LOCAL COMMUNITIES’ ATTITUDES TOWARDS IMPACTS OF TOURISM DEVELOPMENT IN EGYPT

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This study examines the attitudes of local citizens toward tourism development of residents in Egypt through studying impacts of tourism development on the local community. It aims to measure the effect of tourism development on the standard of living of the Egyptian people. For achieving the research objectives data were collected through a questionnaire distributed among local people; 462 questionnaire forms were recollected after they were filled in by the chosen random sample of respondents. Descriptive statistic analysis was used to measure the tourism development impacts depending on a Likert scale. Multiple regression/stepwise model was used to decide the relationship between the standard of living in Egypt as a dependent variable and the tourism development indicators as independent variables. The main results are that local people have positive attitudes towards tourism development indicators and there are some negative socio-cultural impacts of tourism development on local communities in Egypt.

Key words: Egypt; Tourism; Development; Impacts; Local; People

Introduction

Over the past two decades tourism has become a major activity in most societies and an increasingly important sector in terms of economic development. It forms a rising share in discretionary income and often provides new opportunities for upgrading local environments. Tourism is increasingly regarded as one of the development vehicles of a country, while it is an important growth sector in a country’s economy. However, much empirical evidence has also shown the negative effects of tourism, in particular on the environment. Questions arise as to whether it is possible to keep on developing tourism in a certain area without negative or irreversible influences on the local communities (Bull, 1995; Ferrario, 1979; Fessenmaier & Uysal, 1990; Johannesen, 2004; Sinclair & Stabler, 1997).

The core aim of tourism development is to promote and enhance the economic health of Egypt in ways that achieve a high quality of life for all residents. Travel and tourism continue to play an expanding role in the growth of Egypt’s economy, as they do around the world. The tourism strategy goal is to encourage that growth, by attracting...
more visitors to Egypt from North America, Europe, the Arab World, and around the world, producing longer stays and increased revenue for the Egyptian local communities. Accomplishing that goal is significant not only to the 2.5 million Egyptians employed directly in the tourism industry and participating by about 7.9% of GDP (World Travel & Tourism Council [WTTC], 2004), but also to the millions of Egyptians influenced indirectly by tourism: farmers, car dealers, and housing contractors, as well as hotel owners, restaurant employees, and museum staff. The forecast for travel and tourism demand was expected to total 13.3% real growth in 2004, and 3.4% real growth per annum between 2005 and 2014 (WTTC, 2005). The annual increase of tourist inflows into Egypt underscores Egypt’s enduring appeal and the tourism ministry’s diversification strategy, which is transforming the country’s image from a cultural to a multifaceted resort destination. With a share of around 25% of the Middle East tourism market, Egypt has been witnessing a tourism growth that was higher than the world average. Another factor that has contributed to the revitalization of the sector is private sector participation. Since 1993, incentives like tax exemptions, low-cost land, and ownership rights for foreigners have encouraged private sector involvement in more than 800 projects. Egyptian and foreign investments, especially from the Gulf Arab countries, contribute to every aspect of development, infrastructure, large-scale integrated resort communities, and a variety of services (Tohamy & Swinscoe, 2000).

On other hand, there is evidence that has also shown the negative effects of tourism development, in particular on the environment of coastal areas. Questions arise as to whether it is possible to keep on developing tourism projects in a certain tourist destination without negative or irreversible influences on the standard of living of local people. Understanding the broad range of benefits and challenges of tourism development—economic, social, as well as ecological—is essential for communities involved in recreation and tourism planning (Heath & Wall, 1992; Jurowski, Uysal, Williams, & Noe, 1995). Yet the amount of information and conflicting perspectives can be overwhelming. Identifying the intrinsically linked components of tourism is a first step in describing its nature as a development tool. Planning processes are needed to identify both the positive and negative aspects of tourism development and provide research-based tools for decision makers with regard to the type, size, scope, and potential of the development (Lowry, 1994). The challenge is to bring communities together to create a shared vision that encompasses, but is not limited to, individual perspectives (Buhalis & Fletcher, 1992).

This article aims to investigate the impacts of tourism development on the Egyptian local communities and explore the effect of tourism development on the standard of living of local people in Egypt.

Literature Review

The principle that tourism planning and development should involve the broader community is now widely accepted and endorsed (Ap, 1990; Ap & Crompton, 1989; Brayley, Var, & Sheldon, 1990). In particular, Ritchie (1993) has stressed that residents must not be taken for granted, but must be “responsive” to the particular planning efforts resulting from government and industry collaborations. In other words, there needs to be a certain level of consensus in the wider community that planned developments would be a good thing for the community. Studies on resident attitudes toward tourism have identified factors that influence resident goodwill. These include: the potential for economic gain, environmental attitudes, socioeconomic status, feelings held about the community, extend of the use of the tourism resource base, perceptions of the ability to control the development of tourism, and perceptions of the impact of tourism on the quality of life (Ap, 1990; Carmichael, 2000; Faulkner & Tideswell, 1997; Gursoy, Jurowski, & Uysal, 2002; Jurowski, 1994; Jurowski, Uysal, & Williams, 1997; Lankford & Howard, 1994; Liu, Sheldon, & Var, 1986; McCool & Martin, 1994; Prentice 1993; Um & Compton, 1987).

Hence, it is important to ensure that there is sustainable tourism development to enable its economic benefits to be felt at all layers of the economy. Indirectly, this means that, in order to create a win–win situation for all parties, there must be a clear link with the other industries related to
tourism development, no matter how obscure. Apart from contributing to economic growth, the call for greater attention to be placed on the tourism industry is related to its effect in encouraging economic diversification. The tourism industry could serve as a cushion by reducing total reliance on the manufacturing sector (Dritsakis, 2004; Dunlap, VanLiere, Mertig, & Jones, 2000; Goodwin, 1998; Gunn, 1994).

To enhance tourism development indicators and improve the standard of living of local people, there are a number of proven strategies that can be used to improve overall tourism development indicators, which can be used to enhance the quality of the standard of living of local people. These strategies (adapted from World Tourism Organization [WTO] report) can be shown as follows (Lee & Allen, 2000; Murphy, Pritchard, & Smith, 2000; Tennessee Valley Authority [TVA], 1996; WTO, 1999, 2001):

1. Attracting higher yield tourism market segments.
2. Providing tourism facilities that encourage tourists to increase their length of stay.
3. Improving the quality of tourism and diversifying tourism products to increase visitor expenditure.
4. Spreading the benefits of tourism development among tourist destinations and parties.
5. Enhancing infrastructure and planning gain.
6. Local management of tourism development and partnership.
7. SME development.
8. Reducing tourism seasonality.
9. Skill development and training.

The returns from developing the tourism industry in developing countries will depend on its ability to meet foreign competition. This ability needs to be assessed specifically for each small tourist destination under consideration (Butler, 1980; Khan, 1986; Tisdell, 1991, 2001). In this regard, the findings of Sinclair and Tsegaye (1990) are worth noting. They examined data for several industrialized and for several developing countries to determine whether their diversification into the nontraditional tourism sector has decreased the instability of their export earnings. They found that although tourism has the advantage of high growth rates and is a major source of foreign currency receipts, earnings from tourism did not bring about a significant decrease in the instability of export earnings of most of the developing and industrialized countries considered. Furthermore, a net increase in the instability of earnings from tourism and merchandise exports occurred in a number of countries, and this may be a particular problem in small, open developing economies (Sinclair & Tsegaye, 1990, p. 487).

It is sometimes suggested that foreign tourism is a much less attractive means to develop small economies (or remote regions) than may appear to be so at first sight. This is based on the view that import leakages are very high for foreign tourism in a small country (Archer, 1989; Britton, 1982). But the importance of such income leakages can be exaggerated. The net income remaining in an economy is more important than that which leaks away. An industry with a high leakage can make a higher income injection than one with a low leakage if the gross income earned by the former is much higher (Tisdell, 1993). Furthermore, most modern industries located in small economies have relatively high import leakages (Prasad & Tisdell, 1998). In some cases, development of a local tourist industry can be highly dependent on guest workers. This may be because locals are not keen to perform menial tasks associated with tourism (e.g., housekeeping or cleaning duties in hotels) or they may lack language and cultural skills needed to cater for hosts. For example, the resort industry in the Maldives and Red Sea, Egypt is highly dependent on foreign personnel. Even in relation to Japanese tourism in Australia, considerable use is made of Japanese guest workers because of their language skills and cultural knowledge. This implies that either locals do not like to accept all the types of jobs created by foreign tourism, or that they are not prepared or able to develop all the skills and knowledge necessary to service it competitively. Kakazu (1994) demonstrates that the Northern Mariana Islands has become highly dependent on migrant workers for the development of its tourism industry and its tourism industry tended to crowd out its traditional industries; therefore, a kind of Dutch disease has arisen. The tourism industry has not been a growth pole for the Northern Mariana Islands, whereas in
parts of China, such as Yunnan, it may constitute a growth pole or key industry to stimulate development (Wen & Tisdell, 2001). Note that it can be unwise to try to stem import leakages. For example, some imports may be essential to cater for the tastes of foreign visitors. In the absence of such imports, their demand for visits may collapse.

There are also environmental and sustainability issues to consider in relation to tourism. Tourism is sometimes considered to be a green industry (Wen & Tisdell, 2001) or an environmentally benign industry. But tourists and the tourist industry, unless well managed, are capable of having serious adverse environmental consequences. These may arise from provision of services for tourists and wastes from tourists (e.g., water supplies, energy supply, sewage disposal, destruction of natural environments to make way for the provision of tourist facilities such as roads airport, resorts, and hotels) and destruction directly by tourists (e.g., coral collection by tourists, destructive graffiti on tourist attractions) (Kotas, 1982; Lundberg, Krishnamoorthy, & Stavenga, 1995; Tisdell, 2000). The list of possible adverse environmental effects from tourism can actually be quite long. On the other hand, if tourism is developed in a manner sympathetic to the environment, as is a goal of ecotourism, it may be more supportive of environmental protection than alternative industries. It can be an environmentally friendly industry. Particularly, in the case of ecotourism, it can provide a positive economic incentive to conserve nature. It can provide a stimulus to the conservation of biodiversity. As in the case of most industries, the environmental impact of tourism depends on how well it is managed. By good management, it is possible to develop a tourism industry that is environmentally friendly and relatively sustainable (Nijkamp & Verdonkschot, 1995).

In some countries, concerns also arise about possible adverse social impacts from tourism. There are fears that it may, for example, undermine established values in the host country, and contribute to crime, prostitution, and disorder. However, much seems to depend on how the host country itself addresses such matters. If the nation acts in a disciplined way, as for example has been done in Singapore, the problems may be few (Khan, Seng, & Cheong, 1988) and, in fact, the disciplined safe nature of the host country may be a positive attraction for the bulk of tourists. The Maldives copes with this problem by geographically separating tourists from the mainstream of society. In some previous communist countries, guided group tours were favored as a means of separating tourists from the rest of society. In practice, it seems likely that most tourists interact little with local residents in their host countries. Their contacts are probably limited, in most cases, to those servicing tourism, and are strictly of an impersonal business nature. It is, however, true that tourists can cause offense to locals if they do not respect local customs. This problem may be addressed by making visitors aware of local customs, and by also encouraging local residents to show some tolerance of those not a part of their society and culture.

In total, tourism development can provide profitable opportunities to developing nations to diversify their economies if appropriate preconditions are satisfied (Northern Forest Center, 2002). However, tourism is not a magical industry for creating economic wealth and reducing economic uncertainty and volatility. In fact, in the modern global world, there do not seem to be any such magical industries. Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological biodiversity, and life support systems (Glover, 1998). Tourism needs to be organized in ways that enable local people to have better access to tourists and help them to participate in designing the strategy of sustainable tourism development (Bull, 1995; Dubois, 2001; Sinclair & Stabler, 1997; TVA, 1996; Vogtmann, 2004). Investment in the tourism sector in Egypt reached to L.E.99.3 million, representing a significant and growing share (7.3%) of total investment. The Tourism Development Authority provides investment opportunities, specifically in the Red Sea, Aqaba Bay, Ain El-Sokhna, Ras Sudr, and Ras El-Hekma areas. In addition, investment opportunities related to privatization, hotels, tourism-related services, and ecotourism exist. Another
factor that has contributed to the revitalization of the sector is private sector participation. Since 1993, incentives like tax exemptions, low-cost land, and ownership rights for foreigners have encouraged private sector involvement in more than 800 projects. Egyptian and foreign investments, especially from the Gulf Arab countries, contribute to every aspect of development, infrastructure, large-scale integrated resort communities, and a variety of services (Central Department for Planning and Follow-up [CDPF], 1996; Tourism Development Authority [TDA], 2003; Wahish, 2004).

Research Methodology

Surveys of residents were conducted in five regions: Red Sea Governorate, South Sinai, Alexandria, Giza, and Luxor. The sample frame is people who live in these Egyptian tourist destinations. The sample size was 500 local citizens. Random sampling was employed to choose persons from the population of the destinations. The main criterion for the selection of the participants was to be local citizens of the tourist areas.

A questionnaire was designed for the purpose of achieving the research objectives. The questionnaire was chosen according to the main criteria that should be considered when one tries to measure the tourism development impacts and their effect on the standard of living of local people as it is extracted from the tourism studies and leisure literatures. Also the viewpoints of a number of experts in the area of tourism development, from the Egyptian Tourism Development Authority (TDA), were considered in the stage of piloting and when deciding the final questions of the questionnaire. There were 462 questionnaire forms that have been recollected after they have been filled by the chosen respondents. Data collection was accomplished during the summer of 2004 and the response rate was 92.4%.

Descriptive statistic analysis was used to measure the tourism development impact scale. This measurement scale consisted of 14 items reflecting the perceived economic, sociocultural, environmental, and physical impacts. Respondents were asked to provide answers on each item that was measured by a 5-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. Multiple regression/stepwise regression model was used to determine the relationship between the standard of living in Egypt as a dependent variable and the tourism development variables (13 independent variables).

Results and Discussion

Tourism Development Impacts Measurement: The Attitudes of Local People in Egypt

For measuring the attitudes of the Egyptian local people towards tourism development indicators, descriptive statistic analysis was used. This measurement scale consists of 14 variables reflecting the perceived economic, sociocultural, environmental, and physical impacts (Harrill, 2004). Respondents were asked to provide answers on each variable, which was measured by a 5-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. Statistical descriptive analysis and Friedman Test were used to prove the respondents’ answers. Table 1 shows the results of descriptive statistical analysis of tourism development impacts.

Based on the mean score of each variable (Table 1), respondents tend to strongly agree that tourism has created jobs for the Egyptian local community people (mean = 4.50, SD = 0.68) and has attracted investment and development projects to the Egyptian local communities (mean = 4.18, SD = 0.67). They also agreed that national income has increased considerably because of tourism activities in Egypt (mean = 4.01, SD = 0.70). However, tourism has negatively affected the Egyptian way of life and increased the inflation level (mean = 4.30, SD = 0.96).

These results indicate that tourism development in Egypt has not only participated in economic benefits in terms of job creation and has not only increased investment and development projects to the Egyptian local communities, but also has resulted in the sociocultural benefits of an increase in national income, more positive cultural exchange, and giving economic benefits to local businesses. However, it should be noticed that tourism has also provided some negative sociocultural impacts such as the negative effect on the Egyptian way of life, increasing the inflation level, negative impacts on the cultural identity of the lo-
Table 1
Descriptive Analysis of Tourism Development Impact Variables

<table>
<thead>
<tr>
<th>Variables</th>
<th>Mean</th>
<th>SD</th>
<th>Chi-Square</th>
<th>Sig.*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism has created jobs for local community people.</td>
<td>4.50</td>
<td>0.68</td>
<td>665.035</td>
<td>0.000</td>
</tr>
<tr>
<td>Tourism has attracted investment and development projects to the Egyptian local communities.</td>
<td>4.18</td>
<td>0.67</td>
<td>747.026</td>
<td>0.000</td>
</tr>
<tr>
<td>National income has increased considerably because of tourism activities in Egypt.</td>
<td>4.01</td>
<td>0.70</td>
<td>715.965</td>
<td>0.000</td>
</tr>
<tr>
<td>Tourism has given economic benefits to the Egyptian local people and businesses.</td>
<td>3.88</td>
<td>0.70</td>
<td>766.658</td>
<td>0.000</td>
</tr>
<tr>
<td>Tourism has developed local skills and yielded new skills and positive attitudes towards creative and innovative work.</td>
<td>2.90</td>
<td>1.06</td>
<td>145.273</td>
<td>0.000</td>
</tr>
<tr>
<td>Tourism has changed the Egyptian traditional culture to be more positive.</td>
<td>3.18</td>
<td>0.94</td>
<td>229.710</td>
<td>0.000</td>
</tr>
<tr>
<td>Tourism provides more parks and other recreational areas and facilities for local residents.</td>
<td>3.20</td>
<td>0.82</td>
<td>468.974</td>
<td>0.000</td>
</tr>
<tr>
<td>Tourism has resulted in more positive cultural exchange between inbound tourists and local residents.</td>
<td>3.88</td>
<td>0.64</td>
<td>1114.818</td>
<td>0.000</td>
</tr>
<tr>
<td>Tourism has negatively affected the Egyptian way of life and increased the inflation level.</td>
<td>4.30</td>
<td>0.96</td>
<td>491.918</td>
<td>0.000</td>
</tr>
<tr>
<td>Tourism has resulted in negative impacts on the cultural identity of the Egyptian community.</td>
<td>3.45</td>
<td>0.98</td>
<td>503.216</td>
<td>0.000</td>
</tr>
<tr>
<td>Local residents have suffered from living in tourism destination areas.</td>
<td>2.21</td>
<td>1.02</td>
<td>181.961</td>
<td>0.000</td>
</tr>
<tr>
<td>Tourism has resulted in traffic congestion, noise, and pollution in tourist destination areas.</td>
<td>2.55</td>
<td>0.92</td>
<td>256.355</td>
<td>0.000</td>
</tr>
<tr>
<td>Construction of hotels and tourist facilities has destroyed the natural environment in tourist attraction areas.</td>
<td>2.13</td>
<td>0.99</td>
<td>243.671</td>
<td>0.000</td>
</tr>
<tr>
<td>Tourism has resulted in unpleasantly overcrowded beaches, hiking trails, parks, museums, and other outdoor places in the Egyptian community.</td>
<td>3.54</td>
<td>1.08</td>
<td>601.874</td>
<td>0.000</td>
</tr>
<tr>
<td>Average of tourism development impacts</td>
<td>3.42</td>
<td>0.87</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Measurement scale: 1 = strongly disagree, 2 = disagree, 3 = neither disagree nor agree, 5 = strongly agree.

*Chi-Square Sig. is less than 0.05.

Tourism Development and Standard of Living in Egypt

Multiple regression/stepwise regression model (Mansfield, 1994) was used to explore the relationship between the standard of living in Egypt (y) as a continuous dependent variable and the other tourism development variables (x₁, x₂, x₃, x₄, . . . , x₁₃) that are shown in Table 2.

Depending on the mean score of the variable of the standard of living in Egypt (y), respondents tend to agree that tourism has improved the standard of living in Egypt (mean = 4.01, SD = 0.70). Based on the literature review, one can consider the following indicators (variables) (x₁, x₂, . . . , x₁₃) as independent variables that may affect the standard of living (Table 2).

Multiple Regression Analysis Results

The multiple regression model can be shown as:

\[ y = \alpha + b₁x₁ + b₂x₂ + \ldots + b₁₃x₁₃ \] (explicit function)

\[ y = f(x₁, x₂, \ldots , x₁₃) \] (implicit function)

where y is the dependent variable; f is function of; \( \alpha \) is constant; \( b₁, \ldots , b₁₃ \) are regression coefficients; \( x₁, \ldots , x₁₃ \) are independent variables.
Table 2
Standard of Living Indicators

<table>
<thead>
<tr>
<th>Indicators/Variables</th>
<th>Symbol</th>
</tr>
</thead>
<tbody>
<tr>
<td>The standard of living in Egypt (dependent variable)</td>
<td>y</td>
</tr>
<tr>
<td>Tourism produces overcrowding and pollution.</td>
<td>x1</td>
</tr>
<tr>
<td>Tourism helps in sustaining the quality of the Egyptian social, economic and environmental assets.</td>
<td>x2</td>
</tr>
<tr>
<td>Tourism has increased positive attitudes towards the creative and innovative work.</td>
<td>x3</td>
</tr>
<tr>
<td>Tourism encourages investment in the state’s physical infrastructure such as highways, railways, harbors, etc.</td>
<td>x4</td>
</tr>
<tr>
<td>Tourism has changed the Egyptian traditional culture to be more positive, innovative, and creative.</td>
<td>x5</td>
</tr>
<tr>
<td>Tourism has created more income and employment to local community.</td>
<td>x6</td>
</tr>
<tr>
<td>Tourism has positively affected the Egyptian way of life and increased the cost of living.</td>
<td>x7</td>
</tr>
<tr>
<td>Tourism has negatively affected the Egyptian way of life and increased the cost of living.</td>
<td>x8</td>
</tr>
<tr>
<td>Tourism has negatively affected the cultural identity of the Egyptian community.</td>
<td>x9</td>
</tr>
<tr>
<td>Local residents have suffered from unpleasant activities in tourist attraction areas.</td>
<td>x10</td>
</tr>
<tr>
<td>Tourism has increased the opportunities of peace between Egypt and other countries.</td>
<td>x11</td>
</tr>
<tr>
<td>Construction of hotels and tourist facilities has destroyed the natural environment and agricultural land in tourist attraction areas.</td>
<td>x12</td>
</tr>
<tr>
<td>Tourism has improved the performance of other industries.</td>
<td>x13</td>
</tr>
</tbody>
</table>

Table 3 explains the main characteristics of the regression model results. Depending on ANOVA analysis, one can conclude that $x_3$ (beta = 0.164, sig. = 0.003 ≤ 0.05, tolerance value = 0.653), $x_7$ (beta = 0.138, sig. = 0.006 ≤ 0.05, tolerance value = 0.764), $x_4$ (beta = 0.130, sig. = 0.018 ≤ 0.05, tolerance value = 0.653), and $x_5$ (beta = 0.104, sig. = 0.048 ≤ 0.05, tolerance value = 0.711) made a unique, and statistically significant, contribution to the explanation/prediction of the dependent variable, standard of living in Egypt (y). The result of the analysis is that the regression model, which includes these variables [tourism helps in sustaining the quality of the Egyptian social, economic, and environmental assets ($x_3$), tourism has created more income and employment to local community ($x_7$), tourism encourages investment in the state’s physical infrastructure such as highways, railways, harbors, etc. ($x_4$), and tourism has increased positive attitudes towards the creative and innovative work ($x_5$)], explains 13.1% of the variance in the perceived standard of living in Egypt. The other variables can be omitted from the model because they have small beta value and their significance

Table 3
Statistical Characteristics of the Multiple Regression Model Results ANOVA

<table>
<thead>
<tr>
<th>Unstandardized Coefficient:</th>
<th>Standardized Coefficient:</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>B SE</td>
<td>Beta t</td>
<td>Sign Sig. Tolerance VIF</td>
</tr>
<tr>
<td>(Constant)</td>
<td>1.996 0.406</td>
<td>4.922 0.000</td>
</tr>
<tr>
<td>$x_1$</td>
<td>1.405E-02 0.054</td>
<td>-0.014 -0.261 0.794 0.722 1.386</td>
</tr>
<tr>
<td>$x_2$</td>
<td>0.173 0.057</td>
<td>0.164 3.012 0.003 0.653 1.531</td>
</tr>
<tr>
<td>$x_3$</td>
<td>0.104 0.052</td>
<td>0.104 1.984 0.048 0.711 1.407</td>
</tr>
<tr>
<td>$x_4$</td>
<td>8.627E-02 0.036</td>
<td>0.130 2.377 0.018 0.653 1.531</td>
</tr>
<tr>
<td>$x_5$</td>
<td>-2.929E-02 0.038</td>
<td>-0.039 -0.781 0.435 0.790 1.267</td>
</tr>
<tr>
<td>$x_6$</td>
<td>4.019E-02 0.043</td>
<td>0.047 0.933 0.352 0.774 1.292</td>
</tr>
<tr>
<td>$x_7$</td>
<td>0.150 0.055</td>
<td>0.138 2.740 0.006 0.764 1.308</td>
</tr>
<tr>
<td>$x_8$</td>
<td>-3.777E-02 0.045</td>
<td>-0.051 -0.837 0.403 0.516 1.938</td>
</tr>
<tr>
<td>$x_9$</td>
<td>-4.914E-04 0.041</td>
<td>-0.001 -0.012 0.990 0.622 1.607</td>
</tr>
<tr>
<td>$x_{10}$</td>
<td>-2.558E-02 0.034</td>
<td>-0.037 -0.763 0.446 0.826 1.210</td>
</tr>
<tr>
<td>$x_{11}$</td>
<td>4.941E-02 0.036</td>
<td>0.064 1.368 0.172 0.881 1.136</td>
</tr>
<tr>
<td>$x_{12}$</td>
<td>-2.793E-02 0.035</td>
<td>-0.039 -0.794 0.428 0.790 1.265</td>
</tr>
<tr>
<td>$x_{13}$</td>
<td>7.054E-02 0.040</td>
<td>0.107 1.763 0.079 0.529 1.889</td>
</tr>
</tbody>
</table>

*aDependent variable: y.*
is greater than 0.05, and so they do not make a significant unique contribution in the explanation or prediction of standard of living in Egypt.

The previous result can be summarized using the following multiple regression model:

\[ y = 1.996 + 0.173x_2 + 0.150x_5 + 0.086x_4 \\
+ 0.104x_3 + (0.071x_13 + 0.049x_{11} - 0.038x_8 \\
+ 0.040x_6 - 0.029x_3 - 0.028x_12 - 0.026x_{10} \\
- 0.014x_1 - 0.049x_9) \]

[the independent variables are arrayed according to the effect of each of them on the dependent variable \(y\) depending on the value of beta].

In stepwise regression model, a list of independent variables is provided to SPSS program and then the program will select which variables will enter, and in which order they go into the regression equation, based on a set of statistical criteria that are explained above.

Table 4 shows the results of applying that technique. It is clear that the main independent variables affecting the standard of living in Egypt are: \(x_2\) (tourism helps in sustaining the quality of the Egyptian social, economic and environmental assets), \(x_7\) (tourism has created more income and employment to local community), and \(x_3\) (tourism has increased positive attitudes towards the creative and innovative work). The power of effect ranges from \(x_2\) (beta = 0.176, tolerance = 0.778), \(x_7\) (beta = 0.158, tolerance = 0.943) to \(x_3\) (beta = 0.132, tolerance = 0.818). The significance of the three variables is less than 0.05; therefore, the variables are making a significant unique contribution to the standard of living in Egypt. This result supports the findings of the multiple regression model. The explanatory power of the model is 11% (SPSS Model Summary).

The stepwise regression model can be summarized in the following equation:

\[ y = 2.069 + 0.185x_3 + 0.172x_7 + 0.133x_3 \]

where y is standard of living in Egypt; \(x_2\) is tourism helps in sustaining the quality of the Egyptian social, economic and environmental assets; \(x_7\) is tourism has created more income and employment to local community; and \(x_3\) is tourism has increased positive attitudes towards the creative and innovative work [the independent variables are arrayed according to the effect of each of them on the dependent variable \(y\) depending on the value of beta].

It is clear that the explanatory power of the stepwise regression model is less than the explanatory power of the multiple regression model (13.1%). This is because the explanatory power of the multiple regression model includes the weak effects of the omitted independent variables \((x_1, x_4, x_5, x_6, x_8, x_9, x_{10}, x_{11}, x_{12}, \text{and } x_{13})\) because their significance is greater than 0.05.

Conclusions and Implications

The research outcomes indicate that tourism development in Egypt has not only contributed to economic benefits in terms of job creation and has not only increased investment and development projects to the Egyptian local tourist destinations, but also has resulted in sociocultural benefits of an increase in national income, more positive cultural exchange, and yielding positive economic impacts.

Table 4
Statistical Characteristics of the Stepwise Regression Model Results ANOVA

<table>
<thead>
<tr>
<th>Unstandardized Coefficient:</th>
<th>Standardized Coefficient:</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>SE</td>
<td>Beta</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>(Constant)</td>
<td>2.069</td>
<td>0.264</td>
</tr>
<tr>
<td>(x_2)</td>
<td>0.185</td>
<td>0.053</td>
</tr>
<tr>
<td>(x_7)</td>
<td>0.172</td>
<td>0.049</td>
</tr>
<tr>
<td>(x_3)</td>
<td>0.133</td>
<td>0.049</td>
</tr>
</tbody>
</table>

*Dependent variable: y.*
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...impacts on tourist destinations: An economic analysis. University of the Aegean, Mytilini.
Johannesen, A. B. (2004). Designing integrated conservation and development projects (ICDPs): Illegal hunting, wild-

on local businesses. However, there are some negative sociocultural impacts such as the negative effect on the Egyptian way of life, increasing the inflation level, negative impacts on the cultural identity of the local communities, and unpleasantly overcrowded beaches, hiking trails, parks, and museums. These negative results can be seen in Hurgada and rural areas in South Sinai.

To enhance the standard of living in Egypt and maximize the benefits of tourism development, tourism development strategy needs to depend on new policies for sustaining the quality of the Egyptian social, economic, and environmental assets. Tourism strategy should concentrate on activities that help in improving the skills of local people and has created positive attitudes towards work and encouraged investment in the state’s physical infrastructure such as highways, railways, harbors, etc., for yielding more income and employment to Egyptian local communities. It is necessary to facilitate direct contact between tourists and local people through encouraging the Egyptian rural families to invite tourists to their homes.

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