



## Domestic Tourism challenges: Tourist misbehavior

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### ABSTRACT

Domestic tourism in the Alexandria governorate suffers from many challenges as challenging tourist behaviors. The aim of the study is to investigate existing proper behavior instructions in hotels, beaches, and archaeological sites in Alexandria Governorate show the frequent tourist misbehavior and activate the role of tourism and hotel stakeholders in avoiding these behaviors; highlight the domestic tourism challenges and eventually, present recommendations on improving services provided to the tourists in Alex. A quantitative survey with a questionnaire was targeted domestic tourists who had previously spent their holidays in Alexandria Governorate and stayed in its hotels. The sample consisted of 354 participants. Data revealed the inadequate of existing proper behavior instructions and the weak role of tourism and hospitality stakeholders to increase awareness of domestic tourists towards proper behaviors on tourist beaches, in hotels, and archeological places. The study also found out occurrences frequencies of improper behaviors of the domestic tourists that merit the most immediate attention before its exacerbation. The study also revealed challenges related to tourism of beaches as inadequate services and the absence of many tourist facilities. The study recommends firstly, developing the infrastructure services that are right for the customers' need; setting ground rules for visitor behavior to crack down on tourist misbehaving tourists, and finally, encouraging and supporting positive behaviors among domestic tourists through announcing periodic competitions among Egyptian visitors in touristic places and choosing the perfect local tourist.

### Introduction

Tourism is fundamentally a movement involved by individuals. It is the act of travel from one place to another, a particular set of motives for involving in that travel, and the engagement in activities at the destination (Choo and Petrick, 2015). Domestic tourism is the oldest type of tourism, as there were many undocumented trips around

the world long before Christ. Back then there was a little motivation for the individuals to travel for leisure due to physical and financial challenges that faced (Aidoo, 2006). Recently, the importance and value of international and domestic tourism have increased, due to its significant benefits which include generating job opportunities, increasing income, tax revenues, and foreign exchange (Skanavis and Sakellari, 2011).

Domestic tourism is one of the most important types of tourism that France and the United States are interested in, because of its importance of spreading the culture of belonging, providing job opportunities, revitalizing hotel work, tourist transport, and other matters. Beach tourism, entertainment, and cultural tourism occupy a share of more than 95%, with a huge differential from the rest of the tourism types in Egypt. In the period of 2019-2020 indicated more improvement compared to the previous year, as tourism revenues in the first quarter (July-September) amounted to \$4.2 billion compared to \$3.2 billion in the corresponding quarter of the previous year. Tourism revenues estimated about \$2 billion for the months of December 2019 and January 2020, and \$2 billion for February of the same year in which a significant flourishing witness and is expected to continue during the remainder of the fiscal year, if had it not been for the outbreak of the Corona crisis (Breisinger and others, 2020). Domestic tourism is more sustainable than international tourism in economic growth and environmental factors, especially for developing countries (Li, and Zhang, 2016), however, (Cortes-Jimenez, 2008) describes most researches doesn't examine the domestic tourism, because of the inaccessibility of data .

As of result of continually growing the number of tourists, the negative impacts of tourism become increasingly noticeable. Environment and the host societies are working under pressure to manage the constantly increasing tourist movements. Persons are out of their cities such as on vacation, are more likely to behave unethically than they would at home (Cooper, 2016).

Tourism development can cause an ethical problem for the local community with increased alcoholism, drugs, prostitution, and other crimes (Nillahut, 2010). At the social level, (Loi and Pearce, 2012) suggested that tourist annoying behaviors could potentially create threats to the host countries. Tourist behavioral manners have become the metrics for the tourism authorities to appraise travel agencies (Li, 2016); however, (Wu, 2016) ensured that vacation etiquette has only attracted restricted attention.

It is worth keeping an eye on the fact that the Governorate of Alexandria in Egypt suffers from many potentially problematic behaviors. Many tourists from abroad, reportedly increasing all over Alexandria city, behave in an unacceptable way in their own communities, as long as they are traveling to spend a holiday outside the city in which they live. Additionally, they enjoy engaging in illegal actions that they cannot do in the countries where they live, consequentially, financial losses are incurred to the Alexandria governorate. It is an intensive threat to global tourism, moreover harms its reputation as a tourist destination. Furthermore, Tourism and hospitality stakeholders in Alexandria Governorate is not paying enough attention to educate the

domestic tourists the proper behaviors in tourist places and how local customs could be respected. Unless the tourism industry does something to avoiding misbehavior, such misbehaviors likely to spread and tourism will push back.

### **Research Importance**

Essentially, this study contributes to fill a gap in the literature on domestic tourism in Egypt, Alex, and particularly on identification tourist misbehavior since are no studies that have attempted to investigate this issue which is an important direction for a research. These behaviors are directly leading to the escape of global tourists from the tourist destination.

### **Research Objectives**

The aim of the study is to investigate existing proper behavior instructions in hotels, beaches, and archaeological sites in Alexandria Governorate, furthermore, show the frequent tourist misbehavior and activate the role of tourism and hotel stakeholders in avoiding these behaviors; highlight the domestic tourism challenges and eventually, present recommendations on improving services provided to the tourists in Alex.

**In order to achieve these objectives, the three research questions will direct this study, are as follow:**

**Q1:** What is the extent of existing proper behavior instructions in hotels, beaches, and archaeological sites?

**Q2:** What is the tourism is behavior in hotels, beaches, and archaeological sites?

**Q3:** What are domestic tourism challenges in the Alexandria governorate?

### **Domestic Tourism: (Definition, Importance and challenges)**

Historically domestic tourism is considered as the first form of tourism practiced. It's happening in every country or region in the world (Regerson and Liza, 2005). It can be defined as "tourism activity involving residents of one country traveling within their own country for the purposes of tourism (Middleton and others, 2009), or visiting friends and relatives (Ndlovu, Nyakunu, and Heat, 2011). Domestic tourism is "The activity of persons travelling to and staying in places outside their usual environmental, but in the country of residence for not more than one year for leisure, and other purposes" (UNWTO, 2013).

(Jafari, 1987) refers to the value of domestic tourism is not limited to itself, but there is more. The country can, through domestic tourism, gradually and effectively enter the international tourism trade. The domestic tourism represents 73% of the total overnights, 74% of total arrivals, and 69% of overnights at hotels in the world (UNWTO, 2013), also domestic tourism represents 83% or four out five billion arrivals per year (Sakellari and Skanavis,2011), in addition to it achieves a lot of economic and social benefits in the tourist destinations (Bayihand Singh, 2020), which can be mentioned as follow:

- 1- Domestic tourism contributes significantly in achieving economic growth in tourist destinations, increasing the generated incomes in the tourism and

hospitality sector, and contributing to the local economic development. (Ademe, 2019).

- 2- Helps to sustain tourism demand, when there are seasonal variations in international tourism and minimizes seasonality of tourism by spreading tourism activity in the all-tourism seasons (UNWTO, 2013), which helps local tourist destination to create more income during "off-season" periods. (Vakhromov and others, 2014).
- 3- Represents the ideal alternative in achieving the economic and social benefits of international tourism, especially in the case of political and social crises and the spread of diseases and epidemics, such as the Corona pandemic, which has caused huge losses in the tourism and hospitality sector in many tourist destinations, as some studies have proven the existence of many losses from the Corona virus,(Gopalakrishnan and others, 2020), Regarding international tourism in 2019 due to the closure or reduction of air traffic by many countries for fear of the spread of the virus, quarantine measures and rules set by many countries to protect their citizens, and in contrast the domestic tourism has achieved an increase in many tourist countries for the same year as a result of citizens tendency to spend their holidays in their homelands as an alternative to travel abroad(Gan , 2020).
- 4- Contributes to taxes and other revenues that the governments depend on to develop the domestic tourism regions (Lickorish and Jenkins, 1997).
- 5- Provides the recreational needs of the residents and helps to generate awareness about the natural resources of the country (Vakhromov and others, 2014).
- 6- It can be developed by locals without large investments (Bayih and Singh, 2020), in contrast to international tourism, which requires more services and facilities with huge investments financed by international investors. (Sakellari and Skanavis, 2011).
- 7- Generates employment for the local residents and assists in generating additional income for local tourist establishments (Ademe, 2019).

### **Challenges of Domestic Tourism**

Although the domestic tourism has multiple benefits, domestic tourism sector faces many challenges related to the tourist destinations, these challenges different from tourist destination to another, from time to time at destination management level (Morupisi and Mokgalo, 2017), these challenges are:

- 1- Ignoring the importance of domestic tourism by governments, tour and travel intermediaries, academicians and other tourism stakeholders, as it's considered an invisible portion of total tourism activities, especially in Developing. Countries in contrast, international tourism and its economic and social importance are given much attention due to high spending patterns and hard currency issues, furthermore the foreign visitors are seen as having greater purchasing power than locals. (Eijgelaar, Peeters, and Piket, 2008).

- 2-Absence of fixed and universally accepted standards of the measurement of domestic tourism tourists' and revenues', in addition to statistics problems related to the tourism and hospitality sectors, furthermore the existing data on domestic tourism sector is inadequate and only collected at attractions that have a system of charging entry fees such as at national parks and museums. (Sakellari. and Skanavis, 2011).
- 3- Inadequate tourist facilities and amenities are considered one of the most challenges of domestic tourism development. Tour and travel activity must be supported by different types of tourist facilities and amenities to encourage people to travel, it is a need to have good roads and reliable transport system, good accommodation facilities, a sufficient tourist services on beaches and other tourist sights, communication and health facilities, recreational centers and adventure tourist facilities (Manyara, 2017).
- 4- low level of tourist awareness about the importance tourism, the need to protect the natural and historical sights and the instructions of good behaviors in hotel establishments and other tourist places (Batinoluho, 2017), that's because reasons of low or limited tour and travel culture of citizens, and the weak culture and habit of tour and travel of domestic tourists. (Niekerk and Saayman 2013).
- 5- Absence of direct policies and strategies of one responsible tourist authority or organization that supervise and managing the domestic tourism in all tourism sights and accommodation establishments of tourist destination, due to the existence of many tourist organizations with many laws, which create a lot of problems and bureaucracy in many cases. (Ndlovu, Nyakunu, and Heat, 2011).

During the past decade, tourism researchers have begun to discover the importance of domestic tourism especially in developing countries (Ghimire, 2001), this upturn of research interest in domestic tourism in developing countries underpin a well-established stream of research in developed countries ,due to the demonstrated sheer size, rapid growth and economic value of domestic tourism, its ability to provide a base to counter the seasonality of international tourism arrivals, and its developmental role especially for marginal regions (Rogerson and Zoleka, 2005).

### **Tourist Misbehavior**

Tourists are subject to certain behavior before, during, and after traveling. This is conceptualized as travel behavior. This behavior is the direct result of interaction between certain personal and environmental variables on a continuous basis. From the side of the influence of people and situations on both sides and the reaction, travel behavior can be defined as the way tourists behave according to their opinions towards a certain product and their reaction by consuming of the product (March and Woodside, 2005).

(Daunt and Harris, 2011) called customer misbehavior “behavior within the exchange setting that deliberately violates the generally accepted norms of conduct in such situations”. (Lovelock,2016) distinguished six types of customers who performed annoying behaviors. The six types of guests are “the thief” who steal things, hotel visitor's thievery items from their room are one example of tourist misbehavior. It is

typical of the behavior of “jay customers (Brunt et al. 2000). (Fullerton and Punj,2004) argued that, although these behaviors are secret, they are commonplace. (Harris and Reynold’s ,2004) referred to these thieves as trophy hunters, whereby clients remove items from rooms to acquire “souvenirs.” Hotel guests may boast to their family and friends about acquiring these souvenirs. This jay-customer behavior is performed deliberately and covertly. Many of these cases that are reported in the literature occur in hotels, restaurants, and bars (Fullerton and Punj, 2004). Air passengers remove items that belong to the airline from the flights they catch. The American Hotel and Lodging Association estimates that theft can cost hotels US\$100 million a year (Pratt, 2020). Customer misbehavior, dysfunctional customer behavior are other terms of misbehavior in past literature (Daunt & Harris, 2011; 2012); deviant customer behavior (Uriely, Ram and Malach-Pines, 2011), and customer badness behavior (Yi and Gong, 2006).

Additionally, (Lovelock, 2016) added “the rule breaker” is another tourist misbehavior who ignore instructions and rules of an establishment, “the belligerent” who threats in loud voice and insults service staff, “the family feuders” who discuss amongst one another, “the vandal” who deliberately scratches, burns, and harms organization's assets, and “the deadbeat” who consumes service without intending to pay because of, Just because they have paid for something or it is included in the price. (Lickorish and Jenkins ,2007) declared it is desirable to avoid conflict between visitors and the host community. The behavioral patterns of the visitors must be acceptable to the host community to accept tourism and it subjects to numerous qualitative parameters: the socio-professional structure of the local population; the level of education and knowledge of tourism; a standard of living; and strength of existing culture and institutions. What is needed is recognition that the local population is part of the cultural heritage which merits protection as much as other aspects of the tourist destination, e.g. the environment and social behavior. (Reisinger, 2009) added social interactions between tourists and hosts are ruled by rules of behaviors.

Knowledge assists the community with an understanding of the economic, social, and environmental benefits of the tourism product. (Kotler et. al, 1996). Awareness and image are two factors the tourism literature has emphasized that may lead to a change in consumer behavior in such a way as to stimulate travel (Roberts, 2008). (Saarinen, 2010) argued that it is important to first assess the level of local communities’ awareness and knowledge. (Litheko and Potgieter ,2016) claimed it's essential to understand the level of awareness amongst residents concerning the tourism facilities, also marketing knowledge on the specific needs, wants, and preferences of residents for supporting tourism. Therefore, many developed countries in the tourism aspects took care of spreading tourism and environmental awareness and considered it as a basis for tourism development to be based on for example Italy, Spain, and Britain.

### **Domestic Tourism in Alexandria City: (Importance and challenges)**

Alexandria is the pearl of the Mediterranean and the second capital, it's noted for its outstanding location, mild climate all year, and fine sandy beaches stretching over 40 km (Regional Authority for tourism promotion, 2004). Alexandria is the most

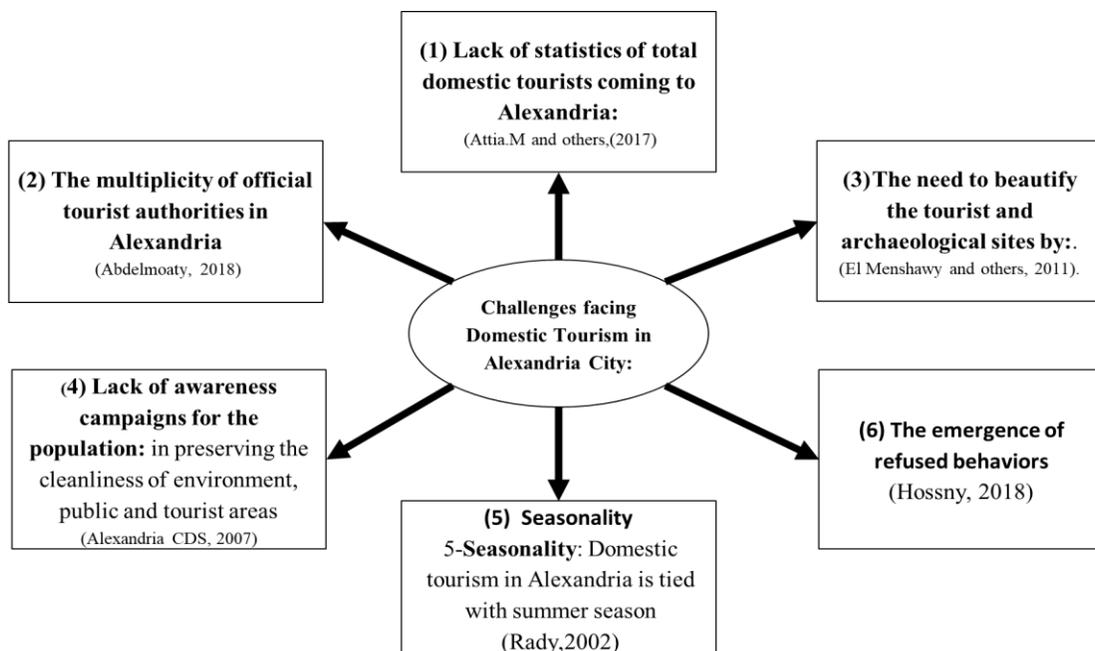
important summer tourist destination for Egyptians, it's mainly depending on domestic tourists who represent more than 68% of the number of tourists visiting the city, while the international tourists represent more than 22% (Elmenshawy,2017). Alexandria receiving 36% of the total domestic tourism movement in Egypt (Hussain, 2019), due to its attractive beaches, moderate climate, and great historical and tourist sites (Alexandria Governorate, 2020).

Alexandria hotels are loosely categorized into a star rating from one star to five stars deluxe .According to the Egypt hotel association (EHA, 2021), Alexandria has many luxurious hotels that provide various high-end hotel services to all visitors, which made Alexandria hotels among the beautiful and famous hotels of Egypt, as the Four Seasons Hotel Alexandria at San Stefano, Sheraton Montazah Hotel and Helnan Palestine Hotel. Food served in Alexandria restaurants combines elements of Lebanese, Syrian, and Greek. Additionally, more coffee houses along with the Cornish that cater to the summer tourist trade nothing special. Alexandria also has famous for its numerous beautiful sandy beaches driving from east to west. Alexandria has (61) beaches, only six beaches are touristic, there are Stanly Beach, Mahmoud Said Beach "Sidi Bishr (3), Al – Borivage "SidiBishr (3) east, Al-Mandara 1, Eastern Alexandria beach, and the beach of Dahab Island, "Sidi Bishr (3), the western tourist, previously (CATR,2020).

Domestic Tourism in Alexandria depending mainly on beach tourism which is concentrated along the city's coast till the western north coast , then on culture tourism in the library, museums and archeological sites(Elmenshawy,2017), which achieving multiple socioeconomic benefits of tourism for hotel establishments, locals, tourist establishments and investors, such as increasing the tourism incomes ,providing the employment opportunities, improvement of transportation and other infrastructure facilities and services .Further more achieving many benefits to the other economic sectors, as agriculture ,handicraft ,manufacturing and construction, which supply the goods and services for tourism sector (Rady, 2002).Despite the many benefits previously mentioned, domestic tourism in Alexandria city facing major challenges and problems related to the following reasons:

- 1- **Lack of statistics of total domestic tourists coming to Alexandria:** It is difficult to access domestic tourism statistics in Egyptian tourist destinations such as Alexandria, due to the nature of domestic tourism and the survey method that the Ministry of Tourism relies on (Attia and others,2017).As there are only statistics for Egyptian visitors to Main tourist sites and Museums in Alexandria without counting numbers of visitors for beaches, National parks and other tourist places in the city (Rady, 2002).
- 2- **The need to beautify the tourist and archaeological sites :**and determine the carrying capacity of natural beaches, and historical attractions (El Menshawy and others, 2011).
- 3- **Lack of awareness programs for the population:** in preserving the cleanliness of environment, public and tourist areas (Alexandria CDS, 2007).

- 4- **The multiplicity of official tourist authorities in Alexandria** that supervise domestic tourism in tourist areas, attractions, beaches and hotels, and the absence of any coordination in procedures between them. (Abdelmoaty, 2018)
- 5- **Seasonality:** Domestic tourism in Alexandria is tied with summer season and the tourists’ movement for practicing the recreational activities, therefore there is always great congestion in this period due to seasonality of tourism demand in the city, accompanied by a great pressure on the tourist areas, beaches and hotels in the summer, and an emergence of major negative impacts on the local environment and its resources. (Rady, 2002)
- 6- **The emergence of refused behaviors :from** tourists in the tourist areas and beaches in the city, in addition to the misbehavior of the guests in hospitality establishments towards staff, facilities ,hotel resources, and environment (Hossny, 2018), Figure (1) clarifies the Challenges facing Domestic Tourism in Alexandria City:



**Fig.1.**Challenges facing Domestic Tourism in Alexandria City

### Methodology and scope of investigation

The study was conducted in Alexandria, Egypt. Alexandria is a necessary spot on the itinerary of tourists visiting Egypt. Alexandria has seaside resorts and hotels throughout the year, historical attractions and golden sandy beaches, the shining sun, and fun-filled entertainment spots. The descriptive research design is the most appropriate for this study. Descriptive research includes a quantitative survey with a questionnaire. The survey form consists of closed questions and open questions. It consists of four sections, the first part includes demographic questions gender, age, educational stage, and income, as well as, the number of times that respondents visit Alexandria Governorate, and the most characteristic of the respondent's trip. The study considered two main age groups teenager and adult, thus, the teenager group is

composed of persons from 13 to 20 years old, known as teenagers and the adult group is made up by all persons aged 20 or over as suggested (Guimaraes et al., 2017). The second part investigates existing proper behavior instructions in hotels, beaches, and archaeological sites. This part consists of nine elements, in which the participants answer with a measuring three-point scale ranging "Agree", to "Disagree". The third part aims to find the frequency of on-site misbehavior that Egyptian tourists meet while spending their vacation in Alexandria. The five-point Likert scale ranging from "Never" to "Always" was used, and it consists of eighteen behaviors in the archaeological sites, hotels, and beaches. The last part consisted of three open-ended questions aimed to show the adequacy and quality of tourism services and the challenges facing tourists during their holiday and asking respondents to add any suggestions that would improve tourism services in the Alexandria governorate

### Data collection and sampling

The field study took place between 1/7/2020 to 1/10/2020. The study targeted domestic tourists from Egyptian visitors in archaeological sites and museums and who had previously visited Alexandria Governorate and stayed in its hotels. The survey was discussed with field experts in the tourism and hospitality industry to make comments and suggestions before distribution. After that, the first draft of the form was reviewed by academic experts to add their comments about clarity and wordy of the form and its ability to achieve the objectives of the study. All modifications have been made out. Survey was done using A Google form and distributed randomly to domestic tourists and distributed via two methods, firstly via web-based survey and secondly paper-based survey because of the low number of web-responses.

A total of 4500 local tourists were targeted. A total of 354 forms were estimated as the sample size using the Stephen Thompson formula (Thomson, 2012). Data analysis was done using IBM SPSS software package version 20.0. Reliability Statistics was assessed using Cronbach's Alpha test. The Cronbach Alpha reliability was 0.814 and 0.931 for the part two and three respectively which showing that all scales were reliable (above 0.70). Data were described using number and percent and also were using range (minimum and maximum), Mean, and standard deviation.

### The results and discussions

#### Results of part one: Demographic profile of the sample

**Table 1**

Demographic Profile and descriptive statistic (sample number = 354)

Q	The first part: demographic factors	No.	%
1	<b>Gender</b>		
	Male	210	59.3
	Female	144	40.7
2	<b>Age</b>		
	18-27	81	22.9
	28 – 37	217	61.3
	38-47	43	12.1
	48 or more	13	3.7

Continued

<b>3</b>	<b>Educational level</b>		
	Secondary level	93	26.3
	Bachelor's level	160	45.2
	Postgraduate level	101	28.5
<b>4</b>	<b>The level of income</b>		
	Less than 1000 EGP	108	30.5
	From 1000 to 3000 EGP	29	8.2
	More than 3000 EGP	217	61.3
<b>5</b>	<b>How many times have you visited Alexandria Governorate for the purpose of tourism?</b>		
	One time.	27	7.6
	Twice	26	7.3
	Three times	180	50.8
	More than three times	121	34.2
<b>6</b>	<b>Please choose one of the following characteristics that describe your trip</b>		
	I enjoy the various tourist activities in the country in where I spend the vacation.	235	66.4
	I am very pleased with the role of travel agents in providing discounted offers on tourist trips.	91	25.7
	I am very pleased to find the rules of respecting domestic tourism about the destination in which I spend the vacation	28	7.9

Table (1) shows that male respondents were slightly more than females and their percentage was represented 59.3% of the sample, while over half of respondents were between 28 and 37 years old with a percentage of 61.3% of the sample and their income was more than 3000 L.E. About slightly less than half of the respondents (45.2%) held bachelor's degrees and almost half of the sample (50.8 %) visited Alexandria more than three times. About 7.9 % of the respondents were happy to find laws and regulations of the destination before their spending vacation. The results showed that although the respondents were of the highest qualifications and frequent visitors to Alexandria Governorate, only a small percentage of them were interested in getting acquainted with the rules of domestic tourism before traveling. The Egyptian tourists didn't take some time to research the places before spending vacations. Tourist's goals should be more about understanding and respecting the local culture.

**Results of part two: Existing proper behavior instructions in hotels, beaches, and archaeological sites:**

**Table 2**

Existing tourist behavior instructions in hotels, beaches, and archaeological sites (n = 354)

	<b>Measures the role of tourism authorities in raising the local tourist’s awareness of positive behaviors in beaches, archaeological sites and hotels in Alexandria Governorate.</b>	<b>Not agree</b>		<b>Neutral</b>		<b>Agree</b>		<b>Mean</b>	<b>SD.</b>	<b>Rating</b>	<b>Rank</b>
		<b>No.</b>	<b>%</b>	<b>No.</b>	<b>%</b>	<b>No.</b>	<b>%</b>				
	<b>Hotels in Alexandria Governorate</b>										
<b>1</b>	There are informative signs in the hotel which involves how to preserve the environment.	51	14.4	248	70.1	55	15.5	2.01	0.55	Neutral	<b>1</b>
<b>2</b>	The hotel distributes a list containing civilized behaviors be followed during the stay	301	85.0	37	10.5	16	4.5	1.19	0.50	Not agree	<b>2</b>
<b>3</b>	There are videos inside screens in the rooms showing. Undesirable behaviors should avoid during the stay.	310	87.6	29	8.2	15	4.2	1.17	0.47	Not agree	<b>3</b>
	<b>Total Hotels in Alexandria Governorate</b>	<b>1.46 ± 0.31</b>								<b>Not agree</b>	
	<b>Tourist beaches in Alexandria Governorate</b>										
<b>1</b>	There are enough banners on the beach involving what clothes are forbidden to go on the beach.	311	87.9	39	11.0	4	1.1	1.13	0.37	Not agree	<b>3</b>
<b>2</b>	Any of the tourism authorities carry out awareness programs to raise awareness of the local tourist about the optimal use of the tourist facilities on the beach.	313	88.4	31	8.8	10	2.8	1.14	0.42	Not agree	<b>2</b>
<b>3</b>	Any of the tourism authorities inform the local tourist of the actions taken in case of violating the instructions of the rules of respect for domestic tourism on the beach.	261	73.7	90	25.4	3	0.8	1.27	0.46	Not agree	<b>1</b>
	<b>Total tourist beaches in Alexandria Governorate</b>	<b>1.18 ± 0.24</b>								<b>Not agree</b>	
	<b>Archeology areas and museums in Alexandria</b>										
<b>1</b>	There are informative banners involving not taking photos in archaeological sites without permission.	24	6.8	81	22.9	249	70.3	2.64	0.61	Agree	<b>2</b>
<b>2</b>	In museums, there are enough signs containing not to touch the glass containers.	3	0.8	49	13.8	302	85.3	2.84	0.39	Agree	<b>1</b>
<b>3</b>	Any of the tourism authorities carry out awareness programs aimed to educate domestic tourists about the optimal behaviors that should be followed inside the archaeological sites.	326	92.1	26	7.3	2	0.6	1.08	0.30	Not agree	<b>3</b>
	<b>Total Archeology sites and museums in Alexandria</b>	<b>2.19 ± 0.27</b>								<b>Neutral</b>	
	<b>Overall awareness</b>	<b>1.61 ± 0.15</b>								<b>Not agree</b>	

Where ranges are: Not agree:1-1.66; Neutral: 2.33-1.67; Agree: 2.34–3

Table (2) reveals existing proper behavior instructions in hotels, beaches, and archaeological sites in Alexandria Governorate. With regard to the hotel sector, the respondents reported that they didn't agree that the hotel distributes a list involving civilized behaviors that must be followed during the stay with a mean score of (1.19), and also on they hadn't seen videos inside their rooms explaining the inappropriate behaviors that they should avoid with a mean score of (1.17). The respondents' answer was neutral about the presence of informative signs in preserving the environment with a mean score (2.01). The majority of respondents did not agree on almost all of the existing proper behavior instructions that reflect the weak effort done in raising awareness in the hotel sector with means and standard deviation of  $(1.18 \pm 0.24)$ .

With reference to the existing proper behavior instructions in tourist beaches in Alexandria Governorate, all respondents with means and standard deviations  $(1.18 \pm 0.24)$  did not agree on that the informing domestic tourists with actions taken in case of the rules violation that respect the domestic tourism on the beach (1.27), also conducting awareness programs on how to use the beach resources (1.14) or even there are enough banners indicating the clothes that are forbidden to wear on the beach (1.13). On the other part, a whole, the respondents were neutered about the existing proper behavior instructions in archeology places and museums in Alexandria with means and standard deviation  $(2.19 \pm 0.27)$ . About 85.3% of the sample agreed on existing banners containing not to touch the glass containers and 70.3 % of respondents were agreed on existing informative banners that involve not to take photos in archaeological sites without permission and only 0.6 % of respondents agreed on implementing programs aimed to educate domestic tourists about the civilized behaviors that should be followed inside the archaeological sites. According to the results of the previous table, there were six of the existing proper behavior instructions were completely neglected by stakeholders in hospitality industry and tourism. On the beach tourism, there isn't enough attention to increase awareness among domestic visitors towards behaving in a proper way and this was visible in:

- There were not enough banners on the beach involving what clothes are forbidden on the beach.
- There were no awareness programs about the ideal use of the beach resources.
- Not informing the local tourists of the actions taken in case of violating the instructions of the rules that respect domestic tourism on the beach.

Existing proper behavior instructions were also ignored by hoteliers and so, there had been awareness deficient towards the domestic tourist. Lack of interest in hotels was appeared in:

- There are no videos inside screens in the rooms showing undesirable behaviors that should avoid during the stay.
- Not to distribute a list containing civilized behaviors be followed during the stay.

In archeological places, existing proper behavior instructions were also limited and showed in:

- Not existing awareness programs to educate domestic tourists about the ideal behaviors that should be followed inside the archaeological sites.

Results appeared the reasonable existing for proper behavior instructions in archeological sites than beaches and hotels, which mirrors increasing interest of the Ministry of Tourism and Antiquities in raising the awareness of domestic tourists towards the desired behaviors inside the archaeological places than hotels and beaches, therefore there is a need for enough attention to educate and execute tourism awareness programs of the countries to accomplish the tourism development.

The results also found out existing proper behavior instructions were restricted to the minimum extent furthermore, increasing concern of hoteliers in supporting only ecological behavior than other civilized behaviors. The results also showed that none of the awareness programs about civilized behaviors implemented in hotels, beaches, and archaeological sites, this confirms the neglect of the awareness-raising role of the tourism and hospitality stakeholders towards preventing the spread of undesirable behaviors among domestic tourists and these findings replied for the first question that was:

*What is the extent of existing proper behavior instructions in hotels beaches, and archaeological sites?*

**Results of part three: Frequency of tourist misbehavior in hotels, beaches, and archaeological sites:**

Table (3) displays appearing misbehavior among domestic tourists, the respondents explained that the majority of the mentioned annoying behaviors usually happen in hotels ( $3.01 \pm 0.79$ ) and also in the tourist beaches ( $2.88 \pm 0.80$ ). For the misbehavior in archaeological places, the respondents informed that slightly less than half of these behaviors rarely occur ( $2.54 \pm 0.86$ ).

**Table 3**

The frequency of tourist misbehavior in Alexandria governorate (n = 354)

Q	How often do you meet the following behaviors while spending your trip in Alexandria	Never		Seldom		Usually		Often		Always		Mean	SD.	Rating	Rank
		No.	%	No.	%	No.	%	No.	%	No.	%				
	<b>Hotels in Alexandria Governorate</b>														
1	Lying down or sitting on the hotel ground in an inappropriate manner	103	29.1	78	22.0	78	22.0	76	21.5	19	5.4	2.52	1.26	Seldom	6
2	Getting "souvenirs" from the hotel asset	43	12.1	53	15.0	116	32.8	58	16.4	84	23.7	3.25	1.30	Usually	2
3	Tourists deal inappropriately with the hotel furniture.	19	5.4	59	16.7	74	20.9	41	11.6	161	45.5	3.75	1.33	Often	1
4	Obtaining more food, especially in open buffets, than a person needs	68	19.2	79	22.3	113	31.9	69	19.5	25	7.1	2.73	1.18	Usually	5
5	Lying about the child's age so that the tourist not to pay during room reservations	41	11.6	97	27.4	119	33.6	81	22.9	16	4.5	2.81	1.06	Usually	4
6	Some tourists give workers a tip for doubling a food portion in restaurant.	59	16.7	49	13.8	79	22.3	157	44.4	10	2.8	3.03	1.17	Usually	3
	<b>Total Hotels in Alexandria Governorate</b>	<b>3.01 ± 0.79</b>												Usually	
<b>B</b>	<b>Tourist beaches in Alexandria Governorate</b>														
7	Smoking anywhere without the consideration of the surrounding people	38	10.7	98	27.7	66	18.6	131	37.0	21	5.9	3.0	1.15	Usually	4
8	littering on tourist beaches	25	7.1	93	26.3	86	24.3	100	28.2	50	14.1	3.16	1.17	Usually	2
9	Wearing inappropriate clothes on public beaches.	51	14.4	51	14.4	102	28.8	103	29.1	47	13.3	3.12	1.24	Usually	3
10	Spitting on the ground, anywhere.	40	11.3	93	26.3	60	16.9	62	17.5	99	28.0	3.25	1.40	Usually	1
11	Crossing the road unsafely or not following local traffic rules.	119	33.6	39	11.0	92	26.0	82	23.2	22	6.2	2.57	1.33	Seldom	6
12	Disturbing others in public places by using loud noises or using foul language	64	18.1	69	19.5	109	30.8	112	31.6	0	0.0	2.76	1.09	Usually	5
13	Rudeness in dealing with service employees on beach.	109	30.8	72	20.3	133	37.6	36	10.2	4	1.1	2.31	1.05	Seldom	7

Continued

Q	How often do you meet the following behaviors while spending your trip in Alexandria	Never		Seldom		Usually		Often		Always		Mean	SD.	Rating	Rank
		No.	%	No.	%	No.	%	No.	%	No.	%				
	<b>Total tourist beaches in Alexandria Governorate</b>	<b>2.88 ± 0.80</b>											<b>Usually</b>		
	<b>Archeology areas and museums</b>	<b>2.54 ± 0.86</b>											<b>Seldom</b>		
<b>14</b>	The tourists are writing on the walls inside the ancient sites.	60	16.9	70	19.8	83	23.4	126	35.6	15	4.2	2.90	1.18	Usually	<b>1</b>
<b>15</b>	Causing crowding problems due to group behaviors.	80	22.6	56	15.8	106	29.9	111	31.4	1	0.3	2.71	1.14	Usually	<b>2</b>
<b>16</b>	Touching glass containers at museums.	83	23.4	134	37.9	79	22.3	53	15.0	5	1.4	2.33	1.04	Seldom	<b>4</b>
<b>17</b>	Taking photos in archaeological sites without permission.	85	24.0	68	19.2	113	31.9	54	15.3	34	9.6	2.67	1.26	Usually	<b>3</b>
<b>18</b>	Obtaining remaining stones in archaeological areas.	158	44.6	51	14.4	103	29.1	37	10.5	5	1.4	2.10	1.13	Seldom	<b>5</b>
	<b>Total Archeology areas and museums in Alexandria Governorate</b>	<b>2.54 ± 0.86</b>											<b>Seldom</b>		
	<b>Overall</b>	<b>2.81 ± 0.72</b>											<b>Usually</b>		

Where rating ranges according to means: Never: 1: 1.8; Seldom: 1.81: 2.6; Usually: 2.61: 3.4; Often: 3.41:4.2; and Always: 4.21: 5.

Of the eighteen behaviors, only five behaviors were perceived as rare to happen: Lying down or sitting on the hotel ground in an inappropriate manner (2.52); Crossing the road unsafely or not following local traffic rules (2.57); Rudeness in dealing with service employees on beach (2.31); touching glass containers at museums (2.33) and obtaining remaining stones in archaeological areas (2.10).

There was another behavior, had the mean values (3.75), were regarded as "Often" done. There were other twelve behaviors considered to be 'usually'. According to the descending mean, these behaviors are getting "souvenirs" from the hotel asset (3.25); some tourists give workers a tip for doubling a food portion in the restaurant. (3.03);Spitting on the ground, anywhere (3.25);littering on tourist beaches (3.16);Wearing inappropriate clothes on beaches (3.12); Smoking anywhere without the consideration of the surrounding people (3.0); Lying about the child's age so that the tourist not to pay during room reservations (2.81); Obtaining more food, especially in open buffets, than a person needs (2.73); The tourists writing on the walls inside the ancient sites (2.90 ); Disturbing others in public places by using loud noises or using foul language (2.76); causing crowding problems due to group behaviors(2.71); Taking photos in archaeological sites without permission (2.67).

In the hotel sector, there were horrifying behaviors, which tourists had done as damaging hundreds of thousands of Egyptian pounds while behaving inappropriately with the hotel furniture's, getting "souvenirs" from the hotel asset and obtaining more food, especially in open buffets, than lying about the child's age. Additionally, tipping behavior was another improper behavior especially in the case of bad tipping. In Egypt, tipping was not related to the service quality provided, but it was related to helping customers to break rules in hospitality organizations. Most of the disturbing behaviors are frequent behaviors that Alexandrian citizens see, which indicates that there is no law that contributes to controlling misbehavior, in turn, may harm the hotel facilities, as well as that there is no strict decision applied to limit such behaviors. The hoteliers give the priorities for only achieving customer satisfaction to increase growth in the hospitality sector and this is in contrast with the study done by (Kennedy et. Al, 2003) that referred to the development of hospitality organizations certainly cannot be separated from the role of customers, since the development itself is also followed by the development of customers' behavior.

With regards to beaches, results showed improper behaviors which inconsistent with the decision of the Bathing Beaches Regulation carrying No. 41 of 1966 which states that:

- Legal Article (1): It is not allowed in the city of Alexandria to enter the beaches before six o'clock in the morning, or to stay there until twelve o'clock.
- Legal Article (2): It is prohibited to set up any stall or use one of the Selling stalls without a license from it.
- Legal Article (3): It is prohibited to:
  - Swim before seven in the morning and after sunset.
  - Swim while raising the black flag or in the prohibited places and that is determined by the signs on the beach.
  - Take off the clothes or putting them in places not set for them.
  - Bath or practice sports wearing a one-piece swimsuit.
  - Take off the bathing suits to what is below the nakedness inside the showering area.
  - Dance or go to beaches casinos or cafes in bathing suits.
  - Allow children under the age of ten years to bathe without their own relatives.
  - Defecate, urinate, and throw away bottles or food waste in places other than those equipped for this.
  - Play ball, whatever its method, whether on the beach or in the water. (CATR, 2005).

The beach instructions list displays in the one written banner on every beach and saying only forbidden actions with no exposure to violations of the rules by tourists

and moreover, there is no strict control over tourists' behaviors. Alexandria beaches need more control over visitors' behaviors. Domestic tourists on beaches were responsible for creating a negative reputation of Alexandria by spitting on the ground, littering on tourist beaches, wearing inappropriate clothes, smoking anywhere, using loud noises, or using foul language. Although there is Bathing Beaches Regulation, many visitors didn't comply with the rules and this may be for not offering enough banners to inform visitors of these rules. Egyptian government seems to be aware weakly of the problems of the civilized manners of the citizens. This alarming for an upcoming danger threatening the beauty of Alexandria governorate, if the officials do not pay attention to it and the declaration of rules and regulations that respect the domestic tourism and immediate application of these laws to violators. If tourists stay relatively noiseless, they'll be more likely to blend in with the Alexandria society, especially;(Jafari, 1987) ensured that the domestic tourists comply more readily with the norms and rules than foreign tourists.

Disturbing behaviors in archeological places and museums in Alexandria were slightly less relatively less than other touristic places. Writing on the walls inside the ancient sites and, taking photos without permission were the most threats. Such behaviors that damage historical or artistic landmarks are a crime and were the most pressing threats to Alexandria's history. Causing crowding problems due to group behaviors were common misbehavior in archeological places and museums in Alex. The frequency of these annoying behaviors mirrors the lack of cultural awareness among the visitors and there isn't a plan to avoid spreading these behaviors, moreover there aren't actions taken in the case of damaging archaeological places. The previous results answered the second question that was: *What is the tourist misbehavior in hotels, beaches, and archaeological sites?*

#### **Results of part four**

##### **1- The adequacy and quality of services and facilities provided in Alexandria:**

According to the content analysis results, the majority of respondents claimed that the level of quality of service in restaurants, and archaeological sites are great but beaches involve insufficient services and the level of service is poor. Beaches suffer from the absence of many tourist facilities and safety, security and hygienic elements and the lack of adequate clean toilets for bathing for vacationers. Toilets are very poor, insufficient take-off Clothes units, showers area are not well equipped. (Deichmann,2007) declared that insufficient local security, infrastructure, and culture were the responsible for incorrect tourist behaviors.

##### **2- The challenges that face tourists while spending a vacation in Alexandria Governorate:**

The majority of respondents assured that crowding and traffic controls reach the point of dangers and litter on the beaches are the most challenging. More than half of respondents reported that the problem of polluted water in Alexandria. About a quarter of respondents referred to exploitation of the tourist by taxi drivers, beach workers, and apartments and in archeological places which described tourists as victims. These findings answered the third question that is:

### *What are domestic tourism challenges in the Alexandria Governorate?*

#### **3- Other suggestions to make a trip enjoyable in Alexandria were:**

All respondents agreed on:

- The necessity for reducing hotel prices.
  - The tourism organizations and authorities to implement tourism awareness programs for domestic tourism, especially on beaches and tourist places, informing tourists about them well before they enter the tourist places.
  - providing more entertainment places and paying attention to
  - Development of surrounding areas in the archaeological areas such as Fort of Quit Bay, with the possibility of providing a tour guide.
  - The need for the professionalism workers in dealing with tourists especially on Beaches and the necessity of using technology applications to deliver tourism services.
  - Determine the price of renting summer apartments by the authorities in Alexandria.
  - The obligation of vacationers to pay an immediate fine in case of non-compliance with instructions on beaches.
- Make fixed services prices, and electronic payment without brokerage.
- Extending the time of archeological places.
- Infrastructure improvement required.

#### **Conclusion and recommendations**

Domestic tourism brings many economic and social benefits to Alexandria Governorate, but it faces many challenges. The phenomenon of tourist misbehavior is one of these challenges. Local people in Alex complain about misbehaving tourists. Vacation should be a perfect opportunity to blend in with societies; unfortunately, a lot of tourists are behaving badly and engaging in annoying behaviors that cost the country many thousands of pounds in addition to damaging the tourist destination's reputation, which leads to global tourists flee. The study showed the occurrence of many disturbing behaviors caused by Egyptian visitors in Alexandria Governorate, in both hotels and beaches, as it appeared to be relatively low in archaeological sites.

Tourism and hospitality stakeholders didn't give enough interest to increase awareness towards spreading proper behaviors among visitors and this was visible in the lack of existing instructions and not inform tourists bout violating such rules in beaches, hotels, and archaeological sites. On beaches, spitting, littering, wearing inappropriate clothes, smoking, loud noises, were examples of improper behaviors that merit the most immediate attention before the problems become too big to control. The results also showed that although the Bathing Beaches Regulation is, there were many improper behaviors on beaches .

In the hotel sector, tourists behaved inappropriately with the hotel assets. Getting "souvenirs" and obtaining more food and lying about the child's age were also

examples of frequencies improper behaviors. Occurrences of misbehavior were because the Ministry of Tourism and Antiquities didn't direct tourism and hospitality organizations to take strict decisions towards badly behaving tourists and increase awareness among local tourists towards proper behaviors. So the first and second objective of the study was achieved that is to "investigate existing proper behavior instructions in hotels, beaches, and archaeological sites in Alexandria Governorate" and to "show the frequent tourist misbehavior and activate the role of tourism and hotel stakeholders in avoiding these behaviors."

The study revealed challenges related to tourist beaches offering inadequate services and the absence of many tourist facilities as, adequate clean toilets, insufficient take-off clothes units. Furthermore, there are many negatives that were not visible that facing tourism development, such as exploitation of the tourist, polluted bathing water on Alexandria beaches. Traffic crowding is another challenge of domestic tourism in Alexandria, therefore, the third objective is to "highlight the domestic tourism challenges and eventually, present recommendations on improving services provided to the tourists in Alex were accomplished. These challenges should be raised to the government officials to get effective solutions with this, the third objective were accomplished. Upon the literature review and the field study outcomes, the next recommendations could be suggested:

- **Recommendations directed to the Egyptian government (the Ministry of Tourism and Antiquities- Minister of Media – Ministry of Environment) in cooperation with Alexandria Governorate**
- Develop the infrastructure services that are right for the customers' need and offer additional entertainment activities.
- Make agreements and contracts with companies for the disposal and recycling of waste.
- Legislation and restrictions should be updated and setting ground rules for visitor behavior to crackdown on misbehaving tourists;
- The need for the cooperation between tourism Ministry of Tourism and Antiquities and the Ministry of Media stands firmly to the misbehaving tourists that negatively affect tourism through offering graphic videos, audio, and written content on several social media platforms consequently, reduce misbehavior among visitors.
- **Recommendations directed to the Ministry of Tourism and Antiquities**
- Educate and inform the local communities about improper behaviors and the dangers of its prevalence in the tourism industry; by collaborate efforts of ministries, tourism companies' leaders, hotel owners, and the local communities to announce a clear guideline for proper behaviors; will help Egyptian tourists to behave in a proper way. Additionally, such clear instructions may decrease potentially problematic behaviors.

- Encourage and support positive behaviors among domestic tourists through announcing periodic competitions among Egyptian visitors in touristic places and choosing the perfect local tourist. Finally, declaring the actions taken in case engaging tourists in illegal behaviors.

### **Limitation and further study**

There were several limitations in this study; one limitation was the presence of multiple tourist authorities and the lack of a database of local visitors who come to Alexandria. The second limitation was that the study applied only to the Alexandria governorate and if the study included a number of touristic cities as Sharm el-Sheikh and Hurghada, the more undesirable tourists' behaviors would appear. The third limitation was that the research applied to only domestic tourists.

The results stated in this study form an excellent base for future researches of misbehaving tourists. Importantly, the study suggested that future researches should relate to the interaction between the host countries and foreign tourists and identify tourists' annoying behaviors that conflict with the Egyptian culture and customs.

Further study should also include the relation between Hotel ratings and the level of awareness among Egyptian visitors towards proper behaviors. Additionally, further study should focus on the rescue system and the role of tourist authorities in training rescue workers and raising their performance, which reduces the number of drowning victims on the beach in Alexandria Governorate.

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## تحديات السياحة الداخلية: السلوك الخاطئ للسائح

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### المخلص

تعاني السياحة الداخلية بمحافظة الإسكندرية من العديد من التحديات، سلوكيات السائحين المحليين تشكل جوهر هذه التحديات. الهدف من الدراسة هو التحقق من توافر التعليمات المتعلقة بالسلوكيات السليمة في الفنادق والشواطئ والمواقع الأثرية في محافظة الإسكندرية، وإظهار السلوك السياحي الخاطيء والمتكرر وتفعيل دور أصحاب المصلحة في السياحة والفنادق في تجنب هذه السلوكيات. تسليط الضوء على تحديات السياحة الداخلية، وفي النهاية، تقديم توصيات بشأن تحسين الخدمات المقدمة للسياح في الإسكندرية. تم انشاء وتوزيع استمارة استقصاء علي السياح المحليين الذين سبق لهم قضاء إجازاتهم في محافظة الإسكندرية وأقاموا في فنادقها. تكونت العينة من 354 مشاركا. كشفت النتائج عن عدم كفاية توافر التعليمات الخاصة بالسلوكيات السليمة وضعف دور أصحاب المصلحة في السياحة والضيافة في زيادة وعي السائحين المحليين بالسلوكيات السليمة على الشواطئ السياحية والفنادق والأماكن الأثرية. كما كشفت الدراسة عن تكرار حدوث سلوكيات غير لائقة للسائحين المحليين تستحق الاهتمام الفوري قبل تفاقمها. وأيضا أظهرت الدراسة مجموعة من التحديات التي تتعلق بسياحة الشواطئ تتمثل في عدم كفاية الخدمات وغياب العديد من المرافق السياحية، لذا توصي الدراسة بتطوير خدمات البنية التحتية المناسبة لاحتياجات العملاء، وضع قواعد أساسية لسلوك الزائر للحد من السلوكيات الخاطئة للسائحين، وتشجيع ودعم السلوكيات الإيجابية لدى السائحين المحليين من خلال الإعلان عن مسابقات دورية بين الزوار المصريين في الأماكن السياحية واختيار السائح المحلي المثالي.

### معلومات المقالة

#### الكلمات المفتاحية

السياحة الداخلية؛  
التحديات؛ السلوك  
الخاطيء؛ الوعي  
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