



**Employing the Geographical Attractions in Developing the Inbound Tourism to Egypt**

**A thesis**

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## **ABSTRACT**

The current study, which will be applied to Ras Al-Hikma area - Matrouh on the northwestern coast of Egypt, seeks to analyze the current situation of Ras Al-Hikma area in order to employ its geographical components that were previously determined based on the reviewed literature and the previous studies conducted on the areas to be studied. This study also investigates whether these geographical components are natural, human or service. Moreover, the recent tourism movement, the components and obstacles of tourism development and the best areas for tourism development will be fully evaluated. Finally, this study will lead to developing the tourist movement in those areas and then flourishing the number of tourists and tourist nights and increasing foreign exchange, which will positively affect the national economy.

The problem of the study seeks to answer the following questions:

1- What is the tourist importance of Ras Al-Hikma area - Matrouh on the northwestern coast of Egypt?

2- To what extent is the impact of the geographical components (natural, human) on the development of the inbound tourism movement in Ras Al-Hikma area?

3- What are the obstacles that prevent the flow of tourist movement to Ras Al-Hikma area?

4- What are the reasons behind the lack of tourism optimal exploitation of Ras Al-Hikma area?

5- How will the geographical components (natural, human, service) be employed in Ras Al-Hikma area?

The study aims to employ the geographical elements to enhance the inbound tourist movement to Egypt. Thus, following objectives were assigned to achieve this general aim:

1- Determine the geographical components of the tourist attraction in Ras Al-Hikma area.

2- Illustrate the role of geographical components in increasing the flow of tourist movement to Ras Al-Hikma area.

3- Identify the suitability of tourism services and facilities that are available in tourist attractions locate in Ras Al-Hikma area.

4- Investigate the infrastructure appropriateness of the tourist attractions in Ras Al-Hikma area.

5- Highlight the most prominent tourist patterns that can be developed in Ras Al-Hikma area.

6- Identify development plans and their determinants in Ras Al-Hikma area.

7- Illustrate the obstacles facing the inbound tourist movement in Ras Al-Hikma area.

The importance of the study is represented in achieving the sustainable tourism development of the Ras Al-Hikma located in the northwestern coast of Egypt. Thus, this area will be a global tourist destination through employing its natural and human geographical capabilities according to a planned and studied tourism development in environment-friendly frameworks.