

# Tourism Development Review



**Tourism Development : the main Pivot of Progression**  
**Touism Development Projects since 1992 till 1997**

# Tourism Development : The Main Pivot of Progression Tourism Development Projects since 1992 till 1997

Egypt is strategically located, as stepping stone between the continents of Asia and Africa.

It also serves as a maritime link between Europe and the Far East. For more than five thousand years this Cohesive civilization has flourished along the banks of the Nile. Today, tourism has become the fastest growing sector in Egypt and the main activity contributing to Egypt's balance of payments.

Since the early 1970's the Egyptian government has moved to promote private investments. To that end, it encouraged foreign investors and facilitated public and private sector cooperation in joint ventures within the frame-work of an open-door policy.

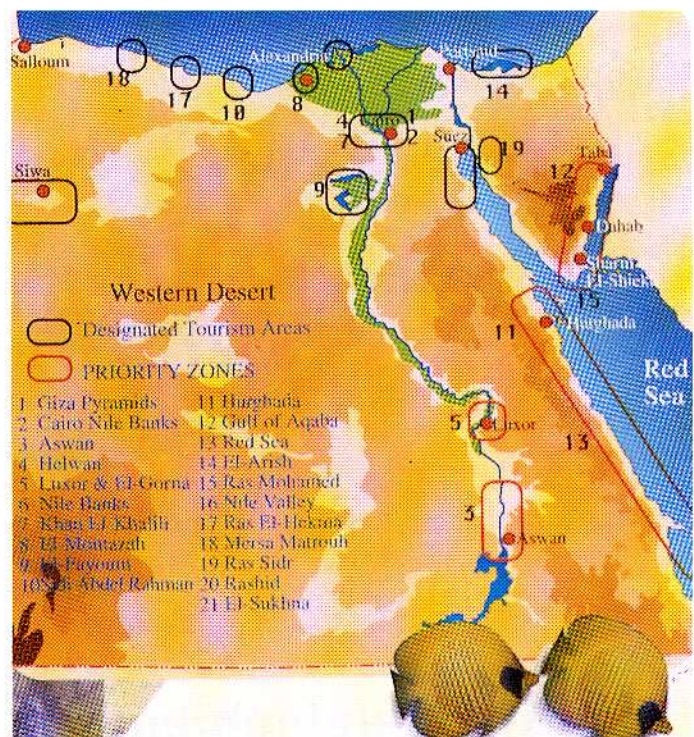
### The Tourism development Authority:

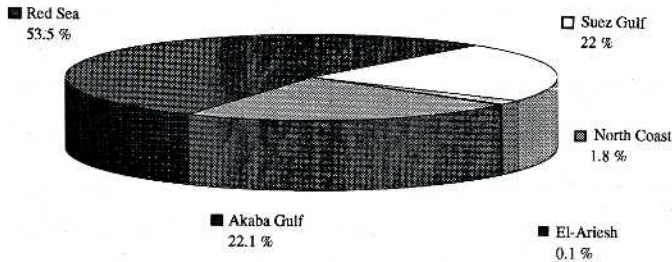
The Ministry of Tourism started to solve critical problems constraining the growth of tourism, by establishing the Tourism Development Authority (T.D.A.)

It is an organizational entity, with sufficient independence and jurisdictional authority to handle all aspects related to tourism development in touristic zones.

The Authority is responsible of all the sites located outside the cordons of cities devoid of urban planning or infrastructures and local services.

Thus, away from the governmental routine, the T.D.A. is working to facilitate all the procedures of contracting with investors concerning land alloca-





An illustrative figure showing the geographical distribution of rooms occupancy - March 1997

tion and providing the needed technical views and experiences

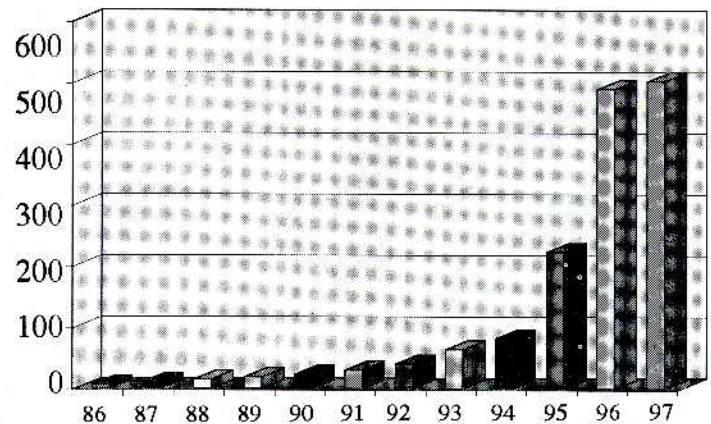
**Tourism Development within the frame of the local and regional development strategies:**

The efforts exerted in the last few years to recruit the national economy ,necessitate the adoption of new successful schemes setting tourism development in motion ; on the spotlight of the following indicators;

- Increasing the touristic flow into a rate of 8%
- Increasing the touristic nights faster than the number of tourists.
- Up raising the hotels capacity to keep path with

Touristic Centers	Sheltering Capacity	
	Secondary	Total
<b>1- Main Centers</b>		10
Cairo / Giza / Alexandria		
<b>2- Active Centers</b>		293
Promising (Integrated development areas)	278	
Nile Valley	18	
Red Sea Coast	200	
Aqaba Bay Coast	40	
Western North Coast (Distinguished Areas)	20	
Al-Arish (East & West)	4	15
Ras-Sedr	7	
El-Ein El-Sokhna / El-Sewais	3	
Saint Catrine	1	
<b>3- Secondary Centers</b>		10
Al-Fayoum	2	
Port Said	1	
Ismailia	2	
Al-Wadi Al-Gadid	2	
Tohr Sinai	3	
<b>4- Other Distributed Centers</b>		2
<b>Total</b>		<b>315</b>

The expected capacity of touristic centers by 2017 within the framework of Integrated Development programs



Number of Projects

Year

**the rate of change of projects constructed from 1986 to 1997**

Nile Valley		Red Sea Coast		Aqaba Bay Coast		Western North Coast	
Centers	capacity	Centers	capacity	Centers	capacity	Centers	capacity
El-Minya	0.5	Hurghada	60	Sharm El-Sheikh	15	Sidi Abdel-Rahman	6
Asyout	0.4	Safaga	30	Dahab	5	Ras El-Hekma	6
Sohag	0.7	Al-Qusair	35	Nowiba'a	5	Bagosh Hewala	8
Qena	0.8	Marsa Alam	25	Taba	15		
Luxur	5.6	Ras Banas	35				
Edfu	0.5	Shalateen	15				
Aswan	5.5						
Abu-Sembel	4						
<b>Total</b>	<b>18</b>		<b>200</b>		<b>40</b>		<b>20</b>

**the capacity of Integrated touristic centers by 2017**

the World tourism trends.

- Speeding and varying the national and human attractions.
- Selecting the most appropriate sites for tourism development.

**The Main Objectives of the strategy:**

- Raising the number of tourists into 27 Million by the year 2017.
  - Raising the hotels capacity to reach 618 thousand rooms by the year 2017.
  - Providing 650 thousand new job opportunities what will attract 2 Million persons to live in new sites.
- Meanwhile, the T.D.A. has prepared a number of regional plan like the national plan for Sinai development for south Egypt development and others.

The T.D.A. has prepared also ... indicative plans to guide new investments properly in the following sites:

**I - Sainai Peninsula :**

The government has focused on developing this particular area owing to its strategic location and its natural potentialities. The national plan of Sinai development aims at increasing the touristic rooms into 38 thousand till the year 2017 A.C.

**1- The Aqaba Gulf Area:**

It stretches from Ras Mohamed in the south till Taba. In the north, where natural conservations and diving centers are spread abundantly. The Coast is divided into five sectors:

Sharm El-Sheikh, Wady Keed, Dahab , Nowieba and Taba. In order to be able to compete with the sur-

rounding touristic centers lying on the Mediterranean sea; we have constructed high quality touristic centers following the World standards like the Riviera Center on an area of 1597 Fed. with a capacity of 11600 rooms.

The Total Capacity of the whole area (Aqaba Gulf) has reached 200 projects with 45 thousand touristic rooms.

**2- The Eastern Coast of the Suez Gulf :**

This center stretches from Oyun Moses in the north till Hamamat Pharaon on the south in 85 km. This sector is blessed with many potentialities notably a good location, an urban extensions , good topography, an infrastructures. It is expected that this site is going to be a competing touristic market with Alexandria and Marsa Matruh. What adds more to its potentialities, is the appropriateness of its hinterland to be developed and the T.D.A. is exerting great efforts to exploit the untapped nature there.

The studies conducted by the T.D.A. has divided the center into five major sectors.

Ras Matarma - Ras Masala - Ras Malaab - Ras Dehesa- Nekheila.

It is expected that the capacity of this center will reach 50 thousand rooms , offering 70 thousand new job opportunities.



Touristic Centers	Number of Rooms			Total
	Year	1994	1997	
Center	1997	2002	2017	
Taba	80	4000	6000	10080
Nowiba'a	0	2000	2000	4000
Dahab	0	1500	2500	4000
Sharm El-Sheikh	1600	3000	3000	7600
Tohr Sinai	0	500	500	1000
Saint Cathrine	0	250	250	500
Ras-Sedr	220	1500	4500	6220
Al-Arish	0	1500	1500	3000
Rommana	0	500	1500	2000
<b>Total</b>	<b>1900</b>	<b>14750</b>	<b>21750</b>	<b>38400</b>

The proposed projects of sinai till 2017.

### 3- The Northern Coast of Sinai:

This location is going to witness great booming, especially after the open door policy adopted by the government, aiming at promoting Tourism in the northern coast of Sinai.

The development strategy of this site could be summarized in the following points:

- Increasing the number of touristic programs to include more than one country in one tour.
- Raising the demand of land allocation between Rafah and El-Arish.
- Developing Transit Tourism.
- Promoting Eco - tourism that depends on visiting



**Mokbela touristic center Aqaba Gulf**



**Nabq touristic center Sharm El-Sheikh**

conservations and valleys.

The tourism Development Authority has prepared a Master Plan to develop this site, in cooperation with a consultant office, depending on the following points :-

- Considering Al-Arish the main center from which development programs should start.
- Linking between development in North Sinai and the rest of sectors.
- Studing the site mechanism to support Transit Tourism.
- Paying more attention to scientific tourism that is based on Visiting Conservations and Parks, Safari tourism and Spa tourism.

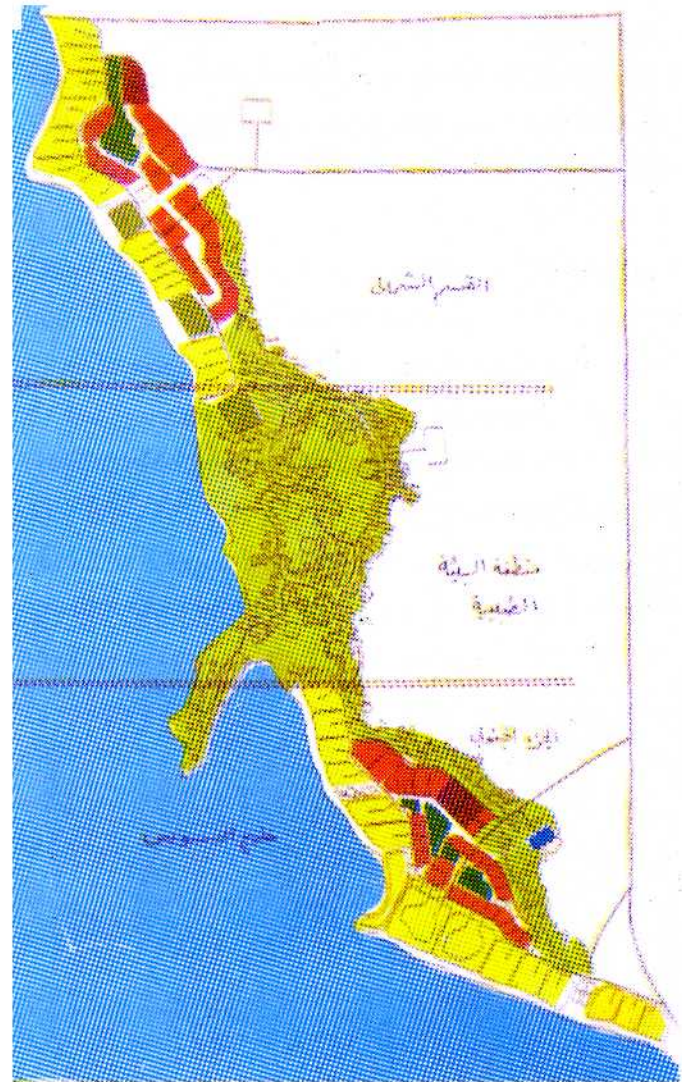
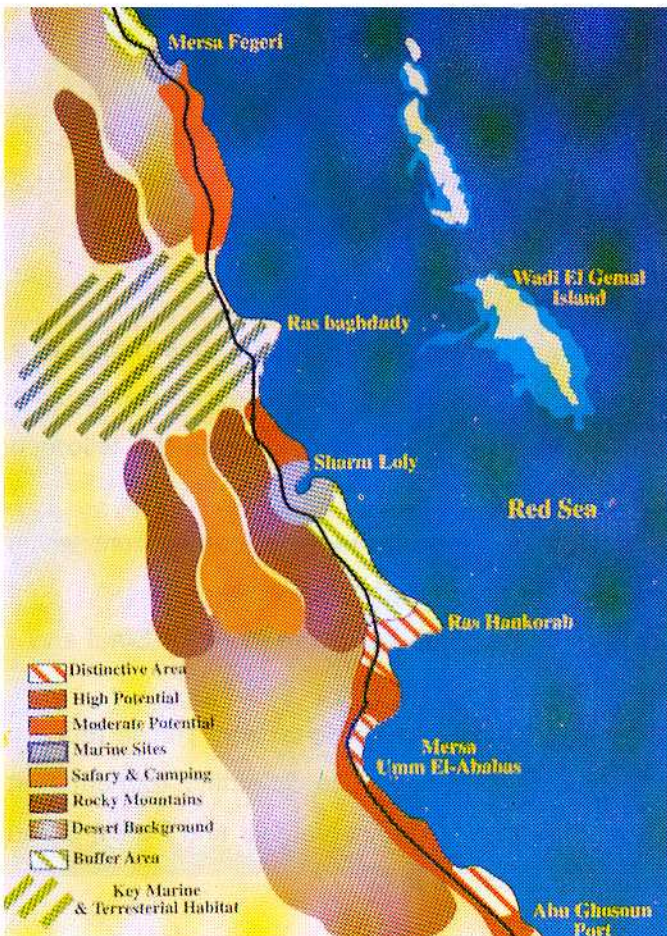
**4- Middle Sinai Center:**

There is no specific boundaries of this center, we only know that it is nearly devoid of population (5 persons/Fed). Yet, this idea has been changed to a great extent after exploiting the touristic potentialities of the site where there is the project of El-Maghara Coal, the Manganese mining, the old pilgrims road and the plains ( used to construct sports clubs like golf courses, attracting the Japanese mostly ). The development of this specific site is related to cooperation between Egypt and its neighbours.

**II - The Development of South Egypt:**

Any seachange in the Egyptian urban style, is closely related to stimulating urban growth in

**Wadi El-Gemal Center**



**Ras Matarma center - Ras Sedr Sector**

South Egypt and exploiting all its rich resources and potentialities. The National strategy of South Egypt development is recently formulated to provide about 228 thousand touristic rooms by the year 2017 A.B.

According to this strategy, the T.D.A. has prepared regional and master plans to develop south Egypt as follows:-

**1- The Red Sea Area :**

It is the area that stretches from the Kilo 26 till the Egyptian borders with Sudan, parallel to the Red Sea Coast in 1100 km. This area is a priority zone

for tourism development projects and it is expected to attract 14% of the touristic nights by the year 2017 .

Being located in a protected side of the government, the Red Sea area is guarded from Terrorism. When planning the touristic projects in the Red Sea Area, special policies are to develop tourism between the historic sites in south Egypt and the Red sea Coast, especially Safari Tourism between the Valleys of the Red Sea mountains.

**a/ Hurgada /Safaga Sector:**

It includes the following centers (Hurgada - Sahl Hashysh - Abu Soma) with a capacity of 21 thousand rooms. This sector is supplied with appropriate access and infrastructure.

**b/ Safaga/Kuseir Sector:**

The presence of a harbor in this sector adds to its importance in addition to its near location to Hurgda Airport.

The sector capacity is 6 thousand rooms , offering about 12 thousand job opportunities.

**C/ Kuseir/ Marsa Alam Sector:**

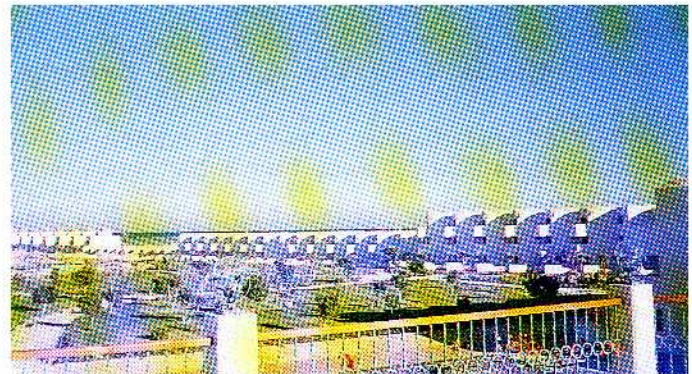
this sector includes 14 Valleys of special environmental qualities and it is expected that this sector will be developed quickly after constructing the new Airport of Marsa Alam.

The capacity of the existing projects 90 thousand room, offering 250 thousand job opportunities

**d / Marsa Alam / Ras Banas**

-This sector includes the following centers (Dory-Nakary - Hankurab - Wady El-Gemal - Lahmy).

They are environmental conservations rigidly protected by the government. The airport of Marsa Alam serves large parts of this sector and it is expected to construct a new Airport to serve the reste of the sector.



**One of the projects implemented south Magawish**



**A project implemented south Hurgada**



**Projects in the red sea region**

The occupancy of this sector is 30 thousand touristic rooms.

**e / South Banas / till the Egyptian borders with Sudan:**

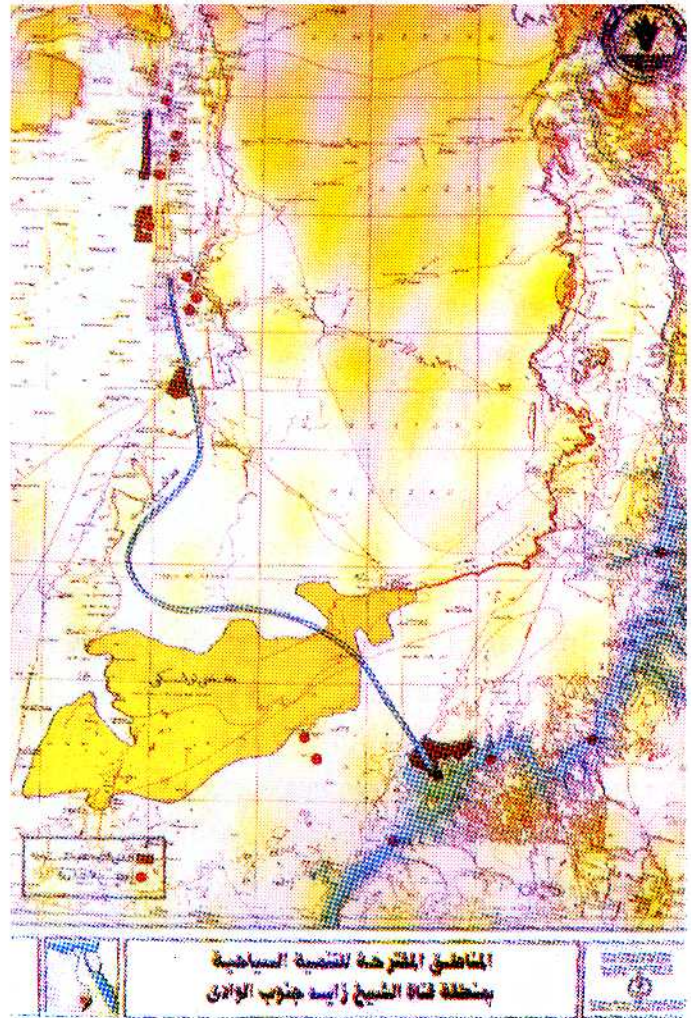
This sector is a little bit away from urban mass and consequently, it needs big investments to follow the development strategy, taking place in 2 phases:

**e ( 1 ) the first phase strategy from 1997 to 2002**

It aims at developing the western parts of the urban clusters that depend mostly on safari and coastal tourism.

**e ( 2 ) The second phase strategy from 2002 to 2017**

It aims at developing the Virgin areas of untapped

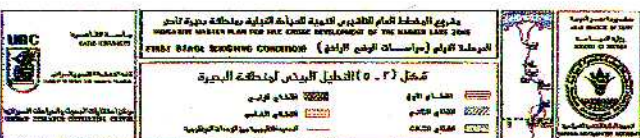
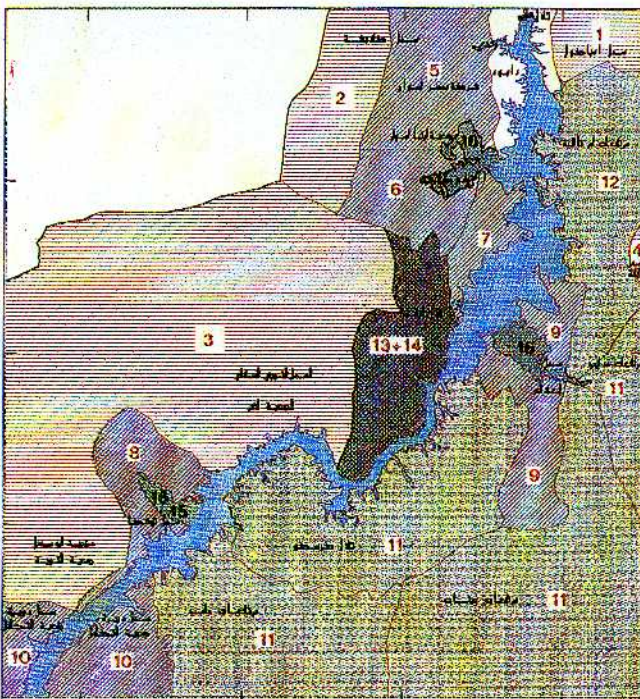


**the proposed areas of Tourism Development in El Sheikh Zayed canal region- the south Valley**

natural potentialities and supporting the natural potentialities to provide 2500 new rooms.

**2- The South of the Valley:**

The implementation of the project of conquering the south of the Valley is going to offer more than one Million new job opportunities and it will up raise the urban mass about 25% of the Egyptian area. Thus the T.D.A. has cooperated with Consultant offices and a number of University professors to prepare the regional plans of Nasser lake and Abu Simbil. The study aims at getting benefit from the





potentialities of the lake (the historic collection of Kalapsha and El-Soboa, in addition to the natural potentialities of El-Allaky Conservation where rare animals and crocodiles are living ). The first phase of the study has divided the lake into five parts, the first part includes the strategic industries on the highway of Aswan/Allaky, the second part includes the promising touristic sites in Kalapsha, Garf Hussein, Abu Simbil, Wady Allaky (it is the most appropriate location for tourism development projects), the third part includes the Kresko heights, and Hamed (where small groups may be settled), the fourth part includes El-Dekka heights (El-Soboa and Omada) and the fifth part includes the creeks area formed by the lake in Kalapsha, Allaky and Toshka where the sport of crocodile fishing is practiced. Nile cruise tourism is expected to increase with a rate of 7%, its capacity

will reach 65% and its economic revenue will reach 30%. The Development strategy is based on considering Abu Simbel region the main pivot of development for it enjoys the following potetiaties:-  
-The natural panoramic Nabata site blessed with desert plans and creeks.

- Historic sites
- Eco-tourism potentialities
- Abu Simbel is the capital of the Nubian region.

**On the shedlight of the study, the following projects become of prior importance:**

- \* 10 touristic resorts and an international youth camping.
- \* Projects of services and resources development: the light and sound project. Constructing a touristic market, developing the landscape, constructing an international museum, a fishing center, a world conference center and a traditional manufacturing center.

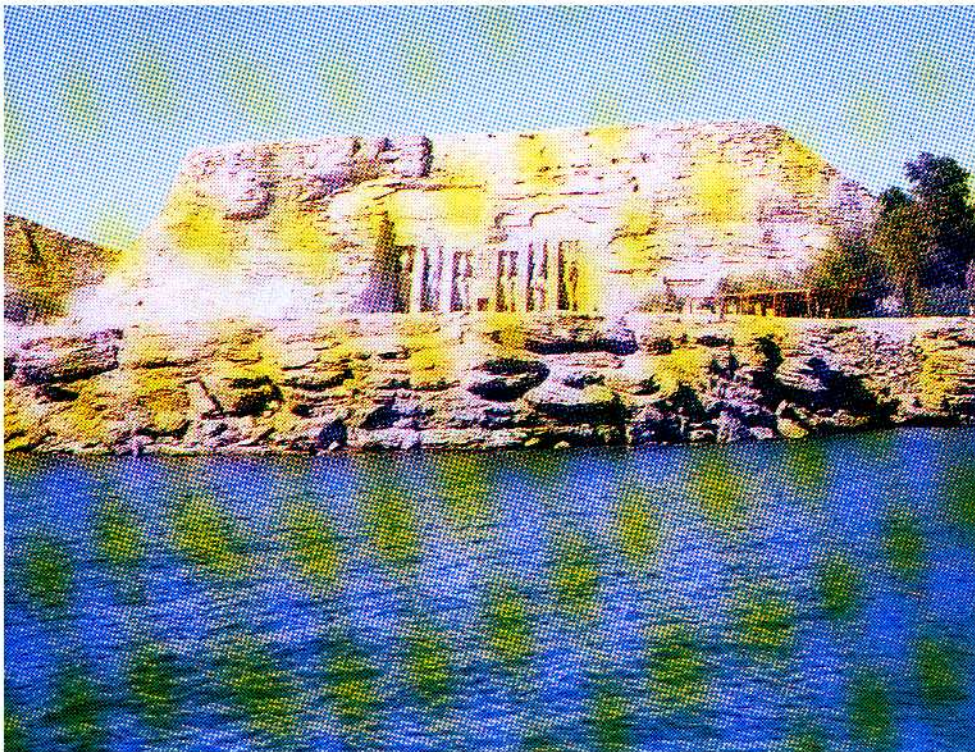
\* Principal development projects: Constructing two marines.

\* A World festival for celebrating the perpendicular sun at Ramses Temple and a World fishing contest.

\* Internal programs: Nile trips to enjoy sunris and sunset, Sfari trips by Camels.

### **III - The north Western Coast:**

This area stretches from the west of Alexandria till the Egyptian borders with libya and it is expected to become one of the promising sites attracting local and international tourism particularly after the construction of the world highway that crosses its land. The development



**A photo of Abu Simbel taken from a Nile cruise**

strategy of this site is going to be connected with the development programs of the south (Oases) especially after the construction of Salum / Wady Halfa road. Furthermore, the north Western coast will undergo a great seachange after solving the Libyan crisis and the T.D.A. has prepared a touristic regional plan to get benefit from the natural coastal potentialities of the site:

**1- Foka Touristic Center on El-Hekma bay:** it is one of the patterns of tourism development projects on the north Western Coast. The capacity of this center is 6000 touristic rooms, offering 7200 direct and indirect job opportunities.

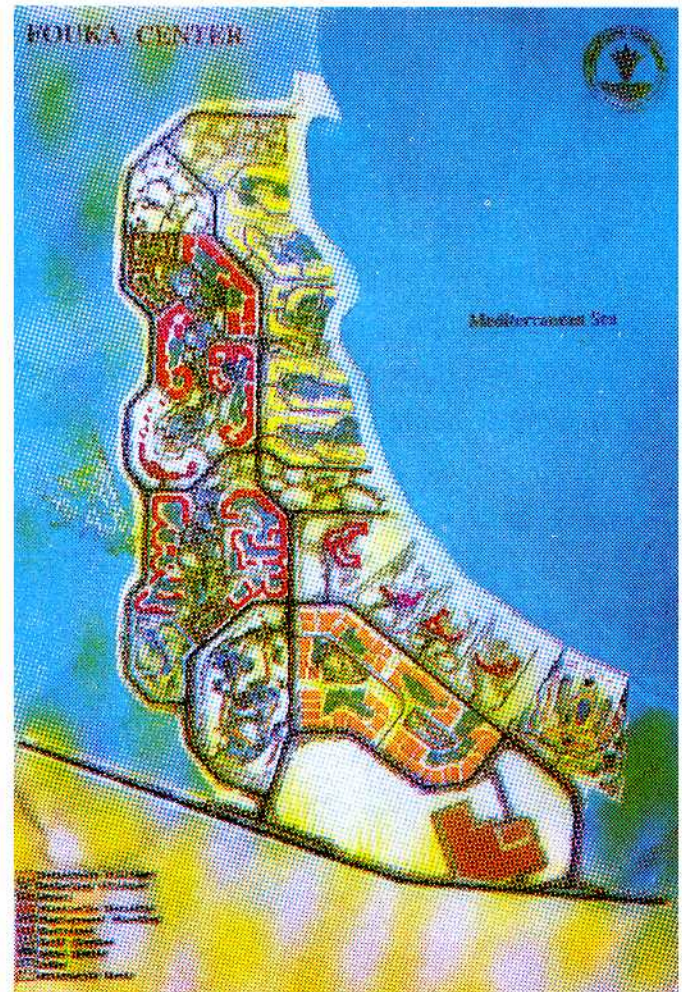
**2-Rashid / Edco:**

This location is appropriate for all patterns of touristic activities, marine sports, recreation, safari and swimming. Rashid / Edco is located in the heart of the Egyptian countryside, thus it is very easy to be supplied with infrastructure and all the appropriate services, in addition to its ability of receiving local and foreign tourists the year round after the implementation of the world highway project. It is expected that this site will undergo fast development and new services will be innovated.

Rashid/Edco is considered the only gate of Kafr El-Sheikh governorate and El-Behera governorate. The studies show that the capacity of this center will reach 3100 rooms and will offer 4000 to 5000 new job new job opportunities with equity of 1.20 milliard pound.

**IV - The Western Coast of the Suez Gulf:**

This coast stretches from the south of Suez till the north of Zafarana in 100 km, It is a narrow coast depending mostly on the one-day trips, arab and local tourism. This coast is considered the most attracting



site for the inhabitants of Cairo (for it is located 130 km from Cairo). The Development program of this site includes the construction of a number of coastal tourist villages and paving a hinterland to build

youth projects. The capacity of this location is expected to reach 21544 rooms; offering 32316 new job opportunities.

Many governorates have collaborated with the T.D.A. to prepare development plans on the framework of the national development plan of Egypt, including the construction of many projects like.

**A/ The project of the Emergency Medicine:**

This project aims at securing tourists, health and saving them against sudden accidents. To achieve this goal, the following steps will be taken into account.

1- Constructing Medical centers along the Red Sea Coast especially in hot areas.

2- Supplying these medical centers with all the necessary equipments.

The study is going to be implemented in three phases, the first phase includes the following:

2-1 Studying the current touristic expectations and specifying the stratum that practices diving.

2-2 Studying all the kinds & rates of accidents that occur in every location.

2-3 Studying the health services in the region.

The report has shown the main causes of diseases, death cases and all the dangers found on the Red Sea Coat.

**B/ The Development of Nile Cruise Tourism**

The T.D.A. has asked the Civil Engineering research Center of Cairo University to prepare a study concerning the indicative plan of Nile Cruise Tourism in the sector of Cairo/Aswan aiming at.

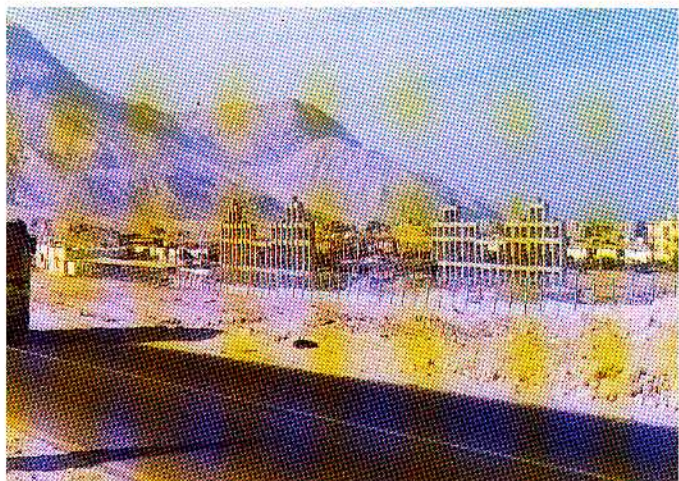
- \* Collecting all Data related to Nile Cruise Tourism,
- \* Suggesting the principal upon which marina construction is restricted.



**Projects in El Ein El Sokhna under - construction**



**One of the villages of the Northern sector of ElEin El- Sokhna ( it started operation )**



**A project in El Ein El-Sokhna**

- Preparing the model design of all kinds of marinas.
- Preparing the master plan of all Marinas located in Aswan/Cairo Sector.

This project is going to be implemented under supervision of the T.D.A.

#### **C/ Developing the Nile Facades**

The Center of researches and urban studies in Cairo University has prepared a study concerning the development of Coastal areas and Nile facades in Aswan, Kom Ombo, Edfu Temple and all marinas of sailing boats between Aswan and Luxor.

The first phase of the project includes the planning studies of the coastal area in Aswan, in addition to a number of alternatives concerning the sites of the suggested marinas (for they are the most attracting factors affecting Nile Cruise Tourism).

#### **D/ The Development of spa Tourism project:**

##### **Aims of the study**

Egypt is blessed with many natural potentialities that enables it to occupy an eminent status on the international tourism track especially in health tourism.

The study aims at achieving the following:

- 1- **Collecting all data related to Nile Cruise Tourism.**



Pressure Adjustment room in sharm El-Sheikh

- 2- Suggesting all means for developing and constructing marinas.
- 3- Studying the recent status of the existing marinas
- 4- Preparing the masterplan of marinas Aswan/Cairo sector.
- 5- Preparing a model design for all kinds of marinas.

## Tourism Development Review - the issue 39

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