



Novelty in Tourism as a Sustainable Motivational Alternative: Applying to Marsa Alam

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Abstract

The research looks at novelty from a tourism perspective and uses concepts like "new," "different," and "unfamiliar" to discover novel tourism objects within a destination. The definition of novelty in tourism as a belief that relates novelty to other significant inputs and outputs, is used in study to develop an integrated sustainable motivational strategy. The author decided to select Marsa Alam as a case study for tourism novelty to escape from routine destinations and present an uncrowded beach within Egypt.

The study has significant ramifications for the travel and tourism sector, including travel agencies, and authorities. The paper demonstrates how novel tourism products, such as experiences, activities, and sites, may have an impact on outcomes related to sustainability, satisfaction, value, and customer loyalty. These effects are critical for the current state of the tourism sector, which is challenged by the global financial crisis, the COVID-19 epidemic, the ongoing environmental catastrophe, ... etc. Today's tourism businesses must come up with innovative strategies for attracting visitors and providing sustainable alternatives; in achieving these goals, knowledge of novel tourism items might be helpful.

Contribution

- 1- Linking novelty and tourism sustainability.
- 2- Merging novelty with creativity comparing differences and similarities.

Keywords: Novel, Creative, Sustainable, Motivation, and Marsa-Alam

Introduction

Novelty is frequently used in tourism literature to refer to fresh and innovative experiences that visitors find strange and in contrast to earlier encounters (Crompton, 1979; Mitas and Bastiaansen, 2018). (Bello and Etzel, 1985; Pearson, 1970). According to other studies, novelty is a multifaceted concept that includes excitement, a break from routine, a reduction in monotony, and surprise (Lee and Crompton, 1992). Despite the divergent conceptualizations, one of the primary motivations for traveling is the pursuit of novelty (Caber and Albayrak, 2016; Crompton, 1979). The sense of novelty is also widely accepted to be subjective or desirable (Lepp and Gibson, 2003), and those who prefer higher proportions of novelty are frequently referred to as novelty enthusiasts (Lee and Crompton, 1992).

According to studies, novelty may trigger both good and bad feelings (Ma, et al., 2017; Skavronskaya, et al., 2020); it can also provide more enjoyable travel experiences (Kim, Ritchie, and McCormick, 2012).

Numerous theoretical frameworks are used to analyze novelty, including the push and pull framework for motivation, cognitive appraisal theory, optimum-stimulation theory, and the memorable tourism experience (Lepp and Gibson, 2008; Ma et al., 2017). (e.g., Sthapit, 2018). Sports tourism (Petrick, 2002), cultural tourism (Evren, et al., 2020), event tourism (Yoo, et al., 2015), cruise tourism (Chua, et al., 2015), and simply destinations, people, and environment (Lee and Crompton, 1992) are some examples of the various contexts, situations, and objects in which novelty has been studied.

This demonstrates how novelty has many different interpretations and how important it is to study tourists' decisions and behaviors. The idea's expanding importance in the tourism industry is further highlighted by the fact that novelty is discussed in various tourism scenarios.

As novelty expands relevant to the tourism industry, there is similarly flourishing interest in sustainable tourism (Ruhanen, et al., 2015). Nevertheless, despite their good ideas regarding sustainable tourism, not all visitors really practice it (Budeanu, 2007). Transforming tourism experiences into unique ones and promoting visit repetition are only two examples of how figuring the strategies to enhance travel experiences and enhance visitors' perceptions of their uniqueness may promote sustainable tourism behavior (Ingvild and Svein, 2022). The study indicates how novel tourism objects influence tourists' attitudes and emotions, entailing sustainable principles.

Objectives

- 1- Motivating tourists to novel tourism objects.
- 2- Launching novel tourism objects to promote promising Egypt's destinations such as Marsa Alam.

Problem

Today's tourist has become more sophisticated, his needs are always renovating and changeable. Novelty in tourism is a must for tourist destination to enhance supply quality to meet tourists needs. Thus, the concept of sustainability should be changed according to the point of modernity parallel to conservation.

Importance

Investors seek economic growth; this must be blended with quality. Therefore, they should always study their tourist's needs to implement it and achieve satisfaction

Hypotheses

- 1- Novelty in tourism motivates tourists to destination's attractions.
- 2- Novel tourism acts as a form of sustainable tourism.

Place Limitation

Marsa Alam

Literature review

Novelty and creativity \ differences and similarities

Conceptually speaking, novelty and creativity are related. The link between perceived product originality, novelty, and uncertainty, as well as purchase intention, has been studied using fantasy realization theory, for instance, by Sohn, Yoo, and Han (2019). According to a widely accepted theory (Amabile and Pratt, 2016), the creative potential of an object is assessed based on how new and beneficial it is seen to be. This theory is also applied to tourism research and situations (Bavik and Kuo, 2022). Even yet, there are many more viewpoints in the debate over creativity, tying it to the individual, the process, the product, and the impression (Walia, 2019). Given this hierarchical viewpoint, it's possible that our theoretical framework may be used to study the relationship between creativity and novelty at various phases (table 1.). From the viewpoint of the individual, it's plausible that openness, arousal sensation, and variety-seeking are all traits of the same personalities that exhibit novelty and at the same creativity. According to the process and impression, novelty and creativity may have similar environmental characteristics in the form of physical, social, or sensory inputs, with results relating to pleasure and loyalty, among other things. Finally, although novelty is popular in the tourist sector, creativity is typically regarded as occurring in a particular environmental setting (Ingvild and Svein, 2022). A creative solution should represent the individual's personal values and views in addition to being efficient and original (authentic). Consider a computer-generated design, such as a fractal picture, to demonstrate the applicability of this criteria to creativity in general. The system could execute, and it might be unique (different in style and content from other designs). But would it be considered creative? Most likely not. Why? Arnheim (1966) stated that creativity requires "the sight of reality". Computers lack an inner vision and are hence lifeless. Simply, they are unauthentic.

An item need not necessarily be creative even if it is seen as unique, new, unusual, and unknown (novel). Thus, the following table compares between novelty and creativity whether similarities or differences.

Table 1.
Novelty and Creativity

N.		Novelty	Creativity
1	Person	Variety, arousal, or openness	Variety, arousal, or openness
2	Process	Physical, social, or sensory stimuli	Physical, social, or sensory stimuli
3	Product	New, different	Reality, authenticity
4	Impression	Satisfaction – loyalty	Satisfaction – loyalty
5	Environment	Popular	Specific environmental context
6	Equivalence	Not be necessarily creative	Must be novel

Prepared by the author

According to the above, every creative is a novel and not vice versa, so the novel is more popular than the creative.

Novel tourism objects

Tourism activities overlap with many fields, the following are the basic components of tourism that must be considered in any planning process (Cooper, et al., 2008):

The factors and elements of attracting visitors: include natural elements such as climate, terrain, beaches, seas, rivers, forests, and reserves, and human motives such as historical, cultural, archaeological, religious sites, amusement parks, and games.

Accommodation and hospitality facilities and services: such as hotels, hostels, guest houses, restaurants, and rest houses.

Various services: such as tourist information centers, travel and tourism agencies, handicrafts industry and sale centers, banks, medical centers, mail, police, and tour guides.

Transportation services: include transportation of all kinds to the tourist area.

Infrastructure services: include the provision of potable water, electric power, wastewater, and solid waste disposal, and the provision of a network of roads and communications.

Institutional elements: include marketing plans and tourism promotion programs, such as the enactment of legislation, laws and general organizational structures, motives for attracting tourism investment, and staff education and training programs in the tourism sector.

Novelty is a characteristic that is frequently used to define various tourist attractions. Other widely used terms like "new" (Crompton, 1979), "different" (Mitas and Bastiaansen, 2018), "unique" (Kim et al., 2012), "unfamiliar" (Bello and Etzel, 1985), "unusual" (Skavronskaya, et al., 2020), and "contrasting" (Pearson, 1970) are also considered when measuring novelty as an attribute. In the context of tourism, everything from experiences to locations is considered tourist objects. A tourist's perception of a trip may be positive or unfavorable depending on whether they believe it to be innovative or not. According to Lee and Crompton's (1992) theory, a destination's perceived novelty is determined by the perceived novelty of the things it contains. Others discover that a destination's perceived novelty is impacted by its cultural distance (Bi and Gu, 2019), geographic distance, and the range of interests it offers (Hong and Desai, 2020).

Tourism novelty dimensions

There were 13 key factors linked to novelty. The variables were categorized into three categories of novelty: emotions and attitudes related to the core assessment of novelty, inputs to novelty (inspiration, taking risks, personality characteristics, and external influences), and outputs of novelty (value, satisfaction, memorability, loyalty, experiential quality, brand equity, and enjoyment of life). (Ingvild and Svein, 2022). Fig. 1 describes the categories in detail.

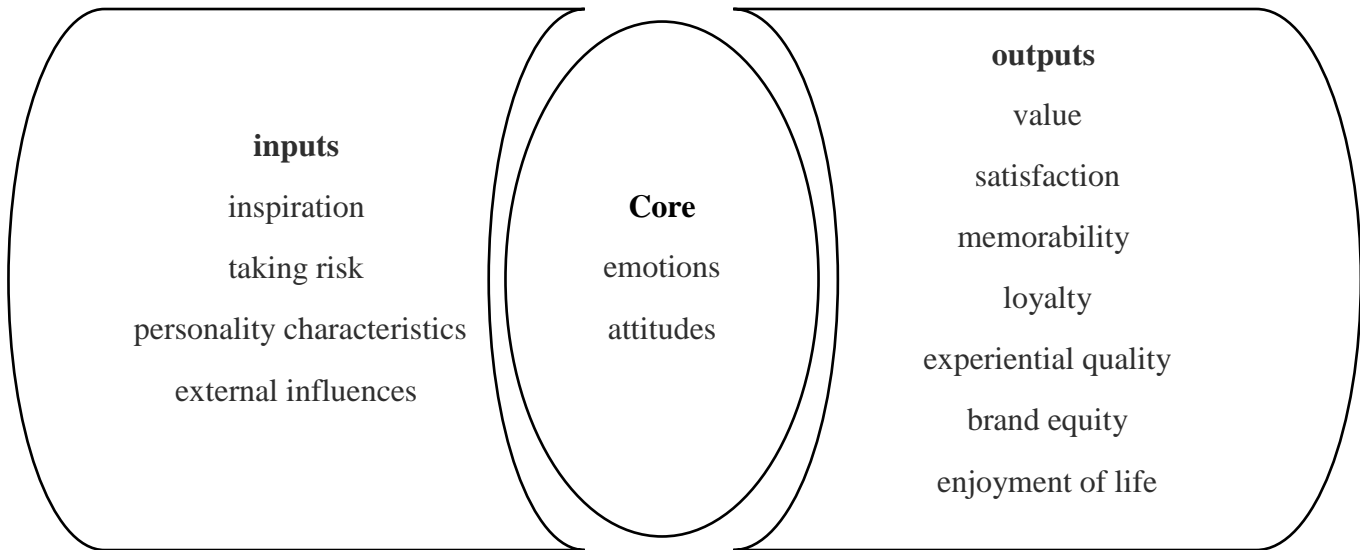


Fig. 1. Tourism Novelty Dimensions
Prepared by author

Thus, theoretically, according to the inputs items and interacting with core ones, strong outputs result. So, tourism novelty motivates tourists to destination’s attractions. (H1)

Tourism novelty and sustainable principles

Sustainability provides all the elements that form an integrated tourism experience according to most scholars. “Sustainable tourism” is related to the development of economic, social, and environmental tourism that aims to improve the experiences of tourists continuously (Zolfani et al., 2015). (Herawaty and Tresna, 2018) identify three main dimensions of sustainable tourism, which are social, economic, and environmental. The following is an explanation of each of the three dimensions.

Dimensions of sustainable tourism

a. Environmental Sustainability

Preserving the environment surrounding tourist destinations, remaining sustainable and being beneficial for future generations, is one of the priorities of the tourism industry. (Manero Ruz, 2018) explains the fact that the contradiction in the tourism sector is that the natural environment and its components are a fundamental principle attracting tourists to the destination. At the same time, this natural environment is being exploited and exposed to the danger of dissolution by these tourists. (Agyeiwaah, 2017) indicate that when mentioning the environmental sustainability dimension, the challenges of water quality and solid waste management emerge as the two essential issues for the environment surrounding the destination. (Van der Bank, 2018) suggests two main categories to support environmental sustainability, first introduces the incentives and tax procedures, and the second category provides education and awareness programs that promote a better understanding of the relationship among human well-being, biodiversity, and ecosystems for supporting more environmentally responsible behavior such as increasing energy efficiency, reducing the use of fossil fuels, increasing the use of renewable energy, reducing pollution and reproduce and achieve the awareness, while at the same time considering the sensitivity of the surrounding ecosystems and the natural environment.

b. Economic Sustainability

Developed economies no longer dominate the international tourism scene because an increasing number of destinations in developing countries have been launched for tourism, and thus the industry has turned into a critical engine for economic development in those countries. The sustainable economic dimension is measured by the volume of visitors, expenditure levels, length of stay, satisfaction rates, repeated visits, quality of service provided, and the possibility of creating long-term job opportunities for the community (Agyeiwaah, 2017).

Tourism often passes through an economic lens and making it sustainable, depends on reducing environmental and social costs and achieving a balance among these costs, the satisfaction and loyalty of the tourists, and the profits of industry owners (Force, 2018). The sustainable economic growth of the tourism sector in countries can improve the infrastructure and superstructure and the growth of many sectors such as agriculture, transport, trade, increasing foreign investment, introducing new technologies, ensuring employment, and increasing local production (Herawaty and Tresna, 2018).

c. Social Sustainability

The dimension is measured through community attitudes (perceptions or opinions) or through direct observation of behavior towards tourism and tourists, thus the attractiveness of the destination is constituted. The negative attitudes can constitute an obstacle to the destination concerning quality standards (Gonzalez et al., 2018). The interaction between tourists and the local community leads to the launch and promotion of different cultures and positively changes their prejudices and stereotypes of each other (Çelik, 2018). The broad community participation in sustainable tourism ensures consensus and contributes to achieving continuous development which implements the necessary preventive corrective procedures. Achieving an economically viable industry is not at the expense of social resources, especially the physical environment and the social texture of society (Kunasekaran, 2017). Many social sustainability indicators are determined by researchers (Agyeiwaah, 2017). and (Shames and Ghadban, 2018) such as the elements of quality of life and improvement of living standards in the short and long term with an emphasis on equality among generations, achieving community satisfaction, safety, security, and community health, creating job opportunities including employment of women and marginalized groups, preserving cultural authenticity, and protecting Intangible values such as intangible heritage, restoration of antiquities, meeting social needs and desires.

Principles of sustainable tourism

Bramwell and Lynn (1993) identified four basic principles for sustainable tourism in line with the concept of sustainable development:

- (1) Overall planning and strategy development.
- (2) Maintaining essential ecological processes.
- (3) The protection of both human heritage and biodiversity.
- (4) Renewal to ensure long-term productivity for future generations.

Sustainable Tourism Strategies

Sustainable tourism is different from traditional tourism, and thus the strategies are also different. Most of the traditional tourism plans dominate the growth requirements of the tourism industry. They are either marketing plans or capital investment plans, both of which are typically designed to increase tourist flow, turnover, and job creation.

Moreover, they seek to exploit national and societal resources with little regard for society, culture, or institution. On the other hand, sustainable tourism plans are based on a broader and more comprehensive regional analysis. The plans are based on concepts that have been revised and practically tested in many places (Camilleri, 2014).

1. Analysis of the social, economic, environmental, and cultural needs of the area.
2. Analysis of the tourism assets in the region and the constraints imposed on the development of tourism in the future.
3. Discuss the best usage for tourism as a tool for social, economic, ecological, and cultural renewal.
4. A strong measure of local participation in both the planning process and any ongoing decision-making process.
5. Locals must be happy with visitors, ensuring that the influx of visitors will not overwhelm their lives and impose new unwelcome systems.

The process of developing a strategy should not be a one-time relationship. It should be a long-term enterprise that is well-developed, capable of dealing with change, and able to acknowledge its mistakes and shortcomings. It is the beginning of a partnership among economic, ecological, and cultural interests. With the inclusion of these key issues, sustainable tourism strategies will lead to rewarding results and will support tourism for the benefit of all.

According to the above, in the author's opinion, theoretically, the origin of sustainability is a novelty, parallel to conservation. So, tourism novelty guarantees tourism sustainability. (H2)

Materials and methods

The researcher decided to examine Marsa Alam from the point of novelty based on the various destination's tourism elements. Then the relationship between novel tourism objects and, on one hand, motivating the tourists to Marsa Alam destination, and sustainability on the other side were studied.

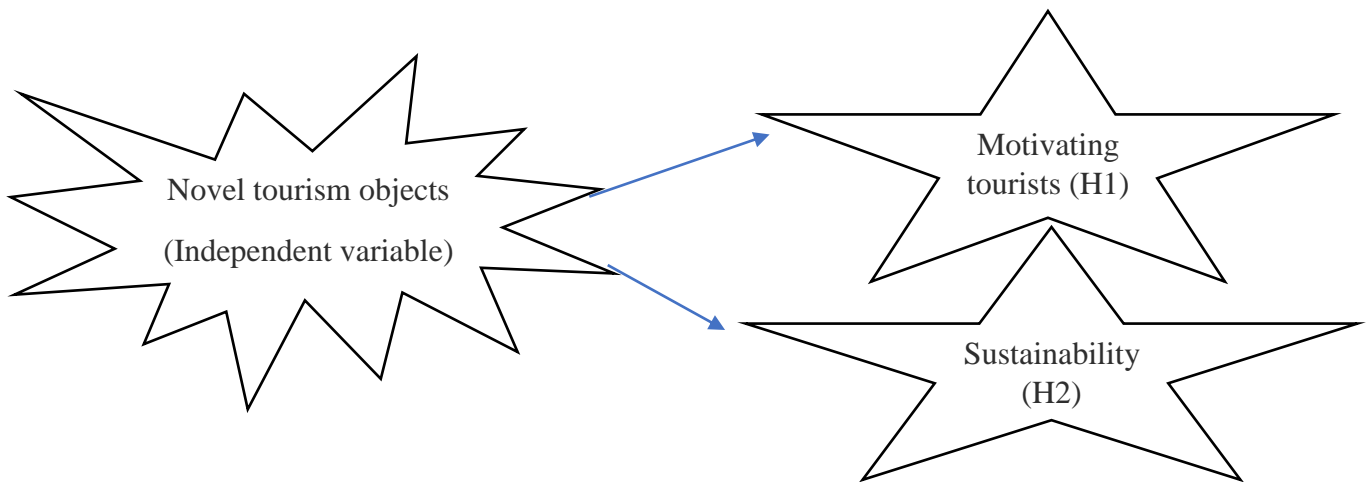


Fig. 2. Tourism novelty (2) hypotheses

Marsa Alam's novel objects

Marsa Alam top 10 destinations (<https://www.marsaalamtours.com>, 2022)

No doubt that Marsa Alam Egypt abounds with many natural and cultural attractions as follows:

- Satayh Dolphin Reef Dolphin House

The Satayh Dolphin Reef is a protected area where snorkeling and Swimming with dolphins can be experienced. This region is home to many dolphins, sea mammals, and different varieties of corals and fish.

- Samadi Reefs- Dolphin House

The name 'dolphin house reefs' has been given, as the reef is shaped like a horseshoe, giving protection from the wind and sea and a perfect place for the spinner dolphins to rest and play. A unique chance to discover these attractive resident marine mammals is a magical experience that will be well worth the wait.

- Marsa Mubarak (National Park)

Marsa Mubarak is considered one of the most magnificent snorkeling and diving sites around Marsa Alam. During the tour, the protected bay of Marsa Mubarak will be explored, which displays some of the most gorgeous coral reefs in the Red Sea and the impressive marine seascapes. The crystal-bright warm water accommodates a huge diversity of fauna and flora.

- Abu Dabab National Park

Abo Dabab bay is a charming snorkeling and diving site around Marsa Alam. It has Coral surfaces with Lots of Colored flyfish where snorkeling is. The bark consumes a sandy coast with Seagrass, crystal-clear warm water, and a boundless variation of Green Turtles, attractive fish, and the rare **Dugong** that rarely visits the protected bay feeding on seagrass.

- Sharm El Lulli And Wadi El Qulaan

Sharm El Luli or Ras Hankorab, as the residents call it, is a peaceful sunny place for snorkeling where the nature charming and fantastic mangrove trees exist on an amazing open sea.

- Wadi El Gemal (National Park)

"Valley of the Camels" is a wide zone of desert and coastal seawater located 45km south of Marsa Alam. The national park is the spot of prehistoric rock art, and Roman and Ptolemaic ruins. The mountain "Mons Smaragdus" is the location of small mining areas that date goes back to ancient Egypt. The park is surprisingly rich in wildlife and vegetation and historic sites dating back to before the Roman era.

- Luxor Day Trip From Marsa Alam

A day tour to Luxor from Marsa Alam with own guide seeing the real Luxor, visiting the valley of Kings where most of Egypt's powerful kings, The Queen Hatshepsut temple, Memnon statue, and Karnak temple are existing.

- Nefertari Cruise Marsa Alam

Nefertari's yacht is the first in the Red Sea, designed in the Pharaonic style completely. Entering the boat, the guards are wearing Pharaonic uniforms. The boat is all golden pharaonic decorated, as installing a time machine and returning to the Pharaonic era. The yacht has a submarine at a depth of 4 meters, through which the colorful fish and coral reefs can be seen. Nefertari program also involves the best Marsa Alam zone making a snorkeling stop.

- Marsa Alam Safari

A desert adventure safari trip by jeep 4*4 from Marsa Alam represents the Bedouins' life story and traditions tasting a Bedouin tea, driving the quad bike all around the mountains enjoying the Bedouin show and BBQ dinner.

- Hamata Islands

An amazing snorkeling adventure trip to Hamata islands in Marsa Alam, where 3 virgin islands can be visited including colored fish and corals that cannot be seen anywhere else.

transport

- Marsa Alam Airport

Work began at Marsa Alam Airport in March 1999, opened for commercial aviation on October 1, 2001, and officially opened in October 2003, with a capacity of 600 passengers per hour. It was established with the aim of serving the coastal area in the south of the Red Sea, from the city of Quseir to the city of Marsa Alam, with a length of 120 km. The airport is located 34 nautical miles northwest of Marsa Alam city, and 210 km south of Hurghada. The movement of aircraft coming from Italy, Germany, France, and England for the purpose of tourism is active. The airport contains a passenger building built on an area of 5,000 square meters and includes baggage belts, security devices, passenger facilities, offices for workers, authorities, airlines, banks, flight information advertising systems, a control tower, a firefighting building, navigational aids, and meteorological devices. The airport is managed and operated by IMAC Airport Management and Operation Company, one of the Kuwaiti Al-Kharafi Group companies, under the build-operate-transfer system (Marsa Alam Airport, 2018).

- Yacht Marina

The Marsa Alam Marina or Port Ghalib Marina is located 65 km north of Marsa Alam city, 75 km south of Quseir city, and 4 km south of Marsa Alam International Airport. Its total area is 315,872m², with a marine area of 277,872 m², and the length of its fixed cement piers is 5,200m². The floor area around the berths is 35,000 m². The main activity of the marina is to receive foreign and local tourist yachts. It operates 24 hours a day and is visited annually by an average of about 2,000 yachts, while its capacity reaches 1050 yachts. The marina is established and managed by Marsa Alam Tourism Development Company. The marina is equipped with yacht repair teams, electronic navigational aids, ship waste reception facilities, yacht feeding units with fresh water, electricity, and communications, refueling and oil services, security and safety tools, environmental preservation, firefighting, and pollution, as well as Provides guidance and assistance in berthing yachts. It has a major navigational approach buoy that is electronically lit at night in the depth of the sea, 60 meters from the beginning of the navigation channel to guide yachts coming to the port to approach and enter the navigation channel (Port Ghalib Marina, 2018).

- Roads

Marsa Alam connects with the rest of the Red Sea Governorate cities and the cities of southern Egypt by several land roads represented by the Edfu / Marsa Alam Road with a length of 230 km, which construction began in late 2005 and opened in July 2007 with an amount of 7.7 million pounds, in addition to the Marsa Alam / Qusair, Marsa Alam / Shalateen, Sheikh Al-Shazly / Baranes, Sidi Salem Road / Sheikh Al-Shazly (The local unit of Marsa Alam city, 2016).

Sukari Gold Mine (SGM) in Marsa Alam

On January 12, 2022, the Egyptian Petroleum Minister confirmed, during the International Mining Conference in Riyadh, that Egypt's strategy aims to develop mining cities, one of which will be devoted to gold. The contribution of the mining sector to Egypt's economy does not exceed 0.5%, and work is underway to increase, in accordance with economic plans (ministry of petroleum and mineral resources, 2022). The Sukari Mine is in the Jabal al-Sukari area in the Eastern Desert, 30km south of Marsa Alam. It was discovered in 1995 and began operating in 2009. It is one of the ten largest mines in the world in the terms of reserve and production. It is Egypt's first gold mine in the modern era, and this industry has an opportunity for expansion in Egypt. Egypt was known in the past as an important source of gold, and one of the oldest available maps shows a mine at the same site (<https://www.economist.com/special-report/>, 2022).

Selecting the sample

The author decides to design a questionnaire conducted on a group of 247 tourists within Marsa Alam airport and Port Ghalib marina at the end of visiting, of which 233 are returned valid. 193 tourists who visited Marsa Alam before, responded to part II of the questionnaire, which is responsible for sustainability whether environmental, cultural, social, or economic. Part I of the questionnaire measures the novelty of tourism elements which is experienced by each tourist depending on the Likert scale. Measuring the novelty of Marsa Alam's experience depends on tourism novelty dimensions (inputs, core, and outputs). The questions are designed to establish a linkage between novelty and on one hand motivating the tourists to visit the destination and sustaining the destination on the other hand.

Validity and reliability

Table 2

Reliability and Validity

Dimensions	N	Validity	reliability
Novelty in Tourism	13	0.654	0.723
Tourism Sustainability	3	0.688	0.812

The Cronbach coefficient alpha was used to assess the reliability of the questionnaire after processing, and the findings are reported in table 2. A Cronbach's alpha of .70 to less than .90 implies good reliability. As the chart illustrates, Cronbach's alpha ranges from 0.723 to 0.812, which is recognized as approved reliability. It is appropriate when the coefficient validity is over 0.60. The survey items were therefore regarded as valid and reliable.

Analyzing the sample responses

The following paragraph presents the opinions of the researched sample and their response regarding the motivation to visit Marsa Alam (H1) depending on the BlueSky Statistics program, to reach the statistical indicators represented by the arithmetic mean, standard deviation, and percentage. Table (3) shows the results of each of the dimensions of the novelty of Marsa Alam’s tourism product.

H1: Novelty in tourism motivates tourists to destination’s attractions

Table 3.

Measuring the novelty of Marsa Alam tourism product which motivates tourist coming

N.	Decide how strongly the agreement concerning to the motivation to visit Marsa Alam. Score 1 to 5 based on the following guide. 1 = Strongly disagree ~ 3 = Neutral ~ 5 = Strongly agree	SD	D	N	A	SA	Mean	Std.	Relative weight
	First section: Inputs								
1	Inspiration	31	38	30	69	65	4.76	0.60	Agree
2	Taking risk	33	30	41	63	66	4.66	0.59	Agree
3	Personality characteristics	34	29	40	71	59	4.61	0.58	Agree
4	External influences	32	31	43	72	55	4.54	0.70	Agree
	Inputs total	130	128	154	275	245	4.65	0.62	Agree
	Second section: Core								
1	Emotions	34	37	37	61	64	4.17	0.77	Agree
2	Attitudes	32	22	41	68	70	4.55	0.71	Agree
	Core total	66	59	78	129	134	4.36	0.74	Agree
	Third section: Outputs								
1	Value	30	30	44	71	58	4.75	0.60	Agree
2	Satisfaction	35	22	30	74	72	4.41	0.79	Agree
3	Memorability	33	37	43	70	50	4.59	0.69	Agree
4	Loyalty	40	32	37	67	57	4.35	0.78	Agree
5	Experiential quality	20	42	42	58	71	4.64	0.59	Agree
6	Brand equity	26	36	43	61	67	4.43	0.79	Agree
7	Enjoyment of life	32	41	33	57	70	4.62	0.58	Agree
	Outputs total	216	240	272	458	445	4.54	0.68	Agree
	Total	412	427	504	862	824	4.54	0.67	Agree

It is evident from the above that the novelty of Marsa Alam’s tourism product achieves a high mean of 4.54 with a standard deviation of 0.67 and a relative weight of “agree”, which motivates tourists to visit the destination, Marsa Alam. The following represents the rate of each of the novelty dimensions.

inputs achieve the highest mean of 4.65 and the lowest standard deviation of 0.62 with relative weight “agree”. The issue indicates that tourism novelty inputs represent the first motivation for visiting Marsa Alam (inspiration, taking risks, personality characteristics, and external influences). Outputs ranked the second mean by 4.54 and the second standard deviation by 0.68 with a relative weight of “agree”, which means that tourism novelty outputs reflect the second motivation for visiting Marsa Alam (value, satisfaction, memorability, loyalty, experiential quality, brand equity, and enjoyment of life). Finally, Core ranked the last mean by 4.36 and the highest standard deviation by 0.74 with a relative weight of “agree”.

Table 3 represents Marsa Alam tourism novelty, which motivates tourists to come by a mean of 4.54 and a standard deviation of 0.67 with a relative weight of “agree”. That confirms the first hypothesis (a novelty in tourism motivates tourists to destination’s attractions).

The next paragraph presents the opinions of the same researched sample, who visit Marsa Alam before, and their response regarding sustainable tourism (H2), according to the results reached after relying on the BlueSky Statistics program, to reach the statistical indicators represented by the arithmetic mean, standard deviation, and percentage. Table (4) shows the results related to each of the three sustainable tourism dimensions.

Table 4.
Measuring the sustainability of Marsa Alam tourism product

N	(Have you been Marsa Alam before?) if yes, decide how strongly the agreement concerning to the Sustainability	SD	D	N	A	SA	Mean	Std.	Relative weight
1	Environmental (green transformation)	33	26	30	54	50	4.58	0.67	Agree
2	Social & cultural (traditions, heritage, awareness, architecture)	27	24	36	52	54	4.59	0.65	Agree
3	Economic (performance, facilities, structure, investment)	28	33	32	56	44	4.63	0.63	Agree
	Total	88	83	98	162	148	4.60	0.65	Agree

According to the above table, the sustainable tourism variable achieves a high arithmetic mean of 4.60 and a standard deviation of 0.65, while the relative weight of the variable was agreed upon. The following interprets each of the sustainability dimensions.

The economic sustainability of Marsa Alam’s tourism product ranked the highest mean of 4.63 and the lowest standard deviation of 0.63 with a relative weight of “agree”, which indicates increasing the development rate within Marsa Alam destination. Social and cultural sustainability ranked the second mean by 4.59 and the second standard deviation by 0.65, with a relative weight of “agree”, thus it reflects the traditions, heritage, awareness, and architecture concerning Marsa Alam’s tourism product. Then environmental sustainability ranked the last mean by 4.58 and the highest standard deviation by 0.67 with a relative weight of “agree”. The issue needs attention from the concerned authorities.

H2: Novel tourism acts as a form of sustainable tourism.

Table 5.
Correlations between each of novelty dimensions of Marsa Alam tourism product and sustainable tourism

N.	Independent variable (novelty)	Dependent variable (sustainable tourism)	
		Pearson Correlation	Sig. (2-tailed)
1	Input	0.52	0.00
2	Core	0.44	0.01
3	Output	0.49	0.00

Table 5 shows a positive correlation relationship between the novelty dimensions of Marsa Alam’s tourism product and sustainable tourism within. The issue clears according to the Pearson correlation coefficient values, (Input = 0.52, Core = 0.44, Output = 0.49), and they are also statistically significant at the levels of significance 0.00, 0.01, and 0.00 sequentially. The values of the independent variable indicate a robust positive correlation reflecting that the tourism novelty impacts the tourism sustainability within the destination Marsa Alam (H2).

Table 6.
Correlation between novelty of Marsa Alam tourism product and sustainable tourism

Marsa Alam Tourism Novelty	Sustainable Tourism	
	Pearson Correlation	**0.48
	Sig. (2-tailed)	0.01
	N	193

Table 6 confirms the results discovered in table 5 where there is a strong positive correlation between tourism novelty as a whole and sustainable tourism. This is evident from the value of the Pearson correlation which equals 0.48. It is statistically significant at the level of significance 0.01.

Table 7
Testing the Hypothesis

	Hypothesis	Results
H1	Novelty in tourism motivates tourists to destination’s attractions	Accepted
H2	Novel tourism acts as a form of sustainable tourism	Accepted

Conclusion

The study highlights a new concept in tourism which is “novelty”, however, the perception of novelty is various, with several theoretical viewpoints and a need for agreement about its definition. Novelty is like creativity about a person, process, and impression. The novelty differs from creativity about product, environment, and equivalence. The study combines different theoretical views and broadly evaluates the tourism novelty within Marsa Alam depending on the novelty dimensions.

A strong positive relationship between novelty and motivating the tourists to visit Marsa Alam is discovered however, tourists positively respond to novelty dimensions which motivate a visit.

Novelty dimensions (inputs, core, and outputs) achieve total relative weight “agree” within Marsa Alam destination. The core dimension needs attention from the concerned authorities because of ranking the last novelty dimension. The study measures also the sustainability of Marsa Alam’s tourism product according to its three dimensions (environmental, social-cultural, and economic). A strong positive relationship between novelty and sustainable tourism is established however, frequent tourists demonstrate a positive attitude towards sustainable tourism (Budeanu, 2007). Tourism novelty achieves, in its dimensions, harmony and complete coordination with the dimensions of sustainable tourism, due to the similarity of both goals and objectives that each seeks, providing the best tourism product within Marsa Alam. The sustainability dimensions achieve total relative weight “agree” within Marsa Alam destination. Environmental sustainability ranked last among the sustainability dimensions, which needs to be concerned.

Finally, updating the tourism experiences and improving tourists’ perceptions about their novelty might encourage both tourists’ motivations and sustainable tourism behavior, such as discovering ways to transform the domestic tourism experiences into novel ones and encouraging the re-visits. Marsa Alam as a promising destination in Egypt abounds with many natural and cultural attractions representing the most novel tourism product.

Recommendations

According to the study, the following recommendations are suggested:

- Novelty should be defined as a characteristic or idea associated with a tourism product that can be remembered as evaluative information or as a link with something unique, new, different, and unfamiliar.
- Novelty three dimensions must be used by concerned authorities (ministry of tourism and tourism promotion authority) to define novel tourism objects and design innovative marketing strategies.
- Travel agencies should design itineraries considering tourism novelty dimensions which include inputs, core, and improved outputs.
- Core as a dimension of tourism novelty including emotions and attitudes must be alerted within Marsa Alam by creating unique experiences and extraordinary activities.
- Inputs as a dimension of tourism novelty involving inspiration, taking risks, personality characteristics, and external influences should be supported and get more attention however ranking the highest among tourism novelty dimensions. Thus, it will interact with the core as a second dimension resulting the strong outputs as the third dimension of novelty within Marsa Alam which guarantees value, satisfaction, memorability, loyalty, experiential quality, brand equity, and enjoyment of life.
- The concept of tourism sustainability should depend on the novelty parallel to conservation when shaping tourism development and marketing plans.
- The ecology of Marsa Alam needs to be maintained and protected by the ministry of environment and the Red Sea governorate taking into consideration the green transformation as a global orientation.
- Transforming from camping and resorts into eco-lodges is a must for accommodation in Marsa Alam. The issue achieves eco-tourism via saving the environment and reaches social and economic sustainability via providing job opportunities resulting in service quality.

- Handicrafts within Marsa Alam should be considered by the governorate especially, the golden ones relating to El Sukari Gold Mine to encourage the social and cultural sustainability of the tourism product and at the same time support the economic one.
- Travel agencies must design novel experiences within Marsa Alam, taking care of domestic tourism.
- Tourism promotion authority should implement originative marketing strategies customized for Marsa Alam, which target domestic tourists first.
- The ministry of tourism should develop the following tourism patterns within Marsa Alam:
- Conference tourism on the approach of COP27 Sharm El-Sheikh.
- Cultural leisure tourism via designing the integrated itineraries "Marsa Alam – Luxor.
- Yacht tourism, where Marsa Alam is the top destination in Egypt for such a tourism style.

الحداثة في السياحة كبديل تحفيزي مستدام: بالتطبيق على مرسى علم

المستخلص

يتناول البحث الجدة من منظور سياحي ويستخدم مفاهيم مثل "جديد"، "مختلف"، و "غير مألوف" لاكتشاف أشياء سياحية جديدة داخل الوجهة. يستخدم تعريف الجدة في السياحة كاعتقاد يرتبط بمدخلات ومخرجات أخرى ، في الدراسة لتطوير استراتيجية تحفيزية متكاملة ومستدامة. قرر المؤلف اختيار مرسى علم كدراسة حالة لحداثة السياحة للهروب من الوجهات الروتينية وتقديم شاطئ غير مزدحم داخل مصر. الدراسة لها تداعيات كبيرة على قطاع السفر والسياحة ، بما في ذلك وكالات السفر والسياحة والهيئات المعنية. توضح الورقة البحثية كيف أن المنتجات السياحية الجديدة ، مثل التجارب والأنشطة والمواقع ، قد يكون لها تأثير على النتائج المتعلقة بالاستدامة والرضا والقيمة وولاء العملاء. تعتبر هذه الآثار حاسمة بالنسبة للوضع الحالي لقطاع السياحة ، الذي يواجه تحديات بسبب الأزمة المالية العالمية، وباء كوفيد، والكارثة البيئية المستمرة، ... إلخ. يجب على شركات السياحة اليوم أن تتوصل إلى استراتيجيات مبتكرة لجذب الزوار وتوفير بدائل مستدامة؛ لتحقيق تلك الأهداف ، قد تكون معرفة عناصر السياحة الجديدة مفيدة. الإسهام الذي يقدمه البحث:

- 1- ربط الحداثة والاستدامة السياحية.
- 2- الدمج بين الحداثة والإبداع من خلال المقارنة بين أوجه الاختلاف والتشابه.

الكلمات الدالة: حداثة، إبداع، مستدام، دافعية ، ومرسى علم

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