



## Applying The Principles of Sustainable Tourism for Taba's Development Plans

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ARTICLE INFO	Abstract
<p><b>Keywords:</b></p> <p>Tourism Development, Sustainable Development, Sustainable Tourism Development, Tourism, Taba.</p> <p><b>(IJTHS), O6U</b></p> <p>Vol. 5, No. 2, October 2023, pp. 24 – 40</p> <p>Received: 8/7/2023 Accepted: 10/9/2023 Published: 26/9/2023</p>	<p>The study of the development of the Taba stretch reveals several challenges related to the preservation of the nature of the coastal road. The first challenge is to conserve the unique and sensitive natural and cultural resources, notably the coastal zone (Shaalan, 2005) Sustainable tourism development in the Red Sea of Egypt threats and opportunities, Journal of Cleaner Production). This study analyzed sustainable tourism development and tourism strategies in Taba through interviews with 14 officials of the Ministry of Tourism, the Tourism Development Authority, and the Egyptian General Authority for Tourism Revitalization, and 150 questionnaires were distributed to a random sample of Egyptian, Arab and foreign visitors inside Taba. The method used in this study was a qualitative description with the help of the Taba government strategy. The results of this study are that the Taba government's plan for developing sustainable tourism is to increase attractions, accessibility, security, and public facilities to develop tourism and realize sustainable tourism.</p>

## 1. Introduction

The Taba is a small Egyptian city in the South Sinai Governorate located on the northern part of the Gulf of Aqaba, and it is the last part of Sinai that returned to Egypt in 1989, according to the Egyptian-Israeli peace agreement in 1979 AD. Taba is considered one of the most beautiful Egyptian cities, to which a large number of tourists come from all over the world. There are 10 hotels in Taba, employing about 1804 people, between Egyptians and other nationalities, and the area of Taba city is about 508.8 acres. Government investments in Taba amounted to about 700 million Egyptian pounds in infrastructure projects that include the construction of roads, housing, and services, as well as sanitation and telephone lines. As for the tourism investments of the private sector, including foreign investments, they amounted to about 3 billion Egyptian pounds in hotel and service projects, 15% of which have been completed, and the rest is under construction.

Therefore, a large number of tourists come from all over the world, and there are about 10 hotels in Taba. The Hilton Taba Hotel, which was built by Israel in 1967, is one of its most prominent landmarks. It was managed by the Sonesta Company until it was handed over to the Egyptian authorities. It is characterized by archaeological sites dating back about 5,000 years, rare wildlife, and the traditional heritage of the resident Bedouins. The area includes some natural springs around which botanical gardens are formed, to which the Bedouins live.

Taba Heights is considered one of the tourist areas of a special nature, specially prepared to be one of the most luxurious and beautiful tourist sites in the Middle East and North Africa region, especially with its stunning views of the Red Sea. The heights are located close to the international airport and the port between the Sinai Mountains that border three neighboring countries.

Hotels, tourist resorts, and clubs add beauty to the visitor's attention to Taba, which has an ideal location overlooking the Red Sea, which is in the middle of one of the heights of the Egyptian Sinai Peninsula. The designs of the Taba Tourist Resort have been prepared to be a favorite tourist destination for lovers of adventure, pleasure, and excitement, and we will certainly not forget those who are enthusiastic about living the Eastern atmosphere.

([https://www.ifegypt.org/NewsDetails.aspx?Page\\_ID=1244&PageDetailID=1447](https://www.ifegypt.org/NewsDetails.aspx?Page_ID=1244&PageDetailID=1447),

Accessed on 15/11/2022 )

### Fjord Bay:

It is located 15 km south of Taba, an amazing diving spot embraced and protected by a gorgeous natural bay of coral reefs in an unforgettable sight. The bay is suitable for diving, as the crater or al-Hawl area attracts diving professionals, whose entrance can be reached through a huge group of coral reefs, seeing sea fish. The open area feeds on small glass fish and silverfish. (<https://worldarchitecture.org/architecture-projects/hmmzv/tourism-hotel-in-taba-egypt-project-pages.html>. Accessed on 05/03/2022)

### Colored Canyon Taba Reserve:

The Taba Reserve, which is one of the most favorite places for tourists in the city, contains caves, mountain paths, and valleys, the most famous of which are Wadi Watir, Al-Zaljah, Al-Sawana, Nakhil, and Ain Khadra Oasis, in addition to rare species of

animals, 50 species of birds, and more than 450 rare plants. The colored canyon or the colored canyon is one of the natural wonders of the Taba Reserve. The colored valley gained its name thanks to the shades of colors that cover its walls and the veins of mineral salts that draw lines on its sand and limestone stones and give them scarlet, orange, silver, golden, purple, red, and yellow colors. (Vatikiotis, 1991) *The History of Modern Egypt: From Muhammad Ali to Mubarak*, 4th edition. Baltimore, MD: Johns Hopkins University Press.)

Government investments in Taba amounted to about 700 million Egyptian pounds in infrastructure projects that include the construction of roads, housing, and services, as well as sanitation and telephone lines. As for the tourism investments of the private sector, including foreign investments, they amounted to about 3 billion Egyptian pounds in hotel and service projects, 15% of which have been completed and the rest is pending. ([Two citadels in Sinai from the Saladin period \(Al-Gundi and Phataoh's island\) - UNESCO World Heritage Centre](http://whc.unesco.org/en/tentativelists/1828/), available on: <http://whc.unesco.org/en/tentativelists/1828/> accessed on 2022-03-19)

### **The Taba Reserve**

The Taba Reserve includes geological structures, caves, multiple mountain passes, and a network of valleys, the most important of which are: Watir - Al-Zalajah - Al-Sawan - Nakhil. The area includes some natural springs around which botanical gardens are formed, to which the Bedouins live. It also includes Nubian and marine stones from the Cretarian era. As for igneous stones, it dates back to the Cambrian era. It is distinguished by its rich diversity of rare animals and plants that are at risk of extinction, as there are about 25 species of mammals and about 50 species of rare resident birds, in addition to 24 species of reptiles. As for plants, there are about 480 species of extinct species in the reserve. Rare wildlife in addition to the traditional heritage of the resident Bedouins. (<http://www.sis.gov.eg/ar/tourist/types/ecological> accessed on 12/05/2021)

### **Sustainable Tourism in Taba:**

Sustainability begins after answering several questions about who decides the meaning of sustainability in Taba. And who achieves it? How is it evaluated? In addition, where is it being sustained, and for whom? (Mowforth & Munt, 1998 ) *Tourism and Sustainability: New Tourism in the Third World*, New York: Routledge.)

Sustainable development doesn't only include environmental sustainability but it also includes social and economic sustainability and therefore all kinds of sustainability must be taken care of in the long term in Taba. (European Union Working Group on Urban Design for Sustainability (2004) *Urban Design for Sustainability*, available on [www.lebensministerium.at](http://www.lebensministerium.at) Accessed on 20/08/2022 )

Sustainable Tourism involves a commitment to responsibility towards nature and society and the integration of the local community into any tourism development process. (Kozak & Kozak, 2011) *Sustainability in Tourism: Cultural and Environmental Perspectives*, Cambridge Scholars Publishing.)

There are three basic concepts that underpin sustainable tourism in Taba according to the World Tourism Organization: (Project Management for European Sustainable Development, *The Sustainable Tourism Context*, <http://pm4esd.eu/the-method/the-sustainable-tourism-context/>, accessed on 12/10/2022)

Sustainability and competitiveness are interdependent. The sustainability of tourism is achieved by operating it in a way that preserves natural resources in the long term and There should be a two-way relationship between the impact of tourism and the impact on tourism.

The tourism sector in Taba is linked to some other sectors such as culture, the environment, and transportation where the public and private sectors of tourism affect the host communities and the intangible aspects, in addition to the tourist destinations which are among the most important major tourism products that give tourists the opportunity to experience a new or a group of diverse experiences.

Sustainable tourism development in Taba depends on the following: (Fennell,1999). Ecotourism: an introduction, New York: Routledge)

- 1) Carrying Capacity Calculations whether environmental, physical, or social.
- 2) Internal and international governmental legislation, regulation and over sight of trade unions and others.
- 3) Performing mathematical analyses and models of the balance sheet and determining the cost to know the environmental impact assessment.
- 4) Managing visitors by specifying entry and exit points whether by air, land, and sea.
- 5) Protecting wild and public parks, natural reserves, and scientific sites of special importance.
- 6) Sustainability indicators through the recycling of resources and waste, the diversity of cultural and natural life, the elimination of pollution, the increase of local production, and the increase of basic facilities.
- 7) Code of conduct by respecting the local community for tourists and not exploiting them.
- 8) The use of modern technological techniques to participate in meetings, and public opinion polls.

#### **The sustainable tourism development in Taba comprises principles:**

(Fennell, 1999) (Ecotourism: an introduction, New York: Routledge.)

- Marketing responsible tourism by providing complete information about the natural, social, and cultural environment of the destination.
- Involving the local community in the management process to ensure environmental quality, as it benefits them and the environment in general, and also works to improve the quality of the tourism experience.
- Use an effective environmental auditing system.
- Preserving and enhancing cultural, natural, and social diversity for continuous sustainable tourism.
- Ensure equitable access to limited resources and redirect technological efforts to relieve pressure on essential resources.
- Collaboration between the public and private sectors by consulting and working side by side and resolving potential conflicts of interest.
- Supporting local economic activities and avoiding environmental damage.

- Training staff to integrate sustainable tourism into work practices, hire local staff, and improve the quality of the tourism product.
- The sustainable use of basic natural, social, and cultural resources, which serves the business in the long term, using new future options and non-renewable resources as much as possible.
- Redistributing economic activity and allocating resources to meet basic needs based on achieving sustainable development.
- Reducing consumption and waste.
- Control over population growth and justice in the distribution of resources.

### **Criteria of successful sustainable tourism development in Taba**

Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability (World Tourism Organization, Sustainable development of tourism, Available on:

<http://sdt.unwto.org/content/about-us-5>) . Thus, sustainable tourism should:

- 1) Providing social and economic benefits to all stakeholders that are fairly distributed, including stable job and income-earning opportunities, social services to host communities, and contribution to poverty alleviation.
- 2) Optimal use of environmental resources that are a key element in the development of tourism, preserving basic environmental processes to preserve natural heritage and biodiversity.
- 3) Respecting the social and cultural authenticity of host communities, preserving their built and living cultural heritage and traditional values, and contributing to intercultural understanding and tolerance.

There are four criteria are proposed to evaluate the sustainable tourism development of resorts (State Information Services Tourism in Egypt,

<http://www.sis.gov.eg/En/Templates/Articles/tmpArticles.aspx?CatID=416#.ViIn57AcTMw,2014>, accessed on 15/07/2022) :

#### **a. Cultural sustainability**

It increases people's control over their lives and strengthens a community's identity through Preserving cultural diversity, Encouraging the local community to preserve and use traditional skills, Collaborate with leaders of indigenous peoples and minority groups to ensure that indigenous cultures are accurately portrayed, Ensuring the protection of indigenous local cultures and nature, including tangible and intangible traditional knowledge, Respect for the rights of the traditional population, Educating tourists about the behavior and customs of the host community and Providing educational and training programs about heritage and natural resources.

#### **B. Environmental Sustainability**

It is compatible with the conservation of biodiversity through Determining acceptable behavior among tourists and promoting responsible tourism behavior, Ensuring that tourism in protected areas matches with management plans, Developing rules of practice for tourism by establishing guidelines for tourism operations, monitoring cumulative effects, and evaluating impact, Determining absorptive capacities to estimate the impact and sustainability of the environment, Formulating national,

regional and local tourism policies and development strategies that are in line with goals of sustainable development , Reducing the impact of tourism activities on the environment and Ensure that the design, planning, development and operation of facilities are in line with the principles of sustainability.

### **C. Economical Sustainability**

It is profitable in the short and long term through Use internationally approved and reviewed guidelines for training , Forming partnerships across the entire supply chain, whether small local companies or multinational organizations, Promoting economic benefits for the local population, and increasing the welfare of the host communities, Saving the cost of the procedures that are taken to meet the needs of tourists, Diversifying local products and developing tourism activities, Providing financial incentives for companies to adopt the principles of sustainability and Contribute to income generated to assist with ethical marketing, training and product development.

### **D. Social Sustainability**

It is designed to benefit local communities and generate income through Ensuring the fair distribution of financial benefits to beneficiaries, providing job opportunities for the local community Encouraging the community to maintain tourism development, Improving the capabilities of local human resources Providing financial incentives for local companies to enter tourism and Encouraging companies to reduce negative impacts and contribute positively to their local communities.

### **The comparative advantages of Taba:**

The area is famous for coral reefs, rich marine life, and fishing sites that have made this area one of the best scuba diving locations in the world. One of the world's premier diving locations is famous for underwater photography as well as windsurfing. Desert safaris into the mountains, canyons, and oases are other adventurous attractions. The comparative advantages of Taba:

- Taba extends over the Gulf of Aqaba for a distance of more than 35 km, in addition to the presence of distinct coral reefs with desert back and rocky mountains.
- This region has a historical and cultural background which is an attractive tool for cultural tourism.
- The length of the beach, the size, and the quality of coral reefs are much better and charming nature. Therefore, this situation enables the sector to promote four types of water tourism: beach tourism for bathing and recreation, marina tourism for sea boats and boat racing, as well as fishing tourism, and diving tourism, which attracts a number of visitors ,especially European tourists. (Egyptian federation of tourist chambers,2006)
- The length of the beach in Taba qualifies it to attract huge tourism investments.
- The availability of a distinct desert backyard for large areas and beautiful landscapes, as well as interspersed with mountains of different heights which achieves the region as a magnet for desert tourism. ( Egyptian federation of tourist chambers, 2006)
- The infrastructure contributes to support tourism on the region in terms of water, sanitation and roads, as well as the presence of untapped airport and a yacht marina in the early stages of operation.
- The concentration of Bedouins in the region also represents an attraction factor for cultural and social tourism, as well as through the sale of products of a distinct local nature that attract shopping tourism.

**Methodology:**

Due to the lack of documents on studies for Taba , the study relied mainly on interviews with officials from the Ministry of tourism, the tourism development authority and the Egyptian tourist authority at first, then with visitors. Discuss some points like :

- The planning of tourism development in Taba and its impact on the rate of development.
- The obstacles to tourism development in this region and how to deal with the officials of the Ministry of Tourism and investors
- The Egyptian tourist authority efforts that took place in Taba and the problems that were encountered.
- The political problems and how they affected the development movement in Taba.
- The proposals to overcome the problems of investors in the study area.

**Data analysis:**

The data analysis is divided into two parts:

The first part: personal interviews with 14 officials of the Ministry of Tourism, the Tourism Development Authority, and the Egyptian General Authority for Tourism Revitalization, in order to discuss means of development and tourism promotion for the Taba region and its impact on increasing the international tourism movement coming to it. These personal interviews were analyzed with the research sample from the public and tourist private sectors through qualitative analysis of the main topics raised by the officials during their dialogue.

The second part: 150 questionnaires were distributed to a random sample of Egyptian, Arab, and foreign visitors inside Taba, in order to identify their experience, the reasons for their visit, the sources of information and data through which tourists know Taba, and to study the extent of their satisfaction with the tourist facilities and services available in Taba, as well as the obstacles to tourist attractions in the region and Marketing responsible tourism by providing complete information about the natural, social and cultural environment of the destination. (Fennell, D.(1999) Ecotourism: an introduction, New York: Routledge.)

**Results for experts and officials:**

A set of personal interviews were conducted with some officials and experts in tourism at the Ministry of Tourism, the Tourism Development Authority, and the Egyptian General Authority for Tourism Promotion and their number was 14 people with the aim of identifying their views on the possibility of benefiting from the natural and cultural elements in Taba to increase the tourist flow, preparing tourist nights, identifying obstacles and trying to solve them, the interviews were held between January and May 2023. The meetings resulted in the extraction of the main research results, which represent important obstacles and problems of tourism development in Taba – Nuwbaa section :

**-Strip development of the Gulf of Aqaba:**

All officials see 100% that one of the most important obstacles to tourism development in this region is that the place allocated for tourism development is confined between beaches and mountains, and that the geographical nature of this region does not help to establish integrated tourism development because all beaches in this region are characterized by sharp edges. The area does not meet the specifications of an integrated

tourist city in the usual way, such as Hurghada and Sharm El-Sheikh, but it is a tourist center due to its small area and the lack of tourist attractions and basic facilities it.

There is justification for the lack of different means of entertainment to spend time outside the hotels due to the geographical location of Taba, which is confined between the mountain and the sea therefore, the development there is linear, as it extends along the beach, which determines the availability of suitable entertainment facilities, which represents one of the most important obstacles to tourism demand for Taba.

#### **-The random development of the Taba-Nuwbaa area:**

80% of the experts and officials of the Tourism Development Authority stated that the Authority was seeking to increase the growth rate by increasing the capacity of hotels in this area in order to expand the supply base with the aim of creating an increased demand for the tourism product represented in Taba this was done by facilitating land ownership for investors, after which the rates of tourism supply exceeded demand, and activation and marketing did not take place quickly.

#### **-Limiting this sector to the hotel and the beach:**

There are 90% of the experts believe that the tourism development that took place in the region was limited only to the hotel and the beach, but from the point of view of the tourist, it should include the hotel, the beach and various recreational facilities, whether in the morning or in the evening so that the tourist can find entertainment inside and outside the hotel and to spend time enjoying the whole trip. Therefore, integrated tourism planning must be done, which includes tourism development for the region and the tourist's entertainment.

We extract from the foregoing some of the obstacles related to tourism development in the Taba / Nuweiba region, which was agreed upon by 95% of the experts and officials in the Ministry of Tourism, the General Authority for Tourism Promotion, and the Tourism Development Authority to influence the process of activation and integrated marketing of the study sample area. These obstacles are summarized in:

-Revitalization efforts are focused only on integrated tourist cities with facilities and services, such as Sharm el-Sheikh, Hurghada, and El Gouna, due to the high tourist attractions these areas enjoy, in addition to the political problems that are represented in the border problems with the State of Israel, for example, when any political unrest occurs at the Egyptian-Israeli border that leads to This leads to the closure of the borders and affects incoming tourism through the Taba port, and thus the lack of tourism demand for this region.

-Total dependence on the Israeli tourist who comes to visit the region due to its proximity to it and thus lack of interest in other nationalities.

-The theory of burning prices in new tourist areas by selling hotel rooms to tourists at less than their actual value in an attempt to counter recession as a result of lack of demand.

-The absence of cooperation and coordination between ministries such as the Ministry of Tourism, the Ministry of Antiquities, and the Ministry of Civil Aviation to stimulate tourism demand and provide some facilities for incoming flights, and not provide regular weekly flights to stimulate and expand tourism demand in the Taba region, in

addition to the need for the Ministries of Electricity and Petroleum to join hands to supply the region with electricity and natural gas To create an integrated facility area.

-The absence of the role of the Egyptian tourist agent promoting Taba and studying the obstacles to tourism demand from the point of view of foreign tourist agents due to their direct contact with foreign tourists.

-The lack of marketing studies on a scientific basis to market the region internally and externally, with the absence of marketing campaigns in different markets such as the European market, the Middle East, and others, with diversification in tourism patterns in addition to beach tourism.

-The lack of team spirit among investors at the present time, as the marketing process is based on individual efforts by investors and businessmen to promote their own tourism projects.

-The absence of a revitalization strategy that combines the public sector represented by government agencies and ministries, and the private sector, which includes investors and businessmen, to promote and market the region as a tourist.

### Results for visitors:

It distributed 150 questionnaires to a random sample of Egyptian, Arab and foreign visitors inside the Taba Center, and the number of valid questionnaires reached 127, and therefore the response rate was 84.7% of the total number of questionnaires.

### Study Period:

The survey forms were distributed during the period from January 1 to May 1, 2023.

The survey was based on a Likert scale. It's a question that uses a 5 or 7-point scale, sometimes referred to as a satisfaction scale, that ranges from one extreme attitude to another.

Scale refers to: Strongly Disagree 1 point, not Agree 2 points, Neutral 3 points, Agree 4 points, and Strongly Agree 5 points.

### Questionnaire Data:

#### Descriptive analysis of the research axes:

**Table (1) Analysis of the questionnaire for visitors' nationalities**

Nationalities	Numbers	Percentage %	Mean	SD
European	36	28.4	2.0079	1.00393
Asian	28	22		
Arab	12	9.4		
Egyptian	51	40.2		
Total	127	100		

Table (1) shows that the highest percentage of visitors were Egyptians with 40.2% in the first place, then Europeans at 28.4% in second place, Asians in third place at 22%, and finally Arabs at 9.45% of the total visitors, and this indicates a weak attraction of Arab visitors to Taba region as a result of their weak marketing plans.

**Table (2) Analysis of the educational level of visitors**

Educational level	Numbers	Percentage %	Mean	SD
Postgraduate	17	13.4	1.9764	0.49545
high education	96	75.6		
Intermediate education	14	11		
Basic education	-----	-----		
Total	127	100		

The results of Table (2) showed that the highest percentage of the educational level of the study sample was in the segment of visitors with higher education 75.6%, then the segment of visitors with postgraduate studies, and the segment of intermediate education was close (13.4, 11%), respectively, and this indicates a high the level of education of visitors to Taba and their knowledge of its history and antiquities and Involving the local community in the management process to ensure environmental quality. (Fennell, D.(1999) Ecotourism: an introduction, New York: Routledge.)

**Table (3) Analysis of the age group of visitors**

The ages	Numbers	Percentage %	Mean	SD
15-24	9	7	4.0472	1.62743
25-34	11	8.7		
35-44	38	29.9		
45-54	16	12.6		
55-64	27	21.3		
65-75	18	14.2		
More than 75	8	6.3		
Total	127	100		

Table No. (3) indicates that the age group (35-44) ranked first with 29.9% of the total sample, the age group (55-64) came in second place with 21.3% of the total sample, and the age group (65-65) (75) and (45-54) in close proportions (14.2, 12.6%), respectively, and the age groups (25-34), (15-24) and (more than 75) came in close proportions (8.7, 7, 6.3), respectively. It is the lowest percentage, and this indicates a high percentage of young people and middle-aged people enjoy the natural ingredients and the diversity of tourism patterns in Taba. The diversity of tourism patterns in Taba, tourism, diving, enjoying aquatic life of colorful plants and fish, and recreational tourism, such as riding various water games such as riding a parachute, a banana boat, and others, in addition to archaeological tourism, such as visiting Salah El-Din Castle, based on the dialogue that took place with this age group. ( State Information Services Tourism in Egypt, <http://www.sis.gov.eg/En/Templates/Articles/tmpArticles.aspx?CatID=416#.ViIn57AcTMw,2014>, accessed on 15/07/2022).

**Table (4) Reasons to visit Taba**

Reasons	Numbers	Percentage %	Mean	SD
Entertainment	51	40.2	2.2283	1.00150
Cultural	37	29.1		
Sports	25	19.7		
Scientific	14	11		
Total	127	100		

Table (4) indicates that the majority of visitors confirmed that their visits to Taba were for entertainment reasons by 40%, for cultural reasons 29.1%, and 19.7% for sports reasons, and it came in the fourth and last place for scientific reasons with a percentage of 11%, and this indicates that the region enjoys a multiplicity of tourist attractions. Especially the means of entertainment and recreational. ([https://www.ifegypt.org/NewsDetails.aspx?Page\\_ID=1244&PageDetailID=1447](https://www.ifegypt.org/NewsDetails.aspx?Page_ID=1244&PageDetailID=1447), accessed on 15 November 2022)

**Table (5) Information sources for visits to Taba**

Information sources	Numbers	Percentage%	Mean	SD
Travel agents and tourism companies	35	27.5	2.9449	0.91986
The media	18	14.2		
Websites	26	20.5		
Friends and relatives	48	37.8		
Total	127	100		

It is clear from Table (5) that friends and relatives came in the first place with a rate of 37.8%, as the tourist promotes the Egyptian tourist destination, whether in his country or abroad, for free Without the state bearing any additional marketing costs, and thus increasing the number of visits and tourist nights, tourism companies and travel agents came in second place with a rate of 27.5%, websites came in third place with a rate of 20.5%, and finally the media with a rate of 14.2%, and this indicates the need to pay attention to the media. Media, whether visual or audio, due to its direct impact on attracting visitors. ( Fennell, D. ( 1999). Ecotourism: an introduction, New York: Routledge.)

**Table (6) The extent of satisfaction with the tourist facilities and services available in Taba**

The extent of Satisfaction	Strongly dissatisfied		dissatisfied		neutral		Satisfied		Strongly satisfied		Mean	SD
	N	%	N	%	N	%	N	%	N	%		
Accommodation services in various hotels	10	7.9	20	15.7	14	11.1	55	43.3	28	22	1.4961	0.77535
The level of cleanliness in the visited tourist and archaeological areas	23	18.1	40	31.5	25	19.7	26	20.5	13	10.2	1.8110	0.87950
Availability of means of transportation	16	12.6	49	38.6	18	14.2	25	19.7	19	14.9	1.8425	0.92088
Food and drinks	22	17.3	51	40.2	25	19.7	19	14.9	10	7.9	1.3780	0.72297
Awareness of the local population of the importance and preservation of tourist sites	17	13.4	15	11.8	52	40.9	25	19.7	18	14.2	2.0315	0.68934

The results of Table No. 6 showed the extent of visitors' satisfaction with the tourist facilities and services available in Taba. The table indicated:

-The highest percentage came in 43.3% satisfied and 22% strongly satisfied, and the lowest percentage came in 7.9% strongly dissatisfied and 11% neutral, respectively, in addition to 15.7% dissatisfied. The mean of the calculation was 1.4961 and the standard deviation is 0.77535, which indicates the satisfaction of the highest percentage with the accommodation services in the various hotels in Taba.

-There are 31.5% admitted that they were dissatisfied with the level of cleanliness in some tourist sites in the region, and 20.5% believed that the level of cleanliness is good and satisfied in second place, then it came in the third rank neutral with a percentage of 19.7% and strongly dissatisfied with a percentage of 18.1% of the total number of tourists' opinions, The mean of the calculation was 1.8110 and the standard deviation is 0.87950 and this indicates The need to pay attention to the cleanliness of the historical, archaeological and tourist areas in the region.

-There are 38.6% of the visitors indicated their dissatisfaction with the means of transportation and communication, and this is due to the inaccuracy of the dates, the high prices of transportation and communications, in addition to the poor conditions of some means of transportation. and the rate of 14.2% is neutral, The mean of the calculation was 1.8425 and the standard deviation is 0.92088 which indicates the need to increase interest in means of transportation, whether land, sea, or air, with an increase in the number of airports to receive domestic and international flights throughout the year.

- The previous table indicates an increase in the number of tourists who are dissatisfied with food and beverage places, and their percentage was 40.2% of the total number of visitors due to the scarcity of restaurants and cafes in Taba. The lowest percentage of visitors was highly satisfied with a rate of 7.9%, The mean of the calculation was 1.3780 and the standard deviation is 0.72297 and therefore attention should be paid to creating a new market in Taba that is similar to the existing markets in Sharm El-Sheikh and Hurghada to provide various services to visitors to Taba.

- Finally, 40.9% of the total number of visitors' opinions affirmed that they are neutral with regard to knowing the extent of the local population's awareness of the importance of the tourist and archaeological sites in Taba and preserving them. In the second place are the opinions of visitors who are satisfied with a rate of 19.7%, and in the last place are some opinions of visitors who are dissatisfied with a rate of 11.8%.

**Table (7) Obstacles to the tourist attractions of the Taba region**

Obstacles	Yes		No		Perhaps		Mean	SD
	N	%	N	%	N	%		
Lack of water and unfitness for drinking	42	33.1	53	41.7	32	25.2	1.9685	0.77600
Difficult access and poor roads leading to the area	72	56.7	40	31.5	15	11.8	1.5906	0.71663
Lack of security and safety on the roads leading to the area	9	7.1	102	80.3	16	12.6	2.0630	0.41304
Poor tourism services and facilities on and inside the main roads	83	65.4	24	18.9	20	15.7	1.5276	0.76456
Lack of signage	79	62.2	31	24.4	17	13.4	1.5748	0.72942
Lack of tour guides in different languages	16	12.6	71	55.9	40	31.5	1.6693	0.61792

Table No. (7) was analyzed and some obstacles related to the tourist attraction of Taba were found, including:

- Lack of drinking water and its unfitness, where the highest percentage of visitors' opinions came about the lack and unfitness of water by 41.7% of the total number of visitors, then it came in second place with yes by 33.1% and in the last place the percentage of maybe 25.2% and the arithmetic mean was 1.9685 and the standard deviation was 0.77600 and this indicates on poor drinking water systems based on the actual experience of visitors.
- The highest percentage of opinions about the difficulty of access and the poor condition of the roads leading to Taba came with yes at a rate of 56.7% of the total visitors' opinions, then the answer came with no at a rate of 31.5%, and finally the answer (maybe) at a rate of 11.8% of the total, and the arithmetic mean was 1.5906 and the standard deviation was 0.71663, and therefore it must Paying attention to the road networks leading to Taba.
- With regard to deficiencies in security, safety, and insurance on the roads leading to Taba, the visitors' opinions praised the availability of insurance means and police cars, as the highest percentage was the answer that there were no deficiencies at a rate of 80.3% of the total, and the lowest percentage was the answer (yes, there are deficiencies) at a rate of 9%, especially in the period At night, with the absence of electricity poles for lighting in the roads, and therefore the lack of visibility, or even the absence of it in some areas, especially in the days of Water Vapor and the weather is unstable at times.
- Lack of tourism services and facilities on the roads leading to Taba, where there is a single gas station from Sharm el-Sheikh to Taba, and there is another gas station inside Taba, but it is old and dilapidated and operates for a few hours, with a lack of diesel and gasoline transport vehicles that supply the station, and the percentage was highest in the answer (Yes) 65.4% of the total, and the lowest percentage was in the answer (maybe) 15.7%. Therefore, a plan must be drawn up to increase Gaz stations on the roads, restaurants and communication networks.
- The highest percentage of opinions was about the lack of guiding signs at 62.2% of the total, as guiding signs should be increased in more than one language to let visitors know their whereabouts.
- 55.9% of the total number of opinions affirmed the lack of foreign language tour guides in Taba, as they prefer the presence of a private guide in their own language for their ease of understanding the antiquities in Taba and its great archaeological history.

## **Results:**

The results of the study were divided into two parts, the first is the results of the interviews with the officials, and the second is the results of the survey forms that were distributed to the visitors and were as follows:

### **1- The results of the interviews with the officials:**

-Strip development of the Gulf of Aqaba: Officials of the Tourism Development Authority believe that the most important obstacles to tourism development in this region are that the place designated for tourism development is confined between beaches and mountains and that the geographical nature of this region does not help to establish integrated tourism development because all beaches in this region are characterized by sharp edges, They also see that the area does not meet the specifications of an integrated tourist city, but it is a tourist center due to its small area and the lack of tourist attractions and basic facilities in it.

Some also believe that the Taba region in particular is considered, by virtue of its geographical location, confined between the mountain and the sea, and therefore there is a justification for the lack of different means of entertainment to spend time outside the hotels, and therefore the development thus, there is a linear development in development, that is, it extends along the beach, which determines the availability of appropriate recreational means, which represents one of the most important obstacles to tourism demand for this sector.

-The random development of the Taba-Nuweiba area: The Tourism Development Authority was seeking to increase the growth rate by increasing the accommodation capacity of hotels in this region in order to expand the supply base with the aim of creating an increased demand for the tourism product represented in Taba, and this was done by facilitating the ownership of lands for investors, and after that the rates of tourism supply exceeded demand. Activation and marketing did not happen quickly.

-Limiting this sector to the hotel and the beach: Officials of the Tourism Development Authority see that what took place in the region was limited only to the hotel and the beach, but from the point of view of the tourist, it should include the hotel, the beach, and various recreational facilities, whether in the morning or in the evening, so that the tourist can find entertainment inside and outside the hotel and to spend time enjoying the whole trip, and thus An integrated tourism planning must be done, which includes tourism development for the region and tourist entertainment.

Officials in the Egyptian General Authority for Tourism Promotion believe that the activation efforts are focused only on integrated tourism cities with facilities and services, such as Sharm El-Sheikh, Hurghada, El Gouna, and Marsa Alam, due to the high tourist attractions these areas have in addition to:

-Political problems: which are represented in the border problems with the State of Israel, for example, when any political unrest occurs at the Egyptian-Israeli border, which leads to the closure of the borders and thus affects the incoming tourism through the Taba crossing, and thus the lack of tourism demand on this region.

-Total dependence on the Israeli tourist: Where some officials see total dependence on the Israeli tourist who comes to visit the region due to his proximity to it and thus lack of interest in the rest of the nationalities.

-The theory of burning prices in the new tourist areas: This is done by selling the hotel room to tourists at less than its actual value in an attempt to counteract the recession that was generated as a result of the lack of demand.

-The absence of cooperation and coordination between ministries such as the Ministry of Tourism, the Revitalization Authority, the Ministry of Antiquities, the Tourism Development Authority, and the Civil Aviation Authority to stimulate tourism demand for the Taba / Nuweiba area, by not providing regular weekly flights throughout the year.

- The lack of the role of the Egyptian tourist agent promoting the region due to their direct contact with the foreign tourist to provide him with the necessary information.

-The absence of marketing studies based on the scientific method of marketing to the region, such as the neighboring tourist areas such as Sharm el-Sheikh and Dahab.

-The absence of team spirit in the work of Taba marketers due to the dependence on investors and businessmen to promote their own tourism projects.

-Lack of coordination, strategy, and communication between the private and public sectors.

**2- The results of the survey forms that were distributed to the visitors:**

- Weakness in attracting Arab visitors to Taba and weak marketing plans. The highest percentage of nationalities was for Egyptians, 40.2%, and the lowest percentage was for Arabs, 9.4%, and Europeans, 28.4%.
- A high percentage of young and middle-aged people enjoy the natural ingredients.
- The highest percentage of visitors confirmed that the reason for their visit was for recreational reasons, at 40% of the total.
- Most of the visitors, with a percentage of 38.7% of the total, indicated that the sources of information for visits to Taba were from friends and relatives who visited it before.
- Some visitors were dissatisfied with the level of cleanliness in tourist, archaeological, and historical sites by 31.5% of the total, as well as dissatisfaction with some of the means of transportation and their poor conditions by 38.6%.
- Among the obstacles related to the tourist attractions of Taba are the poor drinking water networks, the poor condition of the roads leading to Taba, the lack of services and facilities, petrol stations and restaurants on the roads leading to it, in addition to the lack of guiding signs and tour guides in different languages.

**Recommendations:**

- Coordination and cooperation between government agencies represented by the Ministry of Tourism, the Animation Authority, the Tourism Development Authority, the Civil Aviation Authority, and the private sector represented by investors and businessmen, and trying to find effective ways to solve the problems related to operating tourism projects that are currently suspended and solving the problems of lack of demand for projects already established.
- Interest in attracting different markets such as the Arab and foreign markets and transforming the Taba area into an integrated tourist city like Sharm El-Sheikh, which leads to glorifying the region and placing it on the map of Egypt as a tourist city with integrated facilities and services, and thus increasing its competitive advantage due to its wonderful natural attractions.
- Assigning one of the departments of the Tourism Promotion Authority to carry out studies and research necessary to study the available tourism patterns (tourist offers) for the region and to identify the appropriate segments for it, In addition to studies on tourism demand to match supply.
- Making invitations to some foreign tourist agents to visit the Taba / Nuweiba area and enjoy its natural attractions in order to identify tourist trends and develop the tourism product in line with the current various changes.
- Developing a comprehensive plan by the state to pay attention to the infrastructure in the Taba / Nuweiba area, increase roads and guiding signs, and supply the area with electricity and natural gas.
- Increasing regular trips and advertising them, along with making incentive trips and setting a new pricing policy, including transportation, accommodation, and entertainment.
- Paying attention to qualifying and training new and existing human cadres who receive tourists or who deal directly with tourists with the necessity of good treatment and not to exploit, defraud, or steal them.

- Interest in establishing a range of accommodation means, such as hotels, motels, youth hostels, and others.

Increasing the element of security and safety by increasing the security points and vehicles of the police and central security.

- Improving the superstructure and infrastructure of the region and increasing the number of airports to serve domestic and foreign tourism.

- Increasing the number of hospitals to serve visitors.

- Increasing tourism and cultural awareness, whether for the local or international population.

- The work of a modern commercial market in addition to the interest in the old market and the diversity of products offered in it.

- The work of a cable car, such as the cable car in Ain Sukhna, due to the presence of a number of closely spaced mountains.

- Increasing internal means of transportation for ease of movement.

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## ملخص اللغة العربية

## تطبيق مبادئ السياحة المستدامة على خطط تنمية طابا

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تتنوع امكانيات وفرص السياحة في مصر لتتناسب مع جميع الجنسيات والهدف الرئيسي لتوسيع قطاع السياحة هو السياحة القائمة على الطبيعة جعلت غالبية الشعاب المرجانية والحياة البحرية الغنية في ساحل البحر الأحمر من هذه الوجهات الرئيسية للغوص تحت الماء في العالم، العديد من المنتجعات الشاطئية قيد التشغيل الآن ولا يزال هناك المئات ليتم تشييدها خاصة في طابا، وتكشف دراسة تطوير امتداد طابا عن عدة تحديات تتعلق بالحفاظ على طبيعة الطريق الساحلي و الحفاظ على الموارد الطبيعية والثقافية الفريدة والحساسة ، ولا سيما المنطقة الساحلية.

تم تحليل الدراسة من خلال دراسة التنمية السياحية المستدامة واستراتيجيات السياحة في طابا من خلال مقابلات مع ١٤ مسئولاً من وزارة السياحة وهيئة التنمية السياحية والهيئة المصرية العامة لتنشيط السياحة و ١٥٠ استبياناً تم توزيعها على عينة عشوائية من الزوار المصريين والعرب والأجانب داخل طابا. كانت الطريقة المستخدمة في هذه الدراسة هي الوصف النوعي بمساعدة استراتيجية حكومة طابا. ومن نتائج هذه الدراسة هي أن خطة حكومة طابا لتطوير السياحة المستدامة هي زيادة مناطق الجذب، وإمكانية الوصول، والأمن، والمرافق العامة لتطوير السياحة وتحقيق السياحة المستدامة.

**الكلمات المفتاحية:** تنمية سياحية، تنمية مستدامة، تنمية سياحة مستدامة، سياحة، طابا.