

# TOURISM AND URBAN DEVELOPMENT, URBAN TOURISM

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## 1. INTRODUCTION

Research in urban tourism is a recent phenomenon. Much of the research concentrates on resorts, which are purpose-built for tourism. A step foreword is taken by few authors, for example, Douglas Pearce, 1987 when he compared coastal resort and urban tourism.

The aim of the research is to study the urban tourism and its impact on the destination areas, focusing on Alexandria city, in Egypt. From the aim of the research an objective have been determined, and that is to identify the 'Hotel structure' in the city of Alexandria.

The research framework comprises the following:

- a review of existing literature and research findings on urban tourism.
- a field survey on the accommodation facilities in Alexandria city
- a descriptive analysis of the evolution of the hotel sector
- last but not least, a comparative analysis between the past and present situation of the hotel sector.

## 2. URBAN TOURISM

The two key components of tourism are the tourist and the tourist's destination. The destination appears as the complex subsystem of tourism organizations, activities and attractions which form the foundation for travellers' motivations and on which their satisfaction depends.

A common feature in any type of destination, whether a city, a region or a resort, is that tourists visit and stay temporarily in the area. This follows by the provision of services including accommodation, facilities and activities to meet the needs of people who are not resident there.

To study urban tourism the following major topics where identified.

### 2.1 Tourist Definition and Motives

According to George Young (1973), the tourist is someone who travels away from home, either for pleasure, for business or to attend a conference

1. Travelling for pleasure, is the largest section of the international market and the fastest growing. The tourist seeks relaxation, amusement, sport and recreational activities, that need to be catered for in a creative image that can easily trap the tourist's mind and convince him to come back to the same destination. These demands are mainly offered in resorts- purpose-built settlements-, which have a more explicit, distinctive and dominant tourist function.
2. Travelling for business, although there are fewer of them, they travel more often, spend more money, do not concentrate their travel in the peak month, and tend to stay for shorter periods of time. Their vists can be extended into a leisure trip or shopping for presents to take home with. In future there are likely to be more business travellers, thanks to the continued growth in the trade and the multinational corporations, not to mention special air travel fares and hotel rates. Jefferson (1991), wrote that in Britain, business travellers account for about a quarter of all international visits and embrace vists to trade fairs and exhibitions, conference delegates, study visits, incentive travel as well as independent business travel. According to Horwath and Horwath business travellers account for over 55% of world wide demand for accommodation in four and five stars hotels. In the U.S.A. business travellers account for almost 50% of all airline trips. All point in one direction, continued demands on the tourist industry to meet business needs.
3. Travelling for conferences, the tourist industry is particularly interested in conferences. It observes in them an additional market with a relatively high expenditure and good seasonal distribution. This is proved by the increased specialization in many fields of professional activity and the tendency within those fields to pool knowledge, experience and research. Conference delegates are looking for principally easy accessibility, wide range of accommodation, tourist attractions, adequate supply of shops and a well

equipped convention centre. The interest of the Tourist industry in conferences made resorts like Brighton and Bournemouth in U.K. change direction and having segmented their markets, they went additionally for conference business. Brighton has invested in a conference centre so has Bournemouth (Jefferson, 1991).

In Contrast to purpose-built or highly specialized resorts - travelling for pleasure-business or conference traveller, will use the urban areas facilities be it infrastructural or superstructural, they share in varying degrees with local residents the transport services, shops, museums, theaters, the only exception is the accommodation sector, which is provided especially for them.

1977, Tourists in London are estimated to have brought a third of all theatre tickets in the city (ETB 1981c).

## 2.2 Characteristics Of Urban Tourism

From the previous discussion of the three travelling motives it is to say that tourism is playing a major role in urban areas, even when tourism as an industry is far from being the dominant activity, being surpassed by commercial, administrative, industrial and residential functions. Pearce (1991) believes this lower profile has undoubtedly contributed to urban areas being overlooked in the field of research, which is still relatively new.

An urban centre is of a multi-functional nature. It offers cultural and historical features, entertainment, night life, shops, boutiques ..... All these attractions are visited by a wide range of visitors, emerging from the considerable volume of traffic generated by other functions, such as, administrative, commerce, conference, business, special events and other activities. Travellers in the city or urban centre may take an active delight in the features of the area, but their requirements for catering, accommodation and entertainment are easily absorbed by the facilities supporting the local community, in effect they become temporary part of the community and its traditional fabric.

## 2.3. Cost Imposed by Urban Tourists On Host Community

In urban areas services and facilities are provided mainly to satisfy its inhabitants needs. It corresponds with their rate and patterns of using these services and facilities. The existance of tourists may affect it, for example; it may add congestion for residents when their travel coincides with local pattern of travel. However, tourists can be persuaded to use facilities in off-peak

periods by means of advertising or offering special rates on facilities.

Although the benefits of tourism are often very real for residents - generating employment and expanded leisure opportunities-the presence of people who are unsympathetic to local values may cause resentment.

## 3. THE STRUCTURE OF TOURISM CITIES, THE CASE OF ALEXANDRIA CITY

As mentioned before, the accommodation sector is the only facility, that is provided especially for the tourist. The distribution of hotels is the most visible and pure evidence of tourism in the city.

"Given the complexities of tourism in urban areas, it is not surprising to find that the studies which discuss the structure of tourism cities have focused on the distribution of hotels, the most visible and pure manifestation of Tourism" Pearce (1987, p.180)

### 3.1 Why Alexandria City

Alexandria is Egypt's second largest city-after Cairo the capital-with a population of 4.000.000. For centuries Alexandria remained not just the capital of Egypt, but the cultural centre of the world. Alexandria is one of the Mediterranean major ports and an important trading and business centre. It also attract many vacationers and tourists because of its beauty and its location along the sea. As well as, its unique monuments and historical sites. Not to mention the cultural and sport events all the year round.

It is obvious that the distinction between a coastal resort and a city is not always easy to make although purpose of visit rather than location is a useful starting point. Few primarily sunlust visitors are likely to be attracted to harbour cities, but this group no doubt form a major part of the traffic to the beaches. Alexandria can hardly be considered a coastal resort in its tradional sense, yet a major linear concentration of hotels overlook the beaches along the cornishe.

Alexandria city has been chosen as a case to examine for its importance as a city, yet with in-sufficient studies concerning its tourist industry and its spatial variations and patterns.

### 3.2. Development of Hotels in Alexandria, Past and Present

Interviewing one of the enthausiastic architects - Arch. Mohammed F. Awad- intersted in Alexandria's history,

the following was pointed out.

The evolution of hotels in Alexandria city has been a progressive shift from the centre of the city to the east and the west as recreational and commercial activities have developed in that direction particularly in the last century (Figure 3.2.1).

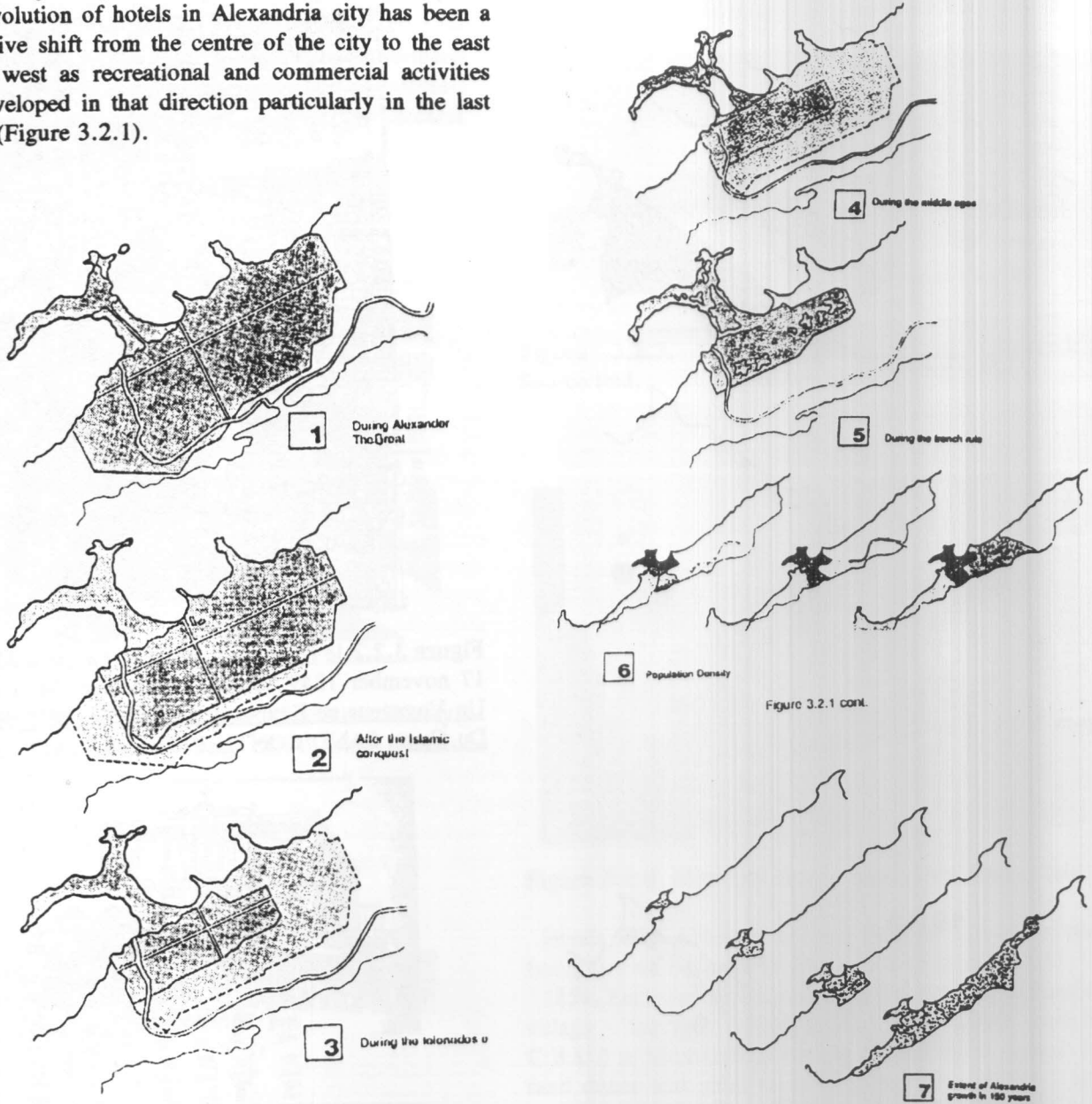


Figure 3.2.1. Historical evolution of Alexandria Source: Governorate of Alex. and Univ. of Alex. Comprehensive master plan, Alexandria 2005, final report (Alex. Shourok, 1984). pp. 9,10.

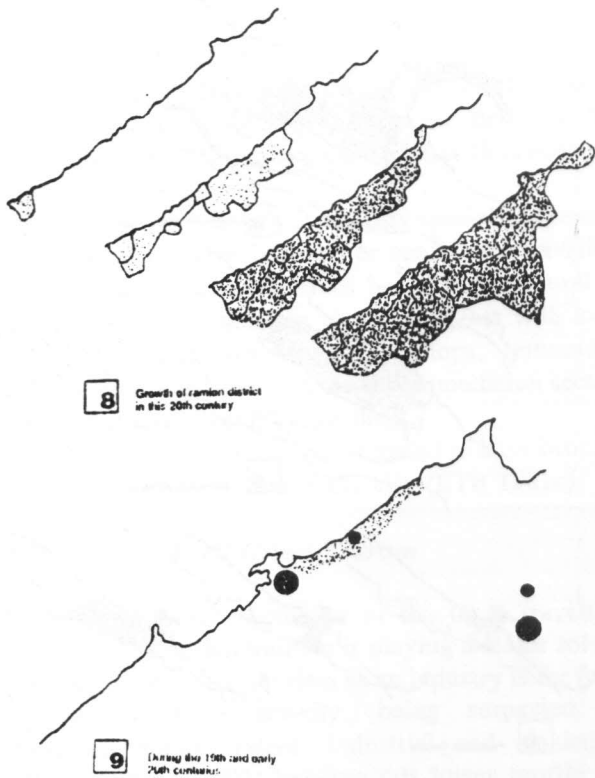


Figure 3.2.1. Cont.

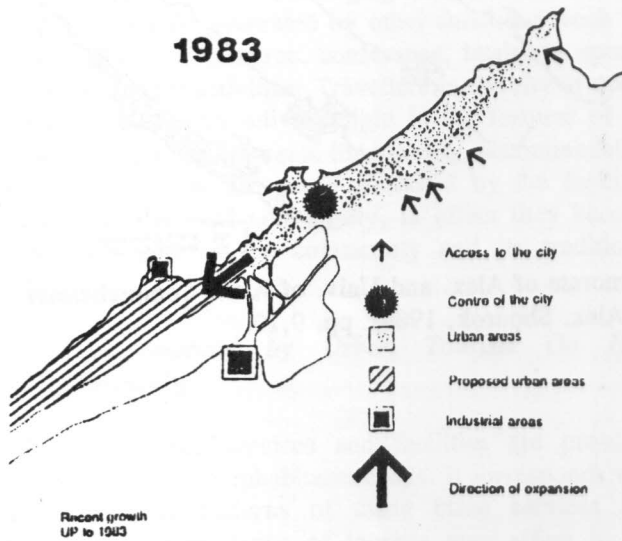


Figure 3.2.1. Cont.



Figure 3.2.2: le Khan de l' Hotel d' Orient a Alexandria, 17 novembre 1849 Source. Dewachter, M. et Oster, D. Un Voyageur en Egypte vers 1850 "le Nil" de Maxime Du Camp SAND/CONTI, 1987), p.25.



Figure 3.2.3, 3.2.4. Abbat Hotel and Hotel - Casino San - Stefano Source: Eng. M.F. Awad, Fac. of Eng. Alex. Univ.

Until 1850 typical Islamic hotels (Khan) were built signified by its court (Figure, 3.2.2) 1985-1900, new approach following european hotels were introduced round the main square in Alexandria-place de consul-, where the economic functions took place i.e. the Central Business District (C.B.D).

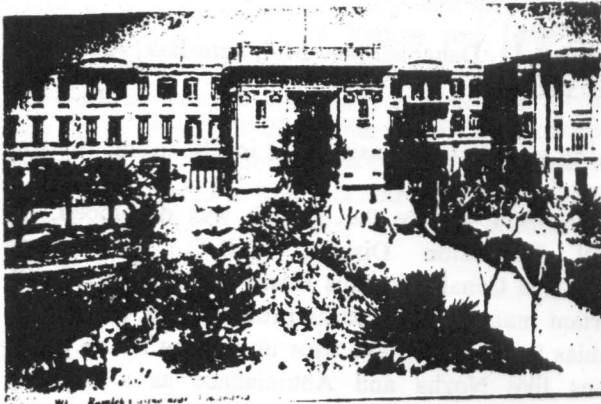


Figure 3.2.5. Ramleh -Casin near Alexandria T0day;s San Stefano Hotel. Source: Eng. M.F. Awad, Fac. of Eng., Alex. Univ.

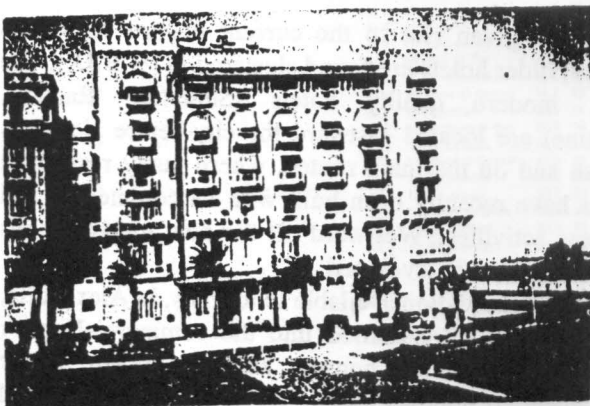


Figure 3.2.6. Cecil Hotel-Alexandria Source:ibid.



Figure 3.2.7. Windsor Palace Hotel, Alexandria Source:ibid.



Figure 3.2.8. Metropol Hotel, Alexandria Source Ibid.

Hotels like Abbat hotel and Europa accommodated foreigners on business in Alexandria (Figure, 3.2.3)

1854, European living in the city bought land in Ramleh village - the area extended from Sidi Gaber (east of C.B.D.) to Montazah, a stretch of land characterized by sand dunes and palm trees with pleasant climate - and developed second homes. The area was established as a summer resort. Few hotels developed round the area like "Plasance and "Beau Sejour" small hotels of 10-15 rooms, operated seasonaly. 1980's recreational district was enforced with a Casiono and Dancing Hall (Figure, 3.2.4) 1920 's expansion of hotels in the city centre like Cecil Hotel, Windsor, Metropol and Claridge in Ramleh (Figure, 3.2.5,6,7,8,9).



Figure 3.2.9. Claridge's Hotel, Alexandria Source Ibid.

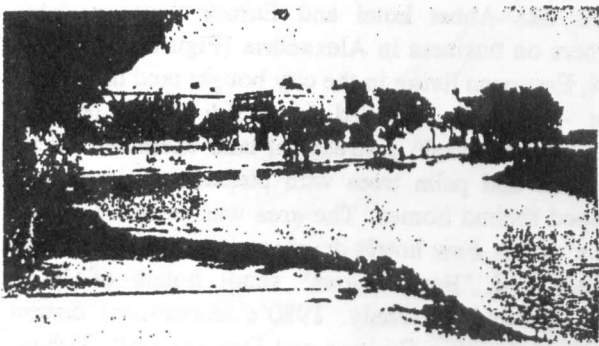


Figure 3.2.10. The Canal of Mohmoudiah, Alexandria Source: Eng. M.F. Awad, Fac. of Eng, Alex. Univ.

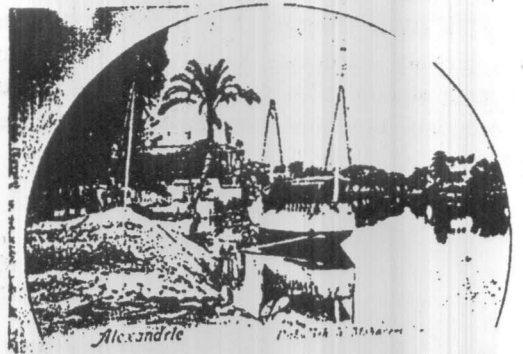


Figure 3.2.11. Dahabieh boat Moharem-Bak, Alexandria Source: Ibid.

During war time expansion was in "Boarding Houses" and small Restaurants.

Before 1904, before the cornish was developed, the Central Recreation District (C.R.D.) was round Mahmodaya Canal "Champs Elisee of Alexandria" with important mansions and parks prommenade, caffe's and Dahabias that would make trips up to Abu Kir to public gardens like Nozha and Antoniadace as a day trip (Figure, 3.2.10,11).

The cornish was completed round 1920, and a large concentration of hotels overlooking the beaches along the cornish have developed e.g. "Beau Rivage" and series of day-use cabins up to Montazah. 1950's expansion westward Hanovile, King Maryout and Desert home-1983 latest development.

### 3.3 Existing Situation

This has given rise to the current pattern where the smaller, older hotels are found clustered in (C.B.D.). The large, modern quality hotels (Sheraton, Ramada, Palastine) are located eastward the city centre along the cornish and on the main routes, where many residential blocks have recently been built with its commercial and business activities. Westward all the new tourist resorts and villages have developed.

The accommodation available to tourists, in Alexandria, might be broadly classified into the commercial sector (hotels and boarding houses) and the private sector (permanent residences used for hosting friends and relatives and second homes). The latter provides 170 thousand units with an average of 3 rooms for each unit. This number of units cater for about million vacationer (Alexandria 2005, 1989).

The hotel sector in Alexandria is moderate in size, with

59 hotels, of which, 50 hotels i.e. 84.7% are inside the city and 9 hotels, i.e. 15.3% on the outskirts (Diagram 1, Table (1)). Diagram 2 and 3 demonstrate the percentage of hotels according to different category. Table (2) shows the hotels in Alexandria classified according to different category, number of rooms, number of beds and average occupancy rate.

The data is compiled from the Egyptian Hotel Guide (1988-1989) and updated in reference to the fieldwork of January 1992.

The hotels are clustered in the centre of the city, in Manshia (area adjacent to the port), and spread along the cornish especially until San-Stefano area (map 1). An important finding is that 5 and 4 stars hotels represent 26% with an average occupancy-rate of 55%. While 2 stars hotels represent 20% with an average occupancy rate of 34.7% number of not-classified hotels is 67 hotels concentrated in Manshia and the centre of the city. This Number is even higher than the recorded total number of hotels in Alexandria.

INSIDE AND OUT SKIRTS HOTELS

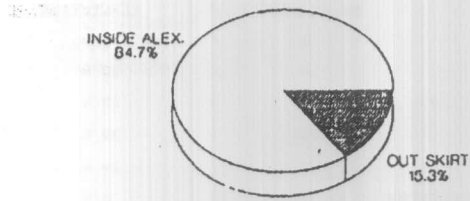
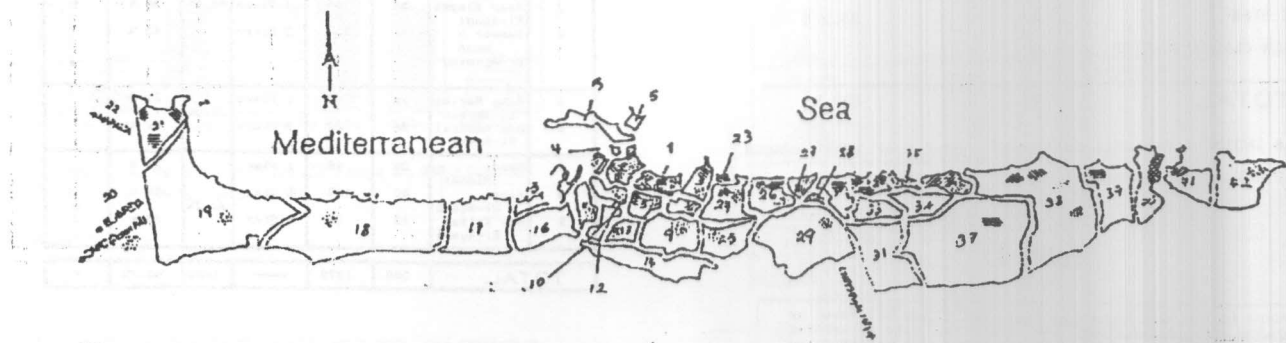


Diagram 1



- 5 Stars
- 4 Stars
- 3 Stars
- 2 Stars
- 1 Star
- Under classification

Area Codes sorted by numbers	
ALX 01 Downtown	ALX 22 Marsala
ALX 02 Mansheya	ALX 23 El Charby
ALX 03 Azarha	ALX 24 El Ibrahimya
ALX 04 El Gomrok	ALX 25 El Madara
ALX 05 Ras El Tin	ALX 26 Sporting
ALX 06 El Anboush	ALX 27 Cleopatra
ALX 07 Kom El Dekka	ALX 28 Sidi Gaber
ALX 08 Attaria	ALX 29 Semouha
ALX 09 Mcharram Bey	ALX 30 Mostafa Pasha / Roushey
ALX 10 El Labban	ALX 31 El Zahera
ALX 11 Mina El Bassal	ALX 32 Bellefey
ALX 12 Bab Sids	ALX 33 Fleming
ALX 13 Kasrouz	ALX 34 Baces
ALX 14 Ghell El Enab	ALX 35 Gilym
ALX 15 El Kabbal	ALX 36 San Stefano
ALX 16 El Mshoura	ALX 37 Victoria (El Ram)
ALX 17 Wardyan	ALX 38 Sidi Bishr
ALX 18 El Mee	ALX 39 Mandara
ALX 19 El Dekhella	ALX 40 El Montaza
ALX 20 El Amweya	ALX 41 El Masoura
ALX 21 Agami	ALX 42 Abu Klr

Area Codes sorted alphabetically	
Abou Klr	ALX 42
Agami	ALX 21
Attaria	ALX 08
Azarha	ALX 03
Bab Sids	ALX 12
Baces	ALX 34
Bellefey	ALX 32
Cleopatra	ALX 27
Downtown	ALX 01
El Amweya	ALX 20
El Anboush	ALX 06
El Charby	ALX 23
El Dekhella	ALX 19
El Gomrok	ALX 04
El Madara	ALX 25
El Ibrahimya	ALX 24
El Kabbal	ALX 15
El Labban	ALX 10
El Masoura	ALX 41
El Mshoura	ALX 16
El Mee	ALX 18
El Montaza	ALX 39
El Ram	ALX 37
El Semouha	ALX 29
El Stefano	ALX 36
El Tine	ALX 05
El Victoria	ALX 30
El Wardyan	ALX 17
El Zahera	ALX 31
Fleming	ALX 33
Ghell El Enab	ALX 14
Gilym	ALX 35
Kasrouz	ALX 13
Kom El Dekka	ALX 07
Mandara	ALX 38
Mansheya	ALX 02
Marsala	ALX 22
Mina El Bassal	ALX 11
Mcharram Bey	ALX 09
Mostafa Pasha / Roushey	ALX 30
Ras El Tin	ALX 05
San Stefano	ALX 36
Semouha	ALX 29
Sidi Bishr	ALX 38
Sidi Gaber	ALX 28
Sporting	ALX 26
Victoria (El Ram)	ALX 37
Wardyan	ALX 17

Map 1

Map 1.

Table 1.

NUMBER OF HOTELS INSIDE ALEXANDRIA ACCORDING TO CATEGORY :

CATEGORY	NO. OF HOTELS	PERCENTAGE
♦ FIVE STARS	3	6 %
♦ FOUR STARS	10	20 %
♦ THREE STARS	9	10 %
♦ TWO STARS	15	30 %
♦ ONE STAR	10	20 %
♦ UNDER CLASSIFICATION	3	6 %
<b>TOTAL</b>	<b>50</b>	<b>100 %</b>

NUMBER OF HOTELS OUTSIDE ALEXANDRIA ACCORDING TO CATEGORY :

CATEGORY	NO. OF HOTELS	PERCENTAGE
♦ FIVE STARS	0	0
♦ FOUR STARS	0	0
♦ THREE STARS	4	44.4 %
♦ TWO STARS	2	22.3 %
♦ ONE STAR	3	33.3 %
♦ UNDER CLASSIFICATION	0	
<b>TOTAL</b>	<b>9</b>	<b>100 %</b>

HOTELS INSIDE ALEXANDRIA REPRESENT 84.7 % OF TOTAL NUMBER

HOTELS OUT SKIRTS REPRESENT 15.3 % OF TOTAL NUMBER

Table 2.

According to the Egyptian Hotel Guide 1980 - 1982 published by the Egyptian Hotel Association the following data concerning Hotels in Alexandria was abstracted and classified according to different categories, no. of rooms, no. of beds, and average occupancy.

Serial No.	Name	No. of Rooms	No. of Bed	Categ.	%	Av. Occ. rooms	No. of Hotels		
1	Montaza Sheraton	307	614	5 Stars		66 %	3		
2	Palastine	210	420	5 Stars	06.0%	62 %			
3	Ramada	171	260	5 Stars		79 %			
4	Alexandria	105	141	4 Stars	20.0%	31 %	10		
5	Land Mark	150	211	4 Stars		49 %			
6	Mamoura	77	170	4 Stars		47 %			
7	Plaza	180	228	4 Stars		56 %			
8	Pullman Cecil	86	168	4 Stars		100 %			
9	Venizia	120	280	4 Stars		19 %			
10	Windsor	100	200	4 Stars		50 %			
11	Salamlek	33	110	4 Stars		UNDER RENOVATION RECELY OPENED			
12	Pullman Romance	60	60	4 Stars					
13	Mahrosa	41	94	4 Stars		RECENTLY OPENED			
14	Amoun	120	240	3 Stars		16.0%		34 %	9
15	Delta	63	126	3 Stars				39 %	
16	Al haram	221	432	3 Stars	34 %				
17	El Mahrek	99	190	3 Stars	41 %				
18	Mecca	110	300	3 Stars	46 %				
19	Metropole	82	120	3 Stars	65 %				
20	San Govani	30	51	3 Stars	76 %				
21	San Stefno	120	240	3 Stars	40 %				
22	Semiramis	62	124	3 Stars	38 %				
23	Admiral	53	120	2 Stars	30.0%		33 %	15	
24	Bourg Al-thagr	33	69	2 Stars		28 %			
25	Cleopatra	60	120	2 Stars		65 %			
26	Corail	26	52	2 Stars		19 %			
27	Dubai	50	113	2 Stars		16 %			

♦ Categ. : Category  
♦ Av. occ: Average occupancy for rooms

Serial No.	Name	No. of Rooms	No. of Bed	Categ.	%	Av. Occ. rooms	No. of Hotels
20	El Andalos	66	133	2 Stars	30.0%	12 %	15
29	Holiday	44	79	2 Stars		86 %	
30	Isis hotel	80	120	2 Stars		42 %	
31	Jeddeh	171	268	2 Stars		39 %	
32	Lolawa	30	59	2 Stars		30 %	
33	New Capri	32	84	2 Stars		50 %	
34	Nobal	40	80	2 Stars		20 %	
35	Petit coin	36	72	2 Stars		37 %	
36	SwissCotag	20	40	2 Stars		44 %	
37	De ville	43	71	2 Stars		RECENTLY OPENED	
38	Alema	38	73	1 Star	20.0%	61 %	10
39	Darwish	38	73	1 Star		38 %	
40	Gordon	45	100	1 Star		30 %	
41	Hyde park	51	119	1 Star		50 %	
42	Le roy	65	130	1 Star		38 %	
43	Merheba	33	81	1 Star		93 %	
44	Philip	27	55	1 Star		21 %	
45	Piccadely	32	60	1 Star		54 %	
46	Talaat	26	84	1 Star		11 %	
47	Union	36	72	1 Star		34 %	
48	Minae	9	54	NOT Class-ified	0.06%	20 %	3
49	New evlus cottag	40	89			35 %	
50	St.Lourans	29	58			23 %	
<b>TOTAL</b>		<b>3019</b>	<b>7377</b>		<b>100 %</b>	<b>42.28%</b>	<b>50</b>

OUT SKIRTS...

Serial No.	Name	No. of Rooms	No. of Bed	Categ.	%	Av. Occ. rooms	No. of Hotels
1	Desert home	14	28	3 Stars	44.4%	42 %	4
2	king mariot	157	300	3 Stars		49 %	
3	El-Agami	56	106	3 Stars		38 %	
4	Kear Elagmi	96	264	3 Stars		43 %	
5	King Mariot	20	40	2 Stars	22.3%	61 %	2
6	El-Amreya	44	88	2 Stars		30 %	
7	New Admiral						
8	Coata Blanca	36	90	1 Star	33.3%	53 %	3
9	Minas	60	120	1 Star		44 %	
10	El-Agami	25	39	1 Star		34 %	
<b>TOTAL</b>		<b>500</b>	<b>1075</b>		<b>100%</b>	<b>43.7%</b>	<b>9</b>

- \* TOTAL NUMBER OF HOTELS IN ALEXANDRIA - 50 HOTEL
- \* TOTAL NUMBER OF HOTELS OUT SKIRTS - 9 HOTEL
- TOTAL NUMBER - 59 HOTEL**
- \* TOTAL NUMBER OF ROOMS - 4327 ROOM
- \* TOTAL NUMBER OF BEDS - 8452 BED
- \* AVERAGE HOTELS CAPACITY - 40.82 %

HOTELS BUILT BY CHAINS

HOTEL	CATEGORY
1. Montaza Sheraton	I.T.T. International
2. Palastine	Heinan International
3. Ramada	Ramada Renaissance Int.
4. Pullman Cecil	Pullman International
5. Pullman Romance	Pullman International

3.4 Hotel Distribution in Relation to Spatial Changes

The community in Ramleh consisted primarily of second homes and mansions. Later some of these mansions were transferred into hotels, for example, the mansion of 'Quant Zezenia' and 'Buckley'. Add to that, some luxury hotels, such as, 'Beau Rivage'. These establishment formed a basis of a selected isolated resort.

Later after the cornish was completed, the urban



expansion shifted more eastwards and westwards as recreational and commercial activities have developed in that direction. This has given rise to the current pattern, where the small, older hotels are found clustered in the CBD. While the large modern quality hotels (Sheraton and Ramada) are located eastward along the cornish or the main routes- where land was available for development-. Not too long after, many residential blocks have been built with its commercial and business activities. Meanwhile, in the west of the city new tourist villages and hotels have developed.

PERCENTAGE OF HOTELS ACCORDING TO CATEGORY

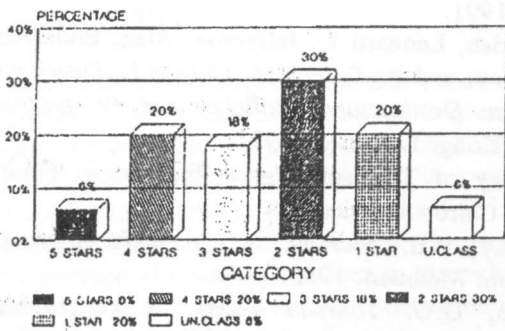
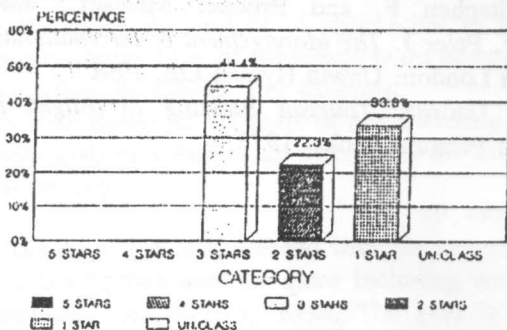


Diagram 2

PERCENTAGE OF OUT SKIRTS HOTELS ACCORDING TO CATEGORY



Today Hotel location in Alexandria depends on modifications in land use, (Figure, 3.4.1). It also depends on development in the transport sector, for example, invasion of unpopulated areas.

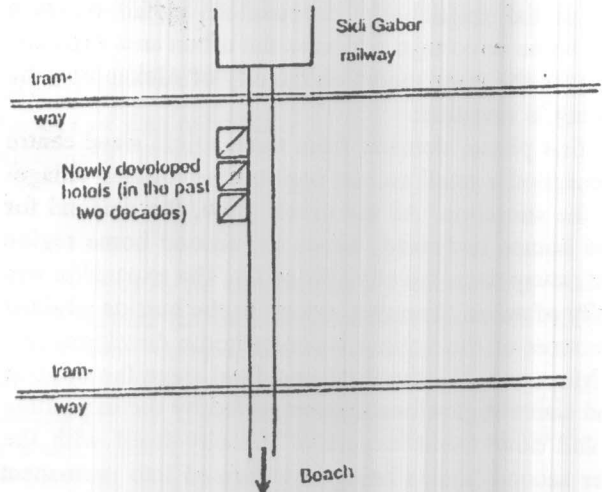
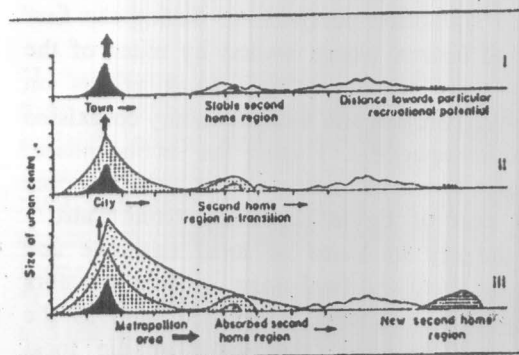
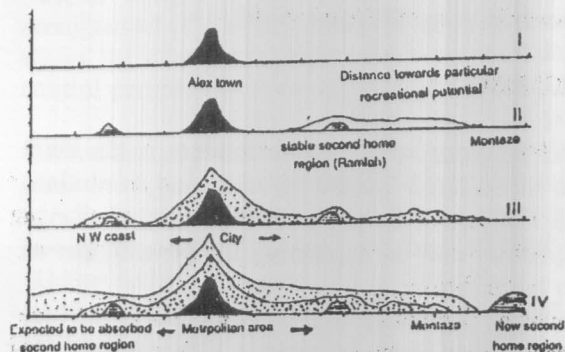


Figure 3.4.1(a). Hotel location in Alex. city (today depends on modifications in land-use).



Lundgren's model of urban expansion and second home regions.

Source: Redrawn from Lundgren (1974).



3.4.1(b). Alexandria expansion after lundgren's model.

The Lundgren's model of urban expansion and second home regions (Pearce, 1987) is a three-stage model, based on the canadian experience. It shows the changes

in the spatial relationship between the urban centre a second home or cottage region as the urban area expands.

Applying the same model on the city of Alexandria, the following is revealed:

In the first phase, demand from the medium sized centre has generated a small second region - the Ramleh village-along the shoreline. As the urban grew, the demand for second homes increased, hence the second home region expanant, away from the city (Phase II). The expansion was partially of urban character, where as the outside retained the features of the typical vacation home development - until Montazah-. In the third and final stage the original second home region becomes engulfed by the expanding area and now forms a part of the city itself with the former second homes being transformed into permanent residences. Meanwhile a new distinct second home region has developed for the demand for weekend and vacation accommodation has increased- Mamoura to the east and the Northwest Coast of Egypt to the west-. (Phase IV)

Reviewing the economic perspective, during the first phase the second homes were owned by elites of the society. There were no appreciable local effects on economic growth. Tourism and local economy co-existed but were not interdependent. During the second phase, that of the tourist boom beginning round 1920 - people from different part of Egypt especially from Cairo - response was largely in terms of local initiative and investment. In the third and final stage, outside investors and agents of the government intervened, and as the industry was kept growing, the share of the local inhabitants in it has been declining. Actually, this economic analysis is similar to the economic significance of tourism which appeared in Greenwoods's three - phase model, of how a small Basque town become a tourist resort, described in by Wearing, 1981.

#### 4. CONCLUSION

A tangible reflector of the urban tourism is the hotel sector. To understand hotel's growth and evolution, requires an analysis of its past, for the seeds of change can be useful not only in explaining the present, but as pointers to the future.

The growth of population and accessibility as proved, many times, brought about dramatic increases not only in accommdaiaon facilities but also in visitors number.

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