



Faculty of Tourism & Hotel Management



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

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❖ **Project Summary:**

Project Idea:

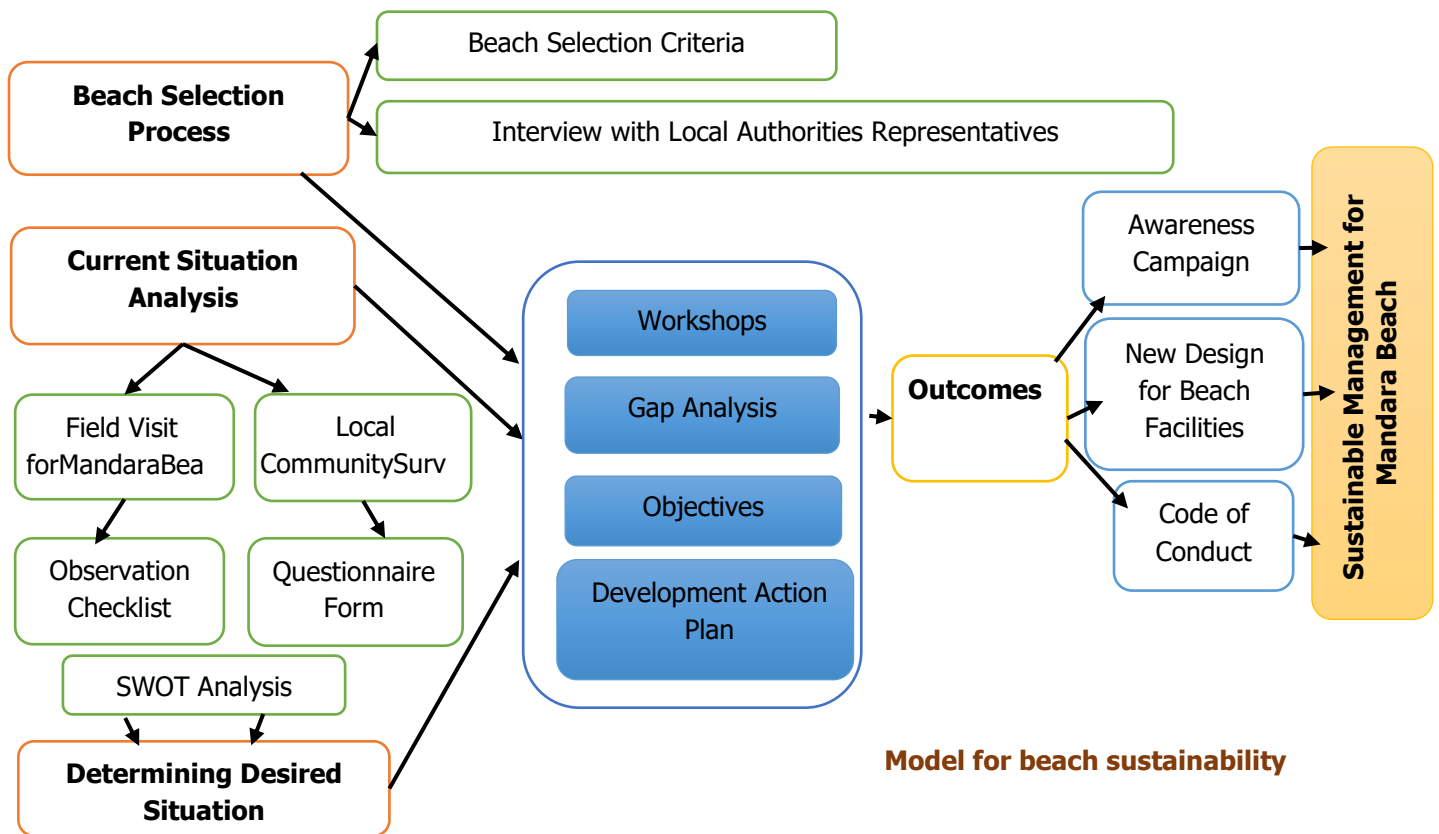
Promoting tourism sustainability, particularly beach/coastal tourism in Alexandria, Egypt, by connecting people with their surroundings and encouraging them to participate actively in environmental education, environmental protection, and other sustainable development practices in Alexandria's threatened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

Project Phases:

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

The phases began with an examination of the current state of sustainable tourist development along the coast of Alexandria. Then, from the Alexandria seacoast, choose three beaches, Gleem, Anfhoshy, and El Mandara, one of which will be chosen based on criteria. Finally, adopting important steps to enhance sustainability along the Alexandria shore, such as the ones listed below:

- To facilitate the field visit, communicating with local authorities about the need for them to approve and provide access to allow the conduction of the field study smoothly, as well as the necessity for them to shine scientific light on it.
- Executing crucial and applicable criteria that express the study's pillars.
- By conducting the study survey, we are aiming for local community comments and opinions that focus on their intellectual background and convey those actual situations of the examined beaches.
- Following the revision of the local community perspective, the next step is to create an action plan that will make it simple for local governments to implement best practices.



Model for beach sustainability

From Abu Qir in the east to Al-Alamein and Sidi Abdul Rahman in the west, Alexandria beaches run for 140 kilometers along the Mediterranean Sea. The beaches of Alexandria are a popular tourist destination; each year, over one million local summer visitors and about five million inhabitants enjoy the summer season in Alexandria.



The following methods and techniques were followed to select the most appropriate beach for our project:

1-Pre- Selection Phase:

Beach selection criteria

Beach assessment checklist

➤ **2-Post- Selection Phase:**

Observation

- Interviews with the local community (beach visitors)
- Recommendations of the local authorities

Project Aim

This proposed project aims to develop an applicable, generic model and a practical action plan, which can be applied to all Alexandrian beaches and communities, in order to close the gap between the desired quality and the current state of how closely the management, employees, and visitors to these beaches adhere to the principles and international sustainability standards.

Furthermore, following an examination of the governorate of Alexandria's current sustainability initiatives, our aim is to educate local officials and the community on the concepts and principles of sustainability best practises, particularly during and after the corona virus pandemic, in order to raise awareness.