

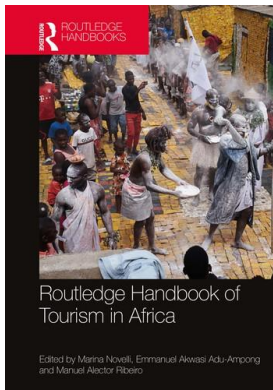
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Marina Novelli, Emmanuel Akwasi Adu-Ampong, Manuel Alector Ribeiro

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Doaa Shohaieb

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Tourism in Egypt

The past and the present

Doaa Shohaieb

Introduction

Egypt, the land of civilisation, is one of the most popular touristic destinations in Africa and the world. Egypt possesses numerous types of tourism each of which creates a lifetime experience for those who visit it. Cultural tourism is popular among many others. Having an ancient civilisation that dates back to 7,000 years (Manley and Abdel-Hakim, 2008). Egypt boasts fascinating ruins and monuments from this era. Examples include the Temples of Karnak, the Valley of the Kings, the Step Pyramid, the Pyramids of Giza (the only remaining wonder of the Ancient Seven Wonders of the World), the Sphinx, Abu Simbel Temples, and the Tomb of the Nobles. In addition, there is an interest for visitors to learn about Modern Egypt which includes visits to Salah El-Din Citadel, the High Dam, and Khan el-khahlili bazaar in Cairo where antiques and souvenirs representing the different eras Egypt has been through are sold.

Moreover, religious tourism in Egypt through exploring the rich Islamic and Coptic history symbolised in significant buildings including Al-Azhar Mosque which was founded in 970 (Britannica, 2013) and Mohammed Ali Mosque, monasteries and churches like the Hanging Church. In addition, due to Egypt's location and weather, it possesses well-known resorts and beaches visited by millions every year from around the world. Scuba diving is also popular in Hurghada, Sharm El-Sheikh and El Gouna organised by world-class centres. Enjoying a cruise up the Nile, staying in floating hotels, or eating in floating restaurants in the Nile also form an important aspect in the Egyptian tourism. Furthermore, golf resorts, shopping malls, traditional markets, hot springs and desert oasis for hiking are among the places that tourists also enjoy when visiting Egypt.

As a result of the endless tourism experiences it provides, Egypt's travel and tourism industry is in constant growth. In 2018, Egypt achieved the highest growth in North Africa which reached 16.5% and contributed to 2.5 million jobs by receiving visitors from all over the world especially Germany, Russia and Italy who spent over 29.6 billion dollars (Travel Weekly, 2019).

The next section discusses the most significant events that affected the development of the Egyptian tourism industry since the 19th century when Egypt was first introduced as an

important tourist destination to Europe and America and how this development aligned with the development of the international tourism industry.

Section ‘The types of tourism in Egypt’ then identifies the different types of tourism that existed in Egypt, explaining the most popular in the 19th century along with the changes until the current day. The following section analyses how the Egyptian tourism sector has always played a significant role in the economy, the challenges it has faced over the years, and how it managed to overcome them and regain its strength and retain its position in the global tourism industry.

Section ‘The growth of mass tourism in Egypt: the role of Thomas Cook & Son’ introduces a case study of a travel agency that played a significant role in facilitating the visitation of hundreds of British tourists to Egypt since the second half of the 19th century until the current day; Thomas Cook. Finally, a conclusion drawing on the topics mentioned earlier is presented.

The evolution of tourism in Egypt

Egypt as a destination has attracted tourists for a long time due to its rich historical past including ruins from different eras. Most especially, the ruins of the ancient Egyptian civilisation era have been a significant attraction for tourists. While there is definitely a long history of tourist visitation, it is probably most relevant to start from the beginning of the 19th century in examining the evolution of tourism in Egypt. Egypt was considered as an important tourism destination in this period of time (Nance, 2007).

The development of tourism in Egypt was influenced by several main factors the first incident being the 19th-century French campaign of Napoleon (1798–1801). This campaign is considered to have planted the seeds of tourism in Egypt thanks to the team of scientists, engineers, and archaeologists that had accompanied the campaign (Kevan, 1993). They reported their discoveries and achievements in books introduced to France and the rest of Europe. In addition to these books, paintings of scenes from Egypt by the artists accompanying the campaign served as advertising brochures when these were presented back in France. The report that made it back with Napoleon and his team brought an awareness among other Europeans about Egypt. It was through this awareness that the dream of visiting Egypt emerged.

The most important achievements of this team was the discovery of the Rosetta Stone (which currently is located at the British Museum) and the publishing of ‘Description de l’Egypte’ (Hazbun, 2007). The Rosetta Stone, deciphered by Jean-François Champollion, was the main mechanism through which the ancient Egyptian hieroglyphs written on the ruins and in the tombs of ancient Egypt were understood (Robinson, 2011). The ‘Description de l’Egypte’ contained a description of Egypt in the past and in the time of the campaign. Lyth (2013) claims that for half a century, this book remained the main source of information about Egypt for Europeans leading to an increase in an interest to visit.

The tourism sector after this campaign witnessed continuous developments over time as each ruler in Egypt gave special care and attention to the tourism industry (Hunter, 2004). The number of tourists began to increase during the first half of the 19th century (Ramadan, 1977). Tourism in Egypt in the period 1805–1848 was given a remarkable boost when Muhammad Ali Pasha ‘the father of Modern Egypt’ ruled the country. He contributed to the tourism industry by constructing the ‘Overland Route’ in 1840 to deliver mails from London to India through Egypt. This helped promote the transit tourism which depended on the tourists stopping in Egypt. Special facilities were built for those travellers like the ‘hammams’

(baths) which became very popular over time to the extent that they were later considered as the main travel destinations themselves. In 1845 an institution was specifically established for tourists, mails and trading (Diab, 1994). In addition to this, there was a good level of security which encouraged the arrival of tourists. During this period, Egypt began to be considered as 'a convenient and fashionable tourist destination' (Barrell, 1991).

The number of hotels increased with the growing numbers of tourists to Egypt. They increased from two to five in Alexandria, and from two (Shepherd in 1841 and Monai during the French campaign) to three in Cairo. This increase in tourists was in part aided by the then growing number of guidebooks about Egypt that were published by different travel writers mainly from Europe or America. In 1840, John Murray issued his guidebook that included Egypt as stated by Wilkinson (1847). These guidebooks resulted in attracting more people to visit Egypt and created the desire to 'explore the exotic "other"' as described by these guidebooks (Cobb, 2011). Barrell believes that the period from 1830 to 1860 was 'probably the highpoint of admiration in Europe and the United States of the culture of the Ancient Egyptians' (Barrell, 1991, p. 97).

Tourism continued to develop, and the first regulations regarding the tourists' accommodation were issued in May 1849 to provide security. In March 1857, more regulations were issued in organising everything concerning tourists upon arrival until they leave. During this period, medical tourism developed and its importance increased (Diab, 1994).

Furthermore, tourism in Egypt gained a lot of marketing propaganda as a result of two events, which helped to promote the industry. The first was Egypt's contribution to the Paris exhibition in 1867. This enabled learning more about Egypt through the pictures of several painters who had visited Egypt (Ramadan, 1977). The second incident was the opening of the Suez Canal in November 1869 for which the Khedive Ismail had travelled to Europe to invite kings and rulers to the opening. As part of the opening ceremony, several important sites were built as visitor attraction sites for those who were to attend the opening; The Opera, The Egyptian Museum, Aljazeera Palace and The Zoo. Moreover, there was a special importance given to the restoration of Egyptian monuments that were in a state of disrepair (Diab, 1994).

It has been argued that what had had an impact on tourism in Egypt by the late 19th century, and the early 20th century, was the ease of travelling and rising number of tours (Brendon, 1991). The number of tourists increased from 33,429 in 1856 to 67,772 in 1872 and continued to increase (Ramadan, 1977). Travel firms such as Thomas Cook and Son and Henry Gaze (who was one of the most powerful competitors to Thomas Cook) organised tours for the wealthy and the upper-middle classes (Bryan and Bair, 2009). Egypt then became an international destination for tourists and this affected the development of international tourism. As Hazbun reports, 'the expansion of tourism networks across Egypt and the intensified commodification of Egyptian travel marked a critical era in the international tourism industry's development' (Hazbun, 2007, p. 22). This aligns with what Vitalis noted that 'the global tourist industry began with Thomas Cook and Son's monopoly of Nile steamboat traffic' (Vitalis, 1995, p. 2).

In the 20 century, tourism continued to develop in Egypt with a worldwide reputation stressing the high quality and diversity in its tourism products especially in terms of cultural tourism. As the industry boomed, beach tourism massively developed during this period. The Red Sea coast was transformed from fishing villages to world-class resorts. Wahab (1996) shows that the growth of tourism continued in Egypt despite being interrupted temporarily by the 1952 revolution and the wars in 1976 and 1973. During the second half of the 20 century, the numbers of Arabs and Americans increased after the economic liberalisation

policies adopted in Egypt applied by Anwar El Sadat in 1974 (Gray, 1998). Tourism currently is of great importance to Egypt as will be discussed later in section ‘The importance of tourism in Egypt’.

The types of tourism in Egypt

In the 19th century, the main kinds of tourism that were developed in Egypt included the following;

- **Transit tourism:** this type of tourism developed after the construction of the Overland Route as passengers going from London to India stopped at Egypt for a tour and then continued their journey (Diab, 1994)
- **Seasonal tourism:** this involved mainly European tourists escaping their winter months by visiting Egypt due to its warm weather during this time (Hazbun, 2007; Nasser, 2007).
- **Bird hunting tourism:** a sport enjoyed by tourists, especially in the winter when birds migrate from Eastern Europe, Russia or Turkey through Egypt to stay in Egypt or head to Chad, Sudan, East Africa and South Africa. During the 19th century, some problems arose from bird hunting as a result of the tourists not only hunting the migrating birds but also hunting birds that belonged to the residents of Damietta where the sport was mostly taking place at that time (Ramadan, 1977).
- **Medical tourism:** Egypt has been long known to have this kind of tourism since ancient times (Magazine, 2010) and the main factor that has helped to develop this type of tourism is the weather and sulphur springs available in the country (Hunter, 2004). Thus medical tourism played an important role in the Egyptian economy at that time (Kevan, 1993).
- **Religious tourism:** with the existence of St. Catherine’s Monastery which was built in the year 540 (Diab, 1994), Mount Moses and many other ancient mosques and churches from different eras, pilgrims and followers of different faiths visited Egypt for spiritual experiences.
- **Educational tourism:** for those who were trying to explore the archival documents in St. Catherine’s Monastery and also the botanists who were interested in exploring the different kinds of plants in Sinai.
- **Recreational tourism:** this form of tourism developed in Egypt to support the many other forms of tourism activities and to ensure that tourists and visitors alike experience comfortable and safe experience (Gray, 1998).
- **Cultural tourism:** the most ancient type of tourism in Egypt (Wahab, 1996). Egypt possesses numerous monuments and museums from different eras such as the Pharaonic, Greek, Islamic and Roman eras. It is stated that Luxor in Egypt owns nearly one-third of the worldwide discovered monuments (SIS, 2018).

While the old forms of tourism remain (some in evolved forms), new kinds of tourism have emerged in Egypt such as conference tourism, safari tourism, sports tourism and beach tourism. The type of tourism that did not exist in the 19th century is beach tourism, which is currently of great importance to the tourism sector in Egypt. The development of the beach resort tourism started in the 1980s on the Red Sea coast and in Sinai (Gray, 1998). Egypt’s popular resorts and beaches mostly visited by tourists are Sharm El-Sheikh and Dahab in Sinai and Hurghada on the Red Sea coast. Sharm El-Sheikh was chosen in 2007 and 2011 as the world’s leading dive destination (World Travel Awards, 2011). This has contributed to the

growth of leisure tourism in Egypt. Cultural tourism has remained the most important type of tourism and still attracts 1,000 of tourists every year which is reflected by more than 60% of tourists in 2010 who reported their main purpose of visit as being visitation to the historic buildings and museums (Euromonitor, 2012b).

The importance of tourism in Egypt

Tourism has been important to Egypt especially during the 19th century. This is evident in the previous section which explored the evolution of tourism in the 19th century and how consecutive governments contributed to the tourism sector. One of the most important rulers of Egypt who added a lot to the Egyptian tourism sector is the Khedive Ismail who ruled Egypt from 1863 to 1879 (Diab, 1994; Nasser, 2007; Ramadan, 1977). He tried to add to the beauty of Egypt's cities so they would emulate the most beautiful cities around the world at that time such as Paris. Tourism was given great prominence and was considered profitable to work and invest in (Nance, 2007).

Tourism continued to prosper in Egypt, although it was interrupted for a period by the British occupation of Egypt in 1882. The number of tourists increased afterwards in 1886 and so did the number of hotels and improvements in the means of transportation used by tourists especially steamers and 'dahabiyas' (small boats used before the invention of steamers). The number of tourists to Cairo in the winter of the year 1889–1890 was equal to about 11,000, and at the end of the 19th century, the Nile 'had become the favourite winter resort of westerners' (Hunter, 2004).

Tourism to Egypt flourished upon the opening of the tomb of Tutankhamun in 1923 which was considered a great discovery (Brendon, 1991). Tourism was also considered important after Egypt had gained its independence. A country's stability plays a great role in the status of the tourism industry's performance. It is reported that Gamal Abdel Nasser, who was the president in 1956 did not give much importance to the tourism sector (Gray, 1998). The reason was that Egypt after the revolution in 1952 was facing a difficult economic situation and he prioritised the agriculture and industrial sectors to improve citizens' lives and the state of the country. However, the existence of the Suez Canal was still a reason to attract many visitors to Egypt (Gray, 1998).

Tourism flourished after the 'open economy' policy of Anwar El Sadat in 1974. The number of tourists increased gradually starting in 1975 (Wahab and Pigram, 1997). Tourism was also considered important in the period in which Mubarak ruled the country from 1981. The tourism product was diversified, and new types of tourism were developed such as resort tourism and tourism in general received great attention in this period.

Currently, tourism in Egypt plays an important role in shaping the economy. In 2018, Egypt achieved the highest growth rate in North Africa reaching 16.5%. It contributed to 2.5 million jobs by receiving visitors spending over 29.6 billion dollars as stated by Travel Weekly (2019). As a matter of fact, tourism in Egypt is in continuous growth except if interrupted by major events. Egypt has been subject to different challenges that have affected its tourism industry massively. These events include the global financial crisis in 2008, the Egyptian revolution in 2011, the military coup and the Rabaa Massacre in 2013, and the Russian plane crash in 2015 which was claimed to be related to terrorism.

The effect of the revolution on the Egyptian tourism sector was much greater than the impact of the global crisis that had its effect in 2009. As can be seen from Figure 11.1, tourism statistics improved in 2010 as a recovery from the financial crisis but decreased sharply in 2011 and 2013 as a reflection of the circumstances Egypt was undergoing due to the revolution.



Figure 11.1 Tourist arrivals to Egypt from 2004 to 2014

Source: World Development Indicators (<https://datacatalog.worldbank.org/dataset/world-development-indicators>, accessed 04/06/2020).

The graph reflects how severe the revolution and the incidents following affected the tourist numbers visiting Egypt. The year 2013 was even worse and was described by the minister of tourism –at that time, Hisham Zazou as ‘worst year in modern history’ (Kingsley, 2014). During 2012, the country had seen plenty of protests and violent clashes. Therefore, stability had not yet taken place although an increase in the number of tourists can be seen in Figure 11.1. Some researchers have claimed that the increase in the arrival of tourists in 2012 has cost more than what was gained, in the form of tourist revenues due to the vast amount of money spent by the government to attract Arab tourists to visit the country and all the other activities related to promoting tourism to the country.

In 2011, the year the revolution took place, Egypt’s travel and tourism sector still managed to contribute to the creation of about 3 million jobs representing about 13.1% of total employment in 2011 and contribute to 14.8% GDP (WTTC, 2012) reflecting the strength and importance of such industry to the country.

Table 11.1 shows the contribution of the tourism sector to the economy and the number of jobs it supported through the years 2012–2017.

It appears from Table 11.1 that the travel and tourism sector does have a great impact on the country’s economy. Looking at the figures, it is also noticeable that the figures fluctuate reflecting turbulent times, such as the large protests across the country followed by the military coup, and the Rabaa Massacre taking place in 2013 and the Russian plane crash which had a great impact on tourism in the last two months of 2015 and 2016. Despite these destructive events, it can be seen in Table 11.1 that the industry recovers quickly after each incident which reflects the importance of Egyptian tourism to tourists all over

Table 11.1 The contribution of tourism to GDP and employment in Egypt (2012–2017)

Total contribution ^a	2012	2013	2014	2015	2016	2017
GDP (EGP bn)	199.5	170.6	194.7	212.3	197.8	374.6
Employment (‘000)	2,750.5	2,171.3	2,194.7	2,170.5	1,829.2	2,425.4

Source: WTTC (2018).

a Includes the direct, indirect and induced contribution.

Table 11.2 The number of visitors to Egypt from the four biggest markets

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Russia ^a	11,0108	122,546	117,515	–	–	–	210,212	382,536	497,465	785,419
United Kingdom	28,4611	319,229	324,200	230,897	319,226	358,781	324,821	357,546	357,248	546,892
Germany	319,312	436,809	438,372	273,838	547,855	786,336	715,066	730,323	693,445	993,178
Italy	257,272	366,320	389,081	373,067	667,460	752,166	594,549	701,210	795,903	1,010,444

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Russia ^a	777,665	998,149	1,516,561	1,825,312	2,035,330	2,855,723	1,832,388	2,518,275	2,393,908	3,138,958
United Kingdom	837,950	1,033,761	1,055,012	1201859	1,346,724	1,455,906	1,034,413	1,011,775	955,344	905,713
Germany	979,631	966,386	1,085,930	1202509	1,202,339	1328960	964,599	1,164,556	885,479	877,228
Italy	823,199	786,130	983,293	1,073,159	1,047,997	1,144,384	555,246	718,703	504,110	400,356

a The numbers of tourists during the period 1998–2000 are not available.

Source: World Tourism Organization. (2016), *Yearbook of Tourism Statistics dataset* [Electronic], UNWTO, Madrid, data updated on 12/01/2016.

the world and the continuous efforts of the Egyptian government to recuperate from challenges the industry faces.

An important aspect of the evolution of the tourism sector in Egypt is the changing nationality of the visitors that form the highest percentage of tourists. During the 19th century and the first half of the 20th century, the majority of the tourists were from America and Europe especially Britain due to the increasing number of tours to Egypt, books about Egypt and the increasing connection between Britain and Egypt at that time (Barrell, 1991; Diab, 1994; Nance, 2007; Nasser, 2007; Ramadan, 1977; Vitalis, 1995). In 2011, the majority of tourists were from Europe, in particular Russia followed by the British who formed the majority until the year 2006 (Euromonitor, 2012a) as can be seen in Table 11.2. Most Russian tourists visiting Egypt head to Sharm El-Sheikh and Hurghada as they are considered relatively cheap destinations compared to other destinations that offer similar beach resort tourism such as Turkey and Cyprus (Sahoo, 2015).

Beach tourism has contributed to the growth of leisure tourism in Egypt which has had a significant impact on the sector and having a large number of tourists favouring beach tourism, especially Russians and Arabs, has helped to mitigate the severe decrease in tourism receipts in 2011 (Euromonitor, 2012a). As shown in Table 11.2, the Russian tourists form the largest number Egypt receives every year since 2006. The German tourists formed the majority before 2006. The United Kingdom and Italy also are considered main markets for the Egyptian tourism.

The growth of mass tourism in Egypt: the role of Thomas Cook & Son

It has been clear from the previous sections how important tourism is and has always been to Egypt and to tourists. Travel agencies play an essential role in the tourism industry as a result of their experience, the advice they provide, and the planning of trips for which they take responsibility (Hui and Wan, 2006). In this section, one travel agency will be introduced, highlighting the role it played in the early formation of the international tourism industry in Egypt as we now know it. The travel institution is Thomas Cook and Son, has had a significant influence on the Egyptian and international tourism industry since the mid-19th century as stated by Vitalis (1995).

Thomas Cook, the founder, was a British entrepreneur who is considered as one of the main founders of international tourism. He specialised in tours around Europe and North America in the mid-19th century (Wahab and Pigram, 1997). He began his business in Britain by offering tours between British cities in 1841 and afterwards conducted tours to Europe and America. Thomas Cook had a great effect on the international tourism industry in general and to the Egyptian tourism industry in particular (Vitalis, 1995). Hazbun claimed that Thomas Cook was the first person to introduce 'packaged tours', and that Cook was the main reason for 'the expansion' of tourism in Egypt (Hazbun, 2007). This was accomplished by Thomas Cook and Son favourably presenting and describing Egypt in its publications (Hunter, 2004). The main reason for Cook's success in Egypt was his ability to provide middle-class tourists with the opportunity to visit Egypt at affordable prices. In addition, he granted British Victorian women the opportunity to travel alone and feel the freedom they had never experienced before within the rigid Victorian society in Britain at that time (Lyth, 2013).

Thomas Cook made an exploratory tour of Egypt in 1868 to equip him for a proposed group tour in 1869 to witness the opening of the Suez Canal. He was invited by the ruler

of Egypt, Khedive Ismail, to attend the opening (Manley and Abdel-Hakim, 2008). As a result of this trip, Egypt was the first place in the Middle East to be considered as a 'tourist destination', as tours before that time only took place in Europe and America (Gray, 1998).

A year later, in 1870, Khedive Ismail gave Thomas Cook & Son exclusive permission to run the Nile traffic between Cairo and Aswan. And afterwards the firm was also appointed to transport official mail (Hunter, 2004). Tourism in Egypt started to flourish, thanks to Thomas Cook's son John Mason Cook's activities and developments in the country (Brendon, 1991). By the year 1872, Egypt and Palestine were considered as the main source of money for the Thomas Cook & Son agency and its first office was opened in Cairo in the same year (Nance, 2007).

Tourism in Egypt faced several crises and so did Thomas Cook and Son respectively. These crises started in 1881 with the revolt led by Colonel Urabi against the bad conditions the country was experiencing and the British interference in Egyptian affairs (Brendon, 1991). This was followed by the British occupation of Egypt in 1882. Tourism was harmfully disrupted (Hazbun, 2007). John Cook's business did not cease in Egypt, but it was no longer tourism that was the main business. Instead of moving tourists on the Nile, he used his steamers to transport soldiers from Britain to Egypt, and between Cairo and Alexandria in Egypt (Hunter, 2003). In 1883 the British government assigned John Mason Cook to undertake an expedition to rescue General Charles Gordon in Sudan. It is reported that he received significant profits and support from the British government for playing this role (Brendon, 1991; Hunter, 2004).

These events and their aftermaths affected the tourism business of Cook. One of the challenges Cook faced was that the steamers were in bad condition due to having used them for the army's activities during the war (Brendon, 1991). Another important challenge was the increasing competition Cook was facing. The major competitors included: Dean & Dawson, John Frames Tours, Quintin Hogg's Polytechnic Tours and Sir Henry Lunn's Tours who were mostly founded in the 1870s and 80s (Brendon, 1991) except for Henry Gaze who had been competing with Cook since the 1850s and had conducted tours to the Holy Land before Thomas Cook (Saad, 2000). It has to be noted that a major contribution to the success of the Thomas Cook and Son firm would not have been achieved without John Mason Cook's close relationship with both the ruling family in Egypt and the British government (Hazbun, 2007).

After the war ended, the number of tourists demanding to visit Egypt increased, especially British tourists who were the major tourists at that time (Hunter, 2004). This led Cook to resume his tourism activities and expand his operations. Cook promoted Egypt as a place with an abundance of historical sites. The covers of Thomas Cook's tourist guides were illustrated with ancient Egyptian symbols, pharaohs, the Nile, and different monuments to be explored. This reflects the type of tourism that prevailed and which was heavily promoted as historical and cultural tourism. Indeed, as mentioned earlier, this type of tourism remains dominant in Egypt today.

Despite the death of both Thomas Cook and John Cook in the 1890s, the firm was managed successfully by John's three sons; Frank Henry, Ernest Edward and Thomas Albert (Thomas Cook, 2018) until the occurrence of the First World War. The tourism industry was disrupted internationally, and in Egypt, the steamers did not operate for tourism from 1914 but were used for the war effort by the British army (Brendon, 1991). This led to the decline of Thomas Cook and Son's agency. And because its power was gained from its successful relationship with both the British government and the ruling family in Egypt (Hazbun, 2007; Hunter, 2003), the firm suffered more. As noted by Hunter, 'when British power weakened, so did Cook's' (Hunter, 2004, p. 50). Another significant event that contributed

to weakening the firm's position was the 1919 revolution to gain independence from Britain (Brendon, 1991).

The agency decided to offer the same service – transporting tourists for leisure – but in different geographical areas where there was no war, and peace prevailed (Brendon, 1991). After the war, when the tourism industry was recovering, Thomas Cook and Son benefited and gained remarkable profits (Hunter, 2004).

This continued until the Second World War. Tourism again suffered severely and likewise the Thomas Cook and Son Ltd. In Egypt, the steamers that existed at that time were commandeered for the war (Brendon, 1991). The Second World War was followed by a tourism boom which Cook could not take advantage of due to the attempts of the Egyptian government to control the tourism industry and gain from the tourism profits (Hunter, 2004). Another reason was the nationalists' protests and the 1952 revolution to gain full independence from Britain which was preceded with violence and setting fire to all the British organisations including the Thomas Cook and Son's office in Cairo. Thomas Cook and Son tried to continue their activities from another office in a different area in Egypt, but it failed especially after the invasion in 1956 (Brendon, 1991). The firm was able to reopen in 1960, and at that time, there were a lot of restrictions concerning conducting businesses in Egypt by foreign investors until liberalisation policies were applied in 1974 which resulted in more freedom for companies (Gray, 1998). This led to more tourism companies investing in Egypt, and by 2013 there were about 1192 tourism organisations including Thomas Cook providing tourist services according to the report on the travel agencies and tourism establishments sector.

Conclusion

Tourism in Egypt has a long history and existed before the 19th century due to the presence of the ancients' ruins from different eras. Tourism has always been an important industry in Egypt and the formal development of the Egyptian tourism industry in the 19th century was related to the development of the international tourism industry. The industry has witnessed prosperity since the 1870s due to packaged tours and the ease of travelling in the following decades. The main type of tourism in Egypt was and remains cultural tourism in which tourists are interested in visiting the ruins of ancient Egypt and different eras. Other types of tourism like medical tourism and spiritual tourism still exist but are not as popular as cultural tourism and beach tourism, although the country is rich in the resources it possesses for medical tourism and the numerous buildings and places for spiritual tourism. Some developments and strong campaigns for those two types of tourism can help flourish the number of tourists visiting the country and enhance the country's ranking in the world's top tourist destinations.

Europeans continue to represent the major category of tourists coming to Egypt with the British being the most dominant group in the 19th century and the Russian in the current time. The government of any country has a major role in the development of its tourism sector. Tourism in Egypt was important to the governments in the 19th century and hence witnessed tremendous developments. There have been core developments that have benefited the tourism sector and there is continuous progress in this sector given its economic worth to Egypt which helped Egypt overcome major challenges. The chapter explored how Egypt had been able to survive several crises it faced. Economic crises did not have a tremendous effect on the sector as much as the political ones. This is why Egypt has to try and avoid such events occurring again by ensuring democracy is practiced to avoid protests and

violence and also to always work on keeping security tight to avoid any attacks that have a connection to terrorism.

Tourism institutions have existed in Egypt since the mid-19th century. Despite the decrease in the use of travel agencies by many travellers due to the increased dependence on online bookings, travel agencies are still essential to travelling to places like Egypt at least for the first visit to avoid all the ambiguities related to travelling to an unfamiliar place. This is eased by the help of the country considering the safety and security of the tourists as a priority as previously mentioned.

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