

**Therapeutic Tourism In Egypt,
(Opportunities and challenges)
A case Study Of South Sinai**

By

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Introduction

Therapeutic tourism is considered one of the most important types of modern tourism. Although this type of tourism constitutes only about 5% to 10% of the world tourism, many countries are stressing the importance of developing therapeutic tourism, particularly because a lot of diseases spread obviously in our societies. This makes people return to nature for cure and relief. Egypt possesses a lot of the potentials of therapeutic tourism but they are not still properly used. One of the most important therapeutic touristic places is the South Sinai region. This region has the unpolluted natural weather, sulfur and hot springs and hot sands. Moreover, it has medical plants spread everywhere in medicine and cure. Although the South Sinai governorate has two spots of the most important locations of therapeutic tourism, this kind of tourism is still neglected in Egypt. Despite the fact that the national income of many countries depends mainly on this type of tourism.

The problem of the study:

Although Egypt has a lot of therapeutic tourism potentials for achieving the expected result that lead the country to be in competition with other countries all over the world, Egypt still has a limited portion of the world tourism. According to the

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statistics of the ministry of tourism, the number of therapeutic tourists has amounted about 98365 (about 0.76%) out of the total number of tourists coming to Egypt in 2008.

The limitations of the study:

Since it is difficult to evaluate the current status of therapeutic tourism in south Sinai, this study will focus on Hammamat pharaon (pharaoh's bath), Oyoun mousa (mouses springs) and Hammam mousa (mouses bath). Besides, the field study was conducted in 2008.

The objective of the study:

Generally, This study aims to sheds light on the terminologies of therapeutic tourism and its different types.

And it aims especially to:

- studying therapeutic tourism as a type of modern tourism in the world and standing on its merits and economical importance .
- finding out the criteria of therapeutic tourism in egypt generally and in south Sinai specifically.
- Evaluate the current status of therapeutic tourism in south Sinai.

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Hypotheses Of The Study:

The present study is based on testing the following hypotheses:

- 1- The services and facilities of the therapeutic tourism in South Sinai is still unefficient.
- 2- Egypt, in general and south sinai, specifically suffer from the weakness of marketing efforts oriented to the spreading of the therapeutic tourism.
- 3- There are no specialists in environmental medication in the locations of therapeutic tourism in south sinai.

The importance Of The Study

The importance of the study comes from evaluating the recent status of the therapeutic tourism in Egypt by applying the study on south Sinai. this study aims to studying the obstacles that hinder the development of the therapeutic tourism and how to encourage the tourism investement in this field of tourism and how to increase its participation in increasing the national income.

Methodology:

In order to test the study hypotheses and consequently achieve its objectives ,the descriptive method is employed through out the study .It is used to evaluate the present status of

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the therapeutic tourism in the area of South Sinai, analyzing all the collected data for getting out results.

The sample of the study:

The compulsive survey study is employed through out the study, including the managers of the formal associations, e.g. the Tourism Development Association, the General Association for Activiating Tourism ,and the Tourism Activation Association in South Sinai Governorate, as a formal organization responsible for enhancing such unique tourism type .In addition the subjects of this study are randomly selected from the visitors of South Sinai area just to testify the study hypotheses, **including the following:**

- The managers of General authority for Tourism development, the General Athourity for Activating Tourism and the Tourism Activation Association in South Sinai Governorate.
- The visitors of South Sinai Governorate.

The Reference Of Collection The Informtion:

1- Secondary resources:

The secondary resources are represented in the following :

- A) Books, studies and periodicals related to the topic of the present study.

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B) Reports, Pamphlets and published and un published data.

2- Primary resources:

There are represented in the primary data that are collected through out the sample ,using questionnaire related to the study.

Structure of the study:

- **Chapter 1:** Introduction to the study.
- **Chapter 2:** Therapeutic Tourism (Essence and requirements).
- **Chapter 3:** Therapeutic Tourism in The World and Egypt.
- **Chapter 4:** Therapeutic Tourism in south Sinai governorate .
- **Chapter 5:** materials and methods of research.
- **Chapter 6:** Results and discussion.
- **Chapter 7:** Summary and Conclusions and recommendations.