

Integrated Socio-economic Development for Accelerating the Regional Role of Port-Said in Tourism Development of Egypt

1. Introduction

Port-Said Governorate has a unique geographical location. It is situated on a narrow peninsula between the Manzala Lake and the Mediterranean at the north gate of Suez Canal. Port Said owes its existence to Suez Canal waterway opening (a 200-km canal that connects the Mediterranean with the Red Sea), which established in 1869, Figures 1 and 2. Port-Said governorate officially consists of six main districts: Port-Fouad town, and Sharq, Arab, Manakh, El-Zohour and Dhawahi districts. Port-Said twin city Port-Fouad lies on the eastern side of the canal. Port-Fouad was a part of Sinai Peninsula and Asian continent. By the beginning of the 1980s, Port-Fouad was segregated from Sinai Peninsula by establishing the new eastern waterway channel of Suez Canal. Currently, Port-Fouad town is an island. The rest of Port-Fouad district is located in Sinai Peninsula. The island of Port-Fouad is connected to Sinai and Port-Said by a ferryboat system, Figure 3.

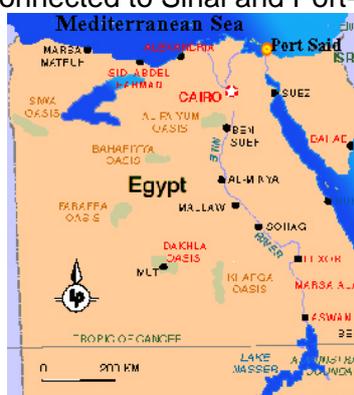


Figure 1: Location Map, Egypt



Figure 2: Location Map of Port-Said and Suez Canal Zone



Figure 3: Districts of Port-Said

Port-Said city had been fully evacuated for 6 years as a result of the 1967 war. The city was refurbished during the mid-1970s. New housing areas were built and a tax-free commercial and industrial zone was instituted to attract immigrants back to the governorate. The economic base of Port Said, in addition, includes fishing and industries such as chemicals, food processing and cigarettes. Port Said is one of the important harbors in Egypt for exporting and importing, and fuelling station for ships pass the Suez Canal waterway as well as a summer resort for Egyptians. Another resource in the Port Said area is the large natural gas reserves. Port Said has 76% of Egypt's natural gas reserves.

This economic policy and potentials accelerated the growth of the governorate. Port-Said became the third largest urban governorate in Egypt, in terms of population size. Its population size increased from few thousands in 1974 to 524,174 in 2002. Port-Said governorate extends over an area of approx 1351 sq km (about 1.5 percent of Egypt), with inhabited area of 72.07 sq km and population density of 7,273 person/sq km.

Port-Said, thus, is facing economic interests. This economic development includes establishing the new east port, Port-Said industrial zone, El-Salam Canal (transfers Nile water to Sinai peninsula), the ring road of Port-Said, the new bridge over the Suez Canal, Sahel Al-Tinah villages, the new tunnel south Port-Said and widening Suez Canal waterway. Port-Said governorate represents a relatively large and significant part of the administrative and political system at the national, regional and local levels.

Moreover, Port-Said moderate weather all year round, extended beaches and its free zone status make it a popular summer resort and a market place for latest fashions at reasonable prices. Internal tourism, therefore, is considered the cornerstone of tourism in Port-Said. It represents about 98% of the total tourism yearly revenue of the governorate. As a result of the General Agreement of Trade (GAT), Port-Said will lose its major economic activities as a tax-free commercial zone. This will have significant direct impact on Port-Said socio-

economic development, particularly who involved in trading. Gradual elimination of the free zone will seriously increase the size of unemployment and out-migration. It is estimated that about 100,000 employees in addition to 39,000 merchants who are registered at the trade chamber will discontinue their trading activity accordingly. The governorate is also expected to lose about 2.5 million pounds from the custom revenue that represents 6.5% from the value of the imported commodities. This critical situation requires defining an economic policy that enhances additional economic activities for Port-Said, within which re-qualifying its labor for these new activities should play a major role.

Port-Said, in fact, enjoys various types of assets and potentials that could support development, particularly infrastructure, and tourism facilities, services and activities. The location of Port-Said is reflected on its climate, which could be described as Mediterranean. The area is a geological and scenic entity with distinctive characteristics, which is the basis of its attraction for recreation, particularly the Mediterranean shore. Port Said is one of Egypt's most beautiful cities. There are many old houses, giving the city a distinct charm. The unique location of Port-Said could encourage international tourism. The main activities of international tourism include business, and yachts and ships transit. The total size of passengers arrived at Port-Said port is about 209,580 in 1998. In 1999 and 2000, the total size of international passengers increased to 256,663 and 331,763. Over 300 cruise ships and 200 private yachts pass and transit the city yearly. Thus, one of the applicable economic activities for developing Port-Said is tourism.

In addition, Port-Said has an abundance of tourism activities at the regional and local levels that could support its role in tourism development of Egypt, including three regional sub-zones with tourism activities and development potentials. These sub-zones are northwest coast to Domeitta city, Suez Canal zone including Ismailliah and Suez cities; and northeast coast to Al-Arish city. These sub-zones include sites of various kinds of tourism activities and development potentials such as historical, archeological, military museums, natural, beaches, cultural, etc. These sites are not fully developed to receive regular tourist visits. They are not even a part of tourism programs and packages because their areas lack infrastructure, and tourism facilities and services. Within the context of defining suitable economic development activity, Port-Said could be regionally developed as hub for tourism development. As a developed urban base with assets of infrastructure, and tourism facilities and services could support tourism development of these sites. The location of Port-Said, moreover, can encourage international tourism especially ship and yacht transits, which will accelerate tourism development of local and regional sites of Pot-Said.

On the other hand, tourism as an economic activity is suitable because it serves as a self financing mechanism and hence as a tool of conservation; assists conservation directly by promoting its initiation and continuation; and provides both incentive and economic means by which conservation measures can be carried out. Thus, tourism is one of the most suitable economic activities for Port-Said because it could flourish the governorate economy by increasing the resources of foreign currencies and help preserving its natural environment comparing to other economic activities.

Therefore, the purpose of the research is to integrate socio-economic development for accelerating the regional role of Port-Said as a hub for supporting tourism development of neglected valuable tourism spots within the region of Port-Said. The methodology of achieving this purpose includes: 1) analyzing tourism: its concept, definitions, principles, methods and capabilities in supporting national income and decreasing environmental impacts of economic development; 2) investigating international experiences which have utilized local and regional tourism development; 3) reviewing development policies provided for developing Suez Canal and Third Region, and their impact on the development of Port-Said; 4) assessing tourism development potentials and constraints of Port-Said at local and regional levels, in terms of location, nature of climate; tourism activities, facilities and services; and infrastructure. The research concentrates on exploiting existing tourism potentials of other areas within the region of Port-Said, which could be supported by tourism facilities and services of Port-Said. This is to enhance tourism capabilities and assets to the

level that allow Port-Said plays its regional role in tourism; and 5) proposing outlines and recommendations for enhancing regional role of Port-Said in tourism development of Egypt.

3. Background

Tourism has become one of the major cultural and economic forces in the world. Since 1960s, it had seen as a dynamic engine for economic development in both developed and developing countries. E.Guyer Freuler defined tourism as a natural phenomenon of the modern age, including its bases of increasing need to relax, cultural comprehension of tasting prettiness of sights and enjoyment of beauty of nature. Hunziker and Kraft, in 1942, defined tourism as a collective sum of relations, natural character, financial and non-financial dealings. Bahgat, in 1996, defined tourism development as provision or enhancement of facilities and services to meet the needs of tourists, including various types of accommodation units and related activities, in addition to adequate infrastructure. In 2003, Weggoro defined tourism as a multifunction sector that could be classified into different tourism areas such as human experience, social behavior, geographic phenomenon, economic resource, industry and business.

After several decades of rapid growth, evidence supports the concern that mass tourism development can undermine the culture, livelihoods and environment of local communities. The World Tourism Organization (WTO) in 1994 estimated that there were 528.4 million tourist arrivals which generated US\$ 321,466 million, about 7 percent of the world trade in goods and services. WTO predicted that tourism will be the major global economic activity in the world. Therefore, economic advantages, by 1999, were no longer the only criteria for supporting the development of tourism. Tourism development is linked to the concept of sustainability. Sustainable tourism is defined as "a process which allows development to take place without degrading or depleting resources". The Royal Australian Planning Institute in 1997 defined sustainable tourism industry in a way which conserves its natural resources and builds heritage base and minimizes any negative environmental, ecological, social and cultural impact. The concept of sustainable tourism development is also envisaged as a leading to management of resources in a way that we can fulfill economic, social and aesthetic needs while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. Sustainability in tourism as a concept is often referred as nature tourism, responsible tourism or ecotourism. Among those, ecotourism has become prominent. In 1989, it has captured almost 10 % of the tourist market and still growing in a rate of 30 percent per year. Ecotourism is seen as value-adding industry: utilizing what is already available and integrating it with other resources to form an integrated network of tourism attractions and packages. Ecotourism could be defined as: "an approach that creates a variety of quality tourism products that are environmentally sustainable, economically viable, and socially and psychologically acceptable".

Tourism, as a complex industry, affects directly and indirectly many economic sectors. Tourism in many countries is one of the main sources of national income. In Egypt, e.g., tourism industry becomes one of the leading economic development sectors. It is one of the main sources of national income of foreign currency, reaching 4.5 billion dollars in 2000 and had shared 11.3% of the total local product. Recently it provides the national revenue with approx 2.8 billion Egyptian pounds per year. According to statistics of national center of tourism information, tourism provides approximately 2.2 million jobs (12.6% of total labor force) including a million direct jobs and 1.2 millions indirect jobs. In the area of spatial development, in addition, tourism enhances undeveloped areas, particularly of tourism development potentials. Within the context of trade, tourism development increases commodity consumption and production. Tourism shopping is considered a type of exporting of native commodities without any overheads of cargo or/and marketing.

Moreover, tourism activities can: serve as a self-financing mechanism and hence as a tool of conservation, assist and encourage conservation directly, and provide both incentive and economic means by which conservation measures can be carried out. E.g., in Britain, many historical houses, villages, old churches, etc. could not be kept in proper state of repair

without tourist revenues. Most of the environmental issues associated with tourism development standards and criteria include the impact of developing tourist facilities such as resorts, caravan parks, golf courses, marinas and offshore structures. If they are not properly managed, tourist facilities may alter the natural landscape, disturb natural areas and they become a source of pollution.

4. International Experience of Tourism Development

Many countries have adapted tourism development at the local and regional levels. The experiences of these countries comprise several international cases of similar tourism characteristics and potentials of Port-Said; and adapted comparable solutions to the proposed tourism development concept for Port-Said. Thus, different international experiences were investigated. These experiences are of Rethymnon (Crete), Maldives Islands, Calvia (Spain), Klong Khwang (Thailand), Budongo Forest Reserve (Uganda), and Hong Kong. The investigation of these experiences includes a comparison of their locations, tourist development potentials, background and rationale of development, and tourism development strategies provided. Within this context, it could be concluded that tourism industry is one of the effective economic sectors suitable for accelerating regional role of cities in the national tourism development. In addition, the international experiences show that strategies could be implemented by public, private and non-governmental organizations.

5. Tourism Development Policies Provided for Port-Said and Third Region

5.1. Development Plans at the Regional Level

Port-Said Governorate in addition to Ismailia and Suez Governorates perform Suez Canal zone. Suez Canal Zone and Sinai Peninsula formulate the Third Region of Egypt. This region includes six governorates: North and South Sinai, Port-Said, Ismailia, Suez and El-Sharkia. Suez Canal zone is centrally located between Sinai Peninsula and mainland of Egypt, through which the two parts of the country are connected. Sinai Peninsula is subdivided into two governorates North and South Sinai. The west part North Sinai governorate relates to the governorates of Suez Canal zone, Figure 3. The Egyptian government has initiated policies for the sake of developing the Third Region. One of the main objectives of these policies is to attract Egyptians to this region.

The investigation of development policies provided for the Third Region shows that the recommended policies are based on achieving tourism development for each governorate separately. These policies lack of integration and coordination between the tourism potentials of local areas in the region to accelerate full development of their resources. The Sinai Development Strategy is also developed separately from the Suez Canal Zone. It is based on dividing the peninsula into seven different developmental axes for facilitating future integrated development. Tourism Development Strategy for Port-Said 1991, depends on utilizing tourism potentials of the governorate, by establishing tourism projects and recreational services according to the international standards to meet the predicted tourist size of 430,000 by the year 2015. The strategy proposes several tourism development projects and divides Port-Said into four tourism zones. It could also be concluded that in order to achieve integrated tourism development in the Third Region, Suez Canal zone should be considered as a development axis for tourism development, taking preference of linking this axis with Sinai developmental axes because Suez Canal Zone could provide socio-economic bases as a zone enjoys qualified personal with international axis for almost 80 percent of the international trade.

6. Tourism Development Potentials and Constraints of Port-Said

6.1. Location and Economic Bases

Port-Said is also located in an excellent position in relation to the national and regional development axes such as the north coast developmental axis. It is also considered as an extension of Gulf of Suez developmental axis, and close to the north development axis of Sinai. Port-Said is located nearby different governorate capitals such as Domietta city 60 km

to the west, Ismailliah city 80 Km and Suez town 137 Km to the south to the south,, El-Arish city 205 Km to the east, Zagazig town 174 Km to the southwest, El-Mansoura city 116 Km to the west, and Cairo 220 km to the southwest. Port-Said is connected with these capitals via different transportation means, particularly highways, main roads and a ferry boat system with segregated parts of Port-Said and Sinai Peninsula. Therefore, location of Port-Said is reflected on its importance at all development levels.

6. 2. Local and Regional Environment:

Climate is an important factor in the creation of satisfactory environment for tourism development. The climate of Port-Said is a Mediterranean. The macroclimate could be described as hot humid, with average percentage of humidity of 71.6, and average maximum temperature of 25.4^oc and average minimum temperature of 17.6^oc. The microclimate is highly influenced by the location of Port-Said, on the Mediterranean and Suez Canal waterway, which described as warm humid zone, with average percentage humidity of 72 percent, average maximum temperature of 31^oc and average minimum temperature of 24.5^oc in summer. The climate in winter is moderate with average percentage humidity of 74 percent, average maximum temperature of 19^oc and average minimum temperature of 13^oc. The prevailing wind direction is north during period of April to August. The west and southwest winds exist from September to March. The average wind velocity reaches 5.1 m/s. The area is also characterized by high sun radiation most of the year. The average annual amount of rainfall is 40.7 mm, with peak in December to February.

In the regional context, the advantage offered by exploiting the offshore winds from the Mediterranean at Port-Said by development along the coast is a considerable potential. The inland Mallaha and Manzala lakes also provide micro-climatic relief. In addition, surface temperature varies from a minimum of 14^oC and 17-18^oC, while maxims are generally around 25^oC in open water. Maximum temperatures in shallow or enclosed areas can significantly exceed this. The advantage to be obtained from these climatic features can be greatly enhanced locally by attention to spatial arrangements in the planning of urban areas and by carefully located and designed. Manzala and Mallaha Lakes represent valuable natural resources. The overall regional potential for tourism development based on existing infrastructure, in addition, the potential of the coastal lakes is for rural development based in part on the naturally productive wetlands and clay swamps. Fish yields can be greatly increased in the coastal lakes. Careful attention to the conservation and improvement of the lakes and wetlands will bring benefits to the area in the fields of recreation and tourism, increased fish production and in improved exploitation of water resources.

The shores of Port-Said governorate suffer from corrosion as a result of marine natural activities. The west shore is protected by establishing water brakes, which lead to composing sand and, in turn to high rates of corrosion in the east shores, and involvement of old black clay of the Nile River in the shore soil. Waves in this area bring sea shells towards the beach, which cause more beach deterioration.

Port-Said, in addition, is characterized by tourism potentials locally and regionally. These resources could be the main support for tourist and investment attractions. These potentials include different kind of resources such as natural, historical, cultural, recreational, etc., Figure 5. First, Manzala Lake is the third biggest lake in the world. It is one of the biggest sources of fishes and birds. The lake also contains many islands which are suitable for Safari trips, fishing and hunting. Second, the protected area of Tannis Island situated seven km to the southwest Port-Said, in the center of Manzala Lake. It includes attractive tourism spots of Roman monuments and fishing. Third, the protected area of Ashtom Al-Gamil located seven km to the west of Port-Said city. Fourth, the ancient site of Tall Habwa lies 20-25 km to the southeast of Port-Said and three km to the east of Suez Canal in Kantara East. It holds ancient monuments of the eastern gate of Egypt during Pharaoh period, which includes three ancient military castles that represent a part of defensive fortress and Horass war-route across Sinai. Fifth, the San El-Hagar ancient site situated 100 km to southwest of Port-Said, east of north of the Delta. This site was the well-fortified castle that protects Egypt

during the Pharaoh time. It encompasses monuments and statues such as twenty obelisks, tombs including kings' mummies, jewelries and belongings. Sixth, the archeological site of El-Farama is located on the official borders of Port-Said with North Sinai governorate in the east. It extends over an area of six km long and contains monuments of Pharaoh, Roman and Islamic periods. This area was famous of path of the Christian holy family from Palestine to Egypt. Seventh, Zaranik protected area is situated about 150 km to the east of Port-Said on the Mediterranean and on the eastern border of Lake Bardawil. It extends over an area of 250 sq. km. It has been known worldwide as a wetland and important first resting stop for bird migration from Asia and Europe to Africa. Zaranik and its environs represent a unique example of Mediterranean coastal habitats. It encompasses a wide variety of ecosystems, 17 species of flora and 244 species of birds have been mainly recorded. Eights, Port-Said is characterized by a long shore extending along the Mediterranean and Suez Canal waterway. The total length of the shore of Port-Said governorate is about 59 Km, extending from the west shore of Port-Said city to the east shore of Port-Fouad town. The shores of Suez Canal waterway include its banks from Port-Said to Ismailliah and Suez cities, and the south triangle of Port-Fouad town, Figure 5. Ninth, Port Said and Ismailliah are Egypt's most beautiful cities. There are numerous old houses with grand balconies on all floors, giving the cities a special architectural character. The old commercial zone in El-Arab district, Sultan Hussein Street and villa areas of Port-Fouad should be considered as historical areas. To market Port-Said as an international tourism attractive spot, the architectural character of these zones should be maintained and preserved when any major physical development take place, as it gives an impression about the history of the old parts of Port-Said and Ismailliah.

6.3. Tourism Facilities

Tourist accommodations are hotels, motels and resorts. The total number of hotels is 23 with 1384 room and 3281 bed, including 1-star to 5-star hotels. The average share of each category includes 40 percent for 1-star, 35 percent for 2-star, 17 percent for 3-star, 4 percent for 4-star and 4 percent for 5-star. The 4 and 5-star encompass tourism facilities such as restaurants, casinos, clubs and youth centers. The number of resorts is 4, with 71 hotel villas, 80 hotel apartments, 612 bungalows, 4 swimming pools, restaurants, cinemas, green areas, parking areas, etc. Currently, several resorts and hotels are under construction to support the increasing number of tourists and ships cross Suez Canal every year.

The cultural assets of Port Said include varies kinds of museums such as the National Museum, with nine thousand pieces of Pharaoh, Greek, Roman, Christian and Islamic eras; the Military Museum, which provides background about the history of Suez Canal, in terms of establishment and wars; the Arts Museum representing the history of arts (architecture, sculpture and photographing) of Egypt; the City History Museum showing the history of Port Said and Suez Canal; the War Ship Museum providing models accompanied with photos of the Egyptian war ships; the Aquatic Wealth Museum presenting kinds of aquatic resources; the Agricultural Museum with a specific part for local birds and means of hunting; and the Folklore Museum providing customs of clothing and crafts of Port-Said.

Currently, there are several project proposals for enhancing tourism assets and capabilities to attract national and international tourists. First, the Yachts Moorings project is proposed to be located at the gate of Suez Canal waterway to serve international yachts route from north to south, with a capacity of 350 yacht moorings. The project components encompasses: mooring services, and yacht parking areas, maintenance and services (fuel station, water supply, power output, solid waste disposal); and mooring administration building; and land development of a four-star hotel on the sea shore, a five-star hotel, rental apartments, residential villas, a yacht club, and commercial and recreational services such as shopping centers, cinemas, restaurants and cafeterias,. Second, project of developing Port-Said shore comprises lightening the shore with enhancing its landscape establishing services buildings such as cafeterias, toilets and playgrounds. 15 percent of the project already completed. Third, project of Port-Fouad shore includes establishing two tourist resorts and a recreational

zone with 432 bungalows, 13 villas and tourist facilities: swimming pools, services buildings and green areas. Fourth, establishing a new shore casino and restaurant located on the beach replacing the old burned restaurant. This marine restaurant takes a boat shape with total area of 1700 m² with capacity of 600 persons.

6. 4. Size of Tourists

Port-Said is one of the important sites in Egypt, its moderate weather all year round, extended beaches and its free zone status make it a popular summer resort and a market place for all who seek the latest fashions at reasonable prices. National tourism is considered the cornerstone of tourism in Port-Said. In addition, over 300 cruise ships and 200 private yachts visit the city every year. The total number of ship passengers in Port-Said port is about 262,870 passengers in 1996, dropped to 260,328 in 1997 and to 209,580 in 1998; then raised in 1999 and 2000. It reaches 256,663 and 331,763 passengers. The total number of ships arrived to Port-Said port is about 452 ships in 1996, dropped to 435 in 1997 and to 345 in 1998; then raised in 1999 to reach 413 and 527 ships in 2000. The total number of tourists arrived at Port-Said is approx 388,546 in 1999, with tourist nights of 397,037. The number of the Egyptian tourists is 369,632 with a portion of 95.1 percent. In 2001, the tourist size has decreased to approx 114,808 with tourist nights of 271,838. The size of the Egyptian tourists is also declined to 107,204 with a portion of 93.4 percent. This means that Port-Said is playing a major role in national tourism. Since 2001 and as a result of the GAT, Port-Said is losing this role dramatically.

6. 5. Infrastructure and Services:

The amount of portable water production is 207,000 m³/day and the amount of daily water consumption is 162,000 m³/day. The number of users is 95,871. The individual share of total portable water production is 309 liter/day, which is more than double of the standards (150 liter/day). The number of electrical power stations in Port-Said is 9. They produce 686.1 millions kwh. The number of users is 183,809. The individual share of electrical production is 1,888 kwh, which is above the Egyptian standards (725 kwh). The number of sewage treatment plants in Port-Said is 18 with capacity of 360,000 m³/day. The capacity of the sewage plants is more than double of the total daily water consumption of Port-Said. There are several means of communication facilities available in Port-Said such as telephone lines, mobile, internet and post offices. The size of post office is 31, with population share of 16,290 person/post office. The number of telephone lines is 141,800 lines, with telephone density of 280 line/1000 person. This telephone density is more than double of the Egyptian standards (125 line/1000 person). This is in addition to the mobile services, which has achieved high rate of increase during the last few years. Port Said new telephone plan will add 30,000 telephone lines to eliminate new subscribers waiting list and providing ISDN lines for faster internet access and video-conferences. The total length of local paved roads is 454 km of total size of roads in the governorate of 589 km, with proportion of 77.1 percent. This investigation provides evidence that Port-Said enjoys surplus in its infrastructure capabilities, which could support short and medium-term tourism development.

6. 6. Physical Pattern and Land-use

The main constraints of tourism development of Port-Said are its physical pattern in relation to Port-Fouad and Sinai Peninsula; and land-use conflict of Port-Said city and Port-Fouad town. The physical pattern of Port-Said governorate includes three main separate parts, Port-Said city, Port-Fouad town and rest of Port-Fouad district. Port-Said city is separated from Port-Fouad town and district by Suez Canal waterway. Port Fouad, until the beginning of the 1980s, was a part of Sinai Peninsula. Port Fouad town was segregated from the rest of the district and Sinai Peninsula by the establishment of the new eastern waterway channel of Suez Canal. Currently, Port Fouad town is an island, which surrounded by the Mediterranean in the north, and the waterways of Suez Canal and the new eastern channel, to the west, south and east. The rest of Port Fouad district is located in Sinai Peninsula,

Figure 3. The only daily transportation mean between the three parts is a ferryboat system. The ferryboat is limited to its slow speed and activities of ships passing the Suez Canal waterway. Therefore, the integration of this fragment is important for tourism development of Port-Said and its region. This integration requires the creation of safe, permanent and durable links across the Suez Canal. Currently, the only fixed link could be achieved by El-Salam Bridge located 47 km to the south of Port-Said. The five years plan for developing Sinai Peninsula proposed establishing a tunnel 20 km to the south of Port-Said for facilitating connections between Sinai and mainland of Egypt. This tunnel would integrate the fragments of Port-Said land and facilitate its tourism regional role.

Moreover, it is apparent that land-use conflicts do exist in Port-Said, particularly the east coast along Suez Canal where port and industrial facilities have been located. The main functions of the east coastline as business and down town areas; and its attractiveness for tourism development has been adversely affected by the pattern of port and industrial facilities. The same character of land-use conflict exists in Port-Fouad on west coast along Suez Canal where port and industrial activities are located. Land-use conflict will constrain tourism development of Port-Said and its region. It prevents establishment of any significant comprehensive tourism development along coastline and adjacent areas. This conflict of land-use may discourage investors from achieving development plans in Port-Said.

7. Proposed Tourism Development in Port-Said

7.1. Objectives of Tourism Development

The above analysis show that Port-Said offers considerable potentials and capabilities for tourism development, in terms of physical, environmental, natural, historical and cultural resources. The infrastructure and services are developed and currently there are ongoing intensive improvements to serve the links between Port-Said, Sinai, Suez Canal cities, Cairo and other governorate capitals in the Delta. On the other hand and within the region of Port-Said, the analysis also defines that there are other locations enjoy tourism potentials such as in Sinai Peninsula, Suez Canal Region, and Manzala and Mallaha lakes. Most of these areas are nationally and internationally recognized as tourism spots of valuable resources but they are not within the tourism map or programs of tourist visits in Egypt. The potentials and capabilities of Port-Said, consequently, could be beneficial for its short and medium-term of local and regional tourism development. In other words, the main objectives of tourism development in Port-Said are utilizing its capabilities and potentials in supporting and accelerating the tourism development not only of Port-Said but also of other ignored regional areas. Port-Said, within this context, could be a launching developed urban base, which is capable enough to support the local and regional tourism development.

The tourism development potentials of Port-Said in addition to the tourism potentials of its region could perform a reasonable base for local and regional tourist programs and visits for few days. This would increase tourist demand, number of tourist nights and, in turn, job opportunities, particularly in Port-Said governorate. The direct benefits will reflect on tourism accommodations, facilities, activities, etc. The direct and indirect benefits would provide three job opportunities for each newly established hotel room. Providing Port-Said with these job opportunities, moreover, would allow the governorate to retain the population immigration and increase of unemployment rates resulted from the elimination of the main function of Port-Said as a commercial free zone, Figures 4, 5, 6, 7 and 8.

7.2. Projection of Growth of Tourist Size

To define the criteria and guidelines for developing tourism in Port-Said, it would be beneficial to estimate future expected number of tourists for the target year of 2024. The purpose of this estimation is to: 1) figure out the magnitude of tourism demand of Port-Said and its region, which would be reflected on the increase of tourist size and rate of growth; 2) fulfill the requirements of such demand, in terms of accommodation, facilities, activities, trained personal, etc.; and 3) define expected environmental impact and suitable policies of

environmental protection at the early stages. This analysis will be based on the estimated size of international tourists visiting Egypt and the share of Port-Said.

According to the statistics of the Egyptian Ministry of Tourism, the projection of tourist size is based on Egyptian tourist data in 1975. The size of tourists visited Egypt in 1975 was 792,000. It increased to 1.56 million in 1984; 2.5 million in 1989; 2.58 million in 1994 and 4.79 million in 1999; with 20 percent average annual rate of growth. It is projected that the size of tourists will reach 4.94 million in 2004; 5.74 million in 2009; 6.5 million in 2014; 7.34 million in 2019 and 8,149,400 in 2024; with average of 2.9 percent annual rate of growth.

To figure out expected size of tourists in Port-Said in the target year 2024, it is estimated that Port-Said share in the national tourism is 3.7 percent of total number of tourists visiting Egypt starting from 2004. Although the percentage of 3.7 is small, it is expected that this share will increase to about 5-7 percent in 3-5 years after implementing the tourism development policy. Assuming that the implementation of tourism development policy in Port-Said and its region would start in 2004, the expected results could be figured out in 2007-2009. Thus, the expected number of tourists in Port-Said and its region in the target year will be:

Expected number of tourists in Port-Said and its region in 2009 is = 5,745,600 X 5% = 287,280 tourists, 327,345 in 2014, 367,405 in 2019 and 407,500 tourists in 2024, Table 1.

Table 1: Projection of Tourist, Bed and Night Numbers of Port-Said

Year	National Projected No. of Tourists	Projected No. of Tourists	Projected No. of Nights million	Projected No. of Beds	No. of Required Beds
2004	4,944,400	---	---	---	---
2009	5,745,600	287,280	1.0-1.4	2,762-3,935	0.00
2014	6,546,900	327,345	1.1-1.6	3,147-4,484	00.0-1,203
2019	7,348,100	367,405	1.3-1.8	3,533-5,033	252-1,752
2024	8,149,400	407,500	1.4-2.0	3,918-5,582	637-2,301

The tourist number in the target year already exceeds the carrying capacity of the beaches of Port-Said. According to the carrying capacity of the international tourism of 0.3 m/tourist and the total length Port-Said beach is 59 km; the maximum carrying capacity of the beach is 196,667 tourists. This figure provides evidence that additional tourism activities, in addition to beach, must be facilitated in Port-Said to cope with expected size of tourists.

The average tourists stay in Port-Said was 2.4 nights in 2002 and 2.7 nights in 2003. By the year 2009 and with the implementation of tourism development policy, it is expected that the average tourists stay in Port-Said will be 3.5-5.0 nights with total nights of 1.0-1.4 million nights in 2009, 1.14-1.6 million nights in 2014, 1.3-1.8 million nights in 2019 and 1.4-2.0 million nights in the target year 2024. Since the average capacity of each bed in Port-Said is 73-104.3 tourists per year, as a result from the above analysis; the numbers of beds needed are 2,762-3,935 beds in 2009; 3,147-4,484 beds in 2014; 3,533-5,033 beds in 2019 and 3,918-5,582 beds in 2024. The current bed size of 3281 in Port-Said could support tourism development until 2009-2014. The number of beds required for the following years are: 00.0-1,203 beds in 2014; 252-1752 beds in 2019 and 637-2301 beds in 2024. Although the gap between the expected numbers of beds is large, a follow up of the implementation of the tourism development policy is highly recommended as a common procedure of planning, Table 1. Port-Said may require increasing the share of 5, 4 and 3-star hotels, which currently are less than the Egyptian standards of the Ministry of Tourism.

To define the number of rooms, 2-bedroom is selected as an average. The expected number of hotel bedrooms is 318-1150 2-hotel-bedroom. In addition, to define the share of the different hotel categories in total tourist accommodation units, the standards defined by the Ministry of Tourism are selected as the base. These standards requirements are: 27.2% for 5-star; 20.4% for 4-star; and 17.4% for 3-star of the total tourist accommodation units. The sizes of the share for the target year 2024 are: 5-star hotels = 1150 X 27.2 % = 312 rooms, 4-star hotels = 1150 X 20.4 % = 234 rooms, 3-star hotels = 1150 X 17.4% = 200 rooms.

The direct employment chances equal additional number of rooms X 1.5 and the indirect equals the additional number of rooms X 2, (JICA & TDA, 2000). Therefore, the direct employment will be 1725 new employment chances and the indirect 2300 employment chances. Thus, the total will be 4025 new employment chances.

7. 2. Criteria for Proposed Tourism Development:-

According to the tourism development objectives of Port-Said, utilizing its capabilities and potentials in supporting and accelerating tourism development not only of Port-Said but also of other ignored regional areas is one of the main objectives of tourism development in Port-Said. Establishing tourism as an environmental friendly economic activity in Port-Said and its region will significantly enhance the environment of these areas by eliminating land-use conflicts, enhancing their standards and applying permanent maintenance to their environs.

Port-Said, in fact, cannot be developed independently. It must extend its tourism base by joining other tourism capabilities of other sites within its region of Sinai, and cities along the Suez Canal waterway which include valuable resources of historical, natural, cultural, etc. Physical strong links do exist through main roads, highways and the waterway of Suez Canal. What Port-Said really needs is a development strategy which integrates the capabilities of Port-Said as a modernized urban center with tourism potentials of different locations in its region. The list of tourism potentials includes different sites, which are not on the Egyptian tourism map for tourist visits. These sites are Tall Habwa, San El-Hagar, El-Farama; Tannis and Zaraniq protectorate areas; and Bardwil, Manzalla and Mallaha Lakes in addition to the tourism capabilities of the cities of Suez Canal zone, Ismaillia and Suez, Figures 4, 5. Port-Said in addition to its tourism potentials could play a major role within this process by providing tourists with all day accommodation, leisure and activities as well as one-day trip to these sites according to visiting programs and by different transportation means such as buses, trains, planes and ships. Suez Canal could be an enjoyable connection axis between the three governorates of Port-Said, Ismaillia and Suez, Figures 4, 5 and 6. This overall process will significantly increase efficiency of tourist activities.

Currently, the main attraction of Port-Said is its free zone that attracts mainly Egyptians all year long. Port-Said is losing this opportunity by eliminating its main function as a free zone. The key development of a successful development market in Port-Said is accelerating its regional role in tourism development by performing tourism development potentials of both Port-Said and its region as a reasonable base for tourist programs. This development will attract major tour operators, which, in turn, will require more beds. A full range of attractions and facilities at appropriate standards will be required. The development of the appropriate type of accommodation and other tourism activities could succeed in attracting a proportion of the international tourists visiting Egypt to spend time in the region of Port-Said. The objective is to extend the average number of nights of tourist stay from the present of 2.7 nights to more than four nights. The additional objective is to give Port-Said governorate the opportunity to overcome the negative impacts of eliminating one of its major functions. Therefore, this development strategy should be accompanied by training programs for tourism labor, particularly who may be displaced from trade and need training skills to transfer to other more promising economic sectors. The tourism development of Port-Said and its region would require a planning tourism strategy that should outline land-use to prevent any possible land-use conflict. This strategy should be based on planning criteria and design standards, which could be formalized into a development policy. The target is utilizing Port-Said and its region to their maximum potentials, both efficiently and effectively whilst preventing uncontrolled development. The proposed tourism development strategy depends on achieving a group of basis and criteria as the following:-

1) At the regional level, considering Port-Said development strategy as a complementary part of the comprehensive tourism development plan of Egypt. This could be achieved by finding integral tourist activities which complement with missing activities in other tourist areas such as in the Gulf of Suez, Sinai and Suez Canal Zone. As a result Port-Said and its adjacent tourism spots could be a part of the international tourism map of Egypt, Figure 4.

2) Port-Said and its region enjoy valuable resources suitable for tourism development such as Mediterranean and Red Sea beaches, lakes, protected areas, and historical and archeological sites. Any future spatial development, accordingly, must be accompanied by environmental plans to protect these resources, in terms of controlling development at all levels of planning from establishment to running. These resources must be protected, enhanced and managed to utilize recreational, and entertainment without degradation these resources. To establish tourism development plan, achieving a sustainable development strategy is a pre-requisite for preserving these resources and reducing the environmental negative impacts which may result from the development process.

3) Making benefit of natural and tourist resources in Port-Said by developing a number of different kinds of tourist activities to cope with the expected number of tourists and their different needs. Recreational and entertainment activities should be provided such as beach and sport activities, fishing, bird watching, camping, traditional festivals, cinemas, entertainment facilities, etc. The skirting areas of Port-Said city form the most suitable locations for tourism facilities such as hotels, theme tourist facilities, etc. This is due their landscape character, view opportunity and accessibility. Additional entertainment and recreational activities could be developed along the Suez Canal waterway such as a Disney Land of the Middle East and North Africa. These tourist projects must be developed in an integrated tourism plan to increase the number of tourist nights in Port-Said. Tourism activities of Suez Canal should be within allowable limits to avoid conflicts with maritime activity of Suez Canal.

4) Port-Said and Port-Fouad enjoy a special character of mixed traditional Arab and French, particularly the original parts of the cities. Port-Said will need to restore these styles events and attractions, or even invent local styles, based on the history and traditional Arabic culture, especially the style of cities of the Suez Canal zone. Emphasize could also be on urban waterfront, open spaces, natural surroundings, active entertainment and recreation, its major physical characters and forms, and geographical features of the Suez Canal zone. The character of the buildings in these areas may vary but should be grouped according to the character of each area. Within each area, a balanced urban development should be considered, particularly between physical development and nature.

5) The existing land-use pattern of Port-Said requires development. It is obvious that land-use conflicts do exist in Port-Said. This land-use conflict is a direct result from the different functions of Port-Said, in terms of their physical pattern and size, and locations. The list of potential land-use conflict encompasses areas of potential conflict between port services, industrial and commercial activities, tourism facilities, natural, cultural and heritage resources, and urban development. Developing the land-use pattern of Port-Said became an essential economic and environmental need. Tourism, within this process, could constitute a development priority for economic growth as an environmentally friendly and appropriate activity if managed properly.

5) For tourism long-term development of Port-Said and its region, most of the infrastructure, services, tourism accommodations, facilities and services, regional and national transportation means will require upgrading and enhancement to be able to cope with the requirements of such development. To overcome the difficulties of connections with Port-Fouad resulted from the physical pattern of Port-Said governorate, in addition, it is proposed to allocate the proposed new tunnel going to Sinai Peninsula at the 18 km to south of Port-Said. This tunnel should be accessible from and to Port-Fouad. The purpose is to facilitate the connection between the twin cities as well as Sinai Peninsula via Port Said-Cairo road.

7. 3. Guidelines and Recommendations for Tourism Development in Port-Said

The above analysis defined that the tourism potentials of Port-Said and its region could support Port-Said to play its role in tourism development of Egypt. The objectives of tourism development are integrating the capabilities and tourism potentials of Port-Said as a modernized urban center with tourism potentials of different locations in its region, Figures 4 and 5; and accelerating the role of Port-Said as a launching developed urban base, which is

capable enough to support the local and regional tourism development. As a result the detailed guidelines and recommendations for tourism development in Port-Said include:

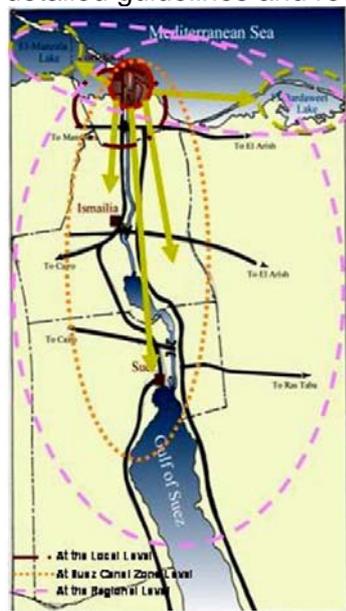


Figure 5: Local and Regional Historical Spots

Figure 4: Proposed Local and Regional Tourism Development Limits of Port-Said

Environmental Conservation

* Enhancing Port-Said and its region tourist development potentials, in a sustainable manner, taking advantage of its location, environment, landscape characteristics, natural resources, beaches, etc.; and implementing a program to improve its existing facilities and utilities.

* Improving the quality of Port-Said shores by decreasing the pollution, erosion, extended sea shells and old black clay precipitated by the Nile River. Shore water and sand should be cleaned and protected from shells extended along the shores; and solid wastes caused by residents and ships disposals in order to obtain daily dirt free and smooth sand. Signage system of environmental protections and awareness should be designed and distributed equitably for visitor awareness and encouragement. The issues of shore erosion should be solved through adapting appropriate means to eliminate the sand layers, stagnation of trapped water and water pollution, particularly in El-Gameel and El- Fardouss beaches.

* Enhancing the water quality of Suez Canal waterway and El-Manzala Lake by defining the suitable methods of treatment and purification from sewage, and industrials and ship wastes which endanger their natural resources. The improvement of the water environmental standards will increase the opportunity of Suez Canal waterway and El-Manzala Lake to meet the requirements of tourism development.

* Increasing the size of green areas in Port-Said city and Port-Fouad town to enhance their environmental quality. Statistics show that the total size of green areas does not exceed 398,000 m² about 0.018% of the total area of the inhabited area in the governorate.

* Applying and implementing environmental laws and regulations for physical development of Port-Said and its region, particularly for the development of protected areas of Ashtoum El-Gameel and Zaranik; and lakes Bardawil, El-Manzala and El-Mallaha. The purpose is to ensure the protection of their ecosystems.

* Additional valuable historical and archeological sites of require conservation and protections such as El- Farama zone, San El-Hagar zone and Tall Habwa area by restoring and protecting their monuments and developing their sites. This could be achieved by establishing tourism facilities such as camping areas; coffee shops, restaurants and commercial services in addition to facilitating some light tourism activities such as traditional festivals and handicrafts would support the main activity of these sites.

* Maintaining and preserving the architectural character of Port-Said, Port-Fouad and Ismailiah as historical cities. Rehabilitation and reuse with permanent maintenance to valuable buildings and areas are part of suitable methods for conserving the character of

these cities. The main important areas in Port-Said are the old commercial zone in El-Arab district, Sultan Hussein Street and the old residential areas in Port-Fouad.

* Restoring and protecting characterized architectural and urban pattern of Suez Canal heritage cities could also be emphasized in newly physical development and treatment to establish a characterized architectural and urban design language. This architectural character should also be developed by integrating buildings, shade, height, pattern, colors, opening spaces and landscape to reflect the traditional Arab style.

* Providing Port-Said with adequate and varied facilities and recreational activities to meet the demands of, and attract all tourist and visitor classes and, in turn, to increase the number of tourists stay nights. This could be achieved by promoting different categories of 3 to 5-star hotels and providing accommodation varieties such as hotel apartments, motels, resorts, caravans and camps.

Tourism Activities

* Development of tourism activities should be based mainly on tourism potentials of Port-Said and its region by:

- Establishing a cruise line along Suez Canal waterway starting from Port-Said with one day round trips including Suez and Ismailia cities. Cruises can make several stops at different locations with different tourism activities such as: De Liceps museum, fishing in Temssah Lake, Commonwealth Cemetery, etc; and Ataquia Mountains, diving coral reef in the Red Sea, Eyun Moussa, etc. Other facilities could be developed along the Suez Canal and in different locations such as: parks, water and leisure activities (aquarium, dolphin show and great adventure), a health and retreat center, Expo international, horse and camel center, racing tracks, water sports activities (surfing and swimming), Figures 5, 6, 7 and 8.

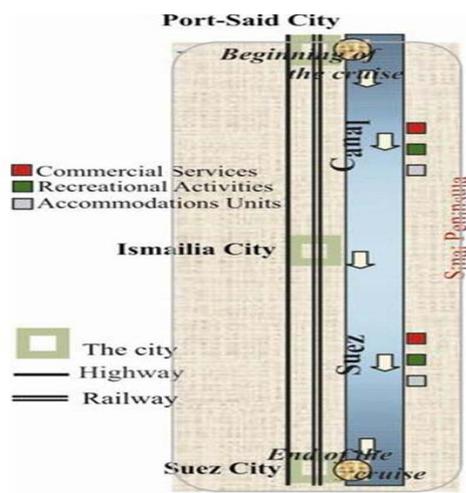


Figure 6: Tourist Cruise Line along Suez Canal Waterway

* Encouraging transit tourism through the following:

- Renovating the passenger port, providing required services for visitors, accelerating the execution of yacht moorings and allowing for more transit time for ships and yachts.
- Facilitating tourism activities that consume few hours but attract and encourage tourist stay.
- Establishing exhibitions for international products and varieties of commodities to encourage and accelerate industry in east Port-Said.
- Alternative tourism activities are also proposed, especially for one-day tourism trip including, Figures 7 and 8:

- . Practicing bird watching, camping and fishing in El- Manzala and Mallah Lakes.
- . Safari in Zaranik protected area, with tourism facilities of tents, caravans, restaurants, etc.
- . Visiting archeological and historical spots, El- Farama, San El-Hagar and Tall Habwa.
- . Supporting tourism facilities by folklore festivals to express local and national characters.
- . Establishing sea shore promenade comprising open spaces, small shops and kiosks, which should be linked to major locations of Port-Said city, center, canal promenade, etc.
- . Establishing Arab handicraft center, allowing skilled trained labors to work in the tourism
- . Enhancing quality of other economic sectors to meet international standards such as agriculture and food industries.

Transportation and Infrastructure:

- Developing tourism main roads and highways to support long-term development requirements, in terms of width, quality and required road facilities and services.
- Establishing car cables to facilitate pedestrian connection between the different parts of the development areas to avoid intensive vehicle use and decrease time lost between the different parts of Port-Said.
- Facilitating different transportation means by land, sea or/and air locally, regionally, nationally and internationally.
- Developing Port-Said airport for international shuttle flights, especially from Europe.

Administrative and Promotion Guidelines:

- A general management plan must be developed for Port-Said and its regional tourism locations. The management plan should become the basis for all planning and accelerating the regional role of Port-Said in tourism. It should be the agreed base for coordination of efforts of all authorities which have interest in the elements of this development. This general management plan must be supported by detailed and specific goals and objectives, which should be formulated in relation to the particular set of resources Port-Said and its region. Within the management planning process a number of specific concerns should be outlined such as enhancing the environment by increasing the natural and urban landscape through planting; providing inland water pools and streams integrated with open spaces; minimizing the ratio percentage of built area to land area; providing sewage water network and water reuse systems within the development area to avoid any environmental hazards may be occurred; and upgrading the environment to preserve and enhance the sandy beach.
- Encouraging the private sector as a main investor in tourism development. Administrative routine should be minimized to speed up the share of private sector.
- Advertising tourism capabilities of Port-Said. Local and national media should be utilized for promoting the tourism capabilities of Port-Said and its region. This promotion should include all information of the area, including location, facilities, activities, importance, purposes, functions and benefits. All kind and methods, nationally and internationally, should be facilitated and applied such as printed colorful brochures, maps, multimedia, internet, etc.

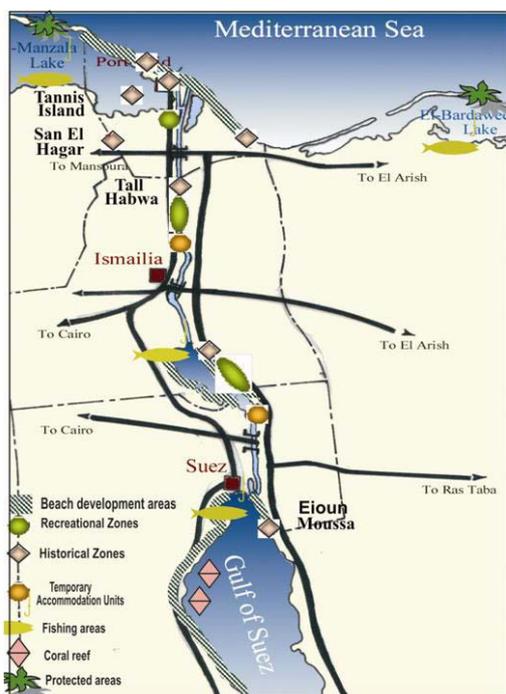


Figure 7: Recommended Regional Tourism Activities in Suez Canal Zone



Figure 8: Recommended Local Tourism Activities in Port-Said Governorate

8. Conclusion

This article discusses the acceleration of Port-Said regional role in tourism development of Egypt. The decline of Port-Said's economy has increased the importance of enhancing alternative economic activities to overcome the side effects of eliminating the commercial free zone policy from Port-Said. The outcomes of the investigation and analysis of the potential and constraints of Port-Said and its region proof that they enjoy a wide range of tourism assets and development potentials, which could support city role in short and medium term of local and regional tourism development.

The investigation of the international experiences of adapting tourism development at the local and regional levels comprises several international cases of similar tourism characteristics and potentials of Port-Said. The investigation of these experiences shows that tourism industry is one of the most effective economic sectors suitable for accelerating the regional role of cities in the national tourism development. This is because it serves as a self financing mechanism and hence as a tool of conservation; assists conservation directly by promoting its initiation and continuation; and provides both incentive and economic means by which conservation measures can be carried out. Tourism, therefore, has become one of the major socio- economic forces in the world, since 1960s.

The assessment of development policies provided for the Third Region shows that they are based on achieving tourism development for each governorate separately. These policies lack of integration and coordination between tourism potentials of local areas to accelerate full development of their resources. Sinai Development Strategy is also developed separately from the Suez Canal Zone. To achieve integrated tourism development in the Third Region, Suez Canal zone should be considered as a development axis, taking the preference of linking this axis with the comprehensive Sinai developmental axes because Suez Canal Zone could provide socio-economic bases as a zone enjoys qualified personal and as an international axis for almost 80 percent of international trade.

The analysis also defined that Port-Said cannot be developed independently. It must extend its tourism base by joining tourism capabilities of other sites within its region of Sinai and Suez Canal cities. Physical strong links do exist via different transportation means. What Port-Said needs is a development strategy that integrates its capabilities as a modernized urban center with tourism potentials of different locations in its region that are not on the Egyptian tourism map of tourist visits. Port-Said could play a major role within this process by providing tourists with accommodations, leisure and activities and one-day-round-trip to these sites according to visiting programs. Suez Canal could be an enjoyable connection axis between Port-Said, Ismailliah and Suez governorates.

As a result, tourism development is proposed for Port-Said and its region. It is based on utilizing the capabilities and potentials in supporting and accelerating tourism development of Port-Said and other ignored regional areas. Port-Said could be a launching developed urban base, which is capable enough to support local and regional tourism development. The direct benefits will reflect on tourism accommodations, facilities, activities, etc. The direct and indirect benefits would provide three job opportunities for each newly established hotel room. Providing Port-Said with these job opportunities, moreover, would allow the governorate to retain the population immigration and increase of unemployment rates resulted from the elimination of the main function of Port-Said as a commercial free zone.

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