



Mini-Conference  
**Contemporary Problems in Middle Eastern Heritage & Tourism**  
April 2013  
*Berkeley, California*

**Sustainable Tourism: Opportunities & Challenges**  
Case Study: The Red Sea, Egypt

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# LEARNING OUTCOMES

- 1- Understand the tourism development process before making intervention in new or existing development
- 2- Planning for tourism is not only maintaining a physical status of the landscape, but also a matter of comprehensive social and cultural relevance (it is crucial to engage local tribes even out of the project boundary).
- 3- Tourism development can be “*Good*” for economy On the national scale [BUT] can be “*Bad*” for Ecology on the local scale (site specific)

# MASS-DEVELOPMENT AS A THREAT FOR NATURAL, CULTURAL HERITAGE & INDIGENOUS PEOPLE



Massive Development



People are part of the Red Sea ecosystem



Mass Tourism development, *in its current form*, is a threat to valuable resources in the Red Sea region

# Environmental Sustainability Along the Red Sea Coast

## PART (I) Background

1. What is there to protect (Natural & cultural diversity)
2. Background (during roman period)
3. Background (during Islamic period)

## PART (II) Environmental Sustainability Challenges:

1. Existing development pattern (Hurghada Vs Marsa Alam)
2. Ecotourism Understanding
3. Systematic Planning Standards Fail
4. Conflict between authorities responsible for ecotourism as a final product.
5. Blind copying from irrelevant experience (locally or internationally)
6. Competing with other markets in the region.
7. Lack of monitoring and management

## PART (III) Proposed Solutions

1. Technical
2. Institutional
3. Educational

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# PART (I) BACKGROUND

## ENVIRONMENTAL ASSESTS



# PART (I) BACKGROUND

## CULTURAL ASSESTS



# PART (I) BACKGROUND

**History:**  
**During the Roman Empire**

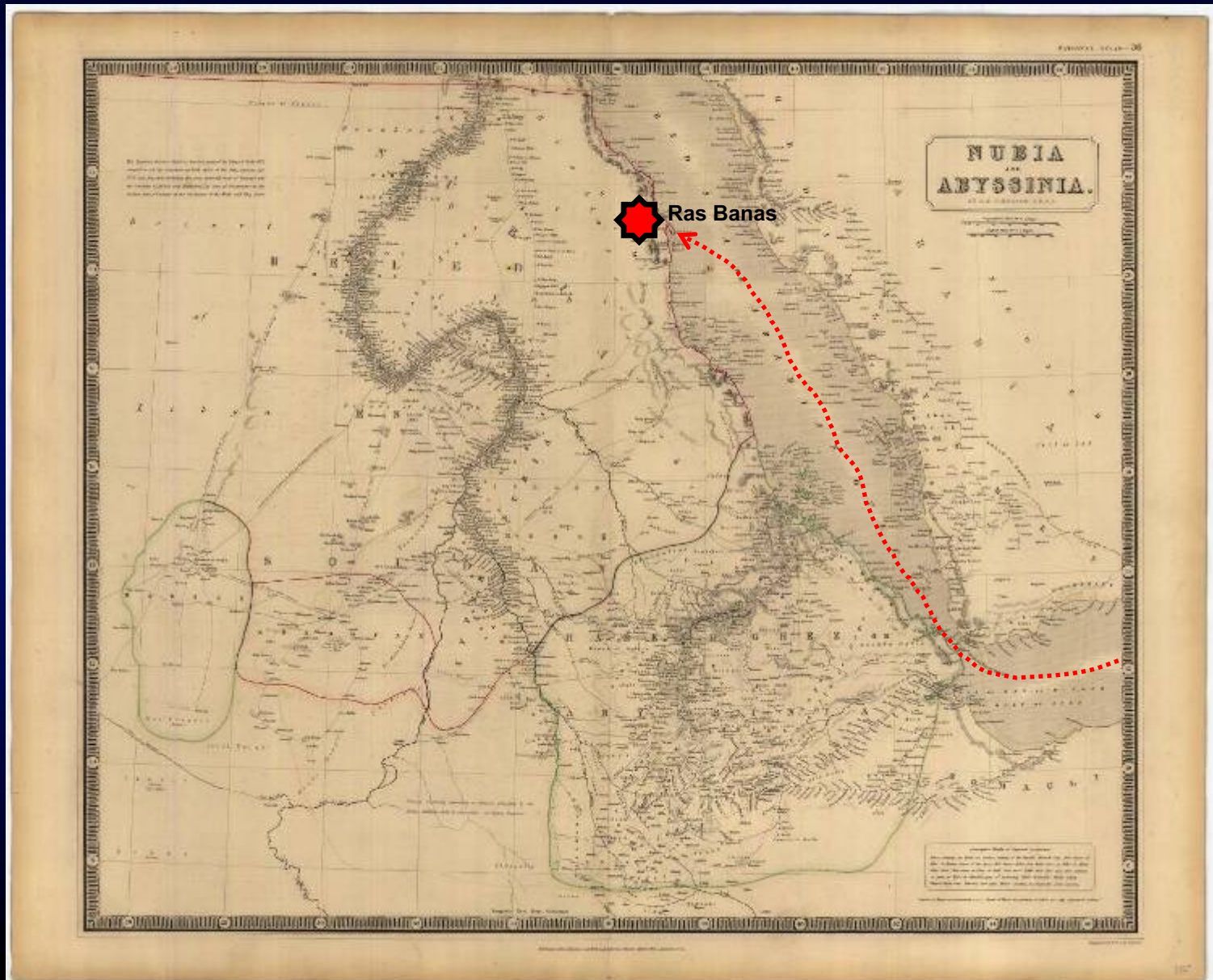


**Ancient Roman Road**

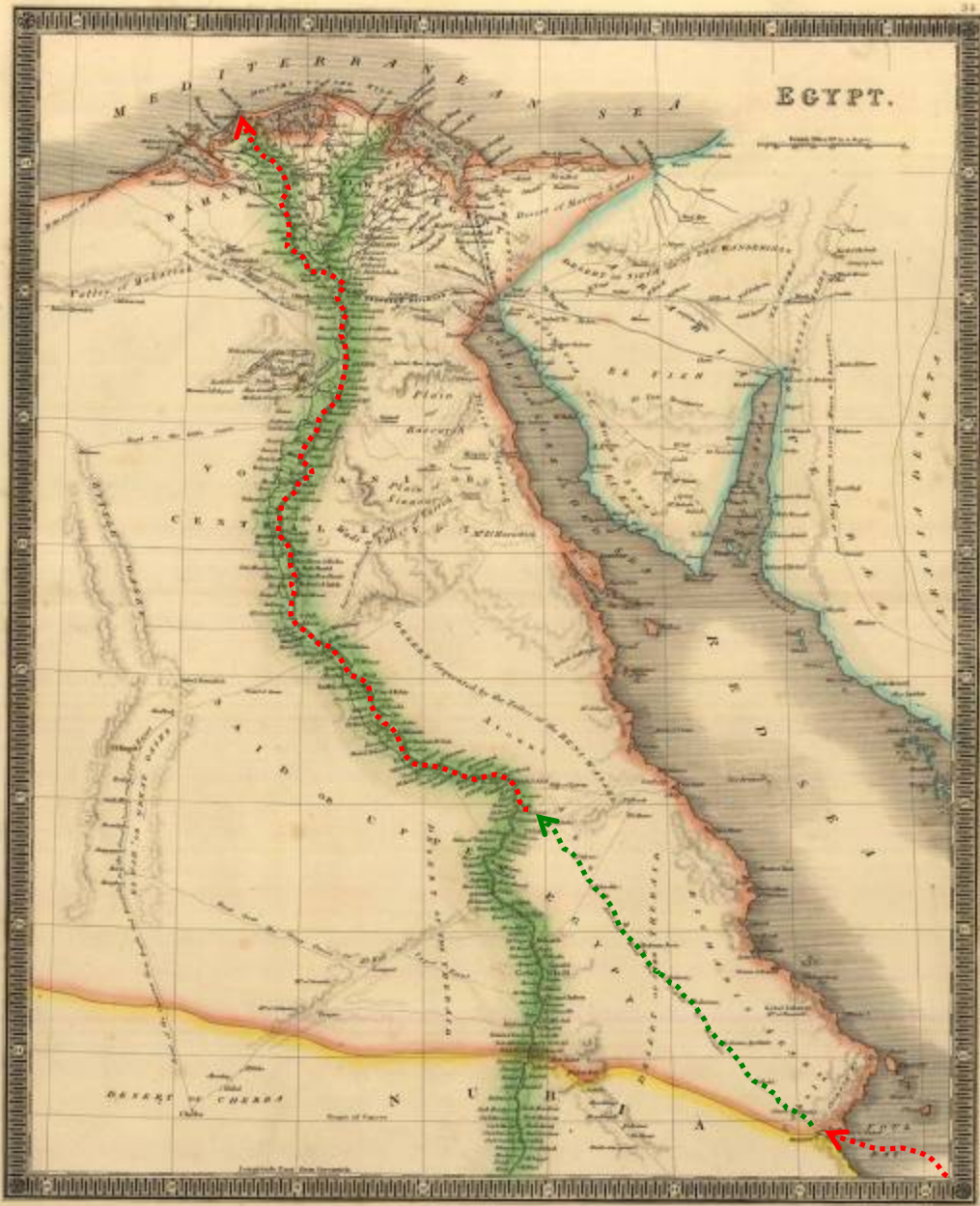


# PART (I) BAVKGROUND

## Roman Map Showing The ancient Route



EGYPT.

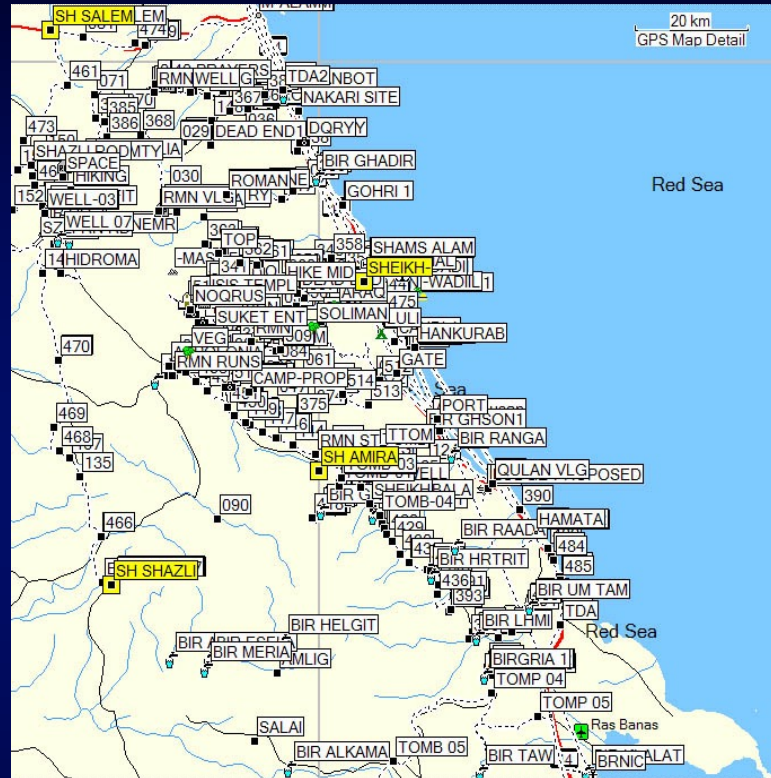


# PART (I) BACKGROUND

## History:

During the Islamic Period

Hajj was a great reason for creating historical routes from the Egyptian Red Sea coast to the Saudi coast



# PART (I) BACKGROUND

## CURRENT ENVIRONMENTAL & CULTURAL RESOURCES



## **PART (I) Background**

1. What is there to protect (Natural & cultural diversity)
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## **PART (II) Environmental Sustainability**

### **Challenges:**

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# PART (II) ENVIRONMENTAL SUSTAINABILITY CHALLENGES

## 1. HURGHADA (North) Vs MARSALA (South)

Fouly-Bay



Hurghada



Shams-Alam Resort



Hurghada



el-Qil'an Bay



# PART (II) ENVIRONMENTAL SUSTAINABILITY CHALLENGES

## 2. DIFFERENT UNDERSTANDING FOR ECOTOURISM

- Responsible travel to natural areas that conserves the environment and improves the well-being of local people  
International Ecotourism Society  
[www.ecotourism.org](http://www.ecotourism.org)
- A tourism market based on an area's natural resources that attempts to minimize the ecological impact of the tourism.  
•Centre for Biodiversity & Conservation  
[research.amnh.org/biodiversity/symposia/archives/seascapes/glossary.html](http://research.amnh.org/biodiversity/symposia/archives/seascapes/glossary.html)
- The practice of touring natural habitats in a manner meant to minimize ecological impact.  
Conservation International (Expedition Guyana)  
[investigate.conservation.org/expeditions/guyana/glossary.htm](http://investigate.conservation.org/expeditions/guyana/glossary.htm)
- nature-based tourism which involves education and interpretation of the natural environment and is managed to be ecologically sustainable .  
•NSW Department of Environment and Conservation incorporating (Environment Protection Authority)  
[www.epa.nsw.gov.au/soe/95/28.htm](http://www.epa.nsw.gov.au/soe/95/28.htm)
- Tourism which takes account of environmental, cultural and social considerations.  
A Dictionary of Travel and Tourism Terminology - Professor Allan Beaver - Bournemouth University and Buckingham Chilterns University  
[www.leisuretourism.com/Books/dictionary.asp](http://www.leisuretourism.com/Books/dictionary.asp)
- Environmentally sensitive travel. Environmentally sensitive travel.  
McGraw-Hill Higher Education  
[highered.mcgraw-hill.com/sites/0767420438/student\\_view0/chapter12/glossary.html](http://highered.mcgraw-hill.com/sites/0767420438/student_view0/chapter12/glossary.html)
- using natural resources for tourism without being destructive or wasteful  
[www.sitesalive.com/acctg/glossary.htm](http://www.sitesalive.com/acctg/glossary.htm)
- tourism to exotic or threatened ecosystems to observe wildlife or to help preserve nature  
WordNet reference system  
[www.cogsci.princeton.edu/cgi-bin/webwn](http://www.cogsci.princeton.edu/cgi-bin/webwn)

**TOURISTS WHO VISIT,  
CONSIDER &  
CONTRIBUTE TO  
PROTECTION OF THE  
ENVIRONMENTAL &  
CULTURAL ASSETS IN A  
SPECIFIC REGION:**

**FLORA  
NATURAL HERITAGE  
LOCAL PEOPLE  
WILD LIFE  
GEOLOGY  
HISTORICAL REMAINS  
FAUNA  
SHORELINE  
ARCHAEOLOGICAL SITES  
Etc.....**

# PART (II) ENVIRONMENTAL SUSTAINABILITY CHALLENGES

## 3. ATTEMPTS FOR PLANNING STANDARDISING NOT SUCCESSFUL

a) Difficulty in applying the international standard in all regions



b) Planning principles vary from a stretch to another within the red sea



c) Difficult to standardize with the variety of the local tribes in the area.

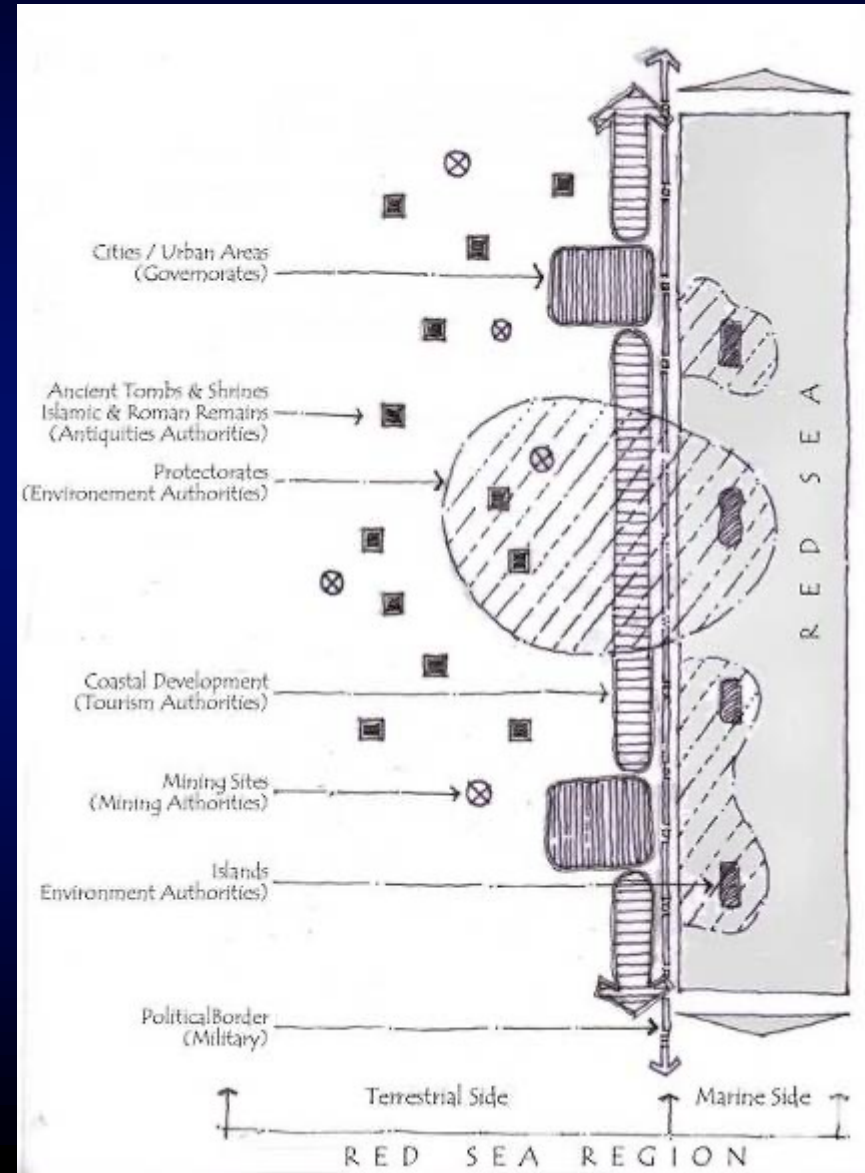




# PART (II) ENVIRONMENTAL SUSTAINABILITY CHALLENGES

## 4. CONFLICT BETWEEN AUTHORITIES RESPONSIBLE FOR PLANNING

- **Governorate:**  
administrate cities or urban areas in the region.
- **Tourism Authorities:**  
administrate the coastal development strip.
- **Environment authorities:**  
Administrate the protected terrestrial areas as well as the marine islands.
- **Military:**  
Control the shore line as national political border.
- **Antiquities Authorities:**  
Administrate the heritage sites including roman & Islamic remains.
- **Mining Authorities:**  
Administrate the mining sites (gold, emerald, phosphate,...etc,



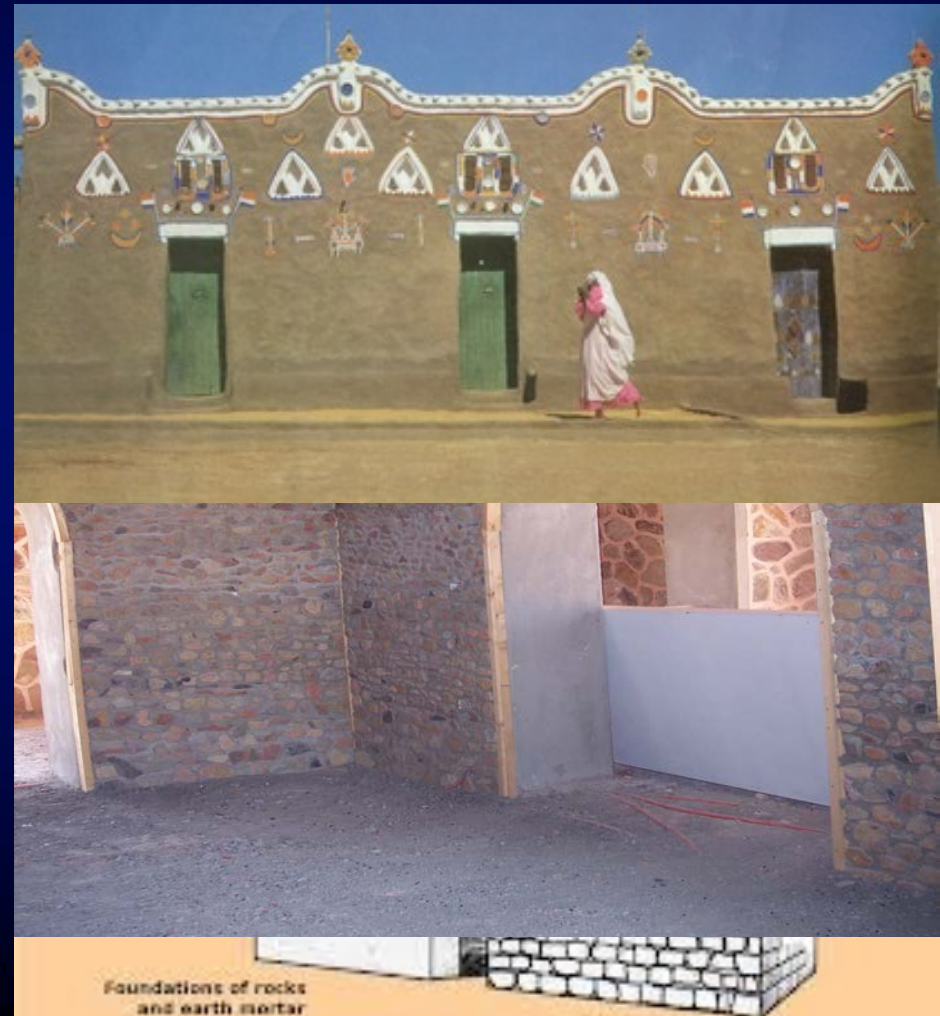
# PART (II) ENVIRONMENTAL SUSTAINABILITY CHALLENGES

## 5. INFLUENCE BY IRRELEVANT EXPERIENCES

a) Copying irrelevant experiences:  
(such as South African)

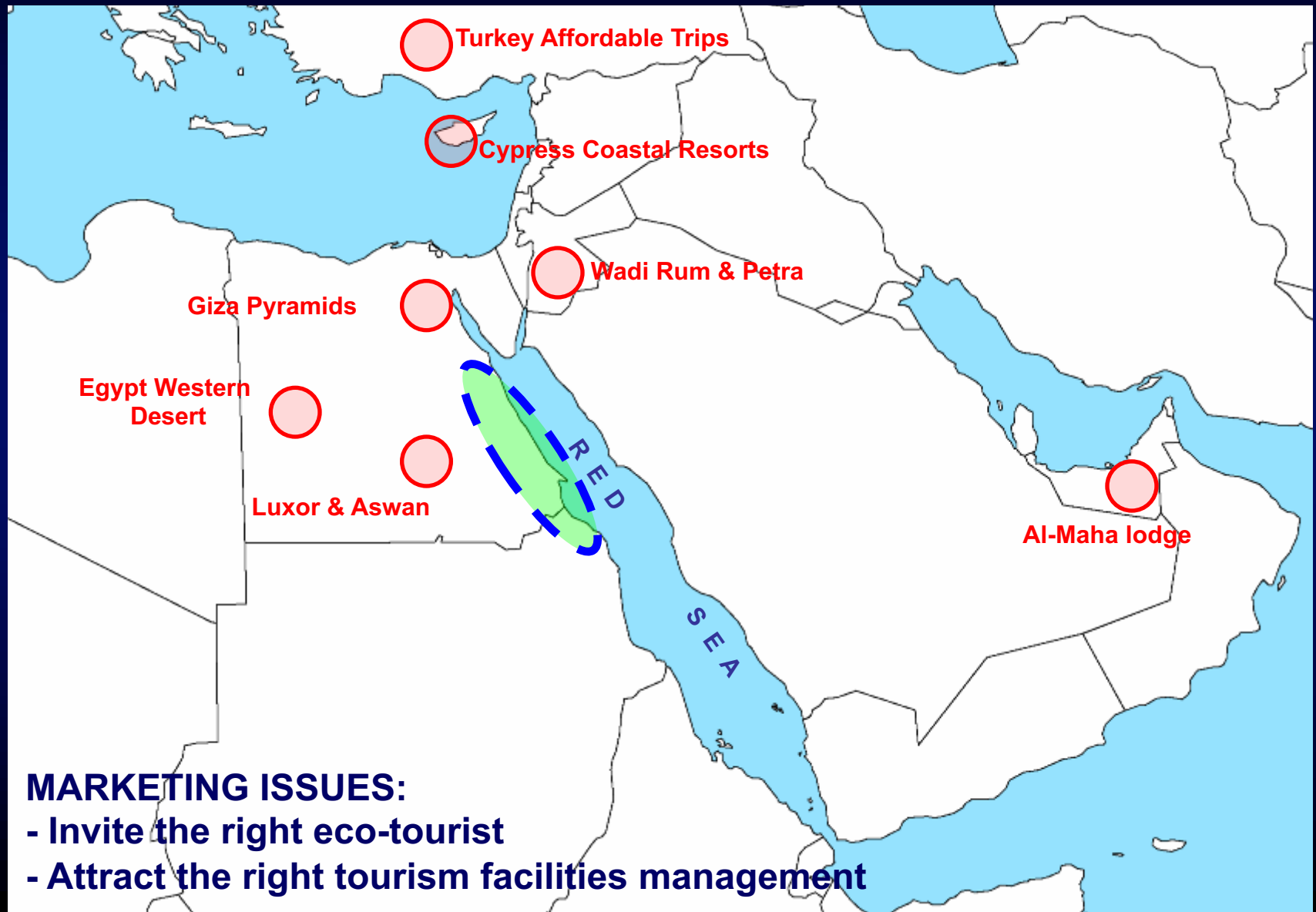


b) influenced by nearby context  
(such as Nile valley)



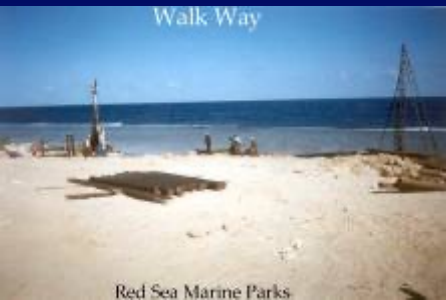
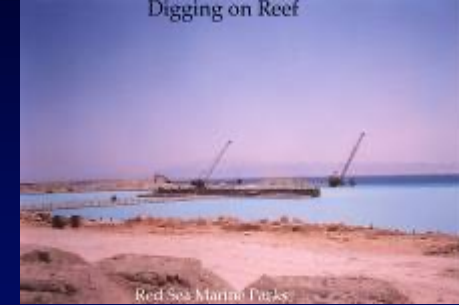
# PART (II) ENVIRONMENTAL SUSTAINABILITY CHALLENGES

## 6- COMPETING WITH ECOTOURISM NEAR BY MARKETS



# PART (II) ENVIRONMENTAL SUSTAINABILITY CHALLENGES

## 7. LACK OF MONITORING / PATROLLING CAUSES ENV. DAMAGE



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# PART (III) PROPOSED SOLUTIONS

## 25 JANUARY OPENED AN OPPORTUNITY



# PART (III) PROPOSED SOLUTIONS *(Technical)*

## APROPRIATE LAND USE PLANNING

1- Environmental Sensitivity Map



2- Coastal land use Plan



3- Ecotourism Development Plan



4- Qulaan Settlements EcoModel



5- Qul' a Ecolodge

**Site plan**

**Room Cluster**

**Public Area**

**Water Retention & Construction Methods from Sahelary Desert**



# El-Sheikh El-Shazli Village



Level-1  
Land Use Planning

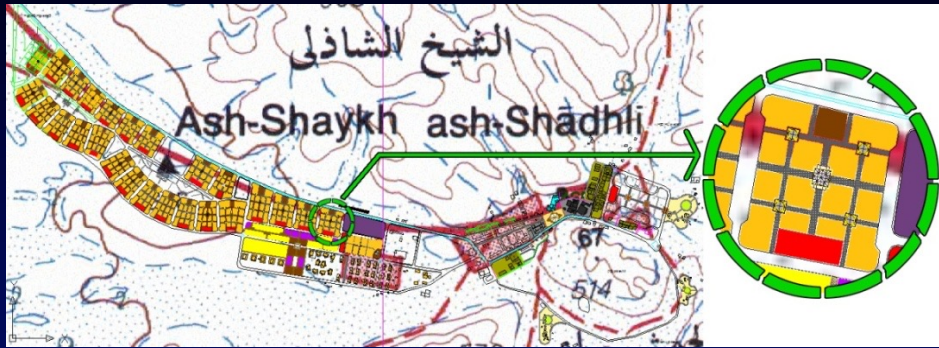
Level-2  
Constellation Design

Level-3  
Design-Build



# Considering Local Community

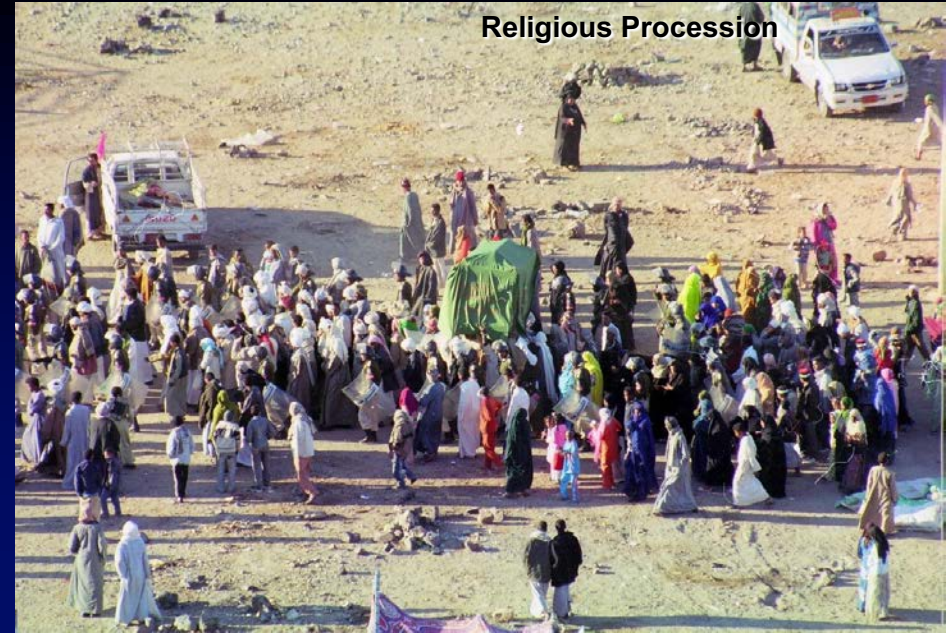
## Level (1) – Village Planning (Community Assessment)



## Level (2) – Constellation Design

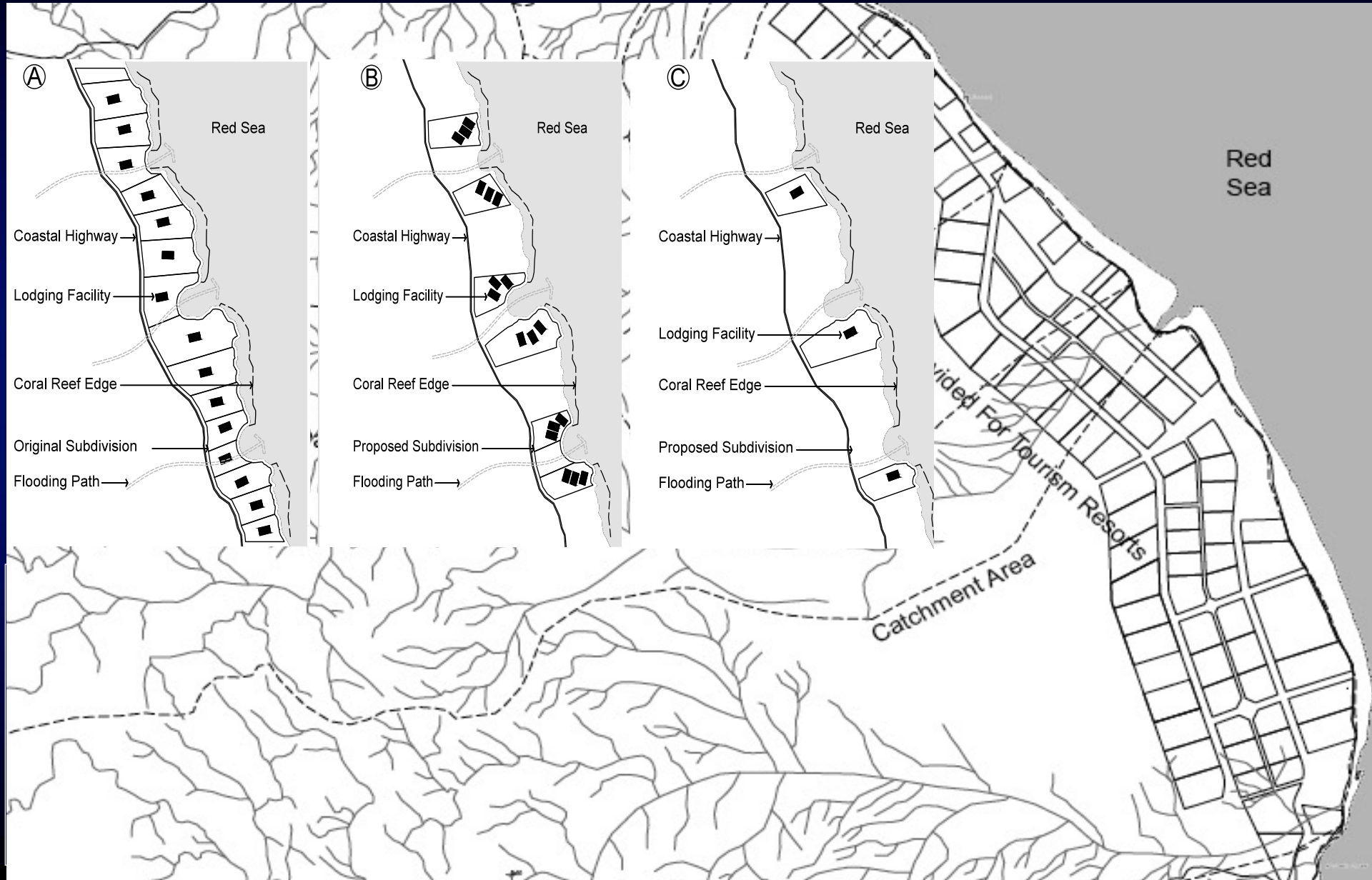


## Level (3) – Architecture / Design-Build



# PART (III) PROPOSED SOLUTIONS *(Technical)*

## LAND SUBDIVISION ALTERNATIVE



# PART (III) PROPOSED SOLUTIONS (Institutional)

## CENTRAL GOVERNMENT RESTRUCTURE



# PART (III) PROPOSED SOLUTIONS *(Institutional)*

## COORDINATION BETWEEN AUTHORITIES

- Involving the developer from the beginning
- Local governorates in the region should play a role in the planning process
- Define the region naturally then politically
- Importing the right expertise  
It is a big plus when the planner is an-eco tourist
- Make the region attractive for investors and the local residents:
  - for the investor by: stabilizing the rules of the investment packages provided and also make them clear easy to implement
  - for the local residents by: involving them in the process, consider them as part of the plan, increase their benefits, attract them to stay within the developed strategy and increase their interest in their region



# **PART (III) PROPOSED SOLUTIONS** *(Educational)*

## **LEARNING FROM EXISTING LOCAL HOUSES**



Qula'an Village (Red Sea Coast)



Best way to resolve this issue is the comprehensive involvement & integration of the local people as an asset in the ecotourism planning process.

# PART (III) PROPOSED SOLUTIONS *(Educational)*

## INCORPORATING “NON-NILE-VALLEY” VERNACULAR ARCHITECTURE IN ARCHITECTURE SCHOOLS



Alexandria University



Cairo University



Ain Shams...



Assiut University



Helwan University



Al-Azhar University



Mansoura University



British Universi...



German Universi..



German Universi...  
Cairo, Ne...



Arab Academ...  
Alexandria



Al-Fayyum University  
Al Fayyum



Misr Internati...  
Cairo



University of Tanta  
Tanta



Canadian Internati...  
Cairo, Ne...



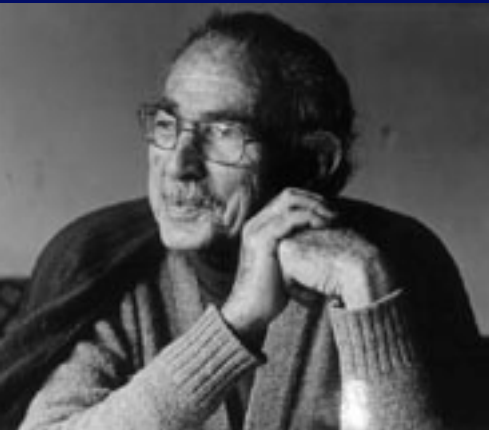
Zagazig University  
Zagazig



Misr Universi...  
6th of Oct...



Future Universi..  
Cairo, Ne...



“Hassan Fathy” Pioneered because he focused on the process – copying his product in other different regions is not the right solutions

# CONCLUSION

Environmental planning for ecotourism, in Red Sea Egypt, had been on the table for discussion for a while and the more the time passes with ecotourism research planning initiatives, the more correction is being added to its understanding and to its tools of implementation.

Traditional  
Tourism  
Planning

Transition  
Point

Ecotourism  
Planning



# THANK YOU

*Happy to answer your questions 😊*

*Do not hesitate to get in touch if you want to know more  
about the Red Sea*

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