



Mansoura University
Faculty of Tourism and Hotels

THE IMPACT OF EGYPT'S INCLUSION IN BRICS ON EGYPTIAN TOURISM AND HOTEL INDUSTRY

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**The Impact of Egypt's Inclusion in BRICS on Egyptian
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Abstract:

The BRICS group is one of the economic blocs that strive to generate investment possibilities and economic integration among member nations by making dynamic changes on a global scale.

This research study aims to examine the potential impact of Egypt's joining the BRICS group on the tourism and hotel industry. This study explores the relationship between Egypt and BRICS from various perspectives, including potential benefits and challenges. It offers recommendations to policymakers and stakeholders in the tourism and hotel industry.

A questionnaire was conducted to investigate the impacts of Egypt's group to the BRICS association on the tourism and hotel industry. The questionnaire was directed towards the Egyptian General Authority for Tourism Promotion Board, travel agencies, hotels, and economic experts, with a total of (135) valid questionnaires. The practical study results revealed economic benefits for the tourism and hotel sectors as a result of Egypt's joining the BRICS association.

Keyword: Egypt, BRICS, Tourism Industry, Economic Blocs

تأثير انضمام مصر إلى مجموعة البريكس على صناعة السياحة
والفنادق المصرية

الملخص

تعمل التكتلات الاقتصادية على خلق فرص الاستثمار والتكامل الاقتصادي بين الدول الأعضاء عن طريق تحقيق تغيرات ديناميكية على المستوى العالمي، ومن بين هذه التكتلات تأتي مجموعة بريكس.

تهدف هذه الدراسة البحثية إلى فحص الآثار المحتملة لانضمام مصر إلى مجموعة بريكس على صناعة السياحة و الفنادق في مصر، . تستكشف هذه الدراسة العلاقة بين مصر و بريكس من خلال مختلف الجوانب بما في ذلك الفوائد والتحديات المحتملة، وتقدم التوصيات للمسؤولين عن وضع السياسات وأصحاب المصلحة في صناعة السياحة والفنادق.

تم إجراء استبيان لمعرفة تأثير انضمام مصر إلى تكتل البريكس على صناعة السياحة والفنادق. تم توجيه الاستبيان إلى الهيئة المصرية العامة للتنشيط السياحي، ووكالات السفر، والفنادق، والخبراء الاقتصاديين، وتم جمع ١٣٥ استبيانًا صالحًا. أظهرت نتائج الدراسة العملية وجود فوائد اقتصادية لقطاعي السياحة والفنادق نتيجة انضمام مصر إلى مجموعة بريكس.

الكلمات المفتاحية: مصر، البريكس، صناعة السياحة، التكتلات الاقتصادية.

1. Introduction

Egypt boasts a rich historical and cultural heritage that has established it as a major player in the global tourism industry. Its iconic landmarks, such as the Pyramids of Giza, Luxor, and ancient temples, draw millions of tourists annually. However, Egypt's tourism sector faces several challenges, including political instability and economic uncertainty. (Derbali, 2020).

Generally, Egypt is considered one of the global tourist destinations due to its diverse tourism capabilities that attract many tourists from countries around the world. Globally, tourism contributes significantly to the national economies in terms of employment creation, economic revenue generation and investment attractions (Musavengane et al., 2019). The tourism industry is seen as a crucial growth sector in the Egyptian economy (Derbali, 2020). Additionally, safety and security are deemed essential for tourism expansion and enhancing the competitiveness of destinations (Zhou, 2022).

Country blocs have emerged as a major influence in the tourism market. Their increasing purchasing power, evolving travel habits, and varied interests have transformed the industry, generating both opportunities and challenges for destinations, businesses, and policymakers. (World Economic Forum, 2013; Organization for Economic Co-operation and Development (OECD), 2018). However, the BRICS bloc shares the characteristic of being comprised of developing

and emerging nations, all striving to enhance their status and global influence. This common objective was the primary motivation for forming the bloc. (Abdelaaty, 2023).

Ullah et al. (2023) explained that the member countries in BRICS are the significant players in the tourism industry. They attract a larger share of the tourism market, contributing to increased foreign exchange reserves, job creation, and economic growth. BRICS countries possess ancient civilizations and UNESCO-recognized heritage sites that attract tourists from around the world.

Research Problem

Despite the promising prospects, there is a lack of comprehensive research examining the specific impacts of Egypt's BRICS inclusion on its tourism and hotel industry. Understanding these impacts is crucial for stakeholders, including policymakers, business leaders, and tourism professionals, to make informed decisions and strategize effectively.

Research Objectives

The research is going to investigate and address several objectives which will further help to formulate the research questions, as the following:

1. Reveal the importance of economic blocs.
2. Investigate the potential impact of Egypt's inclusion in the BRICS group on its tourism industry.

3. Determine the benefits of potential impacts of Egypt's inclusion in the BRICS group.
4. Analyze the tourism movement between BRICS state members.
5. Predict the impact of the BRICS bloc on hotel investments.
6. Provide job opportunities within the tourist sector in Egypt.

Research Questions

In order to accomplish the previous objectives, the following questions had to be addressed:

1. How would Egypt's inclusion in BRICS influence increasing the volume and nature of international tourist arrivals in the Egyptian Destination?
2. What are the potential economic implications of Egypt becoming a part of BRICS for its tourism industry, including aspects like investment opportunities, financial stability, and market competitiveness on a global scale?
3. What are the anticipated impacts of Egypt's inclusion in the BRICS bloc on investment, infrastructure, environmental practices, and economic benefits in the Egyptian hospitality industry?
4. How does awareness of Egypt's inclusion in the BRICS bloc influence perceptions and expected impacts on the tourism industry's investment

opportunities, technological innovation, competitive positioning, and socio-economic benefits?

Literature Review

The BRICS Formation

The BRICS group has emerged as one of the most significant economic blocs capable of reshaping the global economic landscape. BRICS is an informal alliance comprising a group of nations collaborating in areas such as politics, security, economics, finance, cultural communication, and humanitarian efforts (Marc and Dorothee, 2024).

This economic coalition began with four countries: Brazil, Russia, India, and China, in 2004, and was initially referred to as BRIC. In 2010, South Africa joined, leading to the adoption of the name BRICS (Klomegah , 2024; Salman, & Sherif El Adaway, 2018).

During the BRICS summit held in Johannesburg from August 22nd to 24th, 2023, the BRICS membership was expanded to include six new members: Egypt, Ethiopia, Argentina, Iran, Saudi Arabia, and the United Arab Emirates. Their membership was activated effective January 2024 (Elshafiee, 2023). Now the BRICS becoming eleven countries in this economic bloc (Egyptian Cabinet Information and Decision Support Center, 2023; The Guardian, 2023). Consequently, approximately 19 countries have expressed their desire to join BRICS (Abdelaaty, 2023).

The establishment of regional trade blocs plays a pivotal role in advancing economic and political globalization. The majority of these blocs acknowledge the importance of tourism as a key domain for involvement. The elimination of barriers within these blocs not only fosters collaboration in the development of tourism but also promotes enhanced mobility. The degree of engagement in the tourism sector within each bloc hinges on how much tourism contributes to the economies of member countries and their individual levels of development (Anastasiadou and de Sausmarez, 2006).

Garidzirai (2022) stated that, since 2019, the BRICS nations collectively contributed approximately 20% to the global Gross Domestic Product (GDP), and over the past decade, their share in the global GDP has reached 50%. This positions the BRICS bloc as a dominant force in global economic growth. With a competitive advantage across various sectors, they play a more significant role in enhancing the overall GDP of the BRICS group.

Garidzirai and Matiza (2020) clarified that the BRICS nations collectively constitute 40% of the world's population and span 30% of the global landmass. Economically, they contribute a substantial 31.5% to the total global GDP, amounting to USD\$26.54 trillion in 2022. This places BRICS countries among the top in terms of individual GDP, positioning them to compete with the United States and various European nations in the coming years. Furthermore, utilizing the tourism as a tool, BRICS nations have strategically leveraged soft power to bolster

their competitive standing and enhance their global image as sought-after destinations.

According to Ventura et al. (2023), BRICS is a significant multilateral cooperative framework that unites the foremost emerging economies worldwide. Moreover, The BRICS alliance has a strong tourism sector, enhanced by hosting major events like the World Cups in South Africa, Brazil, and Russia, and multiple Olympics in China. India's cricket competitions and the bloc's beautiful landscapes and lenient travel laws further boost its appeal. Each member ranks in the top 20 global tourist destinations, improving foreign trade and contributing to economic growth.

The population of BRICS Countries

Table 1 displayed the population count of the BRICS bloc nations, detailed additionally, the % distribution of men and females within the population, as well as the percentage share of the labor force for the people aged 15 years and older. In addition to the expansive geographical area covered by BRICS nations, constituting approximately 26% of the world's landmass, these countries also account for about 40.9% of the global population, totaling around 3.25 billion people out of the 7.95 billion globally in 2022. This demographic significance positions BRICS as a massive global market concerning workforce, production, distribution, and consumption power (United Nations Dep. Of Economic and social Affairs ,2022).

Table 1: Population the year of 2021 (millions of persons)

Population	Year	Value	Male(%)	Female(%)	Share of
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					Labour Force to population 15 years and over (%)
Brazil	2021	213.3	48.9	51.1	63.6
Russia	2021	145.9	46.4	53.6	62.4
India	2021	1367.2	51.4	48.6	54.9
China	2021	1412.4	51.2	48.8	52.8
South Africa	2021	60.1	48.9	51.1	45.4
Iran	2021	84.84	50.49	49.51	41.0
Saudi Arabia	2021	35,40	61.2	38.8	60.8
Egypt	2021	109.3	50.52	49.48	43.72
Argentina	2021	45.81	49.1	51.9	68.7
UAE	2021	9.3	69	31	46.27
Ethiopia	2021	120.2	50.03	49.97	82.16

Source: (www.statista.com,2023 ; Eduardo et al., 2022)

Above table also highlights the population percentages in BRICS nations, aiding in the analysis of these markets from a tourism standpoint and helping to identify segments that might be attracted to Egypt.

BRICS Economic capabilities

Despite the recent establishment of the BRICS bloc and its smaller membership compared to other economic blocs, it has evolved into one of the most influential economic blocs globally, competing with the G7. This is primarily

attributed to the economic significance of its member states, which possess substantial human, industrial and agricultural capabilities (Mostafa and Mahmood, 2015).

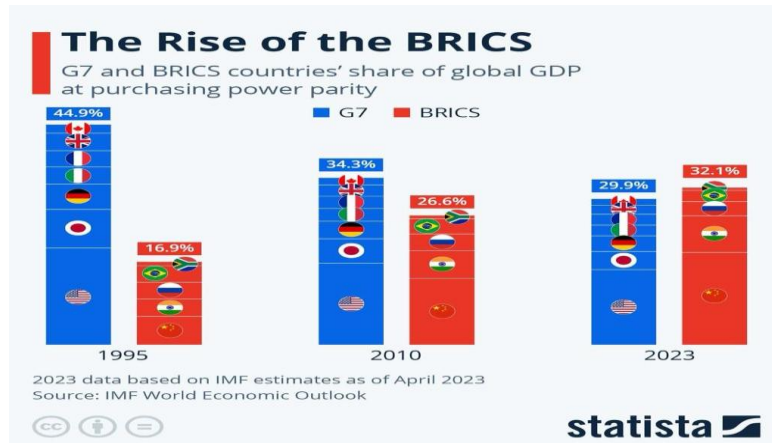


Figure (1): comparison between BRICS countries and the G7 group share of global GDP at purchasing power parity

Source: ([Statista](#), 2023)

The aforementioned figure illustrates a comparison between the BRICS countries and the G7 group, which comprises some of the world's largest economies, including several European nations. It focuses on global economics, foreign policy, security, development, migration, and climate change (Gyedu et al., 2021).

Wilson and Purushothaman (2003) projected that, the rise of BRICS has contributed to reshaping the economic terrain in the global arena, providing new economic opportunities

for developing nations. In the coming decades, there is a likelihood that BRICS will supplant the existing G7.

BRICS Shared of Global GDP

According to the World Bank (2022), the collective Gross Domestic Product (GDP) of BRICS member states reached approximately 25.9 trillion dollars in 2022, accounting for 25.6% of the global GDP, estimated at around 101 trillion dollars in 2022. These countries have exhibited rapid economic growth rates, positioning them among the world's largest economies, with China being the second-largest global economy after the United States.

Contribution of BRICS to Investments and Global Trade

In terms of global trade influence in 2022, China emerged as the world's leading exporter, contributing to around 15% of the total global exports and ranking second in terms of imports, surpassing 11%. Additionally, Russia, as the world's second-largest fuel exporter, stands 15th globally in exports, while India ranks 21st in global exports and 17th in imports (United Nations conference on trade and development, 2022).

Harsh (2023) stated that China's trade with other BRICS economies increased by 19 percent year-on-year between January and June 2023 and is currently around US\$325.7 billion. Trade with other BRICS countries accounted for 10

percent of China's total foreign trade between January and June 2023. BRICS account for 17% of world trade.

Maryam and Mittal, (2020) illustrated that many developing nations are aiming to revise their policies to increase foreign investments. The New Development Bank (NDB), initiated by the BRICS coalition, highlights the internal limitations of the BRICS group. Launched in 2015 as a global financial organization by the leading BRICS countries (China, Brazil, India, Russia, and South Africa), it started with an initial funding pool of \$100 billion. The NDB's main goal is to support infrastructure and sustainable development efforts within BRICS and additional emerging economies, seeking to challenge the influence of the World Bank (Abdelaziz, 2023).

Sharma and Singh (2022) explored the potential outlook for BRICS, indicating a promising trajectory that positions them as a key pillar in global tourism. BRICS countries have undergone notable shifts in their political framework, embracing global private enterprise to fortify the tourism and travel sector. Consequently, this has the potential to foster a formidable economic alliance. Initiating economic and political reforms, BRICS aims to compete with world economies by enhancing tourism policies. There is a call for collaboration among BRICS nations to collectively enhance their respective industries, particularly in the field of tourism.

Contribution of travel & tourism to BRICS GDP

According to Pop (2020), The noteworthy aspect is that the BRICS nations have secured commendable positions in the Travel & Tourism (T&T) Competitiveness Report rankings for 2019. Each country showcases its distinctive strengths and advantages within the travel and tourism sector. The summarized rankings and key highlights are as follows:

- 1- **China:** Ranked 13th with a score of 4.9, China is the leading T&T economy in the Eastern Asia-Pacific sub-region, excelling in natural and cultural resources.
- 2- **Brazil:** Ranked 32nd with a score of 4.5, Brazil has the largest and most competitive T&T industry in its region, with outstanding natural and cultural resources.
- 3- **India:** Ranked 34th with a score of 4.4, India showed significant improvement from 40th place, driven by its rich cultural heritage and diverse natural resources.
- 4- **Russia:** Ranked 39th with a score of 4.3, Russia is the top T&T economy in Eurasia, surpassing the global average in natural and cultural resources.
- 5- **South Africa:** Ranked 61st with a score of 4.0, South Africa is the most competitive in Sub-Saharan Africa, with strengths in tourist services infrastructure, T&T prioritization, and a blend of natural and cultural resources.

Egypt's group to BRICS

In August 2023, during the most recent BRICS conference in South Africa, Egypt received an invitation to become a member of the group effective January 2024. In general, the BRICS' expansion was encouraging for Africa. While the addition of Egypt and Ethiopia to the BRICS can strengthen the voice of Africa on the platform, some countries are also worried that Western powers would view their membership as a bid to join a different geopolitical bloc or alignment. The capacity of African countries to set aside their differences and work together for an African cause would also be significant (Marc and Dorothee, 2024).

Egypt's entry into the BRICS and the New BRICS Development Bank's acceptance of Egypt as the fourth new member of the Bank in December 2021 confirm the close political and economic ties that exist between Egypt and the other nations of the group. This highlights Egypt's position as the bloc's confluence point in the Middle East and North Africa, both economically and strategically. In addition, it emphasizes the advantages of encouraging collaboration between its member states in order to bolster the bloc's endeavors towards sustainable growth, as well as the recent improvements to the investment and economic environments. As a result, Egypt has more potential to draw in international investment (Wadn and Wadn, 2023).

Today's world encounters numerous obstacles as developing economies welcome international corporations and liberalize different industrial sectors. Above all, global brands are keen to invest in India, China, and other BRIC

nations. The BRICS countries began investing in Egypt over the past years, reaching \$891.2 million during the fiscal year 2021/2022, an increase from the previous year, which amounted to \$610.9 million, thus increasing by about 45.90%, and China came in first place with \$369.4 million. Followed by India with \$266.1 million, and South Africa with \$220.3 million (Chen,2023).

The BRICS Tourist's Inbound Indicators

The International Trade Centre (ITC) (2022) stated that in terms of sheer numbers, China, with 154 million tourist departures, and the Russian Federation, with 45 million, took the lead in outbound tourism in 2019. While the BRICS constituted 9.9% of tourist arrivals in 2019, their share in departures was 11.8% in 2018. The shift in this dynamic can be attributed to rapid income growth and evolving social preferences regarding the balance between work and leisure. It is important to note that these figures may have seen a decline in 2020 and 2021 due to international travel restrictions.

The data depicted in Table 2 reveals a significant rise in the influx of tourists to Egypt from the BRICS nations, excluding visitors from China, which experienced a rate of change of -14.29% in 2021. Similarly, arrivals from Argentina exhibited a notable decline, with a rate of change amounting to -49.62% in the same year, as compared to 2020 (Ministry of Tourism & Antiquities, 2021).

**Table 2: The Main Indicators for Egyptian Inbound
Tourism – BRICS Member (2018-2023)**

Country	2018	2019	2020	2021	2022	2023
Brazil	26160	34766	8958	18357	45373	47394
Russian Federation	145642	264108	80643	1115468	1010921	1414821
India	126697	128515	29196	40344	98917	152215
China	234747	214202	44173	31301	58116	205733
South Africa	22011	20224	3925	6912	-----	-----
Iran	-----	----	----	-----	----	-----
Saudi Arabia	909092	891626	150886	501813	799560	958544
Argentina	14483	13808	3557	1792	14313	16148
UAE	65464	66545	19570	47244	71781	84749
Ethiopia	9632	9367	2553	3367	5255	6358

(Source: Ministry of Tourism & Antiquities, 2021)

The above table showed that the key contributors to tourist arrivals in Egypt are the Russian Federation, China, India, and the Kingdom of Saudi Arabia.

In 2022, Egypt received approximately 11.7 million tourists, marking a 46% increase compared to 2021. In the current year, 2023/2024, Egypt has achieved a 32% increase in tourist numbers, leading to a rise in tourist nights during that period by 26.8% (Gamry,2023).

Among the initiatives done by Egypt to encourage tourism mobility among BRICS countries is giving visas to these

nations upon arrival into Egyptian ports of entry.
(idsc.gov.eg,2024).

SWOT Analysis of Egypt's Inclusion in BRICS

Strength	Weakness
<ul style="list-style-type: none"> - BRICS membership for Egypt has a number of benefits. Enhanced trade, investment, and technology transfer could arise from closer economic cooperation with the present BRICS countries (Balbaa,2023). - By reducing negative pressure on the Egyptian currency through commerce, using local currencies could increase its exchange value, particularly in the pound-dollar relationship (Ciuriak,2023) - Egypt's economy may become more competitive by engagement with BRICS' more sophisticated economies. - By enhancing the BRICS New Development Bank's (NDB) influence, Egypt is able to break free from US currency hegemony (Ahmed et al., 	<ul style="list-style-type: none"> - If Egypt's exports do not meet the expectations of the BRICS nations, trade imbalances may result, which might then lead to trade deficits (Balbaa, 2023). - Egypt would have to compete with current BRICS members in several industries if it were to join the group, which may imply changing its trade and export policy (Balbaa, 2023).

2020)	
Opportunities	Threats
<ul style="list-style-type: none"> - More Foreign Direct Investment (FDI) could enter the Egyptian economy as a result of the partnership. - The establishment of a gold-backed alternative global currency might lessen reliance on the US dollar for the price of important commodities on international markets (Aly and Badawy,2024). -Up until 2015, the BRICS development bank has invested \$32 billion in 90 projects, giving Egypt the chance to carry out initiatives in line with its aspirations for national development. -Long-term export growth is anticipated as a result of Egypt's involvement in the NDB; examples of this include China and Russia being forced to create Free Trade Zones on Suez Canal land. (Khalid, 2023) 	<ul style="list-style-type: none"> - The BRICS alliance grapples with diversity and variation among its member states, combining democratic and authoritarian systems, as well as mixed state-directed and private sector-dependent economies. The member countries suffer from the absence of a unified identity (Kaur and Kaur, 2015). - Some member states experience internal security problems due to religious diversity, impacting growth and the economy. - Western nations do not easily relinquish control over the global economy. - Conflicts in the Arab region have negative effects globally and particularly on BRICS countries (Wadn & Wadn,2023). - The economic crises have varying effects on BRICS countries (Aly & Badawy,2024). - The lack of a common language among BRICS

	<p>nations hinders smooth trade among them, and dealing with foreign countries becomes challenging (Wadn & Wadn,2023).</p> <ul style="list-style-type: none"> - The global trade system faces unprecedented challenges, such as the trade and economic war between China and the United States. The U.S. imposition of tariffs on China threatens BRICS economies like China and Russia, potentially affecting future growth. - Financial flows within the BRICS alliance remain tied to outdated economies (Wadn,2023)
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The BRICS Investments in Egyptian Tourism and Hospitality industry

Through greater investment and trade links with other countries, the BRICS bloc have accelerated the recovery of the tourist sector and highlighted the significance of developing intra-BRICS tourism for a more resilient, sustainable, and inclusive tourism industry. Egypt will be able to expand its economy, increase prospects for new firms, and reduce unemployment. As a result, BRICS countries are key markets for products and services. They

are significant sources of investment and are becoming increasingly important as tourism markets. Furthermore, tourism is a critical industry to improve economic growth, and throughout the world, the tourist sector is rebounding back (Tourism Dep. Of South Africa, 2023).

After signing the trade exchange agreement in local currencies, the tourist movement from Brazil and Argentina to Egypt will be active, reaching the target number of 30 million tourists, especially with the small number of tourists coming to Egypt from this region (Erfaan, 2023). The number of Russian tourists who spent their vacations in Egypt reached 1.5 million tourists by the end of 2023, adding that 18 daily flights between the Russian cities and the resorts in Egypt (State Information Service in Egypt, 2024).

The BRICS blocs' cooperation helps Egypt's economy by bringing in more foreign direct investment. Egypt and the United Arab Emirates have signed an agreement to carry out one of the largest tourism investment projects in Egypt, located in Ras Al-Hikma on the North Coast, at a cost of roughly 35 billion dollars in February 2024, as part of the cooperation among the BRICS member countries. Housing developments, well-known international hotel brands, holiday homes, expansive recreational facilities, and vital services such as hospitals, schools, and universities will all be included in the project. It will also have office and service buildings, a duty-free economic zone for the IT industry, logistics hubs, and a central business district

aimed at luring multinational companies (State Information Service, 2024)

Research Methodology

The descriptive analytical method was used, where secondary data were collected from sources such as books, references, and research. Primary data were collected from their sources by creating 4 different survey questionnaires. Three academic experts in the Tourism & hospitality field reviewed the questionnaire forms for face validity, enhancing its clarity, format, and content. A total of 175 self-administered questionnaires were distributed, with only 135 forms, representing 77 %, deemed valid for analysis. After administering and assembling the questionnaires, the results were statistically analyzed with the (SPSS. V.22) program.

- Relative weight

To assess the degree of acceptance for each statement of the questionnaire, the relative weight aids in determining the approval of each statement and organizing the suggestions based on their respective weight. The numerical estimate was derived by assigning a score to each of the fourth replies using the four-way Likert approach. The response (strongly agree) is given the score (4), the response (agree) is given the degree (3), the response (disagree) is given a score of (2) and response (strongly disagree), a score of (1) is given.

- Category range

To determine the availability of criteria: The length of the category was computed by dividing the range by the

number of categories, thus the first category of arithmetic mean values is: from 1 to 1.8, and so on for the other mean values, so

1 to 1.74 strongly disagree

From 1.75 to 2.49 does not agree

From 2.50 to 3.29 agree

From 3.30 to 4.00 strongly agree

Statistical methods

The current research relied on the descriptive analytical approach to analyze the sample responses, relying on frequencies, percentages, and arithmetic averages.

The Sample

175 survey forms were distributed from February 2024 till May 2024, including 10 different forms as a pilot study. 30 incorrect forms were excluded, while the correct forms were as follows: 30 forms to the Egyptian tourism Authority, 10 forms to some economic experts, 45 forms to some five-star hotels in Greater Cairo, and 50 forms to managers of some Egyptian travel agents category (A) in Greater Cairo.

Data Analysis

Data will be analyzed using both quantitative and qualitative methods, including statistical analysis and thematic analysis.

The procedures for applying the study and the statistical methods used

After applying and compiling the questionnaire, it was unloaded into tables to count the repetitions and treat them statistically through the following methods:

Table 3: Validity and reliability

After the questionnaire has been conducted, the reliability was checked using the Cronbach coefficient alpha .The results of the reliability are shown in table 3

Dimensions	N	Validity	Reliability
Egyptian Tourism Authority	30	0.4251	0.811
Economic experts	10	0.3992	0.831
Hotels	45	0.4089	0.829
Managers of Travel Agencies	50	0.4122	0.806

As the table shows Cronbach's alpha varies between 0.811-0.831 which is regarded as accepted reliability, a Cronbach's alpha of .70 to less than .90 indicates high reliability. The validity of the coefficient value above 0.39 is very beneficial. Thus, the questionnaire items were considered reliable and valid (George and Mallery, 2019).

Answering the research questions:

A- Egyptian Tourism Authority

To answer the first question, which states "How would Egypt's inclusion in BRICS influence increasing the volume and nature of international tourist arrivals in the Egyptian Destination?

The results of the sample responses were analyzed. The dimension consists of (8) statements subject to a four-point Likert scale. (Strongly disagree- Disagree- Agree- Strongly agree) The frequencies and percentages for each of the four responses were calculated, and then these responses were arranged according to the arithmetic mean for each statement, as in the following table.

Table 4 Egyptian Tourism Authority (N=30)

Egyptian Tourism Authority	Strongly disagree		Disagree		Agree		Strongly agree		Mean	ARRANGE
	Fr	%	Fr	%	Fr	%	Fr	%		
Including Egypt in BRICS would positively impact the Egyptian tourism industry	4	13.3	3	10.0	10	33.3	13	43.3	3.07	3
Egyptian inclusion in BRICS will foster economic growth and stability, benefiting the tourism industry	6	20	5	16.7	8	26.7	11	36.7	2.80	8
Integration into BRICS would encourage cultural exchange and understanding between tourists and the Egyptian community	4	13.3	4	13.3	7	23.3	15	50.0	3.10	1
The inclusion in BRICS would positively impact the preservation and promotion of Egypt's rich cultural heritage	5	16.7	4	13.3	11	36.7	10	33.3	2.87	7
Egypt's inclusion in BRICS will encourage infrastructure development within the tourism sector.	1	3.3	5	16.7	14	46.7	10	33.3	3.10	2
Inclusion in BRICS will enhance community relations and goodwill among locals and tourists in Egypt.	2	6.7	8	26.7	7	23.3	13	43.3	3.03	4
The potential BRICS membership will positively impact the overall well-being and morale of the Egyptian community	5	16.7	4	13.3	10	33.3	11	36.7	2.90	6
Egypt's inclusion in BRICS will provide a competitive edge and widen the market scope for its tourism industry.	2	6.7	5	16.7	14	46.7	9	30	3.00	5

The results of Table No. (4), which relate to the 30 responses from the Egyptian Tourism Authority, indicate a high degree of agreement. This is evident from the arithmetic mean values for each statement, which ranged from 2.80 to 3.10.

The phrase with the highest arithmetic mean value was "Integration into BRICS would encourage cultural exchange and understanding between tourists and the Egyptian community with an average of (3.10). In second place came the phrase "Egypt's inclusion in BRICS will encourage infrastructure development within the tourism sector. With the same value as the arithmetic mean (3.10), The phrase also came in last place" Egyptian inclusion in BRICS will foster economic growth and stability, benefiting the tourism industry, with an arithmetic mean of (2.80), which indicates that the sample members agree that "Egypt's inclusion to the BRICS group will lead to an increase in the volume and nature of the flow of international tourists to the Egyptian destination.

This aligns with what was mentioned by Abdelaziz (2023) who confirmed that the BRICS bloc aims to enhance development within its member states, with infrastructure development being one of its key development objectives. Infrastructure development, in turn, aids in attracting tourism investments that yield significant economic benefits. Moreover, large tourist flows contribute to cultural exchange and provide an excellent opportunity for cultural interaction.

B- Economic Experts

Answer to the second question: What are the potential economic implications of Egypt becoming a part of BRICS for its tourism industry, including aspects like investment opportunities, financial stability, and market competitiveness on a global scale?

To answer this question, the responses of the 10 economists were analyzed by calculating the frequencies and percentages for each of the statements. The following table explains this.

Table 5 Economic experts (N=10)

Economic experts	Strongly disagree		Disagree		Agree		Strongly agree		Mean	ARRANGE
	Fr	%	Fr	%	Fr	%	Fr	%		
The BRICS blocs would lead to increased Hotel investment and financial opportunities	1	10	1	10	2	20	6	60	3.30	2
Egypt's inclusion in BRICS will encourage infrastructure development within the Hospitality sector.	1	10	2	20	3	30	4	40	3.00	3
Inclusion in BRICS will lead to significant economic benefits for individuals working in Egypt's tourism industry	1	10	2	20	4	40	3	30	2.90	4
Being part of BRICS will attract more international tourists and increase Egypt's visibility as a tourism destination	1	10	1	10	1	10	7	70	3.40	1
Egypt's inclusion in BRICS will provide a competitive edge and widen the market scope for its tourism industry.	2	20	1	10	5	50	2	20	2.70	7
The use of local currencies among member states in BRICS is expected to lead to an increase in tourist traffic from the countries exporting tourists to Egypt	2	20	2	20	3	30	3	30	2.70	6
Egyptian inclusion in BRICS will foster economic growth and stability, benefiting the tourism industry.	2	10	1	10	3	30	4	40	2.90	5

The results of Table No. (5) indicate that the sample of economists agreed with the statements in this dimension.

This is evident from the arithmetic mean values, which ranged from 3.40 to 2.70, demonstrating that the sample members concurred with the statements in this dimension. It also ranked first in terms of the value of the arithmetic mean phrase "Being part of BRICS will attract more international tourists and increase Egypt's visibility as a tourism destination" With an arithmetic mean of (3.40) and in second place is the phrase "The BRICS blocs would lead to increased Hotel investment and financial opportunities" With an arithmetic average of (3.30) and in the last order is the phrase "Egypt's inclusion in BRICS will provide a competitive edge and widen the market scope for its tourism industry. With an average of (2.70) The following figure shows this.

A key benefit for Egypt in joining the BRICS group is the ability to conduct transactions in local currencies, reducing its reliance on the dollar. This change will attract more investment from member countries, enhance infrastructure and sustainable development, and promote cross-cultural exchange. This is consistent with what (Pop.2020; Ullah et al.2023) mentioned about the advantages obtained by the members of the BRICS bloc.

C- Hotels

The answer to the third question, which states: What are the anticipated impacts of Egypt's inclusion in the BRICS bloc on investment, infrastructure, environmental practices, and economic benefits in the Egyptian hospitality industry?

In order to respond to this query, the 45 sample members who work in the hotel industry had their replies examined.

The questions for hotel employees were divided into three sections:

Section 1: Awareness and Perception of Egypt's Inclusion in BRICS.

This section included three questions, the results of which were as follows;

Table 6 Section 1: Awareness and Perception of Egypt's Inclusion in BRICS

Awareness and Perception of Egypt's Inclusion in BRICS	Not aware at all		Slightly aware		Moderately aware		Very aware		Extremely aware		Mean
	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	
To what extent are you aware of Egypt's inclusion in BRICS (Brazil, Russia, India, China, South Africa)?	5	11.1	10	22.2	7	15.6	12	26.7	11	24.4	3.41
How positively or negatively do you perceive Egypt's inclusion in BRICS?	Strongly negative		Somewhat negative		Neutral		Somewhat positive		Strongly positive		3.49
	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	
	2	4.4	10	22.2	5	11.1	22	44.4	8	17.8	
To what extent do you believe Egypt's inclusion in BRICS will affect Hospitality industry in Egypt?	Not at all		Slightly		Moderately		Significantly		Extremely		2.62
	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	
	11	24.4	15	33.3	5	11.1	8	17.8	6	13.3	

The results of table No. (6) show that the sample members who work in the field of hospitality agree on the questions. This is evident from the value of the arithmetic mean, as it came in first place How positively or negatively do you perceive Egypt's inclusion in BRICS? Most of the sample's answers agreed on the positive impact of Egypt's inclusion into

the BRICS group, With a mean of (3.49), the question came in second place" To what extent are you aware of Egypt's inclusion in BRICS (Brazil, Russia, India, China, South Africa)? Most of the samples' answer are very aware, with an arithmetic mean of (3.41), the question came in third place" To what extent do you believe Egypt's inclusion in BRICS will affect Hospitality industry in Egypt? With an average of (2.62).

This is consistent with what Garidzirai (2022) stated, who confirmed that joining BRICS has a positive impacts on the economies of the member countries, especially in the trade and tourism sectors. Moreover, Salman & Sherif El Adaway (2018) affirmed that BRICS nations have become key participants in the global economy, with their combined influence anticipated to alter the global economic landscape.

Section 2: Impact on Egyptian Hospitality Industry

Section 2 consists of 13 questions. The results were as shown in table No. 7

Table 7 Impact on Egyptian Hospitality Industry

<u>Impact on Egyptian Hospitality Industry</u>	Strongly disagree		Disagree		Agree		Strongly agree		Mean	ARRANGE
	Fr	%	Fr	%	Fr	%	Fr	%		
The BRICS blocs would lead to increased Hotel investment and financial opportunities	2	4.4	3	6.7	11	24.4	29	64.4	3.49	1

Egypt's inclusion in BRICS will encourage infrastructure development within the Hospitality sector	6	13.3	7	15.6	7	15.6	25	55.6	3.13	4
The country's participation in BRICS will provide opportunities for technology and innovation in the hotel industry	4	8.9	6	13.3	11	24.4	24	53.3	3.23	3
Egyptian inclusion in BRICS will promote environmentally sustainable practices within the hotel industry.	7	15.6	7	15.6	11	24.4	24	44.4	2.98	8
Participation in BRICS will support local environmental conservation efforts in Egypt's hotels	2	4.4	7	15.6	10	22.2	26	57.8	3.33	2

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and resorts.										
Egypt's inclusion in BRICS will provide a competitive edge and widen the market scope for its hotel and hospitality industry	6	13.3	8	17.8	10	22.2	21	46.7	3.02	7
Being part of BRICS will encourage more international hotel management companies to increase its investment in Egypt.	7	15.6	11	24.4	1	2.2	26	57.8	3.03	6
The integration into BRICS will result in the creation of more job opportunities within the Egyptian hotel sector	12	26.7	9	20	6	13.3	18	40	2.67	12
Inclusion in BRICS will lead	7	15.6	12	26.7	10	22.2	16	35.6	2.78	11

to significant economic benefits for individuals working in Egypt's hotel and hospitality industry										
Inclusion in BRICS will lead to increasing hotels occupancy percentage.	10	22.2	14	31.1	8	17.8	13	28.9	2.53	13
Inclusion in BRICS will lead to decreasing the low periods in hotels.	5	11.1	8	17.8	10	22.2	22	48.9	3.09	5
The integration into the BRICS group is expected to improve the quality of the food industry in Egyptian hotels.	7	15.6	8	17.8	10	22.2	20	44.4	2.96	9
Inclusion in BRICS will lead to increasing room rate and creating more profits in hotels.	6	13.3	10	22.2	14	31.1	15	33.3	2.84	10

The results of Table No. (7) showed that the sample members who work in the field of hospitality agree to all questions to a high degree, and this is evident from the value of the arithmetic mean, as it came in first place in terms of the value of the arithmetic mean, the phrase " The BRICS blocs would lead to increased Hotel investment and financial opportunities With a mean of (3.49) and in second place came the phrase: Participation in BRICS will support local environmental conservation efforts in Egypt's hotels and resorts. With an arithmetic average of (3.33), while in the last ranking came the phrase "Inclusion in BRICS will lead to increasing hotels occupancy percentage. With an average of (2.53) .This indicates that the sample members who work in the field of hospitality agree with the statements of this section.

This is consistent with what Wagdy (2023) stated that Egypt's inclusion in BRICS brings significant opportunities for collaboration with its member economies. This development boosts trade prospects, enhances Egypt's economic competitiveness, and attracts further investments to its thriving business environment. Additionally, BRICS countries provide a substantial source of foreign investment, offering broader avenues for Egyptian companies and capital.

Section 3: Future Expectations

This section consists of 4 questions.

Table 8 Section 3: Future Expectations

What potential threats do you foresee for tourism in Egypt if it joins BRICS? (Select all that apply)?	Increased competition from other BRICS nations		Changes in tourism policies and regulations		Economic dependency on BRICS nations		Cultural clashes between Egypt and BRICS nations		Environmental concerns		Infrastructure challenges		MEAN
	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	2.73
	10	22.2	12	26.7	9	20	9	20	4	8.9	1	2.2	
How do you think tourism inclusion in BRICS could affect Egypt's economy?	Positively				Negatively				No significant impact				MEAN
	Fr		%		Fr		%		Fr		%		2.53
	6		13.3		9		20		30		66.7		
In your opinion, how might tourism inclusion in BRICS impact social and cultural dynamics in Egypt?	Positive social and cultural exchanges				Negative social and cultural implications				No significant impact				MEAN
	Fr		%		Fr		%		Fr		%		2.49
	11		24.4		1		2.2		33		73.3		
Overall, do you think the benefits of Egypt's inclusion in BRICS outweigh the potential threats to tourism?	Yes				No				Not sure				MEAN
	Fr		%		Fr		%		Fr		%		2.40
	10		22.2		7		15.6		28		62.2		

The results of Table No. (8) showed that the sample members who work in the field of hotel industry agree on the questions of the third section, and this is evident from the value of the arithmetic mean. Where the question came in first place What potential threats do you foresee for tourism in Egypt if it joins BRICS? (Select all that apply)? With a mean of (2.73), the question came in second place How do you think tourism inclusion in BRICS could affect Egypt's economy? With an arithmetic mean of (2.53), the question was ranked third with an arithmetic average of (2.49), while the question is ranked last With an average of (2.40).

The previous results affirm that Egypt is considered a competitive tourist destination, rivaling other tourist destinations. Its inclusion to the BRICS group, which includes the majority of tourist-exporting countries, alongside its economic strength, resulted in the signing of an investment protocol between Egypt and the United Arab Emirates in the Ras Al-Hikma region on the northern coast, worth \$35 billion. This significantly contributes to increasing hotel capacity, attracting more investments, and enhancing the competitive advantages of the Egyptian tourism destination. This is what was affirmed by State Information Service (2024).

D- Travel Agents :

The answer to the forth question, which states: How does awareness of Egypt's inclusion in the BRICS bloc influence perceptions and expected impacts on the tourism industry's investment opportunities, technological innovation, competitive positioning, and socio-economic benefits?

To answer this question, the questionnaire distributed to the sample members (50) Travel Agencies in Cairo, the questions for managers in the Travel Agencies were divided into three sections:

Section 1: Awareness and Perception of Egypt's Inclusion in BRICS

This section consist of 3 questions, the results were be as shown in the following table:

Table 9 Awareness and Perception of Egypt's Inclusion in BRICS

Awareness and Perception of Egypt's Inclusion in BRICS	Not aware at all		Slightly aware		Moderately aware		Very aware		Extremely aware		Mean
	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	
To what extent are you aware of Egypt's inclusion in BRICS (Brazil, Russia, India, China, South Africa)?	6	12	10	20	4	8	19	38	11	22	3.38
How positively or negatively do you perceive Egypt's inclusion in BRICS?	Strongly negative		Somewhat negative		Neutral		Somewhat positive		Strongly positive		2.96
	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	
	9	18	14	28	8	16	8	16	11	22	
To what extent do you believe Egypt's inclusion in	Not at all		Slightly		Moderately		Significantly		Extremely		3.22
	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	

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BRICS will affect tourism in Egypt?	6	12	9	18	16	32	6	12	13	26	
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The results of Table No. (9) showed the agreement of the sample members who work in Travel Agencies. This is evident from the value of the arithmetic mean, as the question To what extent are you aware of Egypt's inclusion in BRICS (Brazil, Russia, India, China, South Africa)? came in first place with an arithmetic average of (3.38) , as most of the sample are very aware of Egypt's inclusion in BRICS , and in the second place was the question To what extent do you believe Egypt's inclusion in BRICS will affect tourism in Egypt? with an arithmetic mean of (3.22), and in third place is the question How positively or negatively do you perceive Egypt's inclusion in BRICS? with an arithmetic mean of (2.96), which indicates the sample agreement.

This is consistent with what Pop, (2020) confirmed, as joining the BRICS bloc will bring economic benefits to each of the countries joining it, especially in the field of tourism and travel.

Section 2: Impact on Egyptian Tourism Industry

This section consist of 6 questions, the results were be as shown in the following table:

Table 10 Impact on Egyptian Tourism Industry

Impact on Egyptian Tourism Industry	Strongly disagree		Disagree		Agree		Strongly agree		Mean	ARRANGE
	Fr	%	Fr	%	Fr	%	Fr	%		
The BRICS blocs would lead to increased investment and financial opportunities within Egypt's tourism sector	4	8	7	14	20	40	19	38	3.08	2
The country's participation in BRICS will provide opportunities for technology and innovation in the tourism industry	7	14	13	26	18	36	12	24	2.70	5
Egypt's inclusion in BRICS will provide a competitive edge and widen the	5	10	8	16	25	50	12	24	2.88	3

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market scope for its tourism industry										
The integration into BRICS will result in the creation of more job opportunities within the Egyptian tourism sector	6	12	13	26	17	34	14	28	2.78	4
Being part of BRICS will attract more international tourists and increase Egypt's visibility as a tourism destination	6	12	7	14	14	28	23	46	3.10	1
Inclusion in BRICS will lead to significant economic benefits for individuals working in Egypt's	11	22	11	22	12	24	16	32	2.66	6

tourism industry									
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The results of Table No (10) showed the sample members' agreement on all statements, and this is evident from the value of the arithmetic mean, as the phrase Being part of BRICS will attract more international tourists and increase Egypt's visibility as a tourism destination came in first place with an arithmetic mean of (3.10). This is consistent with what was mentioned by Ullah et al., (2023) that the BRICS countries capturing a larger share of the tourism market, which boosts foreign exchange reserves, job creation, and economic growth. BRICS countries will attract global tourists as it possesses UNESCO-recognized heritage sites. Their enhanced infrastructure and facilities make them appealing destinations. In the second place was the phrase The BRICS blocs would lead to increased investment and financial opportunities within Egypt's tourism sector with an arithmetic mean of (3.08), and in the last ranking came the phrase Inclusion in BRICS will lead to significant economic benefits for individuals working in Egypt's tourism industry with an arithmetic mean of (2.66).

Section 3: Future Expectations

This section consist of 4 questions, the results were be as shown in the following table:

Table 11 Section 3: Future Expectations

What potential threats do you	Increased competition from other BRICS nations	Changes in tourism policies and regulations	Economic dependency on BRICS nations	Cultural clashes between Egypt and BRICS	Environmental concerns	Infrastructure challenges	MEAN

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foresee for tourism in Egypt if it joins BRICS? (Select all that apply)							nations						3.12
	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	
	8	16	12	24	8	16	13	26	6	12	3	6	
How do you think tourism inclusion in BRICS could affect Egypt's economy?	Positively				Negatively				No significant impact				MEAN
	Fr		%		Fr		%		Fr		%		2.26
	13		26		11		22		26		52		
In your opinion, how might tourism inclusion in BRICS impact social and cultural dynamics in Egypt?	Positive social and cultural exchanges				Negative social and cultural implications				No significant impact				MEAN
	Fr		%		Fr		%		Fr		%		2.74
	5		10		3		6		42		84		
Overall, do you think the benefits of Egypt's inclusion in BRICS outweigh the potential threats to tourism?	Yes				No				Not sure				MEAN
	Fr		%		Fr		%		Fr		%		2.42
	8		16		13		26		29		58		

The results of Table No (11) showed the agreement of the sample members on the statements in this section, and this is evident from the value of the arithmetic

mean, as the question came in first place" What potential threats do you foresee for tourism in Egypt if it joins BRICS? With a mean of (3.12), Most of the samples' answers were Cultural clashes between Egypt and BRICS nations. The question came in second place" In your opinion, how might tourism inclusion in BRICS impact social and cultural dynamics in Egypt? With an arithmetic mean of (2.74). The question comes in last place" Overall, do you think the benefits of Egypt's inclusion in BRICS outweigh the potential threats to tourism? With an arithmetic mean of (2.42), which indicates that the sample members agreed with the statements of this section.

The above results indicate that the BRICS Bloc has significantly contributed to the recovery of the tourism sector and emphasized the importance of boosting intra-BRICS tourism for a more resilient, sustainable, and inclusive industry. This can be achieved through stronger investment and trade relations with other countries, which create opportunities for new businesses. However, potential threats like cultural clashes among BRICS nations may arise. Pop (2020) and Mishra et al. (2021) highlighted that the tourism industry in BRICS countries could face challenges such as overcrowding, environmental degradation, and cultural dilution, despite its positive impacts.

Conclusion

Egypt's BRICS membership is expected to have a substantial influence on the country's tourist and hotel industries. Enhanced political and economic connections

with BRICS countries are expected to boost visitor arrivals, thanks to focused marketing efforts and cultural exchange programs. Investment from BRICS nations has the potential to result in the building of new hotels, the renovation of existing facilities, and the incorporation of sophisticated technology, all of which improve service quality. This increase in tourism is projected to enhance income and offer job opportunities for the local economy. Collaborative marketing initiatives and enhanced travel rules, such as simpler visas and direct flights, will help to boost tourism. However, issues such as market competitiveness, infrastructure limits, and cultural sensitivity must be addressed. Long-term goals include encouraging sustainable tourism practices and improving Egypt's international reputation as a desirable destination. Egypt's tourist and hotel industries may benefit greatly from its membership in BRICS by capitalizing on these potential and avoiding the problems that arise.

Recommendations

According to the theoretical study and based on the results of the statistical research study, the following is recommended

The Ministry of Tourism and Antiquities:

1. Working to attract more investments from the BRICS group to support the Egyptian economy in the hotel sector
2. Working on evaluating the changes in Egypt's economic and trade policies resulting from its

accession to the BRICS group, and focusing on policies aimed at enhancing the tourism and hospitality sectors.

3. Examine the influx of foreign direct investment (FDI) into Egypt's tourism and hotel industry post-BRICS inclusion.
4. Evaluate the development of tourism infrastructure, such as airports, hotels, and tourist attractions, influenced by BRICS collaboration. Assess the role of BRICS funding and joint ventures in these developments.
5. Evaluate the impact of BRICS cooperation on tourism education and training in Egypt. Identify partnerships with BRICS countries for knowledge exchange and skill development in hospitality.
6. Analyze the adoption of technology and innovation in Egypt's tourism and hotel industry post-BRICS inclusion. Focus on digital marketing, online booking systems, and smart tourism solutions.
7. Examine the collaboration between the Egyptian government and private sector in the tourism and hotel industry within the BRICS framework. Assess policy support, incentives, and partnerships.
8. Investigate the influence of BRICS inclusion on domestic tourism in Egypt. Analyze any shifts in domestic tourist behavior and preferences.
9. Identify key investors and the impact of these investments on infrastructure and services.

10. Expand hotel projects through bilateral agreements between Egypt and BRICS countries.
11. Work on establishing a unified currency for BRICS member countries to facilitate financial transactions between tourism companies, hotels, and individuals.

Egyptian tourism Authority:

- 1- Investigate the potential for market diversification within the tourism sector due to BRICS membership.
- 2- Analyze new tourist demographics, especially from other BRICS nations.
- 3- Conduct awareness campaigns to promote cultural interactions among citizens of BRICS countries.
- 4- Encourage Egyptian tourism companies to conduct joint promotion and marketing campaigns with counterparts from BRICS countries.
- 5- Analyze the marketing and promotion strategies employed by Egypt to attract tourists from BRICS countries. Evaluate the effectiveness of these strategies and suggest improvements.
- 6- Collect and analyze tourist satisfaction data and feedback from visitors from other BRICS countries. Identify areas of improvement and strengths in Egypt's tourism offerings.

Future Research

Further research can explore the impact of Egypt's inclusion in BRICS on other sectors such as trade, economy, and geopolitics. Additionally, longitudinal studies

can assess the long-term effects of this integration on Egypt's tourism industry.

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