



**Developmental Dimensions of Tourism and Structural Change of
the Egyptian Village: Tunis Village as a model**

A PhD Dissertation in Sociology

Submitted by

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1442 Hj./ 2021A.D

First: the problem of study: The development of rural community is one of the strategic goals adopted by developing countries, especially since the gap between these communities and the urban communities in those countries has widened. Some rural communities have archaeological sites and heritage sites at the heart of their surroundings, or are located close to them, which has prompted many countries to take interest in the development of these communities in order to be suitable for hosting tourists. This is why the problem of study is identified in trying to discover the ecological features by monitoring the changes caused by tourism and its features enjoyed by the village of Tunis within the village community on the environmental, social, economic, and cultural aspects, searching for the role of the country and population in the development of the village community and revealing obstacles and proposals for the development of tourism within Tunis village.

Second: The study goals: The study started with a major goal, which is an attempt to identify the environmental, social, economic, and cultural changes caused by tourism, searching for the role of population and country in the development of tourism, and monitoring proposals of the study sample in tourism development in the village.

Third: study concepts: The study uses a number of key concepts, namely, development, tourism, tourism development, and structural, and change, with the operational definition of each concept stating the goals of study.

Fourth: Study method: The study is based on several methods, namely, the social sample survey method and the community study method. Survey tools are applied to the inhabitants of the village. The sample size is 200. A survey of visitors and their number is 159 individual visitors, 78 foreign visitors, 81 Egyptian visitors. In addition, the interview manual is applied to 20 individual potters, 10 individual workers, and 11 individuals who are responsible for development. Tunis village is chosen as a study community due to its popularity of global village in the field of porcelain and pottery which made it one of the most popular villages for tourists and most popular tourism activity at Youssef Siddiq centre in Fayoum Governorate.

Fifth: Theoretical framework for the study: The study has been based on theories such as sustainable development, social exchange theory, and social capital theory, some theoretical statements are identified and employed in the field study.

Sixth: the results of the study: The study confirmed that the village of Tunisia possesses many of the capabilities that characterized this village, and made tourists come to it from all over the world due to the nature of

the environment that is available and the spread of pottery workshops in the village.

-The study revealed that the changes that took place in the village from the environmental point of view were reflected in change in the village's feature in terms of architecture and village cleanliness, in addition to the characteristics that distinguished Tunis from other village, which made it one of the most prominent tourist attractions within fayumi society, given its human and natural potential in the form of potter and ceramic workshops.

-The study revealed the extent of the contribution of tourism to changing the daily way of life of the residents of Tunis village by instilling many values that were unknown to many residents ,the most important of which are respect for time and concern for cleanliness and order while rationalizing consumption and spending. As for the positive and negative effects of tourism on social aspects, the positive impact was in improving the level of services in the village, taking up leisure time, reducing migration and developing a range of professions. As for the negative pressure on services with an increase migration to the village.

-The results of the study showed that the changes that took place in the village on the economic side were that the residents of the village of Tunis prefer to work in the tourism activity alone due to the increase in income and the elimination of unemployment and to the fact that it is a high-quality job. Most of the residents of the village practice this activity, in addition to the fact that the resident's practice of tourist interest in the village contributed to the revitalization of the trade movement at the village level through the increase in the number of tourists coming to the village workshops with the establishment of some investment projects within the village of Tunis , As the positive impact of tourism on the economic aspect were the improvement of the standard of living and the eradication of poverty ,with the provision of good and services and the construction of tourism project .The negative impact was higher prices for goods and services, reduced agriculture labour .

-The results of the study also revealed that the inhabitants of the village have a role to play in promoting tourism within the village and the State , but there are a number of obstacles to the development of tourism within the village , including the misuse of natural resources, poor marketing and advertising of the village, lack of adequate training for tourism workers and poor conditions of servioes in the village, There are several educational seminars held for residents of Tunis village.

-The results of the study confirmed the large number of tourists coming to the village form all over the world due to the enjoyment of the beauty of

nature, the experience of the rural atmosphere and the popularity of the global village in the ceramics and pottery industry, and that tourists knew the village through their friends who visited the village before that or through Internet pages, or through tourism companies , As the sample of visitors showed, their visit to the village was not the first visit, but they visited the village many times, As for the proposals of visitors in developing the village of Tunis, it was represented in preserving the beauty of the environment and interest in tourism marketing of products crafts, providing all services in the village, preserving the architectural form, and finally increasing the number of tourist guides in the village and raising the awareness of villagers.