

## **Tunis Village in Fayoum: Opportunities and Challenges of Tourism investment**

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### **Abstract**

Tourism is growing rapidly all over the world, by the virtue of tourist motivations' variety and Tunis village in Fayoum -which is located on the Coast of Qarun Lake, about 130 K.M to the south of Cairo- is a unique touristic site with multiple features and famous for its simplicity, calmness, beautiful landscapes and the high quality of its local products, especially the pottery. Additionally, the village has three main different environments: Coast of Qarun Lake, desert and green cultivated lands, what qualifying it to be a model of an ideal and unique touristic village in Egypt.

The study depends on field visits and structured interviews with local community in Tunis village and stakeholders, aiming to highlight the opportunities of investing the three environments in Tunis village in creating new nontraditional touristic activities such as (star gazing, Quad biking, wind surfing ...etc.) to attract more guests to the village all the year round, as well as it aims to provide solutions for challenges that facing tourism investment in Tunis village.

**Key Words:** Fayoum, Tunis Village, Tourism Investment, Ideal Touristic Village.