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

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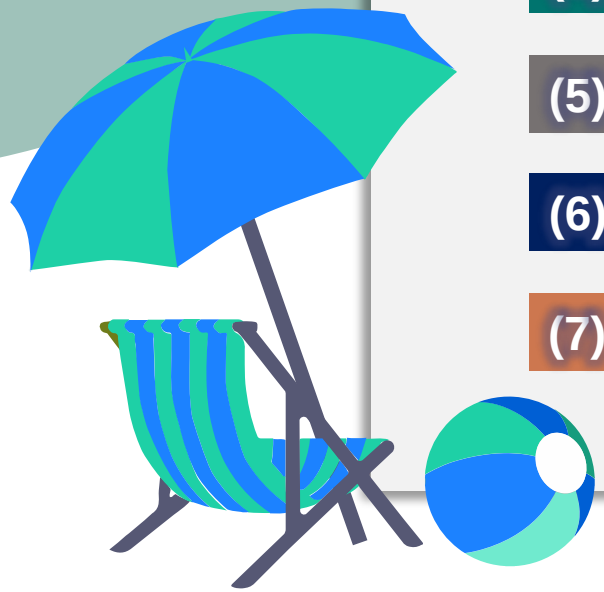


(1) Motivation

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.*

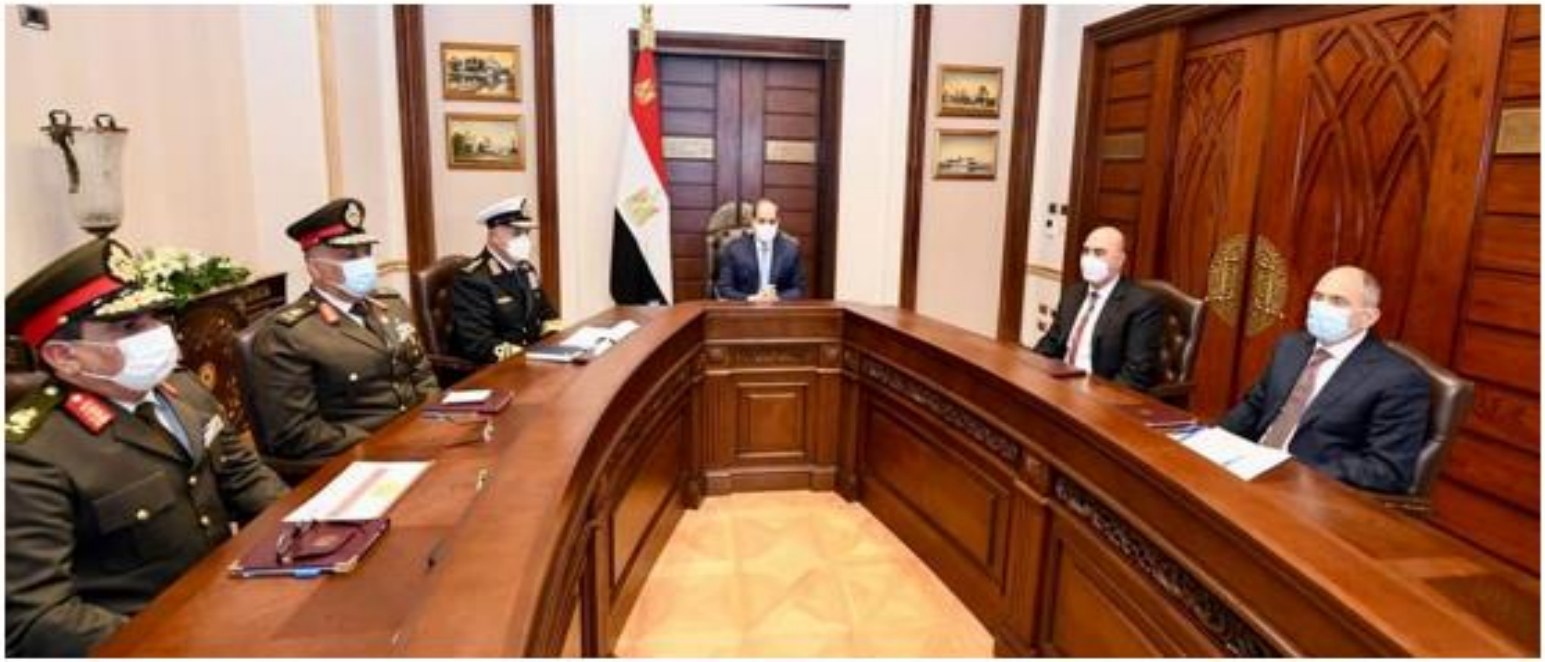
"Coastal and maritime tourism, tourism's biggest segments, particularly for Small Island Developing States' (SIDS), rely on healthy marine ecosystems. Tourism development must be a part of Integrated Coastal Zone Management in order to help conserve and preserve fragile marine ecosystems and serve as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

Goal 14- SDGs- UNWTO- Tourism 2030

(2) Motivation *cont.*

السيسي 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:

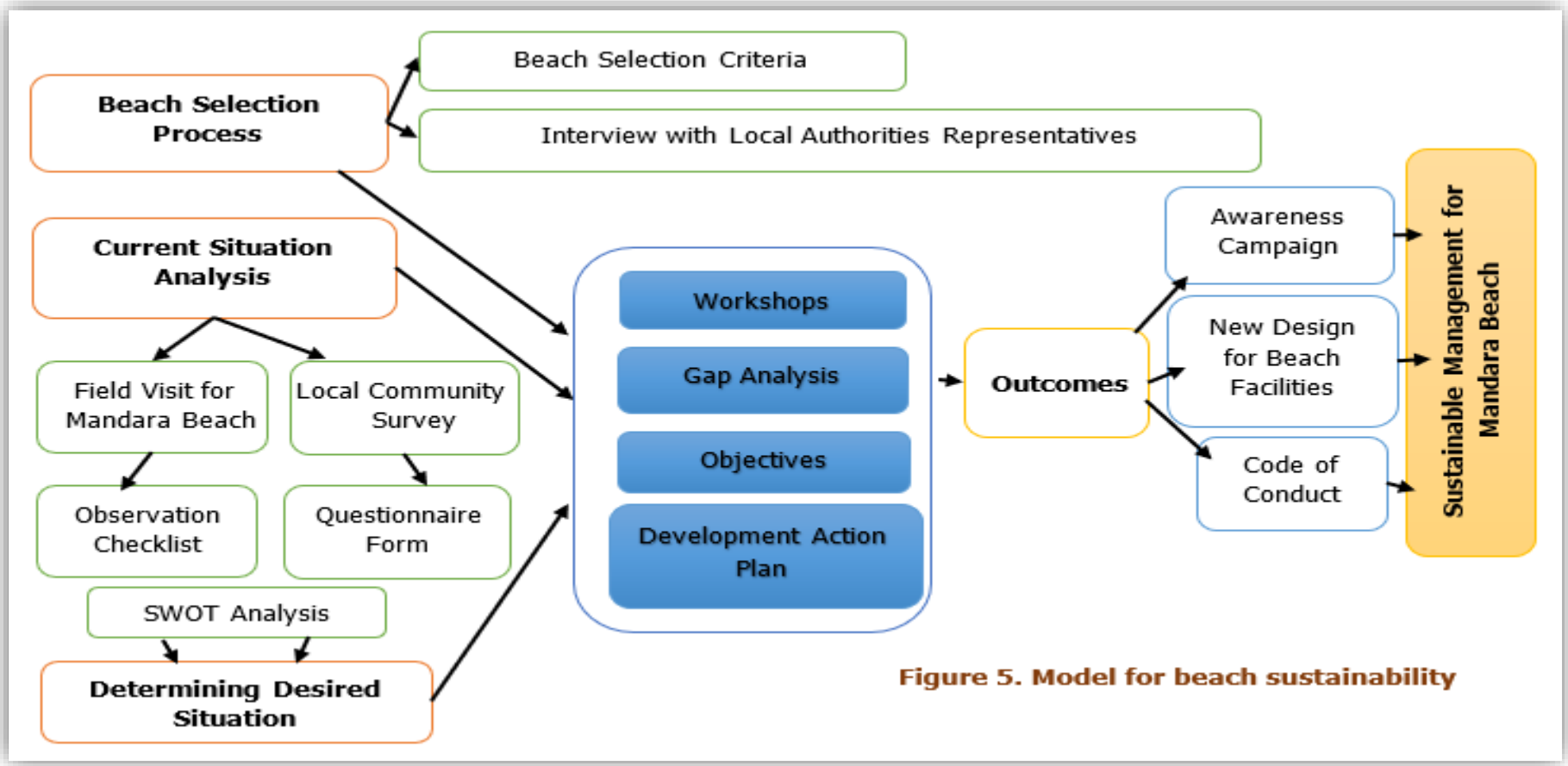
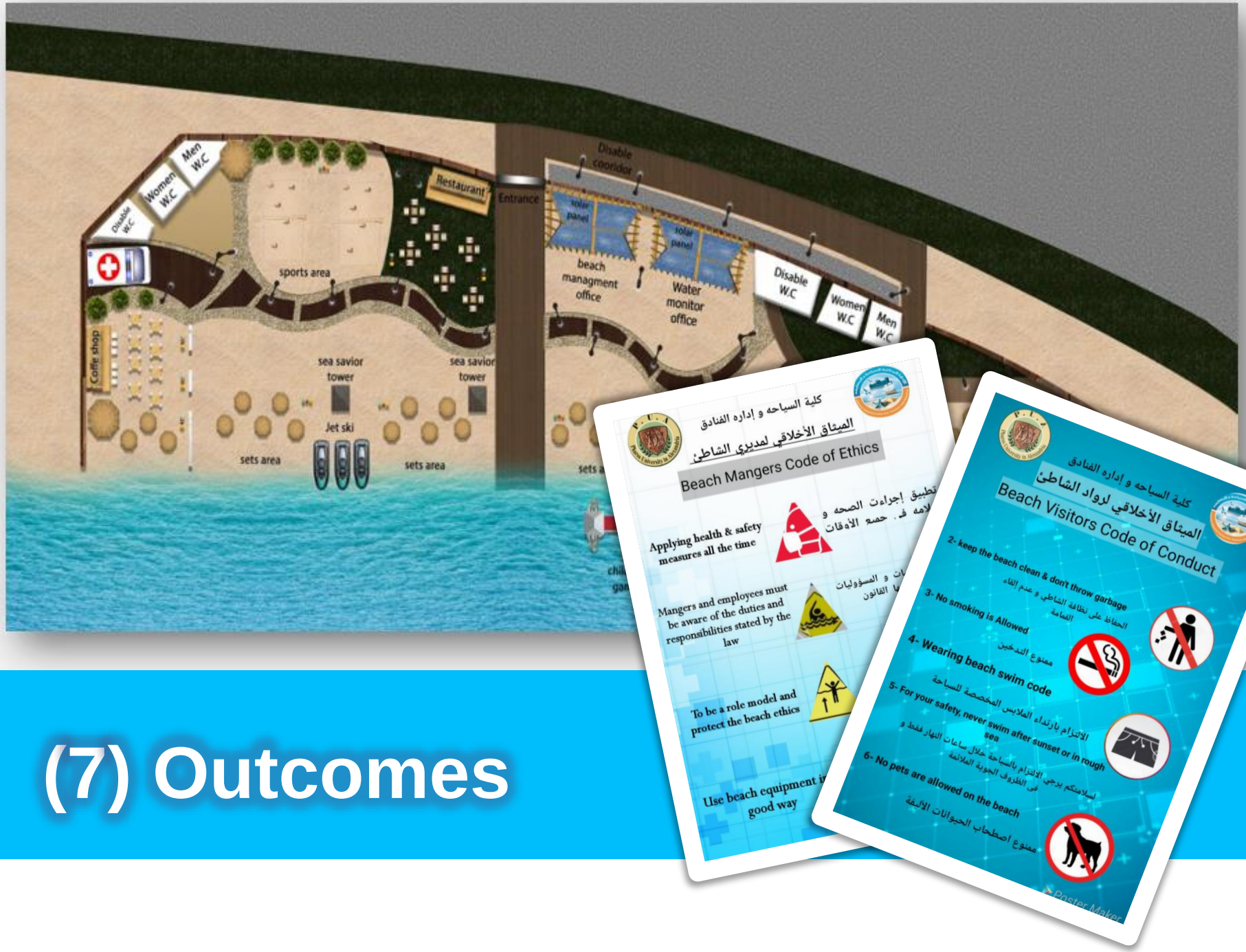


Figure 5. Model for beach sustainability

Beach selection criteria

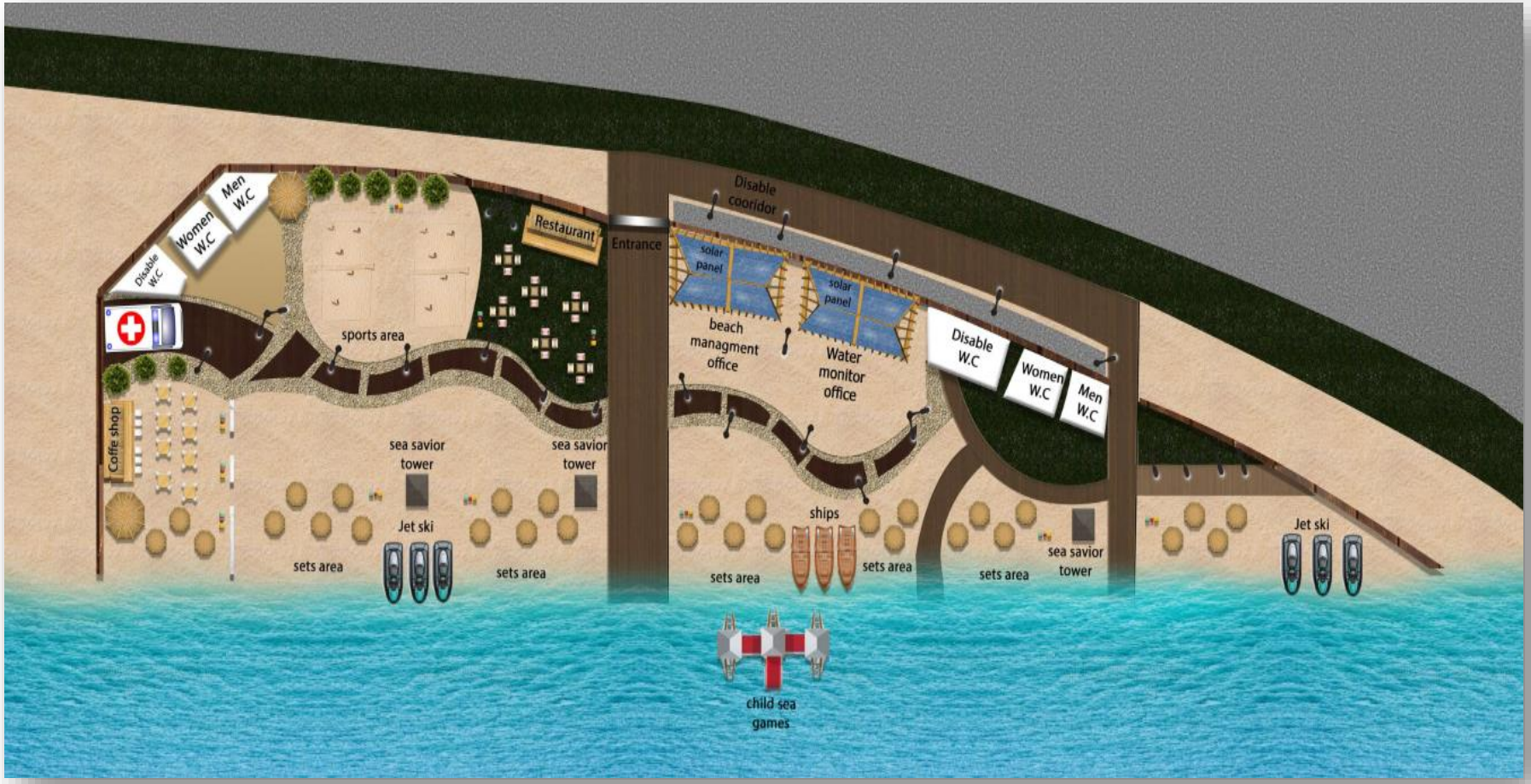
- ✓A public beach with unrestricted access
- ✓Location that is easily accessible
- ✓Free of charge
- ✓The daily average number of visitors
- ✓Disabled amenities availability
- ✓The average distance to the nearest beach
- ✓Low sustainable, environmentally friendly beach measures

Field visits


Men W.C
Women W.C
Disable W.C
Restaurant
Entrance
Disable coonidor
solar panel
solar panel
beach managment office
Water monitor office
Disable W.C
Women W.C
Men W.C
sports area
Coffe shop
sea savior tower
sea savior tower
Jet ski
sets area
sets area
كلية السياحه و إداره الفنادق
الميثاق الأخلاقي لمديري الشاطئ
Beach Mangers Code of Ethics
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 i
good way
كلية السياحه و إداره الفنادق
الميثاق الأخلاقي لرواد الشاطئ
Beach Visitors Code of Conduct
2- keep the beach clean & don't throw garbage
الحفاظ على نظافة الشاطئ و عدم القاء 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 يرجي الإلتزام بالسباحة خلال ساعات النهار فقط و في الظروف الجوية الملائمة
6- No pets are allowed on the beach
ممنوع اصطحاب الحيوانات الأليفة
Poster Maker

(7) Outcomes

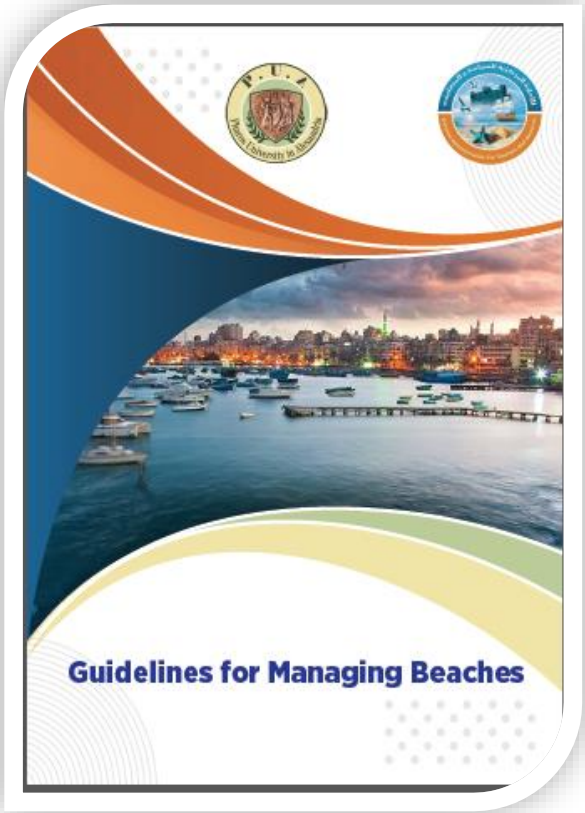
New Design for Beach Facilities

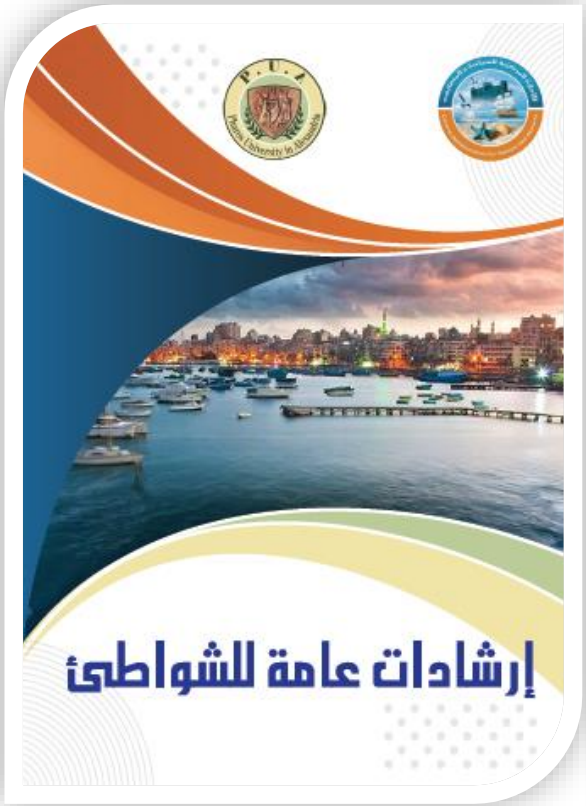


Code of conduct for beach managers and visitors

Public raising awareness signs

Manuals & Guidebooks





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Thank
You!