



An Evaluation of Entrepreneurial and Innovative Practices in Egyptian Tourism Industry: A Case Study Analysis

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Abstract

The study investigates the fundamental starting point for the state's economic development process, which involves identifying opportunities and challenges, understanding the stages of development, and economic aspects. Additionally, the research assesses the role of the entrepreneurial network in stimulating tourism entrepreneurship and the development of the Egyptian tourist destination. The study also examines the Mashreq incubator, which sheds light on emerging models, the size of growth, and competitiveness in the recent period. Finally, the study encourages innovative and digital solutions to enhance the competitiveness of the tourism sector.

This study depends on two approaches, the exploratory approach, and the descriptive approach to achieve its objectives. Thus, the researchers designed a scale that was distributed to a random sample of entrepreneurs in Egypt, especially the tourism sector. The research tool was designed on the google form website. The tool was electronically distributed to the study sample, and the researchers used the program of Statistical Package of Social Sciences (SPSS V.22) to reach the required results, According to, Pearson Correlation analyses, there is a strong positive and significant relationship between the Start - up Business Model and opportunities available entrepreneurship and innovation in the Egyptian tourism sector. These results showed that there is very strong positive. Correct responses came with 61 complete answers.

1. Introduction

The World Travel & Tourism Council (WTTC) promotes travel and tourism as one of the greatest economic sectors in the world, sustaining one in ten jobs (319 million) and contributing 10.4% (US \$ 8.8 trillion) of global GDP. Tap all paragraphs. Tourism is one of the fastest-growing, and the world's largest industry. So, tourism's ability to contribute positively to Egypt's economic goals earns that activity a higher rank in Egypt's policy priority list. where, The first quarter of 2019/20 had an anticipated 5% growth in Egypt's GDP, with 56% of this growth coming from internal commerce, agriculture, real estate, non-oil manufacturing, and ICT. The entire effects of the coronavirus outbreak in Egypt, which began near the close of Q3 2019/20, won't be visible in the quarter's figures. However, the industries that fueled growth in the beginning of the fiscal year are now extremely susceptible, which is anticipated to significantly slow overall GDP growth in Q4(ACCE, 2020). (Furthermore, declining inflation rates and expected lower interest rates should boost private consumption and expand private lending and investment levels. As tourism continues rebounding and arrivals increase, foreign currency revenues should also see continued growth. In Q1 2018/19, the tourism and natural gas sectors were the highest performers, growing year-on-year at rates of 43% and 21%, respectively. The government is projecting economic growth at 5.6% in FY 2018/19 and 5.8% in FY 2019/20 on the back of a continued recovery in tourism, increased private consumption and surges in public investment.

Forecast total arrivals in 2023 coming in at 11.6mn, up by 46.0% y-o-y from the 7.9mn seen in 2022. Arrivals growth in 2022. came in at 7.9mn, up by 72.0% y-o-y. Growth was kept low due to the Russia Ukraine crisis, which has weighed on arrivals from both these markets. Over the forecast period to 2026, we see total arrivals reaching 14.0mn, above the pre-pandemic peak of 13.0mn. We see the market recovering to pre-Covid levels by 2024 (when we project 13.1mn visitors). forecast international tourism receipts in 2023 at USD13.6bn (EGP329.0bn), up by 17.7% y-o-y). By the end of 2026, total international tourism receipts are forecast to reach USD17.9bn (EGP468.8bn). Primary downside risks to our forecast stem from soaring food price inflation, high energy prices and the Russia-Ukraine crisis. All these factors will depress household income and consumer spending powers, especially among the low- and mid-income consumers in European source markets who choose Egypt for affordable packaged holidays (Fitch Solutions Group Limited. 2023).

Due to the Ethical and sustainable business practices can help the industry grow, and local communities should give priority to projects that encourage innovative tourist entrepreneurship and development (Isk, et al., 2019). Entrepreneurship's capacity for innovation can help the economy quickly adapt to new environmental changes and sustainability challenges (Butkouskaya et al., 2020). Biswas and Rashid (2018) illustrated how entrepreneurship and economic development are related by focusing on three elements. Since entrepreneurship encourages other forms of entrepreneurship, increasing the number of enterprises is the main objective of this connection. The second and third reasons are to foster diversity and variety among firms in any location and to prevent information spillover, which is the dissemination of knowledge from its sources to other individuals or groups of people. This is extremely important in the early stages of tourism growth (Debbage, 2019).

Questions of the Research

- Addressing the challenges and opportunities facing entrepreneurship and innovation in the Egyptian tourism sector?

- To what extent does governmental and private sector initiatives, incubators and or accelerators, like Mashreq Incubator, support the start-ups and innovative ideas emerging in the tourism sector in Egypt?
- Does entrepreneurship in tourism play a vital role in developing and increasing the competitiveness of the Egyptian tourist destination?
- What are the start-ups models of entrepreneurship in the tourism sector in Egypt and to what extent they adopt modern technology in promoting innovation and creativity?

Objectives of the Research

- Displaying the experience of entrepreneurship and innovation in the tourism sector in Egypt
- Determining the support ways of projects and the competent authorities to follow up projects that have been implemented. " Identifying the entities that support startups from inception to following them up after the implementation phase".
- Presenting some suggestions and recommendations that enhance creativity, innovation and improve business performance through scientific methods to reduce the risks involved and maximize chances of projects success.

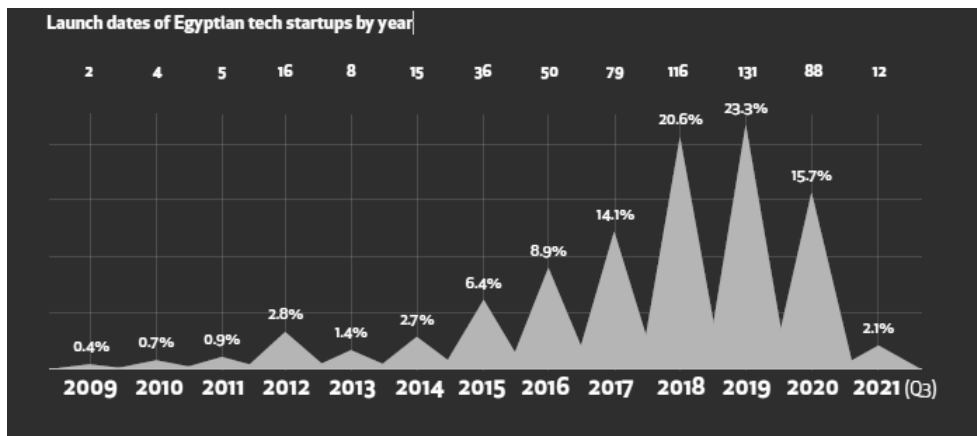
2. Literature Review

2.1. Entrepreneurship in Egypt

Innovation is without a doubt the most secure path for developing countries to achieve overall economic health (Rabie, 2021). The upside is that it mostly escapes the negative connotation that the word "business" carries, which is something to capitalize on. (El Dahshan et al., 2022). Therefore, it's crucial to utilize, support, and inspire those that have an entrepreneurial spirit and an imaginative attitude. Nearly 20 million people, or 23.7% of Egypt's overall population, are between the ages of 18 and 29, creating an environment rich in human capital.(Rizk & Azzazy. 2016). Historically, Egypt has been a center of trade and cultural interchange. Since the 1990s, Egypt has been implementing economic changes to make it more market-oriented. Textiles, tourism, and chemicals have dominated Egyptian traditional industries. Recently, the nation's economy has expanded to include new sectors like building, natural gas extraction, and information and communications technology (ICT).

Egypt's startup environment has tremendous promise, especially in Cairo and Alexandria considering the sheer number of their populations. (Embaby, et al., 2019). The Egyptian tech startup ecosystem has been active since before the revolution, although it didn't fully take off until about 2015. In addition to a surge in company launches in 2018 and 2019. Activity in 2020 was significantly slowed down by

COVID-19's impacts (ITIDA, 2021). The United Nations Economic and Social Commission for Western Asia (ESCWA) Technology Center produced the map of Lebanon's entrepreneurial ecosystem. (ETC). The Map identifies the main participants in the Egyptian economic world and groups them according to their industries. It seeks to gather ideas and criticism, as well as look at prospective directions for expanding Egypt's business ecosystem. (ESCWA , 2021).



Figure(1): Egyptian Tech startups by year

Source: (Itida & Disrupt. 2021)

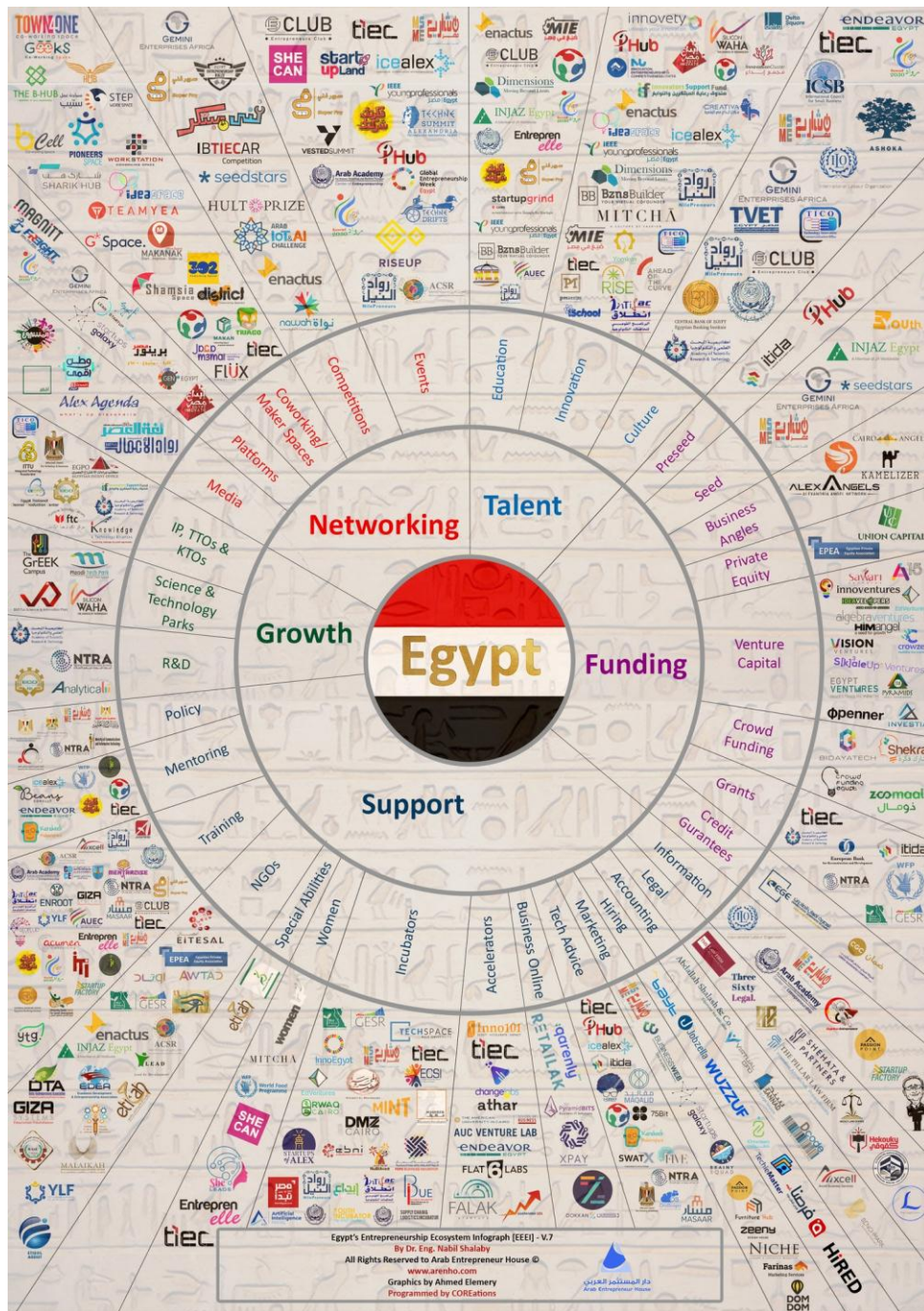
According to the evaluation of the country's entrepreneurial framework conditions, Egypt received the highest overall score of 6.7 on the physical infrastructure indicator. This was just over the median for the GEM (Global Entrepreneurship Monitor). The market dynamics that enable new businesses to enter the market also received a score of 5.1. Out of all the factors, the one on entrepreneurial education had the lowest rating (2.3), which was lower than the GEM average.(GEM,2021). The number of start-ups increased to 562 active start-ups in September 2021, over 6 years later. This is further highlighted by the fact that start-up investments increased from 8.6 million dollars in 2015 to an astounding 404 million dollars in 2021. The attraction and sheer capacity of the Capital's market to sustain new inventive, (Hamdy.2022).



Figure (2): Entrepreneurship framework conditions in Egypt in 2020, by indicator

2.2. Entrepreneurship and Tourism in Egypt

In 2017 Shalabi, who created and assembled the first ecosystem map for Egyptian entrepreneurship, released Egypt's Entrepreneurship Ecosystem Platform. Informational graph on Egypt's entrepreneurial ecosystem (EEEI). It was a seven version interactive infographic with 351 support channels (logo) on a single page (Metwally. 2022).



Figure(3): Map of Entrepreneurship Ecosystem in Egypt

Source:(Shalabi, 2023)

The expansion of the tourism sector depends heavily on entrepreneurship. But there hasn't been much study of ethnic tourism business ventures. Yang and Wall (2008) examine the socioeconomic and sociocultural issues that entrepreneurs face. Sadly, the bulk of business owners in the tourism sector do not belong to racial or ethnic minorities and instead use their resources for their personal gain. Entrepreneurial identities challenge a number of assumptions about entrepreneurship

in small, nonprofit tourism businesses, offering crucial theoretical and practical insights (Font & Thomas, 2020). Governments decide which circumstances permit or forbid entrepreneurship. Therefore, Qin et al. (2011) examined the instance of Yangshuo in the Guangxi Zhuang Autonomous Region, China, to study the effect of state participation on the rise of historical tourism. It turns out that the governments of Yangshuo have made tourism a top priority, aggressively promoted its growth, and taken on a variety of supportive roles. This has helped Yangshuo succeed in developing its tourism sector. Changes in government support can have a big impact on the entrepreneurial environment and, consequently, the type and rate of tourist development.

According to the findings of a multidisciplinary study analysis, women may generally be more qualified than men to perform and manage a variety of tourist and hospitality jobs. Additionally, there may be improved opportunities for female entrepreneurs in the hotel and tourism industries. Considering how much more the economy depends on services (Koc, 2019). Entrepreneurs in the business have a role to play in promoting sustainable travel because they are responsible for many advances in the tourism sector (Kensbock and Jennings, 2011).

According to Chiloane, social entrepreneurship is the main factor eliminating poverty in emerging economies. (2018). Innovative sustainable business practices that mix personal change motivation with views about what should be done are accomplished by sustainable entrepreneurial actions (Crnogaj et al., 2014). The AAST Entrepreneurship Center has established the first institution of its kind in the Arab world, the Mashreq Tourism Incubator. The program is the product of collaboration between the Rowad 2030 project of the Ministry of Planning and the Entrepreneurship Center of AAST, with assistance from the Arab Tourism Organization and the Egyptian Ministry of Tourism.

Table(9): Startups of Mashreq Tourism Incubator

Startup	Description
Aswania	Handcrafts and handmade products (Bags, accessories, etc.) from Aswan Palm tree recycled products.
African Nile Tourism	A tourism company specialized in organizing trips in Africa inside and outside Egypt.

Egyptour	A medical tourism platform for tourists who aim to experience different treatments using Aswan local resources.
Toya Art	Art space, cafe and a small hotel in Aswan for hosting events, concerts, etc.
Nubian Kato	Art Workshops to produce handmade products.
STS	B2B Matchmaking Platform between Tour guides, Tourism agencies, transportation companies, etc.
Your Assistant	Platform for booking accommodation in Nubian Houses and local transportation in Aswan.
Tourism A	Platform for responsible tourism, its mission is "Hospitality with responsibility, that includes reservation of green houses and other activities that is aligned with sustainable development practices.
Esh3a3	Platform for reservation of all activities in Aswan, e.g. Nubian Houses, Nile Cruises, Concerts, visits.
Aswan City Bike	Mobile application for Bike Tours reservation in Aswan either individually or group tour
Orient Museum	A virtual museum Platform that enables people from around the world to visit places in Egypt virtually using the VR/AR Technology.
Semsemya	A company that is providing a varying of educational trips to high school students and later to university students. The main service will be customized thematic study tours tackling topics such as environment, history, anthropology, fashion and etc. these tours will vary in
CO-V Studio	Content sharing and media production platform for touristic content shared by the platform or by users. The platform is focusing on 360 content.
Tripdezer	Platform that offers a quality customized travel experience, tailor made for the specific interests of each customer using the Artificial intelligence technology, it is also customized according to the customer's budget and according to their preferences and needs.
Trip Guide	A platform for activities reservation for tourists, it offers travelers the possibility to reserve different types of touristic activities e.g. Diving, Snorkeling, Safari Trips, etc. also comparing different offers and prices and ing the best option.
Eco Nubia	An Ecolodge built in Heisa Island in Aswan City that includes an Eco-Hotel and a Restaurant. The place provides guests with an enjoying and unique experience with both Nature & History, in an Authentic and Genuine environment. Eco-Nubia is targeting Foreign and Egyptian

Hub Adventure	Egyptian Travel platform with integrated travel services (Flights, Hotels, Packages, Transfers, Trips, Tours,). Introduce services to clients with different categories. The platform is targeting Egyptian Market , Gulf Market, and Middle East.
Holiday Package	Platform for reservation of comprehensive trips to and from Egypt that includes all services (airline reservation - hotel reservation - transportation - insurance), also includes travel advisors and tour guides. The solution enables Installment payments for Egyptian traveler

Source: (AAST EC, 2020)

3. Methodology

The objective of the field study is to evaluate the experience of entrepreneurship and innovation in the Egyptian tourism industry by identifying possibilities and constraints and evaluating startup performance. In order to accomplish goals, the study relies on two approaches: the exploratory approach and the descriptive technique.

Data for this study was gathered via a questionnaire. In order to find ways for start-ups to succeed, the form was sent to a randomly selected group of business owners. Most of the form's questions were either closed or open. There were numerous significant questions about The Experience of Entrepreneurship and Innovation in the Tourism Sector in Egypt in each of the questionnaire's sections.

3.1. Data Collection

Questionnaire

This study aims to assess the level of innovation and entrepreneurship in Egypt's tourist sector. A survey was subsequently sent to a sample of startups in the travel and tourism sector as well as other progressive areas like handicrafts and transportation. Tracking the progress of the startup, identifying opportunities and challenges, and evaluating the extent of technology utilization.

There were two sections to the questionnaire. The first section covered personal information, startup idea, activities, and field of experience. The second section covered start-up profile topics like stage, ownership, and funding sources. The third section dealt with startup business models. A 5-point Likert scale with the following rankings was utilised for the third section of the questionnaire: strongly disagree (1), disagree (2), neutral (3), strongly agree (4), agree (5) for positive words, and vice versa for negative to positive items. The information was gathered from a sample of Egyptian business owners in the travel and tourism industry and some other connected industries, 61 questionnaires in all were gathered between September 2022 and February 2023

3.2. Data Processing and Analyzing

To guarantee the drawing of conclusions about the study, the proper statistical operations and application of relevant tests of significance are carried out. After gathering the questionnaire lists, the researcher used the Statistical Package for Social Science (SPSS) analysis system, version (25), to analyses all the data. The researcher used the frequencies, percent, means, standard deviations, rankings, attitudes, correlation analyses, regression chi-square tests, and charts of questionnaire respondents.

Table (1): Cronbach's Alpha Value for a group of current entrepreneurs' questionnaire

Reliability Statistics		
Cronbach's Alpha (α)	Validity	No. of Items
.709	.842	26

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

The reliability test was conducted to ensure accurate measurement across a range of questionnaire form items. The table below shows the results of determining Cronbach's Alpha reliability (1). The test findings demonstrate that all reliability coefficients were equal (.709) and all validity coefficients were equal (.842) for a group of current entrepreneurs to identify opportunities for success of start-ups, indicating that the instrument is valid for usage.

4. Results

After reviewing the surveys given to a randomly chosen sample of existing entrepreneurs, the conclusions and discussion were drawn. A random sample of 61 current entrepreneurs was given a questionnaire that was produced using an analytical descriptive method to research. (Using SPSS V25, the statistical analysis of the responses was carried out

Descriptive analysis

In this section, the researcher 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.

Demographic Characteristics of Respondents

The discussion of the research findings begins with a brief demographic profile of respondents in terms of gender, the majority of the respondents were male (55.70%), rather than female respondents (44.30%) of this sample. the discussion of the research findings begins with a brief demographic profile of respondents in terms of age the age bracket of 21 to 40 had the greatest number of respondents (68.90%), followed by the age bracket of 41-60 years old (31.10%). In analyzing the level of education, the most representative degree is higher education with (67.20%) of the respondents, whilst (21.30%) of respondents had master degree holders.

Table (2): Your start-up activity

	Frequency	Percent
Tourism & Hospitality	30	49.2
Transportation	8	13.1
Manufacturing	11	18.0
Technology	6	9.8
Other	6	9.8
Total	61	100.0

Table (2) shows that the majority of the study sample their company's activities in the field of tourism and hospitality by 49.2%, while the rest of the respondents varied their activities between manufacturing, transportation, and the technology.

Table (3): What is your field of experience

	Frequency	Percent
Travel agency	5	8.2
Hotel	10	16.4
Airport	1	1.6
Airline	3	4.9
Governmental tourism authorities	8	13.1
Private tourism authorities	18	29.5
Other	16	26.2
Total	61	100.0

Concerning field of experience, the results shows that more than quarters of the respondents have experience in Private tourism authorities corresponding to 29.5 %, as it is shown in table (3).

By asking the current entrepreneurs if they have knowledge about "entrepreneurship and innovation" in the tourism sector? 68.9% of sample have knowledge about "entrepreneurship and innovation" in the tourism sector, whereas 31.1% have never heard of it.

Table (4) Stage of the startup

	Frequ ency	Percent
Idea stage	19	31.1
Prototype development	12	19.7
Growth / Expansion stage	30	49.2
Total	61	100.0

Table (4) shows the stages of the company's startup. The study sample indicated that the growth and expansion stage ranked first with a rate of 49.2%, and in the second ranked of the company’s stages was the idea stage with a percentage of 31.1%, while the prototype development stage came in last ranked with a percentage of 19.7%.

Table (5) Start - up ownership

	Frequency	Percent
Partnership	16	26.2
Individual	10	16.4
Joint- Stock	6	9.8
limited liability companies	6	9.8
Individual enterprise/ Firm	23	37.7

Total	61	100.0
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Table (5) shows Company ownership. The study sample indicated that the Individual enterprise/ Firm ranked first with a rate of 26.2%, and in the second ranked of the company ownership was Partnership with a percentage of 26.2 %, while the Joint- Stock and limited liability companies came in last ranked with a percentage of 9.8 %.

Table (6) Funding sources of your start-up

	Freq	Percent
Personal saving(Bootstrapping)	23	37.7
Loans	5	8.2
Government grants	18	29.5
Non-Government grants	1	1.6
Family	12	19.7
Friends	1	1.6
Investors	1	1.6
Total	61	100.0

Table (6) shows Funding sources of start-up Company. The study sample indicated that the Personal saving (Bootstrapping) ranked first with a rate of 37.7 %, and in the second ranked of Funding sources of Start-up Company was Government grants with a percentage of 29.5%, while the Friends, Non-Government grants, and Investors came in last ranked of Funding sources of start-up Company with a percentage of 1.6 %.

Table (7): descriptive analysis of Start - up Business Model "SWOT Analysis

Items	D				A	Mean	Std Deviation	Rank	Attitude
Top-Level strategic objectives. I have a written statement of SMART (Specific, Measurable, Achievable, Relevant and Time-scaling?) strategic objectives that are critical to the Company's performance?	4.4	1.5	.3	8	2.8	.03	3	41	Neutral
Is there a written description of our company's target market / segments	4.6	6.4	.6	4.6	7.9	.15	3	90	Neutral
Products or services absolutely the lowest priced in the market	6.1	9.7	3.1	1.3	.8	.49	2	22	Disagree
Having the right team with diversity in their backgrounds and skills	8	8	3.1	1.1	9.7	.16	3	16	Neutral
The startup has a clear workflow or follow-up system	3.1	1.3	3.1	7.7	4.8	.20	3	02	Neutral
I find that my team is fully aligned with the company's strategic objectives & execution (operation) plan	1.5	1.5	1.1	2.8	3.1	.25	3	78	Neutral
Our sales turn over , cash flow & profitability goals achieve its targets and are met consistently	1.5	3	9.5	4.6	1.5	.02	3	90	Neutral
Total Mean							3		Ne

		.04		utral
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Table (7) presents the means and standard deviations of Start - up Business Model, where the means ranged between (2.49 – 3.25) compared with the total instrument mean for the domain (3.04). The item “I find that my team is fully aligned with the company’s strategic objectives & execution (operation) plan” ranked first with a mean and standard deviation (Mean=3.25, standard deviation = 1.178) compared with the total instrument mean and the standard deviation. The item "Products or services absolutely the lowest priced in the market" ranked last reached a mean (2.49) and the standard deviation was (1.422) compared with the mean and standard deviation of the total instrument.

By asking the current entrepreneurs if they have made an evaluation / due diligence for your startup before? 54.1% of sample are evaluation / due diligence for your startup before, whereas 45.9% have never made an evaluation / due diligence for your startup before.

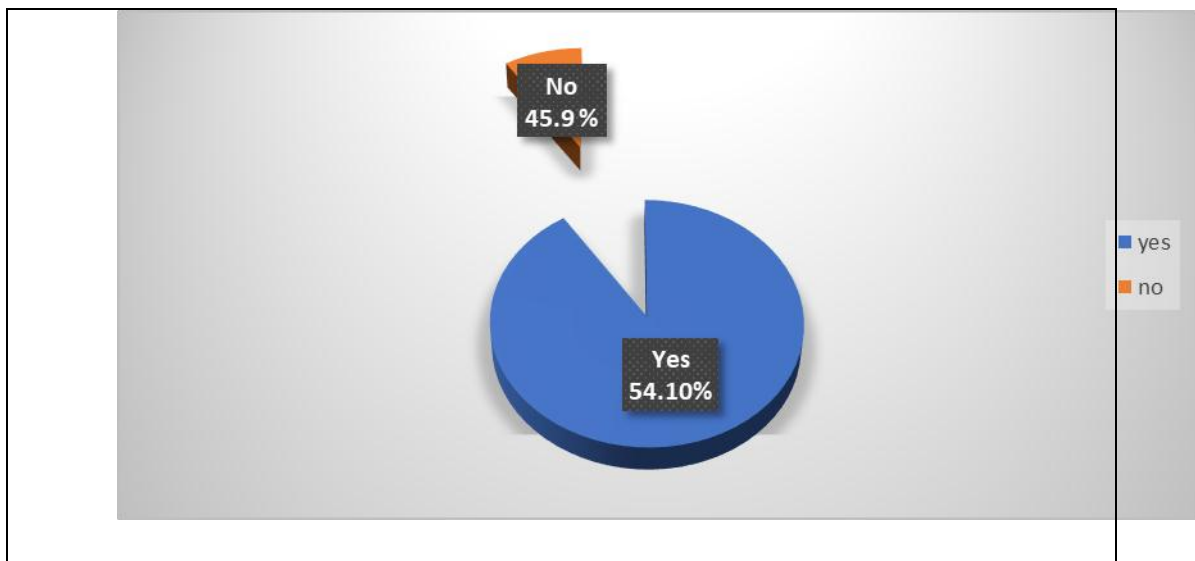


Figure (4) evaluation / due diligence for your startup before

Table (8) evaluation method

		Freque ncy	Perce nt
Valid	100 K to less than 500K	23	37.7
	500 K to 1 Million	30	49.2

	1 Mil to 5 Mil	1	1.6
	More than 5 Mil	2	3.3
	Total	56	91.8
Missi	System	5	8.2
ng			
Total		61	100.0

Table (8) shows evaluation method of start-up Company. The study sample indicated that 500 K to 1 Million ranked first with a rate of 49.2%, and in the second ranked of evaluation method of start-up Company was 100 K to less than 500K with a percentage of 37.7%, while the 1 Mil to 5 Mil came in last ranked of evaluation method of start-up Company with a percentage of 1.6 %.

By asking the current entrepreneurs if they company startup have a solid business model and clear customer value proposition , 73.8% of sample company startup have a solid business model and clear customer value proposition, whereas 26.2% company startup have never solid business model and clear customer value proposition, as shown in Figure (9)

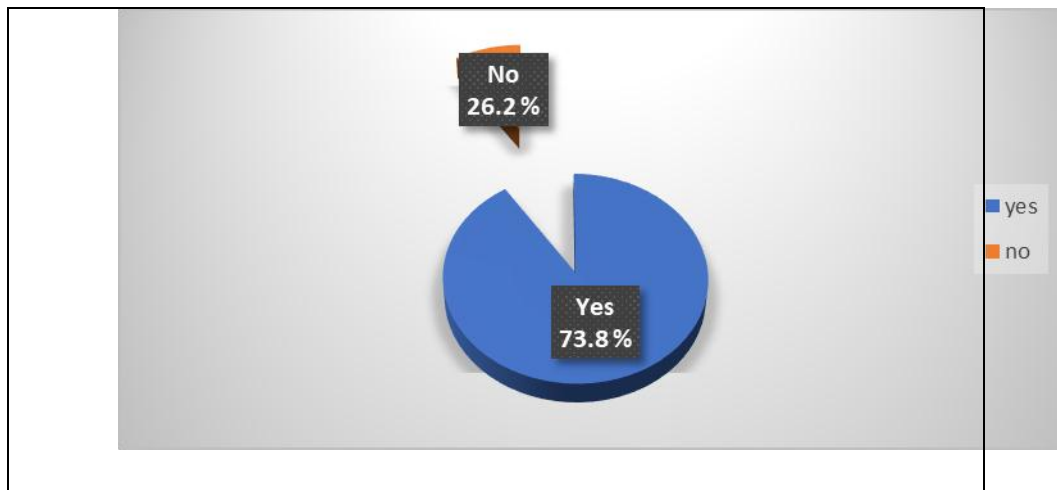


Figure (5) The startup have a solid business model and clear customer value proposition

Table (9) to what extent the products or services are substantially superior to competition

	Freq uency	P ercent
launch innovative product or service	24	39.3
Step up the marketing for Updating image of Egypt	12	19.7
Adopt New Technology	10	16.4
Target new markets	13	21.3
Price differentiation	1	1.6
Other	1	1.6
Total	61	100.0

Table (9) shows to what extent products or services are substantially superior to competition in company. The study sample indicated that launch innovative product or service ranked first with a rate of 39.3%, and in the second ranked was Target new markets with a percentage of 21.3%, while the Price differentiation came in last ranked of products or services are substantially superior to competition in company with a percentage of 1.6 %.

Table (10) Correlation between the Start - up Business Model and opportunities available entrepreneurship and innovation in the Egyptian tourism sector

		Start - up Business Model	Opportunities available entrepreneurship and innovation in the Egyptian tourism sector
Start - up Business Model	Pearson Correlation	1	.756**
	Sig. (2- tailed)		.000
	N	61	61
Opportunities available entrepreneurship and innovation in the Egyptian tourism sector	Pearson Correlation	.756**	1
	Sig. (2- tailed)	.000	
	N	61	61

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

As described in the table (10), There is a strong positive and significant relationship between the Start - up Business Model and opportunities available entrepreneurship and innovation in the Egyptian tourism sector. The value of Pearson correlation coefficient was (.756** - sig = 0.000). These results showed that there is very strong positive. This positive correlation indicates that as between the Start - up Business Model increases, the opportunities available entrepreneurship and innovation in the Egyptian tourism sector increases.

Regression

Table (11) Regression Model Summary for the Start - up Business Model and opportunities available entrepreneurship and innovation in the Egyptian tourism sector

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 ^a	.571	.112	5.659
a. Predictors: (Constant), Start - up Business Model				

As depicted in Table (11) shows the discussion of the research R is equal to .756a , there is a significant effect the Start - up Business Model and opportunities available entrepreneurship and innovation in the Egyptian tourism sector 75.6%.

Table (12): ANOVA^a Test for the Start - up Business Model and opportunities available entrepreneurship and innovation in the Egyptian tourism sector

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	274.824	1	274.824	8.582	.000 ^b
Residual	1889.438	59	32.024		
Total	2164.262	60			
a. Dependent Variable: opportunities available entrepreneurship and innovation in the Egyptian tourism sector					
b. Predictors: (Constant), Start - up Business Model					

It appears from the previous table that there is a real and significant effect between the two variables, as the value of (F) is equal to 8.582 and with a significant

level less than 5%, in addition to finding that the probability value is equal to 0.000 and it is less than the level of significance 0,05 so we will reject the null hypothesis and accept the alternative hypothesis Namely, the regression is significant, and thus there is a relationship between the independent variable and the dependent variable.

Table (13) Coefficients for the Start - up Business Model and opportunities available entrepreneurship and innovation in the Egyptian tourism sector

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	10.610	2.533		4.189	.000
Start - up Business Model	.334	.114	.756	2.929	.000
a. Dependent Variable: opportunities available entrepreneurship and innovation in the Egyptian tourism sector					

It is clear from the previous table and by looking at the regression coefficient (β), it becomes clear that the statistical constant (β) is equal to .756 with a significance level less than 5%. It is also clear that for the Start - up Business Model directly effects on opportunities available entrepreneurship and innovation in the Egyptian tourism sector as that the value of is 1%

Conclusion

The paper analyzes the characteristics and factors affecting the success of startups in the tourism sector, based on a questionnaire answered by a random sample of 61 current entrepreneurs. The findings show that the majority of the respondents were male, aged between 21-40 years old, and had higher education degrees. Most of

the companies were in the tourism and hospitality field, and the majority had experience in private tourism authorities. The results also reveal that personal savings and government grants were the most common sources of funding for startups. The means and standard deviations of the start-up business model were presented, and the study found that more than 73% of the sample had a solid business model and clear customer value proposition. The most common evaluation method for start-ups was 500K to 1 Million, and the most significant factors contributing to success were innovative product or service launch and targeting new markets. Overall, the study provides insights into the characteristics and factors that contribute to the success of startups in the tourism sector.

5. Recommendations

Emphasize the economic benefits to the surrounding community and the importance of preserving cultural heritage and promoting local attractions. Examples of successful transformations such as turning train transformers' stalls into tourist shrines in Côte d'Ivoire, and converting beacons into visitor attractions in Cambodia, particularly attracting nearly 15 million tourists to Angkor. Creating an attractive environment that involves the local community is crucial. Prioritize the development of a qualified and trained workforce to improve the quality of services offered in the tourism industry. This requires implementing an integrated training and qualification system, citing successful international experiences as models. Also, preparing for the anticipated large tourism seasons by 2025 is essential. To improve sub-indicators of the competitiveness index and support the entrepreneurial tourism ecosystem, it is recommended to maintain the collaboration between the Arab Academy and Rowad 2030, the Ministry of Planning's initiative. This entails encouraging and supporting entrepreneurial projects and ideas in those areas addition, Establish a dedicated support unit for tourism startups: this specialized unit to provide support to tourism startups and offer guidance on various aspects of starting a tourism business, such as business planning, financing, marketing, and regulatory compliance.

Explore innovative ideas to promote and raise awareness about the importance of cultural heritage in deepening the understanding of the local community and highlighting the economic benefits of cultural preservation. • Encourage startups to develop solutions and services for tourists with special needs in major tourist areas.

Develop user-friendly applications that help tourists access and navigate tourist attractions easily and organize their visits efficiently.

Invest in digital marketing and online platforms to reach a wider audience and promote products and services effectively. Adopt sustainable and responsible tourism practices that minimize the environmental impact and benefit the local community. Use renewable energy, reduce waste, and support local suppliers and businesses to create a more sustainable and inclusive tourism industry. Join relevant industry associations and networks to stay up-to-date with the latest trends and best practices in the tourism sector, and participate in trade fairs, exhibitions, and events to showcase your products and services to a wider audience.

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