

Towards the Application of the Ecotourism Principles Methodology in Egypt (Case Study of Desert and Coastal Ecotourism in Egypt)

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Abstract:

Tourism in Egypt is one of the main sources of foreign currency and contributes directly or indirectly to the local GDP. Tourism in Egypt is based on three main tourism, namely: tourism tourism, cultural tourism, and local tourism. These tourist groups represent more than 90% of the total tourism activities in Egypt, and it is unfortunate that they depend on tourism as the financial function in Egypt and the consolidation of research Study of eco-tourism in Egypt And the extent of its impact on the efficiency of job performance after development and average

Keywords:

Eco-tourism, eco-hotels, hotel performance efficiency, sustainability, environmental assessment systems

Introduction:

The true criterion for the success of projects lies in the extent to which they achieve sustainability standards. When we talk about tourist facilities in general and tourist hotels in particular, we find that most of these projects have not achieved the required successes at the level of keeping pace with modern trends in local and international evaluation standards for hotel sustainability despite the availability of most of the factors for the success of these projects. This is due to This is due to the lack of sufficient commitment to applying sustainability standards when designing these projects. The problem was the lack of a standard reference to evaluate the design sustainability dimension of the project and the alternatives proposed to choose the optimal alternative or make some modifications if necessary.

Despite the global interest in eco-tourism in general and eco-hotels in particular, given that the tourism sector is one of the most important development sectors for any country, we overlook the importance of applying the concepts of eco-tourism and its economic returns. Eco-tourism has become a trend with increasing global awareness in an attempt to reduce these negative effects on the environment. The trend is towards the green initiative and achieving sustainability standards for tourism through the following axes: controlling emissions, water supply, waste management and protecting biodiversity, knowing that this is the new global trend for the concept of ecotourism and the tourist aspirations of guests as an attraction to increase the flow of tourists while preserving the natural heritage. And the history of Egypt.

Research Methodology:**The research study is based on three axes:**

The first theoretical axis: reviewing the concepts of the theoretical base of the research, as it deals with the concepts of environmental and environmentally compatible tourism, and deals with the concepts of sustainability and its evaluation criteria and the possibility of applying them to tourist hotels in Egypt, and studying the economic, environmental and social returns.

The second analytical axis: analyzing some experiences of international and local tourist hotel projects and drawing results and indicators.

The third applied axis: applying the proposed approach derived from the application of evidence and indicators extracted from the theoretical and analytical study of a case study in which specific criteria are available for selecting those criteria and determining the extent of their application.

Recommendations

- Ways to support the economy of coastal areas through ecotourism
- Paying attention to the environmental dimension as a pivotal concept to support the economy of coastal areas, and focusing on the sustainability of this aspect.
- Inventory, statistics and documentation of tourism resources and components in the regions of the Arab Republic of Egypt, within the framework of an information database and promoting them locally and abroad.
- Encouraging ecotourism as a basis for developing the tourism industry in the Arab Republic of Egypt, especially since it represents an important part of tourism in its comprehensive sense, and reduces tourism leakage represented by direct tourism spending abroad.
- Interest in providing and developing the components of high-end tourism, which are represented by the infrastructure of roads, water, electricity and sanitation in tourist attraction areas.
- Paying attention to completing the necessary equipment and facilities to ensure the safety of the environment and the beauty of the tourist areas and their surroundings.
- Preparing a comprehensive tourist guide and comprehensive climatic, biological, animal and plant maps, and maps of the sites of antiquities and museums, to guide Egyptian and foreign tourists.
- Encouraging and motivating the private sector to invest in eco-tourism projects, and making them available
- Investment opportunities for him to invest in this field.
- Diversifying the tourism product and directing tourism investments towards mountainous, coastal, desert, and wildlife areas in the Arab Republic of Egypt.
- Focus on educating citizens in various regions of the Republic about the importance of ecotourism and clarifying the magnitude of the benefits behind this activity.
- The need to support tourist and souvenir handicrafts in a way that serves the tourism environment and stimulates the financial resources of the residents of the regions and the state.
- Expansion of natural reserves and their areas, strict protection of them, especially rare and endangered ones, and interest in establishing tourism projects around them to serve the residents of the region and increase their financial resources.

- Paying attention to tourism education by establishing colleges and institutes for ecotourism in tourist attraction areas.
- Focus on achieving equal opportunities among the regions of the Republic in establishing ecotourism projects

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