

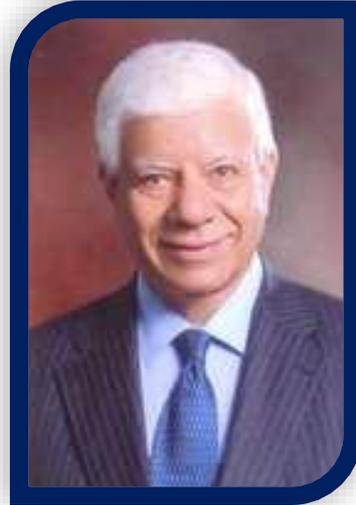


Pharos University in Alexandria
Faculty of Tourism & Hotel Management

Towards Sustainable Development of Tourism Beaches: The case of El- Mandarah Beach, Egypt

**SPRING
2020/2021**

Declaration of Appreciation



The Faculty of Tourism and Hotel Management dedicate this work to the memory of Pharos University's founder, Mr Mohammed Abdel Fattah Ragab, who established this competition and who inspired us and still by his passion for community wellbeing and social responsibility.

Content

(1) Motivation

(2) Vision

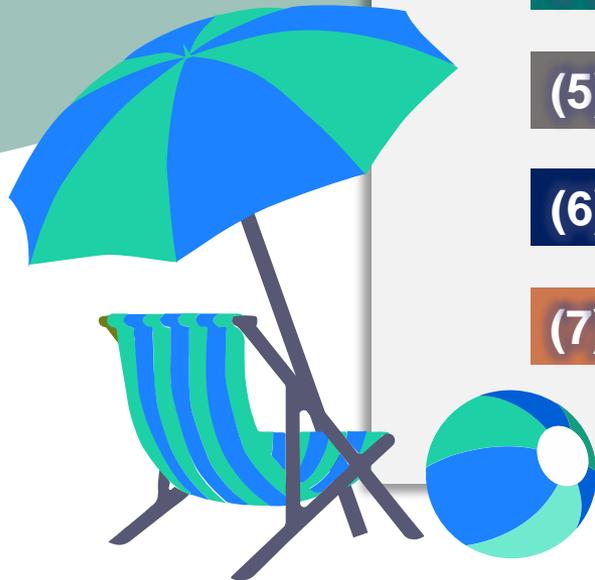
(3) Mission

(4) Objectives

(5) 5Ws and H

(6) The Methodology

(7) Outcomes





(1) Motivation

This project is motivated by The World Tourism Organization (UNWTO), along with The Sustainable Development Goals (SDGs).



(2) Motivation *cont.*

"Sustainable tourism has the potential to advance urban infrastructure and universal accessibility, promote regeneration of areas in decay and preserve cultural and natural heritage, assets on which tourism depends."

Goal 11- SDGs- UNWTO- Tourism 2030

(2) Motivation *cont.*

"Coastal and maritime tourism, tourism's biggest segments, particularly for Small Island Developing States' (SIDS), rely on healthy marine ecosystems. Tourism development must be a part of Integrated Coastal Zone Management in order to help conserve and preserve fragile marine ecosystems and serve as a vehicle to promote a blue economy."

Goal 14- SDGs- UNWTO- Tourism 2030

(2) Motivation *cont.*

السياسي يوجه بربط مشروعات حماية شواطئ البحر المتوسط بشبكة الطرق
الإثنين، ٢٩ نوفمبر / تشرين الثاني ٢٠٢١



وجه الرئيس عبد الفتاح السيسي بربط مشروعات حماية الشواطئ الساحلية على البحر المتوسط بشبكة
المحاور والطرق الرئيسية الجديدة المحيطة بمدينة الإسكندرية



(2) Vision

To have a sustainable natural environment maintained by tourism development on Alexandria's fragile beaches by the end of 2022, with clean coasts, clean water, safety, and access for all, and to contribute to the UN's 17 Sustainable Development Goals (SDGs).

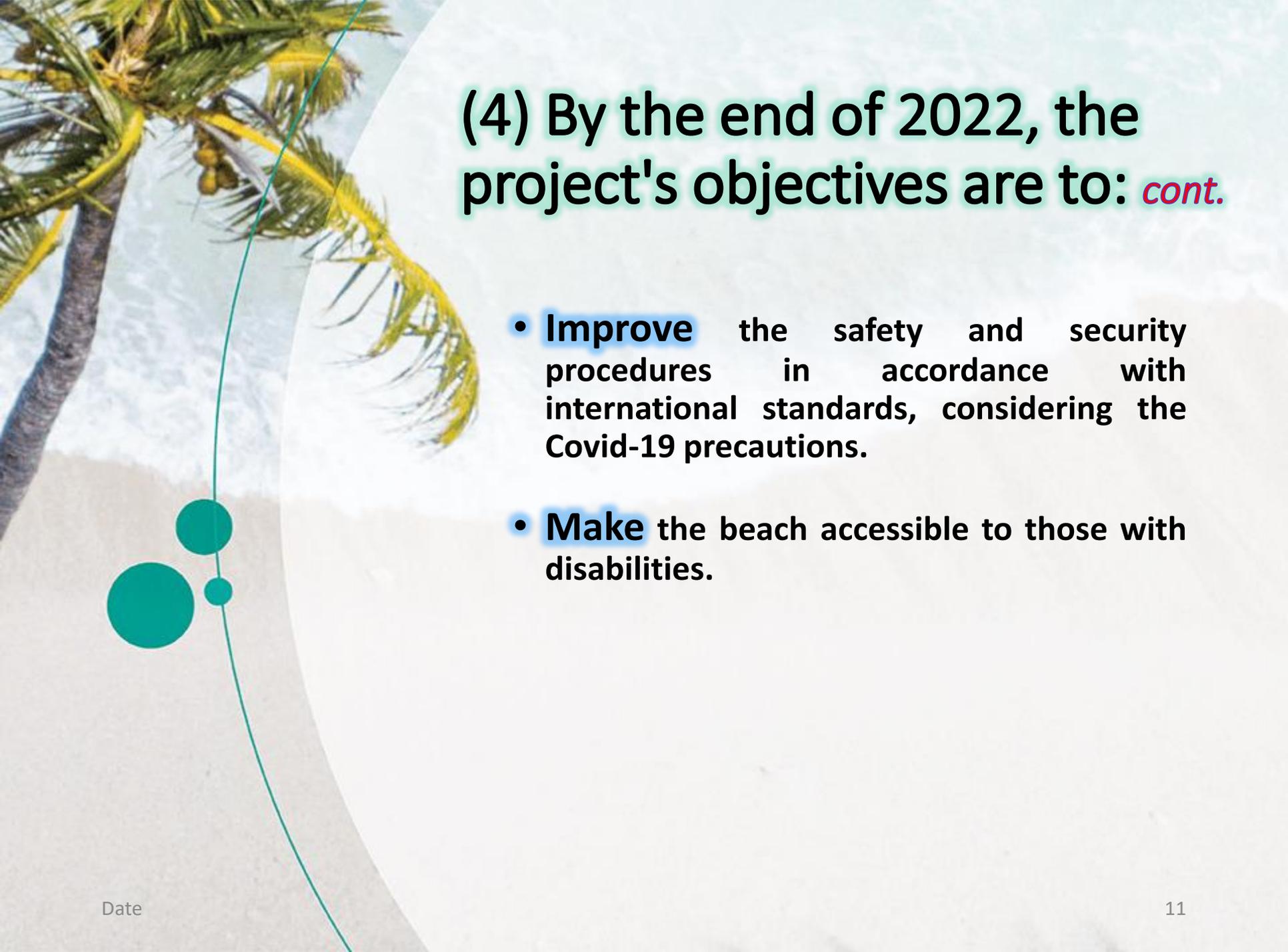
(3) Mission

Promoting tourism sustainability, particularly beach/coastal tourism in Alexandria, Egypt, by connecting people with their surroundings and encouraging them to participate actively in environmental education, environmental protection, and other sustainable development practices in Alexandria's threatened beaches.



(4) By the end of 2022, the project's objectives are to:

- **Meet** the criteria for sustainability in one of Alexandria's beaches (El Mandara).
- **Protect** the public beach from degradation as an example for sustainable beaches, according to international standards.
- **Raise** community awareness of sustainability practices and benefits by 40%.
- **Improve** the service quality at El-Mandara public beach to meet worldwide standards and sustainability principles.



(4) By the end of 2022, the project's objectives are to: *cont.*

- **Improve** the safety and security procedures in accordance with international standards, considering the Covid-19 precautions.
- **Make** the beach accessible to those with disabilities.

(5) 5Ws and H

What?

A long-term model towards sustainable beach along Alexandria.

Where?

The public beach of El Mandara.

Who?

- Alexandria Governorate
- Alexandrian Citizens
- Beachgoers
- Central Administration for Tourism and Resorts
- Junior and Senior Students
- The faculty staff
- Alexandria Governorate
- Alexandrian Citizens
- Beachgoers



(5) 5Ws and H *cont.*

When?

Started by the end of Fall 2020-2021 and beginning of Spring 2020-2021. The project implementation and outputs were finished by December, 1st, 2021.

Why?

The lack of sustainable coastal tourism initiatives in Egypt, led to negative impacts on Alexandria's coastal tourism demand.

How?

Phase 1: Project Idea, selection and Planning

Phase 2: Processing

Phase 3: Outcomes and Implementation.



(6) The Methodology

In the various phases of the study, the project used diverse methodologies such as interviews, field visits, surveys, and workshops, as shown in the following model:

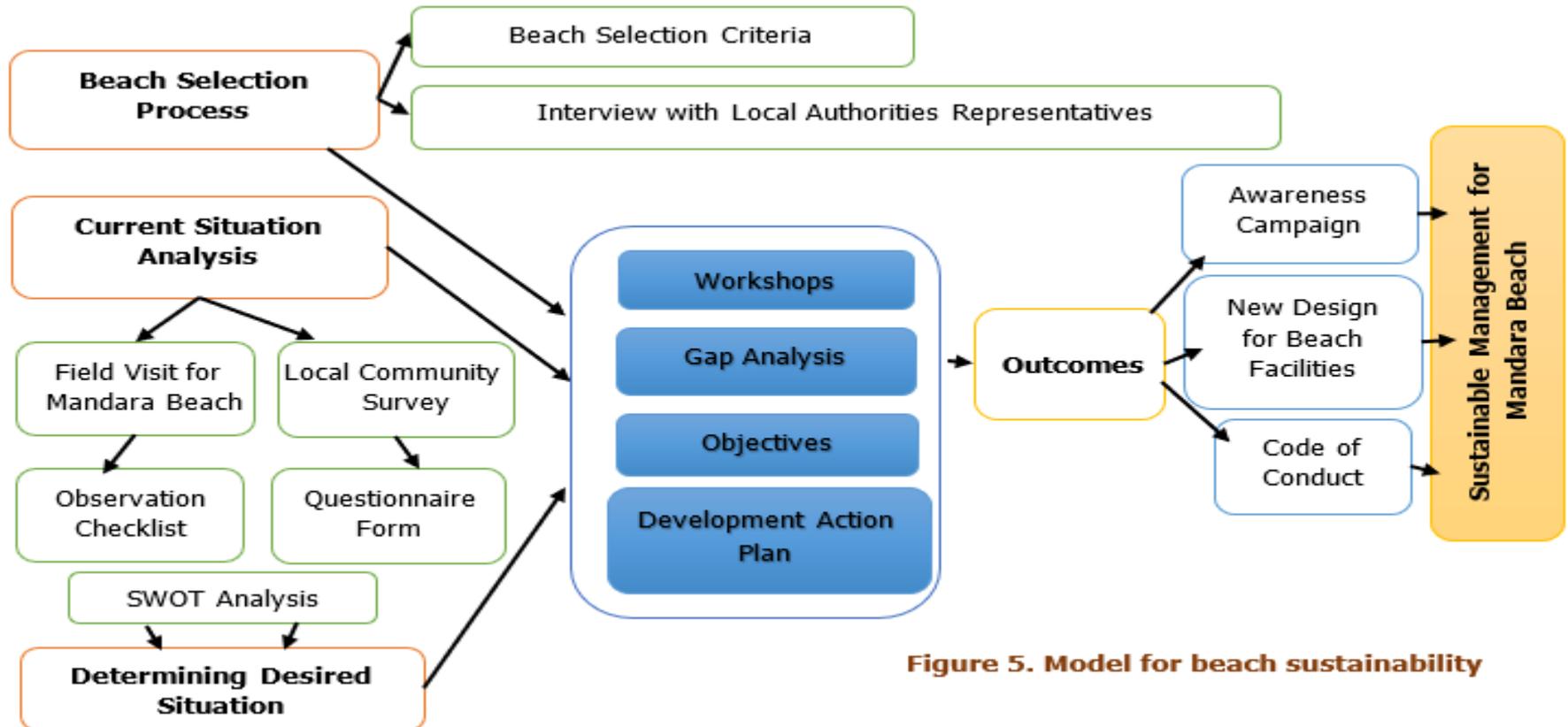


Figure 5. Model for beach sustainability

Beach selection criteria

- ✓ **A public beach with unrestricted access**
- ✓ **Location that is easily accessible**
- ✓ **Free of charge**
- ✓ **The daily average number of visitors**
- ✓ **Disabled amenities availability**
- ✓ **The average distance to the nearest beach**
- ✓ **Low sustainable, environmentally friendly beach measures**



Field visits





كلية السياحة و إدارة الفنادق
الميثاق الأخلاقي لمديري الشاطئ
Beach Mangers Code of Ethics

تطبيق إجراءات الصحة و
الاهم في جمع الأدوات
مات و المسؤوليات
القانون

Applying health & safety
measures all the time

Mangers and employees must
be aware of the duties and
responsibilities stated by the
law

To be a role model and
protect the beach ethics

Use beach equipment in
good way

كلية السياحة و إدارة الفنادق
الميثاق الأخلاقي لرواد الشاطئ
Beach Visitors Code of Conduct

الحفاظ على نظافة الشاطئ و عدم إلقاء
القمامة

ممنوع التدخين

الالتزام بارتداء الملابس المخصصة للسياحة
الإلتزام بالترنداء بالأسباحة خلال ساعات النهار فقط و
في الظروف الجوية الملائمة

ممنوع اصطحاب الحيوانات الأليفة

2- keep the beach clean & don't throw garbage

3- No smoking is Allowed

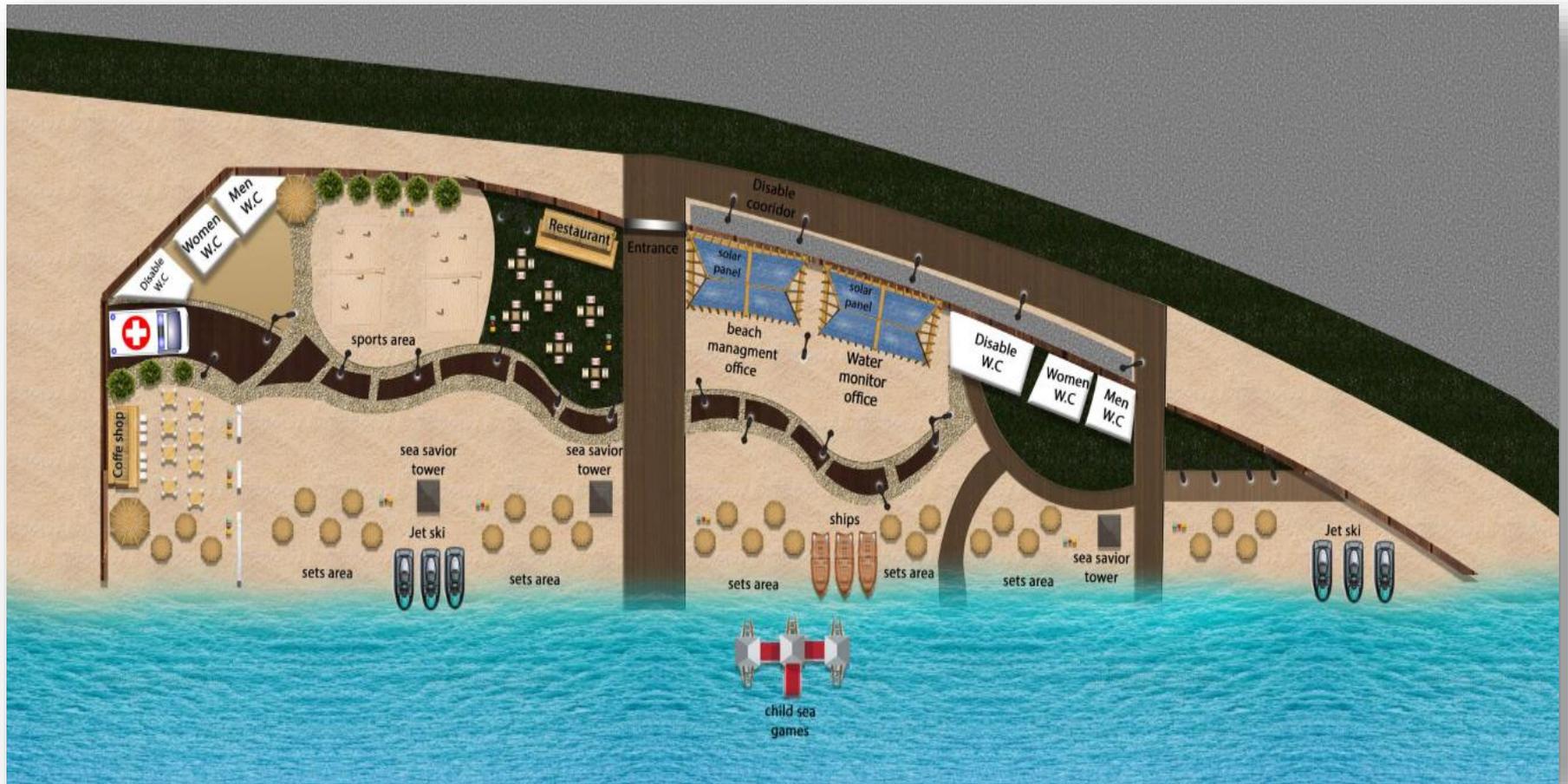
4- Wearing beach swim code

5- For your safety, never swim after sunset or in rough sea

6- No pets are allowed on the beach

(7) Outcomes

New Design for Beach Facilities



Code of conduct for beach managers and visitors

 كلية السياحة و إداره الفنادق
الميثاق الأخلاقي لرواد الشاطئ
Beach Visitors Code of Conduct

2- keep the beach clean & don't throw garbage
الحفاظ على نظافة الشاطي و عدم إلقاء القمامة

3- No smoking is Allowed
ممنوع التدخين

4- Wearing beach swim code
الالتزام بارتداء الملابس المخصصة للسباحة

5- For your safety, never swim after sunset or in rough sea
لسلامتكم يرجى الالتزام بالسباحة خلال ساعات النهار فقط و في الظروف الجوية الملائمة

6- No pets are allowed on the beach
ممنوع اصطحاب الحيوانات الأليفة

Poster Make

 كلية السياحة و إداره الفنادق
الميثاق الأخلاقي لمديري الشاطئ
Beach Mangers Code of Ethics

Applying health & safety measures all the time
تطبيق إجراءات الصحة و سلامه ف. جمع الأوقات

Managers and employees must be aware of the duties and responsibilities stated by the law
لإلزام بالواجبات و المسؤوليات التي يفرضها القانون

To be a role model and protect the beach ethics
الحرص علي حماية طيء و تطبيق اللوائح

Use beach equipment in a good way
عدم اهدار الموارد المتاحة بالشاطئ.

Poster Make

Public raising awareness signs

قواعد الصيد على الشاطئ



- احترام حقوق الصيادين الآخرين.
- احترام حقوق الآخرين الذين يستخدمون المورد.
- احتفظ بالسمك الذي تريده فقط.
- لا تهدر الأسماك أبدًا.
- الإفراج عن الأسماك غير المرغوب فيها بعناية.
- لا ترش أو تلوث المياه.
- تعرف وأتبع لوائح الصيد وركوب القوارب.
- البحث باستمرار عن المعرفة والمهارة الجديدة.

نواعد و اخلاقيات الصيد علي الشاطي

- لا تتعدي بقاربك خطوط الصيد الخاصة بشخص ما
- احترام البيئة
- خلص من القمامة بشكل صحيح بما في ذلك خيوط الصيد والخطافات لطعم.
- لا تتركه على الأرض أو ترميه



أدوات الإسعافات الأولية للشواطئ



زجاجة مياه نظيفة



عبوات ثلج فورية



صمادة مثلثة



شريط طبي



حمام حش اصديريين



صبار بحروف الشمس



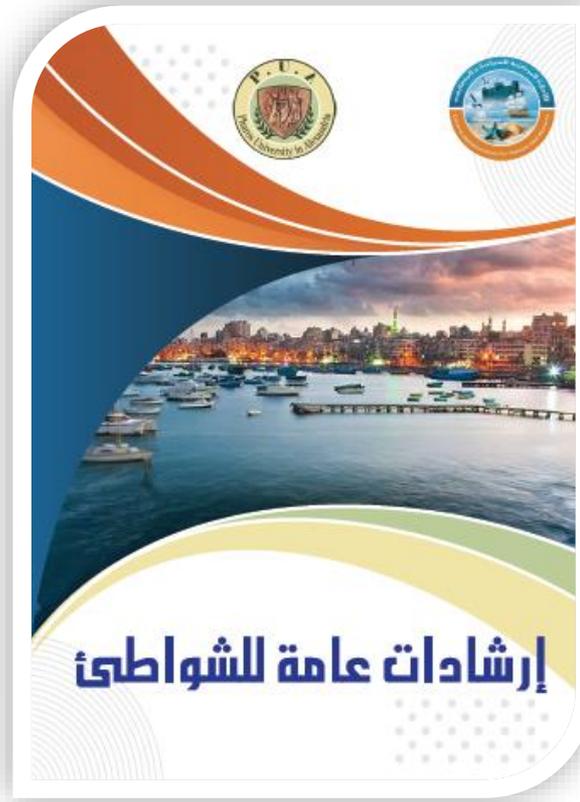
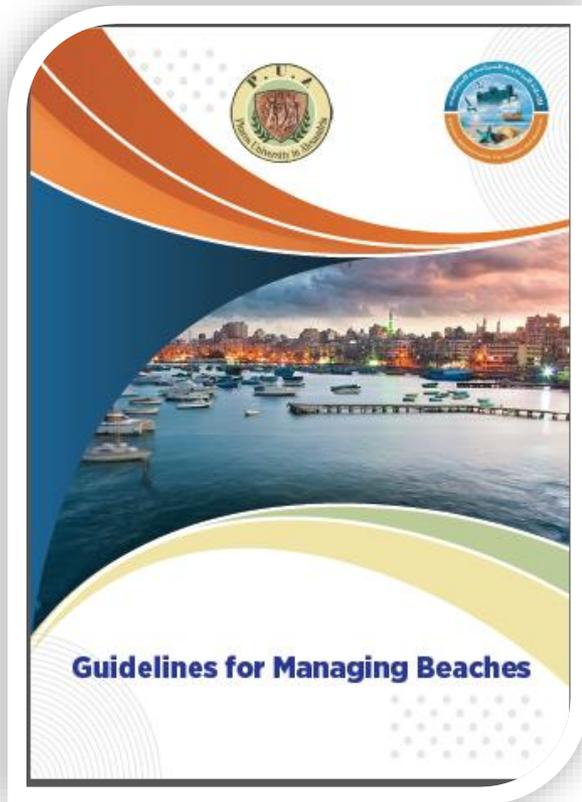
كريم واقى للشمس



جاكيت انقاذ

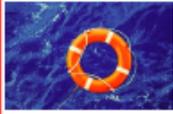


Manuals & Guidebooks



The cover of the manual 'Beach life saving equipment' features a central photograph of a harbor at dusk with many small boats. The design includes a blue and orange wave-like graphic at the top and a yellow and green wave-like graphic at the bottom. The F.U.Z. logo and a circular emblem are in the top left and right corners, respectively. The title 'Beach life saving equipment' is printed in red at the top center.

Beach life saving equipment



Rescue tube

A rescue tube is made up of high density foam and used in multiple ways to protect the victim from drowning



Boats

Rescue boats are the means by which lifeguards conduct the deep sea rescue operations

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**Thank
You!**