



Beni-Suef Governorate’s Development as a Promising Tourism Destination in Egypt

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Abstract

The purpose of this study is to determine to what extent does the degree of awareness of the local community affect the tourism development in Beni-Suef governorate and examine the impact of tourism investment on tourism development and establishment of tourism projects. The study relied on the quantitative approach, where an interview was used as a tool for data collection and 33 interviews were distributed among the stakeholders in Beni-Suef governorate. The SPSS version 27 was employed to analyze the relationship among variables. The study concluded that the degree of tourism awareness of local community has an impact on tourism development. The higher the degree of tourism awareness among the local community, the more successful tourism development plans will be. The study also concluded that tourism investment has an impact on the tourism development process. The easier and clearer the legislation and procedures for tourism investment are, the more investors will be attracted, which will result in the establishment of tourism projects and the success of the tourism development process. The study recommended the necessity of working to increase tourism awareness through holding introductory courses and seminars. The study also recommended the need to provide the appropriate climate and facilitate procedures to attract tourism investment.

A survey was used for data collection randomly from 33 interview with stakeholders in Beni-Suef governorate and structural equation modelling was used for testing research hypotheses.

Keywords: Beni-Suef Governorate – Tourism Development – Promising Destination- Tourism Awareness - Tourism Investment.

Introduction

Tourism is one of the most important sources of national income for many countries of the world (Moslehpour et al.,2023). Its popularity implies the popularity of many industries that feed it. In addition, it needs a lot of labor to work in tourism institutions, which contributes to dealing with unemployment problems, which is one of the major challenges for all countries. The State therefore relies on the tourism sector to remedy its budget deficit as part of its overall development plans (Kamel,1975). Tourism facilities must constantly improve and renewed to maintain the tourist market [Gârbea,2013].

Tourism development is a term that has been studied with different perspectives. it is described by some as economic growth, high income, per capita GDP, employment and investment (Alrwajfah, Almeida-García & Cortés-Macías,2021; Cañizares, Tabales& García, 2014; Gartner& Mihalič, 2013). The development of tourism activity is determined by the number of tourists arriving and the duration of their stay (Arifin, Ibrahim& Nurc, 2019; Song et al., 2010). The volume of investment in any sector is an important indicator of the strategy adopted in any country. As a result, the Beni-Suef governorate is working hard to elevate the tourism industry. This can be illustrated by the volume of investments for the last four years (Mostefaoui,Saleh, Hamlaoui,2021). Ministry of Planning and Economic Development (2023) explained that there are several development and investment projects in Beni-Suef governorate. The number of such projects was approximately 259. In addition, public investment to Beni-Suef governorate in 2022/2023 amounted to 4.3 billion pounds.

Tourism cannot exist in isolation and has a significant impact on the social structures of a destination (Eckert, Winfield& Zagere,2021). Local resident satisfaction is an important factor in tourism development. It assists tourism planners and policymakers in making more effective and strategic use of tourism resources (Tiwari et al., 2021).

Local communities benefit from job opportunities and economic benefits as a result of tourism development and they can protect and promote indigenous culture, cuisine and heritage (Harrill, 2004).

Research Problem

Beni-Suef governorate has many attractions for tourism, although the tourism industry does not contribute adequately to improving the conditions of members of society in this Governorate. Despite the importance and value of its heritage, the governorate of Beni-Suef has not yet been fully exploited. It is not properly listed on the tourist map of Egypt. Beni-Suef governorate also suffers from a lack of investment projects and neglect of improve the Governorate's infrastructure. In addition, the lack of awareness among the local community of the importance and role of the tourism industry. Also, the lack of sufficient interest by stakeholders in Beni-Suef governorate. Although several strategies have been developed for the tourism development of the Governorate, these have only been implemented in part (Hafez, Hamed& Laundry,2023; Radwan,2021).

To fill this research gap, the aim of this research is to illuminate the interrelationships among to the degree of awareness of the local community and the tourism development in Beni-Suef governorate and examine the impact of tourism investment on tourism development and establishment of tourism projects.

Research Objectives

- 1) Determining to what extent does the degree of awareness of the local community affects the tourism development in Beni-Suef governorate.
- 2) Examining the impact of tourism investment on tourism development and establishment of tourism projects.

The Importance of Research

The importance of the study is to highlight the tourism importance of Beni-Suef governorate and encourage the attraction of a large number of tourists and the exploitation of the tourist places in the governorate as tourist attractions.

The study is also concerned with highlighting the role of tourism companies and the Authority for tourism promotion in supporting the tourism movement in Beni-Suef governorate and highlighting the government's role in the necessity of facilitating and providing infrastructure to reach tourism places in the governorate. The study is also concerned with studying and analyzing the current situation of various tourism activities in the governorate, discussing the challenges facing them and presenting proposed strategies for the development of the governorate and utilizing it to increase tourism movement. The study also focuses on encouraging tourism investment in Beni-Suef governorate.

Literature Review

Beni-Suef Governorate

Beni-Suef governorate is one of the governorates with a historical and ancient fame. As the capital of the region of Egypt during the reign of the Ninth and Tenth Pharaonic Dynasties, there are relics in it that range from Pharaonic to Coptic to Islamic. In addition, the climate is mild throughout the year and beyond (Beni-Suef Governorate Electronic Portal, 2023). Beni-Suef governorate is a historical museum for all ages. The governorate includes many treasures of Egypt, where there are many archaeological monuments, including the pyramid of Meidum. The pyramid of Meidum is the second oldest pyramid in the world. It was built by King "Huni" the last king of the Third Dynasty and completed by King Sneferu, the first king Fourth Dynasty. It also has the Sannur Cave Protectorate Area, the Ihnasiya city antiquities area, the Al-Haiba area in Al-Fashn and the Dashasha area (Ministry of Culture,1997). Beni-Suef, a tourist destination in Upper Egypt, is located in the middle of six governorates, one of the most important tourist centers in Upper Egypt. Giza formerly "6th of October and Helwan, currently" Minya Fayoum Red Sea Suez (Serageldin,2012). Despite all these tourist ingredients in the governorate, Beni-Suef governorate is known among its residents as a poor tourist governorate. Most of its citizens travel to other governorates to enjoy the practice of tourism activities and different tourism patterns. With belief that the governorate only contains the pyramid of Meidum, the transit plane and the zoo (Fathy, 2017). Beni-Suef governorate has been transformed in recent years into an attractive destination for international and domestic tourism. The most prominent projects opened were the Nile Corniche, the Egypt walkway, tourist anchors and several industrial zones (Sayed,2022).

Current Situation of Beni-Suef Governorate

The name of Beni-Suef has different origins as "Beni-Suef or (Menfusia; in Coptic: Poupfisa or Bofisi ποϕίσα). Beni-Suef name was Menfusia during the Islamic rule of Egypt. Muhammad Ramzi (1871-1945 AD) points out in his book "The Geographical Dictionary of the Egyptian Country from the Ancient Egyptians to 1945" (Section II, Part III, pp. 155-157) that Menfusia was the name of the city (the village of its time) throughout the Mamluk era. That was after the name of Bofisia in Coptic language.

During the Ottoman rule of Egypt that followed the Mamluk era, the Ottoman Turks misspelled the name and distorted it from Menfusia to Beni-Suef, without considering the origin. Muhammad Ramzi also points out that the name of Menfusia is the name by which the city is stated in Ibn Mamati's (Diwan Laws) in the masterpiece of guidance and in the masterpiece of Ibn al-Ji'an. Sakhawi mentioned it in a brilliant light and others. The name of Menfusia is recorded in the book "The Sunni masterpiece with the names of the Egyptian countries" (page 172) by Ibn al-Ji'an (1412-1480 AD) which was written in the Mamluk era. Menfusia was a village in the state of Menfusia, that state that extended in the Mamluk era from the North of

what is now called «Beni-Suef» to Samalut in Minya governorate and the capital of the state was the city of Bahnasa, which is located near Bani Mazar in Minya governorate now”(Ibn Mammati,1882; Abdelqawee, 2016, p.12).

Geographical Location

The Egyptian governorate of Beni-Suef is located on the banks of the Nile River, which surrounds it from the south and east. The city of Beni-Suef, in particular, is located between a latitude of 29.07 degrees and a longitude of 31.10 degrees. It rises 33 meters above sea level. It has a population of about 189,624 people. It serves as an important agricultural trading center on the west bank of the Nile (Alhaliqa,2018).

Beni-Suef governorate is located west of the Nile. about 124 km south of Cairo. it is bordered to the north by Giza governorate and Helwan, to the northeast by Suez, to the east by the Red Sea governorate, to the west by Fayoum governorate and to the south by Minya governorate (Ministry of Culture,1997).

Climate

The climate in Beni-Suef is characterized by moderation throughout the year and bright sun. Ranging from temperatures in the spring is between 25-32 degrees celsius. The temperature in the summer is between 37-43 degrees. In autumn it is moderate by day and night between 21-31 ° C., while in winter temperatures range from 19 to 25 degrees Celsius (Information Research and Internet Sector General Directorate of Liberation, n.d.; Melegy et al.,2014).

Nile Corniche

The Nile Cornish became a tourism attraction for the people of the governorate and neighboring governorates. It has a tourist walk on the Nile over 1.2 kilometers (Ragab,2022).

Infrastructure Services in Beni-Suef Governorate

Infrastructure networks are a critical component of tourist destinations. It is the basis of tourism services and facilities. Therefore, various tourism development plans are linked to the infrastructure network development plans and made available before it can be developed and prepared for tourism. Providing it to serve both citizens and tourists. The most important of these are water networks, electricity networks and communications networks (Sayed,2016).

Means of Transport in Beni-Suef Governorate

Transportation is the backbone of complementary economic and urban activity. The means of transportation in Beni-Suef governorate vary to include the following:

Public Transport Carriers (Minibuses): it is one of the most widely used means of transport in the governorate. This is due to the low fare, in addition, the regularity of its movement on certain routes .

Taxis: The use of taxis is widespread within the governorate. This is due to the appropriate fare.

Private Cars: The rate of private cars within the governorate increases. This is due to the availability of many numbers and types of cars at different prices that suit many individuals. Its use is limited to a certain class of the city's population .

The Motorcycle and Regular Bicycles: These two means are widely used within the city, due to the low standard of living for many residents of the governorate.

Trains: Rail transport is considered one of the most important means of land transport. Due to its many advantages, the most important of which is the decrease in transportation costs with increasing distance and the increase in its transportation capacity over longer distances, whether for passengers or goods. This is in addition, the fact that this means is more secure than other means of transportation (Abdel Aziz, 2021).

Archaeological Attractions in Beni-Suef Governorate

Beni-Suef governorate includes many tourist places of and the Meidum pyramid comes at the forefront of these places, in addition, the Abu-Sair area, the Ihnasiya archaeological area, the Sedmant Al-Jabal cemetery, the Dashasha archaeological area and the Al-Haiba area (El-Desouky, 2019).

Tourism Development

Tourism development is primarily defined as the all-encompassing process of planning, pursuing and implementing methods to build, develop, promote and stimulate tourism in a certain region or location (Ratnasari et al., 2020; Mandić, Mrnjavac & Kordić, 2018).

The Importance of Tourism Development

The importance of tourism development lies in the following:

- 1) Establishing a globally competitive environment through institutional and organizational changes.
- 2) Providing infrastructure and Information and Communication Technology (ICT) service.
- 3) Limiting migration to urban areas.
- 4) Preservation of natural resources and marketing of local products and crafts (Tarugarira, 2013).

Tourism Development in Beni-Suef Governorate

There are opportunities for accommodation, transportation services, tour guiding, operating dining establishments and restaurants, entertainment and gift shops in the governorate, the economic significance of which has not yet been recognized (Kala & Bagri, 2018).

The Main Requirements for Tourism Development in Beni-Suef Governorate

Some of the key requirements for tourism development include:

- 1) Adequate awareness of the importance of tourism and the damage to the environment that will reduce the attractiveness of the tourist destination.
- 2) Enable tourism companies to access information on markets and financial resources.
- 3) Strengthening coordination between government departments dealing with tourism and private investors (International Labour Organization, n.d.)
- 4) Development of Meidum tourist oasis.
- 5) Development, renovation and leasing of Marina Nile Tourism Cafeteria.
- 6) Exploitation of Hamraya land (exhibition land for tourism management).
- 7) Renting stalls: Young graduates contribute from the Department of Tourism to solve the problem of street vendors as well as the employment of young people and provide services to the people of Beni-Suef governorate.
- 8) Periodic supervision of projects owned by the Department of Tourism (leased Marina cafeteria - leased booths) (Beni-Suef Governorate Report, 2023).

Investment and Tourism Development

In light of the global economic changes and developments, investment has become one of the pillars of development, that attract capitals, but requires an appropriate climate (Yousfaoui & Bensaid, 2021). Tourism Investment plays an important role for communication between cultures of nations and peoples. In addition, the development of societies and the high standard of living of individuals (Sara, Ali & Bahria, 2021). Tourism investment deals with two sides:

1. The tourist supply such as hotels, resorts, tourist villages, restaurants, parks, religious shrines and tourist transport companies.
2. Tourism demand such as exhibitions, marketing, promotion and media companies (Ibrahim, 2014).

Tourism Investment in Beni-Suef Governorate

The volume of investment in any sector is an important indicator of the strategy adopted in any country. Beni-Suef governorate is therefore striving to make the tourism sector an important one. This can be illustrated by the volume of investments for the last four years (Mostefaoui, Saleh and Hamlaoui,2021). The number of such projects was approximately 259. In addition, public investment to Beni-Suef governorate in 2022/2023 amounted to 4.3 billion pounds. Thus, the proportion of these investments increased by 13% in 2021/2022. According to the distribution of the investment ratio, investments worth 1.2 billion pounds were allocated to the transport sector. Up to 28% of the total value of investments allocated to Beni-Suef governorate. Followed by the education and scientific research sector worth 885 million pounds. Up to 2.6% of total investments. In addition to EGP 745 million, up to 17.2% is allocated for investment in other sectors, besides Several infrastructure development projects have been implemented in Beni-Suef governorate. Some of these projects, for example, are in 12 agricultural services complexes, 14 ambulance points, 42 health units and 6 drinking water stations (Ministry of Planning and Economic Development,2023).

Challenges Facing Investment in Beni-Suef Governorate

Despite the tourism potential of Beni-Suef governorate, its tourism industry is very weak. It also faces many challenges, including:

1. lack basic services and facilities.
2. Lack of interest in small and environmental industries that serve tourism and tourists.
3. Lack of benefiting from the competitive advantage of the governorate due to its proximity to marketing centers in Greater Cairo.
4. Lack of qualified labor to work in the tourism sector (Guide to Industrial Investment in Egypt,2021).
5. Lack of tourism awareness, despite the presence of the Tourism Department in the governorate.
6. Lack of advertising materials that highlight the various temptations and ingredients in the governorate.
7. Lack of tourist and hotel accommodations, tourist villages, resorts and youth hostels in the governorate.
8. Lack of appreciation of Beni-Suef's unique tourist potential (Beni-Suef Governorate Report,2023).

Local Community and Tourism Development

Local community satisfaction is an important factor in tourism development. It assists tourism planners and policymakers in making more effective and strategic use of tourism resources (Tiwari et al., 2021). Local communities benefit from job opportunities and economic benefits as a result of tourism development (Harrill, 2004). Assessing residents' satisfaction is critical for the success of tourism development, as is discovering residents' perceptions of tourism affects and supporting tourism development (Alrwajfah, Almeida-García& Cort´es-Macías, 2021).

Tourism cannot exist in isolation and has a significant impact on the social structures of a destination. To ensure success, communities must be fully engaged in the development of the destination. Which, if handled correctly, can ensure community strengthening and cultural preservation (Eckert,Winfield& Zagere,2021). The perception and satisfaction of local communities towards tourism could be used to control the tourism development process(Ko& Stewart, 2002).

Tourism Awareness in Beni-Suef Governorate

Tourism awareness is a basic pillar in the tourist communities and an indispensable necessity. Awareness is an effective means to achieve the goals desired by the tourism activity. On the other hand, the importance of tourism awareness is crystallized on several levels such as the local community, the tourism sector and tourists as well as the characteristics of the relationship between the tourist and the host community. Tourism awareness refers to the acquisition of knowledge, information, concepts, skills, attitudes and values by an individual in order to conduct a rational tourism behavior towards the tourism, as well as the processes necessary to plan, organize and interact with institutions, tourism places and tourists (khalfaoui, Defous &Ghai,2021).

Perhaps the first step to develop any tourism pattern in Beni-Suef governorate is to spread tourism awareness of the importance and value of the existing components in the governorate. This will lead to many positive results that will accrue to the destination (Sihombing, Lubis& Tarmizi,2019).

Methodology

This research depended on a descriptive study that explores the development of Beni-Suef governorate as a promising tourism destination in Egypt. Data will be collected through:

Secondary Data

Secondary data that included a variety of references, books, magazines and Internet databases related to the impact the degree of tourism awareness and the impact of tourism investment on tourism development. All secondary data sources are explained in the next chapter, “Literature Review,” such as books, theses, articles, reports, as well as periodicals related to the tourism industry.

Primary Data

Using personal interviews were conducted with the stakeholders with tourism in Beni-Suef governorate. The main objective of this personal interview is to verify tourism development in Beni-Suef governorate as a tourism destination in Egypt.

Participants’ demographics

The respondents’ demographic data and characteristics are summarized using basic descriptive statistics such as frequencies and percentages in order to present a description of the collected data. Table (1) illustrates the frequency and percentage for demographic features of respondents in the study sample.

Table (1): Demographic Data analysis

Variables Percentages	Categories	Frequencies	Percentages %
Gender	Male	13	39.4
	Female	20	60.6
Total		33	100
Age	From 20 to less than 35	6	18.2
	From 35 to less than 50	22	66.7
	From 50 to less than 65	5	15.1
	65 years and more	0	0
Total		33	100
work experience	From 5 to 10 years	7	21.2
	From 11 to 16 years	13	39.4
	From 17 to 22 years	7	21.2
	More than 22 years	6	18.2
Total		33	100

Table (1) shows that 20(60.6%) of Officials are Female while 13(39.4%) are males, indicating that the majority of tourism officials are females.

In terms of age groups, it is noted from the above table that most respondents with a percentage 22 (66.7%) are between 35 and less than 50 years old, 6 (18.2%) of respondents are between 20 and less than 35 years old and 5(15.1%) of total respondents are between 50 and less than 65 years old.

It is clear from these percentages that most of officials occupy the late youth category between 35 and less than 50 years old.

According to work experience years, it is obvious that most of the respondents are in the category (more than 13 years) representing (39.4%) of the whole sample. This finding indicates the majority of the officials have high experience.

Table (2): Analysis of Tourism Development

Questions		Frequencies					Total	Mean	Std. deviation
		1	2	3	4	5			
There is improvement and development in the infrastructure in Beni-Suef governorate.	N	0	3	9	16	5	33	3.70	0.847
	%	0	9	27.3	48.5	15.2	100		
Beni-Suef governorate seeks to establish new tourist cities	N	2	4	7	16	4	33	3.48	1.064
	%	6.1	12.1	21.2	48.5	12.1	100		
The historical and archaeological sites in Beni-Suef governorate are an important factor for tourism development in the governorate	N	1	1	1	8	22	33	4.48	0.939
	%	3	3	3	24.3	66.7	100		
Developing all types of transportation contributes to increasing tourism activity in the governorate	N	0	0	1	15	17	33	4.48	0.566
	%	0	0	3	45.5	51.5	100		
The availability of tourism attractions in Beni-Suef governorate helps put the governorate on the tourist map.	N	0	1	4	13	15	33	4.27	0.801
	%	0	3	12.1	39.4	45.5	100		
The state pays special attention to the development of tourist areas in Beni-Suef governorate to increase tourism movement	N	3	3	8	12	7	33	3.52	1.202
	%	9.1	9.1	24.2	36.4	21.2	100		
Beni-Suef governorate seeks to introduce new tourism patterns to attract the largest possible number of tourists	N	2	5	7	11	8	33	3.55	1.202
	%	6.1	15.2	21.2	33.3	24.2	100		

Beni-Suef governorate seeks to create a competitive tourism environment at the local and regional levels	N	2	4	7	14	6	33	3.55	1.121
	%	6.1	12.1	21.2	42.4	18.2	100		
The governorate makes optimal use of available tourism resources to keep pace with the needs of local and international tourism demand	N	3	4	12	10	4	33	3.24	1.119
	%	9.1	12.1	36.4	30.3	12.1	100		
Developing natural tourist sites such as Sannur Cave Reserve helps develop tourism activity in the governorate.	N	0	0	3	7	23	33	4.61	0.659
	%	0	0	9.1	21.2	69.7	100		
Beni-Suef governorate identifies the problems facing tourism development in the governorate and develops alternative plans in case of emergency.	N	1	5	10	9	8	33	3.55	1.121
	%	3	15.2	30.3	27.3	24.2	100		
Total								3.857	0.967

(1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree)

The previous table shows that there is agreement among the sample members that there is an improvement to the infrastructure in Beni Suef Governorate. In addition, the governorate seeks to establish new tourist cities. The respondents also strongly agreed that archaeological and historical sites are considered an important factor in achieving tourism development in Beni Suef Governorate, which indicates the importance of developing and improving these sites to meet the needs of tourists.

The previous table also shows that developing all types of transportation contributes to increasing tourism movement in the governorate, which indicates the importance of the transportation sector and the necessity of providing various means of transportation to facilitate the arrival of tourists and increase tourism movement in the governorate.

It is clear from the previous table that the largest number of sample members strongly agree that the availability of tourist attractions in Beni Suef Governorate helps to place the governorate on the tourist map. Which indicates the diversity of tourism attractions in the governorate. Respondents also agree that the state is paying attention to developing tourist areas in the governorate to increase tourism movement.

It is also clear from the previous table that there is agreement among the respondents that the governorate seeks to introduce new tourism patterns to attract the largest number of tourists. The largest number of respondents also agree that the governorate seeks to create a competitive tourism environment at the regional level. Regarding the governorate’s exploitation of the available capabilities to provide the needs of local and international tourism demand, the number of neutral respondents increases, which indicates that the largest number of sample members agreed that the governorate exploited the available capabilities, but at a weak rate that is not satisfactory and does not achieve the desired goals.

It is clear from the previous table that the sample members strongly agree that developing natural tourist sites such as Sanur Cave helps develop tourism activity in the governorate. Which indicates the importance of natural sites in the governorate.

It is also evident from the previous table that the number of neutral sample members increased due to the extent of the governorate’s interest in the problems facing tourism development and working to develop alternative plans in the event of an emergency, which indicates the agreement of the sample members that the governorate cares about these problems and develops alternative plans, but they are not with the efficiency required to achieve tourism development in the governorate. To put it on the tourist map.

The previous table indicates that the total mean regarding the degree of tourism development is (3.857) and its total standard deviation is (0.967). By comparing the total mean value to the Likert Scale, it is found that the value of the total mean is located between the values {Neutral (3)} and {Agree (4)}, but it is found that the value of the total mean is closer to {Agree (4)} which indicates the agreement of sample members that there is tourism development in Beni-Suef governorate.

This is in the line of what was mentioned by(Ratnasari et al., (2020); Mandić, Mrnjavac& Kordić(2018); Tarugarira(2013); Liu& Wall(2006) who have highlighted that tourism development helps create a competitive environment through institutional and organizational changes. In addition, improving infrastructure, developing tourist attractions and the state’s interest in developing tourist areas and exploiting available resources to keep pace with the needs of tourism demand.

Table (3) Analysis of The Impact of Tourism Awareness Degree for the Local Community on Tourism Development.

Questions	Frequencies					Total	Mean	Std. deviation	
	(5)	(4)	(3)	(2)	(1)				
The governorate provides sufficient campaigns and courses to raise the degree of tourism awareness of local residents	N	4	8	12	8	1	33	3.18	1.044
	%	12.1	24.2	36.5	24.2	3	100		
The local community must be involved in making decisions related to tourism development	N	12	17	4	0	0	33	4.24	.663
	%	36.4	51.5	12.1	0	0	100		
The government encourages local community participation in tourism development	N	5	17	8	3	0	33	3.73	0.839
	%	15.2	51.5	24.2	9.1	0	100		
There is good cooperation between the local community and development interests.	N	2	7	18	5	1	33	3.12	0.857
	%	6.1	21.2	54.5	15.2	3	100		
The local community participates in organizing tourism projects in Beni-Suef governorate	N	5	10	13	4	1	33	3.42	1.001
	%	15.2	30.3	39.4	12.1	3	100		
Total								3.538	0.880

(1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree)

The previous table shows the increase in the number of neutral sample members because Beni-Suef governorate offers sufficient campaigns and courses to raise the level of tourism awareness among the local community, which indicates that the largest number of sample members agree that Beni-Suef governorate offers courses and campaigns to educate local residents, but not at the level that leads to Achieving the desired goal and the success of the tourism development in the governorate. In addition, the largest percentage of respondents agree that it is necessary for the local community to participate in making decisions related to tourism development.

It is clear from the previous table that the largest number of respondents agreed that the governorate encourages the participation of the local community in the tourism development of the governorate. In addition, the increase in the number of neutral individuals due to the presence of cooperation between the local community and the development interests, which indicates that the largest percentage of the sample agreed that there is cooperation between the local community and the development interests, but not to a good degree that contributes to the success of tourism development in Beni-Suef governorate.

Table (3) indicates that the participants' total mean relating the Impact of Tourism Awareness Degree for the Local Community on Tourism Development is (3.538) and its total standard deviation is (0.880). By comparing the total mean value to the Likert Scale, it was found that the total mean value is between the values {Neutral (3)} and {Agree (4)}, but it is closer to the value {Agree (4)} which emphasizes the respondents' agreement on the importance of high level of Tourism Awareness Degree for the Local Community.

This is in the line of what was mentioned by (Reindrawati, 2023) he assured that in the tourism development process, the primary focus is on educating the local population and involving them in the tourism development process. Kasim, et al., (2021) highlighted that the harmonious relationship between tourists and locals is a guarantee of tourism development.

Table (4) Analysis of The Impact of Tourism Investment on Tourism Development and Establishment of Tourism Projects.

Questions	Frequencies					Total	Mean	Std. deviation	
	(5)	(4)	(3)	(2)	(1)				
There is a clear investment plan by the competent authorities to develop Beni-Suef governorate.	N	4	14	8	6	1	33	3.42	1.032
	%	12.2	42.4	24.2	18.2	3	100		
The infrastructure of Beni-Suef governorate is sufficiently developed to attract investors	N	1	9	11	10	2	33	2.91	0.980
	%	3	27.3	33.3	30.3	6.1	100		
Beni-Suef governorate finances small and medium tourism projects.	N	4	10	11	8	0	33	3.30	0.984
	%	12.1	30.3	33.3	24.2	0	100		
Developing tourist areas helps establish tourism investments in Beni-Suef governorate.	N	16	13	4	0	0	33	4.36	0.699
	%	48.5	39.4	12.1	0	0	100		

Beni-Suef governorate promotes investment opportunities in the tourism sector through conferences, seminars and exhibitions	N	7	9	5	11	1	33	3.30	1.237
	%	21.2	27.3	15.2	33.3	3	100		
Beni-Suef governorate provides simplified legislation for investment, land allocation, contracts, permits and approvals for investment in the tourism sector.	N	3	8	14	6	2	33	3.12	1.023
	%	9.1	24.2	42.4	18.2	6.1	100		
There is an expansion in granting loans for hotel and tourism investments to support tourism and hotel projects.	N	2	12	10	7	2	33	3.15	1.034
	%	6.1	36.4	30.3	21.2	6.06	100		
Total								3.365	0.998

(1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree)

The previous table shows that the largest number of respondents agree that there is a clear plan for investment in Beni-Suef governorate. While the percentage of neutral individuals increases regarding whether the infrastructure of Beni-Suef governorate is suitable to attract investors, which indicates that the infrastructure of Beni-Suef governorate is not sufficiently qualified to attract investors.

The previous table also shows an increase in the number of neutral individuals regarding Beni-Suef governorate’s financing of small and medium enterprises, which indicates that Beni-Suef governorate provides financing for small and medium enterprises, but not in a way that supports the success of the tourism development process in the governorate.

The previous table shows an increase in the number of sample members who strongly agree that developing tourist areas helps the presence of tourism investment in Beni-Suef governorate. Which indicates the importance of developing tourist areas in the governorate. While the number of individuals who disagree with the fact that Beni-Suef governorate promotes investment opportunities in the tourism sector through scientific conferences and seminars is increasing. Which indicates the lack of Beni-Suef governorate in promoting investment opportunities in the governorate.

It is also evident from the previous table that the number of sample members who are neutral regarding the extent to which Beni-Suef governorate provides simplified procedures to attract tourism investment in the governorate increases, which indicates that the governorate needs to improve legislation and procedures to attract investors to Beni-Suef governorate. In addition, the increase in the number of sample members who agreed on the expansion of granting loans to support tourism and hotel projects.

According to that has been mentioned of the arithmetic in the previous table, the examples of the Impact of Tourism Investment on Tourism Development and Establishment of Tourism Projects are summarized in the following points: There is a clear investment plan by the competent authorities to develop Beni-Suef governorate, improve the infrastructure to attract investors, finances small and medium tourism projects, Developing tourist areas helps establish tourism investments in Beni-Suef governorate, promotes investment opportunities in the tourism sector through conferences, seminars and exhibitions, provide simplified legislation

for investment, land allocation, contracts, permits and approvals for investment in the tourism sector and there is an expansion in granting loans for hotel and tourism investments to support tourism and hotel projects.

This is in line of what was mentioned by (Sara, Ali&Bahria,2021) (Yousfaoui&Bensaid,2021) (Hala&Alsaed,2018) (Látková&Vog,2012) who assured that Investment has become one of the pillars of development. Tourism investment requires providing a suitable climate and improving infrastructure. Investment in the tourism sector is considered a bridge of communication between cultures and human knowledge of nations and peoples. Also, the legislation and laws regulating investment in any country affect tourism investment.

Conclusion

The study dealt with the tourism development of Beni Suef Governorate. It focused on some of the factors that affect tourism development, including the degree of tourism awareness of the local community and the extent of its impact on the success of tourism development in the governorate. In addition, the impact of tourism investment on tourism development. The study findings being obtained include:

The results of the study concluded that there is tourism development in Beni-Suef governorate, but the governorate needs optimal exploitation of its existing tourism resources. The governorate also needs to provide adequate attention to the problems facing tourists, work to solve them and find alternative solutions in the event of an emergency. The results also indicate that there is an impact on the degree of tourism awareness of local community on the success of the tourism development process. In addition, Beni-Suef governorate offers awareness campaigns to increase tourism awareness among local community, but they are not sufficient to achieve the desired results. The results also indicate the existence of cooperation between the local population and the responsible authorities, but there is a need to strengthen this cooperation between them and the participation of the local community in making decisions related to tourism development in Beni-Suef governorate.

The results of the study show that there is an impact of tourism investment on tourism development in Beni-Suef governorate. The study indicates that Beni-Suef governorate needs to better develop and improve its infrastructure to attract tourism investment. The results also indicate that the governorate does not provide sufficient financial support to finance small and medium enterprises and that the laws and legislation related to tourism investment need to be improved and facilitated for the investor.

Recommendations

Recommendations Regarding the Governorate

1- Seeking to increase tourism investment in the governorate this through:

- a) Strengthening the legal and legislative system that includes facilities to encourage investment in the tourism sector.
- b) Working to transfer the experiences of successful tourism countries and benefit from them through cooperation agreements and foreign companies.
- c) Providing incentives to increase investment opportunities, such as providing construction land at cheap prices or in appropriate installments and facilitating payment opportunities.

2- Marketing investment opportunities in Beni-Suef governorate through conferences, seminars and various promotional methods.

3- Improving the infrastructure sufficiently to attract tourism investment and establish tourism projects in Beni Suef Governorate through:

- a) Paying attention to providing services that attract and stimulate tourism in the future, such as paving roads leading to tourist places in the governorate and providing accommodation so that tourists can find the appropriate service that encourages them to visit the governorate permanently.
- b) Work to establish a civil airport in the governorate.

- 4- Working to finance small and medium enterprises in the governorate, through:
 - a) Holding an exhibition of handicrafts for which Beni-Suef governorate is known.
 - b) Establishing floating hotels to make the governorate a settlement area for tourists and establishing river marinas that develop river tourism.
- 5- Unifying the name of the governorate in the English language instead of having more than one style in which the name of the governorate is written.
- 6- Working on cooperation between the local community and the authorities concerned with tourism in the governorate and their participation in making decisions related to tourism development in Beni-Suef governorate.

Recommendations Regarding the Ministry of Tourism and Antiquities and the Governorate

Optimal exploitation of available resources in the governorate to meet the needs of local and international tourism demand, for example:

- 1- Tourism exploitation of the Al-Haiba area, this through Proposing the area to an investor to establish a rural tourist village. The village includes (tourist bazaars -restaurants and coffee shops - a country restaurant - children's gardens with green spaces - parking lots - a public services area (laundry - first aid unit - pharmacy - communications services - internet services).
- 2- Exploiting the Sannur Cave area as a tourist area and a natural reserve through:
Opening the Sannur Cave Reserve for visiting this through:
 - a) Providing the area with electricity by using solar or wind energy.
 - b) Providing water to the region by digging groundwater wells.
 - c) Paving roads for easy access to the reserve.
 - d) Establishing a camp behind the administrative building of the reserve and exploiting it for safari tourism and camping.
 - e) Including "Sannur Cave" in the tourism programs prepared by the Tourism Department.
- 3- Exploiting the Meidum tourist oasis this through:
 - a) Re-presenting the Meidum Oasis for tourism investment.
 - b) Providing a cafeteria and restaurants that serve the meals that characterize Beni-Suef governorate, in addition, providing bathrooms near the Haram area.
 - c) Working to stimulate tourism in the Meidum area through (holding a group of concerts in the oasis - implementing a group of cultural and sports activities in cooperation with the Directorate of Education, youth centers and the Beni Suef Culture Palace....)
 - d) Trimming trees, installing and planting ornamental plants and flowers.
- 4- Partial opening of the Ihnasia Antiquities Area this through addressing the Ministry of Tourism and Antiquities regarding the partial opening of the Ihnasia archaeological area.
- 5- Establishing tourist-classified hotels, this through encouraging investors to establish tourist-class hotels, facilitating some procedures for them and removing obstacles to their work.
- 6- Knowing the problems facing tourism development in the governorate, working to solve them and developing alternative plans in case of emergency.
- 7- Development of the Beni-Suef Museum this through moving the museum to the east of the Nile and exploiting the area overlooking the Nile as a Nile marina leading to the museum.
- 8- Using the land allocated for tourism management as an exhibition ground in Al Hamrayah this through Holding an exhibition of environmental products and industries for which Beni Suef Governorate is famous. It has an authentic Egyptian character, such as handmade carpets, papyrus making, antiques, Pharaonic statues made of marble and alabaster, bamboo chairs, stripes, engraving on copper and wood and the manufacture of ceramic and pottery products.

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تنمية محافظة بني سويف كوجهة سياحية واعدة في مصر

المستخلص

تهدف هذه الدراسة إلى تحديد مدى تأثير درجة الوعي السياحي لدى المجتمع المحلي على التنمية السياحية بمحافظة بني سويف ودراسة تأثير الاستثمار السياحي على التنمية السياحية وإقامة المشروعات السياحية. واعتمدت الدراسة على المنهج الكمي حيث تم استخدام المقابلة كأداة لجمع البيانات وتم توزيع 33 مقابلة على الجهات المعنية بمحافظة بني سويف وتم استخدام برنامج SPSS الإصدار 27 لتحليل العلاقة بين المتغيرات. وخلصت الدراسة إلى أن درجة الوعي السياحي لدى المجتمع المحلي لها تأثير على التنمية السياحية فكما ارتفعت درجة الوعي السياحي لدى المجتمع المحلي كلما كانت التنمية السياحية أكثر نجاحا. كما خلصت الدراسة إلى أن الاستثمار السياحي له تأثير على عملية التنمية السياحية فكما كانت التشريعات والإجراءات الخاصة بالاستثمار السياحي أسهل وأوضح كلما اجتذبت المزيد من المستثمرين مما يؤدي إلى إقامة المشروعات السياحية ونجاح عملية التنمية السياحية. وأوصت الدراسة بضرورة العمل على زيادة الوعي السياحي من خلال عقد الدورات والندوات التعريفية. كما أوصت الدراسة بضرورة توفير المناخ المناسب وتسهيل الإجراءات لجذب الاستثمار السياحي. تم استخدام استبيان لجمع البيانات بشكل عشوائي من 33 مقابلة مع الجهات المعنية بمحافظة بني سويف وتم استخدام نموذج المعادلات الهيكلية لاختبار فرضيات البحث.

الكلمات الدالة: محافظة بني سويف – التنمية السياحية – وجهة واعدة – الوعي السياحي – الاستثمار السياحي.