

**Fayoum University**  
**Faculty of Tourism & Hotels**  
**Department of tourism Studies**

**Analytical study of the current and future status of tourism  
in northern Upper Egypt**

A Dissertation Submitted in Partial Fulfillment of the Requirements for the  
Degree of PhD in Tourism Studies

By

Marwa salah kaoud salam  
Assistant lecturer of Tourism studies  
Faculty of Tourism and Hotels  
Fayoum University

**Supervision Committee**

Prof. Dr. **Mohammed Refaat Mahmoud**

Professor of Tourism studies  
Faculty of Tourism and Hotels  
Fayoum University

Dr: Ghada Mohammed wafik  
Associate Professor of Tourism studies  
Faculty of Tourism and Hotels  
Fayoum University

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## *Summary*

Tourism Development is considered one of the most important tools aiming to increase the real individual and national income, improve the competition position for a region specially in the tourism sector , and develop that all natural, human and material resources of a nation . The researcher has chosen the north of Upper Egypt region for its wonderful tourism variety. The government can use this variety to attract domestic and international tourism for this region and developing this region touristy through study elements of tourism development such as the way of marketing it, attract tourism investment, training human resources, developing a new tourism types and tourism facilities in the region.

### **The problem of the study**

Although there are various distinguished tourism potentials in the northern of upper Egypt governorates ( Fayoum - Beni suief and Minia ) these potentials are not properly employed .When compared to other regions in Egypt, this apparently virgin territory has not been given adequate attention in terms of tourism . This study attempts to identify the obstacles that hinder the tourism development in the mentioned governorates and figure out appropriate solutions to improve tourism status in the region.

### **Objectives of the study**

The current research aims to set proper plans to enable the region under study to positively contribute to Egypt's economy , taking into considerations its various potentials and conditions. the development plans of the region includes the following areas:

Developing new types of tourism such as eco- tourism, geological tourism andbird-watching tourism and other types of tourism

2. Raising the host community's awareness of the importance of tourism.
3. Qualifying the required human factor through training programs
4. Activating tourism Plans of marketing the region.
5. Identifying the nature and sources of investment, and the provided incentives to attract more investment to the region.

### **Hypotheses of the study:**

The study aims to test the following hypotheses:

1. There are great and unique tourism potentials within the governorates of Northern of upper Egypt, giving the region a comparative and competitive attraction.
2. The size of tourism to the region disproportionate with its potential
3. There is no operational plan for tourism marketing for the region under study
4. There are a lot of obstacles to the tourism investment inside the region
5. Lack of proper qualifications of workers in the tourism sector within the region under study

### **The importance of the study**

This research contributes to set a future vision of tourism status in the northern of upper Egypt region. This vision meets the current governmental approach to improve Upper Egypt region. The study investigates the current tourism status in the three governments of northern of Upper Egypt region ( Fayoum - Beni suief and Minia ) highlighting the problems and obstacles that stumble the development efforts of the region, and providing recommendation to help to figure out solutions to these problems in order to develop tourism activities .

## **Methodology of the study**

Limiting the Community and sample: In order to achieve the aims and hypotheses of the study of the researcher depends on the descriptive approach, which includes Data Collecting from those responsible for tourism activity in the three governorates, through Using the questionnaire as a tool for data collection. The data are then analyzed to extract the most important results and provide a set of proposals

The reference of collection the information:

The researcher depends on the following reference:

Secondary references: which are books and magazines which are relevant to the topic of the study.

Primary study: which can be found in interviews which depend on the questionnaire

## **The form of the study**

Chapter one: the study introduction

Chapter tow: Conceptual Framework

Chapter three: methods of research

Chapter four: the results and discussion

Chapter five: summary and recommendations

## **Study Results:**

The study indicated a variety of results as follows:

1. As a result of having a variety of tourism patterns within the region's governorates, including religious, cultural, entertain mental, environmental tourism, a complementary tourism program could be designed for tourism development in such region.
2. There is a necessity for applying the modern marketing systems, focusing on the consumer as a corner stone according to whom the modern marketing is directed.

3. The electronic marketing is more spread and comprehensive than Internet marketing. Examples of other electronic marketing are those done through telephones, mobile phones, interactive televisions and Information World Wide Work nets.
4. Despite the significance of the green and strategic marketing within region's governorates, such types of marketing are not applied.
5. More attention should be paid for the basic construction within the three governorates that were the study place.
6. The tourism atmosphere is one of the most significant elements that locally and internationally affects demanding the tourism product as well as the size of the tourism investments.
7. It was obvious that the present tourism investments in the three governorates are not enough. Thus, they are in need of more tourism projects.
8. The most important element of the tourism development is the human resources one as the modern constructions depend greatly on the efficiency and effectiveness of their human resources to achieve their objectives.
9. Most of those who work in the tourism field are not qualified enough as they are not graduated from Tourism and Hotels faculties .Therefore, such people should be trained and educated to be qualified as tourism sector is a service sector in the first place depending on the human element.

### **Suggestions for developing Upper Egypt Region:**

1. Considering the region as one of the Tourism Ministry's priorities.
2. Showing the variety of the tourism patters within the Tourism Upper Egypt Region, including religious, cultural, entertain mental, environmental tourism.
3. There are different means for the tourism marketing including the three governorates together.
4. Paying attention for the customer, considering him as the cornerstone for the tourism development.

5. Organizing sessions, fairs and conferences for showing the tourism Upper Egypt Region.
6. Applying the modern marketing means, such as green marketing, electronic marketing, and strategic marketing, besides those traditional marketing means.
7. Making new tourism projects within the region.
8. Making complementary studies and researches on the different means for developing the region.
9. Holding regular meetings between the responsible authorities for the tourism development and activation in the region.
10. Spreading the tourism awareness about the region.
11. Exchanging the tourism trips.
12. Improving the role of the general and specific tourism sector, working on reinforcing the cooperation between them.
13. Providing the basic construction in the region.
14. Offering facilities for investors.
15. Increasing the available security facilities.
16. Selecting unpolluted means of transportation for the environment.
17. Constructing civil airport in any of the region's governorates for facilitating the tourism movement process.
18. Developing the roads leading to the monumental places.
19. Monitoring work conditions and determining the education and training requirements needed for the human element.
20. Revising the current and future requirements of the workers in the tourism field.