



**Research Topic**

**Sustainable Tourism in Egypt: Opportunities and Challenges**

**Master Thesis**

Geneva Business School  
Master in International Management  
Submitted by:

**Samer BASSIUNY**  
Geneva, Switzerland

Approved on the application of:  
**Professor Keltoum IRBAH**

**Professor Damien BEZANÇON**

## **Declaration of Authorship**

---

“I hereby declare:

- That I have written this work on my own without other people’s help (copy-editing, translation, etc.) and without the use of any aids other than those indicated;
- That I have mentioned all the sources used and quoted them correctly in accordance with academic quotation rules;
- That the topic or parts of it are not already the object of any work or examination of another course unless this has been explicitly agreed on with the faculty member in advance;
- That my work may be scanned in and electronically checked for plagiarism.”

Date: 08/06/2020

Name: Samer Mohamed Hany Bassiuny

Signature: Samer Bassiuny

## Acknowledgments

---

First and notably, I would like to take this occasion to express my deepest gratitude to,

My mom and dad who believed in me, supported me and made me the person that I am today

To my family and friends who showed their support and believed in me

My supervisor Professor Kelthoum Irbah, who encouraged me, supported me and believed in my research as well as giving me pronounced supervision.

The Dean Professor Damien Bezançon, who approved my research paper and believed in the topic.

Dr Elham Fouda and Mr Amr El Ezaby for giving me their time to conduct with them my interviews

## **Abstract**

The purpose of the following paper will be to comprehend and grasp how resorts and hotels in Egypt use their local resources and local supplies to be more sustainable. As the world nowadays evolves and develops one of the most desired topics of development is sustainable development. This is one of the main reasons why we will be discussing sustainable development in the tourism industry in Egypt, with a view on how hotels and resorts are willing to develop their business, accordingly becoming a part of the new topic that is rising in the world today.

Indeed, the increase in the number of tourists with “sustainable development” awareness resulting in so-called “sustainable tourism” has increased the requirement for sustainable hotels and resorts. Consequently, it appears important of the essence for Egyptian hotels and resorts to become part of this development strategy thereby attracting more tourists. Implementing the use of local supplies and local labor to allow us to maximize the user experience while thinking ahead. Such “sustainable tourists” can be part of the local community with as much local involvement resulting in a unique experience; it is this such experience that Egyptian resorts and hotels are currently looking to achieve.

On the other side, it remains very essential that the tourists feel that they are a part of the local community allowing them to view and perceive firsthand the advancement of the teams that are working on the sustainability part. Such participation confers the feeling of actually doing something that matters to the community. Experiencing the favorable flavor of the local produce results in the spread of word of mouth, a free marketing tool that can be used to maximize and exploit the stay in such hotels and resorts.

Moreover, in the current generation the use of the Internet has not only become widely spread but has become an essential component. It is via the Internet that a lot of marketing, as well as research for food, fashion products and nearly anything is carried out. The Internet is also very important for businesses as they facilitate marketing whilst allowing for the posting and viewing of reviews. Accordingly, businesses can react upon the guest’s/tourist’s recommendations. We will also discuss the investments and the work and development that Oare being carried out by the Egyptian government. Understanding the Egyptian government’s role in developing sustainable tourism in the past 2 years will no doubt attract more tourists.

Table of Content

<b><u>DECLARATION OF AUTHORSHIP</u></b>	<b><u>2</u></b>
<b><u>ACKNOWLEDGMENTS</u></b>	<b><u>3</u></b>
<b><u>CHAPTER 1: INTRODUCTION</u></b>	<b><u>6</u></b>
<b><u>CHAPTER 2: SUMMARY OF LITERATURE REVIEW</u></b>	<b><u>14</u></b>
<b><u>CHAPTER 3 KEY CONCEPTS</u></b>	<b><u>25</u></b>
<b><u>CHAPTER 4 FINDINGS</u></b>	<b><u>33</u></b>
<b><u>CHAPTER 5 RECOMMENDATIONS</u></b>	<b><u>40</u></b>
<b><u>CHAPTER 6 CONCLUSION</u></b>	<b><u>46</u></b>
<b><u>BIBLIOGRAPHY</u></b>	<b><u>49</u></b>
<b><u>APPENDIX:</u></b>	<b><u>55</u></b>

## **Chapter 1: Introduction**

---

The paper deals with the issue of sustainability and Eco-tourism in Egypt, more specifically we will be discussing the opportunities and the challenges facing Ecotourism. Indeed, nowadays the term sustainability is used a lot, and there are goals that the world is aspiring for and challenged to achieve in the near future. In this regard Egypt has been chosen to discuss this matter as the tourism industry is growing again after the revolutions that took place in 2011 and 2013. Egypt has suffered in the past years after the Arab spring, as there were many leaders that came into the ruling and that had a big effect on the Egyptian economy. Egypt is known for its tourism as it attracts tourists from all around the globe and not only for leisure tourism but for many others touristic purposes as well. Egypt has a strategic geographical location that allows it to be connected by sea to every part of the world, by plane as well as by road that connects it to the rest of the African nations and the Asian continent. It is an Arabic nation that is historically highly recognized by its neighboring countries due to the enormous role it played and continues to play to help and develop these countries in many ways such as wars or economical aids (Pollock, 2019).

The hospitality industry in the Egyptian market is well known worldwide, as visitors to Egypt have revealed. This industry has many important features that are of great value for the Egyptian economy, thereby playing a role in stabilizing the Egyptian nation. Looking at the Egyptian history reveals a long history that is vast and that is very rich even before the pharaoh's era. Egypt is renowned for its many tourist attractions including leisure tourism, cultural & historical tourism, natural tourism and spiritual tourism.

Egypt has always been of global strategic importance, playing an important role towards neighboring countries not only economically but also on the educational front. Historically the Egyptian government due to the nation's strength and development, at the time, provided aid to neighboring nations. Most teachers, builders, engineers, in neighboring countries were Egyptian. Many citizens from neighboring countries came to study in Egypt as it provided a world-class education realized at some of the best universities in the world. Today many of the older generations, from these neighboring countries, speak about their Egyptian professors and the times where they used to study in Egypt. Many of the institutions that were in the countries where the Egyptians were helpers and made a lot of the work that was done there. Egyptian history is very vast at one point being a British colony for nearly 70 years. British colonization of 70 years ended following the 1952 revolution, after which Egypt was declared a republic. At the beginning of the republic, Egypt faced many issues rooting from the fact that the ruling power was from a military background and therefore always helping the countries in need. During this period, due to the many ongoing issues in the region, there were several wars, which caused neighboring nations to request the Egyptian "powerful" army to interfere (Ahram, 2019). Following these wars problems started due the enormous expenses spent, this

was a very big issue as the government was not paying attention to the education or the development of the country which reflects the work and the development that is being done nowadays.

Cairo, the capital of Egypt was founded in 969 AD, may appear young compared to the three pyramids, which are about 4,500 years old and lie on the opposite bank of the Nile. However it cannot be denied that the city gained its fair share of memorable, historical events throughout its history including being occupied by the Ottoman Empire and Britain. Cairo was also the stage for several revolutions throughout history, which changed the course of life in the whole country. Thankfully, the world will soon be able to discover and experience the ancient and modern history of Cairo and Egypt through the opening of the Grand Egyptian Museum, which will be the largest museum in the world devoted to one civilization. This project - to be officially opened in late 2020 - is located just 2 km from the three pyramids. The construction of this museum has given Egyptians a sense of hope and pride and an incredible opportunity through which they will learn more aspects about their history. Egyptians will also be able to share some of the treasures and artifacts of their ancient ancestral civilization with tourists and visitors. The opening of the museum will make it possible for the visitor to see some of the most wonderful archaeological artifacts for the first time in history because many of the artifacts that will be showcased and displayed in the new museum were previously preserved and never shown to the public. Egyptians not only want the world to know about but about their present as well. They need to showcase what they have accomplished, not limiting the focus on famous ancient monuments. Among the places on the list of present day monuments is the Al-Azhar Mosque, which was built in 972 AD, and areas that contain ancient Coptic shrines, such as churches that contain works of art that appeared in the early ages of Christianity, along with Roman-style beacons that still exist today. People in Cairo and in Egypt in general provide the world with positive and healthy images of their countries. They fight to stand on their feet again and to ensure a greater presence of their homeland on the international stage. Within the framework of these development efforts the new Egyptian state embarked on an ambitious plan to build a new capital 35 kilometers east of Cairo, in an area now called “the new administrative capital”. The project includes building a “smart city” whose resident’s use prepaid electronic cards for transportation and contains many parks and surveyors. Greenery is expected to cover approximately 700 square kilometers, but the problems of lack of funding have led to several delays in the steps involved in the project's implementation.

In an effort to try and help the Egyptian economy, the government tried to advance the country, by developing and building factories. Unfortunately, this was not easily implemented as the expenditures were higher than expected, this as well as the fact that an enormous amount of money had been spent on the referred to wars did allow for the gains/profits expected. In view of this the government nationalized a lot of assets resulting in a large proportion of the high social class losing nearly everything. The economic situation at that time was still in good shape. At that time a lot of

products were manufactured locally in Egypt and accordingly import was at its lowest this was good for the Egyptian economy, on the other hand profits were spent on the wars that Egypt took part in at the time.; this parallel to the signing of the Camp David treaty following the Egyptians army victory and repossession of its previously occupied territory. This resulted in stability change within the region causing a few complications due to the fact that a lot of neighboring countries were not happy with the treaty. Some of these countries going as far as causing problems in Egypt, resulting in assassination of the Egyptian president at the time. The war resulted in large damages; an example would be mine fields that exist to date rendering certain areas dangerous and therefore inaccessible. The price tag to demise such fields is not only very high but also very complicated. Comprehensively this period was a turning point for the Egyptian economy which started to decline after all these wars, causing the new government to plan for the future focusing on the most profitable sectors mainly tourism, the Suez Canal as well as some other sectors. This era reflected great planning, unfortunately the product of which has never been realized. Nationalized factories required more cash flow to allow function and to remain at the same standard they were at. The issue at that time was that there were new rising projects and businesses forcing older factories out of business.

During that time Egypt built cars and other important materials that were used in daily life. The new government that came into power following the assassination of the Egyptian president focused mainly on developing the country by attracting foreign investments and developing the franchising idea in a try to develop the Egyptian market bringing it to European and American market standard. This idea killed some of the important factories that were owned by the nation and more private business started to rise again. For some people this idea of development was a good idea but for others that was not the case.

In the following years the Arab uprising that happened shook the world. This revolution started in Tunisia in 2010, spreading to neighboring Middle Eastern countries arriving in Egypt in 2011. A portion of the population did not favor the resulting change, as the changes were not really expected, resulting in a lot of issues. These issues had a direct unfavorable impact on the Egyptian tourism industry, mainly due to the fact that tourists were afraid to visit Egypt, they accordingly reached out to the preservation of biological heterogeneity and cultural diversity by means of ecosystem covering, obviously the tourism industry declined. Following the revolution the tourism in Egypt began to rise slightly due to a global interest to visit the so-called "new Egypt". Unfortunately, the regime, namely "The Muslim Brotherhood" that followed this revolution was not one that Egypt deserved. The Egyptian population was at the time more than a hundred million citizens, of which nearly **30%** were illiterate. Disastrously, the regime that followed the 2011 revolution played the minds of these illiterate and uneducated portions of the population. Another issue was the result of The Muslim Brotherhood coming to power with a very slim victory of approximately **1 %** difference. Religious conflicts, which were previously, prior to this regime, unheard of, also began to be an issue. These conflicts originated from the Muslim Brotherhood not only pretending to follow Islamic teaching whilst completely disregarding other religions that exist in Egypt, but also



due to the alienation of main-stream Muslims who did not accept their twisted interpretation of Islam. Many do not know that Egypt is the home of many religions, Christianity, Judaism and Islam. After only a year of the Muslim brotherhood presidential regime another revolution erupted demanding the downfall of the Muslim brotherhood. The army responded to the nation's call and took control and removed the president. This revolution once more shook the world whilst leaving many of the regime's supporters enraged. Such supporters began to create problems for Egypt in all fronts but mainly on the national security front. Their retaliation to the ousting of the regime in the form of terrorist attacks started taking place-causing tourism to fall drastically. The government that is in the ruling power today has made huge efforts to bring back stability to Egypt. The ruling power made and continues to make a lot of effort to bring the tourism industry back to attract foreign investments to Egypt. The results of the government's efforts can be seen in the decrease of terrorist attacks and the security stability that has resumed. These results were a necessity that the Egyptians government knew had to happen in order to facilitate the return of a strong tourism industry. The government is parallel working on a new infrastructure to be implemented in Egypt. The government of Egypt understands the importance of the new infrastructure and has risen to the challenge of implementing it quickly and effectively. This step is important not only for the tourism industry but due to the fact that the new infrastructure is essential for the Egyptians' fast growing population who are condensed in a very small part of Egypt. Hence, the building of a new capital which will help to spread the population on the undeveloped spaces of Egypt. Of course this required a lot of work and supporting infrastructure to be put in place such as roads and real estate. For these reasons Egypt was the country of choice to write about when discussing sustainability and Eco-tourism since the Egyptian government is developing a lot of opportunities and making a lot of new changes to implement sustainability and Eco-tourism in Egypt. The Egyptian government has implemented a lot of support to help existing and new businesses alike to be sustainable and to be ecological. In terms of waste management and energy consumption, a lot has been implemented to support ecotourism as well, all of which we will discuss in this paper. They have started to implement an old program that could not be used as the revolution at the time of implementation took place in 2011. The old program is the one of the development of the infrastructure and the sustainable development goals that are described in a chapter below in the literature review. The government is bringing back to life this program of which a more developed version has been prepared. In the last few years, the ministry of tourism has put a lot of work into marketing for the Egyptian tourism ensuring it is done correctly while at the same time implementing a good marketing strategy allowing sustainability and Eco-tourism in the Egyptian market to be seen globally. These strategies will be discussed in more detail in this paper. The work done by the ministry of tourism, reflecting important facts about Egypt as a destination has attracted global attention. Collaboration between different Egyptian ministries has made the country a safe tourist destination where not only are tourists protected but also all their popular sites are highly secure as well. Egypt is a popular destination for tourists proudly boasting at one time of more than one of the 7 wonders of the world. The great pyramids of Egypt, remains

registered to date as one of the 7 wonders of the world, Egypt is also home to other attractive destinations like the red sea, one of the most visited destinations for divers from all around the world.

In the 20th century the Internet was invented, this affected our lives both positively and negatively. The Internet era turned the world into a small village, meaning that the world was now connected in all ways possible. This allowed those that were unable to travel to at last see the world and communicate with family members that live abroad. This global connection and changes came along with internal changes within countries. The come of life of the Internet had a positive impact on tourism, which grew stronger. More people targeted countries that they had only virtually seen on the Internet, to live the dream of physically seeing these countries. As traveling became more accessible, people who never previously thought of traveling wanted to experience the life changing game of visiting places and taking pictures. The creation of Facebook where people shared pictures and statements on the places that they have visited also promoted traveling. Competition between businesses increased, as they had to take onboard these major changes caused by the Internet. At this point countries like Egypt and China started to use the Internet to reach out to potential travelers. Egypt was unique, as it has always been known for its culture and history, the Internet added on to this. The Arab spring, unfortunately caused problems for countries like Egypt, to eradicate the issue of terrorism which due to the Arab spring Egypt needed to change its image. Improvement on this front is reflected in the form of agreements being made with major countries, for example the cancellation of the United Kingdom flight ban, which was enforced following terrorist attacks in Egypt.

As sustainability and Eco-tourism is a new topic for both the Egyptian society and the government it is not as easy to implement it as it sounds, mainly when it comes to educating the society to be sustainable and ecological aware. Accordingly a long procedure is required in order to achieve the worldwide Sustainable Development Goals. The importance that education plays to implement this topic has long been established as education allows the society to reach a better understanding of sustainability and Eco-tourism. Egyptians' awareness has to be raised towards several factors, even though critical to their daily life, to which little or no attention is paid, this issue will be addressed in the report. This paper we will speak about the importance of educating Egyptian communities on sustainability, the role and strategies that the Egyptian government and companies have put forward to realize this will also be discussed. Recommendations and actions required by the government and communities alike will be suggested (Walton, 2020).

The paper will look at the hotel industry in Egypt and will follow the tools and methods they have implemented to achieve sustainability and Eco-tourism in general. We will also discuss the challenges faced during the period between 2010 to 2018 as this is period of time during which the Egyptian tourism was hit hard due to the occurrence of revolutions and the instability of the region. The Egyptian culture will also be looked out to try and understand how they deal with the changes within the tourism sector and how they are trying to manage and to surpass this phase of decline

of tourism. The employment rate of the tourism sector decline and how it is being managed will also be discussed here. The paper findings and discussion will reflect that the general Egyptian population due to its unique culture struggles with the sustainability and Eco-tourism topics. In general Egyptians are more concerned with issues that they face at home, this understandably to them on the personal level is much more important than paying attention to attaining better management of sustainability.

Another issue is that the companies have to take action, training their staff to be Eco-friendly rather than concentrating on the profits. The work and the effort of the Egyptian government are clearly being seen. However, the management of the Egyptian society's daily life is not really being taken seriously as awareness needs to be raised and unfortunately the resistance remains from within society and the communities. Historically these societies and communities have not been trained culturally to look at these matters and provide them the importance that they deserve. The recommendations that will be given here will be the result of the research, the surveys as well as the interviews that have been conducted. The actions that should be taken in the future are: the education sector needs to address the importance of sustainability, by doing so the awareness in the communities of the benefits of managing their daily Ecotourism is a growing industry worldwide and is widely recognized for its sustainable approach to the interaction between tourists and the local destination. Jordan is one of the few countries in the Middle East region to offer sustainable tourism options. In fact, Jordan has one of the most widely recognized tourism options. One of the most successful examples of eco-lodges in the world is located in the Dana Biosphere Reserve in the southern part of the country. Jordan is a destination for outdoor enthusiasts and bodybuilders interested in the Middle East. Thus, ecotourism has the potential to be the main economic driver, especially among the Bedouin community because of its close interaction with Jordan's natural environment. As a sustainable tourism industry, it can illustrate Jordan's rich heritage to curious travellers. This study aims to understand whether tourism activity in Wadi Rum has negative impacts on the preservation of Bedouin culture. By examining the economic and environmental impacts as well as the cultural and social elements, the effects are evident. Is it possible that due to the increasing interaction between the Bedouin population and foreigners, Bedouins have become more accustomed to the Western world? Are the Bedouins moving away from their traditional roots because of contact with foreigners? life sustainably, recycling items and awareness of water consumption as well as energy and food waste, will increase. At the governmental level the structure and strategy used currently is historical and has to be changed. Egyptian youth are the future of the nation and their input is highly recommended, their input of new technologies and ideas can help a lot in the sustainable development. We will see this in more details in the paper below, as this work will give better understanding of the challenges and the opportunities that Egypt has in terms of sustainability and the Eco-tourism sectors (Alhaddad % Lotaif, 2017).

To better understand the term “sustainability” we will first use its definition in accordance with the Britannica Encyclopedia, which puts it forward as the long-term capability of a community to have the same level of education, opportunities and

welfare (Radcliffe, 2020). In modern times sustainability rose as a matter of a general discussion put forward in the form of environmental laws put in place to reduce the environmental impact of pollution. Mainly focusing on methods to protect the future generations from pollution and harm created by certain businesses. For the time being sustainability is seen to be a short-term resolution to decrease the effects that the companies have and the harm that these companies have caused.

A few problems that can harm and delay sustainable development in this modern time include the perseverance of political corruption in some countries. Social inequality is a second problem that faces sustainable development. Inequality within the society is a very important issue and in some countries can cause drastic harm to the environment. To understand the massiveness of the problem it is necessary to explain that such inequality is reflected on the educational level provided through the different sectors of the population. Such variation within educational levels along with other society inequalities, impacts as an example, the understanding of pollution of the environment. It is obvious that social inequality goes hand in hand with cheap labor explaining why a lot of international companies base their productions in countries known for social inequality and therefore cheap labor. Allowing rich developed countries to image themselves favorable in the eyes of the consumers whilst undeveloped countries take the blame for being unsustainable. Shamefully in some cases these undeveloped countries might get sanctioned for not following the requirements of being sustainable. In short, the sustainability issue is much bigger than imagined, since it is not only a case of preventing pollution or even reading awareness through education and otherwise, or even developing of the infrastructure but a case of addressing many impacting factors (Ashour, 2018).

Sustainability and tourism is a topic of priority globally, in Egypt it is of significant importance mainly due to the fact that tourism is one of Egypt's biggest revenues. It is of utmost importance for Egypt to now focus now on spreading the awareness within the population and to start acting on the sustainable development goals. There are many routes that can be utilized to engrave awareness within the population, one of which is to help increase the people's understanding that it is their ticket to a better future. Another route is to help people understand and essentially follow steps/rules, in order to become a sustainable entity or person. Following the Egyptian community currently, we can see a huge improvement on the development of the tourism sector with the new sustainable development in the areas that require it, especially newly developed infrastructure. We can see that there is a lot of effort and resources that are being used to improve tourism and the safety of the tourists, such as new road development strategies to fix and create new routes, the real estate development that will be discussed in this paper. There are a lot of areas that are being developed for the Eco-tourism and sustainable tourism that we are going to go into in depth in the next chapters.

Sustainable tourism in Egypt is growing as a whole, clearly picking up pace, following the negative impact of the Arab spring due to the resulting instability of the region. Some international flights in and out of Egypt were banned by countries afraid for the security of their population. Undoubtedly the impact of such bans on the tourism sector was grave hitting the sector hard. The matter of security was taken very

seriously and the Ministry of interior defense took all necessary actions to uproot these issues. The measures that were taken by the government made the streets and the country safer, and as soon as this happened the tourism industry became stronger than in previous years. This paper will discuss the data and the scale of the growth of the tourism industry.

In this paper the significance of the word sustainability is examined in relation to the local environment and to products that can be bought locally allowing the locals to profit. It is important that the locals learn what sustainability is and get to do as much as possible to better benefit from the outcome. Accordingly, the question; why is sustainability important in Egypt especially in today's society? Is raised in the course of the paper. There are many reasons why sustainability is important; people today are looking for a greener planet. A greener planet implements sustainability as a big role player. Tourists are also looking to be as sustainable as possible. Some of the tourists like the place that they are going to stay at to be sustainable, but that is just a small part of the tourist sector. Sustainability has recently been introduced into the Egyptian society, meaning that Egyptians were never taught what sustainability is in terms of consumption and environmental matters and therefore it is something that they are currently focusing on. The understanding of sustainability in Egypt is relatively new is not as identified as in other countries, this being due to the high percentage of illiteracy within the population as previously discussed. This paper will provide a better understanding on how the people of Egypt are actually trying to be more sustainable and how the government and communities are helping. Within the educated Egyptian society there is a good understanding of sustainability, this sector of the population is gradually beginning to implement sustainable practices and are working towards building a better future for the Egyptian tourism industry whilst encouraging other sectors of the population to be as sustainable as possible. There is also a large number of non-profitable, non-governmental organizations that are working on sustainable development, cleaning Egyptian streets and water thereby reducing pollution and directly reducing diseases caused by the pollutants.

The ecotourism training scheme requires a large financial development plan to be taken into consideration as well as political reforms to help in the implementation of the action development to be completed. Studies have shown that a strong case exists for emphasizing for developing activities in certain locations. Financial support could be utilized for background studies aimed at discovering options for tourism and the various problems Africa encounters as a result of urbanization, industrialization, and exploitation of factory farms. At the local level, ecotourism has emerged as a root of conflict over management of real property, resources, and tourism benefits. In this context, ecotourism has injured the environment and local people and has led to conflicts over profit distribution. In a perfect world, more efforts would be made towards educating tourists on their environmental and social impact. By and large hardly any regulations or laws stand in place as boundaries for ecotourism investors.

### **Problematic**

The research question is to apprehend how Egypt may manage the pursuit of global environmental sustainability by implementing improvement and innovation within the

tourism sector. In order to reach the sustainable development goals that needs to be implemented by 2030.

This approach compels the questions:

- What are the perceptions of Ecotourism in Egypt?
- What are the main challenges and difficulties in terms of implementation?
- What is the target market of ecotourism?
- What are the main development strategies made in this sector?
- How to conciliate the development of tourism and the protection of the touristic sites

### **The process of research**

Foremost, I have collected various articles, books, and documents in different libraries located in Geneva and I spent time in the UN Library where the staff provided relevant and appropriate guidance so as to improve and enrich the core of my research. The second stage was to elaborate the plan of my thesis and gather all data linked to all chapters. The third stage was to conceptualize a survey that I carried out on the subject thanks to my acquaintances and networks, and then I created a new one more complete survey, always with the aim to have a more successful approach. The results allowed me to make clear statistical findings, and this, through a panel of 80 people (men, and women, of different ages, and from different backgrounds) living in many parts of the world. Then, I looked at a large range of newspapers and articles on the web to update my information, and also data to help me to analyze the problematic of ecotourism and to have an overview of the subject.

I conducted a thorough research on Businesses and Markets to collect pertinent insights related to the research question of the paper. To this end, I traveled to Egypt for a month to conduct interviews with experts as well as with Egyptian ministry of tourism personnel. Surveys were conducted via Google forms. Furthermore I planned to find out information about my topic and to answer my research question via the Internet, local business and related authorities.

Finally, two different interviews were conducted with professionals who have faced this daily evolution in the field. The first interview was with Dr Elham Fouda in the Ministry of Tourism in Egypt to better understand the Program of the Sustainable Development Goals that is being implemented in Egypt as well to better my opinion on the matter. The second was with Mr Amr El Ezaby Egyptian state tourism regional director for the United Kingdom, Ireland, and the Nordic countries by phone shedding light on his professional opinion on the Sustainable Development Goals in Egypt.

### **Chapter 2: Summary of Literature Review**

---

The literature review represents available theories and models that can be used to understand the problematic of a specific subject. In this regard, the following literature review illustrates the rising complexity of ecotourism and its impacts, both positive and negative, on the environment and economies of various regions in the

world such as Egypt, Kenya as well as Costa Rica; a large number of studies of this subject have been carried out in this field of research. More specifically the overall purpose of this chapter is to shed some light on how to implement Eco Tourism in Egypt.

Foremost the issue of ecotourism refers to tourism conducted responsibly to preserve the surroundings and sustain the well-being of local people. It aims to build environmental consciousness; to supply direct financial benefits for conservation; to sustain financial welfare and management for local people. Furthermore, it represents a way to draw attention to local culture and to support human rights. The purpose is to reach out the preservation of biological heterogeneity and cultural diversity by means of ecosystem covering; the support of property use of biodiversity, by rendering activity to local populations; displaying each socioeconomic profits with local communities and indigenous peoples and in doing so encouraging participation in the management of ecotourism enterprises. Ecotourism helps protect natural habitats and pristine environments. The wealth of poorer countries is often tied up in natural resources like forests, minerals and land that could be used for agriculture. Exploiting these resources often means altering or destroying wildlife habitats and natural landscapes. Ecotourism intends to sustain the cohesion and wholeness of the destination. Its centers on preserving the local surroundings and historical inheritance, while encouraging the civilization and supporting people to watch out the natural resources that appeal to them to the area. Ecotourism is at present described as responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and associates the notions of interpretation and education (Hussein, 2019).

Exploiting these resources often means altering or destroying wildlife habitats and natural landscapes. Ecotourism intends to sustain the cohesion and wholeness of the destination, centering not only on preserving the local surroundings and historical inheritance, but also on encouraging people to help protect the earth and conserve its natural resources. Ecotourism is at present described as responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and associates the notions of interpretation and education (Abdelrahman & Pollock, 2019).

### **Egypt's return to Eco-tourism tops green destinations**

To begin with, Encyclopedia Britannica defines tourism as “the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services. As such, tourism is a product of modern social arrangements, beginning in Western Europe in the 17th century, although it has antecedents in Classical antiquity.” It is dignified from geographic expedition in that tourists move a “beaten path,” welfare from constituted schemes of supply and like beseems pleasure-seekers, are by and large separated from effort, venture, and emotional state. Tourism, yet, extends with different activities, curiosity, and cognitive process. The International Ecotourism Society (2019) attempts to understand how Egypt is implementing Ecotourism and discovers which are the top green destinations in the country. According to The International

Ecotourism Society (TIES), the oldest and largest ecotourism society in the world, ecotourism is the responsible travel to natural areas that conserve the environment. Responsible traveling is considered to be less harmful and to have less consequences for the local people and therefore mutually beneficial for both locals and travelers. In addition the article reveals that ecotourism has eight main principles to minimize certain aspects to save the environment, in doing so it pauses and draws out some of the key themes: to minimize physical, social behavior, and psychological impacts; to build environmental and cultural awareness and respect between the people and the guest and vice versa; to Provide positive experiences for both the tourists and hosts; to generate financial benefits for both local people and private industry; to deliver memorable interpretative experiences to visitors that help raise sensitivity host countries' political, environmental, and social climates; to Design, construct and operate low-impact facilities, and to recognize the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment. In this regard, the minister of tourism Rania Al-Mashat recently came up with a strategy of five-pillars, which will be explained further in the research paper, the main actions that the ministry is taking into consideration to diversify the types of tourists that are visiting the country. Another important action involves making sure that tourists not only focus on cultural tourism but visit other places such as but not only the pyramids and the historical monuments that are in the country. These actions are being taken into consideration following the recommendations that were given during a conference of the Arab Economic Forum for Ecotourism and Protected areas held in 2018. The efforts of the ministry of tourism now are focusing on allocating funds to repair and renovate Eco-touristic hotels, training the hospitality employees to be more environmentally friendly and for marketing Eco-tourist destinations in the country. These actions taken by the ministry will focus on the Eco-touristic hotels forcing them to implement new measures that are being put in place. These measures will help Eco-touristic hotels to adapt to the new rules and guidelines which will limit the levels of water and energy consumption as well as the amounts of carbon. In the article it is seen as well that the strategy that the ministry is taking is coming into action and this is something that is great towards the SDG 2030 goal.

Fox (2019) explores the issue of Infrastructure in Egypt today and observes that there are more than **80** hotels, representing some **20000** rooms, that have earned the Green Star Certificate by complying with the rules that the government has put in place and are therefore labeled as Eco-friendly hotels. These hotels use renewable energy and reduce their usage of energy and water. The initiative to encourage other hotels and resorts to work towards earning a Green Star certificate was started by the government, in an initiative to expand Eco friendly hotels and resorts thereby expanding Eco-tourism in Egypt. The referred to initiative was taken on board by the Egyptian government back in 2011, but as previously discussed the circumstances specifically; the start of the Egyptian revolution of 2011 delayed the development of the Ecotourism Initiative. It is to be emphasized that neighboring countries in the region had more time to develop a strategy and that Egypt is currently catching up on the development of Ecotourism strategy. In the article below it is seen that Egypt has four different Eco-touristic zones that can be differentiated into the Coastal, Desert,



riverbanks and wetland zones. The development of these zones will allow Eco-friendly tourism to expand. This Eco-friendly tourism is unique to Egypt; the rise of this new tourism will positively impact the economy, by creating new employment and decreasing the unemployment rate while partially increasing foreign currencies. It can be seen that the government is working on developing Eco-touristic areas in different districts such as Fayoum and many others. The ministry of tourism is also working on developing and training staff so that they can be able to communicate and be Eco-friendly in their daily life. The training and developments of the employees is essential because in the hospitality sector in Egypt some of the jobs do not require a high proficiency degree, specifically with language skills, a lot of the employees do not have a high level of English. The government is working on making employees more interactive with tourists by eliminating the language barrier. For the Egyptian government it is very important that the hospitality workers have the English proficiency to be able to communicate well. The government perspective on this is that each hospitality employee is an ambassador to Egypt.

Another sector that the government is planning to develop is the transportation sector, especially the taxi drivers by creating campaigns on how to behave with tourists (Ahram, 2019). The ministry of tourism has also trained more than **1300** employees to be able to deal with the health and safety in different governorates, this training was in cooperation with the World travel Organization. Digital checks on the hotel were also conducted. Egypt is developing different protectorates for foreign investment that will help the development of new Eco-friendly tourist attractions such as cafes, hotels and many other activities (Reda, 2019).

### **Sustainable Development approaches in Egypt**

The main objective will be to find methods of dealing with the fast growth of the Egyptian population. The year 2019 the Egyptian population surpassed **100** million, it is expected that the population will continue to grow at a yearly pace of **1.8%**. The capital is currently becoming overpopulated and the infrastructure that is currently available is not adequate. Accordingly, the government will have to be prepared for this fast growing population, and can do this by taking new measures to develop the infrastructure of the country. In accordance with Ragheb (2015) the Egyptian government has started to take actions for the infrastructure, helping the growth of the economy.

One project the government is working on is the new administrative capital, a new city built on deserted lands in proximity to the capital. This new administrative capital is expected to decrease the overload on the current capital. It is expected that this new establishment will attract investors and therefore open new opportunities for jobs, real estate and otherwise. The new administrative capital with its mega infrastructures along with the government's newly adopted open policy market and decision to devalue the Egyptian pound will collectively attract foreign investors. The government is currently also developing a new road infrastructure for the new capital, connected to those currently in place, this is expected to help the fluidity of traffic. As the document is stating that the government is acting on the energy sector that they need to work on and develop.

In 2014 when there was a major issue with electricity reflected in the form of repeated blackouts. The government took action starting and developing renewable energy projects. Action was also taken by the government to upgrade the distribution network reducing occurrence of blackouts in the country. The ultimate goal of the government being to develop these renewable energy sources so that they can be used in the long term as clean energy sources (Gohar & Kondolf, 2016).

Another project the government is working on are the wind farms that were created in coordination with a Japanese agency that is called Japan International Cooperation Agency in the Gulf of Suez with an area of 700 square meters that will allow an energy creation of 200 megawatts (Frommer,2019)The government is working on many more projects to name a few; the solar energy project that will be situated in Aswan governorate, located in an area of nearly 40 square kilometers it will be the largest solar complex in the world with a capacity of 2000 megawatts. Upon the finalization of this farm by the end of 2020, **20%** of Egypt energy will be renewable energy, a target the Egyptian government intends to achieve.

On the other hand as discussed previously in this document, the road infrastructure needed to be developed and that is something else that the government is currently focusing on. The road infrastructure development will be parallel to the development of transportation. The government's focus and attention on the development of the roads has resulted in roads, which have increased accessibility to cities, reduction of distance traveled in comparison to the current road infrastructure because roads are being developed underground and in deserted areas. Some of the existing roads are being redeveloped to become wider in terms of car lanes as there are now specific lanes to the trucks as it allows the roads to be safer for the users. One of the other projects that are being developed is the metro infrastructure as this will allow the reduction of the cars on the roads, which will eventually reduce the emissions that are being produced by the cars (Wortley, 2019). This new infrastructure will allow the population to reach the new administrative capital in a short time. One of the other concerns of the government is that the total Egyptian population lives on only **7%** of the land, new cities that are being developed will spread out the population, allowing cities to be less condensed. The government predicts that new infrastructure will allow more lands to be available for the use of the agricultural sector. Increase of agricultural land will result in an increase of exports of agricultural produce (Hussein, 2019).

### **Financing the SDGs in Egypt: Evaluating the Current Practices and Challenges:**

A global sustainability agenda was held in September 2015 at the United Nation for the achievement of the **17** goals of Sustainable Development Goals (SDG) for 2030. The agenda explains the challenges that face certain countries such as Egypt; with emphasis on the matter of sustainability in Egypt, the findings will accordingly be looked at closely throughout this paper. The adaptation of the Sustainable Development Strategy in 2015 has been well adopted as strategies to achieve goals, defying the many challenges of the past years especially from the social, economical and political point of view. The document also explains the financial implications of sustainable development and how they are related to the planning to achieve its goals. The Egyptian market is ready but needs some adjustments, such as the financial

planning; this is related to the investment that needs to be made to achieve these goals. These investments will need to be made by both the private and the public sector as the expenses are very high and dividing them between the two sectors will achieve goals quicker. Sourcing of funds, to achieve the demanded sustainability goals depending on the nature of the sustainable development goals, have challenges which can be divided into three challenges, international, national and other challenges that can be taken into consideration (Wortley, 2019). In the next paragraph the explanation of these challenges will be viewed.

The design of ecotourism aims to incorporate tourists into low-level outcome, non-consumptive and locally adjusted environments so as to sustain varieties and habitat particularly in developing areas. Whereas some ecotourism plans, including some found in the United States, can support such claims, many projects have failed to address some of the fundamental issues that nations face in the first place. Consequently, ecotourism may not generate the very benefits it is intended to provide to these regions and their people, and in some cases leaves economies in a state worse than before.

Some challenges, no doubt impacting the local Egyptian tourism, are not unique to the Egyptian market; others are not rooted locally but are the result of international turbulence, for example continuous recession in some of the European Union countries and the United States of America. Recession is caused as the growth rate and the employment opportunities in these countries decline, such recession is also apparent in China and some Asian countries. Such recession contributes to the decrease of financial input into the country affecting the achievement of some of the sustainable development goals. Financial aids awarded to Egypt are directly affected by such sessions; a lot of organizations assist financially to help attain the extremely expensive sustainable development goals. These are examples of some financial challenges related to Egypt resonating abroad.

Egypt faces challenges at the national level mainly due to the unawareness of the importance of the goals and targets. These challenges include the availability of personnel, within ministries and agencies, capable of following the guidelines to reach the Sustainable Development goals effectively. Competent and trained employees must be available if the goals are to be achieved. Another challenging aspect is communication between the different entities that work on sustainable development, these entities need to have a specific agenda that they work on together to attain their sustainable goals effectively. The government and the entities working on sustainability projects need to share information and share more data so that the goals can be accomplished quickly and effectively. Finally nature, depending on what they are, will force challenges on the sustainable development goals (Reda, 2019).

Sustainable Development comprises 17 goals varying from health to sea related goals, and this is why it is considered to be a challenge that many countries, including Egypt face. The indicators that are needed to evaluate achievement of goals need more time and effort to perfect. A challenge Egypt specifically faces is that for up to date indicators needed for follow up, new systems and training are needed, this is a lengthy process. If such data is provided, monitoring of development of the goals will be easier and more reliable. The last challenge that is discussed in this paper is that some

of the Sustainable Development Goals such as health matters, for example sanitation, and gender equality can be hard to achieve. The expenses to provide a good sanitation system is a matter of great challenge that Egypt will face, this due to the fact that such a system is expensive and that the funds required are unavailable at the moment. To be able to achieve these goals within the implemented time frame, by 2030, does not really give Egypt enough time, as the infrastructure is huge and demands for large investment. On the other hand, realizing gender equality will be another challenge that will be faced, as the mentality in some of the regions will not allow this in the near future. The locals' minds are set on their ways, with a culture that dictates that each gender has a purpose in the community and in life. A mentality that turned to tradition and has been accepted for decades, even though this is slowly changing more time is needed to implement gender equality and it is difficult to confirm if this will be achievable by 2030 (Kortman, 2018).

### **Egypt: One of the best destinations for ecotourism in the world**

Egypt was selected to be one of the best Eco-tourist destinations around the world in the review “Egypt: One of the best destinations for ecotourism in the world”. As the host of the African Cup of Nations in 2019, Egypt has been reviewed not only as a country that attracts sports but also as one of the countries that boast of Eco-tourist destinations. Egypt is also the oldest civilizations in the world, and this reflects on the numbers of tourists that visited Egypt in the past years especially as Eco-touristic travel destinations.

The explanation that is given by the review is that the older the history of a country the higher demands in terms of travelers especially those targeting the discovery of Eco touristic beautiful destinations. Egypt is one of the oldest tourist destinations in the world; in fact it has been a tourist destination for more than 2000 years of tourism. Back in the days, Egypt had markets at which tourists exchanged merchandise whilst enjoying the touristic sites.<sup>1</sup> The tourism and Ecotourism attractions have been growing in Egypt but a big drop in the numbers of tourist arrivals occurred when the revolution happened in 2011. Following this, Egyptian tourism recuperated slowly but steadily, and was at its highest in 2019. Eco tourism is a great opportunity for any country to grow its national products indirectly decreasing its unemployment rate, selling local products and displaying the local talents. The research reflected that Egypt has more than **16** Eco touristic destinations that are worth visiting some hosting activities that many do not know Egypt hosts; these include activities such as snorkeling, hiking and a lot more. The view being that Egypt should not only attract tourists targeting cultural heritage and old civilization, but also those targeting the above mentioned activities It is seen that the term ecotourism in the document is a definition of tourism that focuses on ancient monuments and endangered sites. Yet in

---

<sup>1</sup>Concerning the genesis international tourism had emerged as one of the world's most significant economic activities, and its outcome was becoming more and more patent from the Arctic to Antarctica. The account of tourism is hence outstanding and valuable. That account starts long before the coinage of the word tourist at the end of the 18th century. In the Western tradition, organized travel with supporting infrastructure, sightseeing, and an emphasis on essential destinations and experiences can be found in ancient Greece and Rome, which can lay claim to the origins of both “heritage tourism” and beach resorts.

reality it is the international ecotourism society that defined it as the responsible travel to places with natural areas that are protected benefiting local communities. In all cases, because of the varieties of Eco touristic places and the cultural heritage it has Egypt falls under this definition. Egypt is an open museum with cultural heritage that can be visited without restrictions depending on the site, all around the country. A tourist in Egypt; can visit historical monuments, can go diving in the red sea, and can take a safari trip around the desert. It is for this reason that Egypt is considered to be one of the great countries for ecotourism and why Egypt is considered to be fully defined as an ecotourism destination. Eco tourists are attracted to the fauna, flora and peoples' culture all of which Egypt presents. In fact Egypt attracts attention with her conserved areas and the contrasting culture that can be seen in Egypt in different regions. In fact Egypt is home to liberals and conservatives to Bedouins and many more. The idea holds that tourists will find all they wish within Egypt (El-Said, 2018).

### **New star rating system for green hotels:**

The new star rating that the Egyptian government has put into place. In the paragraph below the official website of the Green Star rating was examined and the information below shows the development that was made in order to achieve some of the sustainable development goals. This star rating system is different from the normal hotel star rating, as it is an additional star rating system that was put in place following the plan of the ministry of tourism to activate sustainable development goals. This system is called the Green Star Rating system, in order for the hotels to get accredited and be part of this new star rating system some rules have to apply to these hotels to get accepted. Nowadays in Egypt more than **80** hotels have gotten the Green Star Rating as they have followed the demanding guidelines in order to become a part of it. It is this system that works on guidelines to achieve goals that the system has put in place producing Eco-friendly hotels. This star rating system was created so that the hotels and Egypt in general can be part of the global sustainability program that is presented worldwide. It is a great opportunity for the government to raise the awareness for the sustainability program in Egypt and for the businesses to learn a better practice for sustainable development. Being part of this Green Star Rating system provides many benefits for the business; it reduces some of the costs of running the hotel as a return on investment that the business has made for example the water consumption and electricity consumption can impact the amount of discount that they can benefit from in payable taxes. The official website gives information about the overall program and we will be discussed in detail in the course of this research, but as a general idea the star rating system has registered more than **80** hotels that joined the program providing more than **20** thousand rooms. The green star rating system is focusing on **5** of the **17** sustainable development goals that are worldwide.

The main focuses are on the following goals: SDG 8: decent work and economic growth, SDG 11: sustainable cities and communities, SDG 12: responsible consumption and production, SDG 13: take urgent action to combat climate change and its impacts and SDG 14: life below water.

These are the points that the green rating star system is supporting. As a starting point these are the main issues that the hotels or resorts have in general. This star rating system is expected to attract all hotels and resorts in Egypt, as the incentive behind the investments is great. The main idea behind the program is to increase the awareness in the hotels industry to costs that can be reduced. It gives them a market advantage and they receive training as part of joining the program from specialists in the related field.

Joining the green star-rating system is very easy and advantageous to the hotels. Depict as a **5** simple steps application (Zaki, 2019) the hotel subscribes to the service and they pay a fee to enter the program, they receive the training from the specialized instructors and they get the audit that checks on the work that has been done, finally they get the accreditation with the star number that they have achieved. A maximum of **5** stars and a minimum of **3** stars are awarded to the hotel dependent on the investment that the hotel has made. Professionals and experts from Egypt and Germany carry out the auditing and training for the hotels that subscribe to the green star rating system.

#### **Installation of solar energy station in a large hotel:**

Marriott, one of the largest hotel chains worldwide has several branches across Egypt, one of these branches "the JW Marriott " is one of the biggest hotels in Egypt. The hotel's location in Cairo is strategic, benefiting from being very close to the airport and two of the capital's main highways. The hotel covers several acres of land and offers its guests several luxurious options. This hotel was the first in Egypt to apply solar panels to generate electricity and save energy. The hotel is not yet part of the green star rating system, as it has not complied to the demands of the certifications even though they comply with some of the sustainable development demands. The hotel has used technical and financial support from the UNDP-GEF to install a **150kw** solar panel capacity. This investment was a big game changer for the Egyptian communities, the project made people aware that they could use the surface of roofs of buildings especially as Egypt has the advantage that the sun shines during the day nearly all year round. Accordingly, this can be implemented as one of the renewable energy investments, creating new types of business and opening opportunities for new jobs, thereby decreasing the unemployment rate. The Egyptian government is working to utilize the sun as a free energy source attaining part of its sustainable development goals whilst reducing Greenhouse Gases as per the Paris agreement. This shows how the Egyptian government is working with local businesses to find ideas that are sustainable, thereby awarding such businesses "the green star rating" or at least the development required for such rating. As previously stated the installation of solar panels is most certainly a game changer opening the challenge for other hotels to follow the market advantage that JW Marriott has taken from them. Other businesses are accordingly aware that they can easily implement this and other types of investments to insure ecological awareness and to present their hotel as sustainable. These investments will not only attract green tourists but will raise the awareness of neighboring residents to implement them in their individual households. It must be clarified that this particular investment is new to the Egyptian market and is expensive to build, as there are not many companies that have the know how to build solar

panels. Even though a large portion of the population and tourism sector are willing to utilize this renewable resource, the price tag attached remains to be a draw back. International investors are aware of the issue and it is hoped that this vacuum might attract investments opening a new market for the solar panel industry in Egypt. Implementing such investment will not only be advantageous in the form of renewable energy but will open opportunities to make money and new jobs within the Egyptian market (UNDP, 2019).

The Egyptian travel and tourism industry, following the years of the revolution, struggled to reach the levels seen prior to the unrest. For Egypt, the tourism industry is a major source of income that later aids the establishment of a stable economy. Unemployment in the tourism sector increased in the years that followed the revolution; predominantly caused by concerns visitors had over their security and safety. The fears visitors had were based on prior incidents that had dictated people's beliefs when considering visiting Egypt. The research below explains the growth of the Egyptian travel and tourism industry; it is one of the fastest growing countries in North Africa in terms of tourism. This growth was stimulated by the efforts and the infrastructure that was built during the last few years, following the revolutions. As the country stabilized, the Egyptian tourism showed great growth as the security issue began to subside. The Egyptian government remedied the security fears with the use of a new strategic way of dealing with issues the Egyptian society was facing. Other investments that the Egyptian government partook were the building of a totally new infrastructure of buildings and roads, which created more safe and efficient environments. Additionally, many other touristic buildings continue to be built. The travel and tourism sector in Egypt contributes to more than 500 billion Egyptian pounds and supports more than **20** million of travel jobs. In 2017 the expenditures of international tourists was more than **210** billion Egyptian pounds. A study conducted by Wortley (2019) reveals that the tourists that often came to Egypt were from Germany (**13%**), Russia (**12%**), the UK (**7%**), Saudi (**6%**) and Italy (**3%**).

Comparison made on the tourism sector in accordance to the world travel and tourism council reflected that; Egypt, out of **185** countries, grew its tourism by **16.5%** this is a significant growth as the global average is **3.9%** making Egypt one of the fastest growing tourism markets, that has not yet fully recovered. The growth in the tourism sector pushed Egypt's unemployment rate lower, mainly due to the fact that jobs in this sector cover **10%** of the country's employment. The ministry of tourism envisioned that per household at least one person would have a job in the tourism industry. As prior mentioned, one of the structures due for completion is the Grand Egyptian Museum, this museum will use the great pyramids of Egypt as its backdrop and will open its doors in 2020. This is one of the many new structures that are currently being built in Egypt, the new structures are easily accessible to tourists with the aid of a new airport that is being actively worked on in the area (Wortley, 2019).

### **Egypt opens new international airport**

The novel airports that are being constructed in Cairo, the Sphinx International Airport and the Capital Airport will be run on a trial period of one month to relieve pressure off the Cairo international airport. The airports were built to serve the capital

needs, as they are located in strategic locations to serve the entire capital. One on the east side and the other on the west side of the Capital. The importance of these hotels is to minimize the traffic on the main airport and also to maximize the user experience by decreasing the time required for transportation for business tourists. The Capital airport is going to be in the new capital currently being built, this will be classified as a business airport. The choice of location will minimize the time that business tourists will spend in traffic, and will help this sector of tourist avoid Cairo's dense traffic. This airport will also serve domestic flights to make it easier for tourists and residents alike to travel to the other Egyptian cities with the least hassle. One of the other airports will serve the other side of Cairo where one of the new museums is being built next to the great pyramids of Egypt. The remaining other two airports along with the existing Cairo international airport is to serve the whole capital. Each of these airports will occupy a strategic location to maximize serving all types of tourists and residents, minimizing distance traveled by all sorts of travelers. This investment will help attract more tourists mainly to those to whom traveling time to and from the airport is a matter of importance. The abundance of accommodations around these airports is also a plus. Proximity of attractions and accommodation to the airport will cut down on transportation cost easing financial burdens. A large sector of tourists search and are attracted to cost effective tourist destinations, it must however be clarified that this does not attract all tourists. It is expected that when the three airports are functional that the return on investment will be reached in the following years. These airports will also open new job opportunities within traveling distance for the employees in the hospitality industry, making the local communities happy (Zaki & Kortam, 2019).

In Egypt, as part of the development strategies that are being put in place today, one of the biggest and most prominent projects that is being constructed is the new administrative capital. The new capital city is expected to be the size of Singapore covering 700 square kilometers and is located 35 kilometers from the east of Cairo. The new administrative capital will accommodate the new parliament, a new presidential palace, the largest airport in Egypt and the tallest tower in Africa. The new infrastructure will have a \$20 billion dollar entertainment district, which is set to house the largest opera house in the Middle East. The new capital is the future of Egypt and this will bring many new opportunities to the locals in terms of employment, new business opportunities and foreign investors. The strategic ego-localization of the new capital makes it very attractive for business travelers as the new transportation developments will make it easy to access in comparison with the rest of Cairo. The infrastructure that is being built in the new capital will make it a smart city as they are following the sustainable development goals in terms of the energy saving and the reduction of pollution because the energy that will be consumed in the new capital will be mainly from renewable energies like solar farms. One of the aims of the capital city is to include technology as much as possible. This is why they want to make it the first cashless city in Egypt by using new payment methods such as the contactless and mobile payment. Countries such as China have contributed to the development of this city by training 10'000 thousand construction



workers. In figure 20 and 21 we can see pictures of the New Smart Capital of Egypt (Radcliffe, 2020).

Research was carried out to investigate and compare between ecotourism in Egypt and Jordan. The governments of both countries understand the urgency of implementation of ecotourism policies. In order to understand the weakness of the Egyptian model it is necessary to compare their methods of implementation and progress to that of another country. Such a comparison would highlight areas that Egypt needs to work on thereby strengthening her ecotourism management. The challenges that face the Jordanian ecotourism model are looked to draw conclusions on areas, such as education and ecotourism promotion, which require further enhancement to perfect the Egyptian model.

Ecotourism is a growing industry worldwide and is widely recognized for its sustainable approach to the interaction between tourists and the local destination. Jordan is one of the few countries in the Middle East region to offer sustainable tourism options. In fact, Jordan has one of the most widely recognized tourism options. One of the most successful examples of eco-lodges in the world is located in the Dana Biosphere Reserve in the southern part of the country. Jordan is a destination for outdoor enthusiasts and bodybuilders interested in the Middle East. Thus, ecotourism has the potential to be the main economic driver, especially among the Bedouin community because of its close interaction with Jordan's natural environment. As a sustainable tourism industry, it can illustrate Jordan's rich heritage to curious travellers. This study aims to understand whether tourism activity in Wadi Rum has negative impacts on the preservation of Bedouin culture. By examining the economic and environmental impacts as well as the cultural and social elements, the effects are evident. Is it possible that due to the increasing interaction between the Bedouin population and foreigners, Bedouins have become more accustomed to the Western world? Are the Bedouins moving away from their traditional roots because of contact with foreigners?

#### Green Jordan & Ecotourism

Despite 'green' still being a growing concept in the Middle East, Jordan has shown both creativity and commitment for almost two decades in implementing an environmentally aware approach. This approach extends both to a wide range of environmental issues as well as tourism, which has proven to be the biggest challenge of all.

#### Environmental Issues: Water

When one is swimming across one aqaba's infinity pools surrounded by luxuriant greeneries and you may not realize that Jordan has a history of long standing shortage of water. The reality is disconcerting. Depending mainly on subterranean aquifers and rainwater which in many cases are over exploited, Jordan is ranked as the fifth-most water-impooverished country in the world, water poverty is when a country or region cannot afford the funds it takes to provide sustainable and clean water to all its citizens at all times. With almost 90% of Jordan's rivers being redirected, and a population rapidly increasing by over 2% yearly and constant dry spells, this situation is unlikely to be improving anytime soon. At present times, around 60% more water is used than replenished from natural resources, which consequently by some expert

estimates, will result in Jordan running out of water within the next 20 years (Planet, Walker, & Clammer, 2018)

Jordan is not the only country that is currently facing these issues. Water is a hot political topic across the Middle East region, which has contributed to the creation of several conflicts during the past few decades between Jordan and its neighboring countries. Following the 1994 peace treaty, Israel and Palestinian allowed Jordan to extract each year from the Sea of Galilee 50 million cubic meters, however disputes still remain on whether Jordan is getting its equitable share. One of the main focuses on the environmental strategies is the water issue that needs to be addressed as the population is not using the water wisely and this affects the farms. In order to surpass this issue the infrastructure needs to be changed as major leaks happen sometimes in the city and to modernize the way of farming using ecological methods. Environmental Additional fundamental approaches include the removal of nonrenewable fossil water from aquifers near Wadi Rum and debated plans, finalized in 2013, to construct a series of desalination plants, hydroelectric power stations and canals associating the Red Sea with the lake, thereby raising the quantity of the lake and creating a source of H<sub>2</sub>O. In 2016 companies began to bid for the initial US\$900-million phase of the project, which includes the moving of 300 million cubic meters of water along a transport system from the Red Sea to the lake. While the arrangement has attracted blame from environmental residences anxious about the unique composition of the Red Sea, there's deeper political concern that if the threatening water crisis isn't resolved rapidly, the expected 'water wars' will substitute oil crises since the major source of conflict in the nearby future. (Planet, Walker, & Clammer, 2018)

**Overgrazing & Desertification:** While observing Moses' promised land from Mt Nebo, the once fertile land has sadly deteriorated and been devastated by centuries of overharvesting and this, together with drought and decay, has led to widespread desertification (the process by which fertile land becomes desert, typically as a result of drought, deforestation, or inappropriate agriculture.). According to the Royal Society for the Conservation of Nature (RSCN), millions of hectares of fertile land have become infertile and uninhabitable. As a consequence, there are now much fewer grazing lands for crops and livestock, and has also resulted in reduced land for native animals and locally grown vegetation. Impressively, three million sheep and goats domicile in Jordan, however the nation is no longer able to feed them due to the lack of enough pastures, which has led them to encroach on nature reserves and urban fringes, the areas of land where a town meets the country (Planet, Walker, & Clammer, 2018)

**Overcoming the Challenges**

In 1995 the Jordanian parliament took in consideration the threats that are being caused to the environment and passed a law to protect the environment. The law that passed was to ban hunting in specific areas to protect the environment as much as possible.

**Ecotourism: Effects of Tourism**

Tourism has caused a rapid increase in pollution from cars and industries and has exacerbated the demand for precious water. Additionally, vandalism and unwitting

damage to sites like Jerash and Petra, the outcomes of flash photography on fragile rock art, and waste left at hot springs have made some people ponder whether tourism is undeniably worth the trouble (Haddad, 2013).

But it is not all doom and gloom. In a region only recently concerned with conservation, Jordan is ahead of the game with the authorities proving keen to promote sustainable tourism while maintaining the country's cultural heritage. This is illustrated through the preservation of Islamic values, promotion for arts and craft initiatives, and support for traditional lifestyles (as with the employment of Bedouin drivers in Wadi Rum). The RSCN has been at the forefront of attempts to promote a more sustainable form of tourism through its various ecotourism projects. Such projects provide a major means of funding environmental programs.

It's not easy balancing the need for increased tourism against the environmental cost of more visitors. For example, tourism revenue at Wadi Rum is needed for the upkeep of the protected area, but it's hard to minimize the impact of more feet and wheels upon a fragile desert ecosystem. A balance can be achieved, however, with the cooperation of visitors.

#### Impact Neutral Checklist

There are ways that tourists and visitors could limit the negative impact of their visit. As mentioned previously, water is one of the key issues that Jordan has to deal with. Which is why tourists and locals alike have to bear in mind their usage of water, every drop helps, given Jordan's interminable water deficiency. Making use of nearby aides and administrations This is a chance to find out about an exceptional lifestyle and help protect neighborhood conventions. Purchase shrewdly Profits are come back to neighborhood networks from authority to create focuses. Dress and carry on consciously. Numerous Jordanians see the disregard to customs and cultural values as a negative behavior pattern from the West and a disintegration of their social and Islamic legacy. Tourists should remember to tip when provided with help, (for example, purchasing souvenirs from homeless kids in Petra) to debilitate the counter-profitable action of begging. Leave as found for whatever length of time that untouchables have been looking for, and lurching over the antiquated landmarks of Jordan, they have likewise been chipping bits off, pulling things home or leaving their commitments engraved on the stones. Tourists should not take part in littering even if they see that some locals do, they should serve as an example instead of following the crowd. Adhere to the principles As enticing as it might be to take home a starfish from the Red Sea, light a fire at a specially appointed campsite, snap a picture without somebody's authorization or thin plunge in a waterhole, these are demonstrations that disintegrate the regular and social legacy of the nation. (Planet, Walker, & Clammer, 2018)

Ecotourism in Jordan has become immensely because of ecological weights and the interest for employment outside of the urban communities, particularly since the foundation of the Dana Biosphere in 1993, the principal biosphere reserve.

To start, the early history of ecotourism in Jordan is credited to His Majesty, the late King Hussein who was behind the making of the Royal Society for the Conservation of Nature, made in 1966, which ensures and deals with the normal assets of Jordan It right now regulates ten secured areas Jordan was one of the nations that reacted to the

revelation of the International Year of Ecotourism in 2002. Thus, ecotourism rehearses were viewed as when anticipating the travel industry goals so as to improve its commitment to the nearby and national financial development. The Jordan Tourism Board (JTB) distributed an ecotourism booklet in April 2004 with the participation of the Royal Society for the Conservation of Nature and the Jordan Royal Ecological Diving Society. Besides, the booklet incorporates all the ecotourism locales in Jordan with a concise depiction of each site area, what it is, and what has been done to upgrade and build up the site. Six nature saves including the Ajloun Forest Reserve, Dana Biosphere Reserve, Mujib Nature Reserve, Azraq Wetland Reserve, Shaumari Wildlife Reserve, and Wadi Rum notwithstanding the Dead Sea, Bethany Beyond the Jordan, and the Gulf of Aqaba are distinguished. The booklet additionally gives some significant and helpful rules for guests; the rules include:

Regard the way of life and the customs of the nearby network, Buy neighborhood items, Use vitality protection rehearses, Adhere to headings and rules of the stores, Use water protection rehearses, try not to utilize common water assets, as they may not be spotless and Try not to climb alone in obscurity

The booklet additionally urges voyagers to become individuals from the RSCN, giving them an enrollment form. Therefore, An individual can turn into an ordinary part with a few advantages or can "receive" a creature by paying an expense, which gives a few advantages, for example, a "parent" testament and free section to the hold to visit the embraced animal.

In addition, Jordan utilizes the travel industry as an instrument for protection. By advancing the travel industry all through the nation, entrepreneurs and hoteliers add to saving Jordan's landscape. In this way, the ecotourism plot has given openings for work and a business opportunity for neighborhood items, bringing truly necessary monetary strength to a portion of Jordan's most unfortunate rustic communities.

Notwithstanding little NGOs and different associations, The Royal Society for the Conservation of Nature and USAID are to a great extent answerable for the expansion in ecotourism in Jordan. In 2003, a part of the RSCN, Wild Jordan, was set up to oversee social monetary turn of events and eco-the travel industry exercises in all RSCN ensured areas. In 2000, USAID started supporting the improvement of Jordan's eco- travel industry as a way to make employment in country networks. The RSCN and USAID organization is presently 20 years of age, and both work together to make the eco- travel industry a success. Eco-the travel industry has produced colossal income for the nation and the provincial networks in nature holds. The RSCN has a **100%** neighborhood work strategy in the entirety of their secured regions, coming about in the eco-travel industry straightforwardly supporting around 160,000 families all through Jordan. As per USAID, in the Dana people group, more than 85 occupations were straightforwardly made, helping around 800 people. The Feynan Eco lodge, in Wadi Feynan, alone legitimately makes 32 employments for local people, and lot progressively indirect jobs. Creating employment is a worry in Jordan since the joblessness rate rests around 12.3 and 15.3 percent. Through pay producing ventures with the eco travel industry, networks living around nature saved JD1.6million in 2012, which is generally USD2.3million. RSCN yearly report additionally showed that eco-the travel industry income was up 10% in 2012 from the

prior year, hopping from JD831,336 to JD916,141. There is tremendous potential for this industry, which could create around 50,000 employments in 10 years through ecological protection. This would liken to about JD1.3 billion, equivalent to about USD2.1 billion According to the Environment Ministry Secretary General Ahmad Qatarneh, natural obliteration costs Jordan about USD1.25 billion every year, five percent of Jordan's GDP and about double the measure of help got in 2009. A green economy assists with balancing this expense while lessening degradation .It is the nearby networks' association in these nature saves that makes eco-the travel industry a triumph. The nearby networks add to the eco- travel industry by driving visits and climbs, working in the hotels and cafés, moving individuals and assets, and different occupations. Difficult work is utilized more than machines, giving a litter effect on nature and more jobs Community individuals initially depended on chasing and grouping for money. Presently, with the wide assortment of employments, there is less chasing and a superior standard of living. Herding was once practical, yet with populace development there was a lot of weight on the differing plants and touching territory. Chasing was diminishing biodiversity and jeopardizing creatures like the Nubian ibex. Presently, these creatures are utilized as a vacation destination as opposed to food. The people group despite everything brushes their crowds, yet they keep altogether less and regard no touching areas. Furthermore, eco-the travel industry is likewise assisting with restoring networks. With the assistance of USAID, the city of Dana, close to the Dana Biosphere Reserve, is remaking fifty-seven memorable houses. The objective of the venture is to bring back the network individuals who left the poor city looking for work. Through eco-the travel industry, neediness is decreased, the earth is secured, and legacy is restored.

Be that as it may, in spite of the monetary advantages, eco-the travel industry isn't without contention. Eco-the travel industry ventures, particularly before all else, are not generally as naturally cognizant as could be expected under the circumstances. For instance, in the Wadi Rum nature hold, expanded streets, electrical lines, inns, and litter joined the abrupt increment in the travel industry. In spite of the fact that the advancement improved the Wadi Rum Village of Bedouins by bringing them increasingly dependable water and power, choices with respect to the destiny of Wadi Rum regularly ignored nearby suppositions. For instance, plans were made to move the town further away and make the current town into a vacationer site without speaking with the Rum community. Despite endeavors, there are as yet ecological issues inside the stores. In addition to that, dangers incorporate woodcutting, overgrazing, and chasing, however these dangers have fundamentally diminished in the past decades (Planet, Walker, & Clammer, 2018).

Ecotourism is a growing industry worldwide and is widely recognized for its sustainable approach to the interaction between tourists and the local destination. Jordan is one of the few countries in the Middle East region to offer sustainable tourism options. In fact, Jordan has one of the most widely recognized tourism options. One of the most successful examples of eco-lodges in the world is located in the Dana Biosphere Reserve in the southern part of the country. Jordan is a destination for outdoor enthusiasts and bodybuilders interested in the Middle East. Thus, ecotourism has the potential to be the main economic driver, especially among

the Bedouin community because of its close interaction with Jordan's natural environment. As a sustainable tourism industry, it can illustrate Jordan's rich heritage to curious travellers. This study aims to understand whether tourism activity in Wadi Rum has negative impacts on the preservation of Bedouin culture. By examining the economic and environmental impacts as well as the cultural and social elements, the effects are evident. Is it possible that due to the increasing interaction between the Bedouin population and foreigners, Bedouins have become more accustomed to the Western world? Are the Bedouins moving away from their traditional roots because of contact with foreigners?

Nowadays, tourism may supply prevailing tie-up and path to the area of ecotourism. Till now there is a difficulty and cognitive factor in this kind of relation due to the particular that ecotourism oftentimes afford rise and outgrowth to ambivalence and occurrence in land-use rights, it neglects to take allegiance of community-wide welfare, amends the surroundings, and has many some other social effects. Though, it is frequently contended that ecotourism is neither ecologically nor socially advantageous, nevertheless it still objects widely utilized scheme for preservation and evolution owed to its sizable suitable. While a lot of research and studies are being done in order to improve the structure and understanding of ecotourism, some argue that the following examples provide logical reasoning for stopping its practices altogether. Aside from environmental deterioration due to tourist infrastructures, ecotourism might also be responsible for leaving behind garbage and pollution associated with the Western lifestyle. Moreover, although Eco tourists claim to be highly educated and environmentally aware, they rarely understand the ecological consequences followed by their visits and how their day-to-day activities can have a huge and sometimes irreversible impact on the environment. As one scientist observes, they "rarely acknowledge how the meals they eat, the toilets they flush, the water they drink, and so on, are all part of broader regional economic and ecological systems they are helping to reconfigure with their very activities" (Gohar, 2016).

### **Chapter 3 Key Concepts**

---

In order to deal with the core of my subject I will look into main concepts that apprehend and compass the significance and conceptualization of ecotourism. To this end I will insert the core problem around main notions as well as thought asking questions about this problem. This outlook provides a way of viewing and understanding the importance of prioritizing Ecotourism on the global scale.

#### **Sustainability**

To begin with, the cognitive content of sustainability emerged with the contemporary environmental movement, which reproved the unsustainable lineament of modern societies where practices of resource employment, development, and consumption threatened the unity of ecosystems as well as the welfare of upcoming generations. Sustainability is conferred as an alternative to short-term, improvident, and uneconomical attitudes. It may function as a modular against which existing institutions are to be controlled and as a goal toward which society should move. In

addition sustainability infers a question of prevailing ways of social arrangement to find out the degree to which they promote devastating activity in addition to awakening an attempt to alter the status quo in order to encourage the evolution of more-sustainable activities. Sustainability is introduced as the core property of a community, set of social institutions, or societal pattern. Usually the term sustainability is apprehended as a sort of inter generational ethical motive in which the environmental and economic human action taken by present persons do not diminish the opportunities of future persons to enjoy similar levels of wealth, utility, or welfare (Meadowcroft, 2020)

**Hypothesize about sustainability:** first of all, a large number of studies and reports on this subject have been carried out in many outlooks. Thus economic experts have outlined the construct in terms of non-declining per capita income rate over time, or long-term economic development, with minimum environmental effect and discussed the way to keep the assets endowments required to carry on those financial gain flows. Disagreement about the sustainability of natural capital has separated advocates of weak and strong sustainability: the former considers that the two types of capital are mostly replaceable, whereas the latter put emphasis on the fact that natural capital is more and more the insufficient component of production. Besides, ecosystem services, like the supply of cleanable water or crop pollination, are frequently underestimated facets of natural capital that should be incorporated into economic debates on the issue of sustainability. Ecologists and systems theorists have tended to approach sustainability in terms of physical inter dependencies, energy flows, and population dynamics. They have emphasized the design features that suit social systems for long-term survival, including robustness, resiliency, redundancy, and adaptability (Meadowcroft, 2020). For their part, political analysts have focused on the ideological and normative implications of sustainability, on the character of green political projects, and on the public policy implications. Environmentalism, political and ethical occurrence that look for ameliorating and defending the attribute of the earthy environment via alteration to environmentally degrading activities; by means of the adoption of sort of policy-making, profitable, and social organization that are viewed to be required, contributing to the treatment of the environment by human beings; and throughout a reappraisal of man's relationship with nature. Additionally, environmentalism argues the fact that living beings other than humans, and our natural surroundings as a whole, are equally deserving of attention in regards to ethics and social policies.

**Forms of sustainability:** Sustainability remains at the center of conception such as property output, sustainable society, and sustainable evolution. The term sustainable output refers to the outcome of a particular natural asset. Such a product is one that may in rule be preserved because it can be founded by the converted capacities of the rudimentary natural scheme. A sustainable social group is one that has acquired to live inside the bounds constituted by ecological bounds. Besides, it may be retained as a corporate and current element due to the pattern that imposed undue concern upon the surroundings have been regenerated or dissolved. Therefore sustainable development represents a method of acting of social furtherance that suits the

necessity of actual and upcoming generations and that with success incorporates economic, social, and environmental outlooks in decision-making. In present day discussions, sustainability is often directly linked to sustainable development. On other occasions, it is associated more exclusively with environmental constraints or environmental performance, and the expression environmental sustainability is used to emphasize that point. Similar references can be found to the terms social sustainability, economic sustainability, and cultural sustainability, which allude to threats to the long-term success and prosperity of each of those domains. Local sustainability emphasizes the importance of place. Corporate sustainability is another common usage, which relates both to the livability of the individual corporation and to the contribution that corporations can make to the broader sustainability agenda. Central here is the notion of the so-called triple bottom line—that businesses should pay attention to social performance and environmental performance as well as to financial returns. The notion of corporate sustainability is also connected to debates about reforming corporate governance, encouraging corporate responsibility, and designing alternative (sustainable, green, or ethical) investment vehicles (Meadowcroft, 2020).

**Create a sustainable outlook:** whereas numerous activities are noted as dangers to sustainability, like political corruption, social inequality, the arms race, and profligate government expenditures, environmental issues remain at the heart of the discussion. Evidently, what is conducive to environmental sustainability remains a matter of intense debate. Approaches range from a moderate “greening” of current social institutions to a radical transformation of the global political and economic order. A gradual adjustment toward sustainability relies on governmental initiatives to orient production and intake into fewer environmentally devastating channels. That infers are engineering of industrial and cultivation procedure, an alteration of land-use practices, and a displacement in household consumption.

Governments can take advantage of an array of policy instruments to effect such changes, including regulation, fiscal instruments, negotiated agreements, and informational tools. Yet many problems resist solutions because the opposing practices are often linked to deeply entrenched practices and constraints and supported by established definitions of values and interests. What’s more it prevails in the amount of radical yield on the content of sustainability. Thus, according to some environmentalists, an appropriate sustainability is accomplished only in small-scale communities, where individuals may live in adjacent interaction with natural processes and periodicity. Reported to that perspective, the harmful practices of industrial civilization must expose a contrasting manner of living. While different radical environmentalists may admit a high-tech postindustrial civilization, for them also there must be an evident interruption with prevailing economic exercises and power artifacts.

## **Ecotourism**



Foremost, the International Ecotourism Society describes the issue of ecotourism as "responsible travel to natural areas that conserves the environment, sustains the well-being of local people, and involves interpretation and education"<sup>3</sup>. Ecotourism provides leisure makers in natural geographic areas without sloping or troubling habitats. It refers to a sort of tourism intended as a low-impact and frequently little criterion option to standard mercantile mass tourism. Also describes responsible travel to natural areas, preserving the surroundings, and improving the welfare of the local people<sup>3</sup>. By and large, ecotourism considers interaction, physical phenomenon with biotic elements of the earthly environments. Ecotourism concentrates on societal accountability, individual development, and environmental sustainability. In addition, ecotourism comprises travel to destinations where botany, fauna, and cultural inheritance represent the main attractions. In fact, ecotourism aims at offering tourists a perception into the consequence of human beings in the geographical area and to promote a greater awareness of local habitats.

In addition, accountable ecotourism programs respect those that lessen critical features accepted by tourists on the environment and those that heighten the cultural integrity of local people. Consequently, additionally to assessing environmental and cultural elements, an inherent part of ecotourism is the promotion of recycling, energy & water conservation, the conservation of natural resources and the creation of economical and financial prospects for local communities. For that reason, ecotourism often requests continuous efforts towards environmental and social duties and responsibilities. Numerous reckon the word "ecotourism", to be like "sustainable tourism", a figure of speech. Similarly most sorts of tourism, ecotourism specifically depends on air installation, which contributes to world climate change. Despite the facts, scholars differ upon who can be categorized as an Eco tourist, and due to the lack of sufficient statistical data, some consider that more than five million to be Eco tourists. The majority of the Eco tourist population are located in the United States, and numerous else from Western Europe, Canada and Australia. On the other hand, in the present day, there are various ways one can determine and establish national and international ecotourism accreditation programs, although the process is still considered to be controversial. National ecotourism certification programs have been put in place in countries such as Costa Rica, Australia, Kenya, Estonia, and Sweden (Walton, 2020).

**Regulation and accreditation:** The regulation and management of ecotourism may be enforced. The non-accomplishment to acknowledge accountable, low-impact ecotourism poses rightful ecotourism companies as a competitive asset. Therefore, numerous conservationists have contended for a planetary regulation of accreditation, distinguishing ecotourism companies based on their level of environmental commitment, making a standard to follow. A national or international regulatory board would implement accreditation procedures, with cognitive content from assorted groups including governments, hotels, tour operators, travel agents, guides, airlines, local authorities, conservation organizations, and non-governmental organizations. The options of the committee would be sanctioned by authorities, in order that non-compliant companies would be lawfully requisite to disjoint

themselves from the utilization of the ecotourism brand name. Furthermore, environmental effect appraisals could likewise be utilized as a configuration of certification. In this regard practicability is measured from a scientific ground, and proposals and advice could be established to optimize program structure, set tourist capacity, and carry out the ecology structure necessary. This sort of accreditation is more aware of site circumstantial position.

At this stage it is appropriate to underline that some nations own their own certification programs for the pitch of ecotourism. For instance, Costa Rica runs the Certification of Sustainable Tourism (CST) program, which aims at stabilizing the consequences that businesses are concerned about in their local surroundings.<sup>2</sup> Consequently, the Certification of Sustainable Tourism puts emphasis on a company's interaction with natural and cultural resources, the improvement of quality of life within local communities, and the economic contribution to other programs of national development.<sup>3</sup>

### **Ecotourism: Natural resource management**

By and large, natural resource management may be used as a specialist instrument for the process of ecotourism. On this there are various topographic points throughout the world where amounts of natural resources are plentiful, however with human intrusion and home ground, these kinds of resources are being wiped out. That is the reason why, where not accompanied by the sustainable use of certain resources, the floral as well as fauna varieties are spoiled, and are becoming extinct. It is for the preservation of these resources that ecotourism programs need to be initiated. Different management programs have to be initiated to keep these resources unaffected. Many nonprofit organizations as well as scientists have been acting on this matter. Natural resources of natural elevation areas like Kurseong in West Bengal are plentiful in amount with different flora and fauna, however tourism for business purposes damages the condition. Researchers from Jadavpur University are currently running in this field for the improvement of ecotourism to be utilized as an instrument for natural resource management. In Southeast Asia government in collaboration with nongovernmental organizations are acting conjointly with academics and industry operators to spread the economic profits of tourism into the kampungs and villages of the region. More recently a new formed alliance, the South-East Asian Tourism Organization (SEATO), is delivering jointly these diverse participants to cover resource management issues.

Furthermore, there has been a lot of contention to the limit at which biodiversity preservation, local social-economic benefits, and environmental impact may be well

---

<sup>2</sup>More specifically Ecotourism activities in Costa Rica furnishes an aggregation of luxury and escapade activities, which comprises get together to affluent life to go through flora and fauna.

<sup>3</sup>In this regard, CST utilizes an evaluation system that labels a company founded on how sustainable its activities. CST assesses the interaction between the company and the surrounding habitat; the management policies and operation systems within the company; how the company encourages its clients to become an active contributor towards sustainable policies.

thought out "ecotourism". Consequently environmentalists and authorities determine ecotourism contrasting. Environmental organizations have by and large taken a firm stand that ecotourism refers to nature-based, sustainably managed, preservation, forcing load-bearing companies to lawfully requisite to disjoint themselves from the utilization of the ecotourism brand name. Yet the tourism sector and governments put more emphasis on the product characteristic, dealing with ecotourism as equal to any other form of tourism. As a further hindrance, numerous words are utilized under the ecotourism umbrella. Nature tourism, low outcome tourism, green tourism, bio-tourism, environment accountable tourism, and some others have been used in literary study and marketing, in spite the fact that they do not need to be fully similar with ecotourism.

**Negative impact:** regarding negative impact the sector of ecotourism has become one of the fastest-growing sectors of the tourism industry, increasing yearly around **10–15%** at the international level. One account of ecotourism deals with the pattern of low-impact, learning, ecologically and culturally sensitive travels that profit local gathering and host states. On the other hand numbers of the ecotourism plans are not reaching these guidelines. Even if some of the standards are being executed, the local communities are still facing many of the negative impacts. South Africa is presented as a nation that is gleaning important economic welfare from ecotourism. However the counter impacts far surpasses the constructive impact, considering forcing people to leave their homes, significant transgression of preponderant Human Rights, in addition to environmental risks. As a result large sums of wealth as well as human resources go on being employed for ecotourism in spite of discomfited results. Therefore, Ecotourism transmission resources outside certain tasks that could bestow much property and practical matters to press social and environmental companies would be required to disassociate themselves from the employment of the ecotourism brand name.

Though conservation efforts in East Africa are undoubtedly serving the interests of tourism in the region it is important to make the distinction between conservation acts and the tourism industry. Eastern African communities are not the only developing regions to experience economic and social harms from conservation efforts. Conservation in the Northwest Yunnan Region of China has similarly brought drastic changes to traditional land use in the region. What's more prior to logging restrictions imposed by the Chinese Government the industry made up **80%** of the region's revenue. Following a complete ban on commercial logging the indigenous people of the Yunnan region now see little opportunity for economic development.<sup>4</sup>

**Direct environmental impacts:** Ecotourism operations occasionally fail to live up to conservation ideals. It is sometimes overlooked that ecotourism is a highly consumer-

---

<sup>4</sup>Ecotourism may provide solutions to the economic hardships suffered from the loss of industry to conservation in Yunnan in the same way that it may serve to remedy the difficulties faced by the Masai. As stated, the ecotourism structure must be improved to direct more money into host communities by reducing leakages for the industry to be successful in alleviating poverty in developing regions, but it provides a promising opportunity.

centered activity, and that environmental conservation is a means to further economic growth. Although ecotourism is intended for small groups, even a modest increase in population, however temporary, puts extra pressure on the local environment and necessitates the development of additional infrastructure and amenities. The construction of water treatment plants, sanitation facilities, and lodges come with the exploitation of non-renewable energy sources and the utilization of already limited local resources. The conversion of natural land to such tourist infrastructure is implicated in deforestation and habitat deterioration of butterflies in Mexico and squirrel monkeys in Costa Rica. In other cases, the environment suffers because local communities are unable to meet the infrastructure demands of ecotourism. The lack of adequate sanitation facilities in many East African parks results in the disposal of campsite sewage in rivers, contaminating the wildlife, livestock, and people who draw drinking water.<sup>5</sup>

**Environmental hazards:** The industrialization, urbanization and agricultural practices of human society have a serious impact on the environment. Ecotourism is now also considered to play a role in environmental depletion including deforestation, disruption of ecological life systems and various forms of pollution, all of which contribute to environmental deterioration. For example, the number of motor vehicles crossing a park increases as tour drivers search for rare species. The number of roads disrupts the grass cover, which has serious consequences on plant and animal species. These areas also have a higher rate of disturbances and invasive species due to increasing traffic off of the beaten path into new, undiscovered areas. Ecotourism also has an effect on species through the value placed on them.

**Local people:** Most forms of ecotourism are owned by foreign investors and corporations that provide few benefits to the local people or community. An overwhelming majority of profit is redirected to investors instead of being reinvested into the local economy or environmental protection initiatives, which leads to further environmental deterioration. The small percentage of local people who are employed in the economy enter at its lowest level and are unable to live in tourist areas because of meager wages and a two-market system. In some cases, the resentment by local people results in environmental deterioration. As a highly publicized case, at first the Masai nomads in Kenya assisted in the destruction and elimination of wildlife in national parks but are now helping the national park to save the wildlife to help highlight the controversy around the unfair compensation and their displacement from their native lands. The lack of job opportunities for the local people also pushes them to degrade the environment as a means of sustenance. To further explain, the presence of affluent Eco tourists encourages the development of destructive markets in wildlife souvenirs, such as the sale of coral trinkets on tropical islands and animal products in Asia, which directly contributes to the illegal harvesting and poaching of the

---

<sup>5</sup>Ecotourism activities are, in and of themselves, issues in environmental impact because they may disturb fauna and flora. Eco tourists believe that because they are only taking pictures and leaving footprints, they keep ecotourism sites pristine, but even harmless-sounding activities such as nature hikes can be ecologically destructive.

environment. In Suriname, sea turtle reserves use a very large portion of their budget to protect the sea turtles against such destructive practices.

Displacement of people: One of the worst cases of communities being affected by building of parks is the case of the Masai population. In fact, around **70%** of national parks and halting of nature reserves in East Africa are on Masai land. So, the basic destructive effect of tourism was the land lost from the Masai culture. Local as well as national authorities took advantage of the Masai's lack of knowledge concerning this matter and took advantage of them by taking tremendous pieces of agricultural land, and therefore taking away their only source of socio-economic support. And yet, the Masai tribes did not receive any financial compensation or access to any economic benefit following their displacement. Despite the loss of their land, employment favors better-educated workers.<sup>6</sup>

Menace to autochthonous perceptiveness: Ecotourism oftentimes asserts and maintains that it conserves and strengthens local cultures. All signs prove that with the establishment of a secure domain local people have illicitly misplaced their location, and for the most part with no compensation. The displacement of people onto outer lands with rough environmental conditions, unsanitary conditions, lack of access to water, and plagued with stock and illness is unfathomable considering the amounts of profit that investors make from the use of these lands. The creation of parks may make it hard for the tribes to remain resilient and deprive the people of their usual use of air and natural resources. As a result the local people's efforts for cultural resilience and freedom of cultural expression while being "observed" by tourists.

### **Hospitality Management**

According to the Cambridge dictionary, the word hospitality originates from the term *hospitalitem*, a Latin word meaning "friendliness for customers". It is from this expression that the word has its root. More precisely Hospitality represents the relation between a host and a guest and the act or practice of being hospitable and welcoming towards the guest. It also includes the reception and entertainment of guests, visitors as well as strangers. In the Encyclopedia Britannica, James L. Watson interprets Cultural globalization as "a phenomenon by which the experience of everyday life, as influenced by the diffusion of commodities and ideas, reflects a standardization of cultural expressions around the world. Propelled by the efficiency or appeal of wireless communications, electronic commerce, popular culture, and international travel, globalization also helps with grasping the core of my topic: the Hospitality management is a field that focuses on all aspects of hospitality operations including hotels, restaurants, cruise ships, amusement parks, country clubs, and convention centers while tourism management focuses on tourism development, management of the travel industry, tourism marketing, and tourism services.

---

<sup>6</sup>Furthermore, the investors in this area are not local and have not put any profits back into the local economy. In some cases, game reserves can be created without informing or consulting the local people. They find out when dispossession promulgation is displayed. Some other points of resentment remain the influence of the local people by their authorities. Hence, the purpose of Eco-tourism aims to create representations of local people and their uses and interpretation of their environment.

Globalization theory looks at the occurrence of a global cultural system. It predicates that global culture is carried out by a variety of social and cultural developments. Thus, Globalization impacts on the nature of the tourism supply chain, consequently changing the amount, category, value, and attraction of leisure accessible for consumption. The idea is that the world is working as a single economy and cultural hub as a consequence of reinforced practical implementations and communications and an influencing factor for the very large tourism industries (Cambridge Dictionary).

Modern tourism is an increasingly intensive, commercially organized, business-oriented set of activities the roots of which can be found in industry (Walton, 2020).

Regarding the issue of mismanagement, governments are characteristically dedicated with the governance and social control of environmental artifacts, they often need the engagement or ability to talk over ecotourism land sites. The supervision for the natural world may be expensive to set up, difficult to implement, and unsure of its effectiveness. On the other hand government regulatory agencies are supposed to devise recommendations and resolutions, the latter aim at expanding on policy-making advantage. Due to the standing and visibility, the business enterprise of an enthralling visitor's center at an ecotourism land site may be prioritized over more imperative environmental concerns such as gaining habitat, preventing endemic and spread of disease, and removing invasive ones. Eventually, influential people can force, and roll the approval of the government to their advantage. The authorities and the officials can preserve the benefits of the ecotourism commercial enterprise, which they are expected to regulate, limiting environmental prescription and implementation to get over mildness

## Chapter 4 Findings

---

### Data presentation and analysis

In order to get a clearer vision on the Egyptian market and to elaborate more on the sustainability and Eco-tourism topic, the data presented gives a clear understanding of the research carried out in the course of this paper. Data collected via the Internet, books and through a survey that was conducted online, will also be looked at.

First of all, a survey that quires **15** points in total was carried out with the aim of addressing the travel habits and the ecotourism knowledge, a total number of **80** people participated; these were from different countries. The age group allowed to participate ranged from 18 to 50+. **43.8%** of this group fell into the 18-28 age bracket 18-28, **15%** between the age of 28-38, **22.5%** from 38 to 48 and finally **18.8%** were 50+ years old. The participants of the survey were **57.5%** female and **42.5%** male. To attain a better perspective on the ethnicity of the participants they were asked from which part of the world they came from as **46.3%** were from Africa, **5%** from the Americas, **23.8%** from Asia and **25%** from Europe. To better understand the traveling habits of these participants, they were asked the question; what type of

tourist are you? **52.5%** answered that they were leisure tourists, **36.3%** were cultural tourists, **8.8%** were business tourists and **1.3%** were religious tourist, only **1.2%** were Eco tourists. This question was essential to allow the analysis of their behavior as tourists during their travel. The question: have you been to Egypt before? revealed **72.5%** of participants to have been to Egypt and only **27.5%** had not visited Egypt. The survey also required the participants to respond to a question querying what they know about Egypt, the majority described it to be a beautiful country to visit with vast cultural heritage, the response reflected Egyptians to be hospitable and friendly, museums and sports activities as well as the beautiful Egyptian beaches were also mentioned. Response to this question was of utmost importance to the research as it will lead the recommendation that will be provided at the end of the paper. Regarding ecotourism **53.8%** of the participants did not know of any Eco-touristic areas in Egypt while **46.3%** were aware of the Eco-touristic areas. Response to this question reflected the possibility that participants/tourists might have unmannerly-visited areas that fall under the ecotourism definition. This leads to the assumption that the definition of ecotourism is not clear for a lot of people. Out of the **80** participants in the survey **70%** of the participants knew what ecotourism is and only **30%** do not. The data clarifies that the Eco-touristic areas can be marketed to attract tourists giving them a new experience in parts of Egypt that are yet to discover.

Questions on the awareness about the project developed by the Egyptian government “the green star rating system”, reflected that only **36.3%** of the participants knew about the project while a majority of **63.7%** were not aware of it. Response to the next question reflects on the participants' choice of hotels with only **36.3%** of the participants checking if the hotel is Eco-friendly. Accordingly, it is recommended that in all marketing strategies the green star rating system is reflected, motivating tourists to book their stay in such hotels. The implementation of such a strategy would in itself be an incentive for hotels that are yet to join the program. Inquiring on the understanding of sustainability revealed that **76.3%** of the participants understood what sustainability is. Participants had less understanding sustainable development, the context of this paper, where only **20%** of the participants knew the number of the sustainable development goals. The number of participants, **80** in the survey must be taken into consideration, where only **17** knew the sustainable development goals. Accordingly it is recommended by the researcher that awareness be raised through marketing making information on sustainable development goals and its aims available to everyone.

Figure 2 represents a framework that helps us better understand the section in the paper above related to the financing of the sustainable development goals in Egypt. The framework that is seen shows us the supply and demand of the investors and the government. It is based on important factors such as the sources of finance, elements of spending and the determination of the future needs. The following method is applied to provide the best way of monitoring and analyzing the financial implications needed. Policies are placed considering numerous factors such as population growth, urban expansions, pollution and climate changes. The following aspects are taken into consideration before receiving feedback from investors in general such as if the technologies that will be used are modern or traditional, as this will reflect on the

investment made. Feedback is received from different sectors such as the state treasury, private sector and local communities and organizations. As clarified previously investment for some of the sustainability goals is very high and accordingly needs to be divided between different investors in order to be achieved. The financial input by different sectors is shown in figure 3 the private sector financed **48.9%** of the sustainable development plan through the years 2011 to 2017. Furthermore in the research a look at the Egyptian economic indicators in figure 4 shows the impact that the Egyptian economy took after the revolutions in terms of unemployment rate GDP, domestic savings and poverty rate. Regarding the sustainable development goals financing it can be seen that a research was conducted and that it suggests 3 different scenarios.

The 3 scenarios vary from pessimistic, moderate and optimistic scenarios. Taking a closer look in the scenarios I could make a comparison between them and take the important factors that affect the research. First looking at the economic growth rate from 2015 to 2030 I have concluded from figure 17 that we are going more in the optimistic scenario as now in 2020 the economic growth rate is nearly as good as the prediction that was made in figure 5 as the difference between the optimistic scenario and the current scene is missing **1.5%** only. The other important components that I have taken into consideration are the population growth rate, the percentage of inhabitant areas, the rate of total investment and finally the commitment of the international communities that support the financing of the sustainable development goals. These are the essential components in my opinion as they are the ones that are going to direct the road to a scenario or the other, but for now it is seen that Egypt is going to the moderate scenario to optimistic scenario.

While conducting the research I found that some of the challenges that Egypt is facing are the millennium development goals, looking at figure 6 i have seen that a lot of the points that are needed to achieve some of the sustainable development goals have a difficulty to be achieved. Taking a look at one of the important factors to achieve the goals demanded for the SDGs is the education, it can be clearly seen that yet the difficulty is still seen to enroll in some areas students to have a good education, this reflects on the number of literacy that exists today in the society. As being discussed before in relation with the equality of men and women it is seen that there is still difficulty in achieving this point as this reflects still on the education as in a lot of areas in Egypt some families still see that educating women is not important. On the other hand it has been seen that in the last few years the government is empowering women and giving them a lot of the opportunities that they deserve in terms of equality. In my opinion in the next few years the goal of changing the minds of some of the Egyptian society to see the importance of education and they will start sending the boys and girls to school. Regarding the growth in the population rate this is still one of the points that has difficulty to be achieved. After examining the figure 13 I have seen that the population is growing at a fast pace, while the government has taken actions in marketing the need for family planning, in a lot of places they still did not follow the recommendations of the government and it is still related to education in my opinion. I have seen the marketing campaigns that the government implemented to make the people aware but I think that this marketing publicity can be



made in a more effective way while sending experts in the places that have a highly birth rate and make the people aware of the issue that is related to this highly rate of birth.

Taking a closer look at taxes in general in Egypt, one of the aspects that the hotel industry can benefit from is the alcohol consumption. The import regulation on alcohol has a high tax rate varying from **600%** to **3000%** depending on the type of alcohol. These taxes apply for the alcohol that is imported and clearly not applicable for local alcohol. Egypt has renowned alcohol factories producing local wines that are as the same standard of the imported wines and have gained many awards. This brings me to the point that I have reached during my research of the use of the local supplies, this example of alcohol will have a good financial impact on the hospitality industry as they are going to spend less on buying expensive imported wines rather than marketing the local wines that are on a high standard and cheaper for them and the consumer. Not only the wine can be marketed but the beer industry as Egypt has factories that produce local beers as well.

This would reflect that everything can be from local suppliers and does not have to be imported. This will make these local products known abroad opening strong markets as some of the consumers of these products can have the ability to market these products abroad and open international markets. Getting to the foreign investment, the taxation rules for foreigners are very attractive compared to those for Egyptian residents this gives a great opportunity for foreign investors to invest in Egypt, especially with the devaluation of the Egyptian pound, which provides an advantageous environment for foreign investors. This brought to my attention that the more we use local products and attract foreign investment the more the economy will grow and be stronger.

To be more precise on the research in terms of the foreign investments taxation, figure 14 has made this point clear. Taking a closer look i have made a comparison of the direct foreign investment that has been done in Egypt for 10 years and the impact of the taxation for foreigners attracted many of them and it is seen that it is at its highest in 2020, not forgetting that in these 10 years Egypt has surpassed 2 revolutions that made the numbers go down a little but overall the growth if the foreign investment is highly seen.

In order to have a clear vision of the impact that the Egyptian tourism had during the revolutions I have found the statistics that show how big the impact was. Looking at figure 8 the tourism expenditure in the years 2008 to 2017 had seen an impact in 2011, 2013 and the worst was in 2016. These years are significant as they are the period of time where the revolutions took place and the security issues that the country was facing at the time. This brings me to analyze the direct contribution of travel and tourism to employment in Egypt from the years 2012 to 2028 in figure 9, and the impact on the employment related to the tourism industry took an impact as well. The market predictions is that the employment related to the tourism industry is increasing at a good pace and this can be seen in figure 10 as the number of tourist arrivals is increasing as well. It can be seen that during the revolutions the numbers decreased drastically and as soon as the implementation of the security strategy of the

government took place we can see that the numbers jumped to be better than the years before the revolutions.

Furthermore in the findings figure 11 describing the unemployment rate in the years 2010 to 2020 is of great interest, as it will result in recommendations. The data shows the huge impact on the employment market in Egypt after the revolution. It reflects the sharp rise of unemployment, as most of the hotel business and/or other tourism businesses were not doing well this can be used in the future for the development of the tourist market again. The data is significant because it is seen that there was a huge drop of the number of unemployed people. This supports the evidence that the local industry can be of great benefit especially in the tourism sector. The ministry of Tourism is hoping to achieve in the next years that in every household a member of the family will be working in the tourism sector. This data also is representative as the number of foreign investments is increasing. There is a need for local labor and it reflects as well the infrastructure development that is being built in Egypt.

The following figure 12 Egypt tourism revenues from 2010 to 2020. This data reflects the huge impact on the tourism sector after the revolution and how difficult it is for the people that work in the hospitality industry to survive such a huge impact. It is known that Egypt's main income comes from the tourism industry so it is clear that something has to be done to save the sector and make new opportunities to attract as many tourists as possible in the next few years. This will be done if the businesses minimize their losses by hiring locals while trying to create simple guest experiences and using the local products. It shows as well the effort of the government in creating solutions for the industry and on the level of marketing that has been done and this reflects on the numbers that have tripled from 2017 to 2020.

Additionally to target a clearer vision on the impact of the local labor and local supply I have looked at the figures 15 and 16 that represent the imports and exports in the last 10 years. The exports decreased between 2015 to 2017 and again in 2020 while reaching very high numbers of exports between the transitioning of the revolutions. What is important to see is the imports decreased in 2020 while the number of exports increase and this is a good sign and shows that the development and the infrastructure that is being built is moving the economy to grow. This reflects on the figure 17 as it shows that the GDP of the country is growing since 2016 after the drastic collapse in 2012 and 2014. Taking a look at figure 18 it is seen that the impact of the inflation reflected on the numbers of tourists arriving to the country, as it was a great opportunity for the visitors to explore the Egyptian market at a cheaper price compared to before.

New Opportunities in Egypt: each country has a list of must visit cities and places especially during the months of summer which is considered to be one of the high seasons in the tourism and travel industries. According to an ILTM report there are almost 23 million high net worth individuals around the world; even though they only represent a mere 0.3% of the population, they surprisingly contribute to 36 % of annual travel spending (\$507.6 billion out of \$1.41 trillion) (Fitzsimmons, 2019). Those travelers tend to aim for places that are luxurious and fancy. The South of France is one of the top travel destinations for the wealthy. Since in the Middle East travelers tend to travel to Egypt's coasts for seaside tourism, on that line a wealthy

businessman and real estate tycoon aimed at creating a resort town on a small island in Egypt that is said to be inspired by Saint Tropez and Cannes. “El Gouna”, a luxurious resort that is known for its exquisite lagoons, sandy beaches and wild and insane nightlife and house parties. This is one of the places that gained not long ago popularity and made way to success (El Gouna, 2017).

El Gouna takes advantage of its prime location, easily accessible from Europe’s major cities in a 4 hours flight. The success of this resort town, as previously discussed, gained a huge place in the Middle East with its prime geographical placement along the shore of the red sea with beautiful desert views and historical monuments. El Gouna is inspired from different real estate designs which vary from the old fashioned Egyptian Villas, Mediterranean white style villas to Italian style villas. It is a place where the elite, celebrities and businessmen spend their summers and holidays while supporting the local community and enjoying a great vacation by the sea with all the water activities and lavish parties that are available in the summertime, instead of traveling abroad (El Gouna, 2017).

We all know the world-renowned Cannes film festival and how famous and sought after it is, similarly an international film festival has been created in Gouna and is called El Gouna International Film festival. This festival has seen huge success and is praised both locally and internationally. This proves that if the locals are involved in creating something for their community or country they will create great things as this “Paradise out of the desert” is fully built and financed by Egyptians making it **100%** Egyptian. Not only is El Gouna considered a paradise island but It is also known as Egypt’s most environmentally friendly holiday destination as awarded by the United Nations Environment Program. El Gouna also has several other awards for being sustainable and green. It is here in the red sea where the development is needed as Egypt now and other countries that share the red sea are doing. They are building the future of luxurious resorts for the world to come and enjoy. Proving again that with local help and with the implementation of the sustainability program El Gouna is growing day by day, making it a dream destination for those who wish to see first hand this marvelous place that everyone local and tourists are talking about. The sustainability program that El Gouna is working on is to only provide locally sourced goods, this is the best way to engage with their clients to show them that the local products are superior and fresh in comparison to products that come from abroad. Most of the locals that are working in El Gouna live in the area, this proves to be very convenient as they have good knowledge of the area and can accordingly show the guests and tourists the beauty of the place. Additionally it is known that the locals of this area are especially hospitable, friendly and extremely welcoming towards tourists and visitors (El Gouna, 2017).

The impact that the Arab Spring and several revolutions had on several countries in the Middle East was clear. These countries suffered partially due to the fact that one of their main sources of income came from the tourism industry and therefore they were forced to find some new and creative ways to boost their economies. One way which would help them overcome the crisis involved finding long term solutions that

could convince the world that their countries were once again safe and ready to welcome tourists

The data mentioned above explains the difficulties faced to reach the demanded standards. The research will not only prove that local staff can be trained to give tourists an unforgettable experience but will reflect Egypt's new projects which have created a highly sought destination out of Egypt.

**Tourism in the economy:** In 2014, International tourist arrivals to Egypt reached **9.9** million, which generated a total of USD **7.2** billion in revenues. The travel industry is the fifth biggest contributor of foreign currency in the Egyptian market. In the fiscal year 2013/2014, the tourism industry contributed **11.3%** to the overall GDP of the country. An average of **83%** of inbound tourists originated from European cities, of which **31%** came from Russia, **30%** from Western Europe and only **12%** from Eastern European countries. Surprisingly, tourists from neighboring Arab countries account for a mere **17%** of international arrivals to Egypt.

On a different note, businesses in the hospitality industry such as Hotels, food and beverages establishments account for only **1.3%** of total investment in the same previously mentioned fiscal year, of which **73%** came from the private sector. The Tourism industry contributes **19%** of the direct taxes on services and **4.5 %** of the total direct sales tax to the local economy. According to Egypt's Tourism Satellite Account, there are almost **2** million full-time workers serving the tourism industry directly, in addition to **2.2** million workers in other tourism related sectors. The Tourism industry is responsible for **14.1%** of total employment in the country as of 2013.

Interviewing Dr Elham Fouda and Mr Amr El Ezabythat, confirmed the data above. The two experts confirmed the results to match those of the tourism industry; they also confirmed the data produced by the figures relating to the sustainable development goal challenges that Egypt faces. The interviews revealed that some countries were now putting forward their marketing strategy for the tourism campaigns. Both experts explained the need to move to sustainable tourism, they elaborated on the importance this move holds for the Egyptian tourism in general. The interviews clarified that many marketing campaigns are related to the touristic areas that implement sustainable tourism. It was the view of interviewees that the new Green Star Rating system was advantageous as it managed to attract hotels to join the program. The feedback, discussed during the interview reflected that implementation of the green star system has elevated the understanding within the hotel sector of the long-term advantages of sustainability. In other words these businesses have come to realize the advantage of being more sustainable in terms of waste, water consumption as well as energy consumption. The elaborated on the fact that hotels joining the program will benefit from experts who would train the staff.

**Tourism governance and funding:** The Ministry of Tourism & Antiquities is directly in charge of tourism policy making as well as the establishment of a coherent legal and regulatory framework for tourism development. Both the Egyptian Tourism

Authority and the Tourism Development Authority fall directly under the jurisdiction of the Ministry. The Tourism Development Authority works primarily on setting and implementing regulations for tourism related projects and investments, by providing land when necessary and by facilitating access to loans for developing projects. The Egyptian Tourism Authority is also responsible for promoting inbound and domestic tourism both locally and internationally. It manages the development and diversification of the tourism product, both regionally and abroad. The Egyptian Tourism Federation is controlled by five different business associations: the Egyptian Hotels Association, the Travel Agents' Association, the Chamber of Tourist Establishments, the Egyptian Chamber of Tourist Commodities and the Egyptian Chamber of Diving and Water sports. The tourism authority works closely with the Ministry of Tourism & antiquities in areas related to tourism management and planning, as well as in managing the Tourism Workforce Skills Development Project. any new legislative measures have to be approved by the Egyptian Tourism Federation before being able to move forward.

## **Chapter 5 RECOMMENDATIONS**

---

The recommendations given below are valuable and if implemented could have beneficial impacts on tourism and local communities. Formerly when the economy was stable and travel and tourism industries were prospering, it was easier for large hotels chains and companies in the hospitality industry to hire experienced foreigners in managerial positions with high and competitive salaries. Hiring foreigners has several advantages such as impressing guests. However, nowadays due to the impact the economy has seen hotels are recommended to hire local citizens, the advantage not only rests in the ability to hire several talents with the same salary required for a single foreigner but hiring locals allows guests an unforgettable and authentic experience.

It is also recommended that hotels could take into consideration implementing reducing cost by exclusively using locally sourced and produced goods. For example locally produced alcohol has a similar quality but a lower cost. This will help support and revitalize local industries and bring exposure to local manufacturers and business owners. Moreover, one of the key features of the red sea is their wide range of colorful and delicious seafood, which can help local restaurants; hotels and resorts relinquish the need to export seafood. The above recommendations have been proven to be successful, which is clear in the case of China whose industries have resorted to the use of local labor and locally produced goods allowing them to export their goods. In addition to using local suppliers and labor, the Egyptian government and the ministry of tourism are recommended to play a role in promoting their cities, like many other countries have done, by creating marketing campaigns over social media and the internet. Marketing campaigns should not only focus on seaside tourism but also include other cities like Cairo or Luxor and Aswan that are known for their historical monuments and archaeological sites.

An essential recommendation for the government would be to conduct a quality control check every once in a while on the companies to see how they are performing.

Obviously this is not an easy thing to accomplish, for example the training of auditing staff to be as professional as those with experience in dealing with guests is not an easy job but it can also prove to be very profitable. Some countries are forced to rely on expensive foreign labor because they do not have access to the help they need locally. This is not the case in Egypt, where manual labor is relatively cheap; business owners can rely on local labor. Therefore, Egypt does not need foreign labor paid three times or more than a local labor for the same job.

The government and the locals are trying to do their best to be sustainable and they are implementing many aspects into their daily lives in order to stay green and sustainable. Hotels in Egypt are now leaning towards becoming more green, sustainable and environmentally aware. This is why another recommendation will be to build sustainable properties as soon as possible without destroying the coastal region (Gohar & Kondolf, 2016).

On the other hand the hotels and resorts should maintain their work with international organizations so they can keep the same progress they have achieved in the sustainability program (USAID, 2017). By doing so they achieve more and remain as sustainable as possible. This initiative should be closely monitored by the government to make sure that hotels and resorts are in compliance with the organizations' sustainability program.

The Ministry of Tourism recognizes the need for an effective institutional framework to support mutual coordination between the ministry and other ministries and institutions for tourism policy development. In order to achieve this, there are several recommendations to consider: to improve management structures and enhance cooperation between public agencies, the private sector and citizens on different levels; to decentralize responsibilities for tourism projects in the hopes of improving correlations between the government and the free economy; to clearly identify the roles of the government and investment sectors; to sustain private sector participation, represented by the Egyptian Tourism Federation and its five chambers, and to strengthen links between the Ministry and other tourism clusters by providing regular, accurate and transparent data.

The annual budget for tourism promotion and marketing was around USD **60** million for all marketing activities in 2015. In addition a new advertising campaign was launched, valued at a massive USD **126** million over three years for the international marketing and associated initiatives. These activities are managed by the Egyptian Tourism Authority (ETA) and financed by the Tourism Fund at the Ministry(OECD, 2016).

The Strategy is targeting to welcome **20** million international arrivals by the year 2020. By raising revenues to USD **26** billion and increasing average tourist expenditure by **50%** to USD **120** per night, Egypt is aiming to increase the value of tourism at a faster rate than its volume with high and sustainable economic growth to alleviate poverty (OECD, 2016). In addition, disparities create productive jobs and increase gender equality. Other targets include increasing Egypt's contribution to world tourism to **1.5%**, doubling Egypt's share of Arab tourism and attracting USD 10 billion of new foreign direct investment into the tourism industry (OECD, 2016).

### **Specific initiatives include:**

➤ **Enhancing safety and security:** Creating and implementing workplace hygiene monitoring systems, to assess, control and prevent hazards in food and beverage establishments that might result in illness or injury. Using geographical information and global positioning systems to support speed limit compliance and rapid response in case of emergencies. To open road safety training centers to help educate and inform drivers. Applying “the New Norms system” of classification for hotels and resorts; introducing hi-Tec security systems and advanced metal detectors; developing a creative and inspiring tourism promotion campaign for locals and international travelers; Putting in place “the Egypt Now project” which would directly broadcast live images from cameras installed in tourist areas providing a sneak peek of the experience while reassuring visitors of the stability of key holiday destinations including Cairo, Luxor, Aswan, Hurghada and Sharm El Sheikh.

➤ **Marketing and promotion:** Starting high impact public relations and advertising campaign, including the new cultural tourism “Live the magic” advert; branding Egypt in a more creative, innovative and welcoming way; and an amplified marketing strategy including a social media campaign targeting China, Russia and Eastern European countries but also the United States and Latin America.

➤ **Improving service quality:** Implementing educational and vocational training through the National Skill Standards Project; creating a culinary training Center; and applying an accreditation and certification system (OECD, 2016).

➤ **Enhancing sustainability:** Establishing a green tourism unit and a green star hotel program to monitor environmentally friendly and socially responsible hotel management systems; enhancing environmental awareness; pursuing energy efficiency; encouraging the use of solar and renewable energy sources; reducing water consumption; and maintaining the biodiversity and reducing solid/liquid waste and carbon emissions (OECD, 2016).

➤ **Institutional changes:** Tourism Development Authority and Ministry of Tourism need to make the adequate changes to provide one-stop-shop for licenses and permits; to launch an intranet system linking five and four stars hotels with the Egyptian Hotels Association and Ministry; and to gather selected independent professionals to provide skills and experience. Providing visas on arrival for many source market countries and provide support for new or enhanced transport routes (OECD, 2016).

## **THE ECONOMICAL DIMENSION**

### **First pillar: Economic development**

By 2030, the Egyptian economy is expected to be a balanced, creative knowledge-based, diversified and competitive market economy, characterized by a stable macroeconomic environment, capable of achieving sustainable inclusive growth. An active global contributor responding to international developments, maximizing value

added, generating fair and satisfactory jobs, with a GDP per capita reaching high-middle income countries level (Arab development portal).

### **Second pillar: Energy**

An energy sector that realizes national sustainable development requirements and maximizes the efficient use of various natural and renewable resources, contributing to economic growth, competitiveness, achieving social justice, maintaining social responsibility and preserving the environment. This sector will lead to efficient natural resources and renewable energy management, producing an innovative sector capable of forecasting and adapting to local, regional and international developments and complying with the 17 Sustainable Development Goals (SDGs) (Arab development portal).

### **Third pillar: Knowledge, innovation and scientific research**

Building a creative and innovative society producing science, technology and knowledge, within a comprehensive system ensuring the developmental value of knowledge and innovation using their outputs to face challenges and meet national objectives (Refaat, 2020).

### **Fourth pillar: Transparency and efficient government institutions**

Creating an efficient and effective public administration sector capable of managing state resources with transparency, fairness and flexibility. A sector subject to accountability, maximizing citizens satisfaction and capable of responding to citizen needs. This will allow us to follow up on the sustainable development goals as well as to see the implementation that is being taken into action and most importantly to identify the challenges that are related to the matter (Refaat, 2020).

## **THE SOCIAL DIMENSION**

### **Fifth pillar: Social justice**

By 2030, Egypt is a just and interdependent society characterized by equal economic, social, political rights and opportunities realizing social inclusion. A society that supports citizens' rights based on efficiency and according to law, encourages social mobility based on skills. A society that provides protection, and supports the marginalized and vulnerable citizens (IOM UN Migration 2017).

### **Sixth pillar: Health**

All Egyptians enjoy a healthy and secure life through an integrated, accessible, high quality, and universal healthcare system working on improving health conditions through early intervention, and preventive coverage. Ensuring protection for the vulnerable and achieving satisfaction of citizens and health sector employees. This



will lead to prosperity, welfare, happiness, as well as social and economic development, qualifying Egypt as a leader in the field of healthcare services and research in Africa and the Arab world (Ministry of Planning, Monitoring and Administrative Reform).

### **Seventh pillar: Education and training**

A first rate education and training system accessible to all citizens, without discrimination, within an efficient, just, sustainable and flexible institutional framework. Providing the necessary tools to allow students and trainees to think creatively, and empower them technically and technologically. Contributing to the development of a proud, creative, responsible, and competitive citizens that accept diversity and differences (Cygan, 2019).

### **Eighth pillar: Culture**

A structured and positive cultural system values respecting diversity and differences. Enabling citizens to access knowledge, building their capacity to interact with modern developments, while recognizing and preserving their history and cultural heritage. Giving citizens the wisdom, freedom of choice and of cultural creativity. Adding value to the local economy, representing Egypt's soft power at regional and international levels (Ministry of Planning, Monitoring and Administrative Reform).

## **THE ENVIRONMENT DIMENSION**

### **Ninth Pillar: Environment**

Environmental practices are integrated in all economic sectors to preserve natural resources and support their efficient use and investment, while ensuring next generations' rights to a clean, safe and healthy environment. These practices lead to diversified production resources and economic activities, support competitiveness, provide new jobs, eliminate poverty and achieve social justice (Ministry of Planning, Monitoring and Administrative Reform).

### **Tenth pillar: Urban development**

To develop a balanced spatial management of land and resources to accommodate the population and improve the quality of their lives. Constructing a system dynamic model to analyze the impacts of the Global Financial Crisis( GFC), and to simulate these effects to determine the impact of the crisis on the tourism sector in Egypt. Firstly, looking at the competitive position of the Egyptian tourism sector, the theoretical model and resulting simulations based on this model increases our knowledge about the interactions of both supply and demand factors driving the competitiveness of the tourism sector. Secondly, the model can be used to assess the impacts of external shocks such as GFC as well as domestic shocks (terrorism attacks and political instability). Thirdly, this model provides the decision maker with a policy framework that is capable of introducing specific interventions in the areas that

are crucial to the tourism sector corresponding to different levels of severity.. Additionally, the decision maker can easily track the behavior of key indicator variables in the tourism sector and design targeted policies accordingly in order to influence the specific needs and areas. Fourthly, the results of the simulation exercises are useful in suggesting recovery strategies to enhance the sustainability of the tourism sector as well as its contribution to the growth and development of the economy. Finally, the model captures both demand and supply determinants of tourism and travel, thereby making more space for policy makers to choose areas that could be enhanced whilst planning for the future development of the sector.

For possible future research, the model can be expanded to distinguish between domestic and foreign inbound tourism. The model could also be enhanced to distinguish between domestic and external shocks. Moreover, the model could also be extended to include Egyptian competitors. The Ministry of Tourism is responsible for tourism policy and for establishing a coherent legal and regulatory framework for tourism development. Both the Egyptian Tourism Authority and the Tourism Development Authority fall under the jurisdiction of the Ministry. The Tourism Development Authority works primarily on setting and implementing regulations for tourism projects and investments, by assisting with the provision of land and facilitating access to loans for developing infrastructure projects. The Egyptian Tourism Authority is responsible for promoting inbound and domestic tourism. It manages the development and diversification of the tourism product, both regionally and internationally (Ministry of Planning, Monitoring and Administrative Reform).

The Egyptian Tourism Federation is composed of five tourism industry business associations: the Egyptian Hotels Association, the Travel Agents' Association, the Chamber of Tourist Establishments, the Egyptian Chamber of Tourist Commodities and the Egyptian Chamber of Diving and Water sports. It works closely with the Ministry of Tourism in areas related to tourism planning, and for managing the Tourism Workforce Skills Development Project. By law, the Egyptian Tourism Federation's views are considered before any new legislative measures.

The Ministry recognizes the need for an effective institutional framework to support horizontal coordination with other ministries and institutions for tourism policy development. To achieve this, there are proposals to: improve management structures and enhance cooperation between public agencies, the private sector and civil society at different levels; decentralize responsibility for tourism to improve relations between the government and private sectors; clearly identify the role of the government and investment sectors; sustain private sector participation, represented by Egyptian Tourism Federation and its five chambers, and strengthen relations between the Ministry and other tourism clusters; and provide regular, accurate and transparent data. The annual budget for tourism promotion and marketing was around USD 60 million for all promotional activities in 2015. In addition a new branding campaign was launched, costing USD **126** million over three years for global marketing and associated initiatives. These activities are managed by the Egyptian Tourism Authority (ETA) and financed by the Tourism Fund at the Ministry.

Egypt faces a number of challenges within the tourism sector, including: sub-optimal infrastructure, with restrictions on charter airlines at Cairo airports, overcrowded roads in Cairo and Alexandria and outdated railways; quality of service, workforce qualification gaps and the need for on the job training and basic technology skills as well as a lack of certified instructors and guides; a complex legislative and licensing framework, with a cumbersome project licensing process and a multiplicity of laws governing tourism investment and duplication in organizational responsibilities; safety and security and the need for enhanced marketing and promotion to deal with political and stability perceptions; environmental sustainability; and entry regulations and connectivity to Egypt.

## **Chapter 6 CONCLUSION**

---

This paper showcases how local communities in Egypt have overcome problems, how they managed to build a new tourism market attracting tourists to view first hand Egypt as a safe destination. Egypt's population has exceeded **100** million making it very challenging to provide employment for everyone. Based on research on local response to create a new tourism generation accommodating for all demand at every luxury location as well as the data that was collected, it is clear that employing locals will help development and its sustainability. Depending on local merchandise and agricultural produce rather than importing will also create jobs whilst minimizing the cost of imports. Collected data reflected the difference employing locals would reflect on the development of the country's tourism and economy. The data showed the positive results gained by the cooperation between the government and businessmen. This cooperation has helped utilize the best of Egypt tourism places like the red sea. Gaining a deeper understanding of how Egypt handles the issue of Ecotourism; more specifically, the extent of the study was to figure out the different types projects that may be set up in order to minimize impact on the environment and support responsible travel to natural areas that conserves the environment and improves the well being of local people. To this end, Egypt has established **21** protected areas, and foreign donors, including the European Union, which has contributed large amounts of capital to help develop Egypt to the advantage of its future generations.

Sustainability and tourism remain to be of great significance for Egypt. Nowadays it remains the main topic worldwide and as tourism remains to be the biggest revenue for Egyptians it is important to focus on this specific sector. The main focus has to be the spread of the awareness to the population and the implementations that they need to focus on. There are several methods to make the population aware of the issue and understand the importance that sustainability holds. The question of raising Egyptian awareness and understanding of the topic, producing sustainable entities, has to be put forward. Following the Egyptian community currently, a huge improvement can be seen in the development of the tourism sector, evident with the new sustainable developments specifically the infrastructure development. The effort and resources that are being used to develop tourism, and supporting infrastructure like road safety constructing real estate, can easily be visualized. There are a lot of areas that are being developed for Eco-tourism and sustainable tourism that were mentioned in the paper.

Sustainable tourism, specifically, is growing in the Egyptian market on a huge scale compared to the years before. Tourism in general is also growing again following the Arab spring that slowed the tourism industry a lot in the past years due to security issues. Such issues included banning of flights, to and from Egypt, by countries that were afraid for the security of their people. Both the ministry of tourism and interior defense faced these issues, taking the necessary actions to fight and eradicate all security issues. The cooperation between ministries as well as implementation has made the streets and the country safer and have forced the removal of flight bans. The results made the tourism industry stronger than it had been in the past years. The paper also discusses the data and the scale of the growth of the tourism industry.

As mentioned before in terms of education an environmental protection plan of action must be posted. The content of Eco tourist's investments set-apart from the cause-and-effect of their manlike actions on the surroundings. Many initiatives should be carried out to improve their awareness, sensitize them to environmental issues, and care about the places they visit. In this specific field tour guides are a patent intermediate to transmit consciousness. Associated with the confidence of Eco tourists and close cognition of the geographical area, tour guides can vigorously cover preservation matters. Thus, advising Eco tourists on how their natural human actions during the journey may negatively impinge both their surroundings and the locals.

Egypt's Sustainable Tourism Strategy 2020 considers tourism as an important national industry. It seeks to address these challenges and create a suitable environment to raise competitiveness and support inclusive growth. The Strategy sets the target of welcoming **20** million international arrivals by 2020. By raising revenues to USD 26 billion and increasing average tourist expenditure by **50%** to USD 120 per night, Egypt aims to increase the value of tourism at a faster rate than its volume with high and sustainable economic growth to alleviate poverty.

In conclusion the research reflects that clear effort is being taken to implement sustainability and ecotourism in Egypt. It is the researcher's opinion that Egypt in the past few years, a very short time frame, has managed to achieve many projects. Egypt infrastructure has grown enormously in the space of the two-year beginning 2017 and ending 2019. Early 2017, the first glimpse that would catch the tourist's eye prior to landing vast desert land, end of 2019 the lights from the huge infrastructure would be their first glimpse of Egypt. The government is clearly working on renovation of roads, constructing new real estates and a lot more, as can be viewed by simply driving around the city. The fast development, the size of the development is quite impressive. However, the developments are not all positive and as would be expected there are certainly a few flaws. Examples of these include setting up new unconstitutional toll stations, bridges being built in proximity to people's houses, not even a meter away from their balconies. The research can accordingly conclude that even though a lot of work to attain the type and level of tourism targeted by the government the drawbacks have to be avoided. If targets are to be reached, systems to follow up on projects have to be created; pivotal accountable personnel for such follow up should always be designated. Another drawback is within the educational

sector where a lot is still to be done. In this sector the government needs to take matters very seriously as education, one of the main pillars of a country, is what the future needs. As per one the researcher's recommendations the importance of training the local labor to produce professionals, unfortunately there seems to be a lot of so-called professionals that are not trained and accordingly are not capable. In the tourism sector it is essential to train employees on basics such as on how to address guests, on how to come across as a hospitable polite host. The fact that the research showed that many employees in the sustainability tourism sector are not quite sure what is required of them, is proof that the government efforts are not sufficient enough. The recommendation to train employees within the sustainability tourism sector must therefore be strongly implemented. Training must include all employees for example; housekeeping employees in hotels, employees in airports, employees in governmental buildings, employees who carry out recycling. The researcher wishes to bring forward the understanding that some drawbacks are unforeseen and have to be dealt with in accordance to how they unfold, an example of this is Covid-19. A virus, which hit, end have 2019 early 2020, impacting the global in general and the tourism industry specifically. The pandemic caused by the virus is anything but a reality check that presents to the world the real meaning of unforeseen circumstances along with the impact of the unexpected and unknown. Egypt would do well to utilize this negative impact on her tourism to her own advantage, in other words use the time afforded by the pandemic to develop and innovate tourism hospitality and all other sectors of the industry. It can be concluded that it is the researcher's view that even though Egypt is moving in the right track in terms of sustainable development and ecotourism, it is still faced with challenges that are to be eliminated if Egypt is to fulfill her targets and goals taken into consideration the recommendation of this research.

## **Bibliography**

---

- Adel, A., Hussein, A., & Pollock, E. (2019). Sustainable Development approaches in Egypt. *IOP Conference Series: Earth and Environmental Science* , 297 (1).
- Afify, N., & M, A. (2011). Challenges and Advantages of Community Participation as an Approach for Sustainable Urban Development in Egypt. *Journal of Sustainable Development* , 4 (1), 36.
- AFRIC Editorial. (2019, July 4). *EGYPT : ONE OF THE BEST DESTINATION FOR ECOTOURISM IN THE WORLD*. Retrieved from Afric: Association for Free Research and International Cooperation: <https://afric.online/15015-egypt-one-of-the-best-destination-for-ecotourism-in-the-world/>

- Ahmed Adel Abdelrahman , H., & Pollock, E. (2019). Sustainable Development approaches in Egypt. *Emerging Concepts for Sustainable Built Environment* , 297.
- Ahram Online. (2019, July 2). *Egypt's tourism minister to speak at UNWTO event in Geneva on financing 2030 agenda*. Retrieved from Ahram Online: <http://english.ahram.org.eg/NewsContent/1/64/337193/Egypt/Politics-/Egyptstourism-minister-to-speak-at-UNWTO-event-in.aspx>
- Alhaddad, A., Ibrahim, O., & Lotaif, H. (2017). The Potential of Ecotourism in Siwa Oasis: Opportunities and Obstacles. *International Journal of Heritage, Tourism and Hospitality* , 11 (1/2).
- Amin , Z., & Hadi, A. S. (2010). Proceedings of the ICCS-X Tenth Islamic Countries Conference on Statistical Sciences . *Statistics for Development and Good Governance* , 1, 26.
- Anywhere. (n.d.). *Costa Rica - Certification of Sustainable Tourism (CST)*. Retrieved 2020, from Anywhere: <https://www.anywhere.com/costa-rica/sustainable/cst-sustainable-tourism>
- Arab development portal. *2030 Egypt vision* . Arab development portal.
- Cambridge Dictionary. (n.d.). *Hospitality* . (C. dictionary, Producer, & Cambridge dictionary ) Retrieved 2020, from Cambridge dictionary : <https://dictionary.cambridge.org/dictionary/english/hospitality>
- Cygan, A. (2019, march). *Higher Education Reform in Egypt: Putting Students at the Centre*. Retrieved from Global Partners Governance: <https://www.gpgovernance.net/blog/higher-education-reform-in-egypt-putting-students-at-the-centre/>
- Dr Refaat, Y. (n.d.). *Sustainable Development*. (M. o. Research, Producer) Retrieved 2020, from UNECA: [https://www.uneca.org/sites/default/files/uploaded-documents/ARFSD/2019/ministry\\_of\\_higher\\_education\\_and\\_scientific\\_research\\_strategy\\_4.0\\_scientific\\_research\\_innovation\\_and\\_sustainable\\_development\\_goals.pdf](https://www.uneca.org/sites/default/files/uploaded-documents/ARFSD/2019/ministry_of_higher_education_and_scientific_research_strategy_4.0_scientific_research_innovation_and_sustainable_development_goals.pdf)
- Dr. Ashour, A., Dr A, D., & Ibrahim, A. (2018, December 10). Financing the SDGs in Egypt: Evaluating the Current Practices and Challenges. *Financing the Sustainable Development Goals in Africa: Strategies for Planning and Resource Mobilization* .

- Egypt Independent. (2019, September 25). *Eighty-three hotels in Egypt receive eco-friendly certificate so far: Source*. Retrieved from Egypt Independent : <https://egyptindependent.com/eighty-three-hotels-in-egypt-receive-eco-friendly-certificate-so-far-source/>
- Egypt Travel. (2018, January 15). *Siwa, where joy is connected to wellness*. Retrieved from Egypt Travel: <http://www.egypt.travel/en/stories/siwa-where-joy-is-connected-to-wellness>
- El Gouna . (2017). *About el gouna* . Retrieved from El Gouna : <http://www.elgouna.com/about-el-gouna>
- Elmers, S. (2009). Egypt - Impacts & Concerns, Sustainability & Ecotourism, Industry responsibilities, Tourism Planning. *Egypt - Impacts & Concerns, Sustainability & Ecotourism, Industry responsibilities, Tourism Planning* , 27.
- El-Said, M. (2019, October 3). *Environment Ministry launches Fayoum's 5-year Ecotourism Business Plan*. Retrieved from Daily News Egypt: <https://www.dailynewssegypt.com/2019/10/03/environment-ministry-launches-fayoums-5-year-ecotourism-business-plan/>
- Fitzsimmons, A. (2019, December 12). *7 Luxury Travel Trends for 2020*. (A. media, Producer, & AFAR media) Retrieved from AFAR: <https://www.afar.com/magazine/7-luxury-travel-trends-for-2020>
- Fox, J. T. (2019, September 11). *Egypt sets new hotel criteria*. Retrieved from Hotel Management : <https://www.hotelmanagement.net/operate/egypt-announces-new-hotel-criteria>
- Frommer, P. (2019, May 13). *Frommer's*. Retrieved from Sustainable Travel & Ecotourism in Egypt: <https://www.frommers.com/destinations/egypt/planning-a-trip/sustainable-travel--ecotourism>
- Gamblin, S. (2007). *Tourisme international, Etat et sociétés locales en Egypte :Louxor, un haut lieu disputé* . IEP de Paris.
- Gohar , A., & Kondolf, M. G. (2016 ). Sustainable Tourism along the red sea: still possible? *Civil Engineering and Architecture* , 4 (2), 39-46.
- Green Global Travel. (2019, December 2). *TOP 5 EGYPT ECO ATTRACTIONS*. Retrieved from Green Global Travel : <https://greenglobaltravel.com/top-5-egypt-eco-attractions/>

- Green Star Hotel. (2019). *Paving the Way to Responsible Tourism in Egypt*. Retrieved December 20, 2019, from Green Star Hotel: <https://www.greenstarhotel.org>
- IOM UN Migration. (2017, December). *Improving the Protection Environment for Unaccompanied Migrant Children in Egypt*. Retrieved from IOM UN Migration: <https://egypt.iom.int/en/improving-protection-environment-unaccompanied-migrant-children-egypt>
- Meadowcroft, j. (2020, April 2020). *Sustainability*. (E. Britannica, Editor, E. Britannica, Producer, & Encyclopaedia Britannica) Retrieved from Encyclopaedia Britannica: <https://www.britannica.com/science/sustainability>
- Ministry Of Planning, Monitoring and Administrative Reform. *Sustainable Development Strategy: Egypt's Vision 2030*. Ministry Of Planning, Monitoring and Administrative Reform, Ministry Of Planning, Monitoring and Administrative Reform. Ministry Of Planning, Monitoring and Administrative Reform.
- Nature Egypt. (2019, December 20). *Nature is not a place to visit, it is home*. Retrieved from Nature Egypt: <http://www.natureegypt.org>
- OECD. (2016). *OECD Tourism Trends And Policies* . Retrieved from OECD: [https://www.oecd-ilibrary.org/industry-and-services/oecd-tourism-trends-and-policies-2016/egypt\\_tour-2016-47-en](https://www.oecd-ilibrary.org/industry-and-services/oecd-tourism-trends-and-policies-2016/egypt_tour-2016-47-en)
- PWC. (2019). *Doing Business in Egypt*. Retrieved from PWC: <https://www.pwc.com/m1/en/tax/documents/doing-business-guides/egypt-tax-and-legal-doing-business-guide.pdf>
- Radcliffe, D. (2020, January 28). *Egypt's building a new capital: Inside the smart city in the desert A new administrative center being built between the Nile and the Suez Canal will be the country's first smart city*. (C. interactive, Producer, & CBS interactive) Retrieved from ZDnet: <https://www.zdnet.com/article/egypts-building-a-new-capital-inside-the-smart-city-in-the-desert/>
- Ragheb, R. A. (2015). *Sustainable Tourism Development: Assessment of Egyptian Sustainable Resorts*. World Academy of Science, Engineering and Technology International Journal of Economics and Management Engineering, Economics and Management Engineering. World Academy of Science, Engineering and Technology.



- Reda, L. (2019, February 28). *Egypt's return to eco-tourism, tops 'Green Destinations'*. Retrieved from Egypt Today: <https://www.egypttoday.com/Article/9/66382/Egypt's-return-to-eco-tourism-tops-'Green-Destinations'>
- Richter, T., & Steiner, C. (2008). Politics, Economics and Tourism Development in Egypt: Insights into the Sectoral Transformations of a Neo-Patrimonial Rentier State. *Third World Quarterly*, 29 (5), 939-959.
- Safareya. (2019, May 5). *EGYPT'S MINISTRY OF TOURISM TO SIGN PROMOTIONAL DEAL WITH CNN*. Retrieved from Safareya: <http://www.safareya.com/En/Travel/AtoZ/Egypt-to-Sign-a-Deal-with-CNN-to-Promote-Tourism>
- The International Ecotourism Society . (2019, February 28). *What is Ecotourism?* Retrieved from The International Ecotourism Society : <https://ecotourism.org/what-is-ecotourism/>
- Trading Economics . (2020). *Egypt foreign direct investment* . Retrieved from Trading economics: <https://tradingeconomics.com/egypt/foreign-direct-investment>
- Trading Economics. (2020). *Egypt exports* . Retrieved from Trading economics: <https://tradingeconomics.com/egypt/exports>
- Trading Economics. (2020). *Egypt GDP annual growth rate*. Retrieved from Trading Economics: <https://tradingeconomics.com/egypt/gdp-growth-annual>
- Trading economics. (2020). *Egypt imports* . Retrieved from Trading economics: <https://tradingeconomics.com/egypt/imports>
- Trading Economics. (2020). *Egypt Inflation Rate*. Retrieved from Trading Economics: <https://tradingeconomics.com/egypt/inflation-cpi>
- Trading economics. (2020). *Egypt international tourism number of arrivals* . Retrieved from trading economics: <https://tradingeconomics.com/egypt/international-tourism-number-of-arrivals-wb-data.html>
- Trading economics. (2020). *Egypt population*. Retrieved from Trading economics: <https://tradingeconomics.com/egypt/population>
- Trading economics. (2020). *Egypt tourism revenues* . Retrieved from Trading economics: <https://tradingeconomics.com/egypt/tourism-revenues>

- Trading economics. (2020). *Egypt Unemployment rate*. Retrieved from Trading economics: <https://tradingeconomics.com/egypt/unemployment-rate>
- Tuohino, A., & Hynonen, A. (2001). *Ecotourism – imagery and reality. Reflections on Concepts and Practises in Finnish Rural Tourism*. Savonlinna Institute for Regional Development and Research, University of Joensuu, Lake Tourism Project, Department of Geography, University of Oulu.
- UNDP. (2019, January 19). *Installation of solar energy station in JW Marriot Hotel*. Retrieved December 15, 2019, from UNDP Egypt: <https://www.eg.undp.org/content/egypt/en/home/presscenter/pressreleases/installation-of-solar-energy-station-in-jw-marriot-hotel-.html>
- USAID. (2017). *Egypt Red Sea Sustainable Tourism*. Retrieved from USAID Egypt : [http://pdf.usaid.gov/pdf\\_docs/Pdach397.pdf](http://pdf.usaid.gov/pdf_docs/Pdach397.pdf)
- Walton, J. K. (n.d.). *Tourism*. (E. Britannica, Producer, & Encyclopaedia Britannica) Retrieved 2020, from Britannica: <https://www.britannica.com/topic/tourism>
- Wortley, J. (2019, March 18). *Travel & Tourism in Egypt shows immense strength and recovery in 2018, says new research by WTTC* Read more at: <https://www.wttc.org/about/media-centre/press-releases/press-releases/2019/travel-and-tourism-in-egypt-shows-immense-strength-and-recovery-in-2018-says-new-research-by-wttc/> Copyright @ WTTC 2020. Retrieved December 10, 2019, from World Travel & Tourism Council : <https://www.wttc.org/about/media-centre/press-releases/press-releases/2019/travel-and-tourism-in-egypt-shows-immense-strength-and-recovery-in-2018-says-new-research-by-wttc/>
- Zaki, M., & Kortam, H. (2019, July 10). *Egypt opens new international airport for trial period*. (S. Aboudi, & G. Jones, Editors) Retrieved from Reuters: <https://www.reuters.com/article/us-egypt-airport/egypt-opens-new-international-airport-for-trial-period-idUSKCN1U5279>

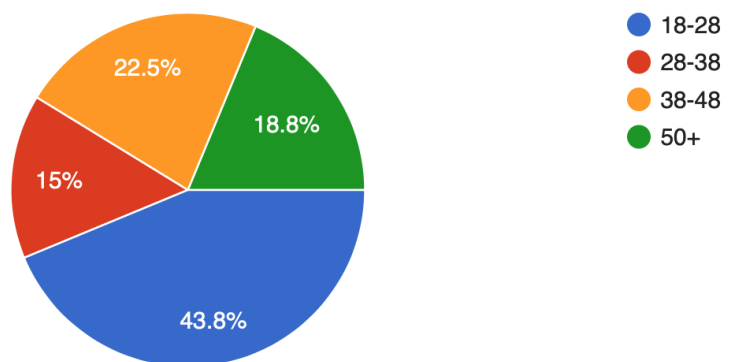
**Appendix:**

---

**Table 1: Online survey conducted via Google forms.**

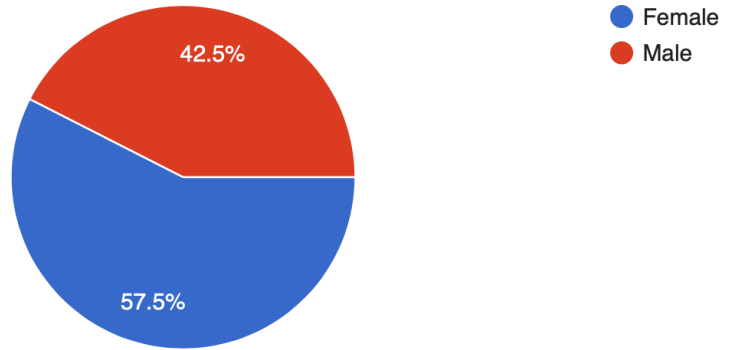
What is your age?

80 responses



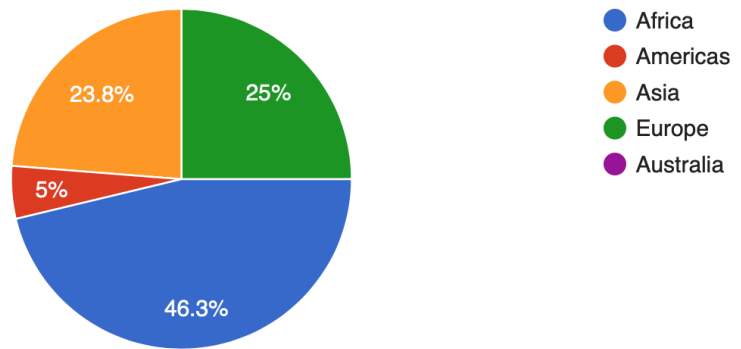
## What is your Gender

80 responses



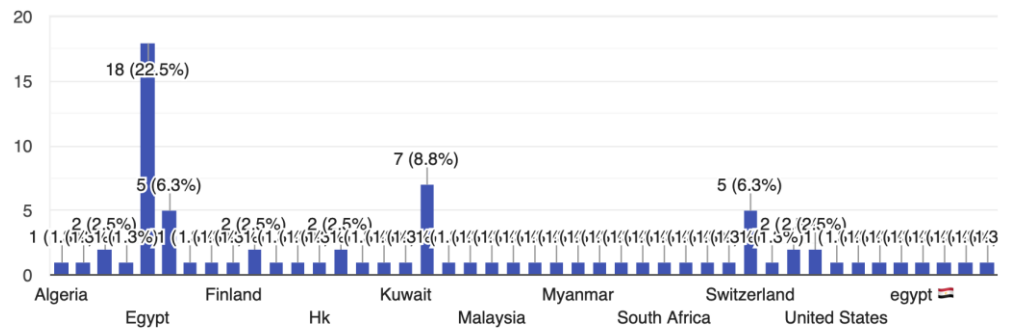
## From which part of the world are you?

80 responses



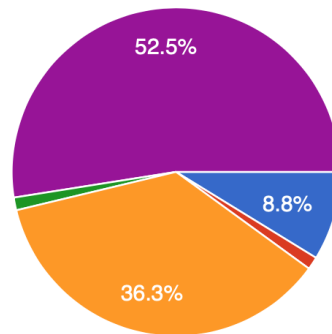
## Please specify which country

80 responses



### What type of tourist are you?

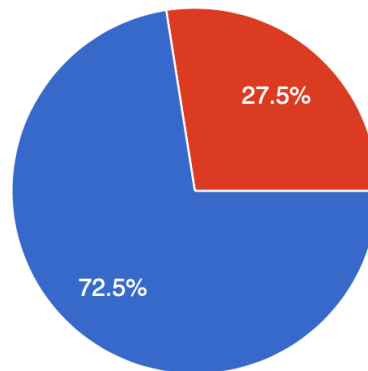
80 responses



- Business tourist
- Eco-tourist
- Cultural tourist
- Religious tourist
- Leisure tourist

### Have you been to Egypt before?

80 responses

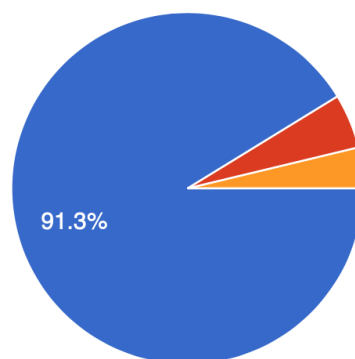


- Yes
- No

---

### If not, would you travel to Egypt?

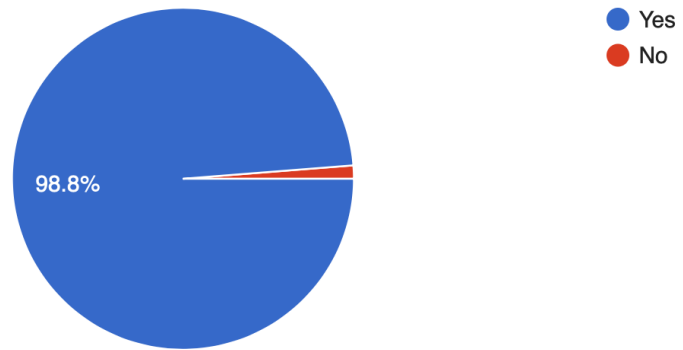
80 responses



- Yes
- No
- Maybe

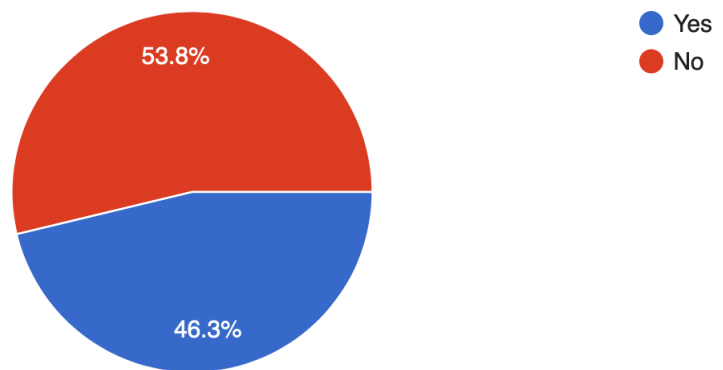
Would you recommend Egypt as touristic destination?

80 responses



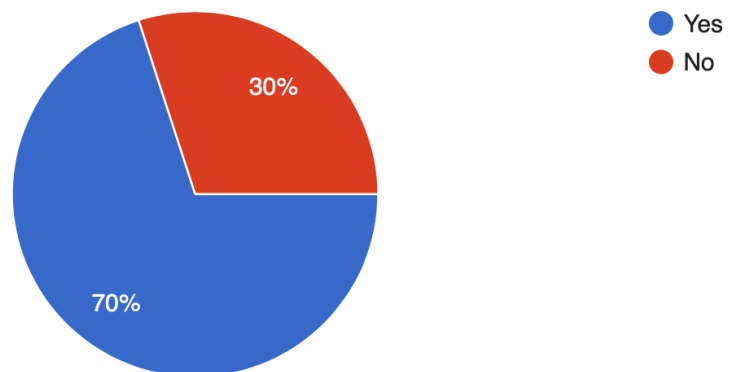
Do you know of any eco-touristic areas in Egypt?

80 responses



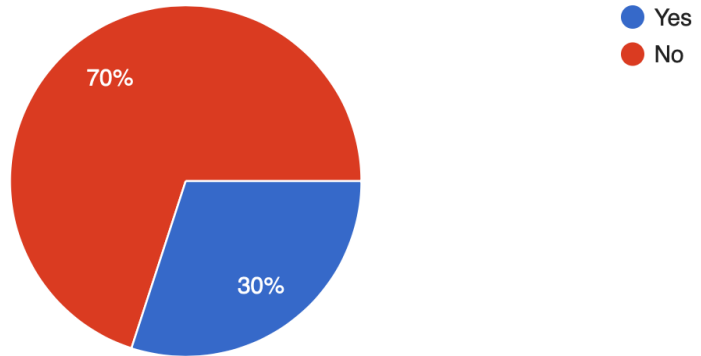
Do you know what is eco-tourism?

80 responses



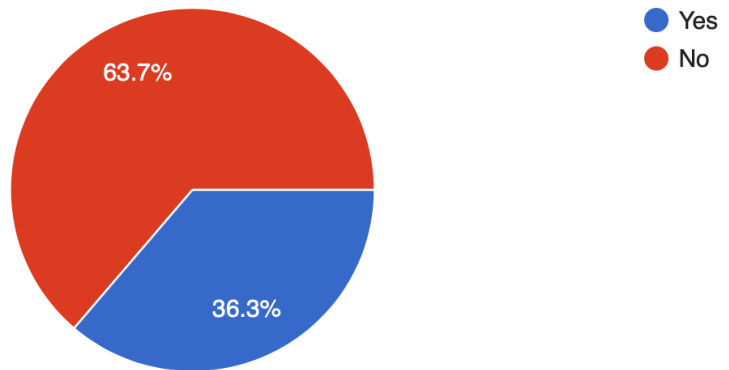
Do you check if the hotel you are going to is an eco-friendly hotel?

80 responses



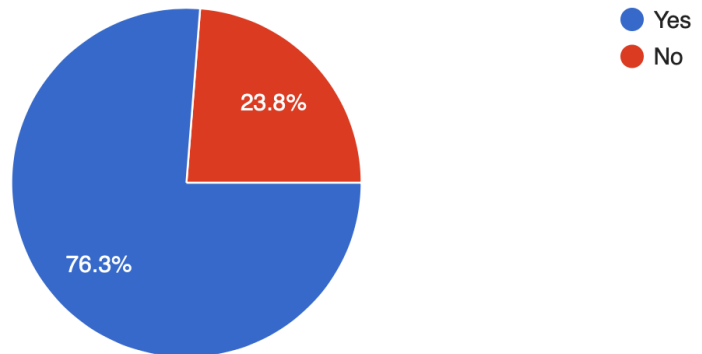
Do you know of the green start hotel rating system?

80 responses



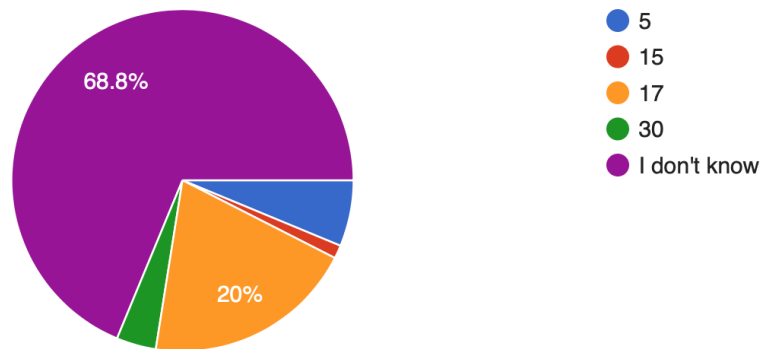
Do you know what is sustainability?

80 responses

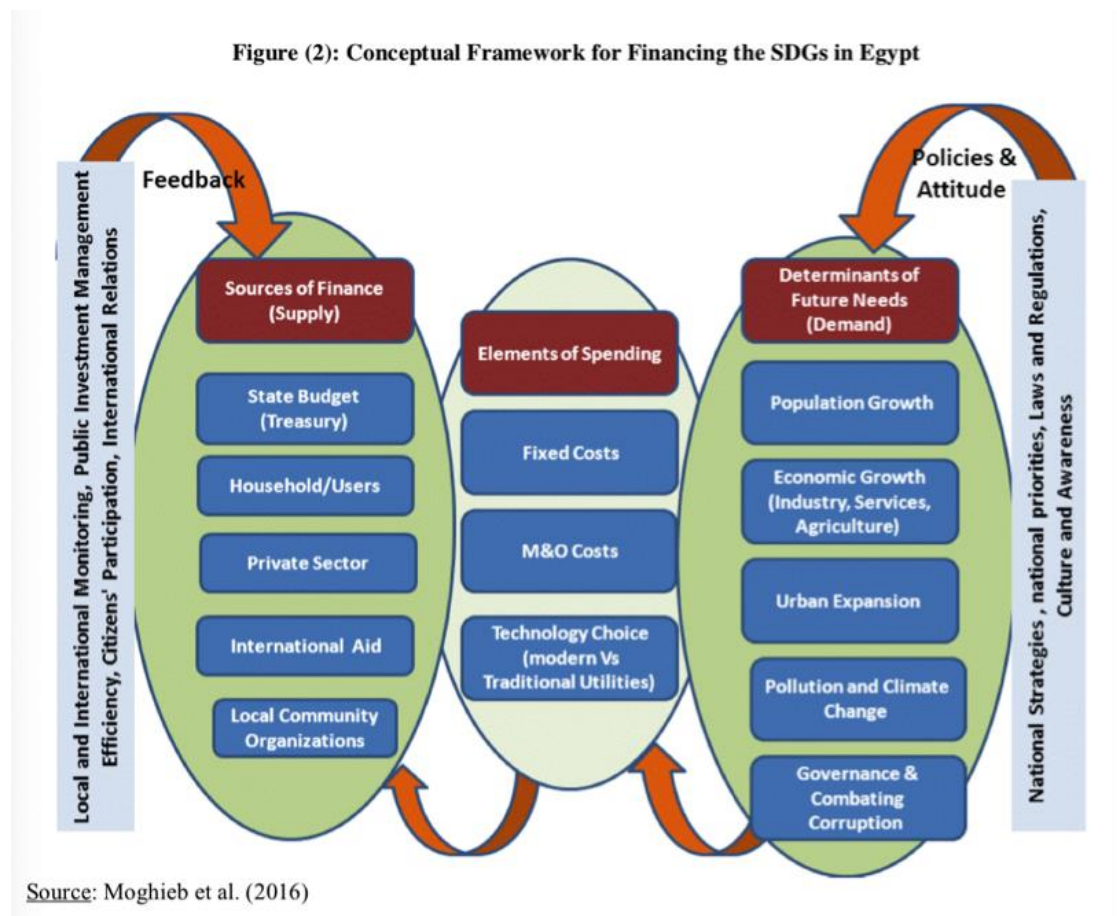


How many goals of sustainability are there?

80 responses

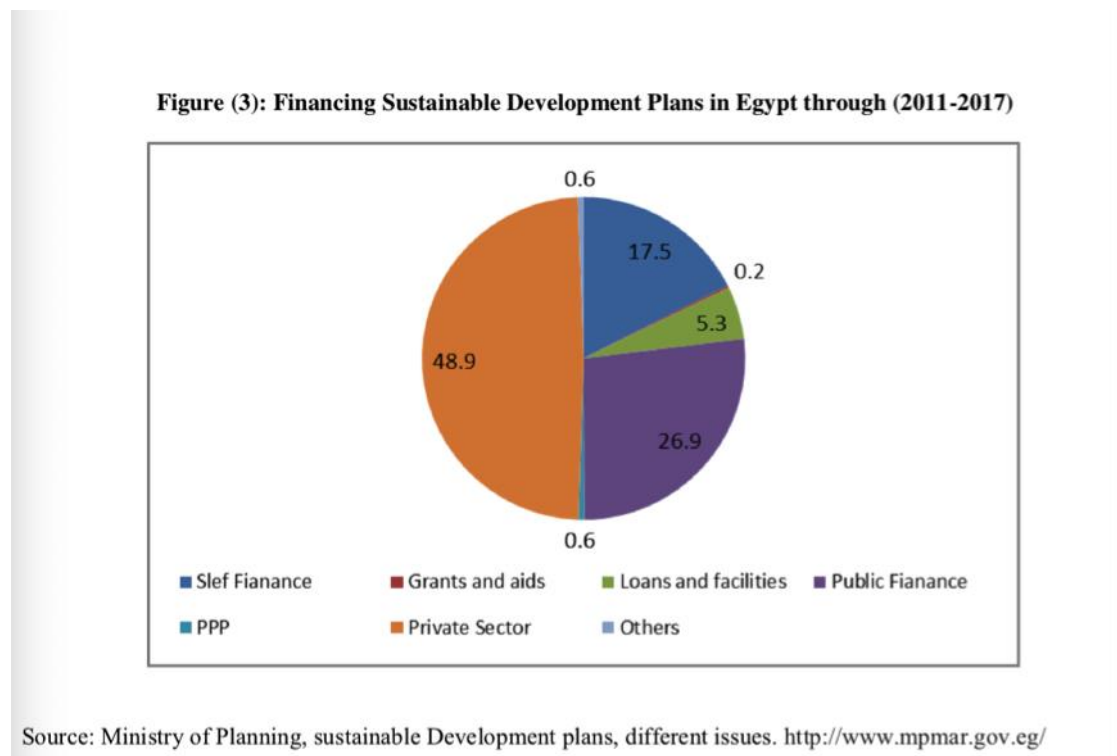


**Figure 2 Conceptual Framework for Financing the SDGs in Egypt (Refaat, 2020).**





**Figure 3: Financing Sustainable Development Plans in Egypt Through 2011-2017. (Refaat, 2020)**



**Figure 4: Egypt Economic Indicators over the years 2009-2017 (Elmers, 2009)**

**Table (4): Egypt's Economic Indicators over the Years 2009-2017**

<b>Economic Indicators/years</b>	<b>2009/10</b>	<b>10/11</b>	<b>11/12</b>	<b>12/13</b>	<b>13/14</b>	<b>14/15</b>	<b>15/16</b>	<b>16/17</b>
<b>% of Real GDP growth (at market prices)</b>	5.4	1.8	2.2	2.1	2.2	4.4	4.3	4.2
<b>Budget Deficit (% to GDP)</b>	8.2	9.8	10.0	13.4	12.1	11.5	12.2	10.9
<b>Balance of Payment Deficit (Billion \$)</b>	+3.4	-9.8	-11.3	+0.3	+1.5	+3.7	-2.8	13.7
<b>Trade Balance Deficit (% to GDP)</b>	-7.3	-8.4	-9.6	-10.7	-11.2	-11.7	-11.5	-15.1
<b>Total Foreign Dept. (Billion \$)</b>	33.7	34.9	34.4	43.2	46.1	48.1	55.8	79.0
<b>Domestic Investments (% of GDP)</b>	19.5	17.7	16.4	14.2	13.8	14.4	15.4	15.3
<b>Domestic Saving(% of GDP)</b>	14.3	13.0	8.0	7.5	5.3	5.9	5.5	3.1
<b>Financing Gap (% of GDP)</b>	8.2	4.7	8.4	6.7	8.6	8.5	9.9	12.2
<b>% of Government investment to Total investment</b>	45.3	38.1	33	39.7	37.8	38.8		
<b>Unemployment rate</b>	9.4	11.8	12.6	13.3	13.3	12.7	12.5	12.0
<b>Youth unemployment rate</b>	5.6	24.8	29.7	34.6	39	35.9		
<b>Poverty rate</b>	21.6	25.2	25.2	26.3	26.3	27.8	27.8	27.8

Source: Ministry of Finance, Financial Monthly Bulletin, different issues. <http://www.mof.gov.eg/>

**Figure 5: SDGs Potential Financing Scenarios (Elmers, 2009)**

**Table (5): SDGs Potential Financing Scenarios**

Components	Pessimistic Scenario			Moderate Scenario			Optimistic Scenario		
	2015	2020	2030	2015	2020	2030	2015	2020	2030
Economic Growth Rate (in Average during 2016-2030)	4.2%	2%	3%	4.2	4.5%	5%	4.2	7.5%	10%
Rate of Local Savings	5.9%	3.4%	3.2%	5.9%	5%	9%	5.9%	15%	25%
Rate of Total Investments	14.9%	18.4%	20.9%	14.9%	16%	18%	14.9%	22%	30%
Financial Gap	9%	15%	17.7%	9%	11%	9%	9%	7%	5%
%Budget Deficit	11.5%	12.4%	12.9%	11.5%	11.5%	11.1%	11.5%	7.5%	3%
Balance of Payment Deficit	US\$ 4 Billion	US\$ 5 Billion	US\$ 7 Billion	US\$ 4 Billion	US\$ 2 Billion	US\$ 1 Billion	US\$ 4 Billion	US\$ 0.5 Billion	US\$ 4 Billion (Surplus)
Population Growth Rate	2.3%	2.2%	2.0%	2.3%	2.1%	1.8%	2.3%	1.9%	1.4%
Technology Choice	High Level Technology			High Level Technology			Mix of Technology High level Technology in Urban Areas and Developed Traditional Technology in Rural and Deserted Areas		
Types of Energy used in DW&S Utilities	Non-renewable			Non-renewable			80% Non-renewable & 20% Renewable		
% of Inhabitant Areas	7%	7.5%	8%	7%	8%	9%	7%	9%	12%
Commitment of International Community to Finance SDGs	Not Committed			Not Committed			Highly Committed		

**Figure 6: The status of MDGs achievement in Egypt: (Ashour & Ibrahim, 2018)**

Table (3): The status of MDGs achievement in Egypt

MDGs	Already achieved	Difficult to achieve
<b>MDG 1: Eradicate extreme poverty and hunger</b>		
- Proportion of population below the national poverty line		●
- Achieve full and productive employment and decent work for all		●
<b>MDG 2: Achieve universal primary education</b>		
- Net enrolment rate in primary education		●
- Net enrolment rate in preparatory education		●
- Literacy rate, women and men		●
<b>MDG 3: Promote gender equality and empower women</b>		
- Ratio of girls to boys in primary and secondary education	●	
- Share of women in wage employment in the non-agricultural sector		●
- Proportion of seats held by women in national parliament		●
<b>MDG 4: Reduce child mortality</b>		
- Under-five mortality rate	●	
- Proportion of 1 year-old children immunized against measles		●
<b>MDG 5: Improve maternal health</b>		
- Maternal mortality ratio		●
- Contraceptive prevalence rate		●
- Antenatal care coverage		
- Unmet need for family planning		●
<b>MDG 6: Combat HIV/AIDS, malaria and other diseases</b>		
- Incidence and death rates associated with malaria	●	
- Incidence and death rates associated with tuberculosis	●	
<b>MDG 7: Ensure environmental sustainability</b>		
- Proportion of population using an improved drinking water source	●	

Source: Elnemr and Ashour - UNDP Egyptian Human Development Report 2015

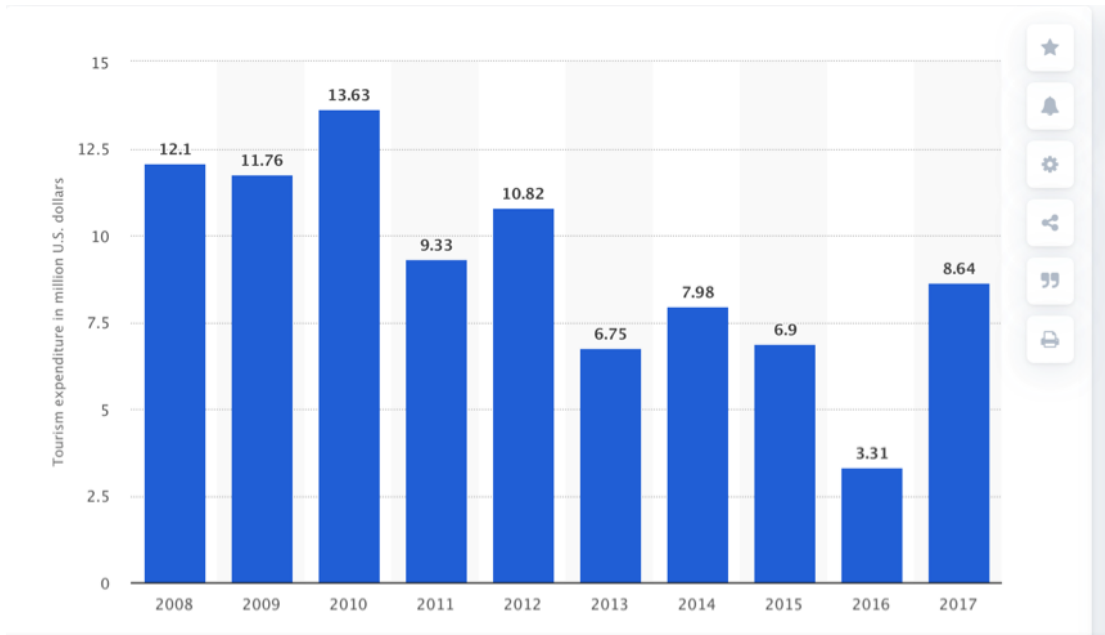
**Figure 7: Egypt key tax indicators.(PWC, 2019)**

## Egypt key tax indicators

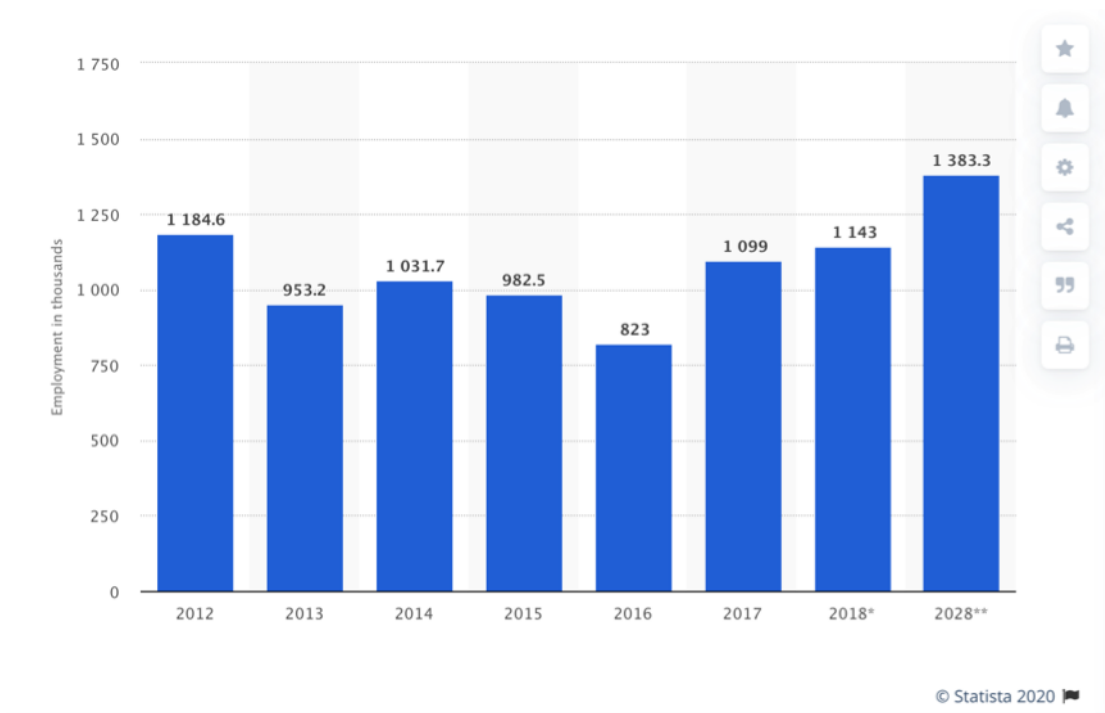
<b>Tax indicators</b>	<b>Resident</b>	<b>Non-resident *</b>
Fiscal year end	Calendar year	Calendar year
<b>Companies</b>		
Income tax	General tax rate is 22.5%. For companies engaged in exploration and production of oil and gas, the tax rate is 40.55%.	Not applicable, unless the foreign company has a permanent establishment in Egypt (refer to comments opposite)
Tax on capital gains	Generally, 10% if shares are listed on the Egyptian stock exchange; this tax is suspended for 2 years from 17 May 2015. Otherwise if shares are not listed, standard rates apply.	Generally, 10% if shares are listed on the Egyptian stock exchange; this tax is suspended for 2 years from 17 May 2015. Otherwise if shares are not listed, standard rates apply.
Value added tax	A standard rate of 13% for FY16-FY17 and 14% starting from FY17-FY18 will be applied to all goods and services, except for machinery and equipment that will be subject to 5%.	Reverse charge mechanism - whereby transactions involving non-residents providing services / royalties to Egyptian resident entities have become subject to VAT in Egypt.
<b>Individuals</b>		
Individual marginal tax rate (max)	Progressive rates of up to 22.5%.	Progressive rates of up to 22.5%.
Basis of taxation	Worldwide income	Egyptian-source income only
<b>Withholding tax</b>		
Dividends	10% (reduced to 5% if certain conditions are met)	10% (reduced to 5% if certain conditions are met)
Interest	Not Applicable	20%. Interest payments on loans of a duration more than three years in Egypt are exempt from WHT.
Royalties	Not Applicable	20%
Management service fees	Not Applicable	20%
<b>Customs</b>	Goods : 0% to 40% depending on the specific nature of the goods, passenger cars : 40% or 135%, alcohol 600% to 3,000%. Tobacco products are subject to specific customs duties based on the quantity/ weight.	
<b>Exchange controls</b>	Theoretically, there are no foreign exchange controls in Egypt. In practice there may be constraints on cash and cheque deposits in other currency.	
<b>Thin capitalisation</b>	A 4:1 debt to equity ratio applies. Any interest on debt exceeding this ratio will be disallowed.	
<b>Transfer pricing</b>	Related party transactions must be carried out at arm's length terms and conditions.	
<b>Double tax treaties</b>	Albania, Algeria, Austria, Bahrain, Belarus, Belgium, Bulgaria, Canada, China, Cyprus, Czech Republic, Denmark, Finland, France, Georgia, Germany, Greece, Holland, Hungary, India, Indonesia, Iraq, Ireland, Italy, Japan, Jordan, Korea, Kuwait, Lebanon, Libya, Macedonia, Malaysia, Malta, Mauritius, Morocco, Netherlands, Norway, Pakistan, Palestinian Territories, Poland, Romania, Russia, Serbia & Montenegro, Singapore, South Africa, Spain, Sweden, Switzerland, Syria, Tunisia, Turkey, Ukraine, United Arab Emirates, United Kingdom, United States and Yemen	
<b>Treaties awaiting conclusion or ratification</b>	Armenia, Croatia, Ethiopia, Mongolia, Oman, Saudi Arabia, Slovakia, Slovenia, Sudan, Thailand, Vietnam	

\* Not tax resident in Egypt and no permanent establishment in the Egypt.

**Figure 8: Tourism expenditures in Egypt year 2008-2017. (Trading Economics, 2020)**

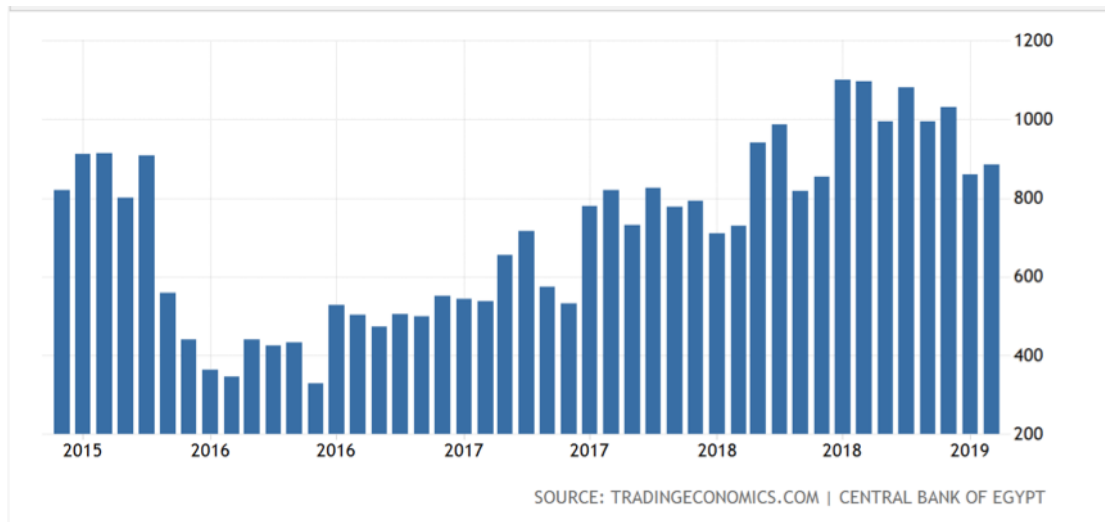


**Figure 9: Direct contribution of travel and tourism to employment in Egypt from 2012 to 2028 (Trading Economics, 2020)**



© Statista 2020

**Figure 10: Egypt Tourist arrivals years 2005-2019 (Trading Economics, 2020)**



**Figure 11: Egypt unemployment rate years 2010-2020. (Trading Economics, 2020)**



**Figure 12: Egypt tourism revenues years 2010-2020. (Trading Economics, 2020)**



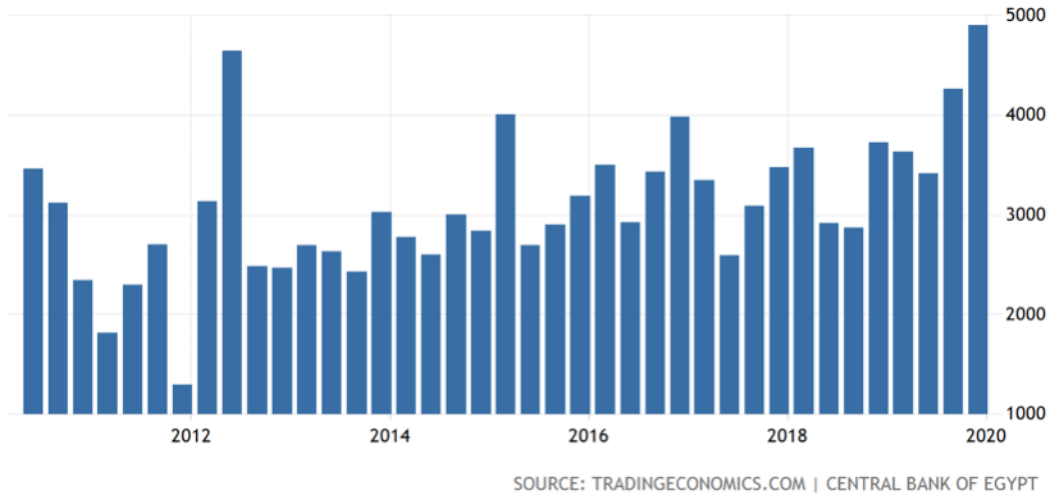
Actual	Previous	Highest	Lowest	Dates	Unit	Frequency
12.57	9.80	12.57	3.80	2010 - 2019	USD Billion	Yearly

**Figure 13: Egypt population years 2010-2020. (Trading Economics, 2020)**

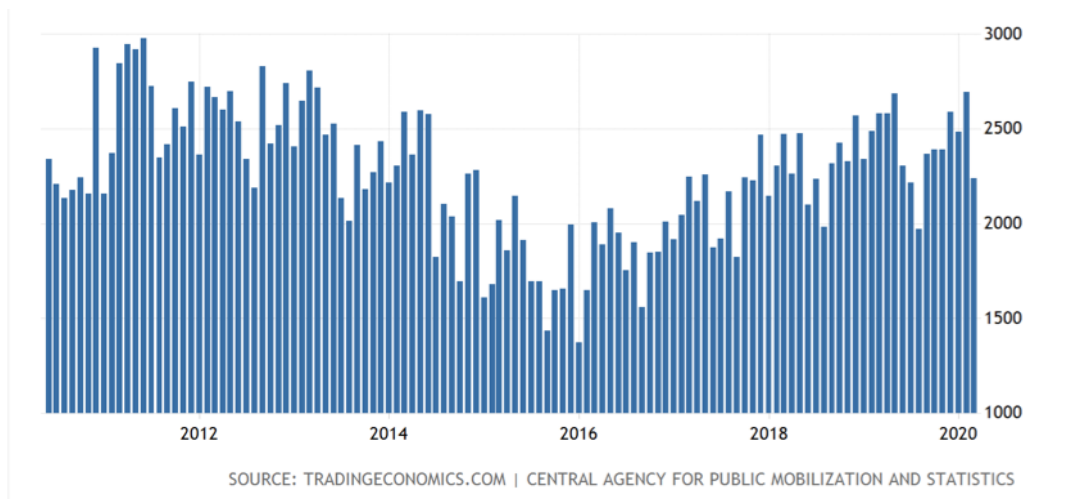




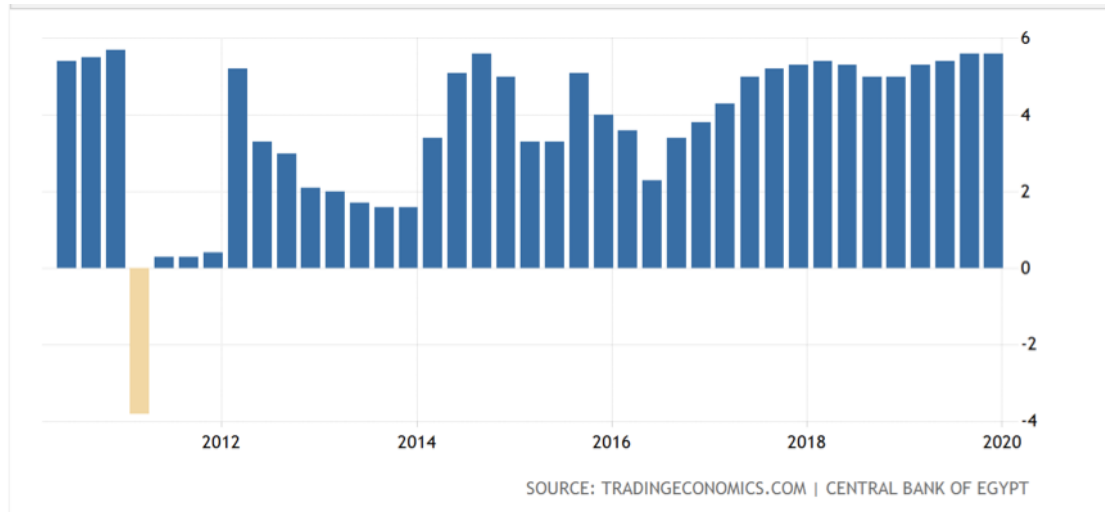
**Figure 14: Egypt direct foreign investment years 2010-2020. Trading Economics, 2020**



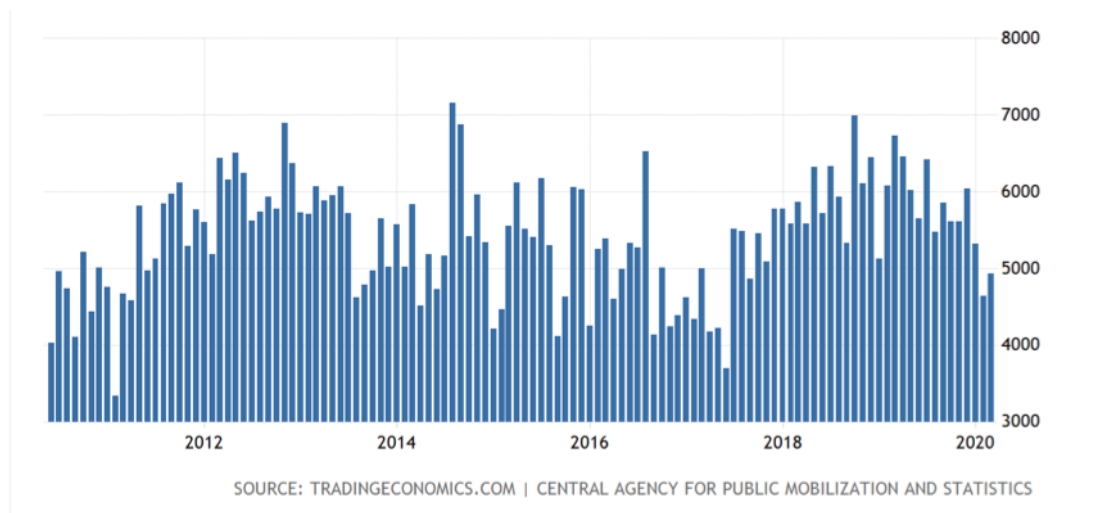
**Figure 15: Egypt exports years 2010-2020. Trading Economics, 2020**



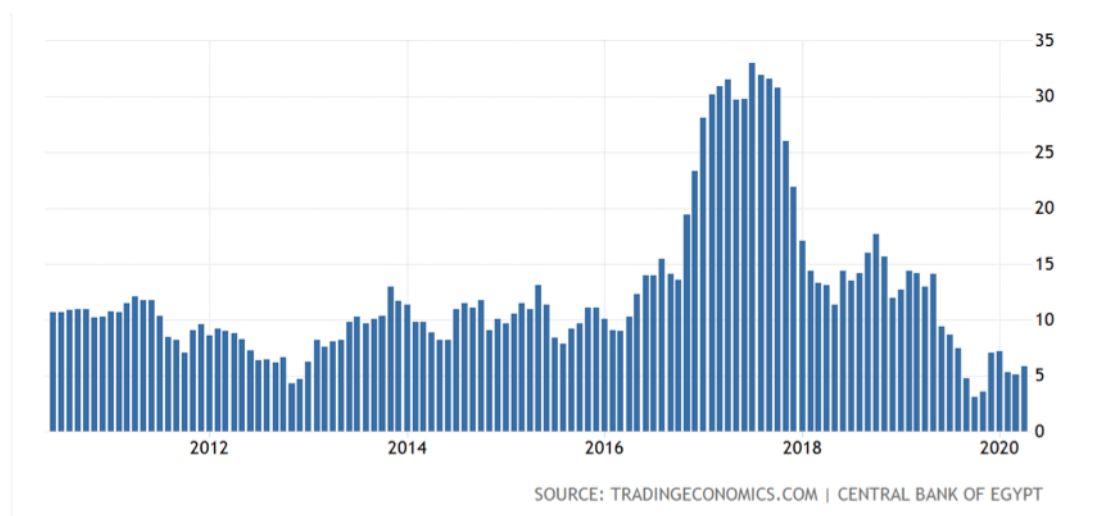
**Figure 16: Egypt imports 2010-2020. Trading Economics, 2020**



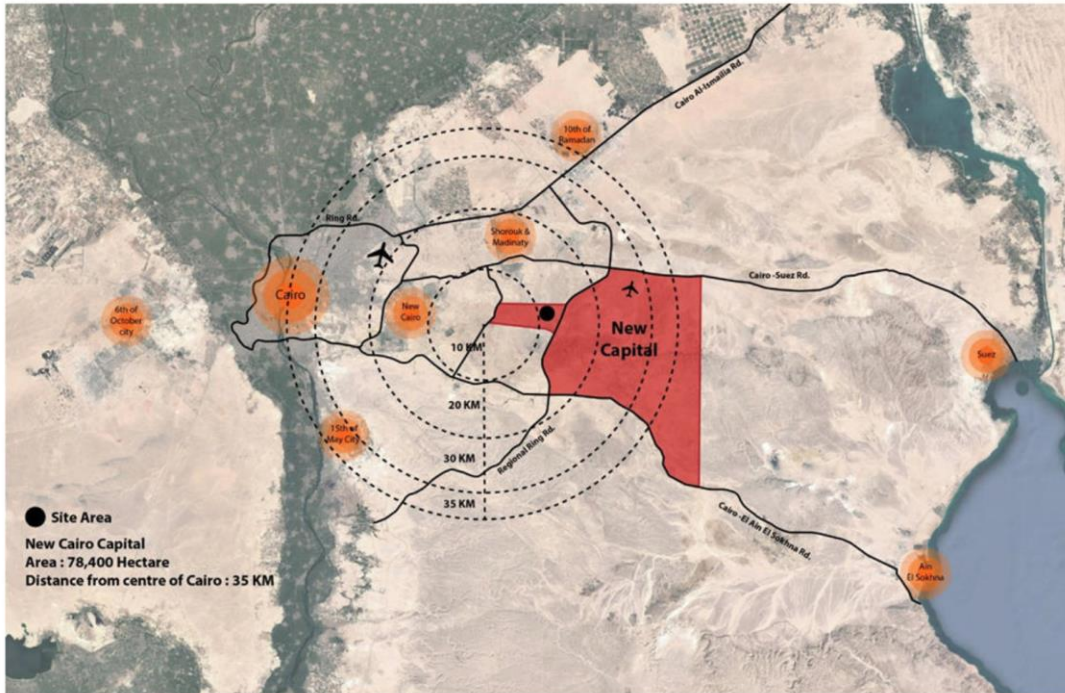
**Figure 17: Egypt GDP annual growth rate years 2010-2020. (Trading Economics, 2020)**



**Figure 18: Egypt inflation rate years 2010-2020. (Trading Economics, 2020)**



**Figure 19: Cairo new capital city (Radcliffe, 2020)**



*The new capital will be located 35 kilometers, or 21 miles, east of Cairo.*

*Image: ACUD*

**Figure 20: Cairo new capital entertainment district. (Radcliffe, 2020)**



*Plans for the city include a new parliament and presidential palace, Egypt's largest airport, Africa's tallest tower, the Middle East's largest opera house, a \$20bn entertainment district, and a giant urban park bigger than Central Park in New York.*

*Image: ACUD*

Interview questions Conducted with Dr Elham Fouda and Mr Amr El Ezaby

1. What is the marketplace of tourism in the economic sector?
2. What are the main specificities of tourism today?
3. What is the situational analysis of the tourism sector in Egypt today?
4. What are the main trends of the tourism industry?
5. Concerning the tourism profiling, what did mainly change during the last 10years?
6. What are the budget and the expectations of the tourists?
7. What are the distinctions (between the interior tourism and the exterior tourism)
8. What is the perception of ecotourism in the Egyptian tourism (challenges, expectations, difficulties to put in place)?
9. What do you expect from the Egyptian government to implement this kind of tourism?
10. What are the main sustainable points that the Egyptian government is working on today? What is your opinion about that matter?