



Exploring the Prospects and Obstacles of Entrepreneurial Tourism Development in Egypt: A Comprehensive Review

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Abstract

Entrepreneurship has gained increasing importance in the tourism industry, just like in any other industry. This is due to the close relationship between entrepreneurship, sustainability, and the survival of the industry. The tourism sector's fierce competition and the demand for novel products and services require active involvement from the entrepreneurial community. Hence, this research aims to explore the potential and obstacles facing Egypt's tourism industry, specifically, as one of the major growing industries in the world.

The study encompasses a situation analysis, literature review, a specially designed survey distributed to a randomized sample of Egyptian startups, business owners, and extensive interviews with experts in Egyptian entrepreneurship and tourism. For that sake, the study adapted the descriptive analytical methodology by employing the mixed methods which are the questionnaire as a quantitative method and the open interview as the qualitative technique for data collection. The study sample was the Egyptian startups and business owners and extensive interviews with experts in Egyptian entrepreneurship and tourism. The research thus recommended that, establish a transparent and responsible management strategy for the sustainable development system in the tourism sector, and promote effective community participation in programme planning and implementation. To provide fresh and creative financial opportunities, invest in ecotourism and environmentally conscious lodging.

1. Introduction

For the tourism industry's leisure and recreational opportunities, entrepreneurship is crucial. Entrepreneurship is regarded as being important to the regional, national, and international development of tourism. Entrepreneurs use innovation as a specific technique to take advantage of changes as a chance to launch a new product or service (JOSE, 2019). Therefore, entrepreneurial activity is essential to the financial success of tourism businesses. Innovativeness, proactivity, and risk-taking interact to generate successful entrepreneurial behavior. This behavior is influenced by both internal and external factors, such as networks and environmental dynamic circumstances, which all have an impact on the performance of financial firms. These conditions include the level of competition, the degree of community or network integration, human resources, politics, seasonality, fluctuating demand, and technological change (Kallmuenzer et al., 2019). Entrepreneurs are also change-agents. These agents engage in entrepreneurship by spotting possibilities, taking the initiative to seize them, and launching new businesses. Entrepreneurship has the power to revolutionize and is of great importance to the tourist and hospitality industries of a location.

According to Sotiriadis (2018), successful entrepreneurship is an ongoing process that depends on originality, innovation, and marketability. The individual is the driving force behind and the source of this entrepreneurship process. No place can thrive economically without devoted, adventurous, and creative entrepreneurs. Entrepreneurship can raise the level of local environmental commitment, assisting in the long-term preservation of the destination's natural and artificial resources and its competitive advantage (Fu et al., 2019). Because of insufficient evidence that tourism delivers these outcomes sustainably, business tourism is being challenged. As a result, the industry's intended benefits are weakened by the traditional tourism entrepreneurship and development models, particularly for host communities (Aquino, et al., 2018).

Innovation, though, is fundamentally and literally risky. There are risks at every stage of the invention process, but diffusion is important because the market is the arena where the success or failure of the idea will be decided. Customer opposition typically serves as the backdrop for this conflict. Customer resistance is typically one of the greatest risks to innovation for the entrepreneur, and overcoming this opposition is, of course, a cornerstone to success (Sanchez, et al., 2019). It is critical to comprehend that entrepreneurship is influenced by three variables. They include antecedent influences (i.e., background factors like familial influences and genetic factors that affect motivation, skills, and knowledge), the "incubator organization" (i.e., the kind of organization the entrepreneur worked for merely prior to starting a business, the skills they acquired there), and environmental influences (such as the state of the economy, accessibility to venture capital, and availability of support services) (Anter & El- Nagy. 2019).

Egyptian tourism has always been one of the main industries attracting innovative entrepreneurs who are willing to invest. Recently, entrepreneurship, business development and innovation through SMEs are essential drivers for tourism and hospitality industry success. They contribute to this success through generating income, providing job opportunities and achieving destination development. Due to the dynamic nature of the tourism industry, there is an urgent need for the small

medium enterprises entrepreneurship. Entrepreneurship is needed for both creating new business opportunities and developing existing tourism businesses. Tourism is one of the most prominent service sectors having great potential to grow more in Egypt. Egypt is popular by its diversified tourism product. Indeed, SMEs is dominating Egyptian tourism industry due to their vast number, generate a variety of benefits for the tourism destinations because of the direct contact with tourists and encourage tourists to spend locally in tourism destination. However, these SMEs face several problems like rapid changes in demand, lack of skill and training for employees, limitations of the finance and time consuming administrative procedures. Several authors contributed to SMEs in others sectors of the Egyptian economy, but in the tourism industry, contribution is less than expected

2. Literature Review

2.1. Entrepreneurship Ecosystem in Egypt

Despite lagging behind global standards, Egypt's entrepreneurial ecosystem is showing signs of improvement, albeit at a slow pace. The sixth country Global Entrepreneurship Monitor (GEM) National report for 2017 and 2018 by the AUC School of Business highlighted this fact. However, to transform Egypt into a regional powerhouse for entrepreneurship and innovation, it is important to prioritize youth entrepreneurial education and strengthen the entrepreneurial ecosystem through effective programs and legislation, as suggested by Ismail (2018).

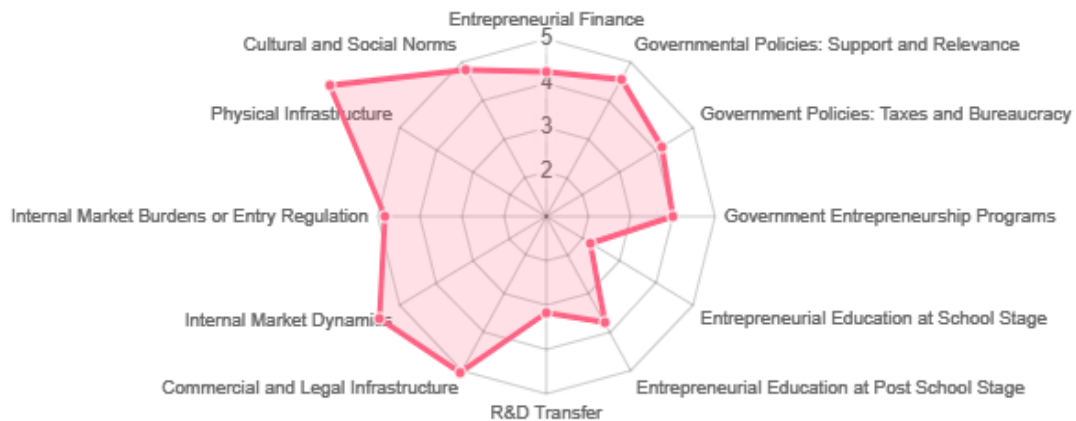


Figure (2): Entrepreneurial Framework Conditions

Source: (Ismail, 2018)

According to Messina (2020), thousands of SMEs, which make up the majority of the striving travel and tourism sector, are still striving to survive,

endangering the nation's ability to recover from the devastating effects of COVID-19. Only 6.4% of Egypt's current 562 tech start-ups have their headquarters outside of Greater Cairo, indicating a strong geographic concentration of the market's sustainability conditions. However, while innovation transcends boundaries, society's pressing demands and those of people who need them frequently go beyond the market's focus.(Hamdy.2022). Around 29.1 million people, or more than 31% of the whole Egyptian population, make up Egypt's, dynamic, skilled, and fiercely competitive labor force. Since knowledge, innovation, and scientific research are at the core of Egypt's 2030 social development agenda, their enthusiasm and inventiveness, along with legislative backing, have helped Egypt rank among the top 10 countries worldwide for starting new businesses (Gafi.2019).

Egypt has made significant progress toward fostering innovation through reforms and new laws. However, there is still more work to be done to support this environment and to develop networking and collaboration strategies between different players and clusters in the innovation ecosystem, all the while monitoring the effects of each policy initiative as it is implemented. To achieve an efficient and successful National Innovation System that can support overall economic welfare and economic growth, these are important conditions and methods (Rabie, 2021). Zidan (2021) claimed that the entrepreneurial characteristics of Egyptian entrepreneurs and owner-managers are, in order, wealth, innovation, network, optimism, independence, and locus of control.

Egypt has set its sights on achieving a comprehensive renaissance by 2030, capitalizing on its strategic location and unique cultural identity **as well as** its rich historical legacy. The goal is to achieve sustainable growth and an improved quality of life for all citizens. Egypt aims to develop a competitive and diversified economy, a socially responsible and fair society, and an eco-friendly environment that preserves the natural resources bestowed upon the country. This vision is guided by the principles of "integrated sustainable development" and "equitable regional development," which are based on the three pillars of sustainable development: economic, social, and environmental. Entrepreneurship, closely linked to sustainable development, has a critical role in driving economic growth and addressing the challenges faced by Egyptian society.

Table (1): Sector Distribution of Entrepreneurial Activity in Egypt and GEM Countries

INDUSTRY SECTOR	RANK /49	EGYPT (%)	GLOBAL AVERAGE (%)	MIDDLE EAST & NORTH AFRICA (%)	HIGH INCOME COUNTRIES (%)	MIDDLE INCOME COUNTRIES (%)	LOW INCOME COUNTRIES (%)
AGRICULTURE	8	8.3	4.6	4.7	4.7	5.0	4.6
MINING	39	2.4	5.4	5.2	5.5	5.4	5.1
MANUFACTURING	8	12.8	8.4	8.4	8.5	8.7	8.3
TRANSPORTATION	14	3.8	3.2	3.2	3.2	3.3	3.2
WHOLESALE & RETAIL	8	61.5	43.0	44.1	42.2	43.5	44.6
INFORMATION & COMMUNICATION TECHNOLOGY	44	0.3	4.2	4.0	4.2	4.0	4.0
FINANCE	47	0.0	3.1	3.0	3.2	3.0	2.8
PROFESSIONAL SERVICES	37	2.2	6.9	6.7	7.1	6.5	6.3
ADMINISTRATIVE SERVICES	46	0.7	3.9	3.8	4.0	3.9	3.9
HEALTH, EDUCATION, GOVERNMENT & SOCIAL SERVICES	47	5.6	14.5	14.4	14.6	14.2	14.5
PERSONAL & CONSUMER SERVICES	20	2.4	2.7	2.6	2.7	2.5	2.5

Source: (Ismail, et al., 2019; GEM Global Report 2018-19)

According to table (1), early-stage entrepreneurs in Egypt are predominantly active in wholesale and retail distribution (61.5%), followed by manufacturing (12.8%), and agriculture (8.3%). These sectors account for more than 81% of all early-stage entrepreneurship in Egypt. Egypt has a much greater percentage of early-stage entrepreneurs working in the wholesale and retail distribution industry (61.5%) than the global average of 43.0%. Since 2017, there has been a considerable growth in the number of entrepreneurs working in this industry, rising from 54.3% to 61.5%. This increase is likely due to the growth of micro and tiny informal retail businesses, which are frequently the default shelter during times of high unemployment Egypt's manufacturing (12.8%) is also much higher than the 8.4% global average and has been steady over the past two years.

It is worth noting that, by measuring six important aspects (domains) of the startup ecosystem, including human capital, access to finance, the vibrancy of the startup scene, infrastructure quality, macroeconomic conditions, and market

conditions, the Startup Friendliness Index (SFI) analyses the potential for cities to foster entrepreneurship. These six areas combine to create an urban setting that can either support or thwart entrepreneurship (Thompson.2021).

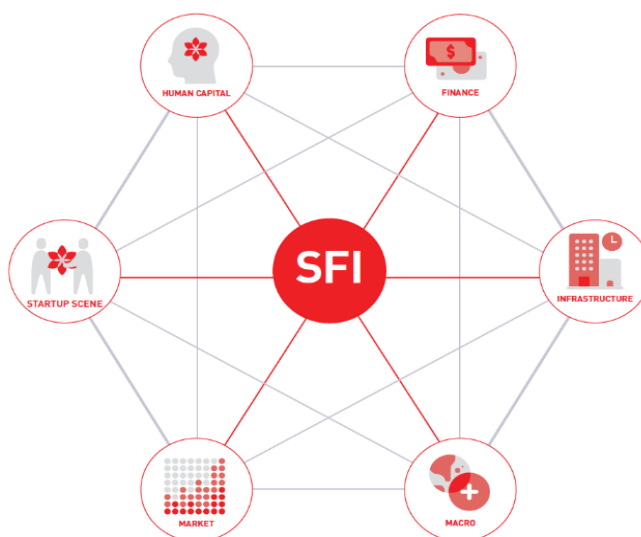


Figure (4): The Startup Friendliness

Source: (Thompson.2021)

2.2. Tourism Entrepreneurship

Entrepreneurship is the process of creating something new and valuable by investing the necessary time and effort, taking on associated financial, psychological, and social risks, and reaping the benefits of financial and personal freedom. It is important to attract young and educated individuals to become entrepreneurs, as entrepreneurship has gained popularity and is a source of innovation, job creation, and economic growth. However, only a small percentage of entrepreneurs succeed in their endeavors. As a unique discipline, there is academic debate about whether entrepreneurs are born or made. Regardless, entrepreneurship is a crucial source of change in all parts of society. Invention, which is the core of entrepreneurship, involves giving existing resources a new capacity for producing wealth. According to Kumar and Babu (2018) entrepreneurship can serve as a comprehensive solution to the world's pressing issues, such as unemployment and poverty. All nations, whether developed or emerging, require entrepreneurs. Developing nations need entrepreneurs to kick-start the growth process, while established nations need entrepreneurship to maintain it. Entrepreneurs should prepare for market ups and downs and be opportunistic

Entrepreneurship can be defined as the "pursuit of the formation of value, through the creation or extension of economic activity, by recognizing and exploiting new products, processes, or markets" (Ahmad, and Seymour, P.9. 2007). In this respect, starting businesses and corporate initiatives is the core act of entrepreneurship, which is performed through supplying emerging or established markets with goods and services, entrepreneurship-related actions that are guided by certain entrepreneurial theories. A new entry is what entrepreneurship is all about. A fresh entry can be made through supplying existing or emerging markets with products or services. The act of starting a new business venture can be done by a start-up company, a company already in operation, or by "internal corporate venturing" (Lumpkin & Dess, 1996). The study of opportunity sources, opportunity identification, evaluation, and exploitation procedures, as well as the group of people who engage in these activities, are all included in the topic of entrepreneurship. (Venkataraman & Shane, 2000).

Entrepreneurship in the tourism sector, according to , must deal with aspects of the industry, such as succession planning, family company management, and destination cooperation. However, the significance of social and personal skills in the context of entrepreneurship was emphasized in several studies . Finding the ideal balance between the transfer of general, professional, social, and personal skills, while also balancing the effectiveness of entrepreneurial education in tourism, is the problem facing the field of tourist education. Universities can find international success by concentrating on entrepreneurship in the tourism and leisure industries. Strong worldwide networks are therefore required for the exchange of students, researchers, and know-how. The explanation and empirical support of destination life cycle phase development and the associated entrepreneurial culture could be the main topics of tourism study. This prompts an investigation into the interactions between the enterprise and destination life cycles and how they affect the growth process. The primary entrepreneurship drivers in the meal-sharing economy platforms were identified by Atsz & Cifci (2021). Eight sub-dimensions were identified along with two main objectives: social and cultural motives (such as the enjoyment of hosting, altruism, a source of cultural capital, and social contact) and economic motives (e.g. monetary, facilitators, network, and independence). The refugee crisis has become a significant global issue with social, economic, and political ramifications in recent

years. According to statistics, there are currently more than 22 million refugees in the world. The features and difficulties experienced by refugee tourism and hospitality entrepreneurs in Istanbul, Turkey, are therefore being studied by Alrawadieh et al. (2017) As a result, four major problems faced refugee entrepreneurs: administrative and governmental, financial, sociocultural, and market-related barriers.

Akrivosa (2014) examines the extent to which tourism business owners in the region of Evritania have adopted sustainable resources. In conjunction with other contextual factors, the impact of the sustainable tourism development trend and fashion was examined on the entrepreneurial activity in the travel industry. The main finding is that despite believing that a good promotion strategy will increase business, tourism entrepreneurs and local authorities lack teamwork, which prevents sustainable resources from being used effectively and in depth. Other contributing factors include the tourism industry's poor financial situation and the global economic crisis, which results in low profitability. The tourism and hospitality sector contributes significantly to both economic and social life and offers numerous opportunities for small business expansion. But it also requires a lot of capital and is very competitive. The relationship between this setting and entrepreneurship aims to create new, long-lasting businesses by boosting organizations' capacity and drive to create, organize a business, and manage risk and profit. It also considers how tourism places are doing economically (Acosta et al., 2016).

Sustainable resources are not used effectively and thoroughly due to the tourism industry's poor financial situation and the general economic crisis, low profitability, entrepreneurs' conviction that tourism doesn't harm the environment and as a result they don't need to be environmentally conscious, a lack of cooperation between tourism entrepreneurs and local authorities despite their belief that a successful promotion strategy has been implemented, and more (Akrivos et al., 2014). The author focused on the three main contributions that tourism-related businesses provide to the economic development of any country: (1) Travel sector entrepreneurs can generate employment for both them and others. (2) Businesses that specialize in tourism entrepreneurship can enhance people's living conditions by boosting their income, and (3) these enterprises support rural development (Biswas & Mamun, 2018).

3. Methodology

3.1. Data Collection

Questionnaire

This research aims to identify the important opportunities and challenges facing tourism entrepreneurship in Egypt. Therefore, a field study was conducted through distribution of a questionnaire to sample of Egyptian Entrepreneurs. The questionnaire consisted of two parts. The first part was about demographic data. The other part was about challenges and opportunities that facing entrepreneurship and innovation in the Egyptian tourism sector. For the second part, a 5-point Likert scale was used within the questionnaire, ranking as follows strongly disagree (1), disagree (2) neutral (3) strongly agree (4) agree (5) for positive statement and vice for negative to positive statements respectively. The data were collected from a sample of Startups that conduct variety of activities that related to tourism sector such as Innovative Industries as handcrafts, transportation..etc. A total of 63 questionnaires were collected during (Sep 2022 to Feb 2023).

Interview

The interviews were conducted with some tourism experts and Economists in varying tourist and economic places with open-ended questions. The interviewees were asked to answer some questions about assessing The Experience of Entrepreneurship and Innovation in The Egyptian Tourism Sector. The interviewees give useful information about it and suggest some recommendation to benefit from these changes to increase the level of competitiveness of the tourism entrepreneurship environment in Egypt.

3.2. Data Analysis

After reviewing the surveys given to a randomly chosen sample of existing entrepreneurs, the conclusions and discussion were drawn. A random sample of 61 current entrepreneurs was given a questionnaire that was produced using an analytical descriptive method to research. (The statistical analysis of the answers was performed via SPSS V25).

4. Results

Data Validity and Reliability Data Validity

Table (2): Cronbach's Alpha Value for a group of current entrepreneurs' questionnaire

Reliability Statistics		
Cronbach's Alpha (α)	Validity	No. of Items
.709	.842	26

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

The reliability test was carried out in order to make sure of consistent measurement across various items in the questionnaire forms. Cronbach's Alpha reliability was determined as shown in the table (2). The test results show that for a group of current entrepreneurs to identify opportunities for success of start-ups, all the reliability coefficients were equal (.709) and for all the validity coefficients were equal (.842), which means that the instrument is reliable for being used.

As depicted in the discussion of the research findings begins with a brief demographic profile of respondents in terms of gender, the majority of the respondents were male (55.70%), rather than female respondents (44.30%) of this sample.

As depicted in the discussion of the research findings begins with a brief demographic profile of respondents in terms of age the age bracket of 21 to 40 had the greatest number of respondents (68.90%), followed by the age bracket of 41-60 years old (31.10%).

In analyzing the level of education, the representative degree is higher education with (67.20%) of the respondents, whilst (21.30%) of respondents had master degree holders in the sampled as indicated in Figure .

Table (3): Challenges and opportunities t facing entrepreneurship and innovation in the Egyptian tourism sector

Items	S D	D	N	A	S A	Mean	Std Deviation	Rank	Attitude
I see that the development of the performance of startups and innovation in the tourism sector plays a vital role in the economic growth of Egypt	21.3	4.9	1.6	13.1	59	3.84	1.655	1	Agree
I have been supported by mentors, coaches, consultants or from business incubator, other pograms that support tourism startups in Egypt	23	11.5	4.9	27.9	32.8	3.36	1.592	4	Neutral
I depend on information technology for various processes of the day-to-day business and using management information system for data-based decision making.	31.1	9.8	6.6	19.7	32.8	3.13	1.698	5	Neutral
As an entrepreneur, I have improved my leadership skills, influencing the actions of others effectively. I have developed my ability to give directions to others by helping them to set goals.	23	6.6	0	21.3	49.2	3.67	1.661	3	Agree
Having my own startup, have	23	0	6.6	23	47.5	3.72	1.603	2	Agree

improved my ability to generate ideas and solve problems, and helped me deal with different challenges.										
Total Mean						3.54				Agree

Table (3) presents the means and standard deviations of challenges and opportunities that facing entrepreneurship and innovation in the Egyptian tourism sector, where the means ranged between (3.13 – 3.84) compared with the total instrument mean for the domain (3.54). The item “I see that the development of the performance of startups and innovation in the tourism sector plays a vital role in the economic growth of Egypt” ranked first with a mean and standard deviation (Mean=3.84, standard deviation = 1.655) compared with the total instrument mean and the standard deviation. The item "I depend on information technology for various processes of the day-to-day business and using management information system for data-based decision making." ranked last reached a mean (3.13) and the standard deviation was (1.698) compared with the mean and standard deviation of the total instrument.

Table (4): Challenges and opportunities that face startup before and after launching

Challenges /opportunities	Frequency	Percent
Administrative	4	6.6
HR	1	1.6
Financing	22	36.1
Marketing	17	27.9
Operations	12	19.7
Innovation	3	4.9
Other	2	3.3

Total	61	100.0
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Table (4) shows the challenges and opportunities that face your start-up before and after launching. The study sample indicated that Financing ranked first with a rate of 36.1%, and in the second ranked was Marketing with a percentage of 27.9%, while the HR came in last ranked of the challenges and opportunities that face your start-up before and after launching with a percentage of 1.6 %

Interview Analysis

The current study has depended on an open interview as a suitable qualitative technique to collect accurate data describing the whole situation as much as possible exploring the Prospects and Obstacles of Entrepreneurial Tourism Development in Egypt

Interviews were conducted with 20 experts in tourism and economics in Egypt, including Egyptian entrepreneurs, who were interviewed in person, via the internet, and over the telephone. The interview consisted of carefully selected questions about entrepreneurship and innovation.

Of the interviewees, 65% pointed out that the tourism sector's contribution to GDP and foreign exchange earnings can stimulate economic growth, create jobs, and increase investment opportunities. This indicates that there are opportunities for innovation and increased competitiveness in Egypt's tourism entrepreneurial environment.

However, more than 27% of the interviewees highlighted challenges and opportunities that affect entrepreneurship in the tourism sector in Egypt. These include weak digital marketing of tourism products outside of Egypt, limited diversification of tourism products (cultural/heritage/medical/environmental), inefficient human resources, lack of tourist culture in Egyptian society, and insufficient promotion of Egyptian tourist destinations abroad. Furthermore, they emphasized opportunities for emerging projects to develop electronic commerce applications to market Egyptian products and innovative ideas to promote and raise awareness of the importance of the tourism industry in deepening the understanding of the surrounding community and raising awareness of the economic benefits.

Some of the interviewees focused on the importance of entrepreneurship and innovation as a crucial factor in international tourist demand for Egypt. They also emphasized the need to raise the level of competitiveness of the Egyptian tourist destination and increase the rate of economic growth.

Table (5): The Challenges in the Tourism Sector in Egypt Vision 2030:

Institutional challenges	Economic challenges
<ul style="list-style-type: none"> ▪ Multiplicity of legislation and overlap of competencies in relation to tourism activity. ▪ Delayed full application of the electronic system in dealing with tourists. ▪ Lack of insight into other international experiences aimed at improving the situation Tourist. ▪ Level of efficiency of the human resources involved in tourism 	<ul style="list-style-type: none"> ▪ Do not link return from tourism investment to other sectors, as well as ▪ Not linked to national investment maps. ▪ The State shall bear the expenses of collecting and disposing of solid residues resulting from Tourism activity. • Weak digital marketing strategies for tourism companies.
Social Challenges	Environmental challenges
<ul style="list-style-type: none"> ▪ Lack of community awareness of the importance of tourism and the culture of dealing with tourists at all levels. ▪ How to engage communities in tourism activity, and create new jobs in communities around tourism destinations 	<ul style="list-style-type: none"> ▪ High cost of environmental treatment in areas far from municipal networks. ▪ Marine pollution and freshwater pollution from untreated agrochemicals, sanitation and industry. ▪ Lack of clear criteria and specific technical specifications for eco-hostels

Table (6) SWOT Analysis of Tourism

Strengths	Weaknesses
<p>Egypt benefits from diversified arrivals source markets across Europe, the Middle East and North America.</p> <ul style="list-style-type: none"> • The country offers a variety of holiday options, from beach holidays to cultural and wildlife tourism. • Tourism infrastructure is well developed, particularly hotels, in established tourism destinations. • The government remains a strong supporter of the tourism sector. • Major global hotel chains, such as Hilton and Starwood, are committed to long-term expansion 	<p>The Russia-Ukraine conflict will negatively impact arrivals from source markets in Europe.</p> <ul style="list-style-type: none"> • Security risks stemming from terrorist attacks persist, with tourists having targeted. • The country's roads and local driving practices might not appeal to international travellers and can restrict tourists ability and desire to explore outside the resorts they are staying in.
Opportunities	Threats
<ul style="list-style-type: none"> • Egypt continues to benefit from relaxed border restrictions and reduced conditions of entry since the acute phase of Covid-19. • Robust investment in Luxor tourism attractions will support antiquities and cultural tourism in 2022 and 2023. • We expect the government to continue to implement measures to support the recovery of the tourism market in the short-to-medium term. • Hotel groups are still investing in new property construction, relying on the market's long-term growth potential • Future hotel privatisation plans could offer significant opportunities for foreign hotel management 	<p>The emergence of new Covid-19 variants could result in restrictions being implemented once again.</p> <ul style="list-style-type: none"> • The conflict between Russia and Ukraine could last for a protracted period of time and weigh on arrivals from Europe. • Any terrorist attacks or political violence would undermine the tourism industry over the medium term. • Surge in global food price inflation and energy costs will weigh in low- and mid-income consumers from European source markets in Q123 as they battle higher costs of living

companies to partner with local companies.

- **There is the possibility for Egypt to develop conference and medical tourism.**
- **The hotel construction pipeline is beginning to resume growth, with more than 60 projects in the pipeline as of Q422.**

Conclusion

The paper highlights the challenges and opportunities faced by start-ups in the tourism industry in Egypt. Through a combination of a situation analysis, literature review, a specially designed survey, and interviews with experts, the study identifies financing and marketing as the important challenges for start-ups before and after launch. On the other hand, the interviews highlight opportunities for innovation and increased competitiveness in Egypt's tourism entrepreneurial environment, such as developing electronic commerce applications and promoting Egyptian tourist destinations abroad. The study emphasizes the importance of entrepreneurship and innovation in increasing the rate of economic growth and raising the level of competitiveness of the Egyptian tourist destination.

5. Recommendations

- Improve coordination between the Ministry of Tourism and other relevant ministries, such as the Ministry of Environment, the Ministry of Electricity, the Ministry of Manpower, the Ministry of Local Development, the Ministry of Health, and the Ministry of Culture, to enhance the tourism sector's development and sustainability.
- Adopt a transparent and accountable approach to managing the tourism sector's sustainable development system and ensure effective community participation in the planning and implementation of programs.
- Invest in ecotourism and eco-friendly hotels to create new and innovative investment opportunities.
- Establish online portals to provide easy access to information about the 22 governorates, 3 new cities, and 4 ministries.

- Improve government services through the creation of subsidiary accounts for tourism sector entities.
- Ensure policies, plans, and programs are flexible, operational, and adaptable to keep up with changes and developments while conserving natural resources.
- Enhance the competitiveness of the tourism sector by focusing on sustainable and environmental tourism to meet global market demand.
- Promote scientific research and technological innovation in all areas related to the tourism sector.
- Invest in sustainable employment opportunities in tourism and provide training and expertise to marginalized groups.
- Exchange experiences and identify global initiatives to promote tourism.
- Encourage the development of niche tourism segments such as cultural tourism, adventure tourism, and medical tourism to attract diverse tourist groups and increase the length of their stay.
- Develop and implement a comprehensive tourism marketing strategy to promote Egypt's tourism offerings, both domestically and internationally. This strategy should include a mix of traditional and digital marketing channels, targeted at specific tourist segments.
- Improve the quality and safety of tourism infrastructure and facilities, including airports, transportation, accommodation, and tourist sites. This can be achieved through regular inspections, certifications, and safety audits.
- Strengthen partnerships with the private sector and encourage investment in the tourism industry through incentives such as tax breaks, subsidies, and streamlined regulatory processes.
- Enhance the tourist experience by providing quality services such as tourist information centers, tourist police, and trained tour guides.
- Develop a sustainable tourism plan that considers the environmental, social, and economic impacts of tourism activities. This plan should include measures to minimize negative impacts on the environment and local communities, as well as to ensure that tourism benefits are shared fairly.
- Build strong relationships with international organizations to promote Egypt as a safe and attractive tourist destination. This can be achieved through participation in international tourism fairs, joint marketing initiatives, and bilateral tourism agreements.

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