

## **Developing Yacht Tourism in Egypt as Untraditional Tourism Pattern: Opportunities and Challenges**

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### **Abstract:**

Egypt has many Marine Life attractions that can be exploited in developing and renewing a lot of the untraditional tourist activities. One important activity is Yacht Tourism, which is ranked a top tourism pattern generating substantial revenue for many countries worldwide, particularly in Europe. However, despite the availability of the potentials of yacht tourism in Egypt, it still suffers from several problems that hinder the development process of this tourist activity. Accordingly, the aims of this research are to identify the potentials of yacht tourism in Egypt, analyze the current status of its development, and investigate the challenges it faces in order to highlight the needed mechanisms for the development of yacht tourism in Egypt. To achieve the aims of the study, the descriptive analytical approach was employed to reveal the final results. A total of 72 questionnaires were collected from a sample of respondents in the study. Data collected were analyzed using a range of statistical measures. The study revealed several results, among them is that despite the availability and uniqueness of the potentials of marine yacht tourism in Egypt, there are several obstacles facing its development. Furthermore, the development of yacht tourism has many expected positive outcomes affecting the Egyptian tourism sector.

**Key words:** Yacht tourism, Potentials, Obstacles, Development Mechanisms.