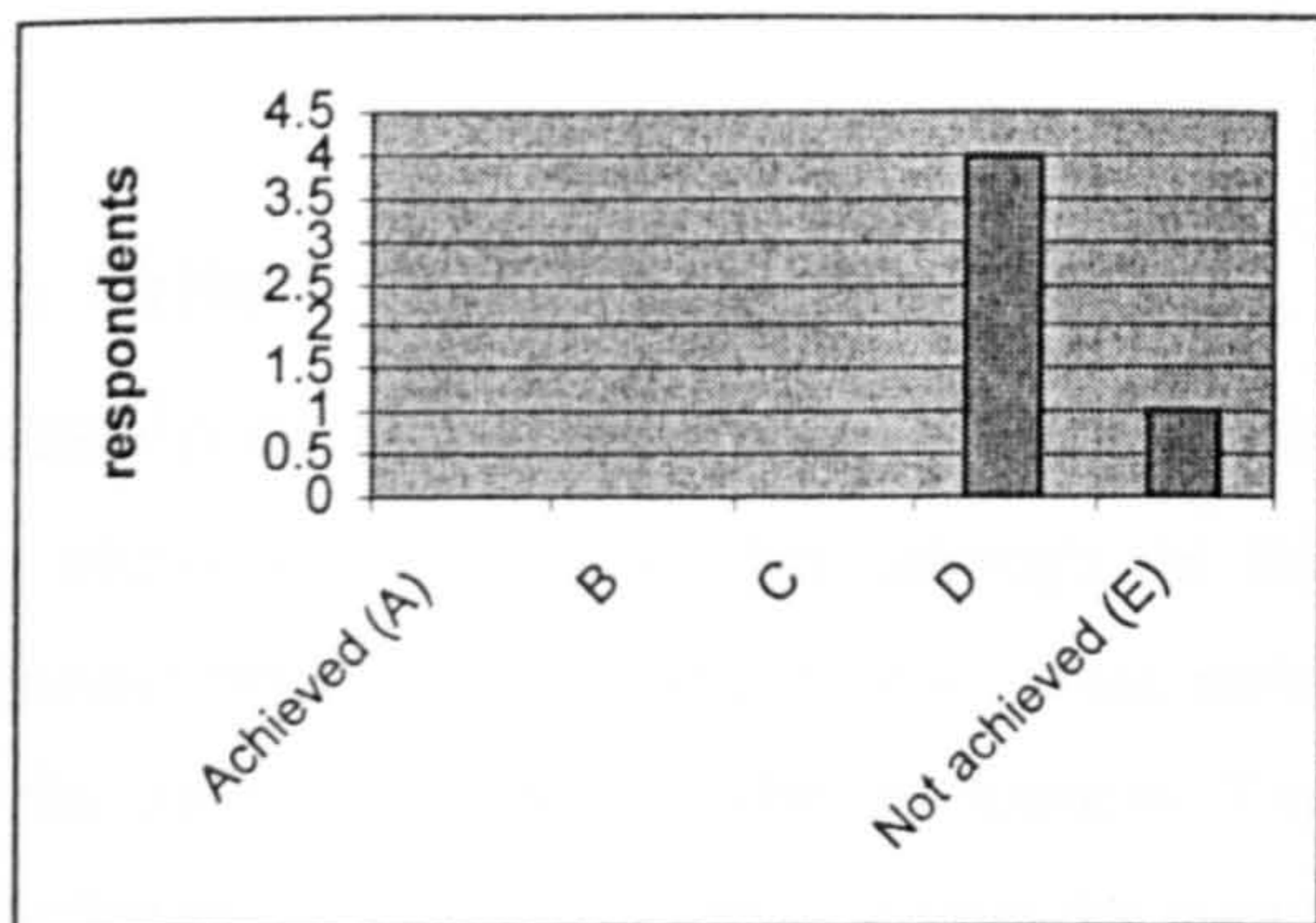


Figure (6.52): Tourist academic staff

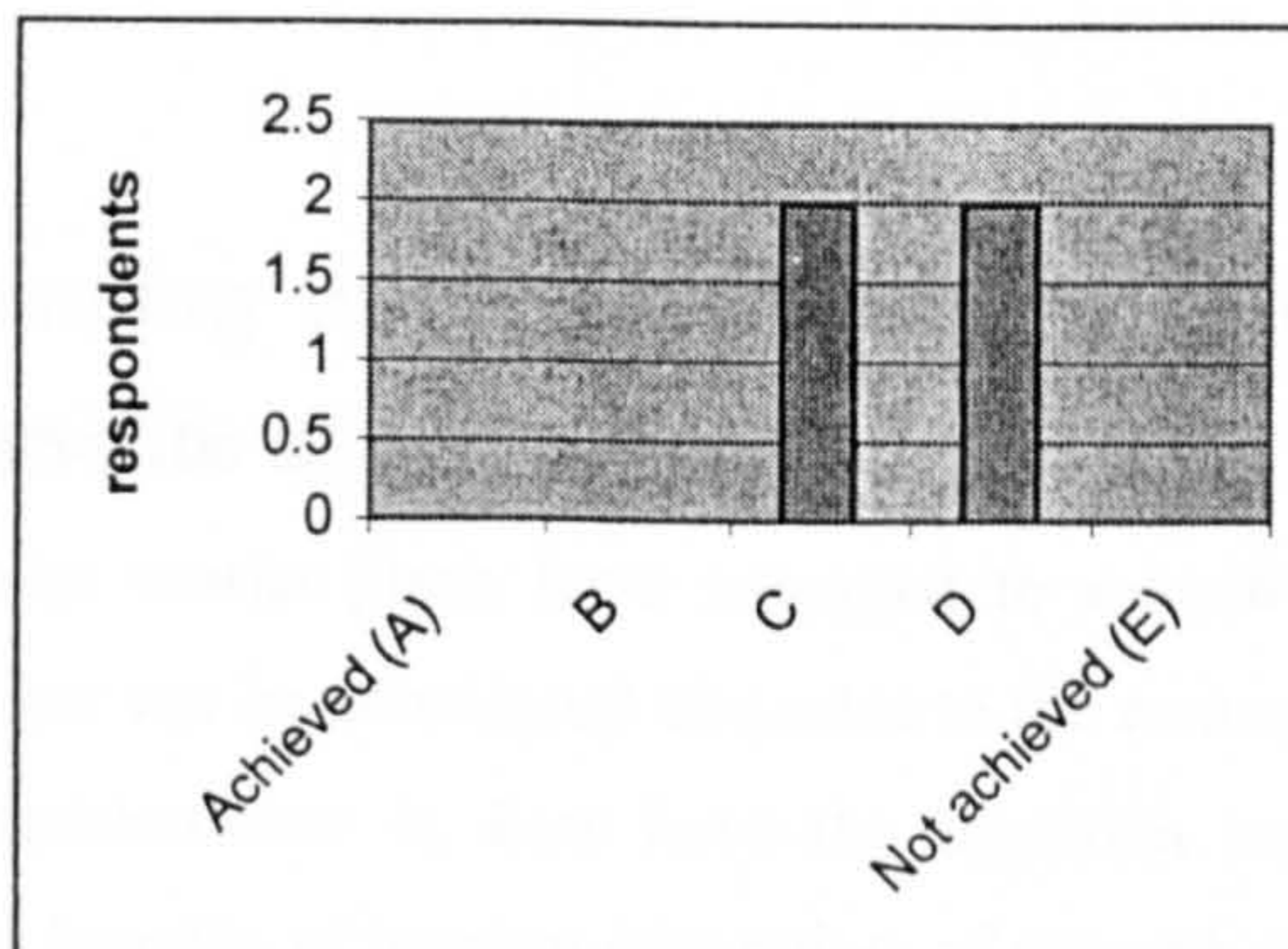


Figure (6.53): Archaeological academic staff

1- Total views

Figure 6.46 shows that the responses are unanimous as the majority of respondents chose the fourth rank on the scale. The qualitative views obtained can be summarised as follows:

- 1- Not all the dimensions classified under this technique are investigated and examined by scientific research.
- 2- The only dimension that the tourist plans are keen to evaluate is tourist expenditure.
- 3- Tourism economic costs and economic carrying capacity are not yet regarded as factors in need of assessment and scientific research.
- 4- Accordingly, the current plans employ the economic research technique to measure the economic benefits of tourism, although respondents comment that not all the economic benefits are investigated accurately. Apart from tourist expenditure, the efficiency of the current plans to assessing the other economic benefits is not confirmed.
- 5- Other interviewees comment that it is very difficult to implement accurate research measuring the costs of tourism and convert the environmental and social costs into monetary terms and figures and that it is sometimes difficult to assess economic benefits of tourism such as the multiplier effect.
- 6- Some interviewees see that such economic studies and investigations require sophisticated resources that the current tourist authorities can not easily provide at present. For example, an accurate database, qualified economists and analysts, financial resources and co-operation with other authorities are required.
- 7- The term 'economic carrying capacity' seems to be difficult and ambiguous for many of the respondents, so different views were obtained.
- 8- As mentioned before, throughout the analysis of the previous criteria, the respondents stress the importance of assessing the costs of tourism and deducting them from the gross revenues. This will enable the developers and planners to judge accurately the different implemented strategies and plans and to accomplish reliable indicators about the suitability of such plans according to their real economic benefits.
- 9- They also stress the importance of improving the current statistical methods used to figure out the economic benefits of tourism. This should go in parallel with the adoption of reliable schemes to be used for the assessment of economic costs.

6.5 Criterion (5): Egyptian tourist planning mechanism outputs in the domain of sustaining the economic benefits of tourism

The above analysis shows that although the Egyptian tourist plans have managed to sustain the economic benefits of tourism, there are some pitfalls that can be considered obstacles to the continuity of the future economic benefits of tourism. The question now is, how have the Egyptian tourist planning mechanism managed to sustain the economic benefits of tourism (the points of strength)? On the other hand, what are the pitfalls of the Egyptian tourist plans that may affect the sustainability of the economic benefits or its values? Related to this, suggesting solutions and recommendations that

should be adopted by the Egyptian tourist planning mechanism in order to avoid deviations in the sustainability process and gaps among the different development stages need to be emphasised as well.

This section aims at evaluating the outputs of the current Egyptian tourist policies, strategies, plans and techniques from an economic point of view (figure 6.54). This will be achieved by synthesising the analysis presented above of the different levels of the Egyptian planning mechanism.

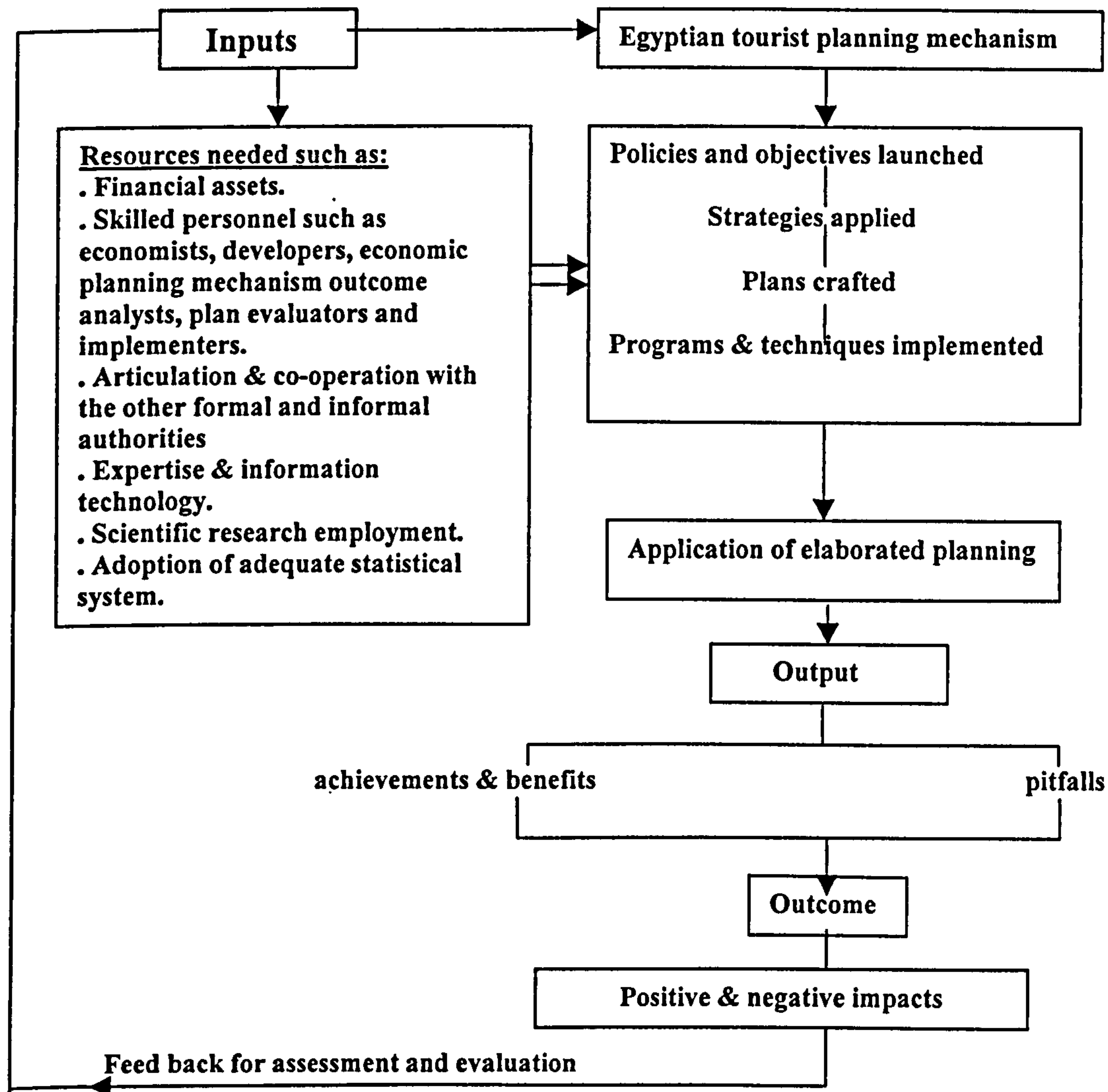


Figure (6. 54): Methodology used to synthesise achievements and pitfalls of the tourist planning mechanism regarding the sustainability of the tourist economic values

6.5.1 Achievements and benefits

This subsection aims at synthesising the achievements of the Egyptian tourist planning mechanism (policies, strategies, plans and techniques) in the domain of tourist economic benefit sustainability.

6.5.1.1 Achievements of the tourist policies & strategies

The Egyptian tourist policies adopted main goals for sustaining the economic benefits of tourism:

- 1- Focusing on figures, i.e. searching to achieve an increase:
 - The number of tourists, tourist revenues and tourist nights,
 - The number of employment opportunities offered to Egyptian youth,
 - Accommodation capacity that will cope with the increase in the number of tourists and tourist nights.
- 2- Attracting private investment and offering privileges to the private investors.

Strategies implemented by the policies in order to achieve the above objectives:

- 1- In the domain of focusing on figures in order to increase the number of tourists and tourist receipts, the policies have used the following tools:
 - Enhancing the image of Egypt in the international tourist markets.
 - Using more adequate promotional schemes directed at a larger number of tourist markets.
 - Promoting the recreational tourist packages that attract a larger number of tourists and thus gaining higher tourist revenues.
 - Encouraging charter flights by adopting the liberalisation policy of the airline regulations.
 - Encouraging more tourist projects in the recreational and natural areas.
 - Offering more job opportunities to Egyptian youth through new tourist projects.
 - Adopting more adequate promotional campaigns during crisis times to mitigate the profound impacts of terrorist activities. However, there is no contingency plans to be used and well studied strategies to be implemented during crises.

The adoption of the above strategies has resulted in the following economic benefits:

- Tourist revenues have been maximised and tourism has become one of the main sources of economic benefits in Egypt.
- Providing social services to the local communities in the new regions, such as infrastructure and superstructure facilities. These social services would not exist if tourism had not been developed in these areas.
- Improving the standard of living for citizens in the new communities by offering job opportunities and raising their income average.
- Reducing the socio-economic gap between the indigenous citizens in the new regions and those in Delta.
- The future tourist plans will achieve higher quantitative economic goals as long as these plans carry on implementing the promotional schemes and campaigns the international market.

- 2- In the domain of attracting private investments and offering privileges to private investors, the policies have used the following tools:
- Diminishing the role of government and the public sector when constructing and establishing new tourist resorts and hotels. However, the governmental tourist authorities are still responsible for master planning of the tourist regions, land allocation schemes and supervision of the construction stages of tourist projects in the new areas.
 - The TDA has been established as an organiser and supervisor of tourism development and private sector enterprises in the new areas and coastal regions.
 - Offering many privileges to private enterprises in the new regions such as granting land at very modest prices, tax exemption during the first operational years of the projects etc.

The adoption of these strategies has resulted in the following achievements:

- 1- Due to the privatisation policy adopted by the current plans, the number of private sector enterprises has been increasing and have succeeded in creating a larger number of direct and indirect job opportunities.
- 2- With the adoption of the privatisation policy and the significant role played by the private sector, Egyptian tourism has become more powerful and achieved more adequate economic receipts.

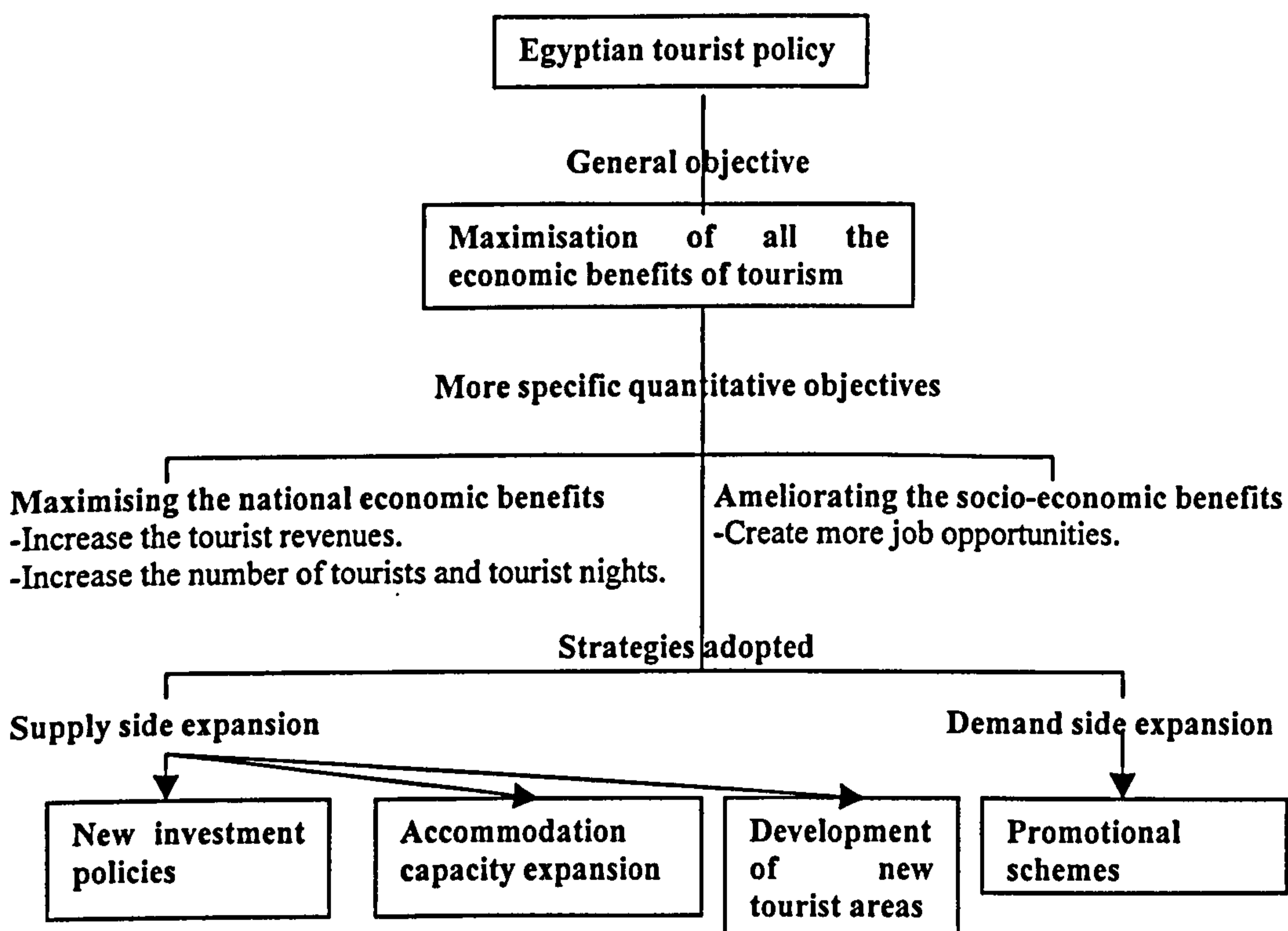


Figure (6.55): How the current tourist policy sustains the economic benefits of tourism.

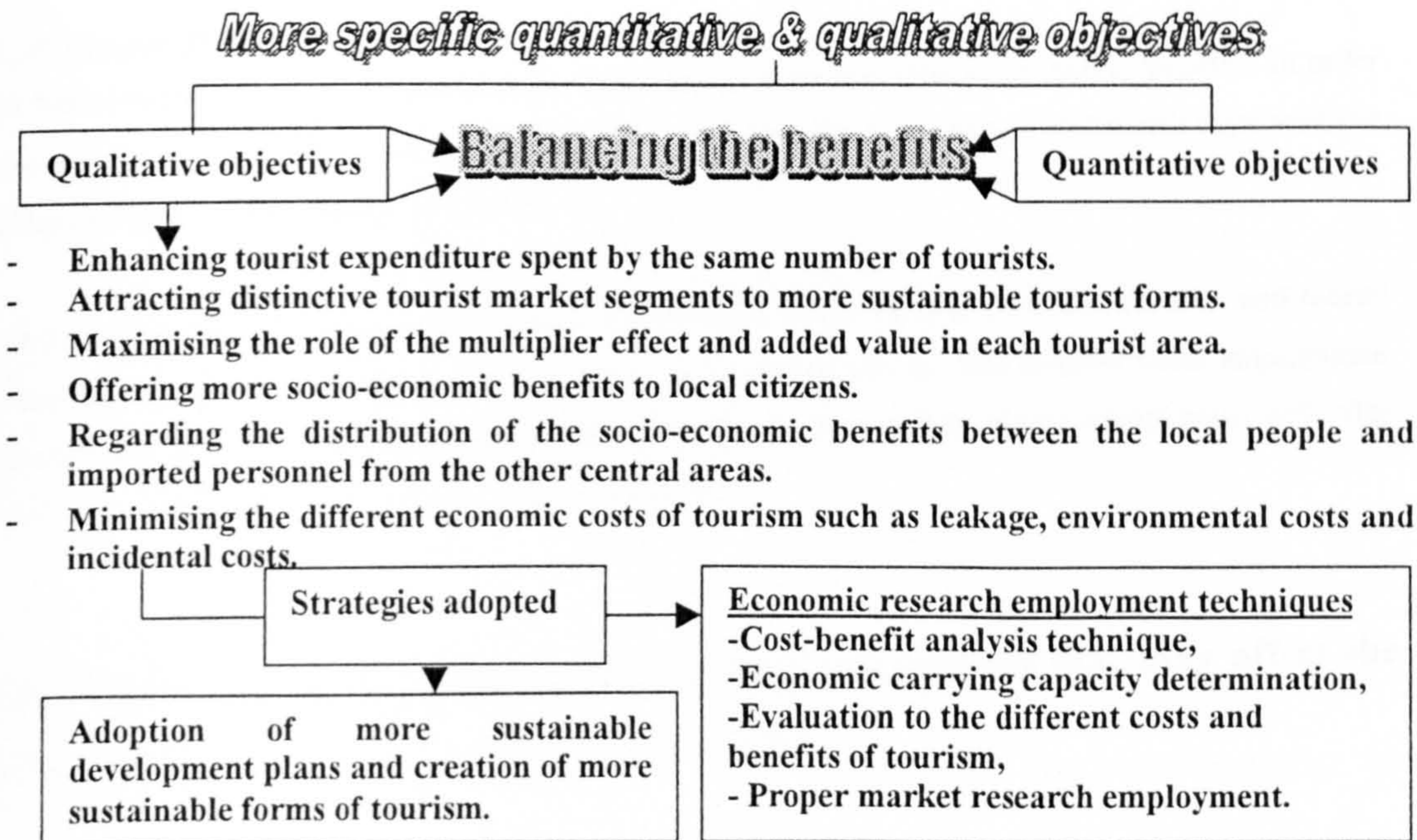


Figure (6.56): Tasks that should be considered to guarantee more sustainable economic benefits

6.5.1.2 Achievements of the tourist plans

A) Past tourist plans

In terms of national economic benefits, the past tourist plans had faced many obstacles that affected the economic revenues. In terms of socio-economic benefits, the past tourist plans offered a certain number of job opportunities but socio-economic benefits to the total community were limited. This can be considered as a result of the small number of tourist projects operated in the field of tourism.

B) Present tourist plans

The present tourist plans have managed to offer better quantitative economic benefits than previously. The plans have employed techniques aimed at the expansion of both supply and demand sides. In terms of supply, the current plans have approached the development of new natural coastal areas as tourist destinations, in parallel with the promotion of the Egyptian tourist product in the international markets, which aims at the expansion of demand.

With regard to revenues achieved by the current plans along with the tourist investments attracted to new areas, the current plans have successfully achieved tangible economic benefits, although they have been affected by terrorist attacks on tourist groups.

The present tourist plans have succeeded in offering better socio-economic benefits to a larger number of personnel. Indeed, offering employment opportunities to Egyptian youth is considered one of the main objectives of the current plans. In addition, the present plans have managed to attract larger numbers of youth to the new developed tourist areas. This can be observed from the outsiders (imported tourist personnel) who work in the new tourist resorts on the Red Sea coast and Sinai.

C) Future tourist plans

The future tourist plans aim basically at the achieving of more quantitative economic benefits. In order to do so, they are targeting a massive increase in the number of tourist rooms , which will cope with the forecast increase in the number of tourists.

In terms of socio-economic benefits, due to the increase in the number of tourist resorts and tourist projects, the interviewees believe that the future tourist plans will be able to offer more employment opportunities in all forms and categories. Thus, all of them agree that the future tourist plans will offer more socio-economic benefits to the local communities.

6.5.2 Pitfalls of the Egyptian tourist planning mechanisms that may affect the sustainability of economic benefits or its values.

6.5.2.1 Pitfalls of the tourist policies and strategies

- The current and prospective rank of tourism among the other economic activities

Egyptian policies and plans are trying to push tourism to become the main economic activity in Egypt. Although tourism is a very significant economic activity due to its distinctive benefits, it is unsafe and sometimes risky for any country to rely mainly on tourism as a stable and permanent source of economic income.

- Absence of a documented tourist policy

Although Egypt regards tourism as a major economic sector and has already launched many plans at regional level for the development of many coastal and natural areas, does not have a documented national tourist policy. This of course might affect the efficiency and appropriateness of tourist plans and strategies and thus may negatively influence the sustainability of the quantitative and qualitative economic benefits of tourism.

- The focus on quantitative rather than qualitative goals

The Egyptian tourist plans still focus on the quantitative objectives and objectives in order to maximise the economic benefits of tourism. Unfortunately, this represents an inadequacy in the strategies adopted by the current tourist plans. It is true that the plans have succeeded in increasing the economic benefits of tourism by increasing the number of tourists and tourist nights, but this has resulted in disadvantages such as:

1-Promoting very low priced tourist packages. Indeed, the prices of the Egyptian tourist programs in the international tourist markets are very low and do not reflect the outstanding tourist assets that Egypt possesses.

2-Attracting lower quality tourist segments that may result in massive negative impacts on the environment and local community culture and tradition.

Challenges and factors that might confront the adoption of more qualitative objectives in to sustainable economic benefits of tourism.

- 1- **The terrorist attacks:** Terrorist attacks on tourism have extensively influenced tourist revenues during the last six years. It goes without saying that this will limit and control the qualitative objectives of attaining maximised economic benefits through higher tourist market segments and more sustainable tourism schemes and forms, which will result in lower costs and negative impacts. The sensitivity of the tourist receipts to the incidents has led many Egyptian travel agents to use the pricing policy as an instrument to attract tourists to the destination with no focus on the quality of the tourist segment or the negative impacts it might have. On the other hand, these incidents limited the opportunity to offer more sophisticated promotional campaigns to be directed at more responsible tourism markets. On the contrary, current promotional schemes are trying to mitigate the impacts of such incidents on the existing mass tourism tourist market.
- 2- **Competition in the Mediterranean North Africa tourist region:** Strong competition among countries located in this area, most of which depend mainly on recreational mass tourism to coastal regions, will limit the revenue and receipt opportunities for any country that tries to apply all the real principles of sustainable tourism. Without co-operation and commitment among these countries to these principles, it will be difficult to achieve prospective economic benefits from tourism through the application of sustainable tourism.
- 3- **The significance of tourist receipts to the Egyptian economy:** As shown from the previous analysis, tourist is prospected to become the main source of national income. This industry, which is labour intensive, will help in the mitigation of unemployment problems in Egypt. Accordingly, the critical need for tourist economic benefits will limit the opportunities to apply all the principles of sustainability or at least discard the calculation of some of its costs.

6.5.2.2 Pitfalls of the tourist plans

At the national plan level

- **The relative rigidity toward crises and force majeurs**

Up till now the concept of crisis management has not been adopted by Egyptian tourist policies and plans. It is true that the Egyptian tourist authorities have recently managed to employ successful promotional schemes to mitigate the impacts of the crisis of the Egyptian tourism and thus on economic receipts. However, the massive impacts of the unpredictable incidents of terrorism on tourist receipts show two important facts:

Although the Gulf war occurred during the application of the second tourist plan 87-92 reflected the importance of adopting a crisis management concept in any tourist plan, the third five year tourist plan 92-97 did not encompass a contingency plan. This contingency plan should have been applied when the first terrorist shot at the end of 1992. It is true that the promotional campaigns launched at the end 1994

succeeded in mitigating the impacts. However, the instability in the Middle East makes it important to adopt a crisis management strategy and contingency plan that could be used at any time.

- The inability to create untraditional tourist projects that induce tourists to spend on other activities
 - 1- The absence of creative ideas and activities in Egyptian tourist projects along with the concentration on two or three traditional forms of tourism have limited the means of tourist spending.
 - 2- Although the Egyptian tourist regions have distinctive local products and outstanding handicraft skills, the work is not properly managed. Thus, the problems that face the industry need to be highlighted.
 - 3- Apart from incentive tourism and conference tourism, the current plans do not achieve any remarkable progress in creating new untraditional forms of tourism such as therapeutic, religious, desert or special interest tourism.

At the local plan level

- The leakage of socio-economic benefits in the new tourist areas
 - 1- Although the plans seek methods to increase the number of job opportunities, the socio-economic benefits of tourism in the local communities and the way they are distributed have not been addressed. All the tourist projects in the new tourist regions use imported skilled personnel from the central cities of Cairo and Alexandria. Most semi - skilled personnel are imported either from the central cities surrounding the area or from the main Egyptian cities of Cairo and Alexandria.
 - 2- In some regions the citizens are attracted to tourism due to its high financial benefits. This may have in turn negative impacts on the other economic activities such as agriculture and fishing. Hurghada can be considered as an example.
 - 3- The efforts done by the current tourist plans to train tourist personnel are very modest and the link between the tourist education system and the real needs of the tourist market does not exist.

6.5.2.3 Pitfalls of the current techniques

- The absence of a proper market research technique has resulted in the following:
 - 1- the inability to select niche tourist market segments. Indeed, although the current tourist plans have succeeded in achieving higher revenues than were attained in the past time, the strategies implemented by the current plans should become more efficient in selecting the proper tourist segments. This has resulted in a loss of revenues that should have been achieved by the current plans.
 - 2- decline in the number of Arabic tourists. Although the plans have managed to launch successful promotional campaigns in some specific markets such as some European markets, they do not have the same level of success in the Arabic tourist market. This has resulted in a decline in both the number and quality of the Arabic tourists visiting Egypt and thus affected the revenues from this market.
 - 3- due to the absence of scientific market research, accommodation capacities in some regions has grown higher than the number of tourists visiting these regions. Apparently, the pricing policy seems to

be the easiest tool used by the project managers to compete with each other resulting in the following sub-problems:

- Affecting the value of the economic benefits that the destination used to gain from tourism.
- Attracting lower segments of tourists that may have negative impacts on the public community and on the total environment.

- Absence of tourism costs and negative impact calculations

Up till now, the Egyptian tourist plans are not calculating and considering the costs of tourism development. Indeed, these costs should be deducted from the total revenues in order to judge on the net economic benefits of tourism and the real contribution of tourism to the Egyptian economy.

- Lack of economic research on the following:

- Economic carrying capacity considerations in each destination,
- Tourist expenditure maximisation,
- Minimisation of the different costs of tourism,
- Maximisation of the different economic benefits of tourism.

6.5.3 Suggestions and recommendations that should be considered in order to avoid deviations in the sustainability of the economic benefits of tourism

- Tourist policy and strategy levels

1-From an economic point of view, it is healthy and useful to balance the development of tourism among the different regions in order to guarantee a fair distribution of the tourist economic benefits. This will reduce the pressures on the sensitive regions and mitigate the negative impacts of tourism such as inflation and the deterioration of environmental assets.

2-From a socio-economic point of view, this will benefit most of the Egyptian communities directly or indirectly, as it can generate job opportunities and can increase the level of acceptance and satisfaction of the local communities to tourism.

3-However, the regional and local plans in these areas develop other stable economic activities such as agriculture and industry that should go in parallel and in harmony with tourism.

4-The TDA should guarantee the long- term benefits of the tourist projects in order to ensure the sustainability of the economic benefits of these projects. Thus it is recommended that the investor should be committed to run and operate his project for longer periods of time. This can be implemented by determining a minimum operational period for each tourist project. Thus, the TDA can guarantee long term projects that usually result in sustainable economic benefits for all parties, the tourist destination, the investor and the community.

5-The TDA needs to slow down the process of allocating hundreds of kilometres of coastal lands to private tourist enterprises most of which aim at constructing a recreational hotel. From an economic point of view, land is a very rare asset and cannot be replaced. Therefore, it should be used wisely and

cautiously as any damage, abuse or unscientific planning will result in negative impacts on the revenues achieved and thus on the sustainability of the economic benefits.

6-Although it is desirable to attract private investments to tourism development, enterprise feasibility should be emphasised carefully not only at project level but also at regional and national level. The TDA should carry out surveys in the international market in order to match the development of the supply side with the new trends and motivations of the demand side.

7-Balancing and matching supply with demand is another factor that will lead to the sustainability of reasonable economic benefits.

- Tourist plan level

1-The Egyptian plans need to offer new creative tourist projects and activities that can induce tourists to spend and prolong their average length of stay.

2-The plans should present new features that can be integrated into the traditional tourist product. Up till now, the Egyptian tourist product depends mainly on the use of cultural and recreational attractions.

3-Creating a contingency plan that can be applied during a crisis to guarantee the stability of the average economic benefits of tourism.

- Tourist technique level

1-The ministry of tourism should create a more efficient information centre provided with all the financial, technological facilities and expert manpower in order to attain more reliable information and thus to formulate more accurate statistics.

2-Considering and calculating the different negative impacts of tourism that have been caused by the application of each national, regional and local plan. The consequences of these impacts (the costs of tourism) should be deducted from the revenues. Evaluating the net revenues of tourism and its real contribution to the Egyptian national economy and to society needs to be considered and emphasised in current and future plans. It is very important to carry out cost-benefit analysis at macro-level for more accurate judgement of the economic benefits achieved by one plan or another.

3-The cottage and local handicraft activity in each tourist area should be protected, supported and promoted in a way that reflects the identity of the local area. This can increase the socio-economic benefits of tourism to the local community in each area. On the other hand, it will increase the level of local community satisfaction with tourism.

4-The Arabic tourist market is a very significant one and should be handled and studied by employing careful and scientific market research. Egypt still has a great opportunity to remain one of the most favourite destinations for Arabs for reasons beyond near geographic location, absence of language barrier and relative similarity in culture and life style. Indeed, economic, political and cultural changes in this market have resulted in the fragmentation of the Arabic market, which has become more complicated.

5-The current promotional schemes should manage to achieve goals in the following areas:

- a- focusing on the quality of incoming tourism by determining the niche tourist market,

b- launching specific promotional programs to the special interest tourist market and eco-tourism market,

c- discovering the political, economic and social pressures that might affect each market,

d-analysing the promotional schemes conducted by the other competitors in each market.

6-The Egyptian tourist authorities need to carry out accurate market research in each tourist market and to start focusing on better quality tourist segments. This can enable Egypt to achieve the economic goals predetermined at the beginning of each plan besides mitigating the negative impacts on the environment and on the Egyptian communities. The most appropriate instrument is to launch long term objectives that regard tourism activity as a continuous process.

7-The Egyptian tourist authorities should carry out a detailed market survey exploring new tourist trends, motivations and forms of tourism before allocating new areas or pieces of land to the traditional tourist types. This also can lead to the sustainability of the economic benefits of tourism as long as the project offers the activities and types of tourism that tourists want.

8-All the respondents feel that Egypt will have great opportunities to maximise the economic benefits of tourism if it implements proper market research and pricing policies. On the other hand, some stressed that the private sector should be eager to play a role here. This can be achieved by determining a minimum rate of tourist services offered by them.

9-The issues of how to select the distinctive and niche market segments, how to increase the average spending per tourist and how to convince him to prolong his average length of stay are either neglected or partially ignored at present. Thus from a qualitative point of view, the strategies used by the current plans are not efficient at giving significant weight to the quality of the economic issues of tourism. Egypt would have received higher revenues if it had managed to launch both qualitative and quantitative objectives.

6.6 Criterion (6): Implication

This section sheds light onto the implication of the preceding analysis for the area of sustainability. In other words, it relates the results of the interviews' analysis concerning the economic issues to the main objective of the current research, which is assessing the performance of the tourist planning mechanism towards sustainability.

Table (6.3): Success of the Egyptian tourist planning mechanism in sustaining the economic benefits of tourism in terms of figures (quantitative measures).

Past (Before 1990)	Present (1990-1997)	Future (1997-2012)
<p>1- Economic Rank -Other economic activities ranked before tourism (-)</p> <p>2- National Economic Benefits -Constraints and pressures that slowed down the tourism development and thus resulted in very modest economic benefits of tourism (- -)</p> <p>3- Considering the costs of tourism - Absence of cost benefit analysis at the macro level (- -) -However, the costs of tourism were neither positively nor negatively profound due to the limited number of tourist projects and tourist numbers (-) (+)</p> <p>4- Socio-economic benefits of tourism - The economic benefits of tourism for the total community were limited and concentrated in some specific regions (-)</p>	<p>-Second rank among other economic activities (+)</p> <p>- a gradual increase in the number of tourists and tourist receipts. (+)</p> <p>- increase in growth rate (+)</p> <p>- Although the costs of tourism started to be more profound, the present tourist plans do not calculate the different negative impacts of tourism. (- -)</p> <p>- The costs are not deducted from the total revenues (- -)</p> <p>- More employment opportunities especially in the new regions. (+)</p> <p>- This will result in an increase in the economic benefits of tourism for the total community in general and the new regions in particular (++)</p>	<p>- Expected to jump to first rank . (++) (-)</p> <p>- A continuous increase in the number of tourists and tourist receipts (++)</p> <p>- a continuous increase in the growth rate. (++)</p> <p>-Gap between the present tourist numbers and receipts and prospective numbers (-)</p> <p>- Will include more adequate monitors to reduce the negative impacts of tourism (+ +).</p> <p>- However, the increase in the number of tourists might result in more negative impacts (-)</p> <p>- The concept of cost-benefit analysis at macro-level is still ambiguous and not applied (- -).</p> <p>- A continuous increase in the number of employment opportunities offered to Egyptian youth in the different regions. (+++)</p> <p>- This will result in an increase in the socio-economic benefits in the new regions (++)</p> <p>- increase in the social facilities in the new regions such as infrastructure and superstructure amenities(hospitals , paved roads ...etc.) (++)</p>

<p><i>Continued</i> 5-Investments - Greater role of government and public sector in the field of tourism slowed down the pace of tourism development and restricted private investment in the industry. (-)</p>	- Privileges to the private sector investors that attracted foreign and local investments the tourist industry (+++)	- A massive increase in the investment ratio in the tourist industry (++) .
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Table (6.4): Success of the Egyptian tourist planning mechanism in sustaining the economic benefits of tourism in terms of qualitative measures.

Past (Before 1990)	Present (1990-1997)	Future (1997-2012)
<p>1-Methods implemented for achieving economic benefits Before 1980 - Achieving economic benefits by encouraging selected market segments (+)</p> <p>After 1980 - Attracting mass tourism as a profitable market segment (+)(-) - Promotional efforts concentrated on specific markets and package tour market segments (+)(-)</p> <p>2- Statistical methods - Primitive statistical methods calculating economic benefits (- - -)</p> <p>3- Socio-economic benefits - The economic benefits of tourism concentrated specific tourist regions and not equally distributed (- -)</p>	<p>- A continuous increase in the number of tourist packages offered to mass tourism. (+)(- -) - Privileges to charter flights (+)(-).</p> <p>- An increase in the number of tourists and tourist receipts from specific tourist markets (+ +) - A decline in the economic benefits from the Arabic tourist market (-).</p> <p>- Different sources and different data about the real economic contribution of tourism. (- -)</p> <p>- The distribution of economic benefits of tourism becomes more balanced. (+) - However, most of the tourist personnel working in the new tourist resorts are imported from the central areas in Delta, which means lower benefits to the indigenous people. (-)</p>	<p>- More privileges to charter flights. (+)(- -) - focus on the number of tourists rather than quality tourism (- -).</p> <p>- More successful promotional campaigns that will result in an increase in the number of tourists from specific markets.(++)</p> <p>- Although there are plans to establish a Tourist Information Centre and conduct more accurate surveys, the future of statistical methods to be adopted is still not clear.(+)(-)</p> <p>- More economic benefits for the local communities as the indigenous citizens will be more integrated and involved in the tourist development in their local areas. (++)</p>

6.7 Conclusion

Although the Egyptian planning mechanism has managed to sustain the national and socio-economic benefits of tourism, the negative impacts of tourism still need to be calculated and deducted from the revenues. This entails accurate economic research to measure such costs along with sophisticated strategies and techniques for the mitigation of the negative impacts of tourism on environmental and socio-cultural resources. The analysis presented above showed that calculating the different costs of tourism is a complicated task that demands sophisticated tools for implementation - such as cost-benefit analysis.

Chapter 7

Assessing the elements of sustainability for the natural environment in the Egyptian tourist planning mechanism

7.1 Introduction

This chapter presents an analysis of primary data (quantitative and qualitative), collected from the field survey and employed for the assessment of the Egyptian tourist planning mechanism regarding sustainability of the natural environment. Criteria developed for assessment are listed in the table presented below as well as in chapter 4 (the methodology chapter).

Table (7.1): Criteria to assess the performance of the tourist planning mechanism regarding sustainability of the natural ecological environment.

Planning mechanism level	Criterion
Policy & strategies	1- Agency: co-operation with authorities responsible for crafting the natural environment conservation policies. 2- Natural environment conservation objectives, legislation and plans in the past, present and future tourist policies.
Plans	Evaluation of the plans will be achieved through assessment of the techniques and programs.
Techniques & programs used by the tourist plans	3- Scientific research to measure tourism development impact. <ul style="list-style-type: none"> a- Measuring tourism impacts on the natural environment, b- EIA models for new tourist projects, c- Supervising tourist projects at construction stages, d- Monitoring the operational stages of tourist projects, e- Environmental auditing system. 4- Environmental Conservation Management <ul style="list-style-type: none"> A- Environmental conservation programs. <ul style="list-style-type: none"> • Resource management activities. • Visitor management programs. • Waste disposal and recycling projects in the tourist areas. B- Environmental carrying capacities. 5- Environmental Education Programs. <ul style="list-style-type: none"> • Tourist education and interpretative programs to protect the environment from degradation. • Public community awareness of the objectives of environmental conservation.

<i>Continued</i>	6- Zoning <ul style="list-style-type: none"> • Protected areas and national parks in the plans. • Natural sites and areas under tourist pressure.
Egyptian tourist planning mechanism outputs	7- Achievements & pitfalls in the domain of natural environmental conservation.
Implication (Egyptian tourist planning mechanism outcomes)	8- The ability of the tourist planning mechanism to consider the sustainability of the natural environment according to the above quantitative and qualitative measures.

7.2 Criteria to assess policies and strategies

7.2.1 Criterion (1): Agency: co-operation with authorities responsible for crafting natural environment conservation policies

This criterion attempts to evaluate authorities that are responsible for conserving and protecting natural sites from the negative impacts of tourism with a focus on the role of the tourist authorities in this task. This also examines the efficiency of tourist policies in having a link and co-ordinated efforts with the relevant authorities for implementing the techniques of natural environmental conservation.

7.2.1.1 Analysis of the respondents' views to criterion (1)

Views of respondents are very consistent as all agree that although the Environmental Affairs Agency (EEAA) was established in 1982, its role did not become effective until it was replaced by another agency in 1994. Before, the 1990s, environmental conservation was not regarded as a major issue in Egyptian policies and tactics. This agency has become the formal authority for conducting all environmental policies, and plans and implementing all the conservation techniques needed in all Egyptian regions and areas.

In July 1997, a minor change in the structure of the Environmental Authority took place, which might benefit natural environmental conservation in Egypt. This change is summarised in figure 7.1. With the new structure, the responsibility for environmental protection is separated from the Cabinet of Ministers Affairs and the Ministry of Management Development.

The benefits of having a Ministry of State for Environmental Affairs

- 1- The new minister devotes time to representing environmental authorities and handling all the environmental conservation issues.
- 2- As a member of the cabinet, the minister will have much better opportunities to discuss all the environmental problems and challenges with the other authorities and to contact the other ministers
- 3- The problems of environmental issues will be solved in a shorter time than before.
- 4- The fund allocated to environmental issues will be increased, as it will be directed at an

independent ministry rather than an agency for environmental affairs.

- 5- The responsibility for environmental conservation has been elevated which will lead to more adequate environmental policies and strategies.

Before July 1997

Cabinet of Ministers



Minister for whom the environmental issue was one of his responsibilities as he was the minister of Cabinet for Ministers Affairs and the minister of management development as well



The Egyptian Environmental Affairs Agency is the main authority for environmental conservation issues.

After July 1997

Cabinet of Ministers



Ministry of State For environmental Affairs



Fully fledged minister for environmental and conservation issues



The Egyptian Environmental Affairs Agency is still the main authority for environmental conservation issues.

Figure (7.1): The systematic change occurred in the structure of environmental agency in Egypt.

With regard to the responsibility of the tourist authorities for natural environmental conservation in the different tourist areas, the following findings have been obtained from the field survey:

In terms of the new coastal regions that will be developed as tourist destinations, the Tourist Development Authority (TDA) is responsible for considering the environmental attributes in the development plans. In addition it offers guidelines to private sector projects on specific criteria for constructing their projects. For example, the investor is committed to submitting an EIA forms about the project before construction stage to the TDA, which has the right to reject it or to ask him to follow certain mitigation measures.

The work between both authorities (EEAA and the TDA) in the new coastal regions needs to be more organised and harmonised. For example, the investor should submit the EIA form about the proposed project to the TDA, which in turn should send it to the EEAA in order to check the appropriateness of the project from an environmental point of view. It would be more efficient and much easier for the investor to deal with only one authority to save time and effort

In terms of the existing tourist destinations, accountability of tourist authorities for natural

environmental issues is absent. The role of the tourist authorities in preparing environmental conservation strategies and using appropriate techniques for the mitigation of tourist impacts and pressures on natural regions does not exist yet. Instead, this task has been left to the local governmental authorities in each tourist area whose efforts are inefficient and inadequate, most lacking scientific bases and other necessary resources.

Although the EEAA is the formal authority for all the environmental conservation issues and evaluates the impacts of all the different economic activities on the environment, the preparation of plans and strategies regarding the use of the natural environmental resources in tourism development is still the sole responsibility of tourist authorities. This excludes protected areas directly under the authority of the EEAA. The implementation of plans and strategies is the responsibility of the tourist planners and developers.

However, the current tourist policy has not encompassed yet environmental conservation sub-policy focusing on the natural environment attribute and offering adequate strategies and techniques for the protection and management of the natural resources in the different tourist regions.

The above analysis shows that the key issue is co-operation with the environmental authorities for setting more appropriate and adequate environmental conservation policies and strategies, which implies more co-ordinated and joint work between the tourism authorities and The EEAA. Indeed, the Environmental Affairs Agency should be involved or should have the right to vote for tourism development plans prepared by tourism authorities at the different levels; national, regional and local.

As mentioned before, the ministry of tourism is responsible for preparing the national plans. However, the TDA is responsible for preparing the regional and local plans outside the city boundaries in new areas. For example, most of the regional plans carried out by the TDA for the development of tourism in the coastal and natural areas should be reviewed and supervised by an environmental authority responsible for environmental conservation in all Egypt. In fact, the environmental authority is aware of the environmental assets in each area and the other economic activities that might take place in the designated area or any nearby regions. Thus it is worthwhile including the EEAA representatives in the processes of tourism development in these regions who might be able to suggest the most appropriate environmental conservation program for the total region and judge the expected impacts of tourism activities on the natural assets and above all, suggest the appropriate carrying capacity for the total area in terms of number of projects, accommodation capacity and number of tourists.

7.2.2 Criterion (2): Natural environmental conservation objectives, legislation and plans in the past, present and future tourist policies

This criterion attempts to measure the extent to which the Egyptian tourist policies have managed to include natural environmental conservation goals, strategies, legislation and plans along the different

stages of the Egyptian tourist development.

7.2.2.1 Analysis of responses and views to criterion (2)

From the statistical analysis presented in figures 7.2 to 7.4, it is apparent that while the responses of the interviewees are mostly consistent regarding the past and future, the same interviewees offer contradictory responses measuring the level of the present tourist policy's success in including strategies and plans for the conservation of natural environmental assets.

The following figures are graphic presentations measuring the efficiencies of the tourist policies to implement strategies, legislation and plans for natural environmental conservation.

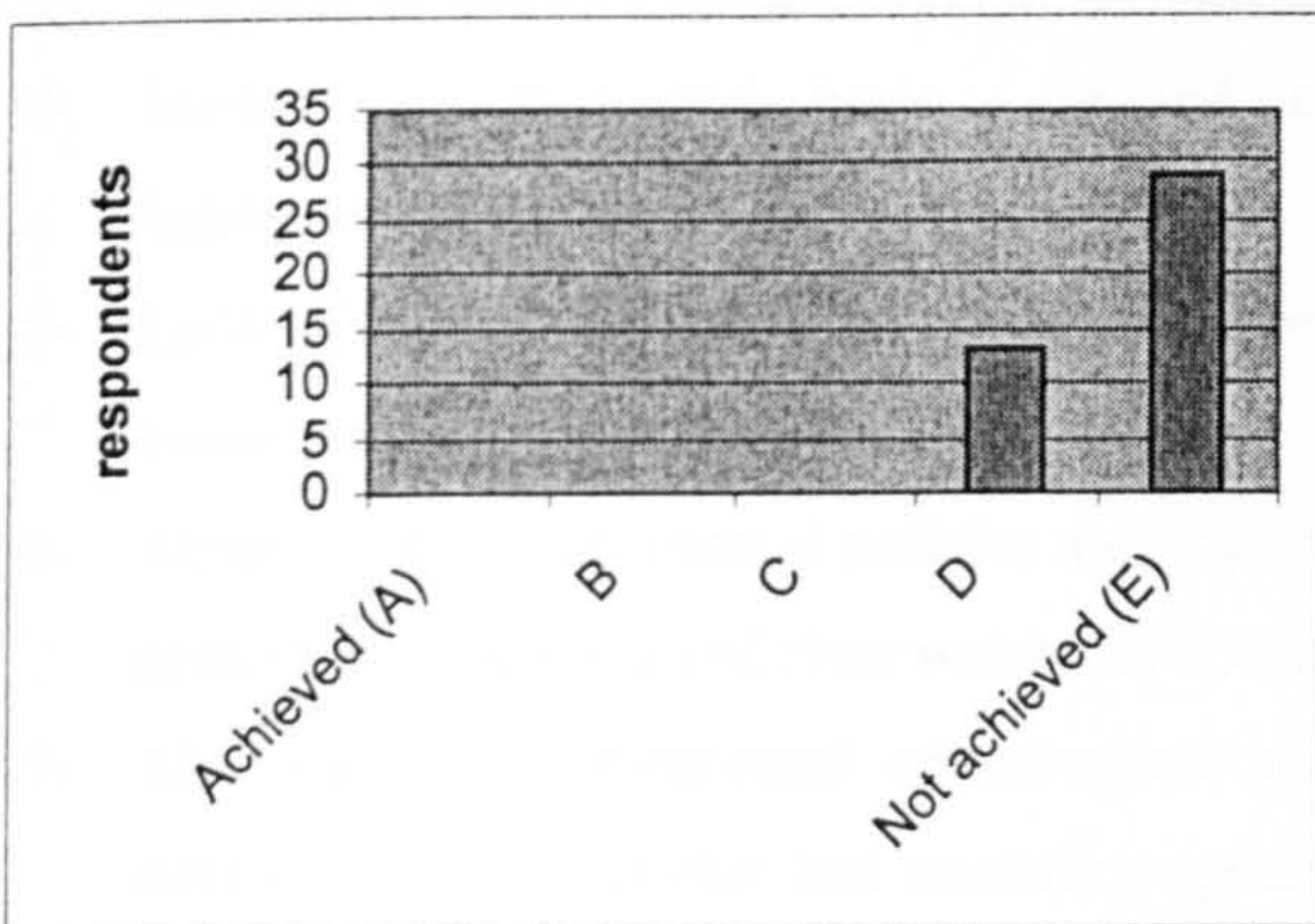


Figure (7.2): In the past

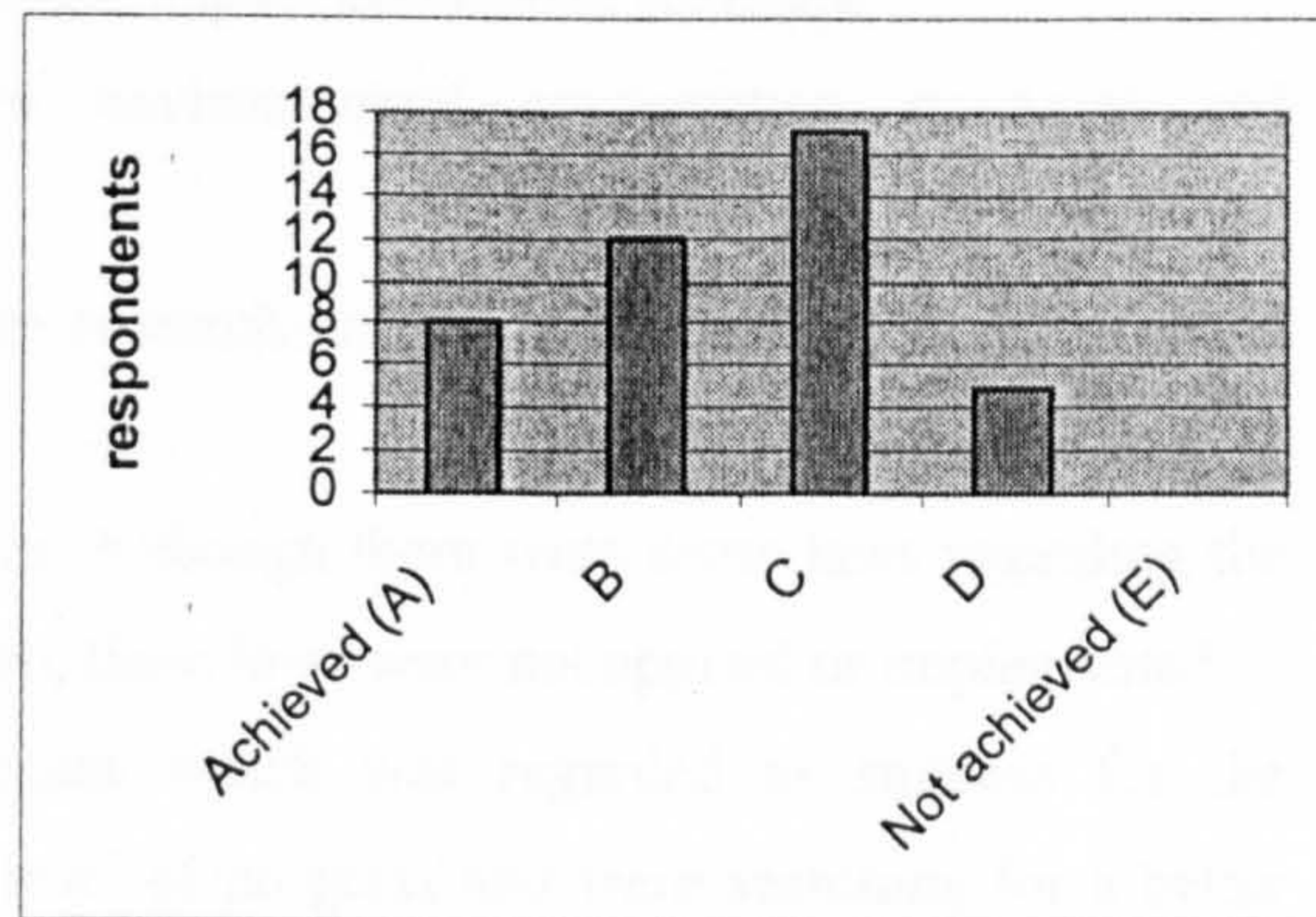


Figure (7.3): In the present

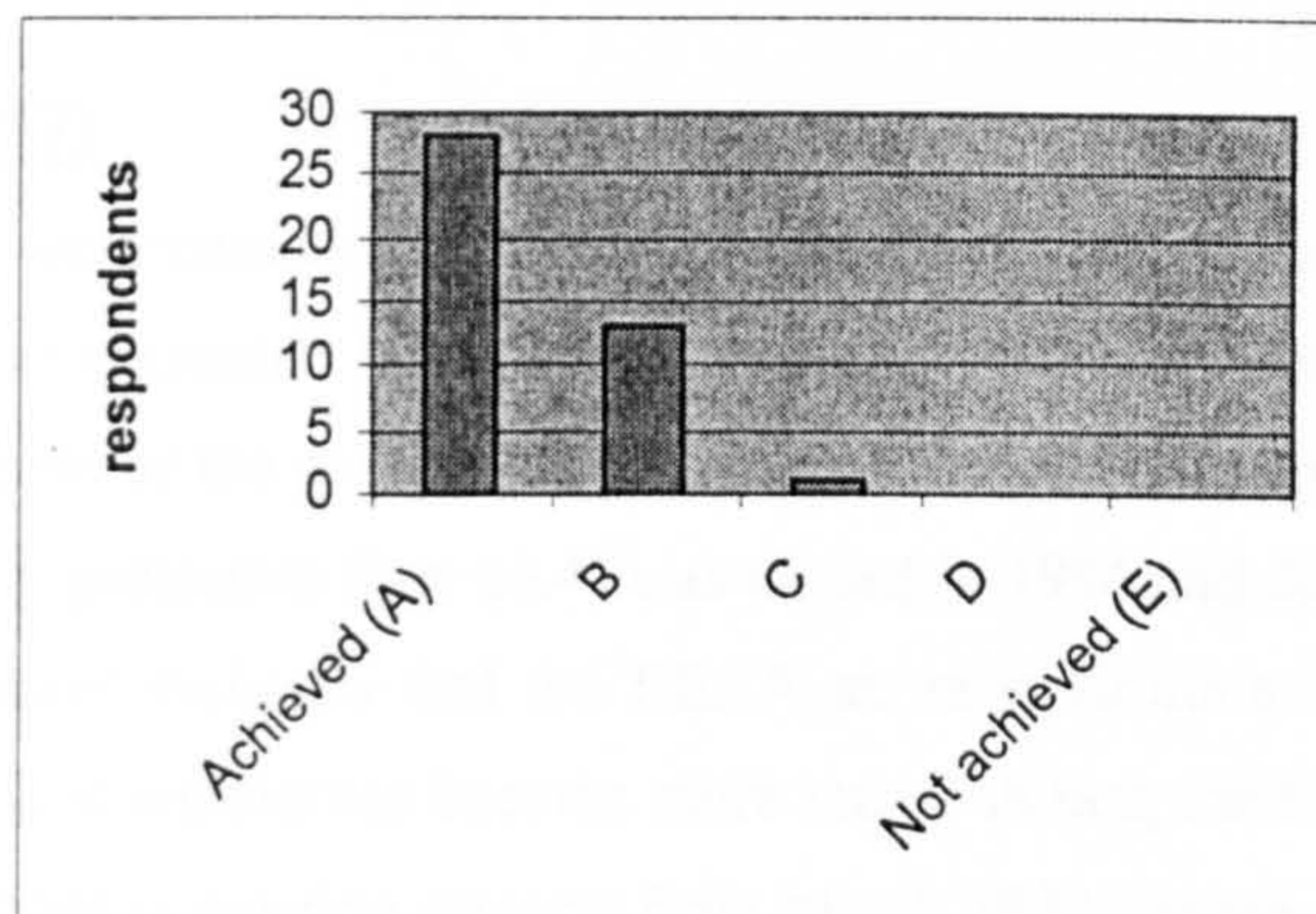


Figure (7.4): In the future

The past (before 1990):

Respondents feel that environmental conservation, as an objective, did not exist in past tourist policies as there was no documented legislation, law or policy regarding the issue of how to manage the use of the environmental resources and evaluate the impacts of any economic activity on such resources, not only in the domain of tourism development but also on other industries. However, it should be mentioned here that there was law No. 48 in 1982 regarding the protection of the Nile River from pollution. In addition, law No.102 was passed in 1983 for protected areas.

They add that tourist project owners did whatever they wanted without any control or supervision of

the impacts of activities on the environment, which of course led to changes in the coast - line and affected many coral reefs in very sensitive areas as well as water pollution in some spots. In addition, oil spills in seawater due to ship activities and damage to coral reefs by ship accidents were also not controlled in the past.

They concluded that the past plans could be characterised as follows:

- 1- Absence of master planning for the tourist regions.
- 2- Absence of an authorised organisation to supervise the development of tourism in natural regions and manage the use of fragile assets in the field of tourism. Hence, the previous EEAA established in 1982 did not achieve satisfactory yields in this domain.
- 3- Absence of environmental conservation strategies and impact assessment schemes.
- 4- Modest expertise and back - ground about environmental conservation strategies and implementation.
- 5- Lack of appropriate funds to conduct appropriate research and train personnel in environmental conservation.
- 6- Absence of environmental policies and legislation. Although there were some laws regarding the protection of the sea and river water from pollution, these laws were not applied or implemented.
- 7- Absence of environmental conservation awareness which was regarded as suitable for the developed countries that had reached a specific level of progress and were searching for a better quality of life. Indeed, it was regarded as a burden on development.

The present (1990-1997)

All respondents agree that environmental conservation objectives are becoming more significant at present, that this decade has witnessed many positive decisions for the protection of environmental assets and for the management of the use of coastal areas in the field of tourism. For example, recent legislation for environmental protection (law no.4) was passed in 1994 and the supervision of both the TDA as a tourist development authority and the EEAA as an environmental authority for tourism development in the new coastal regions has become more active. In fact, the EEAA started to apply the principles of law No.4 for 1994 to existing projects from March 1998. Hence, employees of the EEAA have been granted legal authority to detect environmental crime and to write an official report leading to penalties as stated by law.

Some respondents feel that private sector investors have also started to realise the importance of environmental conservation and some are keen to apply mitigation measures and to follow certain rules that the TDA and the EEAA have launched for the protection of the coastal and sensitive areas.

Some others see that legislation has been passed in order to guarantee commitment of any industrial or tourist project to environmental protection, but managing the use of natural assets with the principles of sustainable development still needs more adequate legislation and more appropriate strategies. Thus, they consider that legislation, objectives and strategies launched by the present plans are just a good

start for environmental conservation that was completely neglected in past plans. Accordingly, they see that more sophisticated legislation and strategies need to be implemented under the umbrella of sustainable development.

Some others mention that although the TDA is taking into account the development of tourism in the new tourism regions and has started adopting scientific planning strategies and techniques to manage the use of the new coastal regions in the field of tourism, there are some questions that need answers:

- 1- What is the reaction of the current Egyptian tourism policies to the negative impacts of the Nile cruise industry on the natural attraction of the Nile River? Do the current or the future tourism plans offer any policy or strategy to manage the use of the Nile River in the field of tourism?
- 2- If the TDA is responsible for tourism development in the new coastal areas, who or which authority is responsible for managing the use of the tourism attractions and tourism assets in the existing tourism areas?
- 3- Do the current tourism policies encompass a documented strategy for the conservation of all natural assets in the different domestic and international tourism areas in general and each region in particular?
- 4- If yes, what is the role assigned to the local Egyptian bureaus in each tourist region on environmental conservation?. Indeed, respondents comment that the role has been left to each governor who might and might not prioritise environmental conservation or arrange action to enhance the total area such as waste management, planting etc.

Respondents mention some pitfalls of the present tourist policies that should be emphasised carefully:

- 1- In addition to the co-operation discussed in the previous section, respondents mention another challenge to environmental conservation in Egypt, which is the lack of expertise and qualified personnel who can professionally work in the domain of sustainable development. Although there is an institute for environmental studies at En - Shams University, this institution should be upgraded into a faculty and should be supported with all the adequate funds, equipment and the latest scientific educational methods in the field of environmental conservation.
- 2- An environmental conservation policy and strategy should be prepared for each region in Egypt. This policy should be documented and approved in the way that emphasises different issues such as:
 - The co-ordination and the integration between different economic activities in each region to guarantee integration and harmony and to calculate the impacts of such economic activities on the environmental assets.
 - The role assigned to the different authorities to be involved in the development of each area in order to guarantee co-operation with all local authorities.
 - Creation of contingency plans to be applied immediately in the designated area if degradation occurs of any environmental asset.
 - Implementation of environmental auditing protocols and techniques.

The future (1997 - 2012)

All respondents agree that environment conservation goals will occupy a very significant position in future tourist policies with more adequate sustainable development strategies and consideration of environmental pitfalls that occurred in the past. However, how far the work by the different authorities involved will be harmonised and organised is still a question that nobody can answer.

The challenge is still how to compromise the economic benefits of tourism with sustainable development strategies, as most of the tourist projects in the natural areas are private investments that mainly seek profit and commercial objectives. It is true that the private sector has started to realise the importance of conserving and protecting the environment from degradation as many are committed to the environmental conservation standards launched by the TDA and the EEAA at the construction and operational stages of their projects. However, up till now the most important interest of any private project is how to cover the expenses of the project in the shortest time and how to maximise the profits gained.

7.3 Criteria to assess techniques and programs of tourist plans

Before assessing techniques for natural environmental conservation used by Egyptian tourism plans, it should be emphasised that

* Techniques will be measured only through the following groups of respondents:

- Official tourist authorities,
- Private sector representatives,
- Environmental Affairs Agency,
- Tourist consultant & planner group,
- Tourist academic staff.

In other words, the archaeological authority and archaeological academic staff groups have been excluded as the elements examined are out of the area of specialisation of the archaeological authorities.

* This assessment will examine the significance of the preceding techniques in the present plans only as all the interviewees strongly agree that these techniques were ignored in the past.

7.3.1 Criterion (3): Scientific research to measure the impacts of tourism development.

This criterion attempts to measure the ability of the tourist plans in considering the following techniques:

- a- Measuring tourism impacts on the natural environment,
- b- EIA models for new tourist projects,

- c- Supervising tourist projects at construction stages,
- d- Monitoring the operational stages of tourist projects,
- e- Environmental auditing system.

7.3.1.1 Analysis of responses to criterion (3): Scientific research to measure the impacts of tourism development

Analysis of the criterion is in two parts: firstly results from the quantitative analysis are summarised in figure 7.5 to 7.10, each illustrating the success of the technique according to the responses of a specific group of respondents. This is followed by a qualitative analysis of the views offered by the relevant group.

The following figures are graphic presentations of the views of each group evaluating techniques of adopting scientific research to measure the impacts of tourism development.

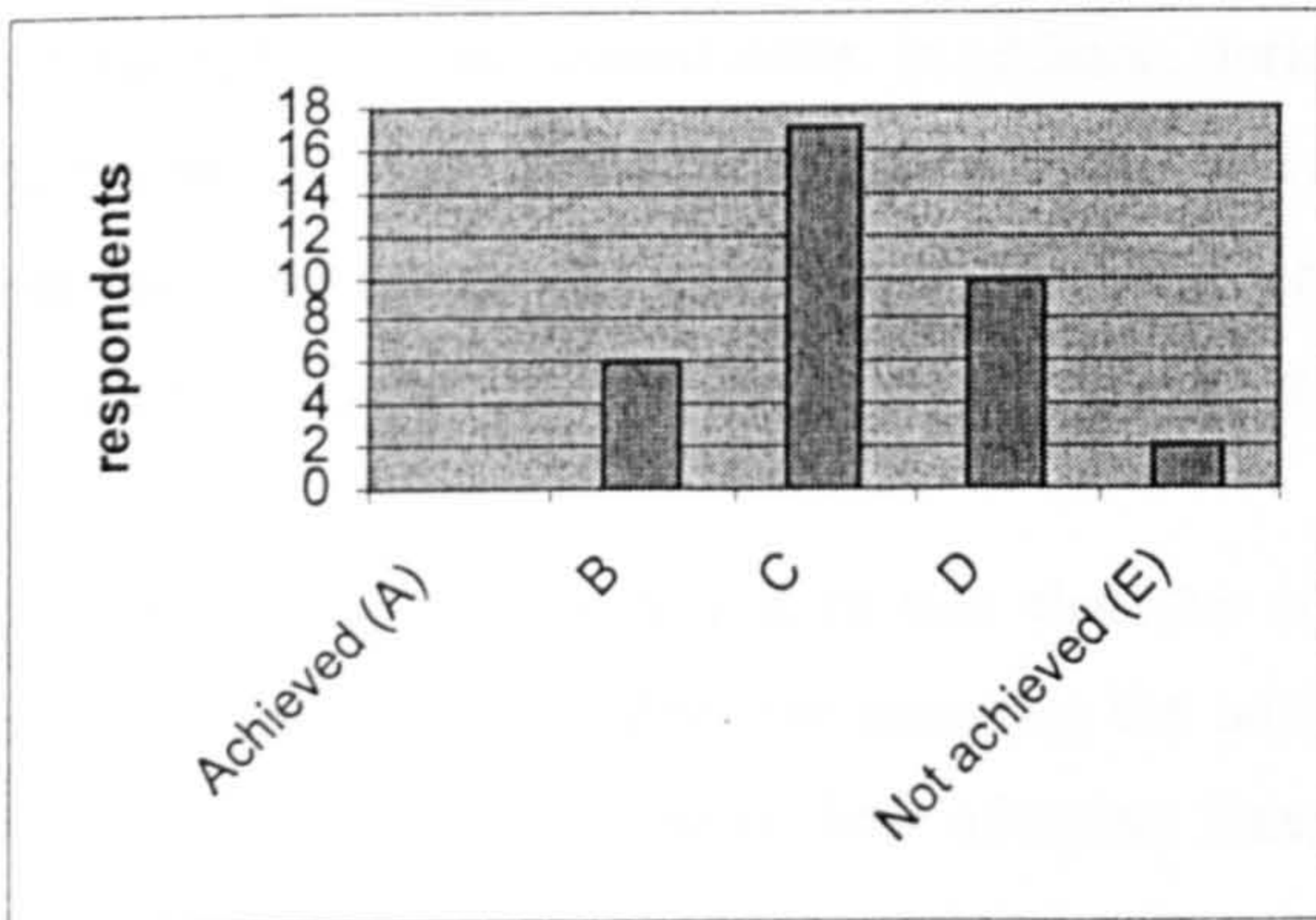


Figure (7.5): Responses of all groups

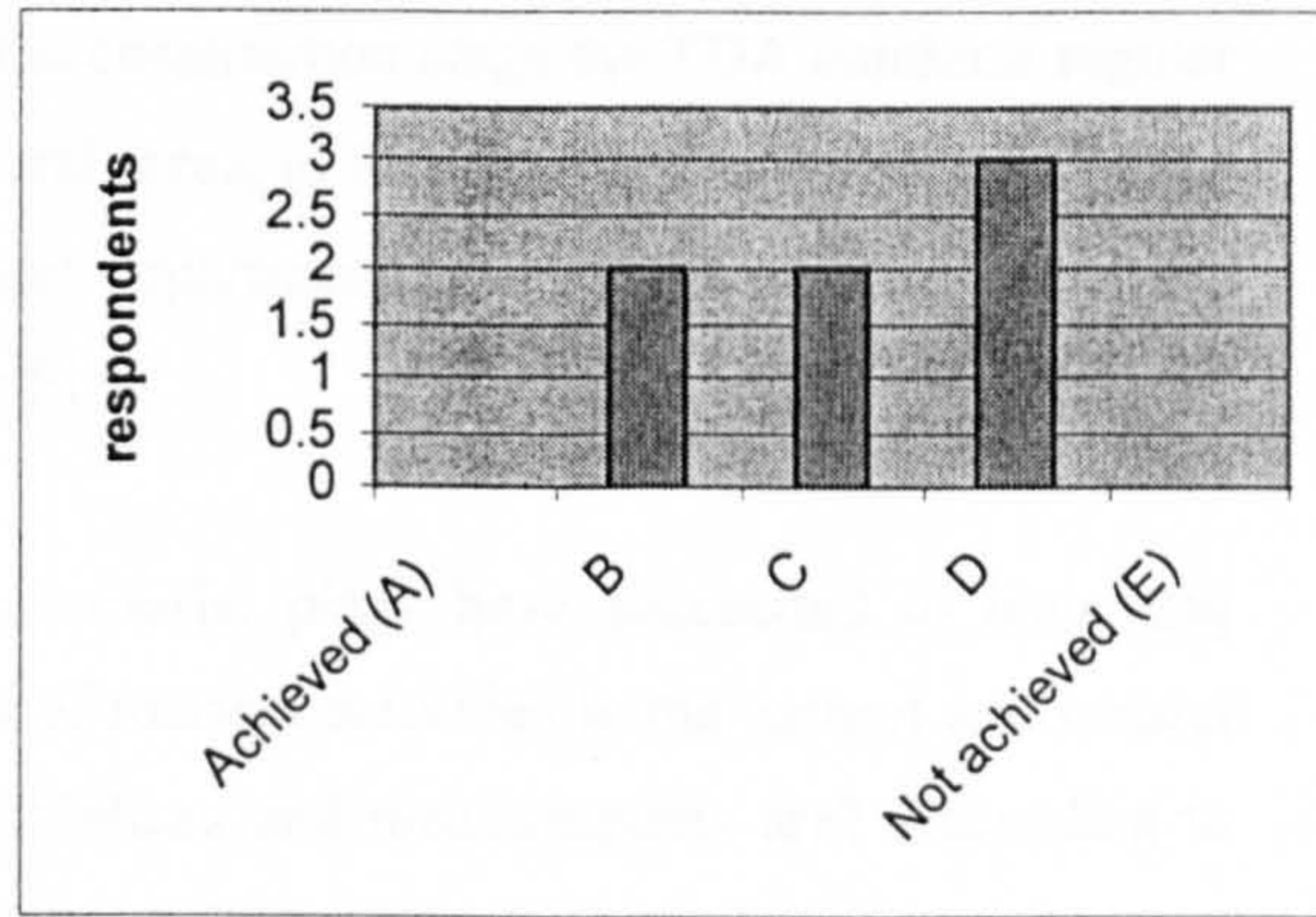


Figure (7.6): Official tourist authority

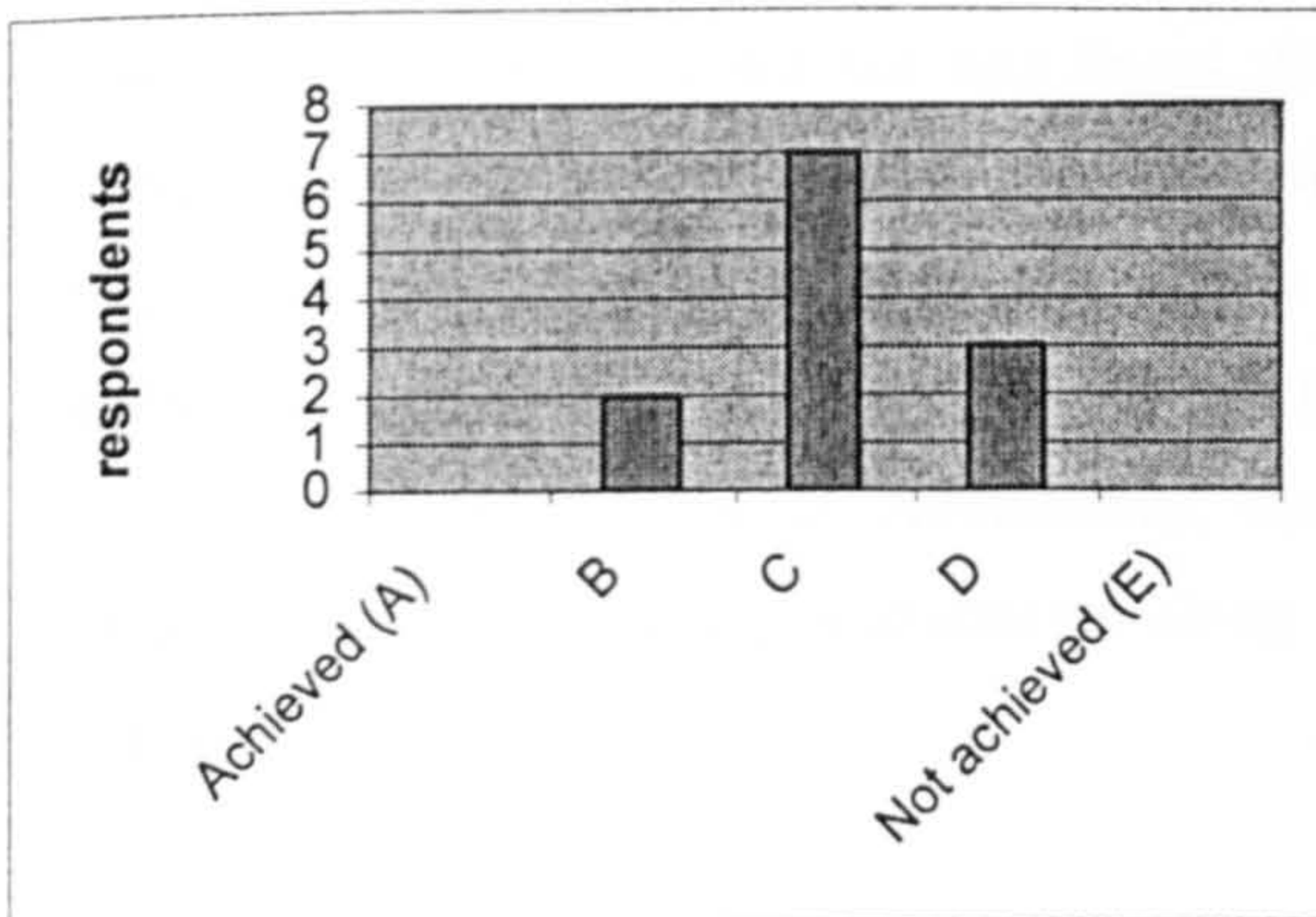


Figure (7.7): Private sector

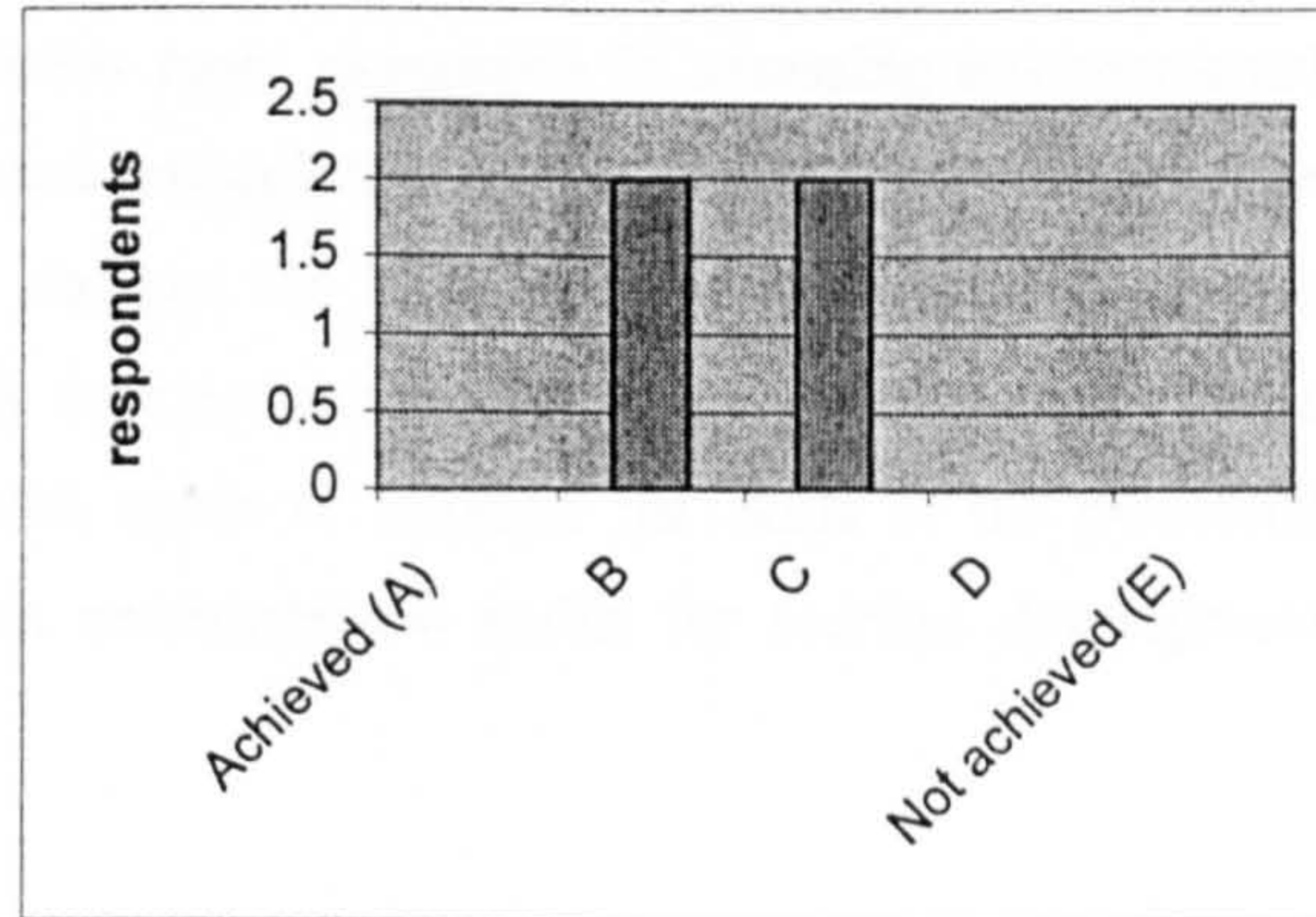


Figure (7.8): Environmental affairs agency

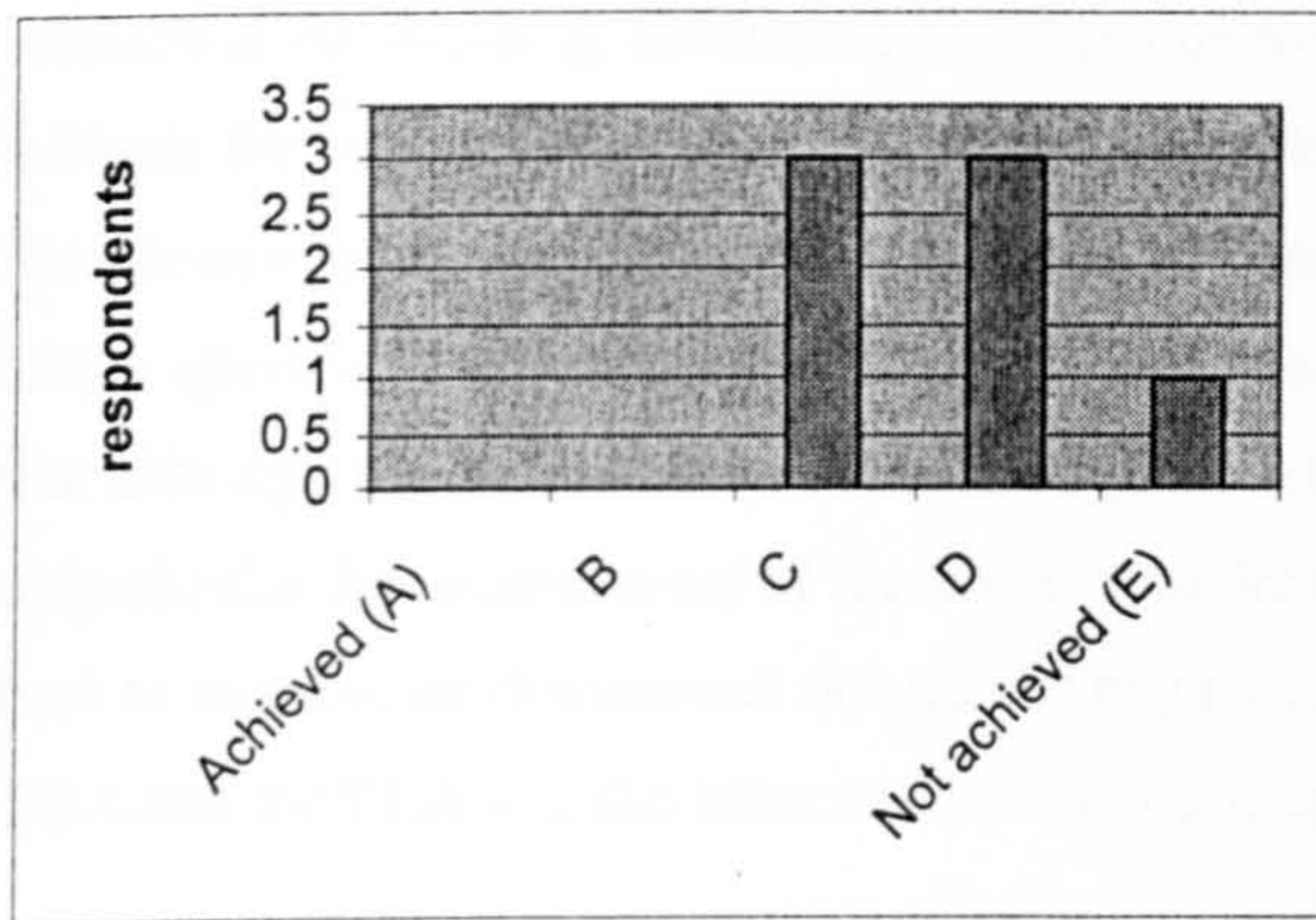


Figure (7.9): Tourist consultants & planners

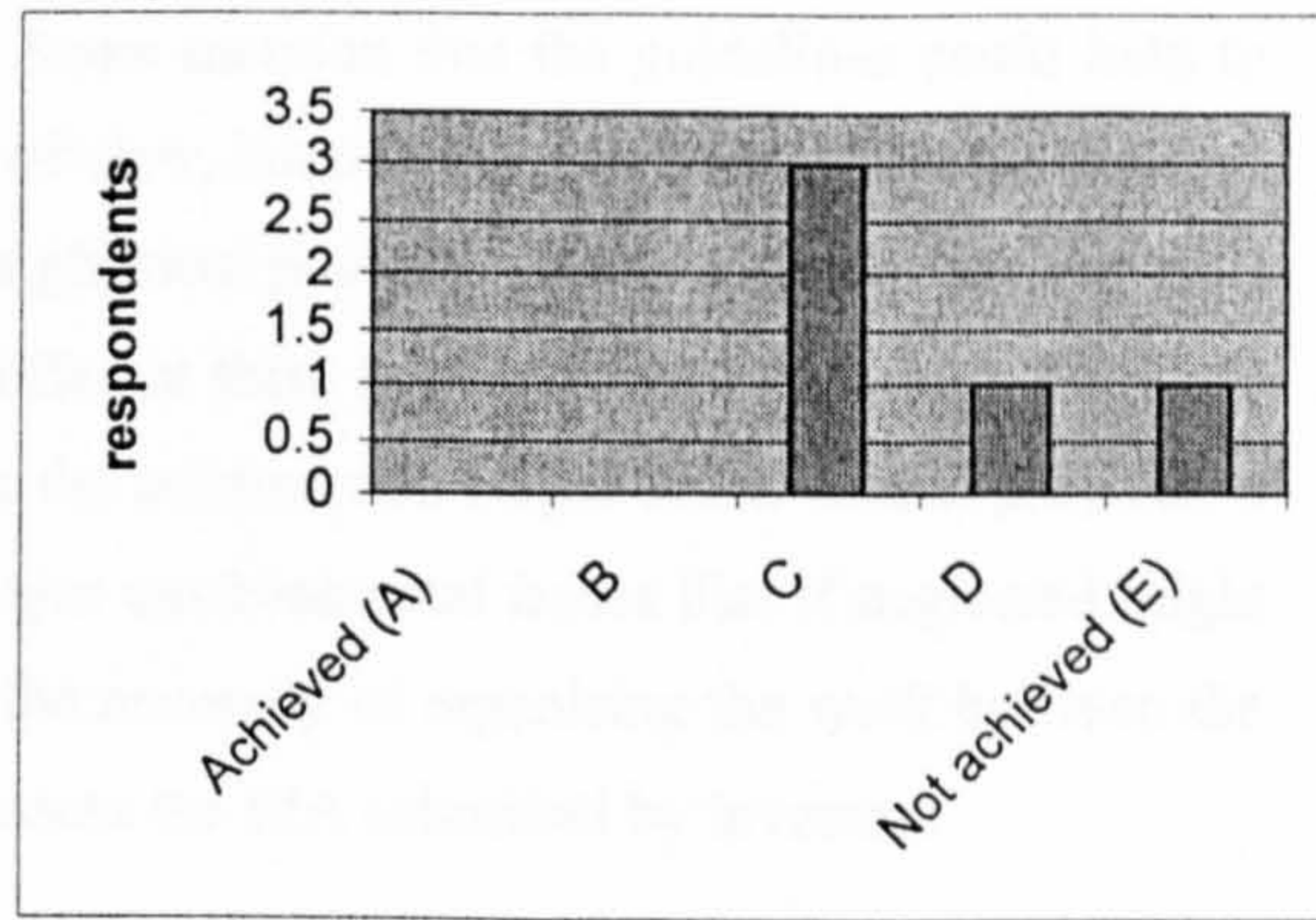


Figure (7.10): Tourist academic staff

1- Official tourist authorities

The two respondents who feel that the current tourism plans have succeeded in implementing scientific research measuring and mitigating tourist development impacts mention that the environmental impact assessment has become a very important element in any feasibility study for a new tourist project that will take place in the natural areas. In addition, during the construction stage the TDA conducts regular field visits to the project location in the coastal and natural areas, to follow up the construction process and the seriousness of the investor. The environmental department at the TDA usually offers the investors guidelines to fulfilling the requirements of the EIA.

Two other respondents feel it is true that the current tourist plans have succeeded in launching measurements and guidelines for assessing the impacts of tourism activities in the natural and coastal areas, but the question now is: how adequate these guidelines and measurements are? According to them, the current efforts can be considered only as a starting point in this area.

The other three respondents see that Egypt still needs more experience in assessing environmental impacts on the environment, environmental audits and mitigation measures. For example, most of the tourist investors do not use environmentalists to conduct the "EIA" of the new projects. As the environmentalist experts are few in Egypt, the TDA does not compel the employment of such experts to carry out the assessments. Additionally, the TDA needs to improve the skills of the personnel responsible for conducting assessments along with environmental audits for tourism development plans.

2- Private sector

All interviewees from this group agree that Egypt still lacks the experience to carry out appropriate research into the investigation and measurements of tourist impacts on natural areas. Although two respondents refer to the great efforts that have been made, the others see that this work is not sufficient, that the Egyptian tourism plans still need more sophisticated strategies and more appropriate instruments for the implementation process.

They mention that the current guidelines offered by the TDA to investors could be regarded as instruction on avoiding environmental deterioration. Some mention that the guidelines could help to mitigate the impacts of tourism from a physical point of view, but that other aspects should be included in such environmental measures and that even from a physical point of view, sometimes projects start with a specific construction pilot form and end in a different form from what was proposed. They add that although the TDA aims to supervise and monitor the construction stages of the tourist projects, it only checks the commitment of the investor to the major environmental issues that if neglected might lead to massive environmental disasters. They stress the necessity of organising the work between the TDA and the EEAA as the latter still has the right to assess the EIA submitted by investors.

They add that environmental audit is another technique that has not properly been considered and neither has assessment of the tourist activities on the natural attractions. As mentioned before, the most significant measurements by tourist authorities are physical such as the heights of buildings, the distance between constructed buildings and the beach, where the accommodation facilities be located, sanitary drainage...etc.

3- The environmental affairs agency

Respondents feel that apart from the EIA carried out at project level, the current tourism plans have not yet managed to consider the following research and analyses:

- Environmental impact assessment of tourist development at regional and local level. Apart from the EIA that the investor is committed to submit, the cost – benefit analysis does not exist.
- Environmental audit protocols and systems.
- Risk analysis and sensitivity analysis.
- Strategic Impact Assessment (SIA).

They agree that the experts able to conduct such assessments and measurements are very few in Egypt. For example, the Environmental Research Institute at Ein-Shams University is the only academic institution that teaches EIA in Egypt. As the TDA intends to develop many coastal areas, it has already carried out conceptual planning for land use and started to divide and grant pieces of coastal land to private investors. The EEAA group feels that the TDA should slow down the pace of development as long as experience in environmental conservation techniques is still limited and the ability to carry out adequate impact and mitigation measures needs improvements.

4- Tourist consultant & planner group

The interviewees mention that the national tourism plans have not yet prepared any documented policies, systems or protocols to mitigate the impacts of tourism on the different tourist areas and natural assets.

Some see that work in the field of measuring and auditing the impacts of tourism on the total regional

or local area has not been studied. It is true the TDA might conduct an environmental survey in order to discover the different natural attractions in the area and the most sensitive areas. This survey is usually used in the physical planning process. It can guide the TDA planners to the sensitive natural areas and thus to help them in conducting better land use and land allocation scheme to the total area. However, the question now is: how far this survey is able to adopt proper cost – benefit analysis, carrying capacities consideration for the total area, tourist activities impact measurements and suggesting environmental contingency plans?

On the project level, they see that the EIA form focuses mostly on physical aspects. For example, the investor is committed to providing infrastructure facilities such as sewage, electricity etc. to the project and he is responsible for the design and the construction of the project. Thus, the TDA has the right to check the impacts of all of these buildings and the infrastructure facilities on the natural environment. Respondents from this group feel that the TDA along with the EEAA have succeeded, to a certain extent, in supervising and controlling these processes from a physical point of view. For example, the TDA usually conducts field visits to the project location in order to check how far the infrastructure projects are compatible with the environment. For example, if the project uses desalination units to drink seawater, they usually check where the project will get rid of any waste, the sanitary drainage system and how the waste of this project will be treated or discharged.

They also check the commitment of the project to certain building heights and the distance of constructed buildings from the seashore. The interviewees comment here that all of these measurements are important and basic for any tourist development. However, conducting research aiming at measuring the impacts that will result from the tourist activities, the type of tourists targeted and the environmental carrying capacities of the resort have not been considered yet.

In terms of monitoring the constructional and operational stages of the tourist projects, they commented that the efforts made by the TDA could be regarded as a semi - monitoring operation of the physical implementation phase. However, supervising and controlling the number of tourists in the natural environment and the impacts of their activities on tourist attractions have not been measured or considered and an environmental audit system does not yet exist.

On the other hand, they mention that although the EEAA usually conducts regular checks on tourist projects, these are carried out only on tourist projects in the coastal areas or those quite near to the protected areas. The question is: who is supervising the other tourist projects and the projects in the central areas, such as the Cairo and the Nile cruise projects?

This leads to another question: why is current tourist development concentrated mainly in the coastal areas, trying to attract tourist investors to construct projects in these areas? Although there are some attractions in the new areas such as in the desert, safari and bird watching, the TDA has not yet started to plan for the use of these attractions. The current tourist plans have not yet conducted any

environmental audits or scientific research in order to examine the sensitivity of these attractions to tourism activities.

Until now, some travel agencies and tourists have been using these natural assets without any proper planning or supervision from formal authorities. For example, in some regions, tourists are hunting rare animals, such as the gazelle and ibex without supervision or assessment of the impacts of such activities. The impacts of using safari vehicles or camping activities have not been evaluated either.

5- Tourist academic staff

The tourist academic staff group agrees with the environmental affairs group and the tourist consultant group that tourist development in Egypt is concentrated mainly in the coastal regions. They add that the attractions in those areas are very sensitive and vulnerable to any damage to the extent that they cannot be easily replaced.

They mention that the TDA should conduct regular environmental assessment and supervision of other types of tourist projects, such as Nile cruises, or at least launch an environmental audit protocol and strategy for mitigating the impacts of such projects in each area. In other words, the role of the TDA should be extended to the existing tourist destinations.

In addition they agree that the EEAA as a specialised environmental authority is more able to judge the EIA carried out by the new tourist projects. They support the tourist consultant's and planner's opinion as they see that assessing and mitigating the impacts of tourism on the other natural areas such as the desert and safari areas does not exist.

Others see that the TDA has started to adopt scientific physical planning for the new tourist areas, which may reduce the impacts of the tourist projects on the environment, the tourist authorities still need to carry out the following research:

- Conducting regular environmental audit of the total region or area.
- Differentiating the assessment that usually considers the impacts of project construction on the environment; such as impacts of infrastructure services, from the assessment of the tourist activity impacts on the environment.
- Conducting regular assessments of existing tourist projects in the different tourism areas not only in the new areas.
- Assessing, supervising and monitoring the Nile cruise projects and employing strategic impact assessment in order to guarantee the commitment of those projects to the natural environment.

6- Total views

As interviewees see that not every technique classified under this criterion is implemented by the tourist plans, they offer different responses see figure 7.5. However, almost fifty per cent of the

respondents select the “C” rank on the scale as a proof of the incomplete abilities of the plans to employ scientific research techniques to measure the impacts of tourist development on natural environmental assets.

7.3.2 Criterion (4): Environmental conservation management

A- Environmental conservation programs.

- Resource management activities.
- Visitor management programs.
- Waste disposal and recycling projects in the tourist areas.

B- Environmental carrying capacities.

7.3.2.1 Analysis of responses to criterion (4a): environmental conservation programs

- Resource management activities.
- Visitor management programs.
- Waste disposal and recycling projects in the tourist areas.

Analysis of the criterion is in two parts: firstly results of the quantitative analysis are summarised in figures 7.11 to 7.16, each illustrating the success of the technique according to the responses of each group of respondents. This is followed by a quantitative analysis of the views offered by the relevant group.

The following are graphic presentations of the views of each group evaluating the environmental conservation programs adopted by the tourist plans

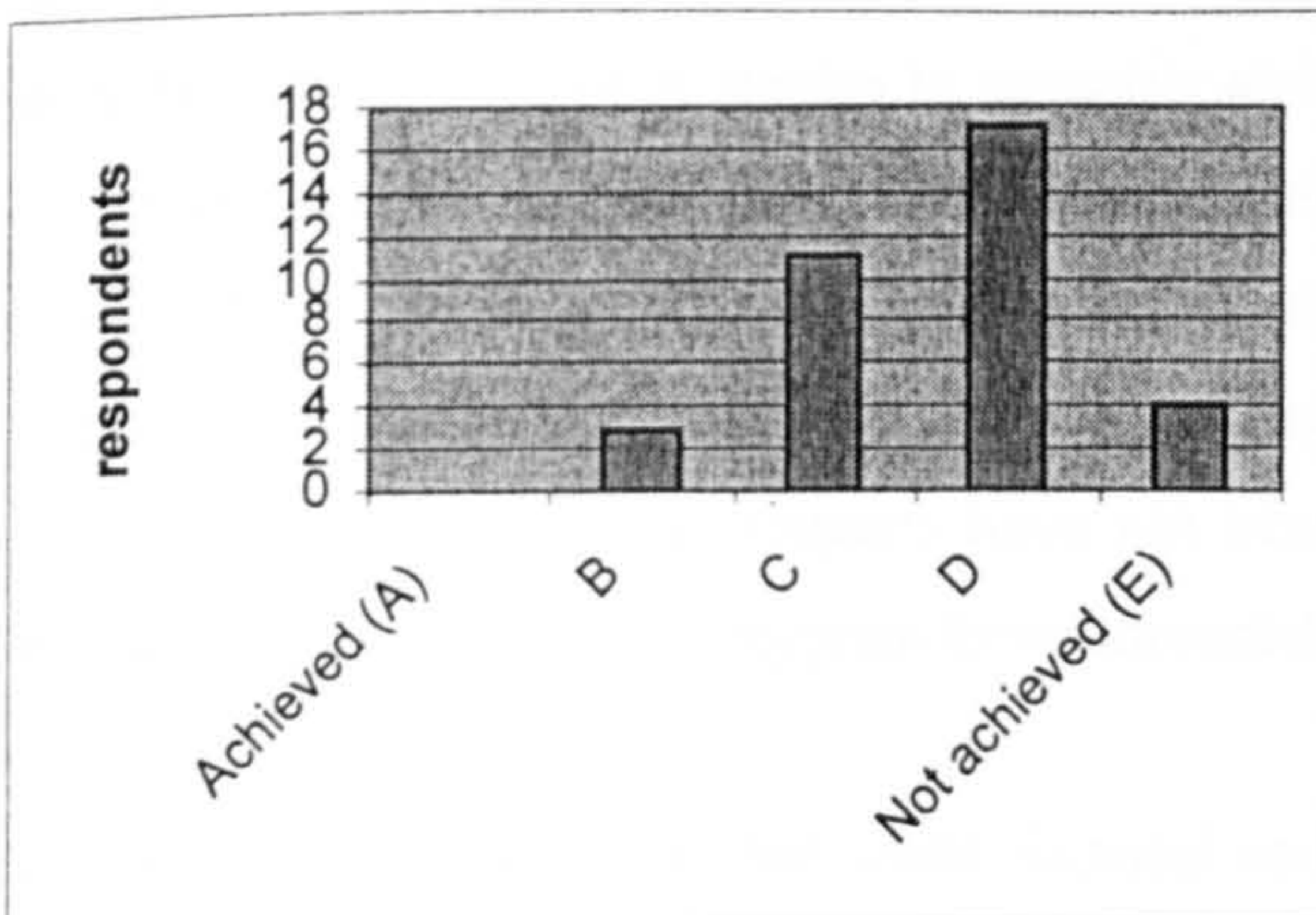


Figure (7.11): Responses of all groups

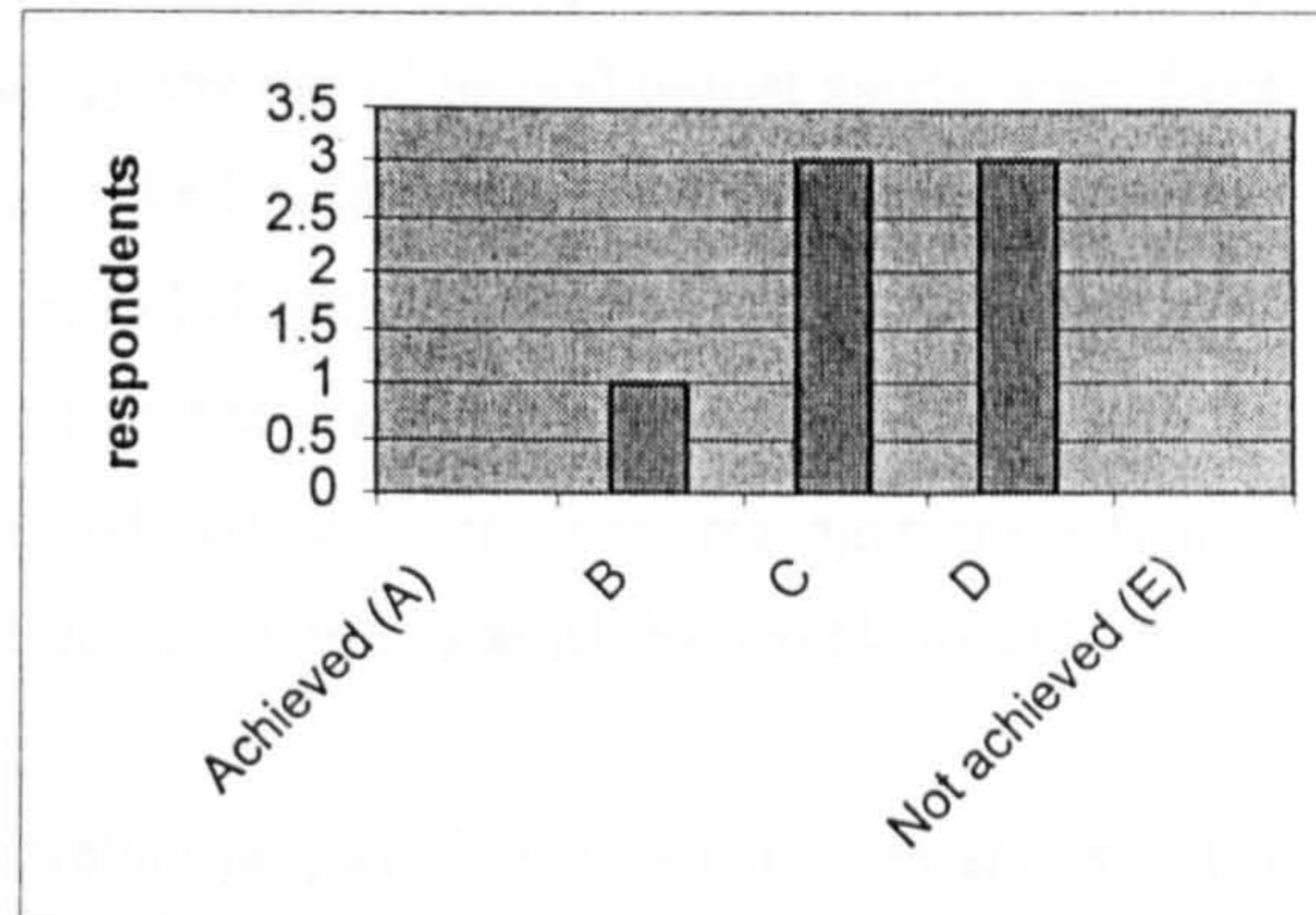


Figure (7.12): The official tourist authority

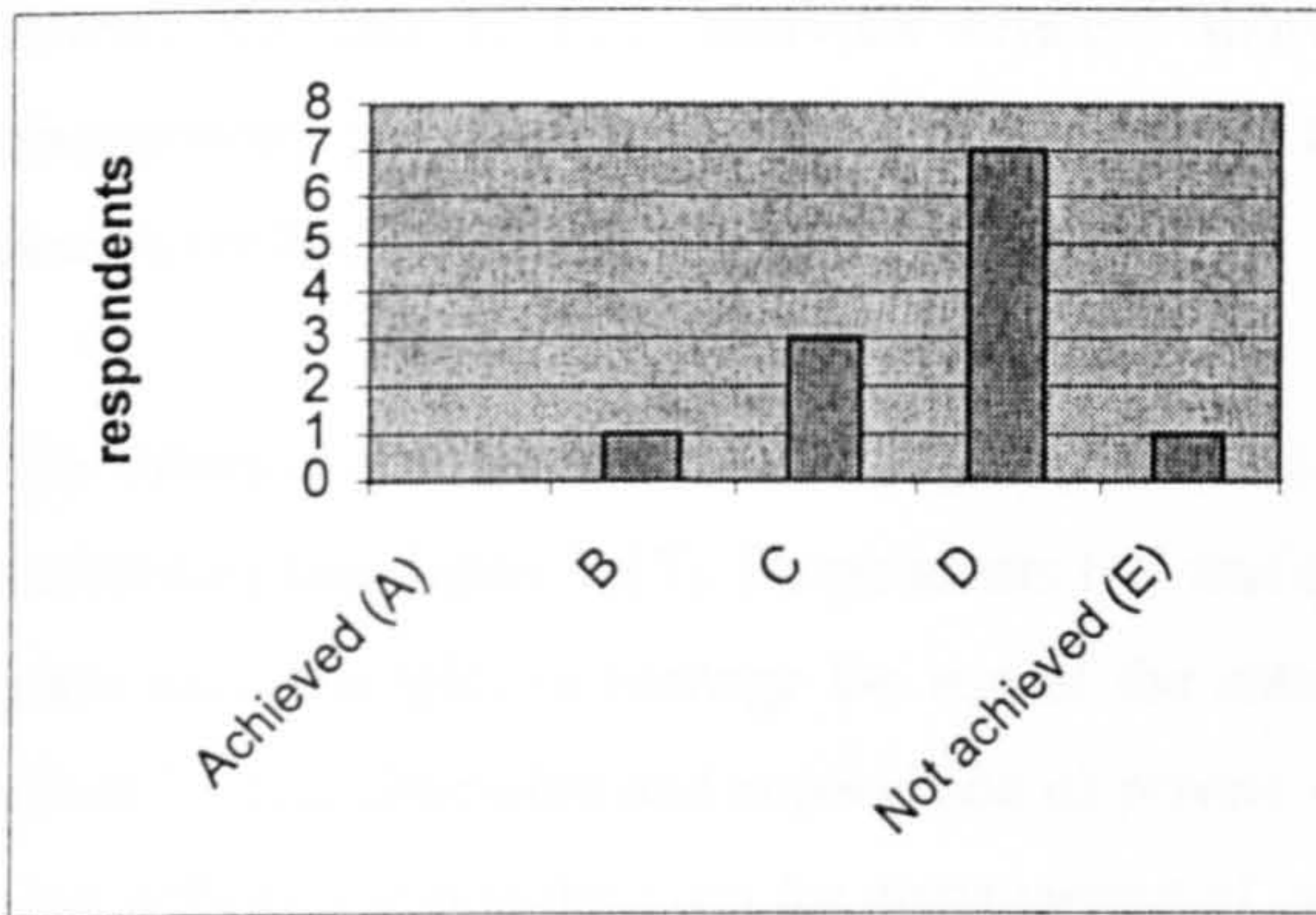


Figure (7.13): The private sector

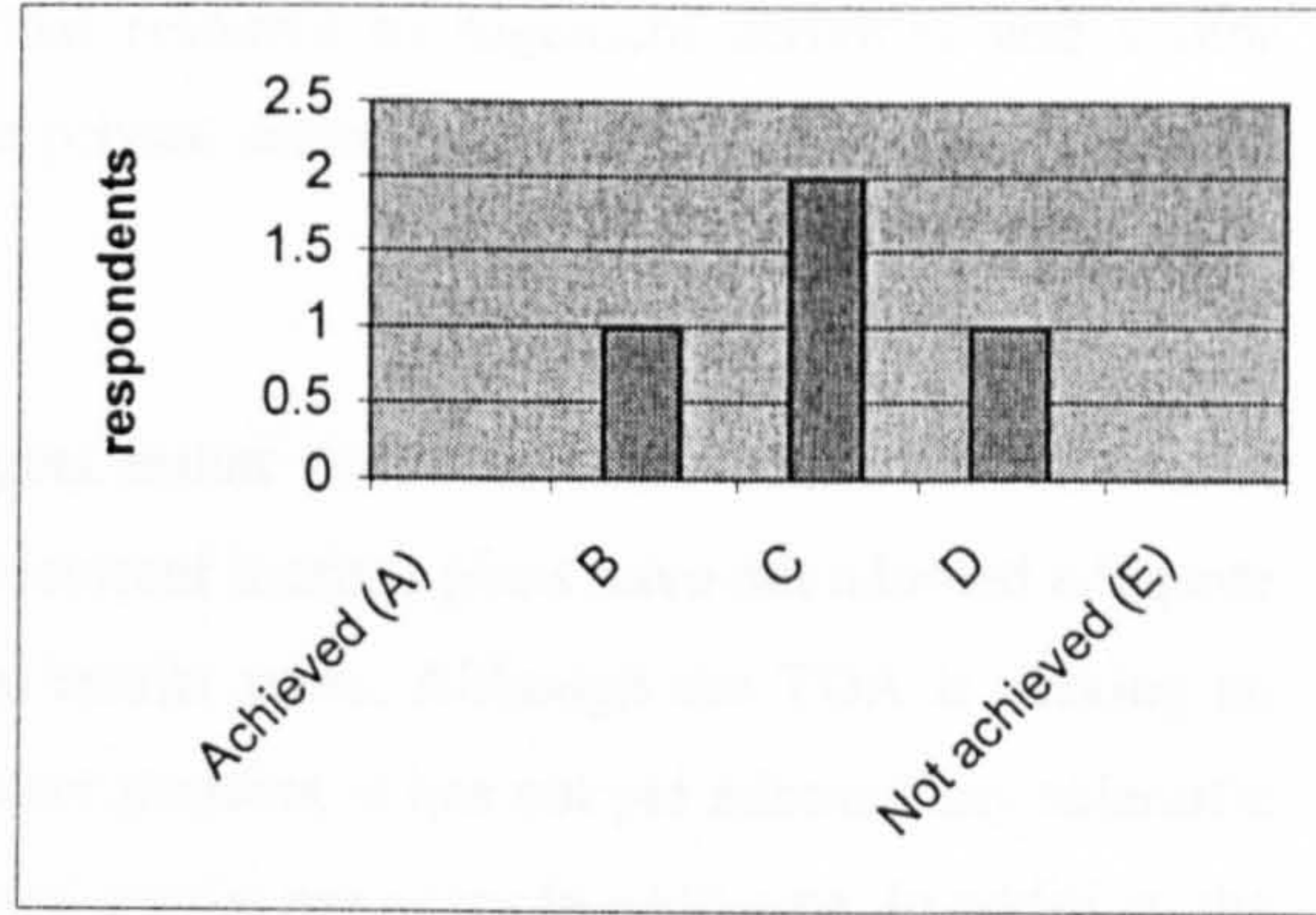


Figure (7.14): The environmental affairs agency

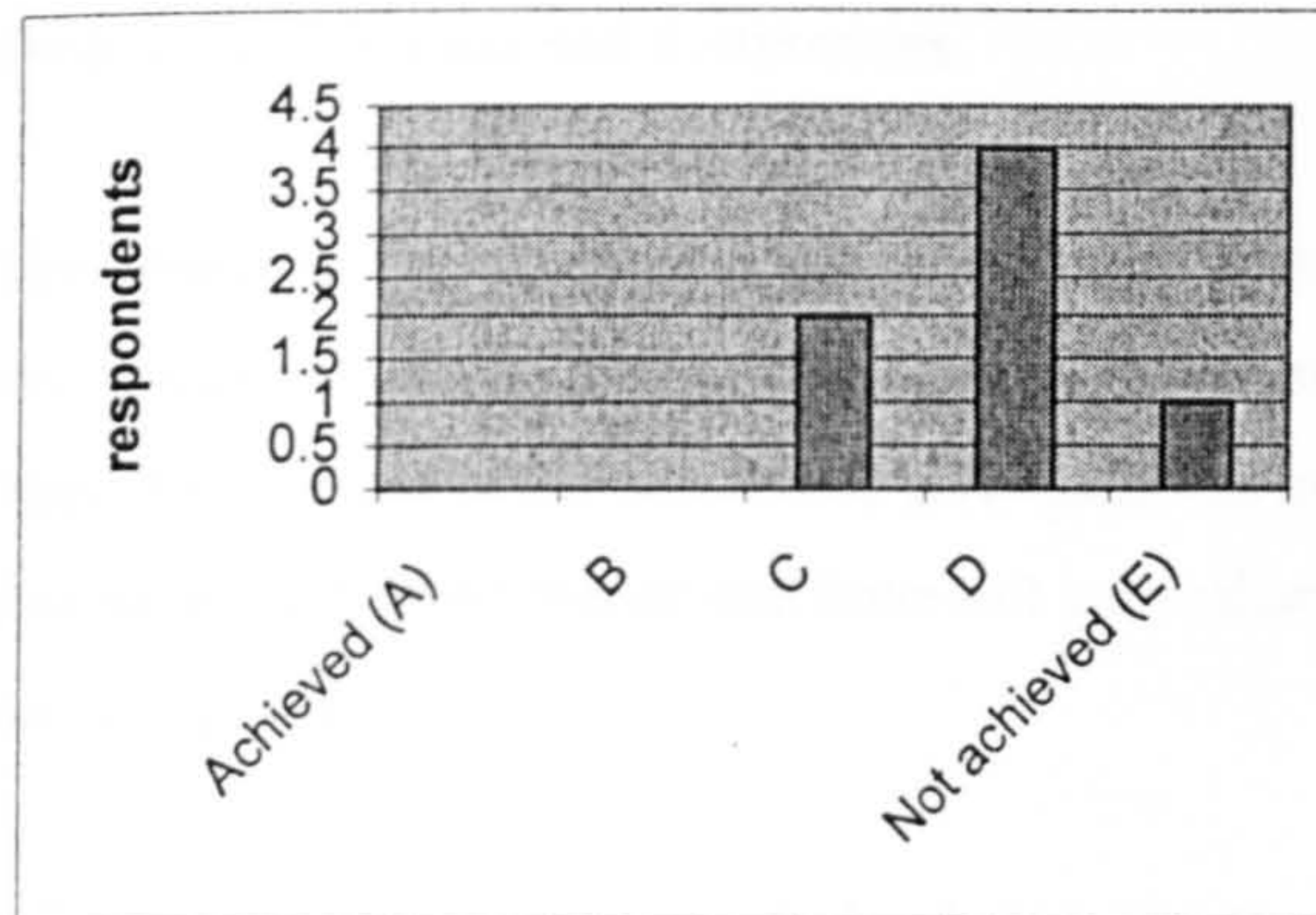


Figure (7.15): Tourist consultants & planners

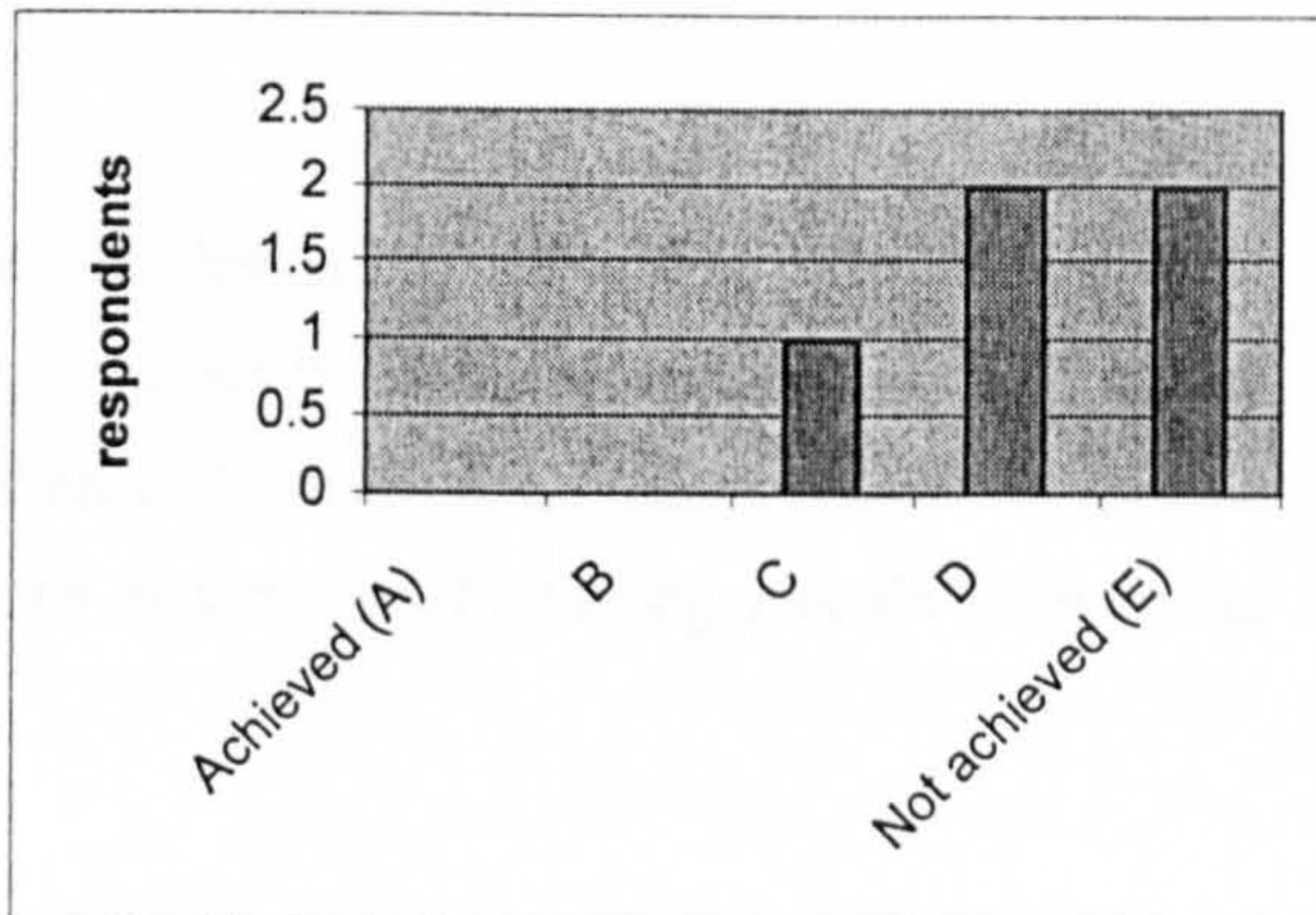


Figure (7.16): Tourist academic staff

1- Official tourist authorities

As figure 7.12 shows, most of the official tourist authority respondents see that the current tourist plans have not implemented efficient environmental conservation programs.

In terms of conservation techniques and strategies, the current tourist plans do not mention any scientific techniques or strategies to conserve and manage the use of natural tourist assets, apart from programs that aim at enhancing the built environment in the tourist regions, which include increasing the planting areas in the tourist regions, street decoration and cleaning. However, the implementation of certain techniques and programs for the management of the use of the tourist resources and the mitigation of the negative impacts have not been considered yet apart from management activities carried out by the EEAA (Egyptian Environmental Affairs Agency) in Ras Mohamed National Park.

Respondents also mention that waste disposal and recycling projects in the tourist areas are executed separately and voluntarily by private sector projects and the current tourist plans have not implemented any scientific techniques that organise waste disposal and recycling projects and activities.

2- Private sector

Indeed, the face to face interview sessions show that resource management activities and visitor management programs are new terms for most of the private sector interviewees as in most cases the researcher had to explain what they mean.

The views and responses from this group are to a great extent similar to those of the official tourist authorities (see figure 7.13). Respondents feel that the current tourism plans have not adopted adequate plans and strategies to manage the use of the natural tourist areas. Although the TDA is making an effort in land allocation and supervision of private sector projects, it has not yet adopted any scientific plan with efficient techniques for management of natural tourist resources in each area. In addition, the formal tourist authorities have not yet started to implement waste disposal and recycling projects for the total tourist areas and destinations.

They mention here that some private sector projects are implementing recycling schemes to get rid of waste and garbage, and other resorts have started to co-ordinate to confront problems that could result from the increase in the amount of garbage in the total area. However, some tourist resorts do not treat this as an important matter and have not yet realised the importance of adopting specific schemes for recycling waste.

Others see that the efforts made by the current tourist plans in environmental conservation in general can be considered a good start as it was ignored before. One respondent feels that the current plans have not had any success in environmental conservation programs.

3- Environmental affairs agency (EEAA)

It should be mentioned here that the Environmental Affairs Agency group evaluated the techniques according to the environmental plans adopted by the EEAA and the tourist plans adopted by the Egyptian tourist authorities.

First of all they could not offer an accurate clue as to whether or not the national tourist plans have considered such techniques. However, they have not seen any remarkable activity proving that the national tourist plans have prepared any programs or techniques to be implemented at national level.

At regional and local levels, although the TDA is responsible for planning the new tourist areas outside city boundaries, there has been no co-operation between the TDA and the EEAA in terms of launching environmental conservation programs.

Tourist areas inside the city boundaries are under the supervision of the local authorities in each governorate. Although the EEAA has started to co-operate with these authorities, current efforts only aim at increasing the standards of cleanliness and implementing programs for waste disposal. Apart

from these modest activities, the local authorities do not have enough expertise to implement adequate conservation techniques and strategies.

In terms of the significance of these techniques in Environmental Affairs Agency plans, the EEAA focuses mainly on the most sensitive areas and national parks, for example, the Ras Mohamed National Park for which, the EEAA has already prepared visitor management programs and resource management activities in order to control tourist activities and to manage the use of resources. It is also responsible for entrance fee policies.

The EEAA has managed to control and mitigate the impacts of tourist activities in the park, for example permanent buoys have been installed to protect coral reefs from boat anchors. Additionally, the EEAA has started to plan for the use of coral reefs and under - water species by closing and opening alternative diving spots. This will help to avoid intensive use of a specific spot and thus the loss of fragile natural scenery that cannot be replaced. Apart from the Ras Mohamed National Park, the EEAA does not practice the same level of management activities in the other natural tourist regions.

In terms of waste disposal and recycling projects in tourist areas, there needs to be much more co-operation and co-ordination among the different authorities and project investors and managers. They explain that the operation of waste disposal consists of three stages: collection, transportation and recycling or disposing, which should be implemented efficiently and until now the current plans have not produced any scientific schemes.

4- Tourist consultants & planners

The tourist consultants agree with the environmental affairs agency respondents that national tourist plans have not prepared any documented plan or program to manage the use of natural environmental assets in the field of tourism.

In terms of regional and local plans, they agree that the TDA has already specified and launched guidelines for the construction of tourist projects in the natural areas, to mitigate the impacts of tourism on the natural environment. However, the TDA has not considered how to manage the use of the resources and improve the behaviour of visitors offering interpretative activities.

In terms of waste disposal and recycling projects in the tourist areas, some tourist consultants recommend that this task be assigned to a specific company in each regional tourist area, experienced in adopting the proper system for the different steps of this process, starting from waste sorting, and in implementing environmentally friendly treatment.

Most of them see that the Ras Mohamed national park is the most successful region to have applied visitor management programs and resource management activities. However, the total area of Sharm

El-Sheikh of which Ras Mohamed is the most fragile and distinctive natural area has been witnessing an abuse of its natural areas. If the other natural assets in Sharm El-Sheikh were granted the same level of significance, the total area would possess more varieties of natural attractions, which might reduce the pressures on Ras Mohamed and enhance the image of Sharm El-Sheikh as a tourist destination. They suggest that management activities should be extended to all the natural and fragile tourist assets not to only the protected areas and national parks.

5- Tourist academic staff

Most of the respondents from this group agree that no efficient techniques or strategies have been implemented or adopted by the current tourist plans (see figure 7.16). They feel that most of the tourist projects in the coastal areas are separate projects each of which depends mainly on natural assets as a main tourist attraction. The question now is: how far these projects have planned for the conservation of the natural resources of the total area? and how far the Egyptian tourist authorities have prepared schemes and techniques to mitigate the negative impacts of tourist activities on these fragile natural assets?

6- Total views

Although interviewees chose different ranks ranging from "B" to "E" on the scale, most of them feel that these techniques have not been properly implemented (see figure 7.11). Apart from the adoption of land use policies, the current tourist plans do not conduct any activities in the field of preparing scientific programs for environmental conservation.

Hence, the level of information and knowledge about such management techniques differs not only from one group to another but from one respondent to another in the same group. Additionally, their knowledge also differs according to the particular aspect discussed under the management programme techniques. For example, resource management activities seem the most ambiguous term and not all interviewees are aware of the schemes and devices classified under waste disposal and recycling projects. Some think that environmental conservation programs are the proper physical planning and the environmental impact assessments.

7.3.2.2 Analysis of responses to criterion (4b): natural environmental carrying capacity

This criterion attempts to evaluate the efficiency of the tourist plans to calculate the carrying capacities of natural sites. Analysis of the criterion is in two parts: firstly results of the quantitative analysis are summarised in figures 7.17 to 7.22, each illustrating the success of the technique according to the responses of each group of respondents. This is followed by a qualitative analysis of the views offered by the relevant group.

The following figures are graphic presentations of the views of each group evaluating the efficiency of the tourist plan to consider the maximum natural environmental carrying capacity.

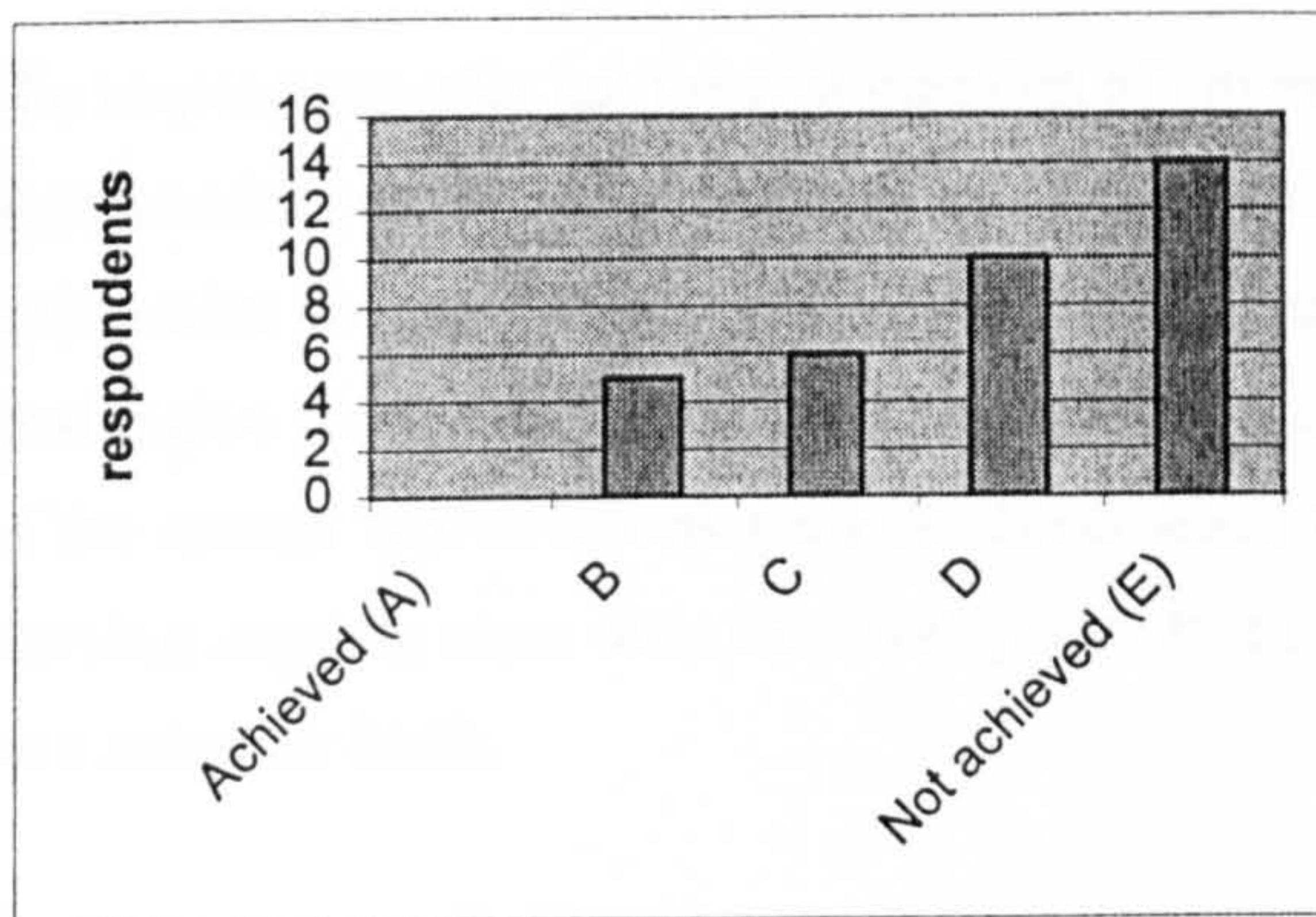


Figure (7.17): Responses of all groups

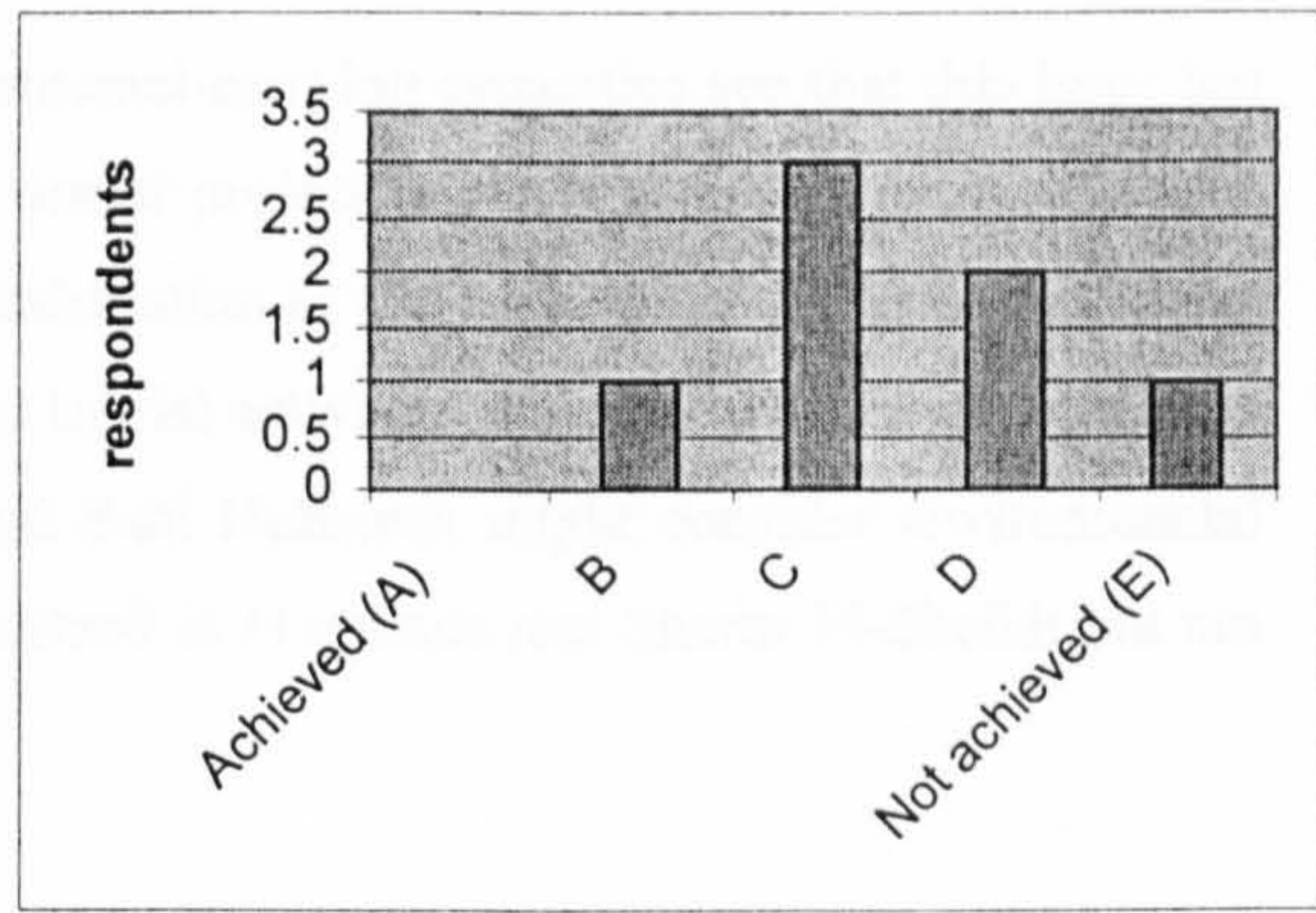


Figure (7.18): The official tourist authority

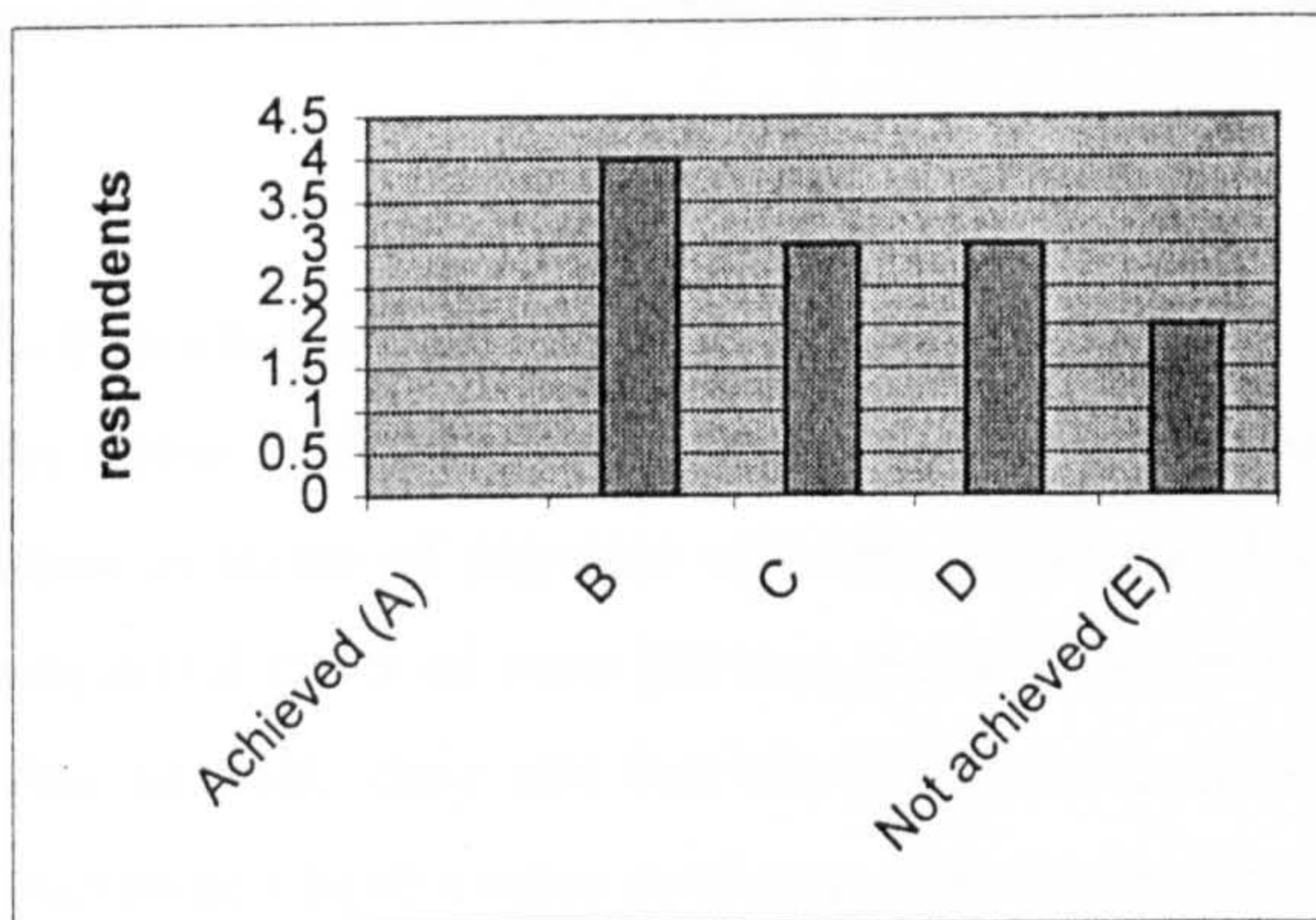


Figure (7.19): The private sector

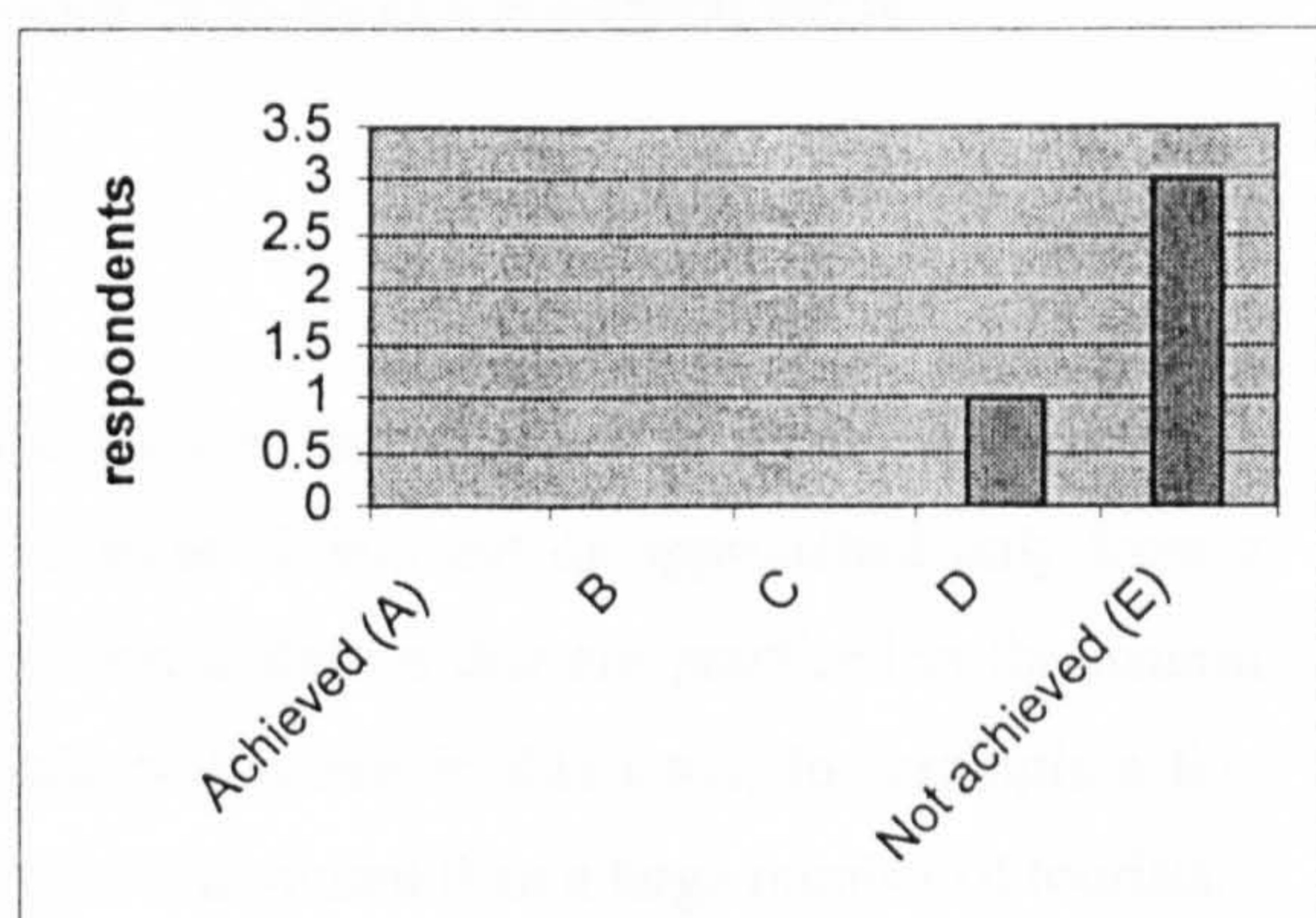


Figure (7.20): The environmental affairs agency

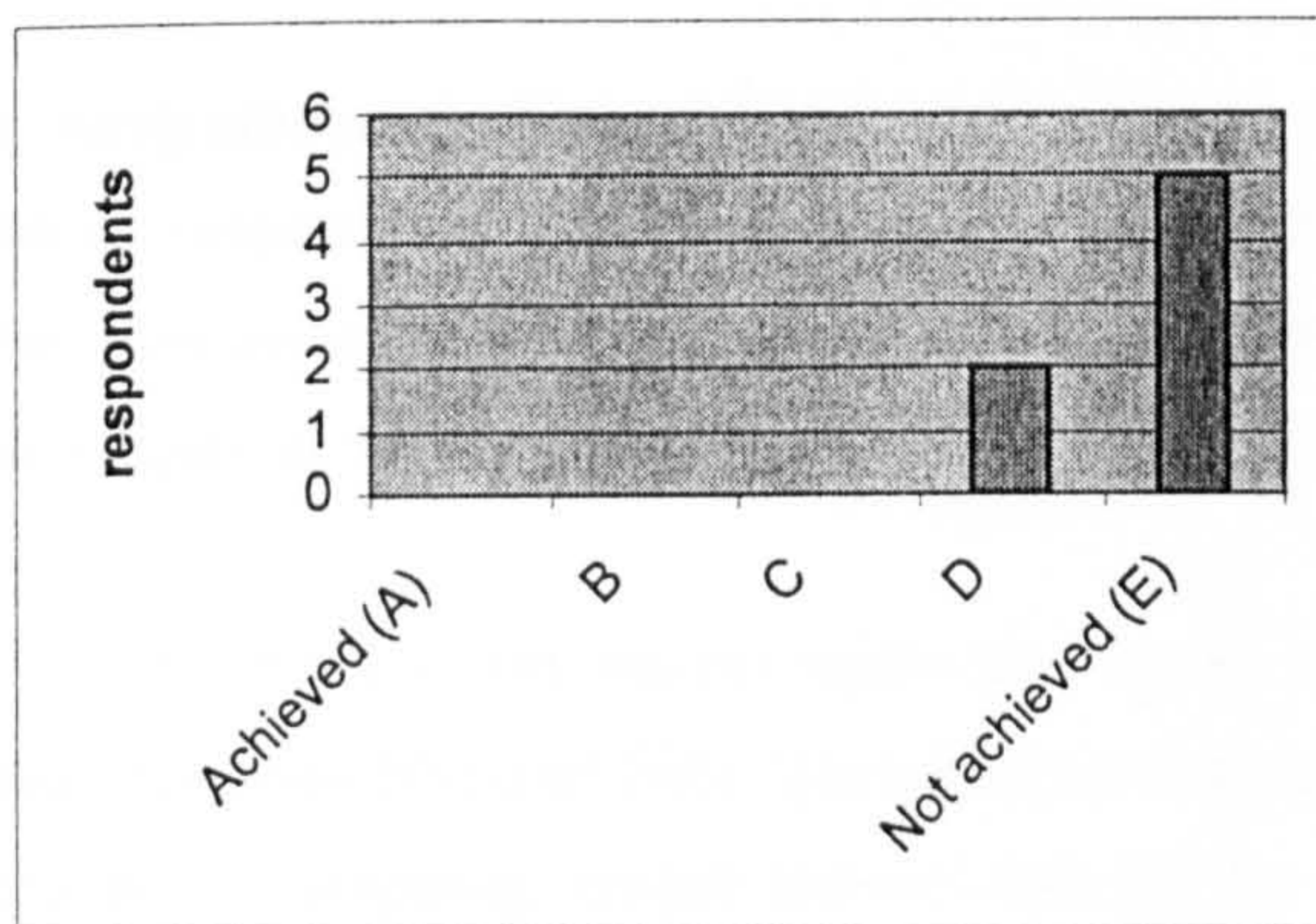


Figure (7.21): Tourist consultants and planners

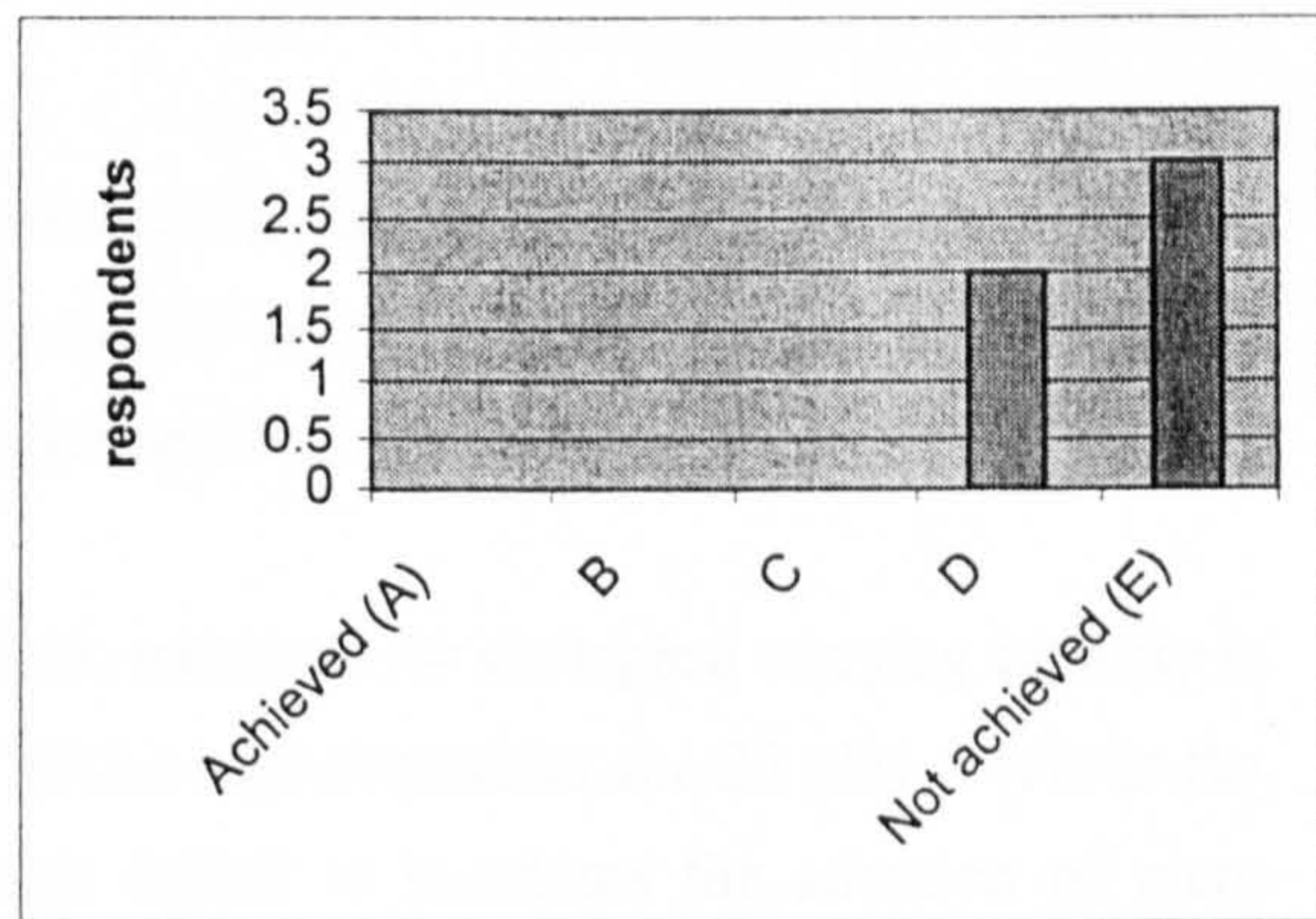


Figure (7.22): Tourist academic staff

1- Official tourist authorities

As figure 7.18 shows, the responses from this group are quite contradictory. Indeed, most of the respondents think about this issue in terms of accommodation capacity; the number of rooms, chalets etc, as the investor is asked by law not to increase the space of accommodation buildings more than 20% of the total area of the project land. In addition, all the constructed areas must not exceed 40% of the total project area. At the same time, the height of the constructed buildings must not be over than

two to three floors. Accordingly, the investor is committed to constructing a specific number of rooms and accordingly to hosting a specific number of visitors in his resort.

The respondents who got the real meaning of environmental carrying capacities see that this issue has been considered neither at regional and local levels nor at project level. In terms of the new tourist areas under the supervision of the TDA, there is no calculation of the environmental capacities of the total region for neither tourist project construction and tourist activities. It is true that the development of the newest tourist resorts such as Mersa Alam and Sahl Hasheesh might consider environmental carrying capacity more than the development that occurred in Hurghada and Sharm El-Sheikh but not on a scientific basis.

In terms of the existing tourist destinations, this issue is completely ignored. They view the domestic tourist resorts as the worst natural areas to suffer from over-capacity and ecological abuse.

2- Private sector

As figure 7.19 shows the views are quite contradictory. Most of the respondents also think about this issue in terms of physical capacity. Some see that this issue should not be approached only from a numerical point of view but one should consider the tourist activities that are practised in the natural sites as well. They add that the quality of tourists might play a role in this issue, for example a few tourists can have a more profound negative impact on the environment than a large number of tourists.

3- Environmental affairs agency

All the respondents from this group agree that the current tourist plans have not succeeded in managing the environmental carrying capacities in the natural tourist areas and have not adopted adequate techniques to manage the natural carrying capacity in each tourist destination (see figure 7.20).

They feel that the only natural region that applies certain measures for ecological carrying capacity is Ras-Mohamed National Park. They suggest that the EEAA representatives should play a role in the process of preparing master tourist planning for each region to guarantee the adoption of more compatible strategies and techniques. In addition, the EEAA should have a say in identifying the maximum carrying capacities in each natural area and in determining the techniques that should be implemented in order not to exceed this limit.

4- Tourist consultant & planner

The views of the tourist consultant & planner group about this issue are to a great extent similar to the views of the environmental affairs agency group. They agree with the formal tourist authority group that the latest master plans proposed by the TDA for the development of the new coastal tourist areas

such as Mersa Alam, Sahl Hasheesh and Ras Abou-Soma adopt better strategies and techniques for protecting the natural ecological environment from degradation. However, they do not regard that these plans, which can be considered the most compatible plans to the natural environment, are successful in encompassing the different ways of figuring out the maximum carrying capacities of the ecological natural regions. In addition, they mention that it is too early to judge the impacts of those plans as most have not been implemented yet.

They also see that the former tourist plans did not consider maximum carrying capacities nor did the official tourist authorities adopt a scientific program to mitigate the over-capacity impacts on these regions and to manage their use. They mention here that up till now, there is no specific tourist authority with the right to supervise and develop all the natural tourist areas in Egypt. One such authority should be responsible for managing the use of these natural assets in the field of tourism. In addition, there is no scientific program or environmental protocol that considers all the natural tourist assets in Egypt and determines the maximum carrying capacity of each area.

5- Tourist academic staff

The views of the tourist academic staff group are quite similar to the tourist consultant & planner group and the environmental affairs agency group. They feel that we should bear in mind that expertise in this area is still limited in Egypt.

In terms of the tourist projects executed before the establishment of the TDA, they feel that these projects did not consider the ecological carrying capacities in their construction and operation stages. In terms of the tourist projects that have recently been carried out under the supervision of the TDA, they are following certain guidelines that guarantees a commitment to a certain accommodation capacity, which usually controls the increase in the number of tourists in each resort. However, the question now is: to what extent are the investors committed to these guidelines?

6- Total views

Figure 7.17 shows contradictory responses of the interviewees. It also indicates that carrying capacity consideration is one of the weakest points in the environmental conservation activities launched by the current tourist plans, as fourteen out of thirty five respondents choose the last rank on a scale evaluating the level of success of this technique. It should be noted here that the researcher discovers that the meaning and conception of carrying capacity vary from one respondent to another. For example, most of the interviewees think that carrying capacity means the capacity of the accommodation in hotels and tourist resorts. Only a few respondents realised what is meant by environmental carrying capacity without explanation from the researcher. Also the level of knowledge about this issue differs not only from one group to another but sometimes from one respondent to another in the same group, which has an influence on the quality of information obtained.

7.3.3 Criterion (5): Environmental education programs

This criterion attempts to measure the efficiency of the tourist plans to implement the following techniques:

- Tourist education and interpretative programs to protect the environment from degradation.
- Public community awareness of the objectives of environmental conservation.

7.3.3.1 Analysis of responses to criterion (5): environmental education techniques and programmes in tourist plans

Analysis of the criterion is in two parts: firstly results of the quantitative analysis are summarised in figures 7.23 to 7.28, each illustrating the success of the technique according to the responses of each group of respondents. This is followed by a qualitative analysis of the views offered by the relevant group.

The following figures are graphic presentations of the views of each group evaluating the environmental education techniques implemented by tourist plans.

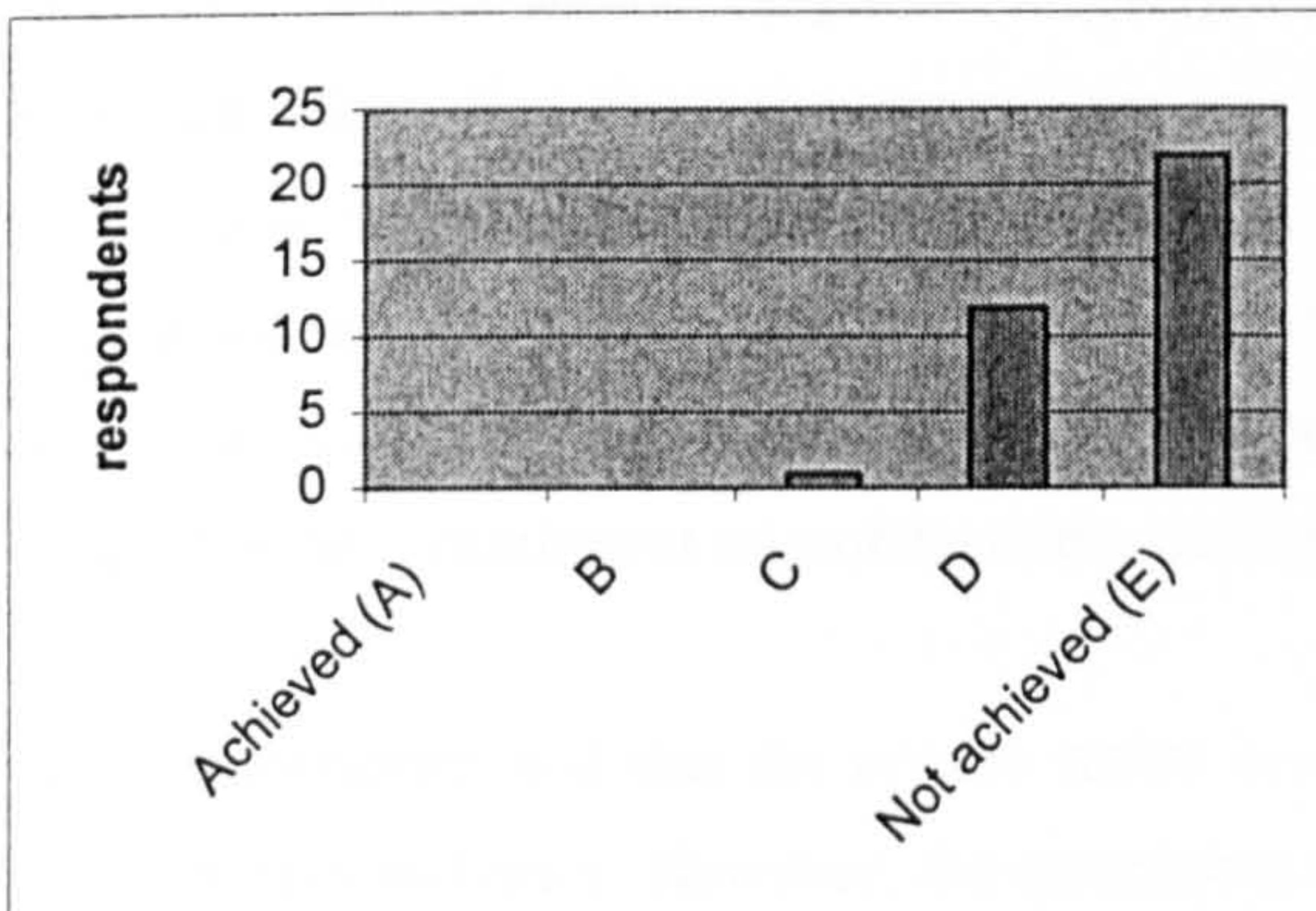


Figure (7.23): Responses of all groups

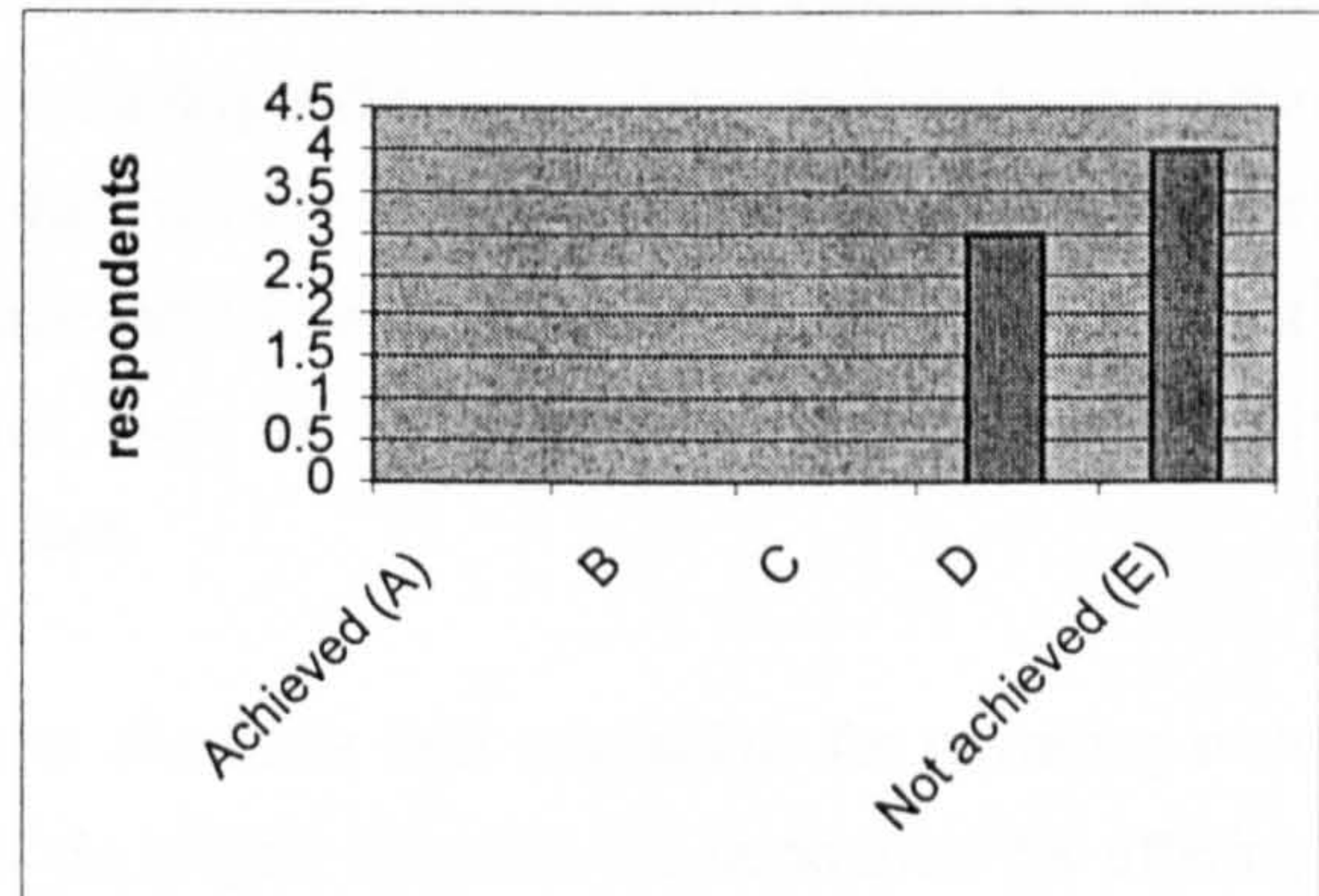


Figure (7.24): The official tourist authority

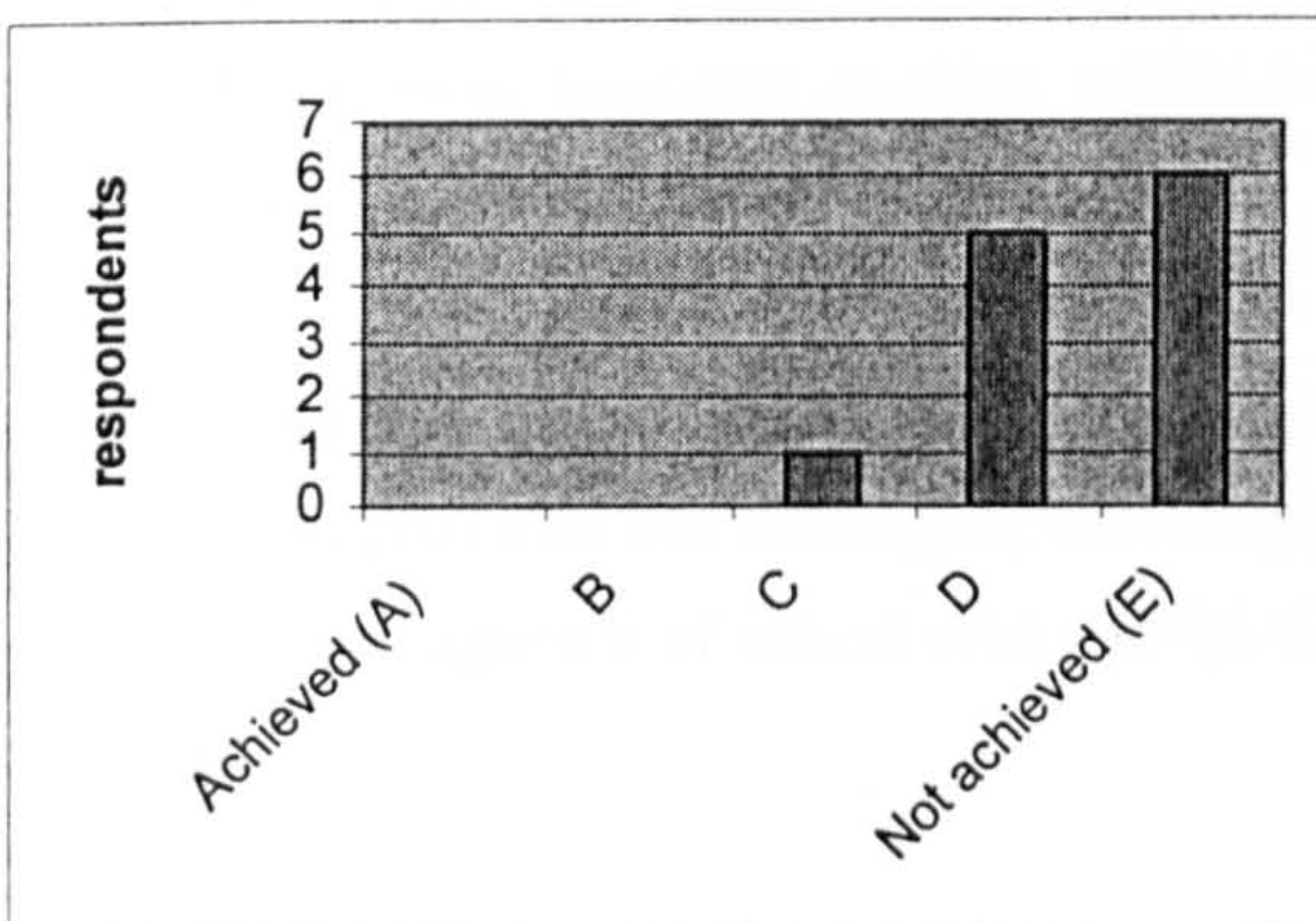


Figure (7.25): Private sector

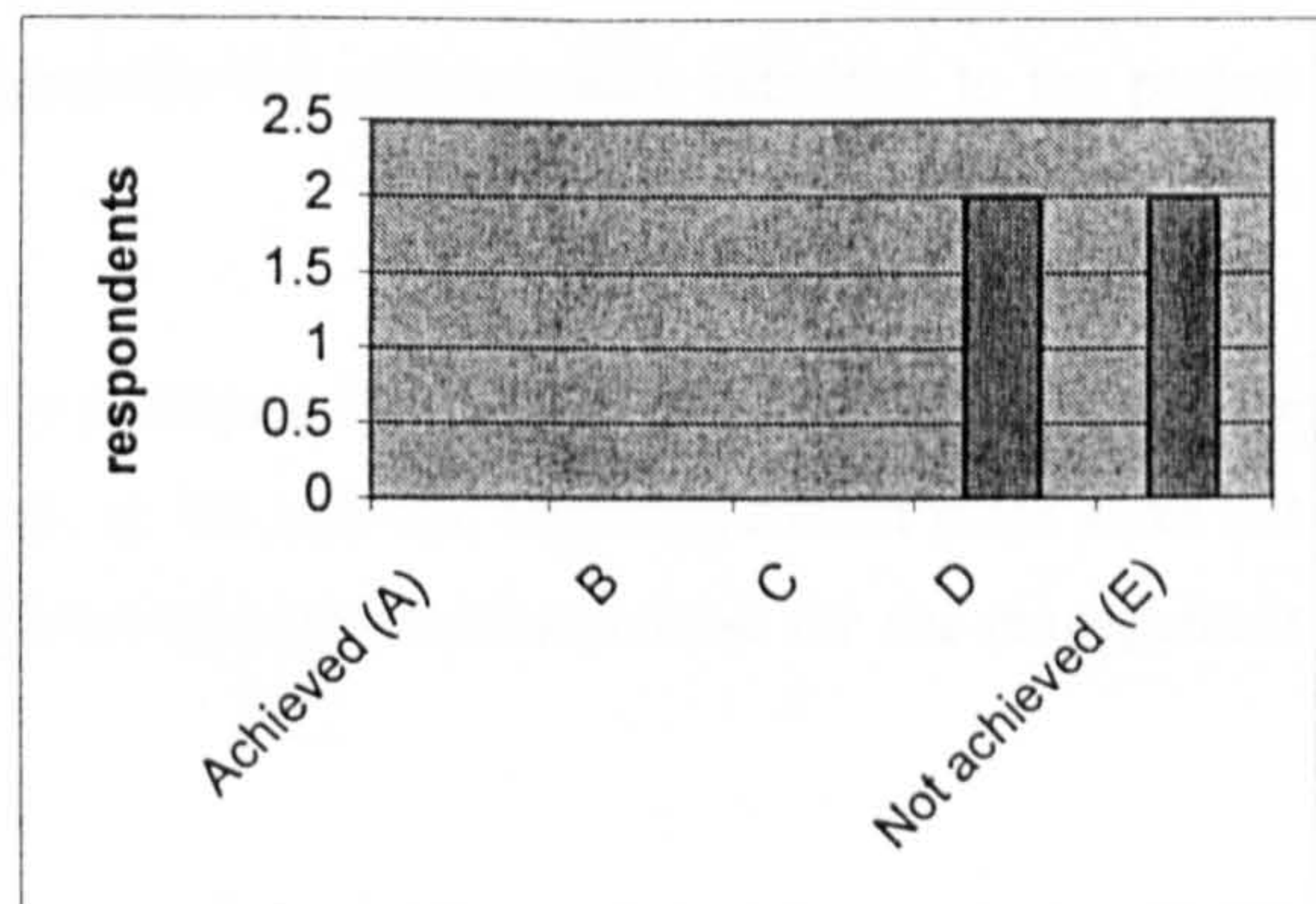


Figure (7.26): The environmental affairs agency

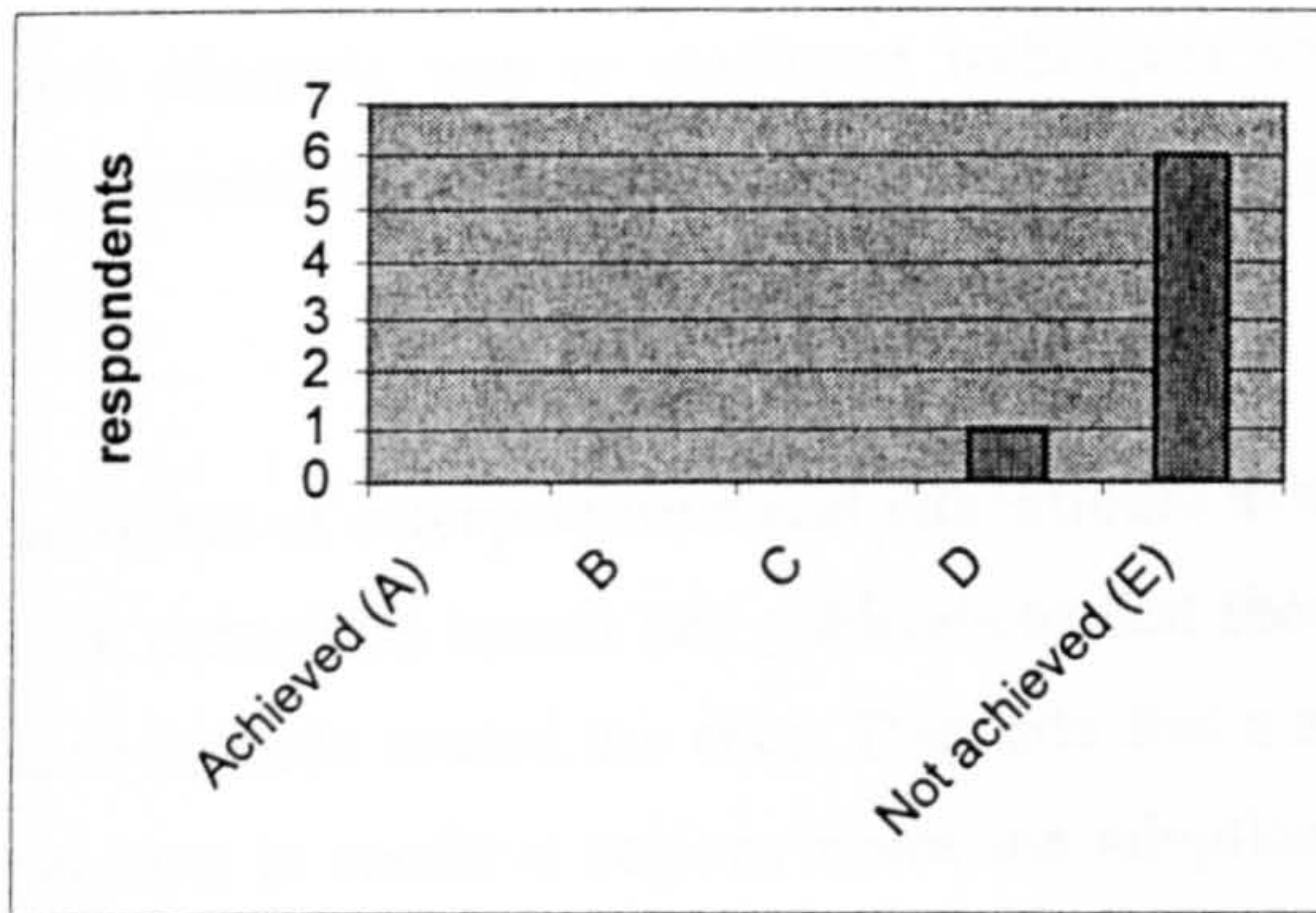


Figure (7.27): Tourist consultants & planners

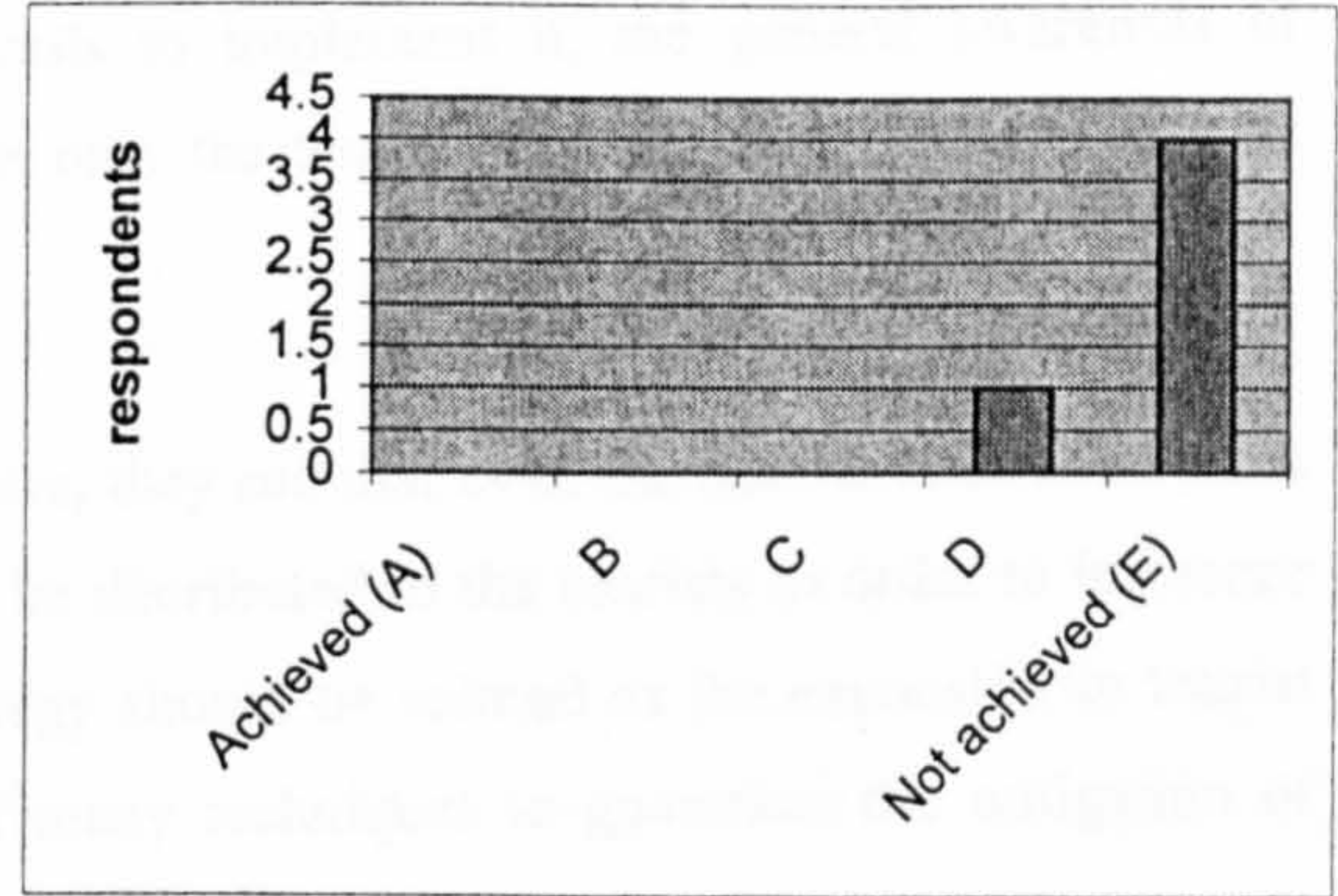


Figure (7.28): Tourist academic staff

1- Official tourist authorities

All respondents agree that the national tourist plans have not prepared any programs or strategies regarding this issue. However, in terms of regional and local plans, they mention that there are some diving centres in Sinai and in the Red Sea that usually offer instructions to divers to reduce damage to coral reef colonies.

Some respondents see that natural sites in Egypt lack information, instruction and educational materials. Notices should be placed at every ecological site in order to give visitors and tourists adequate information about the natural area they are visiting and to guide them on how to enjoy the resources without causing damage or degradation. Others see that these activities should be directed not only at tourists but also at tour leaders and tourist personnel who usually accompany tourists and that travel agencies that organise Safari and expedition tours to the natural and desert areas should guarantee the commitment of tourists to the environment.

Some respondents add that the private sector investor should be held responsible for providing such interpretative activities. However, the question is: if the project operators are responsible for offering educational activities to tourists, who is responsible for organising these activities in the whole destination? Furthermore, who is responsible for offering these activities to local communities and above all, the most important question, who is responsible for offering such activities to the project managers and operators themselves?

Some respondents comment that these interpretative activities should be integrated into natural site management programs and techniques. Unfortunately, up till now the Egyptian tourist plans have not studied the management of natural sites and the different tools that could be used for site management protocols.

2- Private sector

Most of the private sector representatives agree that this issue has been ignored in the current plans (see figure 7.24). Only one respondent feels that although the current plans have not approached this issue

in a scientific way or employed techniques and tools to implement it, the general awareness of environmental conservation has increased among not only the tourism stakeholders but the public as well.

In terms of interpretative and educational activities, they see that even the natural sites sometimes lack instruction boards and publications that should be distributed to the tourists in order to influence their attitude toward the sites. They add that a strategy should be created as the expansion in tourist projects in sensitive regions needs the adoption of many techniques to guarantee the mitigation of tourist impacts.

Some respondents add that this issue is very significant for the present and future, as the current tourist segments visiting Egypt are inclusive and package tour clients who are attracted to the natural and coastal areas for recreational tourism. These segments should receive educational and interpretative information in order to enhance their attitude toward the natural sites. This information should start from the country of origin through the tour operator and end with the Egyptian travel agencies, the tourist resort managers, the local authorities in each recipient region and the tour leaders who accompany them.

In terms of raising awareness in the public, joint action should be undertaken by the EEAA, tourism authorities and the local authorities in each area. They add here that local people sometimes contribute to the abuse and deterioration of natural environmental resources. For example, some residents in the Red Sea are destroying the coral reef colonies in order to produce souvenirs to be sold to tourists. Some fishermen are using illegal tools and methods of fishing that might damage coral reefs, disturb underwater species and pollute the seawater.

They see that local communities must realise that tourist activities that generate many economic benefits are dependent on natural environment protection and on sustainability. If local communities feel that the conservation and protection of these natural assets is necessary for the sustainability of the economic benefits, they will be keen to mitigate the impacts of any activity on the environment.

3- Environmental affairs agency

Respondents feel that the current tourist plans have not approached the issue of offering interpretative activities to tourists and visitors in order to raise their level of awareness about environmental conservation. They mention that there are some interpretative and educational activities offered at Ras Mohamed National Park in Sharm El-Sheikh such as providing briefings to mitigate impacts on natural underwater attractions. These activities are offered by the EEAA as the national park is under the supervision of this environmental authority. In addition, this authority provides some materials about the park such as publications and brochures that describe the park area and provide information about

the park limits and regulations. They feel that the future tourist plans should include the technique of environmental education, which implies co-operation.

In terms of offering educational programs about the natural environment to the local communities in each area and to the Egyptian community in general, they mentioned here that the EEAA has already started to launch such awareness programs by using different mass media. However, these programs aim at raising awareness in the Egyptian community about environmental conservation in general with no focus on tourism and tourist areas. However, it is unfair to expect fruitful result overnight. It usually takes time and effort to change attitudes and to convince people and train them to adopt the principles of natural environmental conservation.

They view that environmental educational programs launched in the field of tourism should be divided into different levels (national; regional and site levels). The national level should focus on the programs directed to the whole Egyptian community. At regional level, the tourist authorities along with the local authorities in each region should play a significant role in raising general awareness in the local community of the natural assets in the region and how these assets can be handled and protected. At site level, however, educational and interpretative programs should be prepared for each site to include:

- The installation of instructions signs and boards on how to approach the natural assets in the sites.
- List of penalties in case of environmental abuse.
- Distribution of publications in different languages about the site and its treasures and the importance of keeping these assets in a good condition.
- Interpretative activities.
- Supervision of tourist activities.

4- Tourist consultants & planners

The respondents from this group agree with the other interviewees that the current tourist plans have not managed to implement this technique. They add that the issue of environmental education in the field of tourism needs long - term planning that should be executed at different stages and levels: national, regional and site according to a specific timetable.

On the other hand, they agree with the formal tourist authorities that the tourist personnel and travel agency tour leaders need to be trained in changing the behaviour of tourists in the natural sites. They mention here that sometimes in the desert and safari areas, the tourist is accompanied by a local tour leader from the area itself. As the culture of these local communities and their level of education differ from the city culture, a specific environmental education program should be designed and directed to each of these communities.

5- Tourist academic staff

The views of the tourist academic staff group about this issue are similar to those of the other respondents.

6- Total views

Figure 7.23 shows that responses are consistent as all the respondents agree that the current tourist plans have not implemented environmental educational techniques. In addition, some are in doubt as to whether the future plans are considering the adoption of interpretative activities and information about environmental conservation offered to tourists, local communities and tourist personnel as a tool for protecting the natural attractions from degradation.

Related to this, the current plans have not introduced any action in order to raise the awareness of tourist personnel, project operators and local authorities about the threats to nature due to over-use or abuse and how these sites should be handled and their problems managed.

7.3.4 Criterion (6): Zoning

This criterion examine the following:

- A- Protected areas and national parks in the plans.
- B- Natural sites and areas under tourist pressures.

7.3.4.1 Analysis of responses to criterion (6a): protected areas and national parks in the plans

It was found inappropriate to measure the significance of this issue in the current Egyptian tourist plans by using scale questions, as the survey and the secondary data show that they have not prepared any techniques or even mentioned the management of tourist activities in the protected areas or national parks for two main reasons:

- 1- All the protected areas along with Ras Mohamed National park in Sinai, are completely under the supervision of the Egyptian Environmental Affairs Agency EEAA, which has the right to manage the use of the resources and to implement techniques. In addition, it has the right to impose suitable entrance fees according to different criteria. The Egyptian tourist authorities have no say in the techniques and programs adopted in these protected areas.
- 2- Out of the seventeen Egyptian protected areas, tourist activities are practised in the following :
 - Ras Mohamed National parks in the South Sinai, which recently included Nabq and Abou Galoum protected areas due to the increase in tourist activities.
 - Saint Catherine protected area in South Sinai.

Hence, the other protected areas are not used by tourist activities at the present and tourist authorities do not play any role in the policies taken for the management of these areas.

7.3.4.1.1 Qualitative analysis of criterion (6a)

This section offers a qualitative analysis of the views of each group of respondents evaluating the significance of national parks and protected area techniques in the tourist plans. This is followed by a table synthesising the views of all groups and finding obtained.

1- Official tourist authorities

All the respondents agree that Ras Mohamed National Park is the most attractive site used by tourists. Due to the unique under - water coral reefs, this spot has gained an international reputation. All feel that it was a proper decision to convert the protected area of Ras Mohamed into a national park under the supervision of the EEAA, which is the most appropriate authority with adequate techniques and tools for conserving these areas and protecting their unique assets from any abuse.

From an official point of view, they mention that as long as these protected areas are under the sole authority of the EEAA, the tourism authorities have no role to play. They explain that when the TDA approaches a new region to be developed as a tourist destination, these protected areas are considered as buffer zones that the TDA infringe upon. Accordingly, the current tourist development plans are executed in regions other than these protected areas.

In terms of managing tourist activities in and educating and guiding tourists on how to conserve the resources, they mention that this is the responsibility of the EEAA.

The researcher should comment here that although the official tourist authorities see that they have no direct authority for protecting and mitigating tourist impacts on the protected areas and national parks, the Egyptian tourist plans could play a very significant role.

For example, the Ras Mohamed National Park is very close to the Sharm El-Sheikh region where tourist development, executed by the TDA, might have severe impacts on Ras Mohamed National Park if it is not performed in a sustainable way. First of all, when this area confronts over-capacity due to the increase in the number of tourist resorts, which means an increase in tourist rooms and beds, this will not only affect the natural assets in Sharm El-Sheikh area but also might extend to the National Park.

In fact, the increase in tourist capacity in Sharm El-sheikh means an increase in visitor demand and capacity in the National Park. Although the EEAA can control capacity inside the park, it will be difficult to prevent a large number of tourists from visiting it. Thus, the EEAA will need to carry out and adopt very strict policies regarding the total carrying capacity of the Park and the carrying capacity of each site in the park.

According to Pearson, the project manager of Ras Mohamed National Park sector development projects, as a result of land allocation policies applied in Sharm El-sheikh, the number of shore diving sites traditionally used by diving operators in the area went from 22 in 1988 to 6 in 1993. He expected

that only one site would be available in 1995 and that the loss has resulted in an increase in the number of vessels carrying tourists to the diving centres, which might increase the ratio of pollution in Sharm El-Sheik and might extend to the park (1994, p.2).

In the same context, he mentioned that tourist development options in Nema Bay have been limited due to the volume of construction that has been taken place at the site and he warned that any further investment in this Bay is likely to reduce the amenity value of the site rather than increase it. Additionally, he emphasised that since there is no frontage property available in Sharm El-Sheikh, the EEAA has received proposals for floating investments, and that such activities have to be considered with extreme care given that automatic approval would undoubtedly lead to degradation and possibly the loss of the National Park.

In terms of influencing the behaviour of tourists, although it seems to be the responsibility of the Park managers to ensure the commitment of visitors to the mitigation and conservation policies adopted, the regional tourist authorities in Sharm El-Sheikh along with the Sharm El-Sheikh city council are responsible for conducting natural conservation awareness programs. These should be launched in each natural area and emphasised in the regional tourist plans in addition to the national tourist plans.

2-Private sector

Some see that the number of national parks in Egypt should be increased as Egypt has many natural attractions in different spots and in very large spaces. They feel the EEAA still needs to exert more effort to protect the attractions located in the deserts and land areas.

They explain that the EEAA has been concentrating its efforts on the marine and coastal treasures but the other endowments in the desert exploited by Safari trips need urgent action regarding the management of the resources in the field of tourism. For example, El-Ameed protected area on the North West Coast needs a conservation and management scheme as Arab tourists are shooting and hunting animals like gazelles there. Others see that the Red Sea with all its attractions and the mountains should become a large national park.

It should be commented here that some of the private sector respondents are tour operators and travel agents, who organise trips, with tour leaders and thus are quite aware of the needs for management activities and mitigation techniques.

3-Environmental affairs agency

These respondents add that all the protected areas in Egypt are under the supervision of the Protected Area Affairs Branch at the EEAA, a department responsible for discovering the regions that have distinctive environmental treasures and conducting scientific research into them. In addition, it also has

the right to protect these areas from degradation and to prevent and forbid any activity that might affect the natural and environmental forms. They add that since their announcement as protected areas by law 102 in 1983, the EEAA is the only authority that can supervise the areas. They add that Ras Mohamed National Park is the only National Park in Egypt and it has its own management staff and is operated under the supervision of the EEAA.

4-Tourist consultants & planners

The tourist consultant and planner group offers differing views. Most of them support assigning the EEAA as sole supervisor on Ras Mohamed National Park. However, others feel that the tourist authorities should play a role in organising and managing tourist activities in the park itself. They mention here that the park depends mainly on local and international tourists for its economic benefits. Most of these tourists come to the park through pre - organised tours and are accompanied by tour leaders. Hence, co-operative efforts should be made between the regional and local tourist authorities in Sharm-El-Sheikh, the EEAA and the tour operators and organisers to better manage the use of natural resources in the park.

It is true that the Park might need a marketing strategy to deal with different issues, one of which is information technology and how it can be used to mitigate visitor impacts on resources. However, this marketing strategy needs sophisticated team - work specialised in operating and managing national parks. This will be considered, to a great extent, a new form of project in Egypt.

5- Tourist academic staff

The respondents mention that the Saint Catherine protected area needs much more effort and research into managing the use of its different natural and historical treasures. It is not enough to prevent construction or damage inside the protected area or to provide simple environmental conservation activities such as the installation of rubbish bins. They add that the issue of how to manage the use of the protected areas is much wider and needs more scientific techniques.

6- Total views

The above debate on protected areas and national parks shows consistency of the views offered by the different groups and introduces suggestions and recommendations. This debate can be summarised in the following table.

Table (7.2): Protected areas & national parks in the Egyptian tourist plans

<p>1-Findings</p> <ol style="list-style-type: none"> 1. There is only one natural national park for tourist activities: Ras Mohamed National Park. 2. Only Saint Catherine protected area is used by tourist activities out of the 17 protected areas. 3. All of the protected areas and national parks are under the sole supervision of the EEAA, in accordance with law 102 for 1983. 4. The current Egyptian tourist plans have not documented techniques to manage tourist activities in the protected areas. 5. The EEAA is paying more attention to protecting the marine and coastal endowments and is considering the marine protected areas rather than the land protected areas
<p>2-Respondents views</p> <p>Total respondents</p> <p>1-The EEAA is the most appropriate authority for protecting these regions</p> <p>Tourist Authorities</p> <p>1-Tourist plans have not included the protected areas and national parks if it does not have the right to supervise these regions.</p> <p>Private Sector</p> <ol style="list-style-type: none"> 1- The number of national parks should be increased. 2-The EEAA focuses mainly on the marine protected areas. 3-The EEAA should direct its efforts toward the land and desert protected areas as well and manage tourist use of these sites, such as safari and expedition tours. <p>EEAA representatives</p> <p>1- National parks in Egypt requires more sophisticated techniques and adequate programs</p> <p>Tourist Consultant & Planner Group</p> <ol style="list-style-type: none"> 1-The interpretative and tourist education programs in the national park and protected areas should be conducted in a more scientific and systematic way. 2-Co-operative effort should be made by the regional tourist authorities in Sharm El-Sheikh, the EEAA and tour operators and organisers to better manage the use of natural resources in the national park and protected areas. <p>Tourist Academic Staff</p> <p>1-The Saint Catherine protected area still needs sustainable development techniques and research to managing the use of its different natural and historical treasures.</p>
<p>3-Implications</p> <ol style="list-style-type: none"> 1- It is true that the Egyptian tourist authority does not have a direct hand in managing and conserving the national parks and protected areas. However, the regional and local plans launched by these authorities in the areas adjacent to the park or protected areas would have profound impacts on the sustainability of the protected area or National Park. The over-capacity development in Nema bay in Sharm El-Skeikh can be used as an example. 2- The tourist regional and local plans can play a great role in educating and enhancing the behaviour of tourists toward the resources of the national parks and protected areas. This could be achieved through co-operation among the local tourist authorities in each area, the local governmental authorities, the EEAA and The Egyptian tourist Chamber Union. 3- Legislation for organising and managing the use of these protected areas should be passed. This legislation should encompass the different issues that guarantee the sustainability of attractions. 4- Some protected areas should be announced as national parks and managed with scientific strategies that guarantee the mitigation of tourist impacts on the natural resources such as the Red Sea wild life national park.

Continued

- 5- As the tourist activities have started to extend to some protected areas, the Egyptian local plans along with the EEAA strategies should launch management schemes for tourist use in these areas. El-Ameed protected area in the North West Coast, Bardwil and Zaranik in El-Areesh and Saint Catherine in Sinai are three different examples of protected areas that still need to adopt tourist activity management programs. Future local tourist plans should be able to implement adequate techniques and strategies.
- 6- Future tourist plans should offer adequate marketing strategy to manage the use of tourist activities in the national parks and protected areas. Information technology tools should be emphasised in this strategy as a key element in mitigating visitor impacts on the resource.

7.3.4.2 Analysis of responses to criterion (6b): natural sites and areas under tourist pressure

In order to achieve more reliable results, the researcher asked open - ended question to evaluate the following:

- Regions that need management efforts in order to mitigate the negative impacts on the natural attractions.
- Regions that are considered virgin areas and need cautious and sustainable tourism development plans.

Firstly, regions that need management efforts in order to mitigate the negative impacts on the natural attractions

- 1- The views of interviewees are to a great extent contradictory as to the regions that should be selected for this classification.
- 2- Some selected more than one region as there is more than one natural region in Egypt that suffers from negative impacts due to either tourist activities or spontaneous tourist development, or both.
- 3- According to them, all the existing natural tourist areas are under pressure and need management activities to mitigate the negative impacts of tourism.
- 4- Although the researcher tried to offer a statistical analysis of the responses according to group, it was found to be difficult due to the different regions selected and the inability of most of the interviewees to rank each region according to its real need for such management activities.
- 5- Although it was difficult to identify the region or regions under most pressure, the frequency of selection of the existing natural tourist areas was shared by all the respondents. This proves that all the existing natural recreational areas need management programs and mitigation schemes to reduce impacts on the natural assets.

6- It was obvious that the respondents focus only on these natural recreational regions that are developed for international tourism. Although there are other natural coastal regions under pressure that need management efforts as well, these are not mentioned by most of the respondents. Indeed, these regions are used by domestic tourism. This reflects the importance given to the international tourism in the Egyptian tourist planning mechanism.

Table (7.3): Regions under tourist pressure and needing management efforts according to the views of each group of respondents

Group	Regions under pressure and needing management efforts
*Official tourist authorities	1-South Sinai (especially Sharm El-Sheikh. 2-Red Sea (especially Hurghada) 3-The Nile River (especially the Nile cruise sites) 4-The Northern Coast
*Private sector representatives	1-Hurghada. 2-South Sinai & Aquaba gulf. 3-The Nile River.
*Environmental affairs agency	1-The Red Sea (especially Hurghada). 2- The South Sinai 3-The Nile river 4-All the coral reef diving centres
*Tourist consultants & planners	1-South Sinai (especially Ras Mohamed and Nema bay.) 2-Hurghada 3-Cairo. 4-Northern West Coast.
*Tourist academic staff	1-Hurghada 2-Sharm El-Sheikh 3-Northern Coast

Secondly, regions that can be considered virgin areas and need cautious and sustainable plans

- 1- Although the number of regions offered by interviewees is limited, it was quite difficult to implement accurate statistical analysis.
- 2- Some interviewees mention more than one region that needs the implementation of sustainable development principles.
- 3- However, other respondents view that all the natural tourist areas in Egypt that can be developed as tourist destinations need sustainable development techniques.
- 4- Two main regions were selected by every interviewee. These regions are:
 - The south of Hurghada on the Red Sea coast, which consists of different natural regions such as Safaga, Ras Abou Soma, Sahl Hasheesh and Mersa Alam. This is a

very promising natural and recreational sector that, which the TDA has started to develop and for which has already prepared tourist development plans.

- The Aquaba Gulf (from Sharm El-Sheikh to Taba), which the TDA has already started to consider for tourist development.

Table (7.4): Virgin areas that need sustainable tourism planning selected by each group of respondents

Group	Virgin areas that need sustainable tourism development planning
*Official tourist authorities	1-South of Hurghada 2-Aquaba Gulf 3-Western oases
*Private sector	1-South of Hurghada. 2-Aquaba Gulf. 3-North West Coast (especially the development that will take place from Sidi Abd El-Rahman to El-Saloum).
* Environmental affairs agency	1-All the natural regions in Egypt
*Tourist consultants & planners	1-South of Hurghada. 2-Aquaba Gulf 3-Protected areas and coral reef sites. 4-All the natural areas that are planned to be developed as tourist destinations.
* Tourist academic staff	1-Aquaba Gulf. 2- North west coast 3-The western oases. 4-South of Hurghada

It is apparent that the above criteria employed in measuring this zoning technique have succeeded only in shedding light on the natural areas that are already under pressure and need management programs and sustainable development plans. However, these criteria have not succeeded in measuring the efficiency and appropriateness of the Egyptian regional tourist plans and zoning techniques.

Thus, the researcher used another criterion to facilitate a comparison among local tourist plans that have been, or will be, launched in different areas. A scale question was used to measure the success of Egyptian regional plans in adopting natural conservation strategies. This might provide clues to the natural impacts of tourist plans in each area.

In order to achieve this objective, the researcher was required to select some local plans and to conduct a comparison as it is difficult to launch a comparison among all the tourist regional plans. Five regions were selected to represent three different forms of tourist destinations in three different stages of

tourism development. This would also enable the researcher to measure the ability of the local tourist plans to consider natural conservation issues in the past, present and future. The following is a list of the investigated regions:

Region	Characteristic
Group A	
1- Tourist development plan in Hurghada	a pioneering international recreational tourist destination.
Group B	
2-Tourist development plan in Sharm El-Sheikh	two flourishing tourist products each offering different tourist forms.
3-Tourist development plan Of Nile cruises	
Group C	
4-Tourist development plan in Sahl Hasheesh.	Promising natural areas, whose plans have recently been formulated
5-Tourist development plan in Ras Abou Soma.	

Before presenting the analysis of the responses, it should be mentioned that all the respondents responded about the first three destinations, but not about the last two destinations for two reasons:

- a- Some see it is too early to judge tourist plans in Sahl Hasheesh and Ras Abou Soma as these regions, along with Mersa Alam, are new areas under development.
- b- Others are not totally aware of the tourist development that will take place in these regions.

However, it was simple for the formal tourist authority group, EEAA and some tourist consultants to give their views on to the documented policies and plans approved for the development of such regions.

The following figures are graphic presentation of the views of *the official tourist authority group* evaluating the level of success of Hurghada, Sharm EL-Sheikh, Nile cruise, Sahl Hasheesh and Ras Abou Soma local tourist plans in implementing environmental conservation techniques.

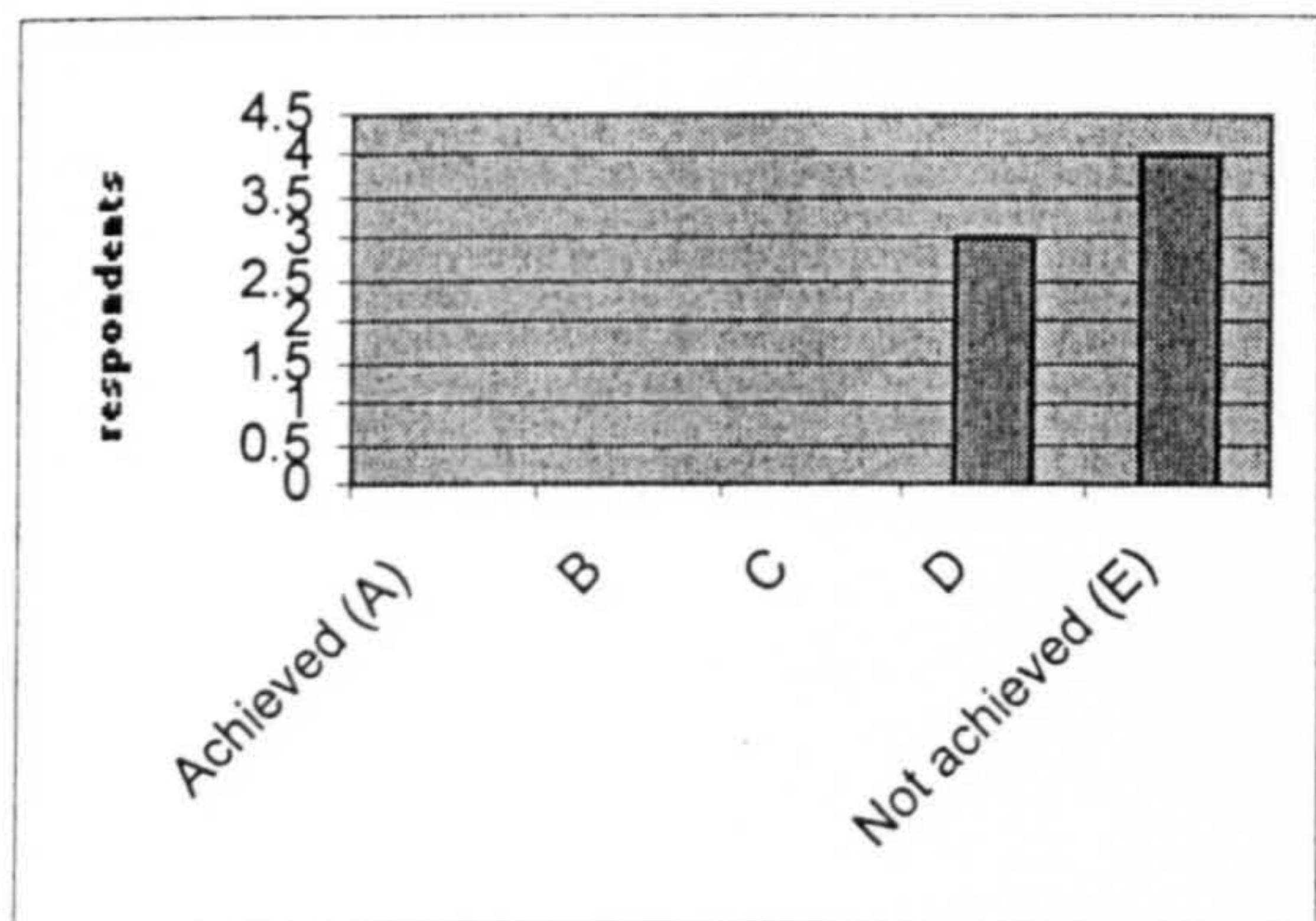


Figure (7.29): Hurghada

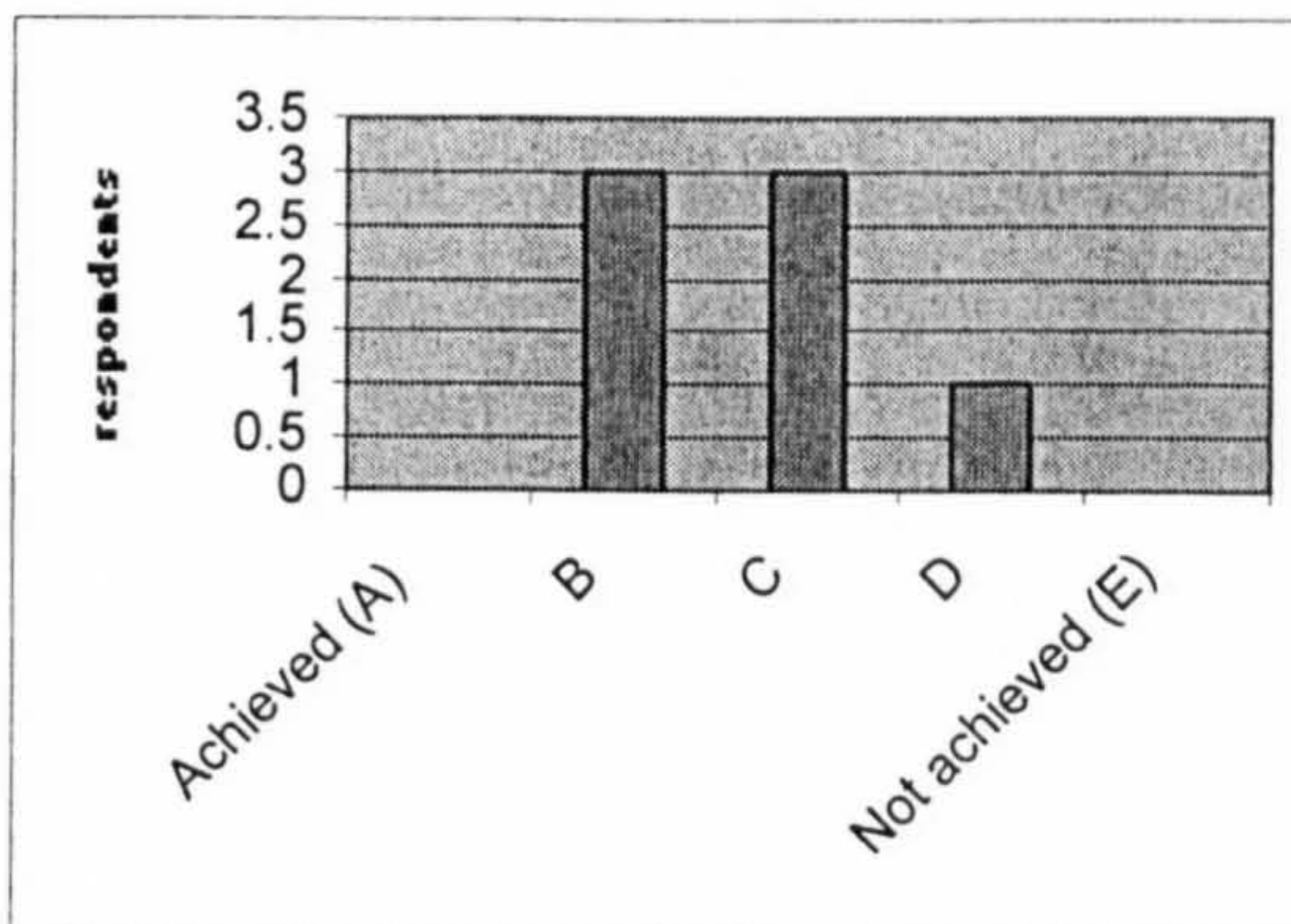


Figure (7.30): Sharm El-Sheikh

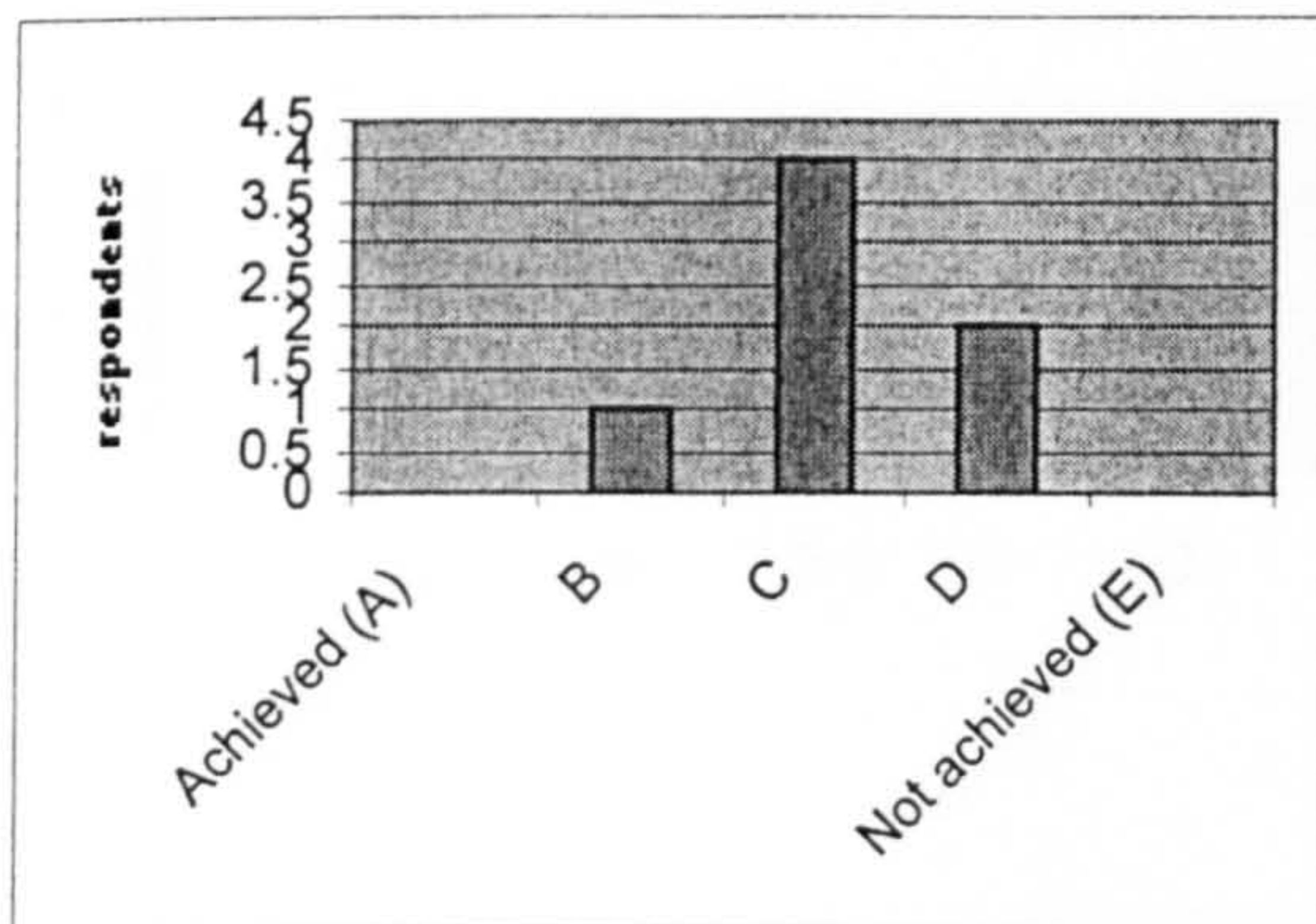


Figure (7.31): Nile cruise

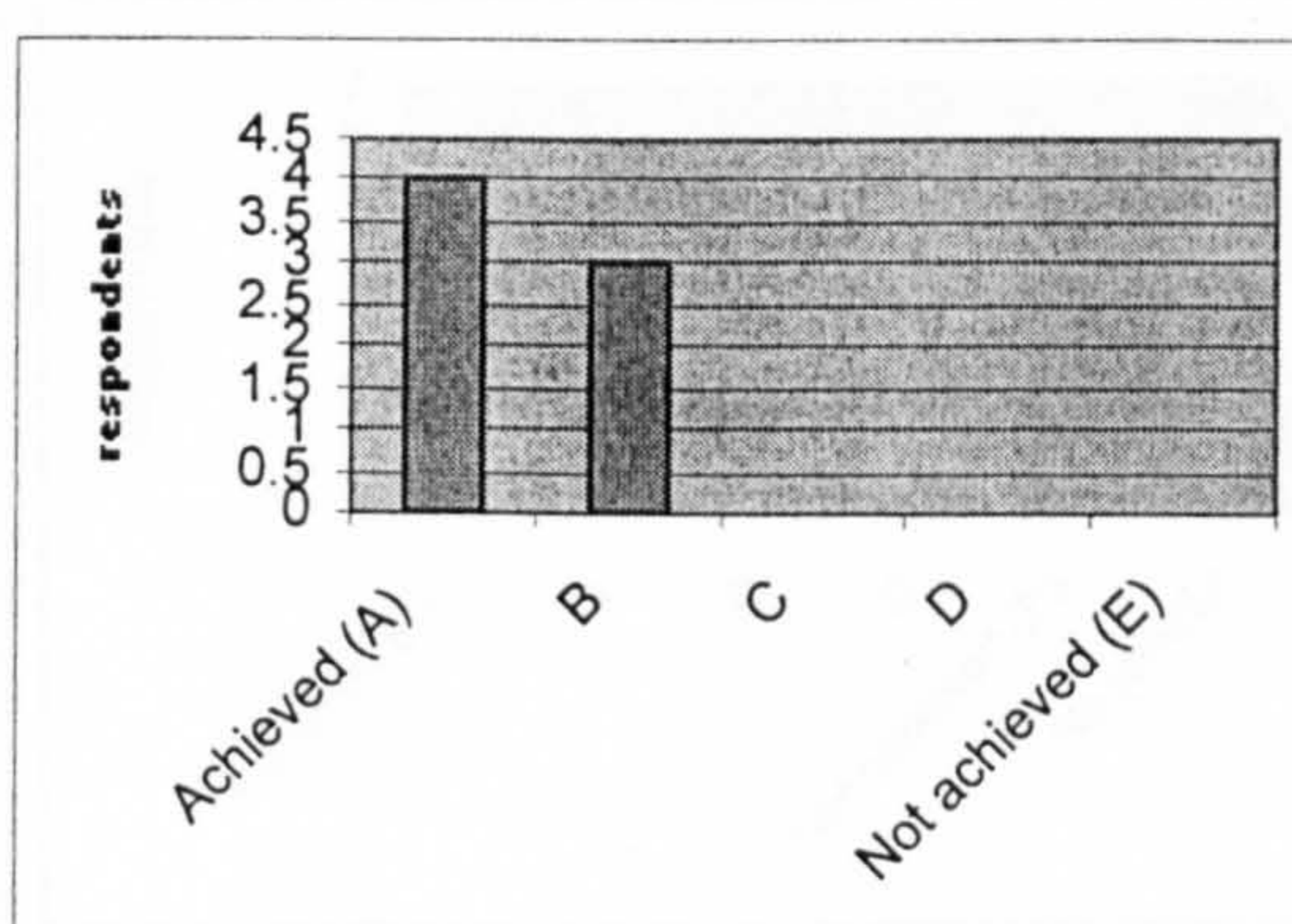


Figure (7.32): Sahl Hasheesh

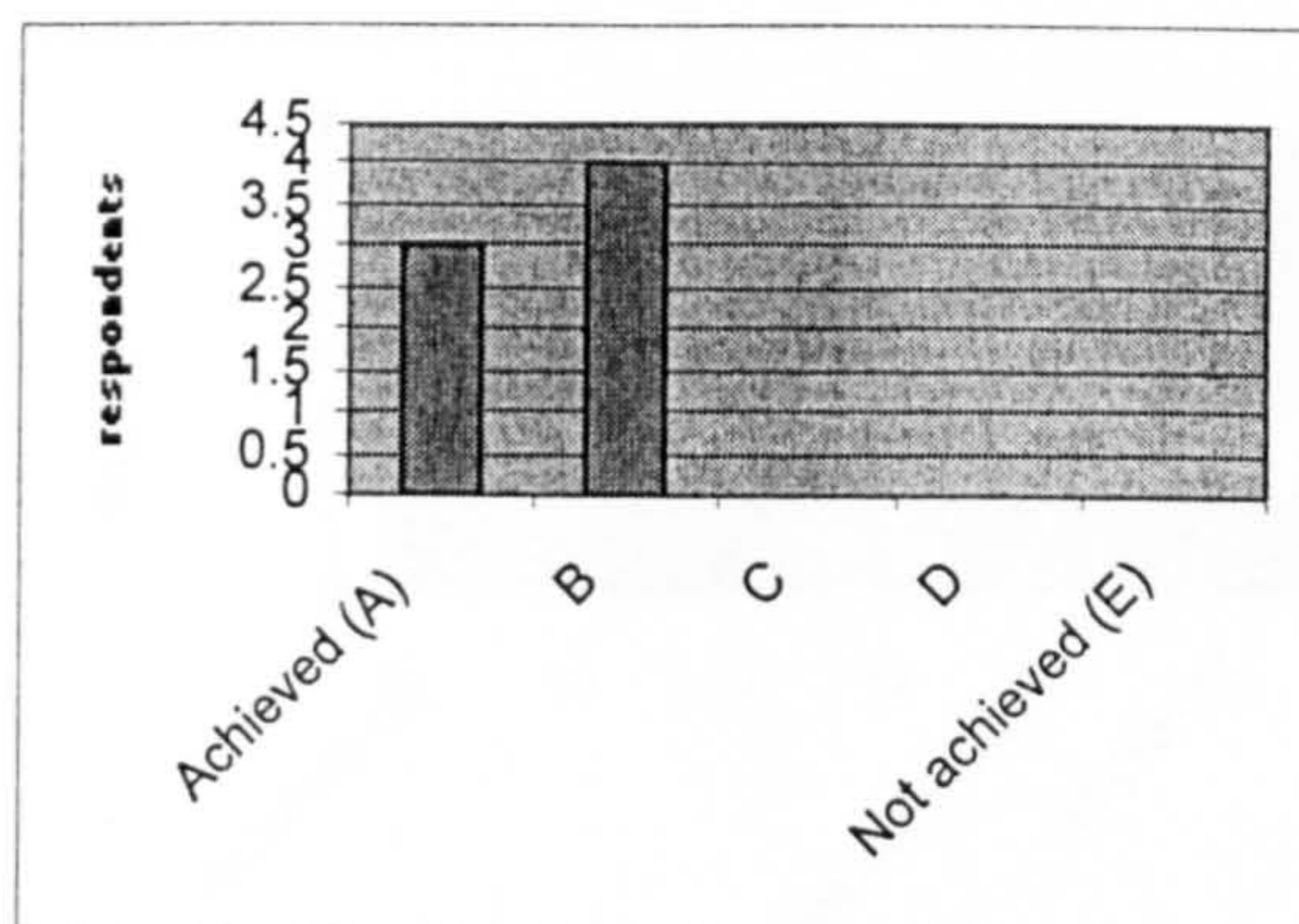


Figure (7.33): Ras Abou Soma

The following figures are graphic presentation of the views of *the private sector group* evaluating the level of success of Hurghada, Sharm EL-Sheikh, Nile cruise, Sahl Hasheesh and Ras Abou Soma local tourist plans in implementing environmental conservation techniques.

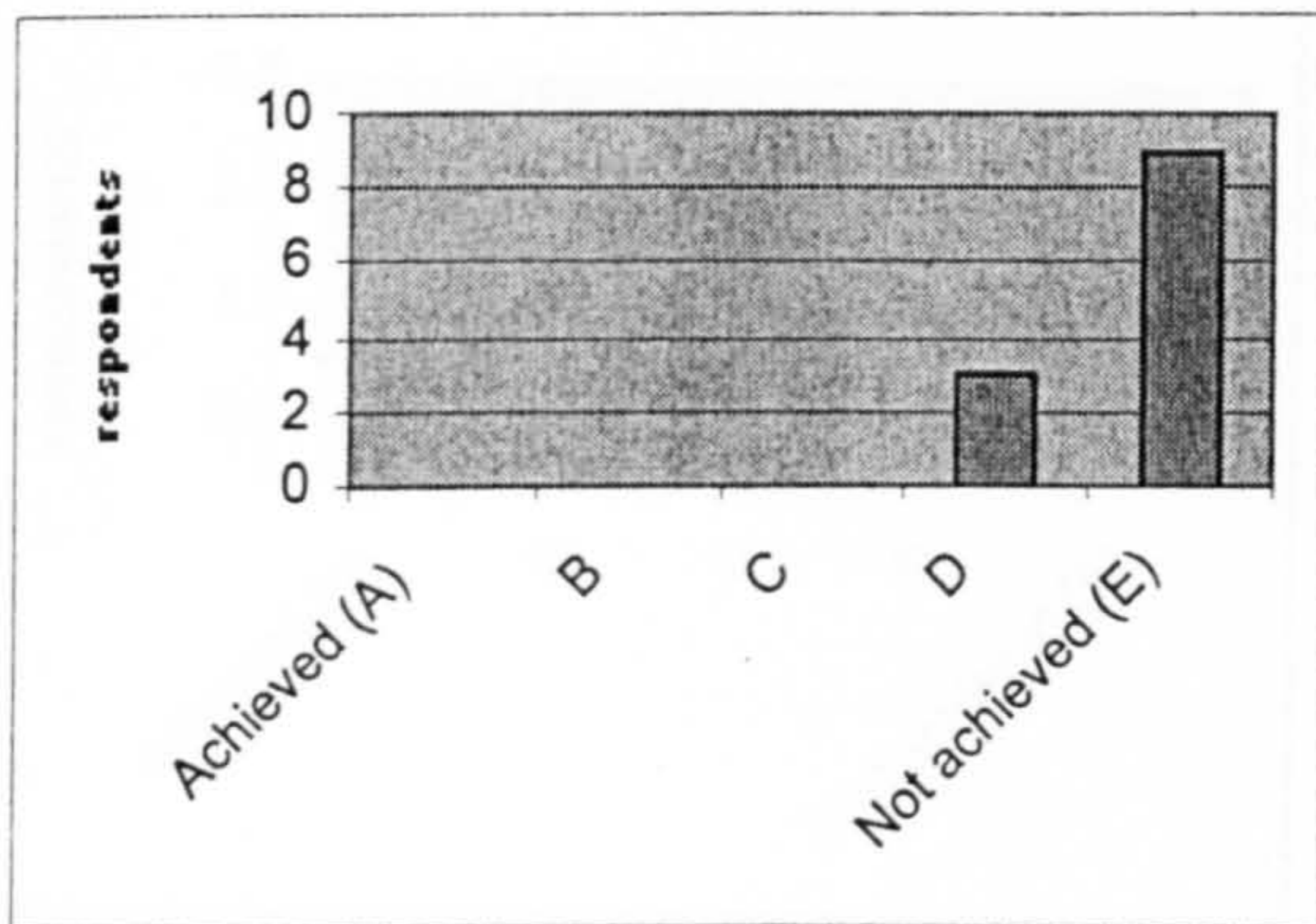


Figure (7.34): Hurghada

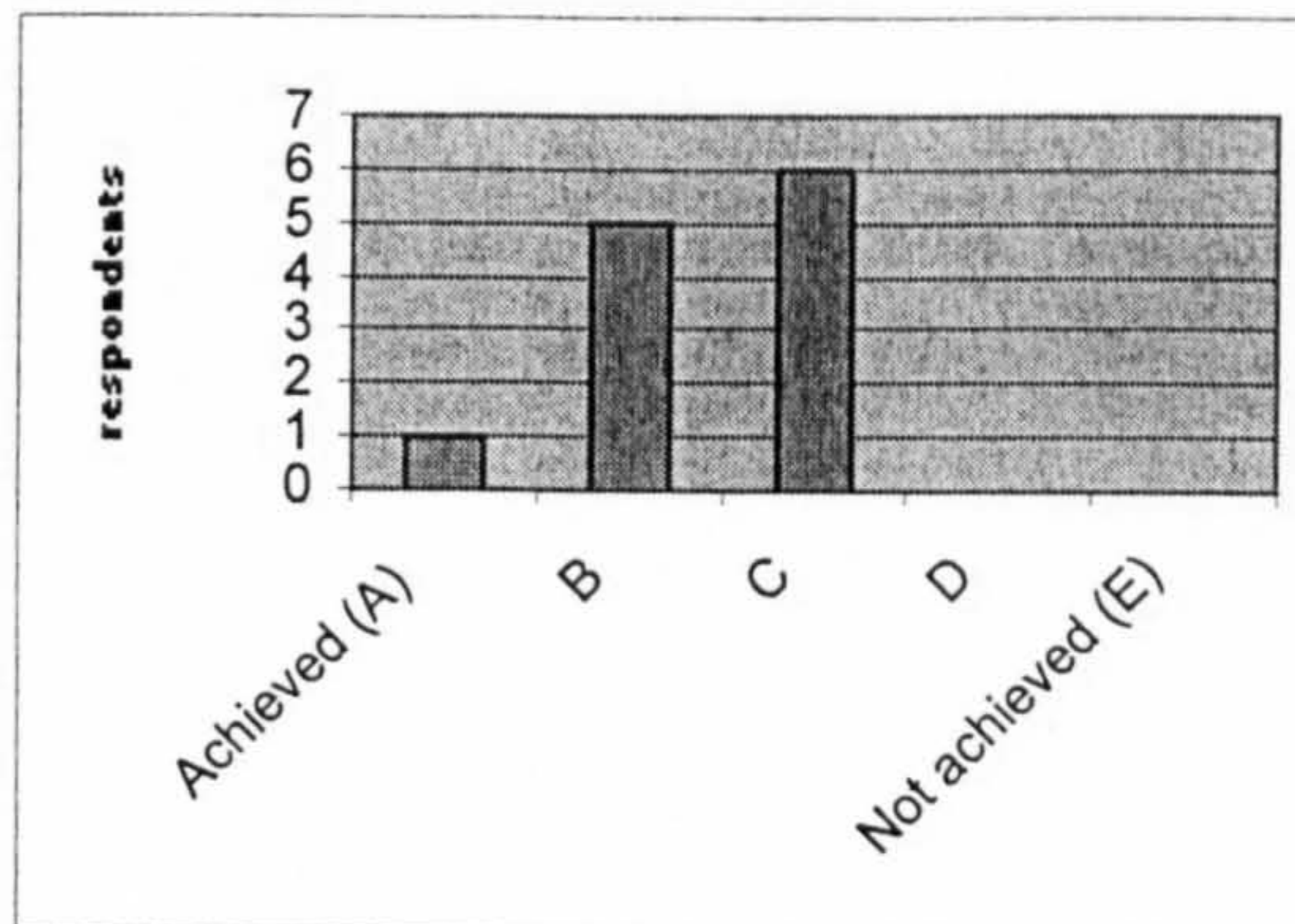


Figure (7.35): Sharm EL-Sheikh

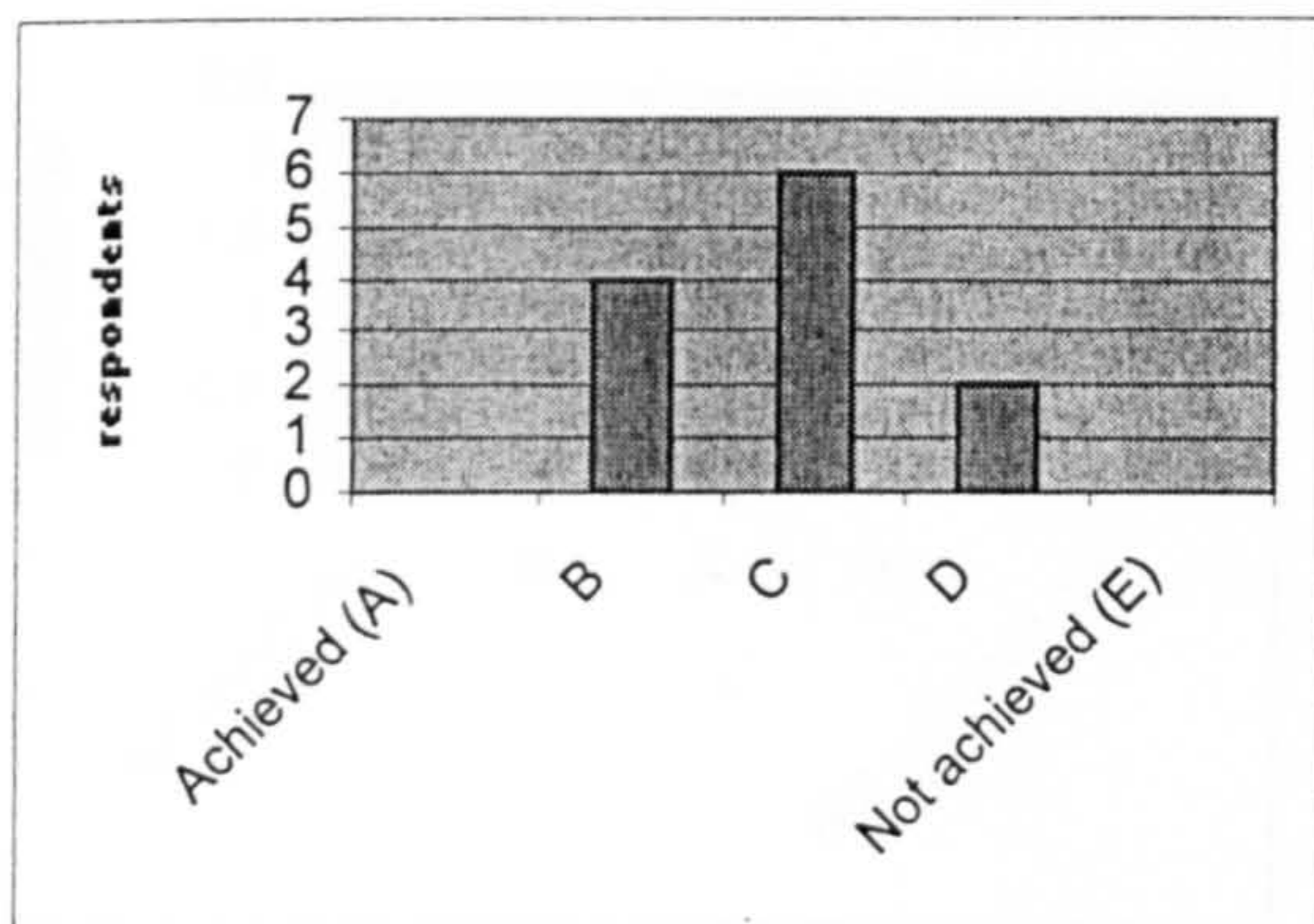


Figure (7.36): Nile cruise

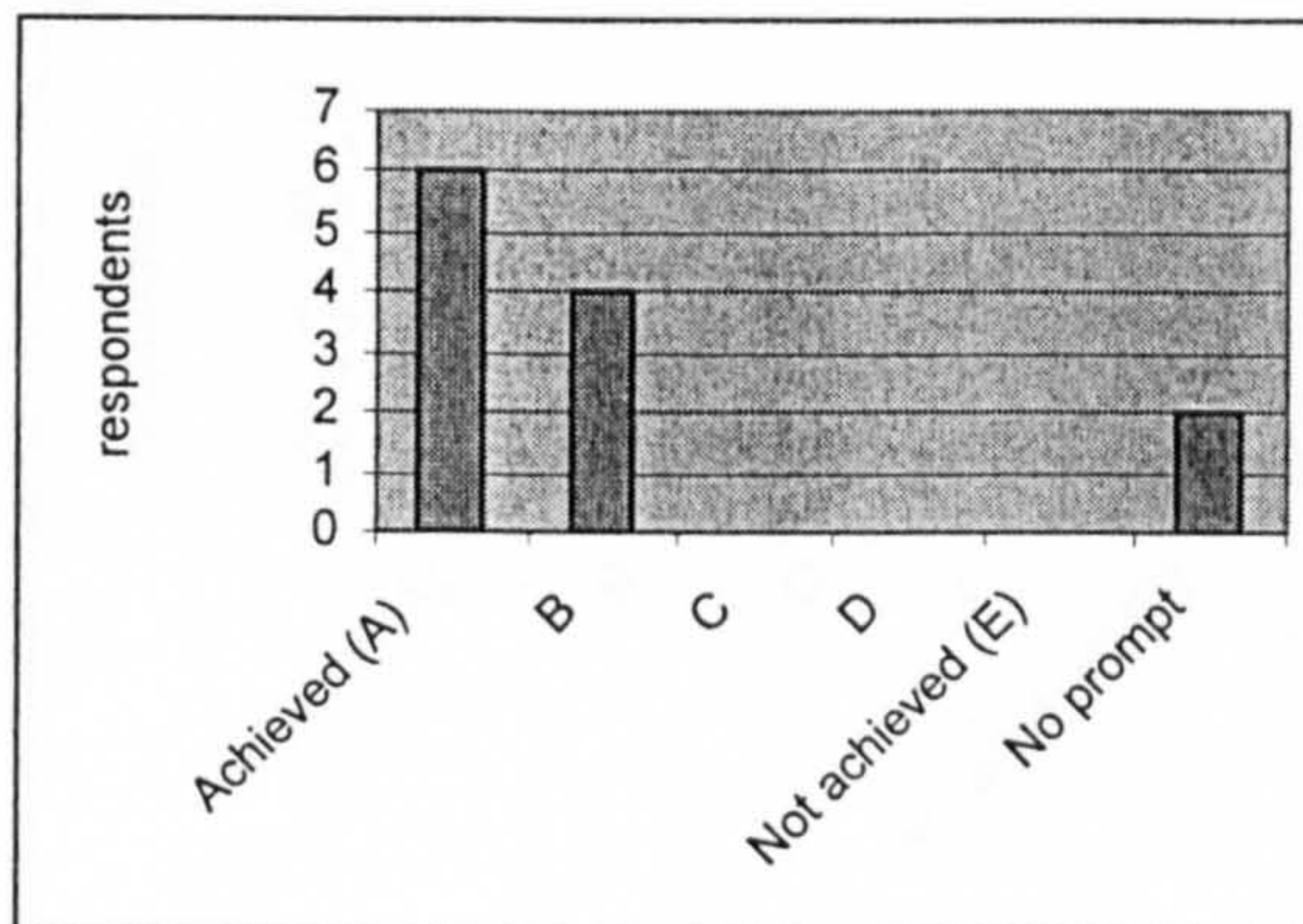


Figure (7.37): Sahl Hasheesh

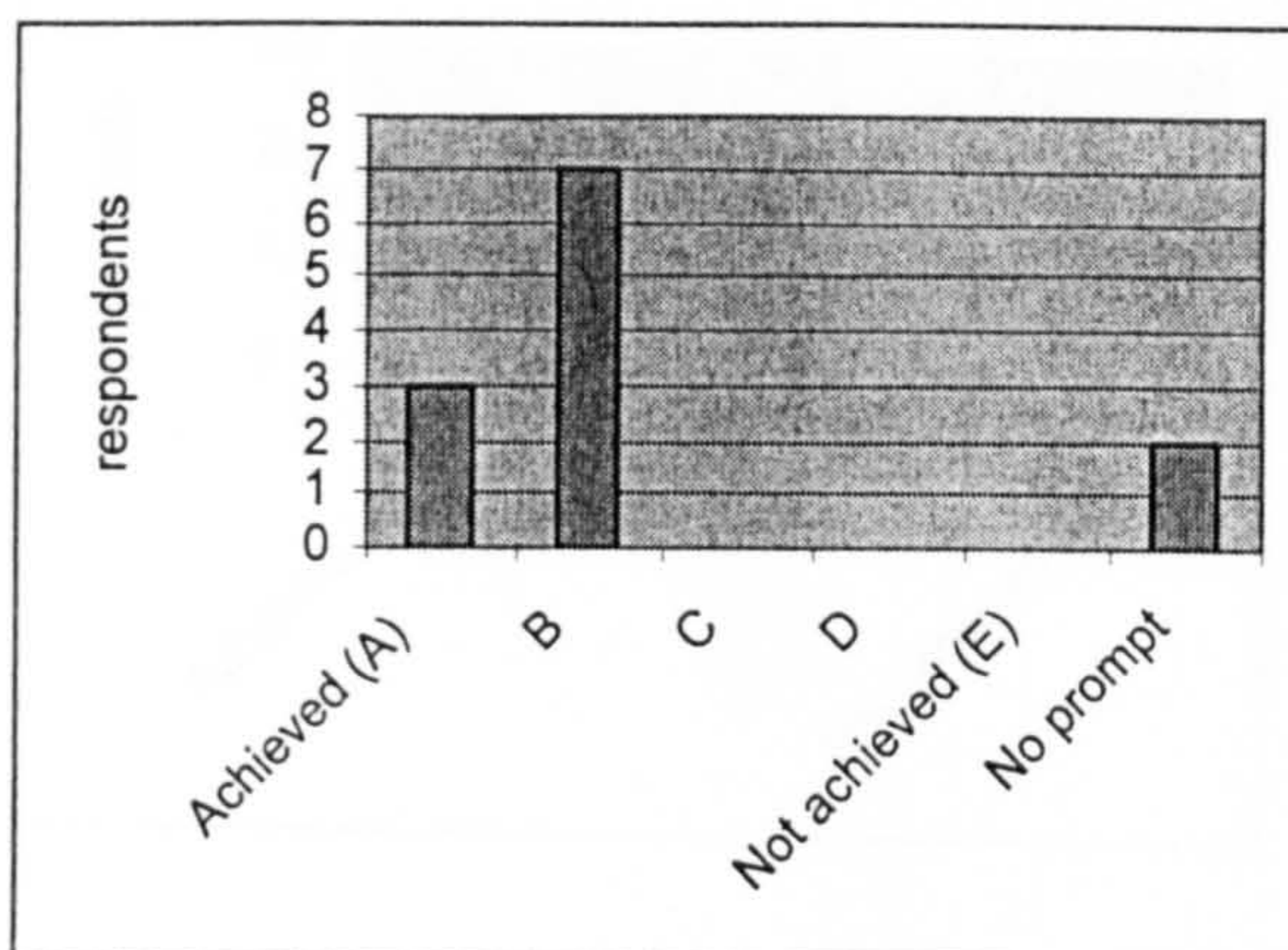


Figure (7.38): Ras Abou Soma

The following figures are graphic presentation of the views of *the environmental affairs agency group* evaluating the level of success of Hurghada, Sharm EL-Sheikh, Nile cruise, Sahl Hasheesh and Ras Abou Soma local tourist plans in implementing environmental conservation techniques.

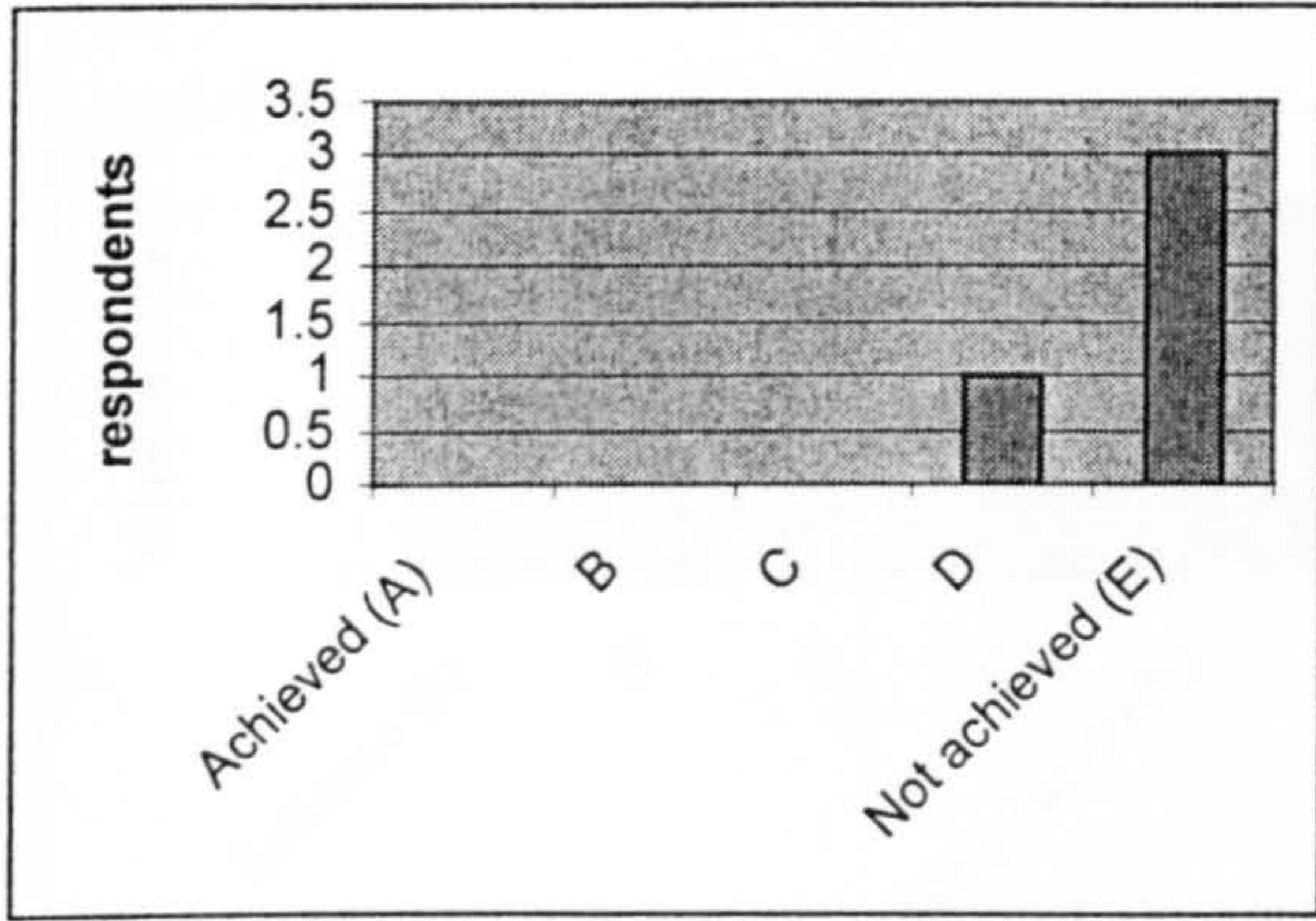


Figure (7.39): Hurghada

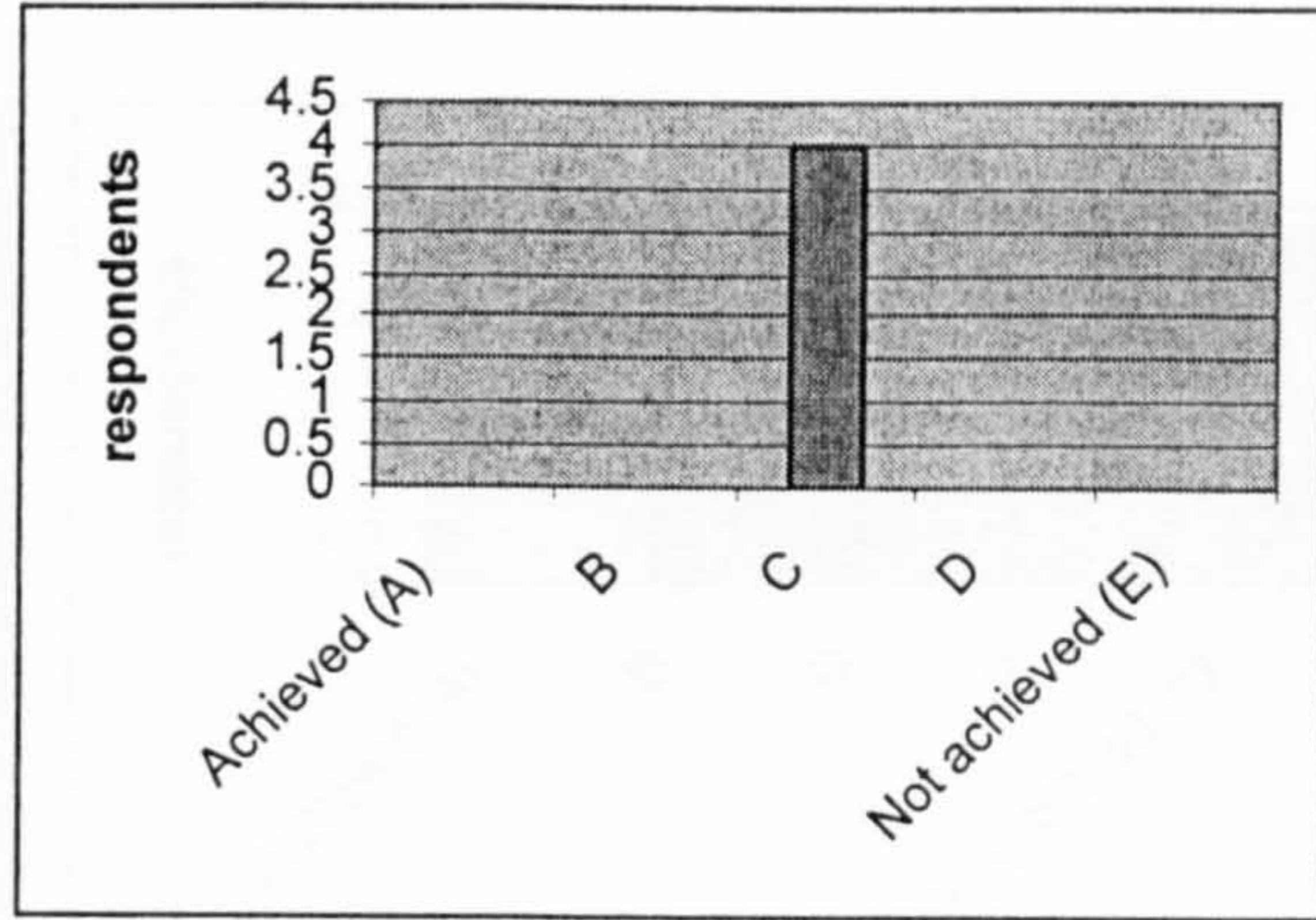


Figure (7.40): Sharm EL-Sheikh

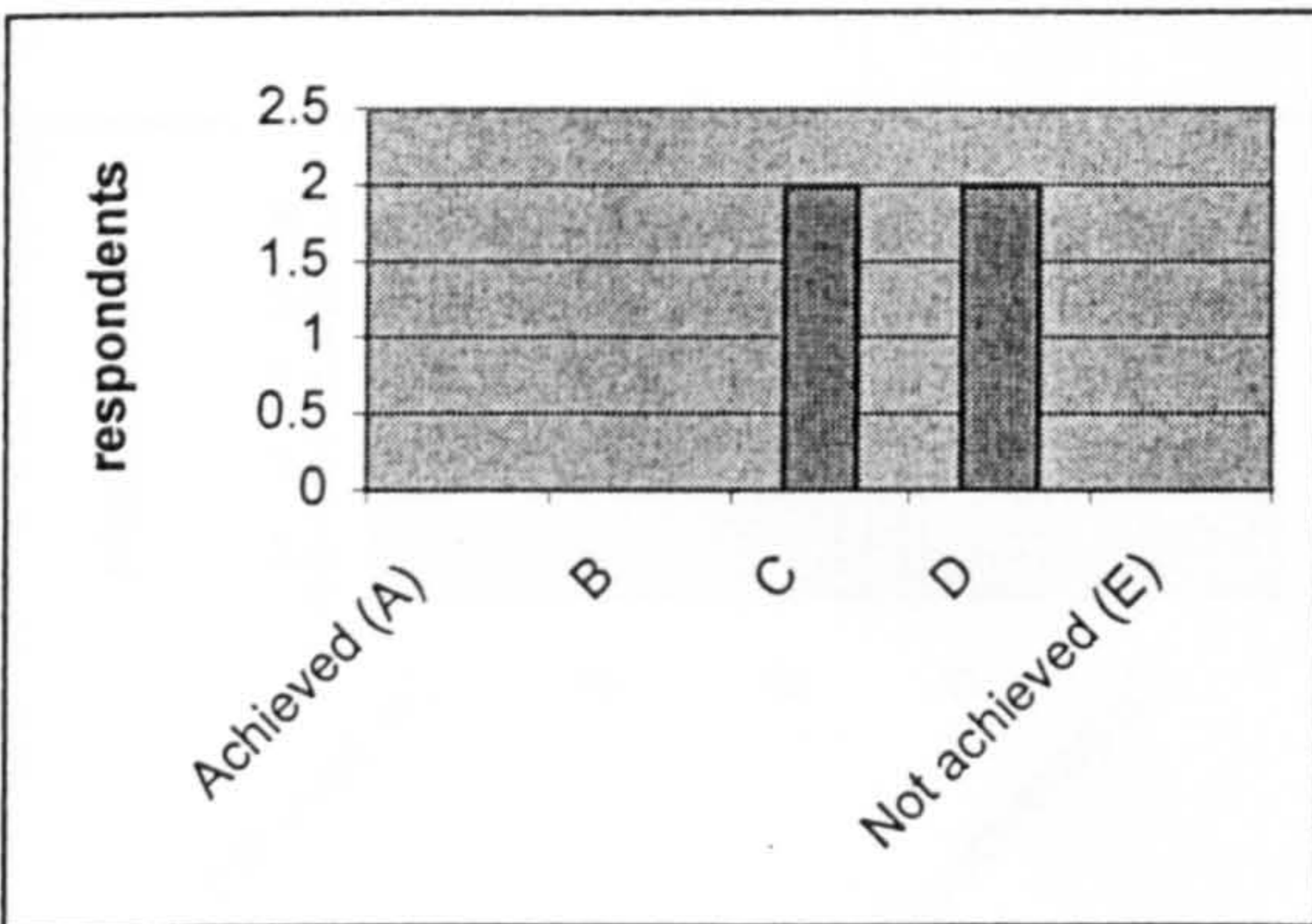


Figure (7.41): Nile cruise

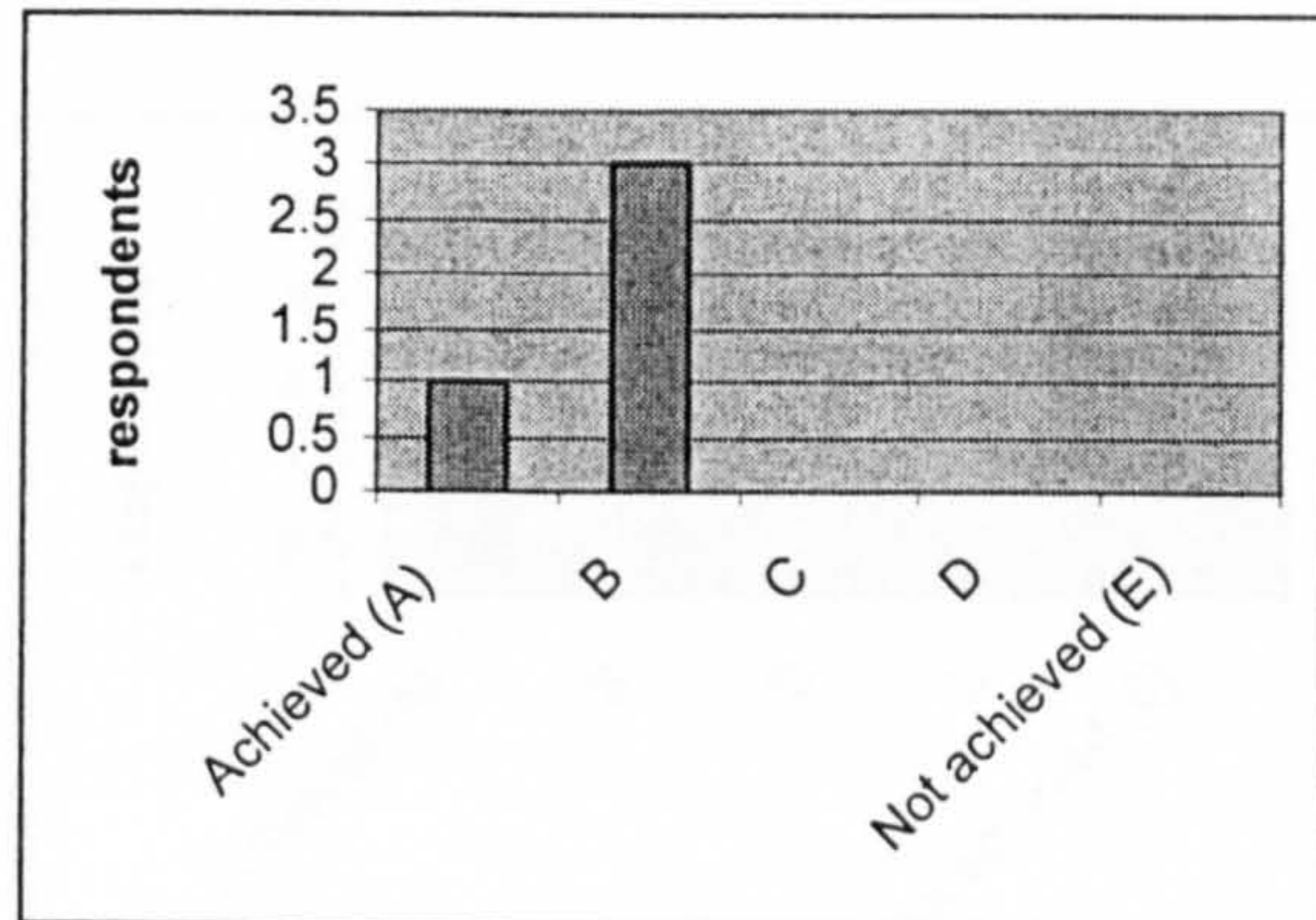


Figure (7.42): Sahl Hasheesh

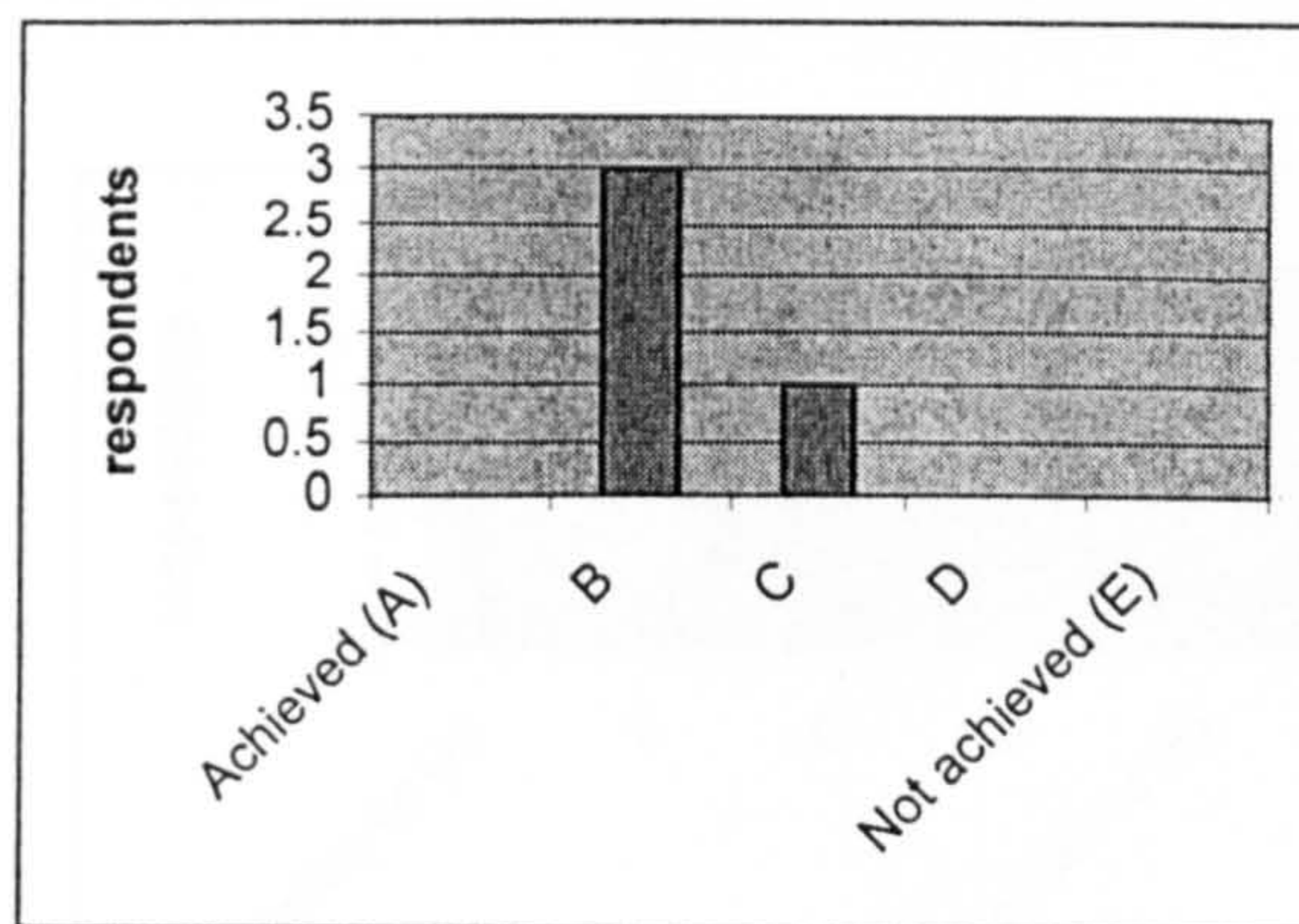


Figure (7.43): Ras Abou Soma

The following figures are graphic presentation of the views of *the tourist consultants & planners group* evaluating the level of success of Hurghada, Sharm EL-Sheikh, Nile cruise, Sahl Hasheesh and Ras Abou Soma local tourist plans in implementing environmental conservation techniques.

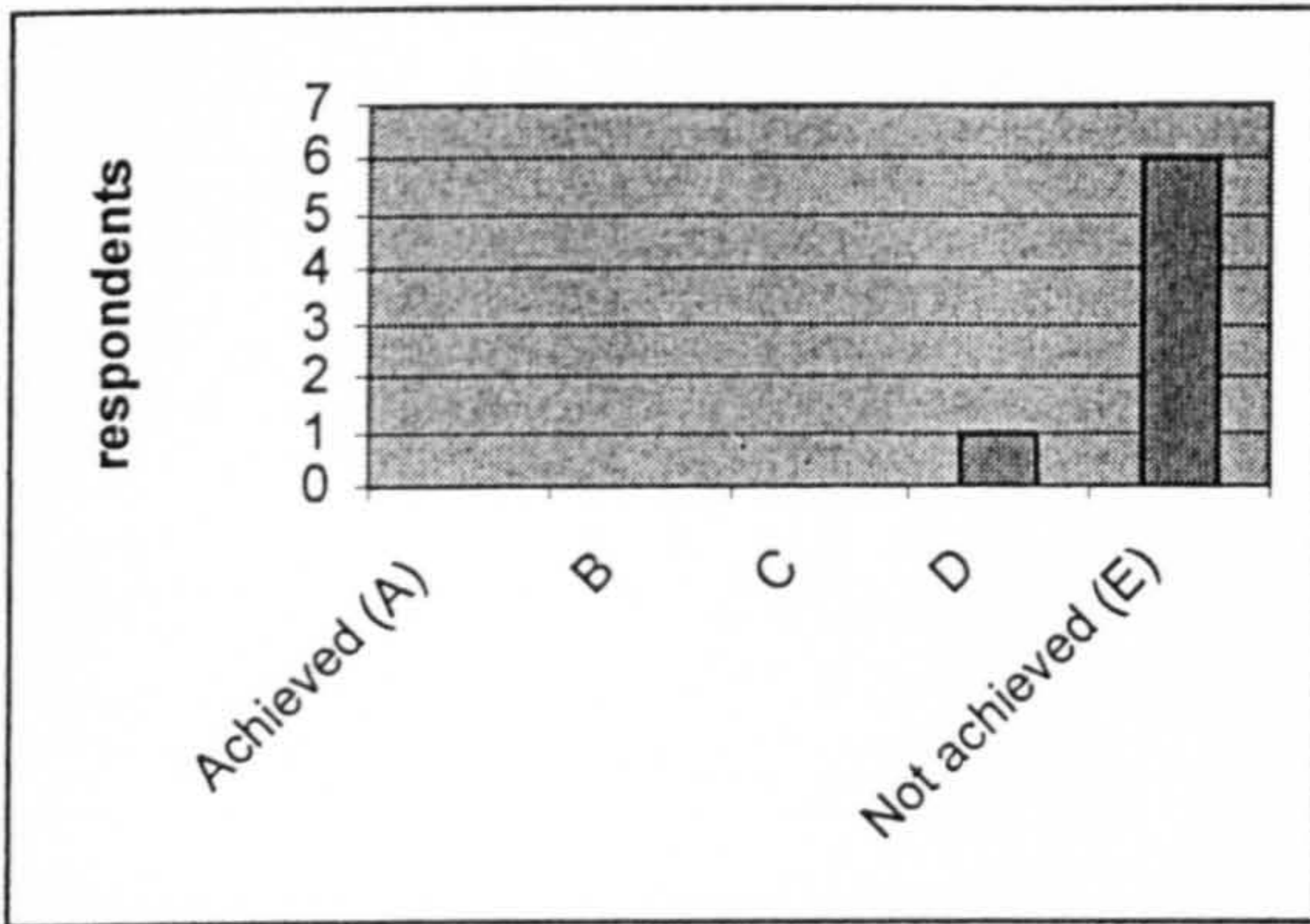


Figure (7.44): Hurghada

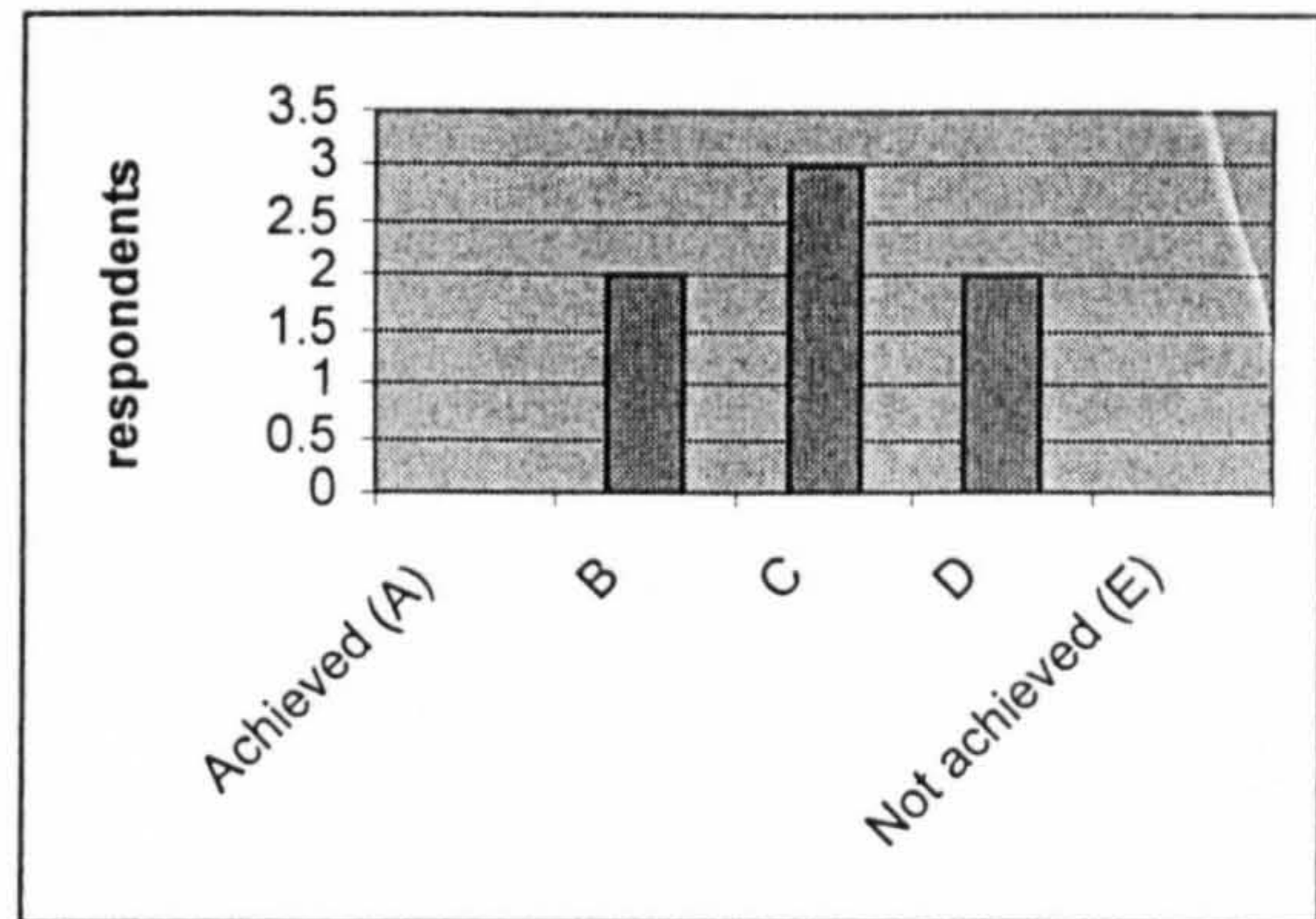


Figure (7.45): Sharm EL-Sheikh

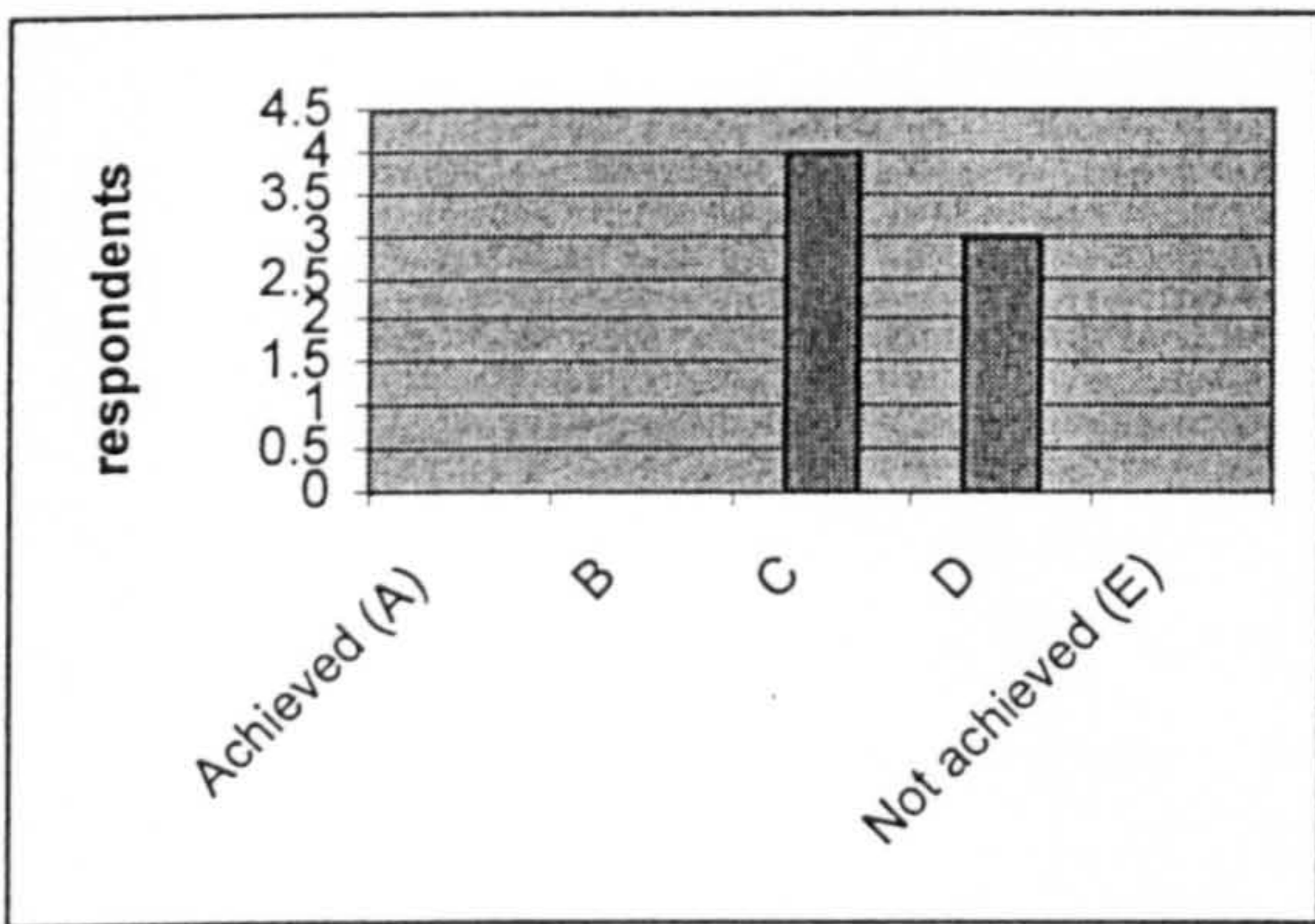


Figure (7.46): Nile cruise

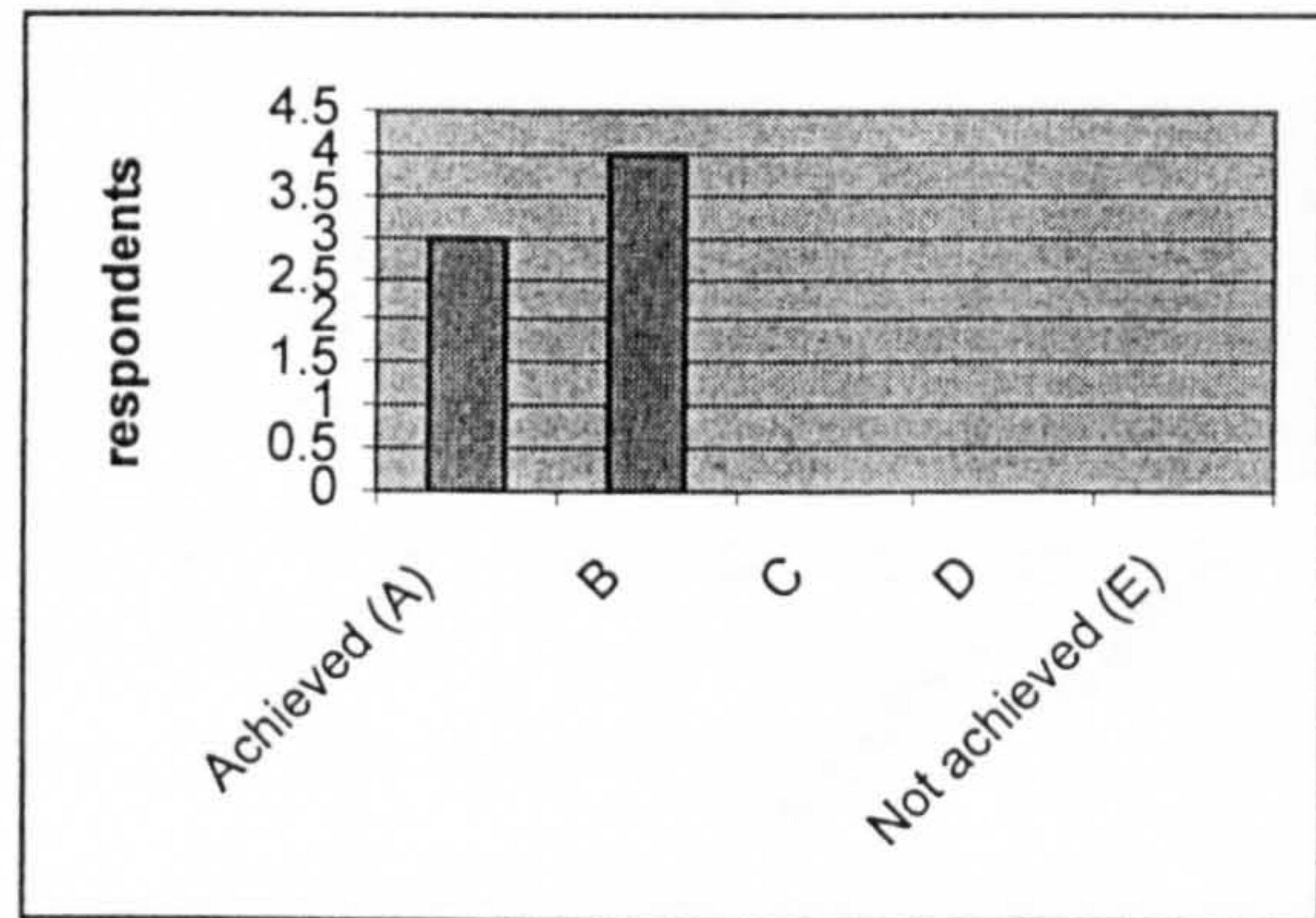


Figure (7.47): Sahl Hasheesh

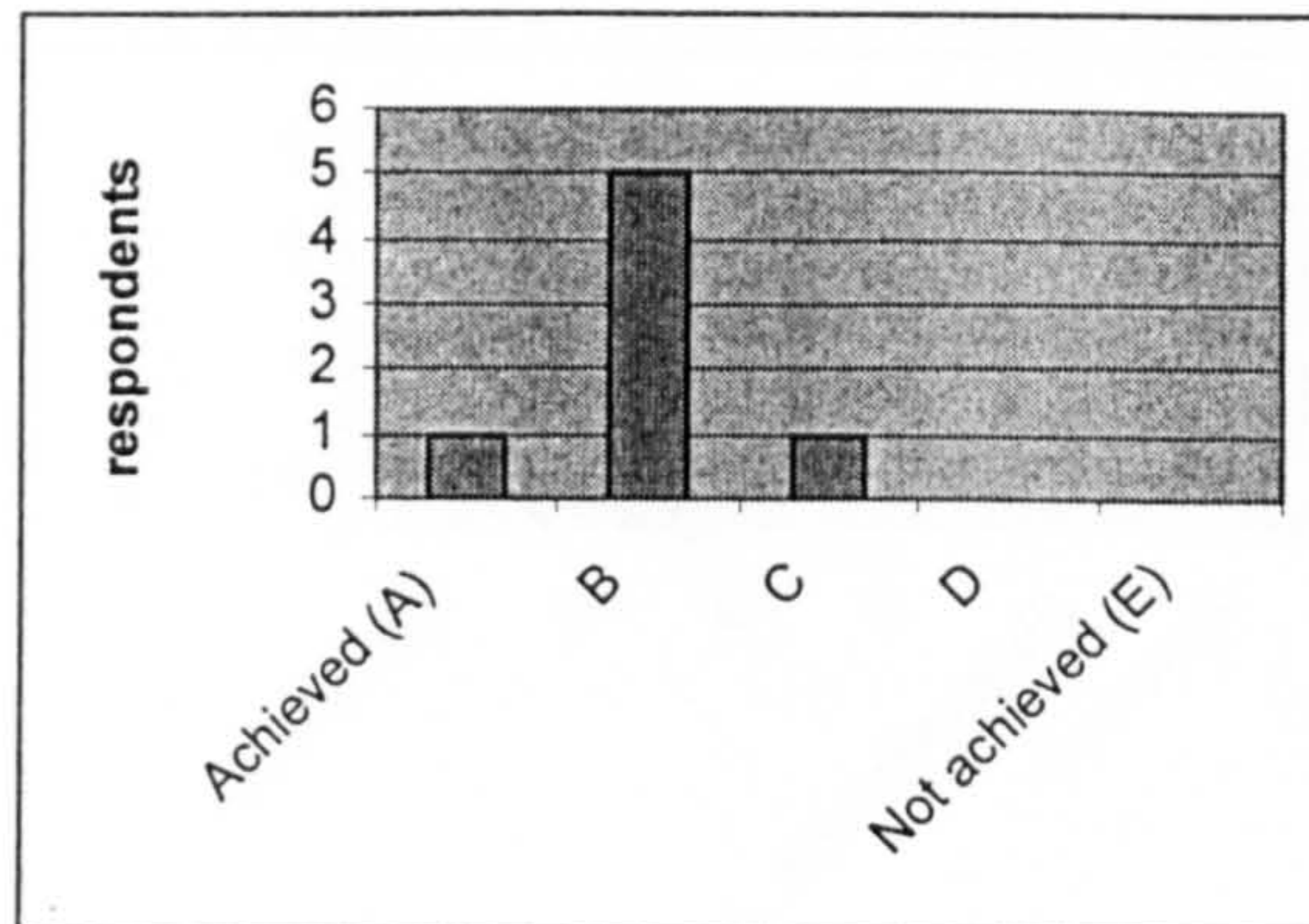


Figure (7.48): Ras Abou Soma

The following figures are graphic presentation of the views of *the tourist academic staff group* evaluating the level of success of Hurghada, Sharm EL-Sheikh, Nile cruise, Sahl Hasheesh and Ras Abou Soma local tourist plans in implementing environmental conservation techniques.

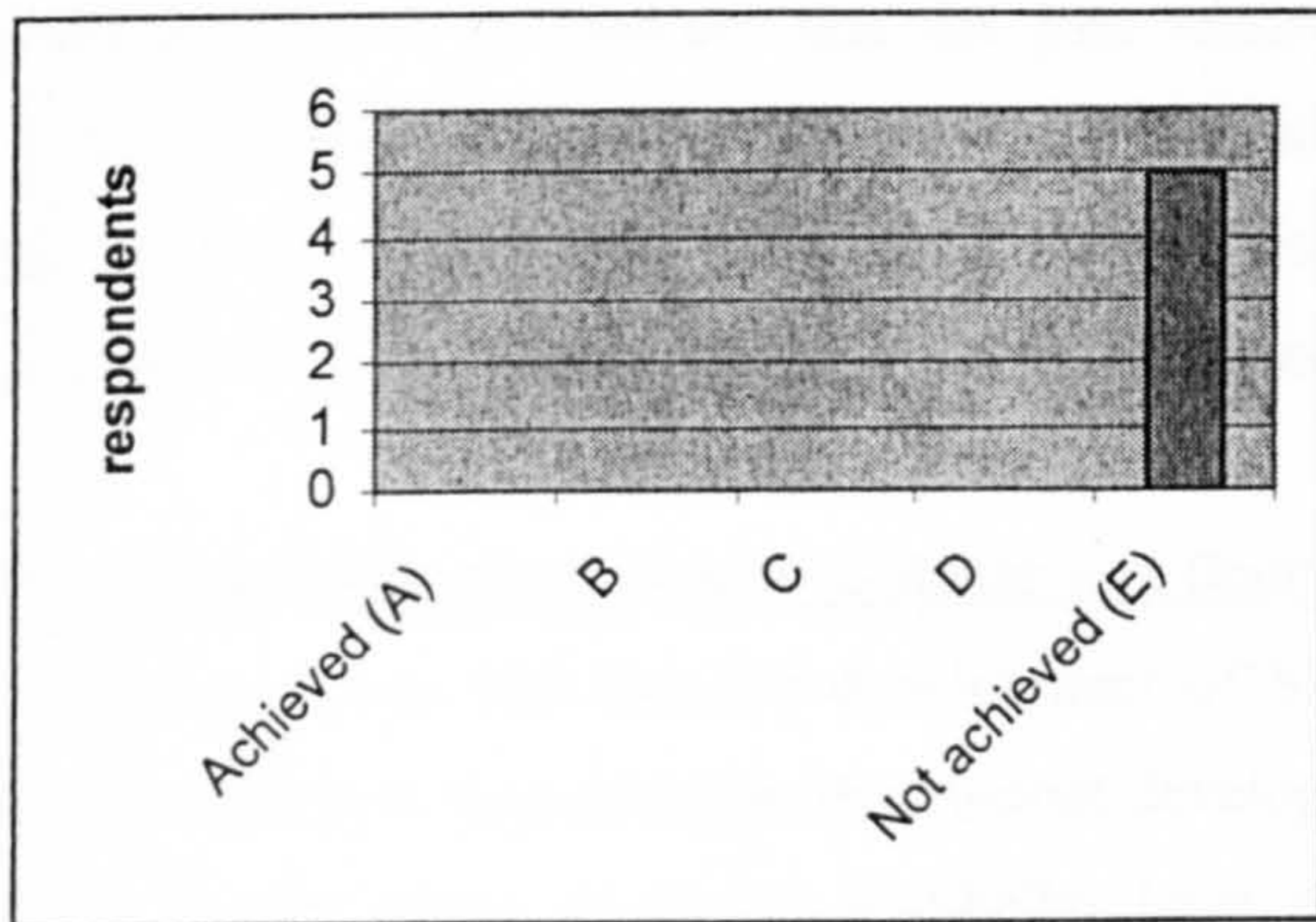


Figure (7.49): Hurghada

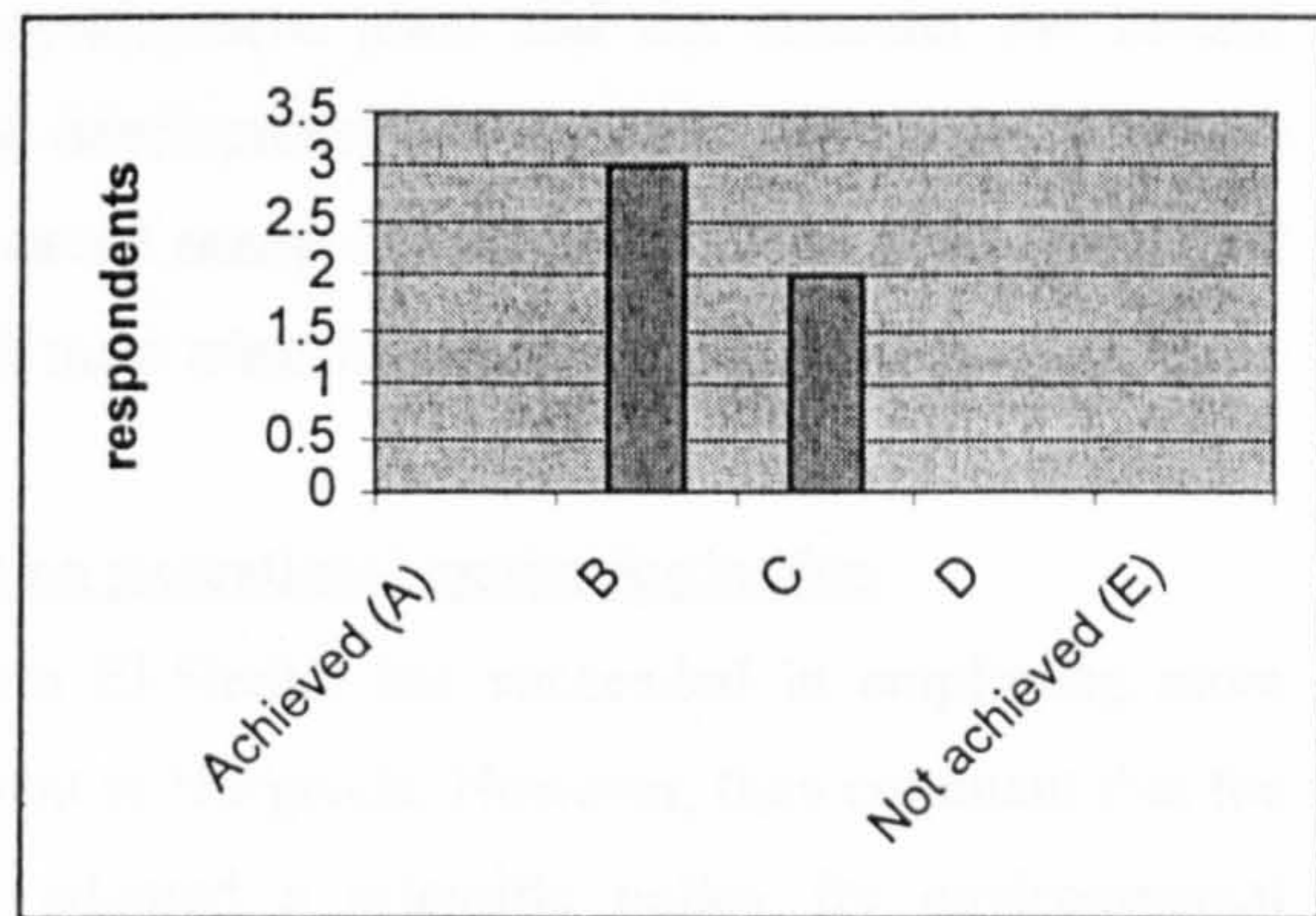


Figure (7.50): Sharm EL-Sheikh

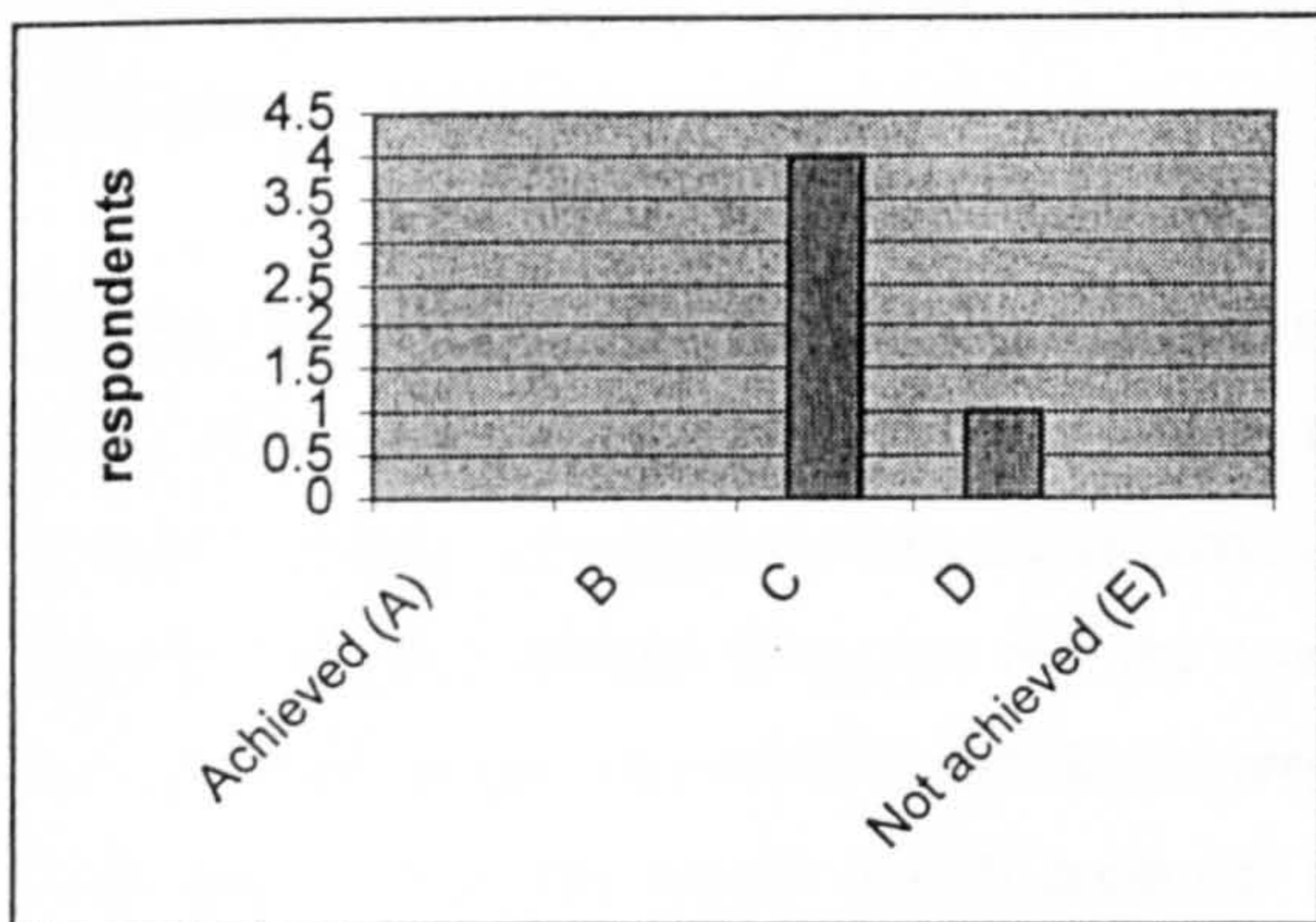


Figure (7.51): Nile cruise

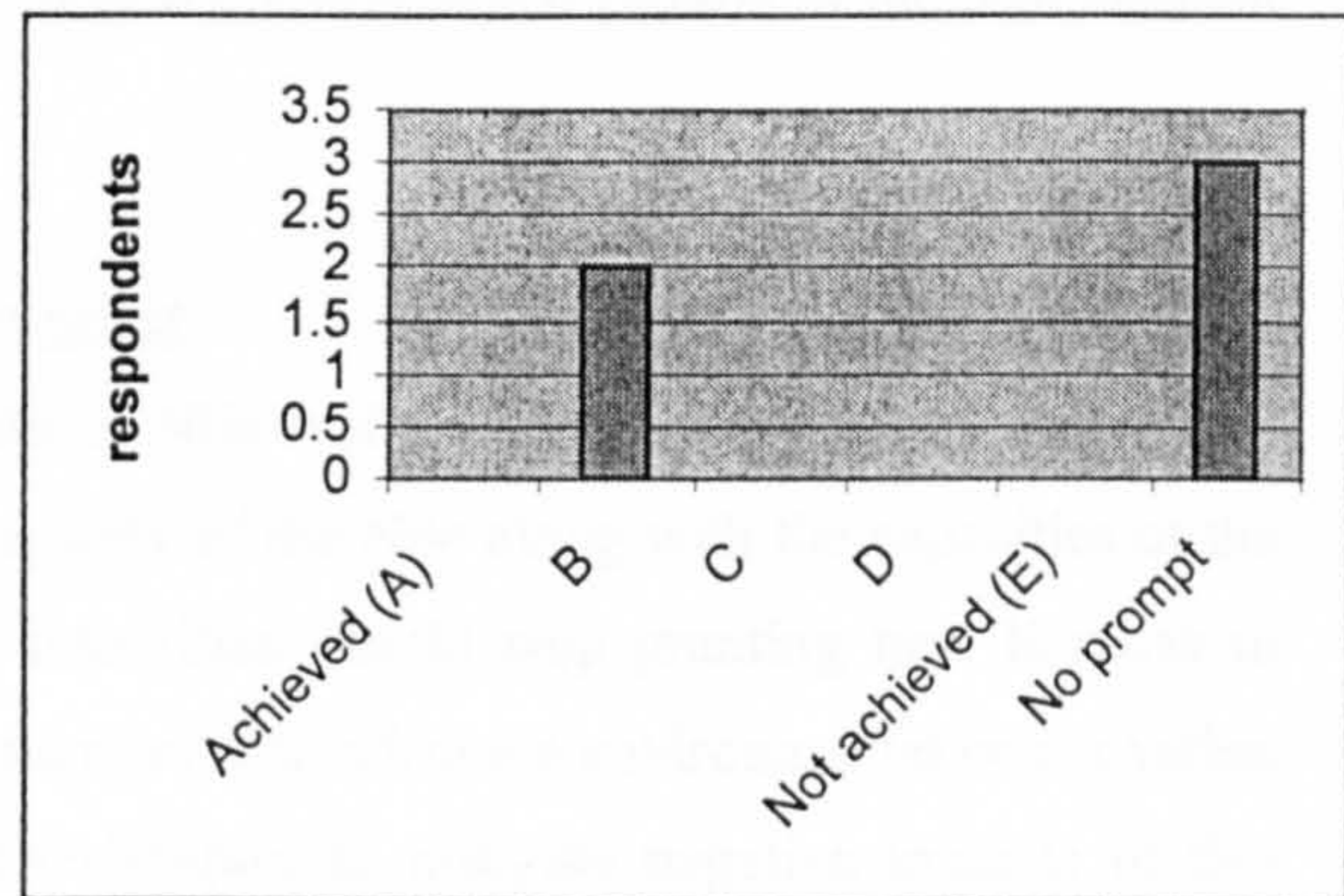


Figure (7.52): Sahl Hasheesh

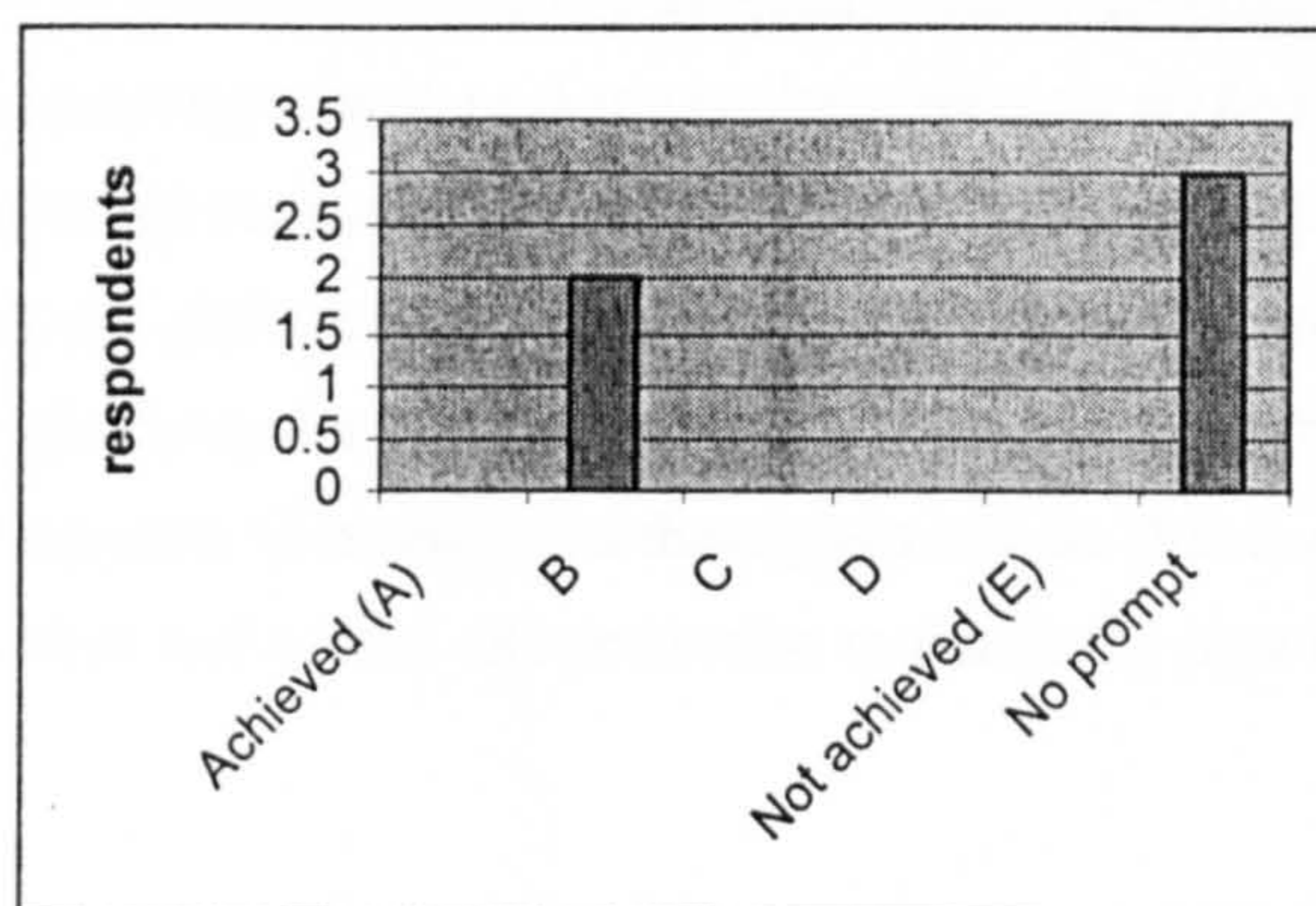


Figure (7.53): Ras Abou Soma

From the preceding graphic analysis, the following can be concluded:

Tourist development in Hurghada as an established tourist destination

Regional tourist development that was carried out in Hurghada did not succeed in encompassing the different attributes of environmental conservation. Without digression on the impacts caused by such development, it is apparent that the past tourist development plans did not consider the natural environmental issues in their techniques. Fortunately, development of the natural attractions as tourist destinations at that time was mostly slow, which saved many natural areas from degradation and avoided the loss of assets that would have happened if these areas had been developed in the past.

Tourist development in Sharm El-sheikh as a flourishing recreational tourist destination

The respondents feel that the development of Sharm El-Sheikh has succeeded in employing more appropriate planning strategies than tourist development in Hurghada. However, they comment that the development plans of Sharm El-Sheikh have not adopted a scientific policy for environmental protection of the whole area. It is true that it adopted a master plan that was lacking during the development of Hurghada. However, there are many natural environmental pitfalls in the development of Sharm El-Sheikh.

Tourist development of Nile cruises as a flourishing product

Most of the interviewees are worried about the future of Nile cruises in Egypt due to the absence of proper planning that considers the natural carrying capacity of the Nile along with the capacities of the sites and regions visited. They see that the tourist authorities should stop granting new licences to floating hotel projects on the Nile and should prepare a plan with adequate environmental conservation techniques. This plan should launch programs and techniques to mitigate negative impacts of this industry on natural resources and to run these projects in an environmentally - friendly way.

Tourist development plans For Sahl Hasheesh and Ras Abou Soma as promising tourist destinations

In terms of the latest tourist development plans that have been recently crafted by the TDA, these plans concentrate mainly on natural environmental areas. Most of the interviewees think that these plans are much more successful than the past ones in considering environmental conservation and protection. However, others could not give proper evaluation as long as these plans are still under implementation and development has not happened. Most view that these plans will be able to offer better opportunities for environmental conservation and natural site protection to match the new sustainable development trend.

7.4 Criterion (7): Egyptian tourist planning mechanism outputs in the area of natural environmental conservation

This section aims to evaluate the outputs of the current Egyptian tourist policies, strategies, plans and techniques from a natural environmental point of view (figure 7.54). This will be achieved by synthesising the analysis presented above of the different levels of the Egyptian planning mechanism.

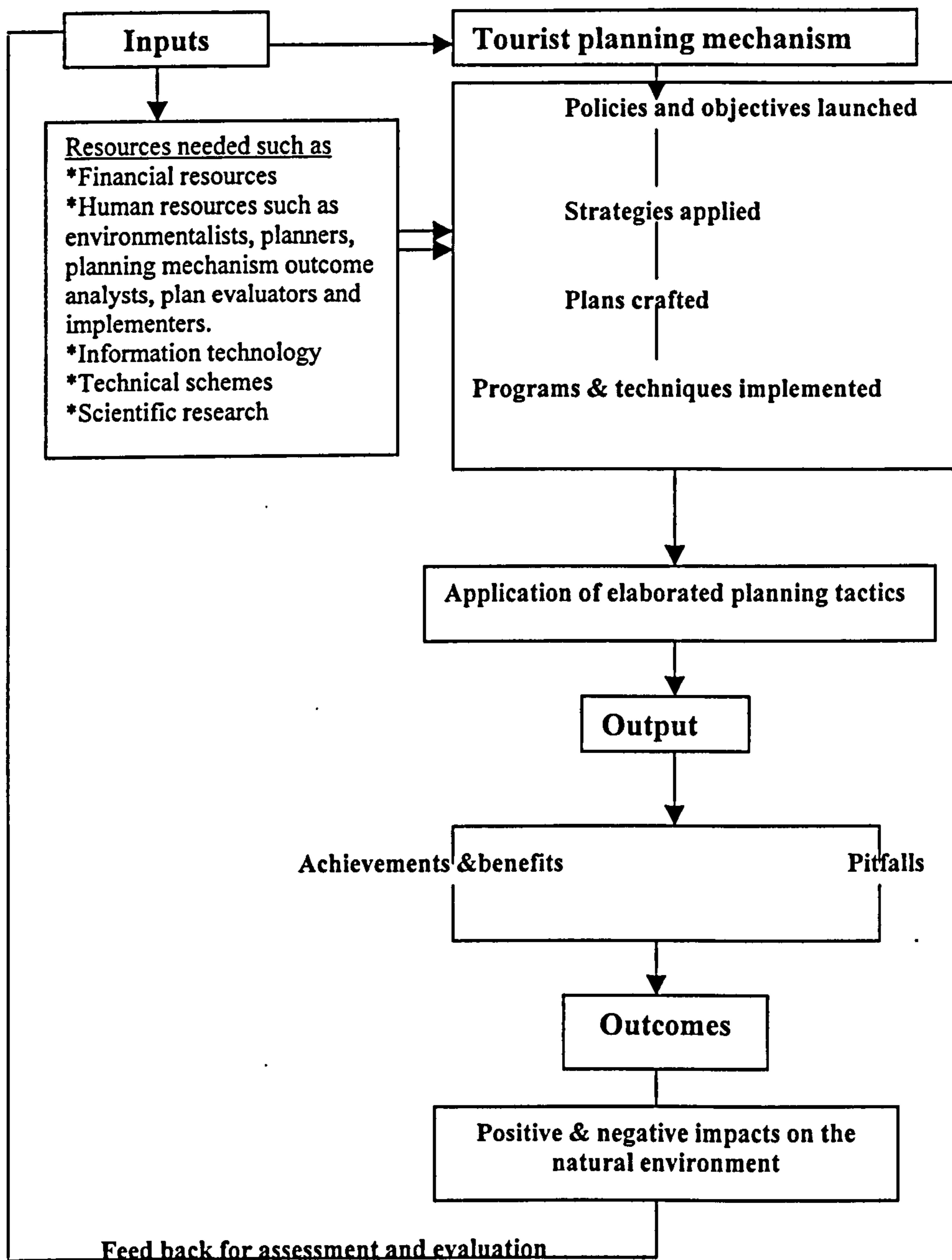


Figure (7.54): Methodology used to synthesise achievements and pitfalls of the tourist planning mechanism in the sustainability of the natural environment.

7.4.1 Achievements and benefits

This sub section aims at synthesising the achievements of the Egyptian tourist planning mechanism (policies, strategies, plans and techniques) in the domain of natural environmental sustainability.

7.4.1.1 Achievements of the tourist policies & strategies

The current tourist polices have announced the importance of adopting sustainable development principles in the future tourist plans as a key element in improving the environment. This has become

true with the recognition and belief of the Egyptian government of the significance of environmental conservation and protection.

It seems difficult to focus only on the achievements of the tourist policies and strategies. The objectives and strategies launched by the Egyptian national policy and adopted by the Egyptian government in this domain cannot be ignored for two main reasons.

- 1- These national objectives and strategies launched by the Egyptian government have and will have direct positive impacts on tourist development in the natural regions.
- 2- The Egyptian tourist policy can be considered as a specialised part of the national policy that focuses on tourist development and planning activities. Accordingly, tourist policy is influenced by the main objectives stated by the national policy. In addition, this tourist policy carries out strategies and crafts plans that will satisfy the objectives stated in the national tourist policy.

Accordingly, if we want to focus on achievements in terms of sustaining the natural environmental assets used by tourist activities, we will find the following:

A-Achievements of the Egyptian national policies and strategies

Four achievements have already been made by national policy

- 1- Law No.4 for 1994 organises the use of the natural assets and their protection from degradation. Although it is not specialised legislation, it has a positive influence on tourist development in Egypt.
- 2- The decree to establish the TDA, as a planner and organiser for tourist development schemes in the new natural and coastal regions outside the city boundaries.
- 3- The reestablishment of the EEAA in 1994, as a specialised environmental authority responsible for supervising and managing activity in the natural environmental regions.
- 4- The establishment of the Ministry of State for Environmental affairs, MOE, in 1997 reflects the recognition and the belief of the Egyptian government in the importance of environmental conservation and protection.

It is apparent that the current national policy has adopted two main strategies for achieving its environmental conservation goals: legislation and specialised agency and organisation establishment (see figure7.55).



Figure (7.55): The significance of natural environmental conservation in the Egyptian National Policy.

B-Achievements of tourist policies and strategies

The most prominent achievements of the current tourist policy and strategy is the role that has been given to the TDA as a planner and supervisor of tourist development processes that occur in the new and virgin natural regions outside the city boundaries. From a physical point of view, the TDA can be considered as an effective tool that the current tourist policy has successfully used in order to achieve its goals in sustaining the natural environmental assets.

It is true that environmental conservation is one of the main issues considered in the regional tourist plans crafted by the TDA. However, the absence of a documented environmental conservation policy for managing the use and protecting natural assets in the tourist areas has weakened the implementation of a proper sustainable tourist development scheme in Egypt.

This environmental conservation tourist policy should be a part of the main tourist policy. In addition, it should launch specific objectives regarding the following:

- 1- The sustainability of the different natural resources of all the Egyptian regions and areas.
- 2- Determining the most appropriate strategies that should be used to achieve the goals stated in the environmental tourist policy.
- 3- Determining the role of the different governmental and non-governmental authorities in sustaining the natural assets in the tourist areas.

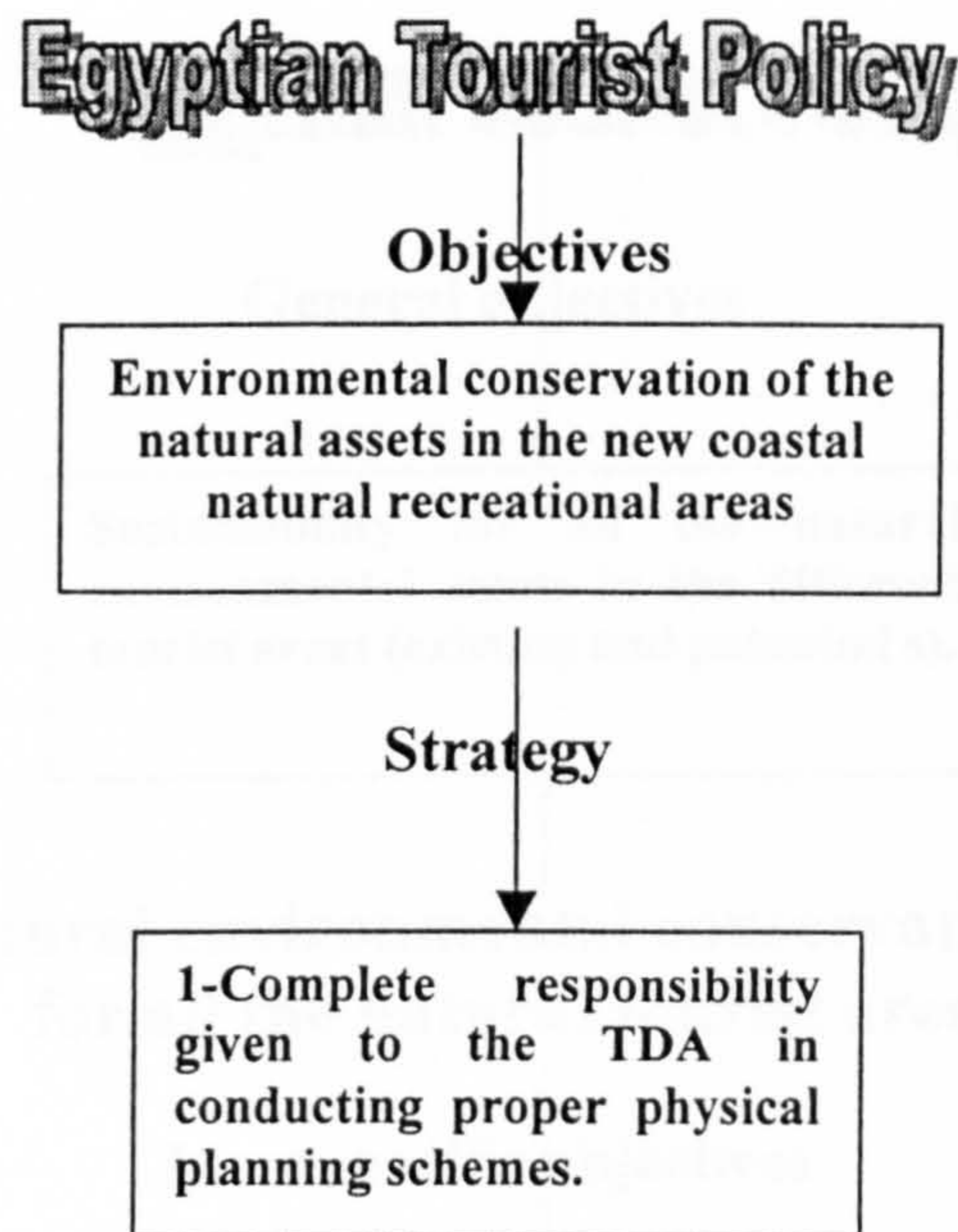


Figure (7.56): How the Egyptian tourist policy handles natural environmental conservation

According to figure (7.56), it is apparent that there are three main pitfalls in the systematic structure of the above process:

- 1- **Limited objectives:** Tourist policies have started to consider environmental conservation strategies for the new coastal regions that will be developed as tourist destinations. However, the policies have not yet prepared strategies for mitigating the pressures on natural assets in existing tourist destinations.
- 2- **The gap between the general tourist policy and the natural environmental tourist strategy.** An environmental conservation tourist policy should exist as a sub-policy derived from the main tourist policy and as a link between the main tourist policy and the environmental strategies in the field of tourism.
- 3- **Insufficient strategies.** Due to the above main pitfalls, the strategies and the techniques and programs implemented are inadequate.

Figure (7.57) offers a suggested structure of a tourist sub-policy for natural environmental conservation.



Figure (7.57): Suggested tourist sub - policy for natural environmental conservation.

7.4.1.2 Achievements of the tourist plans the domain of natural environmental conservation

The most prominent achievement has been accomplished by the regional and local tourist plans carried out by the TDA in the new coastal regions. These plans have succeeded in:

- 1- Mitigating and controlling the impacts of the private sector projects on the natural tourist assets.
- 2- Adopting more scientific physical planning for the new tourist areas.

- 3- Implementing more efficient environmental conservation techniques for developing the natural coastal areas in the field of tourism.
- 4- Being more successful than the past regional and local plans in considering the issue of natural environmental conservation and protection.

7.4.1.3 Achievements of the tourist techniques and programs

a) The adoption of the EIA

Investors have become committed to submitting an EIA about the proposed project to the TDA which checks this form and can conduct regular field visits to the project location in the coastal natural areas. This aims at following up the construction process and the commitment of the investors to what was stated on the EIA form.

b) Waste management

Although the current plans have not implemented specific programs and techniques, some tourist destinations have witnessed the following:

- Voluntary co-operation between private sector projects in recycling and waste management techniques.
- Local activities executed by the local authorities and private tourist projects to confront problems arising from the increase in the amount of garbage in the total area.

c) Resource management programs

The most remarkable techniques have been carried out by the EEAA, which is not a tourist authority. Indeed, the techniques and programs conducted by the EEAA are much more efficient than those implemented by the Egyptian tourist plans. The coastal sensitive areas have witnessed resource management activities run by the EEAA. For example, mooring points have been installed in some diving centres in the Red Sea and South Sinai, which will help to avoid the damage to coral reefs caused by tourist vessel anchors. In addition, the EEAA is still considering a project program, which aims at managing the use of coral reefs and underwater species by closing and opening diving spots alternatively to avoid intensive use of specific spots and thus the massive loss of fragile scenery that cannot be replaced.

d) Protected areas & national parks

The role of tourist environmental conservation programs and techniques is very limited in these specific regions, but the following achievements should be mentioned:

- The Ras Mohamed protected area was converted into a national park under the supervision of the EEAA.
- Apart from the Ras Mohamed National Park and Saint Catherine Protected area, the other protected areas are not under permanent use by tourist activities, which can be considered an opportunity for applying proper sustainable development techniques and programs.

- These protected areas are considered buffer zones where any sort of development is restricted. Accordingly, current tourist development plans are carried out in regions away from these areas.

E) Interpretative activities offered to tourists to mitigate environmental impacts

The only achievement is the interpretative activities offered in the Ras Mohamed National Park by the EEAA.

7.4.2 Pitfalls of the Egyptian tourist planning mechanism that can be considered as challenges to natural environmental conservation

7.4.2.1 Pitfalls of the tourist policies and strategies

Past stage:

This stage can be characterised by the following:

- An absence of environmental legislation, objectives and supervision and of proper physical regional and local tourism planning.
- Fast decisions to develop coastal natural areas as tourist destinations without adequate preparation of environmental policies, strategies and programs for the sustainability of the total natural environment.

Present stage

- **Environmental conservation strategies in the natural tourist areas.** Apart from the objectives launched by the EEAA and TDA for protecting the natural coastal resources, the tourist authorities have not yet crafted a specific policy regarding the conservation and sustainability of natural assets in the field of tourism. On the other hand, the national tourist authorities have not yet prepared any documented policies, systems or protocols for managing the use of the different natural resources and mitigating the tourist impacts in these areas.
- **Legislation:** Law 4 for 1994 can be considered a general law for environmental conservation that includes the basic elements for protecting the natural environment from degradation. This law was passed in order to guarantee the mitigation of any industrial or commercial activity on the natural environment. However, managing the use of natural assets by using sustainable development principles still needs more adequate legislation and more appropriate strategies under the umbrella of sustainable development.
- **Co-operation:** the current policies need to co-ordinate the different economic activities in the coastal areas to mitigate negative impacts, for example, negative impacts from commercial shipping activities, such as water pollution due to oil spills and the coral reef damage due to ship accidents.

- **Zoning:** the current tourist policies have succeeded in achieving planning and development objectives through the TDA, which is responsible for tourist development in the new coastal area. However, the current policies have not yet launched the same kind of objectives for managing the use of the natural attractions and assets in the existing natural tourist areas. The absence of an environmental conservation policy and strategy for each region in Egypt is considered another pitfall in the domain of sustainable tourism development.
- **Personnel:** the objective of training skilled personnel specialised in the field of sustainable tourism development has not been approached yet by the current tourist policies. These personnel will be involved in the different stages of crafting and implementing tourist plans along with judging the new tourist projects from a sustainable, environmental point view.

Future stage

Challenges that can be considered constraints to the future policies in the field of natural environmental conservation:

- 1- The first challenge is the international trend toward applying more sophisticated sustainable development policies. This will make the issue of environmental conservation as a key element in any successful development. This will also urge the importance of implementing sustainable development principles in all of the Egyptian tourist destinations and resorts.
- 2- The second challenge is how to compromise the economic benefits of tourism with the sustainable development objectives and policies.
- 3- Lack of environmental conservation expertise in general and resource management activities in particular. This constitutes another challenge to applying and implementing sustainable tourism development policies and strategies.
- 4- Limited co-operation among the formal environmental authorities, the tourist authorities and the other formal authorities can be considered a challenge as well. Indeed, the policies launched by all of these authorities should be co-ordinated. Co-ordination should not only include the main objectives stated by each policy but also the plans launched and techniques implemented.

7.4.2.2 Pitfalls of the Egyptian tourist plans

Past tourist plans

- 1- The importance given to environmental conservation was very modest so environmental conservation objectives, techniques and programs did not exist in the past plans.
- 2- Lack of funds, support and experience in environmental conservation along with the absence of environmental awareness and legislation are the main reasons why the adoption of environmental conservation plans and strategies in Egypt was postponed.

Present tourist plans

National tourist plans: the national tourism plans have not prepared any strategies or programs for environmental conservation although they mention some general objectives. It is true that the EEAA, as an environmental authority, along with the other different formal authorities have started to consider the issue of environmental conservation in Egypt as a main pillar for any balanced development. However, it should not be expected that the adoption of the most appropriate plans and strategies would happen overnight. It usually takes time to prepare qualified personnel to craft plans for sustainable tourism development. This can be considered a challenge to the national tourist plans.

Regional & local tourist plans: The following natural environmental pitfalls should be mentioned:

- 1- The absence of plans to manage the use of the Nile cruise industry has resulted in negative impacts on the natural resources of the Nile.
- 2- The current regional plans have not determined strategies to be conducted by the local tourist bureau in each natural area for environmental conservation, natural resource management and environmental interpretative activities.
- 3- The pace of regional tourist development is rapid at present and the TDA needs to slow down rapid regional tourist development as long as the experience in environmental conservation is modest and the carrying out of adequate environmental audits and mitigation measures still needs the adoption of more sophisticated techniques.
- 4- All the regional plans crafted by the TDA focus on the development of coastal natural areas as tourist destinations, although there are other natural attractions in the new areas such as desert and safari areas.
- 5- The current regional tourist plans have not launched or even prepared any strategies for environmental educational programs and have not offered adequate activities to raise the awareness of tourist personnel, tourist project operators and local authorities about the threats to natural resources due to over-use and to guide them as to how these sites can be handled and problems managed.
- 6- Up till now the Egyptian tourist plans have not done adequate study on the management of natural sites nor investigated the different tools that could be used in site management protocols.
- 7- Over development in some regions such as Sharm El-Sheikh might result in loss of rare natural environmental attractions.
- 8- As tourist activities will extend to many protected areas, the Egyptian tourist authorities should start planning for the management of tourist activities in these regions.

7.4.2.3 Pitfalls of the current techniques and programs used by the plans**a) Pitfalls in the adoption of the EIA**

- The work between the TDA and the EEAA on the EIA needs to be more co-ordinated, i.e. only one authority should be responsible for assessing and judging the EIA form submitted by private sector

investors.

- Although it has become obligatory for any recreational tourist project to complete an EIA before constructing the project, in some cases the private sector investors regard this assessment as just a form to be completed to get approval from the TDA.

b) The absence of other environmental conservation techniques

The TDA conducts an environmental survey before developing any natural area in order to identify the natural attractions and the most sensitive sites. However, this survey is considered as an element in the physical planning process which guides the planners in order to avoid development in sensitive or protected areas. The TDA still needs to adopt a proper environmental audit system.

The TDA focuses mainly on physical planning and land use policies. The current tourist plans have not yet considered the following techniques to measure and mitigate tourist development impacts:

- Benefit –cost analysis for development at regional and project. Apart from the EIA form, a proper environmental cost-benefit analysis does not exist,
- Environmental audit protocols and systems,
- Strategic impact assessment (SIA).

Accordingly, the tourist authorities need to adopt the following activities:

- Conduct regular environmental audits to the total region or area.
- Consider assessment techniques for the impact of both the construction and operation stage of projects.
- Conduct regular assessment of the existing tourist projects, not only in the new natural coastal areas.
- Assess, supervise and monitor the Nile cruise projects and employ the strategic impact assessment in order to guarantee the commitment of these projects to the natural environment.

c) Supervision task of the tourist projects

In terms of supervising the constructional and operational stages of the tourist projects, the TDA semi-monitors the physical implementation phase. The most significant environmental measures that the TDA checks are physical such as the height of buildings, the distance between constructed buildings and the beach, sanitary drainage, where accommodation facilities will be located etc. However, supervising and controlling the number of tourists and the impacts of their activities on the natural environment and attractions have not been done.

d) Resource management activities

- Resource management and visitor management were the most ambiguous terms discussed.
- Apart from management and visitor management activities carried out by the EEAA in the Ras Mohamed National Park, the Egyptian tourist plans have not adopted any other management

schemes.

- The current tourist plans have not implemented scientific management techniques or strategies to conserve the natural tourist assets.
- Inefficient co-operation between the TDA and the EEAA is considered another challenge to launching and implementing resource management programs.
- Tourist regions inside the city boundaries, which are under the supervision of the local authorities, have not yet witnessed the implementation of scientific programs aimed at managing the use of natural resources in the field of tourism.

e) Waste disposal and recycling projects in the tourist areas

- The current tourist plans have not adopted any scientific techniques that organise waste disposal and recycling projects and activities in the tourist areas.
- Although some resorts are implementing some recycling schemes in order to get rid of their waste, others have not treated this issue seriously.
- There needs to be much more co-operation and co-ordination among the different authorities and project investors and managers.

f) Environmental carrying capacity technique

- The concept of carrying capacity was ambiguous. In terms of natural areas under development or to be developed as tourist destinations, this term was seen as the capacity of accommodation (number of rooms, chalets etc.), so carrying capacity was viewed from a physical perspective.
- In established tourist destinations, this issue is completely ignored and the natural assets have been intensively used due to the absence of both environmental carrying capacity considerations and resource management activities.
- Tourist resorts that are promoted mainly for domestic tourism suffer most from over capacity and natural resources abuse.
- The quality of tourists should be taken into consideration, as it is insufficient to consider this issue only in terms of numbers as few tourists could have more profound negative impacts on the environment than larger numbers.

g) Interpretative activities

- Most of the natural sites lack instruction boards and publications to be distributed to tourists in order to influence their attitude toward the site.
- The current tourist plans have not considered offering interpretative activities to tourists and visitors in order to raise their level of awareness about environmental conservation.
- Again, it is difficult to expect fruitful results from those programs overnight as it usually takes time to change the behaviour of tourists.

h) Zoning

- The national park might need a marketing strategy to deal with different issues. One is the

information technology techniques and how they can be employed to mitigate visitor impacts on resources. However, this marketing strategy needs very sophisticated teamwork specialised in natural parks operations and management, a new field in Egypt.

7.5 Criterion (8): Implication

This section sheds light onto the implication of the preceding analysis for the area of sustainability. In other words, it relates the results of the interviews' analysis for natural environmental conservation to the main objectives of the current research, which is assessing the performance of the tourist planning mechanism towards sustainability.

Table (7.5): Success of the Egyptian tourist planning mechanism in sustaining the natural environmental assets.

Past Before 1990	Present 1990 - 1997	Future 1997 - 2012
<p>Tourist Policies & Strategies</p> <ul style="list-style-type: none"> - Absence of environmental objectives, strategies and legislation. (- - -) 	<ul style="list-style-type: none"> - A recognition of the importance of environmental conservation issues that have been interpreted into general natural environmental objectives (+ +) - Absence of environmental conservation policy for tourism (- -) - Taking advantage of other decisions launched by the national policy such as Law 4 for 1994 regarding environmental conservation (+ +) 	<ul style="list-style-type: none"> - The recent establishment of the Ministry of Environment might have an influence on the tourist policies and strategies (+ +) - Complete recognition of the importance of environmental conservation (+ +) - Co-operation among the different authorities in the domain of environmental conservation is still insufficient (-)
<p>Tourist plans</p> <p>a) National Plans</p> <ul style="list-style-type: none"> - Lack of experience, awareness and funds to be allocated to the issue of natural environmental conservation. (- - -) <p>b) Regional & Local plans</p> <ul style="list-style-type: none"> - Absence of an environmental conservation concept led to degradation of the natural environmental assets in some regions (- -) 	<ul style="list-style-type: none"> - Although the national plan has started to realise the significance of this issue through launching environmental conservation objectives, it has not implemented strategies or programs (+ - -) - Absence of co-ordination among different plans launched by other formal authorities. (- -) - The TDA started to consider this issue in its regional and local plans (+ +) 	<ul style="list-style-type: none"> - Although it is expected that the national tourist plans will be keen to adopt the principles of sustainable development for coping with international demand, so far the programs and techniques have yet to be determined. (+ - -) - The future regional plans crafted by the TDA show more attention given to the issue and the adoption of proper physical planning (+ +)

<p><u>Continued</u></p> <ul style="list-style-type: none"> - Fortunately, the pace of tourist development was, to a great extent, slow, which saved many natural attractions (+) - <p>Programs & Techniques</p> <ul style="list-style-type: none"> - the past stage did not witness the adoption of any techniques in this domain (- - -) 	<ul style="list-style-type: none"> - The pace of regional tourist development is rapid and needs to slow down as experience in the field of environmental conservation is still modest (- -) - Most of the effective techniques and programs are applied by the environmental authorities (+ -) - Apart from adopting proper physical planning and launching EIA for the proposed tourist projects, there are no other successful techniques (+ - -) - The following techniques have not been implemented comprehensively: <ul style="list-style-type: none"> • Strategic Impact Assessment.(-) • Environmental audits. (- -) • Carrying capacity (+ - -) • Recycling and waste management (+ - -) - the following techniques have not been adopted yet : <ul style="list-style-type: none"> • Resource management (- -) • Interpretative activities and visitor management (- - -) 	<ul style="list-style-type: none"> - Difficult to determine the techniques that will be used by the future tourist plans (- -) - The establishment of the Ministry of Environment might offer more efficient techniques and programs. However, this cannot be achieved without a complete co-operation between all the designated authorities. (+ -)
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7.6 Conclusion

The analysis of primary data highlights the importance of having a tourist sub-policy for natural environmental conservation. The task of implementing the strategies and techniques of this sub-policy needs co-operation between different authorities and co-ordinated strategies between the EEAA and the tourist authorities. This integrated work should develop environmental conservation strategies and plans for each tourist destination. The natural environmental conservation strategies should target the achievement of two main goals: planning for sustainable tourism in the new regions; and mitigating the negative impacts of tourism in the existing destinations. However, the challenge is still the implementation of appropriate techniques and programs that suit each area.

Chapter 8

Assessing the elements of sustainability for the manmade & heritage environment in the Egyptian tourist planning mechanism

8.1 Introduction

This chapter presents an analysis of primary data (quantitative and qualitative), collected from a field survey to assess the Egyptian tourist planning mechanism regarding sustainability of the manmade environment. Criteria developed for assessment are listed in a table presented below as well as in chapter 4 (the methodology chapter).

Table (8.1): Criteria to assess the performance of the tourist planning mechanism regarding sustainability of the manmade environment.

Planning mechanism level	Criterion
Policy & strategies	1- Agency: co-operation with authorities responsible for crafting cultural heritage conservation policies. 2- Cultural and heritage environmental conservation objectives, and plans in the past, present and future tourist policies.
Plans	Evaluation of the plans will be achieved through assessment of the techniques and programs.
Techniques & programs used by the tourist plans	3- Manmade environment conservation management techniques. A- management programs for: <ul style="list-style-type: none"> • Resource management activities. • Visitor management. • Entrance fee imposition. • Waste management. B- site carrying capacity. 4- Education programs about cultural & heritage environment conservation. <ul style="list-style-type: none"> • Tourist education and interpretative programs to protect historical sites from degradation. • Public community awareness about the objectives and approaches of historical and cultural conservation issues. 5- Zoning: sites and areas under pressure due to tourist activities and over -capacity.
Egyptian tourist planning mechanism outputs	6- Achievements & pitfalls in the domain of manmade and cultural environment conservation.
Implication (Egyptian tourist planning mechanism outcomes)	7- The ability of the tourist planning mechanism to consider the sustainability of the manmade environment according to the above quantitative and qualitative measures.

As explained in chapter 4 (methodology), a sample of tourist guides has been used as an extra group while investigating the manmade environment dimension in the Egyptian tourist planning mechanism.

8.2 Criteria to assess policies and strategies

8.2.1 Criterion (1): Agency: co-operation with authorities responsible for crafting cultural heritage conservation policies.

This criterion attempts to evaluate authorities that are responsible for conserving and protecting the historical sites from the tourism negative impacts with a focus on the role of the tourist authorities in this task. This also examines the efficiency of the tourist policies in having a link and co-ordinated efforts with the relevant authorities for implementing the techniques of cultural heritage conservation.

8.2.1.1 Analysis of the respondents' views to criterion (1)

Views of respondents are consistent as they mention that all the historical sites are under the complete supervision of the Supreme Council of Egyptian Antiquities, that is, under the umbrella of the Ministry of Culture. The responsibility of this council ranges from excavation work, scientific studies, restoration and renovation of the existing monuments to the management and supervision of all the archaeological historical sites including museums. Hence, officially no other authority has a say on the archaeological sites. However, the broad tasks and activities that this council handles require not only large amounts of funds but also expertise in each domain. See figure 8.1 that illustrates the current situation in the historical sites.

It should be mentioned that these sites are used primarily for tourist activities that have recently become the most dangerous threat to many of these sites. Despite this, the Egyptian tourist policies have not developed strategies for the management of tourist activities. Although the TDA is responsible for the development of the new areas in Egypt, it looks only at the development of the coastal and natural areas as tourist destinations.

In addition, Environmental authorities do not yet play a role in protecting the natural beauty of the archaeological sites, in offering schemes for waste management and in cleaning and planting the surrounded areas.

At the same time, the role of the Ministry of Planning along with the local authorities in preventing neighbourhoods close to the sites from being built is ambiguous. Respondents gave two examples to prove the absence of planning for the total zones surrounding the sites. The first is the highway that was to be built very near to the Pyramids area. The second is Nazlet El-Sman village that has been established very close to the Pyramids area and has contributed to the current threats to the Sphinx due to corrosion resulting from the village sewage.

Indeed, it is beneficial to have a specialised authority like the Supreme Council of Egyptian Antiquities as a scientific organisation in archaeological and architectural issues with the authority to renovate and restore historical monuments. However, the management of tourist groups, in terms of numbers and activities, along with the use of site planning and management need co-ordination between more than

one authority. This implies including the objectives of cultural heritage environment conservation in the policies of the Ministry of Tourism, the Ministry of Planning and the Ministry of the Environment. In addition, co-ordinated strategies, plans and techniques should be considered as a key element in the sustainability of the archaeological historical sites in Egypt. This cannot be accomplished without a real belief by the local authorities in the importance of cultural heritage and historical environment conservation, which should be evolved into practical co-operation with the above authorities in executing their conservation policies, plans and techniques for these historical sites.

Respondents stress the need to create a committee that consists of representatives from the above parties as shown in figure 8.2. This committee should be able to discuss all the issues related to the archaeological sites, to predict the number of visitors that will be promoted to these sites and to suggest the most appropriate devices that can be implemented for avoiding the problems of over-capacity in each site.

Respondents also suggest that a specific authority should be established under the umbrella of the Ministry of Tourism to manage tourist activities at the cultural and historical sites. This authority should be able to represent the Ministry of Tourism in co-ordinating its plans and strategies with the other designated authorities in the domain of cultural heritage environment conservation.

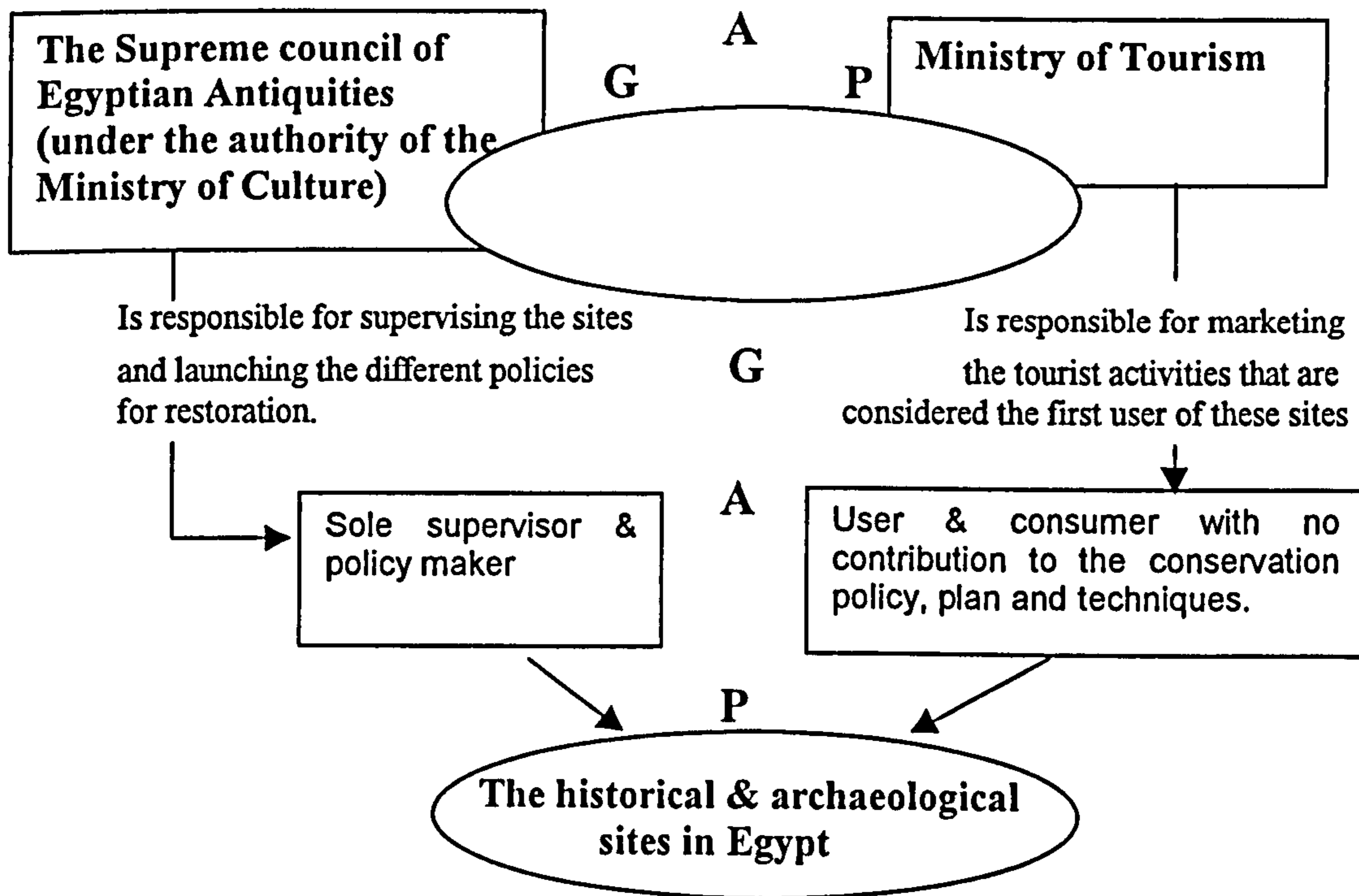


Figure (8.1): The current situation in the historical & archaeological sites.

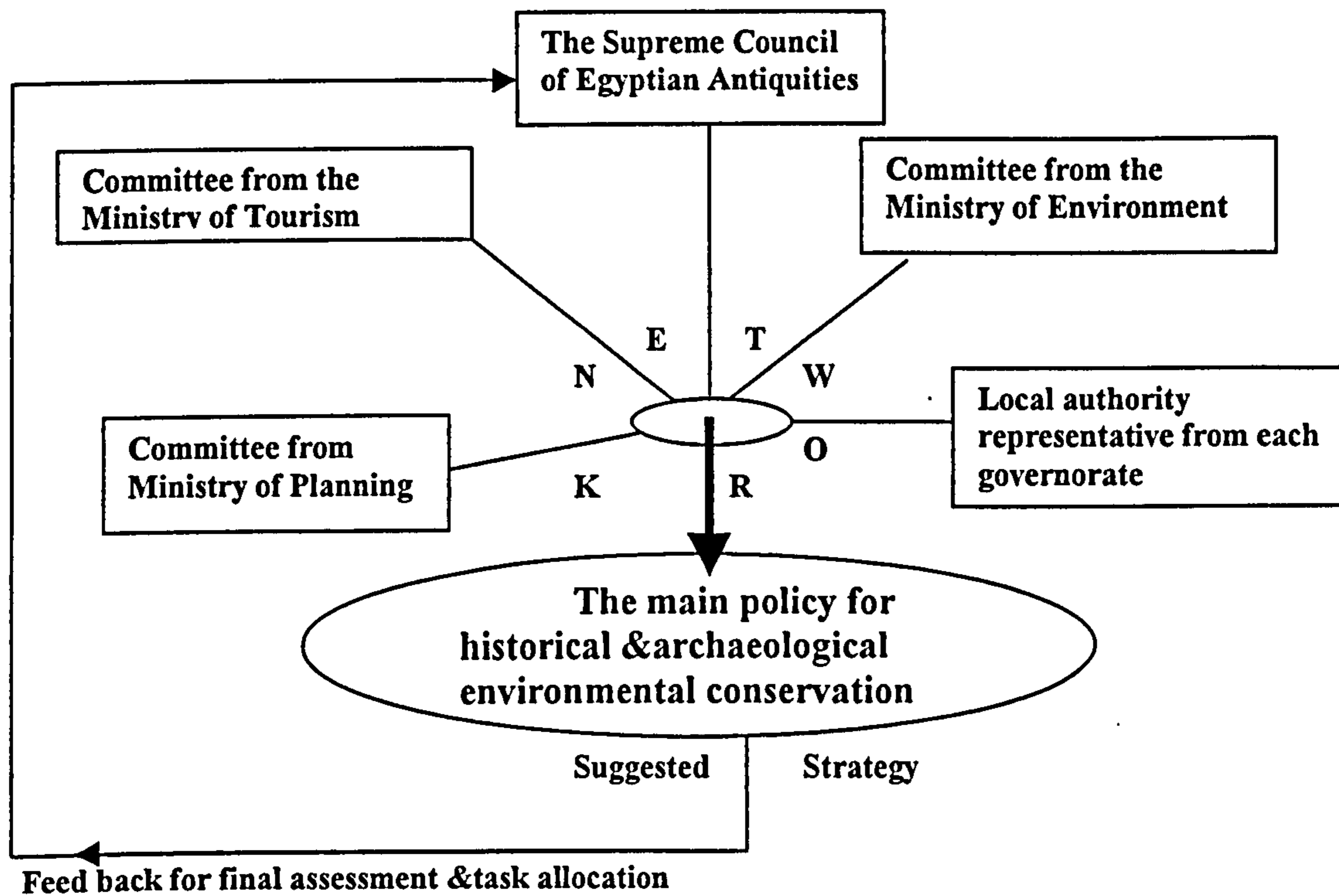


Figure (8.2): A suggested structure of co-operative work crafting conservation policy for cultural and historical archaeological sites.

8.2.2 Criterion (2): Cultural and heritage environmental conservation objectives and plans in the past, present and future tourist policies.

This criterion attempts to measure the extent to which the Egyptian tourist policies have managed to encompass cultural and heritage conservation goals, strategies and plans along the different stages of the Egyptian tourist development.

8.2.2.1 Analysis of responses and views to criterion (2)

From the statistical analysis, it is apparent that although responses of the interviewees are to a great extent consistent about the past and present, they offer contradictory responses about the level of future tourist policy's success in encompassing strategies and plans for the conservation of the historical sites. Figure 8.3 shows that the past policies did not include adequate goals, strategies and plans for manmade and heritage environment conservation. Figure 8.4 also shows that the ability of the present policies to consider the manmade environment conservation strategies and plans is not efficient. However, from figure 8.5 the future will witness more compatible cultural heritage environment conservation strategies and plans launched by the tourist policies.

The following is a graphic presentation measuring the ability of tourist policies to include strategies and plans for cultural heritage environment conservation

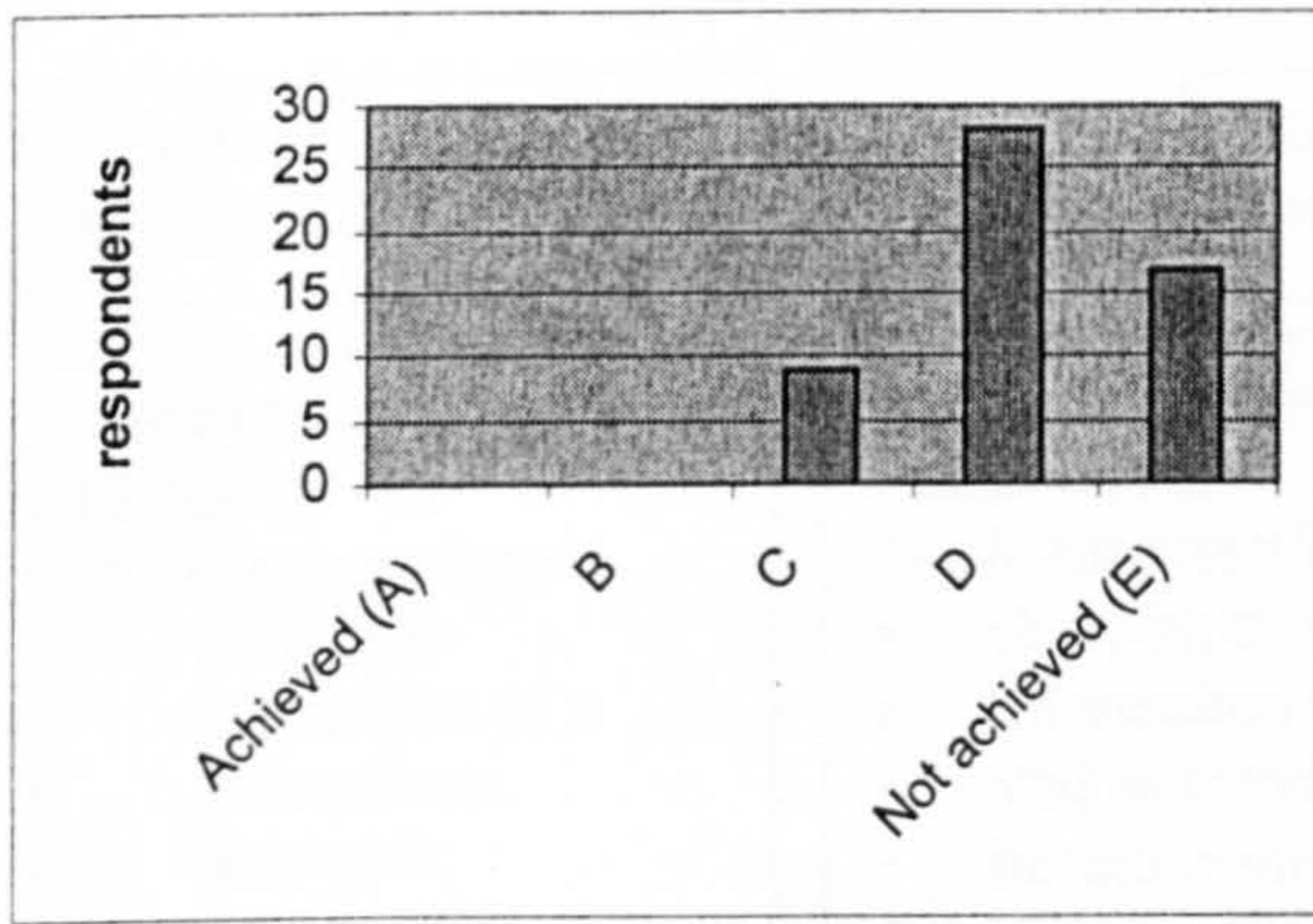


Figure (8.3): In the past

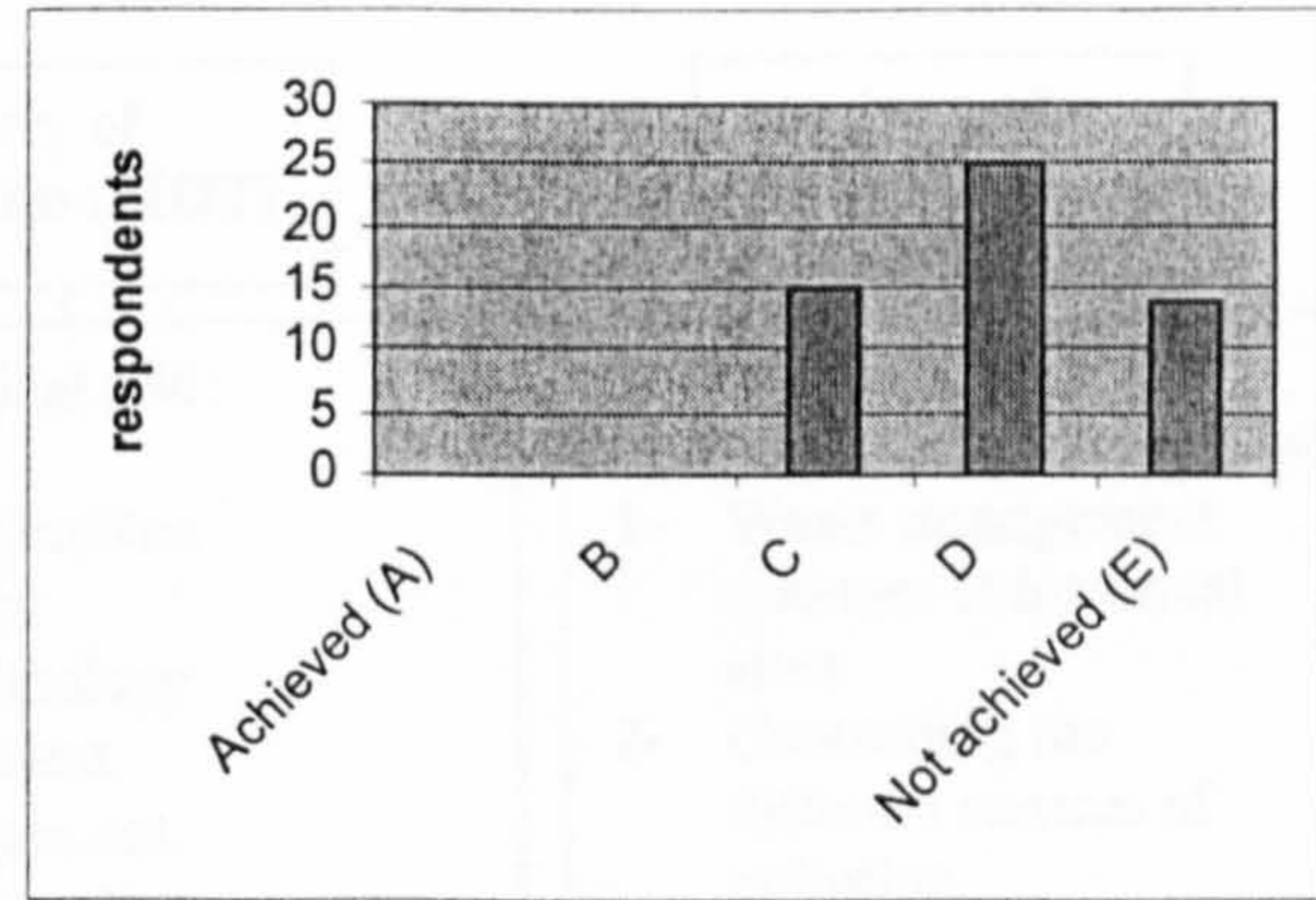


Figure (8.4): In the present

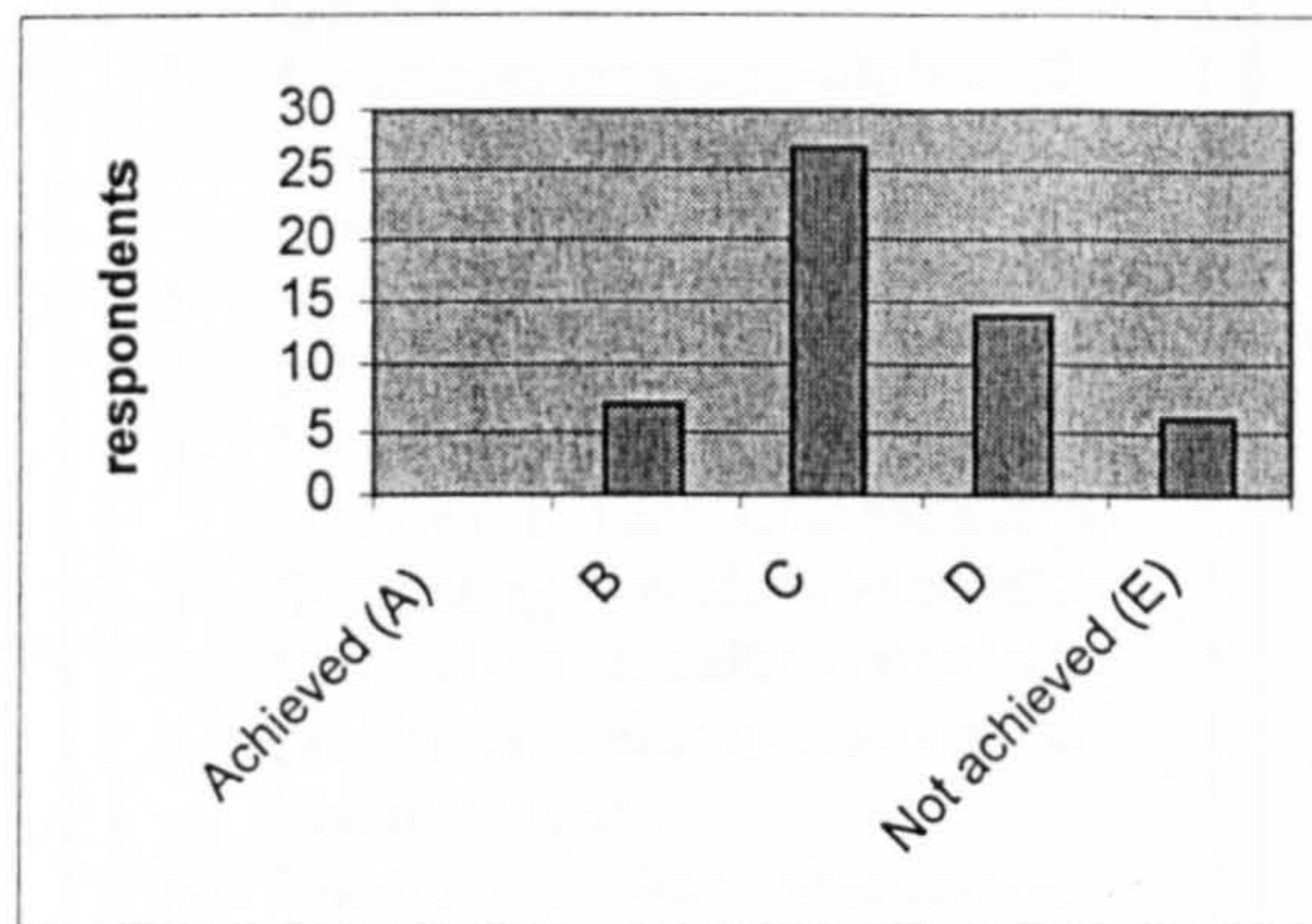


Figure (8.5): In the future

The past (before 1990):

According to the respondents' views, the past tourist policies did not offer efficient strategies and plans for the mitigation of tourist impacts on the archaeological sites although the 1980s witnessed an increase in the number of tourists visiting these sites due to the promotion of package tourism.

The present (1990 – 1997):

Respondents view that the present has yet not witnessed the creation of compatible strategies and plans to implement effective techniques and tools for managing the use of the historical sites in the field of tourism, apart from the idea of establishing a visitor centre in Luxor that unfortunately failed before its birth.

The future (1997 – 2012):

According to interviewees, future policy will handle this issue only in terms of improving tourist facilities, for example, access roads to sites, planting and decorating the surrounding areas etc. However, no other strategies or techniques to achieve the other conservation goals are mentioned. They suggest that a sub-tourist plan for cultural and heritage environment conservation should be created and co-ordinated with other authorities' sub-plans, which should be integrated and form a general cultural heritage environmental conservation planning policy. The following diagram presented in figure 8.6 suggests a model of a network planning system that needs to be applied.

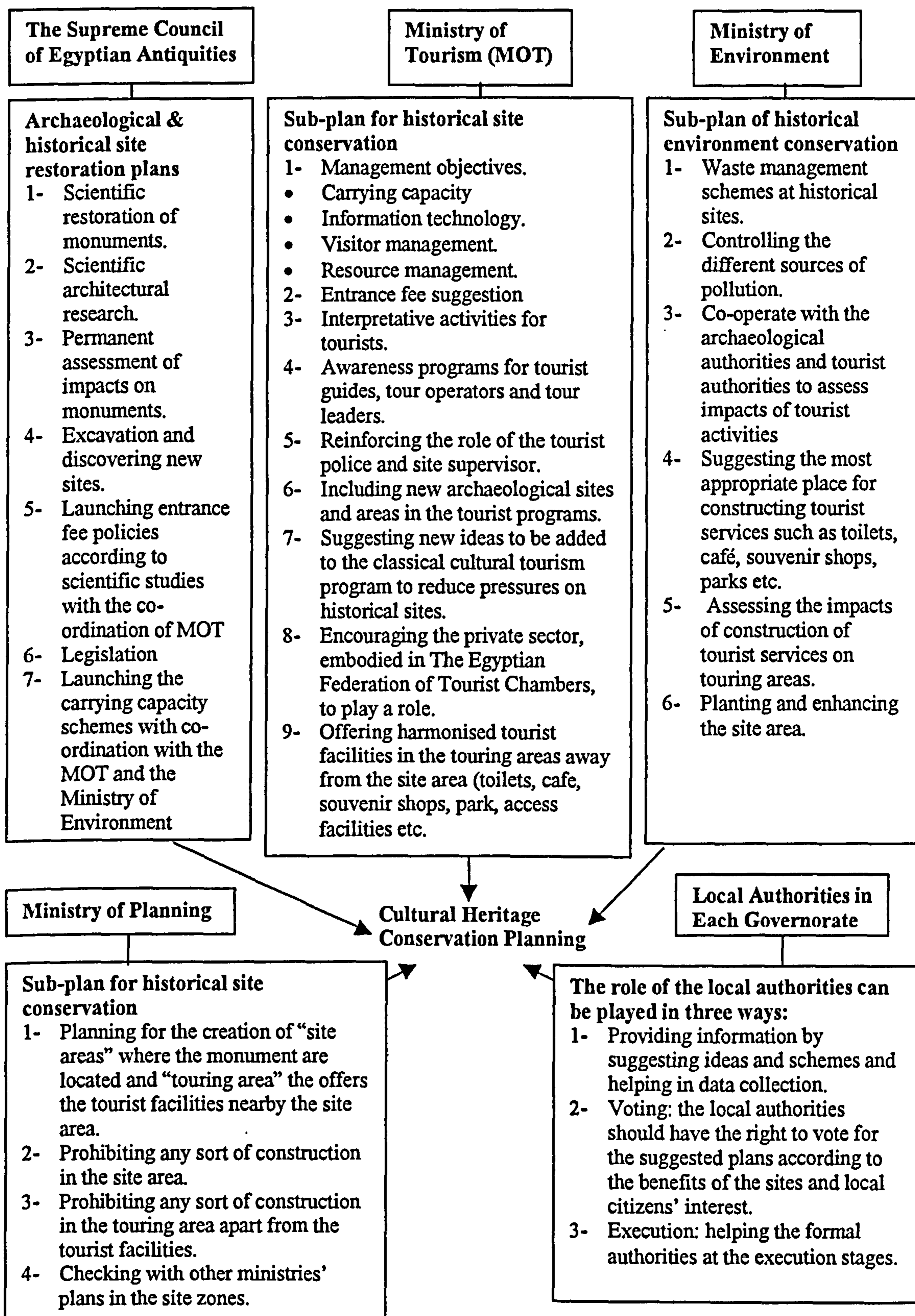


Figure (8.6): A suggested model of a network planning system to save the cultural historical environment from degradation.

8.3 Criteria to assess techniques and programs of tourist plans

8.3.1 Criterion (3): Conservation techniques for heritage and cultural environments used by the tourist plans.

This criterion attempts to measure the ability of the tourist plans to consider the following techniques.

a- Management programs:

- Resource management activities.
- Visitor management programs.
- Waste management.
- Entrance fee imposition.

b- Carrying capacity

8.3.1.1 Analysis of responses to criterion (3a): management programs regarding:

- Resource management activities.
- Visitor management programs.
- Waste management.
- Entrance fee imposition.

Analysis of the criterion is in two parts: firstly results from the quantitative analysis are summarised in figures 8.7 to 8.15, each figure illustrating the success of the technique according to the responses of a specific group of respondents. This is followed by a qualitative analysis of the views offered by the relevant group.

The following figures are graphic presentations of the views of each group evaluating techniques of adopting management programs for the conservation of the manmade environment

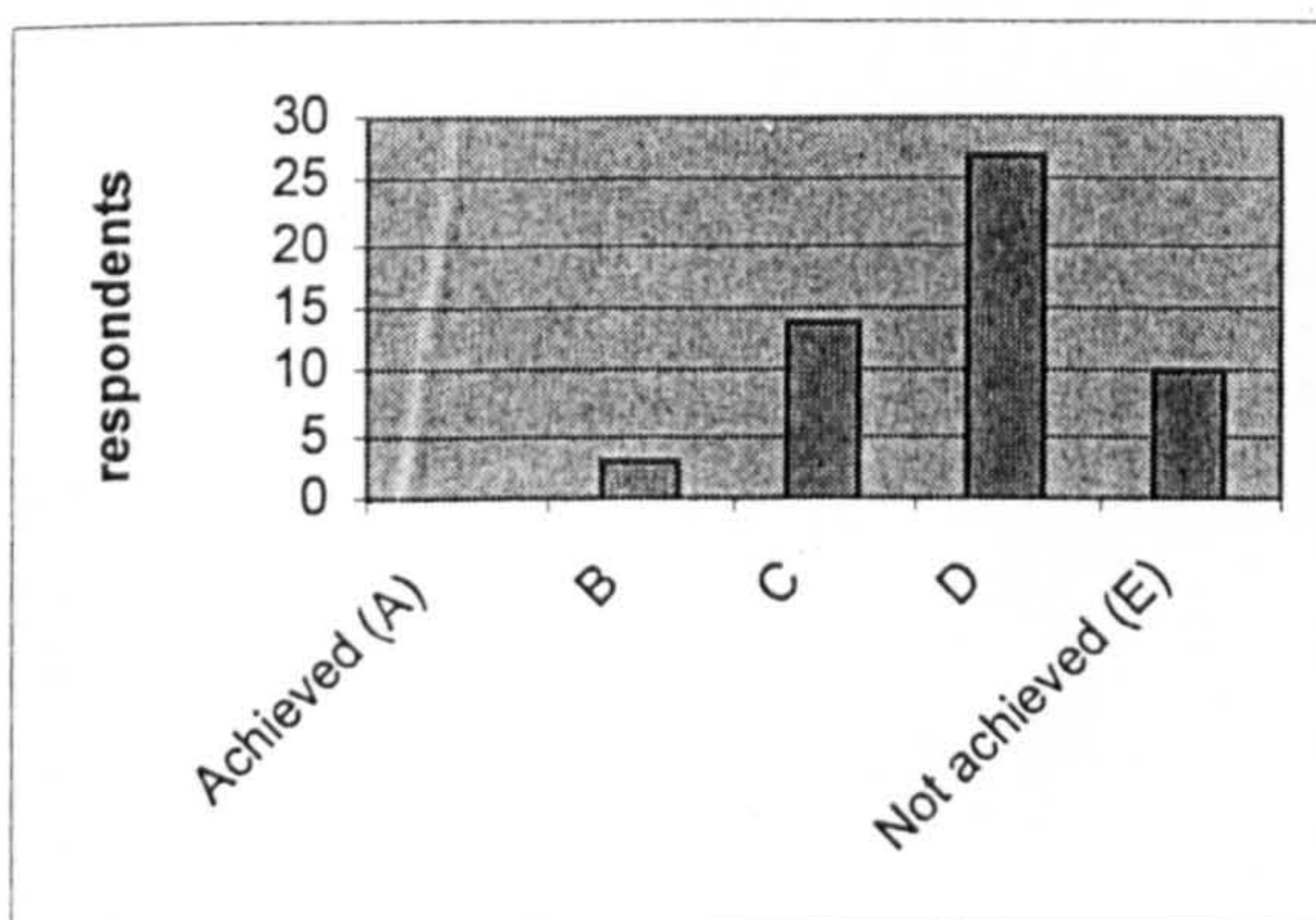


Figure (8.7): Responses of all groups

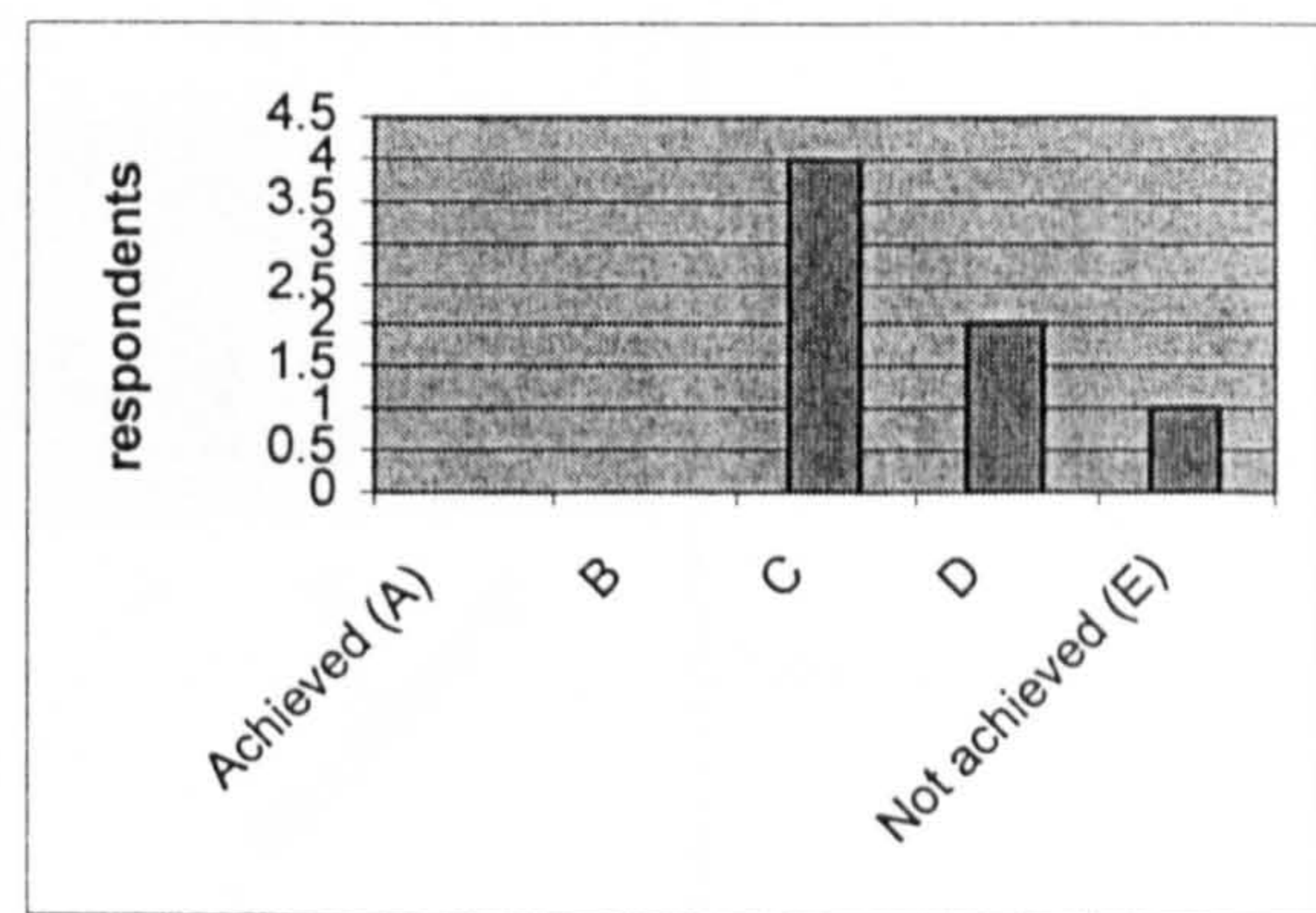


Figure (8.8): Official tourist authority

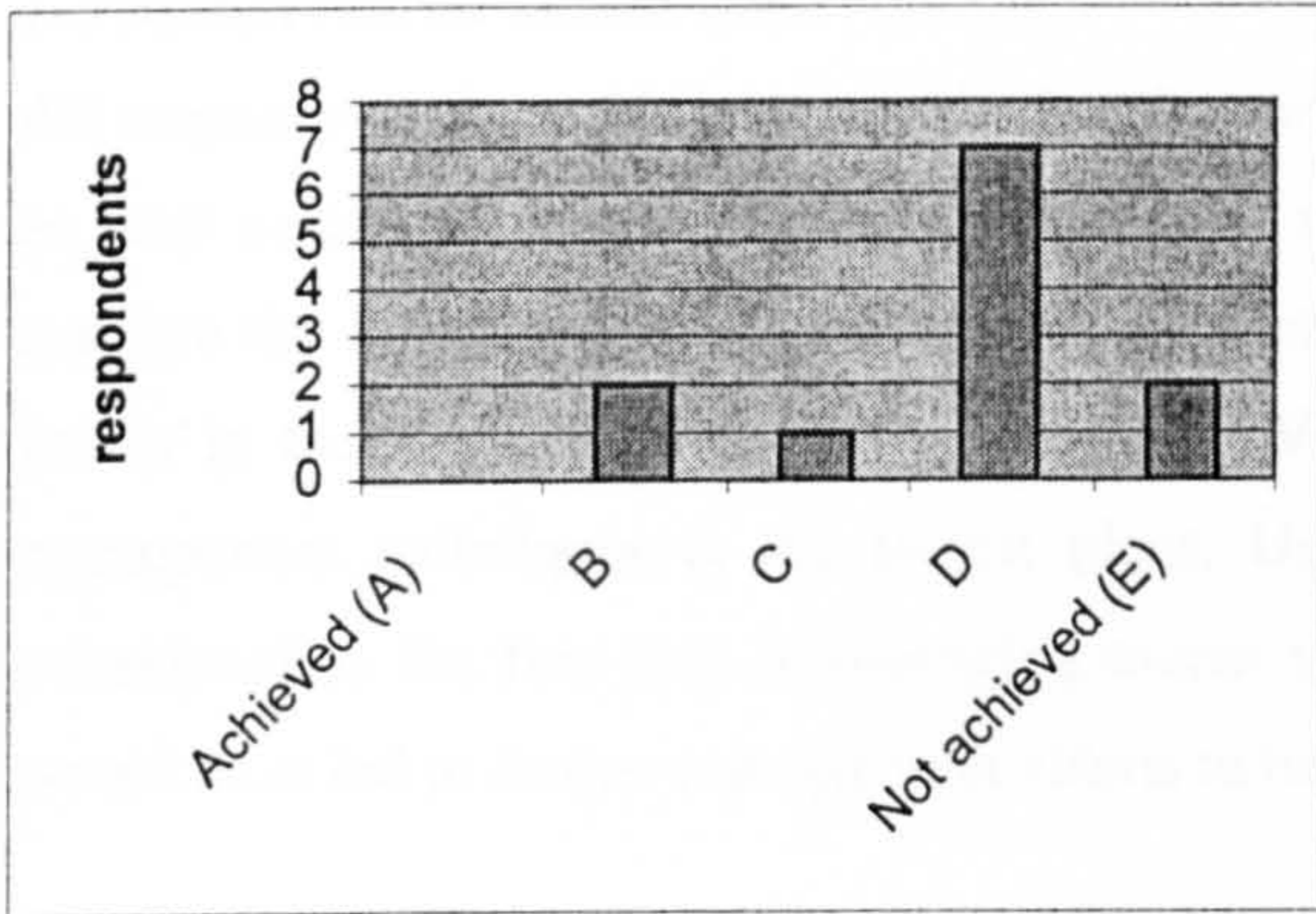


Figure (8.9): Private sector

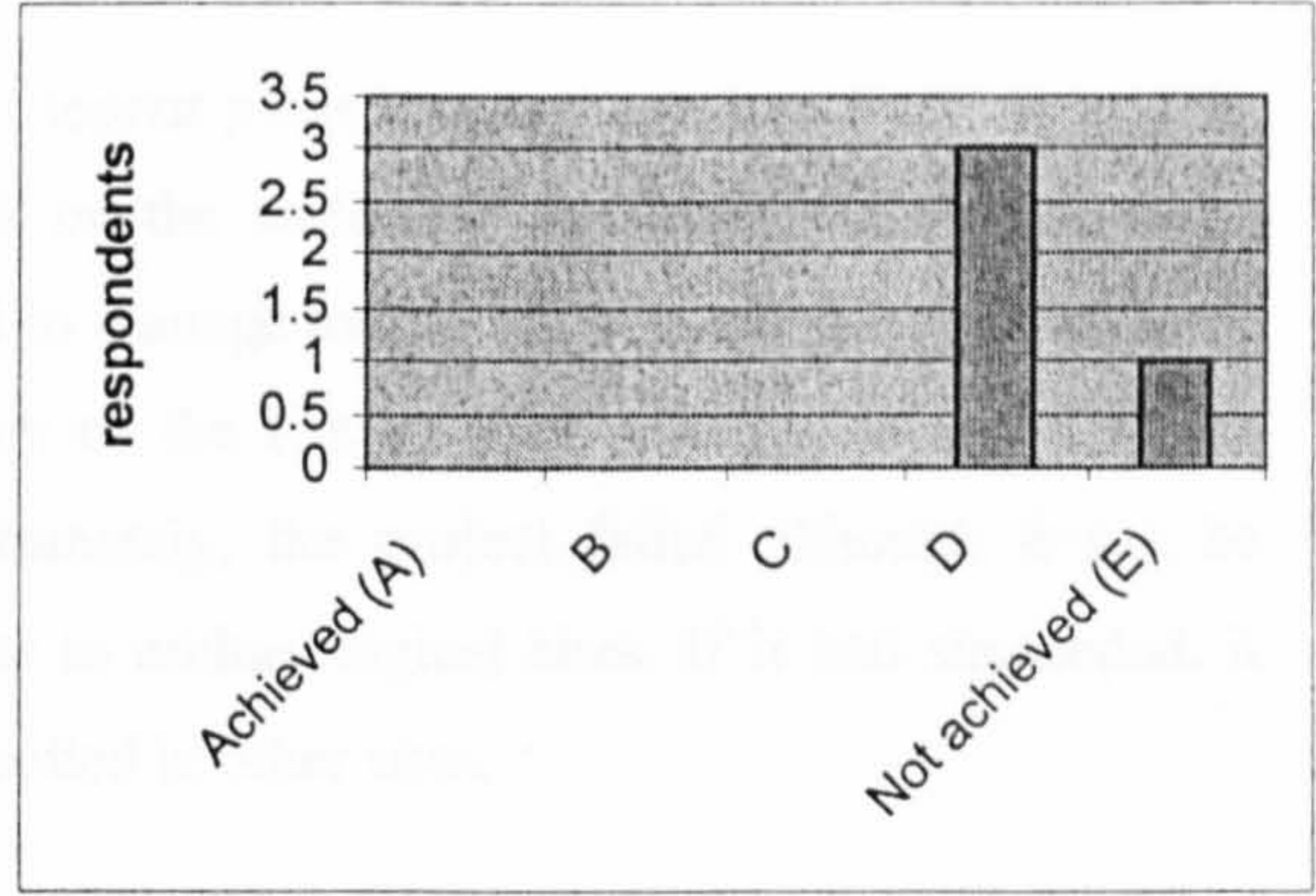


Figure (8.10): Environmental affairs agency

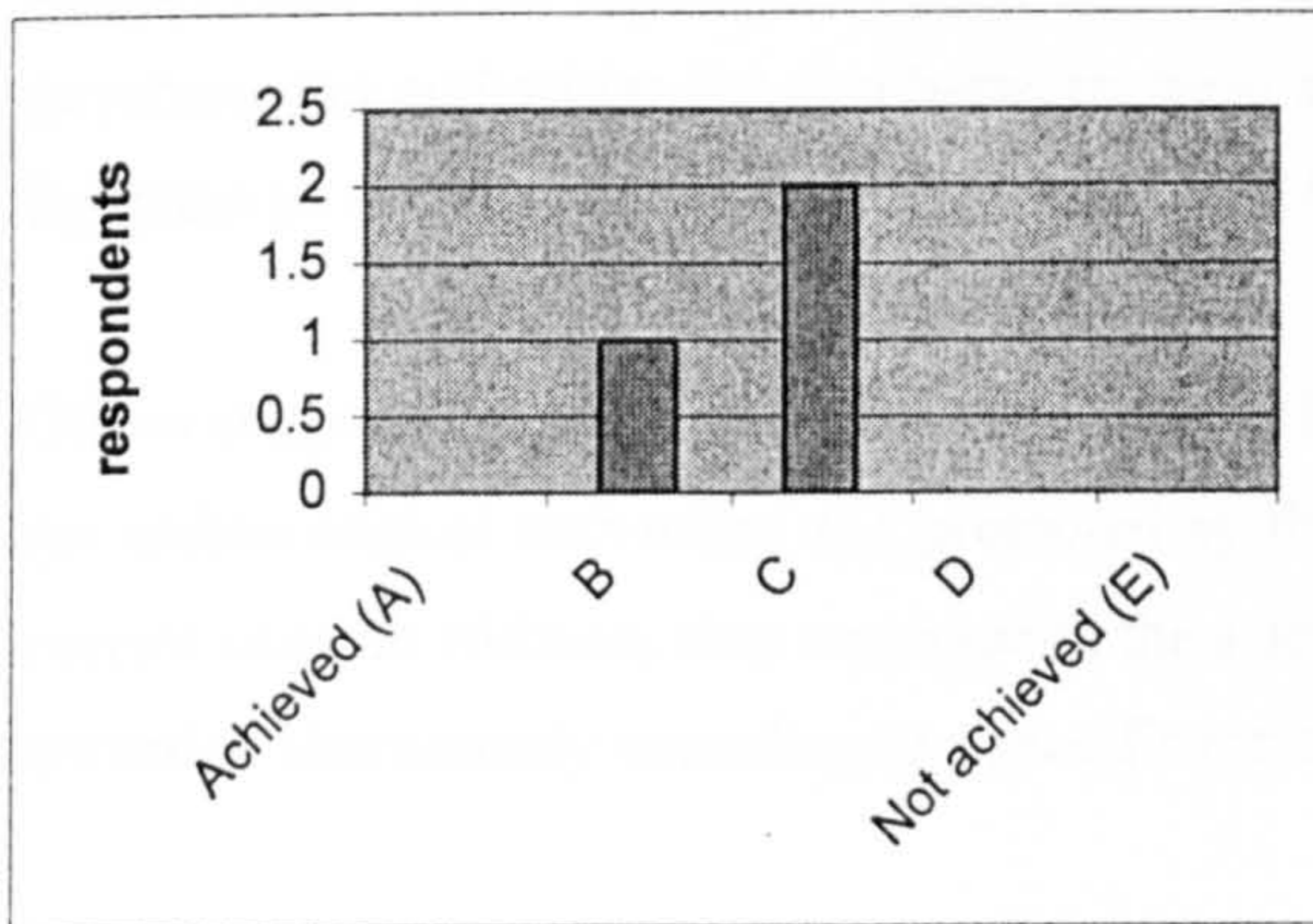


Figure (8.11): Archaeological authority

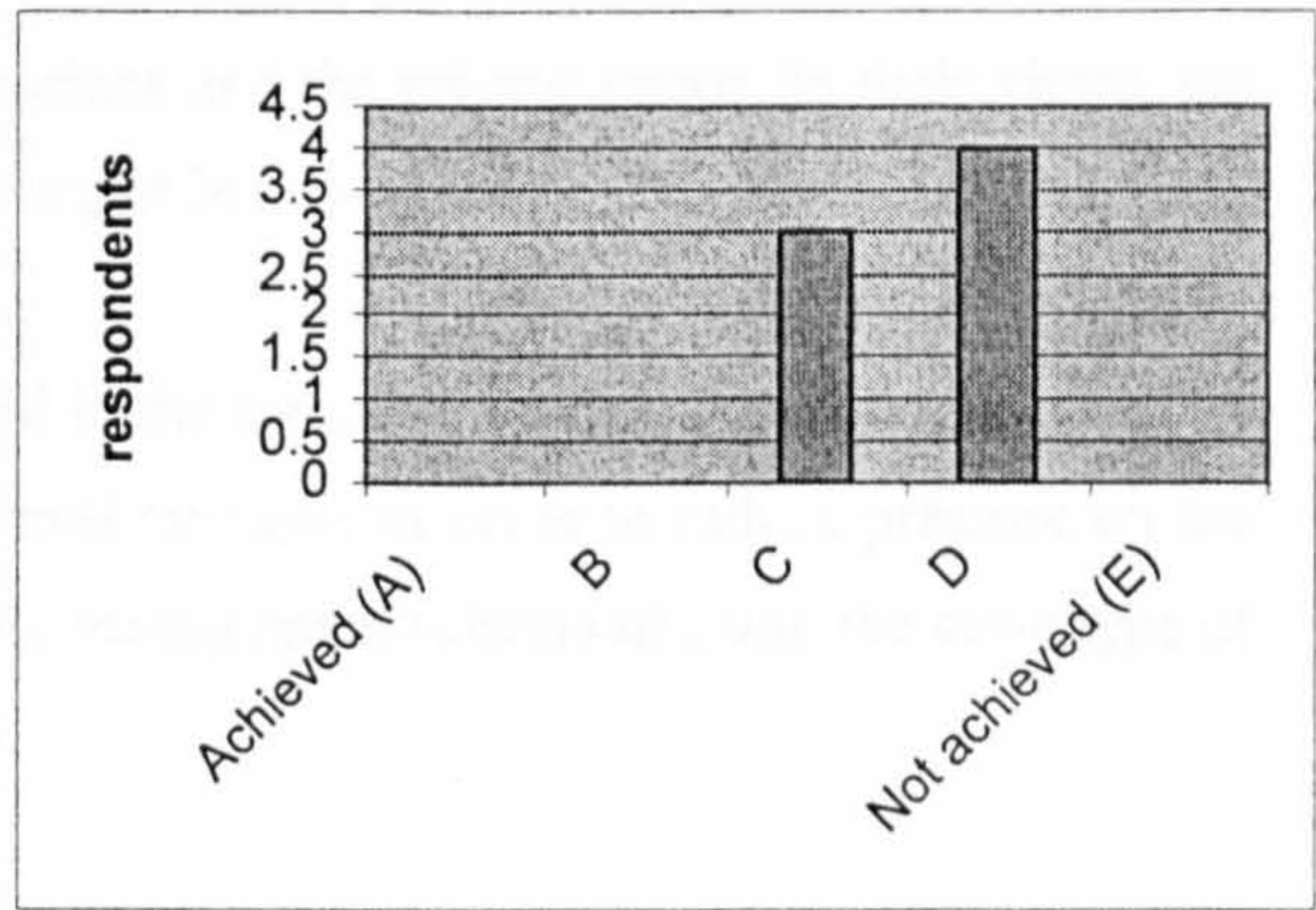


Figure (8.12): Tourist consultants & planners

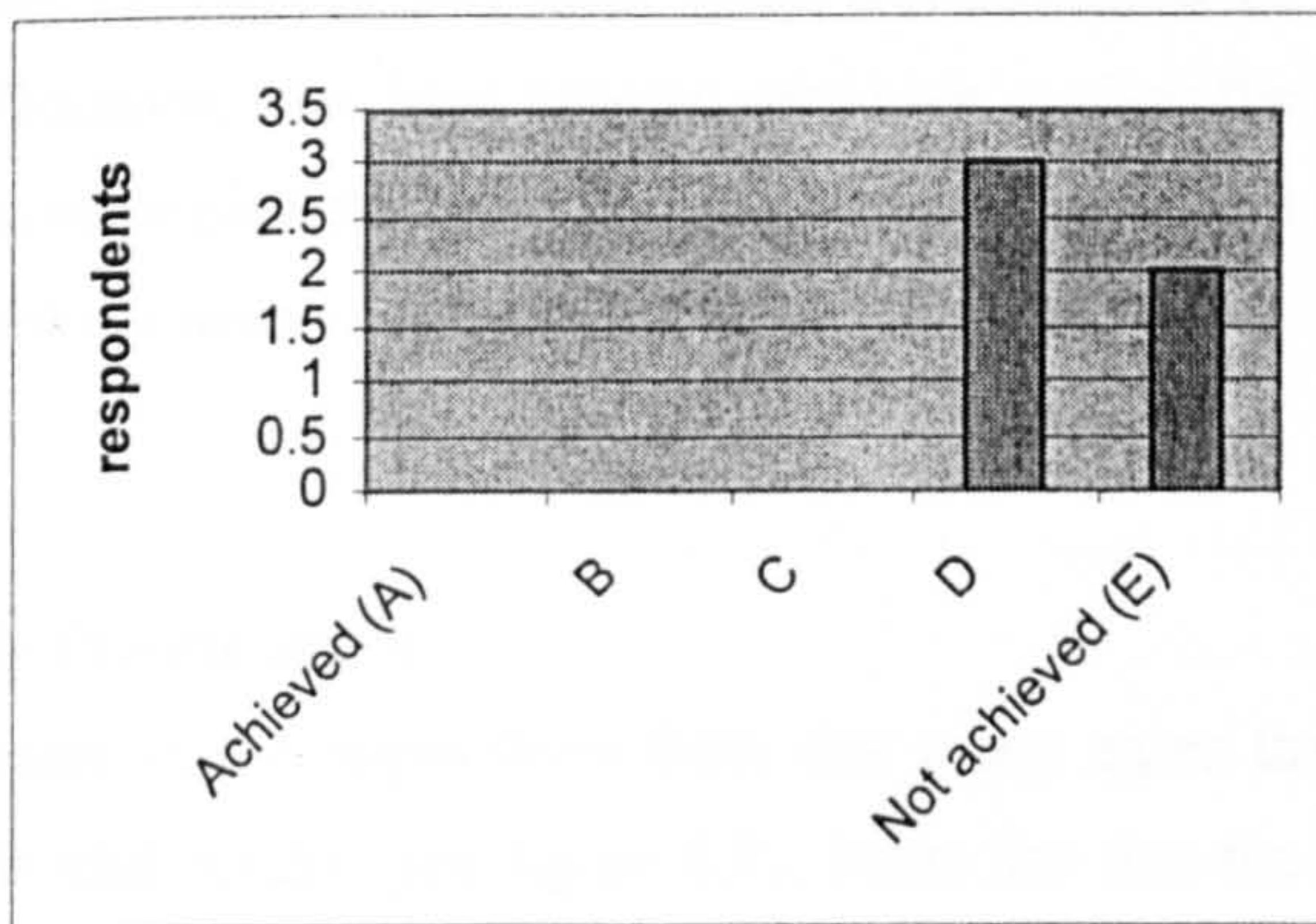


Figure (8.13): Tourist academic staff

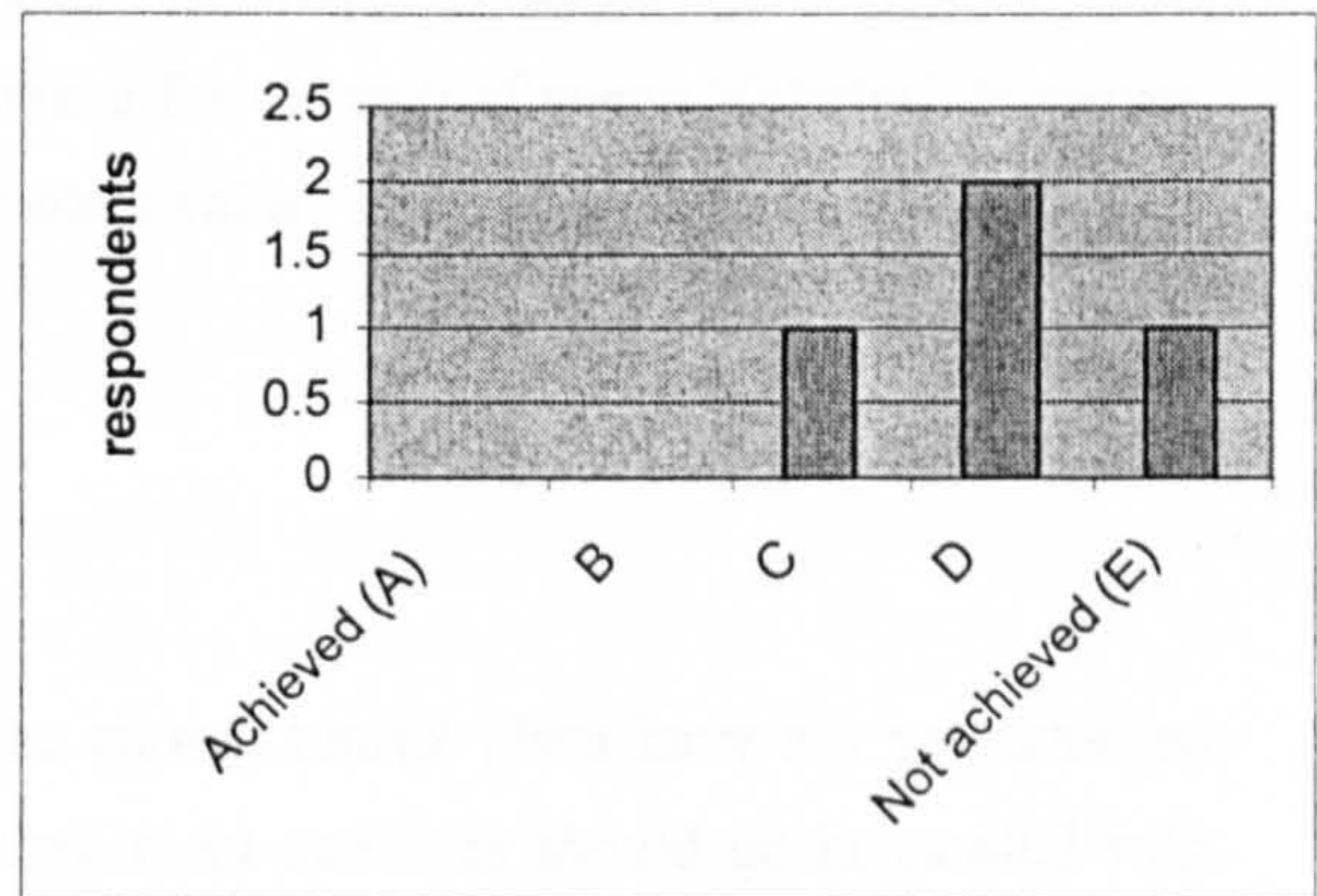


Figure (8.14): Archaeological academic staff

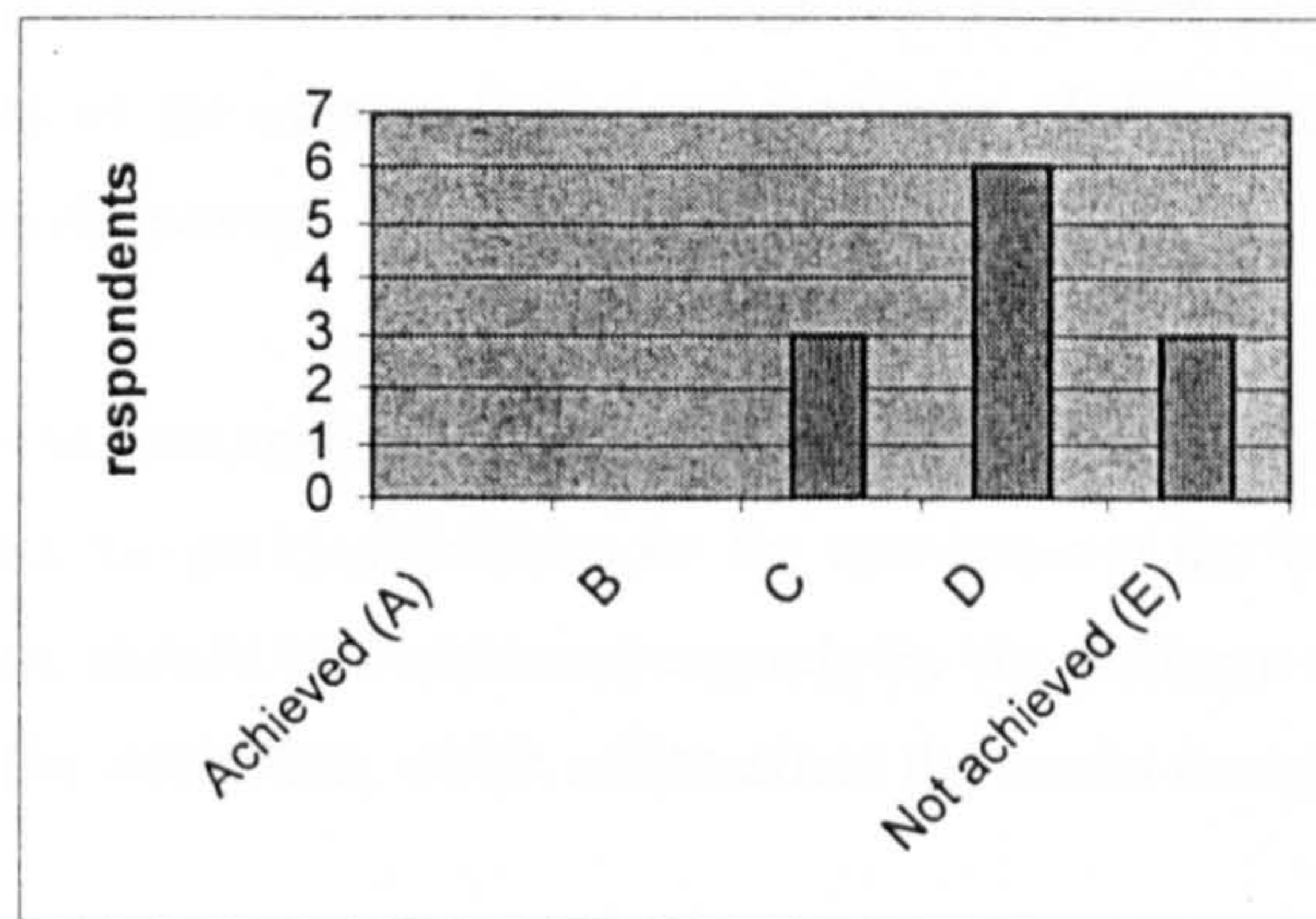


Figure (8.15): Tourist guides

1- Official tourist authorities

All respondents from this group agree that the current tourist plans have not employed effective tools, as their selections range between “C” and “E” rank on the scale (see figure 8.8). However, some mention the Luxor Visitor Centre which was planned to manage tourist visits to the famous Pharaonic tombs in the Western bank of the Nile river (Valley of the Kings) as a proof of approaching the management techniques in the tourist plans. Unfortunately, the project failed although it can be considered as the first step in managing tourist visits to archaeological sites. If it had succeeded, it would have led to further management efforts to be applied in other sites.

Some mention that the pressure on the Pharaonic sites has been increasing due to the increase in the tourist visits. Some respondents feel that co-operation should exist not only among the formal governmental authorities but also between these authorities and the private sector. In their views, the Egyptian travel agent and the tourist guide should take a part in this task.

Others suggest that some new sites should be included in the Egyptian tourist programs, approved by the archaeological authorities and promoted by the travel agencies in order to reduce pressure on the current sites. In addition, they recommend the scientific management scheme of using the same type of attraction alternatively according to a specific rotation.

In terms of entrance fees, all comment that the Supreme Council of antiquities is the only authority that has the right to levy fees. Some feel that entrance fees recently imposed on foreign tourists to some Pharaonic sites have become very high, such as the entrance fee to tomb of queen Nefertari. However, in other sites the fees are modest and do not reflect the site’s value. They suggest that the entrance fee policies need to be more scientific.

2- Private sector

Most of the respondents from this group agree that the current tourist plans have not yet achieved fruitful results (see figure 8.9). Some see that the management activities should go in parallel with legislation and strict supervision, that certain penalties should be applied to these unique historical sites in order to limit any kind of abuse. For example, although it is forbidden to take photos inside tombs due to the negative impacts of the camera flash on the colours of the relief on the tomb wall and ceiling, many tourists ignore the policy.

Others feel that the total areas surrounding the site should be managed to deflect negative impacts on the monuments. For example, the parking facilities for the tour buses at the Valley of the Kings, in the Western Nile Bank of Luxor, should be considered urgently by the different authorities, as at present, tourist buses park close to the tomb sites, which might affect the tombs due to the vibration caused by bus engines.

Others use the Pyramids area as an example of a site that lacks adequate management activities. They feel that the total area still needs many management activities and facilities, ranging from organising visits inside the Pyramids and reducing the impacts of visits by controlling and supervising souvenir vendors and camel riding activities that might affect the image of the total area.

Some interviewees mention Esna and Edfu as examples of the lack of management techniques in the current tourist plans, that the tourist facilities in these two regions are very modest require site planning and management activities.

In terms of Islamic monuments and sightseeing, interviewees agree that most Islamic sightseeing suffers from a lack of tourism management activities along with poor planning of the whole area that surrounds the site. They add that most sites are located in crowded public districts, which has contributed to the deterioration of many Islamic sights, and that efforts by archaeological authorities to restore these monuments and control the impacts of residents nearby are very modest.

In terms of waste management activities, they feel that most of the archaeological sightseeing still needs waste management and cleanliness activities especially the Islamic archaeological sites and some Pharaonic sites in Upper Egypt such as Esna and Edfu.

In terms of the entrance fee policies, they agree with the respondents from the official authorities group that the fees imposed by the archaeological authorities on foreigners in some sites are high especially to some Pharaonic tombs.

3- Environmental affairs agency

The responses of the interviewees are consistent as figure 8.10 shows. They feel that all sightseeing located along the route of the Nile cruise journey need not only management and restoration of the historical site but also management and planning of the total zone. For example, the negative impacts of tourist buses on the site need to be calculated as most of the archaeological sites still lack suitable parking areas. On the other hand waste management schemes and the provision of an adequate number of garbage bins and instruction boards on how to conserve the site area need to be considered as well.

In terms of entrance fee policies, they disagree with the above two groups. They see that the policy of “user pays” should be applied to the archaeological sites. In addition, the Supreme Council of Egyptian Antiquities should determine the most appropriate entrance fee according to scientific research and analysis of different issues such as the sensitivity of the monuments, the importance of the site and its archaeological significance. Accordingly, it is expected that some sites will have higher entrance fees than others, which will help to limit the number of tourists to the most sensitive sites and guarantee an adequate budget for the restoration of the site and the removal of negative tourist impacts.

4- The archaeological authority

As shown in figure 8.11 the responses of the interviewees are more optimistic and respondents offer more analysis of the different challenges to the implementation of management techniques. In terms of resource management activities, they see that this concept cannot work without real co-operation and co-ordination between the different authorities. They highlight the role of the tourist guides in offering orientation to the tourist groups. On the other hand, the role of the tourist police should be extended from guiding and protecting the site to supervising and controlling the activities of vendors who might annoy tourists. In addition, the local authorities in each area along with the other formal authorities should be involved in such activities.

They add that the second challenge to the management of archaeological sites in Egypt is the lack of funds. Co-operation between the different authorities is necessary to finance management techniques and schemes. For example, there are many archaeological sites that are not included in the present tourist programs, but have distinctive archaeological monuments, some of which go back to the same pharaonic dynasty and possess the same architectural design as other sites that suffer intensive visits. It requires co-operative efforts from the different authorities to include these sites in the tourist programs promoted in the international markets, as well as proper planning based on scientific schemes for site management and conservation.

Respondents also see that most of the archaeological sites need to adopt appropriate advanced information technology and management schemes to enhance the display of the monuments, organise the visits to the site and, above all, reduce the pressure on sites. For example, management tools inside most museums need to be improved and visitor centres need to be created in many archaeological sites, equipped with the most advanced facilities and trained personnel.

In terms of entrance fee policies, they mention that fees differ for Egyptian citizens they are subsidised and very modest from those imposed on foreigners in order to encourage them to visit historical sites and to enable them to relate to Egyptian culture and history. The fees imposed on foreigners differ from one site to another according to the significance of the site and the demand for it. For example, the recent entrance fee to Nefertari Tomb, levied since its restoration, has been raised to reflect the value of the tomb as it is considered one of the most favourite monuments visited by cultural tourists. This tomb has suffered from the increase in the number of tourist visits, which have threatened the sustainability of the tomb as a tourist site, so the entrance fee policy is employed as a scheme to limit the number of visitors and guarantee sufficient revenue.

They also feel that the entrance fees imposed on foreigners visiting Egyptian historical sites are considered reasonable compared to fees applied by other international destinations, and that the value of the monument along with its sensitivity and uniqueness should be taken into consideration as most pharaonic monuments are considered masterpieces that cannot be replaced if they are abused.

5- Tourist consultants & planners

Figure 8.12 shows that responses of interviewees are similar to the above views. Some suggest that similar historical sites should be used alternatively according to specific rotation and a schedule. This should be executed according to permanent scientific and archaeological assessments of all sites with the co-ordination of the tourist authorities in order to inform the international tour operators of the available sites to be visited during each period.

In addition, other sites are ignored such as the Pharaonic and Greco-Roman monuments scattered in the western deserts and Siwa oases and these can be used as tourist attractions. However, access facilities to many sites, like paved roads and tourist facilities and services, are still modest.

Some respondents feel that the most severe threat to the historical and archaeological sites is the absence of proper planning as in most of historical regions there is no difference between the site area and the touring area. The former is where the monument is and should be considered as a protected area while the touring area should be near the site area where tourists can find all the tourist facilities and amenities that they needs.

6- Tourist academic staff

As presented in figure 8.13, although responses range between “D” and “E” rank, the views of the tourist academic staff are to a great extent similar to the views of the tourist consultant and planner group. Additionally, they feel that the number of museums should be increased with proper management schemes for displaying monuments.

Others suggest that some archaeological sites should be converted into protected areas and apply all the schemes and devices of protected area management. Each of these protected areas should have its own management system that can be operated by selected staff representing the archaeological authorities and tourist authorities. This management system should be able to handle all the different issues related to the historical protected area, such as visits to the site, waste management facilities, tourist information and interpretative facilities and suggest the most appropriate conservation techniques and suitable entrance fees.

In addition, specific legislation should be applied to such protected areas to mitigate the negative impacts of tourism, to limit the ratio of monument degradation caused not only by international tourists but also by domestic tourists.

In terms of entrance fee polices, the tourist academic staff does not offer a clear opinion as they feel that fees should be introduced according to certain criteria, that it is not easy to judge the suitability of current fees without scientific evaluation.

7- Archaeological academic staff

Respondents agree that most of the archaeological sites still need scientific research and management activities, which includes the adoption of different techniques and devices and co-ordinated efforts (see figure 8.14). For example the Pyramids area needs the implementation of management schemes in order to organise the current activities of horse and camel riding.

They agree with the tourist academic staff that legislation and penalties imposition should accompany the management activities. In addition, ventilation schemes for different tombs and museums should be more considered. This should also include tools to protect monuments from visitors' impacts such as fingertips, camera flashes, increase in the ratio of humidity and footsteps. One of these tools is to isolate the walls of the tombs by using a specific kind of glass, taking into account that the temperature between the wall and the glass should be controlled.

Two respondents stress the importance of devoting a specific percentage of the entrance fee to the mitigation of tourist impacts and the restoration of the site.

8- Tourist guides

Responses of the tourist guide group are very similar to the archaeological academic staff as figure 8.15 shows. Although most of the respondents of this group see that each archaeological site in Egypt has its own problems and threats, all agree that all the existing archaeological sites have not adopted many management activities. For example, national school trips to local archaeological sites need to be oriented in a way that educates pupils on how to respect and safeguard their culture and archaeological sites. Unfortunately, most of these trips are not well organised to the extent that they sometimes annoy the tourist groups visiting the site. Moreover, tourist facilities in some sites are inadequate. For example it is very important to provide shaded and green areas along with an adequate number of fixed and mobile seats near to the site where tourists can have a break during their tour.

Although some agree that access roads to the most prominent historical sites in Alexandria and Cairo have been improved, other roads, for example, in Upper Egypt still lack many facilities.

9-Total views

Responses of the eight groups are largely consistent as all agree that the Egyptian tourist plans have not employed appropriate techniques for managing tourists' use of historical sites. Most choose the fourth rank on the scale, which points to an inadequacy of the techniques (figure 8.7). Respondents of the total group handle the analyses of the current management programs and techniques from various perspectives that can be used as recommendations and suggestions for more adequate management programs. However, the terminology for resource management activities and visitor management seems to be unclear to some respondents and the researcher often had to explain concepts.

8.3.1.2 Analysis of responses and views to criterion (3b): carrying capacity.

Analysis of the criterion is in two parts: firstly results from the quantitative analysis summarised in figures 8.16 to 8.24. Each figure illustrates the success of the technique according to the responses of a specific group of respondents. This is followed by a qualitative analysis of the views offered by the relevant group.

The following figures are graphic presentations of the views of each group evaluating techniques adopted to consider the maximum carrying capacity of the historical sites

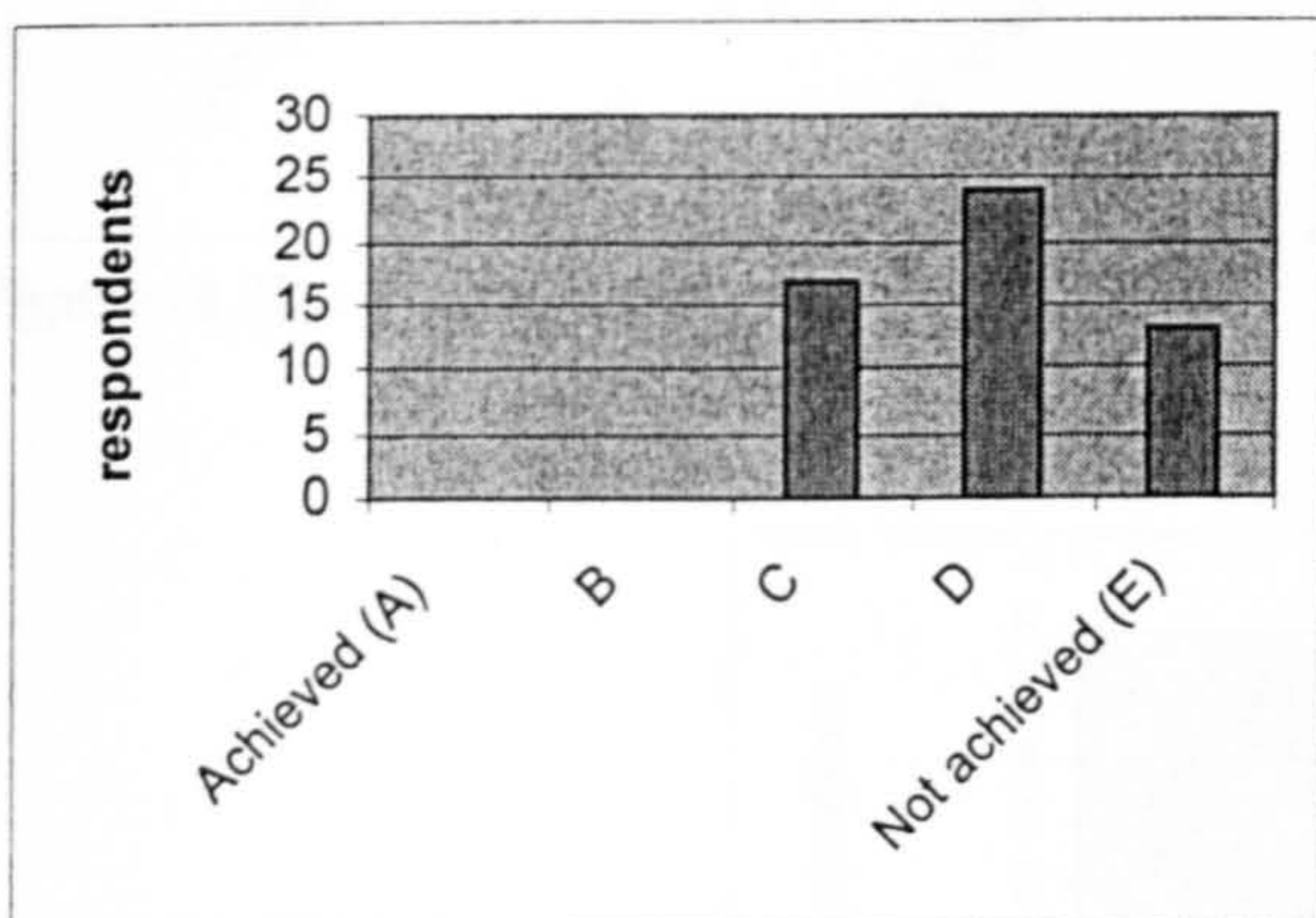


Figure (8.16): Responses of all groups

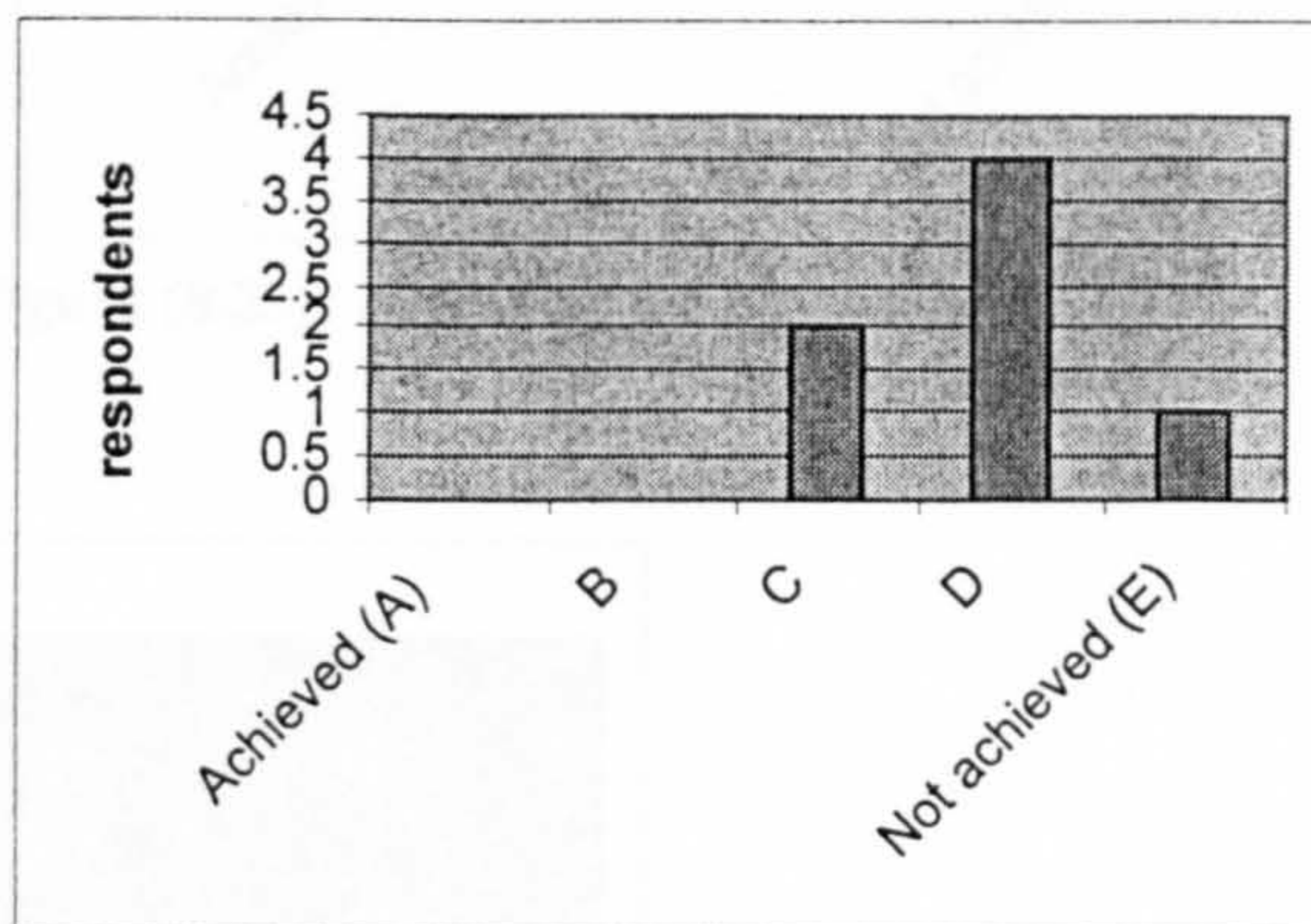


Figure (8.17): Official tourist authority

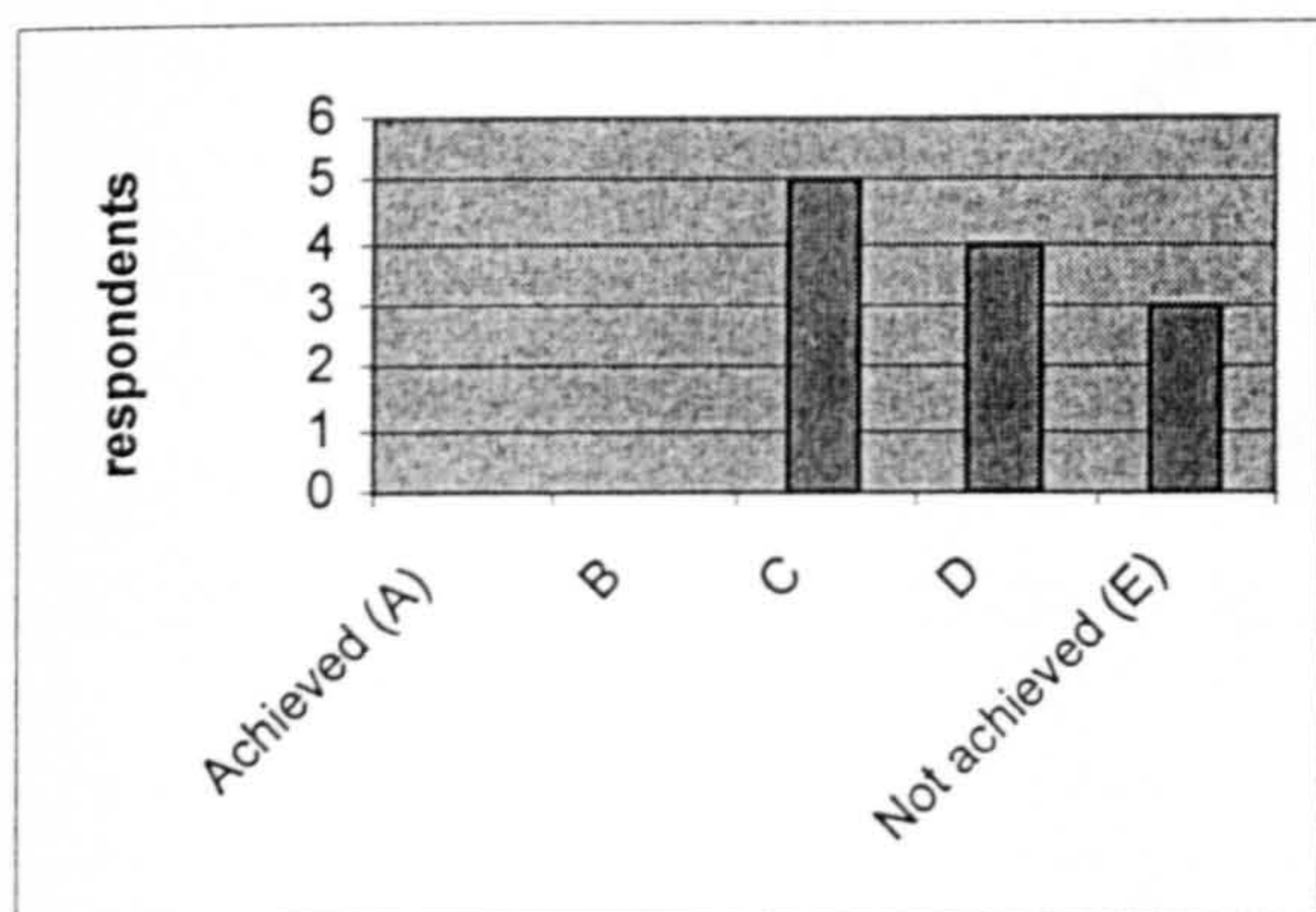


Figure (8.18): The private sector

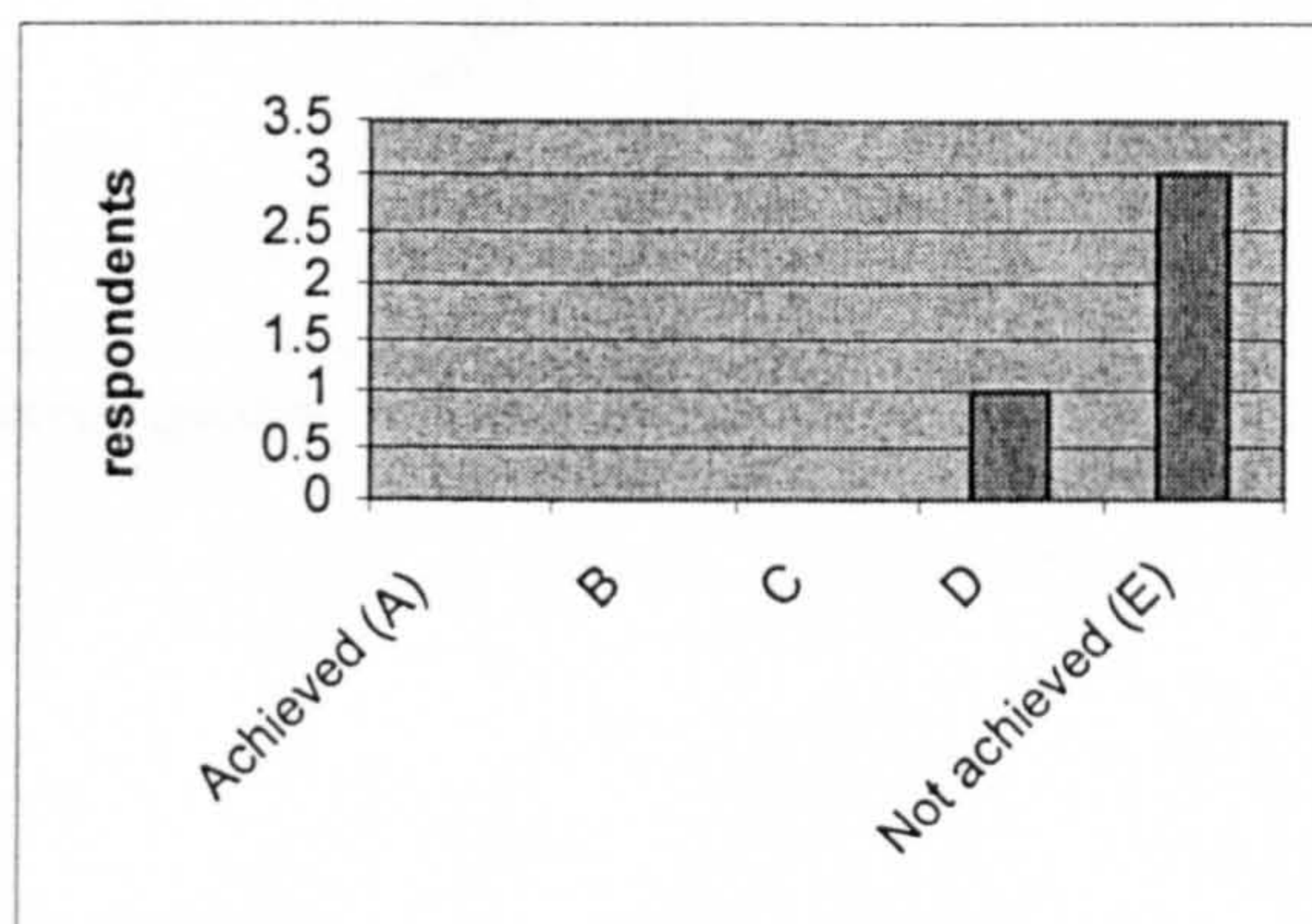


Figure (8.19): The environmental affairs agency

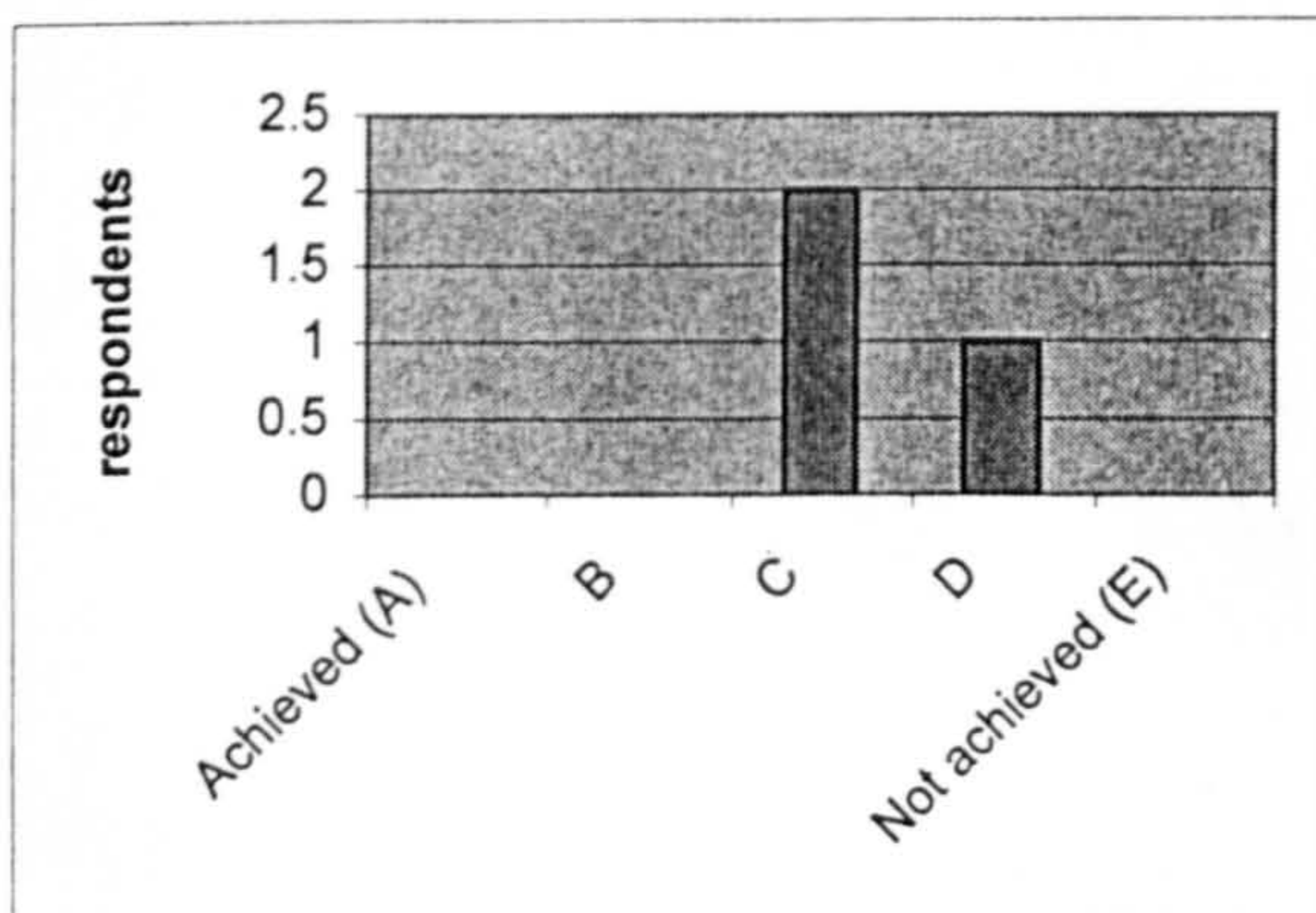


Figure (8.20): The archaeological authority

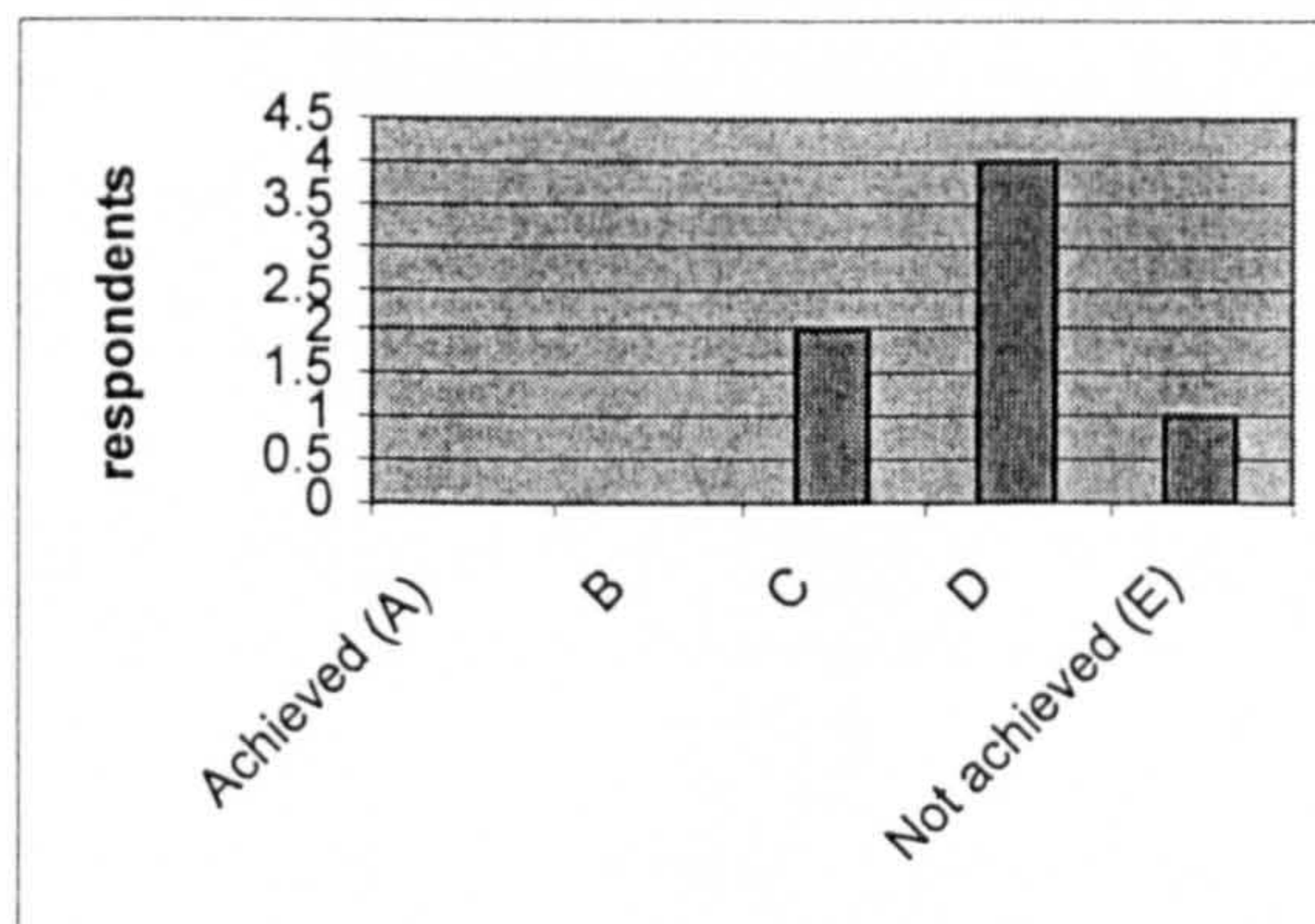


Figure (8.21): Tourist consultants & planners

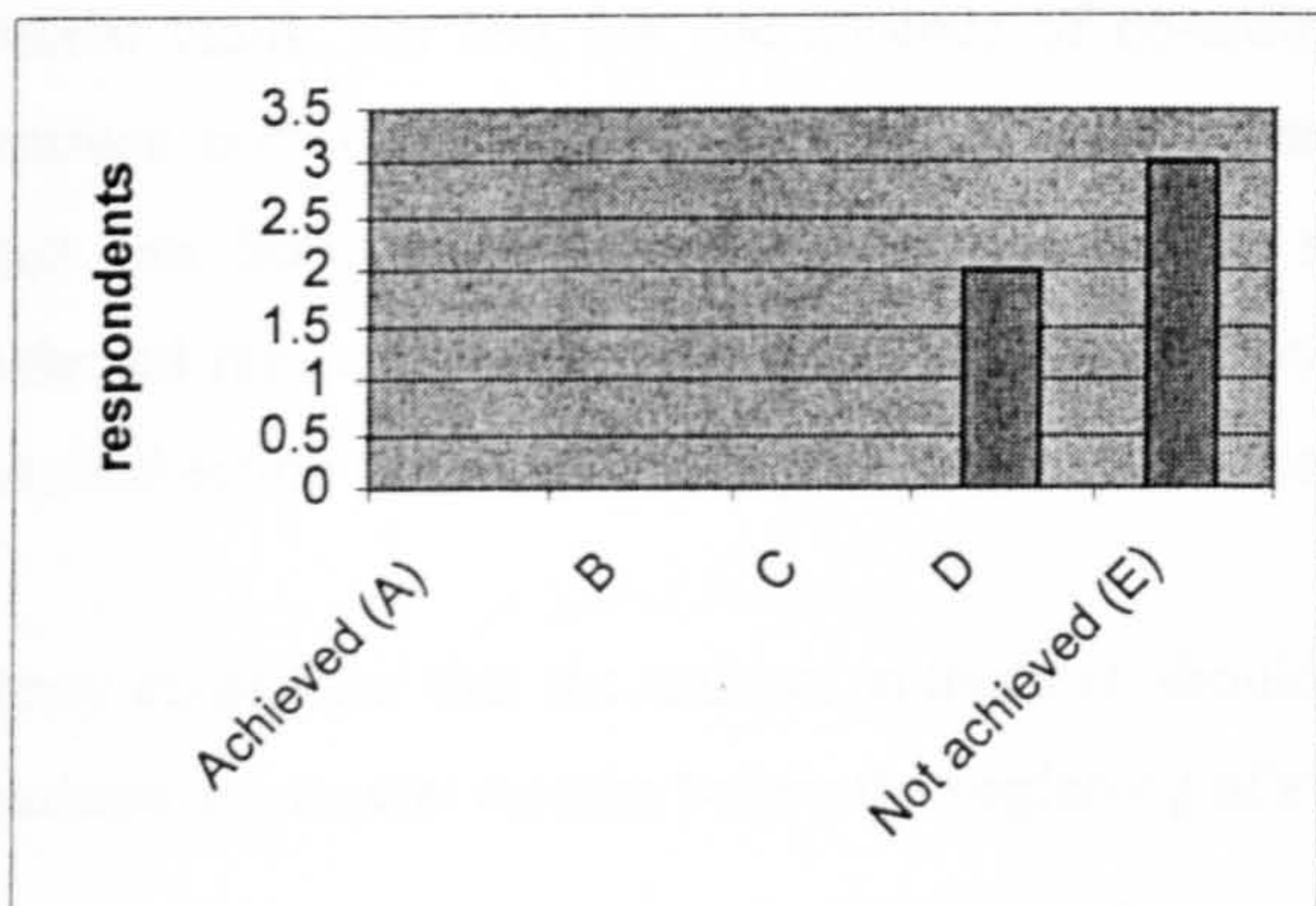


Figure (8.22): Tourist academic staff

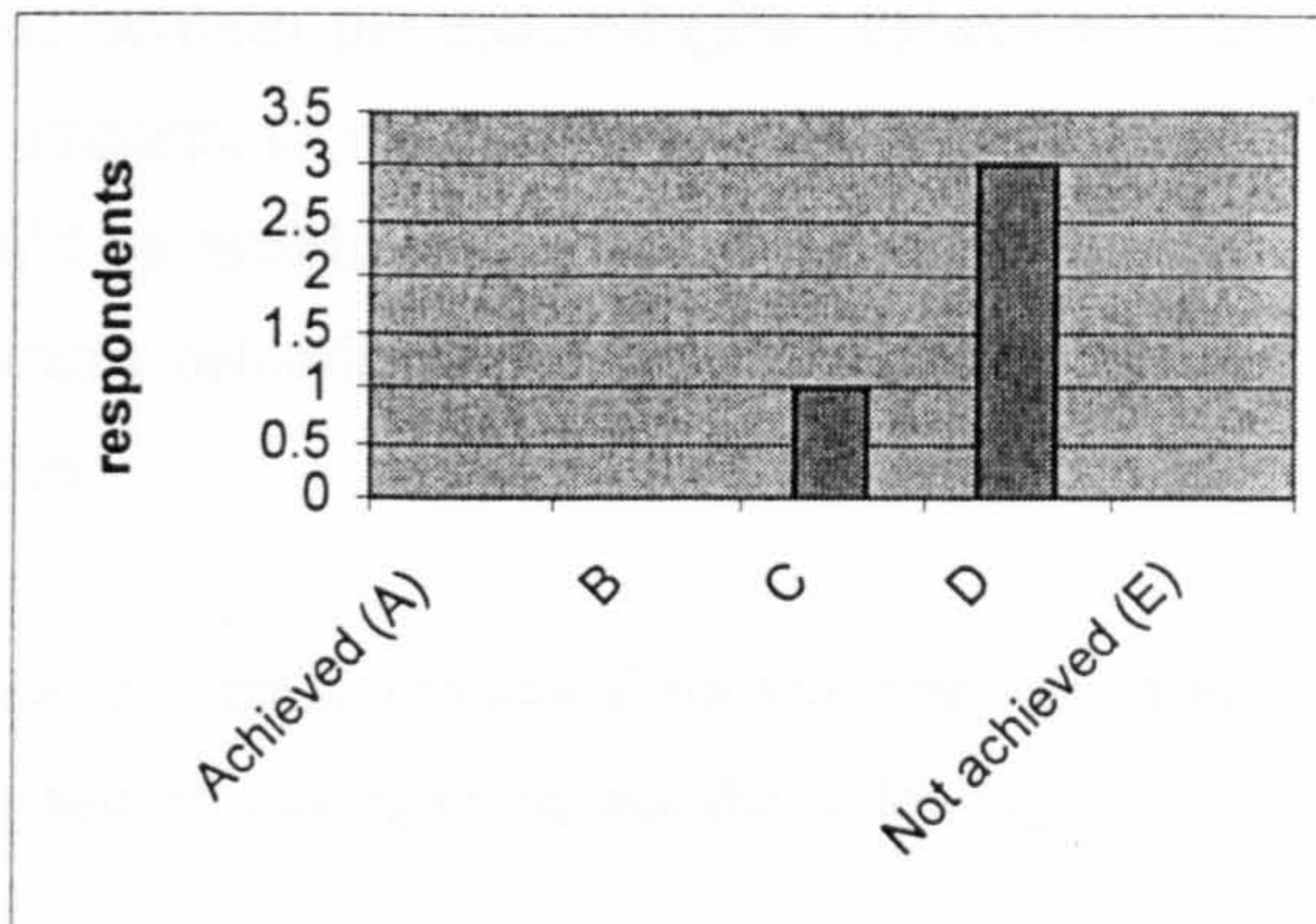


Figure (8.23): Archaeological academic staff

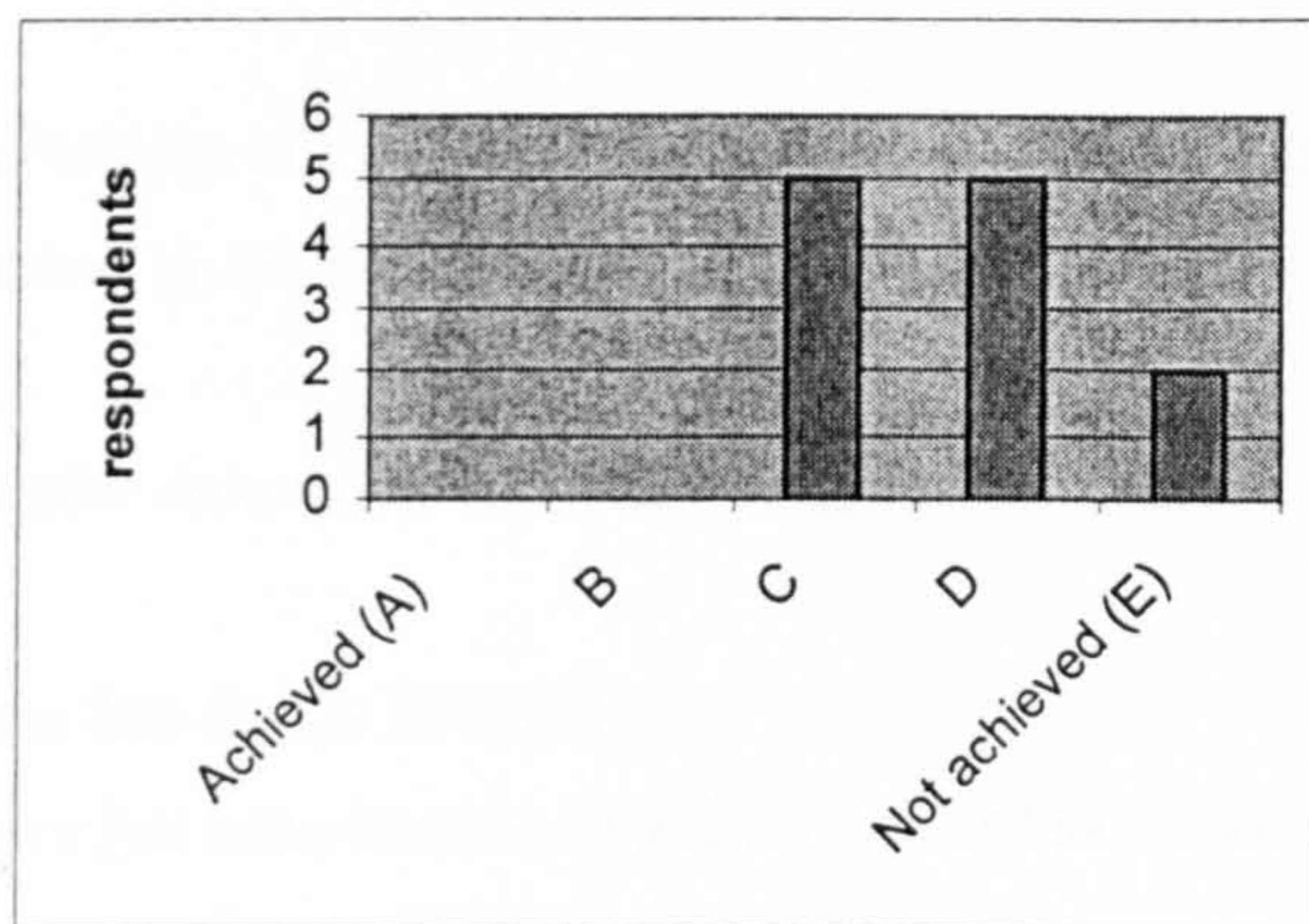


Figure (8.24): Tourist guides

1- Official tourist authorities

The responses presented in figure 8.17 show that this technique is not successfully employed by the tourist plans. All feel that the absence of co-ordination between the archaeological authorities and tourism authorities has been causing different negative impacts, of which over-capacity is considered just one. Some suggest that an active committee should be established to include professional and selected representatives from the archaeological and tourist authorities to introduce scientific well-studied action to manage the capacity of the historical sites.

They emphasise that the tourism authorities should receive a memorandum from the archaeological authorities, several months before the beginning of every tourist season, to include the following:

- The number and locations of sites that will be open for use during the next tourist season.
- The maximum number of tourists allowed visiting each site monthly and daily especially closed sites such as tombs.
- The maximum number of tourists allowed entering the tomb or closed site in each visit.
- A list of the current pressures on the different sites and guidelines as to how to mitigate impacts by tourists.
- A designation of sites under renovation and when roughly they will be used again for tourism activities.
- A list of proposed entrance fees for the different sites.
- A list of new sites that have just been discovered and can be used as tourist attractions.

This will help the tourism authority to consider the most appropriate number of tourists and conservation regulations for visiting these sites.

2- Private sector

Although all the respondents from this group agree that most of the archaeological sites suffer from over-capacity, they have different views about the reasons for this problem. Some feel that the problem arose mainly due to a lack of management efforts rather than an increase in the number of tourists. They explain that a few tourists if not properly managed could cause more negative impacts than a larger number.

Others feel that this issue needs co-ordination and co-operation, not only between the tourist authorities and archaeological authorities responsible for crafting policies and plans, but also between planners and implementers. They feel that conducting scientific research and policies on the maximum capacity of each site is but one side of the coin. The other side and more significant is how to guarantee the application of these policies. The implementation process should include different parties such as the travel agency responsible for organising tourist programs, tourist guides, the archaeological authority representatives in each site, tourist police, site guards and tourists.

3- Environmental affairs agency

Although the respondents from this group agree that the Egyptian archaeological sites suffer from over-capacity, they are not aware of the Egyptian tourist planning mechanism's role regarding this issue. Apart from offering quantitative responses presented in figure 8.19, they have not offered distinctive views to be analysed.

4- The archaeological authorities

Responses are mostly consistent as figure (8.20) shows and respondents offer more accurate analysis to the problems of carrying capacity in the historical sites. They mention that the archaeological authorities are aware of the massive negative impacts by the increased number of tourists on the archaeological sites. They add that the restoration of Nefertari's tomb, which was affected by the increase in the number of tourists, could be used as a proof.

Examples of negative impacts caused by the increase in the ratio of humidity inside the tombs, are the fading of colours of the relief on the walls, and the vibration caused by tourists' footsteps. In addition, absence of a proper ventilation system in some sites has contributed to the increase of the negative impacts.

They emphasise that the demand for specific sites, especially the well - known Pharaonic sites, is very high. They suggest that some tombs can be illustrated by using specific information technology devices outside the tomb to present and explain the tomb contents without entering the internal rooms and paths of the tomb or at least without spending a long period of time inside the tomb.

5- Tourist consultants & planners

Most respondents feel that the carrying capacity technique of tourist sites (natural and historical), is not yet one of the main tools implemented by the current tourist plans (see figure 8.21). They comment that after the failure of the Luxor visitor centre proposal, tourism stakeholders (formal authorities and private sector) have not taken any other practical action on managing the number of tourists although all are aware of the seriousness of the problem.

6-Tourist academic staff

The tourist academic staff feel that the archaeological sites have not been subjected to any techniques to manage the number of visitors (see figure 8.22). They support the technique of closing some sites temporarily while using other sites with similar monuments. In addition, they suggest creating replicas of significant monuments such as tombs as an alternative to the original.

It should be noted that private sector respondents and tourist guides do not support duplicating monuments, as creating a fake tomb in order to reduce the pressures on the original is only a good idea in theory. From a practical point of view, tourists come to Egypt to visit the original sites not the fake ones and this might affect the image of Egypt as a very distinctive archaeological destination. Most of the interviewees especially the tourist guide group are against this despite its benefits for the original archaeological sites.

However, the views of the archaeological academic staff along with some respondents of the archaeological authority show tendency to recommend the replica and modelling techniques.

7- The archaeological academic staff

All respondents stress the importance of employing scientific research to calculate the maximum capacities of each site visited by tourists (figure 8.23) and add that recently this technique has become an imported consideration.

8- Tourist guides

The tourist guides stress the importance of alternative use of similar sites and suggest that “the workers’ tombs” and “Mastaba tombs” in the Pyramids area can be opened for visitors to reduce the pressure on “the kings’ tombs”.

9- Total views

As shown in figure 8.18, views are consistent and range from “C” to “E” rank on the scale. Most of the Pharaonic archaeological sites are under pressure due to the increase in the number of visitors and over carrying capacity. Although respondents have different views, all agree that up till now the Egyptian archaeological sites do not operate an appropriate scientific system to manage tourist carrying capacity.

8.3.2 Criterion (4): Education programs for cultural & heritage environment conservation.

This examines the proficiency of the tourist plans in achieving the following two goals:

- Tourist education and interpretative programs to protect historical sites from degradation.
- Public community awareness about the objectives and approaches of historical and cultural conservation.

8.3.2.1 Analysis of responses and views to criterion (4): education programs about cultural & heritage environment conservation.

Analysis of the criterion is in two parts: firstly results of the quantitative analysis are summarised in figures 8.25 to 8.33. Each figure illustrates the success of the technique according to the responses of each group of respondents. This is followed by a qualitative analysis of the views offered by the relevant group.

The following figures are graphic presentations of the views of each group evaluating the ability of the plans to implement educational programs for cultural & heritage conservation.

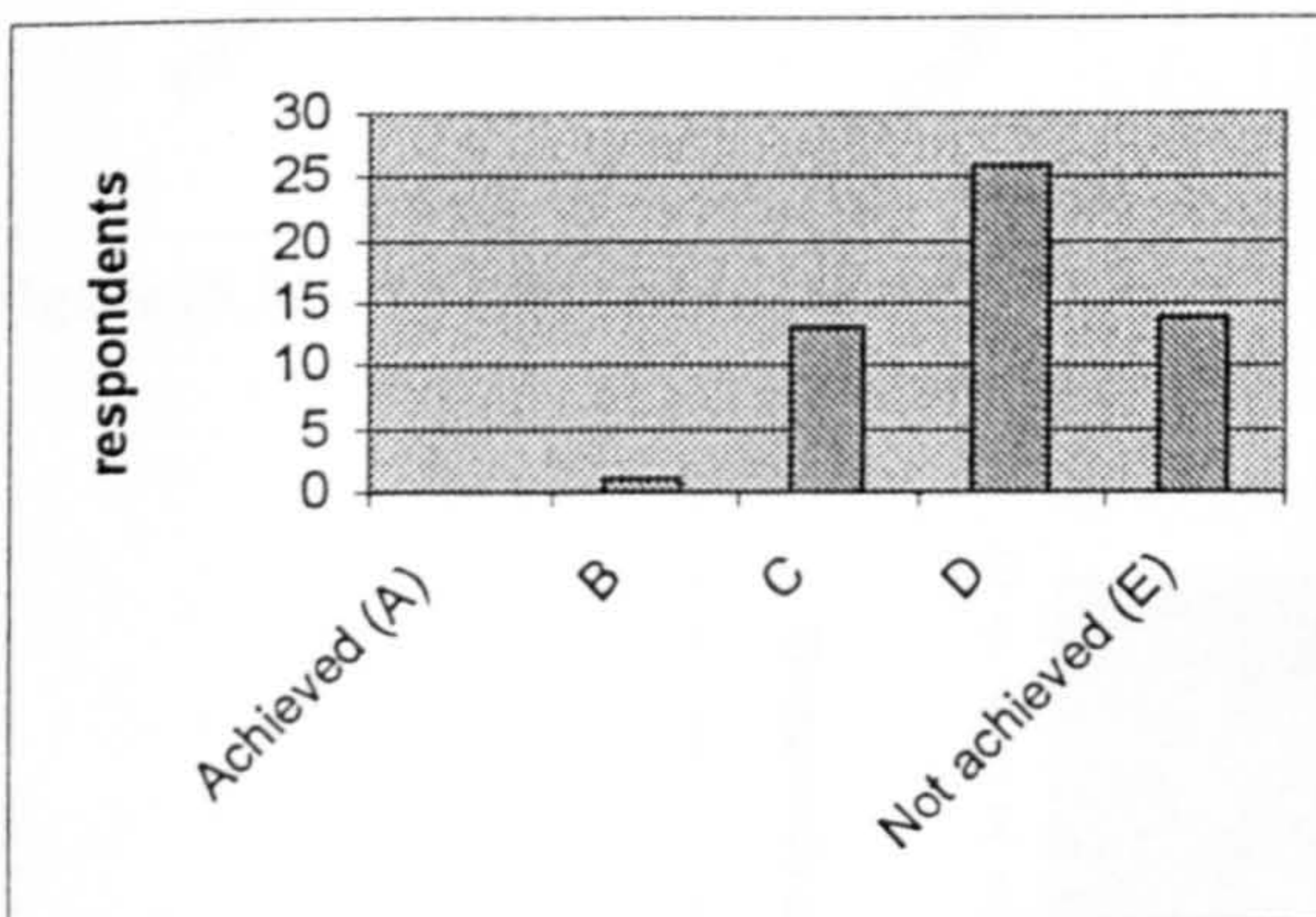


Figure (8.25): Responses of all groups

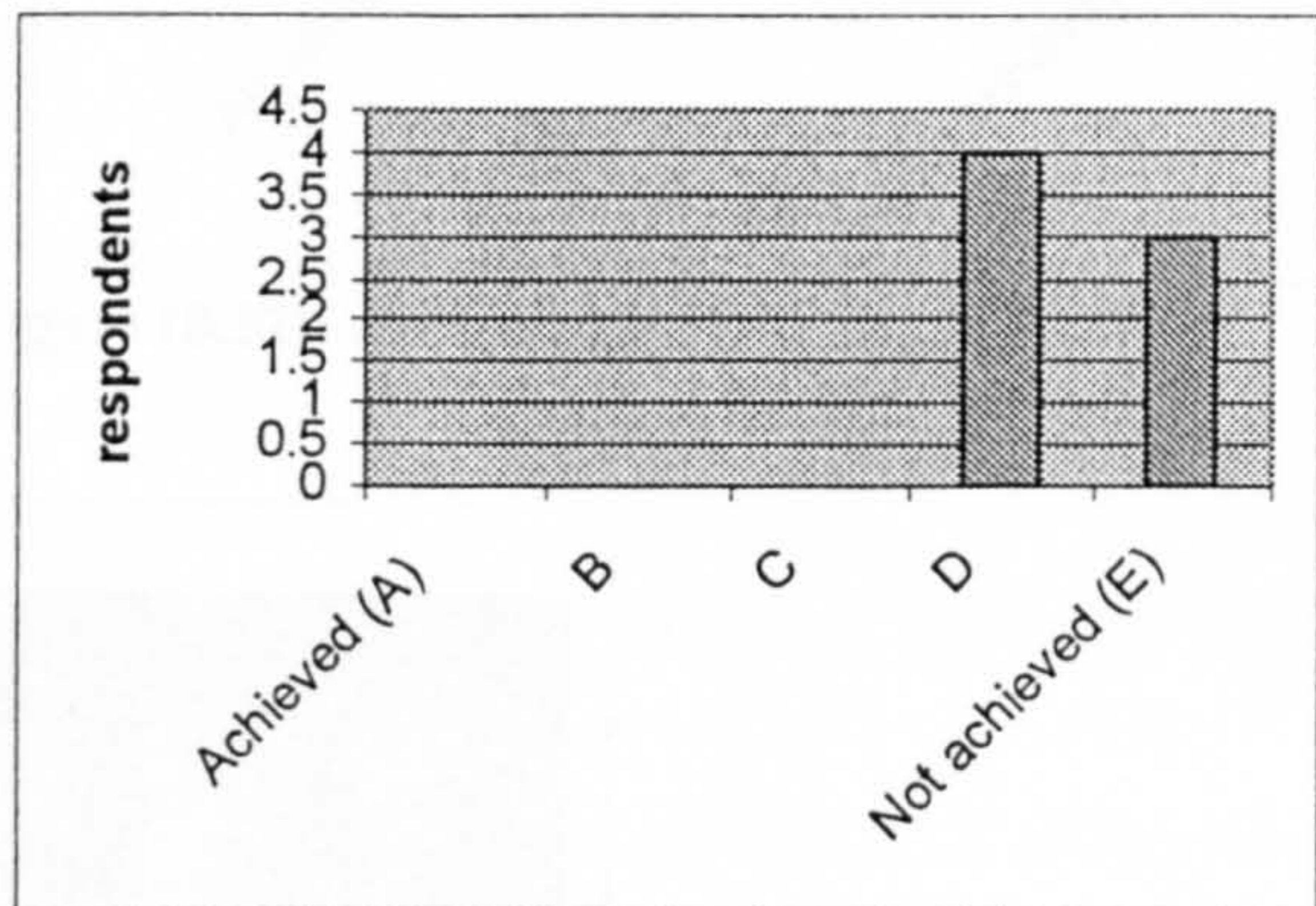


Figure (8.26): Official tourist authorities

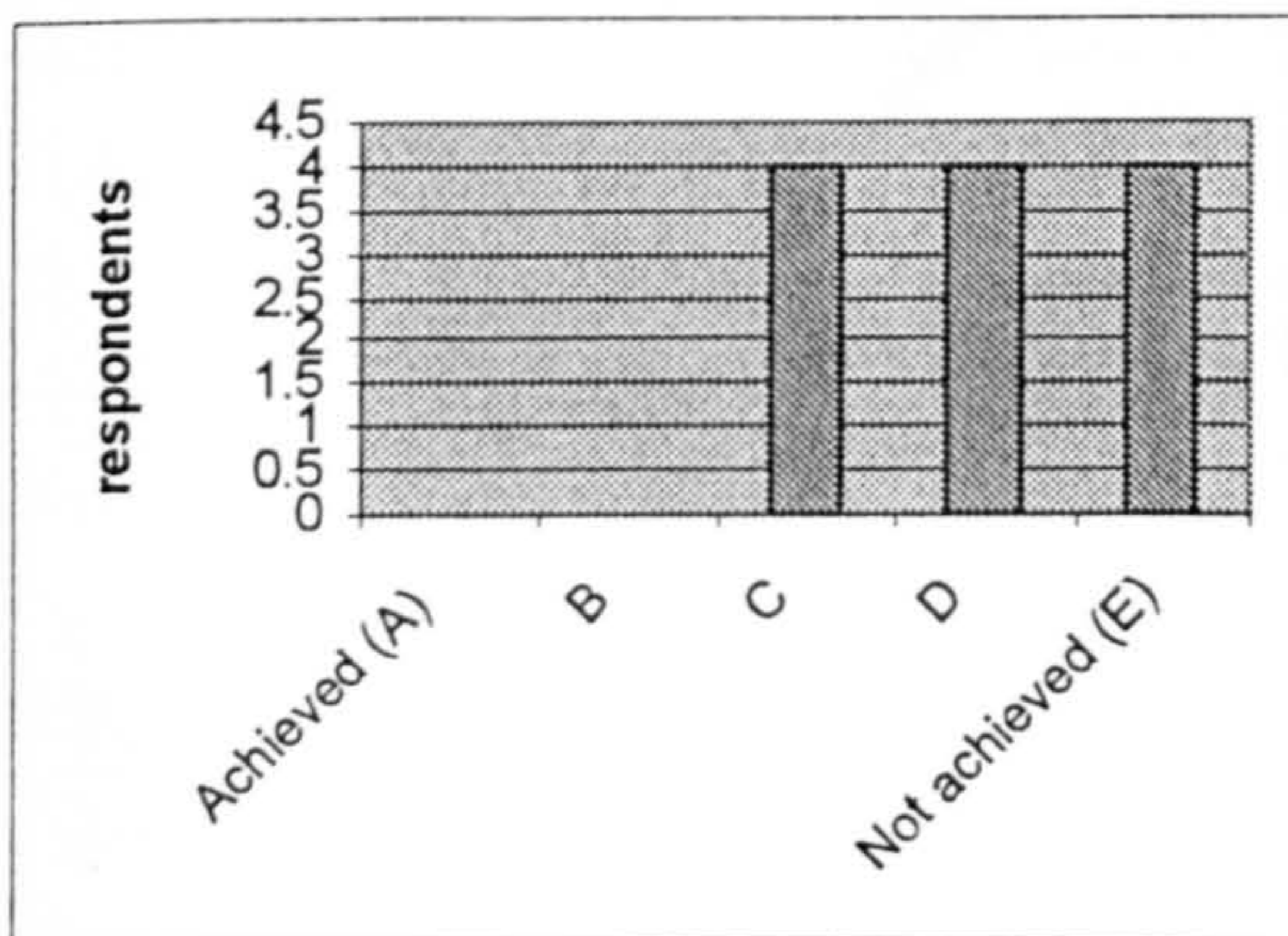


Figure (8.27): Private sector

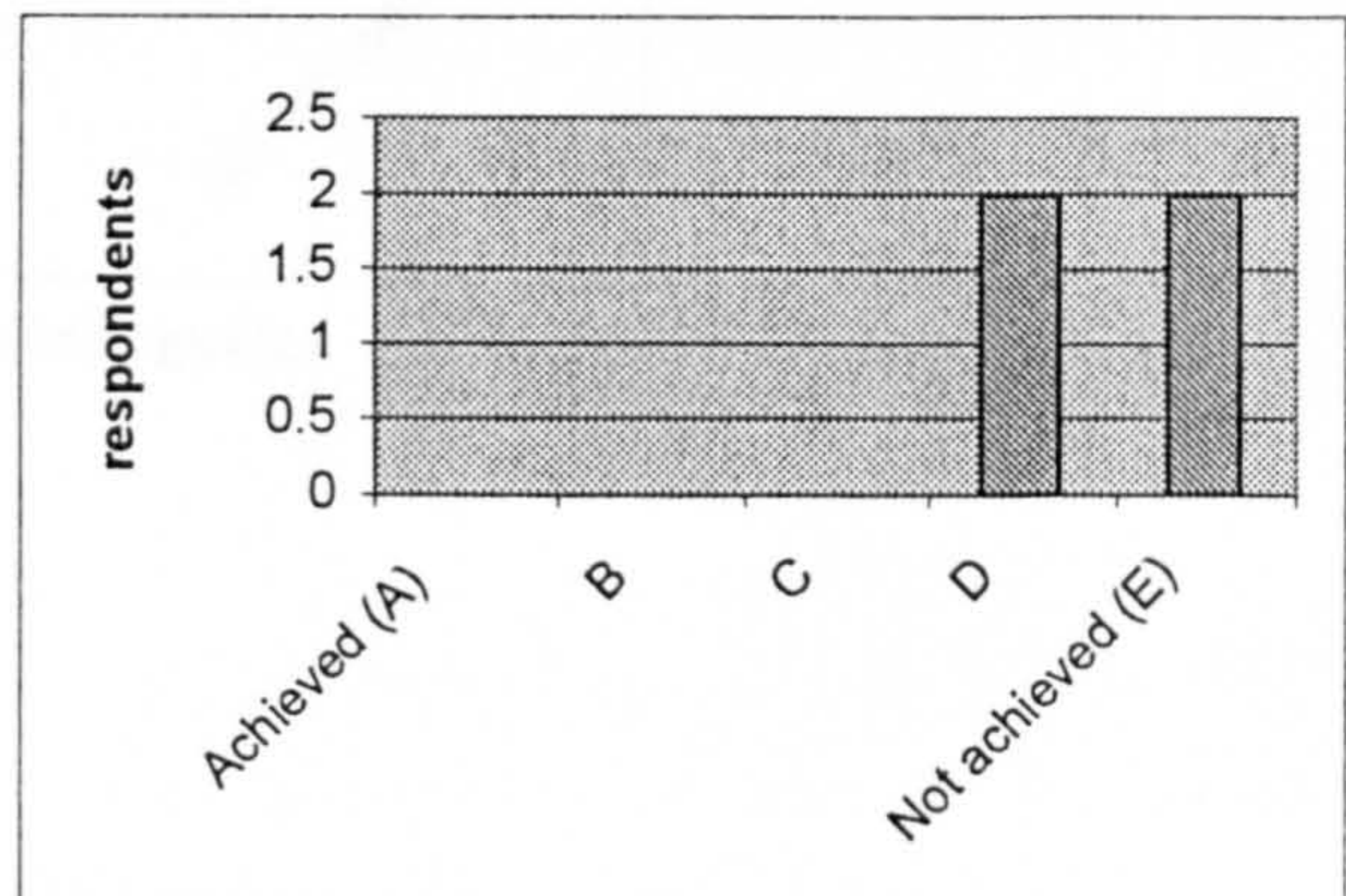


Figure (8.28): The environmental affairs agency

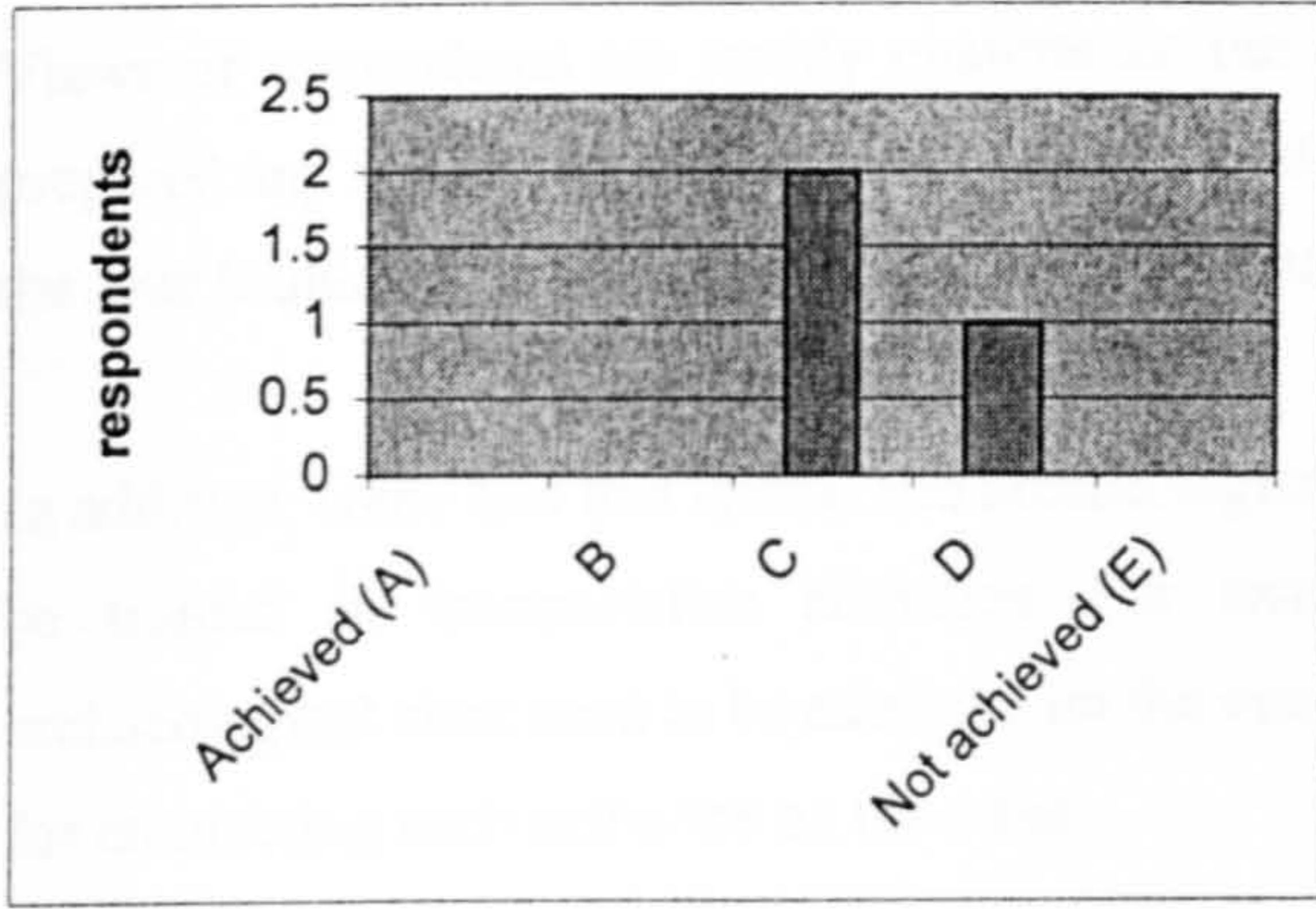


Figure (8.29): The archaeological authority

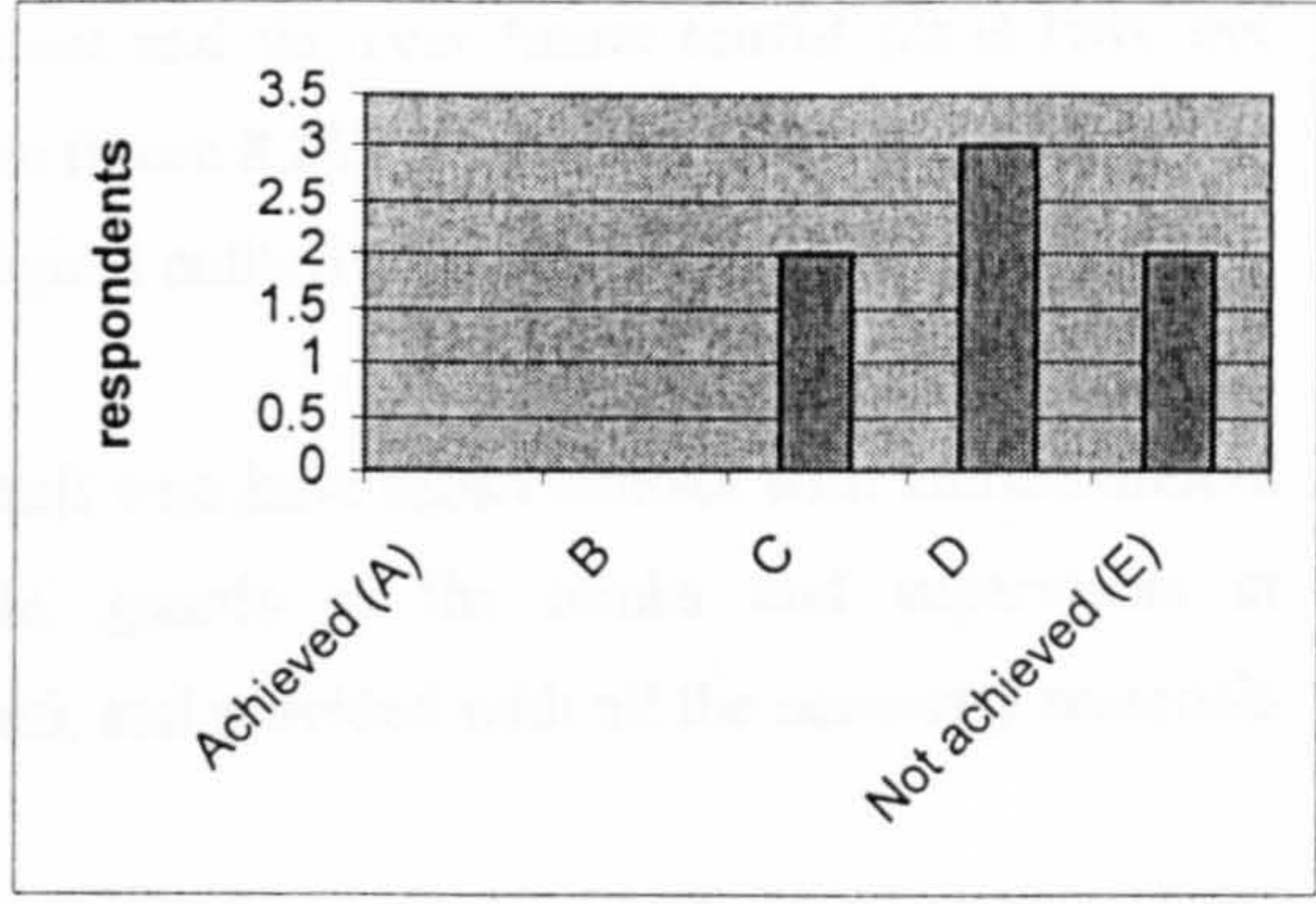


Figure (8.30): Tourist consultants & planners

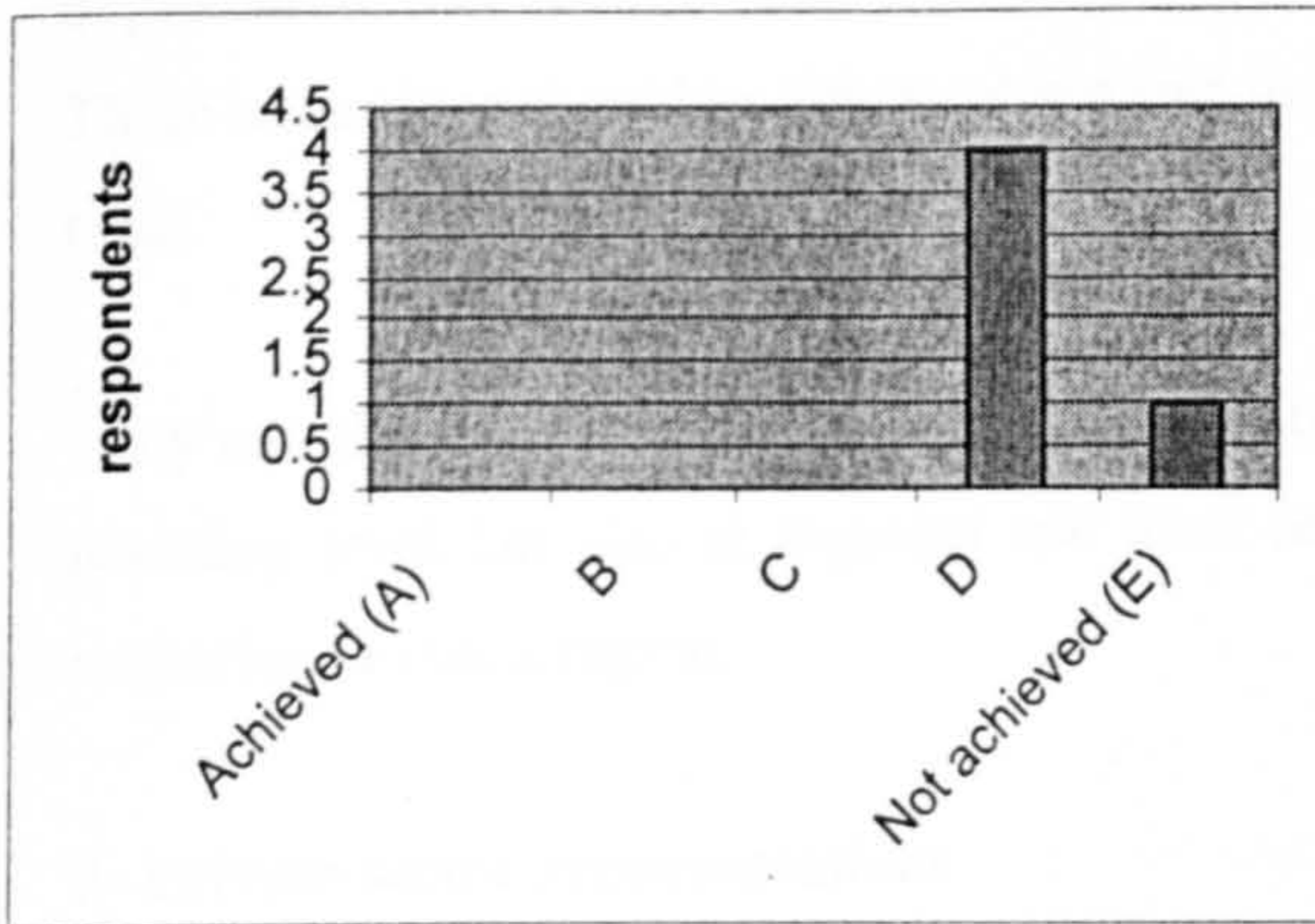


Figure (8.31): Tourist academic staff

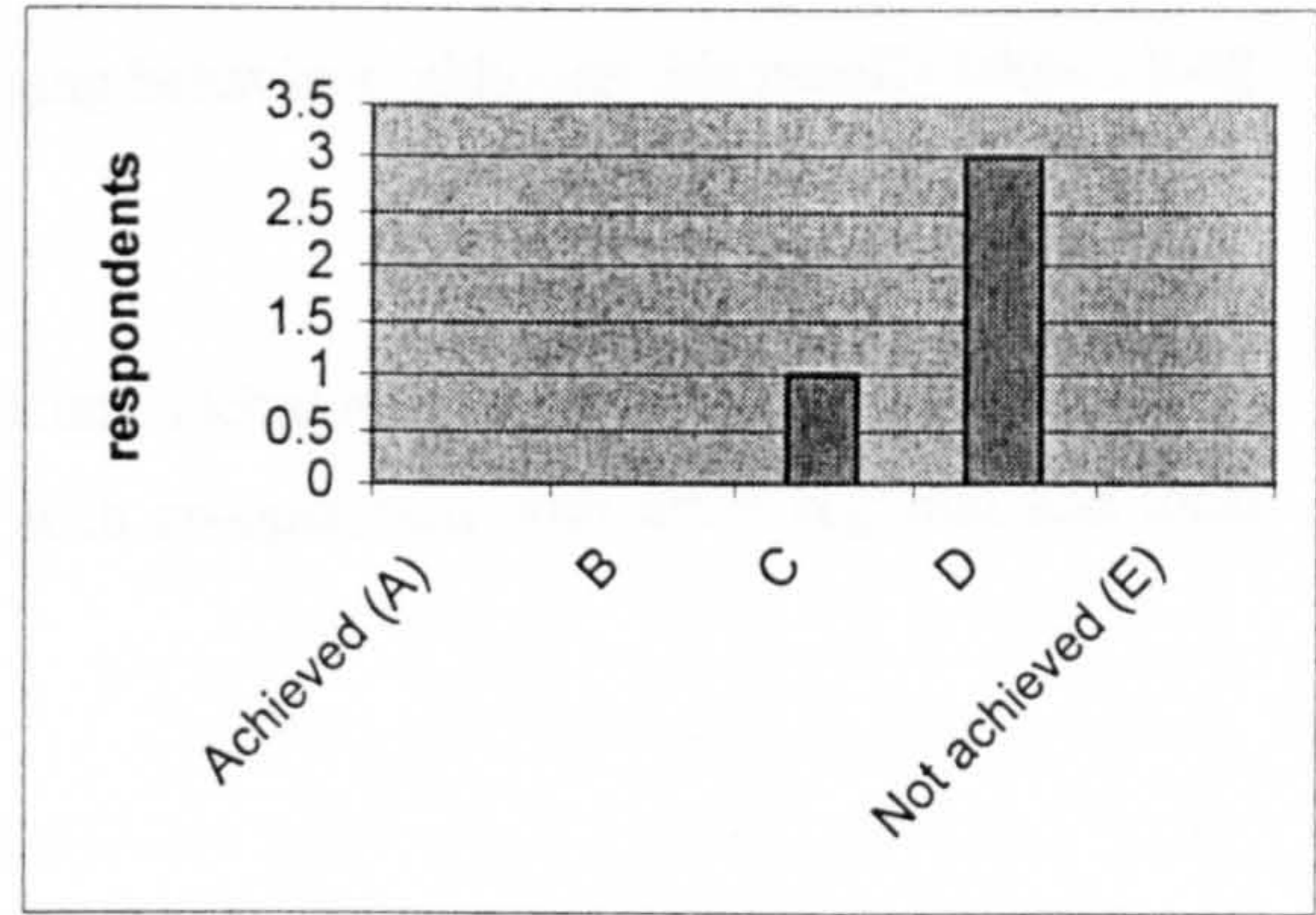


Figure (8.32): Archaeological academic staff

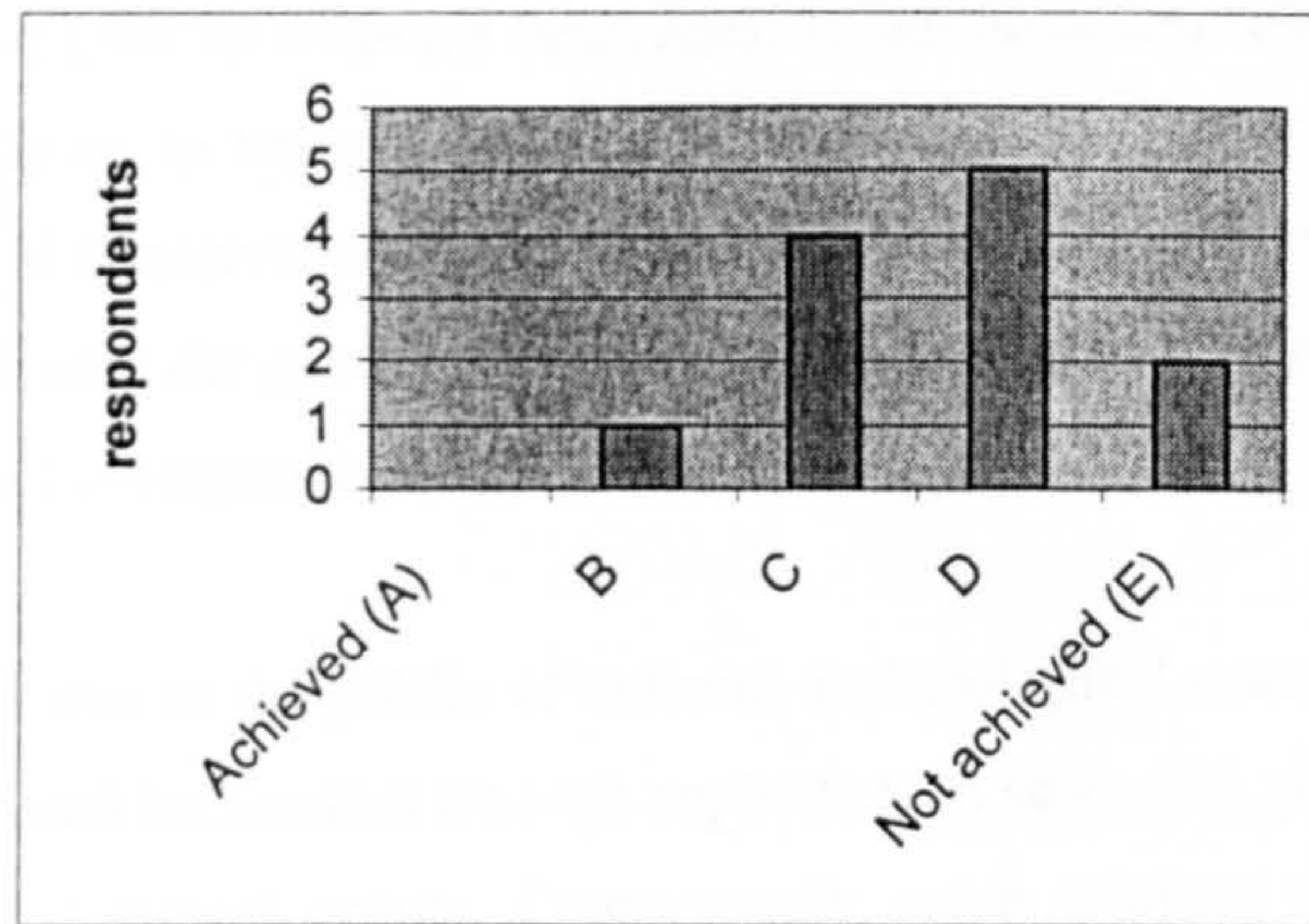


Figure (8.33): Tourist guides

1- Official tourist authorities

Views of respondents are mostly unanimous: the current and the near future tourist plans have not prepared any scientific techniques to fulfil this goal (see figure 8.26). At present, work has been left to the tour leader or the tourist guide along with archaeological authority employees at each site.

In addition, some feel that tourist and archaeological staff who have direct contact with tourists should be trained in interpretative activities. For example, guards of the tombs and supervisors at archaeological sites need to be educated on the one hand, and provided with all the necessary materials for conducting such activities on the other.

In terms of raising the awareness of the public about how to protect the archaeological sites from degradation, they mention that joint efforts are necessary between different authorities and ministries. These authorities should be able to play a role in changing behaviour, although this usually takes a long time.

They add that in order to achieve fruitful results, efficient techniques are needed not only at national planning level but also at regional and local levels with co-operation with other regional and local authorities in each region.

2- Private sector representatives

In terms of interpretative activities to be directed at tourists to mitigate impacts on archaeological sites, they feel that no progress has been made (figure 8.27). For instance, many instructional signs should be installed in many of these sites in different languages. In addition, tour operators and travel agencies should distribute publications to tourists, before they start their daily tour, informing them of all the cultural and archaeological conservation issues to be considered. In addition to the activities mentioned above, respondents emphasise the great role that can be played by the tourist guide in influencing the behaviour of the group he accompanies.

In terms of raising awareness in the public of cultural archaeological conservation, they feel that this area is very broad and should be handled through sophisticated strategies, plans and techniques, carried out by the national governmental policy. Consequently, each ministry could have a specific task according to its sub-plan for cultural archaeological conservation co-ordinated with other sub-plans of the other ministries. This involves commitment from each of these authorities.

3- Environmental affairs agency

Respondents agree that the current tourist plans have not prepared any interpretative activities and the concerned authorities should share the responsibility (figure 8.28).

In terms of the activities to raise public awareness, they emphasise that the local authority along with the archaeological authority representatives and the tourist office in each area should implement programs to become part of the regional and local plan of each governorate.

Other respondents highlighted the efforts that have been made by the environmental authorities to raise the awareness of the general public about environmental issues, that environmental conservation is a very broad topic of which archaeological conservation is but a part.

4- The archaeological authority

Responses range between “C” and “D” on the scale as presented in figure (8.29). Respondents explain that each archaeological site has been allocated an employee from the Supreme Council of Antiquities as well as a guard. Both are responsible for supervising the behaviour of visitors and prohibiting any negative activity that might threaten the site, which has increased as the number of visitors has been gradually increasing especially to some specific sites.

They feel that raising public awareness is not the responsibility of the tourist authorities but of some other authorities that should hold the core responsibility.

The researcher should comment here that it is partly true that the responsibility of launching educational activities in order to raise the level of cultural historical protection awareness in the public seems to be beyond the remit of the formal tourism authorities. However, local communities are considered the generating market of domestic tourism and it is suggested that the tourist authorities play at least a role in offering interpretative activities to domestic tourists visiting the site.

5- Tourist Consultant & Planner Group

This group agrees that interpretative activities have not been included in the present tourist plans (see figure 8.30) and that they should be handled at national, regional and local levels. They mention that although the formal authorities should take responsibility for crafting programs, the different formal and private sector parties should share the funding. For example, each tour operator or travel agent has to cover the expenses of distributing such materials to its tourist groups.

Some emphasise the role of visitor centres in historical sites to provide the tourist with information on how to protect and respect the site and to mitigate his impacts. This should be followed by distributing a map to illustrate the different sites, paths, restricted areas, highly sensitive monuments, tourist facilities and so on. Centres should be provided with highly trained personnel who can efficiently handle such tasks.

In terms of raising public awareness, they feel that co-operative strategies should be crafted by professional planners, developers and sociologists and should be implemented by skilful and well-trained staff.

6- Tourist academic staff

From the responses, it is apparent that this technique is not implemented neither by the tourist plans nor by the archaeological authority plans (see figure 8.31). Some respondents feel that firm penalties should be applied in a form of specific charges. In their view, if visitors realise that they could be fined, in case they break instructions announced or publication distributed, they will be keen to follow such rules. They also believe that the travel agency along with the tour leader and tourist guide should be responsible for the attitudes of their tourists.

7- Archaeological academic staff

As shown in figure (8.32) responses obtained from the tourist academic are similar to the above results. Respondents agree that no interpretative activities have taken place. They think tourist should be informed before visiting the site of details related to the journey, for example, he should know how long he will be permitted to spend at the site and of any restricted activities he should not practice while visiting the site.

Some agree with the tourist academic staff that misdemeanours should be followed by penalties to guarantee obedience to any instructions.

8- Tourist guides

As shown in figure (8.33) responses by tourist guides differ, as some misunderstand “interpretative activities” and feel that implementing such activities might overlap with the duties of the tourist guide, who is responsible for offering information to tourists. Other guides grasped the meaning of the concept from the beginning and explained how the shortage of instructional signs at archaeological sites is considered a point of weakness in the field of site management and protection. In their view, having such interpretative activities even if these activities are simple, would help to protect the site from tourist impacts and facilitate the mission of the tourist guide who is responsible for the tourist group. They add that sometimes the tourist needs to know further information on how to respect the site before he/she starts a trip such as suitable clothing before visiting Islamic sites.

9- Total views

Responses of the total eight groups are consistent as all think that Egyptian tourist plans have not implemented this technique yet. Apart from one respondent who chose “B” on the scale, the other responses range between “C” to “E” with a tendency to “D” (see figure 8.25).

Some interviewees feel that the formal tourism authorities should not be the only authority responsible for interpretative and awareness activities, especially the awareness programs directed at the Egyptian public.

The researcher should mention here that work on such activities needs co-operative efforts to include different parties especially at implementation stage. However, the formal governmental authorities

usually hold the responsibility for launching policies, crafting plans and implementing suitable techniques. There is no doubt that other informal and non-governmental parties should be involved at the implementation stage of these programs such as tour operators, travel agents and tourist guides. Nevertheless, the main objectives, guidelines, strategies and techniques should be prepared for the policies and plans of the formal authorities, of which the ministry of tourism is one.

Indeed, it should be noted here that the terminology of interpretative activities and its techniques seemed to be ambiguous to many respondents from the different groups.

Raising awareness in the Egyptian public of how to conserve the archaeological and cultural environment, has not been approached to date. Only educational program raising awareness of the benefits of tourism has been considered by the Ministry of Tourism with co-ordination with other ministries: the Ministry of Mass Media, the Ministry of Education and the Ministry of Culture.

8.3.3 Criterion (5): Zoning (sites and areas under pressure due to tourist activities and over-capacity).

As mentioned before, the researcher implemented open-ended questions to explore and attain different views and information about zoning techniques. One of the questions aims at discovering the historical and archaeological sites that are under pressure due to over-capacity and tourism activities.

In order to achieve more reliable findings, the researcher did not suggest any area or offer any choice to the respondent. In addition, the open-ended question allowed each respondent to explain the sorts of pressure these areas confront due to tourist activities and to suggest methods to deal with these challenges. Before displaying a graphic analysis of interviewees' responses, the following points should be highlighted:

1-While respondents selected more than two natural environmental region as regions under tourist activity pressures (see chapter 7), which necessitated conducting a comparison among these regions determining the levels of pressure in each of them, the same respondents have selected only two archaeological regions. Therefore, the analysis of the views regarding the latter case along with the graphic presentation will be used as the only instrument to determine the archaeological and historical regions under tourist pressure and abuse.

2-With regard to the graphic presentation, the researcher found it useful to illustrate the responses of both parties: the respondents who selected only one region and those who selected two regions. This will enable a comparison between the contribution of each party to the total responses of each group. Thus, "the clustered column" that aims at comparing values across categories, and which has been used in the graphic presentation of most of the statistical analysis conducted in this research, does not suit the analysis in this section. Accordingly, the researcher has selected a more sophisticated

presentation to differentiate the responses of interviewees who selected only one area from responses of those who selected both areas. Based on this, the researcher has selected “stacked column”, compares the contribution of each value to a total across categories, for the presentation of the graphic analysis in this section.

3-Egyptian historical sites can be classified into categories according to different points of view. Therefore, zoning can also be considered from different perspectives. For example, sites can be classified according to the nature of their monuments into Pharaonic, Greco-Roman, Islamic etc. They can also be classified according to the location of the site into Upper Egypt, Western desert, Eastern desert etc. One classification and which is more important as a focus for this research is from a sustainable point of view according to the pressures and challenges each faces. This should embrace the planning, management and conservation activities applied in these sites leading to an assessment of the sustainable techniques implemented in these zones.

Based on the analysis of responses, the Egyptian archaeological sites and areas can be classified from a sustainable perspective into the following three categories:

1-Sites that are under tourist pressure and over-capacity caused by tourists. In this case, tourism can be considered as self destructive, detrimental to tourist satisfaction on the one hand and the sustainability of the site as a tourist attraction on the other. Accordingly, tourism can be regarded as the major threat to the sustainability of these sites.

2-Sites without archaeological conservation and restoration as well as site planning and scientific research into heritage resource investment schemes. Although tourists visit some of these sites, tourism activities cannot be considered the main threat to sustainability, as there are other factors that constitute the real challenge to their sustainability.

Based on the views of the respondents, most of the Islamic archaeological sites located in Cairo can be classified in this category. All the interviewees agree that Islamic archaeological sites lack proper planning to protect them from deterioration. Some mention here that the current location of these sites in very crowded settlements in central Cairo has contributed to deterioration and sometimes to the loss of these treasures.

In addition to the above, other interviewees mention that these sites are located in areas that suffer from traffic congestion and crowding which makes the task of planning and protecting these sites more complicated. Meanwhile, most tourist guides feel that the sites located in El-Moez Ldeen El-laah street need co-operative work between different authorities aiming at implementing sophisticated schemes for the safeguarding of Islamic monuments.

Other interviewees comment that Islamic sites and monuments that Egypt possesses could be successfully used as very distinctive tourist attractions if well managed and planned. They give the example of Islamic archaeological sites located in other countries in the Mediterranean, which are conserved and promoted as main tourist attractions.

Based on the above analysis, the areas and sites classified under this category are out of the investigation of the current research and will be excluded from analysis as this section focuses mainly on the sites that are under tourist pressure and abuse. The reasons for excluding these sites are as follows:

- Problems facing these sites result from other reasons than tourist activities, which sometimes do not even exist. Related to this is the fact that these sites are under the responsibility of other authorities rather than tourism authorities.
- The action to limit the current abuse and deterioration in these regions and sites should be taken firstly by other authorities and ministries. Currently, the tourist plans and schemes are not held responsible for the conservation, planning and development of such zones and sites.

3-Sites that have recently been discovered can be added to the other archaeological sites and be used as tourist attractions, such as the sites scattered in the Western desert and Sinai. Indeed, these sites have not been used as tourist attractions before and have not been included in the tour operators' programs. Thus, they cannot be assessed in the current tourist plans and programs. As tourist activities do not take place, tourist impacts cannot be assessed.

In summary, this section investigates only the archaeological and historical sites that are under tourist activity pressure. I.e. it handles only the first category.

8.3.3.1 Analysis of responses to criterion (5): sites and areas under pressure due to tourist activities and over - capacity.

Analysis of the criterion is in two parts: firstly results of the quantitative analysis summarised in figures 8.34 to 8.42. Each of the figures illustrates the areas under pressure due to tourist activities according to the responses of each group of respondents. This is followed by a quantitative analysis of the views offered by the relevant group.

The following figures are graphic presentation of the views of each group exploring areas under tourist pressures

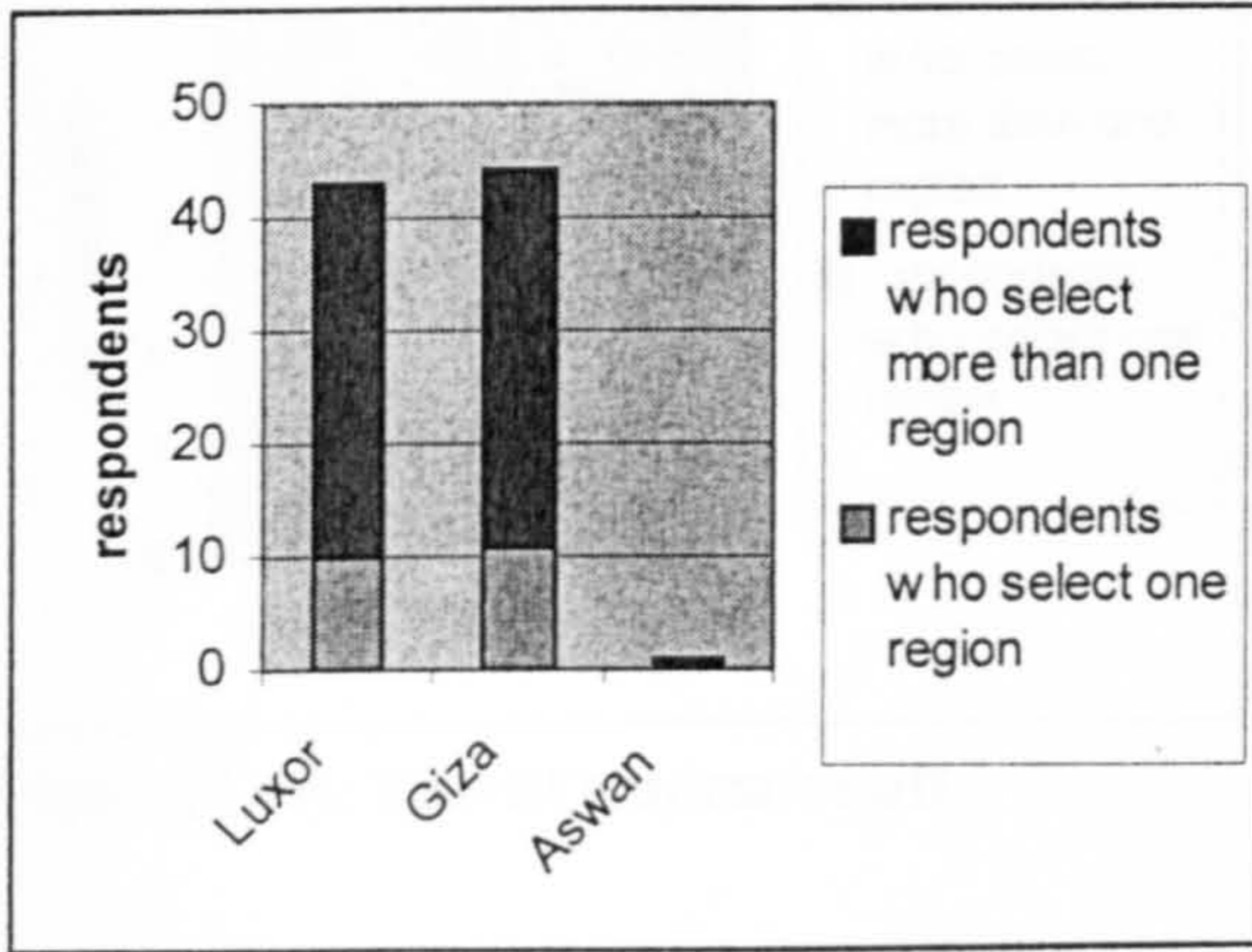


Figure (8.34): Responses of all groups

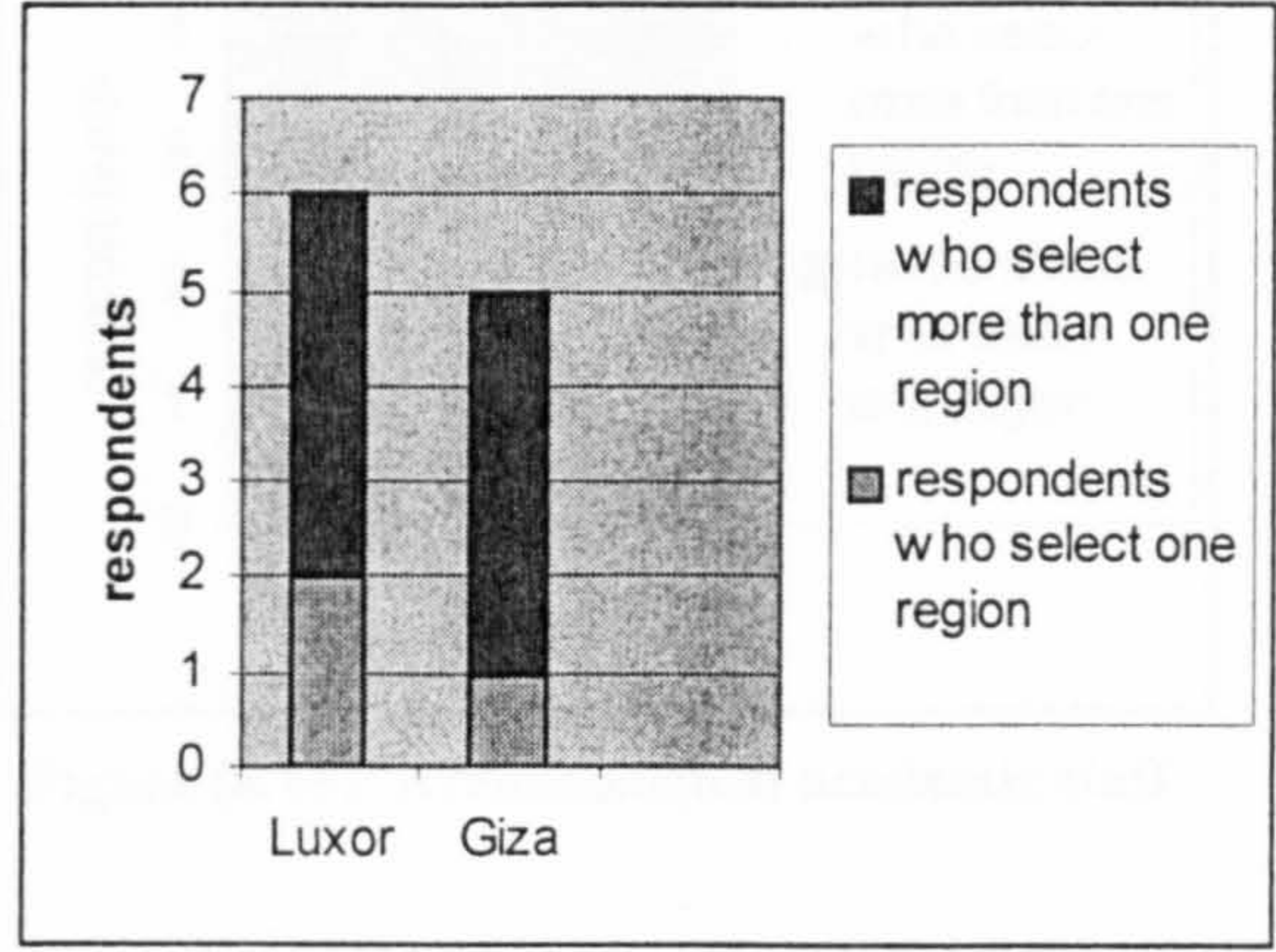


Figure (8.35): Official tourist authorities

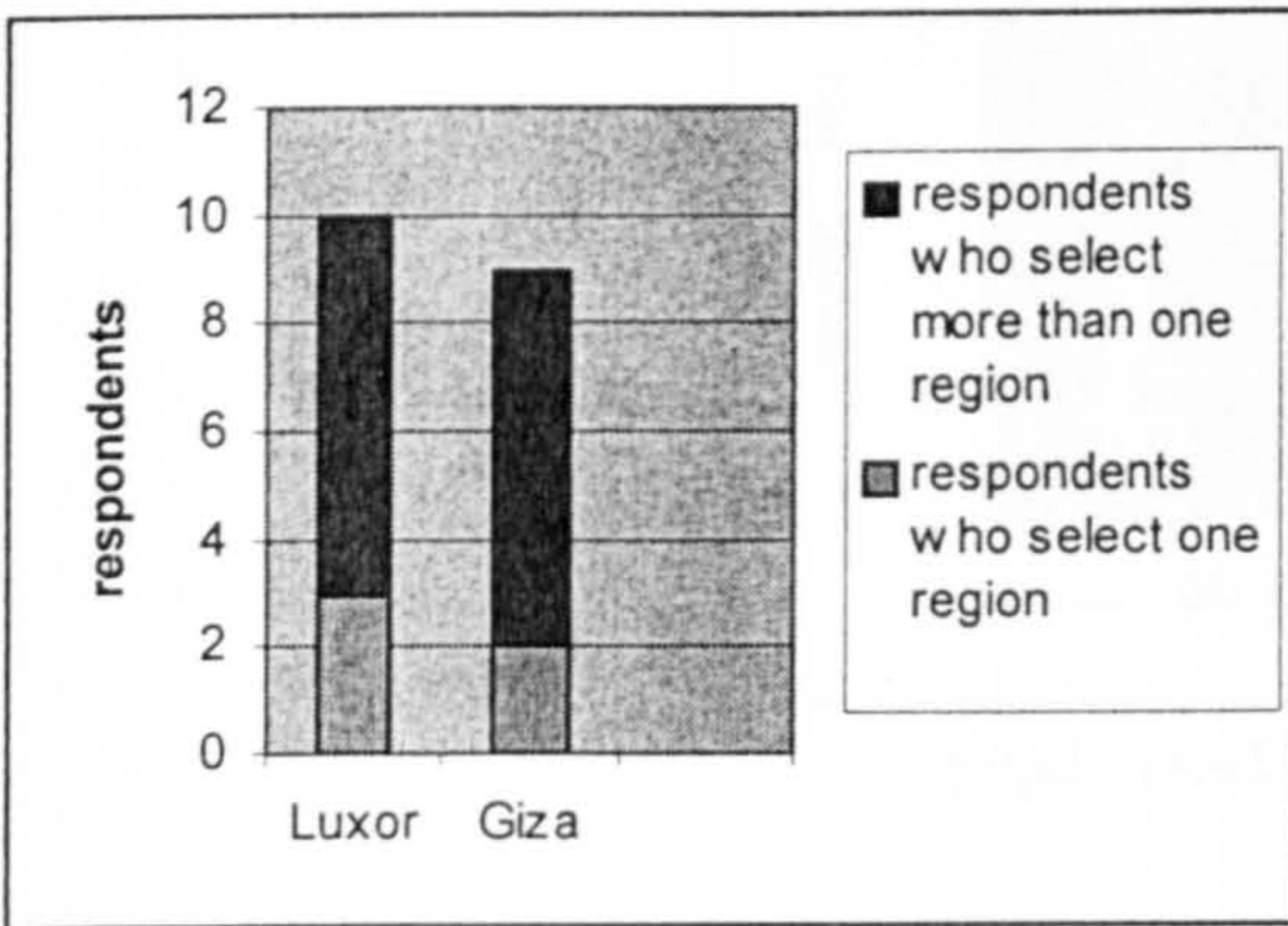


Figure (8.36): The private sector

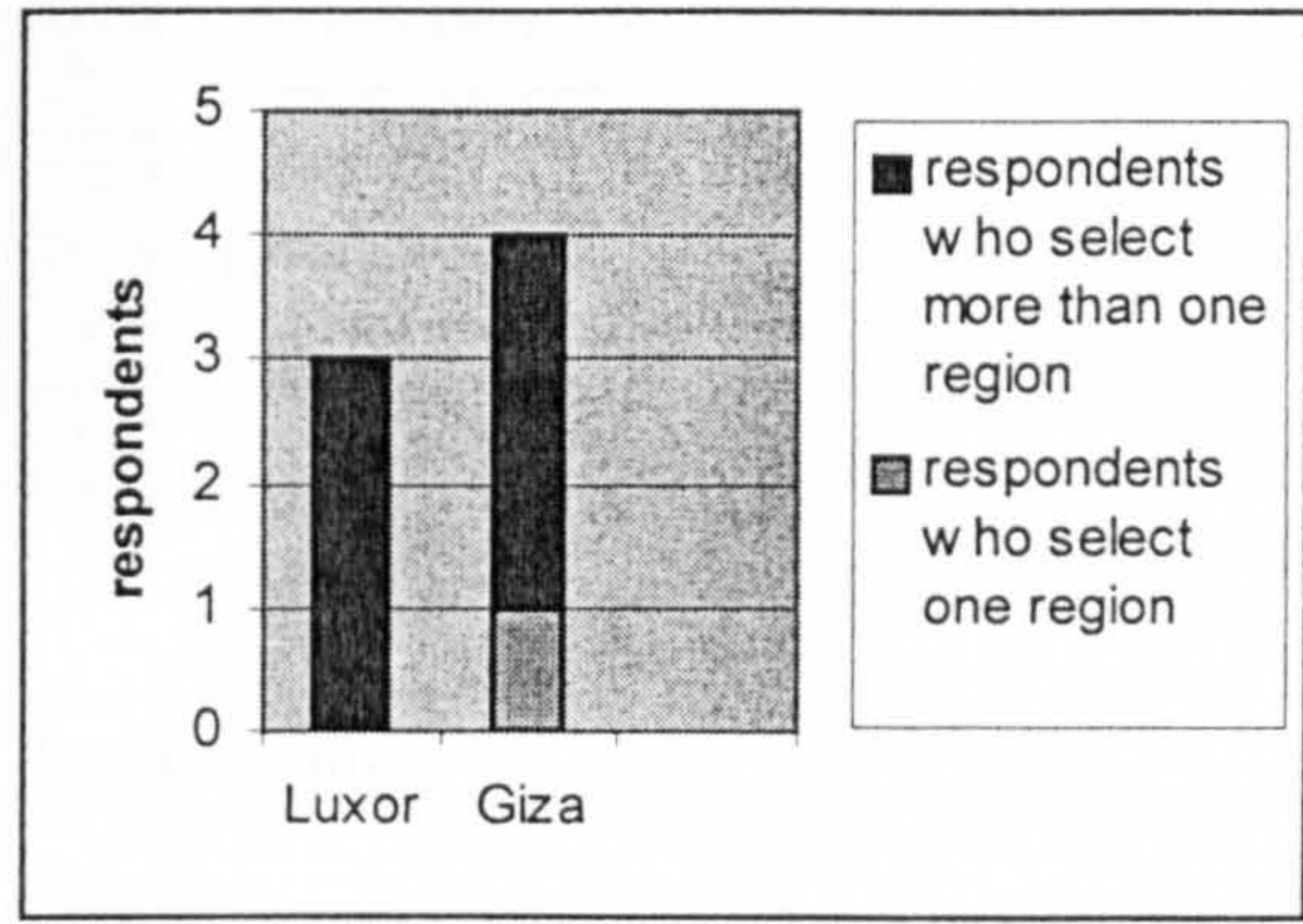


Figure (8.37): The environmental affairs agency

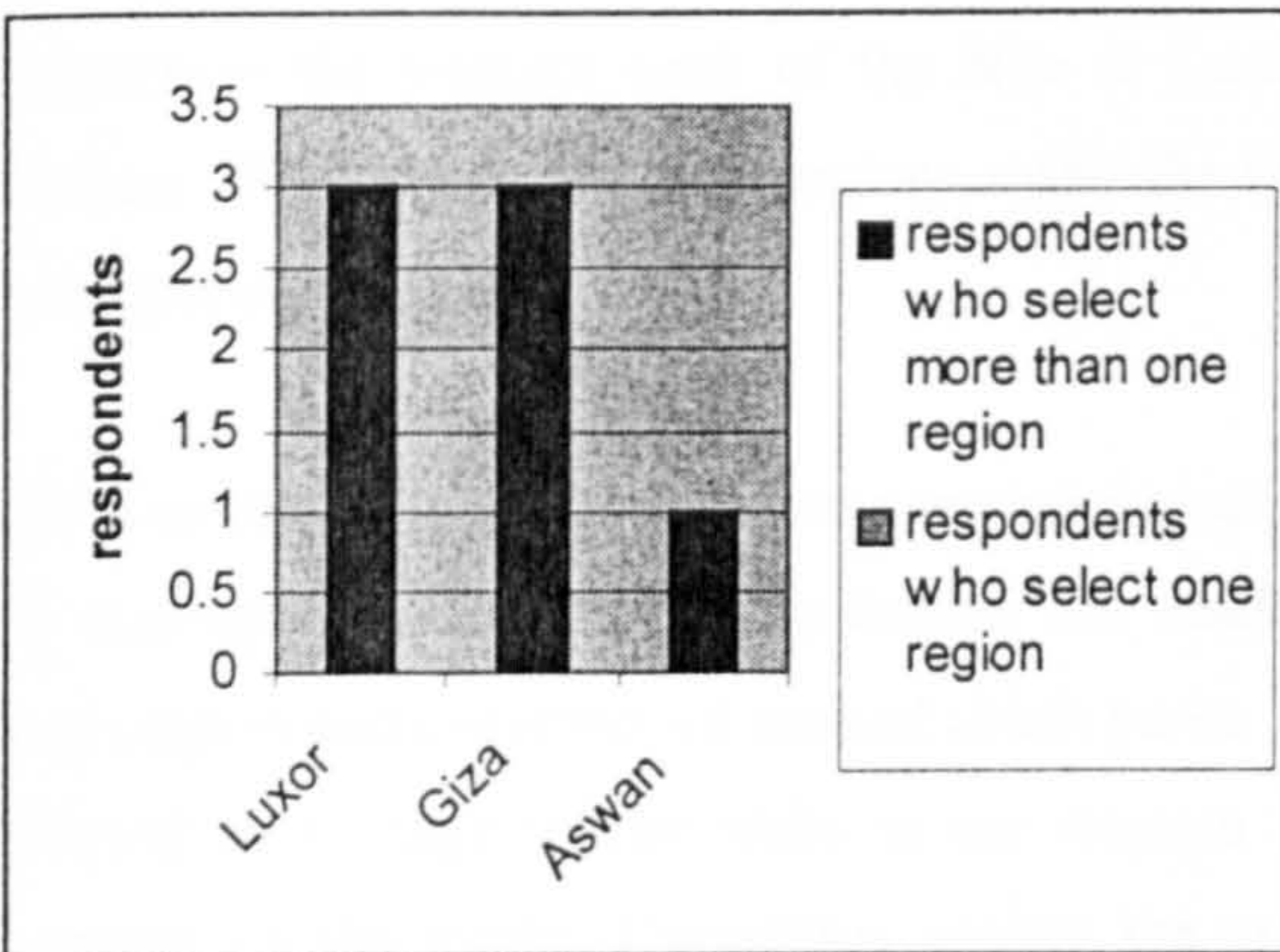


Figure (8.38): The archaeological authority

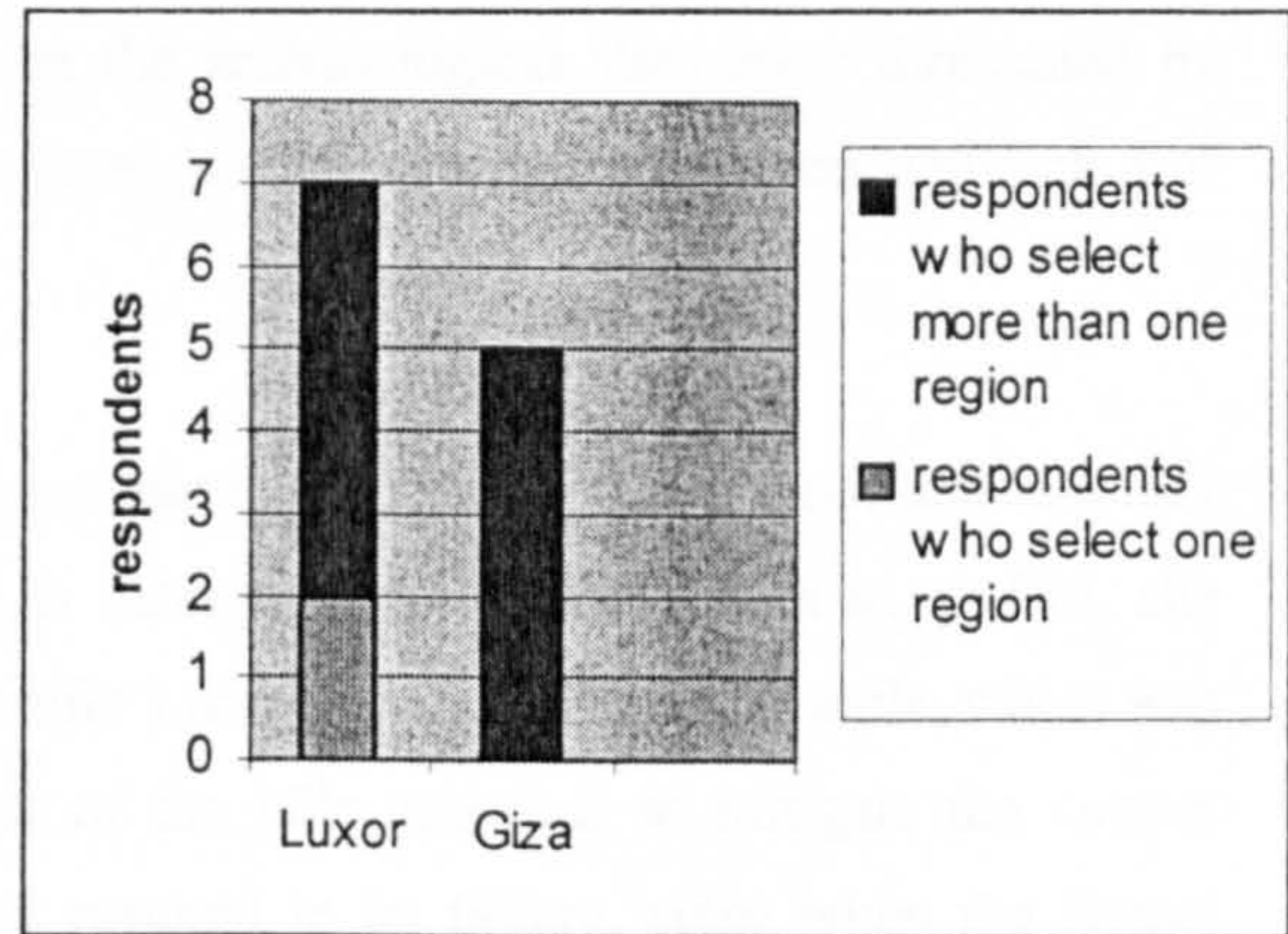


Figure (8.39): Tourist consultants & planners

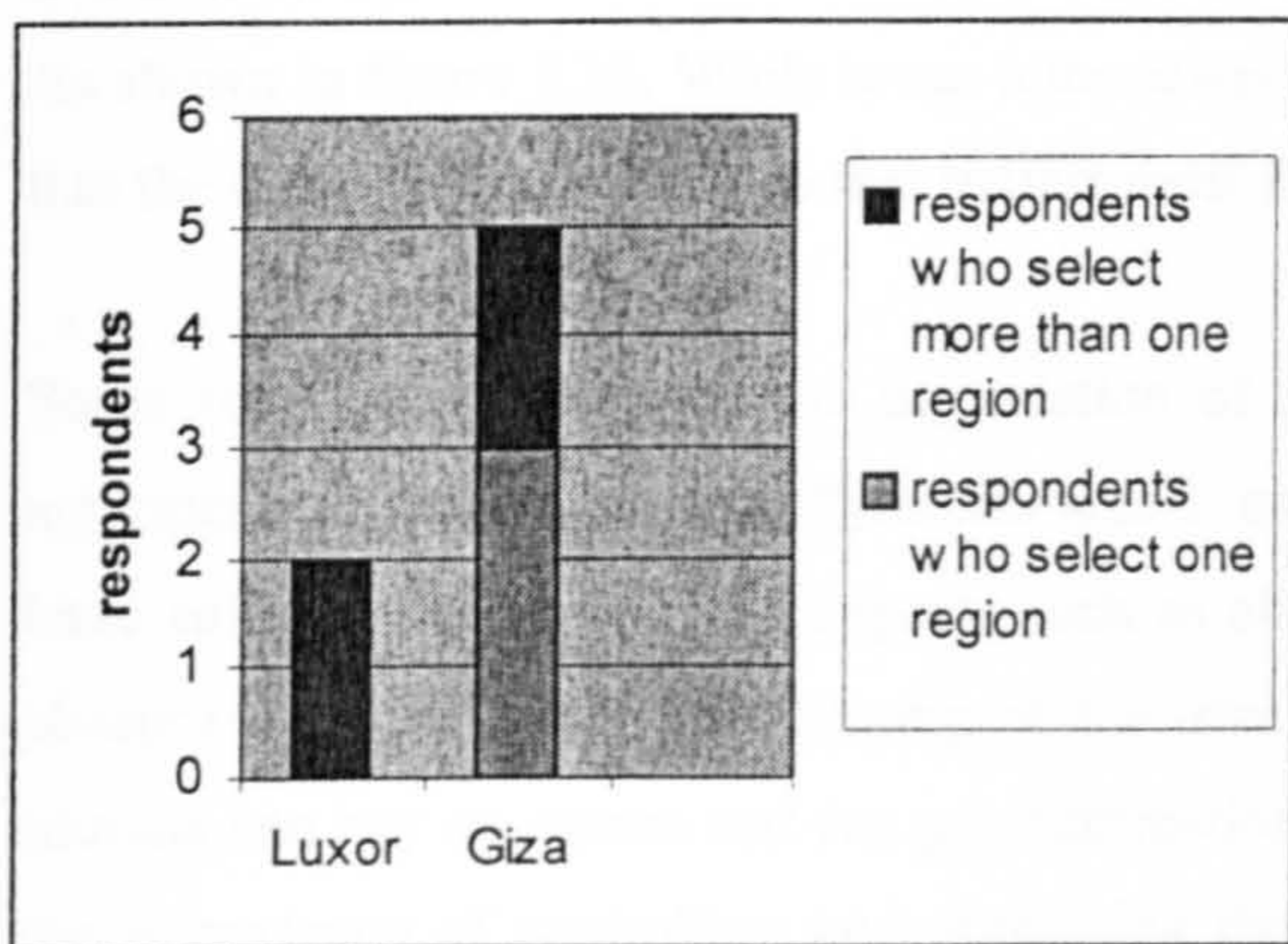


Figure (8.40): Tourist academic staff

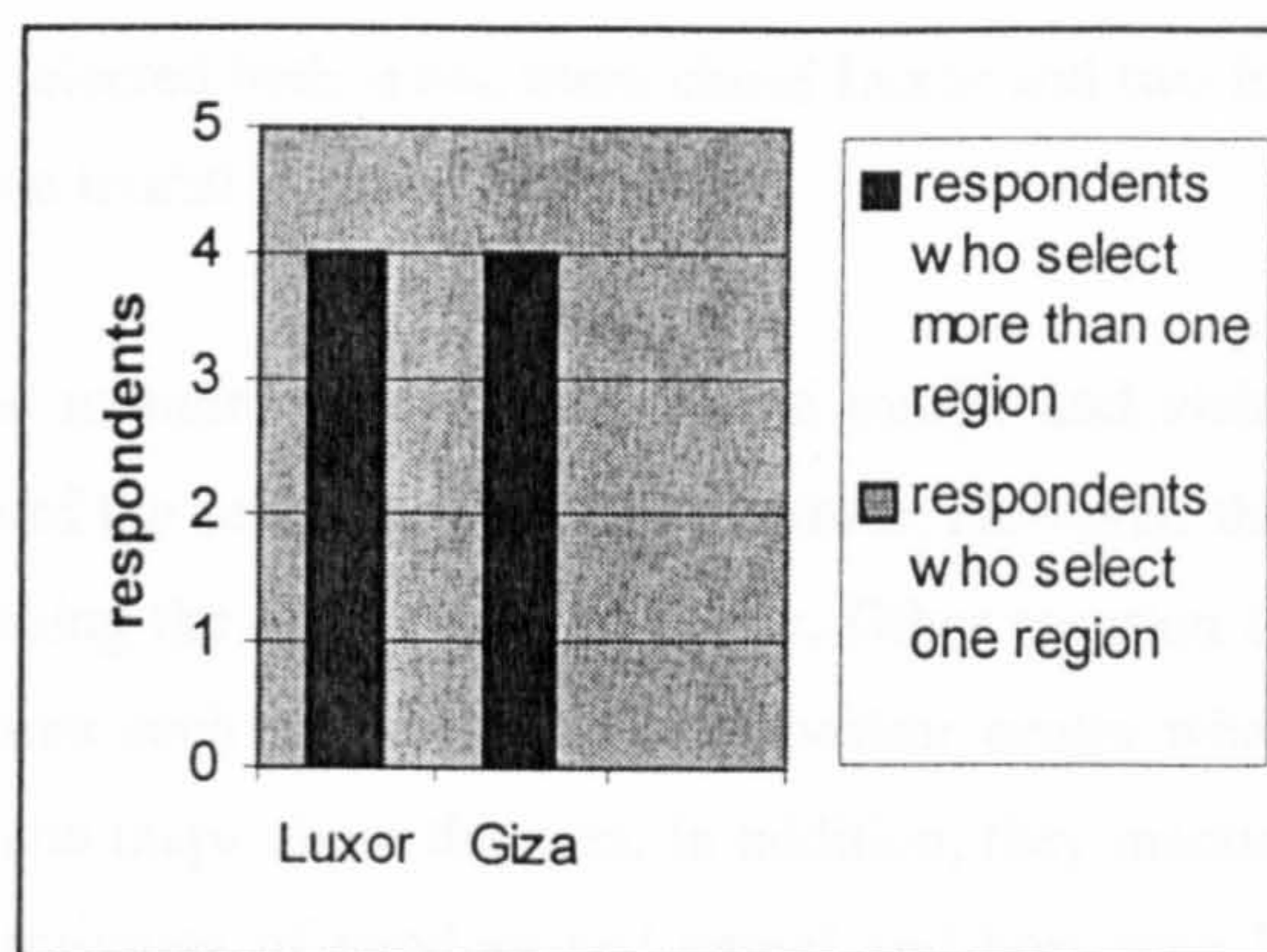


Figure (8.41): Archaeological academic staff

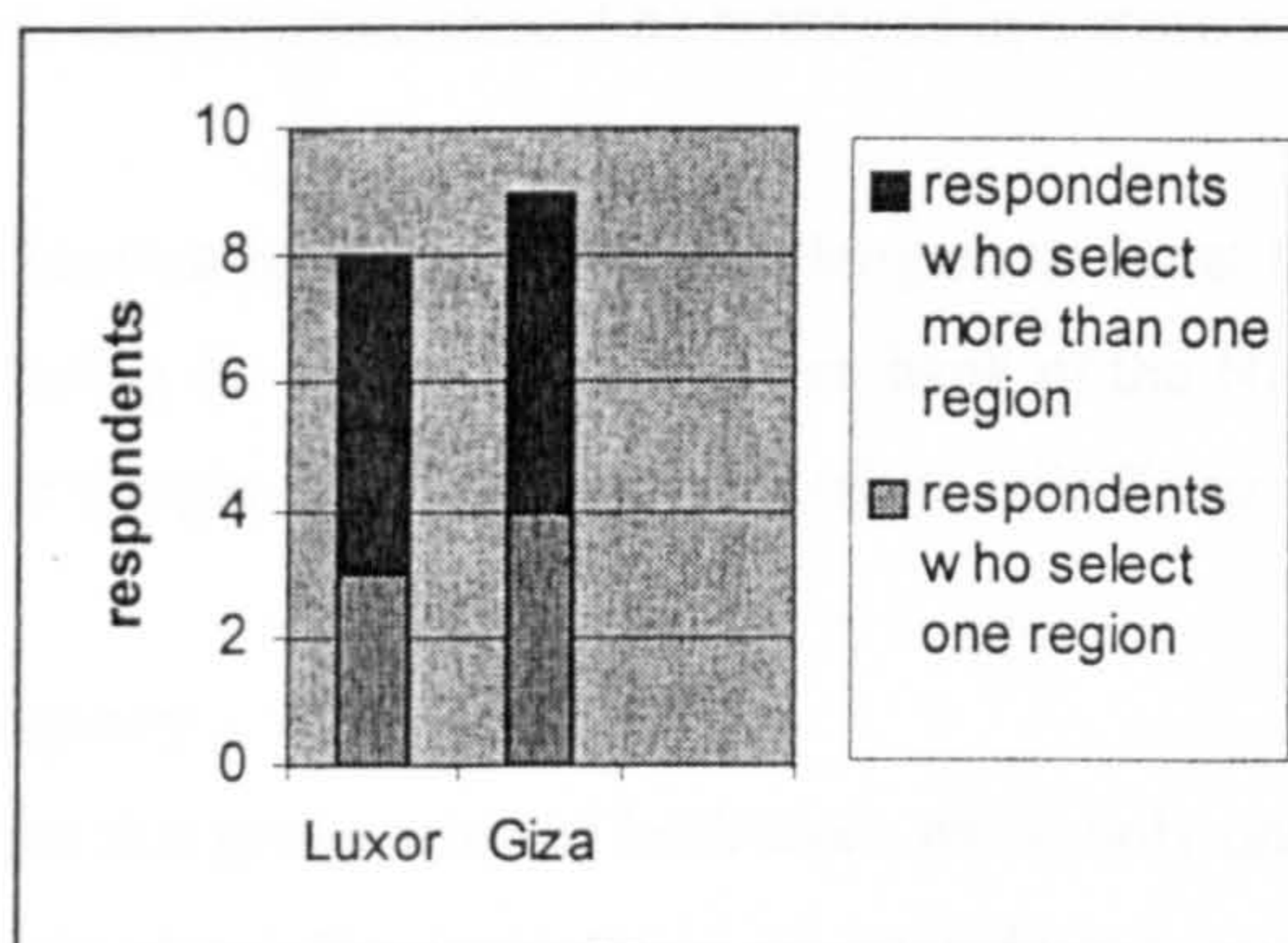


Figure (8.42): Tourist guides

1- Official tourist authorities

As shown in figure 8.35, respondents selected only two regions: the Giza plateau and Luxor. All interviewees mention that the Pyramids and Sakkara, located in Giza and the Valley of the kings located on the western bank of the Nile in Luxor are the archaeological sites most threatened by tourism. They agree that both regions suffer the same sorts of tourism negative impacts and lack a of management activities.

All respondents mention that over carrying capacity is a threat to the sites in both regions and that lack of management and planning activities has resulted in other negative impacts such as graffiti, site degradation and uncontrolled car and coach parks. All offer Luxor visitor centre as example, which was planned to manage tourist visits to the western bank of the Nile and thus to mitigate the current pressure on the tombs. Opposition against the project resulted in its failure, since when the formal authorities have not implemented any other management schemes at any historical tourist site.

The researcher should comment here that opposition led to the failure of the Luxor visitor centre despite all the potential benefits shows what can happen if some of the stakeholders are against a specific scheme or device. This also reflects the importance of having real support from the different parties involved in the different processes of tourist development.

2- Public sector

As shown in figure 3.36, While seven interviewees selected both areas, three chose Luxor and two feel that the Giza Plateau is the area that suffers most from tourist negative impacts.

Some respondents focus on the degradation of the monuments and sites due to tourist and visitor activities and mention that the Pyramids area is one of the seven wonders of the world. However, they have suffered negative tourist impacts such as climbing the Pyramids, graffiti etc. Other mention the absence of supervision and planning of the total area such as parking areas, a visitor centre where tourists can buy souvenirs and can get information and maps about the area. In addition, they mention the importance of controlling and organising the activities of vendors and camel and horsemen by allocating specific areas for such entertainment activities away from the monuments. They emphasise the importance of erecting signs and instructions along with the installation of litter bins. They feel also that visits to the tombs inside the pyramids should be managed in a more scientific way.

In terms of the current situation in Luxor, the most dangerous threat to the archaeological sites in Luxor is the over-capacity facing the tombs in the Western bank of the Nile River. Some also feel that the Karnak temple and Luxor temple on the eastern bank of the Nile River need to be better managed.

3- Environmental affairs agency

Most of the interviewees from this group selected both areas while only one selected the Giza area (see figure 8.37). The respondents stress the importance of considering new planning schemes for the exploitation of the sites in this region. For example, they suggest a site with a monument should be regarded as a protected area, which means that any sort of abuse is banned and all tourism activities are controlled and supervised.

In addition, they highlight the importance of conducting site cleaning and enhancement activities several times a day in order to guarantee cleanliness of the area, which should be parallel with the provision of suitable alternative access facilities, such as well-paved walkways to the sites.

4- The archaeological authority

Three respondents selected both areas mentioned above and only one has included the Aswan area (see figure 8.38). They emphasise that the main responsibility of the Supreme Council of Antiquities and its divisions is the restoration and conservation of the monuments. Nevertheless, the council with all of its divisions cannot solely handle all the threats that most of them come from some other activities.

All of them mention the same problems as the above three groups such as over-capacity, negative impacts of vehicles parking near the Pyramids in Giza, the tombs of the valley of the kings in Luxor and the Obelisk in Aswan.

5- Tourist consultant & planner group

Five of the seven respondents selected Giza and Luxor and two respondents only selected Luxor (see figure 8.39). The views of these interviewees are similar to those mentioned above.

6- Tourist academic staff

Three respondents see Giza as suffering the most tourist pressures and negative impacts and two respondents selected both Luxor and Giza (see figure 8.40). Respondents from this group focus on the different threats facing both areas. They feel that the responsibility should be shared and implemented by different authorities all of whose involvement is important. These local authorities are responsible for supervising planning and development schemes of the areas surrounding the site boundaries and should ban construction of inappropriate settlements or any other economic activity close to the site area.

7- The archaeological academic staff

The four respondents selected both areas as figure (8.41) shows. They explain that the degradation of any site due to negative tourism impacts does not take long while restoration along with suitable budgeting is never overnight. Thus, they stress the importance of evaluating the costs of tourism impacts on each site, which unfortunately has not taken place so far. These costs should be deducted from the revenues obtained from running these distinctive archaeological sites as tourist attractions and restoration costs should also be calculated.

8- Tourist guides

Five respondents from the total twelve interviewees mention the two areas selected by the above groups, but four selected Giza and three chose Luxor (see figure 8.42).

Although the tourist guide group is best able to detail the pressures and threats facing these two regions given their daily contact, the information from this group about Egyptian tourist plans is very superficial. All say they have observed no efforts to protect the site areas from the impacts of the different tourist activities.

In terms of Giza plateau, they suggest that a specific area could be allocated for entertainment activities (cafeterias, souvenir shops etc). In addition, camel riders should be dressed in folkloric uniform and be supervised by the authority responsible for the area. Furthermore, the activities of vendors should be controlled and aesthetic Pharaonic bazaars could be constructed for them. In other words, they stress the importance of controlling the current access to the site area by vendors.

They feel that the threat by over-capacity is the most dangerous impact of tourism on the western bank of the Nile in Luxor and that the current schemes adopted by the archaeological authorities to restore tombs and use them alternatively are inadequate as the same limited number of tombs are facing an increase in the number of tourist visits.

9- Total views

Responses about zoning technique are largely consistent (see figure 8.34). Most interviewees selected two regions as areas under pressure due to tourist over-capacity and abuse: The Giza area, which comprises the Pyramids area and Sakkara, and Luxor (especially the sites located on the Western bank of the Nile). It is worth mentioning here that even the respondents who selected only one region chose either the Giza or Luxor. Apart from one respondent, from the archaeological authority group, choosing Aswan in addition to the above two regions, no other region was mentioned. This consistency is a proof of the reliability of the results obtained.

All sites and regions selected are Pharaonic sites that possess ancient monuments such as tombs, Pyramids and temples. This highlights two main facts:

- a- The ancient Egyptian monuments are the most desirable attraction for cultural tourist.
- b- The increase in tourist demand to such ancient archaeological sites should be managed by taking into account that the value of these treasures can not be financially estimated or figured.

8.4 Criterion (6): Egyptian tourist planning mechanism outputs in the field of archaeological site sustainability (manmade & heritage environment conservation).

This section aims at evaluating the outputs of the current Egyptian tourist policies, strategies, plans and techniques in sustaining and conserving the manmade environment. This evaluation will be achieved by synthesising the analysis presented above of the different levels of the tourist planning mechanism (see figure 8.43).

8.4.1 Achievements and benefits

This subsection aims at synthesising the achievements of the Egyptian tourist planning mechanism (policies, strategies, plans and techniques) in the area of cultural heritage environmental sustainability. i.e. its points of strength.

8.4.1.1 Achievements of the Egyptian tourist policies & strategies

It seems insufficient to analyse the tourist policy on the sustainability of archaeological sites without looking at the main policy of the Egyptian government for the conservation and protection of such archaeological and historical sites. As shown from the analysis of interviewee responses, the work in this domain needs a consistent policy that embraces integrated sub-policies crafted by different authorities of which the Egyptian tourist authority is one.

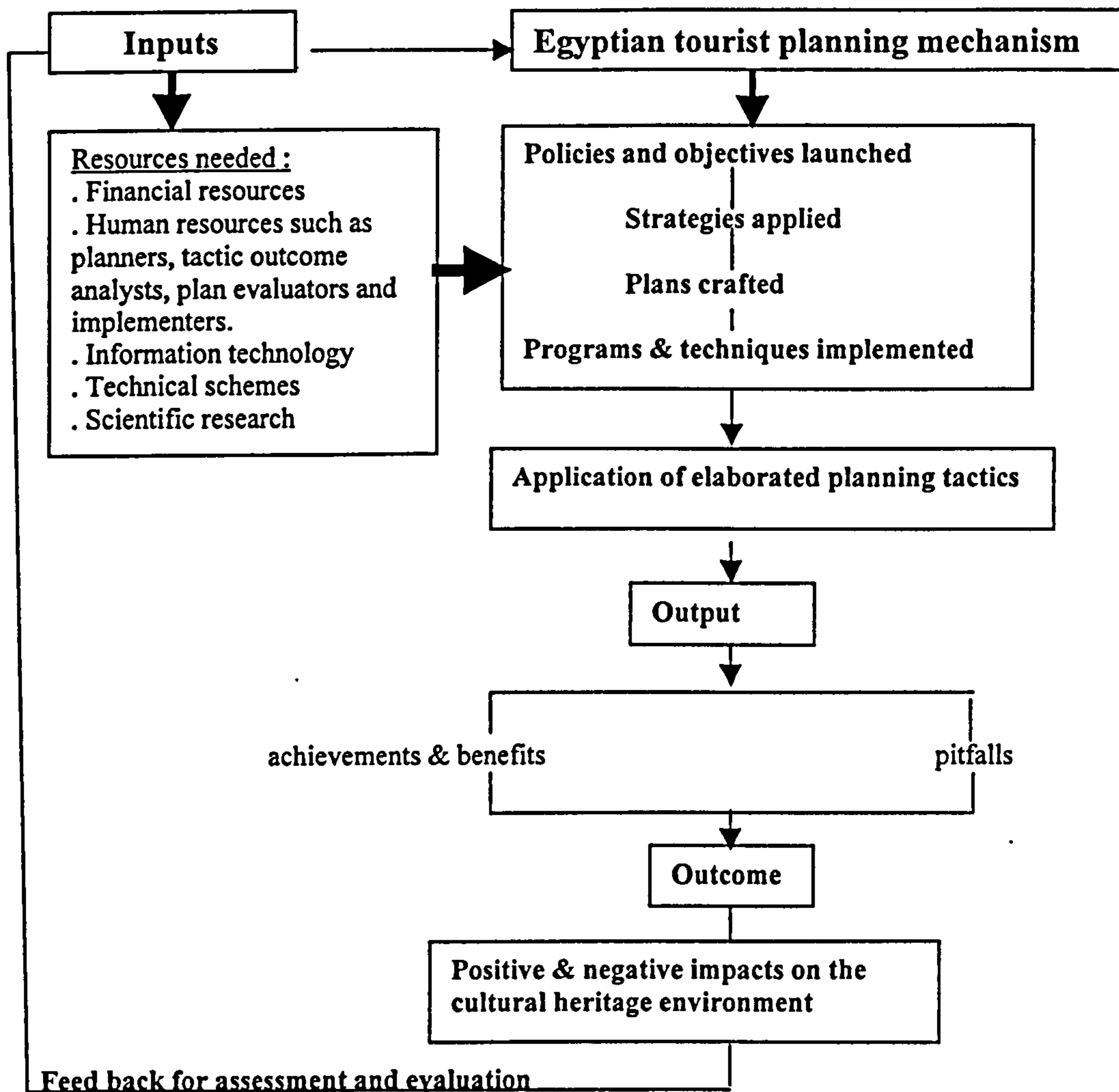


Figure (8.43): Methodology used to synthesise achievements and pitfalls of the tourist planning mechanism towards the sustainability of the manmade environment.

However, the analysis of the field survey shows that the only authority that has a say in the archaeological sites is the Supreme Council of Egyptian Antiquities. This can be considered beneficial for historical site sustainability. However, the sole accountability of this authority for launching all strategies and plans without real co-operation with other parties has been contested during the survey and will be highlighted in this analysis.

The creation of the Egyptian Archaeological Authority, lately changed to the Supreme Council of Egyptian Antiquities, as a specialised scientific authority responsible for conservation and restoration can be considered a boon for Egyptian antiquities. This authority consists of different divisions each of which possesses scientific archaeologists specialised in specific architectural and archaeological historical periods. This authority is held responsible for all the different issues related to Egyptian monuments, including excavation, scientific archaeological studies, monument restoration and protection from degradation.

Indeed, all the tasks mentioned above can be considered achievements regarding the cultural heritage restoration. Nevertheless, there are some other tasks, which this authority is also responsible for:

- Assessing tourist impacts on archaeological sites.
- Determining the appropriate visitor carrying capacity of each site.
- Managing the use of the sites for tourism activities.
- Planning the whole area that has the site.
- Offering suitable and adequate tourist services in order to ameliorate the tourist experience while guaranteeing protection of the site.
- Managing visitor behaviour toward the site.
- Employing scientific and well - documented schemes to determine the most appropriate entrance fees.

The above tasks fulfil one objective: adopting the principles of sustainable development in the protection of archaeological sites. This objective should be one of the main targets of the cultural heritage conservation policy and should be encompassed in the sub-policies for archaeological heritage sustainability crafted by other authorities. One of these sub-policies should be crafted by the Ministry of Tourism and Integrated into the main policy of archaeological heritage conservation.

If we look at the following diagram from a sustainable point of view, it will become apparent that the conservation policies for the manmade environment are reactive, not proactive (see figure 8.44).

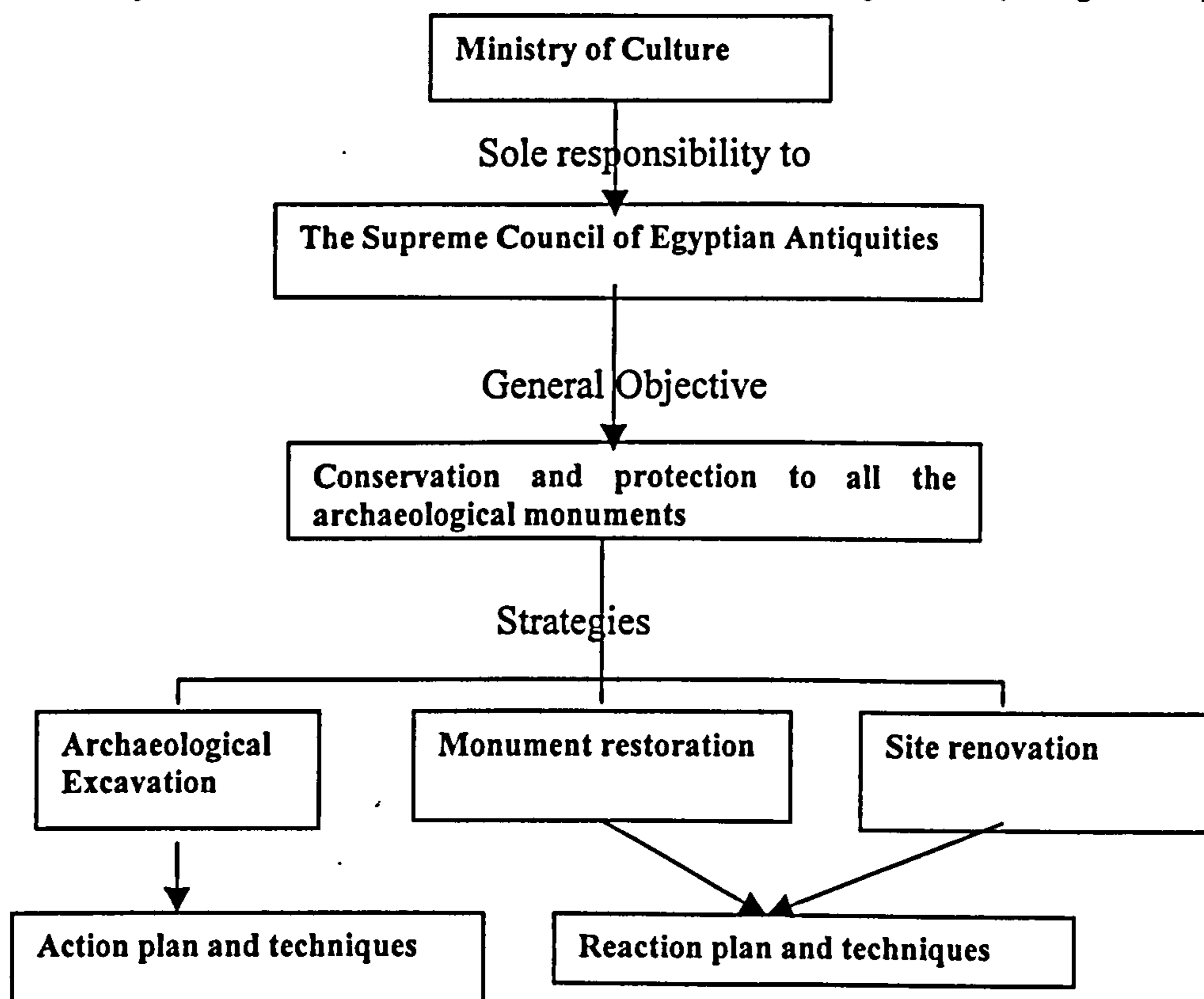


Figure (8.44): The current significance of cultural heritage conservation in the Egyptian archaeological conservation policy.

Reaction means: when archaeological scientific research shows that a monument will be negatively affected by different tourist impacts and warns that any more pressure will threaten the sustainability of the site, restoration and renovation task become a panacea for the protection of the site from degradation and loss. Pro-action means the adoption of the sustainability concept in the management and protection of these sites, to predict, limit, control and mitigate future negative impacts. There are several benefits of pro-action:

- Predicting negative impacts on the site and implementing efficient techniques to limit them will help to safeguard monuments before approaching the deterioration stage.
- It is true that pro-action needs adequate funds, experts and analysts to predict threats and craft appropriate management schemes to avoid or at least mitigate pressures. However, pro-action can avoid the high costs of restoration.
- Pro-action will keep these sites running as attractions for a longer period of time rather than closing them very often for restoration and renovation.

With regard to tourism activities threatening archaeological sites, pro-action is more efficient and beneficial. (see figure 8.45).

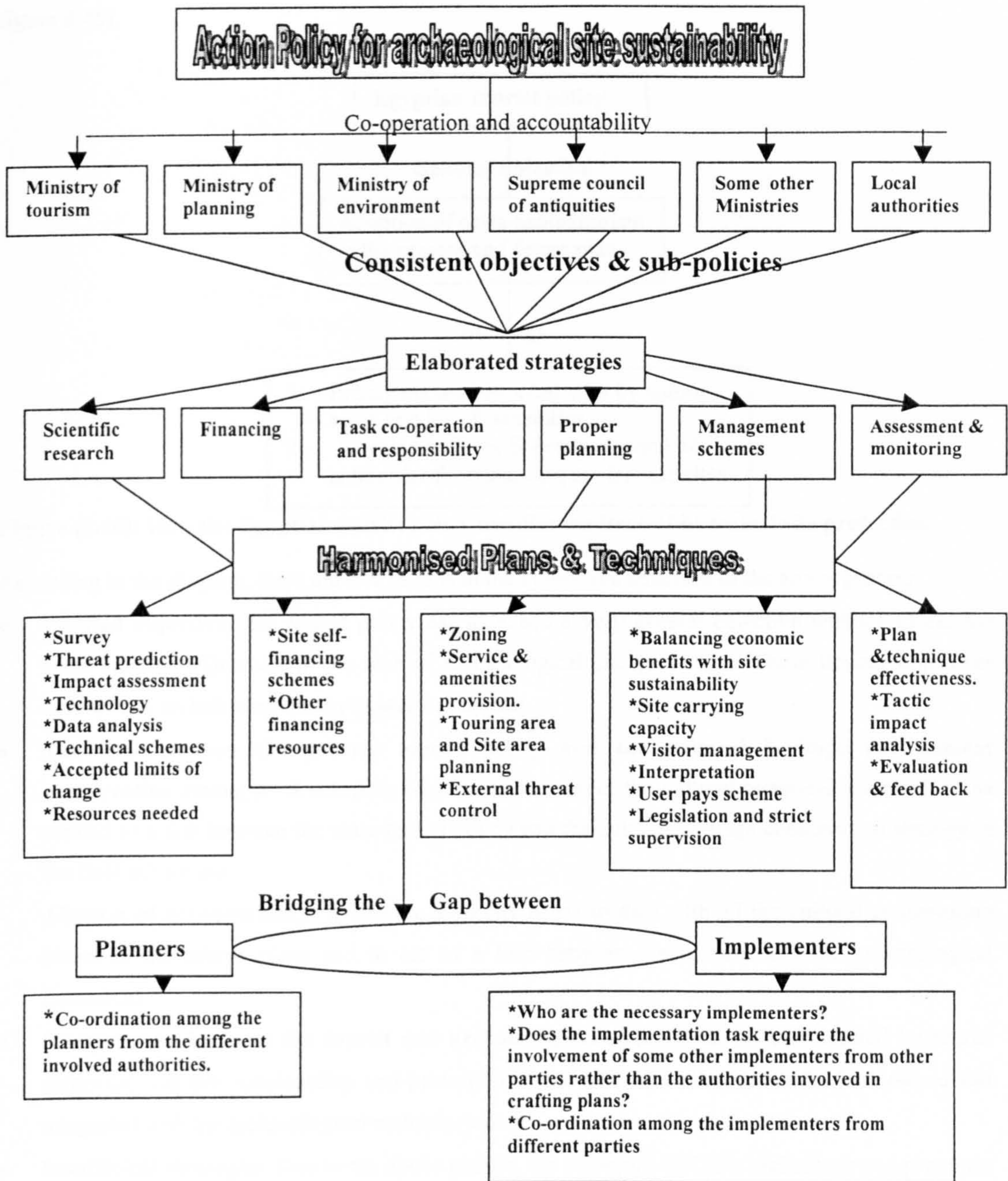


Figure (8.45): What should be included in the action policy for the sustainability of archaeological cultural sites.

The question that should be addressed now is: what are the outputs of the Egyptian tourist policy and strategy in the domain of sustaining the archaeological and historical sites? This also investigates the proficiency of the tourist policy objectives in adopting the action task mentioned above.

Although the Egyptian tourist policies have announced the adoption of sustainable development as one of its objectives for the present and future, when we deal with the issue of archaeological site sustainability this objective seems too general and lacks the use of efficient strategies. The focus of

tourist policies is only on the provision of enhancement activities in some archaeological sites (see figure 8.46).

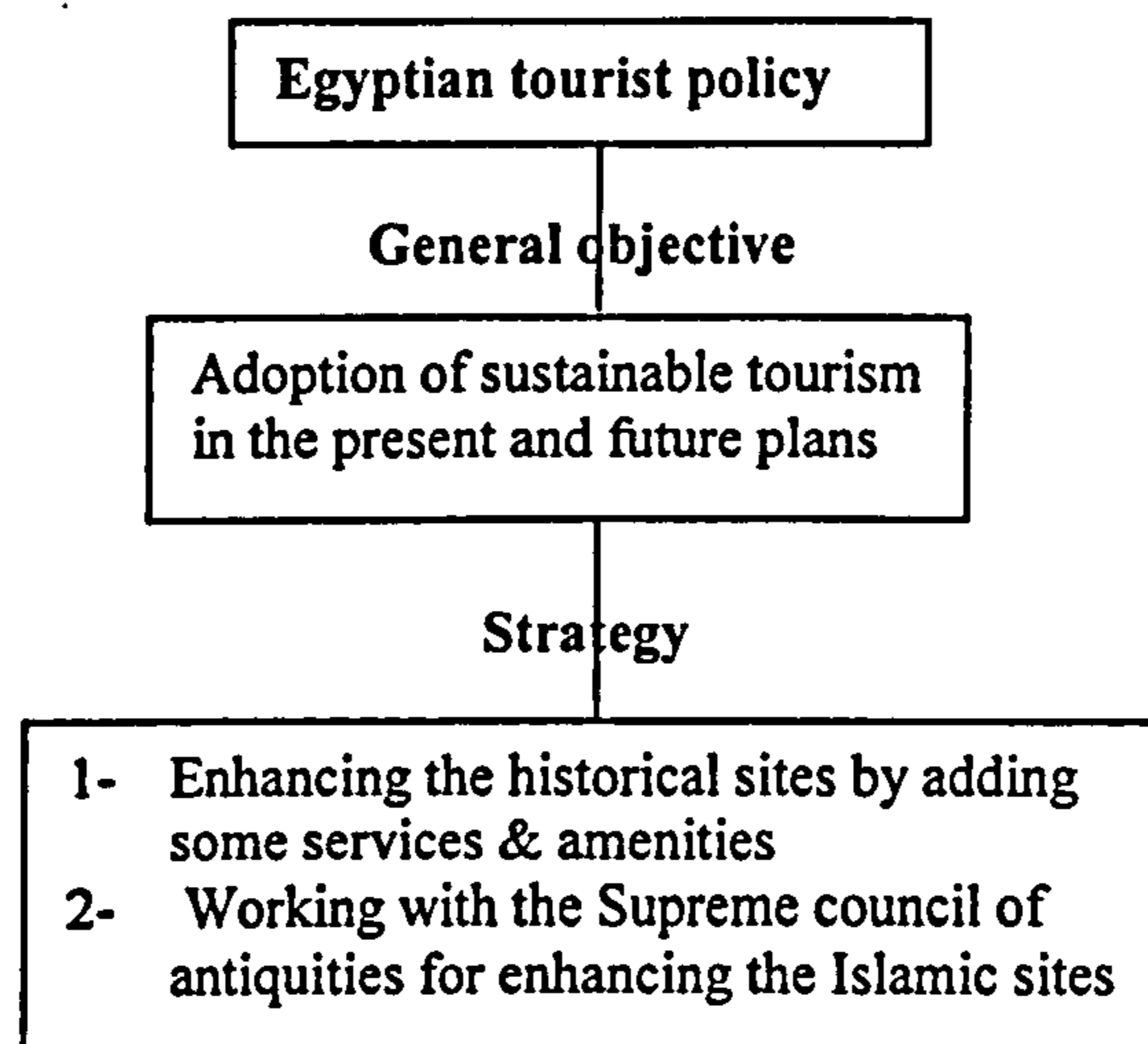


Figure (8.46): How the Egyptian tourist policy handles the issue of historical site protection

According to the diagram, there are five pitfalls in the systematic structure of the above process:

- **Limited objectives:** the tourist policy has launched a very general objective without addressing some specific objectives in the area of archaeological site protection. These limited objectives would have an influence on any strategies adopted.
- **The gap between the general tourist policy and the cultural heritage environment conservation strategy.** A sub-policy for the protection of the cultural historical site needs to be created as a link between the main tourist policy and the cultural heritage conservation strategy in the field of tourism.
- **Absence of accountability:** A specific authority needs to deal with all the cultural conservation issues in the tourist plans and to act as a link between the tourism and the archaeological authorities.
- **Co-operation between the tourist and archaeological authorities:** policies created by tourist authorities for the sustainability and protection of the historical sites should be harmonised and integrated with the archaeological authority policy.
- **Insufficient strategies:** Due to the above pitfalls, the strategies and thus techniques and programs implemented are inadequate and should be reviewed.

Figure 8.47 suggests a framework of a tourist sub-policy for manmade environment conservation.

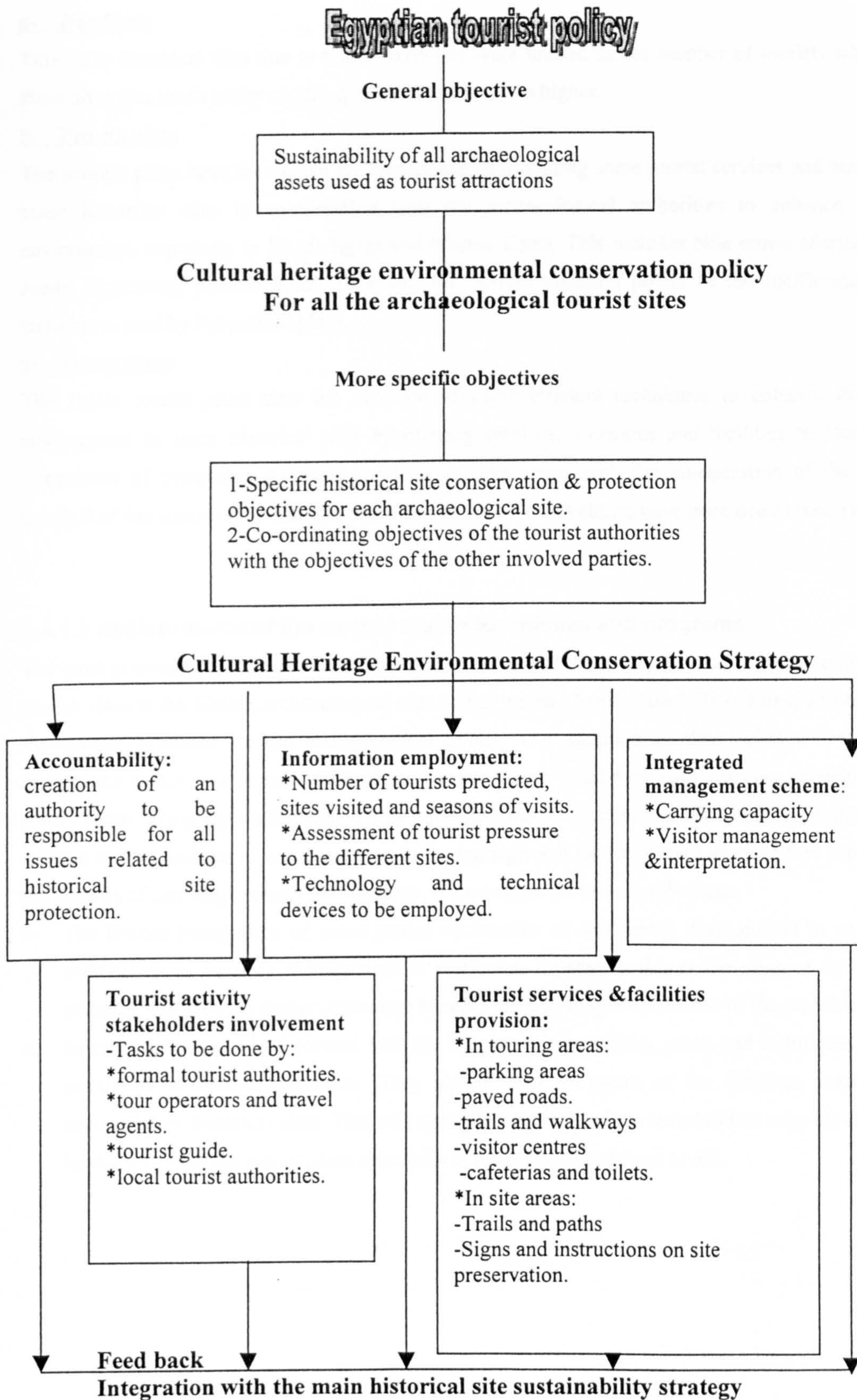


Figure (8.47): Suggested tourist policy for cultural historical environmental conservation.

8.4.1.2 Achievements of the tourist plans in the area of cultural heritage conservation

a- Past Plans

Threats to historical sites due to tourist activities were limited as the number of tourists who visited these sites was much lower and the quality of tourism was higher.

b- Present plans

The present plans have mentioned the importance of providing some tourist services and amenities to some historical sites in co-operation with the archaeological authorities to enhance the total environment, especially in Upper Egypt and Islamic Cairo. This includes Nile cruise Marinas, paved roads, lightening, plantation etc. However, the current situation points to the inefficiency of the techniques used by the present plans.

c- Future plans

The future tourist plans state the adoption of more efficient techniques to enhance the touring environment in some historical sites by offering services, amenities and facilities to tourists. The importance of protection programs for Islamic monuments with the co-operation of the Supreme Council of Antiquities has been addressed, but no specific techniques have been determined yet.

8.4.1.3 Achievements of the current tourist techniques and programs

The most prominent technique adopted by the current tourist plans was the visitor centre to manage the tourist visits to the famous archaeological sites on the western bank of the Nile in Luxor and to mitigate the current pressures on the archaeological tombs. The adoption of this technique represents a recognition by the tourist authorities of the current threats caused by over carrying capacity, but the centre faced strong opposition that led to its failure before application. Although the failure of this scheme can be considered as a depression to the management tactics in the historical sites especially in the domain of carrying capacity management, it sheds light on two notable facts:

- a- The limited background of some parties on benefits of sustainable development in general and archaeological resource management in particular. Related to this is the absence of long term planning that seeks to sustain economic benefits through longer operations of the resource.
- b- Stakeholders should be informed with the benefits of the policies, plans and techniques for man-made environment conservation. They should also be aware of the different pressures and constraints to historical sites. This will strengthen the role of the stakeholders who are among the implementers of the tourist plans especially at the regional and local levels.

8.4.2 Pitfalls of the Egyptian tourist planning mechanism and challenges to cultural heritage environmental conservation

8.4.2.1 Pitfalls of the tourist policies and strategies

Absence of an archaeological site protection policy for managing the use of historical sites for tourist activity:

Although the current tourist policy has launched a general objective for the sustainability of all historical tourist attractions, this objective is broad without documenting a specific sub-policy for the management of archaeological sites in the field of tourism. This sub-policy for managing tourist activities in the archaeological sites should be able to launch specific strategies aiming at

a- Survey:

- a permanent periodical review of the archaeological sites used by tourism activities.
- to discover the current pressures due to tourist activities.

b- Benefit & Cost analysis (this strategy should go hand in hand with the co-ordination of the archaeological authority strategies regarding this task)

- evaluating and analysing the costs of tourist activities.
- considering restoration activities conducted by the archaeological authorities in order to remove the impact of tourism as costs that should be deducted from revenues obtained from running such sites as tourist attractions.

c- Safeguard the site without loss in economic benefits.

- adopting management plans and techniques with the co-operation of the archaeological authorities.
- suggesting suitable entrance fee policies.

d- Zoning

- A review of the archaeological sites that are used or can be used as tourist attractions in each area.
- Working with the archaeological authorities along with the other local authorities to integrate these sites in the tourist program with no harm of their monuments.

Accountability

A specific agency or organisation needs to be established representing the Ministry of Tourism and acting as a link between the tourism authorities and archaeological authorities. This agency should deal with all issues related to the management of tourist activities in the historical sites, starting from crafting the historical site protection sub-policy to sharing implementation with the other authorities. This agency can be a division of the TDA or related directly to the Ministry of tourism.

Co-operation

As shown from the previous analysis, co-operation between the different authorities in the area of sustaining the archaeological historical sites does not exist. As long as each authority has its own policies and plans for inside or nearby the site area with no regard to impacts on the safety of the monuments, Egyptian historical sites will continue to suffer from threats.

Challenges to the objectives of historical site protection and sustainability policy

In spite of the recognition by both archaeological authorities and tourist authorities of the importance of adopting a policy for the sustainability and management of sites used in the field of tourism, some constraints can be considered challenges to the future adoption of such policy.

Lack of funds

Needless to say, techniques and schemes to be implemented by either the tourist authorities or the archaeological authorities require adequate funds to achieve satisfactory results. Indeed, lack of funds might have a direct influence on the efficiency of implementing these tasks or at least on the capability of implementing all of them. In most cases, the authorities give priority to the most urgent tasks such as renovation.

It can be suggested that historical sites used in tourism could be operated in a self - financing system, involving a deduction of a certain amount of revenue for the management and restoration tasks needed for protection and sustainability. This would require a very well - studied entrance fee policy that tries to balance the sensitivity of the site along with its needs for sophisticated management schemes and permanent restoration with appropriate entrance fees to cover all of these costs. It should also take into account the profit margin expected from running these sites as tourist attractions. This issue requires sophisticated analysis.

Personnel

The implementation of techniques crafted by planners requires skilled personnel such as archaeologists, architects, impact evaluators, cost -benefits analysts, site planners and developers and specialists in site marketing and information technology schemes. The Supreme Council of archaeology is able to provide historical sites with qualified archaeologists and architects for monument restoration, but work in the field of sustainability needs the adoption of proactive task to be implemented by different groups that archaeologists are only one party of implementers. Nevertheless, this area still lacks professional personnel and experts who are able to conduct proper cost benefit analysis of tourist activities along with calculating maximum carrying capacities and applying advanced technical schemes.

Advanced technological schemes and scientific research: there is no doubt that the application of any management programs for the sustainability of historical sites will require up-to-date techniques either in visitor centres or in the site area itself.

8.4.2.2 Pitfalls of the tourist plans

At national Level

Research: The current plans have not yet conducted scientific research to predict the number of tourists visiting different historical sites. This should be discussed in advance with the archaeological authorities for the determination of suitable carrying capacity.

Lack of appropriate techniques and management programs: The current plans have not undertaken action in the domain of historical site sustainability such as visitor management, interpretation activities, site area planning etc.

The inability to use the tourist stakeholders as implementers in historical site sustainability schemes. As the implementation process of historical site protection and management scheme requires the involvement of different parties such as travel agents, tourist guides and tourist police, all tourist activity stakeholders should be informed of the benefits of sustainability and should be trained in how to play a role in its application.

Weak co-operation between the tourism authorities and archaeological authorities: As the tourist authorities are supposed to be responsible for informing the archaeological authorities of the predicted tourist numbers visiting each site, the archaeological authorities should be held responsible for providing the tourist authorities with the following:

- The maximum permitted number of tourists to each site calculated in tourist/day.
- The entrance fee suggested.
- The sites that will be temporarily closed for restoration and renovation.
- The sites that have recently been discovered and can be used as tourist attractions.
- The current pressures and threats to the sites due to tourist activities.

This requires holding periodic meetings between the representatives of both authorities discussing all the above issues, as figure (8.48) shows:

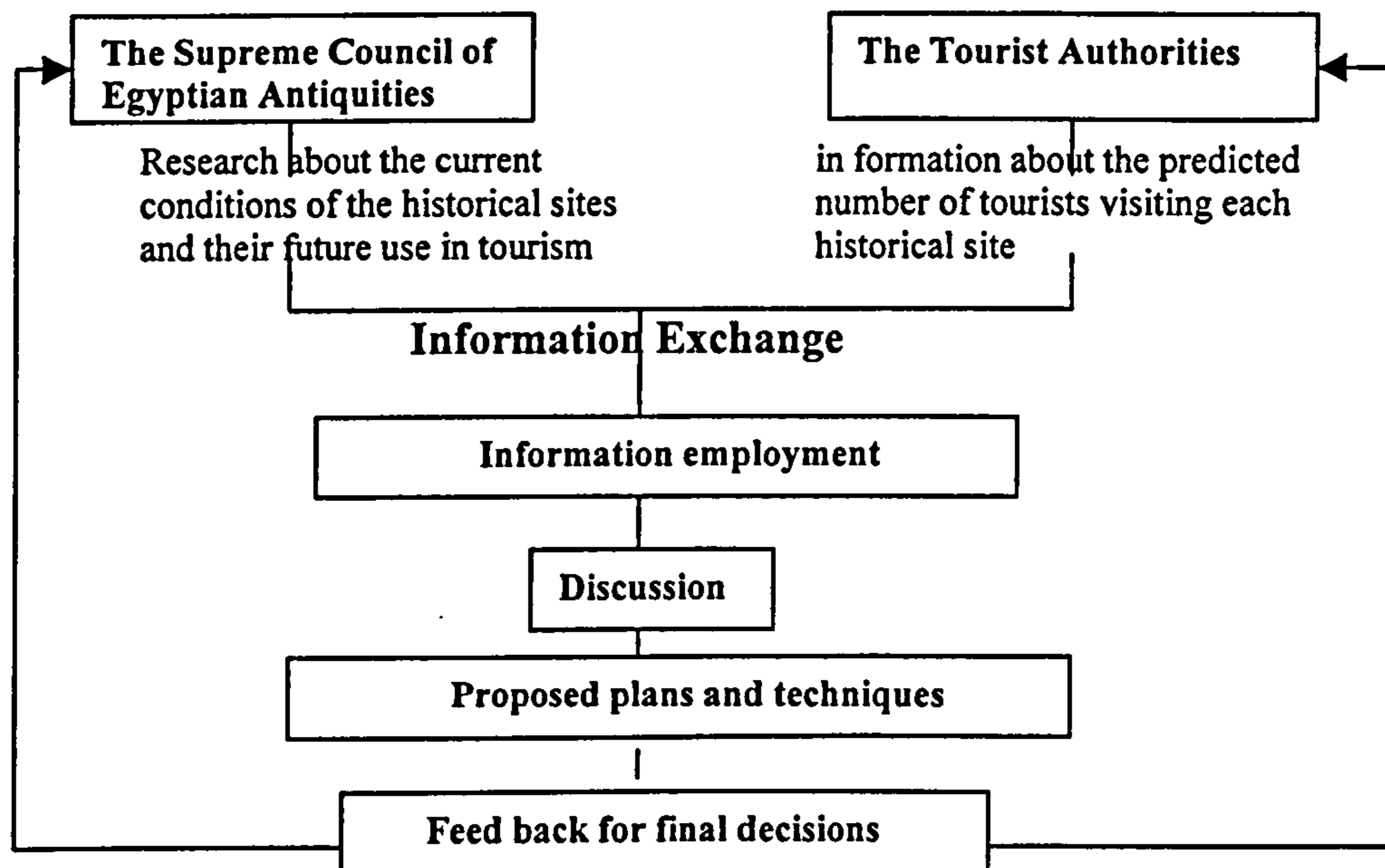


Figure (8.48): A suggested network system for the tourist authorities and the archaeological authorities

At regional and local level

- Absence of proper planning for “touring areas” (offering different tourist services and amenities) and the “site areas” the monument area surrounded by a buffer zone).
- Lack of sophisticated research into negative impacts of tourist visits on the different sites in each area
- Inability to manage tourist visits to some sites and to mitigate over-capacity impacts especially on the Pharaonic sites.
- Inadequate techniques and schemes to safeguard Islamic sites and to use them as distinctive historical tourist attractions.
- Insufficient programs used by current plans for the provision of historical sites with appropriate amenities: lack of trails and walkways, visitor centres, cafeterias, car parks. It should be noted that the provision of such amenities is important to ameliorate the tourist experience and satisfaction. These facilities, if well managed, can become as a source of revenue for the historical archaeological area.
- The current plans have not determined the techniques used by the local tourist bureau in each historical area for heritage conservation, archaeological resource management and cultural environment interpretative activities.
- The current regional tourist plans do not yet consider the archaeological sites as protected areas and thus apply protected area management of tourism activities.

8.4.2.3 Pitfalls of the current tourist techniques and programs used by the plans

Resource Management

- The terminology of resource management and visitor management seems to have been most ambiguous under the discussion of historical environment conservation.
- Managing carrying capacity of historical sites is a serious issue that the current techniques have not yet accomplished.
- An absence of co-ordinated techniques between the tourist authorities and archaeological authorities is considered another challenge to implementing resource management techniques.
- Waste management and site cleanliness are not properly implemented as most of the sites lack litter bins, instructions on how to keep the site tidy and above all real co-operation between the EEAA and the Ministry of environment.
- Most of the sites need information technology and management schemes to enhance the display of monuments, organise visits to the sites and above all reduce pressure on the sites.
- An entrance fee system should be adopted to guarantee adequate revenues.
- Visitor centres need to be created and equipped with the most advanced facilities and trained personnel. An absence of visitor centre has resulted in severe threats to many archaeological sites especially the closed sites such as tombs and problems such as graffiti, relief colour fading and an increase in the ratio of humidity inside the site.

Interpretative activities

- Up till now the historical sites have not had any interpretative techniques in order to improve tourist behaviour.
- The techniques should be divided into two main programs, those directed at international tourists and those at domestic tourists, although the current plans are not aware of this.
- Raising public awareness of the benefits of tourism is the only educational program that the Ministry of tourism has undertaken. However, interpretative programs to the domestic tourist market have not yet existed.
- The technique of using some stakeholders in tourist activity as implementers of interpretative activities does not exist although the field survey found that some tourist guides offer such activities to their tourist groups on a voluntary basis.

Zoning

- The results of the survey show this issue can be approached from different points of view. However, if we handle the zoning issue from a sustainable point of view, it becomes apparent that not all the threats facing the archaeological sites in Egypt result from tourism activities. There are other sites not visited by tourists that suffer threats of mis - planning.
- In terms of the sites that are under pressures of tourist activities, the current techniques are not adequate in achieving the following:

1- In the Giza Plateau

-Managing the total area surrounding the pyramids should include:

- Planning for the Pyramids protected area, where the three Pyramids and Sphinx are located and where any sort of activity is under severe control and supervision.
- Planning for a touring and entertainment area in the desert where tourists can enjoy riding camels and horses, souvenir shopping from the visitor centre, taking a break in a traditional café that reflects the atmosphere of the place.
- Placing the parking areas away from the site areas.

-Monument protection

- managing tourist visits and launching a permitted visitor numbers to the kings' tombs inside the Pyramids.
- Prohibiting climbing the Pyramids and graffiti.
- Installing instruction boards on how to protect the monument in different languages.
- Applying strict penalties in the case of breaking the rules.

-Interpretative activities

- Providing visitor centres with maps, information and guides.
- Training tourist guides, site directors and tourist police on how to encourage positive visitor behaviour.
- Offering interpretative programs to domestic tourists and visitors especially school pupils.

2- Luxor

- Finding the reasons for the failure of the visitor centre and using another device to manage visits to the Valley of the Kings.
- Managing the tourist coach buses that park very close to the sites, possibly affecting the monument.
- Ameliorating the tourist experience and satisfaction by offering some facilities and amenities such as trails and walkways, maps about the site and rest areas at a reasonable distance from the site with fixed or mobile seats.
- Reviewing the current entrance fees.
- Employing information technology in order to mitigate the current pressures on the sites such as presenting and explaining the contents of the tombs before entering the closed sites, shorten the visit period and reduce pressures.
- Offering adequate interpretative techniques along with strict penalties in the case of breaking the rules.

3- Islamic Cairo

- Working with the other formal authorities and ministries to save the Islamic monuments from the current degradation they face from mis - planning.

- Including some of these sites in the tourist programs, which will satisfy the tourist curiosity in visiting different types of archaeological sites representing different historical periods.
- Launching programs to enhance the total area surrounding the Islamic site and managing their use as a tourist attraction in co-operation with the other authorities and according to specific timetable.

4- The other sites

- Providing more tourist facilities, services and amenities to other sites such as Esna and Edfu.
- Including the new archaeological sites that have been recently discovered in the tourist programs and providing these areas with the necessary tourist amenities such as access facilities to the site and paved roads.

5- The adoption of the protected area scheme

- Some archaeological sites should be converted into protected areas and apply all the management schemes for protected areas.
- Apart from Saint Catherine monastery, this scheme has not been adopted in the other historical sites. It should be noted here that Saint Catherine Monastery is surrounded by a very natural area, with two mountains, Saint Catherine and Moses mountains. Accordingly, this protected area is under the supervision of the EEAA due to its natural environmental uniqueness.
- Each of these protected areas should have its own management system that can be run by selected staff representing the archaeological authorities and tourist authorities.
- This management system should be able to handle the different issues related to the historical protected area such as visits to the site, waste management schemes of the total area, interpretative facilities and suggesting the most appropriate conservation techniques and a suitable entrance fee.
- These protected areas should apply legislation to control the negative impacts of tourism activities and sustain the resources.

8.5 Criterion (7): Implication

Based on the above analysis and findings on archaeological site sustainability, the following table illustrates how far the Egyptian tourist planning mechanism have succeeded in sustaining the cultural heritage environmental assets during past, present and future stages.

Table (8.2): Success of the Egyptian tourist planning mechanism in sustaining the manmade environment.

Past Before 1990	Present 1990 -1997	Future 1997- 2012
<p>Tourist Policies & strategies -Absence of objectives, plans and strategies for cultural heritage site sustainability (- - -) -Number of tourist promoted along with the quality of tourist did not constitute a severe threat on the historical sites.(+)</p> <p>Tourist plans a)National plans -Lack of experience, awareness and funds allocated to the issue of cultural heritage environment conservation (- - -) -absence of techniques and programs implemented by the past plans in this domain (- - -)</p> <p>b)Regional & Local plans -focus on development of some archaeological and historical areas as tourist attractions (+) -absence of cultural site protocol and programs to be used in each archaeological site. (- -)</p>	<p>-Recognition of the importance of sustainable development that has been interpreted as a general cultural historical site protection objective (+). -Absence of cultural heritage environment protection policy in the field of tourism (- -) -modest co-operation with other authorities especially the Supreme Council of Antiquities in the domain of cultural historical site conservation (- -)</p> <p>-Adoption of the Luxor visitor centre scheme proves awareness of the seriousness of tourist threats to historical sites (+) -Its failure reflects the weak decision support the present plans received in the domain of historical site protection.--) -Absence of co-ordination among the different plans launched by the other formal authorities such as the archaeological authorities (- -)</p> <p>-planning for more specific tourist services and enhancement of specific sites (+) -absence of co-operation with local authorities in each area to manage the use of historical sites in the field of tourism (- -)</p>	<p>-Complete recognition of the importance of sustaining cultural heritage sites (+) -Launching more specific objectives regarding Islamic sites and tourist facility improvements in some Pharaonic sites (+) -Co-operation among the different authorities still insufficient (- -) -Challenges to historical site protection.(- -)</p> <p>- So far the techniques and programs announced by the future plans are not sufficient to achieve fruitful results in cultural heritage site conservation. (- -)</p> <p>-Unclear role of regional tourist plans in sustaining historical sites in the different archaeological regions. (- -)</p>

<p><u>Continued</u></p> <p>Programs & Techniques -Past did not witness the adoption of any technique for cultural historical environment sustainability (- -)</p>	<p>-Most of the effective techniques and programs are applied solely by the Supreme Council of Antiquities and mostly in monument restoration (+ -)</p> <p>-Apart from suggesting Luxor visitor techniques, there are no other techniques to mitigate the tourist impacts on historical sites (- -)</p> <p>-the following techniques have not yet been properly implemented (- -):</p> <ul style="list-style-type: none"> *carrying capacity techniques. *tourist facility & amenity provision *entrance fee policies *touring area and site area management. <p>-the following techniques have not been adopted (- - -):</p> <ul style="list-style-type: none"> *Interpretative activities and visitor management. *resource management. *Information technology employment. 	<p>-After the failure of the Luxor visitor centre, future techniques are not clearly determined.(- -)</p> <p>-Absence of co-ordinated techniques to be implemented by the different authorities. (- -)</p>
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8.6 Conclusion

Analysis of primary data shows that the Egyptian planning mechanism still needs to consider the mitigation of tourist impacts on the historical and cultural environment. As Egypt is expecting an increase in the number of tourists and a boom in tourist activities, a careful sub-policy should be developed to deal with all the problems that might appear due to the exploitation of the manmade environment by tourism. This cannot be accomplished without real co-operation between different formal and informal parties and recognition of the crucial role of carrying capacity in determining visitor numbers. This implies more co-ordinated policies between the archaeological authorities and the formal tourist authority with accurate identification of the tasks and roles that should be played by each party. As implementation requires the involvement of other stakeholders (such as travel agencies, tourist guides, tour leaders and tourists), the policy should employ sophisticated strategies and techniques such as visitor management, interpretation, resource management and information technology techniques. This still remains the fundamental challenge to the success of the Egyptian manmade environment conservation policy.

Chapter 9

Assessing the elements of sustainability for the socio - cultural values in the Egyptian tourism planning mechanism

9.1 Introduction

This chapter presents an analysis of primary data (quantitative and qualitative), collected from a field survey to assess the Egyptian tourist planning mechanism regarding the sustainability of the socio - cultural values. Criteria developed for assessment are listed in the table below as well as in chapter 4 (methodology).

Table (9.1): Criteria for assessing the performance of the tourist planning mechanism regarding the sustainability of socio - cultural values.

Planning mechanism level	Criterion
Policy & strategies	1- Agency: co-operation with authorities for crafting socio - cultural preservation policies and developing tourism from a community - based approach. 2- Socio - cultural preservation objectives and plans in the past, present and future tourist policies.
Plans	Evaluation of plans will be achieved through the assessment of the techniques and programs.
Techniques & programs used by the tourist plans	3- Social impact assessment techniques (SIA) : A- Assessing and measuring tourism impacts on communities. <ul style="list-style-type: none"> • Socio-economic impacts of tourism • Socio - cultural impacts of tourism. • Cost benefit analysis of the social impacts of tourism B- Assessing indigenous people's perception of tourism <ul style="list-style-type: none"> • Community awareness about tourism. • Community attitudes toward tourism • Strength of local culture in the face of the different levels of tourist development. C- Local community involvement in decision - making on tourism development.
	4- Mitigating the negative social impacts on the public community A- Management activities <ul style="list-style-type: none"> • Visitor impact management • Instructive cross-cultural education and communication. • Reflecting and presenting the cultural environment of each tourist destination through unique architecture, folkloric arts, local handicrafts, cultural events, festivals and pageants etc. B- Social carrying capacity considerations and limits of acceptable change determination.

<i>Continued</i>	<p>5- Educational programs about socio - cultural environment conservation.</p> <ul style="list-style-type: none"> • Tourist education and interpretative programs to respect and protect the culture of local communities. • Raising the level of public awareness about the positive and negative impacts of tourism on traditions and culture. <p>6- Zoning</p> <ul style="list-style-type: none"> • Regions and areas under pressure due to social negative impacts of tourism. • Regions recently approached by tourism development and needing to adopt cautious socio - cultural conservation techniques.
Egyptian tourist planning mechanism outputs	7- Achievements & pitfalls of socio - cultural conservation.
Implications (Egyptian tourist planning mechanism outcomes)	8- The ability of the tourist planning mechanism to consider the sustainability of the socio - cultural values according to the above quantitative and qualitative measures.

It should be noted that criteria used for evaluating socio -cultural preservation and sustainability in the Egyptian tourist planning mechanism are the most difficult measurements for the following reasons:

1-Some of the indicators used by the researcher as measurements of the socio - cultural dimension are not implemented yet by the tourist planning mechanism, which limits the views obtained from the face to face interview.

2-The terminology of socio - cultural preservation seems unfamiliar to some interviewees. Fortunately, one of the advantages of implementing face to face interviews is that they enable the researcher to observe the reaction of the interviewee to each question and to explain and simplify ambiguous terminology although it was difficult to obtain consistent views about some sub- issues even after explanation. For example, “social carrying capacity”, “limits of acceptable change” and “social impact assessment” were unfamiliar terms to many interviewees.

3-The overlap between the socio-economic impacts of tourism and its socio - cultural impact is another difficulty. During interviews, the researcher found that the socio-economic benefits of tourism usually jumped into most respondents' minds while discussing social issues. Even when the researcher wanted to focus on socio - cultural issues, it was difficult for some respondents to separate the socio-economic from the socio - cultural. Accordingly, the researcher had to stress socio - cultural terms in order to steer the conversation in the right direction.

4-It was difficult for many respondents to assess elements related to socio - cultural issues in the scale questions although some techniques such as social carrying capacity, socio - cultural educational and interpretation programs and zoning were ranked.

5-Qualitative data obtained through open - ended questions seem more valid and reliable for measuring the sustainability of socio - cultural issues. For example, in most cases interviewees deny the existence of some techniques. However, when answering scale questions, the same interviewees chose a rank

other than the last on the scale, which proves the unreliability of quantitative responses. Nevertheless, graphic presentations will be offered in order to follow the same technique adopted by the research for quantitative data analysis and presentation.

6-It should be emphasised that developing tourism with a community - based approach is a difficult task even for developed countries. So, it should be expected that considering this approach in the planning mechanisms of a developing country looking for economic benefits from tourism is still more complicated and difficult. Additionally, a lack of sufficient funds along with expertise to enable the authorities to implement sophisticated techniques for socio - cultural preservation is another challenge.

9.2 Criteria to assess policies and strategies

9.2.1 Criterion (1): Agency: authorities responsible for crafting the socio - cultural preservation policies and developing tourism from a community - based approach.

This criterion attempts to evaluate authorities that are responsible for protecting socio - cultural values from negative impacts created by tourism with a focus on the role of the tourist authorities. It also examines the efficiency of the tourist policies to co-ordinate efforts with relevant authorities to implement the techniques of socio - cultural preservation.

9.2.1.1 Analysis of the respondents' views to criterion (1)

According to the views obtained, the following has been found:

- The TDA, which is responsible for the development of tourism in the new regions and areas, is accountable for conducting research into all the socio - cultural issues related to the resident indigenous people. One of its tasks is to consider the different labour forces needed from the other central cities in order to supply development in these new regions with direct and indirect personnel. In addition, it is responsible for considering the housing facilities and other services that imported personnel will need. It also investigates the social services needed for the proposed development.
- The Ministry of Tourism (MOT) is held responsible for considering this issue at national level and in the other regions that have already been developed as tourist destinations.

The respondents tend to suggest the following:

- 1- It is worth having one department or authority under the umbrella of the Ministry of Tourism responsible for all the minor and major issues related to social-culture. Co-operation between this department and the other formal and informal tourism authorities should be organised in a productive, systematic way. These authorities are: the Tourism Development Authority, the

Tourism Authority for Promoting Tourism, the Federation of Tourist Chambers and the local Tourism Offices in each tourist region.

- 2- The above net - work should include co-operation between the tourist authorities and other authorities that can play a direct or indirect role in implementing activities and techniques agreed by specialists representing each of these authorities or parties (See figure 9.1).
- 3- These activities comprise many tasks such as assessing tourism social impacts, predicting and launching the maximum social carrying capacity and saturation points according to the sensitivity of each community and implementing appropriate awareness programs leading to the mitigation of the tourism negative impacts.
- 4- The creation of a tourist sub-policy addressing all the socio - cultural issues documented by the Ministry of Tourism and implemented by a team of formal and informal authorities according to well - prepared strategies and programs should be considered the key element underlying socio - cultural preservation from tourism impacts.
- 5- Although the Ministry of Tourism along with the Ministry of Mass Media and The Ministry of Education started to regard raising the level of Egyptian awareness about tourism, the broad objective of sustaining socio - cultural values and developing tourism from a community – based approach dictates the involvement of other parties. .

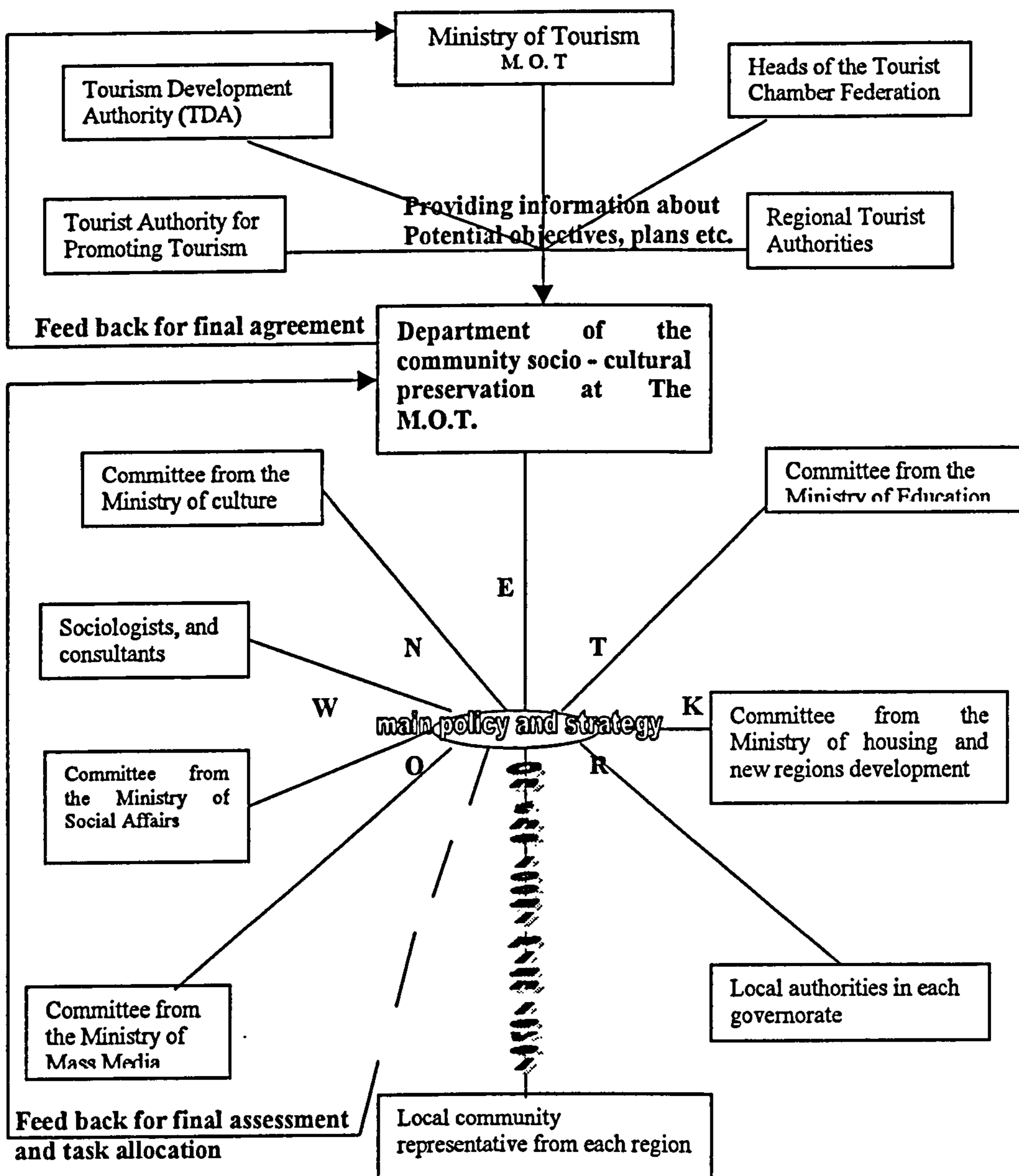


Figure (9.1): A suggested structure of the co-operation needed to approach tourism planning with a community – based concept.

9.2.2 Criterion (2): Socio - cultural value preservation objectives and plans in the past, present and future tourist policies.

This criterion attempts to measure the extent to which the Egyptian tourist policies have managed to encompass socio - cultural preservation goals, strategies and plans through the different stages of the Egyptian tourist development.

9.2.2.1 Analysis of responses and views to criterion (2)

The responses obtained are contradictory, misleading and show an overlap between socio-economic and socio - culture (see figures 9.2, 9.3 and 9.4). The following is a graphic presentation measuring socio - cultural value preservation objectives, strategies and plans in the tourist policies.

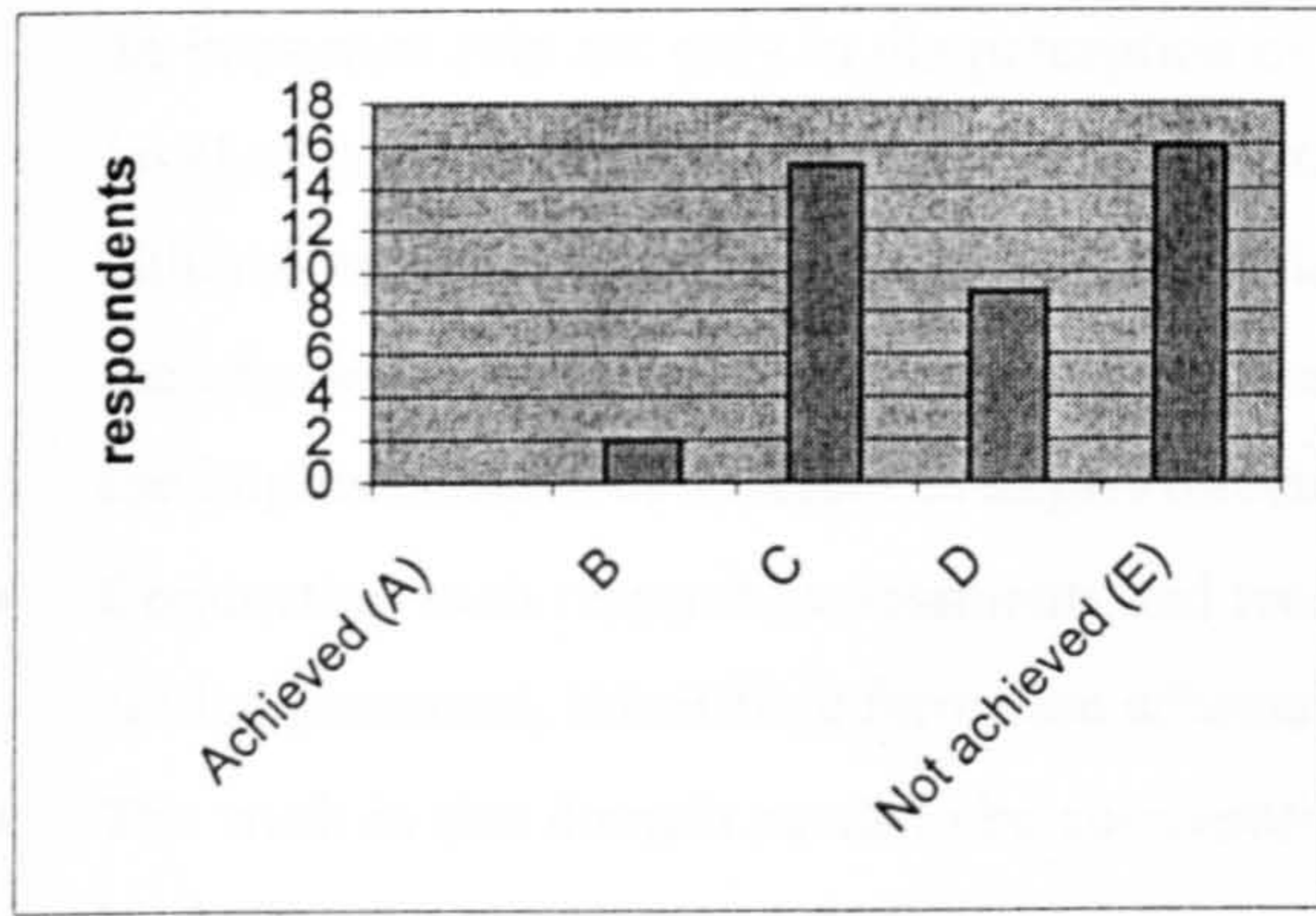


Figure (9.2): In the past

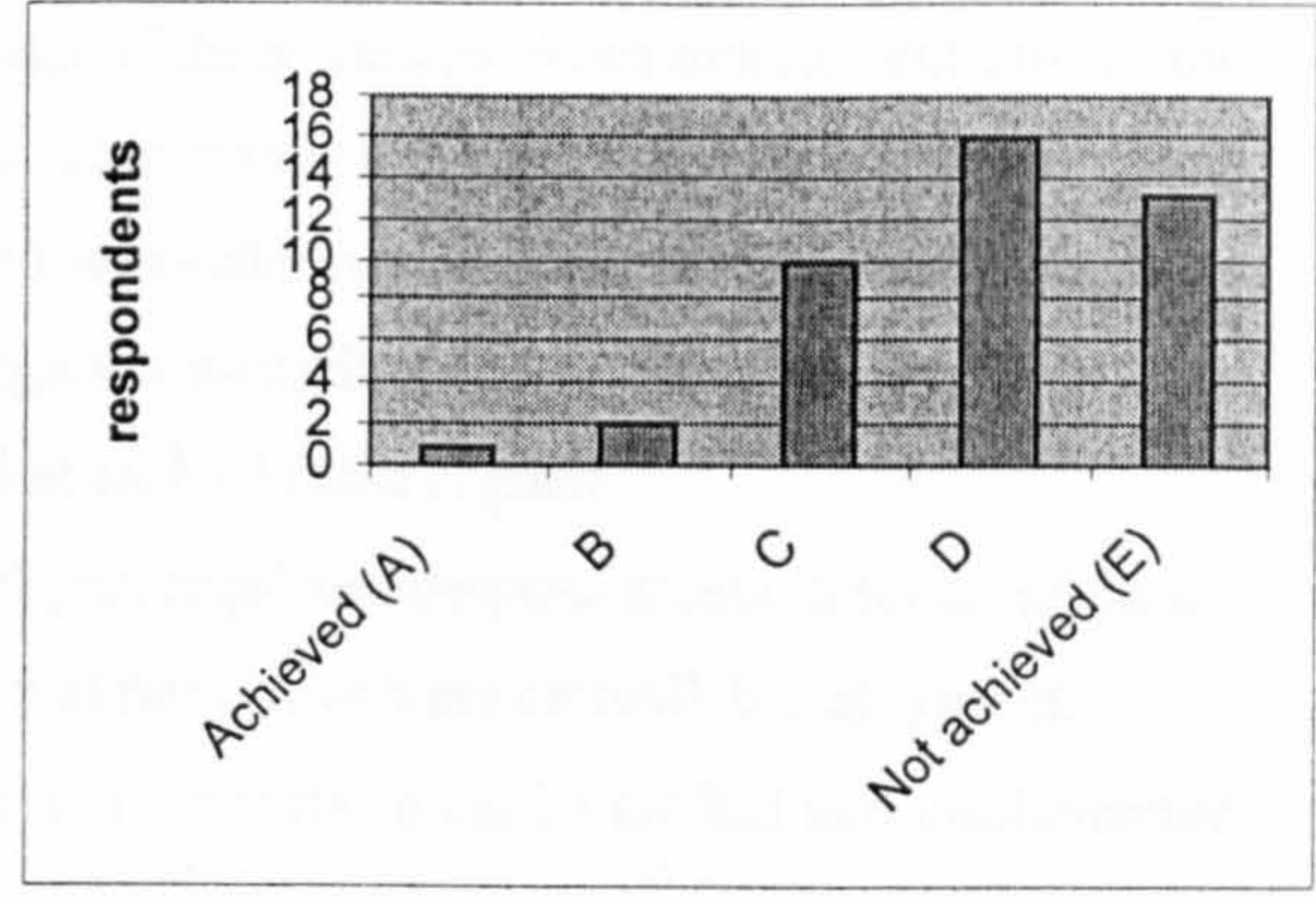


Figure (9.3): In the present

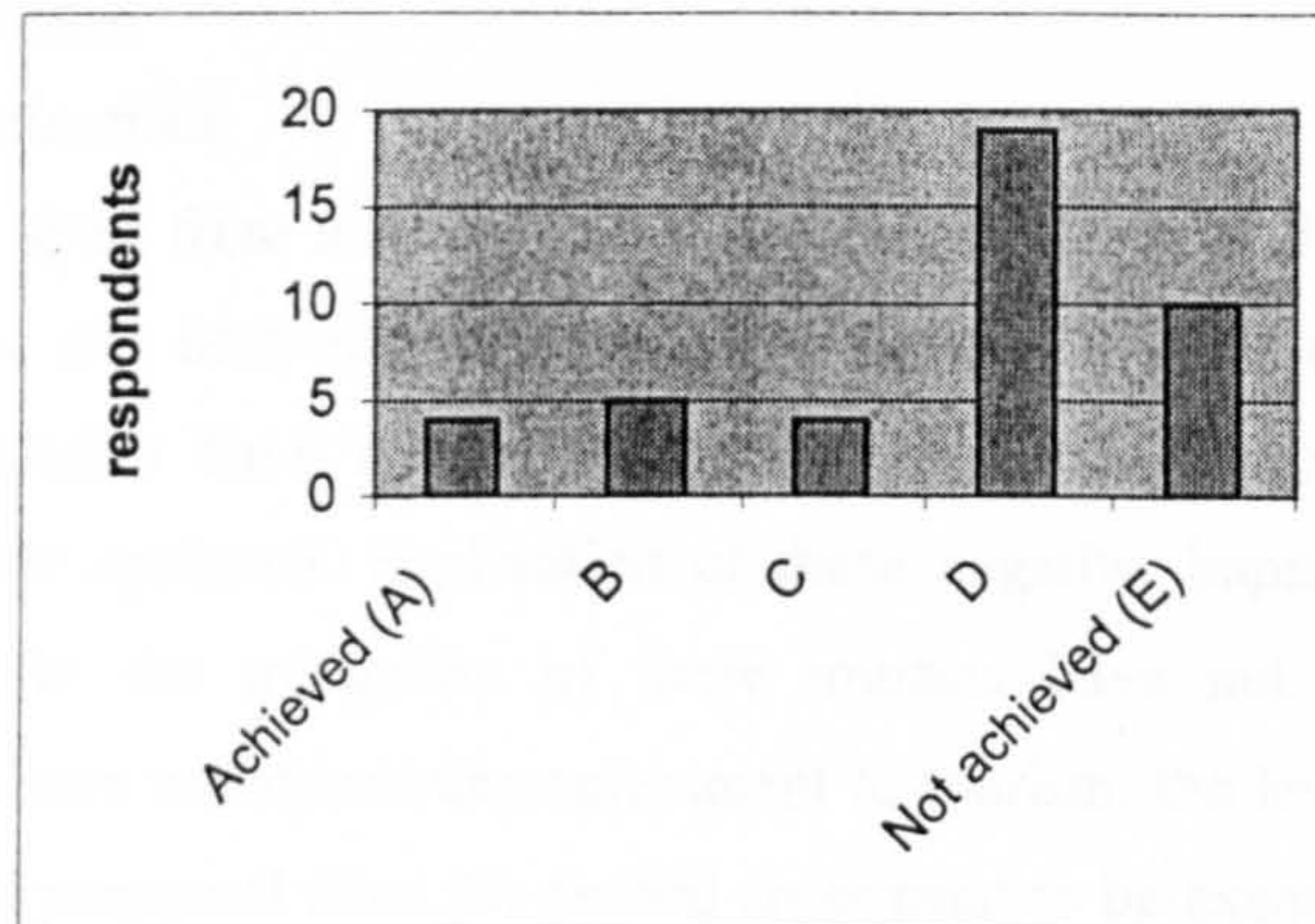


Figure (9.4): In the future

The past:

All interviewees agree that this issue was not addressed in the past tourist policies. Although the absence of socio - cultural preservation strategies can be considered a point of weakness of the past policies, the number of tourists promoted was smaller and the tourist activities were controlled in specific areas. On the other hand, the scale of tourist development was limited and the speed of such development was slow.

The present:

In order to achieve more realistic results, discussion was separated between national planning level and regional and local levels.

At national plan level:

Some respondents mention that socio - cultural preservation is one of the targets of the present strategies and plans, but other respondents deny their existence. Some feel that although considering socio - cultural issues in the present and future tourist policies has become a matter of necessity due to the forecasted increase in the number of tourists and the expansion of tourist development, this task seems very complicated and cannot easily be approached for the following reasons:

- The different socio-economic classes and demographic characteristics of the total community play an important role not only in the perception of each of these classes about tourism but also in the level of sensitivity of each one to tourist activities. This makes the task of investigating the socio - cultural impacts of tourism and thus generalising the results quite difficult. This also necessitates the segmentation of the community under investigation according to specific criteria and requires the implementation of different strategies directed at each of these segments.
- Conducting such research, assessments and techniques requires adequate assets in terms of funds, skilled personnel, scientific information schemes, and time, which are unavailable at present.
- The work in this domain needs to be co-operative and strategies must be crafted and implemented by different authorities and parties.

At regional and local plan levels:

1) In the existing tourist destinations

All interviewees agree that apart from the economic benefits for the regional and local communities, socio - cultural issues have not been regarded yet. For example, tourism developments in Luxor, Hurghada and Sharm El-Sheikh have resulted in outstanding socio-economic benefits but some negative social impacts have appeared. Exploration of these negative impacts, assessment of their seriousness and planning for the mitigation of these impacts have not taken place. Although communities in these areas have not shown any resentment to tourism, the level of sensitivity to both tourists and imported tourist personnel from the central areas need to be examined, which should also include a scientific study determining the maximum social capacities of these regions.

2) In the new virgin regions that will be developed as tourist destinations

Views obtained regarding the new regions are contradictory. Some respondents feel that the TDA has started to implement socio - cultural strategies in its development plans. However, others feel that most of these tasks look at socio-economic benefits. For example, the TDA usually: 1) prepares demographic studies about these new areas, 2) investigates the current infrastructure services and social facilities in these areas, 3) evaluates the types of jobs that can be occupied by the local citizens and the higher skilled jobs that need imported personnel, 4) plans for housing facilities and other services that imported personnel will need and 5) works for the provision of all the infrastructure and superstructure facilities that support development.

It is apparent that they aim at improving the living conditions of the local communities in these regions, either by offering direct and indirect job opportunities or by offering infrastructure and social services such as hospitals, paved roads, airports, a proper sewage system, schools and entertainment clubs.

However, socio - cultural strategies such as assessing the sensitivity of the community to any tourist development and figuring out the social capacities of the community, have not been adopted.

The future

Although it was difficult for interviewees to accurately estimate the level of significance of socio-cultural preservation issues in future policies, all feel that socio-economic benefits will have the preference.

On the other hand, they realise that the future regional strategies and plans, especially in existing tourist destinations, have not yet assessed the negative social impacts of tourism on the local communities eventhough these negative impacts in Luxor, Hurghada and Sharm El-Sheikh will move the attention of different authorities to more serious action in the domain of tourist impact mitigation.

9.3 Criteria to assess techniques implemented by the tourist plans

9.3 1 Criterion (3): Social impact assessment techniques (SIA):

A-Assessing and measuring tourism impacts on communities.

- Socio-economic impacts of tourism
- Socio - cultural impacts of tourism.
- Cost benefit analysis of social impacts of tourism

B- Assessing the indigenous people's perception of tourism

- Community awareness about tourism.
- Community attitude toward tourism
- Strength of local culture in the face of the different levels of tourist development.

C- Public community involvement in the decision making process on tourism development.

9.3.1.1. Analysis of responses to criterion (3): social impact assessment techniques

The scheme of dividing respondents into groups and presenting their views separately seems to be inefficient and inappropriate for analysing this technique for the reasons mentioned earlier in the introduction section.

Before analysing each different element, it should be mentioned that all the respondents agree research to assess the impacts of tourism on communities, especially socio - cultural impacts, is inadequate. Some dispute the existence of such scientific social research while others are unsure.

9.3.1.1.1 Criterion (3a): assessing and measuring tourism impacts on communities

- Socio-economic impacts of tourism
- Socio - cultural impacts of tourism.
- Cost benefit analysis of social impacts of tourism

“Social Impact Assessment (SIA) is a systematic effort to identify, analyze and evaluate social impacts of a proposed project or policy change on the individuals and social groups within a community or on an entire community in advance of the decision making process in order that the information derived from the SIA can actually influence decisions”

Burdge and Robertson (1990: 81).

According to Crandall, (1994: 417), the assessment of social impacts is very complex because one cannot quantify social impacts, subtract costs from benefits, and arrive at a conclusion, as in an economic cost/ benefit analysis. It is also sometimes difficult to differentiate between social and economic costs and benefits, as they are so intertwined.

With regard to the Egyptian case, some respondents argue holding the sole responsibility for implementing this technique on the tourism authorities. They mention that assessment of a specific impact on a community needs specialists, experts and well-trained teams that tourism authorities cannot easily provide. It is true that tourist authorities use consultants and socialists before tourist developments take place in the new regions but work into aspects related to society and the impacts of tourism on traditions and culture is a big domain requiring cautious and well- studied plans and techniques.

They also suggest that the social impact assessment of tourism in the regions undergoing tourist development should take into account that these impacts have two main sides:

- Impacts resulting from tourists as foreigners coming from different cultures and having different traditions might affect both parties: the indigenous local people and outsiders from the central areas moving to the new regions in order to work in the different areas of tourism. They emphasise that if the imported personnel along with the indigenous people are not well prepared and informed of the social negative impacts that tourism brings, this will result in a change to society.
- Impacts resulting from imported personnel might be more severe than those of tourism as they stay in an area for longer periods than tourists and will have more daily contact with indigenous people. Although it is beneficial to plan for direct contact between the different classes of the whole community to help create a more harmonised community and limit the gaps between them, this should be implemented very cautiously at different developmental phases. The wider the educational, socio-economic and socio - cultural gap, the harder the tasks will be. The diversity between the local indigenous societies, and the imported personnel should be studied carefully to help avoid negative social impacts and change to simple societies.

9.3.1.1.2 Criterion (3b): assessing indigenous people’s perception of tourism

- Community awareness about tourism.
- Community attitudes toward tourism
- Strength of local culture in the face of the different levels of tourist development.

Views obtained show that research to assess and measure the level of sensitivity of the local community to tourist activities and the strength of their culture and traditions in the face of the negative social impact of tourism has not been conducted. Some respondents comment that such assessment studies should be complemented by preparing the local community for the proposed development and feeding back to the tourist development process in each area the results of assessment. Such research should monitor the development towards better community - based approach.

Other respondents feel that apart from the recent phenomenon of terrorism, the Egyptian community has not rejected tourism using the low ratio of crimes directed at tourists as evidence that violence against tourists cannot be generalised. They explain that the terrorism phenomenon does not have its roots in the resentment of tourism, that terrorists' attacks are not directed at tourism as a social activity that might bring negative social impacts but at tourism as an economic activity. They basically aim at destroying tourism that has been regarded by the Egyptian national policy as a panacea for overcoming many economic problems. They emphasise that any assumption relating these attacks to the socio - cultural issues has not yet been verified.

Therefore, the researcher will discard terrorists' attacks from the discussion, as there is no proof that it represents community opposition to tourism.

9.3.1.1.3 Criterion (3c): public involvement in decision - making process on tourism development. The two words, ' local' and 'participation', are regularly used together to emphasise the need to include and involve local people; and it is the juxtaposition of the two words which implies, paradoxically, that local people have often been left out of the planning, decision-making and operation of tourist schemes (Mowforth and Munt, 1998:238).

Public participation in the community planning process is essential for quality sustainable tourism development and the dual values of community solidarity and economic growth (Lankford et al. 1996: 331). Although community participation in the decision-making process of tourism is a key issue in ensuring the acceptability of tourism, community participation in tourism development process differs in developing countries (Wahab, 1997a). According to Wahab such difference manifests itself in three ways.

“First, local communities in some developing countries devote minor attention to issues of tourism development and planning as they are much more troubled by the lack of clean and hygienic food and drink and suitable shelter in the short time frame.

Second, lack of democracy in many developing nations dictates that the will of the ruling class expresses the public good.

Third, there is no system that would allow social outputs to be determined by the people most immediately affected by them, even in the presence of local government, as tourism is usually looked upon as an industry of national concern.”

(Wahab, 1997a: 135).

With reference to the above, the researcher needs to highlight that:

The first point of weakness, which is devoting too little attention to tourism development has resulted basically from a lack of awareness about the different attributes of tourism. Indeed, local communities and their representatives should be informed of the different positive and negative impacts of tourism. They should also realise that disregarding or underestimating the negative impacts of tourism, especially the socio - cultural impacts, may lead to real social problems that equal or are sometimes are worse than the lack of clean and hygienic food and drink. This implies the importance of employing the technique of informing the public communities with the different blessings and problems created by tourism. This will be discussed throughout the next criterion

The second point (lack of democracy) has resulted from superficial knowledge of the community representatives of tourism planning issues. This has resulted in passing decisions related to tourism development without the participation of representatives. In some other cases, this participation was passive and did not represent what the local community really needed. This passive participation cannot produce any yield regarding the modification of the proposed plans or for the assessment of the applied plans from a social point of view. For the avoidance of such passive participation, the local community is held responsible for electing the most suitable representatives aware of its needs and who can positively share in the proposed tourist developments. This also necessitates the involvement of the different parties in the preparation of the socio - cultural preservation strategy in each tourist area to guarantee an ongoing measurement of local community sensitivity to tourism.

The absence of a system that would allow social outputs to be determined by the people most immediately affected by them can be temporarily substituted by conducting scientific research. This aims at getting the necessary data on community perceptions of tourism and the strength of the local culture in front of any proposed tourist activity. This should be conducted along with other research such as cost-benefit analysis, social impact assessment etc. However, determining a system of how the public community can participate in the tourist development decisions in each region should be regarded carefully as one of the key issues in any future sustainable tourist development. In developing countries, this system is organised at national level and becomes gradually weaker at regional and local levels.

The above analysis of the literature aims at highlighting the importance of having active community participation in decisions taken at local levels on tourist development and planning. This has become one of the pillars of the balanced development that the Egyptian tourist authorities intend to adopt in future.

However, all respondents agree that this element has not been addressed especially at local level. Although most see the importance of involving communities in tourist development, some are unconvinced of the positive results to be obtained. They argue that this concept cannot be generalised and stress the importance of selecting representatives from the real community, who can talk on its behalf and not for the interests of a specific party or a limited percentage of the total community. This should also guarantee that representatives are aware of local traditions and culture and the different issues that might irritate or negatively affect the community. This means that the representatives should be members of the community not people who have recently moved to the area to run a business. They should be aware of different issues and have sufficient knowledge to discuss plans and the different impacts on the community. This also should guarantee that representatives would not be influenced with the opinions of any party.

Indeed, the passive role of the local community at local tourism planning level should highlight the accountability of the developers and official tourist authorities who should find other ways to discover and measure the community reaction to the proposed tourist plans, through scientific research and surveys. Otherwise a gap will gradually increase between developers and community members. Missing a link between the final decision - makers (the developers) and the community members (the receivers of the tourist development plan) will result in massive problems in the tourist destination (the recipient) of the tourist development plan (see figure 9.5).

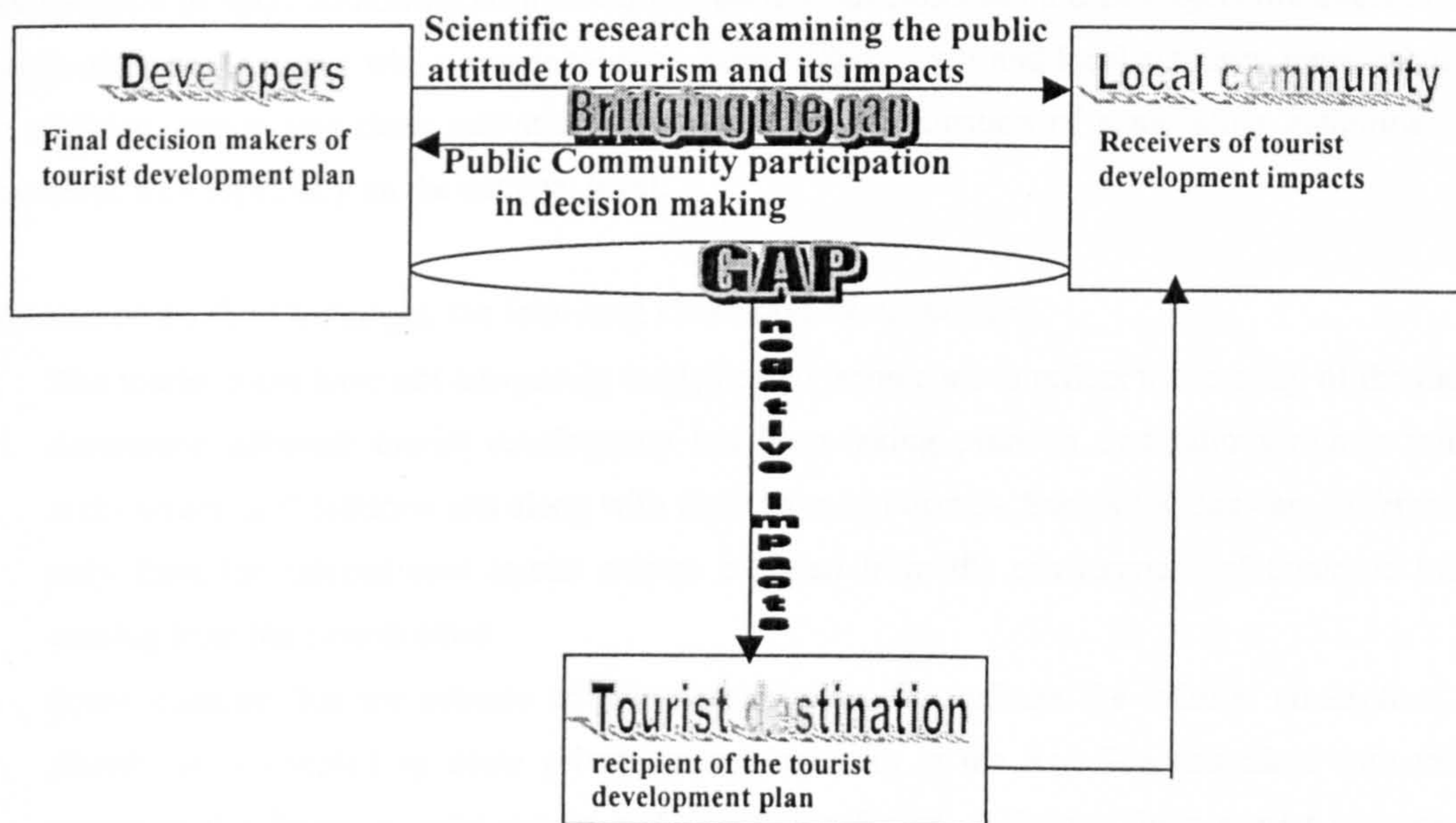


Figure (9.5): Methods to bridge the gap between developers and local communities.

9.3.2 Criterion (4): Mitigating the negative social impacts on the community

A- Management activities

- Visitor impact management
- Instructive cross-cultural education and communication.

- Reflecting the cultural environment of each tourist destination through unique architectures, folkloric arts, local handicrafts, cultural events, festivals and pageants etc.

B- Social carrying capacities considerations and limits of acceptable change determination.

9.3.2.1 Analysis of responses to criterion (4a): management activities

- Visitor impact management
- Instructive cross-cultural education and communication.
- Reflecting and presenting the cultural environment of each tourist destination through unique architectures, folkloric arts, local handicrafts, cultural events and festivals and pageants etc.

The terms of the first two techniques were confusing for some interviewees, but all agree that neither the national tourist plans nor the regional tourist plans have adopted these techniques. Some comment that these activities are very sophisticated and require skill, and will not be implemented in the present or even the near future times.

Some feel that they should be implemented with the co-operation of local authorities along with the tourist offices in each governorate. However, the preparation of these activities will require the involvement of many authorities such as tourist planners, investors and tourist project managers in each destination, travel agents who promote tourist groups in these areas and local authority representatives. In addition, conducting these activities might need the participation of some other authorities and parties as well especially on the national level.

In terms of the third technique, the following views have been obtained:

- The tourist plans have not adequately implemented techniques to reflect the identity of the tourist destination although tourist development has been taking place in destinations rich in unique architectural and folkloric arts along with distinctive handicrafts. Such attractions are different not only from the international tourist culture but also from the environment of domestic tourist coming from the central cities.
- Some mention that the scheme of using architecture that reflects the cultural atmosphere has already been adopted by some private sector investors in the Red Sea and Sinai with tourist recreational villages in very simple and distinctive design. Although these tourist projects are unique and satisfy different tourist segments, they are usually conducted individually according to the interest of the investor and the views of his architect. Up till now there is no scientific prepared plan that guarantees the generalisation of such architectural schemes or even an increase in number.
- However, some respondents, especially planners and consultants along with the governmental authority group, expect that unique architectural design impressed by the cultural environment will be highlighted in the future.

- Some respondents stress the importance of reviving folkloric arts in each area and integrating performances into destinations as a tourist attraction, accompanied by a successful promotion of shows launched by both the General Tourist Authority for Promoting Tourism and the Local Tourist Bureau of each destination.
- Many private sector representatives especially travel agents are enthusiastic about organising festivals and cultural occasions that reflect the cultural environment.
- Apart from Opera Aida, which is usually organised in Luxor every two to three years and performed by foreign actors aiming at promoting Egypt as a tourist destination to the international world, the national tourist plans have not used this technique with a cultural community - based approach. They add that the Ministry of Tourism has prepared a Tourist Occasion Agenda that includes a list of festivals that can be celebrated all the year around. However, the revival of the local community culture through arts and festivals is another broad domain that still needs further research into methods of implementation.

The last point to be highlighted is that planning for using folkloric arts and local culture as a tourist attraction should be approached carefully and gradually. As this might offer socio-economic benefits to the community and the area, developers should keep in mind that it might result in another negative impact, that of converting culture into a commercial commodity. If properly planned through a balanced community - based development, it will result in two main positive socio - cultural impacts: the revival of the cultural identity of the community and impressing tourists with the culture of the area they visit and should respect. Both aim at responsible tourism and sustainable development in the host destinations.

9.3.2.2 Analysis of responses to criterion (4b): social carrying capacity considerations and limits of acceptable change determination

Glasson et al. (1995: 53) defined the community or social aspect of tourism carrying capacity as a destination's ability to absorb tourism without negative effects being perceived by local residents. They emphasise that community capacity describes the degree of tolerance or acceptance of tourism by local residents in relation to the effects tourism has on their quality of life. Key issues concern levels of privacy, aspects of visitor behaviour, the level of contact between residents and tourists, and the distribution of benefits.

Analysis of the criterion is in two parts: firstly results of the quantitative analysis are summarised in figures 9.6 to 9.13. Each figure illustrates the level of the technique's success according to the responses of each group of respondents. This is followed by a qualitative analysis of the views offered by the relevant group.

The following figures are graphic presentations of views of each group evaluating the technique social carrying capacity consideration.

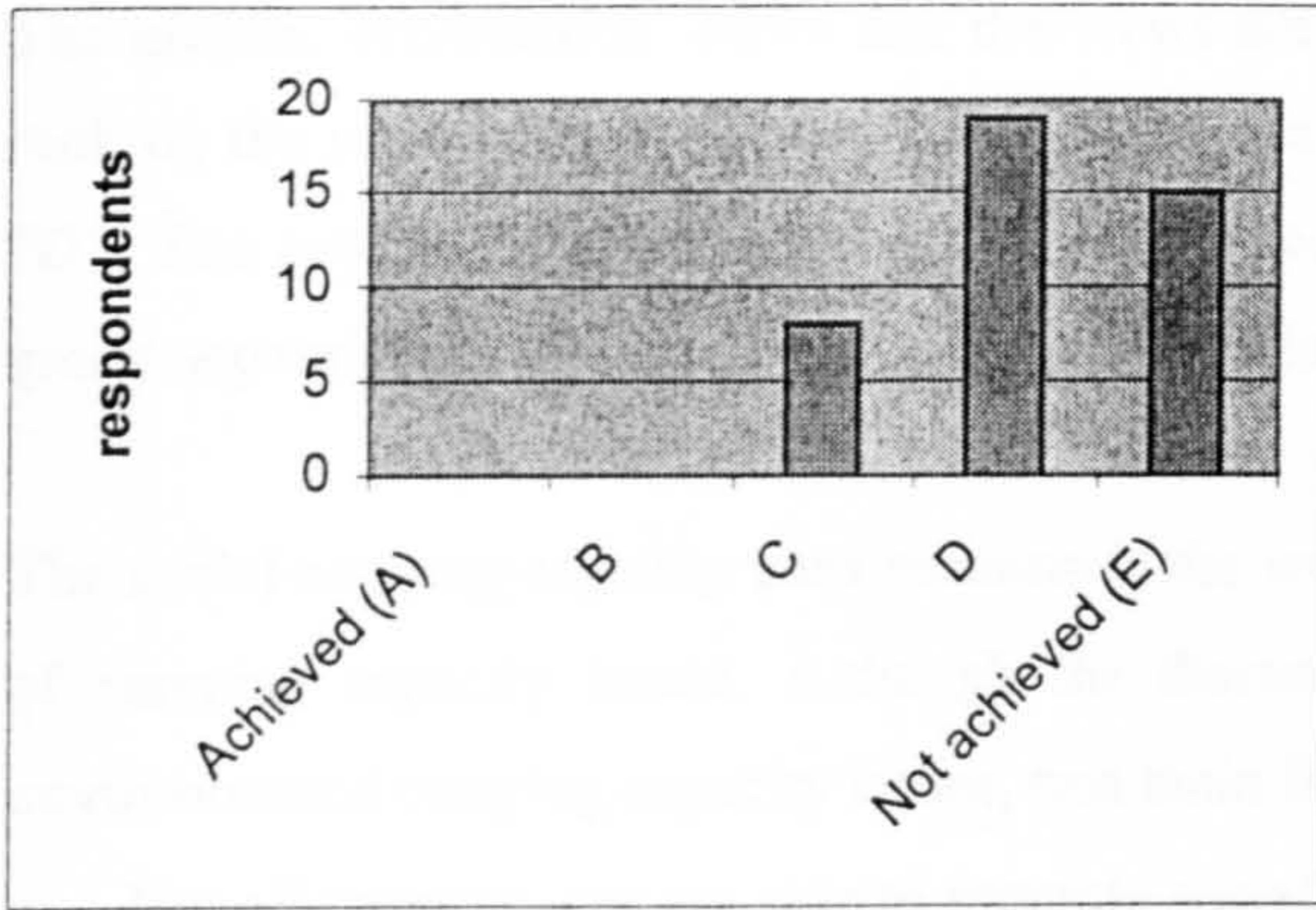


Figure (9.6): Responses of all groups

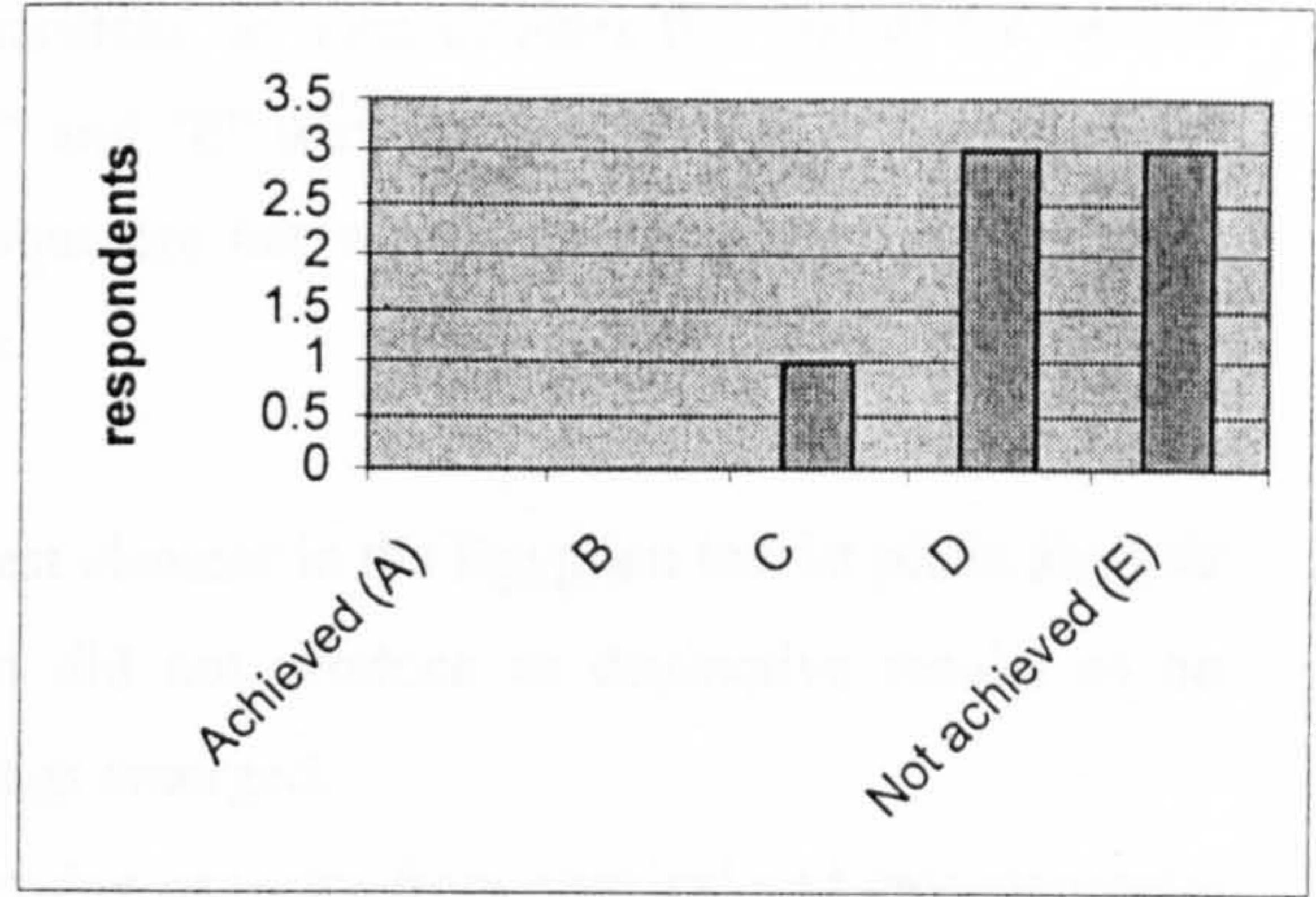


Figure (9.7): Official tourist authorities

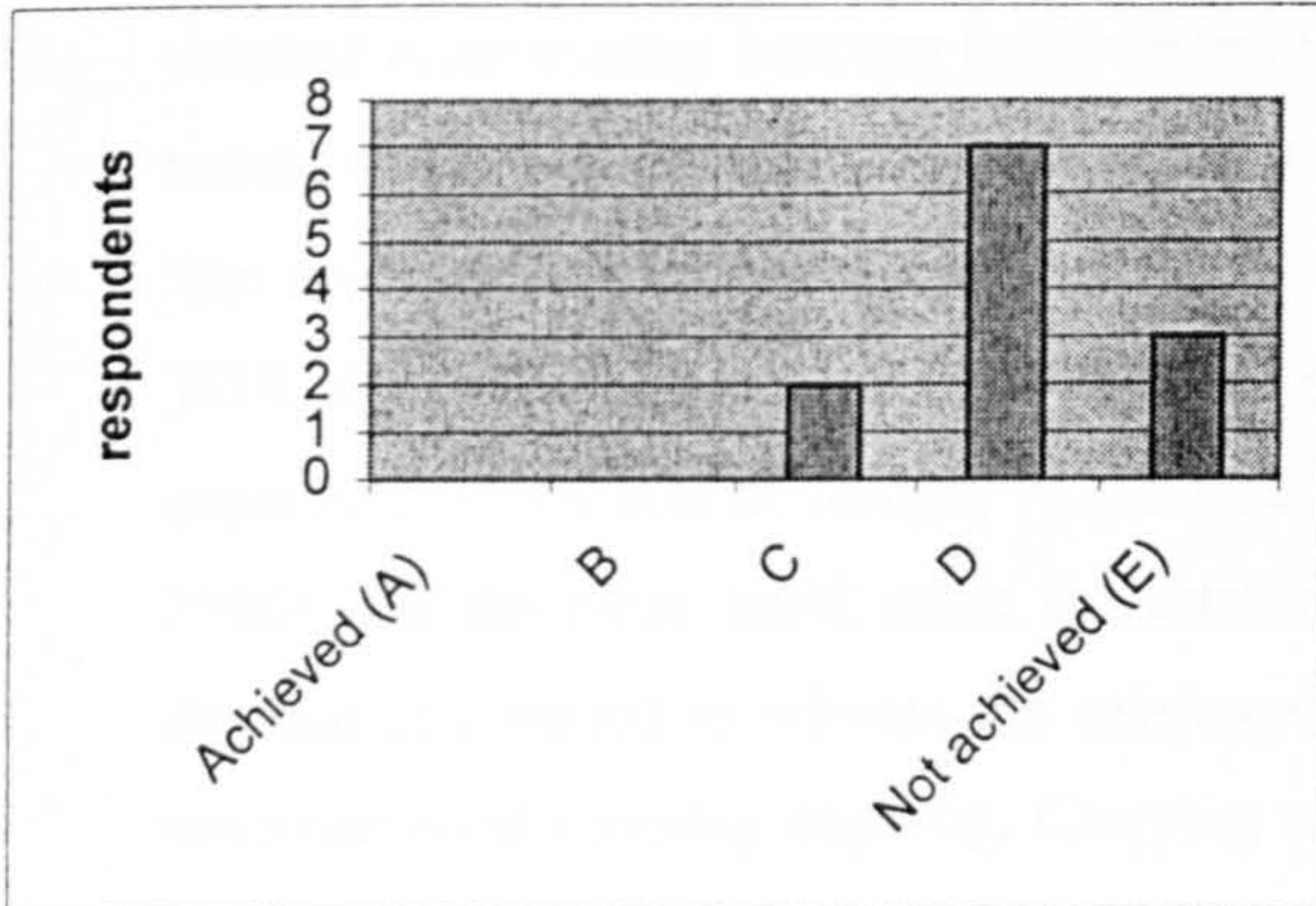


Figure (9.8): The private sector

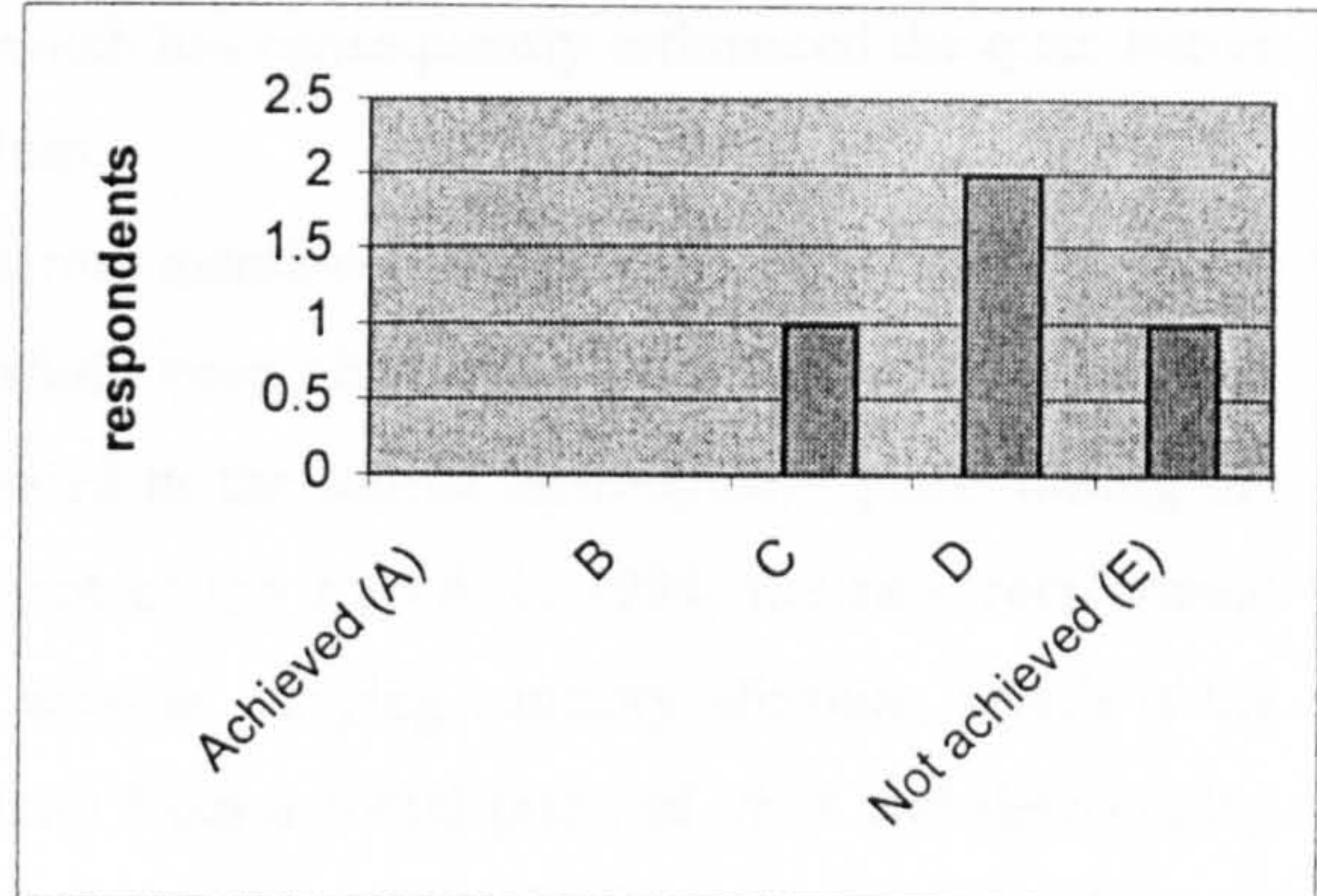


Figure (9.9): Environmental affairs agency

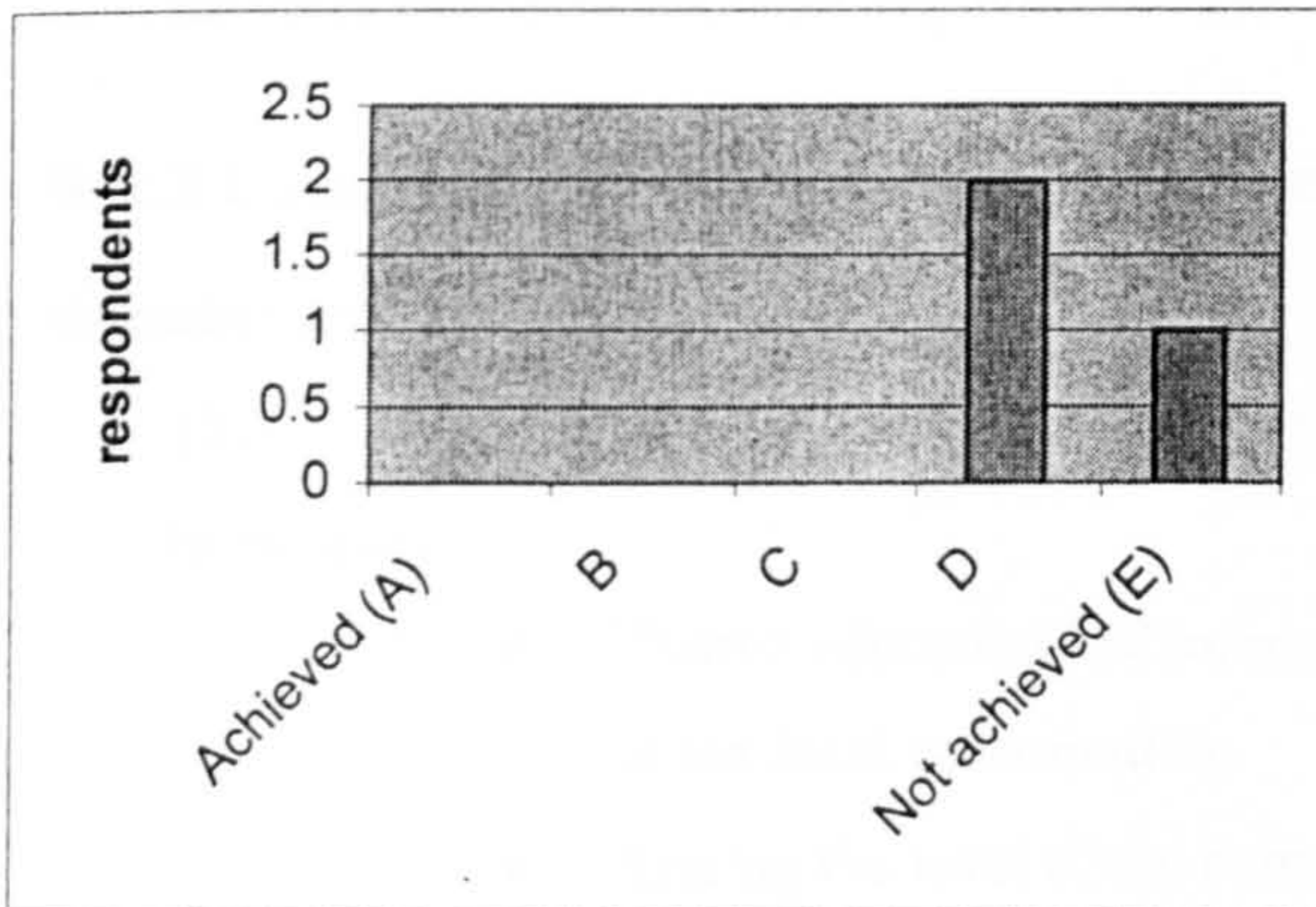


Figure (9.10): The archaeological authority

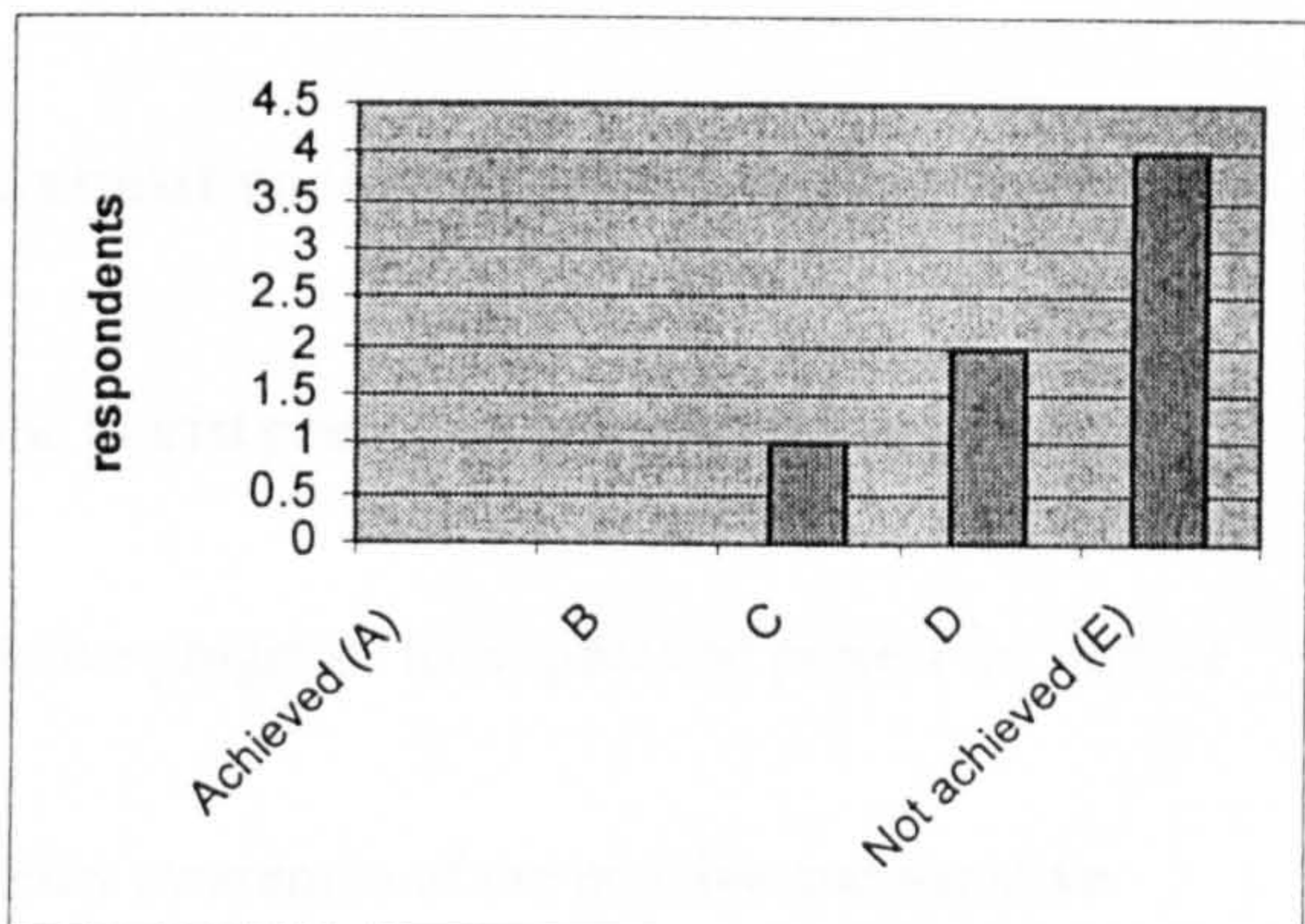


Figure (9.11): Tourist consultants & planners

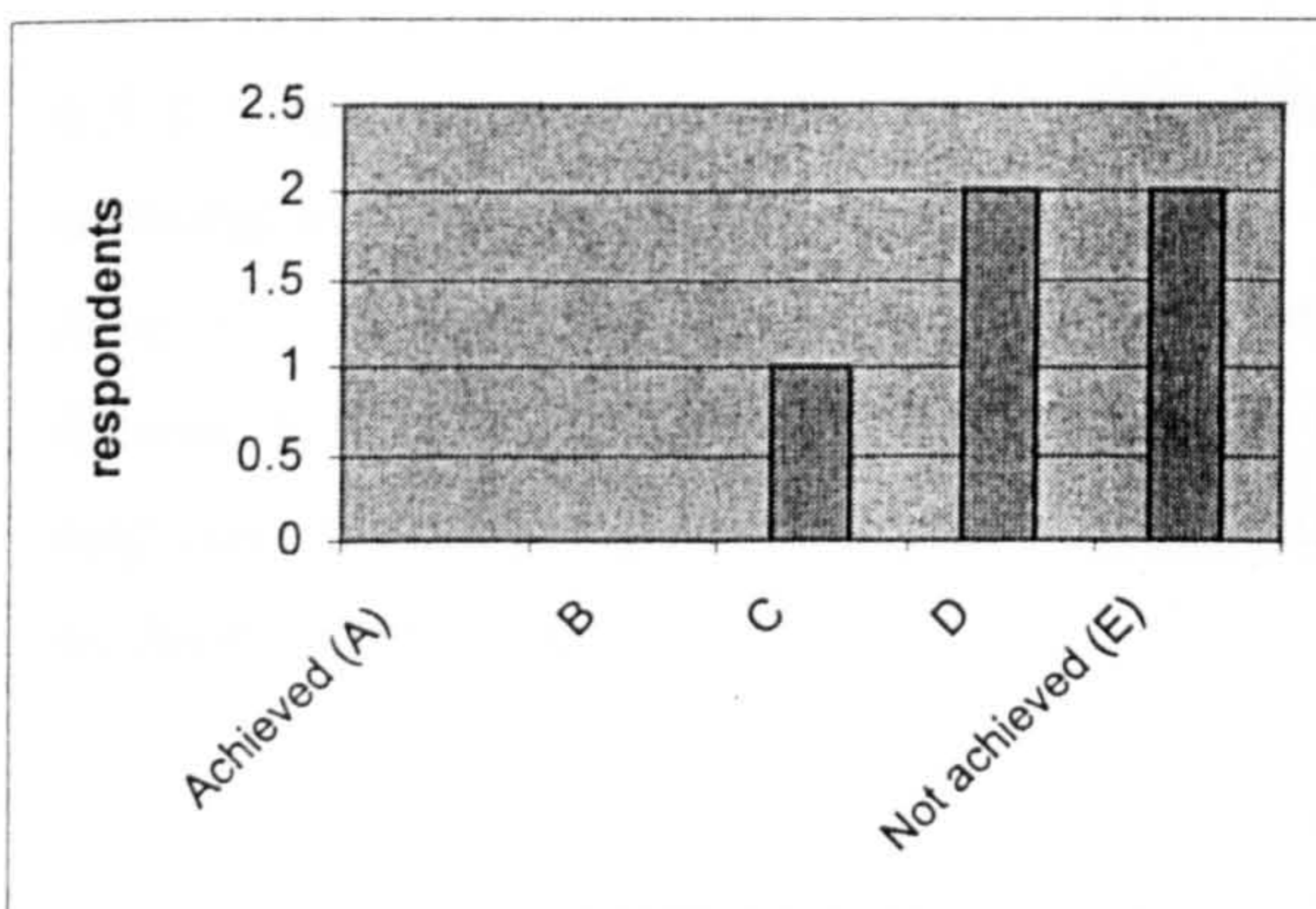


Figure (9.12): Tourist academic staff

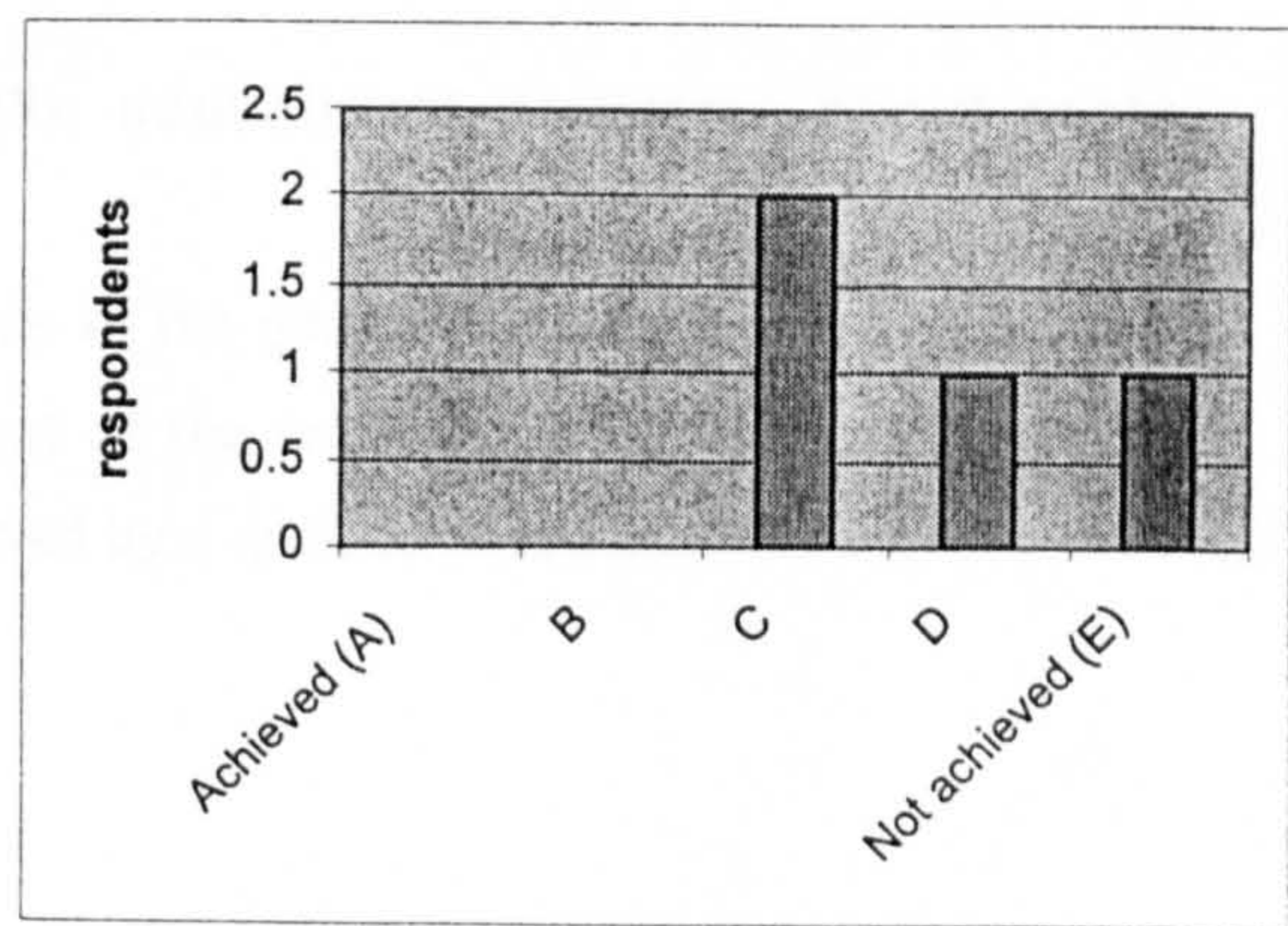


Figure (9.13): Archaeological academic staff

The graphic presentation shows that the views are consistent, as none chooses the first or the second rank on the scale and, all responses range between “C” and “E” with highest number of responses for “D”. The qualitative views obtained about this technique are not worth analysing the views of each group separately as they can be summarised as follows:

The social carrying capacity consideration is the weakest element in the Egyptian tourist plans analysis of carrying capacity issues. Although the discussion did not produce as distinctive results as on environmental carrying capacity issues, two main findings emerged:

- Not all interviewees are able to separate social carrying capacity from physical and environmental carrying capacity, and the concept of physical carrying capacity is still predominant. This has resulted in an overlap between the three terms, which has consequently influenced the quantitative results obtained and presented in the above graphics.
- The interviewees able to distinguish the three terms mention that since the establishment of the TDA, the regional and local plans have successfully been able to consider the physical carrying capacities of the tourist resorts, which was ignored in the tourist development plans during the 1980s. On the other hand, since the establishment of the EEAA in 1994, the new recreational destinations started to witness the existence of another carrying capacity attribute, which is the environmental carrying capacity. Carrying capacity from a social point of view and determining the limits of change that should not be exceeded in any tourist destination are two advanced schemes that have not been implemented yet.

9.3.3 Criterion (5): Educational programs about socio - cultural environment conservation.

This criterion attempts to evaluate the ability of the tourist plans to implement the following techniques:

- Tourist education and interpretative programs to respect and protect the culture of the local communities.
- Raising the level of the community awareness of the positive and negative impact of tourism on traditions and culture.

9.3.3.1 Analysis of responses to criterion (5): educational programs about socio - cultural environment conservation

Analysis of the criterion is in two parts: firstly results of the quantitative analysis is summarised in figures 9.14 to 9.21. Each figure illustrates the level of the technique’s success according to the responses of each group of respondents. This is followed by a qualitative analysis of the views offered by the relevant group.

The following figures are graphic presentations of the views of each group evaluating the technique of offering educational programs for socio - cultural environment conservation

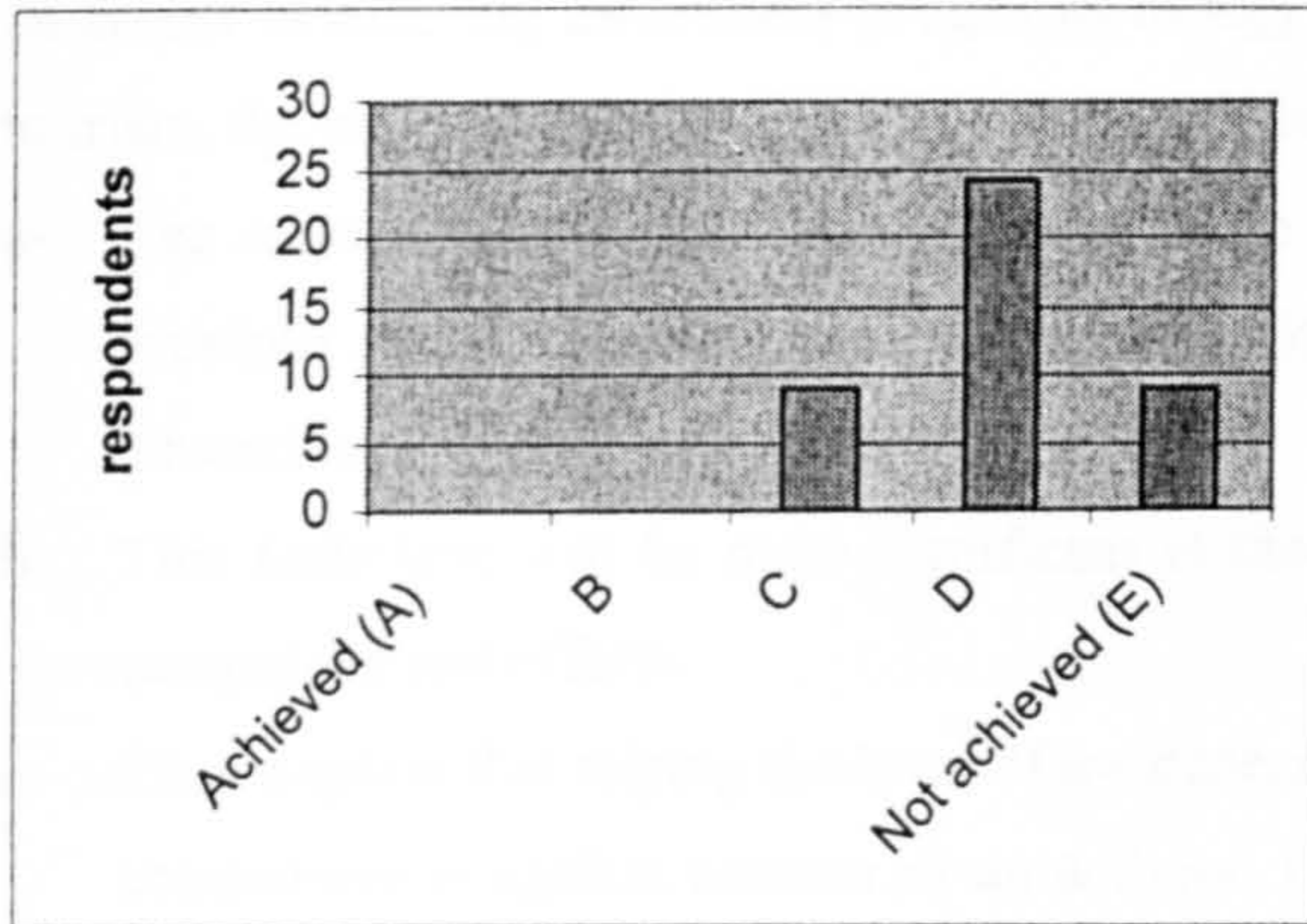


Figure (9.14): Responses of all groups

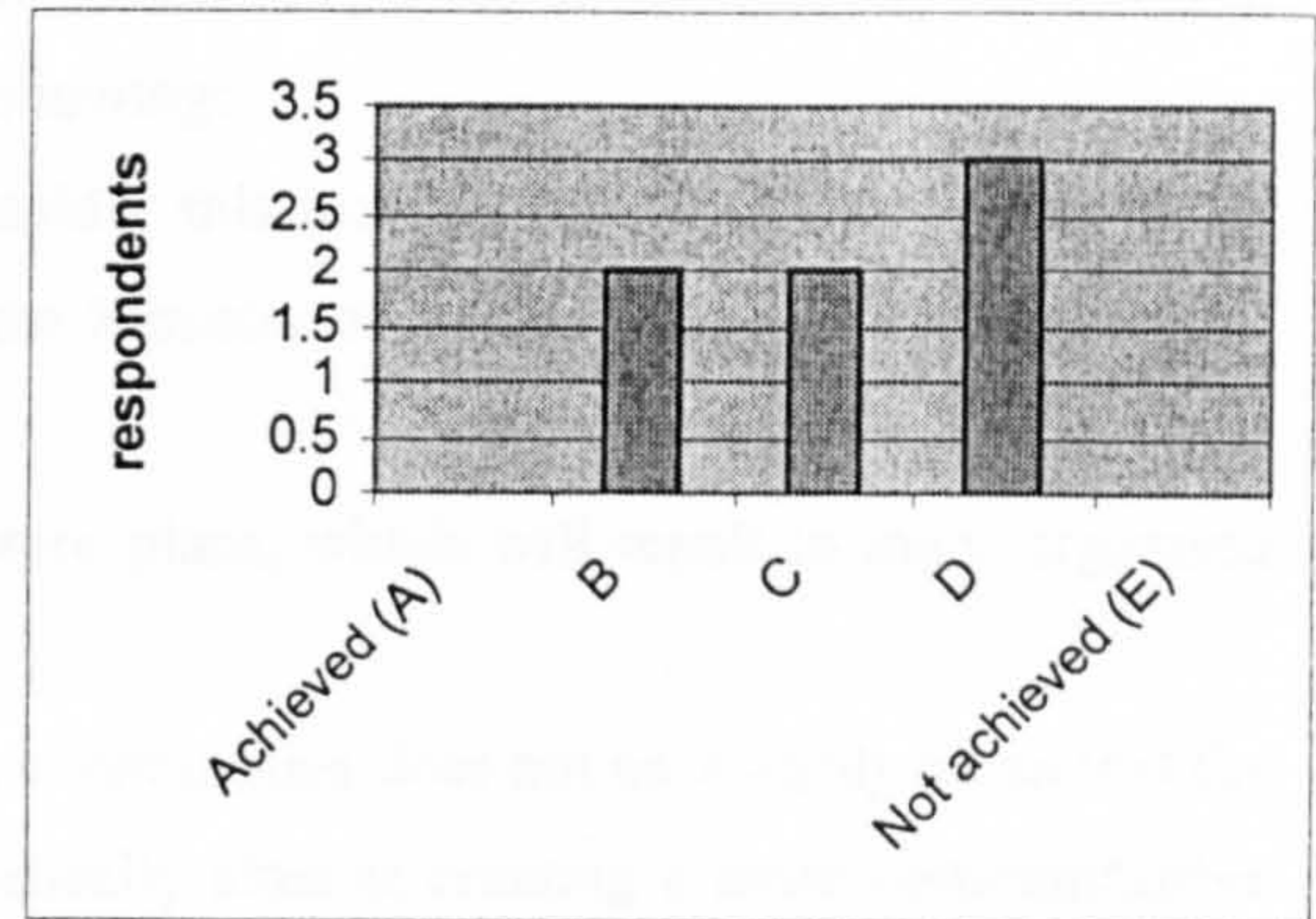


Figure (9.15): Official tourist authorities

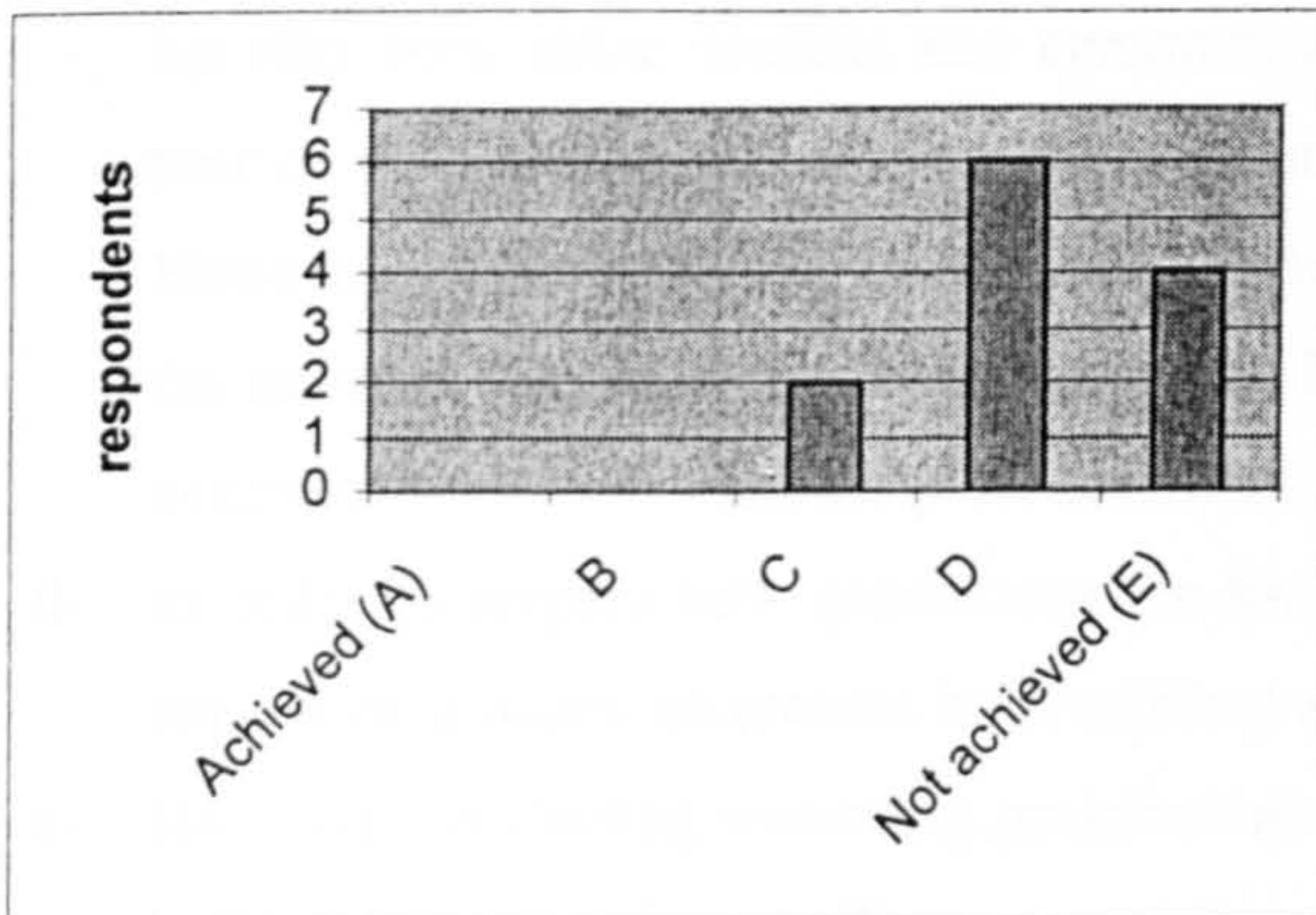


Figure (9.16): The private sector

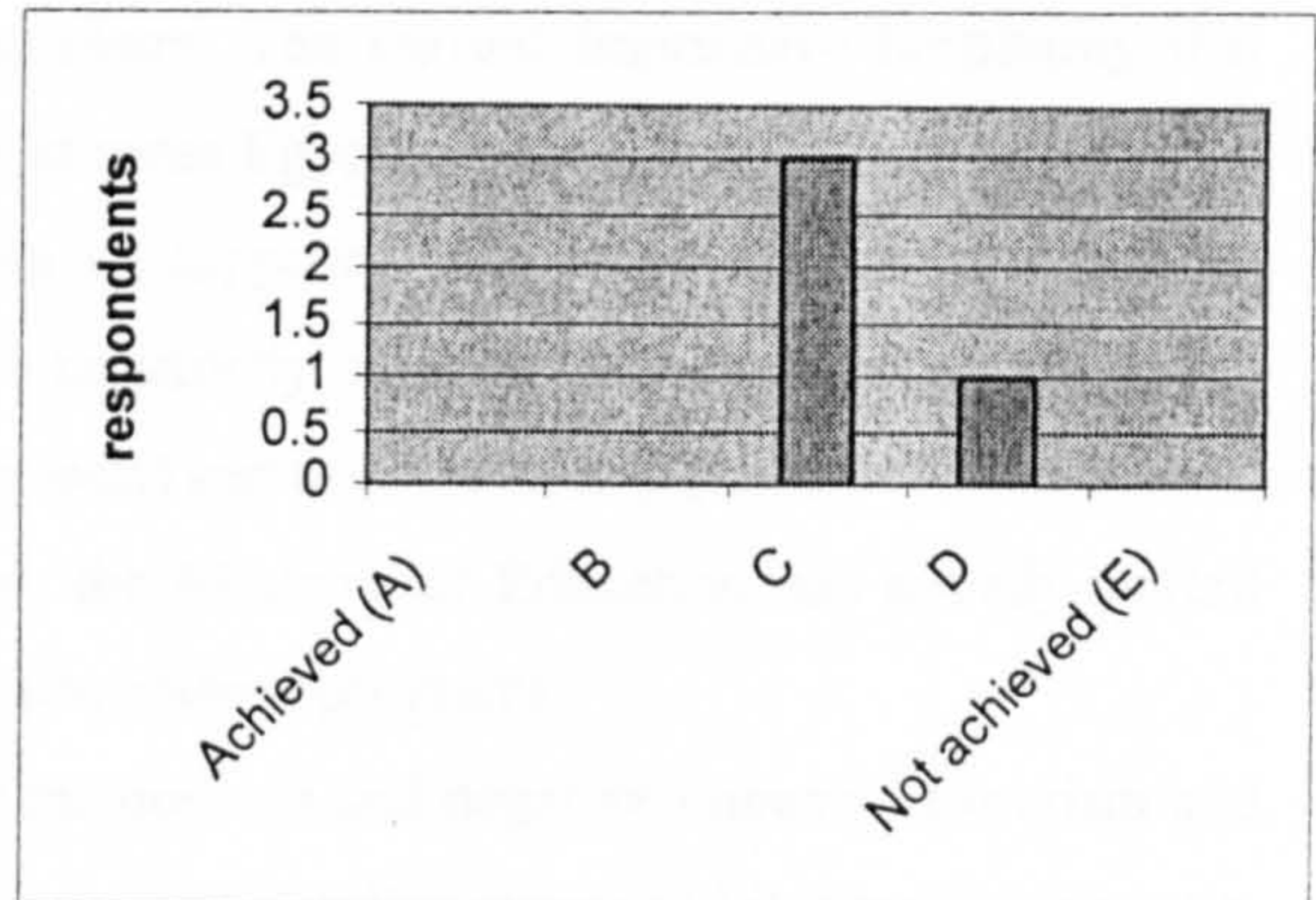


Figure (9.17): Environmental affairs agency

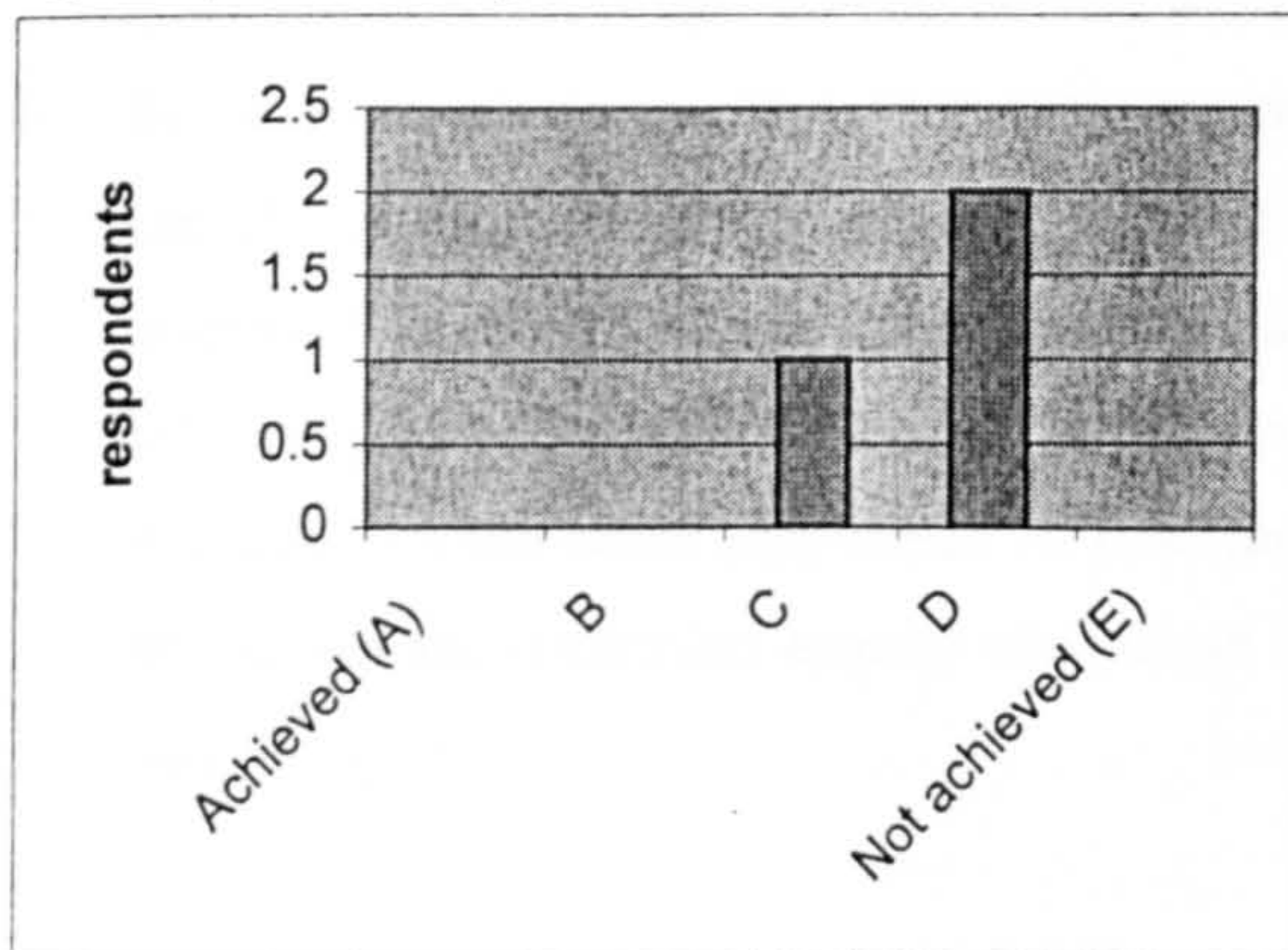


Figure (9.18): Archaeological tourist authorities

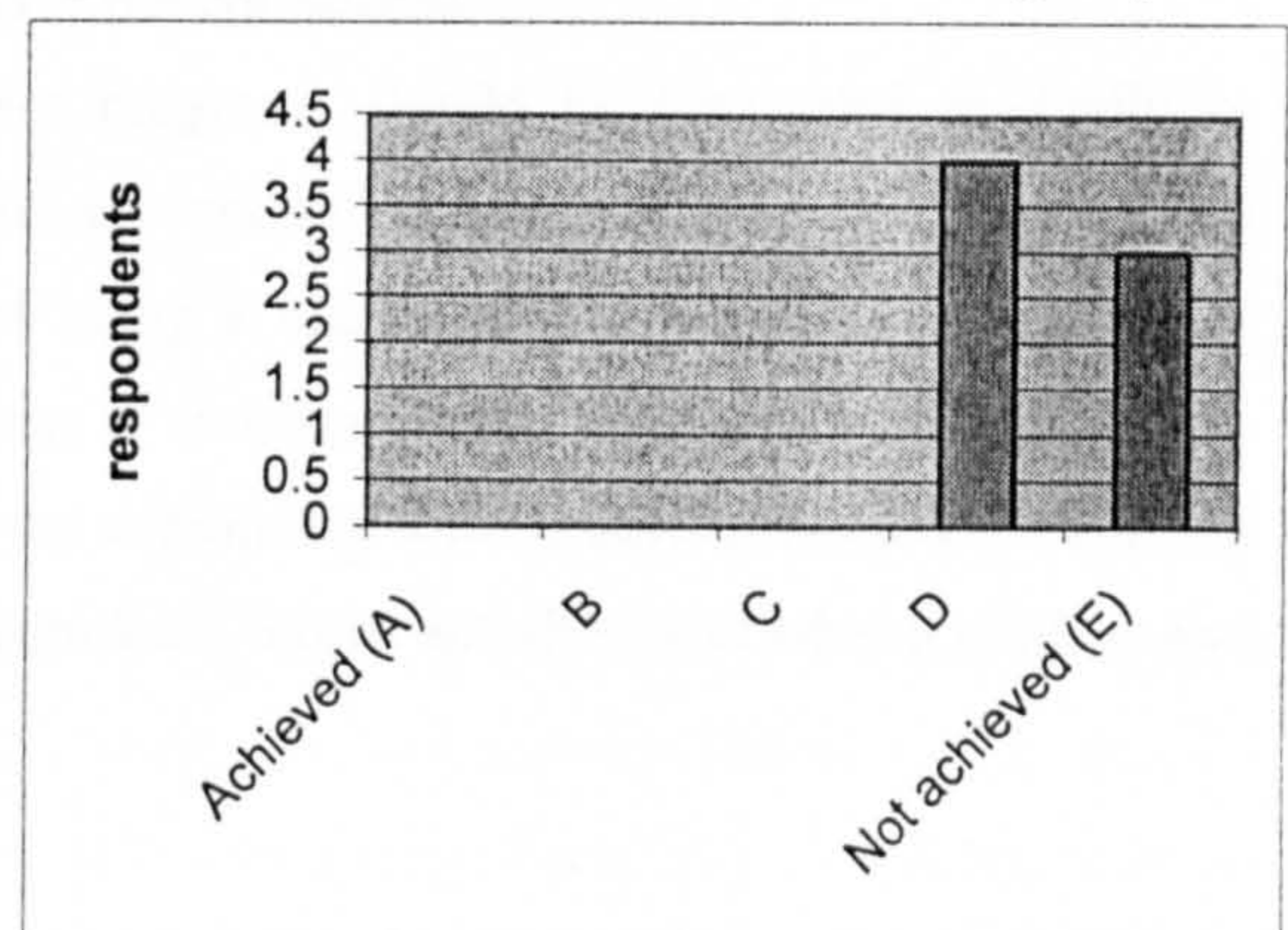


Figure (9.19): Tourist consultants & planners

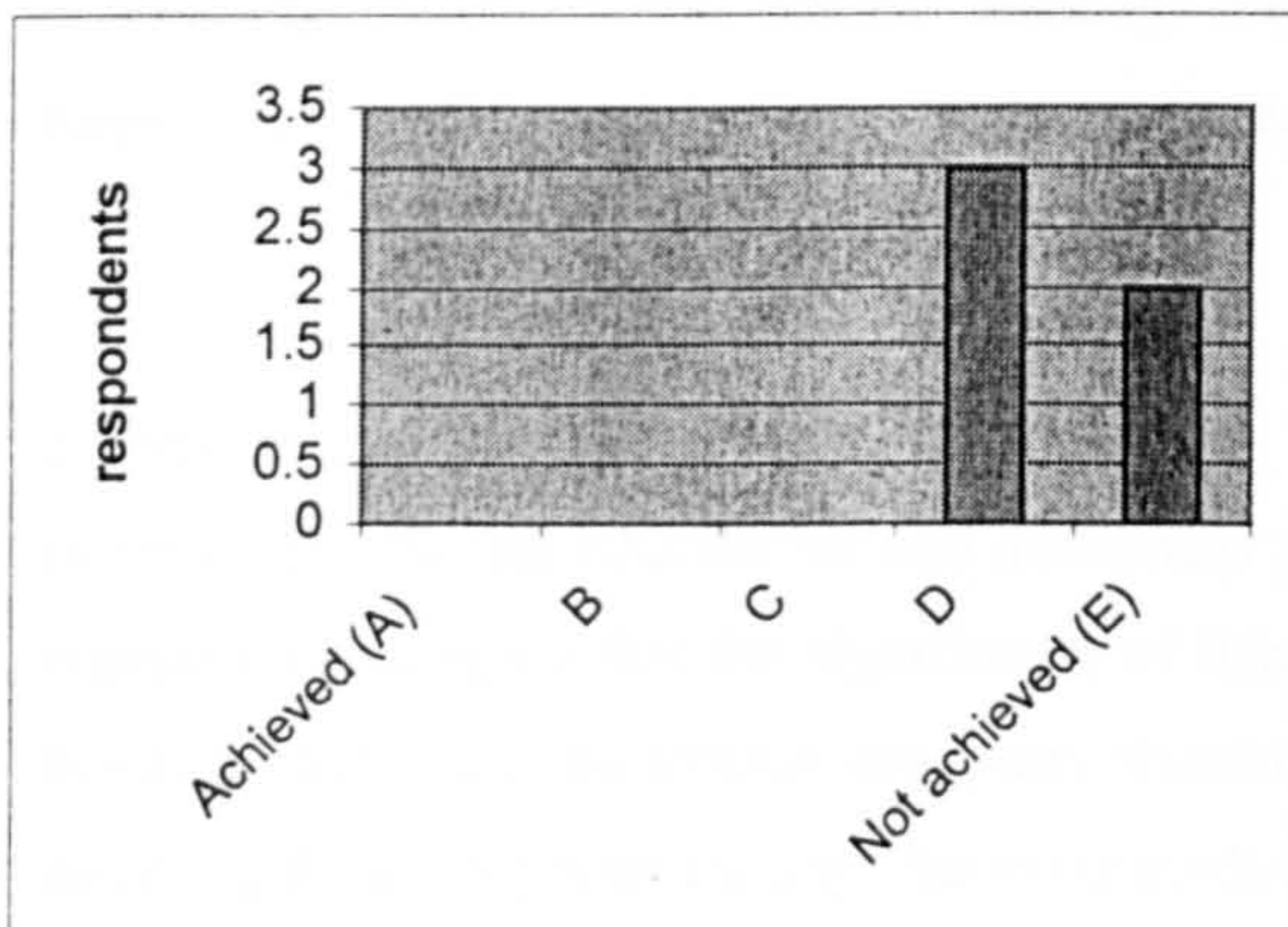


Figure (9.20): Tourist academic staff

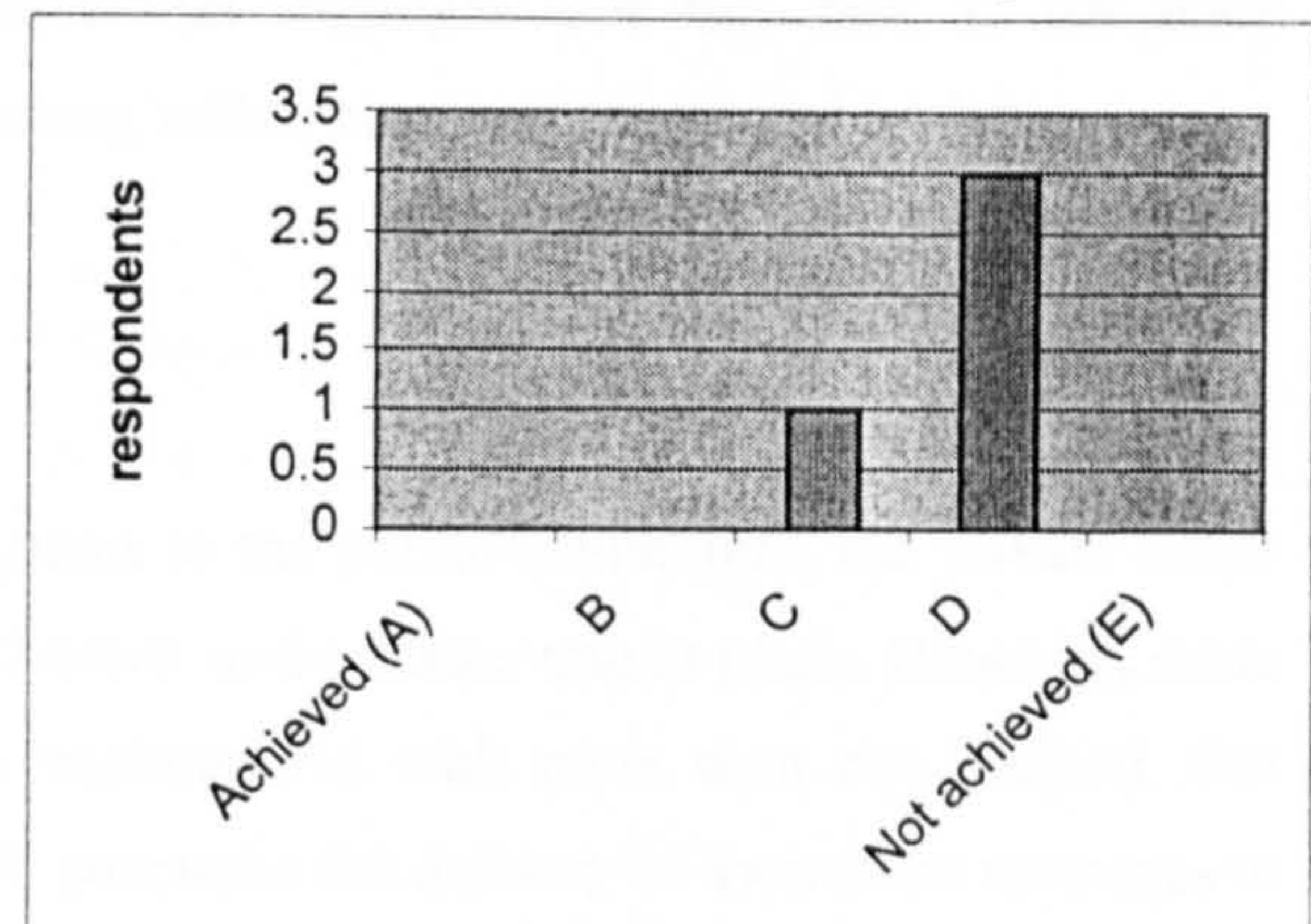


Figure (9.21): Archaeological academic staff

1- Official tourist authorities

In terms of offering awareness programs to Egyptians informing them of the different attributes of tourism, the official tourist authorities mentioned the following:

- a- The current tourist plans have just started to consider this technique, as it did not exist in the previous plans. This has been co-ordinated with the Ministry of Mass Media and the Ministry of education.
- b- This technique will be more significant in the future plans, which will result in more organised campaigns and efforts.
- c- They explain that raising the level of awareness in communities does not necessarily mean that the community is against tourism as an activity. It basically aims at creating a more communicative relationship between guests and hosts. This can modify the atmosphere in the destination and benefits both sides: tourists and community members. The current impressive hospitality that tourists receive from the simple local community in some Egyptian tourist destinations proves this. However, in other tourist places where inhabitants are supposed to be more familiar with tourism, the material benefits expected from tourism have negatively affected the hospitality image of the destination and the relationship between tourist (guests) and the community (hosts).
- d- In order to prepare new generations for tourism, the Ministry of Education has already started approaching tourist awareness in its syllabus and educational programs.
- e- However, conducting awareness programs about the positive and negative impacts of tourism and highlighting the different effects on societies and how communities can avoid its negative impacts, is an advanced technique that the current plans have not considered.
- f- Some respondents mention that such awareness programs should be conducted gradually in specific phases and stages. Others mention that the community should first be prepared and informed of the principles and requirements of being a tourist host community. The stage of informing the community of the different impacts of tourism on societies and how they can be mitigated should come afterwards. At this stage the community will be able to discuss the impacts of tourism and determine exactly what it can accept from tourist activities and what it dislikes and should reject.

In terms of interpretative programs to be directed at tourists informing them of the culture of the host community, most of the tourist authority representatives highlight that this task is the main responsibility of the tour operators and travel agents along with their travel guides and leaders.

2- Private sector

In terms of offering educational and awareness programs to the public community, the private sector representatives agree that the significance of this technique in the future tourist plans. However, some mention that these awareness programs should be implemented with more than one method, that directing these programs through the mass media will guarantee the delivery of awareness messages to the largest number of people. However, specific techniques should be directed separately at each

segment of the total community as the level of tourist awareness and acceptance is not consistent among all members of the whole community.

Although some respondents mentioned the negative social impacts of tourist activities on the host community, it was difficult to attain clear views and suggestions related to the interpretative activities that should be offered to tourists. Few mention the significance of these interpretative activities while others stress the importance of packaging the interpretative information. They view that interpretation, if not properly implemented, will become a restriction that might affect tourist satisfaction and lead to the loss of some generating markets.

3- Environmental affairs agency

Respondents mention that raising community awareness of tourism is an important issue that the national Egyptian policy is considering and planning for. However, they are unsure about interpretative activities directed at tourists in the current plan.

4- The archaeological tourist authorities

Respondents agree that awareness programs for the community have been receiving more attention than before.

In terms of offering interpretative programs instructing tourists on how to respect culture and traditions, they feel that the current plans have not been successful.

5- Tourist consultants and planners group

In terms of awareness programs for the public, tourist consultants and planners see that work on implementing this technique has become tangible and more intensive than before. However, as the Ministry of tourism is expecting a boom in tourism activities along with expansion in different regions and areas, the authorities still need to adopt more scientific and co-operative techniques in preparation of the local community for such development. This should also ascertain the suitability of the techniques applied and programs promoted to each community.

In terms of preparing interpretative activities for tourists, the respondents comment that although this issue has become important, the current plans have not approached it. They explain that most of the tourist groups visiting Egypt these days are mass tourism clients, who usually use package tours to visit the destination. The expected increase in the number of such groups necessitates offering interpretative activities directed at tourists on how to conserve the culture of the destination and respect the traditions of its community.

The formal tourist promotion authority along with the Egyptian tourist chambers' federation should work together to attract new tourist segments of responsible tourism and eco-tourism, which is feasible in a destination like Egypt as it possesses many of the attractions that these new segments need and search out.

6- Tourist academic staff

The respondents offer similar views to the tourist consultant group while discussing the issue of offering awareness programs to the local communities. They stress the importance of conducting an assessment of the current techniques applied and evaluating their effectiveness. They also think that there have been no interpretative activities directed at tourists

7- Archaeological academic staff

Although the academic staff was not totally aware of the documented tourist plans, they mention that tourism, as a significant industry, has become one of the most up to date issues that the Egyptian mass media is presenting and discussing. This, of course, will have, if not a direct influence, then an indirect impact on the perception of the community. They also stress that promoting domestic tourism is another successful scheme recently adopted by the present tourist plans, which modify the image of tourism as an activity in the perception of the community and elevate the level of acceptance.

They feel that offering interpretative activities to tourists cannot easily be implemented by destinations regarding tourism as a main source of national income.

8- Total views

Responses are to a great extent consistent as more than fifty percent of the respondents selected the "D" rank on the scale. Respondents feel that the tourist plans have already approached the implementation of the technique of "raising the level of community awareness about tourism" with the co-operation of the Ministry of Mass media. They explain that that due to the importance given to tourism at present, T.V. and Radio programs along with the press have managed to increase the level of awareness in the public about tourism. However, some feel that work needs to be more planned.

In terms of offering interpretative activities to tourists on how to respect the culture of the community, they mention that so far there has been no technique employed by the current plans handling these activities. Some explain that in most cases these interpretative activities are offered by tourist guides or tour leaders, who accompany the tourist groups during their trips, but there is no proof that every tourist guide does this. On the other hand, there is no documented technique that can systemise and organise the individual efforts in this domain and direct these activities towards appropriate methods.

9.3.4 Criterion (6): Zoning

This criterion examines:

- A- Regions under pressure due to negative social impacts of tourism.
- B- Regions recently approached by tourist development and needing to adopt of cautious socio - cultural conservation techniques.

9.3.4.1 Analysis of responses to criterion (6a): regions under pressures due to negative social impacts of tourism.

Analysis of the criterion is in two parts: firstly results of quantitative analysis are summarised in figures 9.22 to 9.39. Each figure presents regions under tourism social impact pressure according to the responses of each group of respondents. This is followed by a qualitative analysis of the views of the total respondents.

9.3.4.1.1 Quantitative analysis & graphic presentations of criterion (6a)

The number of regions selected by the interviewees differs. While the majority of respondents (22 interviewees) selected two regions, some selected only one (16 respondents) and a few number (4 respondents) chose three regions. However, the views obtained from all of them about the threats to local community traditions and values in each region are consistent.

Based on the total responses, five regions are mentioned as areas under the negative social impacts of tourism.

- *Hurghada and Luxor* are the regions receiving most negative social impacts from tourism. Hurghada selected by 21 respondents and Luxor selected by 20 respondents.
- *Cairo* (chosen by 15 respondents) is in third place, *Sharm El-Sheik*, selected by 11 respondents, occupies fourth rank and *Aswan*, selected by 5 respondents, is the fifth choice.
- These five regions are existing tourist destinations and have been promoted to the international and domestic tourist markets.

The researcher should comment here that although Cairo was ranked before Sharm El-Sheikh as a region receiving negative social impacts of tourism, this does not necessarily mean that the social negative impacts of tourism in Cairo are more severe than in Sharm El-sheikh. The ratio of the number of tourists with the total number of residents in the region should be considered. In a big city like Cairo with a large population with different socio - cultural and economic classes, tourism will not have the same profound negative social impact as it leaves on much smaller and simpler communities like the indigenous people of Sharm El-Sheikh.

It is the responsibility of tourist developers to balance the number of tourists (international and domestic) with the total number of indigenous people in any region. They should also ascertain that the

number of tourists does not exceed the number of the local community at any stage of tourist development even during the maturity stage of the destination life cycle.

For the graphic presentation, the researcher has used “stacked column that compares the contribution of each value to a total across category”. This helps to differentiate the number of interviewees who selected one area from those who selected two or three areas. It also helps to compare the area/areas most under pressure of negative tourist impacts.

The following are graphic presentations of the areas selected as regions suffering negative social impacts of tourism:

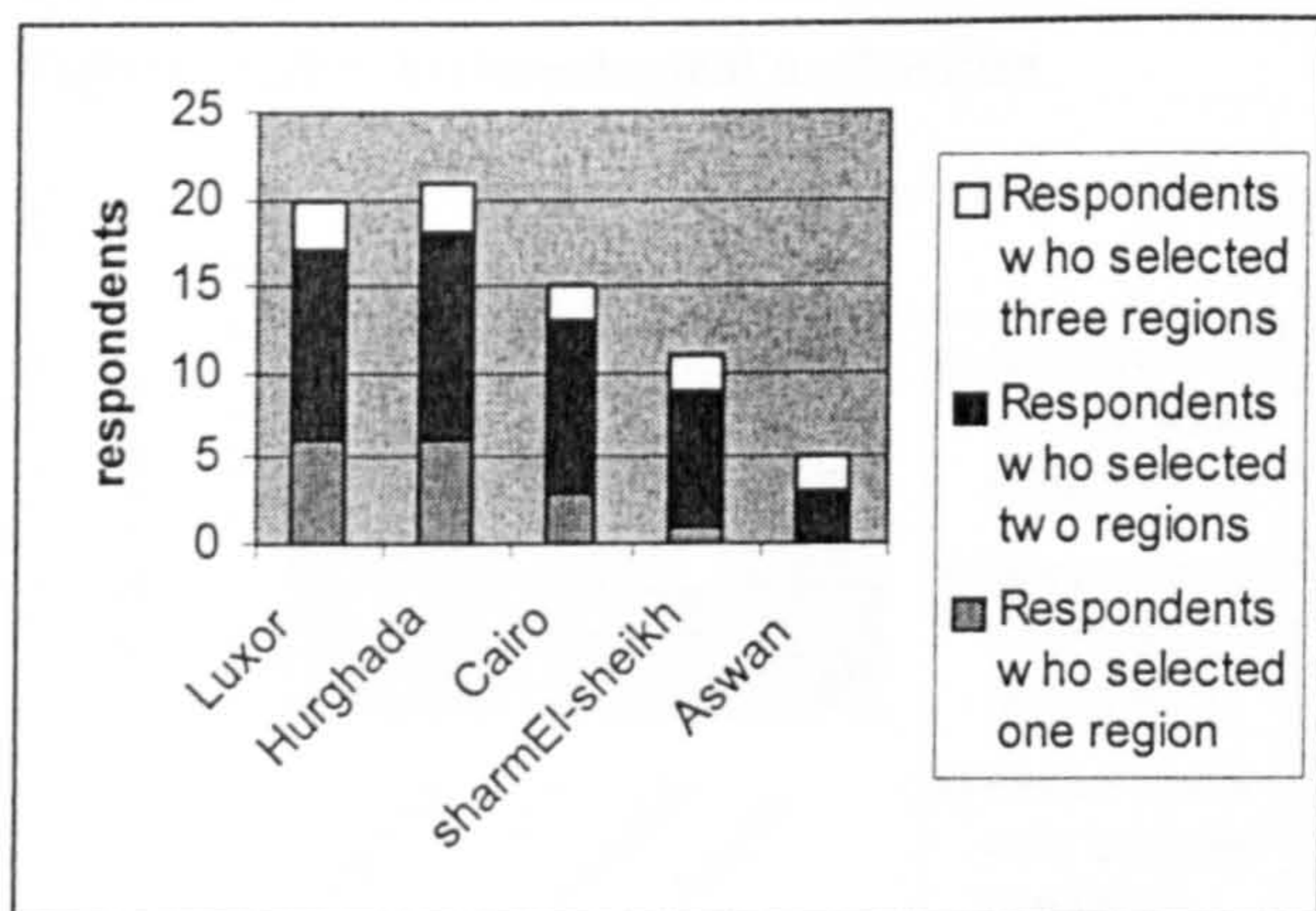


Figure (9.22): Responses of all groups

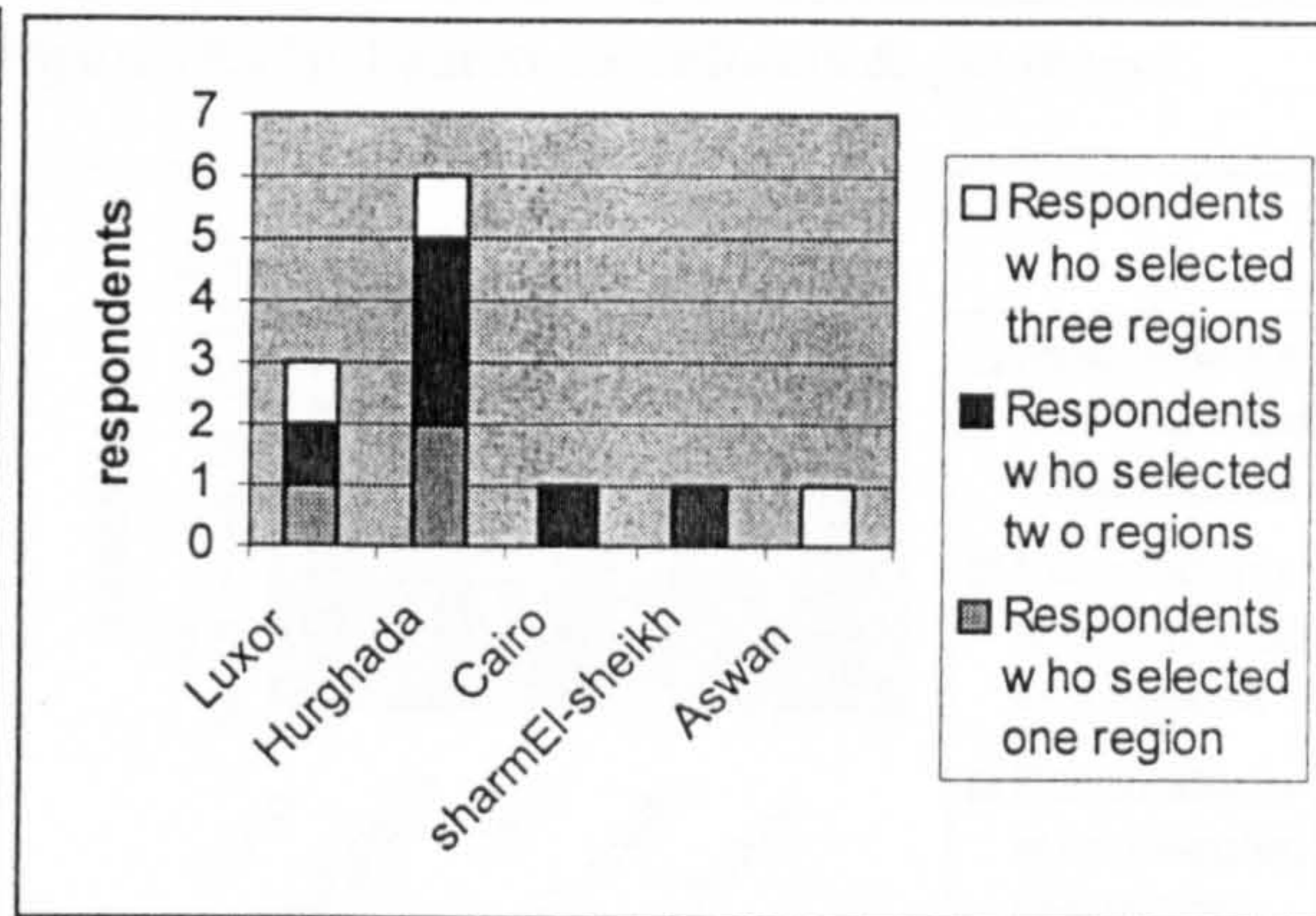


Figure (9.23): Official tourist authorities

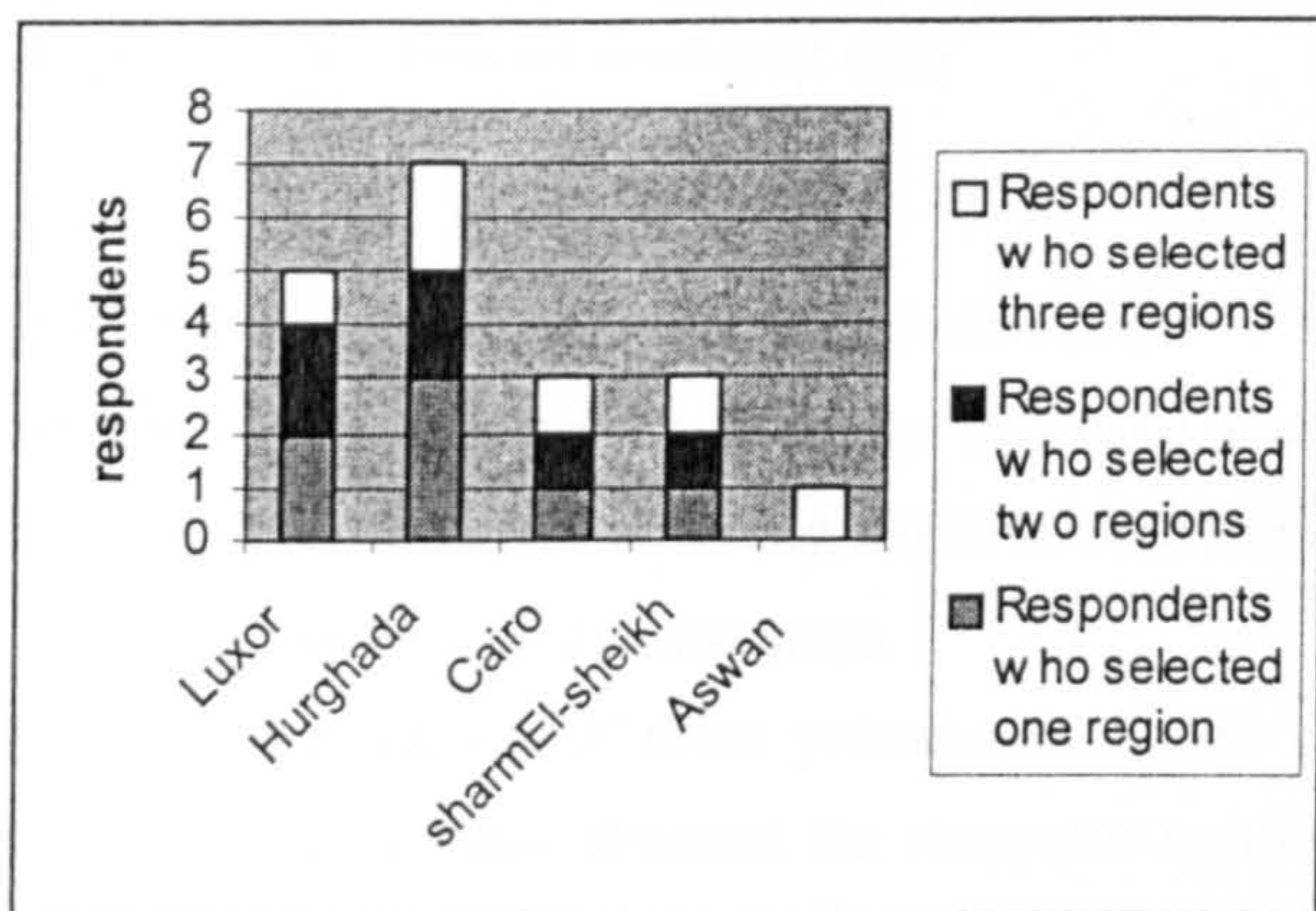


Figure (9.24): The private sector

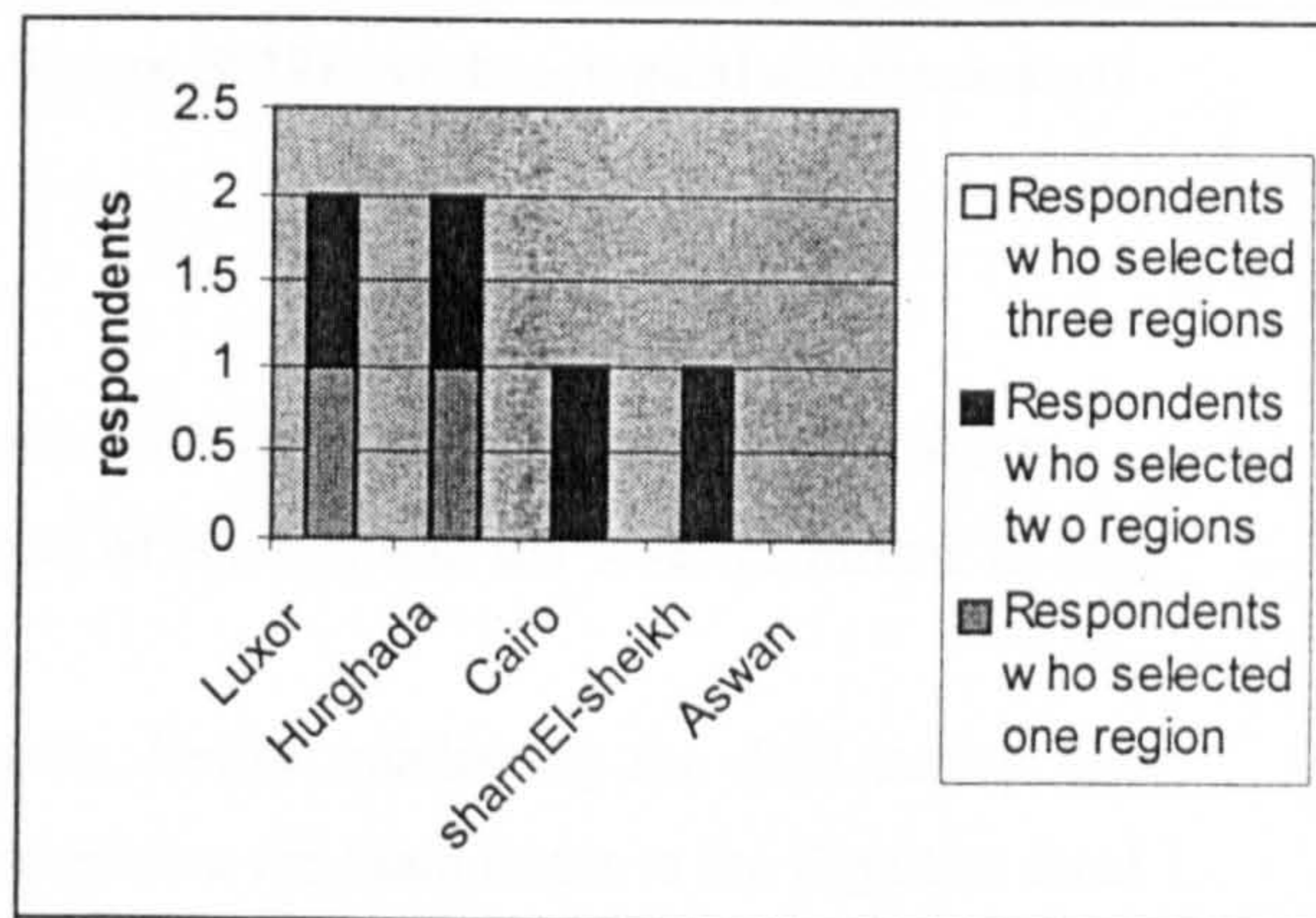


Figure (9.25): Environmental affairs agency

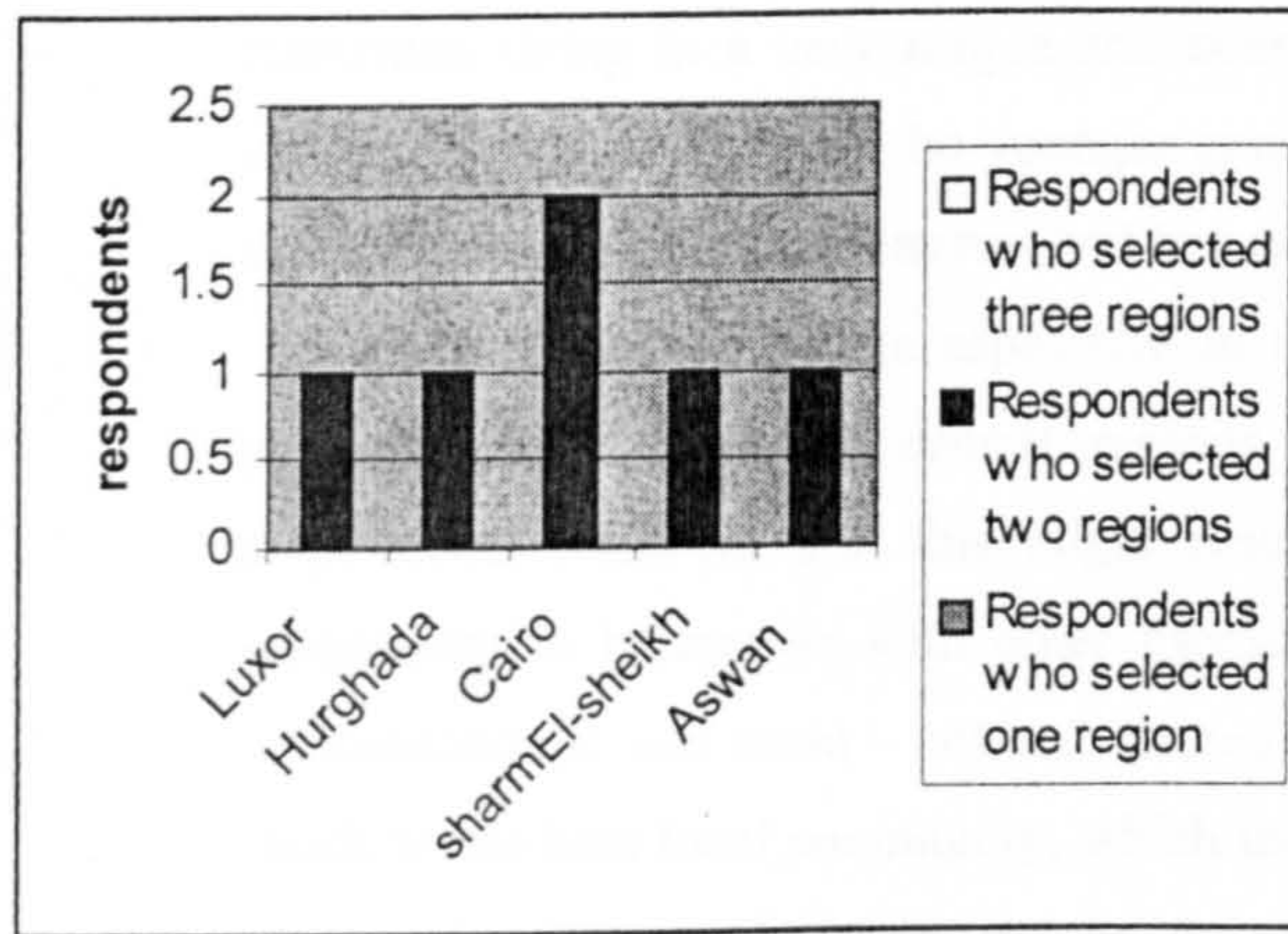


Figure (9.26): Archaeological authorities

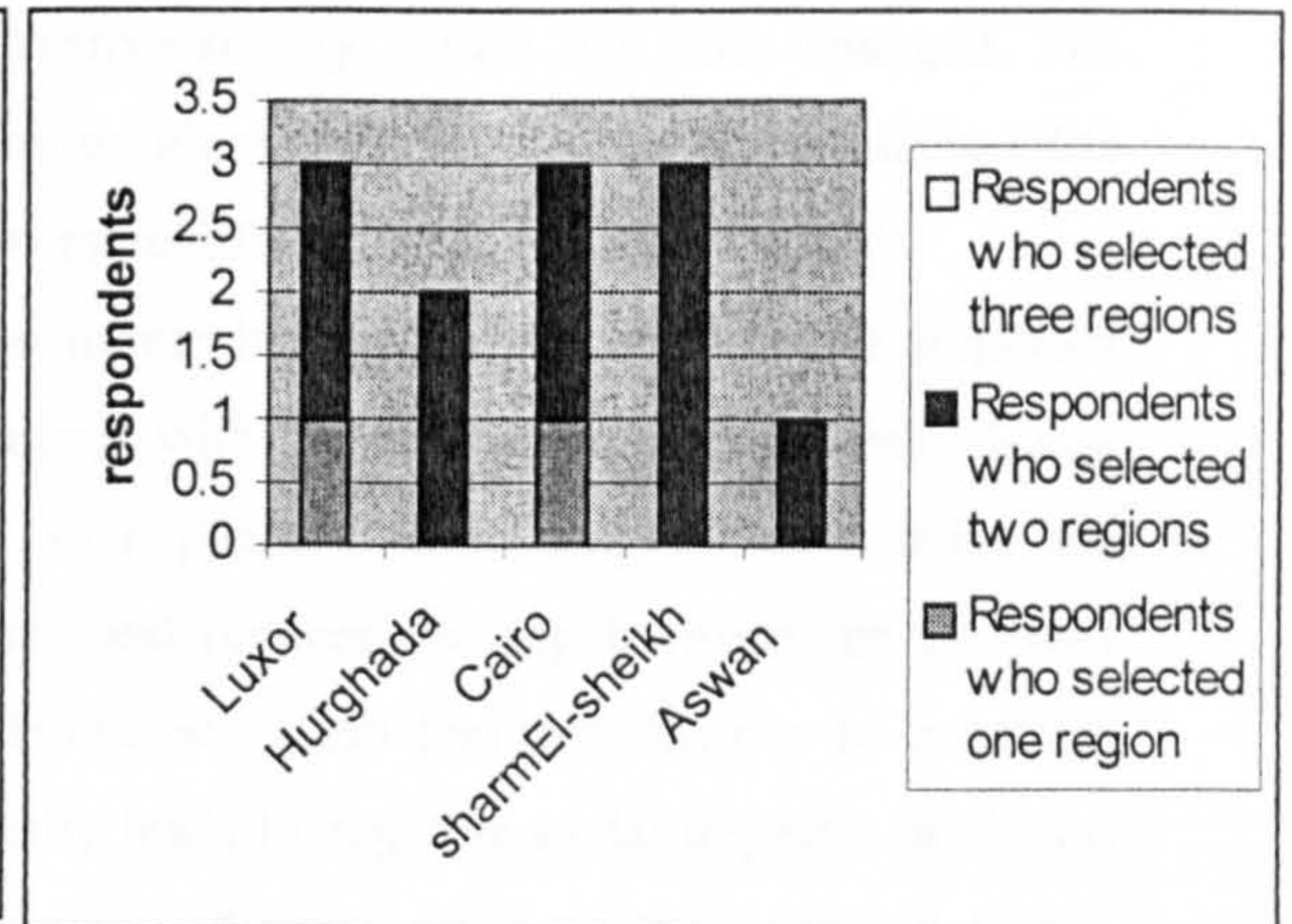


Figure (9.27): Tourist consultants & planners

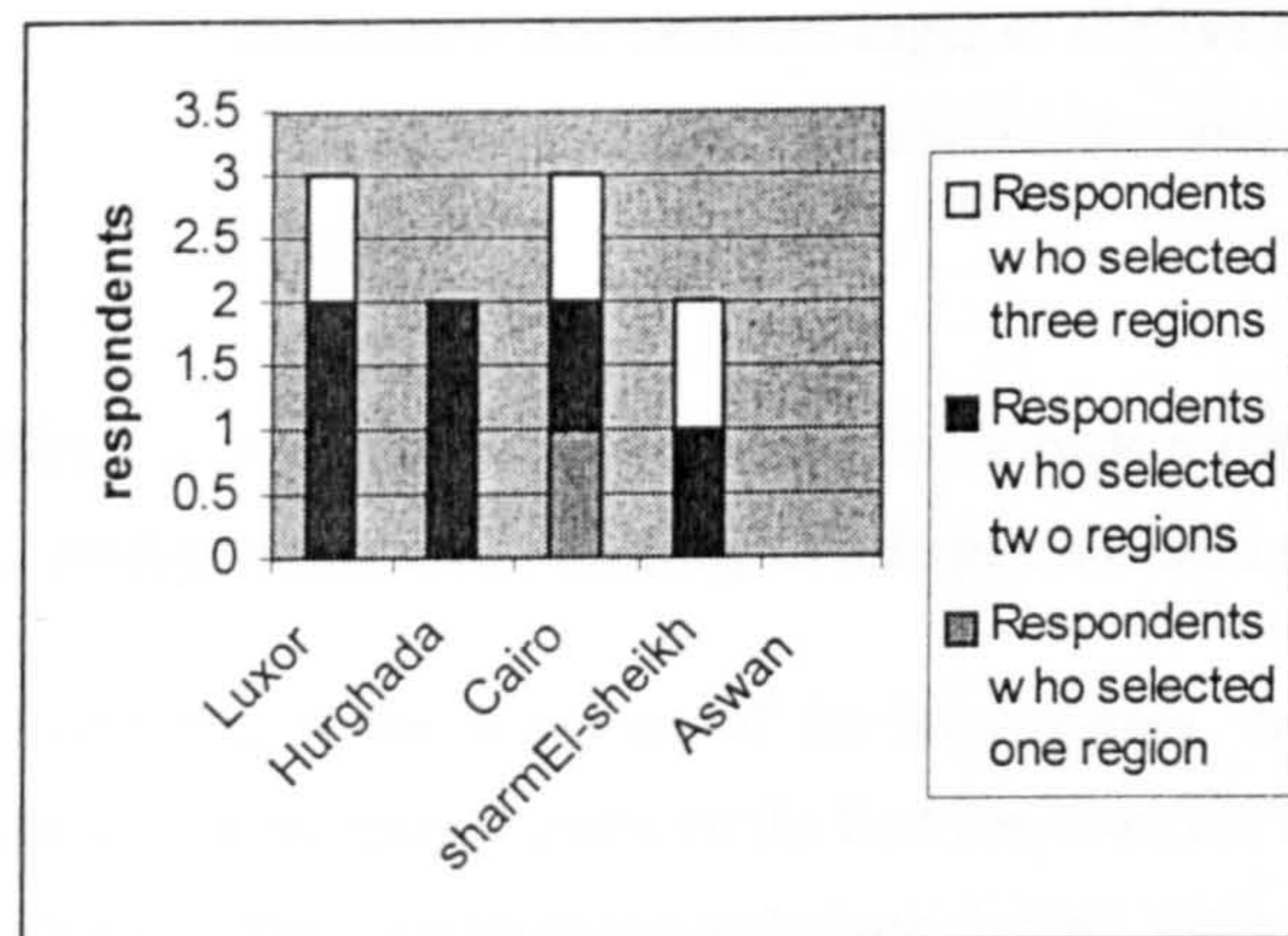


Figure (9.28): Tourist academic staff

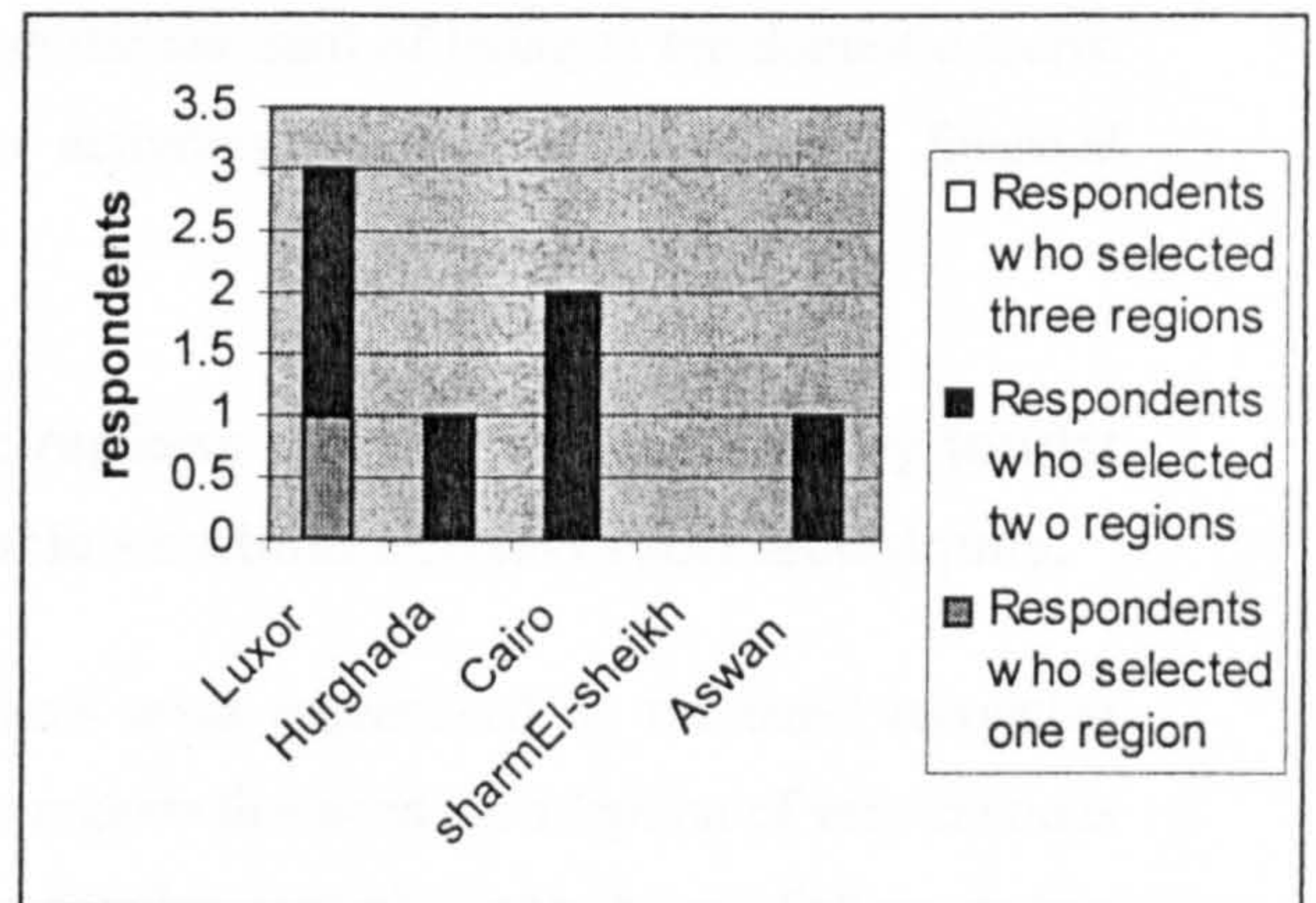


Figure (9.29): Archaeological academic staff

9.3.4.1.2 Qualitative analysis of criterion (6a)

An open-ended question approach was employed to examine this issue and achieved the following:

- a- The different areas suffering negative social impacts of tourism and the level of threats to and pressures on each of these areas.
- b- Different aspects of these pressures and their causes. Before conducting the field survey and analysing the data obtained, the researcher hypothesised that the main threat to the Egyptian local community are the different traditions and culture that the international tourists bring to the host area, which might affect the values of the community. However, through face to face conversations the researcher found the following:
 - Although tourist cultures and traditions have played the main role in generating negative social impacts in some regions, there are other reasons that have extensively contributed to changes in the local community.
 - One change has resulted from the socio-economic impacts of tourism. There is no doubt that tourism has changed the income average of the local people in many regions, which has brought many advantages to the total community and the standard of living of its people. However, it has also resulted in obvious negative social impacts. For example, before the

development of Hurghada as a tourist destination, most of its indigenous people were fishermen living in a very simple and conservative society, which has since changed. The economic independence of the younger generation along with the greater economic benefits citizens earn from tourism has resulted in a new materialistic Hurghadian community.

- The other source of change especially in the newer less developed areas is the imported personnel from the main central regions along with Egyptian domestic tourists. Some respondents comment that this might result in a positive social impact, as it helps the community to harmonise with other Egyptians and reduces the gap between the different socio-economic and socio - cultural classes. However, others feel that this can be a culture shock to the host local community, which usually leads to negative social impacts, firstly, on youth, who are mostly impressed by the culture and dress sense of the imported tourist personnel and domestic tourists. The second negative impact usually affects the whole local community that becomes eager to achieve a similar standard of living to the domestic tourist such as commercial enthusiasm for tourism activities that can offer adequate financial benefits.

9.3.4.2 Analysis of responses to criterion (6b): regions recently approached by tourist development and needing to adopt cautious socio - cultural conservation techniques.

According to the responses of the interviewees, the new areas approached by the latest recreation tourism development plans on the Red Sea coast are the regions that need the adoption of very cautious socio - cultural conservation technique. Indeed, after the development of Hurghada and Safaga, as two recreational tourist destinations, tourism development started to extent its plans to reach some further regions such as El-quosier and Mersa Alam (see figure 3.30).

All respondents see that the new areas on the Red Sea coast approached by the current plans should be planned with careful social conservation techniques. Some others explain that the new areas in Sinai that are under the current and future tourism development should receive the careful conservation techniques as well.

For example, tourism development plans have extended to Mersa Alam as a coastal area rich in natural attractions, where El-Basharia and El-Ababda tribes reside this region and its southern borders. Community life style is very simple and completely different even from other Egyptian citizens. Tourist planners should realise that the impacts of the future tourism development plans will result not only from the international and domestic tourists but also from outsiders from the other central areas to take up direct and indirect job opportunities created by tourism.

The reaction of such tribes to tourism development and the changes this industry will bring not only to the physical and environmental features of the area but also to the psychological and social atmosphere should be carefully considered.

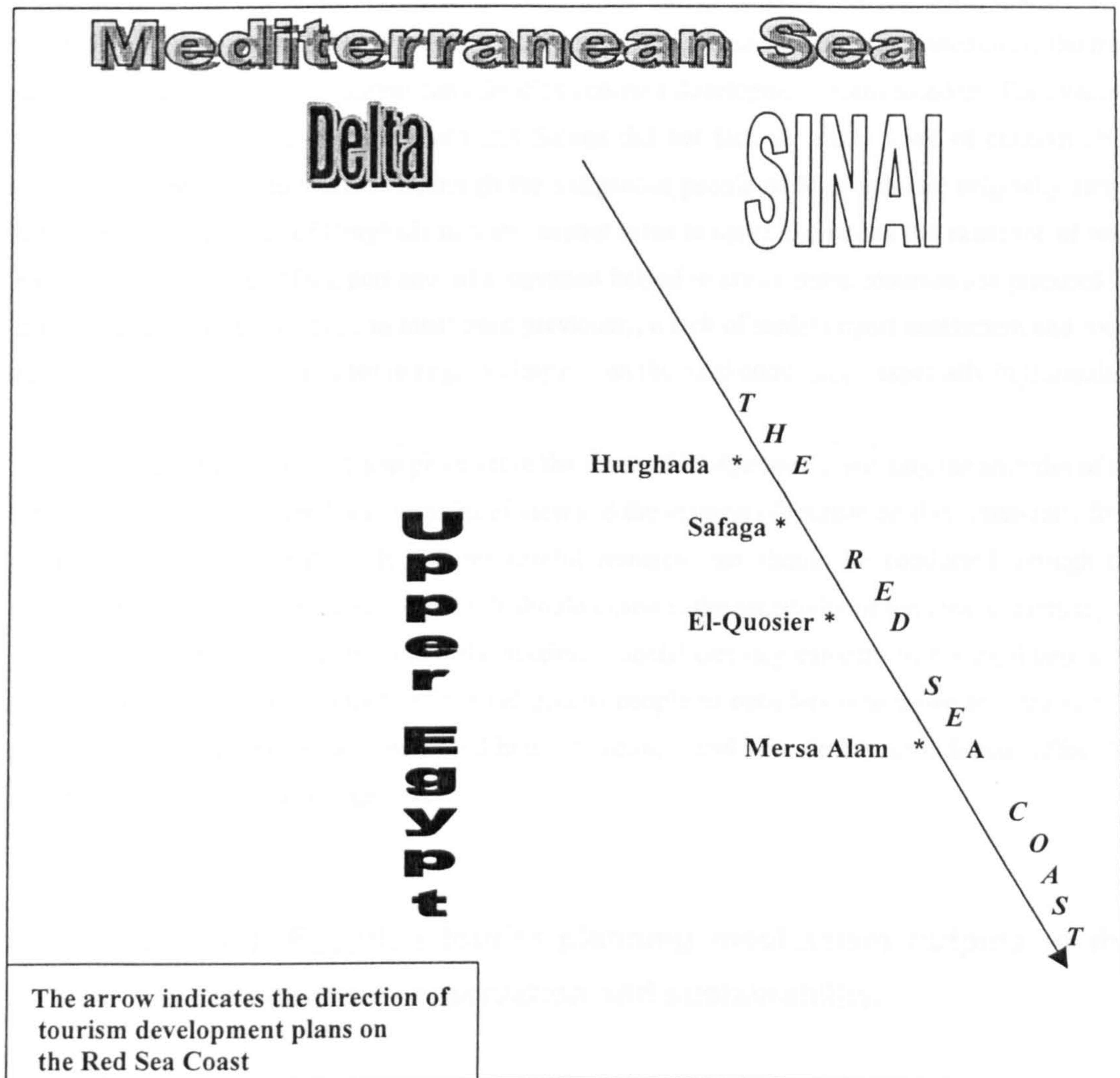


Figure (9.30): Direction of tourist development on the Red Sea

Some interviewees comment that the attitude of those tribes to outsiders is very peaceful to the extent that when they realise that any activity starts up, they usually move to other settlements. Although this reaction might not appear in present, it can result in some threats in future. So far these areas have not witnessed any extensive development that can be used as an example or indicator of the attitude toward development. As tourism development will require many physical changes in the total area (infrastructure and superstructure) along with an increase in the number of strangers and foreigners, this peaceful attitude cannot be assured and could diminish when communities feel that tourist development moves into every shelter they find and follows them wherever they settle.

What will make satisfying these communities more complicated is that they reject dealings with outsiders as they have a very strict culture that prevents them from communicating with strangers. However, each of these tribes usually elects a leader who talks on its behalf and sorts out relevant issues. Giving members of these tribes jobs cannot be easily implemented especially in the short run, nor can integration with outsiders, who will come mainly from the central areas in the Upper Egypt and Delta.

This sheds light onto another finding which is that the further tourism development goes, the more close and sensitive communities it meets and the more sensitive and simpler the community, the more cautious and careful socio - cultural consideration schemes development needs to adopt. For example, the development processes in Hurghada and Safaga did not face the same level of concern about community sensitivity to tourism. Although the indigenous people of Hurghada are originally simple fishermen, the proximity of Hurghada to many central areas in upper Egypt and the existence of some economic activities as Safaga port and oil excavation helped to create more communities prepared for tourism development. However, as mentioned previously, a lack of social impact assessment and social carrying capacity research has led to negative impacts on the local community, especially in Hurghda.

As tourism activities have not taken place yet in the south of EL-Quosier, predicting the attitudes of the local community to tourism from one point of view and the impacts of tourism on this community from another is difficult to analyse. It requires careful research that should be conducted through the different stages of the tourist development. It should examine the sensitivity of the local community to each stage of tourism development and the maximum social carrying capacity of the local people. It should also examine the sensitivity of the indigenous people to outsiders who move into the area as providers of tourist services who will need housing facilities and will directly or indirectly affect the culture and life style of the indigenous.

9.4 Criterion (7): Egyptian tourist planning mechanism outputs in the domain of soci - cultural preservation and sustainability.

This section aims at evaluating the outputs of the current Egyptian tourist policies, strategies, plans and techniques from a socio - cultural preservation point of view (figure 9.31). This will be achieved by synthesising the analysis presented above of the different levels of the Egyptian planning mechanism.

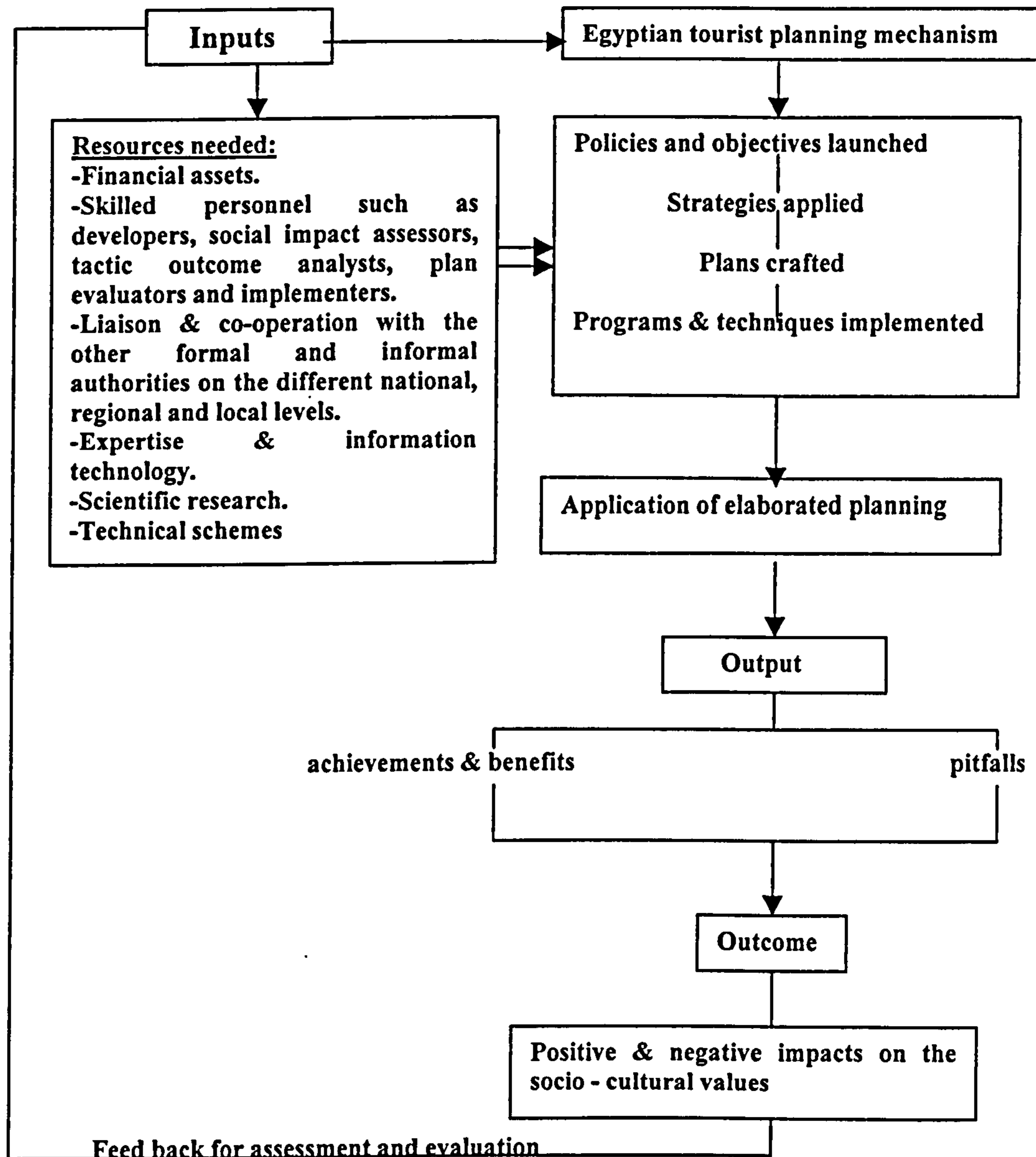


Figure (9.31): Methodology used to synthesise achievements and pitfalls of the tourist planning mechanism in the sustainability of the socio - cultural values.

9.4.1 Achievements and benefits

This subsection aims at synthesising the achievements of the Egyptian tourist planning mechanism (policies, strategies, plans and techniques) in the domain of socio - cultural preservation.

9.4.1.1 Achievements of the Egyptian tourist policies & strategies

As shown in the analysis of the field survey, the Egyptian national policy and thus the tourist policy have already managed to achieve goals concerning socio-economic benefits of tourism. The focus on socio-economic objectives has led to the implementation of many development plans and techniques in different coastal and new regions in Egypt. This has aimed at achieving pre-determined socio-economic objectives such as:

- a- Helping to overcome the problem of unemployment by offering different job opportunities to youth.
- b- Mitigating the current pressures on the central and main cities by attracting personnel to the new areas and regions.
- c- Offering infrastructure and superstructure along with social services to the new communities in the new developed areas.
- d- Raising the standards of living and the average income of the citizens in the less developed and new regions.
- e- Creating new communities in the virgin regions that will help to balance the ratio of the Egyptian citizens among the different areas.

However, the analysis shows that the current tourist policies have not managed yet to balance the socio-economic with the socio - cultural issues of tourism. It is true that socio-economic issues seem to be more significant to the community at present and the negative social impacts of tourism have not reached a critical stage to be regarded as a threat to the Egyptian tradition or culture. However, we should take into consideration that the negative impacts of tourism on the community do not usually appear during the first stages of tourist development. On the other hand, these negative impacts can not become severe with the current limited number of tourists visiting existing tourist regions inhabited by large number of citizens.

The future policies should be able to conduct efficient tourist development plans that guarantee both the socio-economic benefits of tourism in addition to a balanced communicative interaction and cross-cultural education between tourists and local people. These plans should employ adequate techniques ensuring that tourism at any stage will not lead to enclave development or predomination of the tourist traditions and culture over the area.

Hence, a sub-policy regarding all the different issues classified under tourism social impacts needs to be created to launch objectives regarding socio-economic and socio - cultural issues of tourism. The strategies and plans of this sub-policy should be integrated into other sub-strategies and plans crafted by the other authorities involved. The following diagram presented in figure (9.32) shows how the Egyptian tourist policy handles the social impacts of tourism.

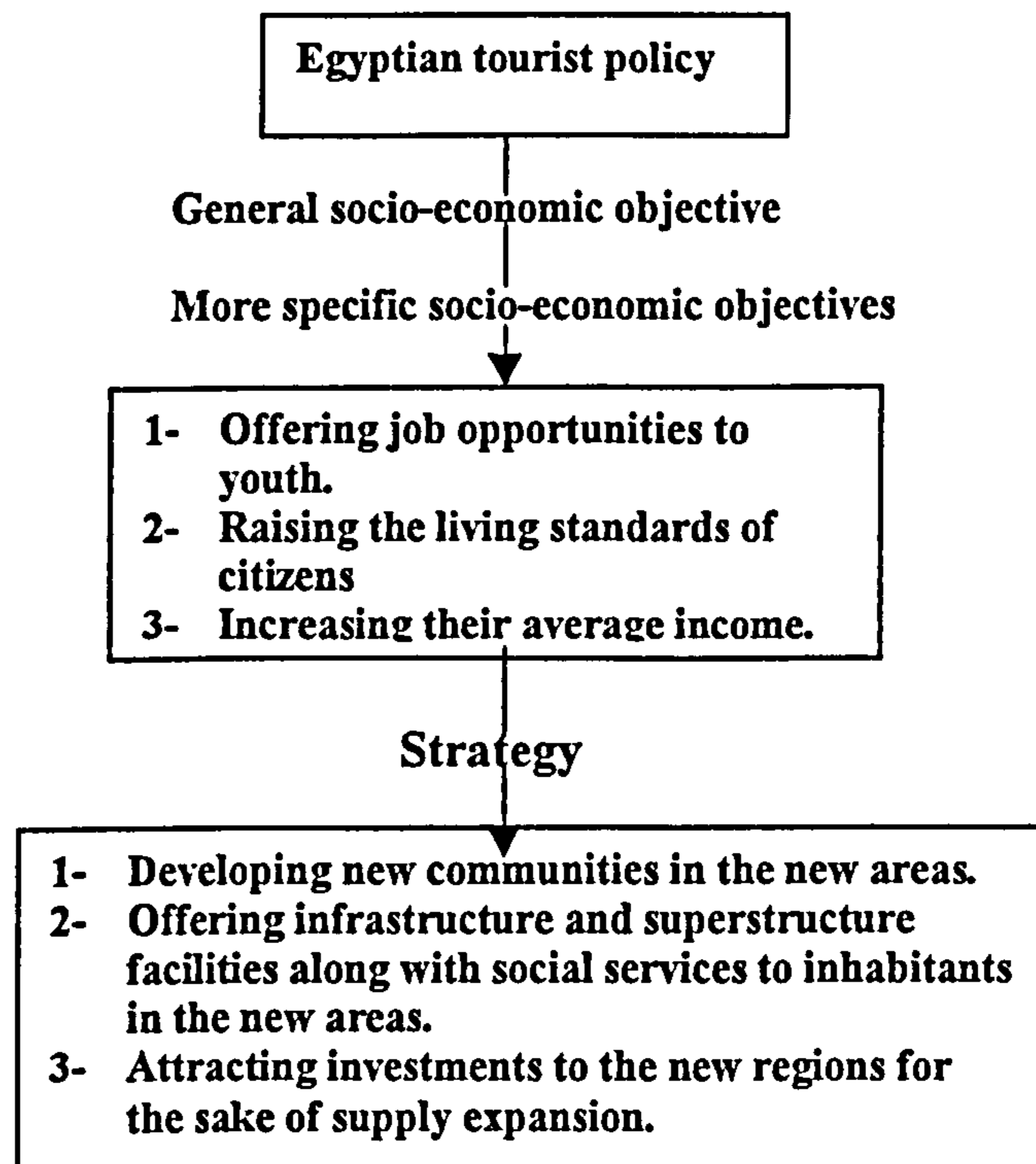


Figure (9.32): How the Egyptian tourist policy handles the social impact of tourism.

It is apparent that there are four main pitfalls in the above structure:

- 1- **Inefficient socio - cultural objectives:** Most of the objectives stated by the current tourist policies aim at achieving socio-economic rather than socio - cultural benefits due to the over-emphasis on the socio-economic objectives of tourism or an overlap between socio- economic and socio - cultural benefits of tourism.
- 2- **Absence of accountability:** A specific department should be created under the umbrella of the Ministry of Tourism for handling all the different issues related to the social impacts of tourism. It should co-ordinate all tourist sub-policies regarding social issues with the other sub-policies and plans crafted by the other authorities. It will represent the Ministry of Tourism and talk on its behalf and should be able to feed the Ministry of Tourism and all of its departments with all the information needed and results obtained about the social issues in the field of tourism. This includes providing tourist planners with final decisions taken by the main policy concerning socio - cultural preservation from tourism impacts.
- 3- **Co-operation between the tourist authority and other parties that should be involved in the socio - cultural preservation issue:** As shown from the interviews' analysis, work on assessing the social impacts of tourism on the community along with mitigating these impacts requires co-operation between different parties such as sociologists, assessors, public community representatives, formal local authorities and other ministries. This co-operative work should be created at both national and local level.

4- **Inefficient socio - cultural preservation strategies:** As shown from the above diagram, the strategies implemented by the current tourist policy seek basically socio-economic benefits of tourism. This in turn has influenced the plans and techniques adopted by the policies. The following sub-policy for socio - cultural preservation is suggested:

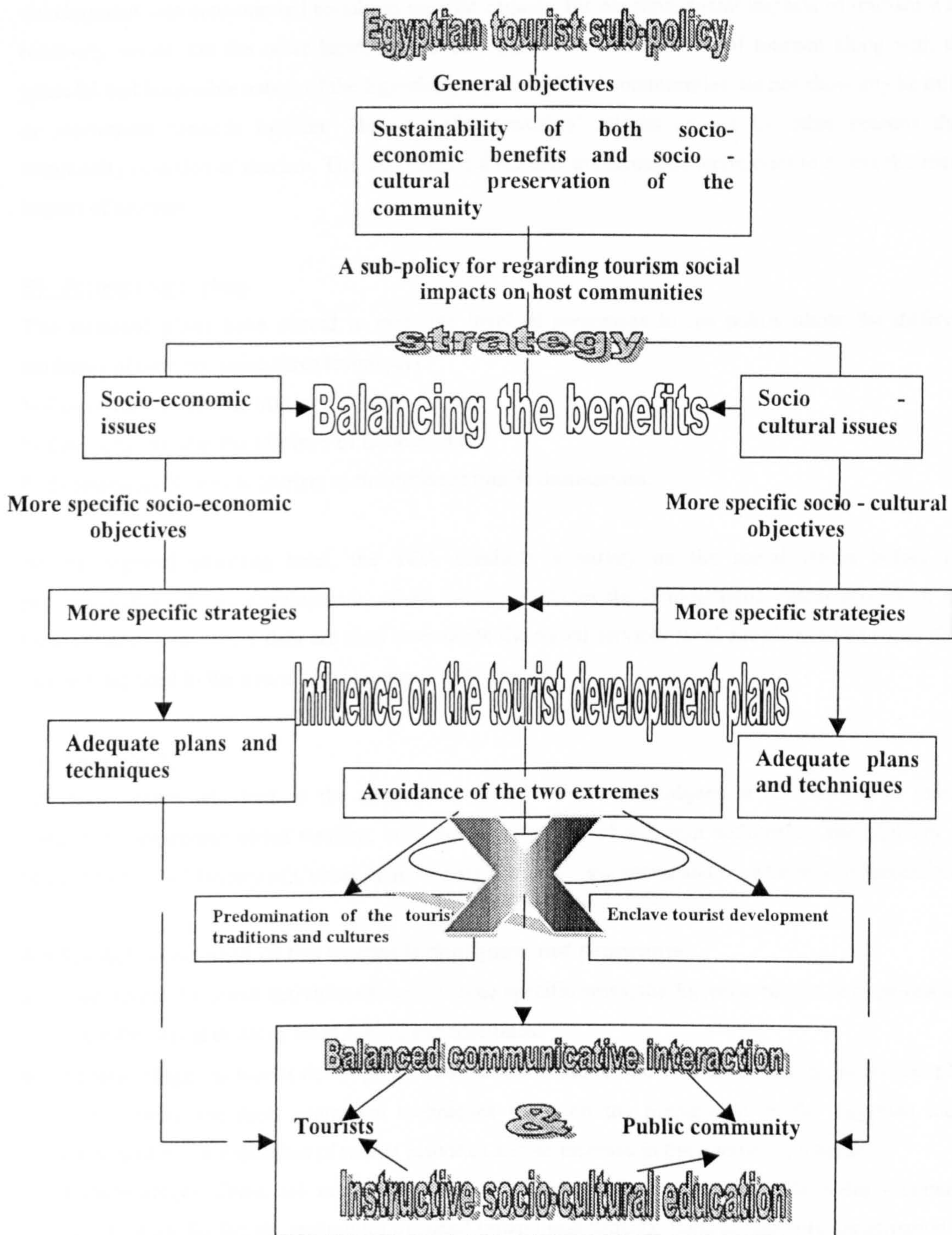


Figure (9.33): A suggested tourist sub-policy for socio - cultural preservation

9.4.1.2 Achievements of the tourist plans in the domain of socio - cultural sustainability

A) Past tourist plans

As the number of tourists promoted by the past tourist plans did not exceed four million and as tourism development was concentrated mainly in specific regions, the negative social impacts of tourism were relatively minor. On the other hand, due to the socio-economic benefits of tourism along with the peaceful and hospitable nature of the Egyptian people, the local communities did not show any hostility or resentment towards tourism. This excludes terrorists' attacks caused by other reasons than community rejection of tourism. The past plans did not execute scientific techniques to assess the social impact of tourism.

B) Present tourist plans

The national plans have started to raise the level of awareness in the public about the different attributes of tourism, using three techniques:

- *- Co-operation with the Ministry of Mass media,
- *- Co-operation with the Ministry of Education and
- *- Encouraging domestic tourism to the different tourist destinations.

At the regional planning level, the TDA conducts a survey on the social issues before the implementation of any development, which usually includes the demographic characteristics of the local communities. These data are used to evaluate the social services local people need and how they can be integrated in the overall development of the region.

C) Future plans

The future plans will look at the adoption of more efficient techniques in the domain of public community awareness about tourism, with the co-operation of different authorities: the Ministry of Mass media, The Ministry of Culture, The Ministry of youth and sports and the Ministry of Education.

9.4.1.3 Achievements of the tourist techniques and programs

- a- **Past stage:** As tourist activities existed in some specific areas, the Egyptian tourist destinations did not suffer a real threat to local culture and traditions.
- b- **Present stage:** as tourist development has started to move into less developed areas and simpler communities, the most prominent techniques focus on the preparation of the Egyptian local communities for expansion of tourist activities and an increase in the number of tourists.
- c- **Future stage:** There are no clues to the efficiency of future techniques in socio - cultural preservation. So far, the techniques of social impact assessments, local community participation in tourist development decision making and tourist interpretation are not determined.

9.4.2 Pitfalls of the Egyptian tourist planning mechanism in the domain of socio - cultural sustainability

9.4.2.1 Pitfalls of the Egyptian tourist policies and strategies

- **Absence of a socio - cultural conservation sub-policy and strategy for the mitigation of tourism impacts on the society.**

This sub-policy should be an integrated part of the general tourist policy documented by the tourist authorities. It should be able to:

- launch specific objectives for socio - cultural preservation of the community with the consideration of socio-economic objectives.
- Offer guidelines for strategies and plans with socio - cultural conservation objectives.
- Propose adequate strategies to preserve the culture of each local community.
- Collect data with the co-operation of other national authorities along with local authorities on the different issues related to local communities.
- Co-ordinate strategies with the relevant authorities for the creation of harmonised strategies for socio - cultural preservation.
- Implement adequate techniques with the co-operation of other authorities regarding the social carrying capacity of each community at each stage, social impact assessments and tourist interpretation and information about the local culture.
- Systemise the participation of the local community in tourist development decisions and finding out how this participation can be used as an instrument in social impact assessment.

- **Absence of differing strategies according to the nature of the region or area**

The field survey found that the strategies and plans directed at the preservation and the assessment of tourism impacts on each area should implement different instruments and techniques. Assuming that one socio-conservation strategy can be generalised and used in all regions might mislead tourist developers and result in a loss of assets such as funds, effort and time to no avail.

Regions should be divided into three main categories:

*Big cities that already exist as tourist destinations, like Cairo.

*New tourist regions that have recently been developed as tourist destinations, like Hurghada and Sharm El-Sheikh.

*New regions that will be developed as tourist destinations such as Mersa Alam on the Red Sea coast.

Strategies for social impact assessment should differ according to the category (see below).

1) Big cities that already existed as tourist destinations, like Cairo.

Strategies for big Egyptian cities should take into consideration that the community under study cannot be investigated as a whole and should be divided into different segments. There are two main reasons that have led to this difficulty: firstly, the largest number of inhabitants live in these big cities and secondly, there is a differentiation in the socio-economic and socio - cultural classes between big city

inhabitants, which result in different perceptions, attitudes and backgrounds. This differentiation in classes creates another difficulty in finding representatives who can convey the real perceptions, opinions and attitudes of the whole community about tourism. It requires an accurate identification of each class and a selection of representatives from each one. In addition, the strategy is committed to implementing specific techniques to be directed at each segment. For example, the program conducted for the purpose of raising the level of community awareness about tourism should differ according to the community segment it approaches. This entails the use of different instruments. (See figure 9.34).

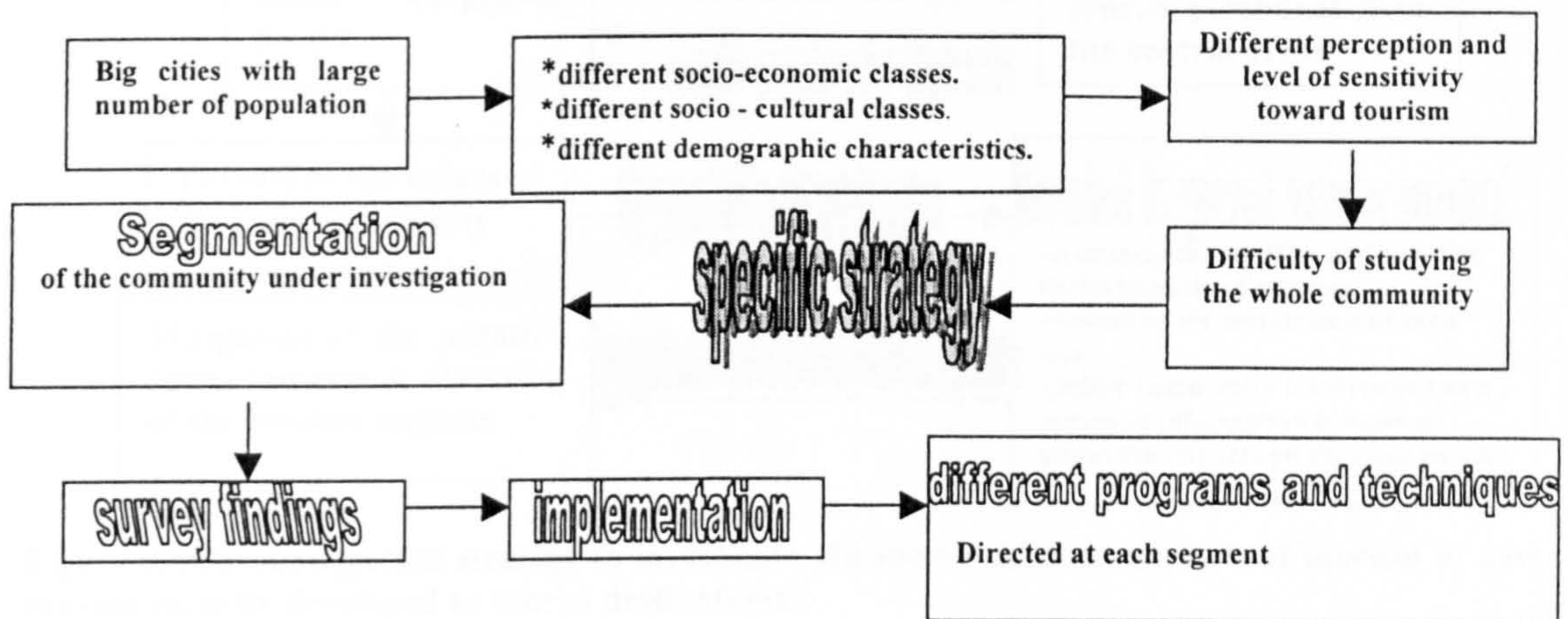


Figure (9.34): A suggested strategy to investigate socio - cultural issues in the big cities

2) New tourist regions that have recently been developed as tourist destinations, like Hurghada and Sharm El-Sheikh.

According to the survey conducted, these areas need to a focus on social impact assessment. At present, the local communities are satisfied with the socio-economic benefits generated by tourist activities and to cope with the nature of tourism and harmonise with the imported personnel. The change tourism brings to the local society and its culture can be summarised as follows:

- 1- Impacts resulting from the different culture and traditions of tourists which usually have a direct influence on the socio - cultural environment of the region.
- 2- Impacts resulting from the socio-economic benefits of tourism that have led to a change in the average income of many indigenous persons, with the predomination of tourism as the main activity, more financially independent young citizens and a more materialistic community. This usually has an indirect influence on the culture and traditions of the community.
- 3- Impacts resulting from the different socio-economic and cultural backgrounds of outsiders.

Social impact assessment of the influence of the above three factors on the culture and tradition of the community should determine to what extent these impacts are positive or negative. Assessing these impacts, reinforcing their positive side and alleviating their negative side should be considered the key threshold to be approached by any socio - cultural conservation strategy in these areas. Figure 9.35 suggests a strategy to investigate the socio - cultural impacts of tourism in new regions recently developed as tourist destinations

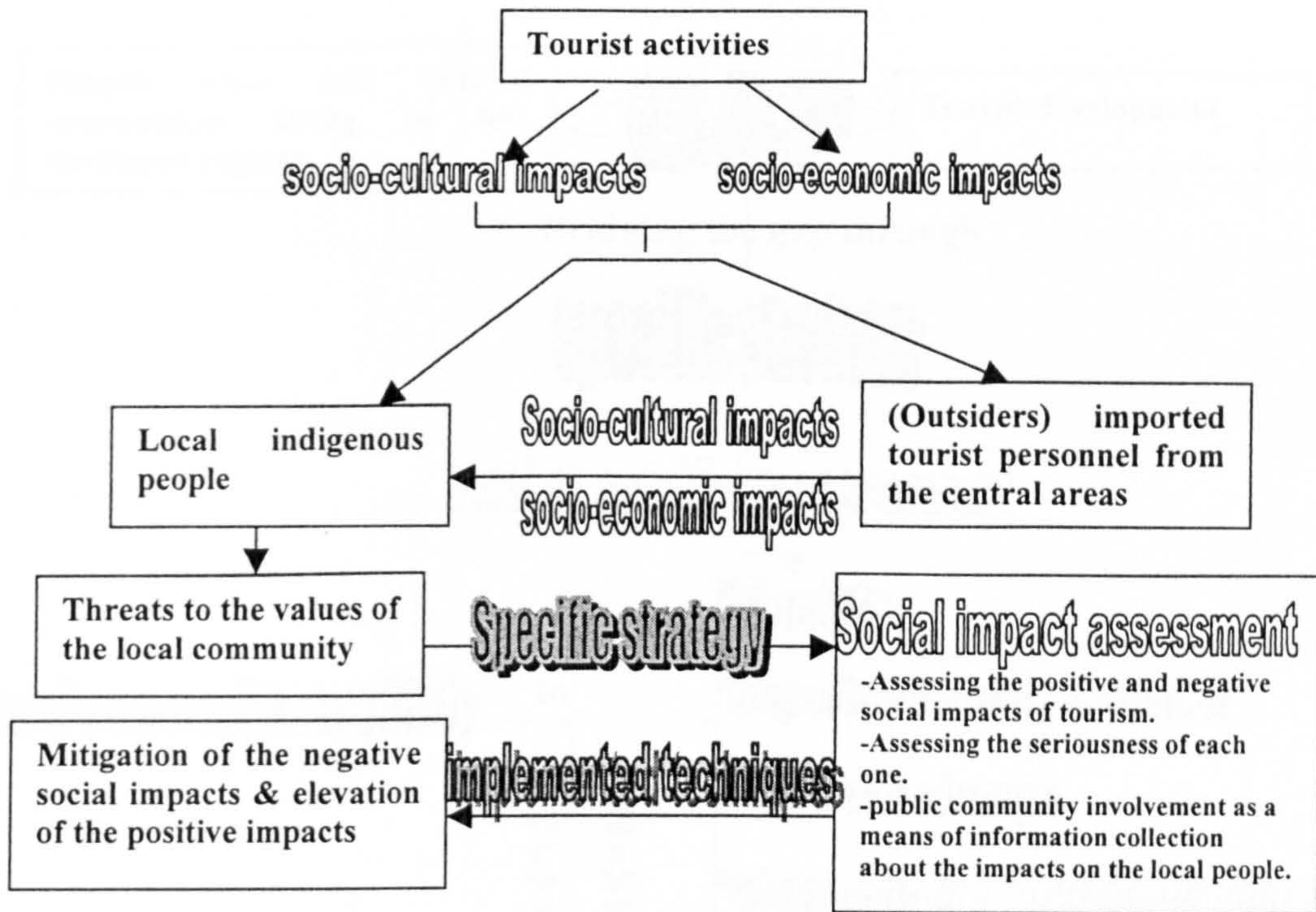


Figure (9.35): A suggested strategy to investigate the socio - cultural impacts of tourism in new regions recently developed as tourist destinations

3) New regions that will be developed as tourist destinations, such as Mersa Alam on the Red Sea coast.

As shown from the analysis of the respondents’ views, tourist development has started to reach regions inhabited by very simple societies with different culture and traditions from even other communities living in other parts of Egyptian land. A specific strategy is needed to assess the sensitivity of these communities not only to tourists but also to imported personnel and outsiders along with the physical change that tourism development will create. This should end with a clear determination of the maximum social capacities of these communities that should not be increased. There should be adequate techniques to educate and inform tourists and imported personnel on how to respect the area’s culture and traditions. Figure 9.36 suggests a strategy for investigating socio - cultural issues in these new regions.

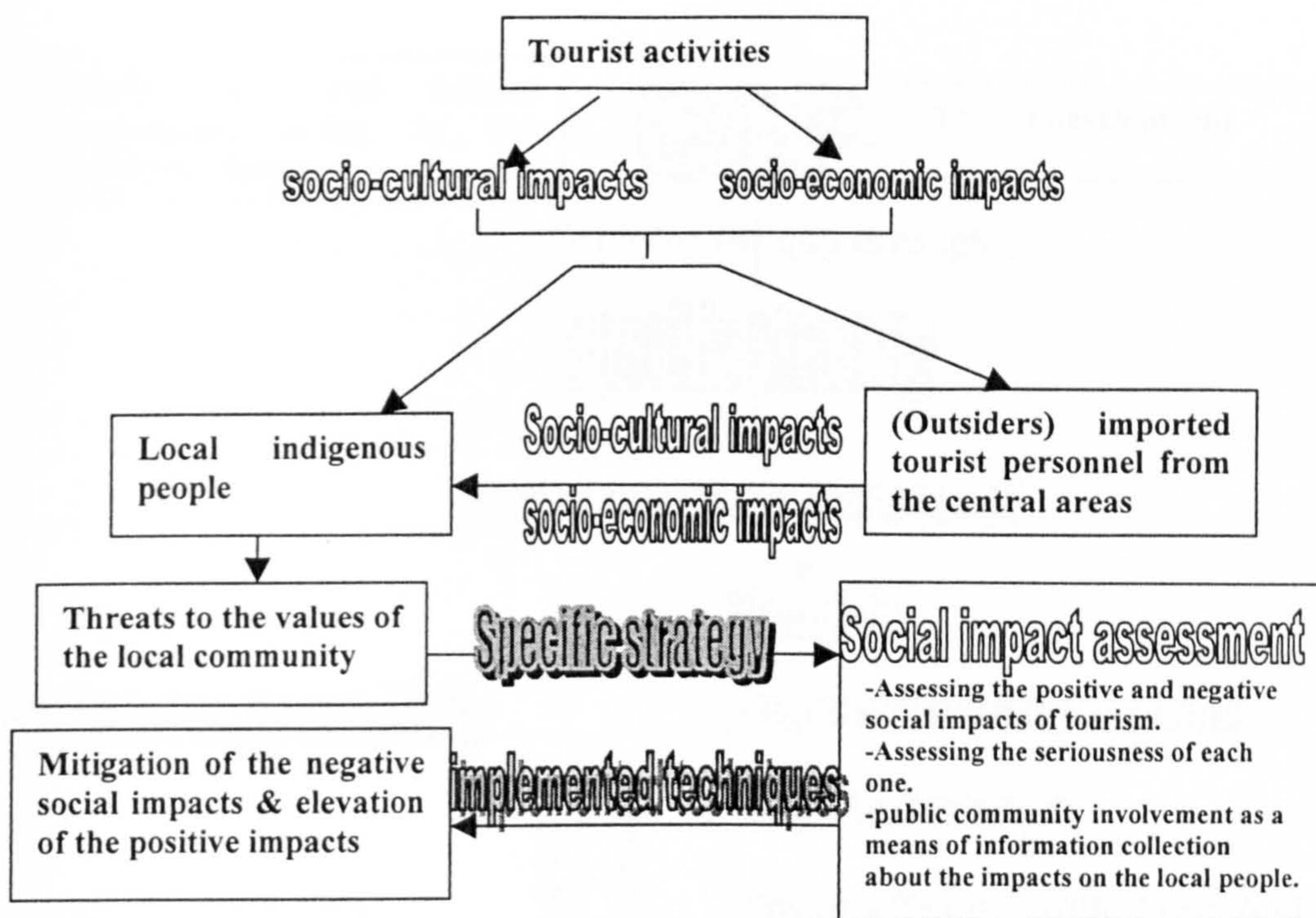


Figure (9.35): A suggested strategy to investigate the socio - cultural impacts of tourism in new regions recently developed as tourist destinations

3) New regions that will be developed as tourist destinations, such as Mersa Alam on the Red Sea coast.

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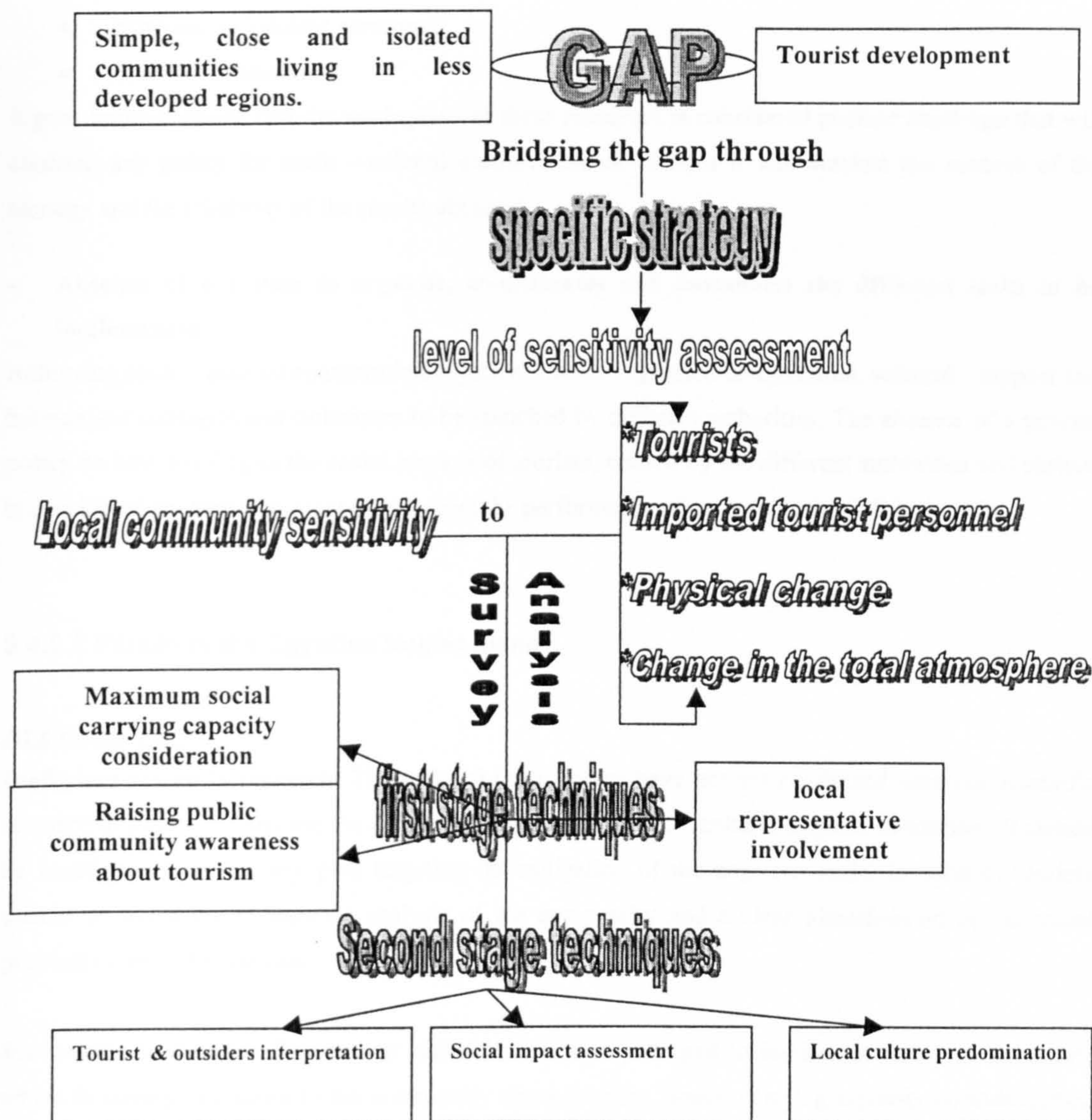


Figure (9.36): A suggested strategy to investigate socio - cultural issues in the new regions that will be approached as tourist destinations

Challenges and factors that might confront the policies and strategies for socio - cultural conservation

- The significance of economic benefits of tourism to Egypt and its communities

Egypt has started to regard tourism as a main source of national income. This has been interpreted into future objectives aiming at an increase in the number of tourists and tourists nights. However, how the developers, planners and assessors can balance the economic benefits of tourism with the mitigation of its negative impacts on society is considered a critical objective that cannot easily be achieved.

- Lack of assets

The application of socio - cultural preservation policies and strategies requires the implementation of adequate techniques, research and programs, which in turn need:

- sufficient financial resources,
- expertise and skilled personnel,
- scientific information

It goes without saying that the inadequacy of these resources is considered another challenge that will confront any policy for socio - cultural conservation or at least it will weaken the success of the strategy and the reliability of the results obtained.

- **Absence of a system to organise, co-ordinates and harmonise the different tasks to be implemented**

Achieving socio - cultural conservation objectives needs organised co-operation, scientific support and harmonised strategies and techniques to be launched by different authorities. The absence of a general policy on how to mitigate the social impacts of tourism, crafted by the different authorities and parties, is considered another factor that might affect the performance of each authority in this domain.

9.4.2.2 Pitfalls of the Egyptian tourist plans

At national level

Inefficient scientific research: The national tourist plans have not yet conducted adequate scientific research to assess and analyse the different aspects of the socio - cultural impacts of tourism. It should be mentioned here that any plan targeting the mitigation of the negative social impacts of tourism should be based on an accurate analysis of the community and a clear identification of the social problems created by tourism.

Inadequate techniques: The current national plans have managed to implement only one technique, which is raising awareness in the community about tourism. Social carrying capacity considerations, identification of the limits of acceptable change, the assessment of the social impacts of tourism and interpretation activities directed at tourists about the community culture and traditions have not taken place.

Weak co-operation with the other national and local authorities: the current plans have not yet set up a system that guarantees the involvement of the other authorities and parties at regional and local level in the implementation of the socio - cultural preservation techniques and tasks.

At regional and local level

The inability to use the public involvement scheme as a source of information about community attitudes to tourism and as an instrument of assessing the social impacts of tourism on the community and measuring the change it causes is a point of weakness.

The current regional and local tourist plans have not yet determined the role of the local tourist bureau in each tourist region concerning this issue. The tourist bureau should play a role in

implementing the techniques in its area. One of these techniques is offering interpretation activities to tourists visiting the area about the local culture and tradition. This should be implemented through skilled programs and exciting methods that motivate the tourists to conserve the local community tradition and increase their curiosities to gather more information about the community culture and to experience the community life - style.

Absence of different regional socio - cultural conservation plans to be directed at different regions: It is apparent that the plans conducted for preserving the local culture might differ and thus techniques might vary from one region to another. Implementing only one planning scheme to be directed at all regions and at all tourist development stages will not achieve any yield.

9.4.2.3 Pitfalls of the current techniques and programs used by the plans

a) Research employment

Research assessing the different attributes of socio - cultural preservation is still inadequate and should now target three main areas:

- How to prepare the community for proposed development and feed - back to the tourist development process in each area.
- Assess the socio - cultural impacts of tourism on the local community.
- Assessing the level of sensitivity of the local community to expected tourist development and the strength of the traditions in the face of the impacts of tourism.

This necessitates assessors, experts and a well - trained team that tourist authorities cannot easily provide without other parties' support.

b) Management activities

-This technique has not been implemented yet, as tactics to be considered under the umbrella of this technique need co-operation with the local authorities, local tourist offices and local community representatives in each area.

-The technique of presenting the local arts through festivals, cultural events and folkloric arts and pageants has not been yet used in a scientific way to convert all of these activities into a tourist attraction reflecting the identity of the tourist destination.

-The technique of how to manage for positive cross-cultural education and communication between tourists and public communities still needs more sophisticated research and efficient programs.

-The technique of figuring out the maximum carrying capacities and determining the limits of acceptable change is the weakest point in carrying capacity consideration of the tourist destinations. Current regional plans consider the physical carrying capacity techniques and have recently adopted natural environmental carrying capacity techniques, but have not yet showed the adoption of the social carrying capacity schemes.

c) Local community participation in tourist development decision - making processes

-Most of the local authorities along with the community members look at the economic benefits of tourism and the positive economic impacts it will bring to the region.

-A system that organises the role of the community in tourist development decision making and implementation is lacking.

d) Education programs about cultural & heritage environment conservation

The tourist plans have implemented awareness programs about tourism, but the following techniques are absent:

- Offering interpretative activities to tourists on how to respect culture and conserve community traditions.
- Dividing up the Egyptian whole community and conducting different awareness programs for each segment.
- Employing education techniques directed at the community as a tool to protect the local culture and traditions from the negative social impacts of tourism. At this advanced stage, local people will be aware of the negative social impacts of tourism and will be able to alleviate their seriousness.

e) Zoning

-The technique of social carrying capacity consideration has not successfully been implemented. It should take into consideration the different sensitivities of the local communities toward tourism and tourist activities.

-The technique of promoting responsible tourism, eco-tourism and sustainable tourism in sensitive areas to mitigate the negative social impacts of tourism and assure more balanced cross-cultural communication has not yet taken place.

-In some regions, culture shock results not only from the different life style between indigenous people and tourists but also from different cultural backgrounds and living standards between the indigenous and outsiders. A technique to investigate the impacts of imported personnel on the local communities has not been yet considered.

9.5 Criterion (8): Implication

This section sheds light on the implication of the preceding analysis for the area of sustainability. In other words, it relates the results of the interviews on socio - cultural issues to the main objective of the current research that is, assessing the performance of the tourist planning mechanism towards sustainability.

Table (9.2): Success of the Egyptian tourist planning mechanism in sustaining the socio-cultural values

Past Before 1990	Present 1990-1997	Future 1997-2012
<p>Tourist policies & strategies -Absence of objectives, plans and strategies for socio - cultural conservation issues (---) -Number of tourists promoted was limited and tourist activities were concentrated in specific regions.(+)</p> <p>Tourist Plans a)National plans -Lack of expertise and funds to be allocated to socio - cultural preservation (---) -Absence of techniques and programs (- -)</p> <p>b)Regional & local plans -Absence of accountability at local level (---).</p>	<p>-Absence of sub-policy for socio - cultural conservation of the local community (- - -) -Absence of a specific department under the umbrella of the Ministry of tourism for this issue in both existing tourist destinations and new areas under tourist development(- -) -Focus on socio-economic objectives of tourism for the local communities. (++) -Inadequate socio - cultural objectives (- -) -The TDA investigates local community demographic characteristics before development of any region as a tourist destination. (+) -Weak co-operation with the national and local authorities (- - -)</p> <p>-Absence of accountability for socio - cultural conservation plan preparation and its task allocation. (- -) -Co-operation with the Ministry of Mass Media and Ministry of Education in raising the awareness in the public and students about tourism (+ +)</p> <p>-Absence of team - work and co-ordinated plans. (- -)</p> <p>-Considering specific social elements in the regional and local plans crafted by the TDA in the new regions. (+ -) -Absence of social plans for existing tourist regions (---)</p>	<p>-Launching more objectives for socio-economic benefits of tourism for the local communities(+ -) -So far the future policies have not adopted more specific plans or strategies regarding socio - cultural preservation (- -)</p> <p>-So far the future plans can be considered an extension to the present plans (- -)</p> <p>-More research and focus on the same elements that targets the achievement of more socio-economic benefits to the new regions approached by the TDA (+ - -)</p>

<p><u>Continued</u> Programs & techniques -No techniques for socio - cultural conservation and tourism impact mitigation(- - -)</p>	<p>-Absence of specific technique for each local community according to the seriousness of the tourist impacts on the community , the level of sensitivity of the community toward tourist activities and many other factors predetermined by scientific research (- -) -The following techniques have not been properly implemented (- -) *Scientific Research into different attributes of this issue. *Survey on perceptions of local community of tourism. . *Educational and awareness programs for different segments of the Egyptian community. *Using local architecture.</p> <p>-The following techniques have not been yet adopted (- - -): *Social carrying capacity consideration. *Interpretative activities directed at tourists *Local community participation in tourist development decisions and implementation. *Tourism social impact assessment *Folkloric arts and festivals.</p>	<p>-Focus on raising community awareness about tourism (+ +) -Undetermined techniques to be launched regarding the other elements of the socio-culture issue(- -)</p>
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9.6 Conclusion

The analysis of primary data highlights the importance of crafting a tourist sub-policy for socio - cultural conservation and the mitigation of the social impacts of tourism on the local community. The task of implementing the strategies of this policy needs real co-operation and a co-ordinated network of the different authorities. This should take into consideration that each tourist destination needs to be treated independently depending on many factors - such as sensitivity of local culture. However, the main challenge to the application of socio - cultural conservation policies is the lack of funds and the shortage of expertise (such as assessors of the social impacts of tourism).

The analysis also showed that social carrying capacity is another important technique that needs to be considered and implemented by the tourist plans. Instructive cross-cultural communication is another core factor that needs to be planned for as it admits the influence of the tourists' culture upon host communities and tries to manage and direct such impacts into positive cultural exchange. It also recognises the importance of having direct contact between tourists and local communities for socio-economic benefits with lesser negative socio-cultural impacts.

Chapter 10

Conclusion

10.1 Introduction

This research has evaluated the Egyptian tourist planning mechanism from a sustainable point of view and has thus tapped a new field of research: assessment of the performance of tourist planning. As the evaluation of the tourist planning mechanism is quite broad and is covered from different angles, the research has been concerned with the evaluation of aspects of sustainability. In order to achieve the research objectives, sustainability indicators have been used as criteria to judge the appropriateness of the tourist planning system against the principles of sustainable tourism development.

Egypt has been used as a case study, whose planning mechanism has been evaluated by the research methods. Egypt is one of the countries that has agreed to adopt the principles of Agenda 21 at the United Nations Conference on Environment and Development (UNCED) held in 1992 and it has been working for the integration of the sustainable development strategies into its economic development policies. Tourism is one of the largest industries in Egypt and although not obviously highlighted in Agenda 21, its planning should carefully adopt the theme of sustainable development. The current research has used the evaluation of the principles of sustainability in the tourist planning mechanism as an approach to highlight the points of weaknesses and strengths of the tourist planning system and to emphasize what this system lacks in order to accomplish sustainability.

Although the literature offered adequate data on each separate area of sustainability, tourist planning and Egypt, the main challenge that ran throughout the work was: how to link these separate areas in order to create an evaluation system measuring the appropriateness of the Egyptian tourist planning mechanism for sustainability. Needless to say, lack of data on the assessment of the tourist planning mechanism to offer clues as to how tourist policies, strategies, plans and techniques can be analyzed has made the task more difficult.

This chapter starts by evaluating the ability of the chosen research methods to achieve their aims and objectives and to accomplish significant findings. It then synthesizes recommendations of the current research to Egypt and its implications for the subject areas of tourist planning mechanism evaluation and sustainability. The contribution of the current research to the body of knowledge as well as an agenda for future research are presented in this chapter.

10.2 Research methods to achieve aims and objectives

As explained in the methodology chapter, the research aims have been classified under two categories: aims related to the subject area and aims related to the case study. The evaluation methods adopted have managed to highlight three aspects of sustainability (economic, environmental and socio-cultural) and to

offer a list of criteria for assessing each of these aspects in the planning mechanism. It has also gone through the planning system levels starting with policies and ending with techniques and programs and has offered an evaluation of each of these levels. Findings have reflected the significance of each level of the planning mechanism for the application and implementation of sustainability. For example, the analysis shows that the implementation of any sustainability technique cannot properly be achieved without predetermined specific goals and strategies to be indicated in the policy context and adequate resources to be offered by the plan programs. On the other hand, setting sustainable development objectives at policy level should be followed by a series of actions that end with the implementation of effective techniques and tactics. Hence, the planning mechanism should be regarded as a linked chain that starts with policy and ends with techniques and tactics.

One of the advantages of the research methods employed is the use of secondary data analysis as a tool for achieving findings that the primary data analysis cannot offer. For example, it was difficult to examine all the tourist plans' inputs through the views of respondents. So, some of the criteria assessing the plans' inputs such as financial assets and expertise were evaluated through the documented plans. Hence, criteria developed for the assessment of secondary data have complemented the evaluation task and covered specific points that the primary data criteria could not. Also, secondary data was utilised to examine the 'continuity of the development process'.

If we look back at each of the primary data analysis chapters, we will find that sustainability cannot be achieved without a full consideration of its principles at the different levels of the planning mechanism: policy, strategy, plan, technique and tactic. However, analyses show that the implementation of adequate, efficient and appropriate techniques is key to the success of sustainability in tourism. It can be said that the research methods have succeeded in highlighting the significant role of planning in achieving sustainability and proved that sustainability principles should be considered at national, regional and local planning levels.

As one of the main aims of the current research is to examine the performance of the Egyptian planning mechanism from a sustainable point of view, findings presented in the analysis chapters covering four aspects of sustainability, prove the success of the research methods in accomplishing this aim. Additionally, the discussion on each criterion or sustainability indicator has highlighted many of the challenges that might hinder the adoption of each sustainability aspect in the Egyptian tourist planning mechanism. Comparison between respondents' views along with graphic presentations has successfully illustrated the differentiation or consistency of responses.

The research method also highlighted the need to integrate more sustainable development goals, techniques and programs into the Egyptian tourist policies and plans. Findings show that not every sustainability aspect is considered by the current tourist planning mechanism and although some sustainability indicators have been considered by the tourist policy, plans and techniques, others are ignored. Also the ability of Egyptian tourist planning to consider the principles of sustainability in a

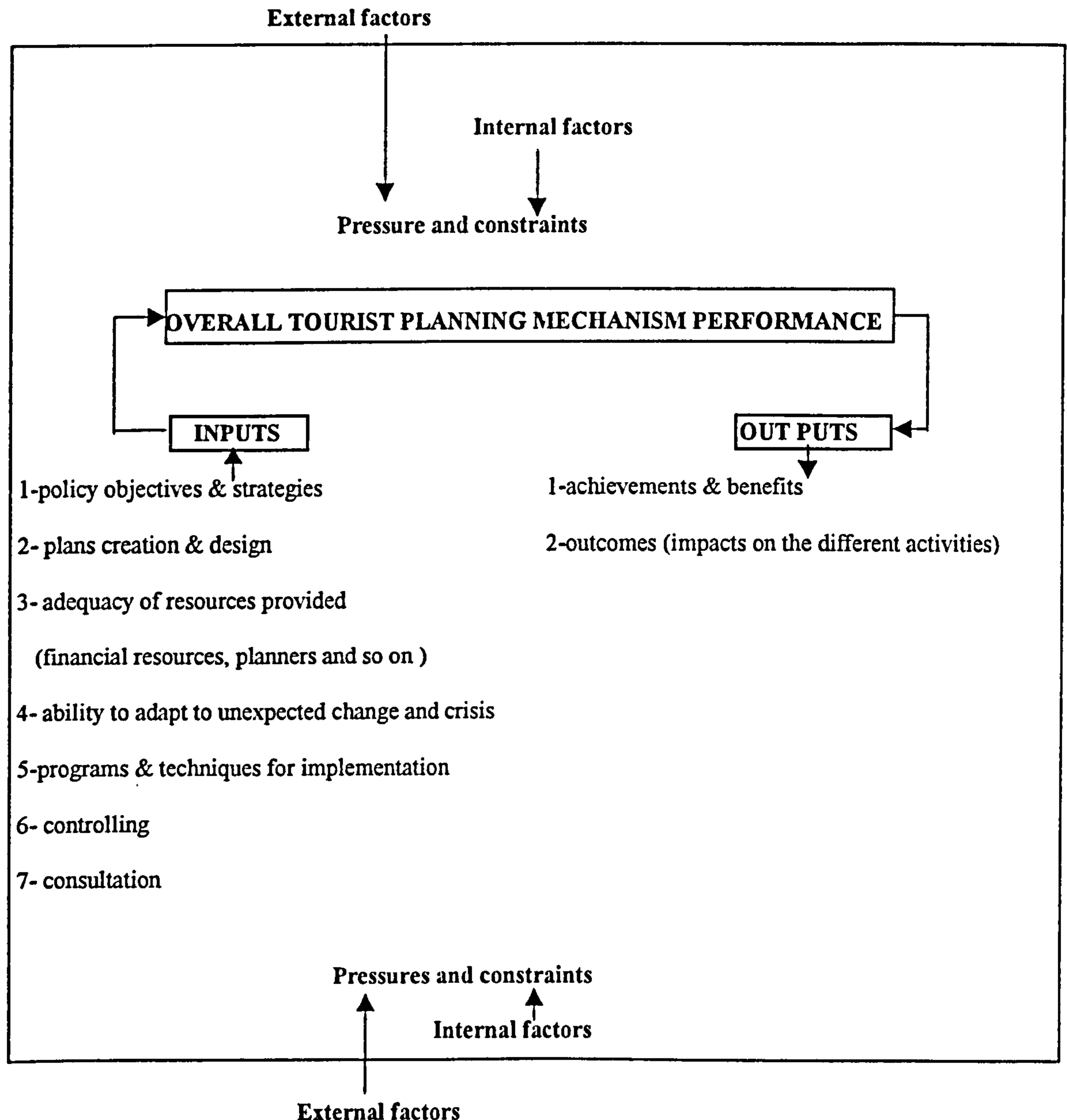
hierarchical systematic way that starts with the policy and strategy stages and goes through national, regional and local planning levels to end up with programs and techniques seems to be inefficient.

Finally, findings obtained along with discussions on each sustainability aspect have been synthesized at the end of each primary data analysis chapter (chapter 6 to chapter 9), and form an agenda of recommendations to enhance the current Egyptian tourist planning mechanism to achieve sustainability. The following section investigates the implication of the study for Egypt and highlights the recommendations of the current research.

10.3 Implications of the study for Egypt

Although the research offers a detailed analysis of the sustainability aspects in the Egyptian tourist planning mechanism as well as many findings, it is difficult to accurately judge the performance of the Egyptian tourist planning mechanism from a sustainable point of view. If we go back to the synthesis section presented at the end of each primary data analysis chapter and look at each achievement and pitfall of the Egyptian tourist planning mechanism, we will discover that although it is trying to approach intrageneration equity (relative distribution of resources towards poor), the concept of intergeneration equity (balancing the interests of present and future generations) is still unattainable. For example, the tourist planning mechanism is trying to offer larger numbers of job opportunities and better quality of life to the citizens living in less developed regions and to develop the remote areas. However, the concept of “the rights of the following generations” is still obscure in the tourist policy objectives, strategies, plans and techniques. If we take into consideration that Egypt is a developing country and remember the different pressures and challenges to the Third World, presented in chapter 2, it becomes apparent that intergeneration equity is still unplanned due to the basic needs of the present generations to have better quality of life and social services (see figure 10.1).

However, Agenda 21 sets principles to be followed by all countries including Egypt. The current research has shown that to achieve sustainability in tourism, the Egyptian tourist planning mechanism cannot work independently and more co-operative efforts are necessary. The following is an overview of the main recommendations proposed by the current research.

**External factors**

- 1-Instability in the Middle East.
- 2-Competition.
- 3-Political and economic changes in the international markets such as the European Union and GATS.
- 4-Deregulation of air transport
- 5-New market segments (Eco-tourists, special interest tourist market etc.)
- 6-Pressures for sustainability.

Internal factors

- 1- Egypt is a developing country seeking methods to overcome the deficit in the balance of payments.
- 2- Unemployment and overpopulation problems.
- 3- Organizational and constructional constraints in the tourism system.
- 4- Investment & development challenges.
- 5- Instability to tourism activity during the last seven years due to terrorists attacks.

Figure (10.1): Challenges to the Egyptian tourist planning mechanism.

Sub-policy of sustainable tourist development

The analysis of primary data implies the need to create a sub-policy for sustainable tourism under the umbrella of the main tourist policy. More than one relevant authority and party should participate in forming this policy such as the EEAA and the Egyptian Supreme Council of Antiquities. Needless to say, this sub-policy should fulfil and become a part of the national sustainable development policy and should accurately reflect the role of tourism development in accomplishing sustainability. Setting objectives and strategies for achieving the different aspects of sustainable tourism should be completed through the integration of such objectives at other levels of the planning mechanism. This means that the national, regional and local plans should be adequately crafted to approach sustainability, adequate resources should be provided and efficient techniques need to be implemented. The harmony between the planning mechanism levels and the ability of the planning process to feed back the results of the planning performance at the national, regional and local levels should also be considered.

Accountability

Discussions on the organizations and authorities responsible for crafting and implementing sustainable tourism development programs implies the importance of having only one authority to be responsible for all the issues that concern the implementation of sustainable development in tourism. This authority needs to co-ordinate tasks with the other relevant authorities. It should have the right to represent the Ministry of Tourism in formal and informal meetings concerning discussing sustainable development. It should also be responsible for crafting the sustainable tourism sub-policy mentioned above and co - ordinating the implementation tasks with the different authorities.

The current situation shows that the TDA is the most appropriate tourist authority to be accountable for the implementation of sustainability in tourism. However, this authority is responsible only for the development of the new coastal areas outside the city boundaries. Hence, the implementation of sustainable development strategies in the existing tourist destinations is out of its remit. It should be stressed that only one tourist authority should be held accountable for implementing sustainability in tourism at national, regional and local levels and in all destinations and for communicating with the other relevant authorities and parties involved in the implementation tasks.

Co-operative planning

All findings stress the importance of co-ordinating and harmonizing policies, strategies and plans of the various authorities for the implementation of an adequate co-operative sustainable tourism planning system. The analysis has showed that many authorities should be involved in sustainable tourism application and that the tourism planning mechanism should work hand-in-hand with the planning mechanisms of the other authorities to achieve sustainability in tourism.

Liaison with the concerned authorities and stakeholders

The analysis shows that articulation between the different stakeholders needs to be managed and reinforced through more innovative ways. It should take place not only between the different official

authorities but also between the formal authorities, tourist industry stakeholders and the community of each tourist area or destination. This should guarantee an ongoing and active participation of stakeholders in the different stages of the sustainable tourism strategic planning.

Avoiding gaps between national, regional and local planning mechanisms

Due to the differing accountability for crafting the tourist planning mechanism at the national, regional and local levels, the study emphasizes the significance of harmonizing the planning system among the different destinations according to specific marketing, development, economic and social objectives stated by the national tourist policy and national plan.

Programs and techniques

Due to an absence of a sub-policy for sustainable tourism and the unclear accountability of a specific tourist authority for sustainable tourism development, the tourist planning system still lacks sustainable tourism development programs and techniques. A full consideration of efficient sustainable development techniques and programs should be integrated into the national, regional and local tourist plans contexts.

Interpretation and education

Tourism stakeholders can play a great role in implementing interpretative and educational programs about sustainable tourism development. This entails informing stakeholders of the advantages of sustainable development and training personnel to use interpretation as a tool to implement sustainability.

The pace of tourism development

The primary data analysis shows that the present and future pace of tourist development in the new coastal and natural areas needs to slow down. However, the national strategy of extending developments to the new areas has been regarded by the national policy as a matter of necessity from both national economic and socio-economic points of view. Indeed, there are two main reasons for the Egyptian national policy to consider the development of such regions: firstly, the extension of the economic activities to such new regions will bring many advantages and secondly, it will mitigate the current overpopulation pressures on central cities. Accordingly, tourism has been regarded as one of the economic activities that can help in developing many of these new regions and can offer many economic benefits. This finding justifies and supports the analysis presented previously showing that the planning mechanism is focusing more on intra-generation equity than on intergeneration equity.

Marketing as a tool to implement sustainability

The Egyptian tourist planning mechanism needs to regard marketing as an invaluable instrument to achieve sustainability that should be carried out by the formal tourist organizations as well as tourist stakeholders. Findings show that the Egyptian tourist industry has not yet considered the employment of adequate marketing techniques to assist in accomplishing sustainability in tourism. However, the analysis also reflects on the difficulty of using such techniques at present due to the negative impacts of terrorist

attacks on Egyptian tourism. Apart from the current pressures created by terrorism, the ability of the tourist planning mechanism to use marketing as a tool for implementing sustainability is still questionable.

Strategic sustainable tourism development planning

As the analysis chapters have proposed frameworks for sustainable development integration in the tourist planning mechanism, it is recommended that sustainable tourism should be planned from a strategic point of view, with specific goals, objectives and techniques for implementation. This strategic planning context also requires the creation of a series of programs reinforced by actions for sustaining the resources of tourist destinations. Needless to say, each program should be based on accurate specification of the nature of the destination, its different values and prospects of tourist development. Monitoring the performance of the applied programs and techniques should take place during sustainable tourist development strategic planning.

10.4 A framework of a sustainable development planning process for the Egyptian tourism

Given the above comments, the framework of the sustainable tourism development planning process in Egypt should be able to:

- 1-emphasise the tasks and role of each stakeholder (government, non-governmental authorities, private sector, tourists and public community), and
- 2- classify and allocate the above tasks according to the different scales of planning (national, regional and local) and the different levels of the planning mechanism (policies, strategies, plans and techniques).

Although involvement of the stakeholders in the planning process mentioned above is a critical point for implementing and achieving sustainability in tourism, it is still the responsibility of the government to outline an appropriate framework of sustainable tourism planning, to monitor the performance of the planning process in each stage and to set up compatible systems of financing, implementation and co-operation. In addition, offering guidelines and help to the other stakeholders, supervising and monitoring their performance is still one of the significant tasks of the government. As the private sector starts to play a greater role in tourism development in Egypt, the government is still responsible for creating a co-ordinated and systemised link with the private sector and strengthening its role in implementing sustainability.

The suggested planning framework should also be able to consider and balance the different dimensions of sustainability (economic, environmental and socio-cultural) and guarantee the continuity of economic benefits along with the preservation of the environmental and socio-cultural values from degradation. This cannot be achieved without setting general and specific objectives relating to each dimension of sustainability at each planning level (national, regional and local). Such objectives should be both measurable and achievable within a specific period of time.

Strategies for achieving goals of sustainability should be realistic and consider limitations of both resources and tools of implementation (such as insufficient finance). They should also be able to maximise the use of existing resources and find alternatives to those resources that the tourist organisations lack. For example, primary data analysis showed that the Egyptian tourist authority still needs skilled assessors to evaluate the impacts of tourist activities on environment. Yet the same analysis emphasised that both environmental and archaeological authorities are more able to offer skilled assessors to measure tourist impacts on the natural and manmade environment. This proves the importance of having co-operative planning between authorities.

One aspect of the continuity of the development process is to harmonise and plan systematically at national, regional and local levels. This should be the key point that stresses the co-ordination of different planning tasks at the three levels under the umbrella of one authority. It should be highlighted here that having more than one authority crafting tourist plans at national, regional and local levels might result in conflict and disharmony between tourist plans in different destinations. This in turn negatively influences the performance of the total tourist planning mechanism.

The above analysis leads to a discussion on the current structure of tourism organisation in Egypt. This discussion should also shed light on the nature of co-ordination and co-operation that this authority needs to create between its different departments on the one hand and the other governmental and non-governmental organisations on the other.

Structure of Egyptian tourism organization

As recommended earlier, and discussed throughout the analysis chapters, the Ministry of Tourism should have one authority responsible for crafting national, regional and local plans. Although the TDA is considering planning for the new areas that will be developed for tourism, planning for the existing tourist areas still needs to be regarded by the same authority. This should be executed within the context of proper national planning with clear and predetermined economic, environmental and socio-cultural goals and strategies.

Although the formal tourist authority is held responsible for planning for sustainability, executing its plans and implementing relevant programs and techniques, the crucial role of co-operative planning in achieving sustainability implies the involvement of some relevant authorities in the tasks of policy formulation, strategy determination and plan implementation. For example, the following stakeholders need to become involved in the tourist sub-policy of natural environmental conservation:

- tourist authorities;
- environmental authorities;
- local authorities in each region;
- private sector; and
- non-governmental authorities such as the Federation of the Egyptian Tourist Chambers.

Figure 8.2 shows that representatives from the Supreme Council of Egyptian Antiquities, the Ministry of Planning, the Ministry of Tourism and the local authority of each governorate need to become involved in the decision making and implementation processes of tourist sub-policy for the conservation of the man-made environment. See figure 8.6 for the suggested model of a network planning and the contribution of each authority in saving the cultural historical environment from degradation.

Analysis of the socio-cultural dimension of sustainability shows that to conserve Egyptian socio-cultural values from the negative impacts of tourism requires that different authorities should become involved. Firstly, in terms of the responsibilities of the tourist authorities, more than one tourist authority should contribute to the different tasks of preserving the cultural values starting with decision making tasks to implementation and monitoring. These authorities are the Regional Tourist Authorities, the Tourist Development Authority, the General Authority for Promoting Tourism and the Federation of the Tourist Chambers (Chamber of Travel Agencies, Chamber of Hotels, Chamber of Restaurants and Chamber of Tourist Commodities). Secondly, at the higher level of responsibility, the network is broader and more complicated as it includes other authorities and stakeholders such as the Ministry of Mass Media, the Ministry of Culture, the Ministry of Housing and New Regions Development, the Ministry of Education, public community representatives and sociologists (see figure 9.1).

Dimensions of sustainability in the Egyptian tourism planning context

For encompassing the economic dimension of sustainability, Egyptian tourist policy needs to set more qualitative objectives and to balance them with quantitative objectives. Such objectives should influence the strategies employed, which in turn influence the techniques of implementation. For example, techniques evaluating the different costs and benefits of tourism need to be more developed. In addition, efficient market research needs to be conducted to attract distinctive tourist market segments. Other strategies should be able to offer greater socio-economic benefits to local citizens and a fairer distribution of the socio-economic benefits between local people and personnel imported from the other central areas (see figure 6.56).

It is recommended that the Egyptian tourist sub-policy for natural environmental conservation should integrate national, regional and local environmental conservation planning conducted by the EEAA into the tourist planning process at its different levels (see figure 7.57). As recommended above, liaison between the environmental authorities and the tourist authorities should be systemised in order to guarantee better performance in the stages of decision-making, implementation and monitoring. It is also recommended that the private sector should play a role in implementation at the project level, which can be extended to the regional and local levels by having more co-operative work between projects located in one region. It is suggested that a non-profit organisation for the conservation of the region's natural resources from degradation can be established and funded by tourist projects in the area. Finally, a larger number of national parks and protected areas need to be considered by the tourist and environmental authorities. Such national parks should be able to implement tools of natural environmental management discussed throughout chapter seven, as well as to set up efficient self-financing system.

The action sub-policy for sustaining the manmade environment should elaborate efficient strategies such as scientific research, management schemes, financing, task allocation, planning tools and assessment and monitoring systems. Scientific research is needed to assess the tourist impacts on the sites, to determine the acceptable limits of change, to predict the different threats to each site due to tourist activities, to determine the maximum carrying capacity of each site and to estimate resources needed. Strategies of financing should be able to employ the scheme of site self-financing. Planning tools should also be employed such as zoning, service and amenities provision, touring area and site area planning and external threat control. Management schemes need to consider each site's carrying capacity, visitor management techniques, interpretation, 'user pays' technique, legislation and a proper supervision system. Assessment and monitoring functions should be able to examine the effectiveness of the employed planning system, to analyse its different impacts and to offer efficient evaluation and feedback. The success of these tasks depends mainly on how far the whole planning mechanism is able to reduce the gap between planners and implementers from the different authorities mentioned earlier. Figure 8.45 illustrates the tasks to be considered in the action policy for sustaining the man-made environment and figure 8.47 suggests a tourist sub-policy for cultural historical conservation

Considering the socio-cultural dimension of sustainability in the Egyptian tourist planning mechanism, the tourist policy needs to balance the socio-economic objectives with more socio-cultural objectives. The strategies employed should aim at the avoidance of the two extremes: "enclave tourist development", which isolates public communities from tourists and limits the opportunities of socio-economic benefits and "predominance of the tourist traditions and cultures", which results in demonstration effects and other negative impacts on the culture. Hence, socio-cultural conservation strategies and techniques should strive to achieve balanced communicative interaction between tourists and the public community and instructive socio-cultural education. However, for achieving those two objectives, strategies should be broken-down into three:

- the first strategy handles the socio-cultural issues in the big cities (figure 9.34);
- the second investigates the socio-cultural impacts of tourism in new regions recently developed as tourist destinations (figure 9.35); and
- the third regards the socio-cultural issues in the new regions that will be approached as tourist destinations (figure 9.36).

The above section has synthesised recommendations and suggestions implied by the four chapters of primary data analysis. It has also proposed a framework of a sustainable development planning process for Egyptian tourism.

10.5 Implications of the study for the subject area

The literature review has shown a world concern for the adoption of sustainable development as a more balanced form of development looking at more ethical objectives: intergeneration equity and intrageneration equity. Although tourism as an economic and social activity was not directly mentioned in

Agenda 21, literature on sustainable tourism development reflects the need of the world's largest industry to adopt and integrate the principles of sustainable development into the context of its policies. It has also emphasized the role of the different stakeholders in achieving sustainability and has shown that although formulating sustainable tourism development documents is the responsibility of governments, the implementation of sustainability requires the involvement of various stakeholders and parties.

As shown in chapter 2, planning sustainable tourism development is complicated, as it requires the adoption of more than one planning paradigm and approach. For example, sustainable tourism needs integrated planning that integrates tourism into the total development strategy of the destination and harmonizes its components, objectives and strategies with the economic, social and environmental attributes of the destination. Co-operative tourism planning should be considered as an appropriate approach to link the functions of the various parties: (international organizations, governmental authorities, public and private sectors, communities and other administrative authorities). Sustainable tourism development cannot be implemented without a strategic, interactive and comprehensive planning framework with determined values, goals, objectives, actions, programs and techniques to be monitored and revised throughout the planning process. Additionally, realistic implementation of the above framework should be considered carefully while forming the tourist plans and setting their programs and techniques. Achieving sustainable development in the context of tourism has implied the integration of the above planning framework in order to form a new planning paradigm called sustainable tourism development planning. This new paradigm sets sustainability values, goals, objectives and actions that accord the destination's economic, social, cultural and environmental attributes and formulates plans, programs and techniques to be integrated into the total development strategy of the destination, which can be implemented with the co-operation of various parties and whose impacts are monitored throughout the planning process.

The literature also noted that the concepts of development and planning in developing countries are different from developed countries. Most developing countries follow the conventional planning approach, which focuses mainly on setting specific, in most cases, economic objectives and aims at achieving these goals. The capability of developing countries to integrate the different attributes of sustainability in the development plans is not easy, even if essential to any compatible development. If concepts differ, it is expected that implementation and application of development processes will also differ. Lack of expertise, unclear tourism policy and absence of systematic planning are among the problems that face tourism development and planning in developing countries. Needless to say, if developing countries have problems with the formulation and implementation of the tourist development plans, the framework of sustainable tourism development planning as explained above is a complicated function to be implemented by their tourist planners and developers.

The current research implies a full analysis of the functions that should be regarded under sustainable tourism development planning and suggests a scientific evaluation of the appropriateness of the applied planning systems by determining the extent to which this system is close to achieving sustainability. This

evaluation also helps to identify requirements and needs to modify and feed the current system with the resources it lacks to enhance its ability to achieve sustainability.

The study also suggests that for sustainable tourism development planning to be comprehensive, it should cover policies, strategies, plans, programs and techniques with a specification of the functions of each stage in the planning process.

The study also recommends that for investigating the efficiencies of the destination's tourist planning mechanism to include the principles of sustainability, the theme of sustainable tourism development should be divided into main areas, which should be investigated separately. The current research proposed four five areas: economic, natural environmental, manmade environmental, socio-cultural and the continuity of the development process. Sustainability indicators have been employed as criteria to measure the ability of the tourist planning mechanism from a sustainable point of view.

The evaluation of the planning mechanism has produced an analysis of the tourist mechanism outputs which includes achievements and pitfalls of each planning mechanism stage and suggested modifications in organizational structure, additional resources and recommendations for the planning process have been emphasised.

In order to plan for sustainability, the study has proposed the following:

- For a full consideration of sustainability, principles and themes of sustainable development should be considered at the coherent stages of the tourist planning mechanism: goals and objectives of tourist policies, strategies, plans, programs and techniques.
- A full investigation of each of the above levels should be carried out and an accurate assessment of the ability to include the principles of sustainability should be considered before planning for sustainability.
- The assessment should produce groups of findings that:
 - determine the strengths of each level from a sustainable point of view.
 - indicate the weaknesses of each level.
 - highlight the shortages and deficiencies of each level.
 - specify the necessary assets: resources, programs and techniques for covering the shortage areas mentioned above.
 - offer a realistic analysis to the availability of the above assets.
 - determine the different challenges of achieving the sustainability goals and principles.
- The above findings should be used as inputs to feed the process of formulating compatible strategic sustainable tourism development planning that looks at:
 - Maximising the available resources and tools for applying and implementing sustainability in tourism through well-determined objectives in the tourist policy, targeted strategies, comprehensive plans at national, regional and local levels and efficient techniques as instruments of implementation.

- Minimising the effects of the missing assets along with the challenges and constraints on the performance of sustainable tourism planning.
 - A full consideration of the task allocation and the role that should be played by the different parties.
 - The creation of an interchangeable information system to guarantee feeding the tourist planning system with up-to-date schemes of other concerned authorities planning mechanisms and vice versa.
- Action to take place for implementing sustainability at the national, regional and local levels.
 - Monitoring the whole process and avoiding deviations in the planning performance.

10.6 Contribution of the research to the body of knowledge

This study has advocated the use of planning to achieve sustainability in tourism. It has proposed planning mechanism evaluation and assessment as a starting point to investigate the ability of the present tourist planning process and suggest more modified planning mechanism models for the future.

The field of tourist planning mechanism assessment proposed by the current study is fairly new as the research has introduced a new method of evaluation that depends on two main steps: grouping tourist policies, strategies, plans, programs and techniques under the concept of a “tourist planning mechanism” and classifying sustainability in tourism into the main areas to be investigated.

The study has also proposed a checklist that includes a number of criteria for evaluating the planning mechanism efficiency from a sustainable point of view. It has attempted to include the most significant sustainability indicators to be used as criteria for assessing the different levels of the tourism planning.

The research has also highlighted the different areas of sustainability and proposed a checklist to be used for assessing the planning mechanism levels regarding each of these areas. The task of grouping criteria to assess each of the economic, natural environmental, cultural heritage environment, socio-cultural and development process continuity areas is another contribution made by the current study.

Criteria developed under each of the above areas are largely consistent in order to offer comparisons between the planning mechanism in each sustainability area. For example, the environment has been divided into natural environmental and manmade environments, each evaluated separately with discussion of the problems, constraints and challenges presented in detail. However, criteria developed to evaluate each aspect are similar and can easily show weaknesses and strengths of the tourist planning system with regard to each environmental aspect and thus with regard to the environmental dimension in general.

The research has also proposed “the continuity of the development process” as a new dimension of sustainability which aims at keeping the tourist development process consistent between the past, present

and future and mitigating all the external and internal pressures that might affect the performance of the development process and hinder achieving its goals.

One of the findings highlighted by the current research is the critical importance of co-operation and liaison between authorities for implementing and applying sustainability in tourism. This entails setting a communication system between the different formal and informal authorities along with involved stakeholders on the different levels of tourism planning. This system should be efficient enough to guarantee harmonisation and co-ordination of the different tasks implemented by each party.

The research has also offered a discussion on the Egyptian tourist planning system, analyzed its different stages and presented the views of different groups of respondents regarding each sustainability aspect. The analysis chapters have proposed recommendations for the tourist authorities and tourism industry in order to produce more adequate and integrated sustainable development approaches into the Egyptian tourist planning mechanism. It should be noted that the method of evaluating the Egyptian planning mechanism and discovering its weaknesses, strengths and deviations is new in itself.

10.7 Future research agendas

The research has treated four topics, each of which still needs more sophisticated future research. These four topics are tourism planning, sustainable tourism development, tourism planning mechanism evaluation and assessment, and tourism development in Egypt. By combining the four topics as the current research did, we will find that evaluating the tourist planning mechanism from a sustainable point of view is a recent field that is abundant with many points to be explored and questions to be answered.

Firstly, planning for sustainability still needs more sophisticated tourism planning frameworks. The current research has indicated the importance of co-operative, integrative, strategic and comprehensive planning frameworks in the field of sustainable development and has implied the combination of these frameworks for creating a new sustainable tourism development planning paradigm. Nevertheless, more research to investigate the role of each of the above frameworks in the field of sustainability and to consider the required techniques and programs for implementing each one is needed. More research into the new approach of sustainable tourism development planning is also desirable.

The field of assessing the tourism planning mechanism calls for further research into the capability of each of its stages (policies, strategies, plans and techniques). The current research has investigated the tourism planning mechanism only from a sustainable point of view and covered all the stages of the planning system starting from policies to techniques. Individual research needs to investigate in depth each of the planning mechanism systems. Other research should examine the relationship between the successive stages and how far they are harmonized and linked in a coherent and systematic way. This should also consider the different levels of tourist planning, for example, while much research need to look at the

planning mechanism evaluation at the national level, other research should investigate regional and local levels.

The current research proposed checklists of criteria to cover all the sustainable tourism development areas and attempted the assessment of all of them. Criteria for assessing each dimension still need to be developed and more independently investigated by future research.

The current study has proposed the inclusion of “the continuity of the development process” as a dimension of sustainability and advocated the assessment of this aspect as one of the measures judging the suitability of the tourist planning mechanism for sustainability. This sustainability dimension still needs more research investigating the role of planning in making the tourism development process consistent with coherent successive stages.

Egypt offers great opportunities for future research into sustainable tourism development planning. From an economic point of view, it has been witnessing changes in its investment policies, moving towards more stable economic development and preparing for the application of GATS. All these economic changes will certainly impress upon its tourism development and planning systems. The questions as to how far such economic changes will directly or indirectly influence the work of sustainable development in general and sustainable tourism in particular call for further research.

Egyptian cultural heritage and manmade environment sustainability is an area rich in issues to be explored by future research with a focus on specific sites such as the Giza plateau in Giza and the Valley of the Kings in Luxor.

The implementation of the environmental dimension of sustainability in Egypt still requires investigation into two major points: co-operative planning reinforcing the link between the different parties for implementation and the development of more sophisticated techniques for implementation.

Future research investigating the socio-cultural dimension of sustainability in Egyptian tourist destinations is urgently needed. However, it should be expected that dealing with society and culture requires very sophisticated research methods and techniques.

Finally, the integration of the different planning approaches and frameworks discussed throughout this study into the Egyptian tourism development system at national, regional and local levels needs to be considered by future research. Although the literature showed that previous research has dealt with regional and local planning and development levels and used some regions and sites as case studies, other research needs to look at tourist policies, strategies and national plans.

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CHAPTER 1

Sustainable tourism development

Appendix 1.1 A summary of the goals and legal principles of sustainable development, as proposed by the (WCED) World Commission on Environment and Development (1987)

Goals and requirements for sustainable development	Legal principles
<p>1-A political system that secures effective citizen participation in decision making.</p> <p>2-An economic system that is able to generate surpluses and technical knowledge on a self-reliant and self-sustained basis.</p> <p>3-Asocial system that provides for solutions for the tensions arising from disharmonious development.</p> <p>4-A production system that respects the obligation to preserve the ecological basis for development.</p> <p>5- A technological system that can search continuously for new solutions.</p> <p>6-An international system that fosters sustainable patterns of trade and finance.</p> <p>7-An administrative system that is flexible and has the capacity for self-correction.</p>	<p>1-All human beings have the fundamental right to an environment adequate for their health and well-being.</p> <p>2-States shall conserve and use the environment and natural resources for the benefit of present and future generations.</p> <p>3-States shall maintain ecosystems and ecological processes essential for the functioning of the biosphere, shall preserve biological diversity, and shall observe the principle of optimum sustainable yield in the use of living natural resources and ecosystems.</p> <p>4-States shall establish adequate environmental protection standards and monitor changes in and publish relevant data on environmental quality resource use.</p> <p>5-States shall make or require prior environmental assessments of proposed activities which may significantly affect the environment or use of a natural resource.</p> <p>6-States shall inform in a timely manner all persons likely to be significantly affected by a planned activity and to grant them equal access and due process in administrative and judicial proceedings.</p> <p>7-States shall ensure that conservation is treated as an integral part of the planning and implementation of development activities and provide assistance to other states, especially to developing countries, in support of environmental protection and sustainable development.</p> <p>8-States shall co-operate in good faith with other states in implementation.</p>

Source: After WCED (1987) in Hunter, 1995.

Appendix (1.2): The potential effects of tourism on protected areas

Factor involved	Impact on natural quality	Comment
Direct:		
1-Overcrowding	*Environmental stress, behavioural changes	*Irritation, reduction in quality, need for carrying capacity limits
2-Overdevelopment	*Development of rural slums, excessive artificial structures	*Unightly, urban concentrations
3-Recreational use	*Disturbance of wildlife and peace	*Vulnerability during resting seasons
(a) Power boats	*None	*Competition with natural predators
(b) Fishing	*Disturbance of wildlife	*Overuse and trail erosion
(c) Foot safari		
4-Pollution		
(a) Noise (radio, etc.)	*Disturbance of natural sounds	*Irritation
(b) Litter	*Impairment of natural scene	*Aesthetic and health hazard
5-Vandalism	*Mutilation and facility destruction	*Removal of natural features, fossils, facility damage
6-Feeding of animals	*Behavioural change	*Removal of habituated animals
7-Vehicles		
(a) Speeding	*Wildlife mortality	Ecological changes
(b) Driving off-road	*Soil and vegetation damage	
(c) Night driving	*Soil and vegetation damage	
Indirect:		
1-Collection of firewood	*Small wildlife mortality and habitat removal	*Interference with energy flow
2-Roads and Murrum pits	*Habitat loss, drainage changes	*Aesthetic scars, disruption
3-Power lines	*Destruction of vegetation	*Aesthetic impacts
4-Artificial waterholes and salt provision	*Unnatural wildlife concentration, vegetation damage	*Replacement of soil required
5-Introduction of exotic plants	*Competition with wild plants	*Public confusion

Source: After Sindiyo and Pertet (1984) in Shackley M., 1996, p.23.

Appendix 1.3: Main environmental issues judged likely to affect the future for travel and tourism.

Environmental issues	Analysis
1-Population growth	*Population growth and the related struggle for economic development is the issue underlying the whole environmental debate.
2-Global warming and the 'greenhouse effect'.	*Global warming is a process in which long-wave radiation from the sun enters the Earth's atmosphere, but is prevented from escaping by cloud cover and an accumulation of certain gases around the earth. Over the last century, however, the natural process of global warming, has been distorted by human activities especially in the developed countries of the world. <i>The increase in the earth's temperature will affect tourism in different ways. For example, it will result in increased occurrence of alga growths along coastlines, increasing rainfall in some tropical areas and decreasing snow in some ski resorts, increased frequency of serious storms and potential decline in nutritional value of crops.</i>
3-Ozone layer depletion	*The ozone layer is a thin layer of oxygen – related gases in the part of the atmosphere known as the tropopause (the bit between the troposphere and stratosphere), about 25 kilometres above the earth's surface. In 1990s, the ozone layer reached a record low, causing widespread concern about the likely effects associated with ozone depletion. <i>This will cause changes in the climate's heat balance and will result in some fatal diseases such as skin cancers to those who expose their bodies through sunbathing and less effective functioning of immune systems in humans and animals.</i>
4-Acid rain	*Caused by air or waterborne transportation of sulphur (SO _x) and nitrogen (NO _x). <i>The impacts of acid rain for tourism are: damage to trees and plants, reducing plant productivity, erosion of monuments and other stonework, increased occurrence of urban smog, leaching of essential nutrients and leaching of naturally occurring minerals.</i>
5-Deforestation, desertification and degradation of land resources	*This will result in further desertification, pollution of watercourses, diseases and illness, war or famine resulting from lack of food in countries affected by desertification, large –scale disruption of economic systems from shortages of oil or minerals and reduction in the number of sites suitable for settlements.
6-Pollution and depletion of water resources	*This will result in dire shortage of drinking water in some countries, increased mortality from cholera, malaria, bilharzia and other waterborne diseases, increased incidence of poisoning related to seafood, reduction in sea food, reduction of available agricultural land as a result of salination, reduction of nutrition for the high proportion of the global population, decreased attraction of coastal zones and decrease in the number of sites suitable for human or tourism development.

Source: Extracted from Middleton and Hawkins (1998), p17-23.

Appendix (1.4): The Ten Rs criteria for environmental good practice in tourism business operations

The Ten Rs	Analysis
1- Recognise	*Recognition of the nature of the issues, the problems and the opportunities surrounding environmental impact and sustainability has to come before action.
2- Refuse	*Perhaps the simplest of all action programmes is to refuse to engage in activities as soon as possible when they are recognised to be environmentally damaging.
3- Reduce	*What cannot be refused can often be tackled by a targeted reduction from current levels of usage. Research and audit processes can be expected to identify potential reductions to achieve cost savings as well as to improve overall environmental performance.
4- Replace	*Once refusal and reduction procedures have been implemented the next logical consideration is replacement. Increasingly identified and recognised as part of the output of a systematic audit process, it is often comparatively easy, at least initially, to replace existing supplies or processes with other products or processes which are demonstrably more environmentally friendly or measurably less toxic.
5- Re-use	*When targeted improvements to operations and associated savings have been made by replacements and reduction of unnecessary and inefficient uses the next logical step in tackling waste is to see what supplies can be economically reused.
6- Recycle	*Recycle is the logical next step beyond re-use. Where re-use is not an option, outputs which represent traditional waste at the end of one cycle of business operations can sometimes be salvaged and recycled for further uses thus easing the pressure on the environment for supplies of natural materials.
7- Re-engineer	*In its modern business management sense <i>re-engineering</i> means introducing change to traditional corporate management structures and operations to reduce costs and achieve growth in ever more competitive conditions.
8- Retrain	*As greater competition in travel and tourism becomes global reality, and as more businesses seek to compete on quality rather than price, the processes of training and retraining become more important.
9- Reward	*Beyond the level of good-will, which in any case is likely to need supporting after an initial period of response, it is widely recognised that staff motivation is heightened by some form of recognition, monetary and other, for targets achieved or exceeded.
10- Re-educate	*Changing behaviour is the focus of the last of the R words, re-educate. This relates to the special responsibility and opportunities that many businesses dealing with leisure tourism have to introduce and develop their customers' awareness of the environmental qualities of the products they buy.

Source: Extracted from Middleton and Hawkins (1998), P. 133-139.

Appendix 1.5: The potential positive effects of interpretation

Interpretation potential positive effect	Analysis
1-Visitor management	*One of the more obvious connections between interpretation and sustainable tourism is the use of interpretation to influence visitor movement in both time and space for such reasons as directing visitors away from fragile environments (after Cooper C., 1991).
2-Local economic benefit	*Interpretative facilities and activities can bring local economic benefit by, in the first instance, attracting visitors to a place which they may not otherwise have visited, and also by encouraging them to stay longer at the destination.
3-Local environmental benefit	*When interpretation is sensitive and effective it can enhance visitors' understanding of the places that they visit and of the people that live there. This may then encourage the visitors to be impressed by the qualities of the place and to value them, which in turn can encourage the visitors to want assist and sustain the place, such as by altering their own behaviour during their visit so that it is more considerate and sustainable (after Herbert, 1989; Lee, 1991).
4-Community involvement	Local residents can take an active part in all the processes of interpretation, including the research and the presentation and celebration of place and people.
5-Attitudes and values	If visitors appreciate the cultural heritage and the present patterns of life of the destinations, this may also stimulate the hosts' pride in their heritage and their present way of life. The effects of this could include more preservation of local crafts, traditions and customs and a reduction in the 'demonstration effect'- the effect whereby locals imitate the behaviour of tourists- producing ever-greater global uniformity and sameness.

Source: Adapted from Bramwell and Lane (1993), pp. 71-74.

CHAPTER 2

Sustainable tourism development planning and developing countries

Appendix 2.1: Techniques and tools for assessing and measuring the various aspects of sustainability.

<p>1- Area protection Varying categories of status of Protected areas: - national parks - wildlife refuges/reserves - biosphere reserves - country parks - biological reserves - areas of outstanding natural beauty (AONBs) - sites of special scientific interest (SSSIs)</p>	<p>5- Carrying capacity calculations - physical carrying capacity - ecological carrying capacity - social carrying capacity - environmental carrying capacity - real carrying capacity - effective or permissible carrying capacity - limits of acceptable change (LACs)</p>
<p>2- Industry regulation - government legislation - professional association regulations - international regulation and control - voluntary self – regulation</p>	<p>6- Consultation/participation techniques - meetings! - public attitude surveys - stated preference surveys - contingent valuation method - the Delphi technique</p>
<p>3- Visitor management techniques - zoning - honeypots - visitor dispersion - channelled visitor flows - restricted entry - vehicle restriction - differential pricing structures</p>	<p>7- Codes of conduct - for the tourist - for the industry - for the hosts - host governments - host communities</p>
<p>4- Environmental impact assessment (EIA) - Overlays - matrices - mathematical models - cost – benefit analysis (COBA) - the materials balance model - the planning balance sheet - rapid rural appraisal - geographic information system (GIS) - environmental auditing</p>	<p>8- Sustainability indicators - resource use - waste - pollution - local production - access to basic human needs - access to facilities - freedom from violence and oppression - access to the decision – making process - diversity of natural and cultural life</p>

Source: Mowforth and Munt, 1998, p.116.

Appendix 2.2: Comparison between the elements of limits of acceptable change (LAC), visitor impact management (VIM) and visitor experience and resource protection (VERP).

LAC	VIM	VERP
<p><i>Initiate and identify issues</i> 1-Define issues and concerns</p> <p><i>Goals</i> 2-Define and describe opportunity classes</p> <p><i>Standards and indicators</i> 3-Select indicators of resource and social conditions</p> <p><i>Inventory and evaluation</i> 4-Inventory existing resource and social conditions 5-Specify opportunity class standards 6-Identify alternative opportunity class allocations</p> <p><i>Actions implementation and monitoring</i> 7-Identify management actions 8-Evaluate and select alternative management actions 9-Implement and monitor</p>	<p>1-Preassessment data base review</p> <p>2-Review management objectives</p> <p>3-Selection of key impact indicators 4-Selection of standards for key impact indicators</p> <p>5-Comparison of standards and existing conditions 6-Identify probable causes of impacts</p> <p>7-Identify management strategies 8-Implementation</p>	<p>1-Assemble the project team</p> <p>2-Develop statements of park purposes, significance and primary interpretive themes</p> <p>3-Map and analyse resources and visitor experiences 4-Establish the spectrum (or range) of desired resource and social conditions (potential management zones). 5-Use zoning to identify proposed plan and alternatives 6-Select quality indicators and specify associated standards for each zone</p> <p>7-Compare desired conditions to existing conditions 8-Identify probable causes of discrepancies between desired and existing conditions</p> <p>9-Develop / refine management strategies to address discrepancies</p>

Source: Wight, 1998, p.77.

Appendix (2.3): Sample evaluation matrix for environmental impact

Type of Impact	Evaluation of Impact				
	No Impact	Minor Impact	Moderate Impact	Serious Impact	Comments
Air Quality					
Surface Water Quality					
Groundwater Quality					
Road Traffic					
Noise Levels					
Solid waste Disposal System					
Archaeological & Historic Sites					
Visual Amenity					
Natural Vegetation					
Wild Animal Life -Ground Animals -Birds & Insects					

Note:

This list of types of impacts is only a sampling. There may be additional or different factors in an actual environmental analysis.

Source: Inskeep, 199, p.354.

CHAPTER 3

Tourism development in Egypt

Appendix 3.1: International tourist demand for Egypt, 1986 - 1996

Year	International tourist arrivals
1986	1311250
1987	1794953
1988	1969493
1989	2503398
1990	2600117
1991	2214227
1992	3206940
1993	2507762
1994	2581988
1995	3133461
1996	3895942

Source: Ministry of Tourism (1996), p.18.

Appendix (3.2): Costs of improving and creating Egyptian airports.

Airport	Costs in Million L.E.
1-International Cairo Airport (The New Airport).	119
2-International Cairo Airport.(The old Airport).	78
3-Aswan Airport.	53
4-Hurghada Airport.	35
5-Borg El-Arab Airport.	35
6-Abou-Sombl Airport.	20
7-Luxor Airport.	25
8-Sharm El-Sheikh Airport.	25
9-Alexandria Airport.	13
10-Nakab Airport.	13
11-New Valley Airport.	4

Source: Shendy, 1991, P95.

Appendix 3.3: The expansion in accommodation capacity from 1990 to 1995

Year	Units	Rate of Growth	Rooms	Rate of Growth	Beds	Rate of Growth
1990	568	0.0	47559	0.0	94035	0.0
1991	630	10.9	52333	10.0	103256	9.8
1992	663	5.2	55610	6.3	109820	6.4
1993	692	4.4	58755	5.7	116531	6.1
1994	718	3.8	61068	4.0	120854	3.7
1995	745	3.8	64380	5.4	137808	5.8

Source: Ministry of Tourism (1996), p. 126. (In Arabic).

Appendix 3.4: Accommodation capacity according to category in 1996

Type	No. of units	P.C. %	No of rooms	P.C.%
Five stars	121	16.10	19814	30.50
Four stars	96	12.70	11052	17.00
Three stars	177	23.50	14392	22.10
Tow stars	150	20.0	6291	9.70
One star	88	11.70	3046	4.70
Under classification	120	16.0	10363	16
Total	752	100	64958	100

Source: Adapted from the statistics of the Ministry of Tourism.

Appendix 3.5: Accommodation capacity under construction according to the statistics of 1996.

Type	No. of units	No. of rooms	No. of beds
Hotels	117	16156	31947
Tourist villages	54	12579	26201
Floating Hotels	22	1033	262201
TOTAL	193	29768	60233

Source: Ministry of Tourism (1996), P.66.

Appendix 3.6: Travel agencies by category 1985-1996

Year	A	B	C	Total
1985	371	64	67	502
1986	425	54	67	546
1987	482	50	57	589
1988	529	49	59	637
1989	583	53	59	695
1990	594	54	61	709
1991	607	54	60	721
1992	622	49	65	736
1993	648	50	67	765
1994	656	50	68	774
1995	663	51	77	791
1996	675	51	90	816

Source: Ministry of Tourism (1996), P. 128.

CHAPTER 4

Methodology

Appendix (4.1): Exploratory pilot survey**1-Core questions**

Questions to be asked to every interviewee.

A-Official views

1-What is the role of your organisation / authority in tourist development in Egypt?

2-Which authorities are responsible for environmental conservation in the tourist regions?

3-Which authorities are responsible for preserving the socio-cultural values from tourist negative impacts?

4-What is the weight of environmental and cultural conservation in the tourist policies?

5-If Egypt starts to craft a sustainable tourism program, which authorities should be involved in the design of this program?

6-What is your role or activity in this program?

7-Please specify how far each of the following factors affects the final decision of tourist development in a specific area?

a- The targeted market segment of the market the policy wants to attract .

b- The amount of funds available to implement the infrastructure , superstructure and tourist facilities .

c- The forms of tourism and the kind of destination that the policy wants the region to be .

d- The maximum capacity of the area .

e- The capacity of the local community to accept change.

8-What are the main environmental pitfalls of the present tourist policies and plans?

B-Personal Views

1-How do you see sustainable tourism?

2-From your point of view, what different authorities, organisations and societies can do for sustainable tourism in practice?

3-Please give me your opinion about the following sentences by specifying whether you:

*agree strongly

*agree

*has no idea

*disagree

*disagree strongly

*Tourist development that has taken place in many natural and cultural areas in Egypt during the 80s was a rapid tourist development.

*Lack of environmental conservation experience is one of the most important factors behind the deterioration of natural resources in some tourist resorts.

*Up till now Egypt is not able to figure out the maximum carrying capacity of tourist areas.

*The present tourist plans ignore the monitoring process of tourist project implementation.

4-If we were in 1980 and you had the chance to redevelop the Egyptian natural and cultural tourist sites, what would you do and what would not you do?

5-From your point of view, how can the official authorities safeguard social and environmental qualities of tourist destinations while tourism is expanded?

6-In your opinion, how can Egypt accomplish the balance between resource protection and use?

7-What interpretative activities do you suggest in order to increase the awareness values of natural and cultural resources among domestic and international tourist?

8-Is there any question you would have liked me to ask?

2-The following questions will be addressed to the formal tourist authorities:

A-Official views

1-Which authorities or representatives are usually involved in determining the objectives of tourist development in earlier stages?

2-Please evaluate the present tourism planning mechanism by mentioning how far it succeeded in achieving each of the following objectives:

Achieved 5 4 3 2 1 Not achieved

* economic objectives .

* marketing objectives .

* socio-economic objectives .

* socio-cultural objectives .

* environmental objectives .

* creating new tourist destinations .

* planning for land use .

* carrying capacity considerations .

3-What are the main objectives of the future tourist plans?

4-Please specify the importance of each of the following factors in the future tourism plan

Very important 5 4 3 2 1 Not very important

*increasing the number of tourists and tourist nights .

*creating new tourist resorts and destinations .

*providing adequate infrastructure and accommodation means in these areas .

*the participation of the public community in tourism development decisions at the local level.

*national parks.

*environmental conservation and legislation .

*land use planning

*managing tourist visits to cultural attractions .

*carrying capacity of tourist areas.

*creating new forms of alternative tourism .

5-What are the authorities and stakeholders that are usually involved in the task of crafting of a destination vision for tourism?

6-What factors do you usually consider when you plan for a specific tourist area or region?

7-What types of tourism do you promote? and why?

8-Have you launched any legislation that organises the land use of tourist areas?

9-How effective is this legislation?

10-What are your current and future plans for tourist sites' preservation?

11-What is the role of public community in the regional and local tourist plans?

12-What is your role in assessing and evaluating the different impacts of tourist projects and private sector enterprises in natural and cultural areas?

13-What are your environmental protection strategies?

14-Have you included national parks in your future plans?

15-If yes, What are these areas?

16-What instruments and tools do you intend to use for these protected areas?

B-Personal views

1-From your own point of view, which elements must be included in the future tourist development in

order to strengthen the field of sustainable tourism in Egypt?

2-From your point of view, what are the factors that usually control the implementation of tourist developers plans?

3-Questions addresses to the members of the Environmental Affairs Agency (EEAA).

A-Official views

1-Who or which authority (ies) is responsible for assessing the impacts of tourist activities on the environment?

2-What is the role of the Environmental Affairs Agency in tourist development in Egypt?

3-What is your activity in the field of environmental assessment research?

4-Have you examined the influences of the ecological tours in marine and sensitive areas?

5-If yes, what is your reaction towards the damage caused by these activities?

6-What is the role assigned to your agency in creating protected areas and national parks?

7-What are your future plans for environmental conservation in tourist areas?

B-Personal views

1-How do you see the portion of environmental importance in the Egyptian tourist plans?

2-From your point of view, what are the factors that usually limit the implementation of the environmental plans in the field of tourism?

3-Do you think that investors and tourist designers have enough environmental back ground to design and execute tourist projects in the fragile tourist areas in Egypt?

4-If you are responsible for tourist development in Egypt, what would you do and what would not you do in order to sustain the tourist resources?

4-Questions addresses to tourist private sector

A-Official Views

1-When did you introduce your project in the market of tourism for the first time?

2-Which elements do you usually consider when you plan for a new project / enterprise?

3-What are the main tourist activities that usually attract your consumers?

4-Which tourist attractions do you usually include in your tourist programs?

5-What methods or strategies do you usually use to overcome the problems of seasonality and the season of intensity that face your project?

6-What are you managing in order to preserve the resort image?

B- Personal views

1-Do you think that the private sector plays sufficient role in crafting the vision of the Egyptian tourist policy?

2-From your point of view, how can the Egyptian government encourage the private sector to practice and advocate sustainable tourism development?

3-If you are responsible for tourist development in Egypt, what would you do and what would not you do in order to sustain the Egyptian tourist resources?

6-General Questions

1-Educational qualifications:

2-Actual position. / Post. For how long?

3-How long have you been involved in the career of tourism?

4-Previous occupation?

5-Are you a member in any national or international tourist societies, organisations or tourist communities? If yes, specify.

6-Do you have any other activities?

Appendix (4.2): Interviews**Core questions**

Questions to be asked to every interviewee.

1-Official views

1(a)-Do you play any role in crafting the Egyptian tourist plans and policies? Yes No

1(b)-If yes, please specify your role

2-What is the rank of tourism among the other economic activities in the Egyptian national plans?

and why ? 1 2 3 4 5

3-Please indicate how far the present tourist policies have succeeded to achieve the following goals.

Achieved 1 2 3 4 5 Not achieved

- maximizing the economic benefits of tourism sector.
- encouraging incoming tourism in order to increase the country's foreign exchange.
- offering employment opportunities and socio-economic benefits...
- encouraging private sector and offering investment incentives to investors .
- encouraging domestic tourism
- improving the Egyptian tourist image in the international tourist markets.
- integrating regional and local tourism development into the social and economic development of tourist areas .
- considering the social capacities of the local communities .
- conserving the historical and archaeological sites from overcapacity and tourism negative impacts.
- providing additional Infrastructure facilities to the new tourist areas.
- promoting conservation to the natural assets .
- adopting scientific programs for managing tourist resources

4- What are the major problems and unique opportunities for tourism development in Egypt ?

B-Personal Views

1-Please, evaluate the importance of each of the following issues in the past, present and future tourist policies by indicating whether it is

Very Important 1 2 3 4 5 Not very important
past present future

- maximizing the economic benefits of tourism
- creating direct and indirect job opportunities
- diversifying the Egyptian tourist product.
- developing new tourist regions as tourist destinations
- land use policies
- environmental conservation programs
- measuring the environmental impacts of tourism
- assessing the social impacts of tourism
- managing tourist visits to the archaeological and historical sites
- tourist education and training programs
- research and information employment
- predicting the future changes
- flexibility toward force majeure
- bridging the gap between the present and future policies and strategies
- conducting compatible market research .

2-What are the different problems and threats created by tourism to:

-natural sites.

-archaeological sites.

-socio-cultural values.

3-In your opinion, what are the regions or areas that

- need management efforts in order to mitigate the negative impacts on the natural attractions
- need efforts in order to mitigate the negative impacts on the archaeological sites .
- need efforts in order to mitigate the negative impacts on the public community .
- considered virgin areas and need cautious and sustainable development plans .

4-If Egypt starts to prepare a management program for its tourist resources, what are the challenges it will face for managing:

- natural tourist attractions
- archaeological and historical attractions .

5-If Egypt starts to arrange interpretative programs in order to influence the visitor behaviour, which authorities have to be involved in this program?

6a-What are the main reason behind the deterioration of the natural attractions in Hurghada?

6b-Please specify, how far each of the following reasons has led to the environmental negative impacts of tourism and the deterioration of some natural assets in Hurghada ?

- fast and uncautious tourist development .
- inability to carry out a master plan for the whole area
- the absence of supervision on the private sector projects.
- the ignorance of the local authorities at The Red Sea governorate about tourist planning .

- the absence of environmental legislation that manage the use of the natural attractions in the field of tourism
- the failure to adopt proper land use policies
- others

7-In your opinion, what are the pitfalls of tourist development in Sharm El-Sheikh?

8-Egypt has already started to launch many plans for planning many natural and virgin areas. Please indicate how far each of the following factors is considered and emphasised in these plans

Very important 1 2 3 4 5 Not very important

- conducting market research in the international market in order to select the niche market segment .
- passing environmental conservation legislation for these areas.
- integrating the public community in crafting the tourist plans and policies in these regions.
- managing the use of the natural sites in these areas.
- constructing compatible infrastructure facilities in harmony with the environment.
- studying the carrying capacities of the areas.
- investigating the abilities of the local communities to cope with the development .

9-In your opinion, what are the challenges that face the Egyptian archaeological sites?

10-What do you suggest Egypt can do in order to manage the use of the archaeological sites?

11(a) -Do you think that the Egyptian communities in the new tourist areas are able to cope with the different attributes of tourism ? Yes No

11(b) - If no, what do you suggest Egypt can do in order to modify the image of tourism in the perception of the public community?

12-If we want to assess the present tourist policies from an environmental point of view, please indicate how far the Egyptian tourist plans succeeded to achieve the following techniques:

Achieved 1 2 3 4 5 Not achieved

- evaluating the EIA submitted by the private sector investors to The Tourist Development authority (TDA).
- managing the use of the environmental and natural attractions such as diving spots.
- assessing the environmental impacts of tourism in tourist destinations with a focus on environmental auditing technique.
- considering environmental conservation elements in the master and comprehensive plans .

- determining the carrying capacity of the following: - natural sites -historical sites - communities' culture
- controlling tourist growth and selecting specific market segments.
- implementing the resource management techniques for: -natural sites -historical sites
- setting rules for waste management and recycling devices .
- assessing the environmental impacts of tourist projects during the operational stages .
- setting compatible rules for land allocation and investment policies in the natural and recreational regions.
- providing interpretative activities to tourists and visitors of how to preserve the natural and manmade environment.
- providing instructions and notice to the safari , recreational and expedition tours in the natural and desert areas .

13-From an environmental point of view, which of the following local plans succeeded to encompass the environmental attributes in its strategies

Succeeded 1 2 3 4 5 Not succeeded

- tourist development plan in Hurghada
- tourist development plan in Sharm El-Sheikh
- tourist development of Nile cruises
- tourist development in Sahl- Hasheesh
- tourist development plan in Ras Abou Soma .

2-Questions addressed at:

a-The heads of the Ministry of Tourism .

b- The heads of the Tourist Development Authority (TDA)

A-Official Views

1-What are the main objectives of the present national tourist policies?

2-What are the different forms of tourist plans that you usually prepare and responsible for

a- national plan b- regional plan c- local plan d- site plan

3(a)- Do you usually prepare alternative plans before applying any of them?

If yes, 3(b)- who or which authority has the right to evaluate and to select the potential tourist plans?

3(c)- what are the criteria that usually used in this evaluation and selection?

4-Who has the right to vote for the potential tourist plans on the following levels:

a- national level b- national level c- regional level d-local level

5-Please give a rank to the role assigned to each of the following authorities in crafting the

Egyptian tourist plans on the three levels (national, regional and local levels)

	National	Regional	local
-formal tourist authorities			
-tourist consultants			
-governmental tourist developers & planners			
-private tourist developers & planners			
-private sector representatives			
-economists			
-environmentalists			
-public community representatives			
-others			

6-What are the main objectives of the regional tourist plans and local tourist plans?

7-What are the different steps that you are following when you prepare a master plan for a new tourist region?

8a-Do you usually measure the different impacts of tourism on both the national and destination levels?

8b -If yes, what are the impacts that you usually measure?

8c-What are the instruments that you usually use?

9- what are the forms of tourism that are promoted in Sharm El-Sheikh?

10- What kind of destination will be the region from Hurghada / Safaga?

11-On what bases are you figuring the carrying capacities of tourist destinations?

12-What is your authority on the archaeological sites in Egypt?

13-What form of co-operation do you have with the Egyptian archaeological authority in order to manage the use of the archaeological sites?

B-Personal views

1-Please give me your opinion about the following sentences by specifying whether you

* agree strongly * agree * has no idea * disagree * disagree strongly

-the absence of master planning in Hurghada is the main reason behind the deterioration of the natural assets

-the failure to balance and match supply with demand is the main reason beyond the low priced

packages offered by the Egyptian recreational resorts to the international market .

-the inability to coordinate efforts among local authorities , tourist authorities, environmental authorities and private sector is a significant reason that will increase the negative impacts of tourism in Hurghada .

-developing many natural regions as tourist destinations at the same time will increase the competition between the Egyptian tourist resort .

-the development policies in Egypt must direct its plans toward creating better environmental opportunities rather than developing new recreational destinations .

- Egypt needs to conduct compatible market research before developing any tourist destination

- the public community in each area needs to be more involved in the tourist development plans .

- the archaeological sites in Egypt needs much more scientific research in order to manage the use of these monuments and the capacities of the sites .

- the unawareness of the public communities in some tourist regions about the positive and negative impacts of tourism will increase the pressures on the local societies and create more social problems

3-Questions directed at the environmental affairs agency (EEAA)

A-Official views

1-What is the role assigned to tourism development in Egypt?

2(a)-Does the Egyptian Environmental Affairs Agency play any role in crafting tourist plans on the following levels? a- National plans b- Regional plans c- local plans d- Site plans

2(b)-If yes, what is your role in each level

2(c)- Do you think that this role is adequate in order to guarantee more compatible development?

3-Which elements do you consider for the EIA of the tourist projects?

4-Are all of the protected areas in Egypt used in the field of tourism?

5-Who or which authority is responsible for managing tourist visits and tourist activities in the natural and protected areas in Egypt?

6(a)-Are you imposing any entrance fees to the protected areas?

6(b)-If yes, who or which authority is responsible for setting the entrance fees for these areas?

6(c)-On what basis are these fees charged?

7-What are the main problems caused by tourism activities in the natural and sensitive areas?

8-What are the natural regions that are under pressures and need much more conservation and management activities in Egypt?

9-What is your role in tourist development of Hurghada / Safaga sector?

B-Personal views

1-What do you suggest tourist authorities can do in order to manage the number of visitors to the natural and historical sites and to mitigate their impacts?

2-How can tourist development be controlled in order to minimize the negative environmental impacts?

3-If Egypt starts to arrange interpretative program in order to influence visitor behavior, which authorities should participate in this program / and what is your role?

4-The heads of the Supreme Council of Antiquities**A-Official views**

1-What are the archaeological sites in Egypt that are under pressure and need more conservation and management programs?

2-Is there any assessment for tourist activities on the archaeological areas and sites?

3(a)-Which authority is responsible for determining the maximum carrying capacities of the archaeological sites?

3(b)-On what basis are they figuring these capacities?

4(a)-Do all the historical sites have entrance fees?

4(b)-Do you usually follow the principle of (user pays) when you impose the entrance fees in order to guarantee a proper conservation of the site? Yes No

4(c)- If no, on what basis are you setting these fees?

B-Personal views

1-What devices and schemes do you suggest in order to reduce the pressures on the archaeological sites?

2-Please indicate how far the Egyptian archaeological sites need each of the following items and devices with regard to resource management

Very important 1 2 3 4 5 Not very important

-managing the carrying capacities of the sites

-providing interpretative materials to tourists before visiting the site

-organizing parking areas

-improving access facilities to the site (paved routes, cafeterias and so on)

-providing notice and instructions of how to conserve the attractions.

-imposing the entrance fees according to scientific studies

- managing and planning the whole area around the site
- converting some sites into closed and open air museums
- using the same kind of attractions alternatively (according to a specific rotation)
- close sensitive sites temporarily
- duplicating some monuments (such as tombs)
- launching strategies in order to minimize the negative impacts of visitors on the attractions (wear and tear, erosion, abuse, accidental damage and litter)

3-Indicate how far each of the following factors constitute a threat to the archaeological sites at the Pyramids area

Threat 1 2 3 4 5 No threat

- increasing the number of visitors
- Graffiti and monument abuse (for instance climbing the stones of the Pyramids)
- the climatic conditions
- lack of management activities in the whole area
- lack of co-ordination between formal and archaeological authorities
- lack of co-ordination between the Egyptian travel agencies and the archaeological authorities

5-Private sector

A-Official views

1-What is the activity (activities) of your projects?

2-In which regions in Egypt do you have these projects?

3-On what basis do you determine the carrying capacity of your tourist resort?

4a-When you started to think about your project, did you conduct cost - benefit analysis for your project?

4b-If yes, what are the main elements that you considered in this analysis?

5-What is the present role of the Egyptian Chamber Federation in tourist development decisions?

6a-What are the main obstacles that you usually face when you start thinking about a new project?

6b-To what extent do these obstacles affect your project?

B-Personal views

1-Indicate the degree of involvement of each of the following authorities in the final tourist development decisions at the national, regional and local levels

Very significant	1	2	3	4	5	Not very significant
	national			regional		local

*private investors

*governmental developers

*politicians

*consultants and planners

*residents

*The Egyptian Tourist Chamber Federation

2-Indicate how far the present tourist policies are capable to handle each of the following functions

Very professional	1	2	3	4	5	Not very professional
-------------------	---	---	---	---	---	-----------------------

-launching proper land use policies.

-conducting regular assessment to the different tourist attractions

-the ability to carry out flexible plans according to the future changes

-considering the environmental conservation issues .

-considering the social carrying capacity of the tourist regions and areas

-launching awareness programs directed at the public communities

about the positive and negative impacts of tourism

-measuring the environmental impacts of tourism

-assessing the achievements and pitfalls of the past policies

- integrating tourism into the other economic and social activities in the region

- long term planning

6-Questions directed at tourist planners, consultants and academic staff

A-Official views

1(a)-What is your role in the Egyptian tourist policies on the different levels?

1(b)-Do you usually play this role on behalf of the governmental authorities or private sector investors?

2-What are the main issues that constitute the major obstacles for tourism planning in Egypt?

3-What are the external and internal constraints and pressures on tourist development in Egypt?

B-Personal views

1-How far the present tourist policies can be considered a continuous stage to the past policies?

2-In your opinion, is there any gap between past and present tourist policies?

3- Please, assess the success of the tourist development plans in each of Hurghada , Sharm El-Sheikh, Ras Abou Somas and Mersa Alam according to the following criteria

	Very successful	1	2	3	4	5	Not very successful
	Hurghada	Sharm El-Sheikh	Ras Abou Soma	Mersa Alam			

- environmental conservation issues .
- socio-economic issues
- public community welfare
- land use policies
- resource management activities
- supply / demand balancing
- considering the culture and traditions of the public communities
- waste management activities

4-Indicate how far the present tourist policies are capable to handle each of the following

	Very professional	1	2	3	4	5	Not very professional
--	-------------------	---	---	---	---	---	-----------------------

- launching proper land use policies
- conducting regular assessment to the different tourist attractions
- flexibility toward force majeurs
- the ability to carry out flexible plans according to the future changes
- considering the environmental conservation issues
- considering the social carrying capacity of the tourist regions
- launching awareness programs directed at the public communities about the positive and negative impacts of tourism
- measuring the environmental impacts of tourism
- cost - benefit analysis of tourist plans
- assessing the achievements and pitfalls of the past policies
- integrating tourism into the economic and social activities
- long term planning

7-Personal questions

1-Educational qualifications.

2-Actual position / post For how long?

3-How long have you been working the career of tourism?

4-Previous occupation

5-Are you a member in any national or international tourist societies, organisations or tourist communities? If yes, specify.

6-Do you have any other activities?

Appendix (4.3): Questionnaire addressed at tourist guides

**QUESTIONNAIRE DIRECTED AT
THE EGYPTIAN TOURIST GUIDES
ABOUT RESOURCE MANAGEMENT ACTIVITIES
IN THE ARCHAEOLOGICAL SITES**

I am a researcher at Bournemouth University (in The U.K.),
conducting a survey about sustainable tourism in Egypt.
Would you please answer the following questions to help me
in the completion of my Ph.D. The information that you will
kindly provide will be used only in this research . You will
not be personally mentioned in this research.

1- How long have you been working as a tourist guide?

1 -3 years 3-6 years 6-10 years more than 10

2- In which archaeological areas are you working? Please tick in the box

- Pyramids and Sakkara area
- Luxor
- Aswan & Abou Simbel
- Coptic and Islamic Cairo
- Sinai
- New Valley
- Alexandria
- Ismailia & Suez Canal
- Others

3- What are the nationalities that you usually guide? 1-..... 2-

4- What are the main sites that usually included in most of the tourist programs?

1- 2-

3-..... 4-

5a-Do all the Egyptian archaeological sites charge entrance fees?

Yes No

5b- If No, which sites do you think must apply the policy of the entrance fees?

- 1-..... 2-.....
3-..... 4-.....

6- Please put a tick in the box when the site has an entrance fee and indicate how far the resource management activities are important to each of them .

- | | | | | | | | | |
|------------------------------------|--------------------------|----------------|---|---|---|---|---|--------------------|
| - The Pyramids area | <input type="checkbox"/> | very important | 1 | 2 | 3 | 4 | 5 | not very important |
| - The ancient Egyptian Museum | <input type="checkbox"/> | very important | 1 | 2 | 3 | 4 | 5 | not very important |
| - The Islamic and Coptic Museums | <input type="checkbox"/> | very important | 1 | 2 | 3 | 4 | 5 | not very important |
| - The Islamic Archaeological sites | <input type="checkbox"/> | very important | 1 | 2 | 3 | 4 | 5 | not very important |
| - Karnak Temple | <input type="checkbox"/> | very important | 1 | 2 | 3 | 4 | 5 | not very important |
| - Luxor Temple | <input type="checkbox"/> | very important | 1 | 2 | 3 | 4 | 5 | not very important |
| - Greco Roman Monuments | <input type="checkbox"/> | very important | 1 | 2 | 3 | 4 | 5 | not very important |
| - Tombs in The Valley Of The kings | <input type="checkbox"/> | very important | 1 | 2 | 3 | 4 | 5 | not very important |
| - Abou Simbel Temple | <input type="checkbox"/> | very important | 1 | 2 | 3 | 4 | 5 | not very important |
| - Elephantine Island | <input type="checkbox"/> | very important | 1 | 2 | 3 | 4 | 5 | not very important |
| - Kalabsha Temple | <input type="checkbox"/> | very important | 1 | 2 | 3 | 4 | 5 | not very important |
| - Phila Temple | <input type="checkbox"/> | very important | 1 | 2 | 3 | 4 | 5 | not very important |
| - The High Dam | <input type="checkbox"/> | very important | 1 | 2 | 3 | 4 | 5 | not very important |
| - The Agha Khan Mausoleum | <input type="checkbox"/> | very important | 1 | 2 | 3 | 4 | 5 | not very important |

7- Indicate how far each of the following factors has an influence on the tourist behaviour toward the site

- | | | | | | | | |
|--|-----------------|---|---|---|---|---|--------------|
| - The educational level of the tourist | great influence | 1 | 2 | 3 | 4 | 5 | no influence |
| - The nationality of the tourist | great influence | 1 | 2 | 3 | 4 | 5 | no influence |
| - The tourist market segment (niche, social etc.....) | great influence | 1 | 2 | 3 | 4 | 5 | no influence |
| - Form of tour organization (individual tours, packages, incentive tours and so on) | great influence | 1 | 2 | 3 | 4 | 5 | no influence |
| - The age of the tourist | great influence | 1 | 2 | 3 | 4 | 5 | no influence |
| - His/her back ground and general information about the site | great influence | 1 | 2 | 3 | 4 | 5 | no influence |
| - The capability of the tourist guide to inform them with the right basis of how to conserve and protect the attraction. | great influence | 1 | 2 | 3 | 4 | 5 | no influence |

8- Please indicate how far the Egyptian archaeological sites need each of the following devices with regard to resource management.

- | | | | | | | | |
|--|----------------|---|---|---|---|---|--------------------|
| - managing the carrying capacities of the sites (in terms of the maximum number of visitors) | very important | 1 | 2 | 3 | 4 | 5 | not very important |
| - providing interpretative materials to tourists before visiting the site. | very important | 1 | 2 | 3 | 4 | 5 | not very important |
| - organizing the parking areas | very important | 1 | 2 | 3 | 4 | 5 | not very important |
| - improving the access facilities to the site(paved routes and so on) | very important | 1 | 2 | 3 | 4 | 5 | not very important |
| - providing notice and instructions of how to conserve the attractions in each site . | very important | 1 | 2 | 3 | 4 | 5 | not very important |
| - imposing the entrance fees according to scientific basis | very important | 1 | 2 | 3 | 4 | 5 | not very important |
| - managing and planning the whole area around the site. | very important | 1 | 2 | 3 | 4 | 5 | not very important |
| - converting some sites into closed and open air museums | very important | 1 | 2 | 3 | 4 | 5 | not very important |
| - using the same type of attractions | very important | 1 | 2 | 3 | 4 | 5 | not very important |

