



Evaluating the role of rural tourism in improving the women's conditions in Fayoum Governorate

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Keywords

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Abstract

Rural tourism offers employment opportunities that fit women's characteristics and their major occupations in the countryside, such as handicrafts or the food industry, it greatly improves the economic circumstances of rural areas, particularly for rural women., the study sought to assess how rural tourism may improve the lot of women. Using SPSS v25, 164 questionnaires .for rural women were sent to women as part of the study's descriptive analytical technique. The results of these analyzes showed a strong correlation between the growth of rural tourism and the improvement of rural women's circumstances. The study suggested ongoing attempts to pinpoint the distinct benefits of rural regions. In order to keep women from being excluded from employment in this sector, conferences and seminars are also being organized to deepen local community awareness of the benefits of rural tourism and the significance of educating and empowering women to work. also, in order to improve women's economic, social, and cultural standing, the study recommends boosting rural tourism in Fayoum and tackling the problems faced by women employed there.

1. Introduction

Because of the industrial revolution, technological progress, and the resulting damage to the environment through pollution and the loss of green spaces, people are looking for nature and a break from the city. This has made rural tourism an urgent need in both developed and developing countries (Nageb,2022).

The study area is situated in Fayoum, Egypt's largest natural oasis, where lakes and greenery converge. This serves as an ideal setting for rural tourism, which boosts rural communities, creates jobs, particularly for women, and enhances the social, psychological, cultural, and economic well-being of society(Abd Elhalim et al., 2023).

Research problem

The research problem lies in the conditions that rural women suffer from low levels of income, also a decrease in her educational and training opportunities, in addition to the prevailing social norms that prevent her from accessing suitable job opportunities also the paucity of earlier research examining the effects of rural tourism on women in all spheres economic, psychological, and social.

as Nageb(2022) agriculture is the main activity in most rural areas in Egypt in general and Fayoum in particular, but it lacks non-agricultural economic activities, which makes it more vulnerable to irregular work, low income levels, and migration of its population. Therefore, it is necessary to search for another source of income, which is rural tourism. Despite the importance of this type's contribution to alleviating the severity of the problem, it has not been given attention or its requirements secured

Research questions

RQ1: What are the requirements of rural tourism in Fayoum?

RQ2: What are the ingredients of rural tourism in Fayoum Governorate?

RQ3: What is the role of rural tourism in improving women's economic conditions for in Fayoum?

RQ4: What is the role of rural tourism in improving women's cultural conditions in Fayoum?

RQ5: What is the role of rural tourism in improving women's social and psychological conditions?

RQ6: What are the obstacles to developing rural tourism to improve the status of women in Fayoum Governorate?

Research Objectives

The Objectives of research are summarized as follows:

1. Identifying the requirements of rural tourism in Fayoum.
2. 2-. Determining The ingredients of rural tourism in Fayoum Governorate.
3. Evaluating the role of rural tourism in improving economic conditions for women's in Fayoum.
4. Determining the role of rural women in improving cultural conditions for women in Fayoum.
5. Identifying the role of rural tourism in improving social and psychological conditions for women.
6. Identifying the obstacles to developing rural tourism to improve the status of women in Fayoum Governorate.
7. Identifying the obstacles to developing rural tourism to improve the status of women in Fayoum Governorate.

Research Significance

Tourism has a great role in improving the standard of living, improving the social and cultural level, and the study sheds light on the role of rural tourism in changing the status of rural women in all economic, social, cultural and psychological fields. The study applied governorate to the city of Fayoum because it has a great reputation in rural tourism around the world because it has many villages and has many picturesque places that are suitable for practicing rural tourism activities.

The importance of the research lies in the necessity of working on diversifying the Egyptian tourism product and creating tourism patterns to attract tourism throughout the year or in areas where the number of tourists is low, which contributes to developing and improving the quality of life in rural communities and creating many job opportunities, and directing development efforts towards agricultural communities that are less fortunate in terms of development and progress.

2. Literature Review

2.1. concept of rural tourism

UNWTO (2008) define rural tourism as A type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle / culture, fishing, and sightseeing. However, through passive and active recreation, rural tourism incorporates both cultural and ecological connection.

Chen et al(2023) examined how rural tourism is defined. These concepts identify five aspects of rural tourism: geographical attributes, visitation purpose, activities, operational size, and sustainability.

The term "location characteristics" refers to the rural habitat or place. The term "purpose of visit" refers to travelers' motivations for visiting rural regions in order to have personal experiences. The variety of rural tourism is reflected in the activities. Sustainability refers to the long-term utilization of resources, whereas scale of operation denotes rural areas with low population density (Alharethi et al., 2024).

2.2. Requirements of Rural Tourism

According to Hassan et al. (2022), there are three fundamental criteria or common features of the rural tourism system that contribute to its sustainability. These are:

1. The term "rural attractions" refers to anything that can attract tourists to rural areas, such as the environment, landscapes, heritage and cultural sites, indigenous folklore, unique foods, and handicrafts that are unique to the area and its diversity depending on the duration of stay.

2. Residences: These are the locations where visitors can stay, whether they are on farms or in areas designated for the either farmers themselves or in rural hotels, etc. The idea of sustainability is applicable to rural tourism in agricultural regions where environmental resources are the primary source of dependence. (natural, social, human, and urban) in order to create an appropriate setting for offering a unique local tourism product without compromising the environmental features and in a manner that maximizes the resource's benefits over the longest period of time.

3. Utilizing essentially local jobs is one of the pillars of promoting rural tourism in agricultural regions; as a result, this kind of tourism will be more beneficial than other endeavors in creating new job opportunities for the local population and. quality of life in the neighborhood. Because this kind of tourism emphasizes such quality, it promotes the regional agricultural handicraft and handcraft industries for which each community is renowned in rural areas (country rest homes).

2.3. Benefits of Rural Tourism

There are three primary advantages of rural tourism for rural areas, according to He et al. (2021): (1) more opportunities for transactions and business ventures are provided by participation in rural areas; (2) rural tourism can support economic growth, employment creation, out-migration, public service development, infrastructure development, social interaction, and environmental protection. (3) access to rural and non-urban places is made easier by rural tourism. Infrastructure and the built and natural environments are both enhanced and protected by rural tourism. The environment is preserved via rural tourism. Along with agriculture, which is the primary source of income, rural

tourism also has the ability to promote local culture. As rural communities grow, more infrastructure, health, and educational services are available. It generates new tourist destinations and lessens the strain on coastal tourism. In rural areas, it enables people who are disconnected from nature to address their physical and mental needs (Vali and Kumar, 2022).

2.4. Rural tourism activities

Activities include interacting with them, appreciating the artwork on display, teaching them how to create art through dancing or playing a traditional musical instrument, horse riding, mountain climbing, participating in agricultural activities or camping(Biko et al,2020) **The following figure shows the most important tourism activities**

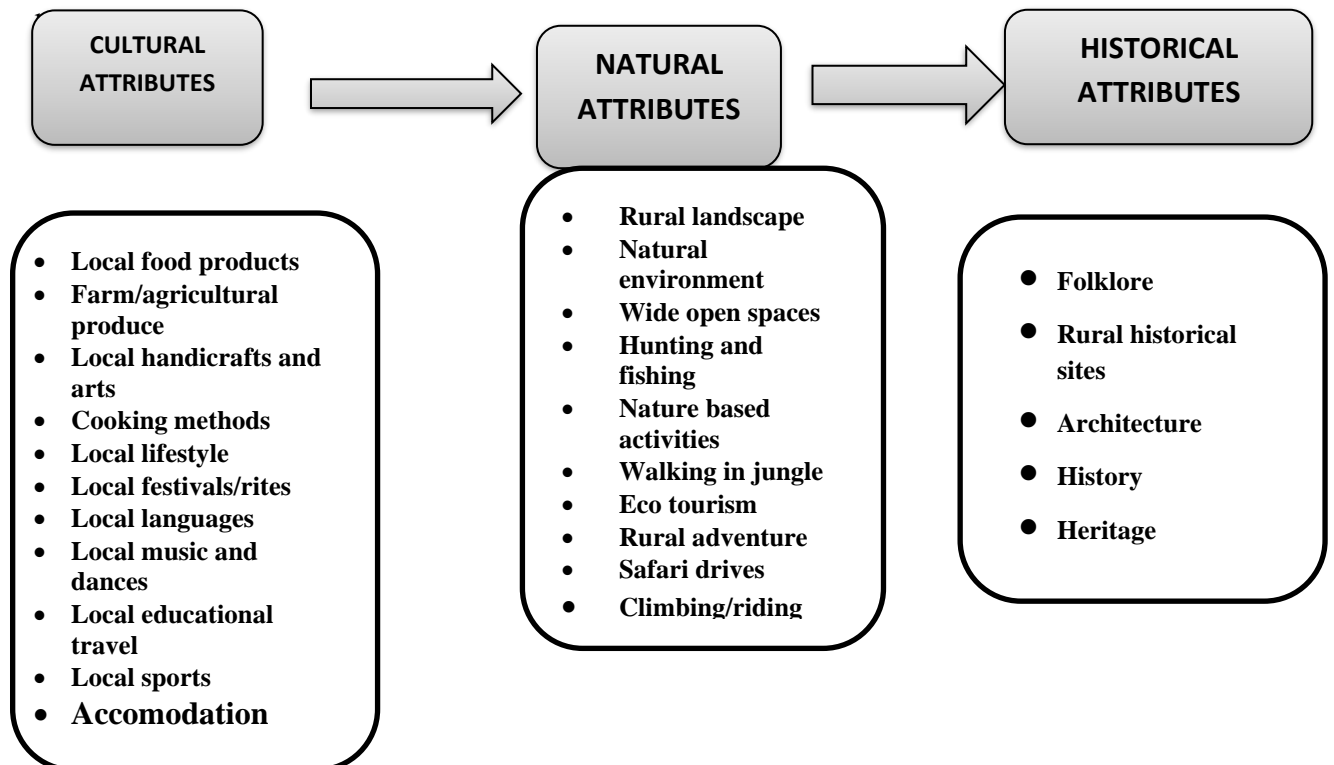


Fig (1): rural tourism activities (Vali and Kumar, 2022)

2.5. Fayoum governate and rural tourism

The Fayoum Oasis is another name for Fayoum, which has a rich natural and cultural history. It is located in a depression in the Western Desert 2 that is 692 square miles in size. The Coptic word Phiom or Payomj, which means lake or sea, is where Fayoum gets its name (Dunn, 2014). Because of its many tourist attractions, including

its desert, sea, and agricultural settings, Fayoum is regarded as one of the most significant tourist destinations. It includes natural protectorates including Wadi El-Hitan Valley, Qaroon Lake, and El Rayan Valley, as well as other tourist destinations like Tunis Village, Nazla Village, and Ein El Seleen. With its rich legacy of temples, monasteries, pyramids, cathedrals, and mosques, it is an affluent area. **Also, it has many natural attractions and wonderful places such as:** Fayoum's Famous Watermills, Qasr Qaroun (Dianysias), El-Lahun, Dimait Al Sab, Kom Oshim (Karanis) Madinet Madi (City of the Past), Obelisk of Senusret, The Hawara Pyramid, Qasr Al Sagha Temple, Qaitby Mosque, Sheikh Ali Al—Rubi Mosque and The Hanging Mosque.

2.6. Rural tourism in Fayoum

The establishment of rural tourism, one form of environmental tourism, is encouraged by the fact that Fayoum's rural areas make up 29% of the governorate's total area. The expansion of farms and the production of poultry and animals are what define Fayoum. Being a green oasis with desert on all sides, it's a great place for anyone who want to enjoy the outdoors. Green areas, canals like Bahr Youssef, pigeon towers, fruit orchards, and handicrafts are all significant aspects of rural life that can be used to promote tourism in Fayoum. (Galal and Abd-EL Nabby, 2019).

2.7. Important of rural tourism in Fayoum

Fayoum Governorate is regarded as one of Egypt's tourist supply regions since it has a lot of elements related to rural tourism, making it one of the country's most significant rural tourism districts. Given its moderate climate and abundance of green and yellow spaces, Fayoum Governorate is regarded as one of Egypt's most promising tourist destinations. It also boasts water areas that are exclusive to the governorate, such as Lake Qarun, the lakes of Wadi El Rayan, and Bahr Youssef. Along with the meeting of several civilizations, it is distinguished by the convergence of natural coastal, desert, and agricultural ecosystems on its land. All of this efficiently aids and promotes the development of tourism patterns and encourages effectively in creating tourism patterns or development. Some of them include safari tourism (Galal and Abd-EL Nabby, 2019).

2.8 Rural tourism and women

Given the abundance of new job opportunities in both the formal and informal sectors, the current global economy highlights the importance of tourism in empowering women (Curcic, 2021) As a result, tourism is a major economic engine in many nations, particularly when used as a means of advancing gender equality, sustainable community development, and poverty reduction.

Regarding women's empowerment, tourism provides a means for women to obtain education and suitable training, generates employment opportunities, increases income, supports an independent and interesting source of income, and permits women to enter the formal economy (Lee, 2018).

A significant and expanding sector in Fayoum, tourism, particularly village tourism, has a significant impact on women's development. Village tourism is closely linked to the local community's way of life, where women are integral. Making handicrafts, hosting homestays, planning and taking part in village folk art events, creating local cuisine, and other activities are all examples of how women are involved in village tourism. Employment prospects will increase overall and for

women in particular if traditional art forms and culture are revived (Suryawati et al., 2021).

2.9. The impact of rural tourism on women

Women's experience in rural tourism has demonstrated that activating their position leads to boosting their income and that of their families, as well as its importance in decision-making at the personal, family, and community levels, and gaining the trust of their community. (Jalal, 2019).

The study of gender equality and women's empowerment focused on advancing women's empowerment and justice. It also found that rural women can benefit from tourism by becoming able to participate in the workforce, where they are respected, and the formal and informal job opportunities offered by 14% of the workforce (Ćurčić et al., 2021).

In addition to helping to lower poverty rates in rural areas, tourism increases the chances for women to take on roles. Compared to other industries, a significant portion of women are self-employed and hold leadership positions. Women's involvement in rural tourism has received greater attention lately, as they are more engaged than men and have a strong desire to remain in the nation. The role that rural tourism plays in lowering poverty and generating employment opportunities worldwide (Hajjar, 2012)

In eradicating poverty by helping to generate revenue for rural areas. Job opportunities exist even for the working. A Rural tourism mostly targets women and has helped improve family living standards (Ćurčić et al., 2021).

Women's involvement in tourism activities increases their economic independence and control since their tourism work provides them more money, which gives them more empowerment in their life and new experiences, as well as more social connection. It also allows them to display crafts and other hobbies that are often. In short, rural tourism helps to shift the balance of economic power within agricultural families in favor of women, as well as to create job opportunities for rural women, particularly when women's participation in rural tourism is an extension of their role, which has spread to other countries. (Abu Zaid, 2017).

With the advent of the global financial crisis in the local community, rural women were responsible for managing entire families, and their agricultural work at the time was insufficient to meet these demands. As a result, women discovered that tourism offers better chances for work and money than other jobs open to women, as women in tourism are nearly twice as likely to be female employers and manage their own projects. In other industries, the farm policy encourages women to work outside of the farm, i.e. creates job possibilities for women. Women's participation in the most renowned areas is an increasing trend throughout Europe (Nuty, 2014).

Rural tourism has enabled women to boost their income while also obtaining and repaying loans through their conventional job in agriculture, handicrafts, and home industries, according to some organizations. Rural women also have their own savings, allowing them to start new projects or expand on existing ones (Walaa, 2022).

Rural women now have money through rural tourism, which was very impossible in the past, and they can receive and repay loans, giving them more authority in decision-making in general and within their families. All of this provided women with a stronger sense of freedom, and these loans enabled women to make their homes more appealing to guests, particularly women working in tourism development. In two studies conducted in 28, it was confirmed that rural tourism enhanced women's identity construction and sense of independence (Fahmy, 2021).

3. Research Methodology

3.1. Research Design

The study used the descriptive-analytical approach to describe how tourism has a great role in improving the standard of living and improving the social and cultural level, and the study sheds light on the role of rural tourism in changing the status of rural women in all economic, social, cultural, and psychological fields. The study applied to Fayoum governorate because it has a great reputation in rural tourism around the world because it has many villages and has many picturesque places that are suitable for practicing rural tourism activities.

3.2. Data collection

Data has been collected through questionnaires that were prepared in a way that is relevant to the situation so as to decrease invalid responses. The researcher distributed to rural women in Fayoum. Tunis and Al-Nazla villages were chosen as a sample for the study due to their great reputation in the field of rural tourism. 200 questionnaires were distributed to rural women, of which 164 were valid. The distribution took place during the month of April 2024.

3.3. measures

according to Thomas (2021) To fulfill the research, this research employed a method of descriptive analytical methodology by using a questionnaire tool. The questionnaire was designed based on a range of related studies. A survey consisting of five sections was used as a data collection tool. The first section includes demographic variables collected with closed-ended questions through four factors: age group, nature of work, educational level, and monthly income. The second section included 7 variables: the economic impacts of rural tourism on women working in the tourism sector in Fayoum Governorate, the third section included 5 variables: the social and psychological effects of rural tourism on women working in the tourism sector in Fayoum Governorate. The fourth section included 4 variables: the cultural effects of rural tourism on women working in the tourism sector in Fayoum Governorate. The fifth section included 4 variables: problems that women may face while working in the field of rural tourism. The questionnaire items were anchored according to the Five Point Likert Scale: "1 = strongly disagree," "2 = disagree," "3 = neutral," "4 = agree," and "5 = strongly agree."

3.4. Data Validity and Reliability

3.4.1 Data Validity

To validate the data collection instrument used in this study in terms of its readability, format, and ability to measure the study's constructs; the researcher distributed the questionnaire instrument to rural women in Fayoum; those who have specializations and expertise in the field of this study. The questionnaire instrument was then updated and refined to reflect the comments and suggestions received by the domain experts. Moreover, the experts showed interest and interacted with the researcher concerning the questionnaire instrument which adds to its validity.

3.4.2. Data Reliability

Before proceeding with further analysis, the reliability testing was led in order to ensure consistent measurement across various items in the questionnaire. Indeed, the reliability of a measure indicates stability and consistency of the instrument. Consequently, this method determines reliability through examining the internal

consistency of the research instrument such as questions (items) in the questionnaire, which are normally presented. Cronbach’s Alpha is one of the most frequently applied metrics to measure a scale’s reliability, in which its index ranges from 0.0 to 1.0. Researcher should target a value closer to 1.0, as Alpha value proves that the instrument of the study is strong and consistent. However, it’s important to note that in social sciences the threshold value of 0.7 is considered acceptable Thomas(2021)

Table (1) Cronbach’s Alpha value

Variables	No. of items	Cronbach’s Alpha Value	Validity Coefficient*
The economic impacts of rural tourism on women working in the tourism sector in Fayoum Governorate	7	0.747	0.864
The social and psychological effects of rural tourism on women working in the tourism sector in Fayoum Governorate.	5	0.741	0.861
The cultural effects of rural tourism on women working in the tourism sector in Fayoum Governorate	4	0.749	0.865
Problems that women may face while working in the field of rural tourism	4	0.780	0.883
Total	20	0.725	0.851

* **Validity coefficient** = $\sqrt{\text{Reliability coefficient}}$

In order to measure the internal consistency and reliability of the study’s constructs. Cronbach’s alpha (α) measure was used. The scales’ reliabilities were measured and the Cronbach’s Alpha of all scales in Table (1) ranged from 0.741 to 0.780, and for total questionnaire items was (0.725), this indicates an acceptable Cronbach’s

3.4.3 Data Analysis

In this section, the researcher relied mainly on the descriptive analysis to get the means and the standard deviations for the study constructs along with their items. The items were measured using a Likert-type scale as follows

The economic impacts of rural tourism on women working in the tourism sector in Fayoum Governorate

Table (2): The economic impacts of rural tourism on women working in the tourism sector in Fayoum Governorate

Variables	S D	D	N	A	S A	Mean	Std Deviation	Rank	Attitude
Rural tourism has contributed to creating job opportunities for women in the tourism sector.	0	0	0	63.4	36.6	4.37	.483	2	Strongly Agree
Your work in rural tourism has contributed to significantly increasing your income and improving your standard	0	0	0	35.4	64.6	4.65	.480	1	Strongly Agree

of living									
Rural tourism has contributed to stimulating commercial activity	0	0	9.8	65.9	24.4	4.15	.567	5	Agree
Rural tourism has significantly increased demand for local products and industries	0	0	7.3	53.7	39	4.32	.604	3	Strongly Agree
Rural tourism has significantly increased and grown small projects	0	1.2	6.1	65.9	26.8	4.18	.589	4	Agree
Rural tourism has contributed to preserving tourism resources	1.2	1.2	31.7	45.1	20.7	3.83	.811	7	Agree
Rural tourism has contributed to directing the state's efforts to develop and advance rural areas	2.4	1.2	20.7	50	25.6	3.95	.857	6	Agree
Total Mean						4.21			Strongly Agree

Table (2) presents the means and standard deviations of the economic impacts of rural tourism on women working in the tourism sector in Fayoum Governorate, where the means ranged between (4.65 – 3.83) compared with the total instrument mean for the domain (4.21). The item “Your work in rural tourism has contributed to significantly increasing your income and improving your standard of living” ranked first with a mean and standard deviation (Mean=4.65, standard deviation = 0.480) compared with the total instrument mean and the standard deviation. The item "Rural tourism has contributed to preserving tourism resources" ranked last reached a mean (3.83) and the standard deviation was (0.811) compared with the mean and standard deviation of the total instrument. This analysis is consistent with what has been mentioned. Curcic (2021) that the rural tourism increases income of women.

Section 2: The social and psychological effects of rural tourism on women working in the tourism sector in Fayoum Governorate

Table (3): The social and psychological effects of rural tourism on women working in the tourism sector in Fayoum Governorate.

Variables	S D	D	N	A	S A	Mean	Std Deviation	Rank	Attitude
Your rural tourism business has increased your confidence.	0	1.2	1.2	69.5	28	4.24	.533	2	Strongly Agree
Your work in the field of rural tourism increased your desire to stay in the countryside and not think about leaving	4.9	1.2	2.4	42.7	48.8	4.29	.959	1	Strongly Agree
Your work in the field of rural tourism has increased	0	0	14.6	50	35.4	4.21	.678	3	Strongly Agree

your desire to engage in society and work in groups and the love of collective work									
Your work in the field of rural tourism has increased your desire to improve your level of education and that of your children	0	0	22	51.2	26.8	4.05	.699	5	Agree
Your work in the field of rural tourism has increased your desire and participation in community issues	0	0	18.3	46.3	35.4	4.17	.715	4	Agree
Total Mean						4.19			Agree

Table No.3. summarizes the attitudes, means, and standard deviation in relation to the descriptive study of the social and psychological effects of rural tourism on women working in the tourism sector in Fayoum Governorate. The overall mean value of 4.19 showed nearly effects of rural tourism on women working in the tourism sector in Fayoum Governorate. In addition, the greatest mean was for "Your work in the field of rural tourism increased your desire to stay in the countryside and not think about leaving" with a value of 4.29 and a standard deviation of 0.959, while the lowest mean value was for "Your work in the field of rural tourism has increased your desire to improve your level of education and that of your children" with a low mean value of 4.05 and a standard deviation of 0.6 This analysis is consistent with what has been mentioned Fahmy(2021) that rural tourism Help reduce migration

Section 3: The cultural effects of rural tourism on women working in the tourism sector in Fayoum Governorate

Table (4): The cultural effects of rural tourism on women working in the tourism sector in Fayoum Governorate

Variables	S D	D	N	A	S A	Mean	Std Deviation	Rank	Attitude
Your work in the field of rural tourism has contributed to learning foreign languages	26.8	15.9	31.7	17.1	8.5	2.65	1.276	4	Neutral
Your tourism business has increased your desire for education and training to improve your work skills and increase your knowledge and ability to continue working	0	0	7.3	61	31.7	4.24	.577	1	Agree
Your tourism business has contributed to acquiring some good behaviors, discipline, love of work	0	1.2	8.5	57.3	32.9	4.22	.646	2	Agree

and others.									
Your work in the field of rural tourism has increased your ability to take decisions both personally and at the level of captivity and community	0	2.4	7.3	62.2	28	4.16	.655	3	Agree
Total Mean						3.82			Agree

Table (4) presents the means and standard deviations of the cultural effects of rural tourism on women working in the tourism sector in Fayoum Governorate, where the means ranged between (4.24 – 2.65) compared with the total instrument mean for the domain (3.82). The item “Your tourism business has increased your desire for education and training to improve your work skills and increase your knowledge and ability to continue working” ranked first with a mean and standard deviation (M=4.24, SD=.577). The item "Your work in the field of rural tourism has contributed to learning foreign languages" ranked last reached a mean (2.65) and the standard deviation was (1.276) This analysis is consistent with what has been mentioned Hager (2012) that women's work in the field of rural tourism has increased their ability to make decisions on a personal, family and community level.

Section 4: Problems that women may face while working in the field of rural tourism

Table (5): Problems those women may face while working in the field of rural tourism

Variables	S D	D	N	A	S A	Mean	Std Deviation	Rank	Attitude
You face criticism both from the family and at the community level because of your work in the field of rural tourism	30.5	26.8	3.7	36.6	2.4	2.54	1.322	3	Disagree
You didn't find enough support either for your work or for your project either from the government or the private grievances	23.2	23.2	26.8	24.4	2.4	2.60	1.160	2	Neutral
I found it difficult to get enough funding for your project.	7.3	18.3	45.1	24.4	4.9	3.01	.959	1	Neutral
There are not enough training centers to develop your tourism business	68.3	18.3	1.2	7.3	4.9	1.62	1.137	4	Strongly Disagree
Total Mean						2.44			Disagree

It's declared from this table that respondent's see that Problems those women may face while working in the field of rural tourism and the most Problems are: “I found it difficult to get enough funding for your project.”, “You didn't find enough support either for your work or for your project either from the government or the private

grievances” and “You face criticism both from the family and at the community level because of your work in the field of rural tourism” with mean 3.01, 2.60 and 2.54 respectively.

5. The conclusion of this research can be summarized as follows:

1. there is strong positive relationship between the implementing rural tourism in Fayoum and improve rural women conditions
2. As one of the most significant contemporary tourist trends that care about protecting the environment and attaining sustainable development, many nations aim to expand rural tourism.
3. By focusing development efforts on less privileged areas, rural tourism helps advance development processes. The provision of adequate lodging and infrastructure, together with the services that visitors require, are necessary for the growth of rural tourism.
4. Due to rural tourism ampacity to create job opportunities through the integration of tourism and agriculture activities, as well as to allow farmers to earn additional revenue from their farms rather than solely relying on income from agricultural crops, rural tourism helps to improve the standard of living for locals and reduce migration to cities.
5. According to the field study's findings, rural women in the villages of the Fayoum Governorate play a variety of roles that are represented in different ways. For example, the majority of the women in the villages work in the field of ceramics and pottery, while some women work in the field of household products, such as sun bread, dairy products, and various pastries, and some work in the field of handicrafts, which they sell to both local and tourist visitors. As a result, there are very few women in those villages who do not work. The majority of women in the hamlet labor to boost their earnings.
6. The study also demonstrated the numerous positive social and psychological effects that rural women experience as a result of rural tourism and their work in the field, including increased self-confidence and self-worth, increased decision-making skills at the personal, family, and community levels, greater awareness of the value of their country, increased sense of belonging and love for it, and the development of numerous behaviors such as discipline, time management, rationalization of consumption, perseverance, ambition, and a love of teamwork, among others.
7. The study's findings concurred with those of other research, including Fahmy (2021) and Curcic (2021), which found that rural tourism helped create jobs that suited women's characteristics, raised incomes, and promoted local goods. The study's findings also supported Walaa's (2021) assertion that rural tourism reduced migration and empowered women to make decisions on a personal, family, and communal level.

6. Recommendations

Recommendation to improve rural tourism in Fayoum, as well as to solve the challenges of developing rural tourism, in order to increase the good effects of rural tourism on women, and to tackle the problems that rural women face in their work in the rural tourist industry:

1) **Recommendations directed to governmental authorities Fayoum capital as ministry of tourism, Fayoum governorate and Fayoum local councils**

- The importance of coordination and cooperation between governmental and private entities working in the field of tourism in order to maximize the rural tourism industry and integrate this activity under the umbrella of one entity responsible for determining the targeted vision in the field of rural tourism.
- Continuous efforts to identify the unique advantages of rural communities that can be integrated into the rural tourism system and ensure their sustainability, which are difficult to identify in competing travel destinations. Communities in rural areas...
- Following a policy of encouraging investors to invest in the field of rural tourism by developing clear plans and specific projects to invest in rural areas, determining their conditions, and following a policy of flexibility in the necessary administrative procedures for that, in addition to facilitating tourism legislation related to rural areas targeted for integration into the tourism system.
- Providing the necessary equipment for handicrafts such as electric ovens and raw materials for local handicrafts and industries within Fayoum Governorate to prevent them from being purchased at higher prices than in other governorates.

2) **Recommendations directed to local community**

- Selecting and training rural leaders from each village to raise awareness among local communities about the value of rural tourism, preventing pollution, and preserving natural resources.
- Working to qualify and improve the skills and competencies of local residents in various fields including hospitality, communication, language use, and training in the famous handicrafts of the region. This is done by developing training centers, establishing new training centers, and providing them with the necessary resources, including expert trainers.
- Working to organize seminars and conferences to raise awareness within the local community about the need to educate women and enable them to work and the value of rural tourism so that women are not prevented from working in the rural tourism sector.
- Enhancing rural tourism promotion strategies by utilizing modern technology such as e-marketing and developing a communication page for each rural tourist destination to display what it offers and promote its elements and amenities, travel offers, accommodation prices, direct booking methods, various booking options, gathering facilities, and providing a variety of systems to enable direct contact or booking for the visitor with the tourist destination.

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دور السياحة الريفية في تحسين وضع المرأة بمحافظة الفيوم

مرودة صلاح ب

فاطمة رمضان امام أ

أسماء عبد الرؤوف خلف ج

أ باحثة بقسم الدراسات السياحية بكلية السياحة والفنادق جامعة المنيا
ب أستاذ بقسم الدراسات السياحية بكلية السياحة والفنادق جامعة الفيوم
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المستخلص

توفر السياحة الريفية فرص عمل تتناسب مع خصائص المرأة ومهنها الرئيسية في الريف، مثل الحرف اليدوية أو صناعة الأغذية، كما أنها تعمل على تحسين الظروف الاقتصادية للمناطق الريفية بشكل كبير، وخاصة بالنسبة للنساء الريفيات، سعت الدراسة إلى تقييم كيف يمكن للسياحة الريفية تحسين وضع المرأة. وباستخدام برنامج SPSS v25، تم إرسال 164 استبياناً للنساء الريفيات كجزء من أسلوب التحليل الوصفي للدراسة. وأظهرت نتائج هذه التحليلات وجود علاقة قوية بين نمو السياحة الريفية وتحسين ظروف المرأة الريفية. واقترحت الدراسة إجراء محاولات مستمرة لتحديد الفوائد المتميزة للمناطق الريفية. ومن أجل منع استبعاد المرأة من العمل في هذا القطاع، يتم أيضاً تنظيم المؤتمرات والندوات لتعميق وعي المجتمع المحلي بفوائد السياحة الريفية وأهمية تعليم وتمكين المرأة من العمل. وأيضاً من أجل تحسين الوضع الاقتصادي والاجتماعي والثقافي للمرأة، توصي الدراسة بتعزيز السياحة الريفية في الفيوم ومعالجة المشاكل التي تواجهها النساء العاملات هناك.

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