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Measuring the Impact of Egypt's Accession to the BRICS Bloc on Egyptian Tourism Demand

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Keywords

BRICS Bloc

tourism demand

travel agencies, airlines.

Abstract

The BRICS Bloc is one of the economic blocs that strive to generate investment possibilities and economic integration among member nations by making dynamic changes on a global scale. This study aims to examine the potential impact of Egypt's joining the BRICS group on the tourism demand. To achieve that, this research used the descriptive analytical approach, where a questionnaire was prepared and distributed to a random sample of (405) Managers, staff at tourism companies, airlines and marketing managers. The results of the tools were analyzed using descriptive statistics, reliability analysis, coefficient analysis, Pearson correlation analysis, and chi-square test with the support of SPSS25.0. The results of the study revealed economic benefits for the travel agencies and airlines as a result of Egypt's joining the BRICS association and increasing the number of tourists coming to Egypt, especially in light of the Egyptian state's aspiration to attract 30 million tourists within 5 years. The study recommends signing agreements with the Egyptian government to establish joint tourism projects between Egypt and the BRICS countries on Egyptian territory, where the largest possible share of incoming tourism can be obtained from the BRICS bloc.

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1. Introduction

BRICS Membership: The original BRICS members were Brazil, Russia, India, China, and South Africa. In 2024, the group expanded to include Egypt, Saudi Arabia, the UAE, Iran, and Ethiopia as new members. In January 2025, Indonesia also formally joined the bloc as a full member. (Ferragamo, 2024). The need to focus on the benefits of the tourism industry and the Egyptian tourist destination This expansion is expected to strengthen its influence globally. For Egypt, joining BRICS presents promising opportunities, especially given its strong ties with current member states. This membership could help Egypt benefit from preferential agreements within the bloc, and attract more foreign investments (Helmy, 2025).

Egypt's potential accession to the BRICS bloc could positively impact its tourism sector by fostering stronger economic ties, increasing foreign investment, and enhancing global visibility (Lotayif, 2024). BRICS members, particularly China and India, are significant sources of outbound tourists, and closer collaboration could lead to targeted marketing, infrastructure development, and streamlined travel policies. However, the extent of this impact depends on Egypt's ability to leverage these partnerships effectively and address existing challenges in the sector) Huaxia, 2023).

Research Problem

Egypt officially joined the BRICS bloc (Brazil, Russia, India, China, South Africa, plus new members) in January 2024. This significant geopolitical and economic alignment is widely expected to bring various benefits, including increased trade, investment, and political influence. While there's a strong theoretical premise that this accession should positively impact various sectors, including tourism, the actual, measurable impact on Egyptian tourism demand remains largely unquantified and underexplored.

The problem lies in the lack of empirical evidence and comprehensive analysis to definitively ascertain:

- To what extent will tourism demand from BRICS and BRICS+ (the expanded bloc) countries increase in Egypt?
- Through which specific mechanisms will this impact manifest (e.g., eased visa processes, direct flight routes, increased awareness, economic prosperity in BRICS nations)?
- What are the short-term versus long-term effects of this accession on tourist arrivals, length of stay, and tourism revenues from these markets?
- What specific opportunities and challenges does this accession present for the Egyptian tourism sector in attracting and serving tourists from these diverse markets?

Research aim and objectives

The aim of this research is to investigate and assess the impact of Egypt's accession to the BRICS bloc on the demand for tourism in Egypt. The main aim is divided to sub objectives as follows:

- 1-Analyzing the tourism movement between BRICS state members.
- 2-Evaluating the impact of Egypt's inclusion in the BRICS group on its tourism demand.
- 3- Determining the benefits of potential impacts of Egypt's inclusion in the BRICS group.

Research Questions

- To what extent Egypt's accession to BRICS influences tourism demand from member countries.
- What mechanisms or channels (e.g., policy, marketing, visa facilitation, investment) are contributing to any observed changes.

- Whether this geopolitical shift helps Egypt diversify its tourism markets and reduce overdependence on traditional source markets (e.g., Europe).

2. Literature Review

The Literature Review should address the following topics:

1. The BRICS Bloc: Economic and Geopolitical Significance:
2. Tourism Dynamics within BRICS+ Countries:
3. Egypt's Tourism Sector: Key Drivers and Challenges (Pre-BRICS+ Accession):
4. Bridging the Gap: BRICS+ Accession and Egyptian Tourism (The "Missing Link")

2.1 Benefits from joining the BRICS bloc

Egypt expects to raise the value of its local currency by becoming a member of BRICS and using an alternative currency to implement several trade initiatives with Brazil, Russia, China, India and South Africa to help reduce dependence on the dollar. There are four key benefits as follows:

1. Weaning the economy off the dollar and infrastructure development: The BRICS countries aspire to create an alternative currency for global trade, to lessen reliance on the US dollar. The dethronement of the dollar could benefit countries like Egypt, instead of relying on the US dollar (Elsayed, 2023).
2. Attracting new investments, Egypt could attract more foreign direct investment from BRICS: Membership in the BRICS (Janaury, 2024) could open doors to substantial investments in the Egyptian economy, Data from the Central Agency for Public Mobilization and Statistics (CAPMAS) reveals that investments from BRICS nations in Egypt surged from \$610.9 million in the fiscal year 2020/2021 to \$891.2 million in 2021/2022, marking a 45.9 percent increase and The value of foreign investments from BRICS countries in Egypt reached \$17.4 billion in 2023. (Information and Decision Support Center, IDSC, 2024).
3. Boosting mutual trade Egypt has a considerable volume of trade with BRICS members, especially, Russia, China, and India. With its developing economy, Egypt could expand its exports to these countries, capitalizing on trade agreements (Khalid, 2023).
4. Securing strategic commodities Egypt, Russia and India have previously discussed trading wheat and rice, along with other strategic commodities, in Egyptian pounds, rubles, and rupees (Eid, 2023).

2.2 Member states of the BRICS bloc

BRICS countries occupy an important position in the international economy as a rising economic power through their economic nature and strategic position (Chiappa, 2023). In addition to the great economic capabilities that these countries possess, and this was an invitation to establish this bloc. The bloc is a successful economic step in the face of international economic financial institutions. These states are as follows (Neamah, 2022):

1. Brazil possessing a highly diversified economic structure, one of the world's largest farming and livestock outputs, a highly sophisticated services industry, and a considerably diversified manufacturing industry (Skak, 2011). Brazil is moving up the ranks of the global system, with the objective of taking on a greater role in geopolitical agenda-setting (Carnegie Endowment for International peace, 2023).

2. Russia Russia's position among the BRICS differs from that of the other countries, mainly due to its 20th century history. It is not a traditional development country but belongs to the so-called transitional countries. On the other side, Russia is a re-emerging economy with growing efforts in the development arena (Baunov, 2024).

3. India shares close economic and cultural ties with her BRICS partners. India attaches high importance to engagement with BRICS as a platform for coordination, consultation and cooperation on current issues (Ekor, 2015). India's notable contribution to BRICS is proposal of the New Development Bank which was put on the BRICS agenda at the 4th Summit hosted by India in New Delhi in March 2012(State Information Service, SIS, 2024).

4. China is a main trade and investment partner of all BRICS nations. Development and deepening of Intra-BRICS trade and investment collaboration allows BRICS countries to import high technologies and other goods from China. There is a gradual transition in BRICS countries from bilateral foreign trade to a multilateral trade and investment paradigm of the development of their economic relations (Geography, 2023). This aimed at the formation and improvement of mutually beneficial, open, equal multilateral relations, to increase the economic growth and competitiveness of their national economies on the global arena (Gusarova, 2019).

5. South Africa South Africa's comparative advantage within BRICS pertains. In a recent report commissioned by the US-based Citigroup bank, South Africa was ranked as the world's richest country in terms of its mineral reserves, worth an estimated US\$2,5 trillion. South Africa is the world's largest producer of platinum, chrome, vanadium and manganese. It is also the third-largest gold-miner, and offers highly sophisticated mining-related professional services, (South African Government, 2023).

2.3 New members that joined BRICS bloc

BRICS an economic bloc consisting of Brazil, Russia, India, China, and South Africa—invited six new nations to join its fold, capping off a successful three-day summit in Johannesburg. These countries are as follows:

1. Argentina was one of the first countries to officially present its candidacy to BRICS, back in 2022. The country believes that its association with the group will strengthen its image and contribute to the recovery of its economy. Argentina has also expressed interest in joining the New Development Bank (NDB)(Daldegan, 2023).

2. Egypt The New Development Bank agreed to accept Egypt as a new member. This was announced during the BRICS leaders' summit meetings, after a round of successful formal negotiations conducted by the Board of Directors of the New Development Bank with potential members Egypt was approved, as its membership was accepted within the first expansion of the bank's global reach, and it was preceded, the United Arab Emirates (State Information Service, 2023).

3. Ethiopia is the world's largest economy; it is considered as one of the recent success stories in Africa. The BRICS in general and South Africa in particular may explore areas of potential benefits by improving bilateral economic relationship with the country, given that Ethiopia is experiencing massive developments in its infrastructure. South Africa may take advantage to invest in some of the projects in Ethiopia (Ekor, 2021).

4. Iran The Islamic Republic of Iran has unique capacities and is ready to participate in all three main areas of BRICS activities, i.e., political-security, economic-financial and social fields. This is due to its special transit position and having extensive energy resources as well as high scientific and engineering power in various fields, including industrial production, technology, nano and medicine (United states institute of peace, 2023).

5. Saudi Arabia the Kingdom of Saudi Arabia's induction into BRICS has caused developing countries to express their interest in joining the alliance. BRICS is attracting developing countries to flock towards the alliance as a handful of nations look to cut ties with the US dollar. The mounting U.S. dollar debt and the White House's sanctions against emerging economies are what led them to consider joining BRICS (Dsouza, 2024). It has been found that KSA enjoys high level of knowledge society enablement from which the BRICS can gain; while the BRICS enjoy high level of knowledge productivity from which KSA can gain. Bridging the gap between the two sides will be useful to both, and to building global knowledge societies (Alfantookh and Bakry, 2016).

6. United Arab Emirates The UAE's accession to BRICS offers more than just economic growth or political clout. It is an opportunity to attract talent and investment through strategic partnerships. The UAE can solidify its position as a global trade and logistics hub by aligning with the BRICS economies (Mladenov, 2023).

2.4 The impact of Egypt's accession to the BRICS bloc (Opportunities and Challenges)

The member states of the group play an increasing role in influencing the global economy, this is why Egypt's joining the group represents reduction in its exposure to any form of economic pressure (Economy and international financing, 2024). table (1) shows the opportunities and challenges related to Egypt's joining the bloc (Strategic Forum for Public Policy and Development Studies, 2024):

Table (1): The impact of Egypt's accession to the BRICS bloc (Opportunities and Challenges)

Opportunities	Challenges
BRICS cooperation, strengthening relations among BRICS countries and developing mutually beneficial cooperation, in achieving the 2030 Sustainable Development Goals and restoring tourism for economic growth and job creation in BRICS countries.	Dependence on BRICS Economy Impact on Egypt's Cultural Heritage Increased competition from other BRICS countries Changing Tourism Policies and Regulations
The decision of Egypt to join the BRICS group directly contributes to benefiting from the experiences of participating countries , thus providing a common market for the promotion of Egyptian	Agree on a single currency, and exchanges in local currencies, reducing dependence on the dollar and transaction costs, and there is a state of freedom in trade exchanges without relying on the US currency.
Reducing the demand for the dollar: the "BRICS" countries are working on the formation of alternative payment systems and the creation of a common digital currency and a reserve currency for World Trade.	There are challenges associated with agreeing on future collective economic formulas

Source: Information Center for Decision Support, ICDS (2025).

3. Methodology

The researcher used the descriptive-analytical approach in which they tried to describe how the BRICS group is one of the economic blocs that strive to generate investment possibilities and economic integration among member nations by making dynamic changes on a global scale. This research study aims to examine the potential impact of Egypt's joining the BRICS group on the tourism industry. This study explores the relationship between Egypt and BRICS from various perspectives, including potential benefits and challenges. It offers recommendations to policymakers and stakeholders in the tourism industry, since it is the most appropriate approach to describe the phenomenon in question. In this approach, the researcher is trying to describe the subject of the study, analyze the data, and compare, explain, and assess, hoping to reach meaningful generalizations to increase and enrich knowledge on the subject.

3.1 Questionnaire Design and Measure

This research aims to impact Egypt's inclusion in the BRICS group on its tourism industry. Identifying the internal and external challenges facing Egypt after joining the BRICS Bloc. To achieve that, this research employed a method of descriptive analytical methodology by using a questionnaire tool. A survey consisting of four sections was used as a data. collection tool. The first section includes the staff at tourism companies, airlines, and hotels demographic characteristics (gender, age, and years of experience). The second section includes 3 variables about being aware of Egypt's accession to the BRICS bloc. The third section included 14 variables

representing the effects of Egypt's accession to the BRICS Bloc on tourism. The fourth section included 6 variables representing potential threats for tourism in Egypt after joining the BRICS Bloc. The questionnaire items were anchored according to the Five-Point Likert Scale: "1 = strongly disagree," "2 = disagree," "3 = neutral," "4 = agree," and "5 = strongly agree."

The Study used the descriptive-analytical approach in which they tried to describe how the BRICS group is one of the economic blocs that strive to generate investment possibilities and economic integration among member nations by making dynamic changes on a global scale. This research study aims to examine the potential impact of Egypt's joining the BRICS group on the tourism industry. This study explores the relationship between Egypt and BRICS from various perspectives, including potential benefits and challenges. It offers recommendations to policymakers and stakeholders in the tourism industry, since it is the most appropriate approach to describe the phenomenon in question. In this approach, the researcher is trying to describe the subject of the study, analyze the data, and compare, explain, and assess, hoping to reach meaningful generalizations to increase and enrich knowledge on the subject.

Data collection

It was used the descriptive analytical approach, where online surveys were used to gather data, and they were designed in a way that was pertinent to the circumstances in order to reduce the number of unreliable responses. They were distributed to (405) Managers, staff at tourism companies, airlines and marketing managers within these companies, to evaluate the impact of Egypt's accession to the BRICS bloc and the impact of this accession on tourism during the coming period. The statistical analysis of the responses was carried out via SPSS v25. Data has been collected through questionnaires that were prepared in an approach that is relevant to the situation so as to decrease invalid responses.

Data Reliability and Validity

Before proceeding with further analysis, reliability testing was carried out to verify uniform measurement across the various questions in the questionnaire. Indeed, measure dependability reveals an instrument's stability and consistency. As a result, this method establishes reliability by assessing the internal consistency of the research instrument, such as the questions (items) in the questionnaire that are typically offered. Cronbach's Alpha is one of the most commonly used measures for determining a scale's dependability, with an index ranging from 0 to 1. Researcher should aim for values closer to 1.0, as Alpha values demonstrate that the study's instrument is robust and repeatable. However, it is worth noting that in the social sciences, a threshold value of 0.7 (Rogayan,2017) is deemed acceptable in table (2).

Table (2): Cronbach's Alpha Value

Variables	No. of items	Cronbach's Alpha	Validity Coefficient*
Aware of Egypt's accession to the BRICS Bloc	3	0.797	0.893
The effects of Egypt's accession to the BRICS Bloc on tourism	14	0.923	0.961
Potential threats for tourism in Egypt after joining BRICS Bloc	6	0.787	0.887
Internal Challenges	3	0.767	0.876
External Challenges	3	0.775	0.880
Total	23	0.885	0.941

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

In order to measure the internal consistency and reliability of the study's constructs. Cronbach's alpha (α) measure was used. The scales' reliabilities were measured and the Cronbach's Alpha of all scales in Table (2) ranged from 0.787 to 0.923, and for total questionnaire items was (0.924), 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). The study showed that the alpha coefficient value reached 0.7 which means that the percentage is acceptable because if the percentage exceeds 0.5, it becomes acceptable.

Section One: Demographic Characteristics of Respondents

As depicted in figure (1) shows 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 (63%), rather than female respondents (37%) of this sample.

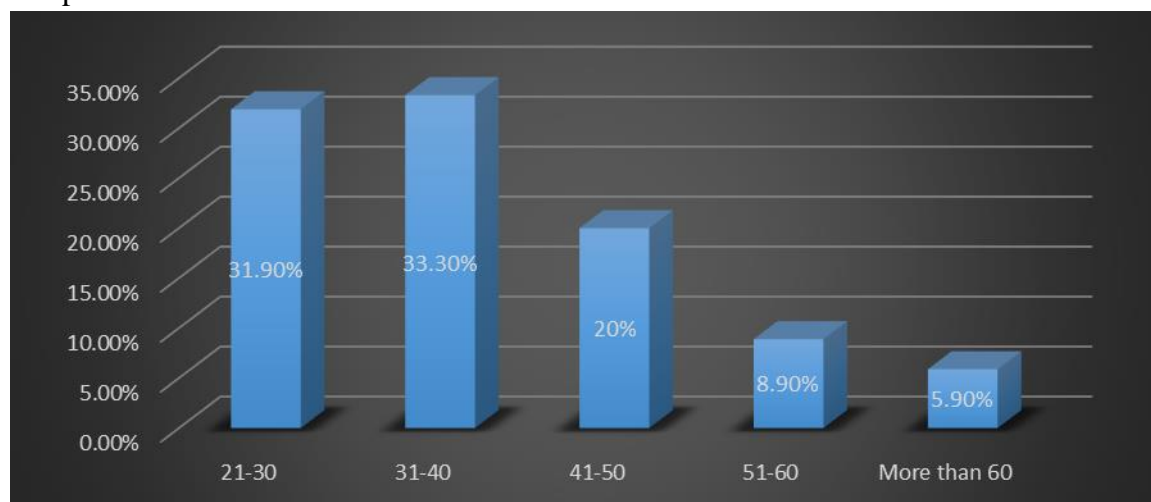


Fig (2): Age

Figure (3) describes the years of experience of staff at tourism companies, airlines, and hotels and reflects that the majority (35.60%) of the sampled staff at tourism companies, airlines, and hotels spent around 6-10 years, while 25.20% of respondents

spent around 3 to 5 years, while 24.40% of staff at tourism companies, airlines, and hotels spent around more than 10 years.

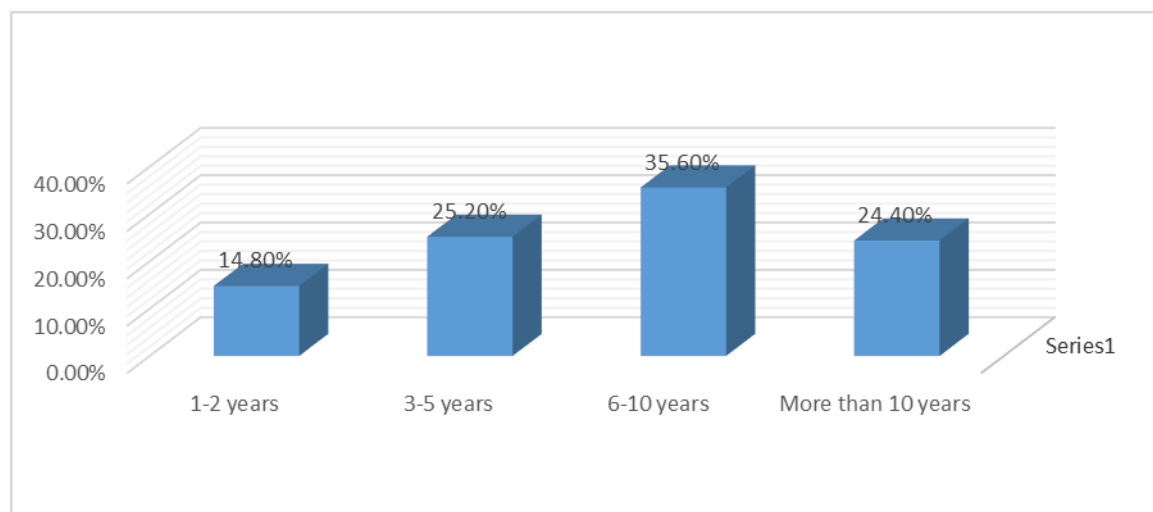


Fig (3): years of experience

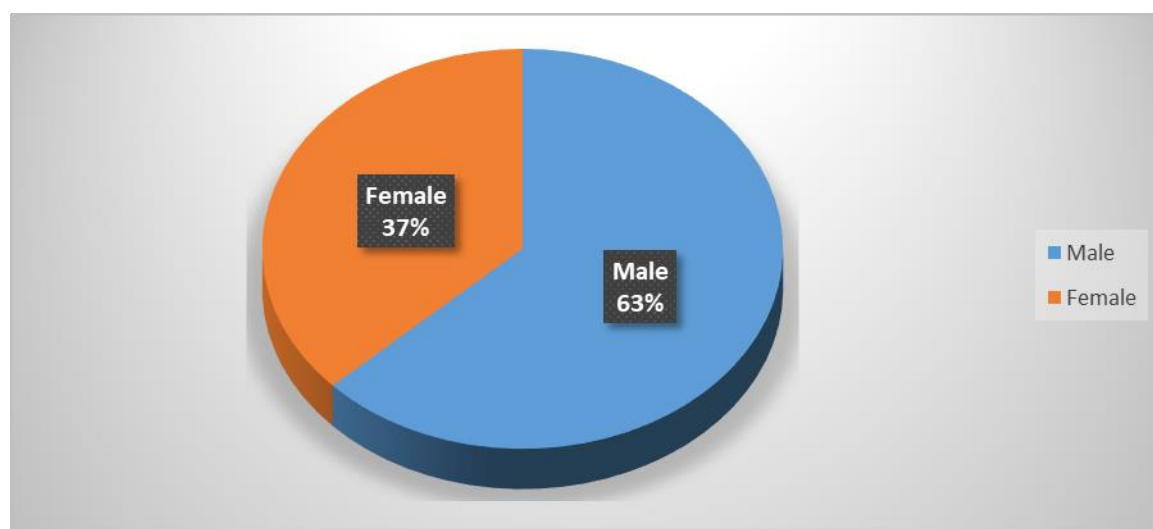


Fig (4): Gender

Section Two: aware of Egypt's accession to the BRICS Bloc

Table (3): To what extent are you aware of Egypt's accession to the BRICS Bloc (Brazil, Russia, India, China, South Africa)

aware of Egypt's accession to the BRICS Bloc	Frequency	Percent
Not aware at all	27	6.7
Slightly aware	81	20.0
Moderately aware	45	11.1
Very aware	33	8.1
Extremely aware	219	54.1
Total	405	100.0

By asking the employees if they aware of Egypt's accession to the BRICS Bloc (Brazil, Russia, India, China, South Africa) exactly means, fifty-four percent of them are extremely aware of Egypt's accession to the BRICS Bloc (Brazil, Russia, India, China, South Africa), whereas 6.7% have not aware at all. The study showed that a significant percentage of people are not aware of Egypt's accession to the BRICS group (Brazil, Russia, India, China, South Africa), so the study focused on the process to clarify this.

Table (4): To what extent do you see Egypt's joining the BRICS Bloc as positive or negative?

Egypt's joining the BRICS Bloc as positive or negative	Frequency	Percent	Mean	Std Deviation	Attitude
Strongly negative	27	6.7	3.81	1.262	Somewhat positive
Somewhat negative	36	8.9			
Neutral	96	23.7			
Somewhat positive	72	17.8			
Strongly positive	174	43.0			
Total	405	100.0			

It is clear from the previous table that 43% of the study sample confirmed that Egypt's joining the BRICS Bloc has a strong positive impact, while 6.7% of the study sample believe that there is a negative impact from joining the BRICS Bloc. The study showed that Egypt's joining BRICS would have a more positive impact than a negative one, due to the goals, benefits, and importance of Egypt's joining the BRICS bloc mentioned in the study.

Table (5) To what extent do you think Egypt's joining the BRICS Bloc will affect tourism in Egypt?

Think Egypt's joining the BRICS Bloc will affect tourism in Egypt	Frequency	Percent	Mean	Std Deviation	Attitude
I think so very much	174	43.0	1.99	.924	I think so very much
I don't think so	60	14.8			
to some extent	171	42.2			
Total	405	100.0			

By asking the employees if they think Egypt's joining the BRICS Bloc will affect tourism in Egypt exactly means, 43% of them are I think so very much of Egypt's joining the BRICS Bloc will affect tourism in Egypt, whereas 14.8 % don't think so.

The study revealed that the largest percentage believes that Egypt's accession will have the greatest impact on the tourism sector, as evidenced by the volume of investments made by BRICS countries in Egypt. The value of these investments in Egypt reached approximately \$17.4 billion in 2023 (Information and Decision Support Center, IDSC, 2024).

Third Section: The effects of Egypt's accession to the BRICS Bloc on tourism

Table (6): The effects of Egypt's accession to the BRICS Bloc on tourism

Variables	S D	D	N	A	S A	Mean	Std Deviation	Rank	Attitude
Egypt's accession to BRICS would lead to increasing investment and financial opportunities in Egypt's tourism sector.	17.8	5.9	19.3	24.4	32.6	3.48	1.446	14	Agree
Egypt's participation in BRICS would provide opportunities for technology and innovation in the tourism industry.	5.2	14.1	20	40	20.7	3.57	1.121	13	Agree
Egypt's joining to BRICS would provide it with a competitive advantage and expand the market for its tourism industry.	8.1	2.2	25.9	29.6	34.1	3.79	1.176	7	Agree
Joining BRICS would create more jobs in Egypt's tourism sector.	3.7	5.9	28.1	31.1	31.1	3.80	1.061	5	Agree
Joining BRICS would attract more international tourists and increase Egypt's visibility as an important tourist destination.	5.9	1.5	27.4	40.7	24.4	3.76	1.028	11	Agree
Joining into the BRICS Bloc would encourage cultural exchange and understanding between tourists and Egyptian society.	2.2	5.2	29.6	32.6	30.4	3.84	.992	3	Agree
Joining BRICS would bring significant economic benefits to workers in Egypt's tourism industry.	4.4	2.2	36.3	29.6	27.4	3.73	1.028	12	Agree
Membership in BRICS provides Egypt with access to the largest growth markets among BRICS countries.	2.2	5.9	25.9	45.2	20.7	3.76	.922	9	Agree
Joining BRICS has a positive impact on preserving Egypt's	3	3.7	33.7	31.9	28.1	3.79	.993	6	Agree

cultural heritage									
Joining BRICS enhances community relations and goodwill between local residents and tourists in Egypt.	3	3.7	36.3	28.1	28.9	3.76	1.006	10	Agree
Egypt's inclusion in BRICS will encourage infrastructure development within the Egyptian tourism sector.	3.7	2.2	28.1	37	28.9	3.85	.986	1	Agree
Joining BRICS will reduce tourism downturns.	3.7	5.2	31.1	30.4	29.6	3.77	1.048	8	Agree
Egypt's inclusion in BRICS will promote environmentally sustainable practices within the Egyptian tourism destination.	3	2.2	30.4	37	27.4	3.84	.953	2	Agree
Participation in BRICS will support environmental conservation efforts in the Egyptian tourist destination.	2.2	3.7	31.9	34.1	28.1	3.82	.959	4	Agree
Total Mean						3.75			Agree

Table (6) presents the means and standard deviations of the effects of Egypt's accession to the BRICS Bloc on tourism, where the means ranged between (3.85 – 3.48) compared with the total instrument mean for the domain (3.75) the item “Egypt's inclusion in BRICS will encourage infrastructure development within the Egyptian tourism sector.” ranked first with a mean and standard deviation ($M=3.85$, $SD = 0.986$). The item “Egypt's accession to BRICS would lead to increasing investment and financial opportunities in Egypt's tourism sector.” ranked last reached a mean (3.48) and the standard deviation was (1.446).

The study agreed with Lotayif (2024) that Egypt's potential accession to the BRICS bloc could positively impact its tourism sector by fostering stronger economic ties, increasing foreign investment, and enhancing global visibility. Moreover, the research agreed with Information Center for Decision Support, ICDS (2025) that Egypt's accession to BRICS would lead to increasing investment and financial opportunities in Egypt's tourism sector.

Fourth Section: Potential threats for tourism in Egypt after joining BRICS Bloc

Table (7): Internal Challenges

Variables	S D	D	N	A	S A	Mean	Std Deviation	Rank	Attitude
Changing Tourism Policies and Regulations.	20	31.1	25.2	19.3	4.4	2.57	1.140	3	Disagree
Environmental Concerns and Infrastructure Challenges.	11.9	30.4	40	11.1	6.7	2.70	1.035	1	Neutral

Impact on Egypt's Cultural Heritage	20	26.7	32.6	13.3	7.4	2.61	1.162	2	Neutral
Total Mean						2.63			Neutral

It's declared from this table that employees see that all Potential threats for tourism in Egypt after joining BRICS Bloc and the most Internal Challenges items are: "Environmental Concerns and Infrastructure Challenges.", "Impact on Egypt's Cultural Heritage" and "Changing Tourism Policies and Regulations." with mean 2.70, 2.61 and 2.57 respectively. The study disagreed with Information Center for Decision Support, ICDS (2025) that argues changing tourism policies and regulations is a potential threat for tourism in Egypt after joining BRICS Bloc.

Table (8): External Challenges

Variables	S D	D	N	A	S A	Mean	Std Deviation	Rank	Attitude
Increased competition from other BRICS countries	20.7	38.5	20	16.3	4.4	2.45	1.122	3	Disagree
Dependence on BRICS Economy	14.1	29.6	43	10.4	3	2.59	.955	2	Disagree
Reducing Reliance on External Dollar	15.6	28.1	34.8	11.1	10.4	2.73	1.165	1	Neutral
Total Mean						2.59			Disagree

It's declared from this table that employees see that all Potential threats for tourism in Egypt after joining BRICS Bloc and the most External Challenges items are: "Reducing Reliance on External Dollar.", "Dependence on BRICS Economy" and "Increased competition from other BRICS countries." with mean 2.73, 2.59 and 2.45 respectively. Moreover, the research agreed with Information Center for Decision Support, ICDS (2025) that determine reducing reliance on external dollar is a potential threat for tourism in Egypt after joining BRICS Bloc. The study finds that the external challenges facing Egypt's accession to BRICS outweigh the internal challenges.

Pearson Correlation analyses

Table (9): Correlation between awareness of Egypt's BRICS Bloc membership and its perceived positive impact.

		perceived positive impact
awareness of Egypt's BRICS Bloc membership	Pearson Correlation	.611**
	Sig. (2-tailed).	.000

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

As described in the table (9), there is a moderately positive and significant relationship between awareness of Egypt's BRICS Bloc membership and its perceived

positive impact. The value of the Pearson correlation coefficient was (.611** - sig = 0.000). These results showed a moderately positive trend. This positive correlation indicates that as awareness of Egypt's BRICS Bloc membership increases, its perceived positive impact also increases.

Table (12): Correlation between the effects of Egypt's accession to the BRICS Bloc on tourism and tourism and its extent of influence.

		To what extent do you think Egypt's joining the BRICS Bloc will affect tourism in Egypt?
The effects of Egypt's accession to the BRICS Bloc on tourism	Pearson Correlation	.733**
	Sig. (2-tailed).	.000

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

As described in the table (12), there is a strong positive and significant relationship the effects of Egypt's accession to the BRICS Bloc on tourism and tourism and its extent of influence. The value of the Pearson correlation coefficient was (.733** - sig = 0.000). These results showed a strong positive trend. This positive correlation indicates that as the effects of Egypt's accession to the BRICS Bloc on tourism increases tourism and its extent of influence also increases. The study demonstrated the extent of the positive effects resulting from Egypt's accession to BRICS on all sectors, especially the tourism sector.

Table (13): Correlation between Potential Internal Challenges for tourism in Egypt after joining BRICS Bloc and perceived positive or negative impact.

		Perceived positive or negative impact.
Potential Internal Challenges for tourism in Egypt after joining BRICS Bloc	Pearson Correlation	.733**
	Sig. (2-tailed).	.000

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

As described in the table (13), there is significant relationship Correlation between Potential Internal Challenges for tourism in Egypt after joining BRICS Bloc and perceived positive or negative impact. The value of the Pearson correlation coefficient was (.700** - sig = 0.000). This correlation indicates that as Potential Internal Challenges for tourism in Egypt after joining BRICS Bloc increases, perceived negative impact also increases.

Table (14) Correlation between Potential External Challenges for tourism in Egypt after joining BRICS Bloc and perceived positive or negative impact.

		Perceived positive or negative impact.
Potential External Challenges for tourism in Egypt after joining BRICS Bloc	Pearson Correlation	.733**
	Sig. (2-tailed).	.000

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

As described in the table (14), there is significant relationship Correlation between Potential External Challenges for tourism in Egypt after joining BRICS Bloc and perceived positive or negative impact. The value of the Pearson correlation coefficient was (.733** - sig = 0.000). This correlation indicates that as Potential External Challenges for tourism in Egypt after joining BRICS Bloc increases, perceived negative impact also increases. The study showed that there is a direct relationship between the potential external challenges to tourism in Egypt after its accession to BRICS and the negative impact of Egypt's BRICS membership.

Chi-Square Tests

This part shows the relations between some important variables in the field study by cross tabulations, it also shows the significance differences between some of these variables with use chi-square test, and find in these part correlations between the variables of the study.

Find chi-square value by this equation:

$$X^2 = \frac{(O-E)^2}{E}$$

- O: Observed Number
- E: Expected Number
- Count Degree of freedom (D.F) by this equation:
- Degree of Freedom (D.F) = (columns -1) (rows-1)

Table (15): Value of Chi-Square Tests for relation between years of experience and awareness of Egypt's BRICS Bloc membership

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.787^a	12	.000
Likelihood Ratio	33.767	12	.000
Linear-by-Linear Association	.011	1	.000
N of Valid Cases	405		

a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 4.00.

The preceding table demonstrates that the value of the chi square (32.787^a) and the abstraction probability (.000), a value less than 0.05, which means that there is statistical significance, i.e. there is a relationship between the sample of the research years of experience and awareness of Egypt's BRICS Bloc membership. Furthermore, the significance level reported under "(2-sided)" is sig.000Asymp, which indicates that there is a substantial statistical relationship between the two variables.

Table (16): Value of Chi-Square Tests for relation between years of experience and perceived positive or negative impact.

	Value	df	Asymp. Sig. (2-sided)
++Pearson Chi-Square	34.976	12	.000
Likelihood Ratio	35.809	12	.000
Linear-by-Linear Association	.575	1	.000
N of Valid Cases	405		

a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 4.00.

The preceding table demonstrates that the value of the chi square (34.976^a) and the abstraction probability (.000), a value less than 0.05, which means that there is statistical significance, i.e. there is a relationship between the sample of the research years of experience and perceived positive or negative impact. Furthermore, the

significance level reported under "(2-sided)" is sig.000Asymp, which indicates that there is a substantial statistical relationship between the two variables.

Table (17): Chi-Square Test Values for the Relationship Between Years of Experience and How Egypt's Membership in the BRICS Bloc Will Affect Egyptian Tourism.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.360	6	.000
Likelihood Ratio	35.275	6	.000
Linear-by-Linear Association	13.451	1	.000
N of Valid Cases	405		

a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 4.00.

The preceding table demonstrates that the value of the chi square (30.360^a) and the abstraction probability (.000), a value less than 0.05, which means that there is statistical significance, i.e. there is a relationship between the sample of the research Years of Experience and How Egypt's Membership in the BRICS Bloc Will Affect Egyptian Tourism. Furthermore, the significance level reported under "(2-sided)" is sig.000Asymp, which indicates that there is a substantial statistical relationship between the two variables.

4. Results

Egypt's membership in the BRICS (Brazil, Russia, India, China, and South Africa) involves considering the identified economic benefits, the potential benefits of Egypt joining the BRICS are significant. Enhanced economic cooperation with the BRICS members could lead to increased trade, investment, and technology transfers. as well as challenges arising from this accession. Additionally, attracting more foreign direct investment from BRICS countries could stimulate economic growth and infrastructure development in Egypt.

In conclusion, the potential economic prospects of Egypt's membership in the BRICS present both opportunities and challenges. Joining the BRICS could bring enhanced economic cooperation, market access, and investment opportunities for Egypt, leading to increased trade and technology transfers. However, challenges such as the need for economic diversification, managing trade imbalances, and adapting to competition with existing members must be addressed. Careful consideration of these factors is crucial for policymakers to make informed decisions and formulate effective policies.

5. Recommendations:

- Continuous development of the official website of the travel agencies and provide tourists with the data and information they need, while providing reservation and payment electronically.
- Signing agreements with the Egyptian government to establish joint tourism projects between Egypt and the BRICS countries on Egyptian territory, where the largest possible share of incoming tourism can be obtained from BRICS bloc.
- Launching promotional campaigns to promote Egypt as an important tourist destination for tourists coming from the BRICS countries through Egyptian tourism companies.

- Designing documentaries about tourist attractions in the Egyptian tourist destination and displaying them through the tourism companies' website.
- Enhancing cooperation between various Egyptian entities in the BRICS countries and Egyptian tourism companies and others, as each of them plays a role in introducing Egypt and its tourism components with the aim of activating tourism in Egypt. Therefore, there must be continuous communication between them.
- Increasing the number of flights between Egypt and the BRICS countries.
- Providing more charter and direct flights to and from BRICS member countries targeted for tourism, such as China, Russia and India.
- Focusing on the quality of services provided on board and modify the menu to include meals that suit the desires of other nationalities from the BRICS countries.

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قياس أثر انضمام مصر إلى مجموعة البريكس على الطلب السياحي المصري

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الملخص

تُعد مجموعة البريكس إحدى التكتلات الاقتصادية التي تسعى إلى توليد فرص الاستثمار والتكامل الاقتصادي بين الدول الأعضاء من خلال إحداث تغييرات ديناميكية على نطاق عالمي. حيث تهدف هذه الدراسة إلى دراسة التأثير المحتمل لانضمام مصر إلى مجموعة البريكس على قطاع السياحة والفنادق. حيث تم إجراء استبيان للتحقق من آثار انضمام مصر إلى مجموعة البريكس. ووجه الاستبيان إلى شركات السياحة وشركات الطيران. كما تستكشف الدراسة الفوائد الاقتصادية، والدول الأكثر تنافسية في السوق المصرية، والتهديدات المحتملة للسياحة في مصر الناتجة عن انضمام مصر إلى مجموعة البريكس. كشفت نتائج الدراسة عن فوائد اقتصادية لقطاعي السياحة والفنادق نتيجة انضمام مصر إلى كتل البريكس. ان عضوية مصر للبريكس لها عديد من الفوائد الاقتصادية حيث يمكن تعزيز التجارة والاستثمار ونقل التكنولوجيا من خلال توثيق التعاون الاقتصادي مع دول البريكس الحالية، وزيادة أعداد السائحين الوافدين إلى مصر، لا سيما في ظل تطلع الدولة المصرية إلى جذب 30 مليون سائح خلال 5 سنوات. وتوصي الدراسة بتوقيع اتفاقيات مع الحكومة المصرية لإقامة مشاريع سياحية مشتركة بين مصر ودول البريكس على الأراضي المصرية، حيث يمكن الحصول على أكبر حصة ممكنة من السياحة الوافدة من دول البريكس.

الكلمات المفتاحية: تكتل البريكس، الطلب السياحي، شركات السياحة، شركات الطيران.