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Topic 1
Development Policies in Coastal Areas

The Conflicts Between Tourist & Industrial Activities
Along The Suez Gulf N-West Coast

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Abstract

Tourism development along Coast is mainly dependent on the natural environment as resource base. Coasts are endowed with special beauty, abundance of natural Resources and rich heritage.

Suez Gulf west coast is one of the coasts that have special economic importance. It provides potential for establishing multiple activities: industry, harbor and tourism. According to the economic situation and the major importance of the site location and resources, government and development agencies, in order to promote local and national economy, enhance the development through all the above mentioned fields.

The decision to develop tourism at Suez Gulf area where industry and harbor's activities have significant potentials, could realize:

- Justification for environment protection and improvement,
- Diversification of the national and local economy.
- Creation of skilled job opportunities

Therefore, the analysis of the existing conditions of tourism development along the shore line of Suez Gulf reveals many threats that may cause sustainable tourism failure: the Conflicting uses along the coast and the offshore where heavy industries are located. Severe air and water pollution can cause the rejection of the site as tourist destination area and can affect its tourism products.

Suez Gulf west coast suffer not only from an environmental degradation but also from inadequate investment and management policy. It has been exposed to an inefficient management that result irreversible damage such as: Land speculation, the lack of adequate activities, and failure to attract international tourist markets.

The lack of involving and engaging the local community and stakeholders in planning and decision making causes the segregation between local communities and tourism promoters and diminishes the opportunity of success.

The paper tries to highlight different threats facing tourism development along the narrow coastal strip of the Suez Gulf West Coast. It investigates causes and complexity of negative impacts on both environment and economy. It will propose recommendations to prevent the vulnerable situation.

Key words: Sustainable, tourism, Suez Gulf, coasts

Introduction

The three most important natural assets in Egypt are the Nile valley, the beaches, and the deserts. With the increasing incomes and mobility, many tourist areas along Mediterranean and Red sea coasts were being explored and developed. The red sea coasts has been rapidly developed. However both Mediterranean and red sea coasts are remote areas and are seasonally managed to attract long stay trips. In contrary, Suez Gulf West coasts providing better accessibility -134km from Cairo- has the opportunity to attract daily trippers and weekend recreation. Accordingly, the N-W Coast of the Suez Gulf, with the narrow but attractive beaches, and dramatic mountain scenery, is planned for tourism activities.

Background

After the 1973 war, Ministry Of Housing And Reconstruction was charged with responsibility for the reconstruction and future development of the Suez Canal Zone. A massive immediate and long range reconstruction and development program was then initiated. During the first phase of the program under series of planning studies, three master plan



Figure 1 Suez Location

for Port Said, Ismailia and Suez cities (march 1976) and a regional plan (September, 1976) for the entire area were prepared.

In January 1978 strategies and plans for tourism development in the Suez Canal Zone was prepared with the assistance of UNDP according to Egyptian government request.

In 1979, environmental guidelines and long term strategy for industrial development at Suez City to be major industrial city was prepared with assistance of UNDP.

In 1992 , west coast of Suez Gulf was declared according to the Presidential decree 445 under the authority of the General Organization of Tourism Development.

In 1993 according to the presidential decree 458, industrial investment was declared in the south of the Suez city between coastal roads (Suez- Zaafarana) and the Cairo-Suez road, under the authority of the North Gulf Coast development Agency following to the Ministry Of Housing And Reconstruction And New Communities.

In 1996, according to the Prime Minister decree (2) modified in 1998, the area along the Cairo - Ain Sokhna road was assigned for heavy industrial activities under the authority of Suez Governorate.

Thus, industrial development, as well as tourism development are assigned as being two poles of local and national economic development

The following sections will highlight potentials of tourism and industry at the Suez Gulf N-West Coast.

1- Tourism/Industry Development Conflict at N-W Suez Gulf Coasts

1-1 Development Policies, Strategies and Objectives

The government of Egypt has established policy to provide rapid economic growth and to cope with the anticipated doubling of the national population and strong urbanization. Main objectives had been declared for developing North Suez Zone as follows:

1-1-1 Objectives of The National Project For Developing North Suez Gulf Zone

In July 1986, the Suez Gulf Northern Zone Development Plan-prepared by Ministry of Housing & Infrastructure & New Communities and JAICA (Japanese International Cooperation Agency)-was considering development of area between Ataqqa-Adabiya as first priority

- Attracting foreign and local investments
- Increasing GNP and GDP
- Establishing exportable industries, and industries whose products alter imports
- Tourism development
- Achieving new job opportunities (2.5 million jobs)

As result, Suez Gulf North zone was divided according to activities into three main zones: The Coastal Strip for tourism development

The hinterland for industry

The bay area for Suez City, where both tourism and industrial projects are located

1-1-2 Pro- Tourism Development Strategies

In National And Regional Planning Strategies1980's, -Prepared by Ministry of Housing & Infrastructure & New Communities and UNDP- both international leisure tourism and domestic tourism are major resources to be developed requiring a flexible structure with regard to the development of industry and the exploitation of other new resources.

According to the local strategic plan 1978, the Suez canal zone is well located to serve populated greater Cairo in respect of:

- local recreation for adjacent urban areas
- day recreation for regional urban areas
- domestic tourism for Cairo and towns of eastern Delta
- international and domestic business tourism in local/regional urban areas.
-

Suez town, development opportunities in the short term were mainly in hotel and recreation sector. Accommodation for business tourism and water-side facilities for local recreation were of first priority.

In 1992 according to the presidential decree n° 445 Suez Gulf West Coastal strip beginning from Ras Al Adabiya became under the authority of GOTD (General Organization of Tourism Development) and the area between Ras Al Adabiya and Ain Sokhna strip was made accessible for beach recreation, to serve visitors from Suez, Cairo and adjacent areas.

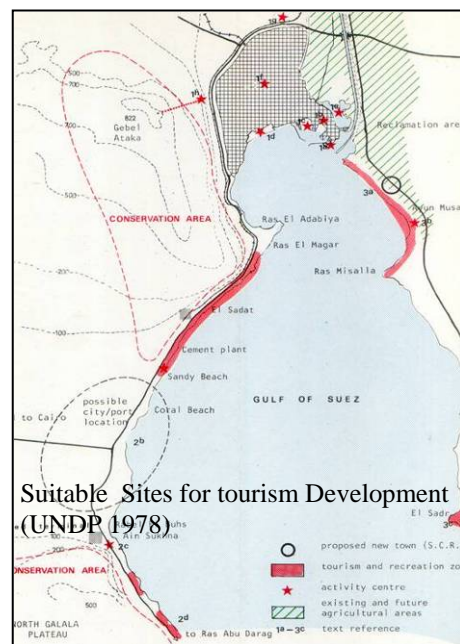


Figure 2 Tourism development strategy (1978)

essential potential, being the nearest of many tourist areas. Due to its elongated shape, the Gulf has long shore-lines compared to its area. The enclosure of the Red Sea basin in addition to its long length causes the water level in the Suez area to drop 50 cm in summer as a consequence of evaporation.

There are high ways along the coast from Suez to the south. The assigned area for tourism is physically divided into:

Bay of Suez: is dominated by the town, its ports, the facilities for canal shipping and the many vessels moored in the bay. 3 clubs are found till the Adabiya area, but no available public beaches

Ras El Adabiya : this peninsula is flat and uninteresting and devoid of any vegetation. The water on the southern side is very shallow and has many weeds.

Ras El Magar- El Sadat: the coastal plain is narrow here and the road runs close to the shore. The width of area in between varies from 50- 100m. Beaches are 20 -30 m.

El Sadat – Coral Beach: the area between the road and the sea becomes progressively wider to the south and reaches about 2.5 km at Coral Beach. The area is almost flat with few palm trees in Wadis. Attractive beaches and scenery consist of clean yellowish sand . Table (1) describe natural assets of NW-Coast of Suez Gulf

Table 1 shows physical inventory of Suez Gulf North West Coast

	Bay of Suez	El Ras Adabiya	El Ras Magar-Sadat	El Sadat - Coral Beach	Coral Beach - Ain Sukhna	South of Ain Sukhna
Length of the coast	19 km	5 km	5 km	14 km	16 km	30km
Max water rise above LLWL	2.00 m					
Max. wave height	4.00 m					
Slopes	flat	1:20	Up to 1:1	1:20	1:1000 - 1:20	-
Soils	Generally fine to medium sand, gray to yellow color range, pebbles and grit in tidal area is common					
reefs	-	-	-	Exposed at low tide	Vulnerable reefs	Coral on the edge of the reefs
pollution	Air & water pollutions sources	Air & water pollutions sources	Recently polluted	-	Air & water pollutions sources	-
water	turbid	turbid	clear	clear	clear	Very clear
Waves and current	Low surf, mild tidal current	Medium surf, mild tidal current	Strong tidal current	Medium surf, mild tidal current	Low to medium surf, mild tidal current	Strong tidal current
Marine fauna	Many shells are found on the southern beaches, coral occurs on the off-shore side of reefs; plenty of fish including dolphins, rare sharks					
Shore vegetation	--	--	Sparse salt resistant cover		Palm trees	
Climate features	NW winds	N-NW	N-NE	NW-W	NW-W	NW
	Average wind speed 3m/sec (august), annual storm from the south for about 6 days in winter					

Source: Auther

Coral Beach – Ain Sukhna: a few km to the south of Coral Beach, El Sokhna Harbor and first phase facilities is in progress, SuMed terminal had been completed, to conduct petrol between Suez Gulf and Mediterranean Sea.

South of Ain Sukhna: Very attractive bays secluded by rock outcrops, 7km along the coast. They are, however, very limited in depth between the foothills and the beaches. Coral reefs are founded.

Accessibility:

There is good access to all NW Suez Gulf coast beaches: direct access from Cairo to Suez Bay (Cairo-Suez High way), Direct access to El Sokhna beach (Katameya-Sokhna high way). Coastal high way is the mean of accessibility to other tourist destination areas. Sinai and the east coast of the Suez Gulf is connected with excellent access.

Suez Coastal Strip is internationally accessible through Al Sokhna Port, Suez Harbor, Cairo International Airport (1.5 hours)

Tourism Product NW Coast of Suez Gulf

Heavy industrial and port uses combined with the topography of the Suez area reflect limited amount of waterfront recreation proposed areas in Suez coasts. Tourism and recreation were been assigned to be located mainly on the coastlines of Ain Sukhna .

Ain Sokhna was expected to provide very convenient day trip coastal recreation center about 120km from Cairo and was expected to be developed as major tourism area. Recreation development was assigned to be carefully integrated with domestic tourism, so as not to prejudice possible international tourism to the South. Ain Sokhna to Ras Abou Darag , to be conserved for small-scale domestic/international tourism development at isolated points in the bays between the mountains. Therefore, it is used for Port location and its facilities. Then tourism growth has been influenced.

Suez bay and the Corniche at the entry of the Suez Canal has great potential for becoming the city’s promenade and major urban amenity area. Cabanon beach/city park: projected to be developed for public recreation constraining by limited financial support and uninteresting local resident.

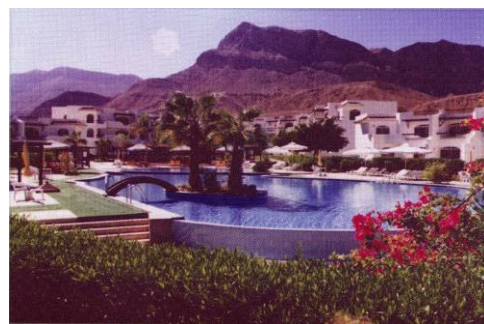


Figure 4 Tourist village at Sokhna area



Figure 5 Example of unaccomplished tourist resort proposed to be developed at Sokhna due to investments refrain

The NW coast of Suez Gulf provides different types of tourism products such as: Tourist accommodations: Tourist resorts and villages, Hotels, number of private chalets and villas,

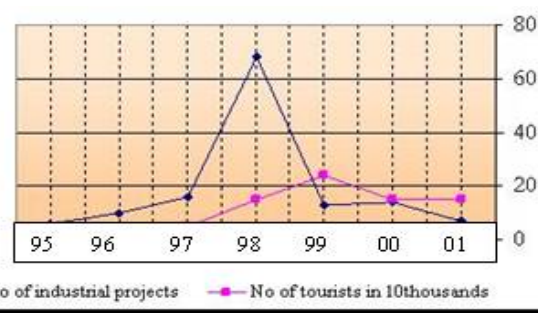
Recreation: Restaurants, Social and Sportive Clubs

Table (2) shows tourism product at NW Coast Suez Gulf

	Product Type	Number	Capacity
Accommodation	Tourist villages	13	852 beds
	Hotels	5	1536 beds
	Private Villas/others	NA	333 beds
Catering	Restaurants	6	
Recreation	Social and Sportive Clubs	7	
	Cinemas	2	
	Parks	5	
	Public Beaches	2	

Source: Suez Governorate 2003

Chart (1) Shows the inverse relationship between industrial growth and number of tourists visiting the NWSG Coasts



The following up of tourists nights and number as Table (7) shows great decline after year 1999, although the great advancement in constructions of tourism facilities and hotels due after the year 1995, and the great attendance

to tourism at Suez Gulf Coast specially at Ain Sokhna. Comparing this decline with industrial evolution -Chart (1)- reflected through number of new established industrial projects at Ataqqa area, conflict between activities is revealed.

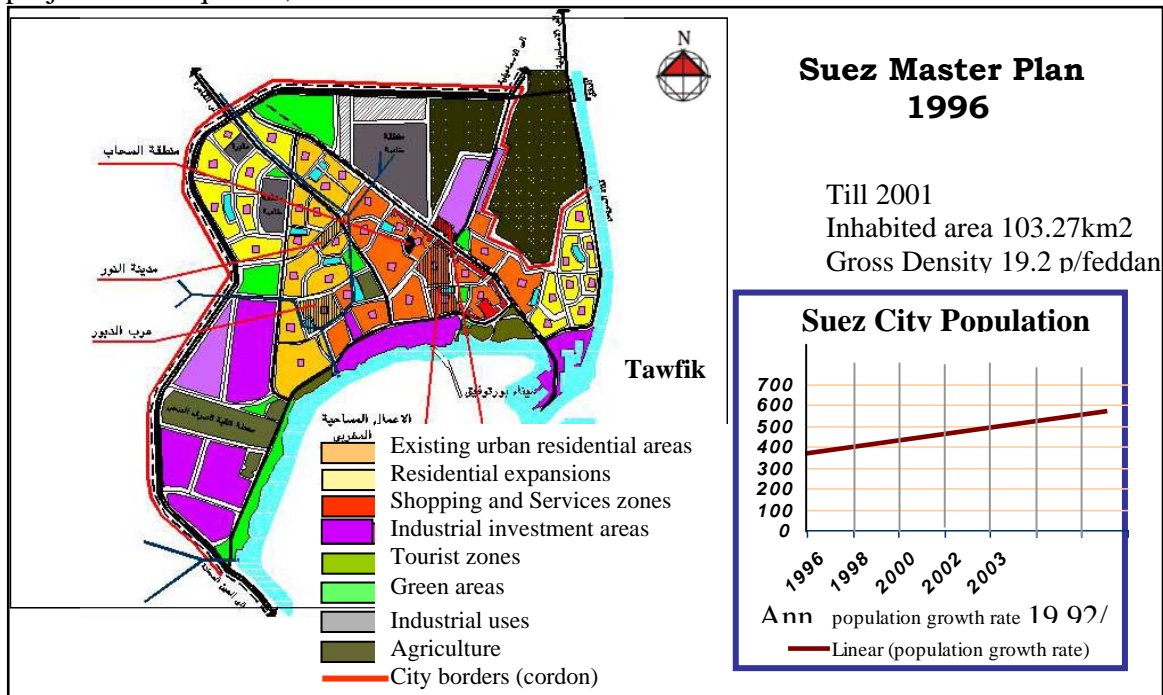


Figure 6 Suez City land use plan shows the conflicting location of tourism and industrial activities

Allocation of industrial activities tangent to the coastal strip cause negative impacts to environment (industrial wastes, pollution...) is interrupting visual perception and affect tourist product at NW coasts of Suez Gulf.

1-2 Industry Potential

Location & Resources

Industry at North Suez Gulf is allocated in three main zones as precedent mentioned in section 1.1.2. The three zones are profiting from the good accessibility and the nearness of Petroleum trade and exploitations and row material extractions sites at the Red Sea and Suez Gulf and both local and international markets.

Lot of economic costs was spent at the Suez Gulf to ensure industrial development, the next table shows the total and expenditures for industrial facilities since 1998

Table 3 shows total and current expenditures Industrial investment

Actions	Total cost In million L.E	Expenditures In million L.E
Rehabilitation of fishing harbor	6	2.3
Infrastructure for the industrial zones and the industrial Free Zone	120	118
Industrial zone expansions	21	-
Water supply to Ataq industrial zone	40	38
Water supply to industrial economic zone	260	255
Industrial sanitary, liquid industrial waste treatment station	80	40
Improving roads	18	16
Electrical supply to Ataq Zone	35	25
Total	588	525



Source: Suez Governorate 2002

Industrial facilities has mostly been accomplished. Thus, future evolution of Suez as industrial center is expected.

Three free zones are at Suez. Two of them are for industrial and petroleum purposes at Adabiya and Ataq The diversity in transportation modes joining Suez Zones with markets and row materials is signifying great industrial potential. Accessibility will be highlighted in the following sections

Accessibility

North Suez Gulf Zone enjoy good and divers access and different transportation modes. As for tourism, good connections to Cairo, Sinai, Red Sea, Canal zone is significant. Water transportation is available according to five commercial and fishing harbors, the most important are:

Canal Suez Harbor: The Gulf of Suez/Strait of Gubal is a vital shipping lane for West and East bound traffic and provides routing to the North and South bound convoys that transit the Suez Canal. A large proportion of the World's oil trade pass through these waters, with other additional trades. The Suez Canal transported around 1.3 million bbl/d of petroleum in 2001, the Suez Canal can accommodate ships with drafts of up to 58 feet, which means that very large crude carriers

Sokhna port: its capacity is about 4-6 ships of load 130 thousands tones per ship. Railway is under construction to join Sokhna port with industrial zones

Industrial products

North Suez Gulf is characterized by its diverse industries: Heavy industry such as: Petroleum, Iron, Cement industry- Economic industry such as: Ceramic, Cotton, Metal, wooden industries. Nutritive industries such as: herbal oils, and small complementary industry such as: bottles, paper, ..etc

Table 4 shows shares of different type of industries in economic industrial zone.

	Organic substances	Prefab.	Metal	Cement	ceramic	Petro-chemical	Iron	Paper	Total
Area km ²	0.3	0.26	0.15	0.62	0.3	1.00	1.1	0.16	3.89
%	8%	7%	5%	16%	8%	24%	26%	5%	100%

Source: Suez Governorate

* Marked cells highlight polluted industries

1-3 Impacts of Tourism/Industry Conflicts

1-3-1 Tourism/Industry Economical Impacts

In a normal year, tourism revenues account for about 5% of Egypt's GDP, and are among the country's five main sources of hard currency inflows (the others being remittances from Egyptian workers abroad, oil exports, Suez Canal tolls, and foreign aid). Thus, NW Suez Gulf coast do not realizing adequate international attractions. In addition it exercise limited contribution to local economy- tourism revenues represent 1.6 % of total local revenues- (See Table (6), see chart (4)).

Table 5 shows distribution of labor force in Industrial and Tourist project In Suez Governorate.

	Local employees		Abroad employees		Total employees	
	number	%	number	%	number	%Of total local employees
Tourism	267	47 %	304	53 %	571	0.6%
Industry	6505	82.6 %	1367	17.4%	7872	9%

Source Suez Governorate

As shown in table 5 current contribution of industry in local benefits is still limited but very much higher than tourism actual contribution. In addition, national policy seeks to enlarge industry sector and provide many facilitation to encourage industrial investments. Lot of national investments (525 millions LE) were expended at Suez area to support industrial development. Industry produces much more stable economic development than economic development produced by tourism

However, lot of investments were expends in 1995-1996 for leading tourism development specially in Ain El-Sokhna area. But, about 45 projects was unaccomplished at different stages due to abundance of many investors under financial or environmental pressures. Only 22% of expected tourism development were achieved. This means the loss of economical resources such as: lands, unaccomplished establishments, equipments and established infrastructure.

1-3-2 Environmental Impacts Affecting Tourism Development

Economic development has placed great stress on Egypt's environment¹. Urban development, combined with long-postponed infrastructure investments, has severely overwhelmed water and wastewater services of urban areas creating numerous environmental hazards. Oil pollution and careless anchoring of boats have damaged coral reefs off the coast, as has pollution from urban and industrial sources and improper disposal of solid wastes. The Suez Gulf is being contaminated with pollutants, chemicals, and heavy metals. (See chart 2-3)

Chart (2) Chlorophyll-a concentrations in the Gulf of Suez, Red Sea proper and Gulf of Aqaba in January 2000.

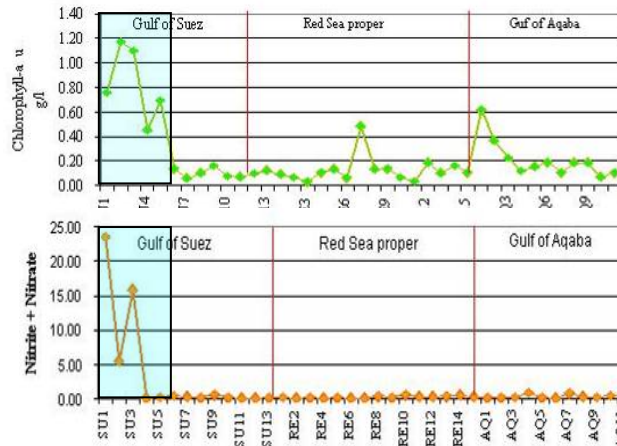


Chart (3) Nitrite + Nitrate concentrations at different sites of the Gulf of Suez, Red Sea proper and Gulf of Aqaba in January 2000.

Water Pollution: The northern part of the Gulf of Suez (Su1, Su2 and Su3) is in general heavily influenced by wastewater discharge whereas the Red Sea region in general reveals low levels of the measured parameters. In the northern part of the Gulf of Suez the levels of nutrients like nitrate-nitrite (see chart 3), ammonia and total-N are significantly higher in comparisons to the rest of the Gulf of Suez, The high levels of total suspended matter and low levels of transparency also support these findings in the vicinity of the city of Suez. The likely explanations to these findings are the discharge of untreated or partly untreated wastewater from the City of Suez and the heavy maritime transportation in the area.

Air Pollution: In 2000, fine particulate matter (PM10) was Egypt's largest air quality issue. PM10 is emitted primarily by industrial sources and vehicles and is very dangerous to human health as the fine particles of cement industry can penetrate deep into people's lungs. NOx and SOx levels at Suez Zones were sometimes higher than both Egyptian and World Health Organization standards. Lead pollution is a serious threat to human health because high lead concentrations in the blood can lead to high blood pressure, kidney problems, infertility, decreased I.Q. levels in children, and disorders to the nervous system. -Ras El Manger to Sandy Beach infected by cement works and other industrial activities, was planned to be developed for domestic beach tourism-(See table1)

As result, tourism development at NW coast of Suez Gulf is refrained with progress of industrial development. The question now is : " *Do we need to insist to develop tourism in such area?*

¹ In 1994, Egypt passed Law 4 for the preservation of the environment. This law restructured the existing environmental ministry and created the Egyptian Environmental Affairs Agency (EEAA) to draft laws, create and enforce regulatory standards, establish near- and long-term plans for environmental management, coordinate local, regional and national environmental protection efforts,

2 - Needs For Tourism Development Along The NWSG Coasts

The precedent section signifies the great potential of industrial development and its influence on the decline of tourism along the NW Coast of Suez Gulf . The domination of investment towards industrial development at Suez areas neglects the importance the tourism development. However, needs to improve tourism development is an urgent necessity. Tourism development at Suez coasts prove many positive impacts ,and a *symbiotic relationship could be establishing between tourism and industry at Suez area.*

2-1 Environmental needs

Suez Gulf Coasts are exposed to severe pressures of industrial promotion, and needs to realize progress in petroleum activities. Tourism development can be the motivation to improve balance to threatened environment.

Tourism development stresses upon the environmental consideration in planning. Tourism development may afford environmental control, and Environmental Management System EMS.. *"Tourism focuses activity on maintaining cultural and natural resources over long terms"* (LED Action 2003). Accordingly, mechanisms such as heritage site destinations, and nature parks, helps to ensure resources are allocated towards protecting the local areas natural and cultural assets. Tourism creates beautiful scenes, improving nature, and built environment. It provides open space, greenery, artificial lakes and ponds, ecosystems, quality of life for the residents and of the experience for the visitors..

Overexploitation by the industry leads to deterioration of the landscape and natural attractions. Tourism may diminish loss of attractiveness, and disturbance of natural habitat because of the congestion and industrial overuse.

2-2 Socio-economic needs

Comparatively to the industry, tourism may be less important for economic development due to its non-stable nature,(*tourism revenues may be affected by slightest incidence*(Richards, 1996). Therefore the diversification of economic sources and revenues is a must to enhance economic development.

Tourism enhances industrial businesses through providing adequate accommodation, and business services. *" Services and facilities developed for tourism may attract potential investors into local area for non- tourism related economic activity."* LED Actions2003). In addition, it provides efficient facilities and services(high way, infrastructure,...) that benefit to local community. It provide holidays recreation for city dwellers.

However, that large number of the businesses offering tourist services belong to non-locals, local employees may take many of the jobs. Additionally, a large share of the expenditures made by tourists may benefit local community.

Finally, a very significant contribution of tourism to the local economy is the increased demand for the local products, agricultural, crafts, products of small artisans etc. Measuring this impact is through an input-output table that shows the interrelationships among the various sectors and the consumption patterns.

As result, it is important to improve tourism development along the NW coast of Suez Gulf

3- Strength, Weakness, Opportunities and Threats facing Sustainable Tourism Along N-W Suez Gulf Coasts

Increasing evidence shows that an integrated approach to tourism planning and management is now required to achieve sustainable tourism. Non-sustainable tourism is currently the main threat facing tourism development along the NW Coast of Suez Gulf. The notion of sustainable development has expanded to cover all forms of development and economic activities including tourism. Coccossis (1996) recognizes four different interpretations of sustainable tourism. These four perspectives are the “*economic sustainability of tourism*”, the “*ecologically sustainable tourism*”, “*sustainable tourism development*” –where although the need for environmental quality is apparent, the focus is on the long-term viability of the industry- and “*tourism as a part of a strategy for sustainable development*”.

Several sets of principles for sustainable tourism have been proposed in the literature in an effort to functionalize the term of sustainable tourism and facilitate its implementation. Bramwell & Henry (1996); Eber (1992); as well as International Organizations such as; (WTO & UNEP, 1998) have proposed principles for sustainable tourism. Most of the sets refer to aspects such as:

- sustainability of resources,
- planning and managing for tourism,
- benefiting local communities
- involvement of local community and stakeholders

The research evaluates points of weakness and strength and opportunity and threats according to sustainable tourism indicators.

3-1- Weaknesses & Threats Facing Sustainable Tourism Along N-W Suez Gulf Coasts

Through wide range of interviews with stakeholders and data collections, the research investigates gaps constraining sustainable tourism development. Interviews was made with tourism planners and experts involving in tourism development at the study area, environmental experts, investors, local authority representatives, and local community representatives. Following issues are agreed weakness points by all stakeholders.

3-1-1 Resources degradation

As Hunter (1995) points out, “, *Sustainable Development requires that the rate of utilization does not exceed the natural regenerative capacity*”.

Resources can be interpreted as natural (water, air, landscape, biodiversity etc), cultural and social. For tourism, all environmental natural resources, being the fundamental element of attraction to

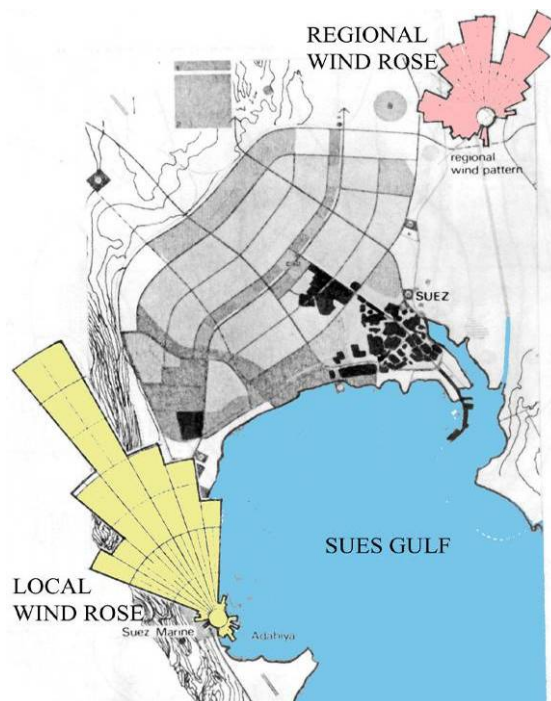


Figure 7 the deviation in wind direction due to Mountains and local conditions in Suez area according to Ecoplan 1979

international and domestic tourist must be protected in any tourist development. Text box 1 describes the significance of resource degradation along the NW coast of Suez Gulf coasts. This degradation threatens the tourism development future in the Suez Gulf Coasts, and perhaps, is expanding to threaten another part of the Red Sea coasts. Although the shores of the Gulf of Suez had considerable potential for domestic beaches, it has currently weak potential:

Through investigations, it is concluded that root causes of uncontrolled environmental degradation along the Coasts are:

- Increased pressures on local resources
- Weak application of environmental regulations (economic forces)
- Absence of clear vision, strategy to ensure natural resources through planning

3-1-2 Inefficient Management and Planning

Effective planning with its marketing dimension and the focus on diversification needed can be used to rejuvenate and give a more sustainable future on the tourism product offered, the environment and the development¹ in general.

First: NW Coasts of Suez Gulf suffer from the absence of integrated strategic plan for comprehensive development including tourism/industry development. Integrating tourism and industry development in one development plan provides adequate allocations and development regulations that guarantee the balanced development of the two sectors and conflict resolution.

Text box 1

Environmental Infections Along Different Part Of The NW Suez Gulf Coast

- The Bay of Suez has no potential because of the lack of good beaches and the industrial environment and pollution.
- Development of Suez and Gulf area is largely dependent on industrialization that consequently have an effect on the environment. Water and air in the Suez area already show evident signs of pollution (as mentioned in section 1-3-2). The current direction of the water make the shores of the Gulf much more vulnerable to floating oil and debris .
- Although the Prevailing winds direction is from the N-N-W the presence of Ataqqa mountain deviates the wind direction on the micro level to be more inclined to the North-South, according to UNDP1979. This phenomenon contribute in spreading air pollution all over the coasts of the Suez Gulf.
- The location of the Sokhna port and the SuMed terminal are permanent source of accidental threats of sea water and reefs
- Extension of the cement works adjacent to coastal strip reduces the attraction of the west coast. Industrial and quarrying activities on the west coast represents strong threat for tourism sustainability.

¹ To achieve tourism sustainability through efficient plans , two dimensions are concerned: planning in the traditional sense, management system. Indicators examining management and planning efficiency include the existence of (Farsari Y.2000):

- a. Existing of Master plan for the development of the area/resort,
- b. Established procedures to monitor continuously progress of tourism development,
- c. EIA procedures for analyzing the impact of new developments

Based on the previous factors, the investigation shows :

Second: Different agencies are responsible of monitoring systems to measure progress in the study area. Therefore, lack of coordination, and lack of efficient actions are taking place.

Third: EIA procedures is set as condition to establish industrial and tourist projects. Periodical measurements for water and air quality are published by EEAA in different points along the Red Sea Coasts. Therefore, weak coordination takes place between EEAA and other agencies.

Fourth: The development strategies based on investments and land privatisation do not provide general project management that can lead tourism development and may support tourism decline along the coasts. Accordingly, it can be conclude that root causes of inefficient planning and management are:

- The distribution of land authority to different agencies and different purpose
- No clear vision for integrated tourism development objectives and actions.

It is important to note that, Suez governorate declares at published periodical 2002, that Suez governorates is initially depends on industries, harbor, and

shipping services and fishing. However, in 2003 published periodical, declare that Suez governorate is of multiple economic base, and calls for both tourism and industrial investments. Accordingly, lack of defined and clear vision for tourism development is proved on the local level, although the declared Policies and Strategies on the Regional, and National level. In addition, numerous involved agencies lacks coordination, and lacks contribution in decision making. Each agency take decisions concerning investments and development extends according to its own objective. Usually, individual objectives are in conflicts.

3-1-3 Limited Contribution To Local Economy

In both developed and developing countries, tourism has become the last 20 years one of the most significant economic activities. Employment growth and income generation are the two key economic benefits gained from tourism. Employment and income generation for local people, compared to similar indicators for other economic sectors, is one indicator for this principle.. Finally, significant contribution of tourism to the local economy may be measured through:

- Employment in tourism as a percentage of total employment,
- Number of “locals” employed in tourism as a percentage of total employment in tourism,

Text box 2

Different agencies and Authorities along NW coasts of Suez Gulf

Organization of Tourism Development (OTD) is authorized to promote tourism development along the Red Sea Coasts. Thus, development responsibility of NW coast of the Suez Gulf (between Ras Al Adabiya and Zaafarana) is under the authority of the (OTD).

In 1996 General Master Plan for Suez City is prepared to specify different land uses and was approved by Minister of Housing and Reconstruction decree no: 15. Accordingly, responsibility to develop Suez bay- Ras Al Adabiya areas are referred to **Suez Governorate**.

Military authority has domination on some areas in the area.

The Suez Canal Authority have special position and special interests and responsibilities.

Ministerial Committee for national gross projects is responsible of development of the economic industrial zone in the study area.

Investment Ministry concerning about industrial investments and Al Sokhna Port.

Ministry of Housing & Infrastructure And Urban Community, and Egyptian Environmental Affaires Agencies, are also involved.

- Revenues generated by tourism as a percentage of total revenues generated in the area,

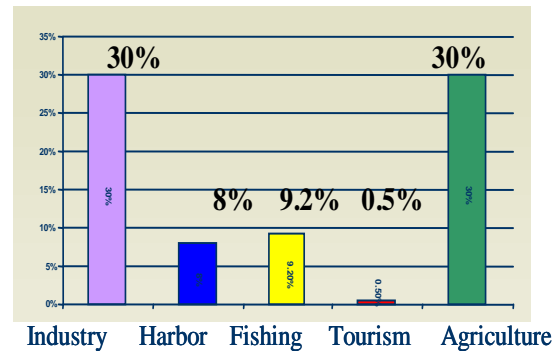
Suez employs 125,000 workers representing 3.9 % of urban workers of Cairo, Alexandria, and Port Said Cities. Employment force at Suez represents 30% of inhabitants. Suez City suffer from unemployment rate of 7% of employment force. It needs to provide 19.900 job-opportunities. The Suez Governorate calls for both tourism and industrial investments.

The study of the labor force in Suez Governorate and its distribution according activities shows:

Firstly: Main sources of revenue for Suez City are either local revenues: (local tariffs 2%, productive projects profits 73 %, local returns (boxes) 25%); or central assignment.

Local Revenues represent more than 60% of the total revenues. It increases annually with significant rate : \$US1.5 millions, \$US1.85 millions, \$US2.3 millions in years 2001, 2002, 2003 .The resources of the city, in terms of number of staff, are allocated as follows: 30% in industrial activities, 8% in Harbors, 9.2% in Fishing, 0.5% in tourism 30% in agriculture. 22.3% are working in services, official, and various domains.

Chart (4)
Suez Employment distribution according to activities



Secondly: The research results show that number of “locals” employed in tourism at tourist projects do not exceed 47 % of total employees (table 5) in tourism at the NW coast of Suez Gulf. Investors bring their already trained employees fro abroad. Local employees usually work in indirect jobs or in small informal depending business.

Thirdly: Tourism investments in NW Coasts of Suez Gulf have excessive expropriation of profits from the business interests and gradual loss of control over local economic activities. Local revenues from tourism represent only about 1.6 % of total local sources.(Suez Local Funds for services and Development 2003)

Table 6 shows the distribution of local revenues according to activities

Local revenues % shares	Tourism	Harbors	Productive projects	Services revenues
2000-2001	1.7 %	0.4 %	71.5 %	26.4 %
2001-2002	1.9 %	0.6 %	77.7 %	19.8 %
2002-2003	1.6%	1.5 %	70 %	26.9 %

Source: Social Services Local Funds Of Suez

It can be conclude that local community has a weak benefit, almost negligible relatively to industrial activities. As result, tourism development could be defined as non-sustainable development.

3-1-4 Limited Involvement of Local communities and stakeholders

As Farsari, Y. (2000) states, community involvement in tourism can reinforce positive impacts while mitigating negative ones, as in this way residents understand tourism, participate in its decision-making and receive benefits from it. Involvement of the

local communities on the processes and the decision-making of tourism can better ensure locals' positive attitude to tourism as well as their commitment to developmental goals –where these later exist. As Bramwell and Henry (1996) points out consultation of all stakeholders is essential if they are to work together.

In the Study area, and through field investigation, there is no public beaches for local citizens, although it is one of the first priority needs¹. However, no action was taken because of the lack of investment interest for local beaches. This case shows the domination of investors and business benefits upon local community needs.

- Local meetings to discuss issues before policies are exclusively implemented through the Local Public Council. Tourism issues is rarely discussed except the need of public beaches (only one issue was concerning about tourism of 48 issues discussed in the local council, period 2002-2003)
- Except preparing City Profile Project by the UN-Habitat, limited involvement of public and stakeholders to suggest changes in policies,
- Public-private partnerships/investments is limited

3-2- Strengths & Opportunities Towards Sustainable tourism along NW Suez Gulf Coasts

Although, many weaknesses and threats refraining tourism development along the Suez Coasts, tourism along the Coasts Of Suez Gulf benefit from positive potential that support its development.

3-2-1 Beautiful and Diverse Topographical Scenes

As previously described, diversity in topographical feature and natural landscape represent the main motives enhancing tourists to visit and enjoy beautiful sceneries. Beaches, mountains, sea shores and dramatic slopes are the natural assets. Ras Al Adabiya, Sokhna beaches are the most beautiful sites. However pollutions may affect the scene in those areas, and many action has to be taken to reserve and improve local and regional environment along the coast

3-2-2 Accessibility and Improved infrastructures and facilities

Good accessibility and nearness to Cairo and Sinai represent strength point for tourism domestic development. High way network is established and join different Suez beaches destinations. Its location permit transit tourism for different destination areas of long trip. Harbors and international airport bring many travelers per day.

3-2-3 Extended tourism season (Summer/winter destination)

Due to its warm climate and its nearness, Suez Gulf coasts are the first destination of many day trippers, in holidays in both winter and summer. Long vacancies are also appealed to the study area. The following table shows the number of tourists and nights from 1998-2002

Table 7 Number of tourists and nights from 1998-2002

years	Number of tourists	Number of T. nights
1998	50882	90751
1999	155676	148752
2000	249344	199370
2001	153888	194452
2002	156594	265362

Source: Suez Governorate 2004

¹The need to rehabilitate the domestic Cabanon Beaches, or the Rex Beaches, had ranked first priority through stakeholders meeting organized by UN-Habitat in November 2004

3-2-4 Large Investments, And Tourism Projects Already Exist

Total number of tourist bed in hotels is 2388 beds, totals number of tourist bed provided through other tourist accommodation types is 333 beds. Number of working hotels/tourist villages is 12. Four tourist villages are under construction, therefore there is about 45 tourist projects is stopped due to lack of financial support.

Based on strengths points and new events, there is still opportunity to lead tourism development and realizing its objective. This opportunity is based on transforming the relationship between tourism and industry towards mutual advantage base-Symbiotic relationship.

This aim could be achieve by directing development towards tourism-based business servicing. Industrial promotion of Suez Canal Zone needs establishing business services center to facilitate marketing and abroad connections.

"Tourism offers excellent standard of accommodation available in hotels and apartment hotels, specially designed to meet the needs of long- staying businessmen and thereby inducing them to bring their families". (UNDP, Ismail 1979) Tourism provide both accommodations and communications serving in that field. The coordination between interests is succeeded by respecting planning and environmental regulations and balancing using of resources.

Recent published national policy (media 2004) goes for realizing decentralization and enlarging role of local communities in development. It encourage involvement of stakeholders in different development procedures. Involving local community in development process according to recent national policy is an opportunity that would ensure tourism sustainability.

Following table summarizes major Strengths, Weaknesses, Opportunities and threats.

Table 8 shows SWOT analysis of tourism along the NW Coats of the Suez Gulf

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Beautiful, and diverse topographical scenes • Good accessibility • Extended tourism season (Summer/winter destination) • Large investments, and tourism projects already exist • Improved infrastructures and facilities 	<ul style="list-style-type: none"> • Environmental degradation & Weak application of environmental regulations • Lack of local Management and Planning strategy • Limited contribution to local economy • Limited Involvement of Local communities and stakeholders 	<ul style="list-style-type: none"> • Realizing Symbiotic relationship between Industry/tourism • Directing development towards tourism-based business servicing • Involving local community in development process according to recent national policy 	<ul style="list-style-type: none"> • Non-sustainable tourism • Expansion of environmental degradation allover the Red Sea

Conclusion & recommendation

The analysis of the existing conditions of tourism development along the shore line of Suez Gulf reveals conflicting uses along the coast and the offshore where heavy industries are located that cause decline in tourism development

Environmental degradation and economic loss prove importance to protect and improve tourism development along Suez Coasts. Tourism development may be tool for environmental improvement and meeting local needs at Suez Area

Weaknesses & threats facing tourism sustainability along the NWSG coasts are:

- Environmental degradation & Weak application of environmental regulations
- Planning strategy and Lack of local Management
- Limited contribution to local economy
- Limited Involvement of Local communities and stakeholders

Strengths and opportunities for Sustainable tourism are:

- Beautiful, and diverse topographical scenes
- Good accessibility
- Extended tourism season (Summer/winter destination)
- Large investments, and tourism projects already exist
- Improved infrastructures and facilities

Achieving this objective needs to profit from and minimize weaknesses and threats.

Root causes of Non-Sustainable tourism development are

- Weak application of environmental regulations (economic forces)
- The distribution of land authority to different agencies and different purpose. In addition, numerous involved agencies lacks coordination, and lacks contribution in decision making. Each agency take decisions concerning investments and development extends according to its own objective. Usually, individual objectives are in conflicts.
- Absence of efficient management system-due to multiple agencies involved into development- to lead whole development of the NW Suez Gulf in order control conflicts between tourism and other sectors of development.
- Absence of clear vision, integrated local strategy to ensure natural resources through planning *Calling for investments in both tourism and industry trends to realize individual projects much more than to lead integrated development, specially, with absence of integrated local development plan that gather all strategies and actions.*

There is still opportunity to lead tourism by transforming the relationship between tourism and industry towards mutual advantage base-Symbiotic relationship. (*Mutual benefits creates consequently mutual respects of needs and regulations*)

Integrating tourism and industry development in one strategic plan provides adequate allocations and development regulations that guarantee the balanced development of the two sectors and conflict resolution.

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