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## Tourism Value Chain: An analytical study on Egyptian Tourism Sector

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### Keywords

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forward linkages  
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### Abstract

Value chains are well-known frameworks from economic and business studies. Value is important in tourism, even if the underlying concept of value is complex. The tourist value chain is a popular and interesting topic in destination planning study and practice. The aims of this research are analyzing tourism value chain in the Egyptian Tourism Sector, and determine the operations in the value chain of Egyptian tourism sector and afterwards to expose the relations and linkages among these operations. To achieve that, this research employed a method of descriptive analytical methodology by using a questionnaire tool. The sample was (129) of experts and academics in tourism and economics. The data were analyzed using descriptive statistics, reliability analysis, coefficient analysis, and Pearson Correlation analysis, with the support of SPSS22.0. The results of this study ensured that there is a positive and significant correlation between Egyptian Tourism Value Chain direct activities and Forward linkage of the Egyptian tourism value chain, and there is a positive and significant correlation between Egyptian Indirect activities (Manufacture, Agriculture, Mining, Wholesale sectors) and backward linkages of the Egyptian tourism value chain. The study thus recommended that attention to maintaining the strength of relations between the tourism and the sectors of manufacturing, agriculture, wholesale, and raising awareness of the importance of investing in the tourism sector to enhance the movement of production in those sectors.

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## 1. Introduction

The added value of the products and services given to consumers determines the success of any company or sector. Differentiating them is one method to provide value. To do so, they must be recognized at work so that they may be controlled correctly (Monteiro et al., 2017). Tourism is not a distinct industry, but rather a composite of the travel industry (Ozguzel, 2020). It consists of multiple activities in diverse companies (accommodation, transportation, attractions, food & beverage, shops, etc (Goni & Yustika, 2019), and hence has a complex value chain (Milievi, 2021).

The tourist value chain is a diagram that shows how firms acquire inputs, add value through various processes, and finally sell the resulting tourism goods to customers in collaboration with government and civil society (Berne-Manero et al., 2018). The tourist value chain may be divided into various interrelated and complementary activities (Vignati & Laumans, 2010). The tourist value chain identifies industry service and product providers who may be input suppliers from other tourism-related businesses (Spencer et al., 2014).

### Research Problem

The tourism industry is one of the most important industries in the world. Egypt has enormous tourism potentials, so it is necessary to examine and study the value chain in the Egyptian tourism sector; to discover the formation of the value chain and linkages among sectors. Also, the problem of the study lies in the lack of previous studies that dealt with the issue of the tourism value chain in the Egyptian economy and ways to enhance the Egyptian tourism value.

### Research Aim

The purpose of the study is to determine the operations in the value chain of Egyptian tourism sector and afterwards to expose the relations and linkages among these operations. So the ability of co-ordination and management of related operations provides competitive advantage. Besides, when these linkages and relations are examined not only in the forward linkages but also in backward linkages, the additional opportunities provided competitive power can be exposed. Moreover, the research is verified by achieving the following objectives:

- Illustrating the primary activities and indirect activities of the tourism sector.
- Determining the operations in the value chain of Egypt tourism sector it and enhancing its role in the economy.
- Examining Inter-linkages of the Egyptian tourism sector within the tourism value chain.
- Analyzing the inter-linkages within the value chain of the Egyptian tourism sector.

### Research Hypotheses

H1: there is a significant correlation between Egyptian Tourism Value Chain direct activities (tourism activities) and Forward linkages.

H2: there is a significant correlation between Egyptian Tourism Indirect activities (non-tourism activities) and backward linkages.

## **Research Significance**

The tourist industry is a complicated one, with various forward and backward links to a variety of other economic industries. As a result, the study's usefulness in assessing and disclosing links in the Egyptian tourism industry, as well as establishing linkages between tourism and non-tourism industries along the tourist value chain and their mutual effect, is highlighted. As a result, the study makes advice on how to strengthen these ties. Especially when these connections are investigated. Additional chances to boost the economy can be supplied not only at the direct level, but also at the indirect level (with non-tourism industries).

## **2. Literature Review**

### **2.1. Value concept**

At the time, the value concept and giving value appear to be among the most important trends. However, if no effort and dedication are made to properly appreciate what value implies, there is a possibility that it may be abused (Mattila, 2015).

In economics, the economic value of an item or service is a measure of the benefit that the good or service provides to an economic actor (Craglia & Pogorzelska, 2020). The value of monetary units of the set of advantages obtained by a customer in exchange for the price paid for a product is defined as the value of monetary units of the set of benefits received by a customer in exchange for the price paid for a product (Ulaga & Eggert, 2003). Value, according to Paananen & Seppänen (2013), is the consumer's assessment of the good based on expectations of what is acquired and supplied. Value is the result of a transaction between what the customer obtains and what they forego in order to purchase and use a service (Zauner et al., 2015).

### **2.2. Value chain importance and objectives**

The value chain's primary significance stems from the fact that it provides a comprehensive view of the activities involved in producing a product or service, allowing an industry to identify specific activities within the generic value chain and search for ways to improve efficiencies, which generate or strengthen competitive advantage, and facilitates improvements to become more competitive (Mankiw et al., 2016). According to Tandon (2016), the value chain strategy is more about developing internal ability to overcome value chain constraints than it is about addressing basic production and marketing challenges, because developing internal ability can inspire actors in the chain to adjust to chain developments.

According to Van den Berg and Poor (2004), the Value Chain strives to explain the industry in order to lead the complete value chain by identifying limitations and solutions at different rates throughout the Value Chain. In addition, the value chain is a valuable tool for comprehending value chain process linkages, proving dependency between actors and Value Chain activities, and identifying sources of finance to support the chain's production process.

### **2.3. Value chain model implementation in tourism**

Poon was the first to apply Porter's value-chain concept to the tourist business in 1993. The tourism value chain is a system that describes how private sector companies collaborate with government and civil society to receive inputs, add value through various processes (such as planning, development, financing, marketing, distribution, and pricing), and then sell the resulting tourism products to customers (Berne-Manero et al., 2018). Similarly, the tourist value chain covers the stages

involved in developing, processing, marketing, and selling a tourism service to a final client (Spencer et al., 2014).

The tourist industry includes a diverse set of activities that are intricately interwoven and interdependent. This is owing to the fact that a tourist product has complex characteristics, as it involves several activities from various industries and enterprises (Metz & Acuner, 2014). Accommodation, bars and restaurants, travel agency and tourist operators, transportation, and retail are the five key activities or industries that make up the tourism value chain. Several supply chains may be found and investigated within each of these categories (Chiyumba, 2015).

#### **2.4. Tourism Value Chain Analysis approach**

Even if the fundamental concept of value is difficult to grasp, it is crucial in the tourism sector. Value chains are well-known economic and commercial frameworks that were significantly theorised by Porter (1985). Tourism researchers employ a variety of approaches, ideas, and procedures to examine and evaluate various aspects of the sector. This is because tourism is not a science or a scientific field; it is just a collection of information (Sotiriadis, 2018).

Tourism has adopted a value chain technique, suggesting that the value chain analysis framework provides the chain of activities involved in the design and delivery of a tourism experience (Varvaressos, 2013). The value chain approach has been accepted by tourism studies. However, a closer examination of the practice and research reveals that the concept is used in two fairly conflicting ways:

1. **Destination logic:** In this logic, destinations are viewed as a collection of services that visitors may take advantage of while on vacation. Visitors are more likely to spend more money in places that offer a diverse range of items that are openly and easily connected together and meet all of their needs than in places where product consistency is lacking (Milievi, 2021).
2. **Supply chain logic:** Porter's paradigm provides the foundation for this method of thinking. Through a series of manufacturing processes, material and immaterial resources are gradually added to generate tourism commodities. As the product moves through the phases, it gets more value. The researcher follows a service/product through the production process while examining this reasoning. Supply chain logic acknowledges significant contributions to tourist economics because it considers the mix of products and services with supplies from many sectors (Hjalager et al., 2016). The first is the tourist sector's forward connections, which are the subject of supply chain reasoning (the sectors for which the tourism sector acts as a supplier). The second category is backward connections, which refer to industries that provide inputs to the tourist industry.

A range of methodologies, including as data analysis, focus group work, participatory fast assessments, and secondary data information gathering, are used to lead value chain analysis in general. Furthermore, statistical data and information are critical in comprehending the links and structure of the value chain (Osen, 2011).

#### **2.5. Tourism Value Chain analysis importance**

It is possible to see how the dynamic flow of economic and organizational activities involving various sectors leads to the identification of opportunities for communities to participate in a wide range of activities to provide the items they require using tourism value chain analysis, which considers tourism as an entire system (Sofield & Li, 2011). Above all, according to the United Nations Industrial Development Organization (2009), tourism value

chain analysis assists participating actors in developing a shared vision of how the chain should operate as well as identifying collaborative relationships that will allow them to continue improving chain performance.

Tourism has a secondary significance. Tourism value chain analysis demonstrates the strength of linkages across actor activities as well as how rewards and risks are spread throughout the chain. Finally, by highlighting industry strengths, limitations, opportunities, and difficulties, this research reveals the tourist sector's competitiveness (Adiyia & Vanneste, 2018). It's also utilized for cluster analysis and gathering critical economic data for the government and other important stockholders (Sharma & Gaur, 2017).

### **3. Methodology**

The main aim of this research is analyzing the inter-linkages within the value chain of the Egyptian tourism sector. The researcher used the descriptive analytical approach, where a questionnaire was prepared and distributed on a random sample of hundred and twenty nine (129) of experts and academics in tourism and economics and on specialists in the Ministry of Tourism, the Central Agency for Public Mobilization and Statistics and the Ministry of Planning. The statistical analysis of the responses was carried out via SPSS v22.

#### **3.1. Data Collection**

Data has been collected through questionnaires that were prepared in approach that is relevant to the situation so as to decrease invalid responses. They were distributed on experts and academics in tourism and economics and on specialists in the Ministry of Tourism, the Central Agency for Public Mobilization and Statistics and the Ministry of Planning.

#### **3.2. Measures**

To fulfill the research objective for analyzing the tourism value chain and determine the operations in the value chain of Egyptian tourism sector and enhancing its role in the economy. To achieve that, this research employed a method of descriptive analytical methodology by using a questionnaire tool, a survey consisted of seven sections is used as a data collection tool. The first section includes experts and academics in tourism and economics and on specialists in the Ministry of Tourism, the Central Agency for Public Mobilization and Statistics and the Ministry of Planning demographic characteristics (Job title, and Job experience). The second section includes 6 variables representing Tourism Value Chain schematic. The third section included 3 variables representing Forward linkages. The fourth section included 4 variables representing backward linkages. The fifth section included 5 variables representing Egyptian Tourism Value Chain direct activities (tourism activities). The sixth section included 16 variables representing Egyptian Indirect activities (non-tourism activities). The seventh section included 4 variables representing effectively stimulate linkages require. The questionnaire items were anchored according to the three point Likert Scale, "1 = Disagree", "2 = Neutral", and "3 = Agree".

#### **3.3. Data Validity and Reliability**

##### **Data Validity**

To validate the data collection instrument utilized in this study in terms of its readability, format, and ability to measure the study's constructs. The questionnaire instrument was then updated and refined to reflect the comments and suggestions

received by the domain experts. Moreover, the experts showed interest and interacted with the researcher concerning the questionnaire instrument which adds to its validity.

**Data Reliability**

The reliability of an instrument is the degree of accuracy and consistency with that it measures whatever it is measuring (Ary et al., 2002). Before proceeding with further analysis, the reliability test was done in order to ensure consistent measurement across various items in the questionnaire. As depicted in table (1), the Cronbach’s Alpha Reliability was computed for sixth sections. The tests showed that the Reliability Coefficients for all the sections were equal 0.965 and Validity Coefficient for all the sections were equal 0.982 which indicates that the instrument is reliable for being used.

**Table 1: Cronbach’s Alpha Value**

<b>Variables</b>	<b>No. of items</b>	<b>Cronbach’s Alpha Value</b>	<b>Validity Coefficient *</b>
Tourism Value Chain schematic	<b>6</b>	<b>0.750</b>	<b>0.866</b>
Forward linkages	<b>3</b>	<b>0.832</b>	<b>0.912</b>
Backward linkages	<b>4</b>	<b>0.843</b>	<b>0.918</b>
Egyptian Tourism Value Chain direct activities (tourism activities)	<b>5</b>	<b>0.918</b>	<b>0.958</b>
Egyptian Indirect activities (non-tourism activities)	<b>16</b>	<b>0.955</b>	<b>0.977</b>
effective stimulate linkages require	<b>4</b>	<b>0.924</b>	<b>0.961</b>
<b>Total</b>	<b>38</b>	<b>0.965</b>	<b>0.982</b>

\* Validity coefficient =  $\sqrt{\text{Reliability coefficient}}$

In order to measure the internal consistency and reliability of the study’s constructs. Cronbach’s Alpha ( $\alpha$ ) measure was used. The scales’ reliabilities were measured and the Cronbach’s Alpha of all scales in Table (1) ranged from 0.750 to 0.955, and for total questionnaire items was (0.965), this indicate an acceptable Cronbach’s Alpha value for each field, whenever Cronbach’s Alpha value is acceptable if it’s more than (0.7). It is also evident that the validity coefficient is (98.2%) which means the reliability and validity of the study sample.

**3.4. Data Analysis**

To achieve the objective of this study, the researchers used the descriptive analytical approach. The researchers depend on using The Statistical Package for Social Sciences (SPSS) was used to process data statistically. The treatment included the following statistical methods:

1. Cronbach's Alpha Test: To calculate the stability coefficients of the questionnaire, and the coefficient of stability of each axis of the study axes.
2. Frequencies, Percentages, Means, and Standard Deviation: To describe the characteristics of the study population of the functional variables, and to determine the responses of its members towards the study axes.
3. Pearson Correlation analysis.



## 4. Results

The following part explains the results concerning the seventh dimensions analyzing of the Tourism Value Chain in the Egyptian Economy

### **Descriptive analysis**

In this section, the researchers relied mainly on the descriptive analysis to get the means and the standard deviations for the study constructs along with their items. The items were measured using a Likert-type scale as follows:

### **First Section: Demographic Characteristics of Respondents**

As shown in Figure (1) it appears that the discussion of the research results begins with a brief demographic profile of respondents in terms of job experience, the majority of respondents (40.30%) had a job experience from 5 to 10 years

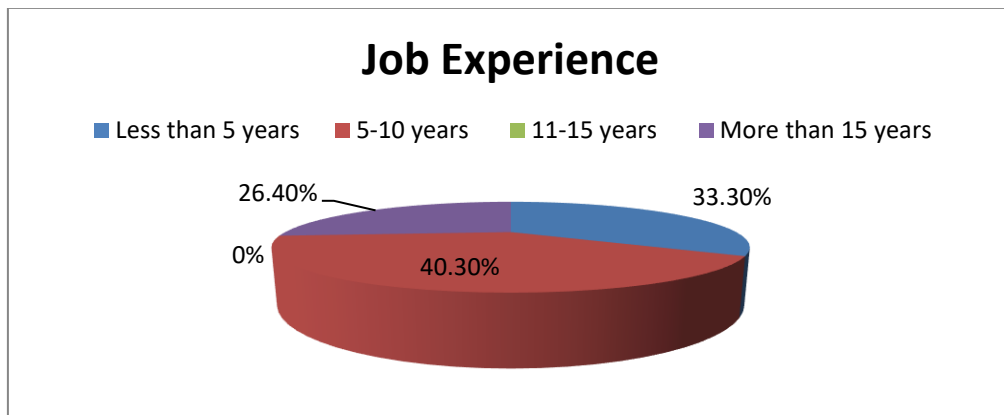


Fig 1: Job Experience

**Table 2: Tourism Value Chain schematic**

<b>Variables</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Mean</b>	<b>standard deviation</b>	<b>Rank</b>	<b>Attitude</b>
Tourism operations are assembly of variety products purchased from variety manufacturers and services.	<b>3.1</b>	<b>20.9</b>	<b>76</b>	<b>2.73</b>	<b>0.512</b>	<b>2</b>	<b>High</b>
Tourism Value chain map describes the trends of relationships in the tourism sector.	<b>2.3</b>	<b>15.5</b>	<b>82.2</b>	<b>2.80</b>	<b>0.457</b>	<b>1</b>	<b>High</b>
Egyptian tourism value chain exemplifies the tourism market's requirements.	<b>zero</b>	<b>36.4</b>	<b>63.4</b>	<b>2.64</b>	<b>0.483</b>	<b>3</b>	<b>High</b>
The functions of supporting institutions are integrated into the Egyptian value chain, resulting in a thriving economy.	<b>0.8</b>	<b>55</b>	<b>44.2</b>	<b>2.43</b>	<b>0.513</b>	<b>6</b>	<b>High</b>
Egyptian tourism value chain maps include governments and administrations, which provide infrastructure, regulations and social context which facilitate the creation of value.	<b>zero</b>	<b>41.4</b>	<b>58.9</b>	<b>2.59</b>	<b>0.494</b>	<b>5</b>	<b>High</b>
The sponsoring institutions are interested in forming ties through the Egyptian tourist value chain, which might lead to constructive cooperation, which is critical for producing innovation and guaranteeing the chain's and its members' competitiveness.	<b>0.8</b>	<b>35.7</b>	<b>63.6</b>	<b>2.63</b>	<b>0.501</b>	<b>4</b>	<b>High</b>
<b>Total Mean</b>				<b>2.64</b>			<b>High</b>

Table (2) presents the means and standard deviations of Tourism Value Chain schematic, where the means ranged between (2.80 - 2.43) compared with the total instrument mean for the domain (2.64) the item “Tourism Value chain map describes the trends of relationships in the tourism sector” ranked first with a mean and standard deviation (mean=2.80, standard deviation = 0.457) compared with the total instrument mean and the standard deviation. The item “The functions of supporting institutions are integrated into the Egyptian value chain, resulting in a thriving economy” ranked last reached a mean (2.43) and the standard deviation was (0.513) compared with the mean and standard deviation of the total instrument.



**Table 3: Forward linkages**

Variables	never	sometimes	always	Mean	standard deviation	Rank	Attitude
Forward linkages of tourism compute the total output created by increasing its outputs through the economy's output distribution mechanism.	1.6	38.8	59.7	2.58	0.526	1	High
If tourism production increases, the extra output will be distributed to other production sectors in the economy. Included it sector.	3.9	38	58.1	2.54	0.573	2	High
The majority of tourism sector's outputs are utilized as a final demand.	0.8	58.1	41.4	2.40	0.508	3	High
<b>Total Mean</b>				<b>2.51</b>			<b>High</b>

The detailed examination of the results presented in Table (3) reveals the respondents' responses pertaining to Forward linkages. The average score resulted with a mean of 2.51. This indicates that majority of the cases tend to mark on the high of the scale on a 1 to 3 range. However, most of the items resulted with a slightly higher mean than 2 indicating the agreeableness of the respondents on those items, as imperative for Forward linkages. The highest mean values for Forward linkages emerged for the item "Forward linkages of tourism compute the total output created by increasing its outputs through the economy's output distribution mechanism." (Mean = 2.58, standard deviation =0.526), followed by "If tourism production increases, the extra output will be distributed to other production sectors in the economy. Included it sector" (Mean = 2.54, standard deviation =0.573), whereas, the lowest mean value for this construct is for "The majority of tourism sector's outputs are utilized as a final demand." (Mean = 2.40, standard deviation =0.508).

**Table 4: Backward linkages**

Variables	never	sometimes	always	Mean	standard deviation	Rank	Attitude
The tourist industry has the power to boost productivity in non-tourism industries.	1.6	54.3	44.2	2.43	0.527	3	High
Because tourism is used as an input, a rise in output demand has a substantial influence on other economic sectors.	0.8	38	61.2	2.60	0.506	1	High
The backward linkage induces growth through the process of derived demand.	0.8	57.4	41.9	2.41	0.509	4	High
If the tourist sector's final order increases, the sector's production and that of other sectors of the economy will rise as a result of increasing input demand.	1.6	38.8	59.7	2.58	0.526	2	High
<b>Total Mean</b>				<b>2.51</b>			<b>High</b>

Table (4) presents the means and standard deviations of Backward linkages, where the means ranged between (2.60 - 2.41) compared with the total instrument mean for the domain (2.51) the item "Because tourism is used as an input, a rise in output demand has a substantial influence on other economic sectors" ranked first with a mean and standard deviation (mean=2.60, standard deviation = 0.506) compared with the total instrument mean and the standard deviation. The item "The backward linkage induces growth through the process of derived demand" ranked last reached a mean (2.41) and

the standard deviation was (0.509) compared with the mean and standard deviation of the total instrument.

**Table 5: Egyptian Tourism Value Chain direct activities (tourism activities)**

Variables	never	sometimes	always	Mean	standard deviation	Rank	Attitude
Tour operator arranges all of the tourist's arrangements, such as addressing visa procedures and providing thorough information on the destination.	3.1	58.1	38.8	2.36	0.542	5	High
Travel agents help tourists arrange their travel plans, selling tour services to tourists.	2.3	37.2	60.5	2.58	0.541	3	High
Reservation service includes: booking for types of transportation utilized by tourists, ticket sales activities for theatrical, sporting activities, amusement and entertainment events.	2.3	55	41.9	2.40	0.573	4	High
In Egypt, there is a wide range of lodgings and amenities.	2.3	34.9	62.8	2.60	0.536	2	High
In Egypt, food and beverage service activities include operations such as restaurants, cafeterias, and fast-food restaurants that provide whole meals or drinks.	1.6	36.4	61.2	2.60	0.523	1	High
<b>Total Mean</b>				<b>2.51</b>			<b>High</b>

The detailed examination of the results presented in Table (5) reveals the respondents' responses pertaining to Egyptian Tourism Value Chain direct activities (tourism activities). The average score resulted with a mean of 2.51. This indicates that majority of the cases tend to mark on the high of the scale on a 1 to 3 range. However, most of the items resulted with a slightly higher mean than 2 indicating the agreeableness of the respondents on those items, as imperative for Egyptian Tourism Value Chain direct activities (tourism activities). The highest mean values for Egyptian Tourism Value Chain direct activities (tourism activities) emerged for the item "In Egypt, food and beverage service activities include operations such as restaurants, cafeterias, and fast-food restaurants that provide whole meals or drinks" (Mean = 2.60, standard deviation =0.523), followed by "In Egypt, there is a wide range of lodgings and amenities" (Mean = 2.60, standard deviation =0.536), whereas, the lowest mean value for this construct is for "Tour operator arranges all of the tourist's arrangements, such as addressing visa procedures and providing thorough information on the destination" (Mean = 2.36, standard deviation =0.542).

**Table 6: Egyptian tourism indirect activities (Manufacture sector)**

Manufacture sector	never	sometimes	always	Mean	standard deviation	Rank	Attitude
The inputs utilized in food and beverage service activities are the outputs of food and beverage product manufacturing.	1.6	39.5	58.9	2.57	0.527	2	High
The inputs utilized in the outfitting of accommodations include textile items like as carpets and rugs, chemical products such as soap and detergents, cleaning and polishing preparations, and furniture manufacturing outputs.	1.6	19.4	79.1	2.78	0.455	1	High
<b>Total Mean</b>				<b>2.68</b>			<b>High</b>

Table (6) presents the means and standard deviations of Egyptian tourism indirect activities (non-tourism activities) Manufacture sector, where the means ranged between (2.78 - 2.57) compared with the total instrument mean for the domain (2.68) the item “The inputs utilized in the outfitting of accommodations include textile items like as carpets and rugs, chemical products such as soap and detergents, cleaning and polishing preparations, and furniture manufacturing outputs” ranked first with a mean and standard deviation (mean=2.78, standard deviation = 0.455) compared with the total instrument mean and the standard deviation. The item “The inputs utilized in food and beverage service activities are the outputs of food and beverage product manufacturing” ranked last reached a mean (2.57) and the standard deviation was (0.527) compared with the mean and standard deviation of the total instrument.

**Table 7: Egyptian tourism indirect activities (Agriculture sector)**

Agriculture sector	never	sometimes	always	Mean	standard deviation	Rank	Attitude
Linkages between agriculture and Tourism represent greatest opportunity to channel tourism industry advantages to the local community.	1.6	34.1	64.3	2.63	0.516	3	High
Agriculture supplies food consumption resources to the tourist sector in the form of various animal production, vegetables, fruits, fisheries, coffee, crops, and dairy products.... etc.	1.6	20.2	78.3	2.77	0.459	1	High
The successful broadening of tourism linkages and local agricultural is an integral part of making tourism work for economic diversification.	2.3	20.9	74.4	2.74	0.493	2	High
<b>Total Mean</b>				<b>2.71</b>			<b>High</b>

Table (7) presents the means and standard deviations of Egyptian tourism indirect activities (non-tourism activities) Agriculture sector, where the means ranged between (2.77 - 2.63) compared with the total instrument mean for the domain (2.71) the item “Agriculture supplies food consumption resources to the tourist sector in the form of various animal production, vegetables, fruits, fisheries, coffee, crops, and dairy products.... etc” ranked first with a mean and standard deviation (mean=2.77, standard deviation = 0.459) compared with the total instrument mean and the standard deviation. The item “Linkages between agriculture and Tourism represent greatest

opportunity to channel tourism industry advantages to the local community” ranked last reached a mean (2.63) and the standard deviation was (0.516) compared with the mean and standard deviation of the total instrument.

**Table 8: Egyptian tourism indirect activities (Wholesale and retail trade activities)**

Wholesale and retail trade activities	never	sometimes	always	Mean	standard deviation	Rank	Attitude
Provide agricultural raw materials to the food and beverage industry on a wholesale basis.	1.6	35.7	62.8	2.61	0.520	1	High
Supply wholesale fuels, ores, metals, and industrial chemicals, as well as textiles, machines, furniture, and equipment to the tourist sector.	1.6	38	60.5	2.59	0.525	2	High
<b>Total Mean</b>				<b>2.60</b>			<b>High</b>

Table (8) presents the means and standard deviations of Egyptian Indirect activities (non-tourism activities) Wholesale and retail trade activities, where the means ranged between (2.61- 2.59) compared with the total instrument mean for the domain (2.60) the item “Provide agricultural raw materials to the food and beverage industry on a wholesale basis” ranked first with a mean and standard deviation (mean=2.61, standard deviation = 0.525) compared with the total instrument mean and the standard deviation. The item “Supply wholesale fuels, ores, metals, and industrial chemicals, as well as textiles, machines, furniture, and equipment to the tourist sector” ranked last reached a mean (2.59) and the standard deviation was (0.525) compared with the mean and standard deviation of the total instrument.

**Table 9: Egyptian tourism indirect activities (Mining and quarrying)**

Mining and quarrying	never	sometimes	always	Mean	standard deviation	Rank	Attitude
Hotels and restaurants are depending on the products and derivatives of the mining sector, such as petroleum and natural gas, in operating the machinery and equipment.	0.8	20.9	78.3	2.78	0.437	1	High
The activities of the tourism sector need metal ores, various minerals, and quarry products to prepare their components.	1.6	19.4	79.1	2.77	0.455	2	High
<b>Total Mean</b>				<b>2.775</b>			<b>High</b>

Table (9) presents the means and standard deviations of Egyptian tourism indirect activities (non-tourism activities) Mining and quarrying , where the means ranged between (2.78 - 2.77) compared with the total instrument mean for the domain (2.775) the item “Hotels and restaurants are depending on the products and derivatives of the mining sector, such as petroleum and natural gas, in operating the machinery and equipment” ranked first with a mean and standard deviation (mean=2.78, standard deviation = 0.437) compared with the total instrument mean and the standard deviation. The item “The activities of the tourism sector need metal ores, various

minerals, and quarry products to prepare their components” ranked last reached a mean (2.77) and the standard deviation was (0.455) compared with the mean and standard deviation of the total instrument.

**Table 10: Egyptian tourism indirect activities (transportation)**

<b>transportation</b>	<b>never</b>	<b>sometimes</b>	<b>always</b>	<b>Mean</b>	<b>standard deviation</b>	<b>Rank</b>	<b>Attitude</b>
Tourism activities rely on a variety of modes of transportation. Ground service operations on airfields, for example, are examples of transportation support activities.	<b>0.8</b>	<b>18.6</b>	<b>80.6</b>	<b>2.80</b>	<b>0.422</b>	<b>1</b>	<b>High</b>

Table (10) presents the means and standard deviations of Egyptian tourism indirect activities (non-tourism activities) transportation, the item “Tourism activities rely on a variety of modes of transportation. Ground service operations on airfields, for example, are examples of transportation support activities” ranked first with a mean and standard deviation (mean=2.80, standard deviation = 0.422).

**Table 11: Egyptian tourism indirect activities (Administrative & other support activities)**

<b>Administrative &amp; other business support activities</b>	<b>never</b>	<b>sometimes</b>	<b>always</b>	<b>Mean</b>	<b>standard deviation</b>	<b>Rank</b>	<b>Attitude</b>
Rental and leasing of recreational and sporting equipment for tourism purposes is provided.	<b>1.6</b>	<b>40.3</b>	<b>58.1</b>	<b>2.57</b>	<b>0.528</b>	<b>2</b>	<b>High</b>
Temporary employment agency operations provide seasonal staff to hotels.	<b>1.6</b>	<b>20.2</b>	<b>78.3</b>	<b>2.77</b>	<b>0.459</b>	<b>1</b>	<b>High</b>
<b>Total Mean</b>				<b>2.67</b>			<b>High</b>

Table (11) presents the means and standard deviations of Egyptian Indirect activities (non-tourism activities) Administrative & other business support activities, where the means ranged between (2.77 - 2.57) compared with the total instrument mean for the domain (2.67) the item “Temporary employment agency operations provide seasonal staff to hotels” ranked first with a mean and standard deviation (mean=2.77, standard deviation = 0.459) compared with the total instrument mean and the standard deviation. The item “Rental and leasing of recreational and sporting equipment for tourism purposes is provided” ranked last reached a mean (2.57) and the standard deviation was (0.528) compared with the mean and standard deviation of the total instrument.

**Table 12: Egyptian Indirect activities (Financial and insurance activities)**

<b>Financial and insurance activities</b>	<b>never</b>	<b>sometimes</b>	<b>always</b>	<b>Mean</b>	<b>standard deviation</b>	<b>Rank</b>	<b>Attitude</b>
Banks provide credit and lending activities for tourism activities sector.	<b>2.3</b>	<b>44.2</b>	<b>53.3</b>	<b>2.51</b>	<b>0.547</b>	<b>1</b>	<b>High</b>

Table (12) presents the means and standard deviations of Egyptian tourism indirect activities (non-tourism activities) Financial and insurance activities, the item “Banks provide credit and lending activities for tourism activities sector” ranked first with a mean and standard deviation (mean=2.51, standard deviation = 0.547).

**Table 13: Egyptian tourism indirect activities indirect activities (electricity)**

<b>Electricity</b>	<b>never</b>	<b>sometimes</b>	<b>always</b>	<b>Mean</b>	<b>standard deviation</b>	<b>Rank</b>	<b>Attitude</b>
Hotels have electricity-intensive facilities and services such as bars, restaurants.	<b>0.8</b>	<b>20.2</b>	<b>79.1</b>	<b>2.78</b>	<b>0.432</b>	<b>1</b>	<b>High</b>

Table (13) presents the means and standard deviations of Egyptian tourism indirect activities (non-tourism activities) electricity, the item “Hotels have electricity-intensive facilities and services such as bars, restaurants” ranked first with a mean and standard deviation (mean=2.78, standard deviation = 0.432).

**Table 14: Egyptian tourism indirect activities (scientific and technical activities)**

<b>scientific and technical activities</b>	<b>never</b>	<b>sometimes</b>	<b>always</b>	<b>Mean</b>	<b>standard deviation</b>	<b>Rank</b>	<b>Attitude</b>
Provide graphic design services, interior design services, and photography and videotaping services for tourist events.	<b>1.6</b>	<b>19.4</b>	<b>79.1</b>	<b>2.78</b>	<b>0.455</b>	<b>1</b>	<b>High</b>
In museums Provide activities of translation and interpretation activities	<b>1.6</b>	<b>21.7</b>	<b>76.6</b>	<b>2.75</b>	<b>0.468</b>	<b>2</b>	<b>High</b>
<b>Total Mean</b>				<b>2.77</b>			<b>High</b>

Table (14) presents the means and standard deviations of Egyptian tourism indirect activities (non-tourism activities) scientific and technical activities, where the means ranged between (2.78 - 2.75) compared with the total instrument mean for the domain (2.77) the item “Provide graphic design services, interior design services, and photography and videotaping services for tourist events” ranked first with a mean and standard deviation (mean=2.78, standard deviation = 0.455) compared with the total

instrument mean and the standard deviation. The item “In museums Provide activities of translation and interpretation activities” ranked last reached a mean (2.75) and the standard deviation was (0.468) compared with the mean and standard deviation of the total instrument.

**Table 15: To effectively stimulate linkages require**

Variables	Disagree	Neutral	Agree	Mean	standard deviation	Rank	Attitude
Co-ordinate effort across both tourism sectors and other sectors.	2.3	21.7	76	2.74	0.494	2	High
Intensive investment in these sectors.	2.3	31	66.7	2.64	0.527	4	High
Establishment of marketing links.	0.8	23.3	76	2.75	0.451	1	High
Establishment of an integrated approach that covers all aspects of production, producer organization.	3.1	20.9	76	2.73	0.512	3	High
<b>Total Mean</b>				<b>2.72</b>			<b>High</b>

The detailed examination of the results presented in Table (15) reveals the respondents’ responses pertaining to effectively stimulate linkages require. The average score resulted with a mean of 2.72. This indicates that majority of the cases tend to mark on the high of the scale on a 1 to 3 range. However, most of the items resulted with a slightly higher mean than 2 indicating the agreeableness of the respondents on those items, as imperative for effectively stimulate linkages require. The highest mean values for effectively stimulate linkages require emerged for the item “Establishment of marketing links” (Mean = 2.75, standard deviation =0.451), followed by “Co-ordinate effort across both tourism sectors and other sectors” (Mean = 2.74, standard deviation =0.494), whereas, the lowest mean value for this construct is for “Intensive investment in these sectors” (Mean = 2.46, standard deviation =0.527).

**Pearson Correlation**

**Table (16) Pearson Correlation between Egyptian Tourism Value Chain direct activities (tourism activities) and Forward linkages**

		Egyptian Tourism Value Chain direct activities (tourism activities)	Forward linkages
Egyptian Tourism Value Chain direct activities (tourism activities)	Pearson Correlation	1	.939**
	Sig. (2-tailed)		.000
	N	129	129
Forward linkages	Pearson Correlation	.939**	1
	Sig. (2-tailed)	.000	
	N	129	129

\*\* . Correlation is significant at the 0.01 level (2-tailed).



As seen in the table (16), there is a positive and significant relationship between Egyptian Tourism Value Chain direct activities (tourism activities) and Forward linkages. The value of Pearson correlation coefficient was (.939\*\* - sig = 0.000). These results showed that there is strong positive relation between Egyptian Tourism Value Chain direct activities (tourism activities) and Forward linkages. This positive correlation indicates that as Egyptian Tourism Value Chain direct activities (tourism activities) increases, Forward linkages increases.

**Table (17) Pearson Correlation between Egyptian tourism indirect activities (non-tourism activities) and Forward linkages**

		Forward linkages	Egyptian Indirect activities (non-tourism activities)
Forward linkages	Pearson Correlation	1	.599**
	Sig. (2-tailed)		.000
	N	129	129
Egyptian Indirect activities (non-tourism activities)	Pearson Correlation	.599**	1
	Sig. (2-tailed)	.000	
	N	129	129

\*\* . Correlation is significant at the 0.01 level (2-tailed).

As indicated in the table (17), there is a positive and significant relationship between Egyptian tourism indirect activities (non-tourism activities) and Forward linkages. The value of Pearson correlation coefficient was (.599\*\* - sig = 0.000). These results showed that there is Medium positive relation between Egyptian Indirect activities (non-tourism activities) and Forward linkages. This positive correlation indicates that as Egyptian Indirect activities (non-tourism activities) increases, Forward linkages increases.

**Table (18) Pearson Correlation between Egyptian tourism indirect activities (non- tourism activities) and Backward linkages**

		Egyptian Indirect activities (non-tourism activities)	Backward linkages
Egyptian Indirect activities (non-tourism activities)	Pearson Correlation	1	.536**
	Sig. (2-tailed)		.000
	N	129	129
Backward linkages	Pearson Correlation	.536**	1
	Sig. (2-tailed)	.000	
	N	129	129

\*\* . Correlation is significant at the 0.01 level (2-tailed).

As illustrated in table (18), there is a positive and significant relationship between Egyptian tourism indirect activities (non- tourism activities) and Backward linkages. The value of Pearson correlation coefficient was (.536\*\* - sig = 0.000). These results showed that there is medium positive relation between Egyptian Indirect activities (non- tourism activities) and Backward linkages. This positive correlation indicates that as Egyptian Indirect activities (non- tourism activities) increases, Backward linkages increases.

**Table (19) Pearson Correlation between Egyptian Tourism Value Chain direct activities (tourism activities) and backward linkages**

		Backward linkages	Egyptian Tourism Value Chain direct activities (tourism activities)
Backward linkages	Pearson Correlation	1	.823**
	Sig. (2-tailed)		.000
	N	129	128
Egyptian Tourism Value Chain direct activities (tourism activities)	Pearson Correlation	.823**	1
	Sig. (2-tailed)	.000	
	N	129	129

\*\* . Correlation is significant at the 0.01 level (2-tailed).

As stated in the table (19), there is a positive and significant relationship between Egyptian Tourism Value Chain direct activities (tourism activities) and Backward linkages. The value of Pearson correlation coefficient was (.823\*\* - sig = 0.000). These results showed that there is strong positive relation between Egyptian Tourism Value Chain direct activities (tourism activities) and backward linkages. This positive correlation indicates that as Egyptian Tourism Value Chain direct activities (tourism activities) increases, Backward linkages increases.

**Table (20) Pearson Correlation between Forward linkages and to effectively stimulate linkages require**

		Forward linkages	To effectively stimulate linkages require
Forward linkages	Pearson Correlation	1	.659**
	Sig. (2-tailed)		.000
	N	129	129
To effectively stimulate linkages require	Pearson Correlation	.659**	1
	Sig. (2-tailed)	.000	
	N	129	129

\*\* . Correlation is significant at the 0.01 level (2-tailed).

As described in the table (20), there is a positive and significant relationship between Forward linkages and to effectively stimulate linkages require. The value of Pearson correlation coefficient was (.659\*\* - sig = 0.000). These results showed that there is medium positive relation between Forward linkages and to effectively stimulate linkages require. This positive correlation indicates that as Forward linkages increases, to effectively stimulate linkages require increases.

**Table (21) Pearson Correlation between Backward linkages and to effectively stimulate linkages require**

		Backward linkages	To effectively stimulate linkages require
Backward linkages	Pearson Correlation	1	.558**
	Sig. (2-tailed)		.000
	N	129	129
To effectively stimulate linkages require	Pearson Correlation	.558**	1
	Sig. (2-tailed)	.000	
	N	129	129

\*\* . Correlation is significant at the 0.01 level (2-tailed).

As seen in the table (21), there is a positive and significant relationship between Backward linkages and to effectively stimulate linkages require. The value of Pearson correlation coefficient was (.558\*\* - sig = 0.000). These results showed that there is medium positive relation between backward linkages and to effectively stimulate linkages require. This positive correlation indicates that as backward linkages increases, to effectively stimulate linkages require increases.

**Table (22) Pearson Correlation between Egyptian Tourism Value Chain direct activities (tourism activities) and to effectively stimulate linkages require**

		Egyptian Tourism Value Chain direct activities (tourism activities)	To effectively stimulate linkages require
Egyptian Tourism Value Chain direct activities (tourism activities)	Pearson Correlation	1	.607**
	Sig. (2-tailed)		.000
	N	129	129
To effectively stimulate linkages require	Pearson Correlation	.607**	1
	Sig. (2-tailed)	.000	
	N	129	129

\*\* . Correlation is significant at the 0.01 level (2-tailed).

As showed in the table (22), there is a positive and significant relationship between Egyptian Tourism Value Chain direct activities (tourism activities) and to effectively stimulate linkages require. The value of Pearson correlation coefficient was (.607\*\* - sig = 0.000). These results showed that there is medium positive relation between Egyptian Tourism Value Chain direct activities (tourism activities) and to effectively stimulate linkages require. This positive correlation indicates that as Egyptian Tourism Value Chain direct activities (tourism activities) increases, to effectively stimulate linkages require increases.

**Table (23) Pearson Correlation between Egyptian tourism indirect activities (non-tourism activities) and to effectively stimulate linkages require**

		Egyptian tourism indirect activities (non-tourism activities)	To effectively stimulate linkages require
Egyptian Indirect activities (non-tourism activities)	Pearson Correlation	1	.898**
	Sig. (2-tailed)		.000
	N	129	129
To effectively stimulate linkages require	Pearson Correlation	.898**	1
	Sig. (2-tailed)	.000	
	N	129	129

\*\* . Correlation is significant at the 0.01 level (2-tailed).

As represented in the table (23), there is a positive and significant relationship between Egyptian tourism indirect activities (non-tourism activities) and to effectively stimulate linkages require. The value of Pearson correlation coefficient was (.898\*\* - sig = 0.000). These results showed that there is Strong positive relation between Egyptian Indirect activities (non-tourism activities) and to effectively stimulate linkages require. This positive correlation indicates that as Egyptian Indirect activities (non-tourism activities) increases, to effectively stimulate linkages require increases.

## 5. Summary and Conclusion

The study aims to analyze the Egyptian tourism value chain. Moreover, it aims to identify the intersectoral linkages (backward and forward) of the tourism sector. Questionnaire form was created and directed to a sample of experts and academics in tourism and economics and to specialists in the Ministry of Tourism, the Central Agency for Public Mobilization and Statistics and the Ministry of Planning. The study pointed to a number of results with respect to analyze the Egyptian tourism value chain and how to enhance its role in the economy. The points of the conclusion can be presented in the following:

1. The scales' reliabilities were estimated and the Cronbach's Alpha of all scales went from 0.750 to 0.955, and for total questionnaire items was (0.965), this shows a satisfactory Cronbach's Alpha incentive for each field.
2. There is a positive and significant correlation between Egyptian Tourism Value Chain direct activities (tourism activities) and Forward linkages. The estimation of Pearson relationship coefficient was (.939\*\*-sig = 0.000).
3. There is a positive and significant correlation between Egyptian Indirect activities (non-tourism activities) and backward linkages. The estimation of Pearson relationship coefficient was (.536\*\*-sig = 0.000).
4. Linkage analysis may be useful tool to assess the effectiveness of development strategies aimed at strengthening linkages among tourism sector activities and other industries.
5. Egyptian Tourism Value Chain direct activities include (tour operator, travel agents and Reservation service activities moreover accommodation and Food & Beverage service.
6. As Egyptian Tourism Value Chain direct activities (tourism activities) increases, Forward linkages increases. Also, as Egyptian Indirect activities (non- tourism activities) increases, Backward linkages increases.
7. There are backward linkages between the tourism sector and the manufacturing sector. It is represented mainly in that, the outputs of Manufacture of textiles

products such as carpets and rug, chemical products such soap and detergents, cleaning and polishing preparations, and Manufacture of furniture are the inputs used in equipping of accommodations.

8. Agriculture sector provides the tourism industry resources for food consumption such as different animal production, vegetables, fruits, fishing, coffee, crops and dairy products.
9. Wholesale and retail trade activities provide wholesale of fuels, ores, metals and industrial chemicals, textiles, machinery, furniture, equipment for aspects of tourism industry.
10. Hotels and restaurants are depending on the products and derivatives of the mining sector, such as petroleum and natural gas, in operating the machinery and equipment.
11. The activities of the tourism sector depend on all types of transportation Support activities for transportation such as ground service activities on airfields etc.
12. Administrative & other business support activities Provide seasonal workers to hotels by Temporary employment agency activities.
13. Tourism sector can use as an instrument to develop and diversify other parts of the domestic economy.
14. It's important to Establishment of marketing links and Co-ordinate effort across both tourism sectors and other sectors with Intensive investment in these sectors in order to enhance the tourism value chain in the Egyptian economy.

## 6. Recommendations

Under the light of the findings, the following recommendations were suggested and directed to responsible authorities of tourism Ministry, Ministry of Planning and Ministries of other Egyptian economic sectors to put in consideration for enhancing the analysis outputs, as follows:

1. Ministry of Tourism and Ministry of Planning should improve the measure and manage the overall efficiency and effectiveness of the tourism product and services from a value chain management perspective.
2. Ministry of tourism should cooperate with both of Ministry of Agriculture, and Ministry of Industry and Trade in order to maintain the strength of relations between the tourism sector and the sectors manufacturing, agriculture, wholesale and retail trade activities.
3. Ministry of tourism and other supporting tourism institutions should look at the reasons for the weak background relations between the tourism sector and other sectors which have weak linkages with tourism sector.

Ministry of Tourism and Ministry of Planning should direct the supporting institutions of various categories to maintain the integrity of roles during the chain operations.

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## سلسلة القيمة السياحية: دراسة تحليلية لقطاع السياحة المصري

### الملخص

سلاسل القيمة هي أطر عمل معروفة في الدراسات الاقتصادية والتجارية ، وحتى لو كانت الفلسفة التأسيسية للقيمة معقدة للغاية فإن القيمة أمر بالغ الأهمية في السياحة. تعتبر سلسلة القيمة السياحية موضوعًا شائعًا وغني بالمعلومات في كل من البحث وعند تخطيط الوجهة السياحية. يهدف هذا البحث إلى تحليل سلسلة القيمة السياحية في قطاع السياحة المصري، وتحديد العمليات في سلسلة القيمة لقطاع السياحة المصري ، وبعد ذلك الكشف عن العلاقات والروابط بين هذه العمليات. ولتحقيق ذلك استخدم هذا البحث المنهج الوصفي التحليلي باستخدام أداة الاستبيان. وبلغت العينة (129) من الخبراء والأكاديميين في السياحة والاقتصاد والمتخصصين العاملين في وزارة السياحة والجهاز المركزي للتعبئة العامة والإحصاء ووزارة التخطيط. تم تحليل نتائج الأدوات باستخدام الإحصاء الوصفي وتحليل الموثوقية وتحليل المعامل وتحليل ارتباط بيرسون بدعم من SPSS22.0. أكدت نتائج هذه الدراسة وجود علاقة إيجابية وهامة بين الأنشطة المباشرة لسلسلة القيمة السياحية المصرية (الأنشطة السياحية) والروابط الأمامية ، وهناك علاقة إيجابية وهامة بين الأنشطة المصرية غير المباشرة (الأنشطة غير السياحية) والروابط الخلفية. . وبذلك أوصت الدراسة بتقوية وتعزيز العلاقات بين قطاع السياحة وقطاعات التصنيع والزراعة وتجارة الجملة والتجزئة ومحاولة تحقيق أقصى استفادة منها والتوعية بأهمية الاستثمار في قطاع السياحة لتعزيز حركة الإنتاج في تلك القطاعات.

**الكلمات المفتاحية:** سلسلة القيمة السياحية ، الروابط الأمامية ، الروابط الخلفي