



Exploring the Role of Slum Tourism in Developing Slums in Egypt: "Applied on Slums of Alexandria City"

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ABSTRACT

Slum tourism refers to that form of speciality tourism, which involves organising tours to impoverished areas in some cities. This research aims at activating slum tourism in Egypt for benefiting from its role in developing slums of Egypt 'applied on slums of Alexandria City'. The research depended on primary data through targeting 520 online questionnaire forms at a random sample of respondents. The questionnaire was designed for gathering answers on applying slum tourism to benefit from its role in transforming slums into developed urban areas. The research also depended on secondary data related to the subject of study. The findings revealed that slum tourism attracts high expenditure niche tourists which can affect positively on the Egyptian tourism sector. Furthermore, it can be a successful way towards developing slums in Egypt by donating a portion of its tours' profits in developing slums of Alexandria, and then other Egyptian cities can act accordingly. The research recommends raising the local people's awareness of slum tourism and its importance. It also emphasises the co-operation amongst Egyptian travel agencies in Egypt, the Egyptian Ministry of Tourism and Antiquities, and local Egyptian development institutions in achieving this goal.

Introduction

Tourism is one of the largest industries in the world, which has a crucial role in generating income, providing different job opportunities, protecting the environment and raising the cultural awareness (Honey and Giplin, 2009; Lew, 2011; Rouby, 2019). It includes different forms and patterns encompassing many activities and practices that can elevate to more than ordinary things (Hammad, 2019). Slum tourism is a special kind of tourism that focuses on visiting unusual destinations represented in poverty-stricken areas, which are known as slums (Ma, 2010; Rolfes, 2010). This research explores how slum tourism can be utilised as a new tourism pattern in Egypt for developing slums and poor marginalised areas. The core problem

of this research emerges from the fact that despite the existence of slums and squatter areas in some Egyptian cities *e.g.* Alexandria, there is no an actual implementation of slum tourism in Egypt. The importance of this research focuses on implementing slum tourism as a new way for developing slums in Egypt "Applied on Alexandria City". Therefore, the research aims at casting light on the concept of slum tourism, creating slum tourism in Egypt for eliminating slums, pointing out the leading countries in slum tourism and identifying the benefits that slum tourism can bring about when it comes to the development of slums and squatter areas. Moreover, the research provides a set of suggestion and recommendations concerning the practices of slum tourism for achieving the mentioned aims in an optimum way.

Place limitations relied on carrying out the field study in Alexandria, where slums and impoverished areas are existed.

Literature Review

1- The Concept of Slum Tourism in the Context of the Niche Tourism Market:

Niche tourism or speciality tourism or special interest tourism is the tourism that focuses on a certain topic or a specific concept, particularly when it becomes a journey with a way of visiting an unusual kind of destinations (Swarbrookr and Horner, 2007; Kaufmann, 2012; Amin *et al.*, 2017; Hammad, 2019). It takes place when tourists' travel motivations and their travel's decision-making are mainly determined by a special interest *i.e.* a special desire or a certain focus either on a destination and/or for practising an activity (Trauer, 2006; Kaufmann, 2012). It is also the tourism whose tourists are independent sophisticated high spending people who choose specialised activities to be more engaged in the destination's lifestyle. Thus, niche tourism can be a way of looking for social bonds, social differences and distinctions amongst societies or people through organising unusual kinds of tours including for instance slum tours (Kaufmann, 2012; Frenzel *et al.*, 2012a; Frenzel and Koens, 2012). Slum tourism, which is also known as poverty tourism, poorism, township tourism, or philanthropic travel is a specific niche activity within the international tourism. It is a pattern of tourism whose tourists travel to less developed zones and deprived areas to watch people living in poverty (Kieti and Magio, 2013; Frenzel, 2018). This kind of tourism gives a real insight into the lifestyle of slum dwellers and their way of living (Obombo, 2012). Hence, slum tourism depends primarily on turning impoverished neighbourhoods into a tourist commodity to be consumed by affluent tourists (Duarte, 2010). Rocinha is an instance of the prominent slum tourism destinations in the world (Frenzel *et al.*, 2012b). It is an impoverished neighbourhood in Rio de Janeiro and the largest slum in Latin America (Farias and Martins, 2019). This slum has played a crucial role in increasing the number of slum tours in Rio de Janeiro, and consequently many travel agencies appeared in Brazil for organising tours to it (Medeiros, 2012; Frenzel *et al.*, 2012b). Apart from Brazil, slum tourism features tours to poor settlements and vast urban slums in other countries across the globe *e.g.* Mumbai in India, Nairobi in Kenya, South Africa (Griffin and Muldoon, 2020). It can also be found in Mexico, Thailand, Netherlands and the United States of America (OBrien, 2011; Jaffe and Dürr, 2012; Rogerson and Mthombeni, 2015; Frenzel *et al.*, 2015). Therefore, slum tourism can be considered a

kind of visits to extremely impoverished zones when squalor, poverty, and violence can be transformed into a tourism product (Mengich, 2011; Frenzel and Koens, 2014; Attaalla, 2016).

2- The History of Slum Tourism

Slum as a term was first coined at the beginning of the nineteenth century, particularly in 1812 to refer to extremely poor areas where a large number of people live (Singh, 2014). These areas appeared as a result of the expanded urbanisation, which led to the existence of a large number of people living in informal settlements, which became known as slums (Roy *et al.*, 2014). A slum *i.e.* squatter area or impoverished area can be defined as an overcrowded urban area or district where people live in extremely poor living and housing conditions (Sori, 2012; Dovey and King, 2012). Slums are characterised by: **a-** poverty and informal livelihoods *e.g.* low incomes and few assets, **b-** low-quality of housing structures *e.g.* substandard constructions and dirty floors (Griffin and Muldoon, 2020), **c-** limited services and infrastructure *e.g.* limited roads, transport, schools and healthcare, **d-** dangerous or unsafe housing sites *e.g.* industrial waste sites, railways' sides, rubbish dumps, wetlands, marshes and steep slopes, **e-** the existence of illegal acts *e.g.* crime, vandalism, alcohol abuse and drug addiction, **f-** inadequate sanitation *e.g.* bad drainage system and shortage of fresh water access, and **g-** tenure insecurity *e.g.* lack of formal title deeds to lands or structures (Nuissl and Heinrichs, 2013; Corburn and Sverdlik, 2017). These bad living conditions led to the appearance of slum tourism, particularly when there was a desire from a group of people to visit these impoverished areas (Meschkank, 2011). Slum tourism is not a new phenomenon, but it dates back to 1884 in Victorian England when a group of moneyed people left their safe and comfortable areas where they live *e.g.* Belgravia and Mayfair, and decided to visit some deprived urban districts in England. This practice spread to some cities in the USA and was called slumming as an indication of organising trips to some impoverished neighbourhoods that were described as exotic and ethnic *e.g.* the African-American districts, Little Italy, and China Town (Steinbrink, 2012; Jaffe and Dürr, 2012). Afterwards, slum tours increased gradually over the years since the impoverished areas of some cities in other countries became visited by tourists *e.g.* Johannesburg in South Africa at the beginning of the 1990s (Koven, 2006; Klepsch, 2009; Loftus, 2009; Rolfes, 2010; Monroe and Bishop, 2016; Frenzel, 2018). Slum tourism has been discussed in many academic works, which have been one of the most influential factors in shaping tourists' perception of slums (Dyson, 2012). The mass media have also played a role in spreading the concept of slum tourism, particularly when the issue of slums has been discussed in some cinema films *e.g.* Slumdog Millionaire in Mumbai, District Nine in Johannesburg and City of God in Rio De Janeiro (Selinger and Outterson, 2009; Ma, 2010). Therefore, it can be inferred that slum tourism depends on transforming the unfamiliarity and insecurity into adventure (Jaffe and Dürr, 2012). It is a natural human trait of a category of people who are eager to discover how the poor people lead their life by organising tours to their poverty-stricken areas and slums with an intention of helping them (Klepsch, 2009; Chege and Mwisukha, 2013; Frenzel *et al.*, 2012b). The number of tourists who take part in slum tours all over the world is high and it is still in increase.

For instance, an estimated 300,000 tourists visit slums of Cape Town yearly, whereas 40,000 tourists visit the Rocinha favela *i.e.* Ricinha slum in Brazil (OBrien, 2011; Frenzel, 2018).

3- Travel Motivations of Slum Tourism

Tourism includes different forms of travelling that depend upon different purposes *e.g.* pleasure, recreation, relaxation and other activities. These activities are built on diverse tourist behaviours that are influenced by a set of factors known as contributing factors. These factors include for instance personality, cultural backgrounds, social influences, education and economic situations, which prompt people to travel to a certain destination and have new experiences (Njagi *et al.*, 2017; Yousaf *et al.*, 2018). Therefore, factors affecting the tourist behaviour can be categorised into: **a-** personal factors *e.g.* personality, self-image, lifestyle, age, income and occupation, **b-** psychological factors *e.g.* motivation, beliefs, perception, learning and attitudes, **c-** social factors *e.g.* family and social classes, and **d-** cultural factors *e.g.* values and norms that affect on the person's way of behaving (Mahika, 2011). Hence, motivations are considered the primary reasons for the travel behaviour of tourists and the way towards assessing their satisfaction (Njagi *et al.*, 2017). Slum tourism depends on organising three hours long guided tours either in a vehicle or on foot for sharing experiences and understandings of poverty. Most slum tours give tourists the chance to enter the homes or small businesses of slum inhabitants, where a local guide would describe the slum. Tours of slum tourism are categorised into: **a-** entertainment tours that focus on the feeling of extreme excitement by for instance going on a motorcycle ride through the lanes and alleys of the slum, and **b-** cultural tours that have a strong educational element through gaining knowledge about the slum by watching it in reality (Ma, 2010; Jones and Sanyal, 2015). It has been noticed that tourists are inspired by a set of motivations that prompt them to visit slums, favelas or townships according to the slum's name in the visited country (Rolfes, 2011; Araújo *et al.* 2017). These motivations have been taken into the consideration of many travel agencies *e.g.* Reality Tours and Travel in Brazil and Kibera Slums Reality Tours in Nairobi, which considered them as pull factors attracting tourists to sign up in a slum tour programme (Ma, 2010; Gutowska, 2013).

It can be inferred from studies of Ma (2010), Dovey and King (2012), Araújo *et al.* (2017) and Laingsingh (2019), that travel motivations of slum tourism are varied and include more than one purpose as indicated in the following points:

- a-** The urge of having authentic experiences by visiting places, which were not previously prepared for tourist consumption.
- b-** The curiosity of visiting a different place characterised by squalor and poverty *i.e.* the very antithesis of places in which tourists live.
- c-** Learning and understanding through getting more information about the lifestyle and living conditions of slum inhabitants by watching them in reality.
- d-** Identifying unique visual aspects *e.g.* the way slum houses are built and coloured.
- e-** The excitement of experiencing an unusual place associated with poverty and violence.

- f- Confronting media through gaining a real experience about slums and making sure if the transferred image by media reflects the truth or no.
- g- Interests in helping and improving life conditions of slum's inhabitants.
- h- Culture-interaction through exchanging knowledge and experience with the local inhabitants of slums.
- i- Fun and excitement, which result form the adventure that tourists have by walking in narrow lanes of an unknown slum.

4- Views on Slum Tourism

According to Selinger and Outterson (2009), Rolfes (2010), Frenzel (2012), Kieti and Magio (2013), Frenzel, *et al.* (2015), and Monroe and Bishop (2016), there are two contrary views on slum tourism, which vary between proponents and opponents. According to proponents' views, slum tourism has a positive impact represented in its ability in eliminating poverty, improving the life of slum dwellers by providing economic opportunities for them and raising awareness about poverty. Accordingly, many tour operators believe that slum tourism can change the negative image about slums as perilous areas where misery and crimes are existed. When slum inhabitants recognise that their slum has become a tourist destination (Griffin and Muldoon, 2020), a lot of them can start making something they can sell to earn money *e.g.* handicrafts. This illustrates the role that slum tourism has in giving economic opportunities for slum dwellers (Korstanje, 2016). Moreover, tour operators who collaborate with charities can donate a part of slum tours' profit to social or cultural projects for the betterment and development of slums. Therefore, local governments in many countries support and encourage slum tourism and consider it as an important element in its development strategies (Monroe and Bishop, 2016). However, opponents of slum tourism criticise it for exploiting some of the poorest people in the world and describe it as voyeurism. They claim that slum tourism has a voyeuristic tendency because it gives tourists a chance to enjoy watching the poor people's unpleasant living conditions in reality (Korstanje, 2016). According to, Rajamohan and Sundar (2014) and Korstanje (2016), advantages and disadvantages of slum tourism have been summarised as indicated:

4.1 Advantages

- a- Increased slum tours can help in increasing the investment in the county's infrastructure *e.g.* roads, bridges, telecommunications and water supply.
- b- Increased slum tours can help in boosting the income of slum dwellers through creating profitable business practices *e.g.* selling local products to tourists.
- c- Slum tourism helps in raising awareness of poverty and on what the poor need.
- d- Slum tourism helps in generating money to slums for improving their life conditions.
- e- Slum tourism helps in transforming slums into real urban areas.

4.2 Disadvantages

- a- Slum tourism makes profits out of watching the plight of the poor, so it can be voyeuristic and exploitative to slum dwellers.
- b- Slum tourism can psychologically hurt slum dwellers if they dislike to be displayed as a commodity for tourists.
- c- Curiosity can only drive tourists to visit slums without an intention of helping their inhabitants.

5- Discovering Slums of Alexandria City:

Since the sixties of the twentieth century, the problem of slums and squatter areas in Egypt has emerged. This phenomenon was a result of some previous problems *e.g.* population crisis, housing crisis, increased unemployment rates, increased prices of land and properties, the lack of planning and trespassing on state's lands (Abdel Azim, 2005). Egyptian slums have many similar characteristics to those of other countries *e.g.* the high population density, low educational level, the high rate of illiteracy, poor health, malnutrition, eroded conditions of women, the high rate of unemployment and informal work including hawkers and small workshops' owners (Abdel Razik, 2010). Therefore, the problem of slums in Egypt is regarded as one of the most serious problems that leads to social, economic, and security problems threatening the society's safety and stability. In 2005, Egyptian slums reached to 21% and the number of their dwellers was 6.2 million people, which increased to 14,797,619 million in 2007 with a total number of 1171 slums (El-Shimy, 2012). Alexandria is one of the largest cities in Egypt and the second to Cairo in terms of urban density and population. Since its foundation in 300s BC, it has been considered one of the culturally, intellectually, politically and economically distinguished cities in Egypt (Abdel-Rahman, 2017). However, Alexandria has been witnessing a rapid population growth that led to the appearance of slums on its land. Therefore monitoring slums and squatter settlements' growth and expansion is important for realising a real urban development in these impoverished areas. Slums of Alexandria can be found in different areas and vary between residential areas and neighbourhoods (Nassar and Elsayed, 2017). According to El-Shimy (2012), UNICEF (2013), Ragheb *et al.* (2016) and Selim (2018), instances of slums in Alexandria include Ezbet Algama, Kom El-Malh, Houd 10, El-Hadaba El-Seneya, Naga El-Arab, Wadi El-Kamar, Tolombat El-Max, El-Dekhela El-Gabal, El-Araes and Abdel-Akder. The Egyptian government tries to do excessive efforts to develop slums and transform them into developed urban areas (Salah, 2015). This has been manifested in the development process of Hai El-Salam slum in Isamilia and Telal Zeinhom area in Cairo (Habib, 2017). Furthermore, the Egyptian Economic reform programme, which started in 2016 has successfully resulted in developing some other impoverished areas in Cairo *e.g.* El-Asmarat and Gheet El-Enab and transforming them into developed urban areas (Anwar, 2016). Some of Alexandria's slums are in the development phase, which is carried out by Alexandria Governorate and the Institute for National Planning (Selim, 2018).

Methodology

Regarding the role that slum tourism has in developing slums and impoverished areas, this research aims at creating slum tourism in Egypt; applied on slums of Alexandria, as a way for transforming these impoverished areas into developed urban areas. It depended on utilising a mixed methodology; encompassing primary and secondary data. The secondary data were discussed above and included theoretical studies related to the subject of research. The primary data depended on addressing online questionnaire form at a random sample of (520) respondents; Egyptians and foreigners, whose answers are presented below. The online questionnaire forms have been sent via travel agencies' e-mails as well as by posting them on travel agencies' social media pages and other pages related to tourism. Nationalities of respondents varied between Egyptian and foreigners *e.g.* British, North American, Mexican, Italians, German and French. Although there was a difficulty in determining the actual size of the total community, it was important to provide broad indications to major directions, with the aim of knowing different points and views on the study's subject. Alexandria city was chosen as a place for carrying out the field study due to the slums and impoverished areas it includes *e.g.* Houd 10 (Nassar and Elsayed, 2017), Ezbet Algama, Kom El-Malh, El-Hadaba El-Seneya, Naga El-Arab, Wadi El-Kamar, Tolombat El-Max, El-Dekhela El-Gabal, El-Araes and Abdel-Akder (Ragheb *et al.*, 2016; Selim, 2018), The questionnaire form was designed according to aims of the research and consisted of three sections. The first section was designed to investigate into respondents' demographic data *e.g.* gender, age, nationality, social status, educational level, and income average in US dollar. The second section relied on posing five indicative statements to identify respondents' acquaintance with slum tourism and their intention to visit these poor areas. The Third section consisted of twelve Likert-type scale statements aimed at collecting more data and facts concerning the relationship between the implementation of slum tourism in Alexandria and improving the life conditions in its slums. It also posed some questions to measure the respondents' readiness to visit the mentioned slums as well as to identify their visit's motivation and how these areas can take advantages from these visits. According to Likert Scale; mean, standard deviation, relative weight and degrees of agreement have been used to show the difference amongst respondents' opinions. The range of each level of agreement was calculated as indicated:

- Strongly disagree = from 1 to 1.79
- Disagree = from 1.80 to 2.59
- Do not know = from 2.60 to 3.39
- Agree = from 3.40 to 4.19
- Strongly agree = from 4.20 to 5

A pre-test was carried out to test wording, layout and completion time. After the forms had been adjusted, they were eventually carried out in the period from 20th of March, 2020 to 1st of December, 2020. Results were statistically analysed by using the SPSS programme; version 25. The analysed data helped in revealing some

important facts concerning the subject of study and were presented in tables and graphs.

Hypotheses of the Research

The research depended on one hypothesis, which is there is a statistically significant correlation between respondents' readiness to visit slums of Alexandria and improving life conditions in these slums.

Results and Discussion

Validity and Reliability

The internal consistency of the questionnaire's statements was determined by calculating the correlation coefficient between each statement's value and the total statements' value. The correlation coefficient between each statement's value and the total statements' value ranged from 0.50 to 0.84 and all of them were statistically significant at a significant level of 0.05. This proves that statements are valid for their purpose. The questionnaire's reliability was tested via Cronbach's alpha representing a value of 0.90 which is higher than 0.70 (Pallant, 2016). This finding proves the reliability and validity of the questionnaire used in the research.

Section One: Demographic Data

1- Gender:

Table 1
Respondents' Gender

Attributes	Frequency	Percent
Males	362	69.62
Females	158	30.38
Total	520	100

As indicated in previous table (1), the data state that males are more than females; as 69.62% of all tourists were males compared to 30.38% females.

2- Age

Table 2
Respondents' Age

Attributes	Frequency	Percent
Less than 25 years old	101	19.42
From 25 to less than 45 years old	354	68.08
From 45 to 65 years old	51	9.80
Above 65 years old	14	2.70
Total	520	100

As indicated in the previous table (2), the data state that youth respondents whose age is from 25 to less than 45 years old constituted the highest percentage of 68.08%, followed by respondents whose age is from 45 to 65 years old; representing 9.80%, followed by respondents whose age is less than 25 years old; representing 19.42%, and finally came respondents whose age is above 65 years old representing the lowest percentage of only 2.70%. It can be inferred that youth respondents constituted the highest percentage as they have the leisure time and are prepared to travel in their holidays.

3- Nationality

Table 3
Respondents' Nationality

Attributes	Frequency	Percent
Egyptian	209	40.19
Foreigner	311	59.81
Total	520	100

As indicated in the previous table (3), the data state that foreigners constituted the highest percentage; representing 59.81% in comparison with 40.19% of Egyptians. Foreigners' nationalities were also identified, and included British, North American, Mexican, Italians, German and French.

4- Social Status

Table 4
Respondents' Social Status

Attributes	Frequency	Percent
Single	242	46.54
Newly married	180	34.62
With Children	71	13.65
Empty Nester	27	5.19
Total	520	100

As indicated in the previous table (4), the data state that single respondents constituted the highest percentage; representing 46.54%, followed by newly married respondents representing 34.62%, followed by the respondents who have children; representing 13.65% and finally came the empty nesters who constituted the lowest percent; representing 5.19%.

5- Educational Level

Table 5
Respondents' Educational Level

Attributes	Frequency	Percent
Average Education	28	5.38
University Education	245	47.12
Postgraduate Education	247	47.5
Total	520	100

As shown in the previous table (5), the data state that respondents who have a postgraduate education constituted the highest percent; representing 47.5%, followed by respondents who have a university education; representing a percentage of 47.12%, and finally came respondents who have an average education; representing 5.38%. These results indicate that respondents' high level of education affected positively on their keeping up with new trends of tourism *e.g.* slum tourism.

6- Income Average in US Dollar

Table 6

Respondents Income Average in US dollar:

Attributes	Frequency	Percent
Less than \$500	48	9.23
From \$500 to \$1000	318	61.15
More than \$1000	154	29.62
Total	520	100

As indicated in the previous table (6), the data state that respondents' income average, which is from \$500 to \$1000 constituted the highest percentage of 61.15%, followed by respondents whose income average is more than \$1000; representing 29.62%, and finally came respondents whose income average is less than \$500; representing 9.23%.

Section Two: Tourists' Acquaintance with slum tourism:

1- Do you know what is meant by slum tourism?

Table 8

The Meaning of Slum Tourism

Attributes	Frequency	Percent
Yes	368	70.77
No	152	29.23
Total	520	100

As indicated in the previous table (8), answers stated that 70.77% of respondents know the concept of slum tourism, whilst 29.23% of respondents do not know what is meant by slum tourism. It is noted that respondents who have an acquaintance with the concept of slum tourism were from the foreigners' category; particularly the North Americans.

2- Have you visited a slum before?

Table 9

Respondents' Previous Visits to Slums

Attributes	Frequency	Percent
Yes	140	26.92
No	380	73.08
Total	520	100

As indicated in the previous table (9), the majority of respondents have not been to slums before; representing; 73.08%, whereas a few numbers of respondents have been to slums; representing; 26.92%. However, foreigners; specially the North Americans and the British, who have not been to slums stated that they are enthusiastic to visit slums specially after watching different forms of media that address that issue. Thus, this answer could be consistent with the findings of Ma (2010).

3- Are you interested in going on slum tours to witness how the poor lead their life in slums?

Table 10

Respondents' Interest in going on slum tours

Attributes	Frequency	Percent
Yes	271	52.12
No	249	47.88
Total	520	100

As indicated in the previous table (10), respondents who have the interest to go on slum tours represented 52.12%, whilst 47.88% of them are not interested in going on slum tours. It is noted that respondents who agreed on that questions were from the foreigners' category; the North Americans in particular.

4- Do you think that slum tourism is important to countries?

Table 11

Respondents' opinions on the Importance of Slum Tourism to Countries

Attributes	Frequency	Percent
Important	363	69.80
Somewhat important	98	18.85
Not Important	59	11.35
Total	520	100

As indicated in the previous table (11), the majority of respondents agreed that slum is important to the country; representing 69.80%. They stated that this importance can be realised if slum tourism tours' profits are dedicated to improve the life conditions of slum dwellers. This answer is consistent with the both studies of Rajamohan and Sundar (2014) and Korstanje (2016). Respondents who answered 'somewhat important' represented 18.85%. They stated that slum tourism is a money-generating tourism from its tours, provided that tourists do not breach the privacy of slums' inhabitants. This answer is consistent with the study of Frenzel (2012). On the other side, respondents who totally refused the idea of applying slum tourism and answered 'not important' represented 11.35%. They stated that there are as many other forms of tourism to be promoted instead of slum tourism to bring money and improve the life conditions of slum dwellers.

5- Do you think that visiting a slum in Egypt will be an interesting experience for you?

Table 12

Respondents' Opinions on Visiting Egyptian Slums

Attributes	Frequency	Percent
Yes	289	55.58
No	231	44.42
Total	520	100

As indicated in the previous table (12), 55.58% of respondents have the motivation to go on a slum tour in Egypt; they stated that this will be a unique experience for them. On the other side, respondents who have not the willingness to go on a slum tour in Egypt represented 44.42%. It is noted that respondents who agreed on going on a slum tour in Egypt were from the foreigners' category; the North Americans in particular.

Section Three

Table 13

The relationship between the respondents' readiness to visit slums of Alexandria and improving life conditions in these slums.

No	Statement	Mean	SD	Relative Weight (%)	Degree of Agreement
1	You are motivated to visit slums.	4.50	0.78	90.00%	Strongly agree
2	You are motivated to visit slums of Alexandria in Egypt.	4.42	0.83	88.33%	Strongly agree
3	You are keen on donating money for improving life conditions of slums of Alexandria.	4.42	0.78	88.33%	Strongly agree
4	A slum tour in slums of Alexandria can be a unique and an exciting experience for tourists.	3.88	1.03	77.50%	Agree
5	You are keen on respecting the privacy of slum dwellers in their visits to slums of Alexandria.	3.88	1.15	77.50%	Agree
6	Slum tourism in Alexandria will bring about positives for slum dwellers as well as the entire Egyptian tourism industry.	3.75	0.85	75.00%	Agree
7	The Egyptian culture can accept slum tourism as a new trend of tourism in Egypt, if it has a positive impact.	3.29	1.33	65.83%	Do not know
8	Slum dwellers can welcome tourists amongst them, if this will improve their life conditions.	3.96	0.62	79.17%	Agree
9	There might be a refusal of implementing slum tourism in Alexandria in spite of its importance in developing slums.	1.54	0.51	30.83%	Strongly disagree
10	Implementing slum tourism in slums of Alexandria can result in some negatives as being voyeurism rather than tourism.	3.00	1.18	60.00%	Do not know
11	Profits of the organised slum tours should be invested in improving slums and impoverished areas in Alexandria	3.92	1.02	78.33%	Agree
12	Slum tourism in slums of Alexandria can help in developing all slums in other governorates, if they act accordingly.	3.92	0.97	78.33%	Agree
Grand Average		3.71		74.13%	Agree

The previous table (13) was designed to measure the relation between respondents' readiness and agreement to visit slums of Alexandria, and improving life conditions in these slums, as indicated in the following points:

- Respondents strongly agreed on statements number 1; "You are motivated to visit slums", number; 2 "You are motivated to visit slums of Alexandria in Egypt" and number 3; "You are keen on donating money for improving life conditions of slums of Alexandria", representing an arithmetic mean of 4.5, 4.42 and 4.42, and a relative weight of 90%, 88.33% and 88.33% for each statement respectively. It can be inferred from these results that there is a category of people who are motivated to visit slums of Alexandria.
- Respondents' answers were at the level of 'agree' for statements number 4; "A slum tour in slums of Alexandria can be a unique and an exciting experience for tourists", number 5; "You are keen on respecting the privacy of slum dwellers in their visits to slums of Alexandria", number 6; "Slum tourism in Alexandria will bring about positives for slum dwellers as well as the entire Egyptian tourism industry", number 8; "Slum dwellers can welcome tourists amongst them, if this will improve their life conditions", number 11; "Profits of the organised slum tours should be invested in improving slums and impoverished areas in Alexandria" and number 12; "Slum tourism in slums of Alexandria can help in developing all slums in other governorates, if they act accordingly". Arithmetic mean values ranged between 3.75 and 3.96 and the relative weight percentages ranged between 75% and 79.17%. It can be inferred from these findings that if slum tourism is implemented in slums of Alexandria, it will bring about positives to its slums by improving their life conditions and the Egyptian tourism industry by adding a new type of tourism to it.
- Respondents' answers were at the level of "do not know" for statements number 7; "The Egyptian culture can accept slum tourism as a new trend of tourism in Egypt, if it has a positive impact" and number; 10 "Implementing slum tourism in slums of Alexandria can result in some negatives as being voyeurism rather than tourism", representing an arithmetic mean of 3.29 and 3.00, and a relative weight of 65.83% and 60% for each statement respectively. It can be inferred from these findings that implementing slum tourism in Egypt; represented in Alexandria, should be dependent on organising awareness-raising campaigns for raising people's awareness of the importance of this unusual tourism trend.
- Respondents' answers were at a level of 'strongly disagree' for only statement number 9; "There might be a refusal of implementing slum tourism in Alexandria in spite of its importance in developing slums", which represented an arithmetic mean of 1.54 and a relative weight of 30.83%. It can be inferred from these findings that as soon as the local inhabitants recognise the importance of slum tourism, they will welcome this kind of tourism for raising standard of living and achieving the development in the mentioned slums. This answer also sheds light on the necessity of powerful and effective promotion and awareness-raising campaigns to ensure success for this tourism trend in Egypt.

The general views of respondents were at the level of "agree" for all statements; representing a general arithmetic mean of 3.71 and a general relative weight of 74.13%. These answers revealed that respondents have the readiness to visit slum areas in Alexandria. The answers also showed that respondents have the intent of obeying the rules of this tourism trend and improving the life conditions of their dwellers. Thus, slum tourism in Alexandria city can be successfully implemented and can help in developing its slums. When slum tourism succeed in Alexandria, other Egyptian cities can act accordingly to eliminate the problem of slums through their reliance on tourism.

Conclusion

This paper has been presented to explore the role of slum tourism in developing slums in Egypt 'Applied on Slums of Alexandria City'. Slums are existed in different areas in Alexandria as a result of the urban sprawl and poor urban planning in these areas. These slums are characterised by poverty and substandard living conditions. Therefore, Alexandria Governorate in co-operation with local development authorities are trying to do their best to improve life conditions in these impoverished areas, as it is a part of the Egyptian economic reform programme of 2030. According to the findings of the study, respondents; particularly foreigners from Europe and America, are more likely to be attracted to visit slums of Alexandria in Egypt. The main travel motivation to visit these slums is to gain more experience of these poor areas and to help in improving life conditions of their dwellers from the profits of their tours. This finding indicates that slum tourism can be successfully implemented in slums of Alexandria, provided that codifying the practices of tourists, by for instance not breaching the privacy of slum dwellers or bothering them. Therefore, implementing slum tourism in Alexandria city can be a successful way for developing its slums, if there is an effective collaboration amongst the organising travel agencies to slum tours, the Egyptian Ministry of Tourism and Antiquities, Egyptian development institutions and charity foundations for investing a part of slum tours' profits in developing these slums. Applying slum tourism in Alexandria will also bring about positive impacts on the tourism industry in Egypt as it attracts tourists of high expenditure rates. Hence, increasing awareness campaigns about slum tourism is crucial to enable local nationals as well as slum dwellers to understand the importance of this tourism pattern in developing slums and help them to accept the existence of tourists amongst them. When other Egyptian cities recognise the importance of slum tourism in converting slums of Alexandria into developed urban areas, they can act accordingly to come to an end to the problem of slums in Egypt. Therefore, the findings validate the positive role that slum tourism can have in developing slums in Egypt.

Recommendations

According to the findings of the literature review and the field study, the following recommendations could be suggested:

a- Recommendations Addressed to the Egyptian Ministry of Tourism and Antiquities:

- Encouraging the creation of travel agencies that can organise slum tours and offer them special privileges.
- Issuing paper and electronic publications as well as producing documentaries about slum tourism and its role in eliminating impoverished areas so that the public awareness of it can be raised.
- Supporting a successful collaboration amongst the Egyptian Ministry of Tourism and Antiquities, travel agencies in Egypt, Alexandria Governorate, the Egyptian Ministry of Housing, Utilities and Urban Communities, the Egyptian Ministry of Local Development, the Institute of National Planning, and charity foundations *e.g.* Misr El-Kheir, for achieving the optimum use of slum tours' profits for developing Alexandria's slums.
- Organising awareness campaigns for raising slum dwellers' awareness of slum tourism as a tool for ensuring a better life for them, and informing them that they are a part of the country's development plan.
- Enhancing a successful collaboration with the Egyptian Ministries of Education and Higher Education for incorporating unusual forms of tourism *e.g.* slum tourism in curricula as a way of increasing students' knowledge of unusual tourism patterns.
- Signing a protocol with the leading countries in slum tourism to get more experience about the recent practices of this form of tourism.

b- Recommendations addressed to Travel Agencies in Egypt:

- Collaborating with the leading travel agencies in slum tourism in other countries *e.g.* Kibera Slums Reality Tours in Nairobi and Reality Tours and Travel in Brazil to benefit from their experiences in slum tours.
- Implementing tourists' codes of practice, under the supervision of the Egyptian Ministry of Tourism, to be entitled, for instance, as *'The Dos and Don'ts when Visiting a Slum'*.
- Employing individuals from each slum in Alexandria to act as a local tour guide and a tour leader to guarantee a peaceful tour.
- Providing all supplies needed for organising a successful slum tour *e.g.* a special vehicles and other needed supplies to guarantee a successful slum tour.

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استكشاف دور سياحة الأحياء الفقيرة في تنمية المناطق العشوائية في مصر: "بالنظير على المناطق العشوائية بمدينة الإسكندرية"

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الملخص

تعتبر سياحة الأحياء الفقيرة أحد صور سياحة الاهتمامات الخاصة، حيث تضمن على تنظيم جولات سياحية إلى المناطق الفقيرة في بعض المدن. يهدف هذا البحث إلى تفعيل سياحة الأحياء الفقيرة في مصر للاستفادة من دورها في تنمية المناطق الفقيرة والعشوائية في مصر "بالنظير على مدينة الإسكندرية". اعتمد هذا البحث على البيانات الأولية، من خلال توجيه 520 استمارة استبيان "من خلال شبكة المعلومات الدولية" على مجموعة من المبحوثين في الفترة من 20 مارس 2020 إلى 1 ديسمبر 2020، للتعرف على آرائهم وتوصياتهم حول موضوع الدراسة، إضافة إلى البيانات الثانوية المتمثلة في المراجع ذات الصلة بموضوع الدراسة. أشارت نتائج الدراسة إلى دور سياحة الأحياء الفقيرة في الإسكندرية، كوسيلة مساعدة لتنمية المناطق العشوائية بها، من خلال التبرع بجزء من أرباح الجولات السياحية المنظمة لتلك المناطق إلى هيئات التنمية في مصر والمنظمات الخيرية المعنية بتطوير العشوائيات. فضلاً على ذلك، فقد أظهرت نتائج الدراسة أن هناك شريحة من السائحين ليم الدافع في زيارة الأحياء الفقيرة بالإسكندرية. ركزت التوصيات الرئيسية للدراسة على ضرورة زيادة وعي السكان المحليين عن أهمية سياحة الأحياء الفقيرة، وضرورة تواجد تعاون فعال بين شركات السياحة في مصر والهيئات والمؤسسات الحكومية المتعلقة بالتنمية والتخطيط العمراني للاستفادة من أرباح جولات سياحة الأحياء الفقيرة في تنمية المناطق العشوائية بالإسكندرية، ومن ثم قيام المدن الأخرى في مصر بمحاكاة تفعيل سياحة الأحياء الفقيرة بالإسكندرية للتخلص نهائياً من مشكلة العشوائيات في مصر.

معلومات المقالة

الكلمات المفتاحية

سياحة الأحياء الفقيرة؛
سياحة الاهتمامات
الخاصة؛ المناطق
الفقيرة؛ مدينة
الإسكندرية.

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