

Tourism Competitiveness in Egypt: The Elements of a More Rational Tourist Policy

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Abstract

In an attempt to explain tourism competitiveness, various models have been developed which have gradually evolved and have been the target of criticism regarding their application and their results. Egypt consider as one of the major player in the international tourism industry, although it has unrecognizable rankings of the world's most visited countries. It has a wide range of tourist attractions and an influx of visitors which has shown marked fluctuations over time. Tourism in Egypt is made up of destinations, regions, and routes. The aim of this study is to assess the competitiveness of Egypt tourist destinations, regions and routes, and to identify, through the use of principal components analysis, the main factors which contribute to the competitiveness of tourism products. A competitiveness indicator representing the comparative and competitive advantages of the tourist regions was drawn up, which was then contrasted with the competitive status of the tourist regions and trends in the numbers of visitors.

The methodology applied in the study: the systematical and logical analysis of scientific literature, and synthesis. The study carried out by the author of this article proposes that the competitiveness of tourism sector significantly adds to the economic development. Some countries are not rich in natural resources or highly developed industry sectors. Such countries tend to concentrate their efforts on the development of tourism industry and services. Various competitiveness factors of tourism sector are analyzed in scientific literature. They are related to market conditions, the level of social development, environmental policy, the base of human resources, the quality of infrastructure, technological advancement, and other fields of development. The degree of development strongly correlates with competitiveness of tourist destinations. Competitive tourist destinations offer a wider range of tourist products; attract potential visitors with the help of their exceptional image (for instance, natural scenery, clean lakes, advanced environmental policy are a perfect niche for ecological tourism and environment-friendly country image); and provide services of a particularly high quality.

Key words: Tourism competitiveness, destination competitiveness, tourism competitiveness index, Egypt