

The Impact of Tourism on the Cultural Identity at the Age of Globalization: Egyptian Perspective

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Abstract

Tourism is not only reaching previously isolated parts of the globe but is reshaping social life and identity at home as well. It is now very obvious that tourism associated with globalization changes the Egyptian cultural identity. This research aims to reveal and explain the existing interactions between globalization process and cultural identity. The question is: *Does globalization influence the cultural identity of the Egyptian citizens?*

Accordingly the hypothesis of this research is: "Cultural identity is at risk with the negative effects of tourism associated with globalization." As theoretical framework, the article dealt with two concepts, "globalization" and "glocalization".

Keywords: globalization, Cultural identity, grobalization, glocalization

Introduction

A culture is the way of life of a people through which they humanize and socialize life. It involves a world-view, a value system, and a network of social relationships (Featherstone, 1996). According to the Wikipedia (n.d) Cultural identity is the identity or culture, of a group or of an individual as far as one is influenced by one's belonging to a group or culture.

As published in the Travel Industry association (TIA), 46% of the U.S. travellers are interested in cultural tourism, 31% like to visit a historic community, an ancient building or an archaeological site. 24% like to visit a museum. 15% of them would like to see an art gallery and 14% would like to see a live theatre. Also according to the same group of travellers 29 percent added extra time to their trip for such cultural activity or event, pumping more dollars in to the national economic system (Travel industry Association, 2006). This segment of travellers is representing a growing Segment of the Travel Market. Affected by the concept of globalization; people nowadays are increasingly attracted to educational-oriented experiences which could be provided by cultural and historical sites along with recreational and natural beauty.

Tourists are interested in the differences between their country of origin and the peoples of the countries they visit, as expressed in terms of art and crafts, music, folklore and festivals, food, architecture and lifestyle generally (Boniface and Cooper, 2005). This research aims to reveal and explain the existing interactions between globalization process and cultural identity

Review of literature

Defining Globalization

Robertson (1992:8) defined Globalization as "a concept refers both to the *compression of the world* and the *intensification of consciousness* of the world as a whole ... Both create global *interdependence* and consciousness of the global whole"

Brenner (1999: 431) defines the globalization as the accelerated circulation of people, commodities, capital, identities, and images through global space, as well as the increasing mobility of ideologies, economic principles, policies, and lifestyles.

Two more terms emerged as a result of globalization these two terms are grobalization and glocalization. According to Augustine (2005) *grobalization* "is the process by means of which the global overcomes the local; while *glocalization*", is the process in which the global and the local compete on an equal footing.

One of the good examples of the glocalization of nothing is found in tourism, especially where the global tourists meets the local manufacturer and retailer in the production and sales of glocal goods and services, there are many of them high quality craft products made for discerning tourists or meals lovingly prepared by local chefs using traditional recipes and the best of local ingredients. However far more often and increasingly as time goes by, grobal tourism leads to the glocalization of nothing .Souvenir shops are likely to be bursting at the seams with ornaments reflecting a bit of the local culture. such souvenirs are increasingly likely to be mass manufactured perhaps using components from other parts of the world in local factories .If demand grows great enough and possibilities of profitability high enough, low priced souvenirs may be manufactured by thousands or millions elsewhere in the world and then shipped back to the local area to be sold to tourists who may not notice or care about the made in china label

embossed on their replicas of the pyramids, Eiffel tower, etc.. It is increasingly difficult to find anything local in the world that has not been affected by globalization. It can either be utilizing global elements (e.g., raw materials from other parts of the world), or it can be reacting against globalization and seeking to sustain or re-create the local. However, in either of those cases, it is increasingly difficult to find anything local unaffected by the global. It is that which leads to the view that we are witnessing the death of the local (Ritzer, G.2007)

Tourism and cultural identity

Culture is one of the chief consumables of tourism, and the experience of unique cultures can be educational for the visitor and highly profitable for the community. However, tourism is a necessarily invasive process that thrusts traditional communities into the modern world, threatening their distinct lifestyles and cultural products (Ragsdale, n.d). One challenge that faces countries is to make sure that tourism does not destroy the cultural heritage which attracts visitors in the first place. (National Trust for Historic Preservation, 2007)

According to Wang (2007) Culture can be discussed in terms of three dimensions. The first level speaks about the humans and their relation to nature and to life. They produce, use and exchange goods. The second level speaks about the symbols and habits which help the humans to organise social relationships, build community and celebrate it. The third level is the search for fundamental meaning that offers goals and motivations. Religions and ideologies provide answers to this search. These three levels provide an identity to a social group and distinguish it from other groups.

The first group points to global trends toward cultural homogeneity, all supported by increasing economic integration, foreign financial penetration of national economies and the rise to dominance of a transnational culture industry systems. These globalizing influences in culture and discourse are seen as helping to weaken local differences and leading to greater commonality of thought and behaviour across national boundaries. This is what Ritzer (2003) refers to as “the globalization of nothing.” The second group highlights the increasingly complex mixing of cultures under conditions of globalization, leading to “creolization”—the production of new cultural forms that incorporates both foreign and regional influences—and “glocalization,” or the mixing of global and local influences to produce new, hybrid cultural forms. If we can respect the diversity of peoples and their cultures in this new era, it can lead to global community marked by unity in pluralism. The cultures may no longer be local in the traditional sense, but still different and plural. This will lead to a new kind of globalization that will not be homogenizing (Wang, 2007).

The countries, where the influence of globalization on local cultures is the strongest, are those, where the government is relatively or absolutely weak not only to confront the tendencies of globalization, but also to undertake measures to strengthen the local culture, to care of and protect cultural monuments and develop cultural heritage (Kerimova, 2007). Other factors such as the collapse of traditional lifestyles, values and moralities can also be influenced and worn by contact with travellers from different lands.

The impact of tourism on the local society

Tourism development in Egypt has not only contributed to economic benefits in terms of job creation and has not only increased investment and development projects to the local tourist destinations, but also has resulted in socio cultural benefits of an increase of national income more positive culture exchange.

However, there are some negative socio culture impacts such as the negative inflation level, negative impact on the cultural identity of the local communities (Eraqi, 2007).Tourism can cause change or loss of local identity and values, it can also turn local culture into commodities when religion rituals, traditional ethnic rites and festivals are reduced and sanitized is sold as tourism product. Another cultural negative impact can be shown in loss of authenticity by adapting the culture expressions and manifestations to the tastes of tourists as if they were ‘real life’ constitutes “staged authenticity”

Adaptation to tourists demands; tourists want souvenirs, arts, crafts, and cultural manifestations, craftsmen have responded to the growing demand and have made changes in design of their products to bring them more in line with the new customers tastes (www.unep.org)

Finally cultural clashes can take places as a result of differences in cultures ethnic and religions, group’s value and lifestyles, languages and level of prosperity.

Methodology

A mixed methodology was used to gather the requested data. Normally implementing both methods of qualitative and quantitative approaches is the difficult part of the process (Bryman and Bell 2007, p 643-57). However, widely recognized researches have been seen since 1980s, considering all the strength of the method against its limitations (Bryman and Bell 2007, p 643-57). Data collected through the questionnaire as well using descriptive analysis of the data indicates our quantitative study of the research. On the other hand, the interview held and analysis made based on the result obtained suggests our qualitative approach of the study.

Pearson Chi square test is used to test whether a statistically significant relationship exists between two categorical variables. It accompanies a cross tabulation between the two variables. Categorical independent and dependent variable needed. A number of 650 questionnaires were distributed over tourists through travel agencies; also structured interviews were done with 60 employees who deal directly with tourists to examine the existing interactions between globalization process and cultural identity.

Analytic study

Sample Size and Data Collection

The population consisted of tourists from different nationalities. The sample size was calculated by 600 tourists using the power analysis table provided by Cohen (1988). The data was gathered by questionnaires that were distributed randomly through travel agencies during the month of December 2010 in Egypt. A total of 650 questionnaires were distributed and 628 were collected. Only 600 questionnaires were valid for analysis after the elimination of the incomplete ones. Also structured interviews were done with 60 employees who deal directly with tourists to examine the existing interactions between globalization and cultural identity.

The data was analyzed using SPSS (Statistical Package for Social Science) version 14.0 by calculating frequency, mean and standard deviation. Cronbach's alpha was calculated to test the reliability of the attributes selected. The Cronbach's alpha values ranged from 0.72 to 0.76, which demonstrate that the scales of the questionnaire have considerable reliability (Nunnally, 1978).

Data analysis

Part 1: Tourists' questionnaires

Table (1): number of visits to Egypt

		Frequency	Percent
first visit	Yes	175	29.2
	No	425	70.8
Total		600	100.0

As shown in table 1 it was the first visit to Egypt for 175 tourists (29.2%) of the sample and repeated visit for 425 tourists (70.8%) of the sample.

Table (2): Purpose of visit

Purpose of visit	Frequency	Percent
culture purpose	325	54.2
Entertainment	250	41.7
Other	25	4.1
Total	600	100.0

The results in table 2 showed that 54.2% of the sample visited Egypt for culture purpose, entertainment (41.7%), and (4.1%) for other purpose like medical purpose, business purpose, wellness purpose or conference.

Table (3): Perception about the social environment

	Frequency	Percent
Distinguished	400	66.7
strange	75	12.5
familiar	125	20.8
Total	600	100.0

The results in table 3 showed that the perception of 66.7% of the sample is that the social environment in Egypt is distinguished and 20.8% think that it is familiar while 12.5 % think that the social environment in Egypt is strange.

Table (4): the most attracting culture feature

The most attracting aspect	Frequency	Percent
hand crafts	500	83.3
way of dressing(traditional dresses)	225	37.5
life style	225	37.5
Food	350	58.3
Celebrations	125	20.8
Arts	250	41.6
Music	250	41.6
friendly attitude	275	45.8
Total responses	600	100

As shown in table 4 the most attracting culture feature is the hand crafts that has the 1st rank then comes food in the 2nd rank followed by the friendly attitude rank no 3, music ranked 4th, arts ranked 5th., way of dressing(traditional dresses) ranked 6th, life style ranked 7th and in the end celebrations ranked 8th.

Table (5): Mean and standard deviation

	Mean	Std. Deviation
how do you think about Egyptian national dresses(Galabia)	1.67	.746
Can you dress yourself up with Galabia?	1.58	.572
Do you prefer to buy an original Egyptian made hand craft which could be more expensive than the same Chinese product	1.67	.944
What do you think about the effect of globalization on tourism	1.21	.499
did you feel that the culture identity of the country and the citizens is influenced by globalisation	1.21	.406
Are you satisfied by these culture modifications	.83	.472

Respondents were asked to note about Egyptian national dresses (Galabia), according to table 5 the results indicate that mean of how do you think about Egyptian national dresses (Galabia) is = 1.67 and preference to buy an original Egyptian made hand craft which could be more expensive than the same Chinese product, followed by can you dress them self-up with Galabia (mean=1.58) and at the end 'did you like these culture modifications' (mean=0.83)

Table (6): how do you think about Egyptian national dresses (Galabia)

		Frequency	Percent
how do you think about Egyptian national dresses(Galabia)	Original	300	50.0
	not practical	200	33.3
	strange	100	16.7
	Total	600	100.0

As shown in table 6 the majority of respondents (50%) indicated that the Egyptian national dresses (Galabia) is Original while 33.3% indicated that it is not practical and 16.7% agreed that it is strange.

Table (7): can you dress yourself up with Galabia?

		Frequency	Percent
can you dress yourself up with Galabia	0	25	4.2
	I can	200	33.3
	I cannot	375	62.5
	Total	600	100.0

Table 7 shows that the majority of respondents (62%) indicated that they can't dress about up with Galabia which means that tourists are not very influenced by the national dress but it will be always a part of the Egyptian identity.

Table (8): Do you prefer to buy an original Egyptian made hand craft which could be more expensive than the same Chinese product

		Frequency	Percent
Do you prefer to buy an original Egyptian handmade craft which could be more expensive than the same Chinese product	Original	400	66.7
	don't mind	200	33.3
	Total	600	100.0

As shown in table 8 the majority of respondents indicated that they prefer to buy an original Egyptian handmade craft which could be more expensive than the same Chinese product (66.7%) while 33.3% of the sample don't mind. It means that tourists prefer original handmade products even if it is more expensive than the Chinese ones without considering the price factor.

Table (9): did you feel that the culture identity of the country and the citizens are influenced by globalisation

		Frequency	Percent
did you feel that the culture identity of the country and the citizens is influenced by globalisation	Yes	475	79.2
	no	125	20.8
	Total	600	100.0

The results presented in Table 9 indicate that 79.2% of the respondents agreed that that the culture identity of the country and the citizens is influenced by globalisation.

Table (10): if yes what are the most influenced features by globalisation

	Frequency	Percent
hand crafts	396	83.3
way of dressing(traditional dresses)	277	58.3
life style	314	66.2
Food	325	68.5
Celebrations	190	40
Arts	190	40
Music	177	37.2
friendly attitude	95	20
Total responses	475	100

Table 10 shows that 83.3% of the respondents agreed that hand crafts were the most influenced by globalisation then comes the food and life style (68.5%, 66.2%) and the friendly attitude of the Egyptian citizens comes at the end (20%) which means that it is the least influenced by globalisation.

Table (11): Are you satisfied by these culture modifications Egypt

	Frequency	Percent
No	400	66.7
Yes	200	33.3
Total	600	100.0

Table 11 shows that 66.7% of the respondents were not satisfied by these modifications that influenced the culture identity of the country and the citizens by globalisation, while 33.3 % were satisfied by these culture codifications.

Tables (12): relationship between number of visits to Egypt and the social environment

			What do you think about the social environment?			Total	Pearson Chi-Square	Asymp. Sig. (2-sided)
			good	strange	familiar			
this your first visit to Egypt	yes	Count	300	50	75	425	11.092	0.004
		% of Total	50.0%	8.3%	12.5%	70.8%		
	no	Count	100	25	50	175		
		% of Total	16.7%	4.2%	8.3%	29.2%		
Total		Count	400	75	125	600		
		% of Total	66.7%	12.5%	20.8%	100.0%		

Is there a relationship between number of visits to Egypt and the social environment?

- "A Pearson chi-square test was conducted to examine whether there was a relationship between number of visits to Egypt and the social environment.
- The results revealed that there was a significant relationship between the two variables (Chi square value = 11.092, $df = 2$, $p < .001$).
- A significantly larger proportion of the tourists who first visit Egypt (50.0%) reported that the social environment is good compared with only 16.7 percent of tourists who visited Egypt before see Tables 12

Tables (13): relationship between number of visits to Egypt and Egyptian national dresses (Galabia)

			how do you think about Egyptian national dresses(Galabia)			Total	Pearson Chi-Square	Asymp. Sig. (2-sided)
			Original	not practical	strange			
this your first visit to Egypt	yes	Count	225	175	25	425	131.092	0.000
		% of Total	37.5%	29.2%	4.2%	70.8%		
	no	Count	75	25	75	175		
		% of Total	12.5%	4.2%	12.5%	29.2%		
Total		Count	300	200	100	600		
		% of Total	50.0%	33.3%	16.7%	100.0%		

Is there a relationship between number of visits to Egypt and the opinion about the Egyptian national dresses (Galabia)

- "A Pearson chi-square test was conducted to examine whether there was a relationship between number of visits to Egypt and the opinion about the Egyptian national dresses (Galabia).
- The results revealed that there was a significant relationship between the two variables (Chi square value = 131.092, $df = 2$, $p < .001$).

A significantly larger proportion of the tourists who first visit Egypt (37.5%) reported that the Egyptian national dress is Original compared with only 12.5 percent of tourists who visited Egypt before table 13.

Tables (14): relationship between number of visits to Egypt and the effect of globalization on the culture identity of the country and the citizens

			did you feel that the culture identity of the country and the citizens are influenced by globalisation			Total	Pearson Chi-Square	Asymp. Sig. (2-sided)
			0	yes	no			
this your first visit to Egypt	No	Count		248	177	425	139.694	0.000
		% of Total	4.2%	58.3%	8.3%	70.8%		
	Yes	Count	0	75	100	175		
		% of Total	.0%	12.5%	16.7%	29.2%		
Total	Count	25	139	36	175			
	% of Total	4.2%	79.2%	20.8%	100.0%			

Is there a relationship between number of visits to Egypt and the effect of globalization on the culture identity of the country and the citizens?

- “A Pearson chi-square test was conducted to examine whether there was a relationship between number of visits to Egypt and the effect of globalization on the culture identity of the country and the citizens.
- The results revealed that there was a significant relationship between the two variables (Chi square value = 139.694, df =2, p < .001).
- A significantly larger proportion of the tourists who visited Egypt before (58.3%) reported that the culture identity of the country and the citizens is affected by globalisation. Also 79.2% of tourists who first visited Egypt admitted that the culture identity of the country and the citizens is affected by globalisation table 14.

Part 2: Interview with employees in tourism field

Structured interviews were conducted with 60 employees in tourism field who deal directly with tourists. The interviews were divided into two parts. The questions of the first part were concerned with the employee himself and the questions of the second part were concerned with the tourists preferences from the employee point of view. The aim of the interviews was to measure how far the cultural identity of the Egyptian citizens is at risk and how to protect this identity

Table (15): which of the following regions do you deal with?

	Frequency	Percent
Europe	7	11.7
U.S.A	18	30.0
Arabs	16	26.7
Latin America	6	10.0
Asian	9	15.0
African	4	6.7
Total	60	100.0

Table 15 demonstrates that the largest percentage of respondents 30.0% of the sample deal with tourists from USA, followed by Arabs (27.8%), Asian (15.0%) and Europe (11.7)

Table (16): Do you see the tourist's behaviour is different from Egyptian citizen's behaviour?

		Frequency	Percent
Do you see the tourist's behaviour is different from Egyptian citizen's behaviour?	Yes	40	66.7
	no	20	33.3
	Total	60	100.0

Table 16 demonstrates that 66.7% of the sample approved that the tourist's behaviour is different from Egyptian citizen's behaviour while 33.3% of the sample didn't approve that. This means that the difference in behaviour is very obvious for most people.

Table (17): if yes in which way?

if yes in which way	Frequency	Percent
the way they dress	32	53.3
in spending money	39	65
in food	36	60
in the way they talk and eat	34	56.6
Total responses	60	100.0

Table 17 indicates that 65 % of the sample agreed that the tourist's behaviour is different from Egyptian citizen's behaviour in spending money, followed by 60% in food, 56.6% in the way they talk and eat and 53.3% in the way they dress.

Table (18): which of the following influence you more?

	Frequency	Percent
Language	48	80
Clothes	37	61.6
Activities	29	48.3
spending money	32	53.3
Food	40	66.6
Total responses	60	100.0

Table 18 demonstrates that 80% of the sample agreed that they were influenced most by language followed by 66.6% influenced by food and 61.6 % by clothes.

Table (19): Are you influenced by tourist's life style?

	Frequency	Percent
Yes	43	71.7
No	17	28.3
Total	60	100.0

The answers in table 18 and 19 shows that people dealing with tourist are influenced by them from several sides such as language, food, cloth and life style, the matter that lead the local to be affected by the global and puts the cultural identity of the Egyptian citizens at risk.

Table (20): in your opinion what do the tourists prefer from the following?

	Frequency	Percent
Egyptian cuisine	48	80
national dressing	24	40
hand crafts	26	43.3
Arts	37	61.6
Music	26	43.3
Total responses	60	100.0

Table (21): when tourists go to a bazaar which crafts attract them more?

	Frequency	Percent
Original hand crafts	37	61.7
Chinese products	9	15.0
Both	14	23.3
Total	60	100.0

Table (22): Do lowest prices of Chinese products influence their decision to buy?

	Frequency	Percent
Do lowest prices of Chinese products influence their decision to buy? Influence	33	55.0
doesn't	27	45.0
Total	60	100.0

The responds of employees on the above questions table 20, 21and 22 reveals that most of the tourists (80%)prefer the Egyptian cuisine, (66.6%)art and (43.3%) prefer music and handcrafts and also 61.7% prefer to buy authentic and original products of the country regardless the price. This encourages us to protect our identity through protecting our local culture as it is the main attraction for tourists.

Table (23): Do tourists prefer to speak with their mother tongue language?

	Frequency	Percent
Do tourists prefer to speak with their mother tongue language? Yes	45	75.0
No	15	25.0
Total	60	100.0

Table 23 shows that 75% of the respondents agreed that tourists prefer to speak their mother tongue language. This means that dealing with tourists encourage globalisation by speaking other languages.

Results and Discussion

66.7% of the sample thinks that the social environment in Egypt is distinguished and 20.8% think that it is familiar. the most attracting culture feature is the hand crafts that have the 1st rank then comes food in the 2nd rank followed by the friendly attitude rank no 3, music ranked 4th. 62% indicated that they can't dress about up with Galabia which means that tourists are not very influenced by the national dress but it will be always a part of the Egyptian identity. Tourists prefer original handmade products even if it is more expensive than the Chinese ones without considering the price factor. 79.2% of the respondents agreed that that the culture identity of the country and the citizens is influenced by globalisation. 83.3% of the respondents agreed that hand crafts were the most influenced by globalisation then comes the food and life style (68.5%, 66.2%) and the friendly attitude of the Egyptian citizens comes at the end (20%) which means that it is the least influenced by globalisation. people dealing with tourists are influenced by them from several sides such as language, food, cloth and life style, the matter that lead the local to be affected by the global and puts the cultural identity of the Egyptian citizens at risk.

The responds of employees reveals that most of the tourists (80%) prefer the Egyptian cuisine, (66.6%) art and (43.3%) prefer music and handcrafts and also 61.7% prefer to buy authentic and original products of the country regardless the price. This encourages us to protect our identity through protecting our local culture as it is the main attraction for tourists. 75% of the respondents agreed that tourists prefer to speak their mother tongue language. This means that dealing with tourists encourage globalisation by speaking other languages. According to the results of analysing the questionnaires and the interviews the hypothesis of this research which is “Cultural identity is at risk with the negative effects of tourism associated with globalization” is proved.

Conclusion

Tourists are short-stay visitors carrying with them their own cultural norms and behavioural patterns. They are usually unwilling to change these norms for a temporary stay – and may be unaware that these norms are offensive to the host community. According to the study, tourist's behaviours differ from the host community attitude. The social environment in Egypt is distinguished which is a reason to keep and to protect this quality. Globalization has a great effect all over the world because of its ability to minimize the difference between civilisations, but it can also have negative impacts on communities. As concluded from the study, the Egyptian culture identity is influenced by globalisation especially hand crafts, food, the way of dressing, and the lifestyle. People dealing with tourists are more exposed to different lifestyles and tourist behaviours which may lead to culture erosion in the process of commercializing culture good.

The Egyptian identity became at risk as it has been very influenced since the last few decades. The Egyptian citizens changed their life style, habits and most of their traditions. One of the most important reasons for that change is tourism associated with globalisation. To a great extent, the dilemma that is confronting Egypt now is how to maintain one's national identity in the face of globalization.

Recommendations

- It is time to start defining “the local” instead of spending so much energy trying to understand “the global”.
- The most effective way to make use of the advantages of globalization is to protect and develop our local culture, also take into account changes in consumer tastes concerning the "cultural products", the place it occupies within the range of the strength of current purchase, and the opportunity to be welcomed by tourists belonging to very different cultural areas.
- When a community's identity and heritage are the theme of attraction, protecting that identity and heritage is essential to develop a range of products able to "stay on the market", where the character identity and artisanal nature of production are not frustrated by a quality / price ratio, also some of these products should be identified through the introduction of quality brands and original approach ,for example" Egyptian textile, Egyptian national dress and Egyptian cuisine and local dishes”, beyond the differences and varieties in terms of shapes, designs, techniques, etc..
- To ensure that the increased tourism does not destroy the very qualities that attract visitors, and encouraging the preservation of traditional customs, hand crafts, the national cuisine and the distinguished social environment.
- Finally, to enhance the standard of living in Egypt and maximize the benefits of globalisation, tourism strategy needs to depend on new policies for sustaining the quality of the Egyptian social and cultural assets.

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تأثير السياحة على الهوية الثقافية المصرية فى زمن العولمة

هذا البحث يناقش فكرة تأثير السياحة على الهوية الثقافية المصرية فى زمن السماوات المفتوحة او ما يطلق عليه لفظ "العولمة". فالسياحة بمفهومها الأوسع و الأشمل ليست فقط انتقال الأفراد من محل إقامتهم الأصلي الى مكان آخر على وجه الكرة الأرضية بغرض الترفيه و مشاهدة اماكن مختلفة و لكنها تمتد لتشمل التعرف على ثقافات مختلفة و معايشة تجربة حياتية لشعوب اخرى. و تدور اشكالية هذا البحث فى ان هناك خطر حقيقى على الهوية المصرية كنتيجة غير مباشرة لعملية السياحة ، وان الدولة لم تقم بدورها لحماية الهوية الثقافية بل و استخدامها كعامل رئيسى بين عوامل الجذب السياحى المختلفة و كأداة للتسويق السياحى . أما الفرضية الرئيسية لهذا البحث فهى ان السياحة اثرت بصورة سلبية على الهوية الثقافية المصرية. ينقسم هذا البحث الى قسمين ، قسم نظرى و قسم للدراسة الميدانية عن طريق استمارات استبيان تم توزيعها على 650 سائح من جنسيات مختلفة و كذلك عدد من المقابلات مع العاملين بالسياحة . و قد توصل البحث لعدد من النتائج اهمها ما يلى:

- العولمة لها تأثير ايجابى على العالم يتمثل فى دورها فى تقليل الفجوة الثقافية بين شعوب العالم.
- الهوية المصرية اصبحت فى خطر بسبب التأثيرات السلبية للعولمة .
- و بناء على هذه النتائج فقد اوصت الدراسة بعدة توصيات أهمها:
- ضرورة الحفاظ على الهوية المصرى فى ظل الظروف الراهنة.
- ضرورة الإهتمام بالطابع المحلى الأصيل للدولة المصرية بدلا من اضاعة الوقت فى محاولة فهم العولمة و مواجهة تأثيراتها السلبى على المجتمع المصرى.