

Exploring the Role of Egyptian Tourism Related Third Sector Organizations (TSOs) in Sustainable Tourism Development

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Abstract

There are a lot of different parties involved in the process of developing sustainable tourism. In literature, many studies focused on the role of public and private sector, while only very few studies who tackled the existence of the so called "Third Sector" (Morris, 2000). However, the industry's efforts can't be successful without a profound collaboration between the three sectors (UNCSD NGO Steering committee, 1999). The purpose of this study is to investigate the Role of Egyptian Tourism Related Third Sector organizations (TSOs) in sustainable tourism development and to identify if there are any limitations that face them preventing from playing their role. That in order to help Egyptian tourism developers and policy makers to reach a better understanding of the great role that could be done by these organizations. The findings of this study show

that Egyptian Tourism Related Third Sector Organizations plays many roles in tourism development according to their objectives, but there is a huge gap between what they want to achieve and what they are really doing. Most of ETTSOs activities is running around organizing events to increase the awareness of the community about a specific topic. As for the problems and difficulties these organizations face, ETTSOs suffer from many problems and barriers. Nearly all of their problems can be solved easily.

Key words: Third Sector Organizations, Tourism Sustainable Development, Tourism NGOs, Tourism Non-profit Organizations.

1. Introduction

Tourism is a rapidly growing phenomenon and has become one of the largest industries in the

world. The impact of tourism is extremely varied. On one hand, it plays an important and certainly positive role in the socio- economic, political and environmental development in destination countries by, for instance, it may contribute to a broader cultural understanding by creating awareness, respecting the diversity of cultures and ways of life. On the other hand, complains from tourist destinations concerning massive negative impacts upon environment, culture and residents' way of life have given rise to a demand for more sustainable development in tourism (UNCSO NGO Steering committee, 1999). Different parties should be involved in the process of developing sustainable tourism. Some studies have focused mainly on the role of government to achieve tourism sustainable development, others have stressed on the important role of private sector, while only very few studies who tackled the existence of the so called "Third Sector" (Morris, 2000). However, the industry's efforts can't be successful without a profound collaboration between the three sectors (UNCSO NGO Steering committee, 1999).

"Third sector organizations" is a term used to describe the range of organizations that are neither public sector nor private sector. It includes voluntary and community organizations (both registered charities and other organizations such as associations, self-help groups and community groups), social enterprises and co-operatives (NAO, 2017). Ridley-Duff et al (2008) defined third sector organizations as any organization established by people on a voluntary basis to pursue social or community goals. In some researches, they use the term of Civil Society Organizations (CSOs), Non-profit Organizations (NPOs), Voluntary Organizations and Non-Governmental Organizations (NGOs) as synonyms for Third

Sector Organization, meanwhile others see that there are some differences between them. This study will focus on organization that combines between the following characteristics; they must be self-governed, that means to be independent of government. They must be 'value-driven', that mean to be motivated by the desire to achieve social goals. They also must reinvest any surpluses generated in the pursuit of their goals, for this reason TSOs are sometimes called "not-for-profit organizations" or a better term is "not-for-personal-profit organizations" because in many cases TSOs need to make surpluses or profit to be financially sustainable. They must have the voluntary features that means having voluntary participation from the community. Finally, they must be organized that means having some degree of formality or to be institutionalized to some degree in terms of their legal and organizational form or system of operation (NAO, 2017; Morris, 2000; Saulean & Epure, 1998).

In recent times, the role of TSOs and the extent to which they should be involved in their community development are becoming debatable issues (Hassan & Forhad, 2013). Their roles, importance, intervention level and even their activities differ from one country to another mainly based on their laws, legislations and the level of development in the country, whether they are developing or developed countries. As for the role of TSOs in tourism development, there are only very few researches. Therefore, the rise of third sector organizations and the increasing number, significance and influence of these organizations in their surroundings call for a need to investigate their role in tourism development (Dadic, 2016). In Egypt, there has been no survey so far for TSOs and their involvement in the tourism sector (Wahab, 2006). In fact, there aren't any organizations that work directly in the field of tourism development, but there are many organizations

that work indirectly in serving tourism, such as environment protection organizations, Heritage, art, monuments conservation organizations. Generally, in Egypt there are nearly 50,000 civil society organizations that work in different fields of development in the Egyptian community. The lack of prior studies in that point and the increasing number of registered associations impose the need to have their activities more closely examined, and to determine their role in the tourism system.

2. Literature Review

Third Sector Organizations –generally- are described as an alternative sector separate from and balancing the state and the market, that means if something is ruled neither primarily by market logic nor via bureaucratic chain of command is must be part of the "third" sector (Etzioni, 1973).

2.1 What is Tourism related Third Sector Organizations (TTSOs)?

In literature, there is not a clear definition to tourism related third sector organizations. However, some researchers pointed out to their existence in their studies. Brito (2011) stated that since the beginning of tourism as an area of knowledge, many researchers tried to identify and describe the tourism phenomenon. Leiper (1990) was the researcher who has the best explanation of the complexity of tourism phenomenon, through the presentation and demonstration of the model of the tourist systems. The researcher stressed on the existence of five central and interdependent elements, in respect to the global tourism system; The tourist, The tourism generating areas, The traffic areas, The receiving areas, and finally the tourism travel industry which include any

organization managed in the extent of the tourism businesses that work together with the objective of supplying services, goods and tourist equipment.

The tourists' movement between the residence place and the destination (through the area traffic) creates the system's main flow of energy. The stakeholders, the tourists and the tourist companies are predominantly in the central and denser area of the tourist system of Leiper. The governments and the communities are in the receiving areas. The nongovernmental organizations and teaching institutions can be found in any one of the areas.

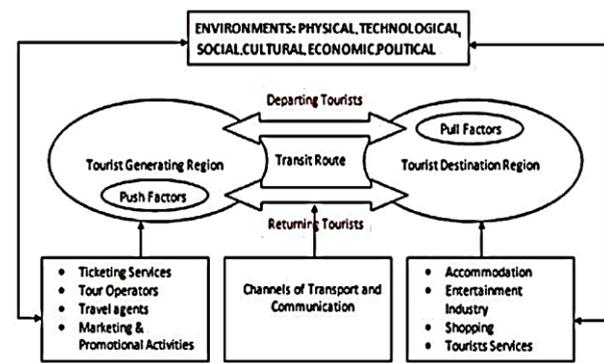


Figure (1): Leiper's Model of the Tourism System
Source: (Leiper, 1990)

Weaver & Lawton (2006) put the tourism in an involving context: "tourism may be defined as the sum of the processes, activities, host communities, host governments, origin governments, universities, community colleges and nongovernmental organizations, in the process of attracting, hosting, transporting and managing tourists and other visitors". The authors present, as Leiper, elements such as the teaching institutions and the nongovernmental organizations that have been playing a part more and more important, sometimes not recognized by the tourism sector.

The distinguishing element of the previous two researchers depends on the fact that they

integrate new dimensions and new "actors" in the tourist phenomenon. This means that the responsibility of achieving tourism sustainable development is not only rely on the public and private sector, but it is also the responsibility of the third sector as well. However, there are not a clear or known definition for TTSOs until now.

2.2 The Role of (TTSOs) in Sustainable tourism development:

Although, there is a lack of research exploring third sector organizations, and in particular their interface with tourism, but some researchers have recognized or stated a group of roles played by these organizations that can be considered as an added and distinctive value of the third sector in the context of sustainable tourism development.

According to Hall (2000), Tourism Third Sector Organizations could play an important role in tourism planning and development. Numerous authors stated that tourism planning needs an 'inclusive planning approach' as well as a 'lateral thinking approach', with support from public participation (Inskip, 1991; Jamal & Getz, 1995; Hall, 2000; Costa, 2001; Burns, 2004). These new approaches help in creating new roles for tourism and third sector cooperation. Up to now, the tourism literature has not given a proper attention to the third sector link to tourism development and planning. Though the literature identifies third sector organizations or charities as actors within the tourism planning process, practically the ways they engage in tourism have not been studied or explored in detail (Gunn & Var, 2002; Hughes, 2002; Mason, 2008; Moscardo, 2008; Parkinson, 2006; Swarbrooke, 1999).

Meanwhile, Brito et al (2011) suggests that these organizations often perform or carry out a dominant role as guardians and nurturers of a region's identity and traditions, often complementing the state and private sectors in cultural conservation in traditional sea and sun destinations. Consequently, they hypothetically make a valuable contribution to sustainable tourism development (Brito et al, 2011).

According to Costa (2001) and Murphy (1985), any area's strategies and plans should depend on its local resources. Macbeth et al (2004) said that many festivities of popular culture would have been elapsed without the determinations and work of many third sector cultural organizations, which have an active and vibrant role in preserving the sense of 'community' and 'place' in many locations.

Brito et al (2011) pointed out that the third sector organizations specifically cultural and heritage organizations, provide tourist supply institutions in destinations, with practical guidelines and instructions such as conservation of traditional techniques and knowledge as well as the cultural values, cultural events, among others. These organizations benefit the destination and increase distinctive characteristics of the place. The unique thing about nonprofits is that they offer public services that perhaps could be provided by government, but would not be offered by for-profits. Consequently, Gunn & Var (2002) stressed on the need of its participation in the planning process in any destination. Gunn & Var (2002) stated that "planning that depends only on business or the private sector will not succeed in reaching desired tourism development aims and objectives".

Kennedy & Dornan (2009) stated that During the 1980s, NGOs emerged as major actors on the international development scene. The

development of NGOs represent a global trend, diverse in range, and part of a wide network with some of the more prevalent types involved in tourism development. NGOs hold several roles in addition to sustainable systems of development. They look to education as a means to train those in poverty for future sustenance. They advocate the formulation of official policies that support the efforts of developing countries. They strive to ensure the accurate image portrayal and representation of the residents they serve. They conduct research and fundraising. New waves of NGOs are focused on long-term economic and social development of developing countries, and want to attack the root problems of poverty rather than treat its symptoms.

Wearing et al (2005) stated that NGOs utilize tourism development methods and approaches that include local and/or host communities, maximize the quality of tourist interaction with host communities, and give attention to nature and the environment while trying to ensure fewer negative effects of human behavior on local economies and nature. This is in contrast to the transnational corporate approach, where profits come before people and decisions are made by shareholders. In the absence of a profit motive, their emphasis and value of tourism stands on personal growth experiences and economic, social and environmental sustainability for the local communities where their activities happen.

Wearing et al. (2005) conclude that NGOs play many important roles in providing a better understanding of tourism. NGOs move beyond industry profits and the social, ecological and cultural value of the place on local environments and governments. They have prioritized development approaches that include community perspectives, emphasize

host–visitor interaction, and stress nature and cultural conservation. They work in partnership with local communities to empower communities to work interdependently with others. The researcher argued that NGOs can be regarded as the most effective method going forward if we want to apply sustainability in the tourism industry.

Liburd (2004) discussed the significant role in development that tourism NGOs have played since the 1980s. With the limitations of government programs, they are able to fill or reduce the gap between the “top” and “bottom” of society by targeting some of the poorest segments in their work. By including diverse approaches and implementing sustainable practices of tourism and environmental preservation in lesser-developed countries. The researcher stated, “Undeniably, NGOs have become part of the national and international equation in tourism development but their involvement is not clear in scope” (Liburd, 2004).

Finnetty (2001) found that NGOs have become influential development actors in the developing world over the last two decades, and are becoming increasingly involved in sustainable activities. However, there has been little attention given specifically to the analysis of how NGOs affect sustainable development through particular development activities such as tourism. The research results show that NGOs play a crucially important role, not only in the tourism sector, but also in the development of the country in general (Finnetty, 2001). In the area of ecologically sustainable productive activities, there is a link between NGOs and ecotourism. NGOs are considered by many funding agencies to be the most appropriate development agencies to deliver sustainable development and poverty alleviation programs while also providing a channel for local input

into development. This is in contrast to government agencies, which were often not able to mobilize local people and resources as well as NGOs. Finnetty's (2001) primary research result indicates that the contribution of NGOs to sustainable development and tourism in the area of various environmental conservation issues was identified as the most important component of sustainable development efforts. The potential of local NGOs for creativity, responsiveness and flexibility in development initiatives has been recognized, as well as their "closeness" to communities, which allows for effective delivery of products and services.

Finnetty (2001) came to several general conclusions regarding tourism NGOs. Tourism NGOs have played crucial roles as service providers within the tourism sector where government and the business sector are unable to service. They may act as managers of protected areas in the country and therefore help to maintain and preserve the foundation of the tourist product, which is the country's diverse natural ecosystem. They also act as tourism promoters through their international networks. The training and educative role of NGOs in the tourism sector is obviously important in raising the public's awareness of current development issues, as well as their success in the product development area through their development of increasingly popular tourist products. Other important roles for tourism NGOs is their lobbying government for socially and environmentally sound tourism policy decisions' and their monitoring of current tourism policy (Finnetty, 2001).

Chen & Holleran (2004) analyzed the NGOs involved in tourism and their relationships with other tourism stakeholders. Their findings indicate that the major activities of

NGOs are; to support sustainable resource use and initiate environmental actions to conserve the environment while tourism is developing; to act as a watchdog to monitor the industry, government and policy; to promote emergent ideas on development, and to develop and support sustainable development. Chen and Holleran (2004) concluded that NGOs focused on tourism serve as experts and advocates for tourism development and that many local communities and governments count on their expertise in order to enhance the development of sustainable destinations.

According to Brito's et al (2011) research findings, third sector organizations play a significant role in some fields such as the management and promotion of local resources, and know-how in specific areas such as culture, history, traditions and artistic creation; thus, they have the ability to present, develop and promote new and distinguished suggestions that can be seen as an added value to the tourist experience. Researchers stressed on that TTSOs need to have a more vigorous, effective and active role in tourism, giving assistance, providing access to expertise and playing a complementary role to the government and business sectors in specific fields.

Khan (2015) stated that the impact of tourism is extremely varied on one hand, its role in socio-economic and political development cannot be neglected but on the other hand it has created problems of environmental degradation along with negative impacts on culture and tradition of locals. These challenges have given rise to the demand for more sustainable development in tourism. Different stake holders shall have to be involved in the process of developing sustainable tourism. Therefore in order to find a constructive response to these problems, NGO's can play a positive role by understanding the way it affects the populace especially those

living in tourist areas, by working towards better conservation of the resources and contributing towards increased environmental consciousness of the local people in its development and management by justify yields, benefits and ensures their fair distribution, and also puts long term social and environmental benefits ahead of short term socio-economic gains.

Khan (2015) stated that tourism policies are imposed by the government. Sometimes these policies are not people friendly and can deteriorate the environment of the tourist resort in one or other way. That is the place where NGO's play an important role. They not only make people aware of the negative effects of the policies, but also take legal help in changing these policies, which have negative effect. Nowadays tourism is not avoluntary activity. It is a well-developed industry. The government carry out these policies in a well-planned way. The people have every right to differ with these policies. It is here where the role of NGOs is prominent. These NGOs act as a catalyst and help the people to known about the positive and negative impacts of the government policies. These NGOs then help the poor and vulnerable people against the negative impacts of these policies. Khan (2015) also stressed on the NGOs role in tourism awareness. One of the major work of NGOs is to make people aware about their power to intervene with the centre of the power, with policies that will be most suitable. These NGOs make the people to realise their power in decision making.

Khan (2015) also stated that NGOs play a major role in many tourist destinations. Their role mainly focussed on working on tourism issues and understanding changes affecting tourism communities. NGOs also focus on the

research which focusses on a particular place or issue of tourism importance. These NGOs also act as a point of resource for information about a tourist destination, By doing this, these NGOs play a very important and crucial role in making an effective policy for a tourist destination. These NGOs acts not only as critics but also as torch holders. The researcher concluded -in hid research- that the role of NGOs in tourism sector is very important because they point out the negative effect in the development along with the people's perception of that development. These NGOs create awareness among the masses regarding the use and misuse of their resources and assets in relation to tourism development. Not only acting as a critique, they also show the right path in which the development should take place. These NGOs also made us aware of the adverse effect on culture, environment, land etc. due to tourism development. Therefore it is very important for the government or any authority to take into consideration the suggestions and advices of the NGOs while making any policy (Khan, 2015).

As for barriers and limitations that face TTSOs, Gunn (2004) recognized some problems yet to be overcome in tourism planning, due to the complexity of the tourism industry. These problems are; the little understanding of the interdependency among government agencies, business sector enterprises, and third sector entities; the lack of understanding of how each actor depends on the activities and decisions of the other actors; poor organizational incorporation with more emphasis on promotion and not on planning; and finally, a lack of communication and high level of tourism literacy. These issues also have direct consequences on the potential relation between tourism and the third sector. (Brito et al, 2011)

Another challenge faces TTSOs is that in many countries is that their involvement and

participation in tourism development and the tourism planning process was kept to a non-active status, as they were not asked to give their opinions or to share their expertise and knowledge (Brito et al, 2011). As well as, many TTSOs reported that they face many difficulties in finding support for their tourism-related initiative (Brito et al, 2011).

As for TSOs collaboration with tourism organizations, TTSOs identified some main barriers to the cooperation process such as; a lack of knowledge and expertise regarding the tourism industry and tourism system, in specific how to conduct activities and programs with the tourism sector, the absence of communication and dialogue with the tourism sector. Other barriers are the unstable volunteering structure, short-term planning basis owing to financial cutbacks and the domination of a short-term vision from the tourism private sector that does not distinguish the value of arts and culture (Brito et al, 2011).

3. Research Methodology

According to the nature and purpose of this study, this research belongs to exploratory researches; because it aims to explore the role of Egyptian tourism-related third sector organizations in sustainable tourism development. A qualitative approach is employed as this topic is relatively new with little previous studies and to get as rich data as possible.

The theoretical part of the study is conducted through reviewing literature, in order to identify the role of third sector organizations in development generally and in tourism development specifically. The empirical part is conducted through carrying out semi-structured interviews as interviews are the most flexible tool to explore and get a deeper

understanding about the research phenomenon especially when little is known about this phenomenon.

These interviews conducted with managers or owners of many tourism related third sector organizations (TTSOs) in order to know more about their role in tourism development as mentioned in their vision and mission statement and if they are translating this into real activities and initiatives or not. Moreover, exploring if there are any implications or limitations preventing them from doing their role. The interviews conducted whether face-to-face or on telephone or through Facebook Messenger.

The population is the community of Tourism related third sector organizations that is existed in the Egyptian community and registered in the Egypt's Ministry of Social Solidarity under the country's TSO law, Law 84 of 2002. Snowball sampling technique is used in order to reach the desired population. It is used commonly when it is difficult to identify members of the desired population.

4. Findings' Analysis

Fifteen Egyptian Tourism Third Sector Organization (ETTSOs) were interviewed. They are located in 15 different governorate across Egypt. Each one is completely different in nature from the other. The results will be divided into two dimensions;

The first dimension aims to know the role of Tourism related Third Sector organizations (TTSOs) in sustainable tourism development as mentioned in their vision and mission statement and if they are translating this into real activities and initiatives or not.

4.1 ETTSOs' vision, mission statement or objectives':

When interviewees have been asked about the vision, mission statement or the objectives of their organizations, their answers were so diversified. Some of these organizations work in the field of heritage preservation, while others work in the field of protecting the environment, others work in the field of creating job opportunities for youth, others in the field of promoting domestic tourism, others in the field of protecting monuments and archaeological sites or in museology or museum education. However, their objective can be summed up in the following points; Preserving the tangible and intangible Egyptian heritage. Sharing cultural awareness to involve Egyptians in their heritage. Encouraging positive involvement of the individual of the Egyptian community in building startup projects based on heritage. Revitalizing and sustaining all forms of Egyptian heritage and spreading awareness of its importance. Preserving the Egyptian identity in order to boost and consolidate the values of the Egyptian community and increase the spirit of belonging. Establishing and strengthening links and connections with similar organizations and associations to cooperate in conducting mega projects in tourism field. Publishing and issuing scientific papers and periodicals in the field of heritage preservation, maintenance and documentation. Studying Egyptian laws and legislations related to heritage and antiquities in order to propose some suggestions or recommendations to the government in order to preserve antiquities and heritage from theft, illegal exploration and trading. Working on registering old buildings in the lists of the Egyptian government as monuments in order to protect them from demolishing. Increasing the Egyptian awareness with the importance

of tourism. Increasing the Egyptians awareness with the beauty of Egypt. Creating more job, training opportunities for youth to work in the tourism and hospitality industry and finally assisting the government in achieving a better social development and enhancing the community's welfare.

4.2 ETTSOs activities' and initiatives':

Then, when interviewees have been asked about the activities or initiatives they conduct in order to achieve these previous objectives, most of their responses were the same. Nearly all respondents hold many different events, each according to its specialization; such as; Conducting artistic and handicrafts workshops whether for adults or for kids, Hosting art galleries and exhibitions, organizing sports events with a cause related to the organizations' work. Organizing academic and scientific sessions and training courses, each according to its specialization. Some of these sessions were about archaeology, conservation, museology, saving heritage, Arabic calligraphy, Hieroglyphics, even about the art of caricature with focusing on the Egyptian characters. Conducting educational training sessions to create a new professional generation in the field of heritage conservation and management. Organizing folkloric festivals in order to revive the Egyptian heritage; such as "The Birth of Prophet Mohamed" Festival, the Egyptian folkloric dance. Conducting projects to rescue street children then teaching them crafts related to heritage such as drilling on wood and metal and painting. Organizing trips to Egyptian tourist destinations in order to make Egyptians know more about their history and heritage and to make them see and enjoy the beauty of Egypt. Drawing the attention of government's officials to the importance of working quickly on registering some old buildings as monuments before demolishing these iconic pieces of the

Egyptian heritage. Organizing educational sessions in elementary and preparatory schools and youth hostels to make them know more about the Egyptian heritage, monuments and archaeology in order to strengthen their spirit of belonging. Organizing job fairs for youth to work in the tourism and hospitality industry. In addition, participating in many other activities related to the community's social development and welfare such as helping the poor, providing them with food, shelter and blankets and sending medical and health crews to poor regions.

As for the second dimension, it aims to know if there are any implications or problems they face preventing them from doing their role, whether about their sources of funding, volunteers, the government and its laws, the community they work in, their employees, or any other thing. Nearly all respondents stated that they face a lot of difficulties and problems that prevent them from reaching their goals. They can be categorized or listed as bellow;

- Registration problems especially the bureaucratic procedures for registration in the Egyptian ministry of social solidarity. They face some difficulties in choosing the name of the organization, because there is a rule that the registering organization should not have the same name of another registered organization, so that consume a lot of time.
- They also face many funding problems, starting from that Egyptians tend to give money for philanthropic purposes such as helping the poor, but not for participating in projects of tourism development. Therefore, nearly all ETTSOs depends mainly on public sources of funds like government funds and foreign financial grants. Even these two sources are

- difficult to obtain money from, because it needs a lot of time, effort and long process of paper work. As for the government fund from "NGOs Aid Fund" -that is provided by the ministry of social solidarity-, it is not only need time, effort and a lot of paper work, but there are also a huge percentage of corruption in the process. Even without corruption, it is difficult to obtain it because the government prefer to help community development organization that help the poor more than an organization that work in the tourism development field. Another problem they face concerning obtaining foreign funds is that most of the foreign funding organizations is no longer trusting ETTSOs, because of many incidents of frauds and scams. Therefore, that made foreign TSOs choose not to fund or work with ETTSOs. They also face huge problem in obtaining funds from private sources such as sponsors, partnership, registering fees in any event or course. That backs to many reasons, starting from the bad economic state of the country since 2011's revolution, to that most sponsors prefer to give in-kind assistance rather than cash assistance. Accordingly, most TSOs suffer from shortage of liquidity, which affects largely their work efficiency.
- In the Egyptian law of Civil Society organizations, any organization should have a security permit before conducting any activity or event. These permits represent a big problem for them, because these security permits take a lot of time to issue. That would sometimes delay or disrupt and even cancel some activities and events.
 - Another difficulty is that the Egyptian government does not take TSOs as one of the main actors in the Egyptian community with public and private agencies, because the Egyptian national policy does not mention anything about civil society organizations'

role or how the community could benefit from them.

- There are some barriers face ETTSOs in speech and advocacy. Sometimes, organizations needs to call for s specific purpose like protecting a heritage or archeological site that the government or any private entity want to demolish. TTSOs here cannot organize peaceful protests to ban this action because protests –in all forms and sizes- are legally prohibited in the Egyptian law especially after what happened in the Egyptian revolution. TTSOs should only use the official channels that consume a lot of money, time and effort. Therefore, TTSOs sometimes tend to use more peaceful and indirect tool, which is social media. Although social media is considered a powerful tool because its wide coverage, sometimes it works in drawing the attention of the government and many others do not.
- They also face some difficulties related to the community they work in. one of these problems in the lack of awareness with the important role that might be played by CSOs. Another problem that face some tourism related third sector organizations is that many people in the Egyptian community see that tourism development is the responsibility of the government, therefore they refuse to donate to and even participate in programs and initiatives related to tourism development. Another problem that face TTSO that work in preserving heritage domain is the community lack of awareness with heritage issues.
- They also face some problems with volunteers. Starting from their lack of persistence to their lack of awareness with the meaning of the concept of 'civil service' and its importance to our society.

- ETTSOs who work in the field of heritage preservation and management face some difficulties in finding skilled and qualified staff. This Heritage literacy may be because there are very few university's programs that are specified in studying heritage preservation and management. Another problem related to TTSOs' employees is that the training courses offered by the ministry of social solidary to TSOs' employees are very weak and outdated. In addition, the ministry does not make proper announcement about the time of these courses, so many TSOs do not know about them to participate or attend.

5. Discussion

According to the previous results, Egyptian Tourism Related Third Sector Organizations plays many roles in tourism development according to their objectives. Starting from reviving heritage, to protecting archaeological and historical sites, providing job and training opportunities for Egyptian youth in the field of tourism, increasing Egyptians awareness with the importance of tourism, helping Egyptians to know the beauty of their county, protecting the environment. However, when we have a look on their activities and compare these activities with their objectives. It is obvious that there is a huge gap between what they want to achieve and what they are really doing. Most of ETTSOs activities is running around organizing events to increase the awareness of the community about a specific topic. Their role is really confined to the awareness role.

In literature, TTSOs plays many important roles up to planning tourism, changing tourism public policy, decreasing negative effects of tourism on the community, qualifying tourism supply in the destination, alleviating poverty through attacking the root problems of poverty rather

than treating just its symptoms and sometimes conducting researches. On the other hand, The Role of Egyptian TTSOs in sustainable tourism development is largely superficial. They do not conduct researches to stand on the root problems of the tourism industry in Egypt. Even if they know these problems, they do not apply serious actions and measure to solve it. As it was previously mentioned, their role is pretty much confined to the awareness role. Therefore, their outcome is intangible, weak and barely feel its influence in the community. That insignificant impact may be because there are too many barriers that face them preventing from reaching their objectives and/or because of the government does not recognize the important role that TSOs could play in the Egyptian community.

Regarding ETTSOs' activities, it is noted that they are very traditional, not varied and there are not any creativity in it. Most of their activities take the form of events to increase the community's awareness about a specific topic. Only very few organizations who were a bit creative in their activities, and that is not because it is an institutional culture but it is because these organizations have some creative individuals amongst their staff. It is also noted that most of their activities is not specialized in the tourism field. In fact, ETTSOs offer many public services aimed at achieving social development more than services aimed at achieving tourism development. Although they are registered as TSOs working in the field of tourism development, they offer social services such as supporting the poor, providing them with food, shelter and blankets and sending medical and health crews to poor regions. Therefore, they are not fully focused on achieving their objectives related to tourism development.

Regarding ETTSOs' level of influence on the community, most of them measure their success or influence level by the number of volunteers. However, the real indicator for success or influence level should be the number of real projects that the organization participated in and the mass community has benefited from it. Moreover, the government does not have any real and effective mechanism to evaluate the work of these organizations. They only follow up the financial aspects of each organization through auditing their accounting department. Therefore, each organization must keep records of every financial transaction happened in their organization. This auditing mechanism can prove that the organization work, but it cannot prove that their work is effective or not.

As for the problems and difficulties these organizations face, it is obvious –from previous results- that ETTSOs suffer from many problems and barriers. Nearly all of their problems can be solved easily. However, there are some discrepancies between literature and the results of the previous field study. In literature, foreign organizations violently attack and criticize the Egyptian law of civil society organizations "Law 84 of 2002". For example, The National Council of Voluntary organizations (NCVO) has argued that the Egyptian law of civil society "Law 84 of 2002" is highly restrictive in nature and it gives high powers to the ministry and other government agencies. Moreover, they noted that all TSOs suffer from many barriers such as; barriers to entry and registration, barriers to activities, barriers to speech and advocacy, barriers to international contacts, barriers to resources and finally, barriers to assembly. In fact, what have been said in NCVO report about the ETTSOs is not fully correct and it is 100% inaccurate. In fact -based on the previous field study- there were some barriers, but there were also some discrepancies in opinions. Only few problems

have been agreed upon from all respondents of the sample such as the funding issues, volunteers' issues and the security permits problem. These are the only problems that all respondents agreed that they face it during operation. As for "Law 84 of 2002", they all agreed that it has some minor problems compared to other countries but overall it is good and not that much restrictive as mentioned in foreign reports.

As for employees work in ETTSOs, It is noted that they suffer from tourism literacy. Most of them are not specialists in the field. Therefore, they suffer from the lack of know-how regarding the tourism industry system. That significantly contributes to the fact that they are not effective in addressing the industry's issues or achieving sustainable development.

6. Recommendations

In order to maximize the role of ETTSOs in sustainable tourism development, there are some recommendations for the government and for ETTSOs itself as well.

The Egyptian government should recognize the need for TSOs involvement in the planning process, because planning that comprises only the private sector will not succeed in achieving desired tourism development aims and objectives. It means that for the tourist system to work in balance, it should integrate the policies and actions of three sectors; the public sector, the private sector and the third sector as well. The Egyptian government should encourage TSOs to participate in the decision-making and in the implementation of public policies. This is by establishing official communication channel between them and ETTSOs. They should also increase its support to ETTSOs in their initiatives whether by giving them

financial supports, grants, incentives or more fiscal exemptions. The Egyptian government should conduct programs for youth to make them know more and understand the importance of voluntary and civil services to their society or community. They should also work on creating a powerful assessment tool to evaluate TSOs, in order to distinguish between effective and working organizations from other organizations that do not make any real contribution to the Egyptian society. The Ministry of social solidarity should use that evaluation to prioritize effective organization to obtain funds from "NGOs Aid Fund". The Egyptian government should encourage TSOs to have real and effective contribution to the Egyptian society by honoring the most active and effective organizations annually, offering them financial incentives or offering them any kind of assistance they prefer. The Ministry of Social Solidary should work on improving and updating their training courses they offer to ETTSOs, in order to qualify and equip ETTSOs' employees with the latest knowledge in the field to empower them to make real changes and real contributions to the Egyptian society.

As for ETTSOs, they should work consistently on changing the government's development ideology in order to make them recognize the important role of TSOs. ETTSOs should work on equipping their staff with the latest knowledge and skills in managing non-profits organizations, fund raising, events' organizing, and tourism management. ETTSOs should have more and bigger objectives, with knowing how to turn these objectives into reality. ETTSOs should work on participating in real projects and initiatives, not only confining its role to the educational and awareness role. They should have a more vigorous, effective and active role in tourism development. ETTSOs should work on new and innovative ways not just to attract new volunteers but also to retain the old ones, as

an attempt to solve the issue of unstable volunteering structure.

In conclusion, in order to reach tourism sustainable development and to spread the benefits of globalization more equitably across nations and regions, all development partners need to play their role. The civil society sector is instrumental in promoting local economic development, alleviating poverty, advocating policy change and contributing to good governance. Their contribution, however, still needs to be strengthened especially in developing countries.

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