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**SUSTAINABLE DEVELOPMENT IN LIBYA
STAKEHOLDERS' ATTITUDES TOWARDS SUSTAINABLE TOURISM
DEVELOPMENT IN AL-JABAL AL-GHARBI CITY, LIBYA**

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**A thesis submitted to the University of Huddersfield in partial fulfilment of the
requirements for the degree of Doctor of Philosophy**

**The University of Huddersfield in collaboration with the University of Al-Jabal Al-
Gharbi - Libya**

2014

VITA

Mossa, son of Ahmed Amhemed and Rughia Belhaj, was born in Gharyan city in Libya in 1963. He graduated from the Gharyan High School in 1981. In 1985, he was graduated from Tripoli university Business school. From 1985 to 1990, he worked as an assistant lecture in the same university. He received his Master of Arts in Economics from the University of Tripoli in August 1990. From 1990 to 2007, he worked as a lecturer in the Gharyan University, Business school, Department of economic. He entered the PhD program at Huddersfield University in UK in July 2009. He is married to Rughia Musbah and they have together three sons and a daughter (Mazn, Ahmed, Shahd and Raed).

DECLARATION:

I have read and understood the regulation for students of the University of Huddersfield - Business School concerning Plagiarism. I undertake that all the materials presented for examination are my own work and have not been written for me, in whole or in part, by any other person. I also undertake that any quotation or paraphrase from the published or unpublished work of another person has been duly acknowledged in the work which I present for examination.

Mossa A. O. Amhemed

Signed:*Mossa*..... Date:11/12/2014.....

ABSTRACT:

Tourism has become the most important source for stimulating the economies of countries of the world. It stimulates enormous investment in infrastructure and helps states to improve their balance of payments, which should help to create job opportunities and improve the living conditions of local people by helping to equalise economic opportunities and keep rural residents from moving to overcrowded cities (WTO, 2007). Libyan economy is still dependent on oil by a large margin, with the knowledge that there are other sectors which can participate in the diversification of the economy, but not given the opportunity by the Government (such as the tourism sector). But tourism development in order to be useful in the long term must be sustainable.

Berlin Declaration of 1997 suggested that "achieving sustainable forms of tourism is the responsibility of all stakeholders involved, where it is critical that planners and decision-makers understand the attitudes of stakeholders towards sustainable actions in tourism development".

The aim of the study is to explore the possibility of creating sustainable tourism development in the Al-Gabal Al-Gharbi City (GGC) in the future, by recognizing the extent of support that can be provided by key stakeholders for tourism, according to the study of their attitudes toward tourism development in this city.

The GGC was selected as a case for the study because it is representative of other cities in Libya which are in urgent need of development projects in order to find solutions to many economic, social and environmental problems. Four key groups of stakeholders were selected to participate in this study (local residents, tourists, government sector, and the private sector).

The researcher used "mixed method" to collect main data such as: The questionnaire which was used as a key method to discover the attitudes of residents and tourists, and the interviews used to explore the attitudes of the public and private sectors. Additionally, the researcher also used reports, studies, books, tables, images and maps published together with field visits to some tourist sites including close monitoring of the reality as a secondary source for data collection.

The study led to some important findings, where it confirmed the existence of good tourist resources in the city in terms of quantity and quality of tourist products and identified the possibility of competition at the local and global levels. However many tourist sites would need more care and attention in terms of discovery, maintenance, advertising, and training. Thus there is a need for supportive policies such as legal, administrative and financial facilities. The study confirmed as well the existence of limitless support for tourism development by all stakeholders, which is an essential element for the sustainability of tourism development in the city. The study also identified the sustainable tourism development trends in the city by identifying tourism demand, its internal and external sources, and the key tourism projects that deserve priority for development and which have the support of stakeholders.

Keywords: sustainable development, sustainable tourism development, stakeholders' attitudes, GGC.

ACKNOWLEDGMENTS:

I am very grateful to God, who gave me patience and inspiration and wisdom, where he's always been my source of existence and hope.

This work was made possible with Dr. Julia Meaton and Nick Hubbard and I owe them a debt of gratitude for providing technical suggestions and constructive criticisms. I thank them for their guidance, encouragement, confidence, patience and willingness to supervise this thesis.

I would also like to acknowledge and thank the examiners Dr Karim Menacere and Dr Claire McCamley for their valuable comments which had a good impact on the improvement of my thesis.

I am indebted to my family members (my wife Rughia, my sons Mazn, Ahmed, Raed, and my daughter Shahd) who have constantly provided me with hope and loving sustenance throughout this study.

Also, my deep thanks to my mother (Rughia) for her patience and her prayers for me every morning.

I will not forget to thank the University of Al-Jabal Al-Gharbi for the financial support they gave me; also I will never forget the University of Huddersfield Business School for accepting me as a full time student and all the staff, faculty members and administrators for the appropriate academic atmosphere that was provided to me throughout my studies.

Last but not least, I would like to thank all the participants who gave their time for completing the questionnaires and those who were interviewed, and all who helped me in the completion of this work especially Mr. A. Kesavan for proof reading my work, the members of the survey (Yusuf Kamis; Ahmed Attaher; Al-Arbi Mohamed; Khalid Habli; Fawzi Al-Mukhtar), and the members of the arbitration for scale of the study (Dr. Abu Aen, Dr. Shawani, Dr. Oun, Dr. Gnaw, Dr. Dabbag, Dr. Refai, Dr. Mayof, and Eng. Abdul Jawad Belhaj).

DEDICATION:

I dedicate this work firstly to the memory of my father, secondly to my mother, and to my beloved family "R; M; A; Sh & R", and to the faculty members and the students at the University of Al-Gabal Al-Gharbi - Libya, and to all Libyans especially those interested in development issues.

LIST OF ABBREVIATIONS:

| | |
|---------|---|
| AR | All Residents |
| AS | All Stakeholders |
| AT | All Tourists |
| BAA | Britannica Advocacy for Animals |
| BFSC | Barcelona Field Studies Centre |
| CWE | Council of Women's Empowerment |
| DT | Domestic Tourist |
| FAO | Food and Agriculture Organization |
| FDI | foreign direct investment |
| FHO | Family Holiday Association |
| GAI | General Authority for Information |
| GAID | General Authority for Information and Documentation |
| GDP | Gross Domestic Production |
| GGC | Al-Gabal AL-Gharbi City |
| GPCT | General People's Committee for Tourism |
| IBRD | International Bank for Reconstruction and Development |
| IESCO | Islamic Educational, Scientific and Cultural Organisation |
| ILO | International Labor Organisation |
| IMF | International Monetary Fund |
| IT | International Tourist |
| LANA | Libyan News Agency |
| LG | Libyan Government |
| LGBT | Libyan General Board of Tourism |
| NLC | National Libyan Channel |
| NOC | National Office of Counseling |
| RLA | Residents Living Away from tourism destination |
| RLN | Residents Living Near the tourism destination |
| RWI | Residents working in the tourism Industry |
| SCT | Supreme Commission for Tourism |
| SD | Sustainable Development |
| SOS | " S O S tainability", Save Our Sustainability |
| SPSS | Statistical Package for the Social Sciences |
| STD | Sustainable Tourism Development |
| SWOT | Strengths, Weaknesses, Opportunities and Threats |
| UKNCIHE | UK. National Committee of Inquiry into Higher Education |
| UN | United Nations |
| UNCED | United Nation Conference on Environment and Development |
| UNECE | United Nations Economic Commission for Europe |
| UNEP | United Nations Environment Programme |
| WCED | World Commission on Environment and Development |
| WHO | World Health Organization |
| WTO | World Tourism Organization |
| WTTC | World Travel and Tourism Council |

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CHAPTER

1.

INTRODUCTION

1.1 Introduction

This chapter is aimed at explaining the rationale for conducting this study and provides a general introduction to the thesis by discussing and clarifying the following main topics:

- 1.2- Research Background
- 1.3- Statement of Problem
- 1.4- Contribution to knowledge
- 1.5- Research questions, goals, and objectives.
- 1.6- Research methodology.
- 1.7- Thesis structure.

1.2 Research Background

Tourism is a key sector in the developed and developing countries and is being used as a ubiquitous vehicle for economic development and diversification besides being an integral element of economic development policy (Sharpley, 2002). Tourism has become the most important source for stimulating the economies of countries of the world. It stimulates enormous investment in infrastructure and helps states to improve their balance of payments, which should help to create job opportunities and improve the living conditions of local people by helping to equalise economic opportunities and keep rural residents from moving to overcrowded cities (WTO, 2007). For example, tourism constitutes more than 10% of total exports for most developing countries, particularly in Africa. It contributes 23.4, 17.6 and 26.7% of total exports for Egypt, Tunisia and Morocco respectively (ODI, 2006).

Tourism accounts for 10% of global employment, and further stimulates investments in different economic sectors where it accounted for 9.2% of the global investments in 2009 (WTO, 2010), generating much needed government revenue through taxes and fees. The global number of tourists in 2011 was 980 million people. The World Tourism Organization confirmed that this figure reached one billion tourists at the end of 2012, and speculates that this will double to 1.6 billion by 2020 (WTO, 2013). The contribution of Travel & Tourism to World GDP is expected to rise from 9.3% in 2010 to 9.7% by 2020 (WTTC, 2010).

These facts, justify the enthusiasm of many developing countries in embracing tourism as a paradigm for economic development and diversification. But in the past 20 years, the world witnessed a growing realization that the development model was unsustainable. In other words, the world is living beyond its means, in terms of loss of biodiversity, deforestation, over-fishing, and other patterns of consumption that have a negative impact on the

environment and climate. For example, the hotels and catering industry used 15% of all energy produced in the UK in 2008. It also produced four million tonnes of waste from 2002 to 2003, emitted 2,687,000 tonnes of greenhouse gases in 2006, and consumed 140 million cubic gallons of water from 1997 to 1998 (Follett, 2009). Such high levels of resource use in a time of climate change means that any industrial development needs to be considered carefully in terms of its impact.

Stern, (2006) wrote about the concerns of climate change, saying: *"If we are to give ourselves a 50% chance of avoiding a warming of more than 2C, and radically cut the risk of a 4 degrees rise, global annual emissions will need to peak within the next 10 years and then fall steadily, at least halving by 2050"*. Such a reduction in emissions will require a rethink on how we manage all aspects of industrial activity, including tourism.

The rapid growth of the tourism sector makes it vulnerable to criticism by opponents of traditional development thinking that it is based on the principle of infinite growth at the expense of environmental resources (SCT, 2001).

Since the seventies, successive international development conferences in Rio de Janeiro, Copenhagen, Beijing, Cairo, and Istanbul have unanimously agreed that economic growth may succeed in raising macroeconomic indicators, but that it often causes a decline in the standard of living for many people, and can lead to the exacerbation of poverty (Khalil, 2012).

There are increasing calls for the adoption of a new approach to development in order to achieve a balance between the desires of humankind and the sustainable management of resources, which have led to the emergence of the term "sustainable development" (Mensah & Castro, 2004).

The term "sustainable development", was popularized in "Our Common Future", a report published by the World Commission on Environment and Development in 1987. Also known as the "Brundtland report", this document defined sustainable development *"as the development which meets the needs of the present without compromising the ability of future generations to meet their own needs"* (WCED, 1987).

This "Brundtland" report confirmed the close links between economic and social development with the preservation of the environment. Since 1987 there have been many

efforts to try and work out how to manage and achieve sustainable development, but one common theme has been the need to engage people in decision making. For example, the final statement of the United Nations Conference on Sustainable Development in Rio de Janeiro from 20 to 22 June 2012 concludes: “We recognize that opportunities for people to influence their lives and future, participate in decision-making and voice their concerns are fundamental for sustainable development. We underscore that sustainable development requires concrete and urgent action. It can only be achieved with a broad alliance of people, governments, civil society and the private sector, all working together to secure the future we want for present and future generations” (Rio + 20, 2012).

The concept of sustainable development and its application to the tourism sector has received considerable attention within the academia and has become a focus of the policy agenda at all levels of government (Ruhanen & Lisa, 2006). However some authors have noted that sustainability principles are not put into practice due to the fact that economic motivations are given priority over social and ecological issues (Courlet, 2008). Further, academics have been criticised for their preoccupation with defining and debating the definitional aspects of sustainable tourism at the expense of considering the practical aspects, particularly the development of tools for implementing the concept in practice (Kitamura, & Hoshii, 2010). Whilst the concepts of participation and strategic orientation are widely endorsed as valuable contributors to sustainable development, there have been no serious attempts to gauge the extent to which such considerations play their part in real world tourism planning processes (Ruhanen & Lisa, 2006).

The final statement of the United Nations Conference on Sustainable Development in Rio de Janeiro from 20 to 22 June 2012 concludes: *"We emphasize that well-designed and managed tourism can make a significant contribution to the three dimensions of sustainable development, has close linkages to other sectors, and can create decent jobs and generate trade opportunities. We recognize the need to support sustainable tourism activities and relevant capacity building that promote environmental awareness, conserve and protect the environment, respect wildlife, flora, biodiversity, ecosystems and cultural diversity, and improve the welfare and livelihoods of local communities by supporting their local economies and the human and natural environment as a whole. We call for enhanced support for sustainable tourism activities and relevant capacity-building in developing countries in order to contribute to the achievement of sustainable development"* (Rio + 20, 2012).

Tourism has grown in some developing countries and has become the most important sector for attracting local and foreign investments, employing labor, providing income to members of the community and providing taxes to the government (GBTA, 2002). However, some developing countries have a comparative advantage in some of the other resources (oil for example), where the focus was on the oil sector - often - at the expense of other sectors. This is what happened with Libya, which now relies heavily on oil as a major source of foreign exchange earnings which contribute about 95% of total exports (CIA, 2006). However, in recent years, as a result of changes to some of the world's political and economic conditions, Libya has recognized that it needs to diversify its industry sectors in order to boost its economy (Baira, 2007).

The Libyan government has identified tourism as a key sector for economic development and diversification. In response to this, and with the support of the World Tourism Organization, it has developed the *Libyan Tourism Master Plan "LTMP"* (LG, 1998). This considers not only the potential for tourism but also recognizes several problems associated with any development such as lack of knowledge and awareness by the Libyan hotel sector; poor infrastructure; low levels of technical know-how; limited tourism promotional activity; limited language skills and poor training of personnel for the tourism sector (Jwaili et al., 2004).

However, there are several aspects of tourism development which are neither addressed by the plan nor covered by researchers in previous studies concerning the development of tourism in Libya, foremost of which is the study of the attitudes of stakeholders towards the development. The attitudes of stakeholders are very important indicators for the sustainability of tourism development and should be considered at the start of a development policy (Kitamura & Hoshii, 2010).

Al-Gabal Al-Gharbi City "GGC" is the area of study, located in the south of the capital (Tripoli) at a distance of 88 km. It is an interior mountain city which has not received its share of development in spite of the existence of diverse tourism resources. It is in urgent need for development in order to find solutions to the many economic, social and environment problems in the city. The city has been largely left unmanaged and neglected by previous governments and few regulatory programmes are implemented or managed, leaving it marginalized and separate from economic developments in other parts of Libya.

The people in this city suffer from relatively low standards of living and high commodity prices, which have a negative impact on the real incomes of individuals (GBTA, 2002). This has led to the emergence of many problems such as the erosion of savings, housing problems, unemployment, spinsterhood, divorce, theft, addiction, and the immigration from the city (Abdel-Mawla, 2007). Furthermore the city faces a lot of environmental problems, such as poor waste management, random, uncontrolled construction, erosion of agricultural lands, the demolition of houses and ancient villages, the extinction of some animals, and the slow death of some oases (Jamal, 2010).

GGC contains many different tourism resources, in particular a great number of the city's buildings are of historical and cultural value, and many tourism resources located deep in the mountains are more difficult to access, and although they offer clear opportunities for tourism, they are deteriorating rapidly (Abdel-Mawla, 2007).

It is possible that the problems of the city can be mitigated or eliminated through the development of tourism sector. This could be achieved by facilitating comprehensive and sustainable tourism development programs with the focus on small and medium enterprises which could not only create employment opportunities, but also further opportunities for the diversity and competitiveness of the area.

The tourism sector is one of the sectors neglected in the past in Libya and its contribution to the national economy is negligible. The percentage contribution of the tourism sector in GDP in 2009 less than 0.4% (Fund for Peace, 2012). Its potential as a new resource for the national economy needs a lot of in-depth studies. Such studies must include exploring the views of stakeholders, because cannot be achieved a lot without the involvement of all stakeholders in the development process. This research therefore seeks to determine the extent of enthusiasm for tourism development projects, to identify the amount of support that is required by stakeholders in order for them to capitalize on such development and to ensure the sustainability of development projects in this sector.

Some previous studies on sustainable tourism development reveal a degree of opposition and adverse reactions by stakeholders (especially local residents) when new development plans are proposed (Lepp, 2008; Harrill, 2004; Mason & Cheyne, 2000; Hernandez, et al., 1996). These evidence the necessity of understanding the attitudes, fears, as well as the hopes, that local stakeholders have concerning such developments.

Thus there is a need to study stakeholders' attitudes before embarking on the sector development, since stakeholder support for tourism development projects will greatly contribute to the success and sustainability of such developments (Claiborne, 2010; Lepp, 2008).

Therefore, the verification of the possibility of sustainable tourism development in the GGC depends on the support of its stakeholders towards tourism development; the key theme of this study.

This study is coming timely, because the tourism in Libya is still in discovery stage, especially in the GGC where there are no current programmes for tourism development. The attitudes of stakeholders at this stage will put the proper foundation stone for the establishment of sustainable tourism development in the region. In short the emphasis will be to verify the possibility of sustainable tourism development in the GGC through the study of the attitudes of stakeholders together with the verification of the existence of sufficient tourism resources.

The mixed model of data collection was used (qualitative and quantitative) and primary data collection was achieved through questionnaires and interviews. Secondary data in the form of books, journals, theses, reports and published data was also used to triangulate the data collected. Four key groups of stakeholders were selected to participate in this study (local residents, tourists, government sector, and the private sector).

1.3 Statement of Problem

Tourism development projects in the past focused on the maximization of profits for business owners with little regard for the environment and natural resources (Tracey and Anne, 2008). But the emergence of a new model in recent times cares about the maximization of profits for business owners, takes into account the economic, social and cultural factors of indigenous people, provides satisfactory services to the tourists, and maintains the environment and natural resources for future generations, which means maximizing the benefits to all stakeholders who may be affected or influence the development of tourism, so that everyone gets what they want without harming the environment, which is called the (sustainable tourism development model).

Therefore this research focused on studying the attitudes of the key stakeholders in tourism because of many evidence which indicates that the positive attitudes of stakeholders towards tourism are in fact support for tourism development, where it can stimulate the planners,

investors and decision-makers to formulate policies that lead to the establishment of sustainable tourism projects in the future (Bashir, 2012; Ben Hamed, 2010).

The Libyan economy depends almost entirely on the oil sector. As a result of some of the political and economic crises the Libyan state decided the economic diversification policy by the end of the nineties and considered the tourism sector among the most important sectors that can be relied upon to diversify the economy. So the first plan for tourism emerged in Libya in 1998 to cover 20 years from 1999 to 2018 (GAID, 2009). Thus, the tourism in Libya is still in its early stages that require a number of studies, the most important of which is the study of the positions of stakeholders, where we must know their perceptions and attitudes before any other studies, because that provides a lot of information to decision makers, planners and investors, which will lead to the development of tourism development in a sustainable manner in the future.

Al-Gabal Al-Gharbi City is an inner city which lacks economic resources, where the population depends on rain-fed agriculture and grazing, which have increased the population problems in recent years due to reduced the rates of rainfall over this region, causing increasing unemployment, declining living standards and the emergence of many of the economic, social and environmental problems, but there is in this city a lot of different tourism resources untapped due to lack of policies that encourage investment in this area. Recently in the city some of good examples of small private tourism projects appeared, but many of them still lack the required application for the principles of sustainability (Bel-haj A., 2013).

The aim of this study is to detect the possibility of establishing a sustainable tourism projects in the GGC in the future, by recognizing the extent of support that can be provided by key stakeholders for tourism according to their attitudes toward tourism development in this city.

1.4 Research Questions and goals

This diagram shows the research questions, goals and objectives:

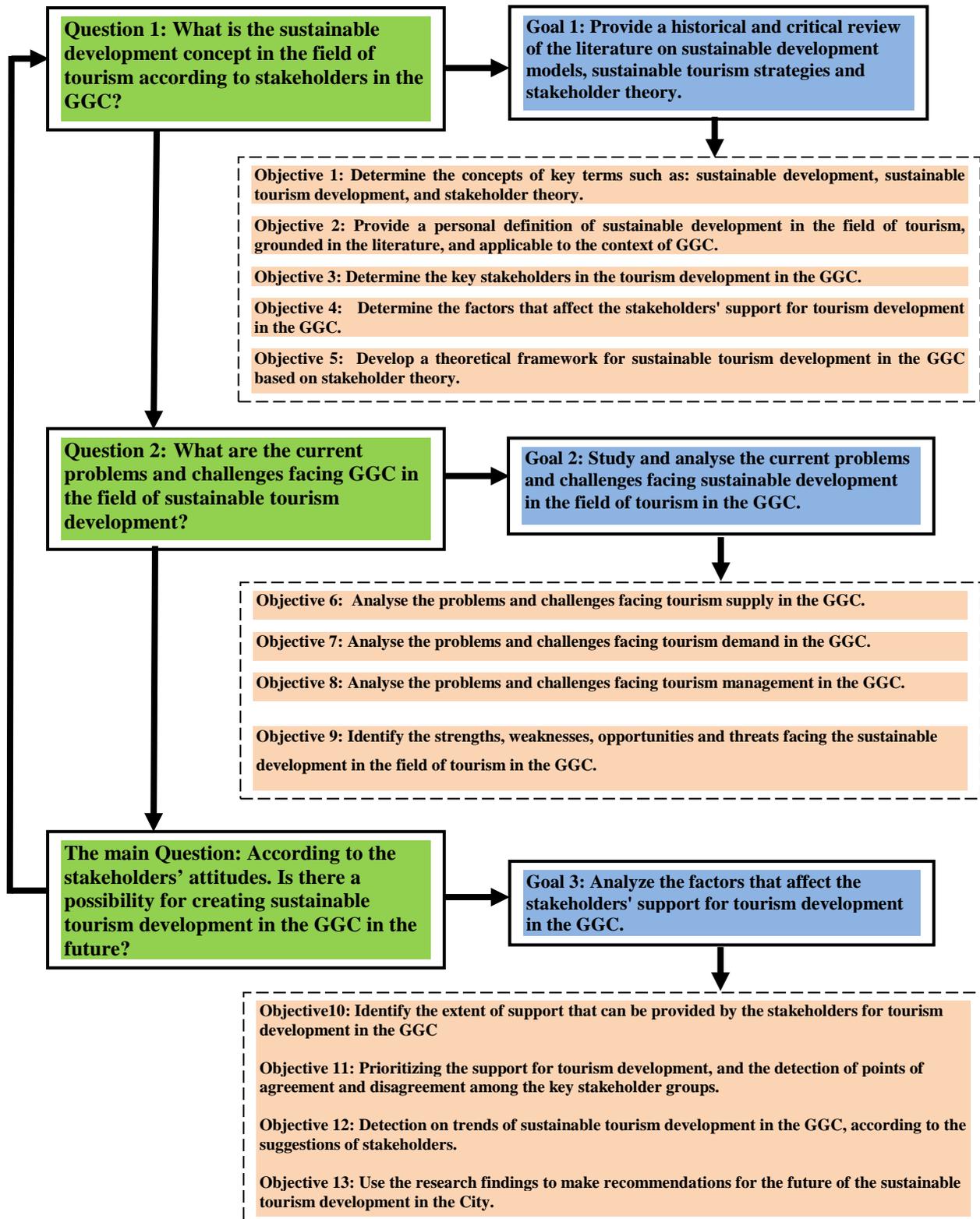


Figure (1.1): Research Questions and goals.

Source: the work of the researcher.

1.5 Research methodology

Research methodology can be defined as a system of explicit rules and procedures upon which research is based and against which claims for knowledge are assessed (Frankfort-Nachmias & Nachmias, 1996). The research philosophy is derived from a positivistic paradigm in which the research problem stems from the literature itself. The researcher seeks to cover a set of gaps in the literature.

The place of study is AL-Gabal Al-Gharbi City (GGC) in Libya which is a mountain city located 80 km south of the capital (Tripoli), with a population of 302705 inhabitants covering a wide area of 76717 square km (GAID, 2009). This city consists of 35 residential areas (see table A2.7). It was targeted because no previous scientific research has been conducted in the field of sustainable tourism development in this city. It lies in the interior part of the country which has not received its fair share of development, where the unemployment rate rose to 30%, and the migration has been negative for the past twenty years (Baira, 2007).

Four stakeholder groups (Residents, Tourists, Private sector, and Public sector officials) were selected on the basis of their relative dominance in terms of their level of stake and influence in the tourism industry.

Data collection was conducted between 1 October 2010 and 30 January 2011.

This study used qualitative and quantitative data to achieve the research aims. The researcher administered a questionnaire as the main method of data collection to local residents and visitors and data collection for public sector and private sector was made through a focus group as well as semi-structured interviews with senior managers in the municipality of GGC. In addition, the researcher used secondary data in the form of statistics, published data, photographs and maps.

Questionnaires and interviews were designed to serve the objectives of the research and to answer the research questions. A pilot study was conducted before the distribution of the final draft of the questionnaire and the questions were also tested in terms of validity and reliability.

Data for the study were entered using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics in terms of averages, percentages and frequency were used to meet the research objectives. In addition, correlation and multiple regression analyses were used to

answer the research questions. Also, qualitative data were analyzed relying on descriptive analysis and the transformation of data into categories and systematic themes.

1.6 Structure of the thesis

In addition to this chapter, the thesis will consist of six other chapters. Chapters (two, three and four) will cover the literature reviews and will address subjects related to research.

Chapter two addresses the themes of sustainable development in terms of concept, principles, stages of the evolution, dimensions, goals and targets of sustainable development, the issues of economic, social and environmental sustainability, and discuss the contemporary thought on sustainable development.

Chapter three discusses issues of sustainable tourism development in terms of definition of tourist and tourism industry, the life cycle of the tourism product, forms of tourism, the concepts and principles of sustainable tourism development, the demand for the tourism product and planning for sustainable tourism development.

The fourth chapter discusses stakeholder theory and the importance of stakeholder participation in the planning, implementation and evaluation of sustainable development, with a focus on community participation and the role of public and private sector in sustainable tourism development which will also be covered.

Chapter five describes the conceptual framework which reviews the design of research model based on the gaps identified in the literature review in order to develop a better understanding of stakeholder participation in sustainable tourism development, and the need for the study, reminders to the research objectives, research questions, and research hypotheses as well as the operational definitions of the key variables of research.

Chapter five describes also the research methodology that has been applied for undertaking this research and explains the stages undertaken and the methods employed by the researcher to collect the data. The chapter starts with an overview of the research philosophy and design, followed by a detailed discussion of justifications for the research philosophy and design adopted in this research including the population and sample. A detailed description of the data collection methods including the questionnaire and the semi-structured face to face interviews is then provided. Before a detailed account is given of the questionnaire design and layout, a pilot study on the question types and format, the covering letter, the respondents, contents of the final version of the questionnaire, administration of the

questionnaire, conducting the interviews and reliability and validity evaluation will be conducted. Finally, the chapter ends with a discussion and justifications of the statistical methods and techniques used for analysing the quantitative and the qualitative data.

Chapter Six represents the analysis of the factors affecting the support of sustainable tourism development in the Al-Gabal Al-Garbi City where it analyzes the nature of the data and the regression in the eight models of stakeholders, as well as an analysis of congruence and differences in views between the stakeholder groups, including the analysis of trends in sustainable tourism development in the city and the demand for tourism products in it.

The conclusions are summarised in the **chapter seven**, where it starts with the summary of the discussion of all the stakeholders' views, after adding the views of the public and private sectors which are merged in this chapter to get more information and arguments to support the study results about the possibility of sustainable tourism development in GGC. The chapter concludes with the major findings and the recommendations of this study together with suggestions for further research in the future.

CHAPTER

2

***SUSTAINABLE DEVELOPMENT
(SD)***

2.1 Introduction

This chapter reviews the literature on sustainable development in addition to discussion and clarification of the following main topics:

- 2.2 - Concept of sustainable development
- 2.3- History of sustainable development
- 2.4- Stages of the evolution of the concept of sustainable development.
- 2.5- Dimensions of sustainable development.
- 2.6- Goals and targets of sustainable development
- 2.7- Issues of sustainability
- 2.8- Contemporary thought on sustainable development.
- 2.9- Sustainable development according to the context of the GGC.

2.2 Concept of Sustainable Development

The term "sustainable development" is a highly discussed concept and is one of the leading conceptual paradigms of the past twenty years. This can be substantiated in part by the 214,000,000 plus links on Web pages (Google) dealing with the term "Sustainable Development", and the 20,000 scientific results of the term "Sustainable Development" in ISI Web of Knowledge. Sustainable development has been defined in many ways, but the most frequently quoted definition is from Our Common Future, also known as the Brundtland Report, "*Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs*" (WCED, 1987).

As a result of the comprehensiveness of this definition and the mystery that surrounds it, an enormous amount of academic, administrative and political effort has been put into trying to find a more precise definition of sustainable development (Beisheim & Droge, 2012).

Global sustainable development has become a key goal for national authorities at the very highest level since the UN Conference on Environment and Development in Rio in 1992, but it is widely acknowledged that in order to achieve it is necessary to engage with the notion at a local level (Matsuura, 2003).

The Brundtland definition contains two key concepts:

1. The human needs, characterized by diversity and renewal with the passage of time.
2. The environment's ability to meet present and future needs.

There are links to the concept of Maslow's hierarchy of needs (1971) which models individual psychological growth from basic cognitive understanding to issues of self-actualization and self transcendence (Maslow, 1971).

Marshall and Toffel (2005) simplified this hierarchy to apply to human needs relating to sustainable development. They begin with (1) Human survival. (2) Health and life expectancy, (3) Species extinctions and human rights, (4) Quality of life, (Lapka & Cudlinova, 2009).

In general, all the definitions relating to sustainable development combine three systems which are: System connects space; system connects time; and system connects quality of life:

2.2.1 System that connects space

This concept explains how, for example, air pollution in a certain area of the world affects other parts of it. In April 2010, the dust from the volcano "Eyjafjallajokull" caused an ash cloud that led to the closure of most of the European IFR airspace from 15 to 20 April 2010. Consequently, a very high proportion of flights within, to and from Europe were cancelled, creating the highest level of air travel disruption since the Second World War (BBC news, 2010). Similarly, Co2 emissions created and released in one part of the world have an impact on the rest of the world.

2.2.2 System that connects time

The decisions taken by our grandparents 100 years ago are still affecting our practices today, and the decisions we take today will have an impact on our grandchildren in the future, for example, the decision to establish the nuclear plant "Fukushima Dai-ichi" in Japan was made 40 years ago, but its negative impact now emerged in 2011 (Joskow, et al., 2012).

Thus, the economic policies that we support today will have an impact on poverty in the future when our children become adults, and the environmental decisions we make today, particularly regarding co2 emissions will have an impact on our children in the future.

2.2.3 System that connects quality of life

The quality of life is a system, too, and all humans have to balance an array of issues. For example, it is good to be healthy, but what if they are poor? It is good to have a secure income, but what if the air one breathes is unclean? And it is good to have freedom of expression, but what if one cannot feed his/her family?

Thus, in order to achieve a sustainable life, one needs to balance the quality of life, which is governed by the complex and delicate rules (Humaid & Salman, 2009).

2.3 History of Sustainable Development

The first reference to sustainability can be attributed to the Roman Empire. The Romans focused on the development of cities and settlements in a planned and deliberate way, with a vision of how future expansion would be conducted (Swarbrooke, 2000).

Early traditional agricultural practices such as crop rotation were also based on the principles of sustainability. The traditional farm was managed to preserve the land from one season to the next (Swarbrooke, 2000).

These ideas and concepts changed with the beginning of the industrial revolution. The industrial revolution led to the urbanization of larger areas and increased pressure on the natural environment (Phillis, et al., 2011). An understanding began to develop that if the industrialization of the globe were left uncontrolled, dire consequences would occur to the environment and society. The perceived environmental crisis and global response in the 1960's and 1970's was the origin of the current concept of sustainable development (Southgate & Sharpley, 2002; Alipour, 1996; Murphy, 1985).

The publication of the Population Bomb in 1968 by Ehrlich et al, and Limits to Growth in 1972 by Meadows, emphasized the need for sustainable development. They argued that the resources of the world were limited and that the increase in population and development would experience serious constraints by the year 2000 unless changes were made. (Ehrlich, 1968; Meadows, 1972) as cited by (Murphy, 1998).

Several global conferences on sustainable development were held, the most important of which were:

1. Stockholm in 1972 in Sweden, United Nations Conference 'On the Human Environment.
2. Rio in 1992 in Brazil, United Nations Conference 'On the Environment and Development'.
3. Johannesburg in 2002 in South Africa, United Nations Conference 'On the Sustainable Development'.
4. Rio+20 in 2012 in Brazil, United Nations Conference 'On the Sustainable Development'.

2.4 Stages of the evolution of the concept of sustainable development

The evolution of the concept of sustainable development in the world comprises three important stages which are:

1. Stage of overconsumption of the resources.
2. A stage of starting thinking about saving the planet.
3. Stage of emergence of the concept of sustainable development.

2.4.1 Stage of overconsumption of the resources

This stage is characterized by the emergence of three global phenomena which are as follows:

2.4.1.1 Increasing world population

World population in 1904 was one billion, but this increased to 7 billion in 2012 (WTTC, 2013). Scientists expect the number of the world's population in 2050 to be 9 billion people, which will lead to increased demand for natural resources by 50% from what it is now (Abu-Sneineh, 2009) see table 2.1.

Table: 2.1, World's population

| Yeas | World's population (billions) | The Time |
|----------------|-------------------------------|----------|
| 1904 | 1 | |
| 1927 | 2 | 23 years |
| 1959 | 3 | 32 years |
| 1974 | 4 | 15 years |
| 1986 | 5 | 12 years |
| 1999 | 6 | 13 years |
| 2012* | 7 | 13 years |
| 2050 Estimated | 9 | 51 years |

Source: Abu Sneineh, 2009; 2012*: WTTC, 2013

2.4.1.2 The decline in food production

Population pressures and environmental degradation weaken the conditions of agriculture and future prospects. Although agricultural production has improved in some areas, especially in developed countries, in others it has decreased (FAO, 2013).

The following table 2.2 shows the volatility in the world production of cereal for the years (2008 - 2013), where the world production of cereal for the year 2013 is estimated at (2302.1 million tons), a decrease of (2 %) from the previous year 2012, and the global stock of cereal in 2013 is estimated at about 495 million tons, a decrease of (3.2 %) from the previous year 2012, showing a decrease in the cereal supply and the global cereal trade (0.98%) (6%) respectively in the same period, an increase in the utilization of cereal from 2324.9 million tons in 2012 to 2326.5 million tons in 2013, an increase of (0.07%) is due to the increased

utilization of coarse cereal for animal feed and to the global human consumption as well, especially in the United States, China and Russia (FAO, 2013).

Table: 2.2, World Cereal Market.

| Years Statement | 2008 / 2009 | 2009 / 2010 | 2010 / 2011 | 2011 / 2012 | 2012 / 2013 Forecast |
|--------------------|-------------|-------------|-------------|-------------|-------------------------|
| Production | 2288.9 | 2266.3 | 2259.6 | 2349.2 | 2302.1 |
| Supply | 2698.8 | 2754.5 | 2775.6 | 2841.6 | 2813.7 |
| Utilization | 2191.1 | 2237.6 | 2276.7 | 2324.9 | 2326.5 |
| Trade | 284.8 | 277.2 | 285.8 | 316.6 | 297.5 |
| Ending stock | 488.1 | 515.9 | 492.4 | 511.6 | 495.4 |

Source: FAO, 2013

2.4.1.3 Deterioration of the planet

There has been an intense pressure on global soil resources and tropical forests, since the spread of the capitalist mode of production combined with the exploitative colonial movement which reached most continents (Liftoyich, 1989).

During the second half of the twentieth century this was a deterioration of approximately 11% of the land across the world. The world's forest area during the past twenty years has shrunk by almost 135 million hectares (FAO, 2010). See the following table 2.3.

Such destruction has impacted on the diversity of living organisms and ecological communities and is a major contributor to the threat of climate change.

Table: 2.3, Trends of the change in the world's forest area (1990 - 2010).

| The Zone | The space, (1000) Hectares | | | |
|---------------------------|----------------------------|----------|----------|----------|
| | 1990 | 2000 | 2005 | 2010 |
| Africa | 749238 | 708564 | 691468 | 674419 |
| Asia | 576110 | 570164 | 584048 | 592512 |
| Europe | 989471 | 998239 | 1001150 | 1005001 |
| North America | 708383 | 705497 | 705296 | 705393 |
| South America | 946454 | 904322 | 882258 | 864351 |
| Oceania | 198744 | 198381 | 196745 | 191384 |
| The world | 4168399 | 4085168 | 4060964 | 4033060 |
| The annual rate of change | --- | - 0.20 % | - 0.12 % | - 0.14 % |

Source: FAO, 2010

Fresh water supplies have also decreased, as a result of increasing water withdrawals for agriculture and industrial development, and also to quench the thirst of the growing numbers of people on the planet. For example, the Food and Agriculture Organization of the United Nations (FAO) called for speedy remedial steps to be taken in the face of the humanitarian disaster faced by Lake Chad in Africa, and warned it may dry up during the next twenty years, which will affect the livelihoods of 30 million people living on the banks of this vast lake. Lake Chad - which overlooks the Cameroon, Chad, Niger and Nigeria - has shrunk up to 90%, from 25000 square kilometres in 1963 to less than 1500 square kilometres in 2001,

as a result of climate change, extreme weather, and population pressures over the past decades. In addition to the decline in fish production from the lake by 60%, the grazing land continues to deteriorate which had led to a shortage of animal feed by about 46.5% (Al bayan, 2012).



Fig: 2.1, Lake Chad, 1972
Source: Kate Raworth, 2012

Republic of Chad

Lake Chad, 2007

The industrial production pattern adopted by the industrialized countries of capitalism, two centuries ago was one of the main factors threatening environment. For example, in 1989 Countries of the Organization for Economic Cooperation and Development in Europe (OECD) consumed 43% of total world energy consumption which contributed 40% of global emissions of Sulphur dioxide and 45% of emissions of nitrogen oxides, major sources of acid rain. These countries also produced 68% of industrial waste in the world, and contributed to 38% of greenhouse gases, although the number of residents in this region does not exceed 20% of the total world population (Annajeh, 2002).

2.4.2 A stage of starting thinking in saving the planet

2.4.2.1 Recognition of environmental problems facing the planet

Since the Stockholm Conference on the Environment in the early seventies, the world began to recognize that these environmental problems were inseparable from the problems of human welfare or the process of economic development.

With this recognition, the United Nations established the World Commission Responsible for Environment and Development, to examine the issues and to make recommendations in this regard. The General Assembly, in its resolution 47/191 of 22 December 1992, requested the Economic and Social Council to establish, as a functional commission of the Council, a high-level Commission on Sustainable Development to ensure an effective follow-up to the Conference on Environment and Development (UNCED). Therefore, in accordance with the

General Assembly resolution 47/191 the Commission was established by Economic and Social Council decision 1993/207 of 12 February 1993. The Commission meets annually and reports to the Economic and Social Council (UN Documents, 1993).

2.4.2.2 Definition of Sustainable Development by the World Commission

The Commission concluded in its report entitled "*our common future*" that there is a need for a new road of development for the sustainability of human progress, not just for a few places or for a few years, but for all the Earth into the distant future. This was the origin of the definition discussed earlier, which continues to dominate to "*meet the needs of the present without compromising the ability of future generations to meet their own needs*" (WCED, 1987).

2.4.2.3 International Conferences on Sustainable Development

The first World Conference on Environment and Development was held in June 1992 in Rio de Janeiro in Brazil, entitled "Earth Summit". It was attended by 168 countries, and the conference adopted its agenda on environmental protection and the characterization of the political and economic consequences resulting from the continued destruction of the environment. An acceptance of the idea of sustainable development in the broadest sense was approved on a broad front. But when it turned out to translate this idea into the objectives, programs and policies it became a difficult task (Noah, 2009). Despite this, the United Nations Conference on Environment and Development effort still remains the framework which most countries acknowledge, even if their individual efforts are poor (Drexhage & Murphy, 2010). After ten years the Johannesburg conference in South Africa was held in September 2002 discussing the same concerns but ended also in failure in making the developed countries implement the promises agreed during "Earth Summit" in 1992 (Drexhage & Murphy, 2010). After another ten years the Conference on Sustainable Development (Rio + 20), was held in Rio de Janeiro, Brazil in June 2012. This was also disappointing and it seems like a global agreement on how to address these key concerns is almost impossible.

2.4.3 A stage of emergence of the sustainable development definition

2.4.3.1 The physical definition of sustainable development

In line with the desire of some of the authors in making the concept of sustainable development closer to the selection, they put a narrow definition to it, focusing on the physical aspects of sustainable development. These authors emphasize the need for the use of

renewable natural resources that do not lead to the extinction or degradation of these resources or lead to a decline in usefulness being "renewable" for future generations, thus maintaining the balance of fixed-effective manner or non decreasing of natural resources such as soil, groundwater, and biomass (Harris, 2003).

2.4.3.2 Economic definitions

Some of the economic definitions of sustainable development focus on the optimal management of natural resources, with an emphasis on *"get the maximum benefits of economic development, to maintain services and quality of natural resources"*. Other economic definitions focused on the broad notion that "the use of resources today should not detract from the real income in the future." And behind this concept lies "the idea that the current decisions should not harm the potential to maintain living standards in the future or improve". It means that our economic systems should be managed so that we live on our resources and maintain physical asset base and improve it constantly (Harris, 2003).

2.4.3.3 Confusion between economic growth and development

Economic growth is considered, by most governments, necessary for the eradication of poverty and generating the resources for development. But the issue is the quality of growth and how to distribute its benefits, not just the process of economic expansion which often only benefits a minority of the population. Many environmentalists and development experts stress that the focus should not be on economic growth but on development. Development must include human development environmental stewardship and the fight against poverty through the redistribution of wealth (Gwartney, et al., 1999).

2.4.3.4 The status of human within the definitions provided on Sustainable Development

Humans are the focus of most definitions of sustainable development. Human development leads to improved levels of health care, education and social welfare, and it is recognised that such development is crucial for economic development. In the words of the Human Development Report issued by the United Nations Development Programme *"Men, women and children should be at the centre of attention and spin the development around people, not people around development"* (Moffett, no date). It further stresses that sustainable development should be achieved with the democratic participation of people.

2.4.3.5 Status of technology in the definition of sustainable development

Some authors such as Huesemann (2003) has expanded to the definition of sustainable development to include the achievement of rapid transformation in the technological base of industrial civilization, by pointing out that there is a need for new technology that are cleaner, more efficient and better able to save natural resources, in order to reduce pollution and help to stabilize the climate, and accommodate growth in the number of population and economic activity (Huesemann, 2003).

2.4.3.6 Status of equity in the definition of sustainable development

An important element of sustainable development is equity or justice. There are many types of equity but one concerns human generations that have not been born yet, and another concerns those who are living today and those who do not have equal opportunities for getting natural resources or social and economic benefits. The world has lived since the mid-seventies under the absolute domination of the global market, which in turn has created great disparity between countries of the South and the North and also within states (Amin, 2009), where sustainable development addresses these two elements .

2.5 Dimensions of sustainable development

Sustainable development includes overlapping multiple dimensions. By focusing on them it is possible to make significant progress in achieving the targeted development, namely three critical dimensions which are economic, social and environmental dimensions, only where all three overlap do we achieve sustainability (Mensah & Castro, 2004). See the following figure 2.2.

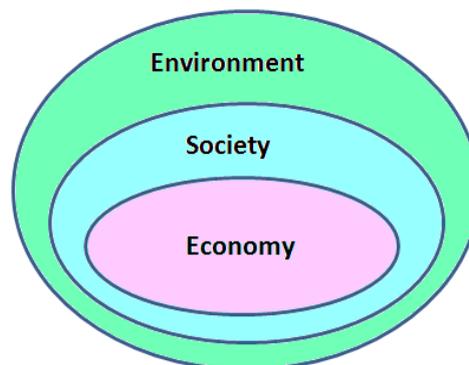


Figure 2.2, Sustainability dimensions
Source: Mensah & Castro, 2004

2.5.1 Economic dimensions

The populations of industrialized countries consume more resources and generate many more emissions than the populations of developing countries. For example, the energy consumption resulting from the oil, gas and coal in the United States is thirty three times higher than in India and consumption in the countries of the Organization for Economic Cooperation and Development "OECD" is ten times higher on average than in the developing countries (Almagrebi, 2010).

There are two key reasons why industrialized countries have a special responsibility to lead in sustainable development. Firstly their past consumption has caused most of the current Co2 emissions and other environmental problems and secondly, they have the financial, technical and human resources to develop cleaner and more efficient technologies. Such leadership would mean providing technical and financial resources to promote sustainable development in other countries (Abasi, 2008).

Apart from helping developing countries onto a sustainable development path, this sort of support would be necessary since any reduction in consumption of natural resources in the industrialized countries may lead to slowing growth in exports of these products from developing countries and a drop in commodity prices, thus depriving the developing countries from revenues (Abasi, 2008).

The way to ease the burden of poverty and improve living standards has become the responsibility of both rich and poor countries. This method is an end in itself to make access to resources, products and services among all individuals within the community more equal. Equality helps to stimulate development and economic growth needed to improve living standards (Sanusi, et al., 2008).

Sustainable development also means reducing the growing disparity in income and access to health care in industrialized countries such as the United States and access to extensive unproductive land holdings for the poor landless in regions such as South America.

One of the criticisms of and barriers to achieving sustainable development is often framed in terms of the costs. However, many governments spend a huge amount of their funds on military spending, (see table 2.4). A reallocation of a small part of the resources now devoted to military purposes would serve to accelerate the sustainable development process.

Table: 2.4, Global Military spending in 2009 (\$ Billions, and percent of total)

| Country | Dollars (billions) | % of total | Rank |
|--|--------------------|------------|------|
| United States | 712 | 46.51% | 1 |
| China | 100 | 6.53% | 2 |
| France | 63.9 | 4.17% | 3 |
| United Kingdom | 58.3 | 3.81% | 4 |
| Russia | 53.5 | 3.48% | 5 |
| Japan | 51 | 3.33% | 6 |
| Germany | 45.6 | 2.98% | 7 |
| Saudi Arabia | 41.2 | 2.69% | 8 |
| India | 36.3 | 2.37% | 9 |
| Italy | 35.8 | 2.34% | 10 |
| Brazil | 26.1 | 1.70% | 11 |
| South Korea | 24.1 | 1.57% | 12 |
| Canada | 19.2 | 1.25% | 13 |
| Australia | 19 | 1.24% | 14 |
| Spain | 18.3 | 1.20% | 15 |
| Rest of world | \$226.9bn | 14.82% | |
| Global Total (not all countries shown): 1,531 | | | |

Source: SIPRI, Stockholm International Peace Research Institute, (2010).

2.5.2 Social dimensions

The social dimensions cover a range of issues; again, a few key points are made concerning this issue.

Sustainable development means working to achieve significant progress in order to stabilize the growth of the global population. Sir David King, science advisor to the UK government said: *“The massive growth in the human population through the 20th century has had more impact on biodiversity than any other single factor”* (Rafee, 2011). This means the rapid growth of the population in a country or region limits the development and reduces the natural resource base available to support each inhabitant.

Current fertility trends suggest that the number of the world's population will stabilize at about 11.6 billion sometime around the year 2200. But getting to zero population growth will be complicated (Fetto, 1999).

As the population of many countries has increased, so has the trend for urbanisation. Cities struggle to accommodate their growing populations and there are many social, economic and

environmental consequences (UN, 2001). Hence, sustainable development means the active promotion of rural development to help slow the migration to the cities. This requires political measures, such as the adoption of agrarian reform and new technologies to reduce the environmental impact of urbanization to a minimum (Albrechtsen, 2013).

Sustainable development means the full use of human resources by improving education, health services and fighting hunger. It is important to provide basic services to the people living in absolute poverty, or in remote areas. Hence, Sustainable development means redirecting resources, or reallocating them to ensure the fulfilment of basic human needs such as learning to read and write, the provision of primary health care and clean water (UN, 2001). Sustainable development also means improving social welfare, protection of cultural diversity and investment in human capital (Smyth, 2007).

Human development interacts strongly with other dimensions of sustainable development. For example, a healthy, educated population contributes to economic development. Education also helps farmers and other rural residents on the protection of forests, soil resources and biodiversity (WHO, 2012).

The role of women is particularly important in many parts of the world for resource collection, such as fuel wood and water besides being the main carer for children. Women are often marginalised and do not have the access to education and health. However, educated women have greater opportunities to manage their fertility rates and have fewer but healthier children. Investment in women's health and education will bring multiple benefits for sustainability (CWE, 2012).

Sustainable development at the political level requires the participation of all stakeholders in the planning and implementation of initiatives because development efforts that do not involve local groups often fail (Eshliki & Kaboud, 2012). Therefore, the adoption of the participatory and democratic styles of governance constitutes a fundamental basis for sustainable human development in the future.

Paragraph (10) in section (10) of the final statement of the conference Rio + 20, stated: *"We recognize that democracy, good governance and the rule of law, on the national and international levels, as well as creating an enabling environment which are essential for sustainable development,"* as came in the same paragraph also *"We need to establish effective and transparent institutions, responsible and democratic at all levels"* (Rio + 20, 2012).

2.5.3 Environmental dimensions

These are broad and varied and the following discussion addresses a few key examples.

Soil erosion and loss of its productivity lead to the withdrawal of many agricultural areas out of production circle which leads to low production. The excessive use of fertilizers and pesticides lead to contamination of surface water and groundwater. Also, human and animal pressures cause damage to vegetation and forests with the result that there are many fisheries in fresh water or sea water already over exploited. These issues are of great concern in the global, regional and national communities and they are constantly discussed at international and regional conferences (UN, 2001).

The final statement of the United Nations Conference on Sustainable Development "Rio +20", paragraphs 205 and 206, states: *"We affirm that desertification, land degradation and drought, a global phenomena, pose serious difficulties for the sustainable development of all countries, particularly developing countries"* and *"we recognize the need to take urgent action to reverse land degradation"* (Rio +20, 2012).

Sustainable development would need to protect the natural resources required for the production of food and fuel, such as soil protection, protection of land allocated for the trees, and the protection of fisheries. Any expansion of production needs to meet the needs of a growing population in a sustainable manner (Conant & Fadem, 2008).

Failure to sustainably manage natural resources on which agriculture depends inevitably leads to food shortages in the future. Sustainable development means that more efficient use of arable land and water supplies are necessary as well as the adoption of practices and improved agricultural technologies which would lead to increased production. This needs to avoid the excessive use of chemical fertilizers and pesticides and requires the careful use of irrigation, and the avoidance of the salinization of land.

When water is scarce there is a danger that available supplies of groundwater will be pumped at an unsustainable rate. The proliferation of industrial and agricultural waste leads to the contamination of surface water and groundwater which threatens lakes and estuaries in almost every country (Cathey, no date). Sustainable development means the conservation of water to put an end to the dissipative uses and to ensure efficiently water networks and an improved quality of water.

Forest areas continue to decline as a result of encroachment of agriculture, construction and tourism projects which led to a contraction in the habitats for animal and plant species, Sustainable development in this regard means stopping or slowing down the destruction of these habitats so as to maintain the richness of the earth in biodiversity for future generations (Wolf, et al., 2012).

Although these resource specific concerns are very important, arguably the greatest threat to the environment comes from Climate Change (EPA, 2013).

Greenhouse gases, from burning fossil fuels, industrial processes and agricultural practices are emitted and these act like a blanket around Earth, trapping energy in the atmosphere and causing it to warm. This phenomenon is called the greenhouse effect and is natural and necessary to support life on Earth. However, the build up of greenhouse gases can change Earth's climate and result in dangerous effects to human health and welfare and to ecosystems (Trimarchi, no date).

Sustainable development means not to risk on making changes in the global environment that may lead to changes in the opportunities for future generations.

2.6 Goals and targets of Sustainable Development

The primary goal of sustainable development is to meet the basic needs of society and extend the opportunity for a higher quality of life (WCED, 1987). As such sustainable development is not a static process but must continuously search for new answers for the problems that may arise.

To achieve this goal, the economic system must be able to produce a continuous source of surplus and a source of technical knowledge; the environment must be protected and the sustainable development must be flexible and adaptable also with a social structure that facilitates the resolution of conflicts, and must attempt to find some kind of consensus among stakeholder groups (Goeldner & Ritchie, 2003), and the sustainable development will not be successful unless stakeholders are allowed to participate (Nazrin, 2012; Byrd, et al., 2009; Byrd, 2007; Carter & Darlow, 1997; WCED, 1987).

The United Nations, the World Bank and the OECD have identified 8 goals and 18 targets for sustainable human development that emanate from the Millennium Development Goals. They are as follows (World Bank, 2012):

Goal 1: Eradicate Extreme Hunger and Poverty.

Target1. Halve, between 1990 and 2015, the proportion of people whose income is less than \$1 a day.

Target2. Halve, between 1990 and 2015, the proportion of people who suffer from hunger.

Goal 2: Achieve Universal Primary Education.

Target3. Ensure that, by 2015, children everywhere, boys and girls alike, will be able to complete a full course of primary schooling.

Goal 3: Promote Gender Equality and Empower Women.

Target4. Eliminate gender disparity in primary and secondary education, preferably by 2005, and in all levels of education no later than 2015.

Goal 4: Reduce Child Mortality.

Target5. Reduce by two-thirds, between 1990 and 2015, the under-five mortality rate

Goal 5: Improve Maternal Health.

Target6. Reduce by three-quarters, between 1990 and 2015, the maternal mortality ratio

Goal 6: Combat HIV/AIDS, Malaria and other diseases.

Target7. Have halted by 2015 and begun to reverse the spread of HIV/AIDS

Target8. Have halted by 2015 and begun to reverse the incidence of malaria and other major diseases.

Goal 7: Ensure Environmental Sustainability.

Target9. Integrate the principles of sustainable development into country policies and programs and reverse the loss of environmental resources.

Target10. Halve, by 2015, the proportion of people without sustainable access to safe drinking water and basic sanitation.

Target11. Have achieved by 2020 a significant improvement in the lives of at least 100 million slum dwellers

Goal 8: Develop a Global Partnership for Development.

Target12. Develop further an open, rule-based, predictable, nondiscriminatory trading and financial system (includes a commitment to good governance, development, and poverty reduction? Both nationally and internationally)

Target13. Address the special needs of the Least Developed Countries (includes tariff- and quota-free access for Least Developed Countries? exports, enhanced program of debt relief for heavily indebted poor countries "HIPCs" and cancellation of official

bilateral debt, and more generous official development assistance for countries committed to poverty reduction).

Target14. Address the special needs of landlocked developing countries and small island developing states (through the Program of Action for the Sustainable Development of Small Island Developing States and 22nd General Assembly provisions).

Target15. Deal comprehensively the debt problems of developing countries through national and international measures in order to make debt sustainable in the long term

Target16. In cooperation with developing countries, develop and implement strategies for decent and productive work for youth.

Target17. In cooperation with pharmaceutical companies, provide access to affordable essential drugs in developing countries.

Target18. In cooperation with the private sector, make available the benefits of new technologies, especially information and communications technologies.

These eight human development goals emanating from the Millennium Development Goals are essential requirements to enhance human existence and its continuity on the planet. Certainly, if the international community is able to achieve these goals and objectives or a substantial portion of them, it will be up to the required sustainability in the various fields including the sustainability of tourism development.

2.7 Issues of sustainable development

There are different points of views about the environmental crisis and sustainable development represented in two directions. These two perspectives highlight the difference between what are known as “weak” sustainability (i.e., neoclassical economics ideas of limits), and “strong” sustainability (i.e., environment-oriented ideas of limits) (Dietz & Neumayer, 2006). Proponents of weak sustainability allege that it is possible to reduce the negative practices towards sustainable development through enactment of legislation and policy changes, increased education, changing tax laws, restoration of public lands to their owners and emphasis on the moral obligations towards future generations, and promote the wise management of the nature and promotion of the rational use of natural resources. But the proponents of strong sustainability say that the land is a non-renewable resource and that there is no future for the environment unless our attitudes are radically changed toward nature. We must work to adapt ourselves to nature conservation, threatened with extinction,

rather than adapting the land to suit our needs (Stephan & Dahdouh, 2006). This rift between paradigms of sustainability is often blamed for the inability of decision-makers to work toward plans and measures of sustainability (Cooper & Vargas, 2004), as stated in (Greenwood, 2006).

When viewed in a more holistic manner, the resource use versus resource preservation is much more conciliatory. The Organisation for Economic Cooperation and Development (OECD), an international multi-government cooperative that helps governments respond to economic development issues by providing statistics and policy recommendations, provides evaluations of countries' economic trends, policies, and performance, where the OECD has extended this role into environmental performance evaluations through their Pressure-State-Response framework, "human activities exert pressures on the environment and change its quality and quantity of natural resources. Society responds to these changes through environmental, general economic and sectoral policies" (OECD, 1997). Despite the efforts of the OECD to bridge the environmental-economic divide, the apparent inability to functionally bridge the rift between economics and environmentalism has left human progress in a paradigm of economic growth and development.

The social component of sustainable development, therefore, becomes important because the values set by societies and institutions dictate the use of the environment and the requirements for economic growth. For Harris (2000) this dilemma means revisiting the human development perspectives of classical economic theory. Human development "emphasised issues of basic needs and equity". While modern (neoclassical) economics has a wealth-orientation that tends to exclude the many for the benefit of the few, classical economics of John Stuart Mill and Adam Smith focused more on the "real" cost of resource use and distributive limits (Daly, 1996).

Some studies such as (Nazrin, 2012; Quintano et al., 2011; Byrd et al., 2009; Yuksel, et al., 1999; Freeman, 1984) have focused on the stakeholders, where they felt that the involvement of stakeholders in the sustainable development is critical, because it allows determining locally relevant indicators, leading to the development of a specific management strategy. This helps to make better decisions, by providing a framework to enable individuals and decision-makers to recognize the results of their decisions in terms of their declared goals of sustainability.

2.8 Contemporary thinking on sustainable development

The idea of sustainable development has evolved from a strictly environmental concept to a concept that incorporates the issue of equity of access to the natural resources. The equity of access creates human well being and distributes costs and benefits (social, economic, and environmental). Hunter (1997) summed up the equity issue stating that “equity implies attempting to meet all basic needs and, perhaps, the satisfaction of human wants, both now and in the future”. Hunter (1997) also states some interpretations of sustainable development which include the equity across species barriers, “in particular the inherent rights of nonhumans to exist above and beyond any utilitarian value imposed by humans”. Subsequently, multiple authors and organizations have developed definitions and descriptions for sustainable development. These include general definitions of sustainable development as well as industry specific definitions. The variety of definitions and the usage of sustainable concepts have caused sustainability to develop into a vague idea whose definition and methods of conducting measurements lack general consensus. (Phillis & Andrian, 2001; Murphy, 1998; Robson & Robson, 1996) consider sustainability to be a utopian term. They argue that true sustainability cannot be obtained because any change in the environment or society will impact future generations’ use of the resource.

Even though sustainable development can be considered a vague concept, it has achieved wide use as a policy objective that integrates environmental and developmental concerns (Alipour, 1996). The current management structure for sustainability, however, is trial and error, instead of using specific knowledge and prediction to establish sustainable policy (Phillis & Andrian, 2001).

2.9 Sustainable development, applicable to the context of GGC.

So that we can provide a personal definition of sustainable development, grounded in the literature, and applicable to the context of the Al-Gabal Al-Gharbi city, it is necessary above all to recognize that the beginning point of a lot of literature on sustainable development, is the so-called "Environmental Paradox", because this means for all those interested in sustainable development almost that there is a contradiction between what is needed from the ground and what can be provided by the ground. Also, there must be a common understanding by all stakeholders for something to be sustained. As the researcher noted from the literature review, that the concept stationed on human dominantly in the literature of sustainable development, where the focus was on the sustainability of human society on earth

it is capable of fulfilling its needs, but those needs can be understood in different ways. Then it can be said that the most obvious problem in this area is the excessive growth of humanitarian activities for the exploitation of nature resources in exchange for the limited of normal capacity to meet these activities. This imposes a restriction on all stakeholders in development to restrict human activities within a specific system carefully that can verify not to impose any additional burdens on the dynamic layout of the land or future generations. So, what should work on its sustainability is the balanced situation between human needs and the needs of nature, where it must meet most of the needs of nature, because its achievement is crucial for humans.

Because the idea of sustainability is still new in Libya, and Libya depends on central planning system in development projects management, where job opportunities are guaranteed by the government for all the people who are able to work, so no one of the normal people cares about this new thought, and until recently the thought of sustainability was limited only to researchers and academics. But with the change of some economic and political conditions in Libya in the nineties of the last century, and the direction of Libya gradually toward a market system, some of sustainability concepts have emerged in the community, such as “*Sustainable development means stakeholder satisfaction on the development projects, which leads to continuity of support and maintain them*” (Abasi, 2008; Attaf & Snoussi, 2008; Bomerdas, 2007). This concept was taken into consideration by the researcher in the stage of data collection. The satisfaction on these development projects by stakeholders will link with its ability to meet their needs; so they will support the establishment of these projects which will maintain the natural, physical, chemical, and biological processes that lead to its continuity, because they represent the sources of their livelihood primarily as well as their environment and their culture.

2.10 Summary

This chapter reviewed the literature on sustainable development, where the discussion was on the old concept of the development and how it has evolved over several stages until it reached the concept of sustainable development, and then discussed the goals and objectives and the dimensions of sustainable development as well as the contemporary thought of sustainable development. The economic, social, and ecological concerns of sustainable development have been examined in this chapter. Finally, the research provided a personal definition of sustainable development, grounded in the literature, and applicable to the context of the Al-Gabal Al-Gharbi city.

The next chapter will discuss the issue of sustainable tourism development as a more specialized topic, and will explore how the notion of sustainable development has been interpreted by the tourism sector

CHAPTER

3

***SUSTAINABLE TOURISM
DEVELOPMENT
(STD)***

3.1 Introduction

This chapter reviews the literature on sustainable tourism development in addition to discussion and clarification of the following main topics:

- 3.2- The Tourist
- 3.3- Tourism as an industry
- 3.4- Life cycle of the Tourism product
- 3.5- Forms of Tourism
- 3.6- The Benefits and Costs of Tourism
- 3.7- Concept of sustainable tourism development.
- 3.8- The principles of sustainable tourism development.
- 3.9- Sustainability of tourism.
- 3.10- Sustainable Development and Ecotourism.
- 3.11- Planning for Sustainable Tourism Development.
- 3.12- Tourism development according to the context of the GGC

3.2 The Tourist

Prior to the Rome Conference in 1963, defining tourism was difficult primarily because there was no distinction between the visitor and the tourist. There was a need for a clear definition for "The tourist" that distinguishes it from the rest of the other categories. At the conference, a tourist was defined as *"the person who travels to another country for more than twenty-four hours and not more than one year, unintentionally for work, but for leisure or trade, for family matters or visit friends, or for an official task"* (Tamat & Norllda, 2011). Therefore, if a person is considered a tourist, he or she must fulfill the following conditions:

- Travel for entertainment and shopping or travel for treatment.
- Travel for trade.
- Travel for conferences (religious, administrative, scientific, and political)
- Travel for sporting purposes
- People who are engaged in cruises, and who stay on the ship for a certain period, even if this period is less than 24 hours.

According to the World Tourism Organization *"A tourist is a person who travels to a place outside his usual environment for pleasure, sports or business purposes"*. Tourists who travel for leisure are usually attracted by the historical significance, culture, beauty or amusement

opportunities of a place. These include zoos, museums, buildings and structures, national parks and forests etc. (Pierre, et.al. 2007).

According to the Ottawa Conference, Canada, 1991 *"A Tourist is defined as a leisure traveler who travels to and stays in places outside their usual environment for not more than one consecutive year"*, where the business and other purposes are not related to the exercise of any activities that are remunerated from within the place visited (Dais, 2002).

A local tourist can be defined as *"a tourist who travels more than 80 Km from the home of the ordinary residence within the borders of the state for the purpose of tourism"*. The distance may be more or less, as defined by each country (Akama & Kieti, 2007).

Tourism means the business of providing and marketing services and facilities for pleasure travellers (McCormick & Armstrong, 2007). That means the travellers will pay money in order to obtain services not available at their residence or available in different form. Thus, the concept of tourism is of direct concern to governments and carriers, the lodging, restaurant and entertainment industries, and of indirect concern to virtually every industry and business in the world.

3.3 Tourism as an industry

The tourism industry is primarily a service industry and is about the provision of a wide variety of services to satisfy a wide variety of tourists throughout the day (Abulatif, 2010).

The Tourism industry employs a lot of people; the ILO found that the tourism industry provides one job out of every 12 jobs in the world, and that the cost of creating one job in tourism is half the cost of a job creation in the telecommunications sector (Ghawi, 2011). In 2010, Travel and Tourism supported more than 7.5 million American jobs, and generated nearly \$1.1 trillion in economic output for the U.S. economy (USDC, 2010). In 2010, Travel and Tourism was a significant contributor to the UK economy, generating around a tenth of the UK's GDP, supporting over 2.5 million jobs, and providing many entry level jobs, as well as opportunities throughout the skills spectrum (Graham & Michael, 2010).

This confirms that the travel and tourism sector is a good means of creating employment. It is a unique industry, in that it does not operate individually on its own, but is made up of companies and other institutions that belong to other industries and sectors. The interaction between all these companies and institutions in an orderly fashion leads to the final product a "tourism industry".

3.3.1 Industry structure

The tourism industry does not just refer to hotels and motels but is part the hospitality industry, and the travel industry (Firth, 2004). Also there are many various other companies that provide products and services for tourists which are considered a part of the tourism industry. The following table (3.1) captures many of those players contributing to the tourism sector.

Table: 3.1, Components of Tourism Industry

| 1- ACCOMMODATION | |
|--|--|
| <ul style="list-style-type: none"> • Hotels & Motels • Apartments • Camps • Guest House • Hostels | <ul style="list-style-type: none"> • Lodge • Bed and Breakfast • House Boats • Resorts • Cabins |
| 2- ATTRACTIONS | |
| <ul style="list-style-type: none"> • Natural • Cultural • Educational • Monuments | <ul style="list-style-type: none"> • Events • Medical • Social • Professional |
| 3- TOUR OPERATORS | |
| <ul style="list-style-type: none"> • Incoming • Outgoing • Cruises • Day tours and sight seeing | <ul style="list-style-type: none"> • Adventure Tours • Religious Tours • Educational tours • Special Interest |
| 4- BUSINESS TOURISM | |
| <ul style="list-style-type: none"> • Incentive • Meeting • Events • Exploring New Possibilities | <ul style="list-style-type: none"> • Meeting Organizers • Event Organizers • Conference Organizers |
| 5- CARRIERS | |
| <ul style="list-style-type: none"> • Airlines • Roadways • Railways • Ships • Airlines | <ul style="list-style-type: none"> • Cruises • Rent-a-cars and other vehicle hiring • Local transportation (includes city-buses, auto/taxi, boats, trams, local trains etc) |
| 6- DISTRIBUTION, COORDINATION AND FACILITATING SERVICES | |
| <ul style="list-style-type: none"> • Government Agencies (at all levels) • Packaging agents • Guides • Tour Managers | <ul style="list-style-type: none"> • Ticketing Agents • Tour Wholesalers • Holiday Sellers • Industry Associations • Machinery and equipment hiring and leasing |
| 7- RETAIL SERVICES | |
| <ul style="list-style-type: none"> • Art and Crafts • Souvenir • Books | <ul style="list-style-type: none"> • Garments • Medicine • Luggage • All other retail shops used by tourists |
| 8- DINING | |
| <ul style="list-style-type: none"> • At hotels (all kinds) • Local Restaurants | <ul style="list-style-type: none"> • Roadside joints • Cafeterias • All retail counters serving food and Beverages |
| 9- OTHER SUPPORT SERVICES | |
| <ul style="list-style-type: none"> • Insurance (travel, life, medical, luggage ...etc) • Recreational services | <ul style="list-style-type: none"> • Communication Services (Phone, fax, Internet, Postal services...etc) • Banking Services |

Source: Dugar, 2009.

Many of the players are small and medium-sized companies. Although many do not have a leadership role in the tourism industry, they all play a crucial role in creating the right climate for tourism to succeed.

3.3.2 Creation of economic value

The tourism industry creates economic value in terms of (Dugar, 2009):

- ✓ Earning foreign currency.
- ✓ Creating jobs.
- ✓ Increasing tax revenue.
- ✓ Diversifying the economy.

Figure 3.1, shows how tourism can generate direct and indirect economic value.

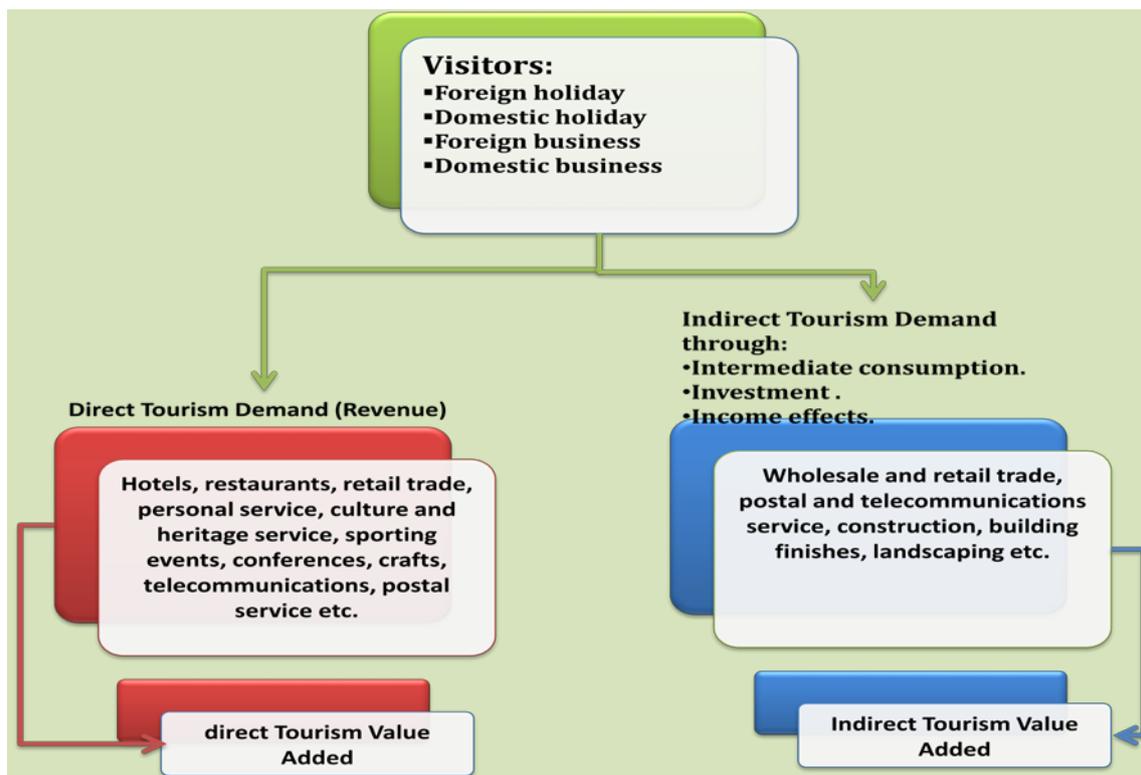


Figure: 3.1, Sales of tourism and economic value.

Source: Dugar, 2009

3.3.3 Tourism Industry Globally

Globally, tourism accounts for 10% of global employment, and stimulates investment in furthering economic sectors, accounting for 9.2% of the global investments in 2009 (WTO, 2010). The global number of tourists in 2011 was 980 million people. The World Tourism Organization confirmed that this figure reached one billion tourists at the end of 2012, and will double to 1.6 billion by 2020 (WTO, 2013). The contribution of Travel & Tourism to World GDP is expected to rise from 9.3% in 2010 to 9.7% by 2020 (WTTC, 2010). It is one of the fastest growing industries and countries are competing for a greater share of the benefits it provides.

Competitiveness in the field of tourism is a complex concept encompassing various aspects that are difficult to measure (Nishaal & Guntur, 2005). This has created new challenges in the tourism industry because of the fierce competition between the States with the largest share of tourism benefits.

There is no doubt that the level of performance of the tourism sector directly depends on increased productivity in sectors that relate to it, and the services that interact with it (Ukaga, et al., 2010).

It is indisputable that there is a close relationship between the development of the tourism industry and economic development in general (Pisano, 2012). The developed countries have focused on developing and improving the level of basic services that interact with the development of the tourism sector, such as transport, telecommunications, water, electricity, and health services. These countries also provided the reasons for additional attractions to meet the needs of different groups of tourists, through tourism marketing and promotion, and thus managed to raise the number of tourist arrivals (UNEP & WTO, 2005).

In spite of their comparative advantage in terms of attracting tourists, especially in terms of cultural tourism sites and low prices, developing countries' share of global tourism is still far below their potential. This is largely because the tourism sector in these countries still faces significant restrictions such as the lack of investment in infrastructure and basic services, the lack of specialized human cadres, and the lack of policy geared to tourism development and marketing (Shahata, 2011).

Development of the tourism sector in developing countries needs to be a long-term goal and part of the process of economic development. Successful development of tourism in any country should focus on the areas where the country has a comparative advantage, in order to be able to compete in the global tourism market. Moreover, the development of tourism requires political will for the development of the sector (Farahani et al., 2008).

3.4 Life cycle of the Tourism product

The tourism sector can be regarded from a life cycle concept, with four stages of development (Figure 3.2)

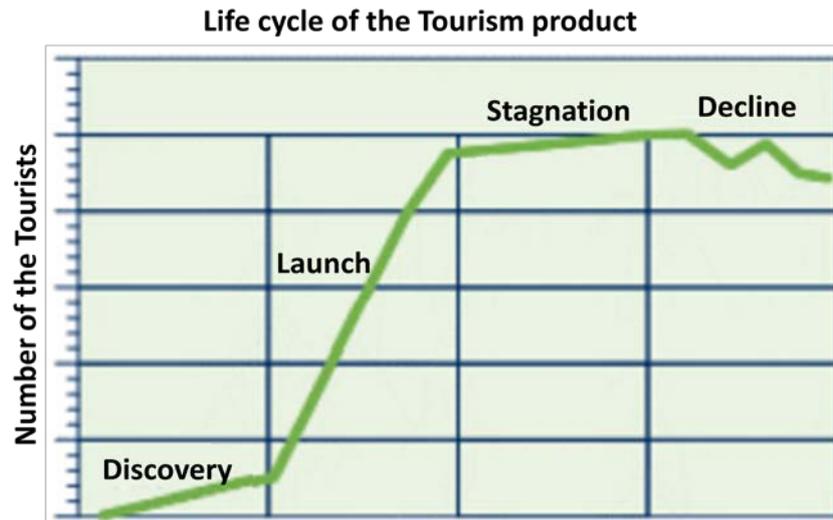


Figure: 3.2: Life cycle of the Tourism product

Source: BFSC, 2013

First stage

This is called the “discovery stage”, where tourist destinations are still virgin. This stage is characterized by low numbers of unobtrusive tourists, and the overall social impact is largely positive (BFSC, 2013; Butler, 2009b).

Second stage

This can be referred to as the "launch stage", when increasing numbers of tourists arrive and the host society responds by the provision of appropriate facilities. Initially the relationship between them is still in a state of harmony and understanding, but with increasing numbers it can become a problem for the host destination, which can then impact on numbers, with tourists finding less crowded and popular alternatives (BFSC, 2013; Butler, 2009b).

Third stage

This is also called the "recession" stage when tourist destinations reach saturation point, with deteriorating environmental and social situations. It is characterized by relationships between guests and hosts, and leads to a decrease in demand, with many tour companies pulling out of the area (BFSC, 2013; Butler, 2009b).

Fourth stage

This is the "Decline stage”, when the falling profits of foreign-owned businesses leads to comprehensive withdrawal, leaving the community to "pick up the pieces" (BFSC, 2013; Butler, 2009b).

Butler (2009b) believes that after going through the four stages a tourist destination has two options; it can either go into decline or it can rejuvenate and develop more sustainable

strategies based upon lower visitor numbers. For example, Tunisia's tourism hinges mainly on the beach attractions on the coast. The dependence of Tunisian industry on this type of tourism and the lack of basic investments led to a decline in tourists and a decline in tourism revenues. This has made the country reconsider its policies towards the development of tourism in recent years. See table (A2.1) and table (A2.2).

Libya in general and GGC in particular, are still in the first stage, where the tourist product does not fully provide for tourists, and the number of tourists is low.

3.5 Forms of Tourism

Many studies have tried to identify different types of tourism, for example, either geographically, according to the social and economic characteristics, according to the tourist season and its location of the various seasons of the year, according to the length of stay of tourists, or according to the purpose of the trip.

The World Tourism Organization and the United Nations distinguished between International tourism (Inbound and Outbound Tourism), "where Inbound Tourism refers to foreigners (non-residents) travelling in a given country like a Briton travelling to Libya, while Outbound Tourism refers to residents travelling to another country like a Libyan travelling to UK", and domestic tourism which represents the tourist movement within the borders of their country of residence (Hamdi, 1996). These concepts show that the difference between domestic tourism and International tourism lies in the place of destination, whether outside or within the state. In economic terms, both of them lead to increased national income through improvement in the balance of payments, where international tourism lead to transfer foreign currency into the country, while domestic tourism lead to the survival of foreign currency within the country. Some studies have found that in some developed countries the income resulting from domestic tourism exceeds that from International tourism (Eke, et al., 2008).

Tourists have also been categorized according to how they spend their time. Some tourists stay in a particular place for a long time while others constantly switching between different places and spend a short period of time in each place. Wang, (2000) has distinguished four categories:

Accommodation Tourism: this spends over a month in one particular place. This type of tourists, most of them retirees or those with pensions tend to choose the most tranquil places

which are characterized by a mild climate; they also do not choose the times of "peak season", the period in which tourism demand is at its highest.

Seasonal Tourism: this is tourism which is located in a particular season, not exceeding one month, and the tourists spend their holidays in the same place.

Mobility Tourism: tourists travel throughout the duration of the trip to several places, without staying in one place for more than five nights.

Transit Tourism: this is when tourists stop to stroll somewhere or check out some of the landmarks or buying some goods, but do not stop overnight.

Tourism can also be categorized according to season. There are three clear categories:

Winter Tourism: Tourism is located in the winter season.

Summer Tourism: Tourism is located in the summer season.

Events Tourism: Tourism based on some events with a special pattern, such as a visit to Mecca and Medina for Muslims, or the Vatican for the Christians, or visits to some international sporting events (Herțanu & Boitor, 2012).

Bomerdas (2007) categorized tourists according to their health and demography and identified:

Youth Tourists: who are less than 45 years old, studying or working, and they prefer adventure tourism, such as diving, skydiving, climbing, or walking.

Elderly Tourists: characterized by senior groups more than 45 years old, most of them retired; they prefer accommodation, hiking, shopping, beach tourism, and medical tourism

Special needs Tourists: which is also called humanitarian tourism. This covers disabled tourists (Shkiry, 2008), who numbered 1 billion disabled people around the world who require new and different tourism services (WTO, 2011).

Some researchers have considered "volume" as a means of creating typologies of tourism (Weaver, 2011; Almansuri, 2011). These categories include:

Mass Tourism: when large numbers of people visit a tourist destination at the same time. Although this type of tourism is economically lucrative, it can put significant stress on such destinations where the number of visitors often increases exponentially for the absorptive capacity of the place.

Family Tourism: is where tourism services are directed towards the family in particular, and include recreation parks, hotels with large rooms, business centers and halls, cinema and entertainment for children.

Individual tourism: refers to tourists of various ages, but when the person travels alone. This kind of tourism often includes exploration tourism, adventure tourism, scientific tourism, conference tourism, and sport tourism.

Tourists can also be categorized according to their income (Shkiry, 2008; Bomerdas, 2007).
For example:-

Rich tourists: This is tourism for the rich, celebrities of the world, heads of state, and wealthy business owners. This category normally includes tourists who want a luxurious or special holiday and can include golfing and horse riding holidays, remote island beaches, and accommodation in five-star hotels, high-end villas and palaces.

Lower and middle income tourists: This is tourism which accommodates people with limited income, where trips are arranged at lower prices with installment payment options, and people are accommodated in hostels and hotels of three stars or less.

There have been many attempts to explore tourism in terms of the actual purpose of tourism, and a whole range of typologies have been identified in order to classify tourism:

Cultural Tourism: This type of tourism is for those often with an interest in culture and history. They tend to focus on destinations that have elements of historical and cultural importance such as the ancient Pharaonic civilization, Greek and Roman civilizations, Christian and Muslim civilizations, and other civilizations throughout history and the ages. This type represents 10% of the global tourism movement (Shamsuddoha, et al., 2011).

Leisure Tourism: This kind refers to one of the oldest and most common form of the tourism patterns. It includes activities such as diving tourism, aviation, riding animals, enjoying the natural world, hunting, adventure, beach, desert, and others (Marinho & Nascimento, 2012).

Religious Tourism: This is travel for the purpose of visiting the holy places and religious meditation. For example, pilgrimages to places such as Mecca and the Vatican. These numbers can be significant, for example, the number of Muslims who travelled to Mecca during the pilgrimage season was 2.6 million in 2009 (Henderson, 2010).

Medical Tourism: This is also called health and wellness tourism, and covers people who travel to other countries in order to obtain medical care. This is also a significant category, for example, such tourism in India was estimated to generate \$2.3 billion by 2012 (Babu & Swamy, 2012).

Shopping Tourism: Shopping is a major cause for people to travel and is an motivator for day trips, holidays and business trips, with some studies revealing clear links between tourism and shopping (Friedrich, 2007). Law (2002) says: "... any analysis of the behavior of tourists shows that a great deal of time and money are spent on shopping". Important global shopping tourist destinations are New York, Hong Kong, Milan, and Dubai.

Social Tourism: This is domestic tourism that helps families living on a low income for holiday and leisure activities (Shahata, 2011). The holidays help to make them stronger, healthier, happier families, which in turn contribute to a healthier, happier, caring society that benefits everyone (FHO, 2007). Examples include the holiday voucher scheme from "L'Agence Nationale pour les Chèques-Vacances (ANCV)" in France, through which seven million people accessed a holiday in 2006, generating over three billion Euros of income for the French domestic tourism industry (FHO, 2007).

Exhibition Tourism: This includes all kinds of exhibitions and various activities, including, commercial and industry themed symposiums, book fairs, and fine arts through which the visitor can learn the latest scientific and technological achievements of different countries. This type of tourism has been associated with great industrial development that has occurred in various countries of the world (Rogerson, 2005).

Conference Tourism: This is tourism when people travel to attend specific conferences and has been associated with significant growth in economic, political, cultural and social relations between most countries of the world. Usually destinations need good infrastructure and communications, luxury hotels, and large halls equipped for meetings in order to be successful (Rogerson, 2005). There are a lot of cities that are active in the conferences tourism, which hosted many international conferences such as Sharm el-Sheikh and Dubai but increasingly smaller cities are becoming involved in this activity (Al-askar, 2010).

Cars and Motorcycles Tourism: Cars and Motorcycles tourism falls under the patterns of new tourism which is subject to the conditions and requirements which exist only in a few countries, such as highways linking countries between each other, the availability of service stations, maintenance centers for help and ambulance, and restaurants and cafes on these roads. This type of tourism is spreading widely in Europe and the Arab region (Almansuri, 2011).

Ecotourism: This sort of tourism often involves visiting natural areas such as beaches, mountains, parks, deserts and forests, to watch and study organisms (such as birds, animals, plants and fish). This tourism is characterized by no negative environmental impacts (Mendelovici, 2005). Around the world, ecotourism has been hailed as a way to fund conservation and scientific research, protect fragile ecosystems, benefit communities, promote development, instil environmental awareness and a social conscience in the travel industry, satisfy and educate discriminating tourists, and foster world peace, where ecotourism has become a very important growing sector and has a special importance in the economies of many countries (Drumm & Moore, 2005). There are many eco-tourism projects known globally, for example in the Arab countries there are (Siwa Oasis in Egypt, Dubai Protected Desert in the UAE, Al-Shouf Cedar Nature Reserve in Lebanon, Dana Nature Reserve in Jordan). Globally also (e.g., National Park for wildlife in South Africa, Reef Marine Park in Australia, Victoria Falls in Zambia, The National Park Lake in Cumbria in England, Grand Nikko Bali Nusa Dua resort in Indonesia, Island san fernado resort in Nicaragua, and Bitter Lake National Wildlife Refuge in America). In fact, the ecotourism interferes with some other types of tourism so that it can be branches, where Beach tourism, Desert, Mountains, Rural areas and Nature reserves tourism are ecotourism in themselves. So, lots of authors tried to define ecotourism in lots of ways as follows:

Scientific Tourism: It is a kind of eco-tourism, which is also called "research tourism", which includes environmental studies of flora and fauna, as well as the study of the movement of migratory birds, the study of human history through ancient times, and the study of people's cultures (Shamsuddoha, et al., 2011).

Safari Tourism: Is another type of eco-tourism, which may also be called "adventure tourism", where visitors travel to remote areas, some managed as parks, in order to see wild animals and wild areas of the globe (Vernon, 2009).

Mountain Tourism: It is a kind of eco-tourism, towards the mountainous areas which contain landscapes, wild animals, various birds, and multiple reptiles including many plants with different characteristics, where the residents have different living conditions (Icoz, et al., 2009).

Desert Tourism: Is another type of eco-tourism, its focus is the desert, and its contents are the natural and human manifestations such as Sand dunes, barren hills, dry valleys, oases, desert animals, desert peoples, style of life, and diverse cultures which are different from what is in the cities (Al-Rimayh, et al. 2006).

Rural Tourism: Is another type of eco-tourism, also called "Farms tourism". It means visiting the countryside for the presence of tourist attractions which characterise the simplicity of living with the quiet life style, and seeing the agricultural business and / or even participate (Sargsyan, 2010).

Natural Reserves Tourism: It is the newest type of ecotourism that relies on visiting nature reserves to identify the rare objects; this has had international attention in recent years due to the popularity of this kind of tourism (Cheng & Zhang, 2005).

Beach Tourism: Is another type of eco-tourism that is restricted to the countries bordering on the seas and oceans, and includes scuba diving under the water to see the fish and coral reefs, water sports, hiking on the beaches, sailing trips, and floating hotels (Proshanta & Debajit, 2012).

3.6 The Benefits and Costs of Tourism

A lot of research has focused on the impacts of tourism, and many have assessed this by looking at the costs and benefits of the industry. The table below (Table 3.2) summarizes the key points.

| Key Issues | The Benefits | The Costs |
|------------|--|---|
| Economic | <ul style="list-style-type: none"> • Tourism generates local employment. • Brings new money into the economy. • Tourism stimulates profitable domestic industries. • Tourism generates foreign exchange for the country. • Tourism diversifies the local economy. • Tourism leads to increase tax revenues. | <ul style="list-style-type: none"> • The jobs created through tourism sector, may be low paying and require few skills. • Inflated prices may result from local businesses attempting to raise profits or cover the cost of extra employees. • May be leaks of considerable amount of foreign exchange revenues. • If tourism is seasonal at a destination, so too will be the injection of income into the community. • Health service provision and police services can increase during the tourist season at the expense of the local tax base. • Affordability and availability of staff housing can be problematic. |
| Social | <ul style="list-style-type: none"> • The quality of life of a community can be enhanced by economic diversification through tourism, following the principles of sustainable development. • Encourages the preservation and celebration of local festivals and cultural events. • Tourism creates recreational and cultural facilities that can be used by local communities as well as domestic and international visitors. • Public spaces may be developed and enhanced through tourism activity. • Encourages the learning of new languages and skills. • Tourism enhances local | <ul style="list-style-type: none"> • Litter, vandalism, and crime are concerns associated with tourism development. • Tourism can bring overcrowding and traffic congestion. • Foreigners bring with them material wealth and apparent freedom. • May lead to an increase in sexually transmitted diseases. • May compete with residents for available services, facilities, and existing recreation opportunities. • The authenticity of the social and cultural environment can be changed. • Organized events for tourists based on local social behaviour and culture can become distorted in their authenticity, which may not be a valid representation of the local environment. • Lifestyles may be disrupted beyond levels |

| | | |
|----------------------|---|--|
| | community esteem and provides the opportunity for greater understanding and communication among peoples of diverse backgrounds. | acceptable to the host community. |
| Cultural | <ul style="list-style-type: none"> • Tourism can enhance local cultural awareness, but eventually might distort it. • Tourism can generate income to help pay for preservation of archaeological sites, historic buildings, and districts. • Could result in the revival of local traditions and crafts. | <ul style="list-style-type: none"> • Youth in the community could begin to emulate the speech and attire of tourists. • Loss and damage to historic sites may occur through tourism development and pressures. • Long-term damage to cultural traditions, and erosion of cultural values. |
| Environmental | <ul style="list-style-type: none"> • Fosters conservation and preservation of natural, cultural and historical resources. • Encourages community beautification and revitalization. • Could be considered a clean industry. • Increased awareness and concern for the environment may develop. | <ul style="list-style-type: none"> • May threaten specific natural resources such as beaches and coral reefs or historical sites. • May increase litter, noise, and pollution. • Brings increased competition for limited resources such as water and land, resulting in land degradation, loss of wildlife habitats and deterioration of scenery. • Directly contributes to sewage and solid waste pollution. • Emissions generated by forms of transport are one of the main environmental problems of tourism. |

Table: 3.2, Benefits and Costs of Tourism

Source: BFSC, 2013

3.7 Concept of sustainable tourism development

The concept of sustainable tourism development has achieved widespread acceptance as a desirable tool for tourism development. However, there is a lot of ambiguity surrounding the term, which has caused extensive debates (Sharpley, 2000; Butler, 1998).

Most of the definitions of sustainable tourism relate in some way to the Brundtland definition of sustainable development (Sharpley, 2000) “*development that meets the needs of the present without compromising the ability for future generations to meet their own needs*” (WCED, 1987).

The World Tourism Organisation (WTO, 1993) defined sustainable tourism as tourism that meets the needs of current tourists and host populations, while enhancing opportunities for the future. It is envisaged as leading to the management of resources in such a way that economic, social and aesthetic needs can be met while maintaining essential ecological processes, biological diversity, cultural integrity, and life support systems. This conceptualisation suggests that both the desires of tourists and hosts are key development considerations. In 2004 the WTO added: “Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary”. According to Salem Humaid & Tariq Salman (2009), sustainable tourism maintains the positive reciprocity relationship between

tourism and the environment leading to the promotion of comprehensive and sustainable development.

Sustainable tourism development can be explored by combining development theory with the concept of sustainability (Pisano, 2012). A number of researchers have made considerable strides in marrying the concepts of tourism and sustainability (Busby, 2003; Page & Dowling, 2002; Southgate & Sharpley, 2002; Swarbrooke, 1999; Butler, 1998). These efforts have given rise to the concept of sustainable tourism (Pisano, 2012).

Sustainable Tourism is an industry committed to making a low impact on the environment and local culture, while helping to generate income and employment for local communities (Jokilehto, 2008). Sustainable tourism helps to ensure that development is a positive experience for local communities, private sector, and tourists themselves (Ebbe, 2009).

Sustainable tourism is often used synonymously with alternative tourism, responsible tourism, soft tourism, appropriate tourism and ecotourism, suggesting a more elevated moral ground for tourism than the traditional mass tourism (Swarbrooke, 1999; Butler, 1998). Unlike the concept of sustainable development, a widely accepted definition of sustainable tourism development remains to be developed.

3.8 The principles of sustainable tourism development

Hunter in 1997 established a paradigm of sustainable tourism development founded on the following principles (Hunter, 1997):

1. Meeting the needs of the local host community in terms of improved living conditions and quality of life.
2. Satisfying tourist demands and that of the tourism industry, while continuing to attract tourists in order to meet the first objective.
3. Safeguarding the environmental resource base for tourism, encompassing natural, built and cultural components, in order to achieve both the preceding aims.

Again, the primacy of the needs of both local residents and tourists is underscored, along with the notion of environmental conservation. However, Hunter (1997) argued that the principles are essentially insular and tourism-oriented, thereby creating a conflict between general desires for sustainable development and a more tailored sustainable tourism development. This caveat mirrors that of Sharpley (2000) who decried the lack of linkage between sustainable tourism and its parent paradigm sustainable development.

Bramwell, et al. (1996) also identified a number of principles of sustainable tourism including:

1. Long-term thinking.
2. Emphasis on limits to growth (small-scale development).
3. Emphasis on satisfying human needs and aspirations based on equity and fairness.
4. Empowerment of all stakeholders to in the tourism decision-making.

A review of the literature on sustainable tourism development indicates that the identification of the principles of sustainable tourism development is preeminent to developing a definition of the concept. To this end, a synthesis of the extensive literature on sustainable tourism development revealed the following principles (Pisano, 2012; Rio + 20, 2012; Billington et al., 2008; WTO, 2006; Southgate & Sharpley, 2002; Swarbrooke, 1999; Slee & Snowdon, 1997):

1. Tourism development should reflect and respect the scale, the nature and the distinct character of the local community.
2. Tourism should support a wide range of local economic activities, taking into account environmental costs and benefits, yet it should not displace existing industries.
3. Tourism should not obliterate the natural and cultural environment.
4. Emphasis should be placed on balancing the needs of the visitors with those of the local community.
5. Focus on the long-term in lieu of the short-term.
6. Emphasis on limits to growth, and managing tourism within these limits.
7. The involvement of all stakeholders in sustainable development issues.
8. The equitable dissemination of benefits derived from tourism.
9. The promotion of cultural and environmental stewardship.
10. Tourism planning and development should be integrated with national and local sustainable development initiatives.
11. Economic benefits must be equitably distributed.
12. Development activities must be based on local value systems.

Many studies such as (Pisano, 2012; Humaid & Salman, 2009; Ritchie & Crouch, 2003; Swarbrooke, 1999; Butler, 1998) have summarised the concept of sustainable tourism development to encompass three related disparate components namely: economic, environmental and social.

3.9 Sustainability of tourism

Any plan for sustainable tourism development must take a holistic approach so that it is integrating social elements from an ecological and economic point for tourist destination in the plan so that the sustainability in this context is "the ability to maintain economic viability in the face of economic fluctuations, changes in trade patterns and government policies, as well as environmental degradation" (Cocklin, 1995).

In 1995, the World Tourism Organisation (WTO) constructed a general set of indicators for sustainable tourism designed to address the economic, social, and ecological elements of a tourism destination, but in 1999 the (WTO) retreated somewhat from its position, where it noticed that the definition of sustainability should be determined on the basis of each individual case, because of the lack of a specific definition of sustainable tourism (Manning, 1999).

In a tourism context, the economic, social, and ecological concerns of development have been examined from separate but not holistic approaches. Where the impacts of tourism have been explored, they were focused primarily on the environmental impacts of tourism on national parks and other natural resource-based attractions (Blackstock, et. al., 2008; Johnson, 2003; Sunlu, 2003; Worboys & Pickering, 2002; Davies & Cahill, 2000; McArthur, 1999).

Also numerous studies appeared on the impacts of tourism on host communities and community participation in the planning and development of tourism where they confirmed that the success of tourist destination requires several elements, including (resources, market and hospitality), and that the sustainability of tourism depends on four key considerations: environmental considerations, economic considerations, social and cultural considerations, and administrative considerations (Ogechi & Oyinkansola, 2012; Eshliki & Kaboud, 2012; SHUI Wei, et. al., 2012; Jonathan & Swart, 2008; Murphy, 1985).

3.9.1 Economic sustainability

Economic sustainability is the term used to identify various strategies that make it possible to use available resources to their best advantage. The idea is to promote the use of those resources in a way that is both efficient and responsible, and likely to provide long-term benefits. In the case of a business operation, it calls for using resources so that the business continues to function over a number of years, while consistently returning a profit (Beisheim & Droge, 2012; Ritchie & Crouch, 2003).

While much attention is paid to the economics of the tourism industry in general, relative to environmental concerns, in the context of sustainable tourism development, the situation is reversed, as ecological concerns are preeminent to economics.

Economic approaches to tourism development are also numerous, for example, they have focused on the economic dependence of rural destinations on tourism by estimating the number of jobs and income that were generated from visitors, the impacts of tourism on livelihoods, and economic welfare and efficient pricing to explore the costs and benefits to residents and the environment (Masudur, 2010; Akama, & Kieti, 2007; Dincer & Ertugral, 2003; Chase & McKee, 2003; Archabald & Treves, 2001; Ashley, 2000).

The development of sustainable tourism development incorporates a number of elements from an economic perspective. They include (Beisheim & Droge, 2012; Rio + 20, 2012; Billington et al., 2008; McKercher, 2003):

- i. Maximising and optimising the benefits from tourism, while minimising costs.
- ii. Ensuring that tourism benefits are equitably distributed in the local host community, especially amongst the most disadvantaged groups in the community.
- iii. Minimising leakages from the local economy, thereby enhancing the multiplier effect.
- iv. Stimulating local enterprises in the local community.
- v. Ensuring that tourist enterprises remain economically viable in the long run.
- vi. Ensuring that visitors pay a fair price for their tourist experience.
- vii. Ensuring that local enterprises are adequately protected from unfair competition from larger foreign-based corporations.
- viii. Improving employment levels in areas such as accommodation, food industries, tour guiding, handicraft and souvenir trades and entertainment.
- ix. Enhancing the standard of living of local residents.

Timothy & White (1999) argued that sustainable tourism initiatives in developing countries can be conceptualised and operationalised at a very small scale, to improve the lives of residents, to provide enjoyment for tourists, and to protect the natural and cultural environments. Also peripheral locations and their characteristics can be instrumental in promoting local control of small-scale tourism.

3.9.2 Environmental sustainability

Many people erroneously perceive sustainable tourism to be solely associated with the protection of the natural and physical environment, such as Swarbrooke (1999) who argued that the scope of the environment transcends the mere natural environment (mountains, beaches, caves) to incorporate wildlife (flora, birds, mammals and reptiles); the built environment (villages, buildings, townscapes, dams); natural resources (water, climate, air) and the farmed environment (agricultural landscapes, man-made forests). Indeed, the environment is the linchpin of the tourism industry. As such, issues surrounding the management and protection of the environment have increasingly been put at the hub of sustainable tourism development. Environmental sustainability essentially promotes the protection of the environment, which is not only necessary for the sustainability of the tourism industry, but also valuable for life support. Tourism should be used as an avenue to attain conservation in order to ensure resource sustainability (Honourable & Bhoendradatt, 2012; Rio + 20, 2012; Toureh, 2012; Wahab, 1997).

Despite the general impression about conservation as a positive, flawless concept, Swarbrooke, (1999) believes that conservation involves a number of dangers which are often overlooked and which may also threaten the long-term sustainability of both tourism and host communities. These include:

- i. The proclivity to believe that anything 'old' is worthy of conserving or preserving may result in diffusing resources too thinly to be effective as we strive for absolute conservation.
- ii. Many times conservation of wildlife or landscapes is considered to be a higher priority than the welfare of humans, particularly disadvantaged members of society. For example, whilst elephants in Africa have proven to be very disruptive by obliterating the crops of local community residents as well as trampling on the natural vegetation and even killing other animals and humans, conserving these elephants remains a priority.
- iii. Tastes and preferences change continuously; as such, generations to come may not necessarily appreciate and value the results of today's efforts' to conserve the cultural heritage of the past. In fact, rather than seeing such assets they may view them as a burden or useless liability.

3.9.3 Social sustainability

Sustainable tourism development has a social dimension, which may be intangible in some cases, and tend to occur at a slower pace and in a subtle way. Social sustainability primarily involves impacts on the socio-cultural fabric of the host community (Swarbrooke, 1999). Social recognition is important for participants' motivation and confidence (Kallstrom & Ljung, 2005). Individual stakeholders' capabilities such as (financial, cognitive, and organizational) are very important to play effective roles in sustainability projects (Bostrom, 2011). Devlin & Tubino, (2012) highlight instances of both success and failure in the effective participation of social stakeholders, but at different stages, and they argue that continuous supervision and participation need to be institutionalized, where deliberative democracy cannot be restricted to public participation only during the planning process.

In another aspect, appeared numerous studies which recommended with emphasis that there has to be more cooperation among the organizers, associations and the interest groups involved in the community so that there could be more commitment, dedication and focus towards the goals, and that the sustainable tourism development is a concept conditioned by social context, and in order for it to be met, stakeholders must be identified and their subjective needs met" (Dantata 2011; Hardy et al., 2002; Bramwell & Lane, 2000).

Some studies have focused on the stakeholders, where they felt that the involvement of stakeholders in the development of sustainable tourism is critical, because it allows determining locally relevant indicators, and leading to the development of a specific management strategy. This helps to make better decisions, by providing a framework to enable individuals and decision-makers to recognize the results of their decisions in terms of their declared goals of sustainability (Nazrin, 2012; Quintano et al., 2011; Byrd et al., 2009; Yuksel, et al., 1999; Freeman, 1984).

According to Swarbrooke (1999), the social component of sustainable tourism development relates to the following four E's:

- i. **Equity** - ensuring that all stakeholders in tourism are treated in a fair manner.
- ii. **Equal opportunities** - ensuring that employees in tourism and local visitors are afforded with equal opportunities.
- iii. **Ethics** – the tourism industry should operate with integrity and be honest and ethical when dealing with tourists, suppliers, local residents and travel intermediaries.

- iv. **Equal partners** – tourists treating persons who serve them as equal partners rather than as inferior.

In all cases, sustainable tourism development focuses on the environmental, economic and social dimensions which must be balanced in order to bring about a harmonious effect.

Many researchers argue that the concept namely the application of sustainable tourism development lacks materialization, where it was described as "wishful thinking or impossible dream" (Milne, 1998; Butler, 1998).

In an attempt to address these issues, a number of principles that constitute a new and improved approach to sustainable tourism development have been identified (Wan & Xiangping, 2013; Swarbrooke, 1999):

1. The need to strive towards incorporating greater objectivity in sustainable tourism development. For the most part, current thinking is based heavily on judgmental thoughts with little compelling evidence to corroborate these beliefs.
2. The need to recognise that sustainable tourism development is an explicitly political phenomenon involving to a great extent the distribution of resources.
3. The acceptance of the notion that community involvement as a key component of sustainable tourism development is not without problems such as: the heterogeneity of communities and the domination of elites.
4. There is a need for a shift in the focus from strategy formulation to implementation.
5. Although the public sector can help to facilitate growth of more sustainable forms of tourism, the market will be the ultimate determinant of the results of industry activities. This suggests that public policy must stress the formulation of partnerships.
6. Rather than focusing on the tourism industry, emphasis should be placed on the tourists, since it is their desires, decisions and behaviors that ultimately impact the industry.
7. It is necessary to acknowledge that tourists also have rights who often spend hard earned savings to enjoy a holiday and should therefore be treated as guests rather than invaders.
8. There is a need to recognise that tourism can result in social, economic and ecological benefits if well-managed and negative impacts if properly managed.

9. The need to recognise that sustainable tourism development does not only involve the environment, but it also involves social equity and economic viability.
10. It is necessary to acknowledge that there are *shades of green* tourism and that at present, there are not many tourists that are dark green.
11. There is a need to distinguish between ecotourism and sustainable tourism which must not be used interchangeably but they must be classified as the same concept.
12. Tourists should pay a fair price for their visitor experience and should not be subsidised by local people who do not stand to gain from tourism.
13. It must be accepted that the most sustainable forms of tourism are those where tourism is traded fairly, whereby local communities sell directly to tourists, eliminating travel intermediaries such as travel agents and tour operators.
14. Host communities should not be too keen on educating tourists until there is a clear understanding on the content of the educational message and on the meaning of sustainable tourism development.
15. There is a need to recognise that sustainable tourism development begins at home. Thus, tourists from the developed world should practise sustainable tourism development in their home countries, and focus on the behavior of tourists to their countries rather than trying to tell individuals in the developing world how to manage their tourism.
16. There is a need for a clearer understanding of what we need to conserve and how we need to conserve it.
17. There is a need to develop effective performance indicators for sustainable tourism development so that progress can be monitored and mistakes can be identified and corrected.
18. There is a need to develop clear standards or sustainable tourism development labels to make persons more aware of and knowledgeable about sustainable tourism development.
19. It is necessary to acknowledge that sustainable tourism development is inextricably linked to sustainable development in general and other industries.

3.10 Sustainable Development and Ecotourism

Tourism activities are many and varied depending on the multiplicity and diversity of human activities, and earlier in section (3.5), an overview of various categories has been presented.

One of the eco-tourism categories is very closely linked to sustainable tourism and as such requires further discussion.

The term "eco-tourism" was first mentioned in the literature by Kenton Miller in 1978 (Rahemtulla & Wellstead, 2001). It was initially used to describe nature-based travel to relatively stable areas with a focus on education. However, the term has developed to cover an approach for the management, planning and development of sustainable tourism products. Eco-tourism has been promoted widely as a key tool for sustainable tourism development, due in large part to its ability to overcome the problems that are specific to conventional tourism (Munyaradzi & Mubaya, 2012).

Eco-tourism was initially considered a panacea in all parts of the world (Martha, 2008). It is a way to finance conservation, support scientific research, protect fragile ecosystems, benefit rural communities, promote development in poor countries, and manage the sensitive culturally environment, instill environmental awareness and a social conscience in the travel industry, and could contribute to universal peace-building (Einarsdottir, 2010).

There is no consensus on a definitive meaning about the concept. The International Association of Ecotourism in 1990 defined it as "responsible travel to natural areas that conserves the environment and improves the well-being of local people" (IES, 2005). The International Union for Conservation of Nature's definition is slightly more detailed but basically says much the same, as "environmentally responsible travel and visitation to natural areas, in order to enjoy and appreciate nature and any accompanying cultural features, both past and present that promote conservation, have low levels of visitor impact and provide beneficially active socio-economic involvement of local communities" (Dudley, 2008). This means that travellers must think and act responsibly in all aspects of their holiday experience in order to minimize their impacts on the environment and local community. In addition, ecotourism companies must hold principles and practices that seek to either preserve or conserve the environment and wildlife whilst protecting and empowering the local people. The New Consumer journal identified the key principles to guide everyone who implements and participates in ecotourism activities (The new consumer, 2010):

- i. Minimize impact.
- ii. Build environmental and cultural awareness and respect.
- iii. Provide positive experiences for both visitors and hosts.
- iv. Provide direct financial benefits for conservation.

- v. Provide financial benefits and empowerment for local people.
- vi. Raise sensitivity to host countries' political, environmental and social climate.
- vii. Support international human rights and labor agreements.

A number of common principles of ecotourism have been identified in the literature (McLaughlin, 2011; Martha, 2008; Page & Dowling, 2002; Weaver, 2001; Boo, E., 1992):

1. Small-scale tourism.
2. Low impact on an area's natural resources.
3. Respect and appreciation for local culture and attractions.
4. Involvement of stakeholders in planning, development, implementation and monitoring.
5. Education of stakeholders about their role in conservation.
6. Respect for the integrity of host communities.
7. Generation of sustainable and equitable income for local communities and for as many other stakeholders as possible.
8. Emphasis on intrinsic rather than extrinsic factors.
9. Promotion of moral and ethical responsibilities and behavior towards the natural and cultural environment by all stakeholders.

The principles of ecotourism suggest that ecotourism tends to have less negative environmental and socio-cultural impacts relative to other forms of tourism. Despite the ambiguity surrounding the definitive meaning of ecotourism, there seems to be accord on the economic significance of ecotourism (Tamat & Norlida, 2011). In fact, ecotourism has been deemed the fastest growing segment of international tourism by the World Tourism Organisation (WTO, 1999). Further, the World Travel and Tourism Council (WTTC) estimated that ecotourism is growing at an annual rate of 10% to 15% (Swalha, 2010).

According to Swalha (2010), the Travel Industry Association (TIA) in 2006, within the context of the U.S. market, has achieved the following results:

- Ecotourism generated \$77 billion in sales.
- Ecotourism accounted for 5% of the total U.S. travel and tourism market.
- Three quarters of U.S. travellers felt that it was essential that they did not cause damage to the environment while travelling.
- 17 million U.S. travellers considered environmental factors when choosing a travel company.

- Ecotourists were willing to pay an average of \$1000 to \$1500 per trip more than mass travelers generally spend.

Many scholars have also highlighted the economic significance of ecotourism in the context of the developing world. For example, (Almeshaal, 2011; Cater, 1994) asserted that ecotourism looms large in terms of enhancing economic development in developing countries; while (Martha, 2008; Nixon, 1999) contended that ecotourism has been singled out as a viable means by which developing countries can attain self-sufficiency while maintaining autonomy.

The concept of sustainability in ecotourism should consider four key challenges (Almeshaal, 2011; McCool, 1995):

- 1- A better understanding of how tourists value and use natural environments.
- 2- Enhancement of the communities dependent on tourism as an industry.
- 3- Identification of the economic, social and environmental impacts of tourism.
- 4- Implementation of systems to manage these impacts.

A number of studies such as (Swalha, 2010; Hamandawana & Raban, 2010; Martha, 2008; Buchsbaum, 2004) have addressed the issues of the rationalization of the economic significance of eco-tourism, and tried to raise the awareness of officials, locals, and tourists of the need to conserve the environment, due to limited resources. The studies also recommended stakeholders in tourism to take on their environmental responsibilities.

Other studies such as (AGRIS, 2011; Martha, 2008; Wood M., 2002; Swarbrooke, 1999; Wall, 1997; Shackley, 1996) have addressed the negative and positive effects of eco-tourism on the economy, the environment and the local community, as eco-tourism has both positive and negative effects, and ecotourism may be just as damaging as traditional mass tourism.

Eco-tourism may then be considered a panacea for many societies, especially in developing countries. It is considered a way to fund conservation and scientific research, protect fragile and pristine ecosystems, benefit rural communities, instill environmental awareness, and a social conscience in the travel industry to satisfy and educate the discriminating tourist, and some claim world peace (Page & Dowling, 2002). However, it must be acknowledged that some ecotourism activities are for the most part centered in fragile ecosystems, and that ecotourism projects are at risk of destroying the very environmental assets on which they so heavily depend. For example, in Asir in Saudi Arabia: tiger numbers decreased as a result of

over-hunting and increasing numbers of visitors to the region, which led to increasing numbers of apes and monkeys in the area (Samawi, 2004). Likewise, in Kenya, the increase in demand for safaris has led to severe wildlife disturbance and congestion, while economic benefits have leaked out to foreign corporations (Wood, 2002).

Eco-tourism is a concept that has been linked to a number of other tourism types, and some of these are discussed briefly below:

Agro-tourism:

This concept is a direct expansion of ecotourism, which encourages visitors to experience agricultural life. This type of tourism is gathering strong support from small communities as rural people have realised the benefits of sustainable development brought about by similar forms of "green tourism", where there is an opportunity to work in the fields alongside real farmers (Sargsyan, 2010).

Community based Tourism:

Participation, consent and support from the local community are needed in the development and operations of tourism and a reasonable share of the revenues should be enjoyed by the community. Community-based tourism addresses these issues and encourages respect for local culture, heritage and traditions and aims to reinforce and sometimes rescues them. Community-based tourism also implies respect and concern for the natural heritage, particularly where the environment is one of the attractions (Romano, 2003).

Nature Tourism:

This interlinks with ecotourism; however it concentrates more on enjoying and respecting the wildlife and the environment without the educational element present in ecotourism (Romano, 2003).

Pro-poor Tourism:

This type of tourism is a means to improve the local economy for local people. It enhances the linkages between tourism businesses and poor people so that poverty is reduced and poor people are able to participate more effectively in tourism development. The aims of pro-poor range from increasing local employment to involving local people in the decision making process. Any type of company can be involved such as a small lodge or a tour operator. The most important factor is not the type of company or the type of tourism, but that poor people receive an increase in the net benefits from tourism (Martha, 2008).

3.11 Planning for sustainable tourism development

Tourism planning is one of the most important tools of contemporary tourism development, which aims to increase the real income per capita, and to generate comprehensive cultural development for all ingredients of natural, human and material resources in the country (Cotswolds AONB, 2011). Such planning is an integral part of economic and social development, and requires all ministries, regions, devices, government departments, and non-governmental organisations to engage with the development and implementation of the tourism development policy. Tourism planning is essential if countries are going to be competitive in the international tourism market (Ben Hamed, 2010).

3.11.1 Definition of tourism planning

Tourism planning is defined as the drawing of a discretionary picture of the future of tourism activity in a particular state in a specific period of time (Simao & Partidario, 2012; Ben Hamed, 2010). That requires an inventory of tourism resources in the state in order to determine the objectives of the tourist plan, and to achieve rapid and regular tourism development through the preparation and implementation of a harmonic program designed to include tourism activity and tourist areas of the country. It should not be seen as limited to official bodies, but must be seen to be a joint work program between government agencies and the private sector and individuals (Wan & Xiangping, 2013).

Four key aims have been identified to aid good sustainable tourism development (Ben Hamed, 2010):

- i. Diversify the tourism product and provide services related to the improvement and development of resources at the country level, according to a unified style.
- ii. Provide full flexibility and achieve optimum utilization of available resources to comply with the reserves of global demand or domestic.
- iii. Ensure the rational use of natural resources and humanity to provide protection from degradation.
- iv. Provide the necessary manpower it needs for the facilities and other tourist attractions.

3.11.2 Factors of successful planning for sustainable tourism development

The success of tourism planning depends on several factors, including the following (Wan & Xiangping, 2013; Simao & Partidario, 2012):

- i. To have a tourism development plan is an integral part of a comprehensive national plan for economic and social development.

- ii. Achievement of a balance between the various economic sectors.
- iii. The development of the tourism sector as one of the strategic options for economic development.
- iv. The industry to be a part of the production sectors in the economic structure of the state.
- v. Determine the required level of growth and the size of the tourist flow.
- vi. Determine the role of each of the private and public sectors in the development process.
- vii. Focus on the relationship between tourism development and the general economic activity and determine its relationship with the preservation of the environment.

Five relationships for the success of tourism planning have been identified (Wan & Xiangping, 2013; Kastarlak & Barber, 2012; Simao & Partidario, 2012; Ben Hamed, 2010):

The relationship between tourism planning and economic activity

The success of tourism activity in any area is closely linked to activity levels, which can lead to a sustained increase in income and the possibility of the local economy to benefit.

The relationship between tourism planning and the environment

Tourism depends on the environment, on the grounds that the flow of tourists is associated with attractions such as (climate, environmental landscapes, beaches, and others), and associated as well with man-made attractions such as (historical areas, archaeological areas, modern areas, and others); thus it is important to maintain these assets.

The relationship between tourism planning and the residents

Good tourism planning is the planning that takes into account the circumstances and interests of residents, and their opinions and perceptions in the development process. The participation of local people in the planning process is necessary for the supportive implementation and sustainability of development projects

The relationship between tourism planning and the tourists

A good tourism planning provides appropriate information for the tourists in the appropriate place and time, and shows the potential and characteristics of the tourist destination in a realistic way in front of the tourists; it also offers awareness programs for the residents on how to deal with tourists and provide them with information to make them repeat the visit again to the tourist destination.

The relationship between tourism planning and the flow of foreign exchange

Good tourism planning aims to increase foreign exchange. The success of tourism planning, in developing countries in particular can be measured by its ability to increase the flow of foreign exchange to the state, whether through international tourism receipts or through the flow of foreign capital to invest in tourism projects.

Tourism planning therefore plays a crucial role in the development of tourist activity and for adopting a scientific approach to the organization and management of tourist activity. It provides a common framework for decision-making in the management of tourism resources and the responsible methods that it will adopt (Simao & Partidario, 2012). Tourism planning helps to unite the efforts of all stakeholders responsible for the development of the tourism sector, coordinates their work, and reduces duplication of various decisions and activities (Kastarlak & Barber, 2012).

Tourism planning is affected by political, social and natural fluctuations, more than by factors of production and the various economic powers (Wan & Xiangping, 2013). Although there is a strong argument for the need for planning in tourism development, it is also important to implement it well and this is enhanced by the involvement and the active participation of the local community in the planning process so that the control of the tourism industry is in the hands of the local population (Wan & Xiangping, 2013).

3.12 Tourism development according to the context of the GGC

GGC is rich in tourism resources, and if we want to talk about the tourism development in the city we have to study four elements namely: 1) Tourism supply: and what it represents of tourism resources in the city namely natural or man-made resources , and tourism services that facilitate tourist operation, and the basic infrastructure needed to do The tourism industry; 2) The demand for tourism products: whether it is locally or externally; 3) Tourism management: and what it represents of organizational structure and the laws and regulations; as well as the 4) Challenges and opportunities that face the tourism in the city.

3.12.1 Tourist supply in the GGC

3.12.1.1 Tourism Resources

GGC has a good local and international reputation for historical and multi-cultural resources which date back to prehistoric times, such as (Hellenistic civilisation, Romanian, Jewish, Christian and Islamic), where there is some historical evidence including heritage sites in the various parts of the city represented in the mosques and castles and the architectural style.

There are also a lot of old abandoned cities and hundreds of houses excavated underground, including a lot of traditional industries, such as pottery the most famous in the city (Jhaidar, 1991).

There is a range of other elements that will contribute to tourism development in the city, but they suffer from severe neglect such as (ancient villages, underground houses, natural Reserves, traditional industries, oases and springs, monuments, landscapes, dams, folk festivals, ancient olive presses, traditional folk markets, ancient places of worship, arts, and the different races for cars, bikes, horses and camels, and others).

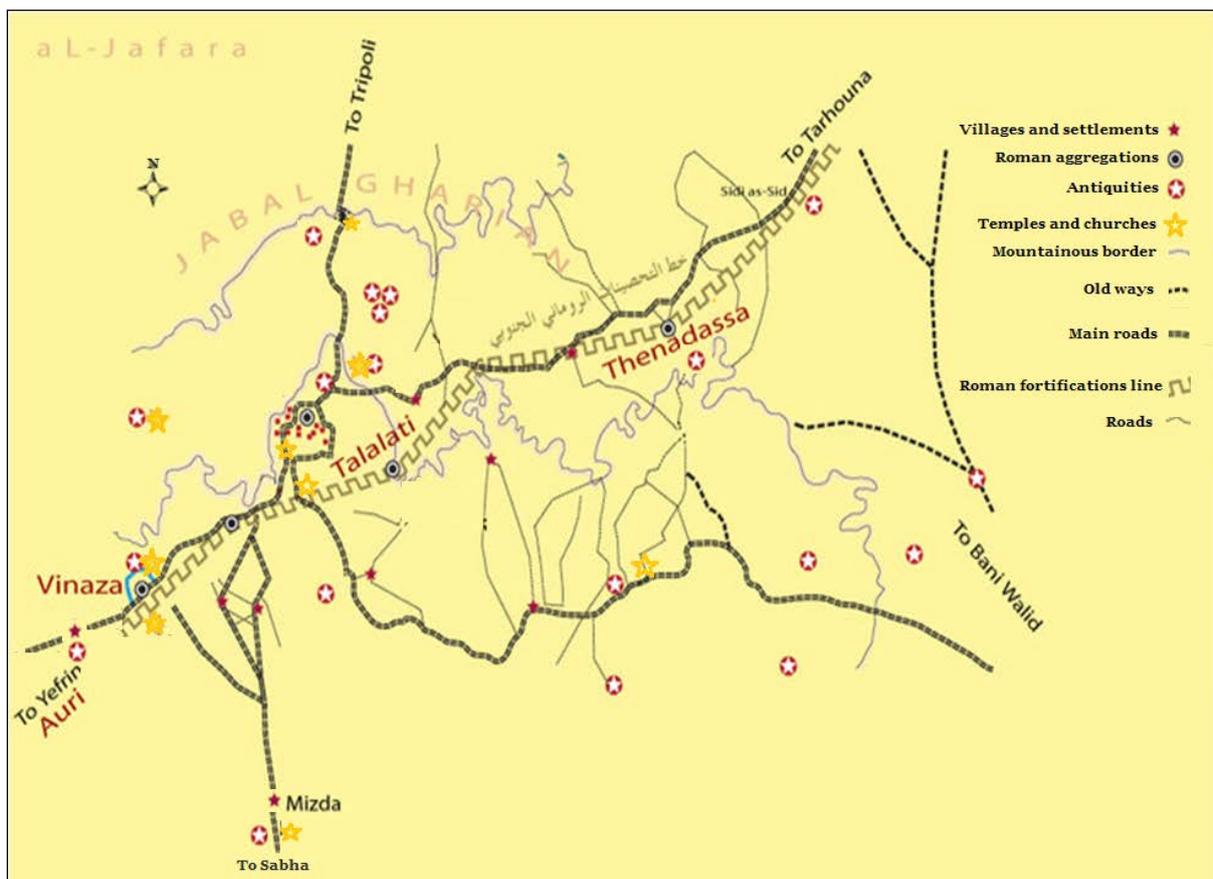


Figure: 3.3, some tourism resources and the roads in GGC.

Ancient villages

They are nearly 52 abandoned villages built of stone, gypsum and mud, aged more than 300 years in the area. They have different designs and are of predominantly Islamic style. These villages are distributed on a regular basis inside the residential areas in the city, and can be protected using local resources (Al-hef, 1992).

Underground houses

A typical underground house (Troglodyte) has an estimated area of 10 * 10 meters, dug in the ground 10 meters deep. It contains 8 rooms mostly and accommodates anything from one family to eight families at any one time. They use the Earth's temperature for protection from the vagaries of the weather, and range in age from 100 years to more than 1000 years. These very sustainable homes are actually well-suited for housing in the twenty-first century, due to low construction and operating costs, the lack of environmental pollutants and ease of maintenance. In 1992 there were approximately 3000 underground houses, but this had reduced to 2300 in 2013 because some of them were demolished to make way for new modern housing (Bel-haj Alarbi, 2013; Altaif, 2008; Al-hef, 1992).

Musbah (2012) confirmed that the underground housing is a unique method which has no competitors in the inside or outside Libya. It is a good example of friendship with the environment, as it does not need energy for heating or cooling, it is protected against weather, fires, and storms, it does not consume any natural resources, it does not leave any harmful residues during maintenance or demolition, and it is characterized by a decrease of construction and operating costs. There are about 2000 homes carved underground, aged nearly a thousand year and distributed on a regular basis in all parts of the city where most of them are still fit for use. The researcher recommended the need to reuse these houses again in the housing, or integrated into the tourism market as underground museums or hotels, (Musbah, 2012).

Natural Reserves

There are swathes of forest land, earmarked for hunting, and leisure, supplied with some animals and exotic birds, visited by many local and foreign tourists, especially in times of spring and summer. They include, Abugelan Nature Reserve & Wadi Alhai Nature Reserve.

Traditional industries in GGC

They include ancient and traditional crafts. Gharyan characterized traditional pottery is still widely practised through the use of the old conventional ovens. Recently traditional pottery has been mixed with modern ceramic industries, and there are at least 150 Pottery Factories, concentrated mostly in the north of the city, where the quarries provide the clay. There is a large market for Algawasem's famous pottery, and other industries, such as wool, leather, blacksmithing and carpentry.

Oases and springs

GGC is characterized by an abundance of palm oases, landscapes, through which springs water. There are more than 35 Oases where tourists can enjoy the benefit of water and shade especially in the summer and spring. However, these oases are now suffering from neglect in large part, such as the Oases of Abugelan, Rabta, Alorban and Salahat.

Monuments

There are many palaces that were used by leaders as dwellings in earlier times, as well as camps, forts for armies, and grain silos, and funerary monuments from the Roman and Turkish eras. They need an expert for a major effort for renovations. Such as (Quser Al-Hajj, Quser Al- Alasabah, and Quser Gretsyani)

Landscapes

The city has many landscapes, which attract tourists to visit, enjoy the beauty, and spend some leisure time in them such as (Abugelan, Alasabah, Kekla, Alorban, Mezdah and Gharyan).

Dams

There are many huge concrete dams to reserve rainwater, which form large lakes of fresh water, visited by tourists either for fishing or to enjoying its beauty, such as (Wadi Ghan Dam, Wadi Zaret Dam).

Folklore

Some of the cities in Libya are characterized by popular heritage festivals which are held annually. In the GGC the Spring Festival features public displays of horses and folk dance and traditional heritage and is held in the spring of each year, which attracts many visitors to see these offers.

Ancient olive presses

The GCC has a group of ancient olive mills, which used primitive machines and camels for power. As a result of the emergence of modern machinery with the beginning of the sixties markets they have been left in disrepair.

Traditional folk

A weekly unspecialized integrated market is held in almost every residential community within the city. Each of them has its special day, distinct from other, and serves a range of industries, traditional crafts and agricultural products nearby.

Ancient places of worship:

Ancient mausoleums are visited by people for the practice of certain beliefs, as well as mosques, churches and ancient religious temples, some of which are deserted and need maintenance.

The arts:

There are a lot of popular choirs in the city, as well as many painters, visual artists, poets, writers, sportsmen, actors and narrators of the story. They would need little encouragement to practise their activities.

Races:

The races in the past were limited to camels and horses and some sports such as wrestling and wrestling with swords. However in 1937 a Formula 1 race was organized in Libya for the first time. More recently, following the war, boxing and international racing for cars are being supported.

Two race car events were held in the GGC in 2013. The first was in Zintan in GGC from 01 to 03 of March 2013 for a desert challenge, and the second was in Gharyan in GGC from 18 to 20 April 2013 for a mountain challenge. These events were used to encourage and promote tourism.

3.12.1.2 Tourism services**The hotel units**

Field inspection shows that the GGC lacks a sufficient number of hotel units. There are four Hotels with approximately 270 beds, perhaps indicating or explaining the modest tourism revenues, despite the many tourism resources that abound in the city.

Tourist agencies

There are 13 travel agencies and two tourism companies in the city but their work is largely limited to religious tourism, with flights for pilgrimage and the visit to the Holy Land in Saudi Arabia. They are cooperating with other companies to manage trips to ancient cities, the beach and the desert but tourist numbers are still very low.

3.12.1.3 Infrastructure available in the GGC

In the GGC there is a modern highway network which link the city with the neighbouring cities, but there is a lack of normal roads especially mountain roads that link many oases. The current electric network is good and connects all parts of the city. There is still a shortage of water network, where there are a lot of areas still using water tankers to carry drinking water. The communications network is being developed after contracting with two local companies namely (Libyana and Almadar) where that the Internet will reach all areas of the city by the end of 2014. With regard to the sewerage network, it is still limited in the city centre only, while the rest of the areas still use traditional methods in that, and there are no plans for wastewater recycling in the city so far. There is also a public company for transporting the garbage once a week from small collection centres in every street to a principal place in the north of the city, where it is disposed of by unhealthy traditional methods. There is no public network for passenger transportation in the city, but the transportation is done by private companies. Also, there are no domestic airports in the city, and the nearest airport is International Tripoli Airport which is 70 km to the south of the city.

3.12.2 Tourist demand in the GGC

Demand for tourism can be defined as “The sum of tourists (domestic and international) who wish to use tourist facilities, in a particular place, at a particular time, under certain circumstances”. (Kodra & Bader, 2008; Hour, et al., 2001) where the tourist demand is divided into: the current demand and the deferred demand.

i. The current tourism demand:

It is the desire of people in travel and tourism with the current willingness to spend a certain amount of money in order to obtain a certain tourist product, in a particular place, at a particular time, under certain circumstances. (Hour, et al., 2001)

ii. The deferred tourism demand:

It is the desire of people in travel and tourism, but they have no desire to spending at the current time, because of the existence of certain conditions preventing them from current tourism spending , and they will be changing to the actual demand after these conditions are improved (Hour, et al., 2001).

In order to achieve actual demand, a lot of important factors must be met, these are (Shuib, 2008; Kara, et al., 2003):

- 1- Behavioral psychological factors: (The desire in tourism and the desire in spending on tourism).
- 2- Economic factors: (Purchasing power, Tourist product for sale, Price level, Exchange rate, the level of services).
- 3- Spatial factors: (provide tourist product in a particular place).
- 4- Temporal factors: (provide tourist product in a given time).
- 5- Cultural factors: (a stock of knowledge and previous experience about the place where the visitors want to visit).
- 6- Natural factors: (prevailing weather conditions during the duration of the trip).
- 7- Security factors: (Security availability, the extent of the spread of infectious diseases).
- 8- Social factors: (Tourism acceptance by residents, Facilities for people with special needs, Language of communication, Leisure, Family size, Age, and sex).
- 9- Political factors: (Visa facilities, Relations between countries).
- 10- Environmental factors: (The ability of the environment to attractions).
- 11- Technological factors: (the level of technology used).
- 12- Geographical factors: (Distance of place you want to visit).
- 13- Some of the other factors that affect the decision to travel.

Taking into account all the above factors, the current demand for tourism is divided into (local demand and international demand) (Shuib, 2008) where:

- i. **Local demand:** It is the actual demand for residents in Libya on tourism products in the GGC.
- ii. **International demand:** It is the actual demand for foreigners on tourist products in the GGC.

Regardless of the tourists who visited Libya, the GGC has hosted 5592 foreign tourists in 2008, most of them were mass tourism, and a large proportion of them were elderly. Therefore, the impacts associated with intensive international tourism have not existed until now. However, domestic tourism accounted for 19152 tourists in 2010 (Bel-haj Troglodyte, 2011), see in table 3.3 below.

Table: 3.3, tourist groups coming to the Archaeological Bel-haj Troglodyte in the GGC, 2005 - 2010

| The year | International Tourists | The increase | Domestic Tourists | The increase |
|--------------|------------------------|--------------|-------------------|--------------|
| 2005 | 1213 | Year Opening | 2115 | Year Opening |
| 2006 | 2107 | 894 | 5712 | 3597 |
| 2007 | 2911 | 804 | 8920 | 3208 |
| 2008 | 5592 | 2681 | 13010 | 4090 |
| 2009 | 3300 | - 2292 | 15700 | 2690 |
| 2010 | 4700 | 1400 | 19152 | 3452 |
| Total | 20823 | | 64609 | |

Source: Tourism statistics. Bel-haj Troglodyte 2011.

It is noted that these statistics reflect only some reality of tourism in GGC, because it is collected from only one tourist destination, but it is considered an important indicator. International tourism in GGC is still largely those in transit to the desert regions in the south of Libya. Although tourism has not been a significant problem until now, the new focus on developing it could mean that this will change.

The same source also shows that there is international tourist demand for tourism products of the city from the most of European countries, some Asian countries, America and some Arab countries, such as France, Germany, Britain, Italy, Poland, Russia, Japan, Kuwait, Tunisia, Egypt and the United States. There is also a local tourist demand for the tourism products of the city from the Libyan cities, such as Tripoli, Al-Zawya, Misurata, Sabha and Benghazi

3.12.3 Tourism management in the GGC

The first legislation regulating tourism in Libya is the law No. 44 of 1968, which included 40 items, addressing such diverse issues as the role of banks in strengthening and supporting tourism projects, investment in the tourism sector, licences, classification of tourism, control prices of tourism services, protection and security for tourists, record-keeping and attention to statistics, and extension services (GPCT, 1999). The change of regime after 1969 focused all interests on the oil sector and showed almost total negligence to the tourism sector, where this was a major reason why Libya failed to develop this sector, unlike the neighboring countries -Tunisia, Morocco and Egypt - which focused most of their interests on the tourism sector.

For the advancement of the tourism sector, there must be coordination between the various public and private institutions. Greater integration and coordination are required to help actors conduct their work more efficiently and effectively. Investors, whether they are local

or international will not invest in the tourism sector unless there is flexible management which facilitates all their procedures and makes clear all the relevant legislation.

In the year 1989, the Authority General Tourism was created, which was aimed at the development of domestic and foreign tourism, the development of tourism resources and investment in order to familiarize citizens about their historical and encourage them to participate in the economic, social and cultural development process. and there are adequate powers given to the Authority (GPCT, 1999), but the Authority General Tourism has faced many problems that prevented it from achieving its objectives, the most important of which is the failure to provide financial budgets for implementation and lack of the seriousness by the government.

With a state transformation to the market system in the end of nineties, an unemployment rate rose to 30 % in the GGC (Baira, 2007), which led to increased social, economic, political and environmental problems in the city. Data on labour in 2010 shows that the persons with middle and upper qualifications, from specialties of teacher preparation, professional business and craft, medical support, and literary studies, are most looking for work and complain of difficulties in the labour market. This shows that the workforce needs vocational training, which the tourism sector could generate, but there is no tourism strategy to manage tourism sector in the city. See table (3.4).

Table: 3.4, Job seekers in the GGC by sex and qualification in 2010.

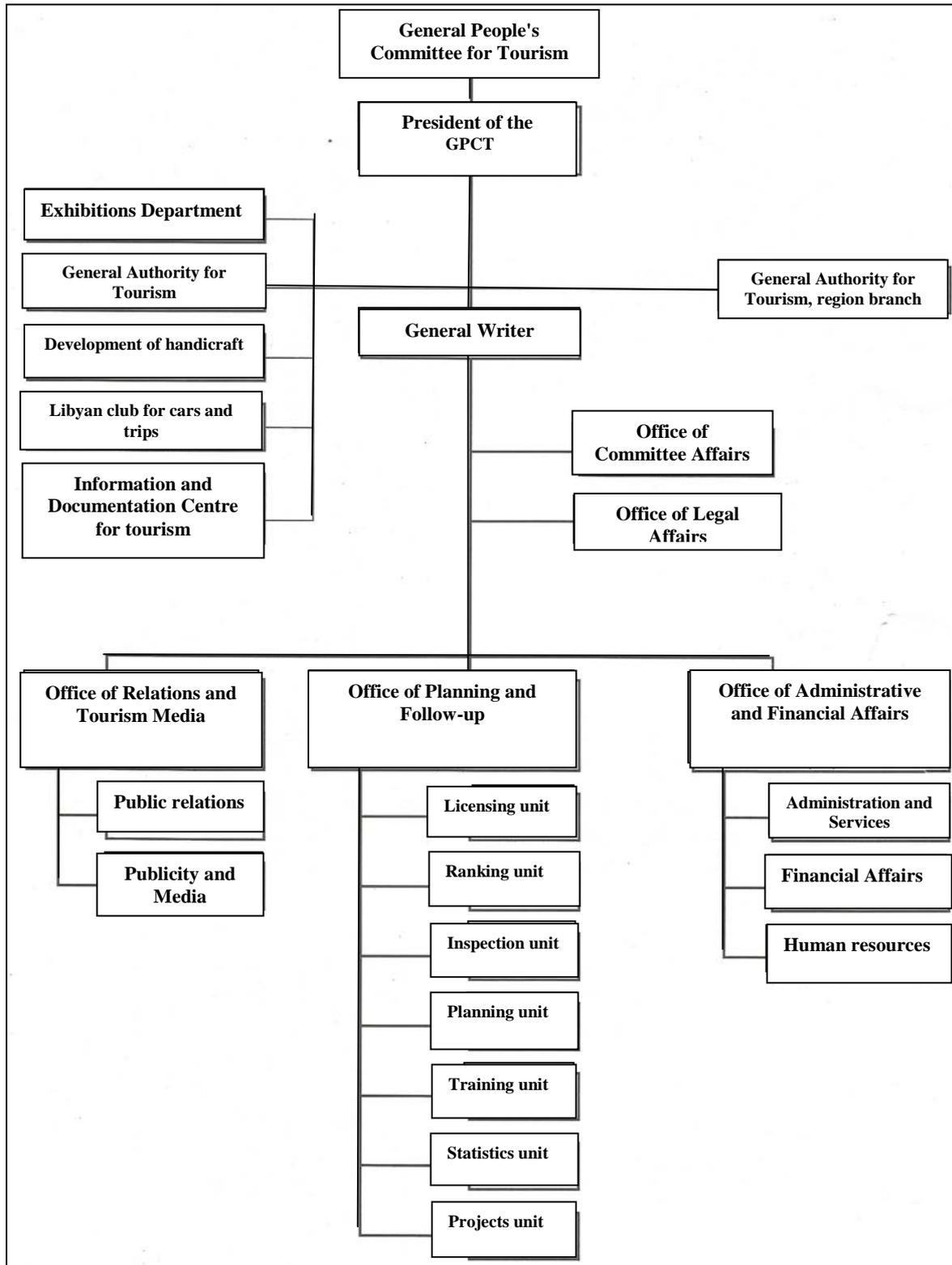
| Qualification | Males | Females | Total |
|----------------------|-------------|-------------|-------------|
| Nursing | 85 | 455 | 540 |
| Sports | 220 | 350 | 570 |
| Science | 260 | 340 | 600 |
| Social studies | 75 | 413 | 488 |
| Business | 280 | 115 | 395 |
| PC | 39 | 381 | 420 |
| Mechanics | 412 | 0 | 412 |
| Electricity | 202 | 0 | 202 |
| Engineering | 195 | 39 | 234 |
| Construction work | 131 | 0 | 131 |
| Drivers | 251 | 2 | 253 |
| Teachers | 380 | 130 | 510 |
| Texture | 250 | 0 | 250 |
| Art Education | 20 | 103 | 123 |
| Other qualifications | 180 | 140 | 320 |
| Total | 2980 | 2468 | 5448 |

Source: Statistics Manpower Bureau (2010), Office of Gharyan.

These figures do not represent the total unemployed in the GGC, since many do not register in the workforce Office.

In 1995, Authority General Tourism has been cancelled with the establishment of the General People's Committee for Tourism, which among their aims is to develop a comprehensive strategy for tourism development and implementation it, where a draft of law for tourism was prepared, but it has not been adopted and promulgated. In the year 1996 the Law No. 36 was issued on the organizational structure of the General People's Committee for Tourism (GPCT, 1999). See the following figure (3.4).

Figure 3.4, the organizational structure of the General People's Committee for Tourism



Source: GPCT, 1999

This was assigned to pass some legislation and modify some of the laws that are related to the tourism activity such as (GPCT, 1999):

Commercial Companies Law

Commercial Agencies Law

Economic activities Law

Law of Protection of Monuments and museums and historic buildings

Law of Encourage foreign investment

Law of Determine the fee-for-service

Chambers of Commerce and Industry Law

The enjoyment of a long-term vision, a comprehensive strategy and holistic approach and the involvement of all stakeholders are key issues for the development of sustainable tourism. However, it is necessary to have a dedicated tourism authority which could put such a vision and implementation of national policies for tourism development, but Libya was not equipped with such authorities clearly, where the Libyan economy depends mainly on the oil sector until the end of the nineties, when it considered the tourism sector being the most important sectors that can be relied upon to diversify the economy and where the first plan for tourism emerged in Libya in the year (1998), which was covering the years (from 1999 to 2018), but did not achieve all its objectives (Baira, 2007).

Among the most important of other laws that have affected the tourism sector in Libya is the Law No. 7 of 2004 on tourism. This law aims to regulate tourism development and attention and take advantage of the tourist natural sites, and create job opportunities for the citizens as well as encouraging the Libyans and foreign investors to invest in tourism projects, for the purpose of diversifying the sources of national income and not relying on oil as the sole source of income. Where tourism has been defined under this law as (LTM, 2012):

“Tourism is the movement of locals or foreigners, individuals or groups from one place to another and what resulting from that movement like the services and different relationships”.

Where tourism aims under this law to (LTM, 2012):

Definition of civilization and history of Libya

Development of public taste and collective behavior

Contribute to the revival of the national heritage

The consolidation of social cohesion among members of the community, connecting links with the peoples of the world.

Preserve the tourist sites and provide entertainment for citizens and tourists.

Organizing conferences, exhibitions and forums tourist inside Libya and abroad

Encourage investment in the tourism sector

Contribute to the economic and social development

Creating employment opportunities for local residents

The necessary legislation governing the provisions of this law has been issued, but not implemented due to lack of appropriate budgets allocated by the government.

In 2011 the new government created a Ministry for Tourism which strives to establish a consistent and comprehensive tourist industry. The new ministry has started to assess the situation and review all previous laws and regulations that governed tourism. It is also reviewing all contracts concluded by the former regime with local and foreign companies, and seeks to correct any cases of corruption and force some companies to return to complete their projects (after leaving during the war), where a separate budget for tourism ministry has been monitoring for the first time in the history of Libya (LTM, 2012), but always there are some of the obstacles that prevent the development of this sector and the continuation of the civil war after Gaddafi's death stopped the activity of this ministry.

During the previous narrative it is clear that there are many attempts to promote and development this sector, but these attempts remain in ink on paper, because of the obstacles that were always facing the tourism sector, which can be summarized in the following sub-theme.

3.12.4 Obstacles of tourism development in the GGC

The obstacles facing the tourism industry are varying as a result of different degrees of economic and cultural progress in the countries of the world. In Libya, the tourism industry has enveloped many obstacles that led to the shrinking role of tourism in the areas of economic and social development, where despite the existence of resources and potential for the advancement of tourism, the tourism industry has not received the required attention, where there are a number of obstacles and challenges still facing the tourism development in Libya in general and in particular in the GGC, which need to be addressed, including:

1. The lack of a clear strategy for tourism and the prospects for its development.
2. Weakness of the tourism development site in the various development plans which reduced its importance consistently within the framework of the modest financial allocations for tourism, reflecting the lack of projects completed or

planned and the poor performance of public policy in the adoption of a clear strategy for tourism.

3. The clear poverty in the data and information, where the lack of a good system of information and tourism statistics.
4. Humility in the quality of facilities and services, and weakness or a lack of basic services such as water networks, communications technology and sanitation facilities.
5. The lack of educational institutions in the field of tourism, and the weakness of rehabilitation and training at the level of a high proportion of workers.
6. Tourism programs are very classical which is prevent the prolonged the stay of tourists.
7. Neglect of the archaeological areas and the urban cities, especially religious sites and historic buildings. Which lack maintenance, restoration, reconstruction and exploration.

3.12.5 The Strengths, Weaknesses, Opportunities and Threats

SWOT is one of the famous planning tools, used in this study to review the tourist situations and the tourist environment for domestic and foreign travel, in order to recognize the positive and negative factors that affect the development of tourism in the city (Adams, 2005). See Box 3.1

Strengths are internal factors that can increase the competitiveness of the tourism sector in the city. If properly exploited they can help in the promotion of the sector through an appropriate strategic plan which aims to maximize the return from these strengths.

It is noted that the strengths enjoyed by city in the travel and tourism sector are generally limited, and the city needs to make great efforts in raising their competitiveness in this sector, See Box 3.1

Weaknesses are internal factors that may prevent the tourism sector developing. Many overlap with the more general constraints of tourism for the country and others are GCC specific, See Box 3.1

Opportunities are external factors that can be exploited to raise the levels of competitiveness of the tourism sector in the western mountain town, See Box 3.1

The main threats and the limitations inherent to a GGC competition in the field of tourism development, See Box 3.1

Strengths, Weaknesses, Opportunities and Threats for Sustainable Tourism Development in the GGC:

| Strengths (S) | Weaknesses (W) |
|---|---|
| <ul style="list-style-type: none"> - The site of the city featured on the tops of the western mountains of Libya, and the oversight of the three degrees of climate - desert, mountain and sea -, one of the most important strengths. - Proximity to the capital Tripoli and its tourism services. - A good network of roads links the city with its neighboring cities. - High levels of safety and security, which can be enjoyed by tourists in this city. - Proximity to the Tripoli International Airport. - Proximity to the sea ports on the Mediterranean coast. - The main gate to the cities of the south. - Proximity to export markets for local and international tourism. - Decrease in fuel prices and electricity and gas. - Varied landscapes such as mountains, deserts and oases. - Multiplicity of species of plants and wild animals and birds. - Cultural and social diversity among three minorities who inhabit the city (Arab, Berber and Tuareg). - The relatively small average ages. - The diverse cultural heritage of the monuments (Roman, Greek, Jewish, Islam and Christian) scattered throughout the city, as well as prehistoric evidences. - Underground dwellings in the only city in Libya where people were living since hundreds of years ago. - Pottery industries GGC which is the only city that produces this commodity in Libya. - Ancient traditional folk industries such as wool, leather industries, palm fronds and Esparto plant. - Public morality of the people namely Joviality, Generosity, Love guests, and helping others. - GGC is a Virgin city, where many of the tourist sites are still undiscovered. | <ul style="list-style-type: none"> - Weakness of the advertising side shows what is really enjoyed by the GGC of tourism resources. - Lack of interest of tourist sites and the absence of maintenance programs to the historical cities, houses and ancient palaces which are spread all over the city. - There is no clear policy to regulate the tourism sector within the city. - Many tourist sites in the city cannot be accessed as a result of its location in the centre of the rugged mountains. - Environmental safety and waste recycling and the beauty of the city. - Acute shortage of public spaces and entertainment venues. - Decrease in the number of tourist hotels and rooms, where the tourist rooms in the city did not exceed 120 rooms. - Improving information technology and communication, where it is still weak and exposed to constant interruptions. - Lack of trained human resources where there is still a shortage of colleges and universities that are interested tourist side. - Health aspect is still below the level where the city suffers from a shortage of possibilities and specialized medical personnel. - Poor sanitation and drinking water networks, where more than 38% of the residents do not use these networks. - Lack of appropriate awareness campaigns to publicize the importance of the tourism sector and the need to change the prevailing view among the citizens about the sector. - Bureaucratic systems and regulations restricting the launch of the business sector to invest in tourism, especially in the field of foreign direct investment (FDI). - Requirements for obtaining tourist visa. - Decrease the degree of transparency of government policies and the length of the procedures necessary to rid the routine transactions. - The main weakness afflicting the country in general is the lack of the Ministry of Tourism, which monitors the budgets and organises the tourism sector and the development of strategic plans and development programs. |
| Opportunities (O) | Threats (T) |
| <ul style="list-style-type: none"> - Financial surpluses provided by the oil sector, in addition to the funds frozen in foreign countries, as well as money diverted by the former regime to the outside in case she comes back and that can contribute to the development of the tourism sector. - Democratization in the Libyan state in 2011 and a firm desire for the new government to diversify the economy. - The new government's desire to fight financial and | <ul style="list-style-type: none"> - Belief that tourism is a challenge for cultural and religious privacy of the city. - Lack of adequate information on the programs, agencies, tourist facilities and tourist statistics. - Unavailability of a corporate entity in a strategic framework service-oriented tourist structured to regulate competition in the market of tourism services, both among private sector institutions or between the private and public sector. - Seasonality of the tourism sector. |

| | |
|--|--|
| <p>administrative corruption that prevailed under the previous regime (before 2011).</p> <ul style="list-style-type: none"> - Gradual recovery witnessed in some countries of the world from the global financial crisis. - The continued growth of the international tourism. - The improvement of foreign relations, and the emergence of new relationships with a clear Libyan foreign policy with the countries of the world. - Establishment of the Ministry of Tourism in the new government in 2012 and the emergence of a formal budget for tourism for the first time in the history of Libya. - Establishment of a provincial system and the abolition of the central administrative and financial control that was prevalent in the former regime. - Change of regimes in Libya's neighbors (Egypt and Tunisia), from dictatorial regimes to democratic systems, which will allow serious regional cooperation with these countries, especially in the field of tourism. - Announcement of a comprehensive program of tourist survey for every tourist site in Libya. - Efforts to strengthen regional and international standing of the Libyan state by turning Libya into a financial and global commercial center to promote the re-export to the countries of Africa and the world, because of its geographical location among the major continents of the world. | <ul style="list-style-type: none"> - Infrastructure projects mainly related to tourism is not sufficient, such as tourism public transport, visitor information system, instructions in foreign languages ... Etc. - The absence of a tourist business sector, the most sophisticated and mature in the field of tourism, in particular the private business sector. - The delay in the use of reservation systems and electronic payment. - Continuing political instability in neighboring countries (Tunisia, Algeria, Mali, Niger, Chad, Sudan, Egypt) so as to enhance the likelihood of armed conflicts in the future, threatening efforts to raise the competitiveness of the GGC or in the entire Libya in the field of tourism development. - The continuing threat posed by international terrorism from all sources, lack of a safe tourist environment for visitors, to the extent that the visitor feels reassured full during his stay in the country. - There are no programs for the development of traditional industries and handicrafts and marketing of their products, has led to decreasing it. - There are no programs for the development of choreography, theatre arts, and Fine Arts in the GGC, which is the result of neglect by the former regime. - Limited hospitality centers, such as hotels, hostels, which keep the room prices high compared with neighboring countries. - The competitive in providing tourist services compared to neighboring countries that preceded Libya in the field of tourism (such as Egypt, Tunisia, and Morocco). |
|--|--|

Box 3.1, SWOT for Development of Sustainable Tourism in GCC.

Tourists can practise all kinds of sports in the GGC, such as mountain climbing, riding sand skiing, camel riding, cycling, auto racing, diving and discovering water lakes, observation of wild animals and birds and hunting in addition to other well-known sports. However, the strengths at the present are not enough to put the city in a unique location on the map of local tourism or international, as a result of the neglect of the tourism sector over the previous period, and it needs to make efforts to show the strengths enjoyed by the city in this aspect, and address the root causes that may prevent the tourism sector and its hoped role in the coming period.

3.13 Summary

This chapter explored the various types and stages of tourism development. The discussion on the advantages and disadvantages of tourism led to a review of the concept of sustainable tourism. Various principles and approaches to sustainable tourism were discussed, and tourist demand as well. This led to a consideration of the need to develop policies that will be widely accepted by stakeholders including planners, governments and local communities. This

research also analyzed the problems and challenges facing the GGC in the field of tourism supply, tourism demand and tourism management, as well as obstacles of sustainable tourism development in the city. The issue of stakeholder engagement is now developed in the following chapter.

CHAPTER

4

STAKEHOLDERS

4.1 Introduction

The previous chapter identified the need to engage stakeholders in order to achieve sustainable tourism development. This chapter explores the concept of stakeholder theory, defines key stakeholders in tourism, and examines how to involve them in sustainable tourism development. This chapter reviews the following main topics:

- 4.2- Stakeholder theory.
- 4.3- Stakeholders' involvement.
 - 4.3.1- Local community participation.
 - 4.3.2- Tourists' participation.
 - 4.3.3- Public sector participation.
 - 4.3.4- Private sector participation.
- 4.4- Summary.

4.2 Stakeholder theory

Stakeholder theory is the theory used in this study. This theory was originally developed in the field of business management, in an attempt to identify the key stakeholders in a corporation who deserve management attention (Drita & Alkida, 2009). Freeman, (1984), an early proponent of stakeholder theory, posited that managers should consider the relationship with diverse constituents, in order to effectively manage their business.

A stakeholder has been defined as: "any group of people organised or unorganised, who share a common interest or stake in a particular issue or system" (Grimble & Wellard, 1997), While Friedman & Miles, (2002), defined a stakeholders as "any individual or group who can affect or is affected by the attainment of an organisation's objectives". A stakeholder has also been defined as "any person, group or organisation that is affected by the causes or consequences of an issue" (Bryson, et al., 2002).

Stakeholder theory recognises that there are multiple parties involved in the management process such as governmental bodies, political groups, local communities and associated business enterprises (Sheehan & Ritchie, 2005).

Stakeholder theory has been successfully applied in a number of contexts such as: improving the effectiveness of organisations (Lily, 2003; Heugens, et al., 2002; Schneider, 2002); increasing the participation of minority groups in community programs (Bryson, et al., 2002); project management (Karlsen, 2002; McManus, 2002); and enhancing citizen participation in

community projects (Burby R., 2003); in e-government (Scholl, 2001b); in e-business (Friedman & Miles, 2006), and in finance (Hann, et al., 2011).

Stakeholder approach involves several steps. A firm must first identify its stakeholders, their interests and stakes. Then it is necessary to manage them and understand the process. A problem arises when an organisation tries to allocate time, energy and other resources to stakeholders (Freeman, 2010; Tkaczynski, et al., 2009).

Emerging partnerships are defined as “pooling or sharing of appreciations or resources (information, money, labor etc.) among two or more tourism stakeholders to solve a problem or create an opportunity that neither can address individually” (Selin & Chavez, 1995). In the tourism industry, the development of tourist sites should be shared by local communities, tourists, and private and public sector (Fusco, et al., 2009). Jamal & Getz, (1995) noted that a destination community’s assets can be shared by local residents, visitors, and private and public sector interests. Choibamroong, (2011) also advocated the need to approach stakeholders in tourism development, whether the target is economic development, conservation, social justice, or the management of protected areas. Sustainable tourism development at the local level requires the collaboration from all stakeholder groups, especially local communities (Gracia, 2013). Stakeholder theory has proved useful in assisting the strategic development process (Gnan, et al., 2010). Collaboration through the involvement of stakeholders is essential in building support for sustainable development (Wan & Xiangping, 2013).

It is suggested that stakeholders should be divided into two groups (Byrd, 2007): primary stakeholders i.e. those stakeholders without whose continuing participation the organisation cannot survive as a going concern and secondary stakeholders i.e. those stakeholders who influence or affect, or are influenced or affected by the organization, but are not engaged in transaction with the organisation and are not essential for its survival.

The usefulness of the stakeholders’ theory stems from the premise that "Successful planning for any idea and its sustainability after implementation, depends largely on the involvement of various organisations, groups, and individuals who are affected by this idea, or they have the ability to influence its activities" (Bashir, 2012; Dabphet, et al., 2009).

Therefore, any attempt for sustainable tourism development ignoring the involvement of all of the stakeholder groups is the unsuccessful process even after a while. For example, the

attempt made by the Walt Disney Company to create a theme park in Prince William County, Virginia in 1993 (Hawkins & Cunningham, 1996). The project failed because the planners did not actively involve every stakeholder group in the planning process. They identified residents, government officials and business owners who supported their project and consulted with them during the planning process, but there were many residents, tourists and other stakeholders who were not supportive and who were initially ignored but were ultimately able to help stop it from being completed. This example illustrates the danger of ignoring any stakeholder group, especially if a group is opposed to an action and their needs are not being addressed. Therefore it is important that Freeman's Stakeholder Theory should be applied in tourism development situations. It also reveals that not all stakeholders identified by their tangible characteristics, such as residents, hold the same sentiments towards tourism development. To avoid failure, tourism planners must identify all potential stakeholders in their communities.

With regard to tourism, the application of stakeholder theory has been fairly recent, where the focus has been on increasing collaboration in the tourism planning and development process (Fontaine, 2005).

Stakeholder theory was applied by Sautter & Leisen (1999) as a framework to discuss the management of multiple stakeholder interests in the tourism development and planning process. They argued that the application of this theory in the field of tourism requires a tourism planner who has a complete picture of all those people or groups who have a stake in the planning, processes and results of tourism services (Sautter & Leisen, 1999).

This theory has also been used by Easterling (2005) to study residents' perceptions of the stakes involved in living in a popular tourist destination. Their findings indicated the existence of four resident stakeholder groups based on types of residency, with members within each group holding at least three types of stakes: equity, economic and influence (Easterling, 2005).

Stakeholder theory was used by Manwa (2003) in the critical analysis of wildlife-based tourism in Zimbabwe. His study disputed the view that community based tourism benefits the local community and argued that only the power brokers were beneficiaries at the expense of the hidden stakeholders, such as the poor and women who are considered to be traditional users of resources (Manwa, 2003).

Medeiros & Bramwell (1999) have applied stakeholder theory to examine collaboration in tourism planning and policy making in Costa Dourada Project in Brazil. The research showed that many stakeholders emphasised the economic impacts of tourism and its efficient use to create income, employment and infrastructure benefits for the region and communities (Medeiros & Bramwell, 1999).

Also, the theory has been used by Saftic, et al. (2011) to determine and analyse possible implementation of stakeholder approach in Croatian tourism, and it concluded that the adequate application of the stakeholder approach may result in quantitative and qualitative improvement of tourism supply at the destination, increase of tourism consumption and developing sustainable tourism. One of the benefits of this approach may occur in the reduction of the pressure on coastal areas and the redirection of tourists to rural area (Saftic, et al., 2011)

Stakeholder theory was applied by Byrd (2007) in sustainable tourism development where he identified four distinct groups that should be engaged in the process: present visitors, future visitors, present host community, and future host community (Byrd, 2007).

The theory was also used by Wan & Xiangping (2013) to assess the economic, socio cultural, environmental impacts of tourism, visitor satisfaction and the level of community involvement in local tourism planning. They found that the visitor satisfaction was moderate, but community participation channels in local tourism development were very weak. They recommended the development of a master plan for tourism development including all stakeholders' interests (Wan & Xiangping, 2013).

4.3 Stakeholders Involvement

Over the past few decades, collaborative approaches to addressing societal problems have emerged in a number of sectors in society – business, government, and the environment. In the 1980s when collaboration and partnerships were embraced as alternative responses to societal forces, a cadre of organisational theorists focused their scholarship on understanding the dynamics of such partnerships (Gray, 1989; Waddock, 1989; Gray, 1985; McCann, 1983). These theorists broke new ground as they endeavored to conceptualise the dynamics of collaboration, predominantly via case study research and analysis (Gray, 1989; Gray, 1985).

Grey, (1989) pioneered much research in this field and defined collaboration as “a process of joint decision making among key stakeholders of a problem or domain, about the future of that domain” He outlined five essential elements of the process:

- (1) Stakeholders are interdependent.
- (2) Solutions emerge by dealing constructively with differences.
- (3) Joint ownership of decisions involved.
- (4) Stakeholders assume collaborative responsibility for the future direction of the domain and.
- (5) Collaboration is an emergent process.

Collaboration can lead to better decisions that are more likely to be implemented and, at the same time, better prepare agencies and communities for future challenges. Building bridges between agencies, organisations and individuals, is not an end in itself, rather it reflects building understanding, support, and capacity (Julia & Yaffee, 2000).

The issue of cooperation and partnership received special attention in the 20th century, in a whole range of academic disciplines, including the social sciences, and more specifically in tourism (Sterlin, 1999). At the forefront of a lot of research is the search for solutions to the problems of resource management and tourism development (Hall, 1999).

Many scholars have expressed that collaboration among key stakeholders in tourism is a fundamental ingredient for sustainable tourism development such as (Sonya Gracia , 2013; Wan & Xiangping, 2013; Bashir, 2012; Choibamroong, 2011; Saftic, et al., 2011; Gnan, et al., 2010; Freeman, 2010; Aref et al., 2010; Dabphet, et al., 2009; Fusco, et al., 2009; Tkaczynski, et al., 2009; Byrd, 2007; Easterling, 2005; Weladji & Vedeld, 2003; Manwa, 2003; Eagles, et al., 2002; Hardy & Beeton, 2001; Swarbrooke, 2000; Bramwell, & Lane, 2000; Alexander, 2000; Bramwell & Sharman, 1999; Godfrey, 1998; Borrini-Feyerabend, 1996; Jamal & Getz 1995; and Ritchie, 1993).

Selin & Chavez, (1995) defined emerging partnerships as situations where there is a *"pooling or sharing of appreciations or resources (information, money, labor, etc.) among two or more tourism stakeholders to solve a problem or create an opportunity that neither can address individually"*. Mowforth & Munt, (2003) emphasised the importance of involving the community in destination management because of their role as key stakeholders. Jamal & Getz, (1995) described participatory planning as *"a process of joint decision-making among*

autonomous, key stakeholders to manage issues related to planning and development to resolve planning problems". Stakeholder involvement in the planning process for the development of tourism is very important and must be preceded by feasibility studies for the projects to reduce the risks arising from the refusal of some stakeholders to engage (Bashir, 2012). Participatory planning in tourism is usually considered to involve a dialogue among the participating stakeholders, including public sector planners and local community residents which can potentially lead to negotiation, shared decision making and consensus-building (Bramwell & Sharman, 1999).

Stakeholder involvement in the tourism planning process should take place in the early stages as well as throughout the tourism development process (Bashir, 2012; Choibamroong, 2011). Gunn (1994) also indicated that the success of stakeholder involvement is not dependent on the final outcome of the process, but rather is about how the interests, perspectives and values of stakeholders are represented in decisions. Thus, a decision against development is not necessarily regarded as a failure, if that decision accurately reflects the perspectives of stakeholders involved in the process.

A number of benefits of stakeholder involvement have been identified in the literature, they include:

1. Increased potential for integrative holistic approaches to tourism planning and development (Bashir, 2012; Bramwell & Lane, 2000).
2. Consensus-building and skill/knowledge acquisition amongst participants (Choibamroong, 2011).
3. Greater consideration of the varied natural, built and human resources to be sustained (Eagles, et al., 2002).
4. Increased democracy, empowerment and equity (Choibamroong, 2011; Bramwell & Sharman, 1999).
5. Enhanced tourism product (Fusco, et al., 2009; Aas, et al. 2005).
6. Reduced conflicts (Choibamroong, 2011; Julia & Yaffee, 2000).
7. Development of a broad range of information (Eagles et al., 2002; Jamal & Getz, 1995).
8. Increased acceptance of support for projects and policies (Choibamroong, 2011; Bramwell & Lane, 2000).
9. Increased sense of ownership (Bashir, 2012; Choibamroong, 2011).

10. Richer understanding of issues (Choibamroong, 2011; Fusco, et al., 2009; Bramwell & Lane, 2000).
11. Development of more innovative policies (Bramwell & Lane, 2000).
12. Greater recognition of the vitality of non-economic issues (Joppe, 1996).
13. Greater coordination of policies and related actions of multiple stakeholders (Choibamroong, 2011; Bramwell & Lane, 2000).
14. Greater consideration of diverse economic, environmental and social issues (Choibamroong, 2011; Jamal & Getz, 1995).
15. Encouragement of non-tourism activities, leading to a broadened economic and societal base and greater inter-sectoral linkages (Bashir, 2012).
16. The improvement of quality of the decisions (Choibamroong, 2011; Beierle, 1998).
17. Effective cost process (Beierle, 1998).

Despite the many benefits that can be reaped from the participation of stakeholders in tourism development, it is not without problems. The differences among stakeholders in power and inequality, and diversity in values and attitudes, as well as the lack of resources and capacity may be an impediment to the success of participation (Bashir, 2012; Eagles et al., 2002; Bramwell & Lane, 2000; Jamal, & Getz, 1995).

In some matters, stakeholders may agree to achieve a set of goals, but the differences among them may be in prioritizing those goals (Bashir, 2012; Healey, 1997).

Many stakeholders with varying interest have been identified in tourism. However, the most commonly cited stakeholders include:

1. **Local communities (Residents)** – Seeking an enhanced standard of living, without exploitation or obliteration to their quality of life (Muganda, et al., 2013; Gracia, 2013; Wan & Xiangping, 2013; Bashir, 2012; Choibamroong, 2011; Saftic, et al., 2011; Gnan, et al., 2010; Aref et al., 2010; Freeman, 2010; Fusco, et al., 2009; Dabphet, et al., 2009; Tkaczynski, et al., 2009; Byrd, 2007; WTO, 2005; Easterling, 2005; Manwa, 2003; Eagles, et al., 2002; Walpole & Goodwin, 2001; Alexander, 2000; Bramwell & Sharman, 1999; Swarbrooke, 1999; Godfrey, 1998; Jamal & Getz, 1997; Ritchie, 1993).

2. **Tourists (Guests)** – Seeking a high quality, self-enriching experience in safe and attractive environments (Wan & Xiangping, 2013; Gracia, 2013; Bashir, 2012; Choibamroong, 2011; Gnan, et al., 2010; Freeman, 2010; Fusco, et al., 2009; Dabphet, et al., 2009; Byrd, 2007; WTO, 2005; Eagles, et. al., 2002; Swarbrooke, 1999; Sautter & Leisen, 1999; Bramwell & Sharman, 1999; Jamal & Getz, 1995).

3. **Public sector (Government)** – Seeking to prepare laws and policies to enhance efficiency and productivity, reduce the use of resources, prevent pollution, to mobilize the forces of the citizens, ensure safety and security, manage the behavior of companies, institutions, and individuals, and the ability to reprimand unsatisfactory behavior (Gracia , 2013; Wan & Xiangping, 2013; Bashir, 2012; Choibamroong, 2011; Gnan, et al., 2010; Fusco, et al., 2009; WTO, 2005; Eagles et al., 2002; Hardy & Beeton, 2001; Swarbrooke, 1999; Sautter & Leisen, 1999; Medeiros & Bramwell, 1999; Bramwell & Sharman, 1999; Timothy, 1998; Godfrey, 1998; Borrini-Feyerabend, 1996; Jamal, & Getz, 1995; Ritchie, 1993).

4. **Private sector (Industry)** – Seeking long-term viability, while being concerned about corporate image, their impact on the environment and providing customers with high quality service (Gracia, 2013; Wan & Xiangping, 2013; Bashir, 2012; Choibamroong, 2011; Gnan, et al., 2010; Fusco, et al., 2009; WTO, 2005; Eagles et al., 2002; Hardy & Beeton, 2001; Sautter & Leisen, 1999; Swarbrooke, 1999; Medeiros & Bramwell, 1999; Bramwell & Sharman, 1999; Timothy, 1998; Godfrey, 1998; Borrini-Feyerabend, 1996; Jamal & Getz, 1997; Jamal, & Getz, 1995; Ritchie, 1993).

4.3.1 Local Community Participation

Society is the general framework which defines the relationships that arise between individuals who live within its scope and as such frames community participation (Khashab, 2006). The initial involvement of local residents in tourism industry is fundamental to enable the initial stage of tourism development (Choibamroong, 2011). Bashir, (2012) suggests that there is a high degree of dependence on local residents for their acceptance of the tourism projects before it starts. Fusco, et al., (2009) indicates that Local Community involvement is, crucial in order to avoid more likely uncertainties and misunderstandings about tourism development in the area.

People grouped together within communities in order to accomplish common goals and develop principles of behavior, work well as their participation together can settle disputes among members by working through them to agree or compromise on a way forward. (Ben Yahia, 2006).

Some sociologists stipulated that certain conditions should apply in order for a community to be considered a society. These conditions are (Bashir, 2012; Khashab, 2006):

- i. Individuals living together a long time.
- ii. An area of land residing on it.
- iii. Systems that determine social relations.
- iv. Collective sense and social unity.

However, as a result of the development of modern means of communication in recent decades, the communities were able to transcend the limits of time, space and geography , where the " geographic communities "faded slowly as they leave their place for a new term which became known at the present time the "virtual communities". This term appeared in an English title in a book of Howard Rheingold (1993), which means "a group of people group together by common interests, interact with each other through the modern social networking sites, by using computers and modern digital technologies, without linking them to necessarily geographical boundaries or the bonds of ethnic, tribal , political or religious". The "virtual community" has been defined also by Moor & Weigand (2007) as a "Technology social system ".

The virtual community must meet several conditions to be considered a community. These include the following (Moor & Weigand, 2007):

- i. A group of human beings.
- ii. Shared interests.
- iii. Interaction is characterized by continuity and speed of response.
- iv. Means and space to communicate.
- v. Terms of membership.

Murphy, (1985) identified tourism as the basis of social and cultural activity relating to locals and tourists; he stressed that the local community should be considered as an essential element of decision-making and support in the field of tourism. Many researchers have advocated the promotion of local participation in tourism and have explored ways in which to

do so (McIntosh & Goeldner, 1995; Gunn, 1994; McIntyre, et al, 1993; Inskip, 1991). Some specifically focused on how local communities could identify and achieve their goals and aspirations in the tourism industry (Braun, 2008; UNEP & WTO, 2005; Mitchell & Reid, 2001; Timothy, 1999; Pearce, et al., 1996b; Joppe, 1996).

Much of the literature concerns local community's perceptions and attitudes toward tourism. The focus of these investigations developed as the industry grew; in the sixties research focused on the positive effects of tourism but in the seventies the negative impacts of tourism were of key interest. Since the 1980s, a more balanced approach has emerged.

A significant amount of research into community perceptions of tourism has emerged over this time. For example, in American continent (Dillon & Young, 2011; Aref et al. 2010; McGehee & Andereck, 2004; AP & Crompton, 1998);

In Europe (Cengiz, et al., 2012; Johan & Joppe, 2005; Lindberg, et al., 2001; Snaith, & Haley, 1999);

In Asia (Akkawi, 2010; Kayat, 2002; Walpole & Goodwin, 2001);

In Australia (Gursoy, et al., 2009; McKercher, 2001; Berno, 1999);

In Africa (Nkemngu, 2012; Sirakaya, et al., 2002; Infield & Namara, 2001)

4.3.1.1 Community Attachment

Community attachment is a complex, integrating, multi-faceted concept that incorporates the relationship between people and their communities and therefore plays a key role in influencing the perceptions and attitudes of local residents towards changes or developments in their community. A number of studies have examined the relationship between community attachment and attitudes towards tourism development (Hao, et al., 2011; Mbaiwa & Stronza, 2011; Aref et al., 2010; Simpson, et al., 2009; Pennington-Gray, 2005; Jurowski, et al., 1997; Sheldon & Var, 1984). There was a lot of diverse findings in the literature, both in terms of the operationalisation of community attachment, and the relationship between community attachment and attitudes towards tourism development. For example, Sheldon and Var (1984) found that persons with longer residency were more sensitive to the impacts of tourism on the community than those of shorter residency. Konstantinos & Vaughan (2003) found that the residents are not homogenous in their perceptions of tourism development and that levels of education and employment in tourism were found to be major factors influencing attitudes. Mbaiwa & Stronza (2011) found changes in resident attitudes from being negative to positive towards tourism after they became convinced that tourism will maintain the environment.

Hao, et al., (2011) assessed factors predicting local residents and second home property owners' attitudes toward tourism development and its impacts in a second home-intensive coastal county. A survey of 860 respondents found that length of residence, land use, and quality of life influenced local owner's attitudes, while only the land use factor predicted those of second home property owners. McCool & Martin (1994) found that people who were strongly attached to their community rated the positive dimensions of tourism higher than those who were unattached.

4.3.1.2 Empowerment

Empowerment in tourism constitutes enhancing opportunities for local residents to design and participate in developments that affect and shape their lives. Empowered local residents can take charge of the development of the community on an equitable basis (Aref et al., 2010; Sofield, 2003; Scheyvens, 1999) distinguishes between four types of empowerment:

1. **Economic empowerment:** the equitable distribution of lasting economic gains to local residents.
2. **Psychological empowerment:** enhancement in the status and self-esteem of local residents via employment opportunities and appreciation of their culture.
3. **Social empowerment:** fostering a spirit of cohesion and togetherness in the community.
4. **Political empowerment:** developing a structure in the community comprising various community groups via which people can air their views and concerns.

Despite the general support for the idea of community involvement in the field of tourism, with an emphasis on empowerment. Timothy & Tosun (2003) identified some of the obstacles that prevent the participation of the community in the field of tourism in the developing world. These include:

Power: the concentration of power lies essentially in the hands of the local elites.

Gender and Ethnicity: disadvantaged groups, such as women and ethnic minorities are usually marginalised in terms of decision-making and access to benefits of tourism.

Information Accessibility: Indigenous peoples generally have sparse access to information.

Lack of Partnership: There is a lack of co-operation and dialogue between various stakeholders in the industry.

Economic Issues: Lack of education and social status can impede opportunities for local participation, particularly in the form of ownership.

4.3.2 Tourists Participation

Swarbrooke, (1999) argued that in order to develop more sustainable forms of tourism, more emphasis should be placed on the role of the tourist and a more fair-minded attitude towards tourists should be encouraged. This means:

1. Recognising that unless tourists take a bona fide interest in and demonstrate commitment towards sustainable tourism development, true sustainability may not be attained.
2. Accepting that tourists have rights as well as responsibilities.
3. Promoting types of sustainable tourism that will be attractive to tourists and enhance their experience.
4. Critically exploring the idea of ‘educating’ tourists and ensuring that the right people communicate the right message to tourists.
5. Exploring the relationship between tourist demand and behavior and the response of the tourism industry based on new product development and operational problems.

The issue concerning rights has been discussed by many academics (Bashir, 2012; Timothy, & Boyd, 2006; Walter, 2003; Farrell & Marion, 2001; Swarbrooke, 1999; Turley, 1998) summarized these in Table 4.1.

| Rights of tourists | Stakeholder responsible for protecting these rights. |
|---|--|
| The right to a safe, clean physical environment. | <ul style="list-style-type: none"> • Residents • Private sector • Public sector |
| The right to be safe and secure from crime, terrorism and disease. | <ul style="list-style-type: none"> • Residents • Public sector |
| The right to free and unrestricted movement providing that they cause no damage. | <ul style="list-style-type: none"> • Public sector |
| The right not to be discriminated against on the basis of gender, race, color etc. | <ul style="list-style-type: none"> • Residents • Private sector • Public sector |
| The right to courteous and competent service. | <ul style="list-style-type: none"> • Residents • Private sector |
| The right to meet local people freely. | <ul style="list-style-type: none"> • Public sector |
| The right to the fair marketing of products through honest travel brochures and advertisements. | <ul style="list-style-type: none"> • Private sector • Public sector |
| The right not to be exploited by local businesses and individuals. | <ul style="list-style-type: none"> • Residents • Private sector • Public sector |

Table (4.1), rights of tourists and the corresponding other stakeholders responsible for protecting them

Bashir (2012) and Stanford, (2006) identified the responsibilities of tourists in relation to sustainable tourism development, as the following:

- i. The responsibility to protect the natural wildlife, for example, by not buying souvenirs produced from living creatures.
- ii. The responsibility to try to meet local residents, learn about their culture and lifestyles, and establish friendships.
- iii. The responsibility to abide by all religious beliefs and cultural values, even those with which the tourists disagree.
- iv. The responsibility not to visit destinations that have a poor record on human rights.
- v. The responsibility to behave sensibly, so as not to spread infections such as HIV, or other diseases.
- vi. The responsibility to conserve and protect the natural environment.
- vii. The responsibility to contribute as much as possible to the local community.
- viii. The responsibility not to support local businesses which pay their staff poor wages, or provide bad working conditions for their employees.
- ix. The responsibility to find out more about the destination before the holiday and try to learn at least a few words in the local language if different from their own.

In addition, they suggested a number of management strategies for dealing with visitor numbers including restricting entry, reducing group sizes, implementing a quota system, using pricing techniques to reduce demand, directing visitors to other sites, varying prices for select times of the week and year, taking reservations, using lotteries, extending hours and limiting accommodation near the site. Educating visitors also helps to mitigate negative impacts on the site. Some strategies include interpretation techniques and furnishing visitors with guidelines and advice about proper or acceptable behavior.

4.3.3 Public Sector Participation

The role of the public sector in tourism development in general, and sustainable tourism development in particular has been researched by several scholars (Gracia, 2013; Choibamroong, 2011; Jamal, 2010; UNEP/WTO, 2005; Sofield, 2003; Julia & Yaffee, 2000; Swarbrooke, 1999; Mowforth & Hunt 1998; Timothy, 1998; Craig & Mayo, 1995).

Researchers have outlined a number of reasons why governments should play a leading role to achieve significant progress towards making tourism more sustainable (Gracia, 2013; UNEP/WTO, 2005; Julia & Yaffee, 2000; Swarbrooke, 1999). These include:

- i. Government works to develop tourism policies which consist of a set of laws, regulations and legislation.
- ii. Government works on creating a balance between tourism and environmental activities in order to achieve sustainable development for tourist attractions.
- iii. Government works to study and assess the impacts of tourism projects, where the study of any project before its licence can make recommendations related to the tourism.
- iv. Government works on environmental awareness for all segments of society through the different types of media.
- v. Government works to develop, identify tourist places and work on support and construction of the infrastructure and support services.
- vi. Government works to develop plans and programs to the establishment and implementation of the tourism projects to coincide with preservation of the environment and civilizational and cultural heritage.
- vii. Government works to attract and encourage investments in the field of tourism, through the provision of incentives and facilities to the Local and foreign investors.
- viii. Attention to the subject of waste and its treatment that are harmful to the environment, and attention to parks and public gardens and green areas.
- ix. Land Use Planning and the establishment of protected areas and natural heritage in order to maintain heritage sites and natural areas in those protected areas, and open the opportunities for Local investors for investment in these locations.

A centralized system of government characterizes the majority of developing countries; therefore giving the government full power to play a crucial role in the making or breaking tourism (Noah, 2009). However, tourism cannot be developed without the presence of the active encouragement by the state and the local population's attitudes towards tourism depend on the success of the government in mitigating the negative impacts of tourism (Doan, 2000).

Sofield, (2003) argued that the governments have their own agendas for development, and some of the decisions might be taken without taking the views of local residents in mind.

Governments in developing countries often lack the resources for the successful development of sustainable tourism. In addition, the unequal relationship between the government and local communities is considered a potential obstacle for sustainable tourism development (Noah, 2009).

Thus, the role of government to participate in the tourism development is very important and cannot be dispensed with.

4.3.4 Private Sector Participation

The private sector seeks long-term financial viability, and while some companies are concerned about corporate image, their main concern is customer satisfaction [Bashir, (2012); Choibamroong, (2011)]. The Private sector is in a good position to develop sustainable tourism as it can (Timothy & Boyd, 2006; UNEP/WTO, 2005; Swarbrooke, 1999):

- i. Provide the necessary infrastructure for the development of eco-tourism as in the establishment of hotels, restaurants, nightclubs and facilities for sports.
- ii. Focus on national employment in all projects that relate to tourism and environmental work on their training to suit the quality of eco-tourism.
- iii. Negotiate with foreign companies in the field of eco-tourism.
- iv. Focus on diversification levels in eco-tourism projects to suit all categories of citizens.
- v. Attention to training in the varied workplaces.

The private sector can infuse the technology and managerial expertise needed to increase efficiency and lower the cost of service delivery. The funding supplied by the private sector can free up government resources for other public services. Government decisions to involve the private sector should be based on well-defined criteria of efficiency and cost effectiveness. The award of concessions or other contracts to private sector operators should be made following a transparent and competitive process (Timothy & Boyd, 2006; Swarbrooke, 1999; Eagles, et al., 2002).

A sound regulatory framework should be in place to minimise uncertainties for the private sector and ensure the protection of customers (UNEP/WTO, 2005).

Researchers have identified a set of conditions in this context for the purposes of sustainable development. In this context Walter, (2003) indicated that the private sector participation should not be imposed upon poor countries through aid conditions, trade rules or conditions

for debt cancellation. Sofield, (2003) mentioned that the national and local governments, ultimately responsible for providing their citizens with service, should make the decisions on how services are provided in their country in a transparent and consultative way with users and other stakeholders, and the solutions should be pro-poor, affordable and sustainable. Swarbrooke, (1999) suggested that all service providers (whether public, community or private) must be regulated and their performance monitored, preferably with the involvement of users, to ensure they are accountable for service levels, price and quality. Marion & Farrell (1998) indicated that the role of small and medium sized private service providers (whether for-profit or not-for-profit) must be acknowledged and regulated and the Banks can also provide credit enhancements to cover risks that are not easily managed by the private sector. Walter, (2003) suggested that the users must be the vast majority from local residents, and must have their say in the provision, management and regulation.

4.4 Summary.

The above clearly illustrates the importance of the participation of all stakeholders in achieving sustainable tourism development. The methodology chapter will draw on the themes considered in this chapter in order to develop a conceptual model for framing the research, and selecting appropriate methodologies for study. The next chapter addresses the methodology chosen to address the aims of the research.

CHAPTER

5

RESEARCH METHODOLOGY

5.1 Introduction

This chapter highlights the methodology chosen to address the aims of the research, and to answer the research questions. To this end, the researcher reviewed the literature to plan the development of theoretical framework in the form of a simplified model to illustrate the process of linking stakeholders with search variables, and decided to use the Quantitative Mixed Method (using qualitative and quantitative methods together with the focus on quantitative method). A sample size of 386 participants was selected, where 360 participants were surveyed through the questionnaires and 26 participants were surveyed through the interviews.

This chapter discusses the identification of participants in the study, specify the variables, study model, research hypotheses, population of the study, methods of sampling, date of the study, scale of the study, test of validity and reliability, pilot study, and finally the statistical techniques used in data analysis.

5.2 Theoretical framework

A Theoretical framework is used to outline possible courses of action or to present a preferred approach to the research idea which allows the clarification of hypotheses, frames of reference, and implied variables (Solomon & Solomon, 2004).

To explore stakeholder attitudes in the GGC, it is essential to define the key 'stakeholders'. For the purpose of this research, stakeholders of tourism are defined as "those people or organisations that are directly involved or affected by the development of tourism in the GGC" (Beeton & Hardy, 2001). Undoubtedly, an ideal or wholly representative dataset would comprise a comprehensive examination of every stakeholder (Godfrey, 1998). This research therefore attempts to engage representatives of all key stakeholders.

5.2.1 Participants in the study

Four stakeholder groups were selected to participate in this study:

The Residents (Local community in GGC):

Residents have a vested interest in their community as developments may potentially affect their culture, standard of living, and general quality of life. For further clarification, local community (Residents) in GGC can be divided into three sections according to the tourism impacts:

- i. Residents who live far away from the tourist sites.
- ii. Residents living near the tourist sites.

iii. Residents who work in the tourism industry.

The Tourists (Visitors):

Tourists play a vital role in ensuring the economic viability of tourism destinations and can be divided into two categories:

- i. Domestic tourists: They are residents in the other cities in Libya, and want to visit the GGC for the purpose of tourism.
- ii. International tourists: They are residents in other countries outside of Libya, and want to visit the GGC for the purpose of tourism.

The Public Sector (Government):

This represents the administrative authorities representing the general public in the management of the Tourist destinations. They are primarily responsible for developing policies and programs as well as the provision of fiscal incentives and funds to assist in the maintenance of the destination.

The private sector (Industry):

This corporate sector is the main partner capable of implementing projects and investment to become an instrument of advice, financing and marketing.

5.2.2 Research Questions

The research seeks to answer the following questions:

The main question is:

According to the stakeholders' attitudes, is there a possibility for creating sustainable tourism development in the GGC in the future?

To answer this question, the researcher suggests two sub-questions as follows:

Question 1:

What is the sustainable development concept in the field of tourism according to stakeholders in the GGC?

Question 2:

What are the current problems and challenges facing GGC in the field of sustainable tourism development?

5.2.3 Research goals

The research seeks to examine the possibility for the establishment of sustainable tourism development in the Al- Gabal Al-Gharbi City in Libya.

Therefore, the goals of the research are as follows:

Goal 1: Provide a historical and critical review of the literature on sustainable development models, sustainable tourism strategies and stakeholder theory.

Goal 2: Study and analysis the current problems and challenges facing sustainable development in the field of tourism in the GGC.

Goal 3: Analyze the factors that affect the stakeholders' support for tourism development in the GGC.

It is expected that this study will serve as a basis for developing sustainable tourism development in GGC in a more coherent, collaborative and sustainable manner by identifying resources and tourism potential available and soliciting the attitudes and perceptions of stakeholder groups who may affect or who are likely to influence the sustainability of the tourism development in the region.

5.2.4 Research objectives

Objective 1: Determine the concepts of key terms such as: sustainable development, sustainable tourism development, and stakeholder theory.

Objective 2: Provide a personal definition of sustainable development in the field of tourism, grounded in the literature, and applicable to the context of GGC.

Objective 3: Determine the key stakeholders in the tourism development in the GGC.

Objective 4: Determine the factors that affect the stakeholders' support for tourism development in the GGC.

Objective 5: Develop a theoretical framework for sustainable tourism development in the GGC based on stakeholder theory.

Objective 6: Analyse the problems and challenges facing tourism supply in the GGC.

Objective 7: Analyse the problems and challenges facing tourism demand in the GGC.

Objective 8: Analyse the problems and challenges facing tourism management in the GGC.

Objective 9: Identify the strengths, weaknesses, opportunities and threats facing the sustainable development in the field of tourism in the GGC.

Objective 10: Identify the extent of support that can be provided by the stakeholders for tourism development in the GGC

Objective 11: Prioritizing the support for tourism development, and the detection of points of agreement and disagreement among the key stakeholder groups.

Objective 12: Detection on trends of sustainable tourism development in the GGC, according to the suggestions of stakeholders.

Objective 13: Use the research findings to make recommendations for the future of the sustainable tourism development in the City.

5.2.5 Research hypotheses

The main hypothesis of the research is:

“According to stakeholders’ perceptions and their positive attitudes, there is a support by stakeholders for the development of tourism in the GGC. Consequently, there is a possibility for the establishment of sustainable tourism development in it”.

In order to achieve the main hypothesis of the research, it is imperative to achieve six other subset hypotheses, as follows:

H1: There are reliable tourism resources in terms of quantity and quality in the GGC which will affect positively in the process of supporting sustainable tourism development in the city.

H2: There are positive perceptions of tourist stakeholders about tourism in the GGC which will affect positively in the process of supporting sustainable tourism development in the city.

H3: There is a certain level of participation in tourism development by stakeholders in the GGC leading to a sense of responsibility which will affect positively in the process of supporting sustainable tourism development in the city.

H4: There are positive environmental attitudes from stakeholders towards tourism in the GGC which will affect positively in the process of supporting sustainable tourism development in the city.

H5: There are positive economic attitudes by stakeholders towards tourism in the GGC, which will affect positively in the process of supporting sustainable tourism development in the city.

H6: There are positive social attitudes by stakeholders towards tourism in the GGC which will affect positively in the process of supporting sustainable tourism development in the city.

5.2.6 Research variables

According to the research topic, the variable of primary interest to this research is the dependent variable "Support for sustainable tourism development in GGC".

Based on the research questions, goals, objectives, research hypotheses and relevant literature, six independent variables are used in an attempt to explore the stakeholders support for sustainable tourism development in this city, and to determine the answer to the main question for the research, "Is there a possibility for the establishment of sustainable tourism development in the GGC?" These Six variables as inferred from the literature are:

- i. Adequacy of tourist resources.
- ii. Perceptions toward tourism.
- iii. Level of involvement.
- iv. Environmental attitudes.
- v. Economical attitudes.
- vi. Social attitudes.

The researcher developed a theoretical model that shows the relationship between the variables that affect the stakeholders support for sustainable tourism development, and presented as a model for the study of the subject.

5.2.7 Model of the study

Figure (5.1) below is the representation of the theoretical framework in the form of a study model.

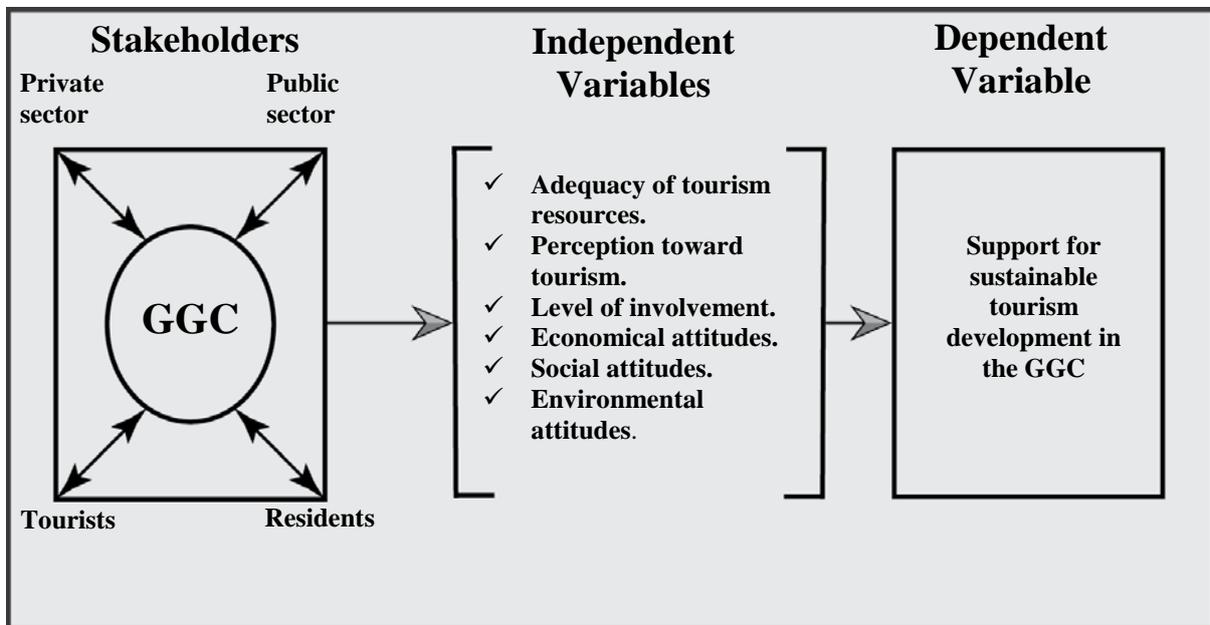


Figure: 5.1, Representation of the theoretical framework as a model for study
Source: the work of the researcher.

5.2.8 Definition of operational variables

5.2.8.1 The definition of dependent variable

Based on the literature review, the following measures are extracted to examine the variables defined in the theoretical framework adopted in this study of stakeholders support for sustainable tourism development in (GGC):

The word stakeholder (stake-hold-er) in the dictionary as a noun means (AHD, 2009):

- i. One who holds the bets in a game or contest
- ii. One who has a share or an interest, as in an enterprise

Societies vary in relation to the legitimate role given to key stakeholders such as the state and organized labour. The term ‘stakeholder’ has been defined as “*those groups without whose support the organization would cease to exist*” and originally it included shareowners, employees, customers, lenders and society (Freeman, 1984). The stakeholder concept has become widely used in recent years, due to factors such as increased public interest and concern about corporate governance (Greenwood & De Cieri, 2005). The role of the state in family factors, the role of the state in employment and the role of unions in determining desirable benefits, all influence a society’s approach to work/life balance issues.

A large proportion of the project’s key stakeholders will have the power to influence the determination/perception of the project’s eventual success. But in most circumstances, if the project is to be deemed successful, a large number of additional stakeholders will have to want to make use of the project’s output to realise the value/benefits the project was initiated to create. For the project to be deemed successful, most stakeholders must perceive it as a success in order to achieve the support process.

Achieving success involves significantly more than just completing the project on-time and on-budget.

The definition of stakeholders in this research is as follows:

Stakeholders are the groups who will be impacted by, or can influence the success or failure of tourist development projects within the geographical boundaries of the city of Al-Gabal Al-Gharbi.

Stakeholders’ support is very important for the possibility of the sustainable tourism development in the City.

Also, in this research, the support for sustainable tourism development can be defined as follows:

Support for sustainable tourism development: Is any materialist or moral contribution, directly or indirectly submitted by one or all stakeholders for the benefit of tourism development.

This contribution stems from confidence in local resources and leads to the emergence of a desire for participation and cooperation by stakeholders, sacrificing some interests for purpose of compatibility with others, acceptance of the schemes of tourism development projects, satisfaction on the implementation of projects, and targeted at achieving the aims of economic, social and environmental development and maintain its sustainability, which eventually leads to benefit everyone in present and future.

5.2.8.2 The definition of independent variables

There are several factors that may affect the process of support for sustainable tourism development by the tourism stakeholders in the City. The researcher selected six key factors (Availability of tourist resources, Perceptions toward tourism, Level of Involvement, Economic Attitudes, Social Attitudes, and Environmental Attitudes).

These are considered as independent variables which affect the dependent variable. The definitions of these variables are as follows:

5.2.8.2.1 Adequacy of tourist resources.

Tourism resources are anything that raises the desire of tourists to travel, or help them to secure and facilitate the travel and make it more fun, versus a cost paid by tourists to satisfy this desire (Soultana, 2012).

The definition of tourist resources in this research is:

All the historic, cultural and natural resources, the tourist services and the complementary infrastructure which are located within the geographical boundaries of the Al-Gabal Al-Garbi City

Availability of the reliable tourism resources in terms of quantity and quality, leads to gain the confidence of stakeholders which eventually leads to support by stakeholders for sustainable tourism development (Soultana, 2012).

5.2.8.2.2 Perceptions toward tourism

There are various definitions for the perception in the other sciences such as philosophy, psychology, and the cognitive sciences (Matin, 2006). But this research can be defined as:

Perception toward tourism in the GGC is to achieve a full understanding of the stakeholders about the benefits and disadvantages of tourism in the city.

So, if the perception of stakeholders is that the tourism development will increase green areas, public parks and infrastructure improvements, this would be a great incentive leading to the support for tourism development in the city by them.

5.2.8.2.3 Level of Involvement

Involvement is a process of sharing resources (knowledge, capital, ideas, labour etc.) among two or more stakeholders to solve a problem or to create an opportunity that neither can address individually (Selin & Chavez, 1995). Level of involvement is the degree of satisfaction given to intervene in this process.

Local involvement enables people to contribute directly and actively to decision-making, (Matsuura, 2003). In this research, the level of involvement can be defined as follows:

The quotas earned by stakeholders from the process of sharing of resources and the distribution of roles which reflect the degree of satisfaction and willingness to cooperate and support the sustainable tourism development in the city.

So, it is very important for stakeholders to have a role in tourism development in order to be able to communicate and collaborate and strengthening of belonging and thus prolong the life of tourism development projects.

5.2.8.2.4 Environmental Attitudes

There is a lot of environmental attitudes that can be done by stakeholders, and can have different effects on the environment and then on tourism development later. For example, participating in the city clean-up campaigns is one of the environmental attitudes which have positive relationship with tourism. Also, participating in the planting of trees, respect for the laws of hunting, and tourism in the city. All of these positive environmental attitudes contribute to support for tourism development in the city.

So, can be defined as:

Environmental attitude is any behavior practised by stakeholders in the GGC, has a relationship to the environment, which has different effects on tourism development in the city later.

5.2.8.2.5 Economic Attitudes

There are a lot of economic attitudes practised by the stakeholders in tourism which have different effects on the sustainable tourism development. In this research “Economic Attitude” can be defined as follows:

Economical attitude is any economic behaviour practised by stakeholders in the GGC and has different effects on tourism development in the city.

So, the purchase of local products from the residents and the use of local services, for example, are positive economic attitudes supporting sustainable tourism development in the city.

5.2.8.2.6 Social Attitudes

There are a lot of social attitudes practised by the stakeholders in tourism which have different effects on the sustainable tourism development. In this research “Social Attitude” can be defined as follows:

Social attitude is any social behaviour practised by stakeholders in the GGC resulting in different effects on tourism development

So, respecting the values and culture of local residents, for example, is a positive social attitude supporting sustainable tourism development in the city.

5.3 Significance of the study

The importance of this study stems from the increased interest in the subject of tourism and how it might contribute to raising the living standards of the population while also benefiting local societies and the environment, where it used the stakeholder theory to identify the key stakeholders' attitudes towards sustainable tourism development in the GGC. However, unlike some studies that employed the stakeholder theory to study single groups of

stakeholders, this study examines the attitudes of four key stakeholder groups namely: tourists, the public sector, the private sector and residents.

With the exception of some studies researchers have not been very responsive to calls for more empirical research in applying stakeholder theory to study tourism, where Milne (1998) noted that research linking tourism to the concept of sustainable development has been highly descriptive, and that there needs to be a more rigorous research guided by theoretical frameworks to better explore tourism's contribution to sustainable development. So, this study seeks to respond to calls from attitudes for more rigorous and empirical research in the field of sustainable tourism development.

In addition, most studies (Monsef, 2010; Ladkin & Bertramini, 2002; Bramwell & Lane, 2000; Hall, 2000; Mowforth & Hunt, 1998; Jamal, & Getz, 1995) discussing stakeholder involvement and collaboration in the field of tourism have tended to focus on planning for tourism in general. Based on a comprehensive review of the relevant literature, this study also examines the views of tourists as a key stakeholder in sustainable tourism development, as well as those of the public and private sectors. In addition, given that the success of policies related to sustainability is generally contingent on their impacts on various stakeholders, the attitudes and the perceptions of stakeholders are the critical components of sustainable development. Thus, attitudinal surveys may furnish guidance for policy and management decisions, in addition to serving as a baseline to evaluate the effectiveness of existing policies (Weladji & Vedeld, 2003).

Understanding the attitudes of stakeholders enables the investors and the decision-makers to make the right decisions early on, before getting involved in the implementation of unacceptable projects (Aref, et al., 2010). The study of the attitudes of stakeholders contributes to the disclosure of the differences in views among the stakeholders which will help in laying the groundwork for the planning process of participatory development in the future and this will benefit all stakeholders and will lead to the sustainability of the development (Bashir, 2012).

Also, the importance of the study appears in many other aspects, such as:

- a) Draw the attention of decision makers to the importance of tourism development to the revitalization of the economic cycle, and move the wheel of the overall development in the country because of its interlocking links with the other sectors.

- b) Draw the attention of decision makers to take advantage of the financial surpluses generated by the oil sector, and be directed towards investment in the tourism sector, in order to diversify the economy and fortify the development.
- c) Draw the attention of decision-makers for develops of marginalized and remote cities, which does not have the economic resources.
- d) Contribute to finding sustainable solutions to the economic, social and environmental problems in the GGC, which cannot be solved only through sustainable tourism development.
- e) This study Provide an information about the tourism sector that may use by the other researchers to develop tourism industry in the future and provide help in the development of plans and sound policies to achieve sustainable development in the GGC such as demand for tourism, the degree of competition, the expectations of tourism, the adequacy of tourism services, tourist satisfaction, the expectations of stakeholders and attitudes, and the tourism projects required by stakeholders in the GGC.
- f) Narrow the gap in research studies, caused by the poverty of studies in the field of sustainability in Libya in general and in the GGC in particular, especially on the issue of sustainable tourism development.
- g) The possibility of simulating this study and apply them to other areas at home or abroad, taking into account the specificities of each area.

5.4 Research methodology

Research methodology can be defined as a system of explicit rules and procedures upon which research is based and against which claims for knowledge are assessed (Frankfort-Nachmias & Nachmias, 1996). The research philosophy is derived from a positivistic paradigm in which the research problem stems from the literature itself where the researcher seeks to cover a set of gaps in the literature. To cover the various aspects of the subject, the researcher will discuss the following topics:

5.4.1 Paradigms

While the concept of differing methodologies and methods is likely to be familiar to most readers, paradigms can appear abstract and thus deserve explanation. In the course of history there have been, and always will be, several paradigms. However, since the articulate formation of academic disciplines in the 1700s and 1800s, two major paradigms have

characterized research design: positivism or rationalism vs. historicism or phenomenological, which are aligned respectively with quantitative and qualitative research (Teddle & Tashakkori, 2009). Despite minor variations here and there, these two paradigms continue to draw an array of proponents, and the development of information science has consistently followed the paradigms of positivism and phenomenological. To explain, exponents of positivism profess that the scientific method provides for the acquisition of knowledge through observation and experiment, irrespective of context and related concepts such as feelings, opinions, values, or cultures. Interpretivists seek an in-depth and context-specific understanding of lived or inner experience or meaning, See table (5.1) below.

Table (5.1)Terms of research design (positivists and interpretivists)

| NO | Terms with which positivists design and understand research | Terms with which interpretivists design and understand research |
|----|---|--|
| 1 | Variables, concepts that present (causal) relationships or patterns between them. | Concepts, themes that emerge from collected data or participants experiences. |
| 2 | Operational definitions, concepts with which to measure or test the selected links between variables. | Processes repeated or patterned relations between chosen concepts. |
| 3 | Research questions, puzzles or gaps that the researcher decides to examine. | Research questions, questions examining the gaps observed in processes |
| 4 | Hypotheses, chances of the researcher's inferences to be confirmed or ruled out. | Experiences, views, feelings, or perceptions. The goal here is to reach or enact the experiences of participants in their non-manipulated or undisturbed world or setting. |
| 5 | General population or generalizable assumptions. | Particular cases or context-limited studies. |

Source: Creswell, 2008

According to Clifford & Valentine (2004), there are two main paradigms: extensive (quantitative) and intensive (qualitative). The former involves the use of mathematical modelling and statistical techniques to understand the phenomenon, i.e. the quantitative approach grows out of a strong academic tradition that places considerable trust in numbers which represent opinions or concepts. The latter concentrates on words and observations to express reality and attempts to describe people in natural settings, see table (5.2) below.

Table (5.2) features of the two main paradigms.

| Notes | Intensive (qualitative) paradigm | Extensive (quantitative) paradigm |
|---------------------|---|---|
| Research question | How? What? Why? In a certain case or Example. | How representative is a pattern, feature, or attribute of a population. |
| Type of explanation | Causes are elucidated through in-depth examination and interpretation. | Representative generalization is produced from repeated studies or large samples. |
| Typical methods | Case study. Ethnography. Qualitative analysis. | Questionnaire, large scale survey. Statistical analysis. |
| Limitations | The relationships discovered will not be representative or an average/ generalization. | Explanation is a generalization – it is difficult to relate to the individual observation. Generalization is specific to the group/ population in question. |
| Philosophy | Method and explanation rely on discovering the connection between events, mechanisms and causal properties. | Explanation based upon formal relations of similarity and identification of taxonomic groups. |

Source: Clifford & Valentine, 2004

Both paradigms have their own strengths and weaknesses. One of the advantages of quantitative methods is that they can provide a wide coverage of the range of situations. In addition, quantitative approach is fast and economical as a whole. This method is suitable when time and resources are limited. It is also better to use quantitative approach when statistics results are being stressed. However, one the disadvantages of this approach are that it is somewhat inflexible and artificial. It provides very little understanding towards the actions demonstrated by people and as a result, it makes it difficult to predict any changes in the future. The weaknesses that arise from quantitative approach are most of the times the strengths of the qualitative approach. The latter has the ability to look at the changing processes over time. By interviewing and observing people, the methods provide a better understanding on people's meanings. Due to this, it is a better instrument used by researchers who want to be able to generate theories at the end of their studies. Moreover, by talking to and observing people, the process seems to happen naturally in its own environment rather than in an artificially created surrounding. However, qualitative method is by no means without its disadvantages. Because the process involves in-depth interviews and observations, data collection can take up a great deal of time and resources. It is then not suitable for studies that require limited time.

The integration of qualitative and quantitative approaches is an interesting issue and continues to be one of much debate (Morgan, 2007).

The concept of mixing methods was first introduced by Jick (1979), as a means for seeking convergence across qualitative and quantitative methods within social science research (Creswell, 2003). By combining qualitative and quantitative findings, an overall or negotiated account of the findings can be forged, which is not possible by using a singular approach (Bryman, 2006).

Table (5.3) provides an overview of some of the strengths and weaknesses of quantitative and qualitative paradigm.

| Theme | Strengths | Weaknesses |
|--|---|---|
| Positivist (quantitative) paradigm | <p>They can provide a wide coverage of the range of situations</p> <p>They can be fast and economical</p> <p>Where statistics are aggregated from large samples, they may be of considerable relevance to policy decisions</p> | <p>The methods used tend to be rather inflexible and artificial</p> <p>They are not very effective in understanding processes or the significance that people attach to actions</p> <p>They are not very helpful in generating theories because they focus on what is, or what has been recently, they make it hard for policy makers to infer what changes and actions should take place in the future</p> |
| Phenomenological (qualitative) paradigm | <p>Depth and detailed may not get as much depth in questionnaire</p> <p>Generates new theory and recognize phenomenon ignored by literature</p> <p>Helps people see the world view of those studied their categories, rather than imposing categories</p> <p>Attempts to avoid pre-judgments- goal is to try to capture what is happening; present people from their perspectives and views</p> | <p>Fewer people studied usually and became less easily generalised as a result</p> <p>Difficult to aggregate data and make systematic comparisons</p> <p>Dependent upon researcher's personal attributes and skills</p> <p>Participation in setting can always change the social situation / not participating can always change the social situation as well</p> |

Table: (5.3) Strengths and weaknesses of positivistic and phenomenological paradigms
 Source: Frankfort-Nachmias & Nachmias, 1996

Mixed methods can also help to highlight the similarities and differences between particular aspects of a phenomenon (Bernardi et al., 2007). Interest in, and expansion of, the use of mixed methods designs have most recently been fuelled by pragmatic issues: the increasing demand for cost effective research and the move away from theoretically driven research to research which meets policymakers' and practitioners' needs and the growing competition for research funding (Brannen, 2009). The need for guidance on the analysis and integration of qualitative and quantitative data is a prominent issue (Bazeley, 2009). Tashakkori & Creswell (2007) broadly define mixed methods research as “*research in which the investigator collects and analyses data, integrates the findings and draws inferences using both qualitative and quantitative approaches*”.

In any mixed methods study, the purpose of mixing qualitative and quantitative methods should be clear in order to determine how the analytic techniques relate to one another and how, if at all, the findings should be integrated (O’Cathain, 2009).

By examining published research, Greene et al (1989) identified the following five broad purposes or rationale of mixed methodological studies:

- i. Triangulation (i.e., seeking convergence and corroboration of results from different methods studying the same phenomenon),

- ii. Complementarily (i.e., seeking elaboration, enhancement, illustration, clarification of the results from one method with results from the other method),
- iii. Development (i.e., using the results from one method to help inform the other method),
- iv. Initiation (i.e., discovering paradoxes and contradictions that lead to a reframing of the research question), and
- v. Expansion (i.e., seeking to expand the breadth and range of inquiry by using different methods for different inquiry components).

According to Neuman, (2002) mixed methods research is an intellectual and practical synthesis based on qualitative and quantitative research; it is the third methodological or research paradigm (along with qualitative and quantitative research). It recognizes the importance of traditional quantitative and qualitative research but also offers a powerful third paradigm choice that often will provide the most informative, complete, balanced, and useful research results.

It has been argued that a characteristic of truly mixed methods studies are those which involve integration of the qualitative and quantitative findings at some stage of the research process, be that during data collection, analysis or at the interpretative stage of the research (Kroll, 2011).

Therefore, there are five types of research methods used by researchers in various scientific researches. These methods are as follows (See figure 5.2):

- 1) Pure Quantitative.
- 2) Quantitative Mixed.
- 3) Pure Mixed.
- 4) Qualitative Mixed.
- 5) Pure Qualitative.

To obtain data on the variables of this study, the researcher preferred to use quantitative and qualitative methods together, so that there is limited interaction between them in the data collection phase, but they complement each other in the phase of interpreting the results.

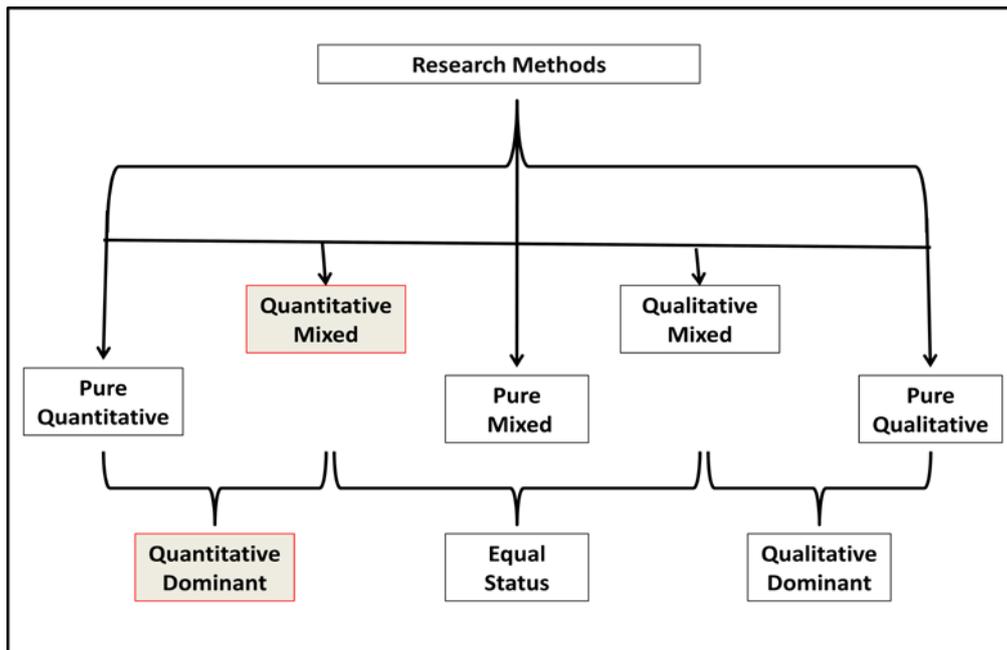


Fig 5.2: Graphic of the Three Major Research Methods, Including Subtypes of Mixed Methods Research
 Source: Burke et.al, 2007. As cited in Musbah, 2012

As a result of the previous display and for the purpose of triangulation and expansion of the scope of the inquiry to get accurate results, researcher chose the second technique (Quantitative Mixed) for the application; so the focus is on the quantitative method as the main way to collect data through the questionnaires, while the qualitative method was used to support the study through the interviews. So the quantitative method is dominant on the study (Quantitative Dominant), see fig (5.2) above.

5.4.2 Methods

Method is a specific strategy to investigate research questions through data collection, data analysis, or a sampling procedure, while methodology is the set of methods, (Teddlie & Tashakkori, 2009).

As mentioned previously, quantitative research questions seek to establish links between the major concepts or variables of the study whereas qualitative research questions look at processes and related concepts. Also, mixed methods have been used in many studies by many researchers.

Collins et al., (2006) identified four rationales for conducting mixed research:

- i. Participant enrichment (e.g., mixing quantitative and qualitative research to optimize the sample using techniques that include recruiting participants, engaging in activities

such as institutional review board debriefings, ensuring that each participant selected is appropriate for inclusion).

- ii. Instrument fidelity (e.g., assessing the appropriateness and/or utility of existing instruments, creating new instruments, monitoring performance of human instruments).
- iii. Treatment integrity (i.e., assessing fidelity of intervention).
- iv. Significance enhancement (e.g., facilitating thickness and richness of data, augmenting interpretation and usefulness of findings).

The researcher has identified three methods of data collection in this study as a result of his choosing the mixed methodology:

1. Questionnaires.
2. Focus group interviews.
3. Semi structured interviews.

5.5 Justifications for research philosophy

Earlier, Creswell (1994) suggested several criteria to determine the appropriate research approach to adopt. In deciding the most appropriate methodology or design, authors, e.g., (Punch, 2005; Creswell, 2003) recommend that several considerations should be taken into account, namely:

- i. The nature of research questions and objectives. Choosing the best design or the best method is a matter of appropriateness (Punch, 2005).
- ii. The research topic. A topic with a wealth of literature that helps in developing a theoretical framework and hypotheses which lead to adopting the deductive approach. It may be more appropriate to adopt the inductive approach for research into a new topic with little existing literature (Creswell, 2003).
- iii. Time available to the researcher. The deductive research can be quicker to complete. On the other hand, inductive research can be much more protracted. Therefore, the deductive approach can be a lower-risk strategy than the inductive approach (Creswell, 2003).
- iv. Audience preferences. Most respondents are familiar with the deductive approach and are much more likely to put faith in conclusions resulting from this approach (Creswell, 2003).

According to some scholars the distinction between the philosophies is overstated (Webb, 1989) and triangulation of methods in current day research is common (Polit, et al., 2001). It is very important, therefore, that an in-depth understanding of the strengths and weaknesses of both approaches and their underlying philosophy is obtained. In most cases, a research can start with a quantitative approach first in order to gather appropriate facts to gain general understanding on the matter discussed. Following that, a qualitative approach can be carried out so that there will be an in-depth understanding over the generalised facts.

The understanding of both methods helps identify the ways these divergent approaches complement each other. A good social science researcher should then recognize the benefits of gaining the best of both research worlds through the combination of quantitative and qualitative techniques. Simultaneously, efforts in improving various methods to ensure quality research should be welcomed. Proctor, (1998) considers that consistency between the aim of a research study, the research questions, the chosen methods, and the personal philosophy of the researcher is the essential underpinning and rationale for any research project.

Based on the mentioned criteria, researcher adopted the Quantitative mixed method in his study, to achieve the research objectives where the total sample size was (N = 386) participants, including 360 through the questionnaires and 26 through the interviews.

5.6 Research design

Research design is determined by selecting a particular research paradigm; this involves identifying the most appropriate way to structure the research in order to answer the research question which will also determine the type of data to be collected and analyzed. The extent of scientific rigor in research relies on how the researchers select the proper design. According to Punch, (2005) there are several aspects of research design. These are: 1- The purpose of study, 2- The type of investigation, 3- The extent of researcher interference with the study, 4- Time horizon , and 5- The study setting.

The purpose of the studies can be determined by identifying the aims, where the main aim of descriptive studies is to describe the characteristics of the variables, whereas the objective of hypotheses testing is to explain the nature of certain relationships (Frankfort-Nachmias, & Nachmias, 1996).

The aim of this study is to identify the determinants of the support for sustainable tourism development by stakeholders in the Al-Gabal Al-Garbi City. Therefore, this part of the research can be classified as a descriptive study. On the other hand, the research aims to investigate the impact of a set of variables on the support of sustainable tourism development by stakeholders in the Al-Gabal Al-Garbi City. Thus, this part of the research can be classified to be a hypothesis testing study.

Based on the theoretical research model and research objectives, this research is a correlational and causal study. Punch, (2005) indicated that there could be varying degrees of researcher interference in the manipulation and control of variables. In this study, no attempt will be made by the researcher to manipulate the study variables. Cross-sectional studies often employ the survey method (Punch, 2005), and all the data are gathered once, perhaps over a period of days or weeks. As this research has been conducted at one point in time, it is cross-sectional. The field study is a study which is conducted under actual environmental conditions (Khair, 2005); therefore, it is classified as a field study conducted under actual conditions.

5.7 Place of study

The City of (Al-Gabal Al-Gharbi) in Libya is the place of study; it is a mountain city located 80 kilometers south of the capital "Tripoli", with a population of 302705 people and an area of 76717 square kilometers (GAID, 2009). It consists of 35 residential areas (see table A2.7). The City was targeted, because no scientific researches in the field of sustainable tourism development have been conducted at this location. It is also of great interest to the researcher because it is his place of residence. This city needs development programs as a matter of urgency, as it is situated in the interior part of the country and it did not have its fair share of development. The unemployment rate is 30%, while the net migration is negative and the demand for labor in an annual increase was estimated at between 10-15% (Baira, 2007). Tourism development clearly has potential because of its various attractions and the lack of production resources in it.

The following figure shows the Study location:

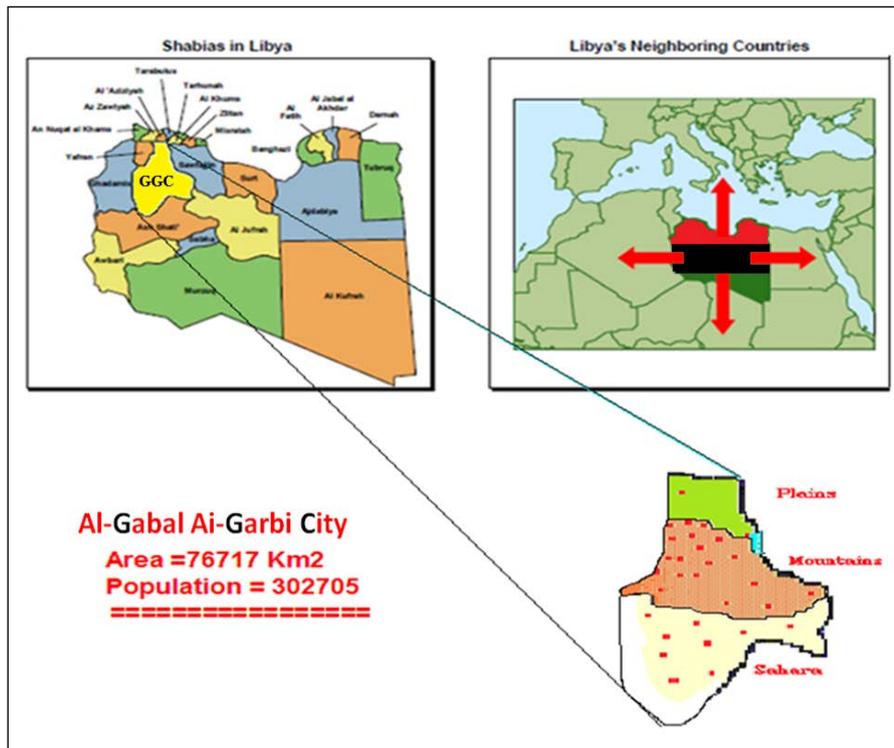


Figure 5.3: Libyan map shows study location
Source: GIAD, General Information Authority, Libya (2009)

5.8 Participants in the study

Four stakeholder groups were selected (see figure 5.4) on the basis of their relative dominance in terms of their level of stake and influence in the tourism industry (Byrd, 2007). They are the main groups to which belong the vast majority of stakeholders of tourism development (UNEP/WTO, 2005), as well as there is some of researchers who focused on these four groups and alerted to study them (Nazrin, 2012; Byrd, et al., 2009; Byrd, 2007; WTO, 2005; Eagles et al., 2002; Swarbrooke, 1999).

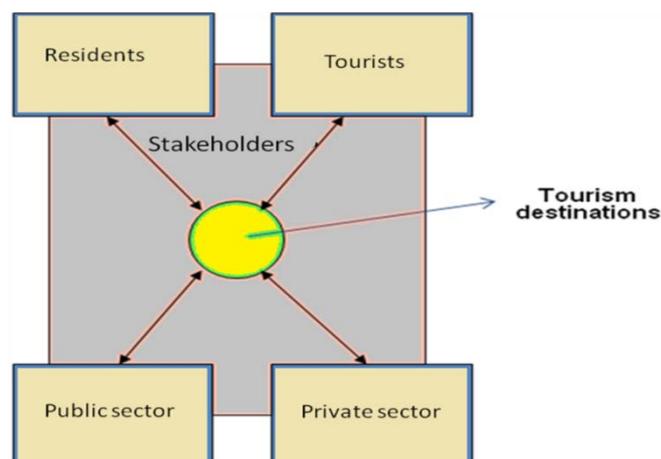


Figure (5.4): Participants in the study *Source: the work of the researcher.*

5.9 Date of data collection

Data for this study were collected during the period 1 October 2010 to 30 January 2011. This period was chosen because it is the appropriate time for tourism in the region, as a result of domestic and international holidays in this period when students are still on school holidays, as well as New Year holidays, and when international tourism to the desert is active in this period.

Data collection for local residents and visitors occurred both on weekdays and weekends, between the hours of 9:00 a.m. and 6:30 pm; while data collection from participants in the public sector and private sector took place on weekdays at appointment times by arrangement. The data collected from interviews with members of the public and private sector were audio taped with the consent of the interviewees. The duration of the interview varied, ranging from 30 to 70 minutes for semi structured interviews and from 140 to 155 minutes for focus group interviews.

5.10 Data collection

In order to overcome the weakness or intrinsic biases and the problems that come from a single method, several methods were adopted to triangulate the data. According to Creswell, (2003) triangulation is an attempt to map out or explain more fully, the richness and complexity of human behavior by studying it from more than one standpoint. Altrichter, et al., (2008) contend that triangulation gives a more detailed and balanced picture of the situation. According to O'Donoghue & Punch, (2003), triangulation is a method of cross-checking data from multiple sources to search for regularities in the research data. Methodological triangulation involves using more than one method to gather data, such as interviews, observations, questionnaires and documents (Denzin, 2006).

Several methods were used to collect the data necessary for achieving the research aims. The questionnaire was the main method of data collection for local residents and tourists. Focus groups were used for data collection from various levels of management in both the public and private sectors while the semi structured interviews were used to collect data from senior managers in the municipality of GGC. Also, apart from observation used in data collection secondary data was used in the form of statistics, photographs, documents and maps to triangulate the research findings. The following diagram shows the data collection method and the tools:

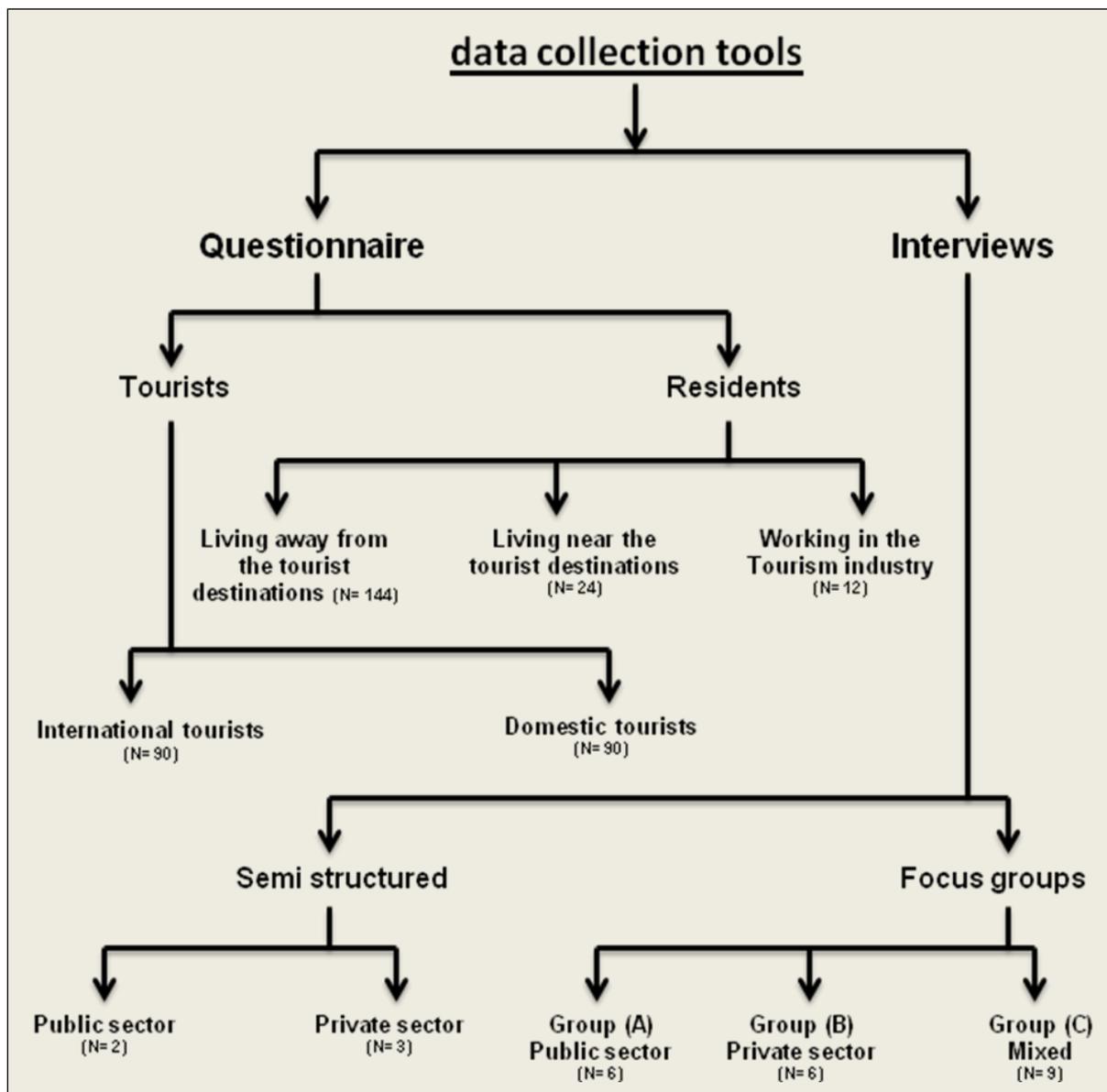


Figure 5.5: Data collection method. Total N= 386.

Source: the work of the researcher.

Two versions of questionnaire were developed for this study, one for residents and the other for tourists to solicit their perceptions about their support for sustainable tourism development in the City. The questionnaires and interviews have been designed to achieve the objectives of the research and to answer the research questions. A pilot study was conducted which revealed that the instrument of the study met the requirements of the good psychometric testing for the purposes of the study which will be dealt with using the Statistical Package for the Social Sciences (SPSS), (See table 5.14).

Descriptive statistics in terms of means and frequency will be used to meet descriptive objectives. In addition, correlation and multiple regression analyses will be used to answer

the research questions. However, qualitative data will be analysed relying on descriptive analysis, and these will be classified into categories and systematic themes.

5.10.1 Questionnaire

Questionnaires involve the formulation of questions that aid in the collection of data; they can be administered to respondents or mailed to them. Questionnaires are prepared and pre tested to determine whether questions are biased. Questions formulated will be based on the research question whereby they will aid in the collection of data that will help answer the research questions. Questions will either be closed or open ended. Open ended questions are those questions that will require the respondent to input his own answers to the questions whereas closed questions are those questions whereby the respondent will choose from a list of answers highlighted in the questionnaire (Fowler, 2008).

The researcher used the questionnaire in this study as the main method to collect data from tourists and residents and used the closed questions in the questionnaire based on a five point Likert scale.

5.10.1.1 Tourists population

Najeb (2009) defines the term population as the entire group of people, events or things of interest that the researcher wishes to investigate. In this research the tourists' population includes all persons who have visited the City of Al-Gabal Al-Garbi for tourism purpose during the study period.

There are two types of tourists as follows, (see fig 5.6):

- i. Domestic tourists. They are people from other cities (within the territorial boundaries of Libya), visiting the GGC for tourism purpose during the study period.
- ii. International tourists. They are people from other countries, visiting Libya (GGC specifically) for tourism purpose during the study period.

The researcher prepared two versions of the questionnaire; one in Arabic language for domestic tourists and the other in English language for international tourists (See the appendix 4 and 5). The purpose of the questionnaire is to know the perceptions and attitudes of tourists on tourism in the GGC and the support for sustainable tourism development in the city, and other topics that will serve the objectives of the researcher.

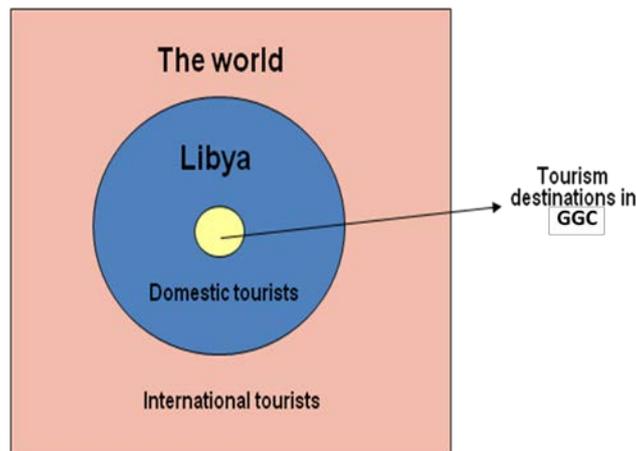


Figure 5.6: Types of tourists. Source: the work of the researcher.

The questionnaire comprised seven sections and measured the following variables: Adequacy of tourist resources in the GGC, Perceptions toward tourism in the GGC, Level of involvement, Environment attitudes, Economic attitudes, Social attitudes and Support for STD in the GGC. Also, the demographic information (age, gender, income, education, occupation, place of residence) and an open question about the future tourism projects were included in the questionnaire.

Sample size (tourists):

Sampling refers to the selection of a few respondents from a population as in some studies it is impossible to collect data from the entire population and therefore a sample is selected; when an appropriate sample is selected its results will represent the entire population and the sample reduces the cost associated with data collection and also the time consumed.

In this study the sample size was 180, divided evenly into two groups (local tourism and international tourism) independently to ensure that each perspective was represented in the study (Goeldner & Brent, 2002), bearing in mind that the sampling size Larger than 30 and less than 500 are appropriate for most research (Sekaran, 2003). See figure 5.7 below:

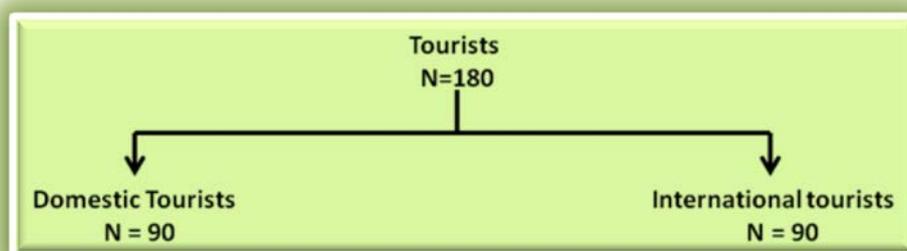


Figure (5.7): Sample size (tourists).

Questionnaire distribution (Tourists):

The questionnaire was distributed at six tourist destinations identified by the researcher. See table 5.4 and figure 5.8, showing the selection of these six tourist destinations, which were chosen for the following reasons:

- These destinations vary in terms of the type of tourist activity.
- These destinations vary in terms of ownership of the site.
- These destinations vary in terms of geographical distribution in the city.
- These destinations are characterized by an active tourist movement.

This in turn will reduce errors and the results obtained will be more reflective of reality.

Table 5.4: The selected tourist destinations for the questionnaire distribution

| NO. of Location | The name of tourist destination | Type of Activity | Geographical location | The Owner |
|-----------------|----------------------------------|---------------------------|-----------------------|-----------------------------------|
| 1 | Protected natural | Nature | Abo-Gilan | Public sector |
| 2 | Archeological Bil-Haj troglodyte | Heritage | Al-Gawasem north | household sector + private sector |
| 3 | Traditional pottery market | Shopping | Al-Gawasem south | household sector |
| 4 | Archeological Grain Stores | History | Qaser al-haj | Public sector |
| 5 | Rabta Hotel | Hospitality | Tegassat | private sector |
| 6 | Freshwater lake | Entertainment and Leisure | Wadi Gan | Public sector + private sector |

Source: *the work of the researcher.*

Thirty questionnaires were distributed for each tourist destination (15 questionnaires for domestic tourism and 15 questionnaires for international tourism).

Where, the total numbers of questionnaires for tourists are 180; see figure (5.7).

Tourist destinations = 6

The questionnaires distributed = 15 (Domestic tourists) + 15 (International tourists) = 30

Total of questionnaires = 30 * (6) = 180

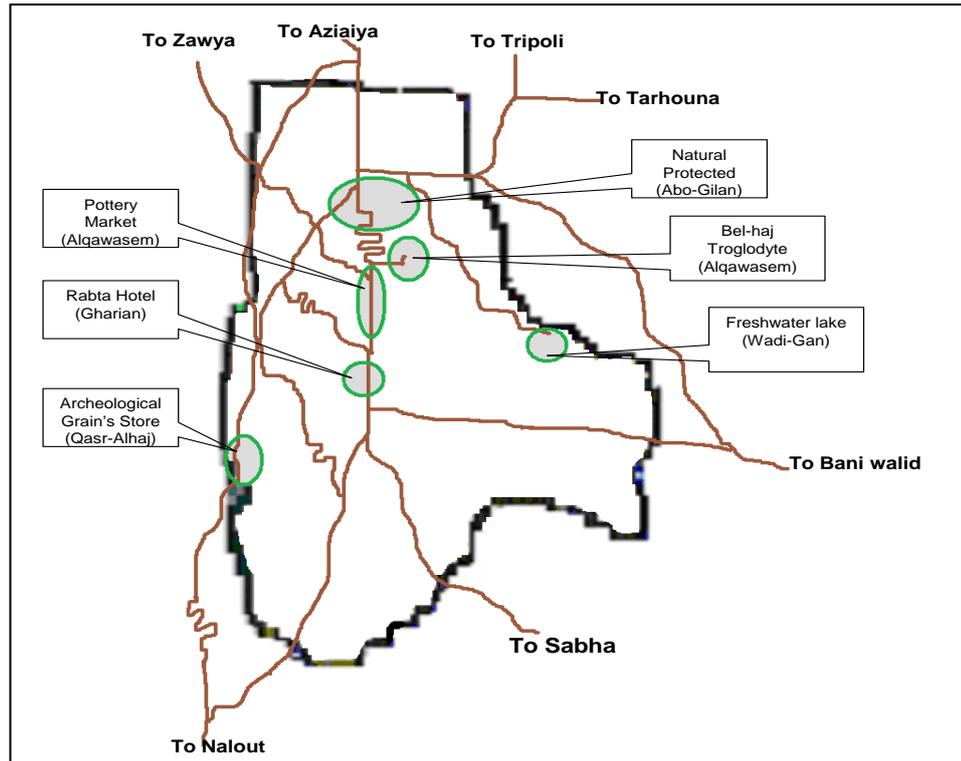
Sample selecting (tourists):

Visitors for this study were sampled at six main locations as identified by the researcher in the table (5.4) above and in the figure (5.8) below, where, there is a person in every tourist destination to display the questionnaires randomly, as the population here is unlimited; so, the researcher used a simple random sample. Thus, the researcher chose one out of every ten persons entering the place randomly (Salah & Amin, 2002), at a rate of two questionnaires as maximum each day for domestic tourists, and the same for international tourists, to try to distribute the sample along the research period. This type of sampling is widely used in social

research against the backdrop that many researchers (Babbie, 2004; Boxill, et al., 1997) argue that systematic sampling is better to use in the field than simple random sampling since it is subject to less sampling error, and provides better information per unit cost.

The respondent can answer the questionnaire immediately and then hand it over immediately or can request a delay to answer due to time constraints. In this case the other date will be agreed for the delivery of the completed questionnaire.

Figure (5.8): Tourist destinations that will be used for the distribution of questionnaire.



Source: the work of the researcher.

5.10.1.2 Residents population

The population here includes all people living within the administrative boundaries of the City of Al-Gabal Al-Garbi of over 18 years during the study period.

Indeed, they are not a homogeneous group; they are a diversity of people with a range of views and experiences about the subject of sustainable tourism development. Three categories of residents in GGC can be distinguished as follows, see figure (5.9):

- i. Residents living away from the tourist destinations.
- ii. Residents living near the tourism destinations.
- iii. Residents working in the tourism industry.

Sample size and the selecting method (residents):

In this study the sample size is 180, divided into the three groups (Residents Living Away from the tourist destinations, Residents Living Near the tourist destinations and Residents Working in tourism Industry) independently to ensure that each perspective was represented in the study (Goeldner & Brent, 2002). A sampling size larger than 30 and less than 500 is appropriate for most research (Sekaran, 2003):

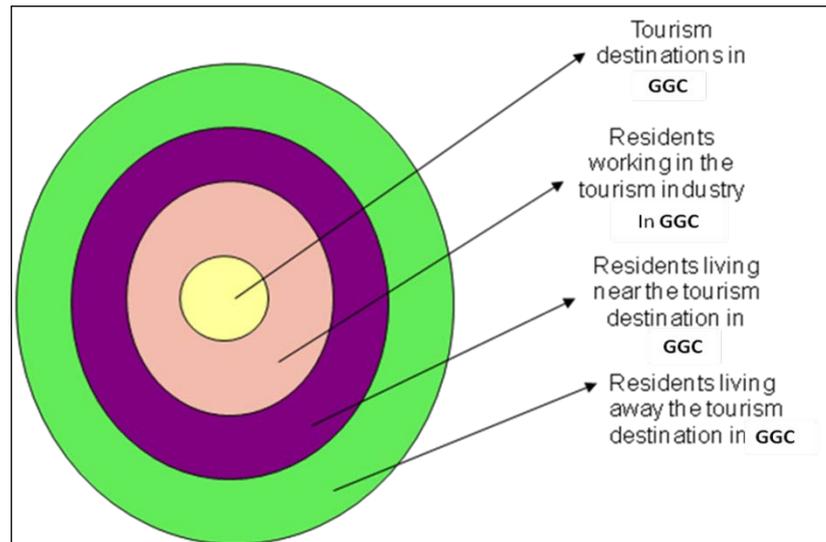


Fig (5.9): Types of residents.

Source: the work of the researcher.

Residents living away from the tourist destinations:

The GGC consists of 35 residential areas, including 6 areas containing active tourist destinations with each region consisting of a number of residential simple neighborhoods where each neighborhood comprises a number of streets. Thus, the researcher used a Multi-stage random sample as follows (Sharon, 2009; Naji, 2001):

- i. Selection of 16 areas out of 35 randomly.
- ii. Inventory of the residential neighborhoods in each area to pick 3 randomly.
- iii. Inventory of streets in each neighborhood to pick 3 randomly.
- iv. Selection of a home in each street randomly.

Thus, the sample size is ($n = 144$) for all the residents living away from the tourist destinations in the GGC. $16 * 3 * 3 * 1 = 144$

Residents living near the tourism destinations:

There are 6 residential areas in the GGC containing active tourist destinations, which are mentioned in Figure 5.8. Thus, the researcher used a Multi-stage random sample as follows (Sharon, 2009; Naji, 2001):

- i. The streets near the tourist destinations at a distance of 1 km, and selection of 4 streets randomly.
- ii. Selection of a home in each street randomly.

Thus, the sample size is (n = 24) for all the residents living near the tourism destinations in the GGC.

$$6 * 4 * 1 = 24$$

Residents working in the tourism industry:

There are 6 active tourist destinations chosen by the researcher for the distribution of questionnaires, see Figure 5.8. The researcher chooses two people working in each destination randomly. Thus, the sample size is (n = 12) for all the residents working in the tourism industry in the GGC.

$$6 * 2 = 12$$

So, the total sample size will be 180 people; see figure 6. 10.

$$144 + 24 + 12 = 180$$

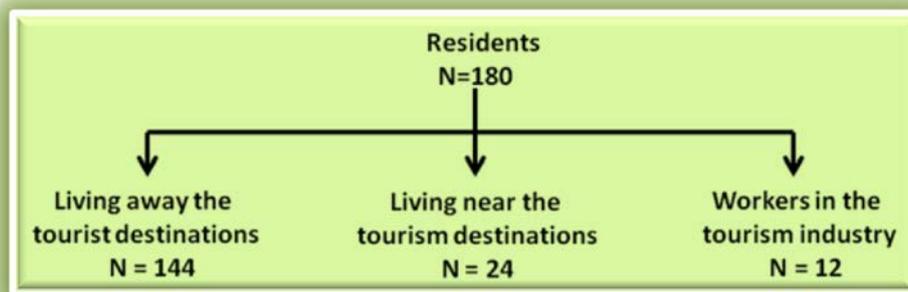


Figure (5.10): Sample size (residents).

Questionnaire distribution (Residents):

Questionnaires were distributed to the three categories of residents as follows:

Residents living away from the tourist destinations:

They are GGC's residents living in areas where there are no tourist destinations, and where they do not have direct contacts with the tourists; so the questionnaire will be distributed to this category randomly in their homes, according to the Multi-stage random sampling mentioned. Any member of the household who was 18 years or older was asked to participate in the study. In the absence of an eligible member of the household, the next house was selected (Naji, 2001).

Residents living near the tourism destinations:

They are GGC's residents living in areas where there are tourist destinations, and where the contacts are semi-direct between the tourists and residents. The questionnaire will be distributed to this category randomly in their homes, according to the Multi-stage random sampling mentioned, by selecting 4 houses out of nearby houses at a distance of 1 km from the centres of six tourist destinations that have been identified. The same contingency as above was undertaken if no one 18 or over was in (Naji, 2001).

Residents working in the tourism industry:

They are administrators and providers of tourism services in the GGC, where tourism represents a livelihood source to them, and where there are direct contacts between the tourists and residents. The questionnaire will be distributed to this category randomly in the work places, in the six tourist destinations that have been identified, by selecting one out of every four when they come to work in the morning (Salah, & Amin, 2002).

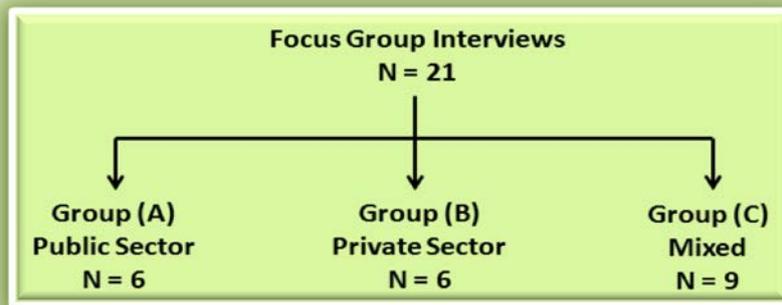
5.10.2 Interviews

Interviews can be described as verbal interchange where the interviewer seeks to obtain information from another person about the phenomenon (Punch, 2005). Interview can be structured or unstructured and can be conducted either face-to-face- by telephone or online and can be used focus groups (Naji, 2001). Where interviewers gather a large amount of information and reliable answers, they are expensive and take much time. Personal interviews can be divided into three types: in-depth unstructured informal interviews, structured interviews and semi-structured interviews. In the structured or standardised interview a set of pre-determined questions is asked so that the responses are recorded on a standardised schedule (Naji, 2001). The semi-structured interview is a non-standardised interview; the research has a list of themes or questions to cover during the interview. These themes and questions may vary from one interview conditions. Thus, the research may omit some questions in a particular interview or, may add further questions to supplement or explore the research questions and objectives (Punch, 2005). In addition, the order of the questions may vary depending on the flow of the conversation; so the number, the order and the information of the interview questions may vary from one interview to another. Data collected by the interviewer are recorded by note taking or tape recording (Punch, 2005). An unstructured or informal interview is also called an in-depth interview and has no predetermined list of questions or themes; however, the research or interviewer has to have general ideas about the

area or aspect to be explored since this type of interview helps to explore a general area in depth. The respondent or interviewee is given the chance to talk freely about the situation, event, behaviour or beliefs in relation to the topic area. This type of conversation is called non-directive (Naji, 2001). Researcher in this study used interviews as the method of collecting data on public sector and private sector, to gain access to more accurate results, where the researcher saw the use of semi-structured interviews and focus groups as follows:

5.10.2.1 Focus groups Interviews

A focus group is a small group of six to ten people led through an open discussion by a skilled moderator. The group needs to be large enough to generate rich discussion but not so large that some participants are left out (Eliot & Associates, 2005). A focus group interview is a structured group process used to obtain detailed information about a particular topic. It is composed of six to nine participants who are brought together to discuss a clearly defined topic. Typically, focus groups are composed of homogeneous people, all representing a particular segment of the population (Naji, 2001), the session should last about 1-1/2 hours with two hours being the absolute maximum time, and a group facilitator keeps the discussion on track by asking a series of open-ended questions meant to stimulate discussion (Eliot & Associates, 2005). It is particularly useful for exploring attitudes and feelings and drawing out precise issues that may be unknown to the researcher and the results can be obtained in a short period of time (Naji, 2001). Researcher in this study, selected 3 groups, with each group consisting of six to nine people (see figure 5.11 & Table 5.5), and the debate period ranging between 1.5 and 2 hours. This was carried out by the researcher himself, by asking a series of open-ended questions to stimulate the discussion flow from general to specific, using an Olympus digital voice recorder, with high capacity (18.00 h), to record the answers after taking the opinions of the respondents. Also, the participants were asked to write their ideas down without consulting others before discussion starts, to eliminate bias and bring out many different viewpoints.

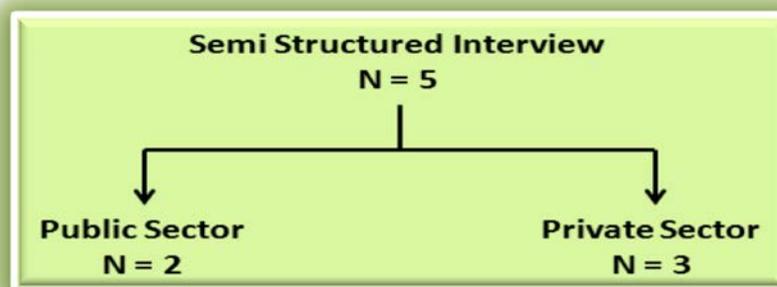


*Figure (5.11): Sample size (focus group interviews)
Source: the work of the researcher.*

5.10.2.2 Semi structured interviews

Whiting, (2008) defines an interview as: “A method of data collection in which one person (an interviewer) asks another person questions (a respondent): interviews are conducted either face-to-face or by telephone”.

The Semi structured interviews are conducted face-to-face with individuals who have sufficient knowledge of topics related to tourism development; these interviews are flexible, interactive, open, and direct and allow for deeper understanding of issues, and a greater exploration of these issues. They are dynamic and responsive to the language and concepts of individuals and this ensures that the interview unfolds in a conversational manner offering both participants the chance to explore issues they feel important (Silverman, 2001). The total numbers of interviews for the public and private sector are five, 2 interviews with the public sector and 3 interviews with the private sector (see figure 5.12 & Table 5.5). They were carried out by the researcher with the persons in senior management, in accordance with the arrangements prepared in advance with the respondents.



*Figure (5.12): Sample size (semi structured interviews).
Source: the work of the researcher.*

5.10.3 Topics for discussion.

In both types of interviews, the researcher used a tape recorder to record the entire discussions after obtaining permission from the respondents. The questions covered the topics shown in box 5.1 below.

Box 5.1: Topics for discussion (Interviews)

Topics for discussion:

- 1- Sustainable tourism development in Libya, (Principles and Practice).
- 2- Tourism development in the GGC (available resources, benefits, disadvantages, strengths, weaknesses, opportunities and threats).
- 3- The need for sustainable tourism development in the GGC.
- 4- Tourism stakeholders and the extent of participation in sustainable tourism development.
- 5- Support for sustainable tourism development.
- 6- Other topics can be raised by the participants.

For a good interview, the researcher took the following practical steps:

- Provide a simple definition about the researcher and the study, at the beginning of the interview.
- Request permission from the participants and agreement with them to record the interview.
- Break time for tea and some refreshments in the middle of the interview.
- Thanked the participants for cooperation at the end of the interview.
- Researcher asked the participants to send him any comments, additions, data, information, images or maps that can support the interview subject.
- For any future inquiries, researcher and the participants changed the phone numbers and e-mail.

5.10.4 Participants in the interviews

| NO. | Stakeholders | | | Private or Public | Level of Management | Enquiry type | Interview No. | Phone No. |
|------|--|-------|---------------------|-----------------------------|---------------------|----------------------------------|---------------|------------|
| | Organisations | Name | Position | | | | | |
| I | The General Board of Tourism and Traditional Industries, Branch of GGC | K. A. | Manager | Public Sector | Top level | Focus group | C1 | 092####839 |
| | | A. M. | Director | Public Sector | Middle level | Focus group | A1 | 091####388 |
| | | F. M. | Deputy Director, | Public Sector | Middle level | Semi structured interview | 1 | 092####673 |
| II | Ministry of Environment, Branch of GGC | L. M. | Head of Department | Public Sector | Middle level | Focus group | A2 | 092####594 |
| | | M. A. | Director | Public Sector | Middle level | Semi structured interview | 2 | 091####976 |
| III | Ministry of Infrastructure, Branch of GGC | A. M. | Officer | Public Sector | Low level | Focus group | C2 | 091####725 |
| | | A. Z. | Manager | Public Sector | Top level | Focus group | A3 | 092####682 |
| IV | Ministry of Planning, Branch of GGC | K. A. | Head of Department | Public Sector | Top level | Focus group | A4 | 091####322 |
| V | Ministry of Culture, Branch of GGC | M. S. | Head of Department | Public Sector | Middle level | Focus group | A5 | 092####548 |
| VI | Ministry of Education, Branch of GGC | A. M. | Assistant Director | Public Sector | Middle level | Focus group | A6 | 092####526 |
| VII | Ministry of Agriculture, Branch of GGC | I. N. | Director | Public Sector | Middle level | Focus group | C3 | 092####823 |
| VIII | Hand Crafts GGC | H. A. | Manager | Private Sector | Top level | Focus group | B1 | 091####989 |
| IX | Association transport of passengers GGC | F. M. | General Manager | Private Sector | Middle level | Focus group | C4 | 092####845 |
| X | Libyan Arab Airlines, GGC Branch | A. M. | Manager | Public Sector | Middle level | Focus group | C5 | 092####321 |
| XI | Libyana for communications | N. N. | Director | Private Sector | Middle level | Focus group | C6 | 092####564 |
| XII | Al-Jomhouria commercial bank, Gharyan Branch | W. M. | Director | Private Sector | Middle level | Focus group | C7 | 092####805 |
| XIII | Al-Gabal Hotel. GGC | A. J. | General manager | Private Sector | Top level | Focus group | B2 | 091####321 |
| XIV | Tour Guides. | K. M. | Tourist guide | Private Sector | Low level | Focus group | B3 | 092####159 |
| XV | Al-Gabal Al-Garbi University Gharyan | A. A. | Head of Department, | Public Sector | Top level | Focus group | C8 | 092####689 |
| XVI | Gharyan Women's Association | N. S. | Director | Civil society organizations | Middle level | Focus group | C9 | 092####817 |

| | | | | | | | | |
|-------|--|-------|-----------------|-----------------------------|--------------|---------------------------|----|------------|
| XVII | volunteer youth association, Branch of GGC | F. K. | Director | Civil society organizations | Middle level | Focus group | B4 | 091####989 |
| XVIII | Libyan Airlines, Gharyan Branch | F. S. | Director | Private Sector | Middle level | Semi structured interview | 3 | 092####780 |
| XIX | Almanar CO. for Travel and tourism. GGC | S. K. | General manager | Private Sector | Top level | Semi structured interview | 4 | 092####844 |
| XX | Hand Crafts GGC | M. M. | officer | Private Sector | Middle level | Semi structured interview | 5 | 092####876 |
| XXI | Markets & Shops. GGC | S. A. | officer | Private Sector | Low level | Focus group | B5 | 092####398 |
| XXII | Association transport of passengers GGC | B. S. | Taxi Driver | Private Sector | Low level | Focus group | B6 | 092####657 |

*Table 5.5: Summary about the participants in the interviews
Source: the work of the researcher*

5.11 Steps to build the questionnaire

5.11.1 Determine the dimensions that make up the questionnaire

Seven main dimensions to this study were identified based on the objectives and hypotheses of the study and also based on the literature on the object of sustainable tourism development, as follows:

- 1- Adequacy of tourist resources in GGC.
- 2- Perceptions toward tourism.
- 3- Level of Involvement.
- 4- Environmental Attitudes.
- 5- Economic Attitudes.
- 6- Social Attitudes.
- 7- Stakeholders support for sustainable tourism development.

5.11.2 Writing paragraphs of the questionnaire

Based on what was in the theoretical aspects of the study, the studies of literature and guided by the instructions of researchers in the fields of psychology the researcher was able to write 6 paragraphs under each dimension. Therefore, the total number of the paragraphs of the questionnaire is 42. The researcher was keen to choose an even number of the paragraphs, because he plans to conduct a validity test using the split-half form. The researcher will review these paragraphs according to its dimensions in the following sub-titles:

5.11.2.1 Adequacy of tourist resources in the GGC

This dimension assesses the perceptions on the adequacy of tourist resources in the GGC (See table 5.6). The paragraphs were measured on a five point Likert scale ranging from 1 to 5, where 1= strongly disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= strongly agree. The paragraphs were adapted from (Neal & Gursoy, 2008; WTO, 2008; Choi & Sirakaya, 2005; UNEP/WTO, 2005; Southgate & Sharpley, 2002; Makawi, 2001; Alexander, 2000; Sharpley, 2000; Swarbrooke, 1999; Slee & Snowdon, 1997; Wahab, 1997; Hunter, 1997; Bramwell, et al, 1996).

Table 5.6: Indicators of adequacy of tourist resources in the GGC

| | |
|---|--|
| 1 | Tourism resources in the GGC are many and varied. |
| 2 | Tourism resources in the GGC need to maintain and develop. |
| 3 | Tourism products in the GGC are many and varied. |
| 4 | There is a high quality of tourism products in the city. |
| 5 | Tourism resources distributed on a regular basis within the GGC. |
| 6 | Opportunities in the tourism sector in the GGC are more than the existing threats. |

Source: the work of the researcher.

5.11.2.2 Perceptions toward tourism in the GGC

This dimension assesses the perceptions of stakeholders regarding the benefits and costs derived from tourism in the city. (See table 5.7). The paragraphs were measured on a five point Likert scale ranging from 1 to 5, where 1= strongly disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= strongly agree.

The paragraphs were adapted from (Neal & Gursoy, 2008; WTO, 2008; Choi & Sirakaya, 2005; UNEP/WTO, 2005; Southgate & Sharpley, 2002; Makawi, 2001; Alexander, 2000; Sharpley, 2000; Swarbrooke, 1999; Wahab, 1997; Hunter, 1997; Slee & Snowdon, 1997; Bramwell, et al, 1996).

Table 5.7: Indicators of Perceptions toward tourism in the GGC

| | |
|---|--|
| 1 | Tourism leads to provide jobs and improves the living standards and resettlement of the population within the city. |
| 2 | Will develop the environmental, historical and cultural heritage in the city. |
| 3 | Leads to provide the entertainment, increasing the green areas, parks and protected areas and improvement in infrastructure. |
| 4 | Leads to rational use of resources, reduction of pollution in its various forms and the plans of future generations. |
| 5 | Leads to the entry of new goods to the market and the stability of the general price level. |
| 6 | Leads to openness to the world and gains new cultures, which leads to an increase in the love and peace between the local population and the world people. |

Source: the work of the researcher.

5.11.2.3 Level of involvement

This dimension assesses the stakeholders' level of involvement in tourism in the GGC, see table (5.8). The paragraphs were measured on a five point Likert scale ranging from 1 to 5, where 1= strongly disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= strongly agree.

The paragraphs were adapted from (Neal & Gursoy, 2008; WTO, 2008; Choi & Sirakaya, 2005; UNEP/WTO, 2005; Southgate & Sharpley, 2002; Makawi, 2001; Alexander, 2000; Sharpley, 2000; Swarbrooke, 1999; Wahab, 1997; Hunter, 1997; Slee & Snowdon, 1997; Bramwell, et al, 1996).

Table 5.8: Indicators of the Level of involvement

| | |
|---|--|
| 1 | Participation is a fundamental pillar of the tourism industry leading to its sustainability. |
| 2 | Participation leads to the strengthening of belonging and thus prolongs the life of development projects. |
| 3 | I am ready to connect and cooperate with other stakeholders and make some concessions in order to achieve sustainable tourism development. |
| 4 | I participated in the tourist management in the City. |
| 5 | I participated in the decision-making about tourism development in the City. |
| 6 | I participated in tourism in the City. |

Source: the work of the researcher.

5.11.2.4 Environmental attitudes

This dimension assesses the environmental attitudes of stakeholders towards tourism development (see table 5.9). The paragraphs were measured on a five point Likert scale ranging from 1 to 5, where 1= strongly disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= strongly agree. The paragraphs were adapted from (Neal & Gursoy, 2008; WTO, 2008; Choi & Sirakaya, 2005; UNEP/WTO, 2005; Southgate & Sharpley, 2002; Makawi, 2001; Alexander, 2000; Sharpley, 2000; Swarbrooke, 1999; Wahab, 1997; Hunter, 1997; Slee & Snowdon, 1997; Bramwell, et al, 1996).

Table 5.9: Indicators of the environmental attitudes

| | |
|---|--|
| 1 | Establishment of nature reserves is essential to keeping the ecological balance. |
| 2 | The application of regulatory and environmental standards to reduce the negative impacts of tourism. |
| 3 | Attention should be given to the environment and preserve it for future generations. |
| 4 | Sustainable tourism development must focus on the limits to growth. |
| 5 | Tourists should be willing to pay more for the tourism projects which respect the environment. |
| 6 | Protection of flora and fauna should be more important than the provision of recreational opportunities. |

Source: the work of the researcher

5.11.2.5 Economic attitudes

This dimension assesses the economic attitudes of stakeholders towards tourism development (see table 5.10). The paragraphs were measured on a five point Likert scale ranging from 1 to 5, where 1= strongly disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= strongly agree. The paragraphs were adapted from (Neal & Gursoy, 2008; WTO, 2008; Choi & Sirakaya, 2005; UNEP/WTO, 2005; Southgate & Sharpley, 2002; Makawi, 2001; Alexander, 2000; Sharpley, 2000; Swarbrooke, 1999; Wahab, 1997; Hunter, 1997; Slee & Snowdon, 1997; Bramwell, et al, 1996).

Table 5.10: Indicators of the economic attitudes

| | |
|---|--|
| 1 | It is important to purchase local products and use local services. |
| 2 | Visits to protected areas should not be free. |
| 3 | Must strike a balance between the needs of tourists and the needs of the local community. |
| 4 | Must ensure the visitors rights, and the payments should be in return for a successful experiment. |
| 5 | The deal between the tourist and the local community must be direct and without intermediary. |
| 6 | Must encourage investment and reduce taxes on tourism projects, and direct investment to the establishment of small enterprises. |

Source: the work of the researcher

5.11.2.6 Social attitudes

This dimension assesses the social attitudes of stakeholders towards tourism development (see table 5.11). The paragraphs were measured on a five point Likert scale ranging from 1 to 5, where 1= strongly disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= strongly agree. . The paragraphs were adapted from (Neal & Gursoy, 2008; WTO, 2008; Choi & Sirakaya, 2005; UNEP/WTO, 2005; Southgate & Sharpley, 2002; Makawi, 2001; Alexander, 2000; Sharpley, 2000; Swarbrooke, 1999; Wahab, 1997; Hunter, 1997; Slee & Snowdon, 1997; Bramwell, et al, 1996).

Table 5.11: Indicators of the Social attitudes

| | |
|---|---|
| 1 | I feel safe when interacting with local residents. |
| 2 | Must not be allowed to sell alcoholic beverages in the GGC. |
| 3 | Local residents should not be allowed to use attractions just like tourists. |
| 4 | Tourists should respect the values and culture of local residents. |
| 5 | Local residents should be treated fairly and equitably. |
| 6 | Promotion of domestic tourism is very important for the development of international tourism. |

Source: the work of the researcher

5.11.2.7 Support for Sustainable Tourism Development in the GGC

This dimension assesses stakeholders' support for sustainable tourism development in the GGC (table 5.12). The paragraphs were measured on a five point Likert scale ranging from 1 to 5, where 1= strongly oppose; 2= Oppose; 3= Neutral; 4= Support; 5= strongly support. The paragraphs were adapted from (Neal & Gursoy, 2008; WTO, 2008; Choi & Sirakaya, 2005; UNEP/WTO, 2005; Southgate & Sharpley, 2002; Makawi, 2001; Alexander, 2000; Sharpley, 2000; Swarbrooke, 1999; Wahab, 1997; Hunter, 1997; Slee & Snowdon, 1997; Bramwell, et al, 1996).

Table 5.12: Indicators of the Support for Sustainable Tourism Development in the GGC
I support sustainable tourism development in the GGC:

| | |
|---|--|
| 1 | As a result of the availability of tourism resources in the City. |
| 2 | Because tourism leads to positive change in people's lives. |
| 3 | Because tourism leads to increase the sense of loyalty by participating in tourism projects. |
| 4 | Because tourism contributes to the preservation of the environment in general and leads to the improvement and development continuously. |
| 5 | Because tourism leads to a higher standard of living in general because it has the ability to activate all other sectors. |
| 6 | Because tourism leads to more insight on others and contribute to spreading the culture of love and peace among the world's population. |

Source: the work of the researcher

5.11.3 Estimate the content validity of the questionnaire

The researcher introduced the first draft of questionnaire to six arbitrators, specialists in the fields of economics, management, tourism, statistics and psychology, and asked them to give their comments about the paragraphs.

The results of arbitration showed that in most of the paragraphs the degree of agreement was more than 84%, meaning that the paragraphs of the questionnaire are good in terms of content validity and suitable for application in this study (Salah & Amin, 2002) where the researcher has modified some of the paragraphs according to observations of the arbitrators.

5.11.4 Testing the questionnaire

The researcher distributed the questionnaire on the exploratory sample of 10 respondents (5 residents & 5 tourists), and asked them to answer these paragraphs, and give their comments on whether paragraphs are clear or there is an ambiguity in some of them, by giving a grade (from 1 to 10).

After dealing with their answers, the researcher found that the paragraphs were clear by 89%, which is good (see table 5.14), where the respondents comments were taken into consideration, to raise the grade of clarity of some paragraphs.

5.11.5 The application of the tool on a validity and reliability sample

Reliability is defined as the extent to which a questionnaire, test, observation or any measurement procedure produces the same results on repeated trials, while Validity refers to the ability of the survey questions to accurately measure what they claim to measure (Cardozo & Jonatthan, 2009; Morse, 1999).

The questionnaire has been distributed on a random sample of 15 respondents (8 residents & 7 tourists), in accordance with the mechanism adopted by the researcher in data collection, where the researcher tests the validity and reliability of the questionnaire from a statistical standpoint as follows:

5.11.5.1 Measure the reliability coefficient

The researcher tested the reliability of the questionnaire from a statistical standpoint, using the "split-half method" the paragraphs are split into two halves and compares the performance on the two halves. Then calculate the correlation coefficient between them. If the measure is reliable, the correlation will be high. Sometimes it is called the (internal consistency method).

This method is preferable to test-retest because it requires only one time point for data collection, and it is a subtype of consistency reliability that can be applied (Raechel Soicher, 2013). The application of "split-half method" can follow the following steps:

1. Divide the test into halves (Even paragraphs and Odd paragraphs).
2. Calculate the correlation coefficient between the two halves.
3. Use the Spearman-Brown formula to adjust the half-test reliability.

Step 1: Divide the test into halves as the next table 5.13, where the number of paragraphs in this tool totalled 42 paragraphs.

| | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 3 | 5 | 7 | 9 | 11 | 13 | 15 | 17 | 19 | 21 | 23 | 25 | 27 | 29 | 31 | 33 | 35 | 37 | 39 | 41 |
| 2 | 4 | 6 | 8 | 10 | 12 | 14 | 16 | 18 | 20 | 22 | 24 | 26 | 28 | 30 | 32 | 34 | 36 | 38 | 40 | 42 |

Table No (5.13): Divide the test into equivalent halves.

Step 2: The correlation coefficient between the two halves of the test, can be calculated by Pearson's formula as follows:

$$r = \frac{\sum[(x-\bar{x})(y-\bar{y})]}{\sqrt{(x-\bar{x})^2} \sqrt{(y-\bar{y})^2}} \dots\dots\dots (\text{Salah \& Amin, 2002; McBurney \& White, 2007}).$$

Where;

r = Pearson correlation coefficient between scores on the two halves of the test.

x = Paragraphs that take an odd number.

y = Paragraphs that take an even number.

\bar{x} = Average of the scores for paragraphs that take an odd number.

\bar{y} = Average of the scores for paragraphs that take an even number.

Through the application of the previous equation and using paragraphs' data of the scale, the value of (r) is..... $r = 0.83$

Step 3: Adjust the half-test reliability using the Spearman-Brown formula as follows:

$$R_1 = \frac{2r}{1+r} \dots\dots\dots [\text{Salah \& Amin, (2002); McBurney \& White, (2007)}]$$

Where,

R_1 = coefficient of the reliability test,

2 = the number of sections of the test (Two halves),

r = Pearson correlation coefficient between scores on the two halves of the test.

$$R_1 = \frac{2(0.83)}{1+0.83} = 0.9 \quad \text{High reliability}$$

So, this scale is reliable (see table 5.14).

5.11.5.2 Measure the validity coefficient

There is a mathematical relationship between validity and reliability, where maximum validity is the square root of reliability as is shown in the following equation: (Musbah, 2012; Bond & Fox, 2007; Salah & Amin, 2002).

$$\text{Criterion related validity} = \sqrt{\text{coefficient of the reliability test}}$$

$$\text{Criterion related validity} = \sqrt{0.9}$$

$$\text{Criterion related validity} = 0.94$$

This means that the scale (questionnaire) is characterized by validity and reliability (see table 5.14).

Where, the appropriate reliability coefficient is 0.7 and above (Salah & Amin, 2002).

5.11.6 Estimate of the time taken to complete the questionnaire

The researcher through sample validity and reliability asked respondents to specify the time it takes to complete the questionnaire, where, their answers ranged between 10 minutes and 21 minutes.

Therefore, the average calculated was 15 minutes.

5.11.7 Summary table of psychometric tests on a sample of validity and reliability

| No | The test | Grade | Significance |
|----|----------------------------|-------|--------------|
| 1 | Content validity | 0.84 | High |
| 2 | Experimental validity | 0.89 | High |
| 3 | Criterion related validity | 0.94 | Very high |
| 4 | Reliability | 0.90 | Very high |

*Table No (5.14): Summary of psychometric tests on a sample of validity and reliability
Source: the work of the researcher*

5.11.8 Conclusion of test the study tool

From the above it can be concluded that the tool of the study met the requirements of the good psychometric testing, which meets the purposes of the study, where the draft of the questionnaire in the final form can be written.

5.11.9 Content of the final draft of the questionnaire

Based on the feedbacks and suggestions received from the pilot study which includes (6 arbitrators, 10 respondents as a sample of testing the questionnaire, and 15 respondents as a sample of validity and reliability), the final draft of the questionnaire was designed which covered all the research objectives. See appendix 4 and 5.

5.11.10 The covering letter

Most of the surveys include covering letters to explain the main purpose of the research, where these letters have a strong positive impact on response rate (Frankfort-Nachmias & Nachmias, 1996). The covering letter is attached with the final copy of the questionnaire on the first page. A covering letter should identify the researcher, clarify the purpose of research and explain the significance of the survey (Frankfort-Nachmias & Nachmias, 1996). Response rates are the highest in studies with a cover letter that achieves the following goals (Kiernan & Ellen, 2005):

Goal 1: Convince respondents:

- That a problem exists.
- The problem affects or is relevant to a group to which the respondent belongs.
- Their participation is needed to find a solution.

Goal 2: Show respondents their participation will be respected. Explain that:

- Answers will be confidential.
- The results will be useful.
- Recipients can ask about study.

The letter with the questionnaire for this research was printed on a single page of official letter headed paper of the University of Huddersfield. The first paragraph of the letter provided information about the researcher. The second paragraph clarified the purpose of research. The third paragraph confirmed to the respondents that all the information would be used only for scientific research purposes and would be treated as strictly confidential. The fourth paragraph explained the importance of participation and the time it takes to complete the questionnaire. The fifth paragraph gave full freedom to the respondents not to answer some questions or stop completing the questionnaire at any time. The sixth paragraph clarified that the respondents were chosen at random. Finally, the letter asked the respondents if they want to participate in this study. In the end of the page, the researcher provided his thanks to the respondents for taking the time to complete the survey and gave his phone and his Email to the respondents for any inquires.

5.11.11 Statistical techniques used in data analysis

To achieve the research objectives, a number of statistic techniques were adopted in analysing the data, like the descriptive statistics, correlation and multiple regressions. A brief discussion of these techniques is given in the following sub-sections.

5.11.11.1 Descriptive statistics

Descriptive Statistics is a set of brief descriptive coefficients that summarizes a given data set, which can either be a representation of the entire population or a sample. The measures used to describe the data set are measures of central tendency (the mean, median and mode) and measures of variability or dispersion (standard deviation, the minimum and maximum variables, kurtosis and skewness). Taiba, (2007) defines descriptive statistics as those techniques involving the collection, presentation and characterisation of a set of data in order to describe the basic features of the data in a study.

In this research, frequencies and means were used to achieve the explorative objectives to determine the sample characteristic and to develop the primary feeling about the data distribution but, more specifically, to analyse and interpret the findings of descriptive statistics analysis for the research variables. Descriptive statistics offer an indication about the shape of the sample distribution which helps to select the analytical statistics that may be used to test the research hypotheses.

The Kurtosis is a statistical measure used to describe the distribution of observed data around the mean (Hair et al., 2006).

Used generally in the statistical field, kurtosis describes trends in charts. A high kurtosis portrays a chart with fat tails and a low even distribution, whereas a low kurtosis portrays a chart with skinny tails and a distribution concentrated toward the mean.

The Skewness is described as symmetry from the normal distribution in a set of statistical data (Hair et al., 2006). Skewness can come in the form of "negative skewness" or "positive skewness", depending on whether data points are skewed to the left (negative skew) or to the right (positive skew) of the data average.

In this study, the researcher used the skewness and kurtosis in order to determine the type of distribution which may be dealt with. According to Hair et al. (2006) skewness values within the range of -1 to +1 and kurtosis values within -3 to +3 indicate an acceptable range for normality whereas values falling outside the range of skewness and kurtosis indicate a substantial departure from a normal distribution.

5.11.11.2 Correlation and multiple regression

The correlation

Correlation Coefficient: A single summary number that gives a good idea about how closely one variable is related to another variable. This number can answer the following questions (Pallant, 2001):

- a) Does a relationship exist between these two variables?
- b) If so, is it a positive or a negative relationship?
- c) Is it a strong or a weak relationship?

Therefore, the Correlation Coefficient is used to describe the strength and direction of the relationship between two variables.

Correlation Coefficient shows the strength of a relationship; Bryman & Cramer, (2001) suggest the following: Correlation coefficients are always between 0.00 and 1.00. Where, from (0) to (0.19) means very low correlation, from (0.20) to (0.39) means low correlation, from (0.40) to (0.69) means modest correlation, from (0.70) to (0.89) means high correlation, and from (0.90) to (1.00) means very high correlation.

Also, correlation Coefficient shows the direction of a relationship.

Correlation coefficient which holds a negative sign, discloses that there is a perfect negative relationship between the two variables. This means that as values on one variable increase there is a perfectly predictable decrease in values on the other variable. In other words, as one variable goes up, the other goes in the opposite direction (goes down). But Correlation coefficient which holds a positive sign reveals that there is a perfect positive relationship

between the two variables. This means that as values on one variable increase there is a perfectly predictable increase in values on the other variable. In other words, as one variable goes up so does the other while a correlation coefficient of 0.00 shows that there is no relationship between the two variables.

In this study, the researcher used the correlation coefficient to describe the strength and direction of the relationship between the dependent variable (stakeholders support for sustainable tourism development in the GGC) and the independent variables (Adequacy of tourist resources in GGC, perceptions toward tourism, level of Involvement, economic Attitudes, social Attitudes and environmental Attitudes).

Field, (2000) indicated that correlation is a very useful research tool but correlation coefficient does not provide information about the predictive power of the variables.

“Correlation does not equal causation”. To be correlated only means that two variables are related. It cannot be said that one of them “causes” the other. Correlation tells you that as one variable changes, the other seems to change in a predictable way. It is necessary to show that one variable actually causes changes in another variable; a different kind of statistics the regression analysis is used.

Multiple Regression

In statistics, regression analysis includes any techniques for modelling and analyzing several variables, when the focus is on the relationship between a dependent variable and one or more independent variables. More specifically, regression analysis helps one understand how the typical value of the dependent variable changes when any one of the independent variables is varied, while the other independent variables are held fixed. Most commonly, regression analysis estimates the conditional expectation of the dependent variable given the independent variables. That is, the average value of the dependent variable is fixed when the independent variables are held. Less commonly, the focus is on a quintile or other location parameter of the conditional distribution of the dependent variable, given the independent variables. In all cases, the estimation target is a function of the independent variables called the regression function (Cook, 1982).

Multiple regression is a flexible method of data analysis that may be appropriate whenever a quantitative variable (the dependent or criterion variable) is to be examined in relationship to any other factors (expressed as independent or predictor variables). Relationships may be nonlinear, independent variables may be quantitative or qualitative, and one can examine the

effects of a single variable or multiple variables with or without the effects of other variables being taken into account (Cohen, et al., 2003).

Many practical questions involve the relationship between a dependent or criterion variable of interest (call it Y) and a set of K independent variables or potential predictor variables (call them X1, X2, X3,..., Xk), where the scores on all variables are measured for N cases.

Regression analysis is widely used for prediction and forecasting, where it's used to understand which among the independent variables are related to the dependent variable, and to explore the forms of these relationships. In restricted circumstances, regression analysis can be used to infer causal relationships between the independent and dependent variables (Freedman, 2005).

In multiple regression, the model takes the form of an equation that predicts the value of the outcome variable Y from a combination of predictor variables, each multiplied by its own respective coefficient, plus a residual term (Kim, et al., 2008).

$$Y = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + \dots + B_nX_n + \Sigma_i$$

The coefficients are referred to as B values which indicate the individual contribution of each predictor to the model. If we replace the B values into the equation, the model can be defined. In this context, more details will be provided in chapter eight of this study.

The performance of regression analysis methods in practice depends on the form of the data generating process, and how it relates to the regression approach being used. Since the true form of the data-generating process is in general not known, regression analysis often depends to some extent on making assumptions about this process. These assumptions are sometimes (but not always) testable if a large amount of data is available (Kim, et al., 2008).

In this research regression analysis was used to meet the central objective which is to examine the possibility of sustainable tourism development in the GGC through the study of the factors that affect the support of stakeholders for STD that developed in the form of hypotheses which have been mentioned in section 5.2.5.

Some of other statistical techniques used in data analysis.

The researcher used several other methods to learn more about the data or verification of the models which are as follows:

- Coefficient of determination (R^2) is the proportion of the variation in the response variable that is explained by the model. Sometimes the value is multiplied by 100 and expressed as a percentage (Everitt, 2002).

In statistics, the coefficient of determination R^2 is used in the context of statistical models whose main purpose is the prediction of future outcomes on the basis of other related information. It is the proportion of variability in a data set that is accounted for by the statistical model. It provides a measure of how well future outcomes are likely to be predicted by the model. The regression equation appears to be very useful for making predictions since the value of R^2 is close to 1. Also the adjusted R^2 gives an idea of how well the model generalises and ideally it is better if the value of adjusted R^2 is close to the value R^2 (Ronald, et al., (2009).

- F-ratio (F) is a measure of how much the model has improved the prediction of the outcome compared to the level of inaccuracy of the model. In this way, a good model should have a large F-ratio (greater than One at least). (Field, 2000). F can also be calculated with the Pearson correlation coefficient.
- Durbin-Watson (DW), is located between two of the critical values ($1.5 < dw < 2.5$) and therefore we can assume that there is no first order linear auto-correlation in our multiple linear regression data (Ronald, et al., (2009).
- Variance inflation factor (VIF) shows us how much the variance of the coefficient estimate is being inflated by multicollinearity. There are no apparent multicollinearity problems if the variance inflation factor (VIF) is less than ten; in other words, there is no variable in the model that is measuring the same relationship/quantity as is measured by another variable or group of variables (Taiba, 2007).

5.11.12 Qualitative data analysis

Qualitative data are a source of well-grounded, rich descriptions and explanations of processes occurring in local contexts. With qualitative data one can preserve the chronological flow, assess local causality and derive fruitful explanations. They help researchers go beyond initial preconceptions and frameworks. Also, the findings from qualitative studies have quality of "undeniability", as Smith (1978) has put it (Miles & Huberman, 1984).

Qualitative inquiry is science and art (Patton, 1988); the scientific part is systematic, analytical, rigorous, disciplined, and critical in perspective. The artistic part is exploring, playful, metaphorical, insightful, and creative.

There is no standardised approach to analyse qualitative data since the nature of qualitative data implies that it cannot be collected in a standardised way (Punch, 2005).

Therefore, there are many qualitative research traditions and approaches with the result and there are also different strategies to deal with the data collected (Punch, 2005).

There are general principles which must be taken into account when analysing qualitative data. They are as follows (Brennan, 2005):

- 1- Proceed systematically and rigorously (minimise human error).
- 2- Record process, memos, journals, etc.
- 3- Focus on responding to research questions and hypotheses.
- 4- Appropriate level of interpretation appropriate for situation.
- 5- Time (process of inquiry and analysis are often simultaneous).
- 6- Seek to explain or enlighten.
- 7- Evolutionary/emerging.

In this study, the analysis process of the qualitative data started at the same time when the researcher was collecting the data and where he was writing notes and short sentences that explain some of the comments that appear in the interview.

Through the use of research questions and hypotheses, the researcher started by categorising the data into meaningful categories, uniting the data which is about attaching units of data to the appropriate category or categories that were already devised. These steps are followed by recognising relationships, developing categories by designing or reorganising the data in a suitable matrix and placing the data gathered within its cells. This approach to describing and presenting the qualitative data was made to quantify the qualitative data as much as possible in order to present them better.

(Punch, 2005) states that quantifying qualitative data by using the frequency of certain events provides the researcher with the capacity to display a large amount of data that will be discussed through the use of text. The researcher has used recorder to recording his interviews which helped him in analysing the qualitative data.

5.12 Summary

In this chapter, the theoretical framework has been put in the form of a simplified model to illustrate the process of linking stakeholders with the research variables, also has been defined operational variables (fig, 5.1), as well as been identified mixed methodology to reach the objectives of the research, and then identified the research community and

selecting samples. Also, have been equipped scale of the study, and conduct the necessary tests, and then determine the date for the field study. Finally, have been select the statistical methods used to analyze the data.

The analysis of the factors affecting the stakeholders' support for sustainable tourism development in the GGC will be addressed in the next chapter.

Note: See in the appendix 3, the field study and the characteristics of the research sample.

CHAPTER

6

**ANALYSIS OF THE FACTORS AFFECTING
THE STAKEHOLDERS' SUPPORT FOR "STD"
IN THE "GGC".**

6.1 Introduction

This chapter aims at analysing the factors affecting the stakeholders' support for "STD" in the "GGC", and identifying the tourism development trends, where both quantitative and qualitative approaches were used.

The quantitative approach involves the identification of the nature of data for using multiple regression analysis to test research hypotheses stemming from the theoretical model, and to analyse agreement and disagreement in views among stakeholder groups. The qualitative approach involved the use of focus groups and face-to-face semi-structured interviews to explore and gain more understanding about the study of the trends of sustainable tourism development through the views of stakeholders, to identify the types, sizes and locations of tourism projects suggested by stakeholders, and to identify the trends of tourist demand (domestic and international) particularly the size of the tourist market on tourism products in the city. This will help the verification of the research hypotheses which will be discussed in chapter nine.

6.2 Descriptive Statistics for research variables (Identify the nature of data)

Before proceeding to the application of different tests it is necessary to identify the nature of data in terms of affiliation to the normal distribution or not. If the data takes the normal distribution the parametric tests will be used and applied; if not, non-parametric tests will be used.

In the research model six hypotheses were formulated to examine the impact of different independent variables on the dependent variable, i.e. the extent of support for sustainable tourism development in the GGC by stakeholders. (See chapter 5).

After conducting the field study, the researcher obtained five different types of data which enabled the extraction of eight different models, which are as follows:

1. Domestic tourism (DT. Model).
2. International tourism (IT. Model).
3. Residents who live away from the tourist destinations (RLA. Model).
4. Residents who live close to the tourist destinations (RLN. Model).
5. Residents who work in the tourism industry (RWI. Model).

In addition to three other models:

6. All Tourists groups (AT. Model), which include (DT + IT),
7. All Residents groups (AR. Model), which include (RLA+ RLN+ RWI),

8. All Stakeholder groups (AS. Model), which include (DT+ IT+ RLA+ RLN+ RWI)

The researcher will transfer the first seven models to the Appendix 6, and review the distribution type in the eighth model “AS Model” in this chapter. Because this type of analysis is not a part of the study, but used as a cofactor to identify the nature of the data, they are not that important as to be placed here.

Tables, A6.1; A6.2; A6.3; A6.4; A6.5; A6.6; A6.7 in Appendix 6 and the table (6.8) below, present the descriptive statistics resulting from the data collected from a random sample of the eight categories mentioned above in GGC for studying variables relating to research hypotheses. The tables include the mean as a measure of spread of distribution, minimum and maximum values and skewness and kurtosis values to check for normality of each variable.

The analysis using SPSS, can deduce that all the data for "All models mentioned above" follows normal distribution (see the table 6.8 and the Appendix 6).

All Stakeholder groups (AS Model):

This model represents all data collected from the five categories (DT, IT, RLA, RLN, RWI) where they developed into one form (N = 356), in order to study the variables related to hypotheses of research in general.

Table 6.8 includes the mean as a measure of spread of distribution, minimum and maximum values and skewness and kurtosis values to check for normality of each variable.

Table 6.8: Descriptive Statistics (AS. model) (N= 356)

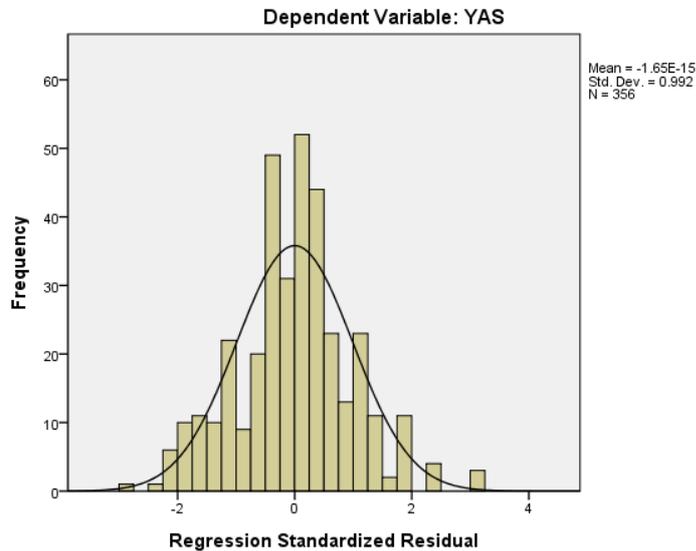
| The Variables | Mean | Std. Deviation | Min | Max | Skewness | Kurtosis |
|------------------|------|----------------|-----|-----|----------|----------|
| X1 _{AS} | 4.23 | 0.632 | 3 | 5 | -0.231 | -0.633 |
| X2 _{AS} | 4.26 | 0.599 | 3 | 5 | -0.176 | -0.545 |
| X3 _{AS} | 3.66 | 0.650 | 2 | 5 | 0.411 | -0.639 |
| X4 _{AS} | 4.43 | 0.599 | 3 | 5 | -0.529 | -0.624 |
| X5 _{AS} | 4.48 | 0.583 | 3 | 5 | -0.608 | -0.588 |
| X6 _{AS} | 4.27 | 0.577 | 3 | 5 | -0.096 | -0.499 |
| Y _{AS} | 4.26 | 0.572 | 3 | 5 | -0.064 | -0.453 |

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

According to Hair et al. (1998) skewness values within the range of -1 to +1 and kurtosis values within -3 to +3 indicate an acceptable range for normality whereas values falling outside the range of skewness and kurtosis indicate a substantial departure from a normal distribution. Thus, table 6.8 shows that skewness and kurtosis values for all variables fall within the acceptable area.

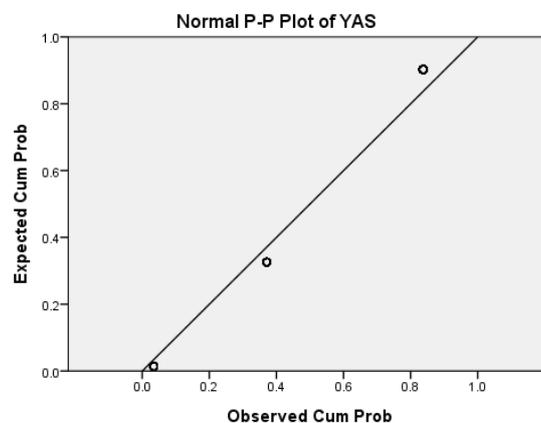
By looking at the histogram figure 6.8 it will be clear that the distribution draw (a bell-shaped curve) is a characteristic from the characteristics of the normal distribution.

Figure 6.8: The histogram of normal distribution of dependent variable (Y_{AS})



The normal probability plot also shows up deviations from normality. The straight line in this plot represents a normal distribution and the points represent the observed residuals. Therefore, in a perfectly normally distributed data set, all points will lie on the line. For the normal probability plot shown in figure 6.9 it can be seen that, in general, the observed residuals follow the line. Although there are some deviations away from the line, these are not far from it and so the overall trend for these residuals is that they follow the line representing a normal distribution.

Figure 6.9: Histogram and normal plots / multiple regressing



Conclusion:

Through the above analysis it can be deduced that all the data for "AS. Model" follows the normal distribution. This means that it will use parametric tests in this study where it is the best of the non-parametric tests giving more accurate results, because the non-parametric tests depend on the level of the sample and not the actual value thereof (Field, 2000). To find out more about the normal distribution in the other seven models, see Appendix 6.

6.3 Multiple regression analysis

Linear Regression estimates the coefficients of the linear equation, involving one or more independent variables that best predict the value of the dependent variable.

In this study, multiple regression analysis will be used to test research hypotheses. It identifies how much of the variance in the dependent variable will be explained when several independent variables are theorised to simultaneously influence it. Accordingly, a multiple regression analysis is conducted by which the independent (predictor) variables are jointly regressed against the dependent (outcome) variable, in an effort designed to explain the variance in it and to try to predict support for sustainable tourism development in Al-Gabal Al-Garbi City (the dependent variable) from independent variables such as adequacy of tourist resources in GGC, perceptions toward tourism development in GGC, level of involvement in tourism development, environment attitudes, economic attitudes and social attitudes, and to identify the strength and direction of the relationship between the variables.

To study this subject the researcher will try to follow the following steps:

Step 1: Determine the multiple regression equation for the data, where that equation takes the following formula:

$$\hat{y} = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + B_5X_5 + B_6X_6 + U \quad (\text{Field, 2000}).$$

Where:

Y = Dependent variable (i.e. support sustainable tourism development in the Al-Gabal Al-Garbi City).

B_0 = constant number, which is a value of the dependent variable when the values of independent variables = 0

B_1 = Amount of change in the dependent variable (support sustainable tourism development in the GGC) with one unit change of the independent variable (the adequacy of tourism resources in the GGC).

B_2 = Amount of change in the dependent variable (support sustainable tourism development in the GGC) with one unit change of the independent variable (perceptions toward tourism in the GGC).

B_3 = Amount of change in the dependent variable (support sustainable tourism development in the GGC) with one unit change of the independent variable (Level of involvement).

B_4 = Amount of change in the dependent variable (support sustainable tourism development in the GGC) with one unit change of the independent variable (Environment Attitudes).

B_5 = Amount of change in the dependent variable (support sustainable tourism development in the GGC) with one unit change of the independent variable (Economic Attitudes).

B_6 = Amount of change in the dependent variable (support sustainable tourism development in the GGC) with one unit change of the independent variable (Social Attitudes).

X_1 = The adequacy of tourism resources in the GGC.

X_2 = Perceptions toward tourism development in the GGC

X_3 = Level of involvement.

X_4 = Environment Attitudes.

X_5 = Economic Attitudes.

X_6 = Social Attitudes.

U = errors.

Step 2: Compute and interpret the coefficient of multiple determinations, R^2 .

Step 3: Determine if the model is useful to study the subject of research with the following sub steps below:

- a. Determine hypotheses.
- b. Determine significance Level.
- c. Determine rejection region.
- d. Determine ANOVA Table (Test Statistic and p-value).
- e. Conclusion.
- f. State conclusion in words.

The researcher will study eight types of models as follows:

- 1- DT. Model, “Domestic Tourists”
- 2- IT. Model, “International Tourists”
- 3- RLA. Model, “Residents Living Away from tourist destinations”
- 4- RLN. Model, “Residents Living Near the tourist destinations”
- 5- RWI. Model, “Residents Working in the tourism Industry”

6- AT. Model, “All Tourist groups” (DT+IT)

7- AR. Model, “All Residents groups” (RLA+RLN+RWI)

8- AS. Model, “All Stakeholders” (DT+IT+RLA+RLN+RWI)

Through the analysis, there are enough evidences to conclude that the “all models” are useful for the study of the research subject. See the Appendix 7.

Researcher will review the (AS. Model) in this chapter, and will transfer the other models (from 1 to 7) to the Appendix 7.

6.3.8 All Stakeholder groups (AS. Model)

Tables 6.9, 6.10 and 6.11 summarises the outputs.

Table 6.9: Correlations of All Stakeholder groups’ variables.

N = 356

| | | Y_{AS} | $X1_{AS}$ | $X2_{AS}$ | $X3_{AS}$ | $X4_{AS}$ | $X5_{AS}$ | $X6_{AS}$ |
|---------------------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Pearson Correlation | Y_{AS} | 1.000 | .706 | .656 | .525 | .602 | .648 | .753 |
| | $X1_{AS}$ | .706 | 1.000 | .552 | .420 | .492 | .528 | .577 |
| | $X2_{AS}$ | .656 | .552 | 1.000 | .369 | .403 | .547 | .519 |
| | $X3_{AS}$ | .525 | .420 | .369 | 1.000 | .183 | .298 | .433 |
| | $X4_{AS}$ | .602 | .492 | .403 | .183 | 1.000 | .556 | .526 |
| | $X5_{AS}$ | .648 | .528 | .547 | .298 | .556 | 1.000 | .577 |
| | $X6_{AS}$ | .753 | .577 | .519 | .433 | .526 | .577 | 1.000 |
| Sig. (1-tailed) | Y_{AS} | . | .000 | .000 | .000 | .000 | .000 | .000 |
| | $X1_{AS}$ | .000 | . | .000 | .000 | .000 | .000 | .000 |
| | $X2_{AS}$ | .000 | .000 | . | .000 | .000 | .000 | .000 |
| | $X3_{AS}$ | .000 | .000 | .000 | . | .000 | .000 | .000 |
| | $X4_{AS}$ | .000 | .000 | .000 | .000 | . | .000 | .000 |
| | $X5_{AS}$ | .000 | .000 | .000 | .000 | .000 | . | .000 |
| | $X6_{AS}$ | .000 | .000 | .000 | .000 | .000 | .000 | . |

All the correlations are significance at the 0.05 level. All the relationships between the variables are positive. Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Table 6.10: Model Summary^b of All Stakeholders variables

| Model | R | R Square | Adjusted R Square | F-ratio | | D.W |
|-------|-------------------|----------|-------------------|---------|-------|-------|
| | | | | F | sig | |
| 1 | .875 ^a | .766 | .762 | 190.450 | 0.000 | 1.782 |

a. Predictors: (Constant), $X6_{AS}$, $X3_{AS}$, $X4_{AS}$, $X2_{AS}$, $X1_{AS}$, $X5_{AS}$,

b. Dependent Variable: Y_{AS}

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

in that they have the highest, positive and significance correlation ($R=0.75$, $P<0.05$ & $R=0.71$, $P<0.05$) respectively. Therefore, it is likely that these variables will best predict and explain the variance in support for sustainable tourism development in GGC (Taiba, 2007).

- b. The coefficient of multiple determination (R^2) is 0.766; therefore, about 76.6% of the variation in the support for sustainable tourism development is explained by the six variables mentioned in the model above. The regression equation appears to be very useful for making predictions since the value of R^2 is close to 1. Furthermore the adjusted R^2 gives an idea of how well the model generalizes and ideally it is better if the value of adjusted R^2 is close to the value R^2 . In the case of this model, the value of adjusted R^2 is 0.762, which is perfectly close to R^2 (Ronald, et al., 2009), see table 6.10.
- c. The F-ratio is a measure of how much the model has improved the prediction of the outcome compared to the level of inaccuracy of the model. In this way, a good model should have a large F-ratio (greater than One at least). It can be seen from table 6.10 that the model causes R to change from zero to 0.875 and this change in the amount of variance explained gives rise to an F-ratio of 190.450, which is of significance ($P < 0.05$). This indicates that the improvement due to fitting the regression model is much greater than the inaccuracy within the model (Field, 2000).
- d. The Durbin-Watson (D.W = 1.782), is between the two critical values of $1.5 < d < 2.5$ and therefore we can assume that there is no first order linear auto-correlation in our multiple linear regression data (Ronald, et al., 2009), see table 6.10.
- e. From studying table A7.32, all the coefficients are statistically significant and the null hypothesis will be rejected for them, where ($P < 0.05$). Also it is seen that (X_{6AS}) “social attitudes” has the highest standardised beta value (0.307), indicating that this variable has the highest degree of importance in the model, compared with the other predictors (Ronald, et al., 2009).
- f. Since neither of the predictor variables has a variance inflation factor (VIF) greater than ten (from table 6.11, all VIFs are less than ten), there are no apparent multi collinearity problems; in other words, there is no variable in the model that is measuring the same relationship/quantity as is measured by another variable or group of variables (Taiba, 2007).

Conclusion for “AS. Model”:

Through the statistical tests conducted on the (AS. model), at the level of significance ($\alpha = 0.05$), there are enough evidences to conclude that the "All stakeholders model" is useful for the study of the research subject and is the best and most comprehensive of the other seven models. For conclusions about the other seven models, see Appendix 7.

6.4 Analysis of agreement and disagreement in views among stakeholder groups

Through using “Spearman’s correlation coefficient” and data shown in (Table A3.27) the researcher gave the descending order to the percentages which “appear in red in the same table mentioned” where a matrix of Spearman correlation is obtained (Table 6.33), which gives the strength and direction of the relationship between the views of all the groups participating in the study. Thus, the researcher was able to determine the agreement and disagreement in views among different stakeholder groups after re-arranging the table and writing comments on the corresponding side, where the relationship strength between the views increases whenever the correlation coefficient approaches the value of one, while the relationship strength between the views will decrease whenever correlation coefficient approaches the value of zero. Also, the positive relationship represents agreement in the views and the negative relationship represents disagreement.

Table 6.33, Agreement and disagreement in the views of stakeholders about support of "STD" in the "GGC".

| Stakeholder groups | | DT | IT | RLA | RLN | RWI |
|---------------------------------------|-----|------|------------------|------------------|---------------------|------------------|
| Spearman’s Correlation Coefficient | DT | 1.00 | Strong Agreement | Medial Agreement | V. Strong Agreement | Medial Agreement |
| | IT | 0.64 | 1.00 | Weak Agreement | Weak Agreement | Medial Agreement |
| | RLA | 0.50 | 0.43 | 1.00 | Strong Agreement | Medial Agreement |
| | RLN | 0.90 | 0.43 | 0.71 | 1.00 | Strong Agreement |
| | RWI | 0.51 | 0.50 | 0.50 | 0.56 | 1.00 |

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the table data (A3.27) and the SPSS V.18, with some modifications

Through the analysis in the previous chapter, the researcher concluded that the support for sustainable tourism development in the GGC by the stakeholder groups is very positive, where all the groups had agreed to support the sustainable tourism development in the city.

But the previous table (6.33) shows that there are some weak agreements in views between some groups, which mean that there are some disagreements in views on prioritization to achieve this support, where each group seeks to prioritize the development according to its own view.

Table 6.33 shows the strong agreements and the weak agreements in views between the different stakeholder groups in general. But what are the elements of agreement or disagreement in prioritization existing between these groups? To answer this question, the researcher could develop another table to help in discovering the elements of agreement and the disagreement in prioritization, by finding the absolute differences between the grades as shown in Table (6.34, A & B). The researcher will focus on the study of the elements of the disagreement in prioritization to illustrate the extent of its power and its impact on the sustainability of tourism development in the city, and leaves the elements of the agreement because they do not represent a problem for the research. The following table (6.34, A & B) gives scientific anatomy about the disagreements and agreements between key stakeholder groups in prioritization to support sustainable tourism development in the GGC.

Table (6.34, A). The arrangement of the variables affecting the support for STD in the GGC according to their relative importance, as perceived by key stakeholders.

| Sections | X ₁ | X ₂ | X ₃ | X ₄ | X ₅ | X ₆ |
|--------------------|---------------------------------|----------------|----------------|----------------|----------------|----------------|
| Stakeholder groups | Descending order of percentages | | | | | |
| DT | (3.5) | (5) | (6) | (3.5) | (1) | (2) |
| IT | (4) | (2) | (6) | (5) | (1) | (3) |
| RLA | (5) | (3) | (6) | (1) | (2) | (4) |
| RLN | (4) | (5) | (6) | (2) | (2) | (2) |
| RWI | (3.5) | (3.5) | (3.5) | (3.5) | (3.5) | (3.5) |

Source: Work of the researcher, using the table data (A3.27).

Because the number of sections in the study scale = 6, the points of differences between the stakeholder groups will be limited between (0.0 and 5.0).

Where:

- 5.0 = Very large disagreement
- 4.0 = Large disagreement
- 3.0 = simple disagreement
- 2.0 = simple agreement
- 1.0 = Large agreement
- 0.0 = very large agreement

Table (6.34, B) Determine the agreements and disagreements on prioritization between key stakeholder groups in the GGC, according to each section.

| Sections | X ₁ | X ₂ | X ₃ | X ₄ | X ₅ | X ₆ |
|-----------|----------------|----------------|----------------|----------------|----------------|----------------|
| DT & IT | 0.5 | 3.0 | 0.0 | 1.5 | 0.0 | 1.0 |
| DT & RLA | 1.5 | 2.0 | 0.0 | 2.5 | 1.0 | 2.0 |
| DT & RLN | 0.5 | 0.0 | 0.0 | 1.5 | 1.0 | 0.0 |
| DT & RWI | 0.0 | 1.5 | 2.5 | 0.0 | 2.5 | 1.5 |
| IT & RLA | 1.0 | 1.0 | 0.0 | 4.0 | 1.0 | 1.0 |
| IT & RLN | 0.0 | 3.0 | 0.0 | 3.0 | 1.0 | 1.0 |
| IT & RWI | 0.5 | 1.5 | 2.5 | 1.5 | 2.5 | 0.5 |
| RLA & RLN | 1.0 | 2.0 | 0.0 | 1.0 | 0.0 | 2.0 |
| RLA & RWI | 1.5 | 0.5 | 2.5 | 2.5 | 1.5 | 0.5 |
| RLN & RWI | 0.5 | 1.5 | 2.5 | 1.5 | 1.5 | 1.5 |

Large disagreement in views, if the difference is more than 3
 Simple disagreement in views, if the difference is equal 3
 Agreement in views, if the difference is less than 3

Source: Work of the researcher, using the table data (6.34, A).

All the cells in the table (6.34, B) could be disagreements in the views among stakeholders in the prioritization on sustainable tourism development in the city according to the sections presented in the study. But the table shows that there are only 4 disagreements (Red and Yellow cells) actually occurring between the stakeholders which accounted for 6.7%, ranging between simple and large. This also means that the proportion of agreement between stakeholder groups (Green cells) is 93.3%, which is good in the interest of sustainable tourism development in the city.

Researcher will focus on explaining the disagreements (red and yellow cells in table 6.34, B). Therefore, four important significant disagreements between stakeholder groups can be discussed in the following:

6.4.1 Analysis of the disagreements on the priority of perceptions toward tourism development in the GGC (X₂) between domestic tourists (DT) and international tourists (IT).

The variable (X₂) assesses the perceptions of stakeholders regarding the benefits and costs derived from tourism in the city. For example, the perceptions of one group on the impacts of tourism on the green spaces, parks, infrastructure, employment, standard of living, pollution, culture, the level of prices, and other perceptions, will be different from the perceptions of other groups in accordance with the benefits and costs arising from tourism which affect the interests of each group, So, some of the groups supported tourism

development at all while some of them supported the reservations, and thus happens the difference between stakeholder groups in this section.

Therefore, there were statistical differences on prioritization between domestic tourists (DT) and international tourists (IT) concerning the perceptions toward tourism development in the GGC (X₂). However, both groups emphatically support the tourism development in the city through this section, but the support of domestic tourists for this statement was 90.7%, compared with 94.5% of the international tourists, see table (6.35).

By reference to the original data it is clear that the domestic tourists (DT) were less enthusiastic in their perceptions toward tourism development in the city, where their responses on this section were 9.3% neutral, 59.3 % agree, and 31.4% strongly agree unlike the international tourists (IT) who were more confident in their perceptions where their responses were 5.6% neutral, 57.8 % agree, and 36.7% strongly agree. See table (6.35).

| Frequencies | | 1 Strongly Disagree | | 2 Disagree | | 3 Neutral | | 4 Agree | | 5 Strongly agree | | 4 + 5 Supporters |
|--|------------------|---------------------|---|------------|---|-----------|-----|---------|------|------------------|------|------------------|
| | | Freq | % | Freq | % | Freq | % | Freq | % | Freq | % | % |
| Perceptions toward tourism development | X _{2DT} | 0 | 0 | 0 | 0 | 8 | 9.3 | 51 | 59.3 | 27 | 31.4 | 90.7 |
| | X _{2IT} | 0 | 0 | 0 | 0 | 5 | 5.6 | 52 | 57.8 | 33 | 36.7 | 94.5 |

Table 6.35, Comparison between frequencies responses of Domestic tourists (DT) and International tourists (IT) about the perceptions toward tourism development (X₂)

Source: Work of the researcher, using the tables' data (A3.11 & A3.13).

6.4.2 Analysis of the disagreements on the priority of environmental attitudes (X₄) between international tourists (IT) and residents living away from the tourism destinations (RLA).

The variable (X₄) assesses the environmental attitudes of stakeholders towards tourism development in the GGC. For example, the stakeholder groups' attitudes of - establishment of nature reserves to keeping the ecological balance, the application of environmental standards to reduce the negative impacts of tourism, attention to the environment and preserve it for future generations, the focus on the limits to growth, protection of flora and fauna, pay more for tourism projects that respect the environment, and other issues - will be different from each other, according to the conditions and the behavior of each group toward these issues.

Therefore, there were statistical differences on prioritization between international tourists (IT) and residents living away from the tourism destinations (RLA) concerning the

environment attitudes (X4). However, both groups emphatically support the tourism development in the city through this section, but the support of international tourists for this statement was 87.8%, compared with 98.6% of the residents living away from the tourism destinations, see table (6.36).

By reference to the original data, it is clear that the international tourists (IT) were less positive in their environmental attitudes, where their responses on this section were 12.2% neutral, 56.7% agree, and 31.1% strongly agree, unlike the residents living away from the tourism destinations (RLA) who were more positive in their environmental attitudes where their responses were 1.4% neutral, 34% agree, and 64.6% were strongly agree, see table (6.36).

| Frequencies | | 1 Strongly Disagree | | 2 Disagree | | 3 Neutral | | 4 Agree | | 5 Strongly agree | | 4 + 5 Supporters |
|--------------------------|-------------------|---------------------|---|------------|---|-----------|------|---------|------|------------------|------|------------------|
| | | Freq | % | Freq | % | Freq | % | Freq | % | Freq | % | % |
| Environmental attitudes. | X4 _{IT} | 0 | 0 | 0 | 0 | 11 | 12.2 | 51 | 56.7 | 28 | 31.1 | 87.8 |
| | X4 _{RLA} | 0 | 0 | 0 | 0 | 2 | 1.4 | 49 | 34 | 93 | 64.6 | 98.6 |

Table 6.36, Comparison between frequencies responses of international tourists (IT) and residents living away from the tourism destinations (RLA) about the environment attitudes (X4).

Source: Work of the researcher, using the tables' data (A3.13 & A3.15).

6.4.3 Analysis of the disagreements on the priority of perceptions toward tourism development in the GGC (X2) between international tourists (IT) and residents living near the tourism destinations (RLN).

The variable (X2) assesses the perceptions of stakeholders regarding the benefits and costs derived from tourism in the city. Researcher found statistical differences on prioritization between residents living near the tourism destinations (RLN) and international tourists (IT) concerning the perceptions toward tourism development in the GGC (X2). However, both groups emphatically support the tourism development in the city through this section, but the support of international tourists for this statement was 94.5%, compared with 91.7% of the residents living near the tourism destinations, see table (6.37).

By reference to the original data it is clear that the residents living near the tourism destinations (RLN) were less enthusiastic in their perceptions toward tourism development in the city, where their responses on this section were 8.3% neutral, 50.0% agree, and 41.7% strongly agree unlike the international tourists (IT) who were more confident in their perceptions where their responses were 5.6% neutral, 57.8 % agree, and 36.7% strongly agree. See table (6.37).

| Frequencies | | 1 Strongly Disagree | | 2 Disagree | | 3 Neutral | | 4 Agree | | 5 Strongly agree | | 4 + 5 Supporters |
|--|-------------------|---------------------|---|------------|---|-----------|-----|---------|------|------------------|------|------------------|
| | | Freq | % | Freq | % | Freq | % | Freq | % | Freq | % | % |
| Perceptions toward tourism development | X2 _{IT} | 0 | 0 | 0 | 0 | 5 | 5.6 | 52 | 57.8 | 33 | 36.7 | 94.5 |
| | X2 _{RLN} | 0 | 0 | 0 | 0 | 2 | 8.3 | 12 | 50.0 | 10 | 41.7 | 91.7 |

Table 6.37, Comparison between frequencies responses of international tourists (IT) and residents living near the tourism destinations (RLN) about the perceptions toward tourism development in the GGC (X2)
Source: Work of the researcher, using the tables' data (A3.13 & A3.17).

6.4.4 Analysis of the disagreements on the priority of environmental attitudes (X4) between international tourists (IT) and residents living near the tourism destinations (RLN).

The variable (X4) assesses the environmental attitudes of stakeholders towards tourism development in the GGC. The researcher found statistical differences on prioritization between residents living near the tourism destinations (RLN) and international tourists (IT) concerning the priority of environmental attitudes (X4). However, both groups emphatically support the tourism development through this section, but all those residents living near the tourism destinations supported this statement, compared to 87.8% of the international tourists, see table (6.38).

By reference to the original data, it is clear that the international tourists (IT) were less positive in their environmental attitudes, where their responses on this section were 12.2% neutral, 56.7% agree, and 31.1% strongly agree, unlike the residents living near the tourism destinations (RLN) who were more positive in their environmental attitudes where their responses were 41.7% agree, and 58.3% were strongly agree, see table (6.38).

| Frequencies | | 1 Strongly Disagree | | 2 Disagree | | 3 Neutral | | 4 Agree | | 5 Strongly agree | | 4 + 5 Supporters |
|--------------------------|-------------------|---------------------|---|------------|---|-----------|------|---------|------|------------------|------|------------------|
| | | Freq | % | Freq | % | Freq | % | Freq | % | Freq | % | % |
| Environmental attitudes. | X4 _{IT} | 0 | 0 | 0 | 0 | 11 | 12.2 | 51 | 56.7 | 28 | 31.1 | 87.8 |
| | X4 _{RLN} | 0 | 0 | 0 | 0 | 0 | 0 | 10 | 41.7 | 14 | 58.3 | 100 |

Table 6.38, Comparison between frequencies responses of international tourists (IT) and residents living near the tourism destinations (RLN) about the environmental attitudes (X4).
Source: Work of the researcher, using the tables' data (A3.13 & A3.17).

6.5 Trends of sustainable tourism development in the GGC, according to the views of stakeholders.

Responses of residents and tourists:

When resident and tourist stakeholders were asked about future tourism initiatives that they would like to see being developed, a huge array of responses emerged. These ranged from

amusement parks, farm rides, and night clubs to more cultural developments such as museums and a lot of other tourist projects. The full set of answers is shown in the following table 6.39:

| Tourism projects suggested by stakeholders (Residents and Tourists) | | | | | | |
|---|--------------------------------|----------------|------------|--|-------------------------|---|
| Type of the project. | Name of the suggested project. | | | The project site (Name of the residential area) | | Considerations of suggestion the project. |
| | Project's name | N. of projects | % | Settlement's name | N. of projects | |
| <i>Entertainment, leisure</i> (75) 21% | Amusement parks | 20 | 6% | Al-Gawasem | 5 | <i>Social; Economic</i> |
| | | | | Gharyan | 3 | |
| | | | | Tegassat | 2 | |
| | | | | Al-Asabea | 2 | |
| | | | | Al-Rabta | 3 | |
| | | | | Yefren | 1 | |
| | | | | Mezda | 2 | |
| | Jaado | 2 | | | | |
| | Water games | 11 | 3% | Al-Urban | 1 | <i>Social; Economic</i> |
| | | | | Al-Gawasem | 3 | |
| | | | | Gharyan | 3 | |
| | | | | Tigrena | 1 | |
| | | | | Tegassat | 1 | |
| | Farm to ride different animals | 18 | 5% | Al-Urban | 2 | <i>Social; Economic ; Environmental</i> |
| | | | | Al-Gawasem | 3 | |
| | | | | Gharyan | 1 | |
| | | | | Bani nseer | 1 | |
| | | | | Tegassat | 1 | |
| | | | | Al-Gawalish | 1 | |
| | | | | Al-Asabea | 2 | |
| | | | | Al-Rabta | 1 | |
| | | | | Al-Galaa | 2 | |
| | | | | Om-Aljersan | 1 | |
| | Al-Zintan | 1 | | | | |
| | Halls for events | 7 | 2% | Al-Gawasem | 1 | <i>Social; Economic</i> |
| | | | | Gharyan | 3 | |
| | | | | Tegassat | 1 | |
| Al-Zintan | | | | 1 | | |
| Al-Shawerf | | | | 1 | | |
| Games center | 14 | 4% | Al-Urban | 1 | <i>Social; Economic</i> | |
| | | | Al-Gawasem | 3 | | |
| | | | Gharyan | 4 | | |
| | | | Tigrena | 1 | | |
| | | | Bani Klifa | 1 | | |
| | | | Bani nseer | 1 | | |
| Tegassat | 3 | | | | | |
| Cinema | 7 | 2% | Al-Gawasem | 2 | <i>Social; Economic</i> | |
| | | | Gharyan | 2 | | |
| | | | Tigrena | 1 | | |

| | | | | | | |
|---|--------------------------------|----|------------|------------|--------------------------------|--|
| | | | | Al-Rabta | 1 | |
| | | | | Yefren | 1 | |
| <i>Sports, Recreation</i> (50) 14% | Sports stadiums and clubs | 23 | 6% | Al-Urban | 1 | <i>Social; Economic</i> |
| | | | | Al-Gawasem | 3 | |
| | | | | Gharyan | 2 | |
| | | | | Tigrena | 1 | |
| | | | | Bani Klifa | 1 | |
| | | | | Bani nseer | 1 | |
| | | | | Tegassat | 3 | |
| | | | | Al-Asabea | 2 | |
| | | | | Al-Rabta | 2 | |
| | | | | Keklah | 1 | |
| | | | | Beer Gani | 1 | |
| | | | | Yefren | 2 | |
| | | | | Al-Zintan | 2 | |
| | Mezda | 1 | | | | |
| | Bodybuilding clubs | 11 | 3% | Al-Gawasem | 2 | <i>Social</i> |
| | | | | Gharyan | 3 | |
| | | | | Tegassat | 2 | |
| | | | | Al-Asabea | 1 | |
| | | | | Al-Rabta | 1 | |
| | | | | Jaado | 1 | |
| | Rounds of cars and motorcycles | 14 | 4% | Al-Urban | 3 | <i>Economic; Social</i> |
| | | | | Al-Gawasem | 3 | |
| | | | | Gharyan | 1 | |
| Al-Gawalish | | | | 1 | | |
| Al-Rabta | | | | 2 | | |
| Keklah | | | | 1 | | |
| Al-Zintan | | | | 1 | | |
| Mezda | 2 | | | | | |
| Golf | 4 | 1% | Al-Urban | 1 | <i>Social; Economic</i> | |
| | | | Al-Gawasem | 1 | | |
| | | | Al-Rabta | 2 | | |
| <i>Nature</i> (25) 7% | Water Sports on oases | 10 | 3% | Al-Urban | 2 | <i>Social; Environment</i> |
| | | | | Al-Gawasem | 3 | |
| | | | | Al-Rabta | 5 | |
| | Zoo | 4 | 1% | Al-Urban | 1 | <i>Social; Economic; Environment</i> |
| | | | | Al-Gawasem | 2 | |
| | | | | Al-Rabta | 1 | |
| | Basins for fish and dolphins | 4 | 1% | Al-Gawasem | 1 | <i>Social; Economic</i> |
| | | | | Tigrena | 1 | |
| | | | | Al-Asabea | 1 | |
| | | | | Al-Galaa | 1 | |
| | Flowers and ornamental plants | 7 | 2% | Al-Gawasem | 3 | <i>Social; Environment</i> |
| | | | | Gharyan | 2 | |
| | | | | Tegassat | 2 | |
| Planting forest seedlings | 4 | 1% | Al-Rabta | 2 | <i>Social; Environment</i> | |
| | | | Al-Gawasem | 2 | | |
| <i>Cultural, historical</i> (97) 27% | Underground homes (Hotels) | 25 | 7% | Al-Gawasem | 9 | <i>Economic; Environment</i> |
| | | | | Gharyan | 5 | |
| | | | | Tigrena | 2 | |
| | | | | Bani Klifa | 1 | |
| | | | | Bani nseer | 2 | |

| | | | | | | | |
|-----------------------------|--|----|----|-------------|------------|----------------------------------|----------------------------------|
| | | | | Tegassat | 2 | | |
| | | | | Al-Asabea | 1 | | |
| | | | | Keklah | 1 | | |
| | | | | Yefren | 1 | | |
| | | | | Jaado | 1 | | |
| | Underground homes (Museums) | 18 | 5% | | Al-Gawasem | 4 | <i>Economic; Environment</i> |
| | | | | | Gharyan | 3 | |
| | | | | | Tigrena | 2 | |
| | | | | | Bani Klifa | 1 | |
| | | | | | Bani nseer | 2 | |
| | | | | | Tegassat | 3 | |
| | | | | | Al-Asabea | 1 | |
| | | | | | Yefren | 1 | |
| | Jaado | 1 | | | | | |
| | Display audio projector | 7 | 2% | | Al-Gawasem | 1 | <i>Economic; Social;</i> |
| | | | | | Gharyan | 1 | |
| | | | | | Al-Rabta | 1 | |
| | | | | | Keklah | 1 | |
| | | | | | Yefren | 1 | |
| | | | | | Al-Galaa | 1 | |
| | Tour guides | 18 | 5% | | Al-Urban | 2 | <i>Economic</i> |
| | | | | | Al-Gawasem | 3 | |
| | | | | | Gharyan | 5 | |
| | | | | | Al-Asabea | 1 | |
| | | | | | Al-Rabta | 1 | |
| | | | | | Keklah | 2 | |
| | | | | | Yefren | 2 | |
| | Al-Galaa | 2 | | | | | |
| Ancient olive presses | 7 | 2% | | Al-Gawasem | 1 | <i>Economic</i> | |
| | | | | Gharyan | 1 | | |
| | | | | Bani nseer | 1 | | |
| | | | | Keklah | 1 | | |
| | | | | Al-Reyayna | 1 | | |
| Theatrical troupes | 11 | 3% | | Al-Gawasem | 1 | <i>Economic; Social</i> | |
| | | | | Gharyan | 4 | | |
| | | | | Tigrena | 1 | | |
| | | | | Bani nseer | 1 | | |
| | | | | Tegassat | 2 | | |
| | | | | Al-Asabea | 1 | | |
| | | | | Mezda | 1 | | |
| Band Folk Arts | 11 | 3% | | Al-Urban | 1 | <i>Economic; Social</i> | |
| | | | | Gharyan | 3 | | |
| | | | | Tegassat | 3 | | |
| | | | | Al-Gawalish | 1 | | |
| | | | | Al-Asabea | 1 | | |
| | | | | Yefren | 1 | | |
| <i>Services</i> (48) 13% | Cleaning companies, recycling trash | 10 | 3% | Al-Urban | 1 | <i>Economic; Environment</i> | |
| | | | | Al-Gawasem | 1 | | |
| | | | | Gharyan | 3 | | |
| | | | | Tigrena | 2 | | |
| | | | | Bani Klifa | 1 | | |
| | | | | Bani nseer | 1 | | |

| | | | | | | |
|---------------------------------------|-----------------------------------|------------|-------------|------------|------------------------------|------------------------------------|
| | Cafés and restaurants | 10 | 3% | Tegassat | 1 | <i>Economic; Social;</i> |
| | | | | Al-Gawasem | 2 | |
| | | | | Gharyan | 4 | |
| | | | | Tegassat | 3 | |
| | Hotels | 8 | 2% | Mezda | 1 | <i>Economic</i> |
| | | | | Al-Gawasem | 2 | |
| | | | | Gharyan | 3 | |
| | | | | Tegassat | 2 | |
| | Taxis | 7 | 2% | Mezda | 1 | <i>Economic</i> |
| | | | | Al-Gawasem | 2 | |
| | | | | Gharyan | 3 | |
| | Car rental agencies | 4 | 1% | Tegassat | 2 | <i>Economic</i> |
| | | | | Gharyan | 3 | |
| | Tour operators | 4 | 1% | Tegassat | 1 | <i>Economic</i> |
| | | | | Al-Gawasem | 1 | |
| | | | | Gharyan | 2 | |
| Motorways services | 4 | 1% | Tegassat | 1 | <i>Economic; Social;</i> | |
| | | | Al-Gawasem | 1 | | |
| | | | Gharyan | 1 | | |
| | | | Jaado | 1 | | |
| Stalls selling gifts and souvenirs | 4 | 1% | Mezda | 1 | <i>Economic</i> | |
| | | | Al-Gawasem | 1 | | |
| | | | Gharyan | 1 | | |
| | | | Al-Rabta | 1 | | |
| <i>Commercial</i> (56) 15% | Shops selling traditional pottery | 25 | 7% | Yefren | 1 | <i>Economic</i> |
| | | | | Al-Gawasem | 12 | |
| | | | | Gharyan | 5 | |
| | | | | Tegassat | 3 | |
| | | | | Al-Rabta | 3 | |
| | Stores selling food and drinks | 14 | 4% | Al-Rabta | 1 | <i>Economic</i> |
| | | | | Al-Urban | 1 | |
| | | | | Al-Gawasem | 2 | |
| | | | | Gharyan | 3 | |
| | | | | Tigrena | 1 | |
| | | | | Bani Klifa | 1 | |
| | | | | Bani nseer | 1 | |
| | Shopping center | 7 | 2% | Tegassat | 4 | <i>Economic; Social;</i> |
| | | | | Al-Rabta | 1 | |
| | | | | Al-Urban | 1 | |
| | | | | Al-Gawasem | 2 | |
| Gharyan | | | | 1 | | |
| <i>Healthy, therapeutic</i> (5) 3% | Treatment with sand | 3 | 0.8% | Al-Asabea | 1 | <i>Economic; Environmental</i> |
| | | | | Tegassat | 1 | |
| | | | | Al-Zintan | 1 | |
| | Herbal therapy | 2 | 0.6% | Mezda | 1 | <i>Economic; Environmental</i> |
| Al-Gawasem | | | | 1 | | |
| Total | (356) 100% | 356 | 100% | | 356 | |

Table: 6.39, Tourism projects suggested by stakeholders (Residents and Tourists)

Source: The field study data, 1 October 2010 to 30 January 2011.

Responses of public and private sector:

Results of interviews with the public and private sector stakeholders asking the same question resulted in a similar mixture of responses see table 6.40.

| Tourism projects suggested by stakeholders (Public and Private sector) | | | | |
|---|---|--|---|----------------------|
| Statement | | The answer | Respondent | Interview No. |
| Tourism projects types | Type of project depends on the needs of the community for this project | It cannot be the establishment of project in a region without the contribution to solving some of the problems in this region. | Manager in the Ministry of Infrastructure, GGC branch | A3 |
| | The type of project depends on the quantity of resources in that region. | Pottery industry found in the Al-Gawasem settlement is due to the presence of raw materials in the region, as well as the presence of craftsmen in this industry". | officer in the Handicrafts in the GGC | 5 |
| | Project site has a big role in determining its type | Cannot set up a large shopping center in an isolated area. | Head of Department, in the Al-Gabal Al-Garbi University | C8 |
| | Type of project depends on the past successes for a similar project | Past successes for any project, have a positive impact on the establishment of other similar projects in the future. | Head of Department in the Ministry of Culture, GGC branch | A5 |
| Tourism projects names | commercial centre, a great tourist park, a great centre for all the games, Zoo, riding animals in a mountain tours, and therapeutic tourism | Abogilan is a wide and open area, located in Al-Gawasem settlement; there are lots of beautiful palm groves and mountain chains that surround the crescent-shaped settlement in a beautiful landscape. It can serving as an important commercial centre, a great tourist park, a great centre for all the games, Zoo, and riding animals in a mountain tours. These activities will serve the people in the GGC and will attract the residents from the capital Tripoli and many other cities. | General Manager in Almanar CO for Travel and tourism in the GGC | 4 |
| | Walking and cycling, and display of traditional pottery products. | AL-Gawasem settlement is considered as a gateway to the southern cities, where it joins the highway that connects the capital with those cities, and the main line to industrial river which passes from its northern part, which can also exploit the old mountain road in the establishment of some sports such as walking and cycling, and display of traditional pottery products". | Tourist guide | B3 |
| | Water sports, Golf Courses, horse races, and fishing | Al-Rabta Settlement is located on a main road, surrounded by beautiful mountain chain, and there are many oases of palm and lakes such as "Lake of Zaret", | Deputy Director, in The General Board of Tourism and Traditional Industries, GGC branch | 1 |

| | | | | |
|--|--|---|---|--------|
| | | which is suitable for many of tourist activities, especially water sports, Golf Courses, horse races, and fishing". | | |
| | Modern hotels, restaurants, cafes and establish great shopping center | Settlements Gharyan and Tegassat are close to each other and they are considered as the GGC center, are densely populated and have a good infrastructure; the main road in passes throwing them heading towards the cities of the south where there are some restaurants and cafes, some tourist sites that tourists can visit and they have two old hotels as well. So, these settlements would need to build modern hotels of excellent grades, increase the number of restaurants and cafes and establish great shopping center as well, to serve these settlements. | Director in the Ministry of Environment, GGC branch | 2 |
| Settlements Favorites to establish the tourism projects | Al-Gawasem | Al-Gawasem settlement is one of many important tourist settlements in the GGC, where there are the most important sources of tourist attraction (traditional pottery industry and a large number of underground houses) some of which began activates in tourist reception in recent years | Director of Libyan Airlines, Gharyan Branch in the GGC & General Manager in Al-Gabal Hotel in the GGC | 3 & B2 |
| | Al-Rabta | Al-Rabta Settlement is considered an open area with ample room; it can accommodate hundreds of tourists, especially families". | Head of Department in the Ministry of Planning, GGC branch | A4 |
| | Al-Galaa, Jaado, Yefren, Rojban, Kekla, Zintan, Reyayna, and Al-Asabea | There are many settlements in the GGC, a variety of tourist activities and cities such as Al-Galaa, Jaado, Yefren, Rojban, Kekla, Zintan, Reyayna, and Al-Asabea, which are located on a one line on the mountain, where the highway passes connecting the capital Tripoli and Ghadames city in the south-west. In these settlements there are varieties of tourist destinations, such as the ancient cities and ancient palaces, beautiful landscapes, some pine forests, palm oases, water springs, and tourist mountain roads where small or medium tourism projects such as some restaurants and cafes can be established on the main roads along with an average size hotel in every settlement. | General Manager of Association transport of passengers in the GGC and Director in the Ministry of Agriculture, GGC branch | C4 |
| | Al-Urban | Al-Urban settlement is one of the tourist areas in the GGC, | Manager in Libyana for | C6 |

| | | | | |
|--|--------------------|--|---|---|
| | | situated on the mountain with its open spaces, some palm oases, and some archaeological evidence, that will help the stakeholders to establish many tourist activities. | communications | |
| | Gharyan & Tegassat | Settlements Gharyan and Tegassat are close to each other and they are considered as the GGC center, are densely populated and have a good infrastructure. So, these settlements would need to build modern hotels of excellent grades, increase the number of restaurants and cafes and establish great shopping center. | Director in the Ministry of Environment, GGC branch | 2 |

*Table: 6.40, Tourism projects suggested by stakeholders (Public and Private sector).
Source: The field study data, 1 October 2010 to 30 January 2011.*

How some of these various suggestions -by all stakeholders- fit with sustainable tourism in the GGC will be discussed later together with other considerations.

6.5.1 Types of tourism projects suggested by stakeholders

Table 6.41 summarises the main types of potential tourism projects in the GGC and the number of respondents who have suggested these projects.

| Types of tourism projects suggested by respondents of residents and tourists | | |
|---|--------------------|----------|
| Type of the tourism project | Frequencies | % |
| <i>Cultural & Historical</i> | 97 | 27 |
| <i>Entertainment & leisure</i> | 75 | 21 |
| <i>Commercial</i> | 56 | 15 |
| <i>Sports & Recreation</i> | 50 | 14 |
| <i>Services</i> | 48 | 13 |
| <i>Nature</i> | 25 | 7 |
| <i>Healthy & therapeutic</i> | 5 | 3 |
| Total | 356 | 100% |

*Table (6.41), Types of tourism projects suggested by stakeholders
Source: work of the researcher from the table data (6.39)*

It is clear that the most popular developments are linked to cultural and historical resources, where 27% of respondents of residents and tourists thought that the cultural and historical projects could have potential in the GGC, the city having something to offer in this aspect. The troglodyte houses are the best example of cultural and historical developments, where there are more than 2000 underground homes considered as old historical landmarks in the city which have been used by residents since a thousand years ago and which are still usable, but need a little maintenance using local resources (Musbah, 2012). Some respondents of

residents and tourists see the potential following the example of Bel-haj Troglodyte, which were visited by about 85432 tourists during the period (2005 - 2010) of whom 20823 are international tourists, see table 3.3. The participants of public and private sector confirmed that the type of project depends on the past successes for a similar projects, see table 6.40.

There are also some old residential cities and historic mansions in GGC, which can be exploited in audio-light projectors, in addition to the ancient olive presses that can be maintained and returned to use for the benefit of their owners and tourists. Added to that, theatre and music groups can be revived or created to provide activities for local and international theaters. These have been stopped as a result of the state's neglect of such activities, and the absence of organized programs.

21% of respondents of residents and tourists thought that the entertainment and recreation projects could have potential, see table 6.39. Outside of Tripoli there are almost no amusement centers, nightclubs, or cinemas; so currently residents have to travel to the capital in order to enjoy these. The participants of private sector and public sector also thought of the importance of these projects, see table 6.40.

.15% of respondents of residents and tourists identified commercial projects that could be developed for tourism, such as traditional pottery shops, gift shops and larger shopping centers see table 6.39. There are many shops selling traditional pottery in the city which is profitable for the owners; therefore, the residents want more of them, but there are no shopping malls in the city and the people need such centers. The participants of private sector and public sector also thought of the importance of these projects, see table 6.40.

More than one-third of the city's populations are young people (GAID, 2009) who hope for sport and recreational developments, where 14% of respondents of residents and tourists were mentioned on these, see table 6.39. Also, the participants of private sector and public sector confirmed these sport projects, see table 6.40. This suggests a need for sports stadiums and clubs.

13% of respondents of residents and tourists confirmed the need to develop projects of tourism services, see table 6.39. Basic tourism provision is low and there is a need for more cafes, restaurants, hotels and hospitality, taxis, car rental agencies, tour operators, and motorway services, especially if more tourists are attracted to the area. The participants of

private sector and public sector also confirmed of the importance of these projects see table 6.40.

A small but important percentage of respondents of residents and tourists, identified nature tourism (7%) and therapeutic tourism (3%) as areas to develop, see table 6.39, where there are many readily available attractions in this aspect, and the mountains are home to a variety of medicinal herbs which could support the creation of these therapeutic spas and healing centers. The participants of private sector and public sector also talked on the importance of these projects in the tourism development in the city see table 6.40.

6.5.2 Names of tourism projects suggested by stakeholders

For more clarify, the researcher used the data of table 6.39, to dissect tourism projects suggested by the stakeholders where it shows such projects as priorities under the name of the project as shown in the following table:

| Names of tourism projects suggested by respondents of residents and tourists | | |
|---|--------------------|----------|
| Name of the tourism project | Frequencies | % |
| Underground homes (Hotels) | 25 | 7% |
| Shops selling traditional pottery | 25 | 7% |
| Sports stadiums and clubs | 23 | 6% |
| Amusement parks | 20 | 6% |
| Farm to ride different animals | 18 | 5% |
| Underground homes (Museums) | 18 | 5% |
| Tour guides | 18 | 5% |
| Centers of Games | 14 | 4% |
| Rounds of cars and motorcycles | 14 | 4% |
| Stores selling food and drinks | 14 | 4% |
| Water games | 11 | 3% |
| Bodybuilding clubs | 11 | 3% |
| Theatrical troupes | 11 | 3% |
| Band Folk Arts | 11 | 3% |
| Water Sports on oases | 10 | 3% |
| Cleaning companies, recycling trash | 10 | 3% |
| Cafés and restaurants | 10 | 3% |
| Hotels | 8 | 2% |
| Hulls for events | 7 | 2% |
| Cinema | 7 | 2% |
| Flowers and ornamental plants | 7 | 2% |
| Display audio projector | 7 | 2% |
| Ancient olive presses | 7 | 2% |
| Taxis | 7 | 2% |
| Shopping centers | 7 | 2% |
| Golf | 4 | 1% |
| Zoo | 4 | 1% |
| Basins for fish and dolphins | 4 | 1% |
| Planting forest seedlings | 4 | 1% |
| Car rental agencies | 4 | 1% |
| Tour operators | 4 | 1% |

| | | |
|------------------------------------|-----|------|
| Motorways services | 4 | 1% |
| Stalls selling gifts and souvenirs | 4 | 1% |
| Treatment with sand | 3 | 0.8% |
| Herbal therapy | 2 | 0.6% |
| Total | 356 | 100% |

*Table 6.42, Names of tourism projects suggested by stakeholders
Source: work of the researcher from the table data (6.39)*

The previous table 6.42 demonstrates that respondents of residents and tourists have arranged their priorities according to several of the most important considerations:

- The availability of the resources needed by the project.
- The project's capital.
- The size of the project.
- The need for the project.
- Previous successes.

Underground homes (Hotels) were on the top of the priorities, which achieved 7%, because of the availability of these houses in the city and which do not need a large capital. They were previously successful and so the city needs such projects, where they absorb a lot of labor, and highlight a large part of a culture and civilization of the local residents.

The trade of traditional pottery also occupied a high percentage, where it achieved 7% and this shows how vogue this industry is and its contribution to the city's economy employing a large number of the population in such an industry.

Similarly, the stadiums and sports clubs needed by the young people have achieved a percentage of 6% of the total number of frequencies, and the amusement parks have achieved 6% of the total number of frequencies, showing a sense the importance of these projects by stakeholders.

It can be seen from table 6.42 that there is a range of important projects, which not only occupies high levels in the stakeholders priorities, such as hotels 2%, shopping malls 2%, and Zoos 1%, but they are naturally large projects and need a large capital; as such the city does not need them a lot, where 4 or 5 hotels, one zoo, and one or two malls in the city are adequate to meet the needs.

The participants of private sector and public sector also suggested many of the names for these projects, see table 6.40.

6.5.3 Settlements suggested by the stakeholders to establish the tourism projects

There are 35 settlements in the GGC which vary among themselves in terms of the size of the tourism resources, see table 6.43 and the figure (6.10).

The results of the field study showed that responses of residents and tourists identified some areas as having greater potential than others.

The following table 6.43 shows the priorities of respondents of residents and tourists when suggesting their favorite tourism projects.

| Settlements suggested by the respondents of residents and tourists to establish the tourism projects | | | | | | | | |
|--|----------------|------|--------------|----------------|-----|----------------------|----------------|---|
| Settlements | N. of projects | % | Settlements | N. of projects | % | Settlements | N. of projects | % |
| Al-Gawasem | 82 | 23 | Al-Zintan | 7 | 1.9 | Beer Al-Morjan | 0 | 0 |
| Gharyan | 75 | 21 | Al-Galaa | 6 | 1.7 | Al-Kalaifa | 0 | 0 |
| Tegassat | 45 | 12.6 | Bani Klifa | 6 | 1.7 | Al-Rahebat | 0 | 0 |
| Al-Rabta | 29 | 8.1 | Al-Rojban | 2 | 0.6 | Nesma | 0 | 0 |
| Al-Urban | 18 | 5 | Al-Shawerf | 2 | 0.6 | Abo Al-Garob | 0 | 0 |
| Al-Asabea | 14 | 3.9 | Al-Reyayna | 2 | 0.6 | Al-Garya Al-Garbiya | 0 | 0 |
| Yefren | 13 | 3.6 | Om-Aljersan | 2 | 0.6 | Al-Meshashia | 0 | 0 |
| Tigrena | 13 | 3.6 | Al-Gawalish | 2 | 0.6 | Shakshok | 0 | 0 |
| Bani nseer | 11 | 3 | Tobga | 1 | 0.3 | Fessano | 0 | 0 |
| Jaado | 9 | 2.5 | Qaser al-haj | 1 | 0.3 | Al-Garya Al-Shargiya | 0 | 0 |
| Mezda | 8 | 2.2 | Beer Gani | 1 | 0.3 | Al-Shagiga | 0 | 0 |
| Keklah | 7 | 1.9 | Al-Ganaima | 0 | 0 | | | |

*Table: 6.43, Settlements suggested by the respondents of residents and tourists to establish the tourism project
Source: work of the researcher from the table data (6.39)*

From the previous table 6.43, it can be concluded that about 66% of the total settlements in the city has been suggested by responses of residents and tourists for the establishment of various tourism projects; where settlements have gained a large proportion of the total suggestions, such as the settlements of Al-Gawasem 23%, Gharyan 21%, Tegassat 12.6% and Al-Rabta 8.1% are mentioned the most often and it is likely that these have good strategic location, availability of resources, infrastructure, and past successes, and others. Also there are many settlements that have not gained any proportion of the total suggestions, due to absence of attractive considerations, such as the settlements of Al-Shagiga 0%, Fessano 0%, and Shakshok 0%. These settlements, as can be seen on figure (6.10), are not in strong strategic locations and a few attractions.

The participants of private sector and public sector also stated many of these settlements according to their importance of tourism, see table 6.40.



Figure: 6.10, Map of Al-Gabal Al-Gharbi City's Settlements.
Source: work of the researcher from the Google map.

6.5.4 Considerations for the suggestion of the projects as seen by stakeholders

The following table 6.44 categorizes these suggested projects according to economic, social and environmental considerations.

| Considerations of suggestion the projects by respondents of residents and tourists | | |
|--|----------------|------|
| The considerations | N. of projects | % |
| Economic | 326 | 51% |
| Social | 208 | 33% |
| Environmental | 100 | 16% |
| Total of respondents | 356 | 100% |

Table: 6.44, Considerations of suggestion the projects by respondents of residents and tourists
Source: work of the researcher from the table data (6.39)

Through the data that appeared in the previous table 6.44, it is clear that 51% of the projects were suggested for economic reasons, or entered into by the economic considerations; 33% of the projects were suggested for social reasons, or entered into by the social considerations, and 16% of the projects were suggested for environmental reasons, or entered into by the environmental considerations. It can be noted that some of projects may overlap in the three considerations.

6.6 Tourism demand in the GGC

Through what has been reviewed in the literature, the current actual demand for tourism is divided into:

- i. Actual domestic demand: It is the actual demand for residents in Libya on tourism products in the GGC.
- ii. Actual international demand: It is the actual demand for foreigners on tourist products in the GGC.

6.6.1 Actual domestic demand

Through the analysis presented in the previous chapters, it is clear that there is a large actual domestic demand on the tourist products in the city, which is confirmed by the following points:

- i. 71% of the total responses of domestic tourists showed they visited the city several times; this means that there are things in the city causing a repeat of the visit. Although 39.5% of them were in the city for the purpose of transit to the desert, the 60.5% of them were in the city for the purpose of visiting the city itself, see table A3.8.
- ii. 35% of the total respondents of domestic tourists came from the capital "Tripoli", 20% came from the city of Azzawia, 12% came from the city of Sabha, 10.5% came from the city of Mesratak, 10.5% came from the city of Al-Khoms, and 13% came from cities (Zouara, Benghazi, Bani Walid, and Ghadames). This indicates the presence of a large national market for the tourism opportunities offered by the GGC, see table A3.8 and figure A3.6.
- iii. The percentage of the total respondents of domestic tourists who heard about the GGC through friends amounted to 36%. This indicates the presence of high local reputation for the tourism opportunities in the City, see table A3.8 and figure A3.8.
- iv. The percentage of those who heard about the GGC through TV amounted to 46.5%, and this shows that the television has a clear role to play in driving demand, see table A3.8.
- v. About 62% of the domestic tourists have visited the city accompanied by their families, and 26% visited the city accompanied by their friends, again suggesting strong levels of demand, see table A3.8.
- vi. The percentage of support for tourism development in the GGC by domestic tourists reached 92.6%, which suggests high levels of confidence in the tourism resources and the tourism products that are offered by the city. See table A3.27.
- vii. At the national level, the city produces some of the tourism products which have no local competitors within Libya such as (Pottery; Underground houses), and some of tourism products that have a little bit of local competitors such as (Oases, Springs,

Dams, Mountainous, Traditional industries), and some of tourism products that have good local competitors such as (Shopping, Hotels and Accommodation, and Desert). However, the combination of such a mixed array of tourism opportunities makes GGC very attractive above and beyond many of its competitors from the other cities in Libya, where the city hosted 64609 domestic tourists during the years (2005-2010), as evidenced by statistics tourism for (Bel-haj Troglodyte), see table 3.3.

6.6.2 Actual international demand

- i. 20% of the total respondents of international tourists visited the city several times; this means that there are things in the GGC for a repeat of the visit, and suggests that the city has something to offer in the field of tourism, see table A3.8.
- ii. The percentage of international transit tourists toward the desert amounted to 58% of the total respondents. This is a large percentage using the city for shopping and visiting some sites but they are not staying over in the city. This is a lost opportunity for the city since if these tourists stayed over much more significant revenue would be achieved. The current situation may be as a result of the limited quality accommodation in the city. See table A3.8.
- iii. Demand for tourism in the GGC comes from all over the world, with German tourists being the most significant. This indicates the existence of a large market for the tourist products offered by the city. It also suggests that there is great potential given the high percentage of tourists originating in Europe. The closeness of Libya to this market makes it one worth focussing on, see table A3.8 and figure A3.7.
- iv. The percentage of those who heard about the GGC through the Internet amounted to 45.5%, through travel agencies to 35.5%, and through TV to 11%, which indicates the presence of a high international reputation in the international media for the tourist products offered by the city, see table A3.8.
- v. 29% of international tourists visited the city accompanied by their families, 15.5% with friends, and 52% with tour groups. This indicates the size of the international demand for tourism products offered by the GGC and suggests that GGC has a lot to offer beyond just the intrepid lone traveller, see table A3.8.
- vi. Support for tourism development in the GGC by international tourists reached 92.2%, demonstrating a confidence in the tourism resources and products available see table A3.27.

- vii. At the international level, the city produces some of the tourism products which have no international competitors such as (Underground houses), and some of tourism products that have a little bit of international competitors such as (oases, traditional industries, the desert, the weather), and some of tourism products that have good international competitors such as (shopping, hotels and accommodation, pottery, mountainous). However, the combination of such a mixed array of tourism opportunities makes GGC very attractive above and beyond many of its competitors from the other places in the world, where the city hosted 20823 international tourists during the years (2005-2010), as evidenced by statistics for (Bel-haj Troglodyte), see table 3.3.

6.7 Summary

Through the above analysis, the researcher noted some important points, which are summarized as follows:

- a) There is a clear support from all stakeholders for STD in the GGC, where the overall average to support STD is 90.7%, but some of differences were about the order of priorities, (see table A3.27).
- b) International tourists (IT) represent the largest proportion of variation in determining the priorities with the other stakeholder groups, (see table 6.34, B).
- c) The independent variables (X4) "environmental attitudes" and (X2) "perceptions toward tourism in the GGC" represent the most significant differences between the stakeholder groups when identifying priorities, (see table 6.34, B).
- d) The most important variable in supporting sustainable tourism development in the GGC is the (economic Attitude), which achieved 95.5%, (see table A3.27).
- e) Cultural and historical projects achieved the largest percentage among the projects which are suggested by stakeholders, (See table 6.41).
- f) Underground houses and shopping for traditional pottery achieved the largest percentage among the projects' names which are suggested by stakeholders (See table 6.42).
- g) The settlement of Al-Gawasem is the best settlement for the establishment of tourism projects in the GGC, according to the proposals stakeholders (see table 6.43).
- h) Stakeholders gave a greater importance to the economic considerations when suggesting tourism projects in the city (see table 6.44).
- i) There is an increasingly actual domestic and international tourist demand on the tourism products in the GGC (see paragraphs 6.6.1; 6.6.2 in this chapter)

j) Arrangement of independent variables by all stakeholder groups (AS) according to the degree of their impact on the process of support of STD in the GGC, is respectively as follows, (see table A3.26):

- i. Economic attitudes.
- ii. Environmental attitudes.
- iii. Social attitudes.
- iv. Perceptions toward tourism development in the GGC.
- v. Adequacy of tourist resources in the GGC.
- vi. Level of involvement in tourism development in the GGC.

CHAPTER

7

**CONCLUSIONS AND
RECOMMENDATIONS**

7.1 Introduction

This research has sought to provide a better understanding about the possibility of creating sustainable tourism development in the Al-Gabal Al-Gharbi City, through the study of the attitudes of stakeholders on sustainable tourism development in the city, to find out the extent of their support to it, where tourism in the city is still in its early stages. The study has investigated three questions.

The main question is:

According to the stakeholders' attitudes, is there a possibility for creating sustainable tourism development in the GGC in the future?

To answer this question, the researcher suggests two sub-questions as follows:

Question 1: What is the sustainable development concept in the field of tourism according to stakeholders in the GGC?

Question 2: What are the current problems and challenges facing GGC in the field of sustainable tourism development?

The researcher reviewed the literature and some previous studies on the subject of the search, which identified the stakeholders involved in the study, and identified the independent variables that affect stakeholders in their support for sustainable tourism development, as depicted in the research model (see figure 5.1). The researcher was able to formulate six sub hypotheses to verify the main hypothesis, and to answer the main question of the research, these hypotheses are:

H1: "There are reliable tourism resources in terms of quantity and quality in the GGC",

H2: "There are positive perceptions of stakeholders towards tourism development in the GGC",

H3: "There is a good level of participation in the development of tourism on the part of stakeholders in the GGC",

H4: "There are positive environmental attitudes by the authorities concerned towards tourism in the GGC",

H5: There are positive economic attitudes by the authorities concerned towards tourism in the GGC",

H6: "There are positive social attitudes by the authorities concerned towards tourism in the GGC".

The main hypothesis of the research: There is support for tourism development in the city by the stakeholders, through their positive attitudes toward tourism development. Thus, there is a great opportunity for possibility of establishing a sustainable tourism development in the GGC.

The study utilized descriptive and multivariate statistical techniques, where multiple regression analysis, correlation analysis, and some other statistical tools were used to test the research hypotheses.

A summary of the discussion, summary of the research findings, implications of the findings, and the recommendations related to findings are presented in this chapter. The limitations of this research are outlined followed by suggested future research directions.

7.2- Summary of the discussion.

The findings of this study highlight the interplay of variables that affect the stakeholders' attitudes about the tourism development in GGC and their ultimate support for Sustainable Tourism Development.

Overall, study results revealed that there are results encouraging the establishment of a sustainable tourism development in the GGC where an overwhelming majority of stakeholder participants in the study held positive attitudes about the tourism development in this city, and the hypotheses have been verified. All these represent support for sustainable tourism development in the city. The following sub-items will be discussed in these findings:

7.2.1- Adequacy of tourism resources.

What has been reviewed in the previous chapters clearly indicate that there are sufficient tourist resources in the GGC and reliable by residents and tourists, which can be summarized in the following table:

| Stakeholder groups (Tourists & Residents) | | | | | | | | | | |
|---|---|-----------------|-----------------|-------------------|------------------|------------------|-------------|--------------------|----------------------|-----------------------|
| The Variable | | 1 DT N=86 | 2 IT N=90 | 3 RLA N=144 | 4 RLN N=24 | 5 RWI N=12 | The Mean | 1+2 AT N=176 | 3+4+5 AR N=180 | 1 to 5 AS N=356 |
| X1 | Adequacy of tourist resources in the GGC% | 91.9 | 88.9 | 85.5 | 95.8 | 100 | 92.4 | 90.3 | 87.8 | 89.1 |

*Table: 7.1, percentage of support for tourism development by stakeholders, through the index of "adequacy tourism resources".
Source: from table data (A3.27)*

The above table shows clearly that both tourists and residents consider that tourism resources in the city can be relied upon to the development of sustainable tourism in the city. where the average of the support for tourism development for all stakeholders through this index was 92.4%, see table 7.1, while the overall average for all indicators is 90.7%, see table A3.27, but the results showed that all tourists (AT) are more confident in the city's tourism resources than the all residents (AR), see table 7.1. This may be a natural consequence, because the tourist tries to read a lot of sources about the place he wants to visit before setting off for the trip. So, the tourists may have better knowledge about the city and its tourist resources than the residents. Morcy, (1990) has found that the tourists have tourist information more detailed than the residents, when conducting a study on sustainable tourism in the Pyramids of Giza in Egypt, and he attributed that to the same reasons mentioned.

The responses of the interviews with the public sector and the private sector were when asked about the adequacy of the tourism resources in the GGC and whether it is reliable in establishing sustainable tourism development within the city. The respondents emphasized the adequacy of tourism resources, which can be relied upon to create a sustainable tourism development in the city and they made some observations as follows:

| The statement | The responses |
|--|---|
| <p style="text-align: center;">Adequacy of tourism resources in the GGC</p> | <p>One of the participants in the study says: “GGC has a lot of varied tourism resources, but they need attention by the government, where there is no maintenance, no guard of archaeological areas, as well as the severe shortage of hotels”, (Interview 1, table 5.5). Another participant said: “In GGC the tourism products are many, varied and no less important than the existing products in Egypt or Tunisia, but they need marketing programs, and places for accommodation”, (Interview C7, table 5.5). Another participant said: “GGC contains a lot of oases and mountain views that are not in the capital, especially in the spring and fall; so people come from the capital and nearby cities to spend a beautiful day in the arms of the mountain, but there is a shortage in tourism services, most notably restaurants and cafes that offer snacks, and toilets”, (Interview 4, table 5.5). Another participant said: “The pottery market in Al-Gawasem which sell unique goods, does not have a competitor in all the cities of Libya; so, the people come from many parts of Libya to shop, where they benefit from the highways that connects GGC with the other cities, but they need to re-organize, and its current location is not good”, (Interview C8, table 5.5). Another participant said: “Recently some of the underground houses were used for tourism in GGC, where there have been some successful experiences in the operation of such houses in tourism, such as (Bel-haj Troglodyte), which is run by Bel-haj family, and visited by many of domestic and foreign tourists, but these houses still need good marketing programs to identify them and enter them within the Libyan tourism market”, (Interview 2, table 5.5). Another participant said: “In GGC there are many tourism resources, and excellent tourist products, but tourism has not improved over the previous period because of the small number of tourists (Interview B5, table 5.5). Another participant said: “Tourism revenues could be equal to oil revenues, if the government has focused on the tourism sector”, (Interview A4, table 5.5).</p> |

Table (7.2) Responses of public and private sectors on the adequacy of tourism resources in the GGC

Thus, it can be said that all stakeholders are to an extent in harmony and agree that the tourism resources in GGC are reliable in terms of quantity and quality in establishment of a sustainable tourism development in the city.

This is in line with what was confirmed by a lot of researchers, about the availability of tourism resources in a particular place which often stimulate stakeholders to the establishment of tourism projects in that place, according to the possibilities available. Where development may begin simple at first and then spreads rapidly in the later stages (BFSC, 2013; Butler, 2009b).

Positive attitudes can be attributed to the following:

- i. Availability of the tourism resources in the city especially the exceptional geographical location and cultural heritage which gives it the possibility of the development of different types of tourism.
- ii. The presence of high-quality tourism products and competition in the city.
- iii. The diversity of tourism resources and its distribution on a regular basis within the city.
- iv. The general feeling by all stakeholders that the opportunities for tourism development in the city are greater than existing threats.

From the correlation analysis, a significant positive correlation was found between the independent variable (adequacy of tourism resources in the GGC, "X1") and the dependent variable (stakeholders' support for STD in GGC, "Y"), where (R=0.71, P<0.05), see table 6.9. The researcher concludes from the foregoing, that all stakeholders recognized that there are reliable tourism resources in terms of quantity and quality in the GGC, which proves the first hypothesis for the study (H1).

7.2.2-Perceptions toward tourism development

What has been reviewed in the previous chapters clearly indicate that there are positive perceptions by residents and tourists toward tourism development in the GGC, which can be summarized in the following table:

| Stakeholder groups (Tourists & Residents) | | | | | | | | | | |
|---|--|-----------------|-----------------|-------------------|------------------|------------------|-------------|--------------------|----------------------|-----------------------|
| The Variable | | 1 DT N=86 | 2 IT N=90 | 3 RLA N=144 | 4 RLN N=24 | 5 RWI N=12 | The Mean | 1+2 AT N=176 | 3+4+5 AR N=180 | 1 to 5 AS N=356 |
| X ₂ | Perceptions toward tourism development in the GGC. % | 90.7 | 94.5 | 90.3 | 91.7 | 100 | 93.4 | 92.6 | 91.1 | 91.9 |

Table: (7.3) percentage of support for tourist development by stakeholders, through the index of "perceptions toward tourism in the GGC".
Source: Table Data (A3.27).

The table 7.3 above shows clearly that support for tourism development through the index "perceptions toward tourism" reached 91.9%. This means that the stakeholders (tourists and residents) perceive that the benefits derived from tourism development in the GGC are greater than the costs incurred.

Also the responses of the interviews with the public sector and the private sector were positive as well towards this indicator, where perceptions indicate strong support for tourism development in the city. The respondents expressed some of the responses that confirm this fact and made some observations as follows:

| The statement | The responses |
|---|---|
| <p style="text-align: center;">Perceptions toward tourism development in the GGC</p> | <p>One of the participants in the study says: "The GGC suffers from a high unemployment rate among the population up to 30%, and interest in the tourism sector will lead to the provision of job opportunities for residents", (Interviews A4, table 5.5). Another participant said: "The proportion of migration from the GGC to the capital increased in recent years, due to lack of investments, the small size of the market, and the high real estate prices. Tourism development might bring economic activity of the city, which will increase demand for labor which will improve the living standards and the tourism sector will contribute in the resettlement of the population within the city", (Interview 1, table 5.5). Another participant said: "The topic of sustainable development is very important and should be taught in the schools, especially the sustainable development in the field of tourism because of the importance of the tourism sector in moving the wheel of the economy and its association with the other sectors, where it leads to the rational use of resources, reduces pollution in its various forms, leads to increased space Green parks and protected areas, and improves the infrastructure", (Interview 2, table 5.5). Another participant said: "We are in the GGC without the economic resources to raise the living standards of the population and the tourism sector is the only savior that might stir economic activity in the city. we have made several attempts to stimulate development in the tourism sector, but we face the strategy problem is a lack of state interest to invest in tourism, because it is not among its priorities, resulting in significant bottlenecks in the economies of the city, and the emergence of many of the problems of economic, social and environmental", (Interview A1, table 5.5). Another participant said: "Tourism is a very important resource for residents in the GGC; it leads to preserve the historical and cultural heritage of the city, and leads to contact with cultures of the world, which is important for the spread of the culture of love and peace among the population of the world", (Interview B2, table 5.5). Another participant said: "Tourism means to us cleanliness of the city, and attention to cultural landmarks and cultural heritage, and we are waiting impatiently for tourism development projects", (Interview B3, table 5.5).</p> |

Table (7.4) Responses of public and private sectors on the perceptions toward tourism in the GGC

With regard to sustainable tourism development in the study area, there was a common perception amongst all stakeholders in terms of the benefits derived from tourism, with some differences in the motives of support for tourism development, where the tourism development in the GGC is currently operating in an unsustainable manner. This is perhaps not surprising, since Butler (1998b), although referring to Scottish tourism, highlighted the

absence of successful sustainable tourism applications. Although, stakeholders were in agreement, their motives were rather diverse.

Thus, it can be said that the perceptions of stakeholders toward tourism development are to an extent in harmony and agree that the tourism development in GGC is bringing many benefits to stakeholders, especially to the local residents, where there is a general feeling by stakeholders that the strengths of the tourism development in the city are bigger than the weaknesses, and that the tourism development is the savior of the poor economic situation experienced by the city, where unemployment rate reached approximately 30% (Baira, 2007). This is in line with what was confirmed by a lot of researchers about the benefits of tourism development that accrue to the stakeholders, where they stick out and be the cause of its support and its continuity, especially in developing countries, such as (Bashir, 2012; Choibamroong, 2011; Khashab, 2006; Getz & Timur, 2005; Beeton & Hardy, 2001; Forsynth, 1995).

From the correlation analysis, a significant positive correlation was found between the independent variable (perceptions toward tourism in the GGC, "X2") and the dependent variable (stakeholders' support for STD in GGC, "Y"), where (R=0.61, P<0.05), see table 6.9.

From the above, the researcher concludes that the perceptions of all stakeholders are positive towards tourism development in the GGC, which proves the second hypothesis for the study (H2).

7.2.3- level of participation.

What has been reviewed in the previous chapters clearly indicate that there is a good level of participation in tourism development by residents and tourists in the GGC, which can be summarized in the following table:

| Stakeholder groups (Tourists & Residents) | | | | | | | | | | |
|---|---|-----------------|-----------------|-------------------|------------------|------------------|-------------|--------------------|----------------------|-----------------------|
| The Variable | | 1 DT N=86 | 2 IT N=90 | 3 RLA N=144 | 4 RLN N=24 | 5 RWI N=12 | The Mean | 1+2 AT N=176 | 3+4+5 AR N=180 | 1 to 5 AS N=356 |
| X3 | Level of involvement in tourism development in the GGC. % | 87.2 | 55.6 | 33.3 | 70.9 | 100 | 69.4 | 71 | 42.8 | 56.8 |

Table: (7.5) percentage of support for tourism development by stakeholders, through the index, "the level of participation in tourism development in the GGC". Source: Table Data (A3.27)

From the above table, it is clear that "the level of participation in the development of tourism in the GGC" has reached 56.8% and the results showed that the participation of international tourists (IT) in tourism in the GGC was less positive than of Domestic tourists (DT). This is

expected, because the level of participation by international tourists may be limited only to tourism, while domestic tourists may vary the level of their participation in the development of tourism in the city.

The results showed that the level of participation of residents working in the tourism industry (RWI) is more positive than the level of participation of residents living near the tourist destinations (RLN) and that the level of participation of residents living near the tourist destinations (RLN) is more positive than the level of participation by residents living away from tourist destinations (RLA), see table 7.5. This is very normal; clearly people working in the tourism industry are going to be participating more in it than those who don't. Similarly a person living near to a tourist destination will have more engagement than those who live further afield.

In general, the level of participation of tourists (AT) in tourism in the GGC is more positive than the level of participation of residents (AR), see table 7.5. Again this is predictable, the tourists are of course participating in the industry by being a tourist, but residents' participation will depend on whole array of other factors in their lives.

The results showed also the weak participation of women in tourism development in the city, where it is almost negligible, see tables A3.9 and A3.10. This may be attributed to the culture of the Libyan society in general which is a very conservative society (women most often are under the authority of the men) especially in the mountain cities and rural areas, and men hardly allows women to activities outside the home. Also may be attributed to the religious doctrine, where the Islamic religion does not allow women's travel alone without escort of someone from her family such as husband, son, brother, or father (Almesmari & ben Mossa, 2010). Therefore woman's participation in the tourism development in the GGC was weak.

Achieving sustainable forms of tourism is the responsibility of all stakeholders involved, including government at all levels, international organizations, the private sector, environmental groups, tourists, and citizens both women and men in tourism destination countries and countries of origin (Choi & Sirakaya, 2005). Jamieson & Jamal (1997) suggest that stakeholders' participation is required in the sustainable tourism development process, and Hunter (1997) suggests that stakeholders' participation in planning process is the very foundation of the sustainability paradigm.

Also the responses of the interviews with the public sector and the private sector were positive towards this indicator, as they expressed a good level of participation, which is confirmed by the following responses:

| The statement | The responses |
|--|--|
| <p style="text-align: center;">level of participation in tourism development in the GGC</p> | <p>One of the participants in the study says: “I’m doing 5 -10 trips per year with my family in many tourist destinations within the GGC, as well as my relatives and neighbors who knew them, and he added in the same context, saying: “I spend approximately 11% of my monthly salary on tourism, where my salary is 5,000 Libyan dinars a year”, (Interview B6, table 5.5). Another participant said: “Our Organization annually participates in campaigns landscaping within the city, as I had several posts in some of the discussions related to the tourism sector in the city, and we hope to develop this sector to allow it to participate in supporting the national economy, and improve the standard of living of the population in this city”, (Interview C3, table 5.5). Another participant said: “Participation in the development of tourism in any way creates in a person a sense of pride and self-esteem, and strengthens the sense of belonging to the place, and I myself will not leave any opportunity to participate in tourism development if given to me”, (Interview 5, table 5.5). Another participant said: “We have prepared some studies and plans for some tourist sites in the city, and we reached important results leading to the improvement of the tourism sector in the city, but it did not find its way to implementation; as a result the government neglected the tourism sector in the whole country and not in the GGC only, where there is no ministry of tourism, nor any unions related to the tourism, but we are ready to cooperate with any group or organization wanting to do something positive for the development of tourism in the city”, (Interview C1, table 5.5). Another participant said: “I have been involved in some campaigns of forestation in the city and clean-up campaigns in many times when I was a student, and I am willing to participate in the future if I had the opportunity. With regard to my participation in tourism, am doing a walk at the end of each week with my family and sometimes with my friends in many beautiful places in my beloved city, and sometimes we travel long distances exceeding 60 km to see new sites, where we sometimes stay overnight away from home” (Interview 5, table 5.5).</p> |

Table (7.6) Responses of public and private sectors on the level of participation in tourism development in the GGC

Thus, it can be said that there is a certain level of participation in the tourism development in the GGC by stakeholders if given opportunity, and this is a positive attitude in favor of sustainable tourism development in the city. Several studies have already revealed that without creating opportunities for stakeholders to take part in the tourism development process it would be very difficult for them, especially the residents, to get adequate benefits from tourism development (Choibamroong, 2011; Clancy, 1999; Long, 1991).

The results showed that the respondents in the study expressed their willingness to participate in tourist decision-making in the GGC, but they face a lot of challenges. This reflects the findings reached by (Aas et al, 2005) who have discovered the willingness of local residents to be involved in decision-making, but they found that the right to participate is not commensurate with the capacity to participate. Aas et al. (2005) and Lepp (2007) also

acknowledged the lack of faith that the residents have in the ability to be actively involved, which indicates the need to enhance their capabilities.

From the correlation analysis, a significant positive correlation was found between the independent variable (level of participation in tourist development in the GGC, "X3") and the dependent variable (stakeholders' support for STD in GGC, "Y"), where (R=0.53, P<0.05), see table 6.9.

From the above, the researcher concludes that there is a positive participation to some extent by stakeholders in tourism development in the GGC, which proves the third hypothesis for the study (H3).

7.2.4- Environmental attitudes.

What has been reviewed in the previous chapters on the index (environmental attitudes toward tourism development) suggest that there are positive environmental attitudes by residents and tourists toward tourism development in the GGC, which can be summarized in the following table:

| Stakeholder groups (Tourists & Residents) | | | | | | | | | | |
|---|----------------------------|-----------------|-----------------|-------------------|------------------|------------------|----------|--------------------|----------------------|-----------------------|
| The Variable | | 1 DT N=86 | 2 IT N=90 | 3 RLA N=144 | 4 RLN N=24 | 5 RWI N=12 | The Mean | 1+2 AT N=176 | 3+4+5 AR N=180 | 1 to 5 AS N=356 |
| X ₄ | Environmental attitudes. % | 91.9 | 87.8 | 98.6 | 100 | 100 | 95.7 | 89.8 | 98.9 | 94.4 |

Table: (7.7) the proportion of support for tourism development by stakeholders, through the index of "environmental attitudes toward tourism development". Source: Table Data (A3.27)

The above table shows that the percentage of support for tourism development through this index has reached 94.4%. In general, the results through this indicator showed that the residents (AR) are more positive than the tourists (AT). This may be due to the high positive ratios for each of the residents working in the tourism industry (RWI), and residents living near the tourist destinations (RLN). This is very normal and corresponds to the nature of the work, where some of residents have more attention than others in understanding the environmental attitudes related to tourism, and may be due to the contact types between the residents and tourists (direct or non-direct) and the degree of tourism pressure on the environment. So, the environmental attitudes related to tourism have received greater attention by workers in the tourism sector, and the residents living near the tourist destination will have some concern about the environmental attitudes regarding tourism more than the residents living away from the tourist destination.

The results showed that the environmental attitudes of International Tourists (IT) 87.8% are less positive than the environmental attitudes of Domestic Tourists (DT) 91.9% towards tourism in the GGC. This can be attributed to keenness of domestic tourists to achieve significant environmental gains from two sides, because domestic tourists are at the same time residents as well.

The participants' responses from the public and private sectors were positive towards this indicator, where they expressed positive environmental attitudes towards tourism in the GGC, which is confirmed by the following responses:

| The statement | The responses |
|---|---|
| <p style="text-align: center;">Environmental attitudes toward tourism development in the GGC</p> | <p>One of the participants in the study says: “Must be a lot of natural reserves and interest in them and providing adequate guard to control as much as possible on overfishing and overgrazing in protected areas”, (Interview A2, table 5.5). Another participant said: “Libya is coming to the development of the tourism sector inevitably, and therefore environmental standards applied in many countries of the world, must be studied to get guidance early to minimize the negative effects of tourism”, (Interview C8, table 5.5). Another participant said: “We must preserve the environment, where the tourism sector depends on the environment, and it does not exist for tourism without a clean and attractive environment, where there must be a great cooperation between the Ministry of Tourism and the Ministry of Environment in this area”, (Interview 4, table 5.5). Another participant said: “There is a promising tourism in the GGC therefore we must focus on keeping the ecological balance and focus on the limits to growth, in order to maintain the sustainability of tourism in the city”, (Interview A5, table 5.5). Another participant said: “It should pay attention for rubbish, and try to remove them as much as possible from settlements centers, as well as away from tourist destinations, and must follow the modern technologies in waste disposal, and recycling properly scientific manner”, (Interview C9, table 5.5). Another participant said: “Our city is experiencing the spread of old houses underground that have been abandoned by their owners for more than thirty-five years, which occupy settlement centers where high prices of land. They have hindered urban planning for housing in the city, and some of them became used to the accumulation of household waste which affects the safety of the environment. Therefore, we started a while ago thinking in finding a way to keep these homes to get rid of the problems caused by, and preserve the environment in the city”, (Interview C2, Table 5.5). Another participant said: “Environment should be used in the resettlement of animals and plants primarily, but if used in tourism, the government must take all necessary measures to ensure the safety of the environment”, (Interview A6, table 5.5).</p> |

Table (7.8), Environmental attitudes toward tourism development in the GGC

Thus, it can be said that there are positive environmental attitudes by stakeholder participants in the study towards tourism in GGC; this is a positive attitude in favor of sustainable tourism development in the city. These positive environmental attitudes can be attributed to the strong correlation between the environment and tourism, where preservation of the environment means the sustainability of tourism. Therefore these positions came to confirm the cravings of stakeholders in the preservation of the environment in the GGC to use it in tourism development.

These positive environmental attitudes reflect the findings of several studies, such as: Walpole & Goodwin (2001) who examined stakeholders' perspectives on protected area tourism and its effect on support for the Komodo National Park in Indonesia. Their results indicated almost unanimous support for conservation of the park. And Bashir (2012) found that positive environmental attitudes by stakeholders towards tourism impacted positively and directly on sustainable tourism development in Meknes city.

From the correlation analysis, a significant positive correlation was found between the independent variable (environmental attitudes toward tourism development in the GGC, "X4") and the dependent variable (stakeholders' support for STD in GGC, "Y"), where (R=0.60, P<0.05), see table 6.9.

From the above, the researcher concludes that there are positive environmental attitudes by stakeholders towards tourism development in GGC, which proves the fourth hypothesis for the study (H4).

7.2.5- Economic attitudes.

What has been reviewed in the previous chapters on the index (economic attitudes toward tourism development) suggest that there are positive economic attitudes by residents and tourists toward tourism in the GGC, which can be summarized in the following table:

| Stakeholder groups (Tourists & Residents) | | | | | | | | | | |
|---|-----------------------|-----------------|-----------------|-------------------|------------------|------------------|----------|--------------------|----------------------|-----------------------|
| The Variable | | 1 DT N=86 | 2 IT N=90 | 3 RLA N=144 | 4 RLN N=24 | 5 RWI N=12 | The Mean | 1+2 AT N=176 | 3+4+5 AR N=180 | 1 to 5 AS N=356 |
| X ₅ | Economic Attitudes. % | 100 | 95.5 | 91.6 | 100 | 100 | 97.4 | 97.7 | 93.4 | 95.5 |

Table: (7.9) the proportion of support for tourism development by stakeholders, through the index of "economic attitudes toward tourism development". Source: Table Data (A3.27)

The results showed that the economic attitude of international tourists (95.5%) is less positive than the economic attitudes for the domestic tourists (100%) towards tourism in the GGC. This may be attributed to domestic tourists keen to achieve significant economic gains from the economy of their country, while international tourists may be less attentive to the conditions of the local economy.

The results showed as well that the percentage of support for tourism development by residents working in the tourism industry (RWI) and residents living near the tourist destinations (RLN) for both were more positive than the percentage of support for tourism development by residents living away from tourist destinations (RLA), see table 7.9. This

may be due to the direct economic benefits that are obtained by residents working in the tourism industry (RWI) and residents living near the tourist destinations (RLN) as a result of the direct dealing with the tourism sector, while residents living away from tourist destinations (RLA) do not get benefits directly from this sector.

The participants' responses from the public sector and the private sector were good towards this indicator, where they expressed positive economic attitudes towards tourism in the GGC, which is confirmed by the following responses:

| The statement | The responses |
|--|---|
| <p style="text-align: center;">Economic attitudes toward tourism development in the GGC</p> | <p>One of the participants in the study says: "There must be a balance between the needs of tourists and the needs of the domestic residents, to guarantee the rights of tourists in obtaining a successful experience versus spending, which preserving the gains of the local community to achieve returns appropriate to improve the standard of living. It must also take advantage of the protected areas, by imposing a particular entry fee for these areas, and use these fees for improving services in these areas", (Interview C8, table 5.5). Another participant said: "We must display local products, and tourists should use local services, to increase the usefulness of tourism in the city" (Interview 5, table 5.5). Another participant said: "Should not need any mediation between tourists and the domestic residents, and must be direct dealing between them", (Interview A3, table 5.5). Another participant said: "We seek to encourage investment in the field of tourism, especially after the release of some government decisions that encourage investment, and we have prepared some charts for tourism development projects in the city, and we hope the government would view them seriously and approve, where the residents in the city are in dire need of such projects", (Interview 1, table 5.5). Another participant said: "The government should cut taxes on investment projects in the field of tourism, and give an appropriate period for loan recovery , so that we can establish reliable tourism projects to resolve some of the problems facing the city", (Interview C9, table 5.5). Another participant said: "The Government should focus on finding solutions to the unemployed young category people, by establishing small tourism projects", (Interview C7, table 5.5).</p> |

Table (7.10), Economic attitudes toward tourism development in the GGC

Thus, it can be said that there are positive economic attitudes by stakeholder participants in the study towards tourism in GGC; this is a positive attitude in favor of sustainable tourism development in the city. These positive economic attitudes can be attributed to the desire of stakeholders in achieving economic gains to the residents. For example, the tourists should buy local products and use local services, as well as the transactions between the guest and the host must be direct, without any intervention from the intermediaries to realize the full benefit for the residents.

These positive economic attitudes reflect the findings of several studies, such as: Medeiros de Bramwell & Sharman, (1999) who found that residents emphasized the economic impacts of tourism and its efficient use to create employment and infrastructure benefits for the region and communities. And Walpole & Goodwin, (2001) found that visitors were willing to pay

over 10 times the current entrance fee, indicating a substantial potential for increased revenue, and this is a positive economic attitude in favor of sustainable tourism development.

From the correlation analysis, a significant positive correlation was found between the independent variable (economic attitudes toward tourism development in the GGC, "X5") and the dependent variable (stakeholders' support for STD in GGC, "Y"), where (R=0.65, P<0.05), see table 6.9.

The cumulative results demonstrate extensively that there are positive economic attitudes by stakeholders towards tourism in the GGC, which proves the fifth hypothesis for the study (H5).

7.2.6- Social attitudes.

What has been reviewed in the previous chapters on the index (social attitudes toward tourism development), suggests that there are positive social attitudes by residents and tourists toward tourism in the GGC, which can be summarized in the following table:

| Stakeholder groups (Tourists & Residents) | | | | | | | | | | |
|---|------------------------|-----------------|-----------------|-------------------|------------------|------------------|-------------|--------------------|----------------------|-----------------------|
| The Variable | | 1 DT N=86 | 2 IT N=90 | 3 RLA N=144 | 4 RLN N=24 | 5 RWI N=12 | The Mean | 1+2 AT N=176 | 3+4+5 AR N=180 | 1 to 5 AS N=356 |
| X ₆ | Social attitudes. % | 98.8 | 93.4 | 88.2 | 100 | 100 | 96 | 96 | 90.6 | 93.3 |

Table: (7.11) the proportion of support for tourism development by stakeholders, through the index of "social attitudes toward tourism development".
Source: Table Data (A3.27)

Going through the above table, it is clear that the percentage of support for tourism development through the index of "social attitudes towards tourism development," amounted to (93.3%). In general, the results showed through this indicator that the tourists (AT) 96% are more positive than the residents (AR) 90.6%. The results showed that the social attitudes for international tourists (IT) 93.4% are less positive than the social attitudes for domestic tourists (DT) 98.8% towards tourism in the GGC.

Similar results were found on the economic attitudes that those working or living near tourism destinations (RWI & RLN) were more positive than by residents living away from tourist destinations (RLA).

Residents working in the tourism industry (RWI) and residents living near to the tourist destinations (RLN) are more likely to have had positive experiences about social issues concerning the tourism development than the residents living away from the tourist destinations (RLA).

This is consistent with the findings of Bashir (2012) and Lorraine, (2007) where they concluded that the residents who are living near the tourist sites are more understanding about the social benefits for tourism than the residents who are living away from the tourist sites. Therefore, they were more in line with the tourists and many of them trying to talk foreign languages.

The participants' responses from the public sector and the private sector were good towards this indicator, where they expressed positive social attitudes towards tourism in the GGC, which is confirmed by the following responses:

| The statement | The responses |
|--|---|
| <p>Social attitudes toward tourism development in the GGC</p> | <p>One of the participants in the study says: "Sooner or later the tourism development in Libya will impose itself, because it does not make sense that the country's economy depends on oil as the sole source of income forever, thus it must be good planning for tourism development projects, especially in terms of social side, where the focus should be on respect for the customs, traditions, and culture of the local population" (Interview C9, table 5.7). Another participant said: "Tourism is a great source of income in neighboring countries, but they are incompatible in some cases with the culture of these countries, for example, be allowed to sell alcohol in these countries although it is forbidden in their religion, we are concerned of having alcohol with tourism activities; therefore we welcome the tourism projects but subject to respect cultures, customs and traditions" (Interview B4, table 5.5). Another participant said: "We have been dealing with tourists since ten years with confidence and safety, and we feel that people are happy to deal with tourists and that there is a good relationship between residents and tourists" (Interview 4, table 5.5). Another participant said: "Tourism leads to increase green areas in the city and introduce new places for recreation, and improving infrastructure, which contributes to increased prosperity and joy among the population" (Interview 2, table 5.5). Another participant said: "We must teach the culture of tourism and sustainable environment in the early stages of education, so create a generation that knows the meaning of tourism and master the art of dealing with others" (Interview 1, table 5.5). Another participant said: "Tourism leads to the development of traditional industries, and folk arts and drama, which is useful for the local community" (Interview C1, table 5.5).</p> |

Table (7.12), Social attitudes toward tourism development in the GGC

Thus, it can be said that there are positive social attitudes by stakeholder participants in the study towards tourism development in GGC; this is a positive attitude in favor of sustainable tourism development in the city. These positive social attitudes can be attributed to the desire of stakeholders in achieving social gains to the residents. For example, the tourists should respect the values and culture of local residents, as well as the Local residents who should be treated fairly and equitably without exploitation of their needs.

These positive social attitudes by stakeholders in the GGC, reflect similar attitudes to many studies, such as: Sirakaya & Choi, (2006) who found that the community involvement is an effective process in terms of cost reduction; Mil-Homens, et al. (2003) in his findings

revealed that the tourists are showing great respect for the values and culture of local residents; and Bashir (2012) found that tourism has contributed to the development of many of the traditional industries, and folk arts and drama in Meknes, after they virtually disappeared.

From the correlation analysis, a significant positive correlation was found between the independent variable (social attitudes toward tourism development in the GGC, "X6") and the dependent variable (stakeholders' support for STD in GGC, "Y"), where (R=0.75, P<0.05), see table 6.9.

The cumulative results (quantitative and qualitative) demonstrate extensively that there are positive social attitudes by stakeholders towards tourism in the GGC. Thus the sixth hypothesis for the study (H6) has been verified.

7.2.7- Support sustainable tourism development.

Through the results that have been reviewed in previous chapters on supporting sustainable tourism development, it is clear that there is substantial support by residents and tourists for tourism development in the GGC, which emphasizes the possibility of the development of sustainable tourism in the city, which can be summarized in the following table:

| Stakeholder groups (Tourists & Residents) | | | | | | | | | | |
|---|------------------------------|-----------------|-----------------|-------------------|------------------|------------------|-------------|--------------------|----------------------|-----------------------|
| The Variable | | 1 DT N=86 | 2 IT N=90 | 3 RLA N=144 | 4 RLN N=24 | 5 RWI N=12 | The Mean | 1+2 AT N=176 | 3+4+5 AR N=180 | 1 to 5 AS N=356 |
| Y | Support STD in the GGC. % | 92.6 | 92.2 | 89.6 | 100 | 100 | 94.9 | 94.9 | 91.7 | 93.3 |

Table: (7.13) the proportion of support for sustainable tourism development in the GGC by stakeholders. Source: Table Data (A3.27)

The above table shows that it is clear that the percentage of support for sustainable tourism development in the GGC has reached 93.3%. In general, the results showed through this indicator that the support by all tourists (AT) for tourism development in city is 94.9% which is greater than the support by all residents (AR) for tourism development in the city 91.7%, see the table 7.13.

The results also showed that the support of international tourists (IT) 92.2% is less than the support of domestic tourists (DT) 92.6% for tourism development in the GGC, but this may reflect their relatively limited engagement with the country.

The overall pattern of support mirrors that of some of the individual indicators of residents working in the tourism industry (RWI) or residents living near the tourism destinations

(RLN) were more supportive than the residents who working away from the tourism destinations (RLA).

The results of the interviews with respondents from the public sector and the private sector were positive towards the development of tourism, where they have expressed their great support for tourism development in the GGC, which is confirmed by the following responses:

| The statement | The responses |
|--|---|
| <p style="text-align: center;">Support sustainable tourism development in the GGC</p> | <p>One of the participants in the study says: “Tourism is great wealth in the GGC, must be exploited to the benefit of society, where the city has a lot of important tourism resources and promising a good future for our children” (Interview C3, table 5.5). Another participant said: “We must develop policies that encourage investment in the tourism sector in the GGC; this is because tourism is the sole resource that has the comparative advantage of the city, where the city suffers from a severe shortage of productive resources for other sectors” (Interview 3, table 5.5). Another participant said: “Through the tourism sector, tourism projects can be established in the city leading the creation of employment opportunities to improve the level of income, due to the presence of tourism resources which can compete with many similar tourist cities in other countries, at least in Tunisia” (Interview B3, table 5.5). Another participant said: “Attention to tourism in the GGC leads to concern for the environment; it increases green areas, and increase the beauty and cleanliness of the city” (Interview A4, table 5.5). Another participant said: “Activation of the tourism sector leads to activation of other sectors, which results in moving the wheel of the macro economy in the city, which is what the GGC needs to find solutions for many of the problems economic, social and environmental” (Interview C8, table 5.5). Another participant said: “Tourism sector is very important not only from the economic point of view, but from the viewpoints of social, cultural and civilizational, where it leads to the identification of other peoples' cultures, and the pacifist beliefs on our society, which leading to spreading the culture of love and peace among the peoples of the world, and also leading to publicity for tourism in our city” (Interview 1, table 5.5). Another participant said: “We must accept the tourism development process by participating, where it will increase the degree of acceptance for these projects and thus maintain them and ensure its continuity” (Interview 5, table 5.5). Another participant said: “Our institution is willing to cooperate with other stakeholders interested in the tourism sector and tourism development in the GGC and willing to sacrifice some of our own interests for the sake of it” (Interview B2, table 5.5). Another participant said: “The government must pass laws that encourage investment and give licenses for the establishment of tourist services projects, especially small projects that absorb a lot of labor” (Interview A3, table 5.5).</p> |

Table (7.14), Support sustainable tourism development in the GGC

This support for sustainable tourism development by stakeholders in the GGC, reflects similar findings to many studies, such as: Knollenberg (2011) who found that 90% of the stakeholders support the sustainable tourism development in the state of North Carolina, through their positive attitudes toward tourism development in the state; Also Sassenberg (2009) found that stakeholders support the integration between tourism and aquaculture seafood in the region of Nelson / Marlborough / Golden Bay in New Zealand, as a means to promote sustainable tourism. Medeiros & Bramwell (1999) have applied stakeholder theory to examine collaboration in tourism planning and policy making in Costa Dourada Project in

Brazil. The results showed that many stakeholders have supported the tourism development by emphasizing the economic impact of tourism and its efficient use to create income, employment and infrastructure benefits for the region and communities.

There are also some studies that have revealed a lack of support for tourism development by stakeholders such as: Drita & Alkida, (2009) in his research on comparisons of stakeholders' perception towards the sustainable tourism development and its impacts in Shkodra Region (Albania), revealed a decrease in support for tourism development in the city because of conflict among stakeholder groups. But the majority of local residents generally were welcoming of tourism development. Wan & Xiangping, (2013) used stakeholder theory to study sustainability of tourism development in Macao in China, where they revealed a lack of support for tourism development in the city because of the lack of the community participation channels in local tourism development. They recommended the development of a master plan for tourism development including all stakeholders' interests. Manwa, (2003) applied stakeholder theory in a critical analysis of wildlife-based tourism in Zimbabwe. He found that there is very weak support for sustainable tourism development because of the absence of the participation of all stakeholders, where only the power brokers were beneficiaries at the expense of the hidden stakeholders, such as the poor and women who are considered to be traditional users of resources.

But there is a recognition by all stakeholders in the GGC, that the conditions of the tourism sector in Libya currently are very poor, but they hope for a great future, especially with the presence of large financial surpluses (provided by oil revenue), where there is a prominent feature of tourism sector is its potential to create backward and forward linkages with the other industries that are strong and diverse (UNCTAD, 2013).

The cumulative results of this study (quantitative and qualitative) demonstrate widely that there is a support by stakeholders for the development of tourism in the GGC. Thus the main hypothesis for the study has been verified: "according to stakeholders' perceptions and their positive attitudes, there is a support by stakeholders for the development of tourism in the GGC. Consequently, there is a possibility for the establishment of sustainable tourism development in it". Findings of the study can be summarized in the next sub-theme.

7.3- Summary of the findings.

The study was able to answer the main question of the search, and confirmed beyond any doubt that it can establish a sustainable tourism development in the GGC, through the important results that reached, which include the following:

7.3.1- Key findings.

- i. The study confirmed the existence of reliable tourist resources in the city in terms of quantity and quality of tourist products, with the potential to compete at the local and global levels. However many tourist sites need more care and attention in terms of (discovery, maintenance, advertising, and training). Thus there is a need for supportive policies such as (legal, administrative and financial facilities), see tables 7.1 and 7.2.
- ii. The study confirmed the existence of limitless support for tourism development by all stakeholders, which is an essential element for the sustainability of tourism development in the city, (see tables 7.13 and 7.14). This support can send a set of the messages to policy makers, decision makers, investors and all stakeholders, to draw their attention to the city's importance in terms of tourism. These messages can carry the following titles:
 - a. Tourism development in the GGC has the potential to continue as a result of the support by stakeholders.
 - b. The cost of risk for development projects in the GGC will be few, because of the confidence of the companies' owners which stems from the support by stakeholders.
 - c. Making decision for tourism development in the GGC will be under conditions of certainty, because of the desire of all stakeholders to cooperate for the success of tourism projects.
 - d. Ease of access to capital for the establishment of tourism projects in the GGC, because of donor confidence in the success of tourism projects.
 - e. Easy to find local employment, and the speed of access to training, because everyone is waiting the tourist development programs in the city.
- iii. The study identified the sustainable tourism development trends in the city; by identifying tourism demand and its sources and identifying the key tourism projects that deserve priority for development and which have the support of stakeholders.

- a. The study revealed the existence of an internal tourist market for the tourism products in the GGC which covers entire Libya (from the city of Benghazi in the East to the city of Zawya in the west, and from the city of Mesratah in the north to the city of Sabha in the south) see table A3.8 and figure A3.6, and the presence of foreign tourist market that covers the most important of tourists exporting countries in both of Europe and Asia, and some other countries that have large importance for tourism in future, (see table A3.8 and figure A3.7).
- b. The results of the field study showed that the economic factor outweighs significantly the environmental and social factors when proposing tourism projects by the authorities concerned (see table 6.44) which can be determined by several considerations including the following:

- Type of project.
- Size of project.
- Site of project.
- Organization that will carry out the project.
- Technology required for the project.
- Quantity and quality of human resources required for the project.
- Size of capital required for the project.
- Type and size of the economic resources required for the project.
- Level of stakeholders' involvement.
- The cultural level of the residents.
- Need for the project.

Box 7.1. Considerations choice of the factors (Economic, Social, or Environmental) when suggesting the establishment of tourism projects.

- c. The results of the field study showed that stakeholders identified some settlements as having greater potential than others, in view of the considerations related to reducing the costs and risks such as:

- The strategic location of the settlement.
- The tourism resources available in the settlement in terms of quality and quantity.
- The human resources available in the settlement in terms of quality and quantity.
- The size of the population in the settlement.
- The cultural level of the residents in the settlement.
- The availability of demand for the products of the project in the settlement.
- The proximity of the markets.
- Successful experiences of a similar project in the settlement.
- The infrastructure of the settlement.
- The degree of tourist diversity in the settlement.
- Availability of security and safety in the settlement.
- Availability of tourist services in the settlement.

Box 7.2. Considerations choice of settlements when suggesting the establishment of tourism projects

Stakeholders focused their proposed projects on some of the settlements that have tourist importance such as (settlement of Al-Gawasem, Gharyan, and Tegassat), but focused more specifically on the region of Abugalan because of the availability of a lot of the considerations listed previously (see table, 6.43).

Stakeholders also focused their suggestions respectively on heritage, culture, craft, and entertainment projects but focused more specifically on the underground old homes, due to the emergence of some successful experiences in the use of these homes in tourism (see tables, 6.41 and 6.42).

iv. The study revealed that the level of stakeholders participation in tourism development in the city is still under the desired level, especially by the residents living away from the tourist destinations, and also the participation of women in the development of tourism in the city is still very weak or almost negligible, (see tables A3.9 and A3.10). The participation of women in tourism development is affected by several factors, including:

- a. Cultural factor: The prevailing culture in the Libyan society (Male authority over women) does not allow women to work outside the home except within narrow limits.
- b. Religious factor: Islamic religion does not allow women to travel alone without escort by one of her male relatives (Father, husband, brother, or son).

Recently, there have been some signs of liberation from male authority and liberation from some religious rules as well, but women in Libya are still constrained by these factors especially in the small and inner cities like GGC.

v. Perceptions of each group of stakeholders on the impacts of tourism is natural to be relatively different from the perceptions of other groups, according to the benefits and costs arising from tourism, which affect the interests of each group (Salah Bashir, 2012). So, some of the groups were supporting the development of tourism in the city without reservations, and others supporting the development of tourism in the city, with some reservations, as each group were supporting tourism development according to their own priorities. Thus, the differences between stakeholder groups were about setting priorities to support the development of tourism in the city, and not about the support process in itself.

Therefore, the study revealed the existence of some differences among the stakeholders on the prioritization of support which was not little impact on the process of support for tourism development in the city, where the researcher found only 4 odds which have differences statistically significant from the total of 60 potential, (See table 6.34.B), this means that there is a strong synergy between stakeholders to support the development of tourism in the GGC amounting to almost 93.3%. These differences were between:

- a. International tourists (IT) and domestic tourists (DT), about the perceptions toward tourism development in the GGC (X2).
- b. International tourists (IT) and residents living away from the tourist destinations (RLA), about the environmental attitudes (X4).
- c. International tourists (IT) and the residents living near the tourist destinations (RLN) about the perceptions toward tourism development in the GGC (X2).
- d. International tourists (IT) and the residents living near the tourist destinations (RLN) about the environmental attitudes (X4).

7.3.2- Other findings.

As a result of the marginalization that continued for a long time in the Libyan tourism sector in general, and in the tourism sector in the GGC in particular, there are many facts that are related to the tourism sector and the development of tourism in the city and revealed by the study as follows:

- a. A severe shortage of hotels and other accommodation in Libya in general and in the GGC in particular.
- b. Lack of restrooms and cafes that offer quick services on the roads linking between the GGC and the other cities.
- c. Acute shortage of guidance signs on the roads, especially in foreign languages.
- d. The lack of bathrooms and places to provide drinks and snacks at tourist destinations within the city.
- e. Methods of waste collection and disposal are still very traditional causing some environmental pollution in the city
- f. Overgrazing, and overhunting still exists in the city.
- g. Neither monitoring nor guards are available for many monuments and archaeological sites in the city leaving it vulnerable to looting, theft and tampering.

- h. There are no maintenance programs for many of the ancient monuments which have become falling apart in front of nature factors.
- i. There is a continuous decline in the numbers of underground old houses as a result of backfilling them to get spaces for build modern houses. Knowing that some of them have recently opened in front of tourists as a heritage museums and underground hotels, and they achieved great success.
- j. There is no public transportation in the city.
- k. Delays in use of information technology, and delays in use of networks in bank transfers, purchases, sales, and communications.
- l. Bureaucratic administrative system which still exists in Libya, which contributes to the disruption and delays in tourist transactions and services in all administrative units.
- m. Low incomes in Libya in general contribute to reduce the number of times of travel or the short duration of travel for local tourists.
- n. Higher prices in the Libyan hotels in general compared with neighboring countries.
- o. Lack of tourism training and the lack of incentives to enter tourism industry in the Libya in general, and in the GGC in particular.
- p. The presence of a majority of the natural resources and scenic spots and heritage within the private property of some families and individuals who are unable to manage them as well as the difficulty of buying them by the Government as a result of the multiplicity of their owners.
- q. The difficulty of access to a lot of tourist sites within the city, as a result of its location in the rugged mountainous areas.
- r. Burn some forests to get agricultural lands.
- s. The lack of a good database to follow the movement of the tourism sector and monitor all data related to tourism.
- t. The absence of data transparency by some tourism institutions, where data can be misleading or hidden from the eyes of researchers.
- u. Some of the archaeological sites and ancient tombs were damaged because of the recent war.
- v. Failure in the application of the laws relating to tourism.

7.4- Contribution to knowledge

7.4.1 Practical Contribution

This research contributes to narrowing the gap in knowledge concerning sustainable development studies in Libya in general and in the GGC context in particular, particularly on the issue of sustainable tourism development, where it is the first scientific study in the field of sustainable tourism development that is applied in the city. It gives also a clear idea of the tourism sector in the GGC, through its provision of information about the tourism resources, tourism potential, tourism demand, the degree of competition, the expectations of tourism, the adequacy of tourism services, tourist satisfaction, and the attitudes of stakeholders, thus providing help in the development of plans and sound policies to achieve appropriate sustainable development in this city. This study leads to the factors of anatomy that are affecting the support process for sustainable tourism development, making us put our hands on the exact differences among the stakeholder views, where it becomes easy to find solutions on how to reconcile them, and leads to more unity to support sustainable tourism development more effectively. This research contributes also to the disclosure of the existing weaknesses in the tourism development policies in Libya, which will help tourism administrators in Libya to improve their policies and plans for the tourist sector and eliminate these weaknesses, helping to improve and prolong tourism assets for the future generations. As well as it draws the attention of decision makers to take advantage of the financial surpluses generated by the oil sector that may be directed towards investment in the tourism sector in order to diversify the economy, and draw their attention also to the inner cities which have been largely neglected. Additionally, the outcome of the research may be of value to other countries that have experienced political isolation and/or upheaval, and/or that are trying to diversify their economies and are embarking upon strategic decisions relating to the development of tourism for economic gain. In this respect, the results of the research may operate as a guide, and it can also take the advantage of this study which can be applied on the other cities in Libya to get results to serve humanity, where it can easily increase or decrease the number of independent variables or participating stakeholders. This study confirms the possibility of a sustainable tourism development in the city, which will lead to create a lot of tourist industries, absorb unemployment, raise the standard of living, move the economy in the city, find solutions to many problems, create a lot of other industries associated with tourism industry, the remove the fear of the future, achieve reverse migration from the capital Tripoli to the city, and resettle the population.

If the study recommendations are implemented by the tourism authorities, the research could contribute to the economic and social development in the GGC and achieve a sustainable tourist product in the future.

7.4.2 Theoretical Contribution

This research is the first scientific study using the application of stakeholder theory in the field of sustainable tourism development in Libya, where it contributes to the disclosure of the key stakeholder attitudes towards tourism development and examines the differences in views among them, thus helping to lay the groundwork for participatory sustainable development in the field of tourism in the GGC in the future.

7.4.3 Methodological Contribution

This study is aimed at analysing the factors affecting the stakeholders' support for sustainable tourism development in the Al-Ghabal Al-Gharbi City "GGC", and identifying the tourism development trends in it, where both quantitative and qualitative approaches were used.

The quantitative approach involves the identification of the nature of data for using multiple regression analysis to test research hypotheses stemming from the theoretical model, and to analyse agreement and disagreement in views among stakeholder groups. The qualitative approach involved the use of focus groups and face-to-face semi-structured interviews to explore and gain more understanding about the study of the trends of sustainable tourism development through the views of stakeholders, to identify the types, sizes and locations of tourism projects suggested by stakeholders, and to identify the trends of tourist demand (domestic and international) particularly the size of the tourist market on tourism products in the city. This will help the verification of the research hypotheses.

7.5- Recommendations.

Through the previous findings, it has become clear that all stakeholders are enthusiastic about sustainable tourism development in GGC and they support sustainable tourism development in this city because they see in it the salvation from many of the economic, social and environmental problems that face them, where stakeholders (through the questionnaires and interviews with them) expressed a lot of positive attitudes and willingness hard towards the sustainable tourism development in the city, which means that there is a huge potential for each of them to work together on a plan for a way forward in order to reach sustainable tourism development that is aspired. This study has produced invaluable insight of the perspectives and challenges of four groups of stakeholders (Residents, Tourists, Public sector,

Private sector), which may consequently result in further collaboration and alliances in the future.

Through all the notes coming from stakeholders who are involved in the study, and also through the study of literature, and based on previous findings, researcher managed to assemble a set of recommendations which together constitute the outline for the future of sustainable tourism development in the city; which they were arranged and formulated in the following subheadings:

Developing the institutional structure for tourism:

- i. The reform and development of tourism must be managed in the city, within the framework of the institutional structure of the tourism sector in the state.
- ii. Strengthen cooperation between stakeholders and involve them in human capacity building, technical, physical and administrative in the city.
- iii. Find a sophisticated tourist information system, to monitor everything related to the movement of international and domestic tourism, and study the problems which adversely affect the tourism potentials.
- iv. Emphasis on the participation of women and enhance their role in the development of institutional building in the city.
- v. Amend the laws related to tourism, and create new laws in line with the nature of the stage.

Sustainable development of tourism products:

- i. Achieve the sustainable development of resources and potentials of natural and environmental tourism, and protect them from burglary, waste, overuse, and threats of pollution and climate change.
- ii. Optimal exploitation of resources and tourism assets - historical, civilization, and the local cultural heritage - and maintain them, and maintain its attractiveness as well and its sustainability, with a focus on a relatively distinctive tourism product in the city such as (underground houses, ancient cities, pottery industry, and other traditional industries).
- iii. Involve local communities to contribute to tourism development and achieve benefits.
- iv. Help the local community to achieve a degree of its social, economic, and cultural ambitions by tourism.

- v. Encourage the local population to establish small and medium-sized tourism projects.
- vi. Involve the local community in preserving the natural environment and configuration to meet the needs of the local community.
- vii. The opening of new roads leading to remote tourist places inside the mountain, in order to develop them and benefit from them in the field of tourism for the benefit of the communities living in them.
- viii. Determine the carrying capacity of tourism destinations and draw certain limits for each destination to minimize the negative impacts of tourism.
- ix. Take advantage of the tourist groups that cross the city to the desert and encourage them to spend some nights in the city, by improving competition in the accommodation services and prices.

Stimulate tourism investments and the development of the tourism facilities and services:

- i. Improve the existing infrastructure services and expand its capacity.
- ii. Expand in the establishment of national parks, natural reserves, and cultural centers in different places of the city.
- iii. Ensure the infrastructure services towards the target areas of development and support for the establishment of tourism projects and create significant opportunities for tourism investment
- iv. Encourage the private sector to expand in the establishment and construction of tourist facilities services, to increase the accommodation capacity of the hotel and tourist facilities in proportion to the demand for tourism, and to give priority to local employment.
- v. Tourist facilities must conform (quantity and quality) to a size of tourist attractions available, and should not entail any alteration or blur of sights; they must be consistent with the architectural styles of the environment.
- vi. Adopt the principle of aggregation for tourism development projects, and restrict them in specific places, which reduce the stress on tourists; it should also contribute to the provision of infrastructure components (energy, water, waste, transport), minimize collateral damage for the tourism development process, and involve the residents in the management and protection of these facilities.
- vii. Stimulate the integration linkages with other sectors of the national economy.

- viii. Highlight the successful tourist experiences in the city through the propaganda in different media.

Improve the quality of tourism services:

- i. Elevate the level of the quality of hotel services and other tourist services in line with international standards.
- ii. Develop accommodation services, food, drink, hiking, means of transport, and all the necessary facilities to achieve satisfaction and comfort to the tourists.
- iii. Improve the business environment for enterprises and tourism activities.
- iv. Subscribe to all international electronic service systems, to ensure the provision of services required to the tourists in various fields with a high speed and accuracy.
- v. Taking into account people with disabilities and the special needs that they want.

Develop the tourism human resources:

- i. Find the tourist education which ensures that the outputs conform to international standards.
- ii. Provide for the needs of the domestic market of the skilled national tourist labor.
- iii. Give training and qualification of workers in tourist enterprises.
- iv. Increase tourism jobs available to the national labor.
- v. Take advantage of the ancient expertise in the field of traditional industries, and use them in the training of new local cadres.
- vi. Ensure the functional rights in health insurance and pension for workers in the tourism sector.
- vii. Raise the capabilities and efficiency of the local labor to work in the tourism sector.
- viii. Improve the capacity of the labor force in the hotels.
- ix. Rehabilitate workers in the food and beverage enterprises.
- x. Train the tour guides.
- xi. Opening more school and colleges of tourism in the state and provide scholarships abroad, in a bid to raise the efficiency of the human element in the field of tourism.

Enhancing security and tourism awareness:

- i. Ensure the security and safety of tourists and facilitate their movements.

- ii. Develop and modernize tourist security devices.
- iii. Use the foreign languages in the tourist guides.
- iv. Involve the community residents in tourism security installation and in the use of the proceeds of tourism.
- v. Raise community awareness of the importance of tourism and its development.
- vi. Activate the role of civil society organizations, cultural and religious educational institutions in tourism awareness.
- vii. Promote the awareness of the importance of maintaining the tourism resources and the provision of appropriate tourism environment.
- viii. Promote awareness of tourism through relying on accurate tourist information.
- ix. Raise awareness of tourism among the official and popular circles.
- x. Activate the role of media institutions in the tourism awareness.
- xi. Develop the professional capacity of workers in the field of tourism information.
- xii. Achieve the complementary partnership between the Ministry of Information and the Ministry of Tourism for tourism information service.

Development of promotion and marketing of tourism:

- i. Develop the capacity of the institutions for the promotion and marketing of tourism in order to achieve higher performance.
- ii. Improve the city tourist image in the international and local tourist markets.
- iii. Push the tourism marketing methods to higher levels of performance, and respond effectively, quickly and efficiently to the needs of customers.
- iv. Improve the marketing of the products and allow optimal choice by the target groups.
- v. Establish promotional partnership between the government and the private sector.
- vi. Rationalize the financial resources expenditure to ensure the transference of the city into a competitive tourist destination.
- vii. Insert tourism development in the curriculum of various educational levels.

Raise the rate of tourist demand:

- i. Encourage international tourism, and work to achieve an increase in the rate of growth of international tourism by means of marketing and promotion, and participate in conferences and international tourism fairs.

- ii. Encourage domestic tourism, by intensifying advertising for tourist destinations in the city in various advertising media, and organise local cultural festivals of various races.
- iii. Develop a pricing policy by taking into account domestic and international competition.
- iv. Develop a special trademark for city's tourist product which highlights the interest in the environmental aspect.

7.6- Limitations.

A key limitation of this study is the restriction to four stakeholder groups (Residents, Tourists, Public sector, Private sector). Another factor by which the study was bounded is the limited number of variables (six variables examined in this research) are: adequacy of tourist resources, perceptions toward tourism, level of involvement, environmental attitudes, economic attitudes, and social attitudes.

Although there are many other variables which could also potentially influence support for Sustainable Tourism Development, the number of variables measured in this study was restricted in order to maintain the focus of the study. Additionally the study was delimited within the specific geographical and socio-cultural context in the GGC.

So, the findings of this study should be considered only within the specific geographical and socio-cultural context. Thus, the results of this research may be limited in generalizability to residents of the GGC, tourists to the GGC, and public and private sectors in the GGC. But it can be simulated and applied to other cities of a different nature inside or outside Libya.

7.7- Suggestions for future research.

This research contributed to the literature in numerous ways, where the perspectives of four stakeholder groups - residents, tourists, private sector and the public sector – were examined with regards to sustainable tourism development in Al-Gabal Al-Gharbi City, in Libya. This research provides good information for decision-makers, planners and academics, where it can be used as a basis for the expansion and further research on stakeholders and sustainable tourism development in general, in the context of the GGC, any other city in Libya, or elsewhere in the world. This research also provides important information for investors in early before getting involved the acceptance of the tourism project and incurring losses due to his refusal by stakeholders.

The following are some suggestions for topics that could arise from this study or may be complementary to this study and that have not been covered during this search because of lack of time, or they are not within the scope of this study:

- i. The temporal scale is an essential component of the wider sustainability debate among stakeholders, because sustainable tourism development requires long-term investment. Thus, a study can be conducted to determine to what extent can the current generation of stakeholders look at the future? In other words, to what extent does the current generation of stakeholders have a moral obligation to allow future generations to enjoy the same opportunity in tourism?
- ii. The inclusion and participation of stakeholders in any activity is very crucial especially in sustainable tourism development. The idea is to include different perspectives and to categorize different groups involved in the tourism development process. Different studies have been done and conclusions were made that the inclusion of stakeholders in sustainable tourism development is difficult or even impossible (Ioannides, 1995; Tosun, 2006). However, results also show that their inclusion is very important (Andriotis, 2005; Gustke & Byrd, 2004). In fact, stakeholders differ according to the situation. So, how can they accept the challenge and offer an extensive study about the best ways for the inclusion and participation of stakeholders in sustainable tourism development.
- iii. The field study was conducted before the change of the political system in Libya (in the period from October 2010 to January 2011), which after this period has moved from the dictatorial manner to the democratic manner of governance, and this will naturally free ideas, opinions and attitudes for most of the stakeholders. These changes may change the way stakeholders perceive tourism and it would be interesting to explore the effects of political change on the views and attitudes of stakeholders towards sustainable tourism development in the city.
- iv. There is a problem concerning land owners. Some residents possess territories that contain important natural tourist sites and possess some of untapped old estates that carry a heritage status, such as (Oases and Palm Springs, ancient underground homes, factories ancient pottery, presses ancient olive, and uninhabited old villages). They are unable to manage these sites by themselves in the field of tourism; furthermore they cannot sell these sites to the state as a result of the multitude of the partners and plurality of opinions. Recently there have been some successful experiences to take advantage of such sites but they are still very limited and face many challenges. So,

there is an urgent need to conduct in-depth studies on the appropriate ways to manage these sites and how they can be exploited in sustainable tourism development.

7.8- Conclusion.

Tourism is one of the major global industries that are growing steadily where tourist attractions are currently becoming more diverse and where new alternative types of sustainable tourism began to spread. These preserve the environment and promote the social and economic development of local communities, and give useful experiments for tourists.

Stakeholders, should include all players that affect or are affected by tourism activities, such as: (Governments, the local population, companies, administrators of protected areas, NGOs, tourists, etc.), because if all stakeholders are not taken into account when setting up tourism development plans, it could have many a negative impact on the tourism locations which may fail, as a result of the emergence of economic, social, environmental and even political problems among stakeholder groups.

Therefore, when it comes to sustainable tourism development, it is essential to take into account the idea that planning must be conducted in coordination and with the collaboration of all the variables that can affect or may be affected by this activity, by putting particular emphasis on the residents, since they should be the first to benefit from this development through the creation of new companies; this will develop employment opportunities, which will help increase the standard of living for them. Thus they become able to find solutions for many of the problems.

There is a great opportunity for tourism that still in the exploration phase to build a sound basis since the beginning. Stakeholders should be identified in order to try and involve them and gain their support in all stages of the tourism development process.

Tourism development in the GGC is still in the exploration phase; therefore this research is timely because it has measured the extent of stakeholders' support for tourism development early. The study results revealed the presence of strong support by stakeholders for tourism development in the city, which means that there is real potential for sustainable tourism development.

This research will draw the attention of policy makers to the important tourism potential in the city, and give a large degree of trust and confidence for investors and decision-makers, besides providing as well good information for planners and investors which leads to draw

good plans that help to stimulate the economy within the city, and establish new companies that will lead to increased employment opportunities, thereby increasing the standard of living for the residents.

It is expected that this study will serve as a basis for developing sustainable tourism development in GGC in a more coherent, collaborative and sustainable manner by identifying resources and tourism potential available and soliciting the attitudes and perceptions of stakeholder groups who have demonstrated their support for the sustainable development of tourism in the city. Also, this study can be used as a basis for the expansion and further research on stakeholders and sustainable tourism development in general, in the context of the GGC, any other city in Libya, or elsewhere in the world especially in developing countries.

To achieve sustainable tourism development in the city, it is necessary to gain stakeholder satisfaction on an ongoing basis especially the local communities, and maintain the ecological balance as much as possible, but care must be taken of the emergence of strong competition in the market under incomplete conditions, especially in the early stages of the development process, because it leads to the elimination of small locally owned tourism businesses with the loss of local control over tourist development, where the sustainable tourism development goals will not be achieved as planned.

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APPENDICES

Appendix 1: Abstract in Arabic

ملخص باللغة العربية:

أصبحت السياحة أهم مصدر لتحفيز اقتصادات دول العالم , وخاصة النامية منها , حيث انها تحفز الاستثمار الهائل في البنية التحتية ويساعد الدول على تحسين موازين مدفوعاتها، والتي ينبغي أن تساعد على خلق فرص العمل وتحسين الظروف المعيشية للسكان المحليين من خلال المساعدة على تحقيق تكافؤ الفرص الاقتصادية والحفاظ على سكان الريف من الانتقال إلى المدن المكتظة (WTO، 2007). الاقتصاد الليبي لا يزال يعتمد على النفط بنسبة كبيرة، مع العلم أن هناك قطاعات أخرى يمكن أن تشارك في تنويع الاقتصاد، ولكن لم تعط الفرصة من قبل الحكومة (مثل قطاع السياحة). مؤخرًا في ليبيا، ظهرت العديد من الأصوات التي تدعو لتطوير السياحة في هذا البلد كمحاولات لتنويع الاقتصاد ولإيجاد حلول لبعض المشاكل الموجودة. ولكن التنمية السياحية من أجل أن تكون مفيدة على المدى الطويل، يجب أن تكون مستدامة. التنمية السياحية المستدامة (STD) هي تلك الإجراءات التي تساهم في اقتصاد متوازن وصحي من خلال توليد فرص العمل ذات الصلة بالسياحة، والإيرادات، والضرائب، مع حماية وتعزيز الموارد الاجتماعية والثقافية والتاريخية والطبيعية والمبنية على الوجهة للتنوع والرفاهية سواء للمقيمين أو الزوار.

إعلان برلين لعام 1997 اقترح أن "تحقيق أشكال مستدامة من السياحة هو مسؤولية جميع أصحاب المصلحة المعنيين، حيث أنه من الأهمية بمكان أن يكون المخططون وصناع القرار على فهم بمواقف جميع الأطراف من أجل اتخاذ إجراءات مستدامة في التنمية السياحية". لذلك، يجب إشراك جميع أصحاب المصلحة في التنمية السياحية، وقبل البدء في أي مبادرات للتنمية السياحية المستدامة المزمع إقامتها.

وبالتالي، رأى الباحث ضرورة تنفيذ هذه الدراسة في ليبيا، واتخاذ مدينة الجبل الغربي (GGC) كمثال للتطبيق. والهدف هو استكشاف إمكانية إقامة تنمية سياحية مستدامة في هذه المدينة، من خلال دراسة مواقف وتصورات أصحاب المصلحة بشأن التنمية السياحية المستدامة فيها، حيث السياحة في هذه المدينة لا تزال في مرحلة الاكتشاف.

وبالتالي كان السؤال الرئيسي للبحث هو: "هل هناك إمكانية لإقامة تنمية سياحة مستدامة في مدينة الجبل الغربي؟".

وقد أختيرت مدينة الجبل الغربي كنموذج للدراسة، لعدة أسباب. منها عدم توفر الوقت والجهد والمال لدى الباحث حتى يتمكن من تغطية كامل البلاد. وكذلك حاجة المدينة الماسة إلى المشاريع التنموية لإيجاد حلول للكثير من المشاكل الاقتصادية والاجتماعية والبيئية التي تعاني منها. وأيضاً إتخاذها كمثال يمكن القياس عليه في دراسة التنمية السياحية المستدامة في المدن الليبية الأخرى. إن مدينة الجبل الغربي هي مدينة داخلية عانت من التهميش لسنين طويلة في ظل عدم توفر موارد اقتصادية تقوم عليها صناعات محلية معتبرة. الأمر الذي سبب في وجود مشاكل اقتصادية واجتماعية وثقافية وبيئية كثيرة في هذه المدينة. وأن هذا البحث سيلفت إنتباه صناع القرار إلى أهمية هذه المدينة من الناحية السياحية، وفتح آفاقاً جديدة أمام المستثمرين في المجال السياحي لتتمكن عجلة الاقتصاد في هذه المدينة من التحرك إلى الأمام. وذلك بفضل الروابط الخلفية والأممية التي يصنعها قطاع السياحة مع القطاعات الأخرى.

تمت دراسة الأدب الخاص بالموضوع، وتحديد المتغيرات، واختيار أربعة مجموعات من أصحاب المصلحة للمشاركة في هذه الدراسة، وهي: (المقيمين، السياح، القطاع الخاص، والحكومة).

إستخدم الباحث منهج مختلط لتجميع البيانات الأولية. حيث استخدم الإستبيان كأسلوب رئيسي لإكتشاف تصورات السكان والسياح (ن=360)، وأستخدم المقابلة لإستكشاف تصورات القطاعين العام والخاص لدعم الدراسة (ن=26). تم إختيار العينات بإستخدام الطرق العشوائية المناسبة. وكانت نسبة الردود 98.9%. وإستخدم الباحث أيضاً التقارير والدراسات والكتب والجداول والصور والخرائط المنشورة، والزيارات الميدانية لبعض المواقع السياحية، والمراقبة عن كثب للواقع المعاش، كمصادر ثانوية للبيانات.

إستخدم الباحث البرنامج الإحصائي (SPSS) لإدخال البيانات، وإستخدم الطرق الإحصائية للحصول على ثمانية نماذج مختلفة تمثل تصورات أصحاب المصلحة المشاركة في الدراسة. حيث تم تحديد أولويات كل مجموعة والمقارنة بينها للوقوف على حجم الاختلافات الكلية بين جميع المجموعات لتحديد أولويات الدعم للتنمية السياحية المستدامة في المدينة، وبالتالي الإجابة على أسئلة البحث. حيث تحصل الباحث على مجموعة هامة من النتائج تؤكد على إمكانية إقامة تنمية سياحية مستدامة في مدينة الجبل الغربي، من أهمها:

1. أكدت الدراسة على وجود موارد سياحية جيدة بالمدينة من حيث الكم وجودة المنتج السياحي وإمكانية المنافسة على الصعيدين المحلي والعالمي. مع وجود بعض المعوقات، حيث أن الكثير من المواقع السياحية لا زالت تحتاج إلى الكثير من الرعاية والإهتمام من قبل الدولة من حيث (الإكتشاف، الصيانة، التسويق، التدريب). وبالتالي هناك حاجة ماسة إلى سياسات داعمة مثل تقديم التسهيلات القانونية والإدارية والمالية وغيرها.
2. أكدت الدراسة على الترحيب الكامل بالتنمية السياحية من قبل جميع أصحاب المصلحة ودعمهم اللامحدود لها. وهو أمر يدعو إلى الإطمئنان في المستقبل على إستدامة التنمية السياحية بالمدينة.
3. تمكنت الدراسة من التعرف على إتجاهات التنمية السياحية في المدينة عن طريق التعرف على الطلب السياحي ومصادره الداخلية والخارجية، والتعرف على أولويات المشاريع السياحية كما يراها أصحاب المصلحة، وهذا سيفيد أصحاب القرار عند التخطيط للتنمية السياحية المستدامة في المدينة.

كما صاغ الباحث بعض التوصيات التي يمكن أن تساعد في بلوغ الهدف المنشود. وأوصى ببعض الدراسات التي يمكن إجراؤها مستقبلاً إستكمالاً للفائدة.

الكلمات المفتاحية: التنمية المستدامة، التنمية السياحية المستدامة، مواقف أصحاب المصلحة، GGC

Appendix 2: Overview of the tourism in Al-Gabal Al-Gharbi City.

A2.1 Introduction

The objective of this appendix is to shed light on tourism development in Libya focusing on tourism development in GGC, where tourism could potentially alleviate some of the problems experienced in the city. In order to do this the chapter also addresses tourism in the countries of the Arab Maghreb countries and some countries in Africa because of certain common themes. The chapter also discusses the pressures of tourism on the environment, tourism infrastructure and some other topics of interest to the development of tourism in the GGC.

A2.2 Tourism in Africa

The African continent has enormous resources and could potentially take advantage of nature tourism, eco-tourism, cultural tourism, sports tourism, and exploration tourism (WTO, 2011).

African countries are among the countries of the developing world, where a number of researchers stressed the potential of tourism (Mustika, et al., 2013; Thapa, 2012; Ekanayake & Long, 2012; United Nations, 2010).

The continent's geographical location makes it a popular place and favourite for many tourists all over the world; in addition to that the majority of arrivals are from overseas, with 56% of the total arrivals from the continent of Europe, which represents the main market for tourists (Grandoit, 2005).

Thapa, (2012); WTO (2011) and Grandoit (2005) mentioned that the African countries have a number of similarities with regard to tourism:

- i. The allocation of a few funds to the tourism national administrations; this was not included among the priorities.
- ii. Foreign donors do not care for the tourism sector, because of the lack of incentive programs by the local governments.
- iii. The level of economic and statistical valuation remains inadequate; it is limited to just record the number of arrivals at airports and some hotels, contrary to what is the case in developed countries. To drive the industry is imperative for African countries to raise the performance of all devices, economic and statistical tourism-related.
- iv. Internal conflicts among nations, the divisions among them and the chaos that results from it shackle tourism development.

- v. Local groups are often poor and thus be more susceptible than others to the negative impacts of tourism, which is reflected on the society and the culture.
- vi. A large part of the African continent - almost a third of the world's population - have not yet received the modern technology of communication and media, which is indispensable in the field of tourism; as a result of a lack of technology, African countries do not have the financial possibilities to use the technology of modern marketing and control the familiar distribution channels, where it is possible to compete and accept the challenge.
- vii. The lack of efficient framework both in the public or private sector is one of the major difficulties to raise the level of tourism in many of the African desert countries.

So, the prospects for tourism development in Africa promise but great challenges and opportunities. In particular those countries focussing on tourism as an engine of their economies, must try and address many problems, foremost of which is the problem of funding and the problem of negative intervention from the government in the field of tourism.

Swarbrooke (1999) outlined a number of criticisms of government intervention in tourism in developing countries:

- i. Lack of resources (such as capital and skills) available for tourism development.
- ii. Emphasis on the establishment of resort type complexes that are predominantly self-contained, thereby inhibiting the multiplier effect in the local economy.
- iii. Focus on the encouragement of large foreign tour operators and enterprises to develop tourism at the expense of smaller local businesses.
- iv. Centralised government policies in tourism, affording local residents little, if any input in the decision-making process.
- v. Lack of regard for local residents' rights and property when developing tourism.
- vi. Corruption in the development and implementation of tourism projects.

If the developing countries are to take tourism seriously, they need to address each of these issues.

Table (A2.1) below, summarises the number of tourists in Africa in 2000 and in 2010.

| Ranking the top 10 tourist countries in Africa in (2000 & 2010). | | | | |
|---|---------------------|-----------------------------------|---------------------|-----------------------------------|
| The Country | Rank in 2000 | Number of tourists in 2000 | Rank in 2010 | Number of tourists in 2010 |
| South Africa | 1 | 5.908.000 | 3 | 8.070.000 |
| Tunisia | 2 | 5.663.000 | 4 | 6.900.000 |
| Egypt | 3 | 4.648.000 | 1 | 14.050.000 |

| | | | | |
|------------------|-----------|------------------|-----------|------------------|
| Morocco | 4 | 4,431.000 | 2 | 9,209.000 |
| Zimbabwe | 5 | 2,217.000 | 5 | 2,240.000 |
| Botswana | 6 | 1,520.000 | 7 | 1,550.000 |
| Kenya | 7 | 994.000 | 9 | 1,39.000 |
| Algeria | 8 | 901.000 | 6 | 1,910.000 |
| Nigeria | 9 | 831.000 | 8 | 1,410.000 |
| Mauritius | 10 | 675.000 | 10 | 0,980.000 |

Table: (A2.1), Top 10 tourist countries in Africa.

Source: WTO, 2012

The table notes the presence of four African destinations (South Africa, Tunisia, Egypt, and Morocco) which are consistently most visited. It should be noted that tourism in some African countries is not growing in a homogeneous format, because of divergent regimes. Also, it is noted that Tunisia and South Africa have progressed slowly, but Egypt and Morocco have progressed rapidly, making them occupy the first and second place in 2010. Despite the presence of natural and cultural resources of many African countries, the number of tourists coming to these countries is still below the level, where in the best countries it was less than 15 million tourists, which indicates the presence of significant problems in this sector.

A2.3 Tourism in the Arab Maghreb Countries

The Arab Maghreb Countries contains five countries: Libya, Tunisia, Algeria, Morocco, and Mauritania and represents the geographical unit within the natural boundaries of the Mediterranean in the north, desert in the south, Egypt in the east, and the Atlantic in the west. The population of the Arab Maghreb Countries was 100 million in 2012, (11 Tunisia, 38 Algeria, 3 Mauritania, 37 Morocco, and 6.5 Libya). It has large reserves of oil, gas and mineral and 60% self-sufficiency of food, and it has also multiple and variety tourism resources (Mensah, 2012).

Tunisia and Morocco are considered to be the favourite destinations for European tourists where they are making excellent returns from international tourism (until the Arab revolutions 2011). Tunisia had 5.7 million tourists in 2010, and the Tunisian tourism sector engaged 9% of the economically active population. Europeans dominate the visitors, with most coming from France and Germany (UNCTAD, 2012a).

Tunisia's tourism hinges mainly on the beach attractions on the coast. The main dependence of Tunisian industry on this type of tourism and the lack of basic investments led to a decline in tourists and a decline in tourism revenues. This has made the country reconsider its policies towards the development of tourism in recent years, where the policies moved to

focus on cultural and desert tourism, while continuing to address the causes of deficiencies in the beach tourism (see table A2.1 and table A2.2).

Morocco accommodated 9.2 million tourists in 2010 (Haddad, 2013) with the sector centred on upscale cultural heritage. The niche markets of adventure and cultural tourism are two of the strongest segments of the tourism industry, with culture a component in almost 40% of all international trips (Ebbe, 2009).

Tourism in Algeria and Libya has yet to get established even though these two countries have the financial resources and tourist attractions for tourism development. They are still dependent on oil and gas resources in their foreign currency earnings. Until the mid 1990s, Algeria had not developed any serious programs for tourism. Since then the outlook has changed and the government has sought to diversify the economy with tourism identified as a key sector for development, and it achieved 1.2 million tourists in 2010. Libya is far behind and only achieved 42 thousand tourists in 2009 (Hanafi, 2010). The two countries began thinking about diversifying their economies in the mid-nineties, and they are still at the preparation stages. There are a lot of challenges for this industry which must be overcome first.

Mauritania, the other member of the Arab Maghreb Countries lacks the financial resources to develop its tourism sector.

| The state | | Tunisia | | Morocco | | Algeria | | Libya | |
|--------------------|---------------------|---------|------|---------|------|---------|------|-------|------|
| Index | Unit of measurement | 2000 | 2010 | 2000 | 2010 | 2000 | 2009 | 2000 | 2010 |
| Number of tourists | Thousands | 5660 | 5900 | 4430 | 9209 | 901 | 1910 | 174 | 155 |

Table: (A2.2), Number of tourists, 2000 & 2010 in the AMC.

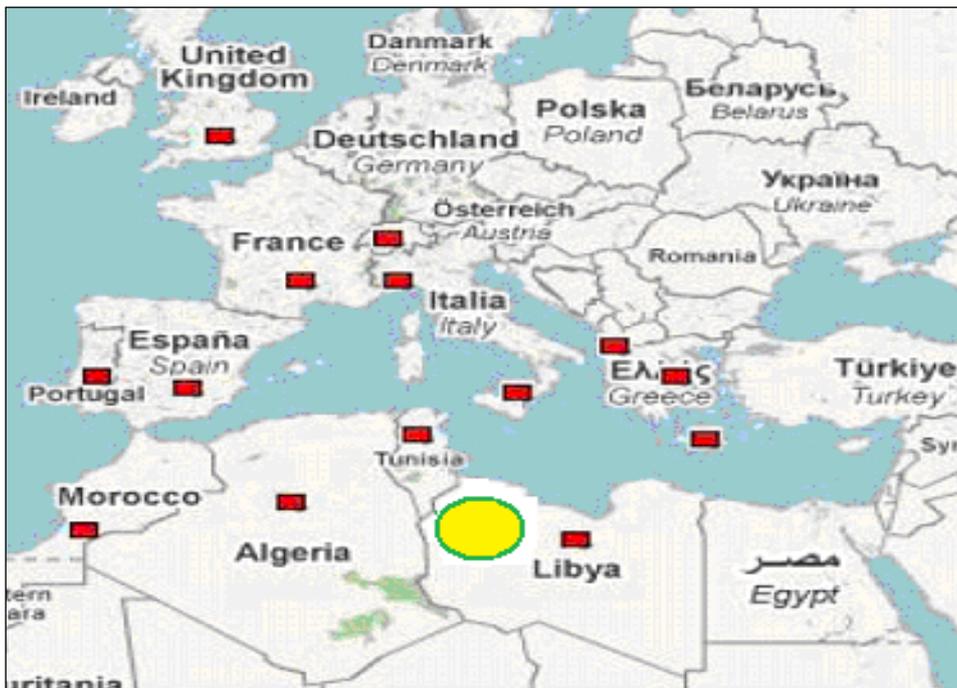
Source: WTO, 2012

A2.4 Tourism in Libya

A2.4.1 General Background

Libya covers an area of 1,760,000 square kilometers and has a Mediterranean coastline of nearly 1,800 kilometers. It is the fourth biggest country in Africa and is seventeenth among the countries of the world. Its coastline between Egypt and Tunisia gives it a strategic location in the middle of the northern edge of Africa within easy reach of the major European countries. It links Arab countries in North Africa with those of the Middle East, as well as linking the African Union with the European Union. The largest city and capital, Tripoli, is home to 1.7 million of Libya's 6.4 million people according to the latest census 2006 (Country reports, 2011).

The civil war with the help of the military intervention of NATO in 2011 resulted in the ousting and death of Muammar Gaddafi, and the collapse of his regime that had existed for 42-years. As a result, Libya is currently undergoing political, economic and social reconstruction, and is governed under an interim constitution drawn up by the National Transitional Council (NTC). Elections to a General National Congress were held on 7 July 2012, and the NTC handed power to the newly elected assembly on 8 August. The assembly has the responsibility of forming a constituent assembly to draft a permanent constitution for Libya, which will then be put to a referendum (LeCrone, 2014).



*Figure: A2.1, Libya's location between three continents.
Source: <http://www.tutaabsoluta.com/images/profile/map.jpg>*

Tourism in Libya has depended on its history, ancient monuments and geography (Poljanec – Boric, 2004). There are ample opportunities for tourism that may be developed and improved including (resort tourism, mountain tourism, desert tourism, coastal tourism, youth tourism, medical tourism, sport tourism, religious and cultural tourism as well as conference tourism). See chapter three, section 3.5 for further explanation of these tourism types.

Libya has had a deep impact on human evolution and development and old civilisations including the Germans, Phoenicians, Greeks, Romans, Byzantines, Christians, Jews, Muslims and Turks who built ancient monuments that still remain today. Its location overlooking the

Mediterranean Sea makes it close to the main export tourism markets in Europe (LGBT, 2006).

Libyan terrain is divided into the following:

Highlands: These include the Green Mountains located in the north-east, the western mountains located in the north-west and the Tibesti highlands located in the south of the country. The northern highlands are covered with some fruit trees, forest trees and some plants, but the Heights south are bare of trees or plants (Library of Congress, 1987), see figure A2.2 below.

Plains: These include the northern coastal plains stretching from the Tunisian border in the west to the Egyptian border in the east, aligned with the Mediterranean coast. 85% of the population lives in these plains undertaking agricultural, pastoral, and service activities Barich et al., 2006), see figure A2.2 below.

Desert: 90% of the land is desert which can be divided into three sections: the Western section (starting from the top and all the way down to Acacus); the Middle section (from city of Sirt and all the way down to Sarir Tibesti); and the Eastern section (Cyrenaica and the Libyan desert, all the way to Kofra and down to the border with Sudan. The Libyan Sahara has many colors (green, gold, red and black) and the temperatures may exceed 50 degrees in the daytime [Grant, et al., (2008); Ham, (2007)], see figure A2.2 below.

The climate varies according to these terrains; it is very dry in the desert areas. (Desert climate) but has a moderate Mediterranean climate in the north. . There are lower temperatures in the winter on the northern highlands, causing the fall of snow in some years [Ham, (2007); Barich, et al., (2006)].

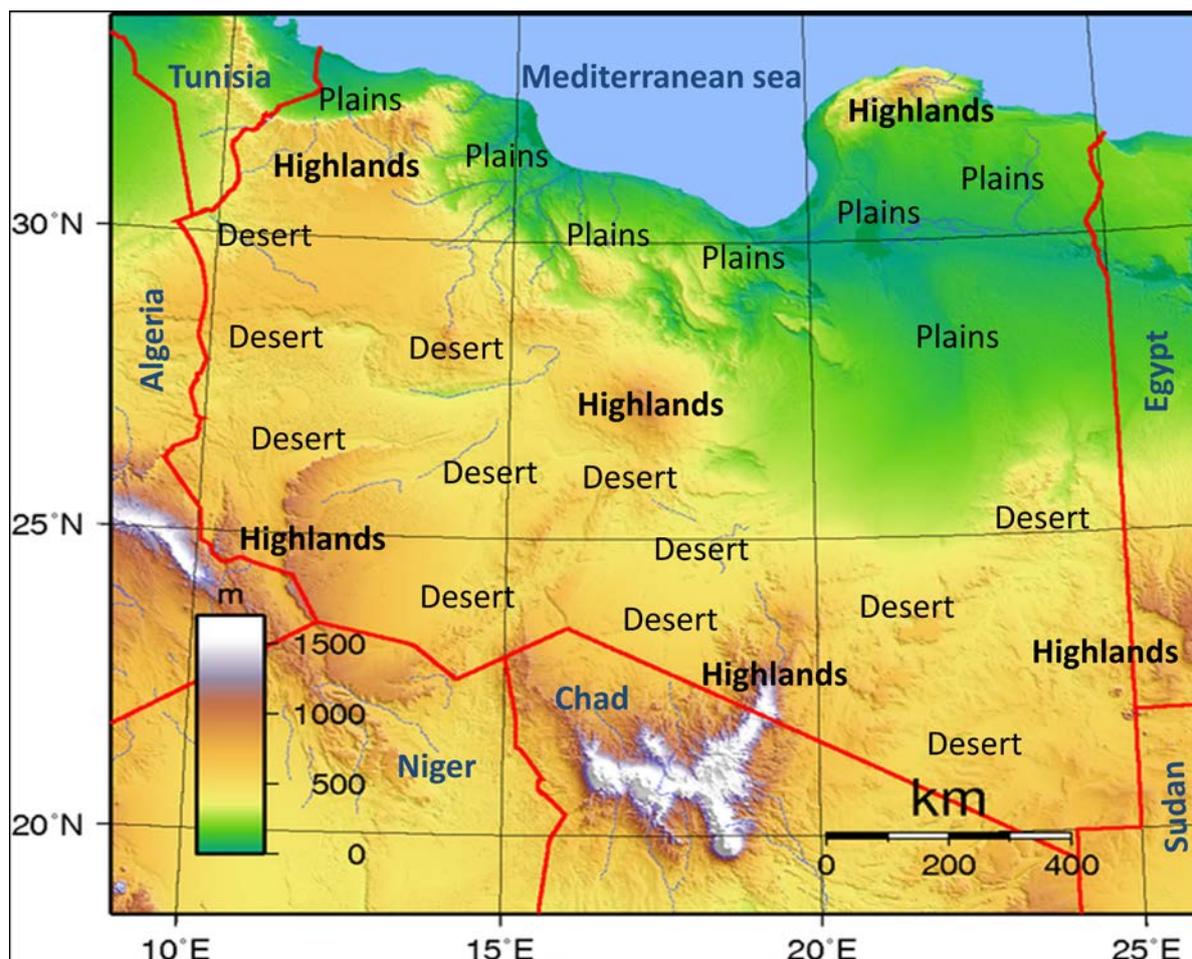


Figure 5.2, Map of the terrain in Libya.

Source: Vandewalle, (2011).

Libya’s population was 6.6 million in 2010, 33% of whom are under the age of 15 years [Jodie & Gorrill, (2012); Vandewalle, (2011)]. This will soon create real pressure on the jobs currently available, it needs to be planned in advance, which confirms that it is imperative to diversify the economy and create new jobs each year (Box A2.1 below summarizes population data).

- Distribution by gender: 51% male, and 49% female.
- The distribution of population: 85% live in the northern coastal areas, and the rest spread over the entire country.
- Demographic growth rate: 2.2%
- The proportion of urban population represents more than 78% of the total population.
- The total labor force is 1.66 million people. 70% of them are employed in the public sector.
- There is one hospital bed for every 350 people, and one doctor for every 630 people.
- The number of students studying in primary education is (1.019.876), and university students total (300.966) in all disciplines.

Box (A2.1) summarizes Libyan population data in 2010.

Source: Vandewalle, (2011).

The Libyan economy depends on the oil sector for almost all its income; this sector represents more than 30% of GDP, and contributes about 80% of government revenues, and 95% of total exports (Almarhun, 2011; Vandewalle, 2011). In the Libyan central socialist system before 2011, the government was not interested in the tourism sector except in very narrow limits, where it has not played any role in the Libyan economy, although its available tourism resources are not less than the available tourism resources in the neighboring countries (Annajeh, 2002). (Box A2.2 below summarizes economic situation data in 2010).

- Oil production reached (1.6) million barrels per day.
- Libyan GNP \$77.9 billion, and Per capita GNP is \$13.800.
- Total value allocated by the state for its development program is \$117 billion during the period (2008 - 2012).
- Reserves of gold and foreign currency amount to \$107 billion. (Ranked 14 in the world).
- The Libyan Investment Authority manages assets worth \$70 billion, and retains an amount of \$ 32 billion in cash in 64 banks within the United States.
- With all this fiscal expansion, it did not exceed Libyan Foreign direct investment \$ 15.3 billion.

Box (A2.2), Summarizes Libyan economic situation data in 2010. Source: Vandewalle, (2011).

Despite all the growth in the oil sector, other sectors suffer from a lack of investment. There are very clear bottlenecks such as administrative confusion and financial corruption in all areas. If these problems are not addressed directly in a scientific and accurate way, Libya will continue to repel investment.

Transportation in Libya depends on the private sector by running small buses (capacity 12 - 20 passengers), taxis, and some private companies that own large buses for long trips. There is a well developed roads network linking the main cities, but the roads in rural and desert areas are not suitable for the most part especially in the winter (Vandewalle, 2011).

Libya had owned a fleet of aircrafts and an excellent selection of pilots through the company of Libyan Arab Airlines, which suffered a lot of setbacks such as the economic sanctions by the United Nations in the nineties and recently the war in 2011. Libya has mounted a strong economic recovery in air transport, enticing international carriers to rapidly rebuild their capacity, after they withdrew following the revolution in Feb-2011. (See table A2.3), Libya itself has also bought 5 new planes "Airbus 320" in 2012 (CAPA, 2012).

| Top 15 airlines serving Libya ranked by total seats offered From 03-Dec-2012 to 09-Dec-2012 | | | |
|--|---------|-------------------|-------------|
| Rank | Airline | | Total Seats |
| 1 | LN | Libyan Airlines | 36.321 |
| 2 | 8U | Afriqiyah Airways | 22.775 |
| 3 | TU | Tunisair | 10.232 |
| 4 | TK | Turkish Airways | 9.652 |
| 5 | MS | Egypt Air | 6.728 |
| 6 | RJ | Royal Jordanian | 3.164 |
| 7 | KM | Air Malta | 2.944 |
| 8 | AZ | Alitalia | 2.044 |
| 9 | LH | Lufthansa | 1.932 |
| 10 | EY | Etihad Airways | 1.572 |
| 11 | AT | Royal Air maroc | 1.348 |
| 12 | QR | Qatar Airways | 1.218 |
| 13 | OS | Austrian Airlines | 1.128 |
| 14 | BA | British Airways | 936 |
| 15 | AH | Air Algerie | 336 |

Table: A2.3, Top 15 airlines serving Libya.

Source: CAPA, 2012

Libya has international airports located in Tripoli, Benghazi and Sabha (Tripoli International Airport is being expanded), and has five smaller airports serving Ghadames, Kofra, Ghat, Bayda, and Hun, in addition to there are various smaller airports located around the country which are used for special purposes, about 24.572 flights were operated from these airports in 2010, (CAPA, 2012), (See figure, A2.3).

In addition there are 12 seaports along the coastline, used for import, export and passenger transport. The container ports have received a total of 161.820 containers in 2010 (Almarhun, 2011).

There is no railway network in Libya. A study is underway to create rail links with Tunisia and Egypt with a length of 2000 km (Almarhun, 2011). A railway project started in 2013 to serve the capital Tripoli that will connect the residential areas in the capital. It is divided into three lines, with a total length of 66 km (LANA, 2013).

Libya was previously linked by a network of vulnerable land lines, which caused constant interruptions. The previous government tried at the beginning of the last decade to develop the network, with an introduction of mobile phone services involving two companies. The number of subscribers to these networks reached 9.5 million during 2009 while the total number of subscribers to Internet services of various kinds totalled 417,000 in the same year (Almarhun, 2011).

Libya is primarily fuelled by oil and gas while the electricity network covers almost all the country. 75% of Libyans depends on electricity and 25% depends on gas but this is offered in cylinders, since there are no gas networks in Libya. Solar and wind energy is negligible despite the availability of excellent sources (CIA, 2013).

Water resources in Libya are divided into (Almarhun, 2011):

- Renewable water: 500 million cubic meters.
- Non-traditional sources of water: (desalination and wastewater treatment in the range of 130 million cubic meters)
- Sources being excavated in the southern basin in the range of 3200 million cubic meters.
- Manmade River: 4.3 billion cubic meters in 2011.

Waste management in the country is managed by private companies and there's a place for landfill in every city, where it is usually just burnt. Little effort is made to recycling or reuse (Hagaf, 2012).

A2.4.2 Tourism resources in Libya

A2.4.2.1 Tourist attractions

Libya's tourist attractions can be divided as follows:

a. Desert

Sahara is the largest part of the land of Libya, largely free of people, covering 90% of the land of Libya (Vandewalle, 2011). The deserts host oases, hills and dry valleys which support some wildlife including deer and camels. The Tuareg and Toubou are the inhabitants of these areas; they are nomads who have lived in the Sahara for centuries.



Images: A2.1, A, B&C: Different views from the Libyan Desert.

The Libyan Desert was inhabited by many ancient civilizations, where Mummified remains of a boy (Mohi Gage) dating back 5500 years were found in the Libyan Acacus Mountains. This is considered an important discovery in archaeology and history of mummification in the scientific community which will add new value to the cultural heritage of Libya (Xinhua News Agency, 2013). See images A2.2



Images: A2.2, Necklace, which is found round the neck of the mummy, one of the colored beads

The desert is full of cultural treasures, where many of the past civilisations have literally left their mark by the art of engraving and drawing on the rocks. These civilisations fall into five phases (Manna, 1972):

Phase of the Stone Age: Characterized by the carved animals on the rocks and caves scattered in several parts of Libya (See Images, A2.3).



Images: A2.3, Phase of the Stone Age

Phase of the big heads: Inscriptions and monochrome graphics of the human forms were appeared on the rocks in many places in the Sahara (See Images, A2.4).



Images: A2.4, Phase of the big heads

Phase of grazing: It stretches from the ninth millennium to the fourth millennium BC, and is characterized by images of grazing animals (See Images, A2.5).



Images: 5.5, Phase of grazing

Phase of the horses: This covers the prehistoric eras, and historical eras, where multi-colored drawings of wild and domestic animals, and horse-drawn carriages were inscribed on the rocks (See Images, A2.6).



Images: A2.6, Phase of the horses

Phase of the camels: Inscriptions of camels and the first written forms of the ancient Libyan alphabet characterize this phase (See Images, A2.7).



Images: A2.7, Phase of the camels

b. Beaches

Along the Mediterranean Sea a coastal strip extending to 2,000 km has many beautiful beaches. Towards the Tunisian border the depth of the beaches and the beauty of the soil

offer great potential for domestic and international tourism, especially diving and surfing (See Images, A2.8).



Images: A2.8, A, B&C: Different views from the Beaches Coastal in Libya.

c. Archaeological sites

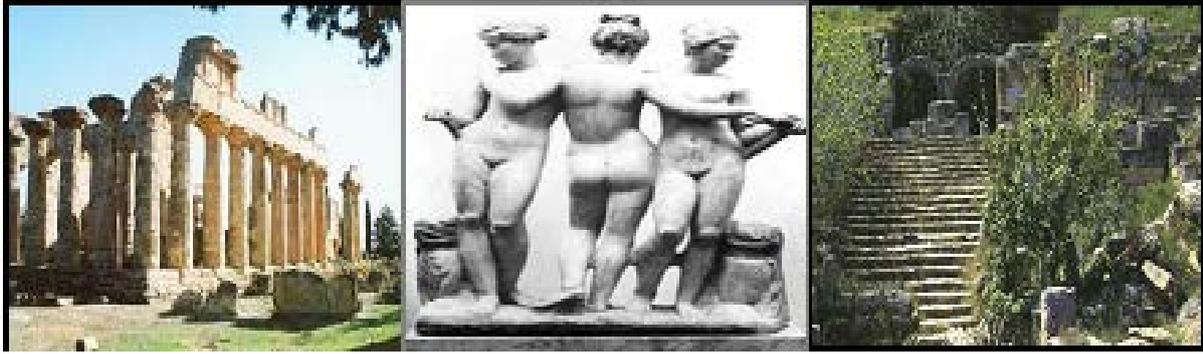
Libya has a large number of important heritage sites, distributed over the entire country which date back to ancient times. Five Libyan sites have been registered on the world heritage list (WHC, 2013), they are (see figure A2.3):

Leptis Magna: The ancient city of Leptis Magna is located on the north-western part of the country on the Mediterranean coast, 120 km to the east from the capital Tripoli. The city was founded by the Greeks at the end of the seventh century BC then occupied by the Romans in 42 BC, and is considered the largest Roman ruins in the world. The city still retains much of its landmarks and was registered on the list of world heritage in 1982 (WHC, 2013; Gearon, 2006), (See Images, A2.9).



Images: A2.9, A, B&C: Different views from the ancient Leptis Magna's city.

The ancient city of Cyrene: It is located on the north-eastern part of the country on the Mediterranean coast, 270 km to the east from Benghazi. The city was founded by the Greeks in 631 BC, then occupied by the Romans, and it was registered on the list of world heritage in 1982 (WHC, 2013; Gearon, 2006), (See Images, A2.10).



Images: A2.10, A, B&C: Different views from the ancient Cyrene's city.

Rocky Acacus sites: There are rich in old graphics, some as old as 21,000 years. It is located in the Saharan south of the country, where the dry rivers are supporting much wildlife. The carvings depict the lifestyle of that time, and were registered on the list of world heritage in 1985 (WHC, 2013; Gearon, 2006), (See Images, A2.11).



Images: A2.11, A, B&C: Different views from the rocky Acacus sites.

The ancient city of Sabratha: It is located on the north-western part of the country on the Mediterranean coast, 67 km to the west from the capital Tripoli. The city was founded by the Greeks at the beginning of the first century BC, and later occupied by the Romans who added some buildings. It was registered on the list of world heritage in 1982 (WHC, 2013; Gearon, 2006), (See Images, A2.12).



Images: A2.12, A, B&C: Different views from the ancient Sabrath's city.

The historic city of Ghadames: It is a desert city located in the western part of Libya on the Algerian-Tunisian-Libyan border. According to UNESCO, Ghadames is the third oldest inhabited city in the world. It was one of the most famous African cities in the old time and it played an important role in the trade between the North and the South, being an important station for caravans. The city was registered on the list of world heritage in 1986 (WHC, 2013; Gearon, 2006), (See Images, A2.13).



Images: A2.13, Ghadames city: A- House from the inside. B- Alfaras spring. C- Aerial view.

There are also many old cities which have become archaeological sites in all the cities of Libya, which attract the tourists both domestic and foreign, such as the cities of Tobruk, Derna, Bayda, Soussa, Benghazi, Ajdabiya, Sirte, Misurata, Zliten, Khoms, Tripoli, Zawya, Zouara, Nalut, Yafran, Gharyan, Tarhunah, Bani Walid, Hun, Waddan, Giagbub, Khufra, Ghat, Sabha, Murzuq, and Ubari (Annajeh, 2002).

d. Mountains and Nature

The various mountain sites in the country offer beautiful landscapes that can attract many tourists, both local and foreign. Ancient villages, mountain towns, and oases with palm and olive trees, and wildlife complete the attractions (See Images, A2.14).



Images: A2.14, Mountains: A- Al-Jabal Al-akdar, B- Al-Jabal Al-Garbi, C- Branch of A petrified giant tree. Acacus.

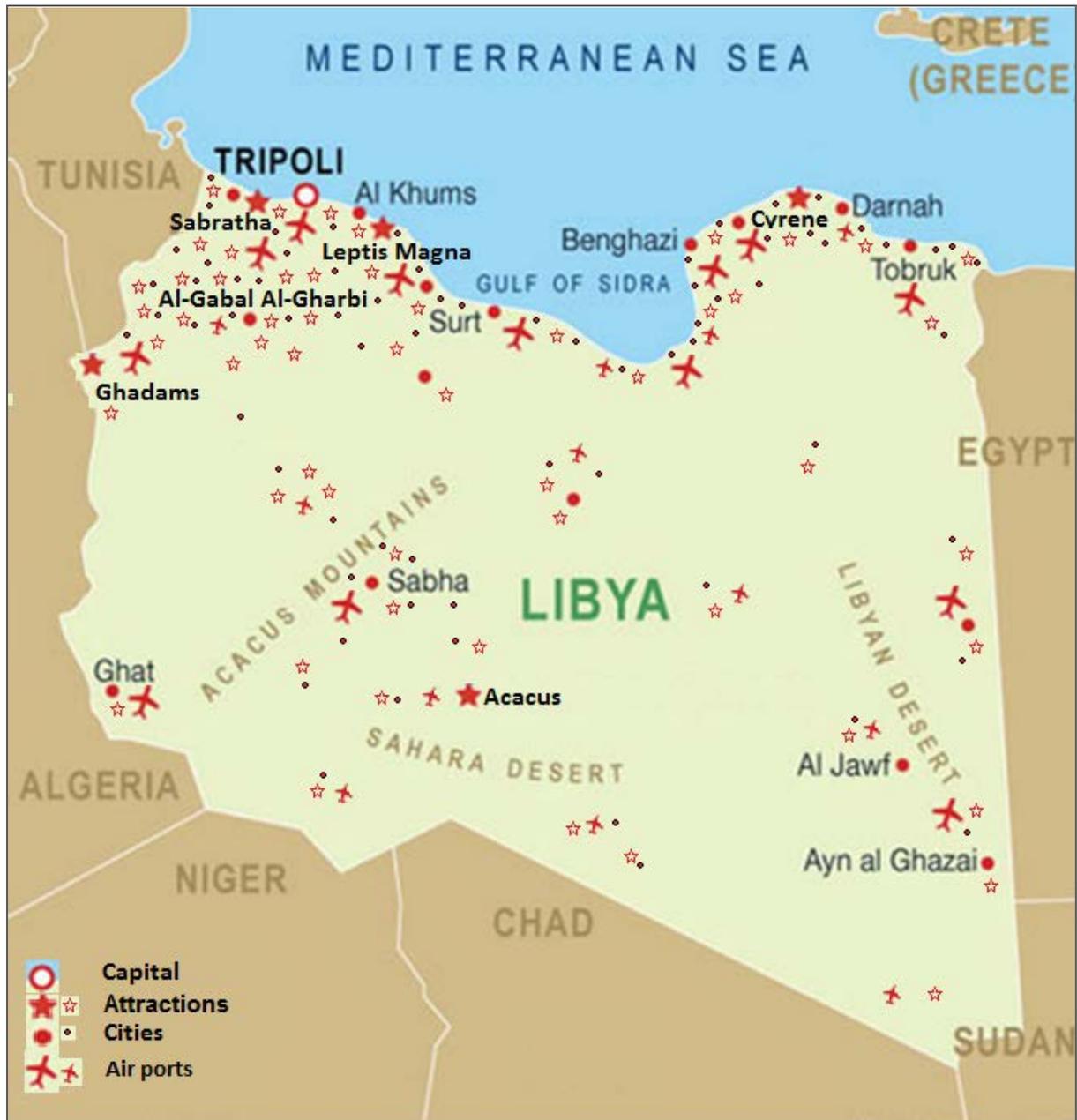


Figure A2.3, Map of Attractions, Cities, and Airports in Libya

Source: Vandewalle, (2011).

e. Traditional crafts making:

Crafts are practiced by 7,000 people using the same materials as in historic times. The crafts include traditional clothing, jewelry, basketry, pottery, copper, iron, wood, and ornamental plants. Although these will be attractive to tourists they all need programs to develop and utilize them in the field of tourism (GAID, 2009), (See table, A2.4).

| Craftsmen working the traditional industries, 2009 | |
|--|---------------------|
| The craft | Number of craftsmen |
| Weaving | 4270 |
| Leather | 350 |
| Copper | 140 |
| Iron | 280 |
| Jewelers | 280 |
| Ornamental plants | 1190 |
| Ceramic | 210 |
| Wooden | 280 |
| Total | 7000 |

*Table: A2.4, Craftsmen working the traditional industries
Source: GAID, 2009*

f. Customs, traditions and folklore

Libya is rich in cultural heritage, due to the presence of several races with different languages, customs, traditions and livelihoods, for example Arabs, Berbers, and Toubou. A lot of these customs continue within families and communities on special occasions such as weddings and religious holidays. Others are more public such as racing horses and camels, folk and theatre groups.



Images: A2.15, A- Fronds

B- Folklore

C- Rugs

D- Pottery

A study by General Authority for Tourism, which is a scheme for the development of tourism in Libya (1999 - 2018), identified 47 sites with great tourist potential, 98 with some tourist potential and 45 with some localized tourist potential (GPCT, 1999). Although these locations have something to offer to tourists, there are problems in terms of more practical resources for supporting tourism.

A study by General Authority for Tourism, which is a scheme for the development of tourism in Libya (1999 - 2018), identified 47 sites with great potential, 98 with some potential and 45 with some localized potential (GPCT, 1999). Although these 77 locations have something to offer to tourists, there are problems in terms of more practical resources for supporting tourists.

A2.4.2.2 Accommodation

The number of tourist beds in Libya is in an area that requires development. Table A2.5 summarises the availability.

| Facilities of accommodation in Libya , 2009 | | | | | |
|---|------------|--------------|--------------|----------------|-------------------|
| Category | No. Hotels | No. Rooms | No. Beds | No. Employment | Employment / Room |
| 5 ^(*) Hotel | 6 | 1315 | 2250 | 1879 | 1.43 |
| 4 ^(*) Hotel | 11 | 1986 | 3238 | 2151 | 1.08 |
| 3 ^(*) Hotel | 28 | 2444 | 4151 | 1903 | 0.78 |
| 2 ^(*) Hotel | 29 | 1398 | 2645 | 870 | 0.62 |
| 1 ^(*) Hotel | 17 | 714 | 1410 | 314 | 0.44 |
| 3 ^(*) Inn | 12 | 363 | 567 | 294 | 0.81 |
| 2 ^(*) Inn | 10 | 258 | 474 | 278 | 1.08 |
| 1 ^(*) Inn | 10 | 276 | 528 | 53 | 0.20 |
| Not rated | 182 | 6660 | 13408 | 2700 | 0.41 |
| Total | 303 | 15414 | 28760 | 10442 | 0.68 |

Table: A2.5, Facilities of accommodation in Libya, 2009.

Source: GAID, 2009

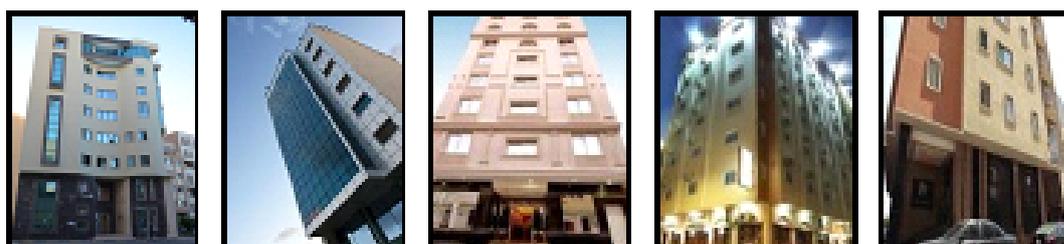
Hotels in Libya are divided into three categories:

High quality hotels: provide advanced services and they contain restaurants, conference rooms, shops, entertainment facilities, and sports. The rooms are five stars and the prices are accordingly high.



Images: A2.16, Different images for five-star hotels.

Medium quality hotels: are more prevalent. They have the basic facilities, such as restaurants and cafes, where the rooms are four or three stars and the prices are lower than the previous category.



Images: A2.17, Images for different hotels (three and four-star).

Low quality hotels: provide a minimum of facilities. Rooms are mostly two stars or less and their prices are low.



Images: A2.18, Images for different hotels (two stars or non-classified).

There are also other types of hospitality facilities:

Tourist camps: they can be found on the beaches or in the deep of desert and remote oases, and offer high levels of hospitality to the tourist.



Images: A2.19, Images for different tourist camps. (A- Shahaat. B- Ras Alhelal. C- Yefren. D- Acacus)

A2.4.2.3 Human resources and training

In 1981, 2761 people worked in hotels. By 2009, the number of workers in hotels had increased to 10442 people, and the national employment rate had increased to 48% (GAID, 2009).

Although this demonstrates an increasing trend there are still issues of concern regarding employment and training in the tourism industry. For example, young people often do not want to work in a service industry and prefer to go into management positions which are perceived as more professional. The shortfall in labor that results has been met by migrant workers.

These attitudes clearly need to change partly because there is a need to diversify the economy and partly because of population profile. Almost 50% of Libyan population is under the age of 15 years (Vandewalle, 2011) which means that there is a need to find employment for young people. The tourism sector has not been given its share of education and training and

many needs to be done to improve this before tourism can be fully supported by an educated and well trained work force.

A2.4.3 Tourism Market in Libya

The Libyan tourism market can be divided into three types:

The internal market: focuses on domestic tourism. There are clear opportunities for this market but little effort has so far been made to exploit it.

The Arab market: is more regional and is being targeted by the Libyan authorities; considering the size of the human and geographical and development capabilities, this has great potential but it needs some development and support, such as visa waiver with some neighboring countries.

The international market: is dependent on foreigners who often speak a language other than Arabic. To attract significant numbers for this market, real efforts need to be made through the use of publicity materials and participation in global conferences and seminars pertaining to the field of tourism.

Libya's location and proximity to Europe make it theoretically an important global tourist market, and this was the case in the early 1960s (Satta, 2004). However, under the Gaddafi regime, tourism failed to thrive, although some tourism was occurring up to the outbreak of war in 2011. The new Government hopes to continue market activity but recognizes that they need to provide favorable conditions such as safety and security, administrative facilities, customs procedures, high standards for accommodation and the adoption of international standards throughout the industry. This combined with optimizing the potential of the many tourist attractions clearly has potential. However, gaining customer confidence is still a major issue, because tourism in Libya is still in the exploration phase. Thus, gaining customer confidence would need to the great efforts of marketing and promotion.

A2.4.4 Past studies on tourism in Libya

Before the discovery of oil in Libya in commercial quantities in 1960, the International Bank for Reconstruction and Development (1960) presented a report entitled "Economic Development in Libya", which examined the importance of international tourism in Libya). A further report entitled "Introduction to the planning of tourism in Libya," a number of problems facing tourism, focused on the importance of ancient cities in North Africa (Kamal, 1964). Algaziri, (1977) prepared a study entitled "planning and development of marine

tourism in Libya", which focused on the development and planning for sea shore, resorts and tourist villages. The National Office of Counselling (1981) under the auspices of the National Authority for Tourism prepared its first and second reports entitled "comprehensive survey of the tourism Possibilities in Libya", which included a field survey of the tourism possibilities in the country (NOC, 1981). Al-arbi (1983) presented a study entitled "External forces, Economic Development and regional inequality in Libya", which discussed the issue of economic development, and its relationship to external forces and inequality in the distribution of regional development projects in Libya. Omran, (1983) presented a study entitled "Tourism and Development in Libya", which discussed the economic importance of international tourism in Libya, and its possibilities, based on the experience of Tunisia and Morocco. The National Office of Counselling (1991) under the auspices of the National Authority for Tourism prepared several reports on the tourism possibilities in Libya of the ways of developing them. However, this report focused on the world-famous historical sites, and ignored many of the tourist areas, particularly in inner cities (NOC, 1991). Abomadena, (1995) presented a study focused on the importance of ports in the revitalisation of the Libyan economy. The National Office of Counseling (1997) prepared a paper entitled "Tourism in Libya: the possibilities and constraints", which discussed the development aspects of tourism in Libya from the architectural and engineering perspectives (NOC, 1997). Makki, (1997) discussed the role of parks and resorts in Benghazi which addressed issues of supply and demand. Safieddin, (2001) looked at both international and domestic tourism with a focus on the geographical nature of tourism. Saif-Aleslam, (2002) criticised the current policies in all sectors of the Libyan economy, pointing out the need to change existing policies, because it does not lead to sustainability. He focused on the tourism sector as one with an opportunity to strengthen and diversify the national economy. In 2005, a study of legislation and regulations, the organisation of the sector and the infrastructure of existing tourism facilities, and their links with traditional industries was published (TDD, 2005). Danis, (2006) has studied in his thesis "The development of the tourism Industry in Libya", where he discussed the process of development of tourism in general, and subjected to the role of government and the private sector in the development process, but did not focus on the theme of sustainability. Almagerbi, (2006) presented a study about human resources in the tourism sector in Libya, which concluded that Libya is suffering from the slowdown in the privacy of human development in the tourism sector. Baira, (2007) wrote about "public policies for the development in Libya and focused on management development, which he considered as one of the most important priorities for the state. The obstacles hindering the

production and marketing of products of traditional industries were studied by Fazani, (2008) who went on to make recommendations for the advancement of the traditional craft industries in Libya. Salem, et al., (2008) provided a study entitled "Constituents of desert tourism in Libya" which focused on the study of the most important features of the desert and also further addressed the types of environmental tampering in the tourism attractions and proposed a program for the protection and maintenance of the old cities. A Regional Workshop was held in 2009 looking at the development of eco-tourism in the Arab world which identified prospects for development and proposals for the reduction of environmental hazards in Arab tourist areas (IESCO, 2009).

Through the addresses of previous studies that took place in the hands of the researcher it has become evident that there is a severe shortage in the coverage of the subject of sustainable development in general, and the issue of sustainable tourism development in particular, in Libya, especially the theme of "Stakeholder attitudes towards the development of sustainable tourism"

Thus, this research tries to cover an important gap in the field of scientific research on this subject.

A2.4.5 Stages of the development of the economic, social and political events which had an impact on tourism in Libya

By examining the economic, social and political events that passed by Libya, it will be seen that tourism in Libya has gone through several stages as depicted in the table, A2.6 below:

| | |
|---|---|
| <p>First Phase, before 1930:</p> <p>[Al-arbi, (1983); Abdul Jalil, (1969); Pazama, (1965)]</p> | <ul style="list-style-type: none"> • Resistance war against the Italian occupation. • Population didn't exceed 600,000 people. • People do not have jobs, and were working rainfed agriculture and grazing. • There is no local capital for development. • There are great tourism resources, but neglected, unattended and many of them are not known. • The tourism was limited to some adventurous travelers. |
| <p>Second Phase, 1930 – 1969:</p> <p>[Straw, (2010); Jhaidar, (1991);</p> | <ul style="list-style-type: none"> • Discovering economic amounts of oil in the Libyan Desert. • Created 5,000 km of paved roads, and 400 km of railways. • Created 26 farming villages, absorbing 30,000 workers. 70% of whom Italians. • Created many of the food industries, including: biscuits, canned vegetables, fruits, juices, and pasta. • Expansion movement of residential construction, the emergence of new cities, and multi-storey buildings. • The establishment of hotels, restaurants and cafes in different cities. |

| | |
|--|--|
| <p>Abdul Jalil, (1969); Tripoli Grand Prix (1937)]</p> | <ul style="list-style-type: none"> • Funding the excavation and exploration implications, where it was detected traces of Leptis Magna, Sabratha, and Cyrene were detected and prepared them to receive tourists. • The emergence of many strategic industries such as cement and steel and automotive industry, tobacco, leather, fabric, and beer. • The emergence of an active tourist movement through organizing trips to regiments of European tourists and attention to tourism publicity, where was the organization of the World Auto Racing "Formula 1" for the first time in 1937, as part of the publicity campaigns for tourism in Libya. |
| <p>Third Phase, 1969 – 1988:</p> <p>[BTI, (2012); Jhaidar, (1991); Davis, (1990); Al-arbi, (1983); Attir, (1980)]</p> | <ul style="list-style-type: none"> • The nationalization of all companies and foreign enterprises. • Turn off a lot of projects for work considering them as a waste of money. Such as: <ul style="list-style-type: none"> - Stop trains, and the abolition of the rail projects. - Stop the project of establishing 4 hotels 5 star class in the major cities. - Stop expeditions for archaeological excavations. • Expulsion of Italian farmers. • Abolition of the Ministry of Tourism. • Stop the study of foreign languages and the abolition of using it in writing the names of streets and addresses. • The cancellation of some sports such as boxing and auto racing. • Lack of attention to tourist sites, especially on the side of security, maintenance and exploration. • Not giving tourist visas for those interested in tourism in Libya. • Abolition of the private sector and the public sector became dominant in everything. • Dependence on the oil sector as a sole supplier of the economy. • The flight of domestic capital abroad and the reluctance of foreign capital participation in development projects due to socialist laws. • Failure of the government in the application of balanced development, both at the provincial level and at the level of sectors. • Enter the state in many political conflicts which led to the depletion of financial resources and the emergence of Libya as a state sponsor of terrorism. |
| <p>Fourth Phase, 1988 – 1999:</p> <p>[BTI, 2012; Smith, 2011; Jhaidar, 1991]</p> | <ul style="list-style-type: none"> • The problem of Lockerbie bombing and the inclusion of Libya in the list (of countries supporting terrorism). • Economic and political sanctions. • Higher prices and inflation. • Low price of the Libyan dinar in an unprecedented way. • Deterioration of all sectors of the state, and low productivity. • High unemployment. • Low numbers of tourists arriving to Libya in an unprecedented way. • The emergence of many economic, social and environmental problems. • The government is not able to find solutions to these problems. |
| | <ul style="list-style-type: none"> • Re accounts in the old politics and try to correct the path. • Abandon its weapons of mass destruction and try to improve |

| | |
|--|---|
| <p>Fifth Phase, 1999 – 2011:</p> <p>[BTI, 2012; Smith, 2011; U.S. commercial service, 2008]</p> | <p>relations with Europe and America.</p> <ul style="list-style-type: none"> • Transition to a market system, the emergence of the idea of privatization and encourage the private sector. • The emergence of the idea of the diversity of the national economy, and the need for new alternatives for income. • The emergence of the tourism sector as a good alternative, leading to obtain additional income, and restoration of the Libyan economy. • The emergence of a type of interest in tourism statistics. • The emergence of new laws to encourage foreign investment, especially in tourism sector. • Improvement of Libya's image in the global media and the increasing numbers of tourists. • The emergence of the need for research and studies on the subject of tourism development, especially sustainable tourism development. • Establish some tourism-related projects (such as five-star hotels, guest houses, marine breathers in the desert and on the beaches, and public parks). • Financial corruption and the absence of rationality in the development and implementation of tourism projects. • Lack of transparency across the board. • Lengthy bureaucratic processes. • Lack of skilled and educated labor. • Opaque regulatory environment. • Difficulty in obtaining visas. |
| <p>Sixth Phase, 2011 – 2013:</p> <p>[BTI, (2012); Chami, et al, (2012); Smith, (2011)]</p> | <ul style="list-style-type: none"> • The civil war in Libya against the Gaddafi regime. • The end of the civil war, and the formation of a transitional democratic government and a parliament. • Creation of a Ministry of Tourism and the emergence of the first budget for tourism in Libya. • The formation of committees to redraw the map of tourism in Libya, according to new strategies and on a sustainable basis. • Recovery of domestic tourism activity and the beginning of shy for international tourism. • Review previous decades between international companies and the former regime and stop some tourism projects as a result of financial corruption. • Review all the previous laws relating to tourism activities. • Advertising for bids for new tourism projects which take into account modern scientific methods. |

Table, A2.6, Stages of the development of tourism in Libya
Source: The work of the researcher

From this overview it is clear that Libya is a newcomer to tourism, and has relied almost entirely on oil. Libya's oil resources are not, however, everlasting, and Libya will not be able to maintain its current economic situation, without industrial diversification. The tourism sector has been identified as an option to diversify the national economy (LGBT, 2007), and

it is believed that Libya has the potential to become one of the most attractive places for tourists in North Africa (WTO, 2007).

Many of the previous studies on tourism in Libya have been of a macroeconomic nature and focused on national attractions. This thesis attempts to address this gap in understanding and will look at the potential for tourism in Al-Gabal Al-Gharbi City (GGC).

A2.5 Tourism in Al-Gabal Al-Gharbi City (GGC)

A2.5.1 Location and area

GGC is one of the provinces of Libya, comprising 35 settlements located mostly on the western mountain chain (see table A2.7) below. It was founded in 2007 and included parts of the former provinces (Yafran, Gharyan and Mezdah). It has border by the province Aljofarah and Azzawia from the north, the province of Almergab, Sirte and Jufrah from the east, the province of Nalut from the west, and the province of Wadi Ashati from the south, with a total area of the province as 76,717 square kilometers, representing 4.58% of the area of Libya (GAID, 2009).

The population of the GGC for 2006 consists of 302,705 people, with a density of 1.72 persons / Km² (GAID, 2009).

Table A2.7: (Al-Gabal Al-Gharbi City), Residential areas and its numbers in the sequence:

| Residential area | No. | Residential area | No. | Residential area | No. |
|------------------|-----|------------------|-----|----------------------|-----|
| Al-Urban | 1 | Yefren | 13 | Beer Al-Morjan | 25 |
| Al-Gawasem | 2 | Al-Galaa | 14 | Al-Kalaifa | 26 |
| Gharyan | 3 | Om-Aljersan | 15 | Mezda | 27 |
| Tigrena | 4 | Al-Reyayna | 16 | Nesma | 28 |
| Bani Klifa | 5 | Al-Zintan | 17 | Abo Al-Garob | 29 |
| Bani nseer | 6 | Al-Rojban | 18 | Al-Garya Al-Garbiya | 30 |
| Tegassat | 7 | Jaado | 19 | Tobga | 31 |
| Al-Gawalish | 8 | Shakshok | 20 | Al-Shawerf | 32 |
| Al-Asabea | 9 | Al-Rahebat | 21 | Fessano | 33 |
| Al-Rabta | 10 | Qaser al-haj | 22 | Al-Garya Al-Shargiya | 34 |
| Keklah | 11 | Al-Meshashia | 23 | Al-Shagiga | 35 |
| Beer Gani | 12 | Al-Ganaima | 24 | | |

Source: the work of the researcher.

The city location means that it has strong historical, economic, social and political ties with the North African and the Mediterranean countries, where the moderate Mediterranean climate is enjoyed in most seasons of the year.

Table (A2.8) shows the mild weather in the city where the sun is shining almost throughout the year, with maximum temperatures ranging between 14-34 and the relative humidity ranging between 37 - 68, which provide very ideal conditions for tourism

Table: A2.8, Monthly Average of the Temperature, Relative Humidity, and Rainy days in GGC (2009).

| The statement | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|----------------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| Maximum temperatures. Avg | 14.5 | 14.2 | 19.0 | 21.9 | 26.4 | 32.2 | 34.3 | 33.9 | 30.1 | 23.2 | 19.1 | 17.9 |
| Minimum temperatures. Avg | 8.4 | 6.9 | 10.1 | 12.4 | 16.1 | 21.9 | 23.6 | 23.6 | 20.9 | 15.9 | 12.4 | 10.6 |
| Relative humidity (%). Avg | 64 | 51 | 45 | 47 | 49 | 37 | 42 | 47 | 59 | 68 | 64 | 54 |
| Number of rainy days | 3 | 2 | 1 | 2 | 4 | 0 | 0 | 0 | 4 | 4 | 0 | 0 |

Source: GAID, 2009.

According to Shoshan, (2007) through studies to measure the suitability of the climate of the GGC for tourism, it was clear that this region falls within the scope of its ideal climate appropriate for the exercise of all tourism activities.

It is close to Tripoli and other coastal cities and has good accessibility. It is considered a gateway to the southern cities, where it is the link between the capital and the southern cities of (Brak Ashati, Sabha, Hun, Ghat and Ghadames) See figure: A2.4.

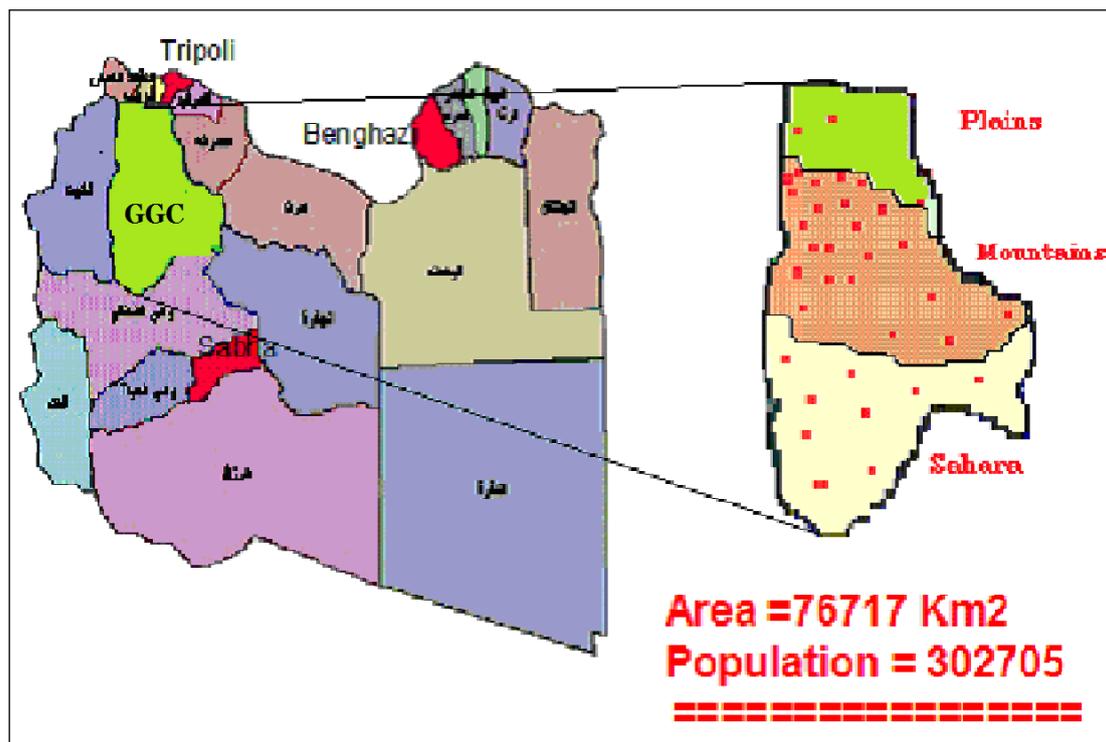


Figure: A2.4, Map of GGC's location in Libya. Source: political geography of Libya (2006).

A2.5.2 The Geography of GGC

The form of earth's surface in GGC consists of five distinct areas (Alriqiei, 1989):

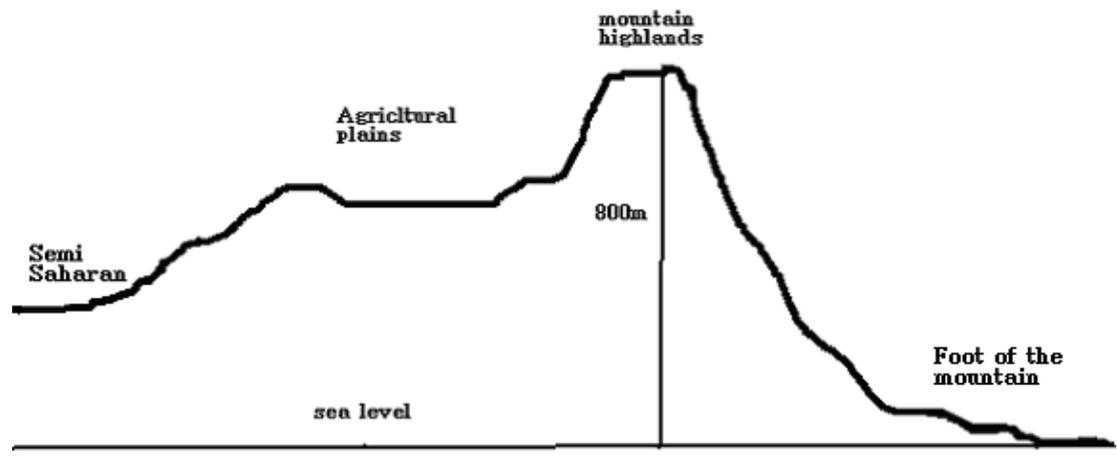


Figure: A2.5, Form of earth's surface in GGC

Source: (Alriqiei, 1989).

A2.5.2.1 Foot of the mountain

In this area there are a number of agricultural projects, some large dams, some protected areas, some palm oases, and some water springs.



Image: (A2.20-A) Wadi-Gan, (Freshwater Lake).



Image: (A2.20 -B) Wadi Alhai, (Farms)

A2.5.2.2 The Mountain Highlands

GGC has peaks of heights up to 800m above sea level with a group of very deep valleys of several directions and landscapes, punctuated by several mountain roads such as (Abugelan, Kekla and Aborshada).



Image: (A2.21-A) Abugelan, (over the mountain).



Image: (A2.21-B) Abugelan, (Old road).

A2.5.2.3 The Agricultural plains

Agricultural plains are used for the cultivation of olive, fruit trees, grapes, figs and agricultural crops.



Image: (A2.22-A) Jandouba area.



Image: (A2.22-B) Algawasem, (Farms)

A2.5.2.4 The Semi-Saharan area

Is predominantly Semi-desert and used for grazing sheep and camels.



Image: (A2.23-A) Grazing sheep (Mezda)



Image: (A2.23-B) Grazing camels (Alhamada Alhamra)

A2.5.2.5 The desert

Located south of Mezda it cannot be crossed without the use of the camels or the four-wheel drive vehicles.



Images: (A2.24 - A & B), the Desert (South of Mezda)

A2.5.3 Population in GGC

Residents living in GGC are a mix of Arabs and Berbers (Amazigh), with Arabs living on the east side of the mountain and Berbers (Amazigh) living on the west. Each sect has its own language, but the official language is Arabic while the young people speak fluent English, taught in schools. The population in 2006 was 302705 with nearly equal distribution between the sexes, a third are under fifteen (99325). The average family comprises 6 persons, and 86% of them live in urban areas. Net migration in the city was negative in all previous censuses mainly due to its proximity to the capital and its attractions (GAID, 2009). The population is mainly engaged in agriculture and grazing but they are dependent on the State, for education and health (Baira, 2007).

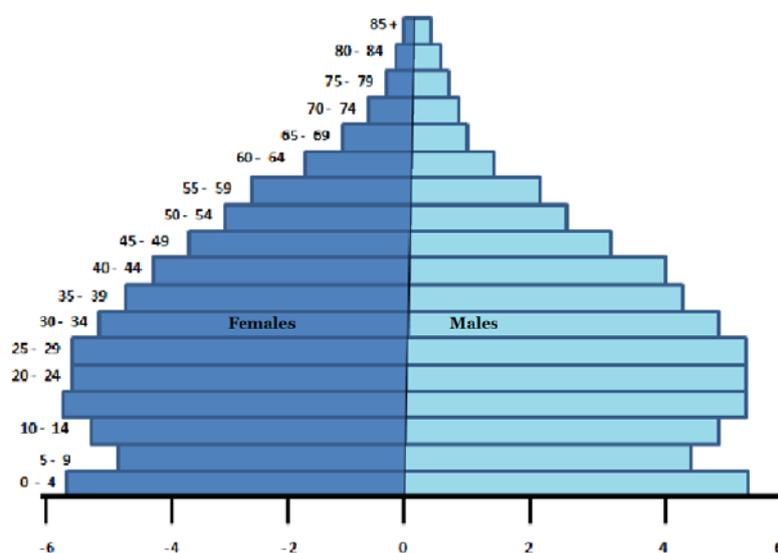


Fig: A2.6 and, Age Hierarchy for GGC Population 2006, Source: GAID, 2009.

Residents enjoy a good level of education, although there is a shortage of training relating to tourism. There has been a significant increase in the number of teachers in basic education, see Table A2.9.

| Educational status in the (GGC) and in Libya (academic year 2009 - 2010) | | |
|--|---------|-------|
| The statement | Libya | (GGC) |
| Number of students (Basic education) | 1019876 | 55568 |
| Number of schools (Basic education) | 3348 | 319 |
| Number of classes (Basic education) | 46110 | 3387 |
| Number of teachers (Basic education) | 156470 | 10634 |
| Number of students (Secondary education) | 198007 | 11569 |
| Number of schools (Secondary education) | 832 | 73 |
| Number of classes (Secondary education) | 8961 | 628 |
| Number of students (University education) | 300966 | 19512 |
| Faculty members (university education) | 10355 | 954 |

Table: A2.9, Educational status in the GGC and in Libya (2009 - 2010). Source: GAID, 2009.

In terms of health provision, the city suffers from a shortage of beds, with one bed for 273 people. Medical specialists and technical personnel trained in physiotherapy and dialysis centers are in short supply. No data could be found on the number of doctors in the city, but from field visits to health centres, there is a shortage of the doctors, especially in remote villages away from the city centre. There are no private sector clinics in the city. To view the health status of the city in terms of service, see table A2.10.

| Health status in the (GGC) and in Libya (year 2009). | | |
|---|--------------|--------------|
| The statement | Libya | (GGC) |
| Number of specialized hospitals (public sector) | 25 | 0 |
| Number of central hospitals (public) | 18 | 1 |
| Number of general Hospitals (public) | 21 | 2 |
| Number of rural hospitals (public) | 32 | 6 |
| Number of beds (public) | 20589 | 1110 |
| Number of grouped Clinics (public) | 37 | 1 |
| Number of health centers (public) | 535 | 30 |
| Number of dental clinics (public) | 15 | 0 |
| Number of clinics (private sector) | 103 | 0 |
| Number of clinics beds (private) | 2088 | 0 |
| Number of health clinics (private) | 415 | 15 |
| Number of dental clinics (private) | 297 | 12 |
| Number of pharmacies (private) | 1934 | 60 |
| Number of analysis laboratories (private) | 311 | 8 |

Table: A2.10, Health status in (GGC) for the year 2009.

Source: GAID, 2009.

Different cultures exist side by side in GGC which have a role to play in the development of tourism (Fazani, N., 2008).



Images: A2.26, Types of folk costume prevailing in the GGC

A2.5.4 Household spending

Most Libyan families, regardless of the place in which they live, spend an important part of their income on education, culture and entertainment, estimated as 6.2% of annual household income in 2009 (ESS, 2010). This is a positive element that must be exploited in the establishment of programs for domestic tourism, and the development of projects and entertainment parks, and accommodation facilities, restaurants and cafes GGC could be an

important destination for domestic tourists who may enjoy days out in the mountains and fresh air of the area.

A2.5.5 Flora and fauna in the GGC

Areas around GGC are rich in flora and fauna. Olive trees and pines grow in most parts of the mountain, in addition to plants and other herbs, such as - thyme, furze, and ziziphus. Other plants are spread between the mountain valleys. Beekeeping and foraging for ingredients of folk medicine are found in the area (Al-Ahmar, 2007).



Images (A2.27): A- "Pine", B- "Opuntia Ficus - indica", C- "Palm", D- "Olive"



Images (A2.28): A- "Allies", B- "Thyme", C- "Furze", D- "Ziziphus"

Many domestic animals (such as sheep, goats and camels), non-domesticated animals (such as hyenas, wolves, foxes, hares, reptiles of various kinds), and birds, (pigeons, partridges, owls, hawks and other small birds) inhabit the area (Al-Ahmar, 2007).



Images (A2.29): A- "Ghazal", B- "Wolf", C- "Ibex", D- "Hyena"



Images (A2.30): A- "Porcupine", B- "Black Scorpion", C- "Buzzards", D- "Tortoise"

The government sought to establish a nature reserve in Abugelan with an estimated area of about (5000) hectares. This project aims to protect natural resources, renewable and secure them, and to develop the area for the purposes of tourism, in addition to providing the scientific basis for applied research to universities, institutes and scientific research institutions (EPA, 2010).

A2.5.6 Pressures of tourism on the natural environment in GGC

Although tourism has not been a significant problem until now because the numbers of tourists are still few, the GGC is under the influence of other types of environmental stresses (EPA, 2010; Attaf & Snoussi, 2008). These include:

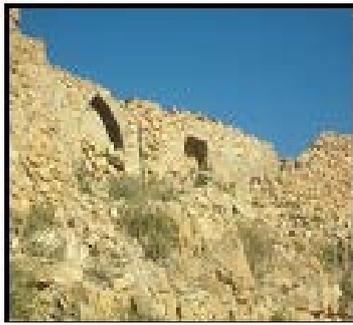
- The expansion of residential and commercial areas, at the expense of historical and tourist important areas.
- Much of the decline in vegetation is due to excessive grazing, agricultural developments, and logging.
- Fires have also claimed large tracts of vegetation.
- Natural factors such as erratic rainfall.

Any new tourism developments must be managed so that these problems are lessened rather increased.

A2.5.7 Tourism Resources in the GGC

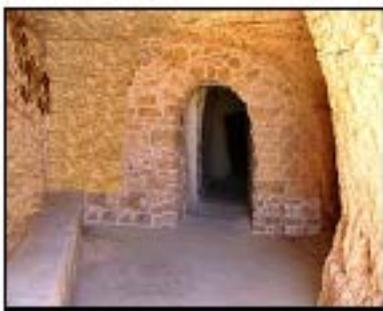
GGC has a good local and international reputation for historical and multi-cultural resources which date back to prehistoric times, such as (Hellenistic civilisation, Romanian, Jewish, Christian and Islamic), where there is some historical evidence and heritage sites in the various parts of the city represented in the mosques and castles and the architectural style. There are also a lot of old abandoned cities and hundreds of houses excavated underground, including a lot of traditional industries, such as pottery the most famous in the city.

Ancient villages:



Images: (A2.31), Ancient villages, A- Emsufin. B- Al-Galaa C- Fesato

Underground houses:



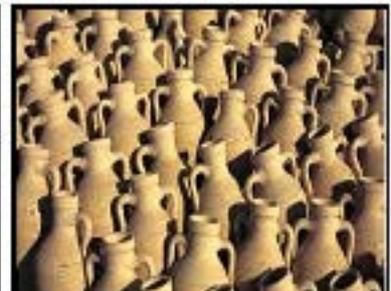
Images: (A2.32), Bel-haj Troglodyte, (Main entrance to the Cave). Source: researcher (2010) Bel-haj Troglodyte, (From the top) Bel-haj Troglodyte, (Inside the Rooms)

Natural Reserves:



Images: (A2.33), A- Abugelan Nature Reserve B- Wadi Alhai Nature Reserve

Traditional industries in GGC:



Images: (A2.34), Traditional pottery in Algawasem.

Oases and springs:



Images: (A2.35), A- Rabta Oases



B- Salahat Oases



C- Abugelan Oases

Monuments:



Images: (A2.36), A- Quser Ben Neran



B- Quser Alasabaa



C- Quser Alhaj

Landscapes:



Images: (A2.37), Landscapes: A- Alorban.



B- Abugelan.



C- Abo- Eyad.

Dams:



Images: (A2.38), A- Dams of Ghan.



B- Dams of Zaret



C- Dams of Ghan

Folklore:



Images: (A2.39), A- Panel of heritage.

B- Horses display.

C- Folk dance.

Ancient olive presses:



Images: (A2.40), Ancient olive presses driven by animals.

Traditional folk markets:



Images: (A2.41), the popular markets in GGC.

Ancient places of worship:



Images: (A2.42), A- Ancient Mosques.

B- Ancient Christian church.

C- Ancient Mausoleum.

The arts:



Images: (A2.43), (A)

A- Folkloric Dance

C- Encaustic (Drawing writing)

(B)

B- Poet: Ahmed Almahdawi

D- Gharyan Etehad Football club

(C)

(D)

Races:



Images: (A2.44), some images of Gharyan Rally, in GGC 2013

The hotel units:



Al- Jabal hotel

Samarkand hotel

Al-Rabta hotel

Images: (A2.45), some images of Gharyan hotels, in GGC

A2.6 Summary

This Appendix has demonstrated that Libya in general and the GGC in particular have a wide number of tourist attractions. Very few of these have been managed effectively up to now. Even existing tourism initiatives do not consider the true potential of the activity for the benefit of the area and even less consider issues of sustainability relating to such development.

Appendix 3: The field study and Characteristics of the research sample.

A3.1 Introduction

This Appendix describes the characteristics of the research sample and the frequency variables which can be used in the comparison between the different groups.

A3.2 Implementation of field study

The field study started on 1 \ 11 \ 2010 and lasted for three months. The researcher used 5 members from the Association of Youth in the (GGC) to assist in the data collection, after training them on methods and approaches of the data collection.

A3.2.1 Dates of distribution of the questionnaire (Residents)

. The researcher used a Multi-stage random sample in three sections of residents:

1. Residents living away from the tourist destinations, table (A3.1).
2. Residents living near the tourism destinations, table (A3.2).
3. Residents working in the tourism industry, table (A3.3).

The data were collected according to the following dates, see tables A3.1; A3.2 & A3.3:

Table A3.1: Distribute the questionnaire for Residents Living Away from the tourist destinations.
N = 144

| Residential area, No. <i>To find out the names of the residential areas, See table 5.7</i> | 2 | 3 | 5 | 6 | 8 | 9 | 10 | 14 | 17 | 20 | 21 | 22 | 26 | 30 | 33 | 35 | Total |
|---|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|------------|
| Date | | | | | | | | | | | | | | | | | |
| 2.11.2010 | 2 | 2 | 1 | | 3 | 1 | 2 | 1 | 2 | 5 | 2 | 1 | 1 | 2 | 1 | | 26 |
| 3.11.2010 | 2 | 2 | 3 | 2 | 3 | 1 | 2 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 33 |
| 4.11.2010 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 1 | 3 | 1 | 2 | 2 | 3 | 1 | 33 |
| 6.11.2010 | 1 | | 2 | 2 | | 1 | 2 | 1 | 2 | 2 | 2 | 3 | 2 | | 1 | 2 | 23 |
| 7.11.2010 | 1 | | | 2 | | 1 | | | 1 | | | 1 | | 2 | | 2 | 10 |
| 8.11.2010 | 1 | 2 | | 1 | | 1 | | 2 | | | | 1 | | | | 2 | 10 |
| 9.11.2010 | | 2 | | | | 1 | 1 | | | | | | 2 | 1 | 2 | | 9 |
| Total | 9 | 144 |

Source: the work of the researcher.

Table A3.2: Distribute the questionnaire for Residents Living Near the tourist destinations.
N = 24

| Destination No. <i>To find out the tourist destinations' names, See table 5.4</i> | 1 | 2 | 3 | 4 | 5 | 6 | Total |
|--|----------|----------|----------|----------|----------|----------|-----------|
| Date | | | | | | | |
| 2.11.2010 | 2 | 1 | 3 | | | 1 | 7 |
| 3.11.2010 | 1 | 2 | 1 | | | 1 | 5 |
| 4.11.2010 | | | | | | 1 | 1 |
| 6.11.2010 | | | | | 2 | | 2 |
| 7.11.2010 | | 1 | | 4 | 2 | | 7 |
| 9.11.2010 | 1 | | | | | 1 | 2 |
| Total | 4 | 4 | 4 | 4 | 4 | 4 | 24 |

Source: the work of the researcher.

Table A3.3: Distribute the questionnaire for Residents Working in the tourism Industry.
N= 12

| Destination No. <i>To find out the tourist destinations' names, See table 5.4</i> | 1 | 2 | 3 | 4 | 5 | 6 | Total |
|--|----------|----------|----------|----------|----------|----------|-----------|
| Date | | | | | | | |
| 2.11.2010 | 2 | | 2 | | | 2 | 6 |
| 3.11.2010 | | | | | 2 | | 2 |
| 6.11.2010 | | 2 | | | | | 2 |
| 7.11.2010 | | | | 2 | | | 2 |
| Total | 2 | 2 | 2 | 2 | 2 | 2 | 12 |

Source: the work of the researcher.

A3.2.2 Dates of distribution of the questionnaire (Tourists)

The questionnaire was available at the six tourist destinations identified by the researcher in table 5.4. The researcher decided to distribute two questionnaires per day as maximum, for the diversity purpose of the sample, and to cover larger groups of respondents during the period of data collection, where data were collected from two types of tourists:

1. Domestic tourist, table (A3.4).
2. International tourist, table (A3.5).

According to the following dates, see tables A3.4 & A3.5:

Table (A3.4)- Distribute the questionnaire according to the dates and destinations for (Domestic tourists):
N = 90

| Destination No. <i>To find out the tourist destinations' names, See table (5.4)</i> | 1 | 2 | 3 | 4 | 5 | 6 | Total |
|--|-----------|-----------|----------------|----------------|-----------|----------------|----------------|
| Date | | | | | | | |
| 02.11.2010 | 2 | 1 | 1 | | | 1 | 5 |
| 05.11.2010 | 2 | 1 | 1 | 1 | 2 | 1 | 8 (-1) |
| 12.11.2010 | 1 | 1 | 2 | 2 | 2 | 1 | 9 |
| 13.11.2010 | | 1 | | | | | 1 |
| 19.11.2010 | | 1 | 2 | 1 | 2 | 2 | 8 |
| 20.11.2010 | 2 | 1 | 1 | | | 1 | 5 (-1) |
| 26.11.2010 | 1 | 2 | | 2 | 1 | 1 | 7 |
| 27.11.2010 | 1 | | 1 | | 1 | 1 | 4 |
| 03.12.2010 | 1 | 2 | 2 | 2 | 1 | | 8 |
| 07.12.2010 | 1 | | | | 1 | 1 | 3 |
| 10.12.2010 | 2 | 2 | 1 | 2 | 2 | | 9 |
| 13.12.2010 | | | 1 | 1 | | 1 | 3 (-1) |
| 17.12.2010 | 1 | 1 | 1 | 1 | 2 | 2 | 8 |
| 22.12.2010 | | | 1 | | 1 | 1 | 3 |
| 24.12.2010 | | 1 | 1 | 1 | | 1 | 4 (-1) |
| 31.12.2010 | | 1 | | | | 1 | 2 |
| 07.01.2011 | 1 | | | 2 | | | 3 |
| Total | 15 | 15 | 15 (-1) | 15 (-1) | 15 | 15 (-2) | 90 (-4) |

Source: the work of the researcher.

Red cell means that this questionnaire has not been returned.

Table (A3.5)- Distribute the questionnaire according to the dates and destinations for (International tourists): N=90

| Destination No. <i>To find out the tourist destinations' names, See table (5.4)</i> | 1 | 2 | 3 | 4 | 5 | 6 | Total |
|--|----|----|----|----|----|----|-------|
| Date | | | | | | | |
| 01.11.2010 | 1 | | | | | | 1 |
| 03.11.2010 | 1 | | | 1 | 1 | | 3 |
| 12.11.2010 | 1 | 2 | 1 | | | 1 | 5 |
| 15.11.2010 | 2 | | | | | | 2 |
| 17.11.2010 | 2 | | 1 | 1 | 1 | | 5 |
| 19.11.2010 | | 2 | 1 | 1 | | 1 | 5 |
| 25.11.2010 | 1 | 2 | 1 | | 1 | 1 | 6 |
| 26.11.2010 | 1 | | 1 | 1 | 2 | | 5 |
| 03.12.2010 | 1 | 2 | 1 | 2 | 1 | | 7 |
| 05.12.2010 | | | | | 1 | 1 | 2 |
| 10.12.2010 | 1 | 2 | 1 | 2 | 2 | | 8 |
| 15.12.2010 | | 1 | 2 | | | 1 | 4 |
| 18.12.2010 | 1 | 1 | 1 | 1 | 2 | 2 | 8 |
| 19.12.2010 | | | 1 | | 1 | 1 | 3 |
| 24.12.2010 | 1 | 2 | 1 | 1 | | 1 | 6 |
| 26.12.2010 | | 1 | | 2 | 2 | 1 | 6 |
| 31.12.2010 | 1 | | 1 | | 1 | 1 | 4 |
| 05.01.2011 | 1 | | 1 | 1 | | 2 | 5 |
| 10.01.2011 | | | 1 | 2 | | 2 | 5 |
| Total | 15 | 15 | 15 | 15 | 15 | 15 | 90 |

Source: the work of the researcher.

A3.2.3 Responses of questionnaires

The researcher received the responses in a timely manner, and the percentage of responses was 98.9%. See table A3.6 below:

Summary of percentage of responses:

| The samples | Sample size | Responses | Response rate |
|---------------------------------|-------------|---------------|---------------|
| Residents: | 180 | 180 | 100% |
| Living away | 144 | 144 | 100% |
| Living near | 24 | 24 | 100% |
| Working in the tourism industry | 12 | 12 | 100% |
| Tourists: | 180 | 176 | 97.8% |
| Domestic tourists | 90 | 90 (- 4) = 86 | 95.5% |
| International tourists | 90 | 90 | 100% |
| Total samples | 360 | 356 | 98.9% |

Table No (A3.6): The percentage of responses.

A3.2.4 Implementation of the interviews

The interviews with public and private sectors were undertaken at the times shown in table A3.7 below.

Dates and time of implementation of the interviews

N= 26

| Groups | Date | Time | Notes |
|---------------------------|------------|---------------|---|
| Focus groups | | | N=21 |
| A | 11.12.2010 | 10:30 - 13:00 | Public sector, n=6 |
| B | 13.11.2010 | 10:00 - 12:20 | Private sector, n=6 |
| C | 08.01.2011 | 11:25 - 14:00 | Mixed, n=9 |
| Semi structured interview | | | N=5 |
| 1 | 14.12.2010 | 12:00 - 13:05 | Public sector: The General Board of tourism, Branch of GGC, Tourism statistics. Deputy Director |
| 2 | 17.11.2010 | 11:30 - 12:25 | Public sector: Ministry of environment Environmental protection system, Branch of GGC, Director |
| 3 | 08.11.2010 | 10:00 - 10:45 | Private sector: Libyan Air lines, Branch of GGC, Director of sales |
| 4 | 13.01.2011 | 14:25 - 14:55 | Private sector: Almanar Co. for Travel and Tourism in GGC, General Manager |
| 5 | 22.11.2010 | 12:10 - 13:20 | Private sector: Guild of Hand Crafts in GGC, General Manager |

Table No (A3.7): The interviews and the dates of implementation.

A3.3 Difficulties and Problems that faced the researcher

The researcher faced a series of obstacles, which took some effort and time to overcome. The most important of these are:

- i. The difficulty of dealing with some of the officials in the government, as a result of the complex central administration.
- ii. There was a reticence by some of the general population to engage with the research as some did not understand the importance of the study
- iii. Difficulty of access to the many historical, cultural and landscapes / places as they are situated inside the mountains and the lack of easy roads which led to the use of donkeys and camels to reach these places.
- iv. There is unjustified confidentiality of the official statistics, which led to the use of other indirect sources to access the information.
- v. Lack of a specialized board to monitor tourism movements, which led to severe shortages of statistics relating to tourism in Libya in general and in the GGC in particular.
- vi. Mismanagement in the Office of Libyan Cultural Affairs caused delay in the payment of tuition fees which led to the disruption of the search for a full academic year, as a result of the postponement of the field study.
- vii. The psychological pressures that faced the researcher due to the war in Libya, which lasted from mid-February 2011 until the end of August of the same year.

A3.4 Characteristics of the study sample

The socio-economic characteristics of respondents have been a significant variable used by development planners and policy makers when designing development plans. It is expected that the study of this characteristics will help in assessing the attitudes of stakeholders regarding sustainable tourism development in the GGC. The following sub-sections present these characteristics.

A3.4.1 Tourists

This section describes the characteristics of domestic tourists (DT) and international tourists (IT), including details of sex, marital status, age, education, employment, household income, place of residence and purpose of trip.

These characteristics are summarized in table A3.8.

Table A3.8: Characteristics of the sample (Tourists).

| Characteristics | Domestic Tourists (DT) | | International Tourists (IT) | | All Tourists (AT) | |
|--|------------------------|------|-----------------------------|------|-------------------|------|
| | N | % | N | % | N | % |
| Total N | 86 | 100 | 90 | 100 | 176 | 100 |
| Gender: | | | | | | |
| Male | 47 | 54.7 | 32 | 35.6 | 79 | 44.9 |
| Female | 39 | 45.3 | 58 | 64.4 | 97 | 55.1 |
| Marital status: | | | | | | |
| Marriage | 60 | 69.8 | 16 | 17.8 | 76 | 43.2 |
| Single | 26 | 30.2 | 74 | 82.2 | 100 | 56.8 |
| Others | -- | | -- | | 0 | 0 |
| Age: | | | | | | |
| 18-25 | 18 | 20.9 | 5 | 5.6 | 23 | 13.1 |
| 26-35 | 20 | 23.3 | 17 | 18.9 | 37 | 21 |
| 36-45 | 33 | 38.4 | 32 | 35.6 | 65 | 37 |
| 46-55 | 13 | 15.1 | 33 | 36.7 | 46 | 26.1 |
| Above 55 | 2 | 2.3 | 3 | 3.3 | 5 | 2.8 |
| Education: | | | | | | |
| No formal education | 16 | 18.6 | 0 | 0 | 16 | 9 |
| Primary (Elementary) school | 17 | 19.8 | 4 | 4.4 | 21 | 11.9 |
| Secondary (High) school | 14 | 16.3 | 39 | 43.3 | 53 | 30.2 |
| Tertiary education | 6 | 7 | 20 | 22.2 | 26 | 14.8 |
| Bachelor's Degree | 30 | 34.9 | 23 | 25.6 | 53 | 30.2 |
| Above Bachelor's | 3 | 3.5 | 4 | 4.4 | 7 | 3.9 |
| 2010 Monthly household income: Where (2 L.D = 1£) | | | | | | |
| Under 250 LD. | 9 | 10.5 | 0 | 0 | 9 | 5.1 |
| 251-500 | 18 | 20.9 | 0 | 0 | 18 | 10.2 |
| 501-750 | 22 | 25.6 | 1 | 1.1 | 23 | 13.1 |
| 751-1000 | 27 | 31.4 | 3 | 3.3 | 30 | 17 |
| 1001-1500 | 7 | 8.1 | 25 | 27.8 | 32 | 18.2 |
| 1501 and above | 3 | 3.5 | 61 | 67.8 | 64 | 36.4 |
| Employment status: | | | | | | |
| Employed | 81 | 94.2 | 52 | 57.8 | 133 | 75.6 |
| Unemployment | 5 | 5.8 | 38 | 42.2 | 43 | 24.4 |
| Number of the visits: | | | | | | |

| | | | | | | | |
|----------------------------------|--------|----|------|----|------|------|------|
| First time | | 25 | 29.1 | 72 | 80 | 97 | 55.1 |
| Many times | | 61 | 70.9 | 18 | 20 | 79 | 44.9 |
| Permanent place of residence: | | | | | | | |
| Tripoli | German | 30 | 34.9 | 20 | 22.2 | 34.9 | 25.8 |
| Zawiya | France | 17 | 19.8 | 16 | 17.8 | 19.8 | 17.8 |
| Sabha | Italy | 10 | 11.6 | 15 | 16.7 | 11.6 | 16.7 |
| Mesratah | Japan | 9 | 10.5 | 13 | 14.4 | 10.5 | 14.4 |
| Khoms | UK | 9 | 10.5 | 11 | 12.2 | 10.5 | 12.2 |
| Zouara | Poland | 5 | 5.8 | 5 | 5.6 | 5.8 | 5.5 |
| Benghazi | Russia | 4 | 4.7 | 4 | 4.4 | 4.7 | 4.4 |
| Bani Walid | USA | 1 | 1.2 | 3 | 3.3 | 1.2 | 3.3 |
| Ghadames | Others | 1 | 1.28 | 3 | 3.3 | 1.2 | 3.3 |
| Heard about the City: | | | | | | | |
| Internet | | 8 | 9.30 | 41 | 45.6 | 49 | 27.8 |
| Travel agencies | | 2 | 2.3 | 32 | 35.6 | 34 | 19.3 |
| Friends | | 31 | 36 | 6 | 6.7 | 37 | 21 |
| TV | | 40 | 46.5 | 10 | 11.1 | 50 | 28.4 |
| Others | | 5 | 5.8 | 1 | 1.1 | 6 | 3.4 |
| Accompanying the trip: | | | | | | | |
| Alone | | 1 | 1.28 | 3 | 3.3 | 4 | 2.3 |
| With family | | 53 | 61.6 | 26 | 28.9 | 79 | 44.8 |
| With friends | | 22 | 25.6 | 14 | 15.6 | 36 | 20.5 |
| General Groups | | 10 | 11.6 | 47 | 52.2 | 57 | 32.4 |
| Purpose of visit: | | | | | | | |
| Enjoy nature | | 6 | 6.8 | 6 | 6.7 | 12 | 6.8 |
| Visit friends or relatives | | 9 | 10.5 | 1 | 1.1 | 10 | 5.6 |
| Enjoy the mountains | | 17 | 19.8 | 9 | 10 | 26 | 14.8 |
| Visit indigenous people | | 4 | 4.7 | 7 | 7.8 | 11 | 6.3 |
| Crossing to the Sahara | | 34 | 39.5 | 52 | 57.8 | 86 | 48.9 |
| Visit historic and heritage site | | 10 | 11.6 | 12 | 13.3 | 22 | 12.5 |
| Shopping | | 6 | 6.8 | 0 | 0 | 6 | 3.4 |
| Others | | 0 | 0 | 3 | 3.3 | 3 | 1.7 |

Source: Fieldwork data, 1 October 2010 to 30 January 2011.

Through the above table, it can be concluded some important characteristics as follows:

The Gender:



Figure (A3.1), the gender of domestic and international tourists

The research sample of the domestic tourists as in the figure A3.1 shows that there is a dominance of male respondents; this is normal in the Libyan society which is still dominated by male authority, where the man is the head of the family and its leader, and the dominant culture does not allow women to travel alone without accompany of man (Almesmari & ben Mossa, 2010). On the contrary, the sample of international tourists is dominated by women; this may be due to the gender equality enjoyed by many other countries around the world.

Marital status:



Figure: (A3.2), the percentages for the marital status of domestic and international tourists

The research sample of all tourists as in the figure A3.2 shows that there is a dominance of unmarried respondents in the sample of international tourists, whereas decreases this proportion in a sample of domestic tourists, which may be due to the different cultures in marriage and divorce among the nations of the world.

The Age:

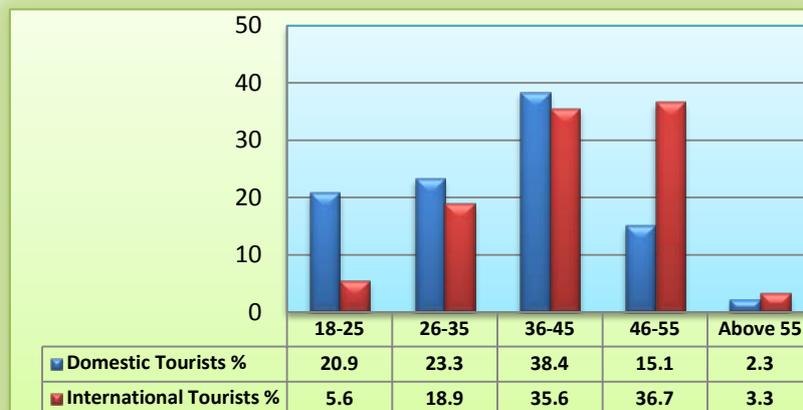


Figure (A3.3), the percentages for the ages of domestic and international tourists

The research sample as in the figure A3.3 shows that 72% of international tourists are older being aged between 36-55 years, while the domestic tourists are younger; this may be due to the age structure of the population in Libya, which indicates that about 41% are aged 15-45 years (Almesmari & ben Mossa, 2010).

Education:

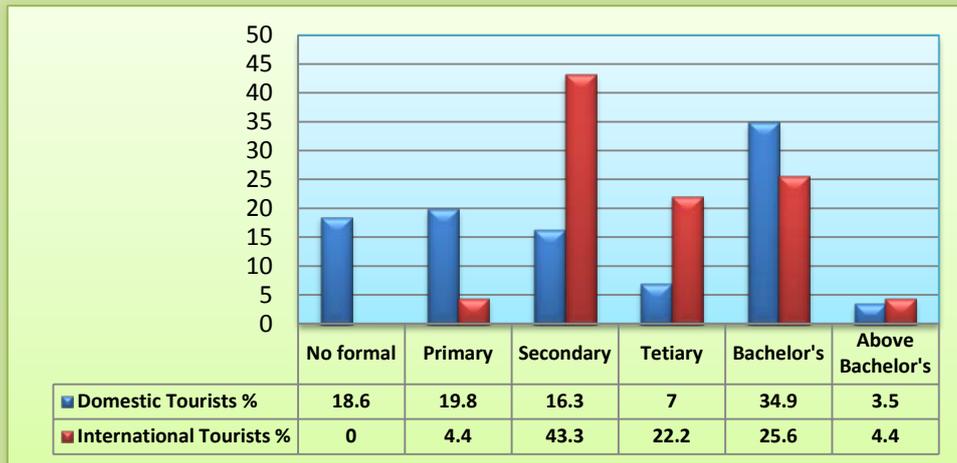


Figure (A3.4), the percentages for education levels to domestic and international tourists

The research sample as in the figure A3.4 shows that the large proportion of the domestic tourists holds a bachelor's degree, as there is a large percentage of those who do not have any form of education while a large proportion of international tourists holds secondary school.

Monthly income:

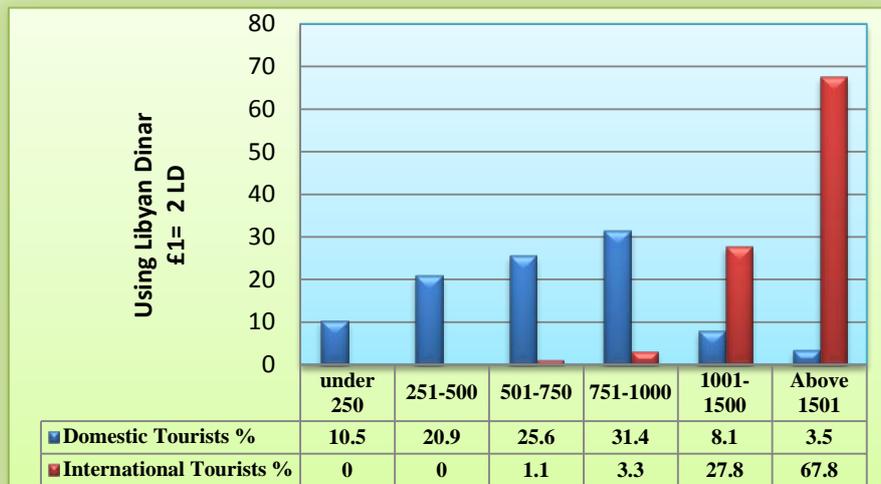


Figure: (A3.5), the percentages for the monthly income levels to domestic and international tourists

The research sample of the domestic tourists as in the figure A3.5 shows that the monthly income for Libyans in general is still relatively low when compared to the monthly income for foreigners in general; this may have a negative impact on domestic tourism.

Permanent place of residents (Domestic tourists):



Figure: (A3.6), the percentages for the permanent place of residence to the Domestic Tourists

The research sample as in the figure A3.6 shows that there is a relative distribution of local tourists almost covers the entire Libyan cities where the capital was in the forefront, which is positive in favor of sustainable tourism development in the city.

Permanent place of residents (International tourists):

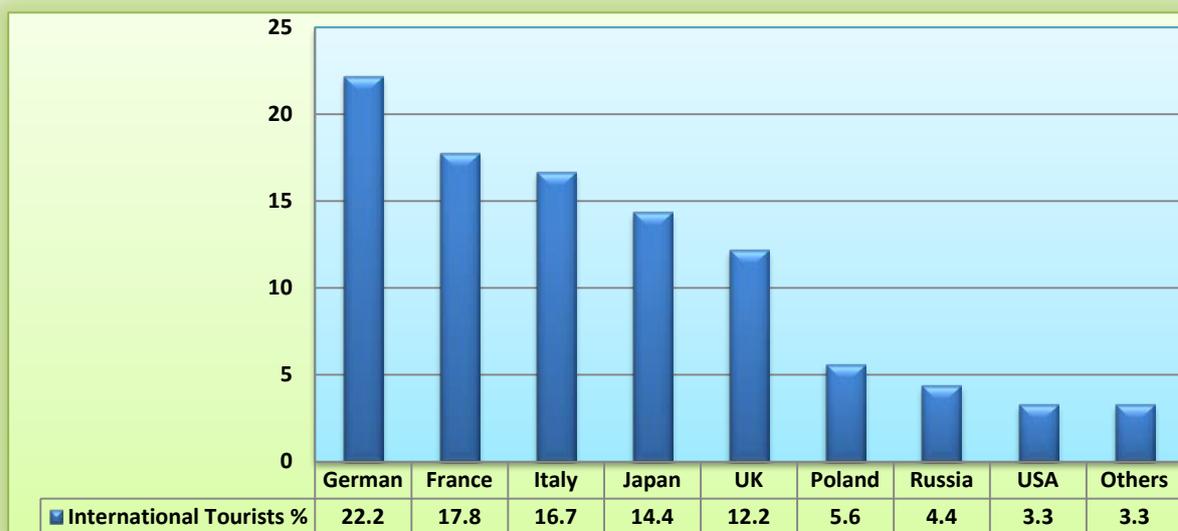


Figure : (A3.7), the percentages for the permanent place of residence to the International Tourists

The research sample as in the figure A3.7 shows that there is a relative distribution of international tourists covering a variety of countries especially from the Europe.

Awareness of the City:

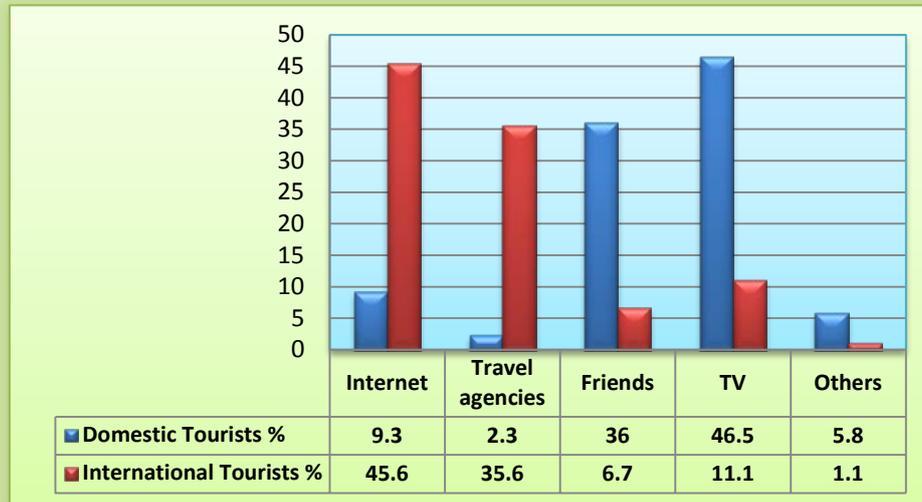


Figure: (A3.8), the percentages for how domestic and international tourists heard about the city

The research sample as in the figure A3.8 shows that the domestic tourists have gathered their information about the city through the TV and friends, while international tourists have used the Internet and travel agencies. This means that the local tourism marketing in Libya via the Internet and travel agencies is still weak and did not reach the consumers properly.

Accompanying the trip:



Figure: (A3.9), the percentages about the companions in the trip

The research sample as in the figure A3.9 shows that the domestic tourists prefer to travel with their families, while the international tourists prefer to travel in general groups.

Purpose of visit:

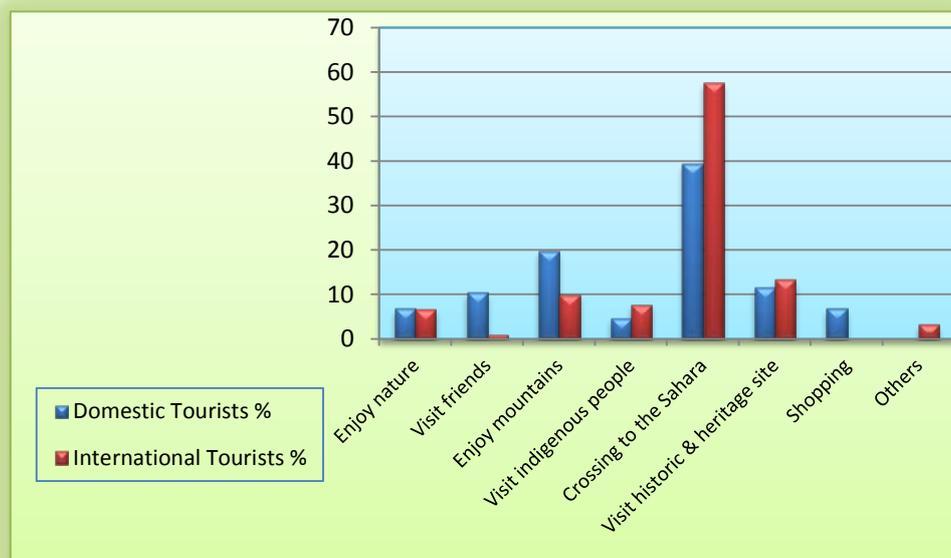


Figure: (A3.10), the percentages about the purpose of visit to the city.

The research sample shows that the main purpose of the visit to the city is dominated by crossing to the Sahara, because of the location of the city on the main road link between the north where the capital and the sea and the south where the desert cities. There is also a good percentage of tourists visiting the city for many other reasons (see figure A3.7).

A3.4.2 Residents

This section describes the characteristics of Residents Living Away from the tourist destinations (RLA), Residents Living Near the tourism destinations (RLN) and Residents Working in the tourism Industry (RWI), including details of sex, marital status, age, education, employment, and household income.

These characteristics are summarized in table A3.9.

Table A3.9: Characteristics of the sample (Residents).

| Characteristics | RLA Residents Living Away from the tourist destinations | | RLN Residents Living Near the tourism destinations | | RWI Residents Working in the tourism Industry | | All Residents | |
|------------------------|--|------|---|------|--|------|------------------|------|
| | N | % | N | % | N | % | N | % |
| N | 144 | 100 | 24 | 100 | 12 | 100 | 180 | 100 |
| Gender: | | | | | | | | |
| Male | 130 | 90.3 | 21 | 87.5 | 10 | 83.3 | 161 | 89.4 |
| Female | 14 | 9.7 | 3 | 12.5 | 2 | 16.7 | 19 | 10.6 |
| Marital status: | | | | | | | | |
| Marriage | 140 | 97.2 | 23 | 95.8 | 9 | 75 | 172 | 95.6 |
| Single | 4 | 2.8 | 1 | 4.2 | 3 | 25 | 8 | 4.4 |
| Others | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

| | | | | | | | | |
|--|-----|------|----|------|----|------|-----|------|
| Age: | | | | | | | | |
| 18-25 | 15 | 10.4 | 4 | 16.7 | 3 | 25 | 22 | 12.2 |
| 26-35 | 26 | 18 | 1 | 4.2 | 6 | 50 | 33 | 18.3 |
| 36-45 | 34 | 23.6 | 9 | 37.5 | 2 | 16.7 | 45 | 25 |
| 46-55 | 48 | 33.3 | 6 | 25 | 1 | 8.3 | 55 | 30.6 |
| Above 55 | 21 | 14.6 | 4 | 16.7 | 0 | 0 | 25 | 13.9 |
| Education: | | | | | | | | |
| No formal education | 4 | 2.8 | 1 | 4.2 | 0 | 0 | 5 | 2.8 |
| Primary (Elementary) school | 47 | 32.6 | 6 | 25 | 1 | 8.3 | 54 | 30 |
| Secondary (High) school | 75 | 52.1 | 11 | 45.8 | 4 | 33.3 | 90 | 50 |
| Tertiary education | 2 | 1.4 | 2 | 8.3 | 5 | 41.7 | 9 | 5 |
| Bachelor's Degree | 13 | 9 | 3 | 12.5 | 2 | 16.7 | 18 | 10 |
| Above Bachelor's | 3 | 2 | 1 | 4.2 | 0 | 0 | 4 | 2.2 |
| 2010 Monthly household income: Where (2 L.D = 1£) | | | | | | | | |
| Under 250 LD. | 37 | 25.7 | 3 | 12.5 | 0 | 0 | 40 | 22.2 |
| 251-500 | 69 | 48 | 9 | 37.5 | 3 | 25 | 81 | 45 |
| 501-750 | 15 | 10.4 | 5 | 20.8 | 7 | 58.3 | 27 | 15 |
| 751-1000 | 9 | 6.2 | 4 | 16.7 | 1 | 8.3 | 14 | 7.8 |
| 1001-1500 | 11 | 7.6 | 1 | 4.2 | 1 | 8.3 | 13 | 7.2 |
| 1501 and above | 3 | 2 | 2 | 8.3 | 0 | 0 | 5 | 2.8 |
| Employment status: | | | | | | | | |
| Employed | 132 | 91.7 | 22 | 91.7 | 12 | 100 | 166 | 92.2 |
| Unemployment | 12 | 8.3 | 2 | 8.3 | 0 | 0 | 14 | 7.8 |
| Employment in tourism: | 3 | 2 | 5 | 20.8 | 12 | 100 | 20 | 11.1 |
| Directly | 0 | 0 | 2 | 8.3 | 12 | 100 | 14 | 7.8 |
| Indirectly | 3 | 2 | 3 | 12.5 | 0 | 0 | 6 | 3.3 |

Source: Fieldwork data, 1 October 2010 to 30 January 2011.

Through the above table (A3.9), it can be concluded that the selected sample of the residents is dominated by some of the following important characteristics:

- 80% of the sample is living away from the tourist destinations.
- 89.4% are males.
- 95.6% are married.
- 30.6% are between the ages of 46-55.
- 50% have secondary level of education.
- 45% their monthly salaries are ranging between 251-500 LD.
- The average monthly income for overall the selected sample of residents was almost 580 L.D, which is equivalent to £300 as maximum a month. (2LD. = £1).
- 92.2% employed.

Box (A3.1), the most important characteristics of the residents' sample

A3.4.3 Private Sector and Public Sector

This section describes the characteristics of Private sector and Public sector participants, including details of sex, marital status, age, education, employment, and household income. These characteristics are summarized in table 7.10.

Table A3.10: Characteristics of the sample (Private sector and Public sector).

| Characteristics | Private Sector | | | | Public Sector | | | |
|--|----------------|-------------|--------------------|------|----------------|-------------|-------------------|------|
| | Semi Structure | Focus Group | All Private Sector | | Semi Structure | Focus Group | All Public Sector | |
| | | | N | % | | | N | % |
| N | 3 | 10 | 13 | 100 | 2 | 11 | 13 | 100 |
| Gender: | | | | | | | | |
| Male | 3 | 9 | 12 | 92.3 | 2 | 11 | 13 | 100 |
| Female | 0 | 1 | 1 | 7.7 | 0 | 0 | 0 | 0 |
| Marital status: | | | | | | | | |
| Marriage | 3 | 10 | 13 | 100 | 2 | 11 | 13 | 100 |
| Single | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Others | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Age: | | | | | | | | |
| 18- 25 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 26-35 | 1 | 2 | 3 | 23.1 | 0 | 2 | 2 | 15.4 |
| 36-45 | 1 | 3 | 4 | 30.8 | 2 | 3 | 5 | 38.5 |
| 46-55 | 1 | 5 | 6 | 46.2 | 0 | 6 | 6 | 46.2 |
| Above 55 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Education: | | | | | | | | |
| No formal education | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Primary (Elementary) school | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Secondary (High) school | 0 | 2 | 2 | 15.4 | 0 | 0 | 0 | 0 |
| Tertiary education | 0 | 4 | 4 | 30.8 | 0 | 2 | 2 | 15.4 |
| Bachelor's Degree | 1 | 4 | 5 | 38.5 | 1 | 5 | 6 | 46.2 |
| Above Bachelor's | 2 | 0 | 2 | 15.4 | 1 | 4 | 5 | 38.5 |
| 2010 Monthly household income: Where (2 L.D = 1£) | | | | | | | | |
| Under 250 LD. | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 251-500 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 501-750 | 0 | 1 | 1 | 7.7 | 2 | 4 | 6 | 46.2 |
| 751-1000 | 0 | 1 | 1 | 7.7 | 0 | 0 | 0 | 0 |
| 1001-1500 | 2 | 1 | 3 | 23.1 | 0 | 3 | 3 | 23.1 |
| 1501 and above | 1 | 7 | 8 | 61.5 | 0 | 4 | 4 | 30.8 |

Source: Fieldwork data, 1 October 2010 to 30 January 2011.

Through the above table (A3.10), it can be concluded that the sample of the Private sector and Public sector is dominated by some of the following important characteristics:

- 96% are males.
- 100% are married.
- 46.2% are between the ages of 46-55.
- 42.3% have Bachelor's Degree level of education.
- 46% their monthly incomes are more than 1500 LD. (2LD. = £1).

Box (A3.2), the most important characteristics of the sample of Private sector and Public sector

A3.5 Coding of variables

Variables can be coded according to the categories and sub-categories identified by the data collected; so, before starting with frequency tables, variables encoding have to be fixed as follows:

- X1 = Adequacy of tourist resources in the GGC.
- X2 = Perceptions toward tourism development in the GGC.
- X3 = Involvement level in tourism development in the GGC.
- X4 = Environmental attitudes.
- X5 = Economic attitudes.
- X6 = Social attitudes.
- Y = Support of sustainable tourism development in the GGC.
- DT = **D**omestic **T**ourists.
- IT = **I**nternational **T**ourists.
- RAL = **R**esidents **L**iving **A**way from tourist destinations.
- RLN = **R**esidents **L**iving **N**ear the tourist destinations.
- RWI = **R**esidents **W**orking in tourism **I**ndustry.
- AT = **A**ll **T**ourists, (DT + IT).
- AR = **A**ll **R**esidents, (RAL + RLN + RWI).
- AS = **A**ll **S**takeholders, (AT + AR).

Examples for reading the codes:

- i. **X1_{DT}** = the views of domestic tourists about the adequacy of tourist resources in the GGC.
- ii. **X2_{IT}** = the views of international tourists about the perceptions toward tourism development in the GGC.
- iii. **X3_{RLA}** = the views of residents living away from tourist destinations about the involvement level in tourism development in the GGC.
- iv. **X4_{RLN}** = the views of residents living near the tourist destinations about the environmental attitudes.
- v. **X5_{RWI}** = the views of residents working in tourism industry about the economic attitudes.
- vi. **X6_{AT}** = the views of all tourists about the social attitudes.

- vii. $X1_{AR}$ = the views of all residents about the adequacy of tourist resources in the GGC.
- viii. Y_{AS} = the views of all stakeholders about the support of sustainable tourism development in the GGC.

A3.6 Frequencies variables for residents and tourists

In the questionnaire, the researcher used "Likert scale" which consists of five levels

- 1= Strongly disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly agree

As people's perceptions differ from person to person, it is very natural that the researcher obtained different answers to items that make up the scale of study which lead to different frequencies which can be used in the comparison between the different groups. That is what will be discussed in the following sub-themes:

A3.6.1 Domestic Tourists (DT)

The following table A3.11 shows the frequencies of the attitudes of domestic tourists to the various key variables.

Table A3.11: Frequencies table of the views of Domestic Tourists (DT). N = 86

| Frequencies | | 1 Strongly Disagree | | 2 Disagree | | 3 Neutral | | 4 Agree | | 5 Strongly agree | | 4 + 5 Supporters |
|-------------|--|------------------------|---|---------------|---|--------------|------|------------|------|---------------------|------|---------------------|
| | | Freq | % | Freq | % | Freq | % | Freq | % | Freq | % | |
| $X1_{DT}$ | Adequacy of tourist resources | 0 | 0 | 0 | 0 | 7 | 8.1 | 57 | 66.3 | 22 | 25.6 | 91.9 |
| $X2_{DT}$ | Perceptions toward tourism development | 0 | 0 | 0 | 0 | 8 | 9.3 | 51 | 59.3 | 27 | 31.4 | 90.7 |
| $X3_{DT}$ | Involvement level in tourism development | 0 | 0 | 0 | 0 | 11 | 12.8 | 54 | 62.8 | 21 | 24.4 | 87.2 |
| $X4_{DT}$ | Environmental attitudes. | 0 | 0 | 0 | 0 | 7 | 8.1 | 46 | 53.5 | 33 | 38.4 | 91.9 |
| $X5_{DT}$ | Economic attitudes. | 0 | 0 | 0 | 0 | 0 | 0 | 39 | 45.3 | 47 | 54.7 | 100 |
| $X6_{DT}$ | Social attitudes. | 0 | 0 | 0 | 0 | 1 | 1.2 | 54 | 62.8 | 31 | 36 | 98.8 |
| Y_{DT} | Support of sustainable tourism development | 0 | 0 | 0 | 0 | 2 | 2.3 | 53 | 61.6 | 31 | 36 | 92.6 |

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Through the previous table the researcher added a new column to the table, which is the last column "Supporters" which include levels (4 - Agree & 5 - strongly agree). So that the

proportions of supporters from the largest to the smallest can be arranged according to the importance of each variable from the views of the Domestic Tourists as follows:

| The Variables | | % |
|------------------|---|------|
| X5 _{DT} | Economic attitudes | 100 |
| X6 _{DT} | Social attitudes | 98.8 |
| X1 _{DT} | Adequacy of tourist resources | 91.9 |
| X4 _{DT} | Environmental attitudes | 91.9 |
| X2 _{DT} | Perceptions towards tourism development | 90.7 |
| X3 _{DT} | Level of involvement | 87.2 |

Table, A3.12, Arrange the variables by importance, from the views of the Domestic Tourists.

According to the data in table A3.11, the percentage of supporters for sustainable tourism development (Y_{DT}) was 92.6%, which indicates that the sustainable tourism development in the City gets great support from the domestic tourists.

A3.6.2 International Tourists (IT)

The following table A3.13 shows the frequencies of the attitudes of international tourists to the various key variables.

Table A3.13: Frequencies table of the views of International Tourists (IT). N = 90

| Frequencies | | 1 Strongly Disagree | | 2 Disagree | | 3 Neutral | | 4 Agree | | 5 Strongly agree | | 4 + 5 Supporters |
|------------------|--|---------------------------|---|---------------|-----|--------------|------|------------|------|------------------------|------|---------------------|
| | | Freq | % | Freq | % | Freq | % | Freq | % | Freq | % | |
| X1 _{IT} | Adequacy of tourist resources | 0 | 0 | 0 | 0 | 10 | 11.1 | 45 | 50 | 35 | 38.9 | 88.9 |
| X2 _{IT} | Perceptions toward tourism development | 0 | 0 | 0 | 0 | 5 | 5.6 | 52 | 57.8 | 33 | 36.7 | 94.5 |
| X3 _{IT} | Involvement level in tourism development | 0 | 0 | 1 | 1.1 | 39 | 43.3 | 50 | 55.6 | 0 | 0 | 55.6 |
| X4 _{IT} | Environmental attitudes. | 0 | 0 | 0 | 0 | 11 | 12.2 | 51 | 56.7 | 28 | 31.1 | 87.8 |
| X5 _{IT} | Economic attitudes. | 0 | 0 | 0 | 0 | 4 | 4.4 | 55 | 61.1 | 31 | 34.4 | 95.5 |
| X6 _{IT} | Social attitudes. | 0 | 0 | 0 | 0 | 6 | 6.7 | 50 | 55.6 | 34 | 37.8 | 93.4 |
| Y _{IT} | Support of sustainable tourism development | 0 | 0 | 0 | 0 | 7 | 7.8 | 58 | 64.4 | 25 | 27.8 | 92.2 |

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Through the previous table the researcher added a new column to the table, which is the last column "Supporters" which include levels (4 - Agree & 5 - strongly agree). So that the proportions of supporters from the largest to the smallest can be arranged according to the importance of each variable from the views of the International Tourists as follows:

| The Variables | | % |
|------------------|---|------|
| X5 _{IT} | Economic attitudes | 95.5 |
| X2 _{IT} | Perceptions towards tourism development | 94.5 |
| X6 _{IT} | Social attitudes | 93.4 |
| X1 _{IT} | Adequacy of tourist resources | 88.9 |
| X4 _{IT} | Environmental attitudes | 87.8 |
| X3 _{IT} | Level of involvement | 55.6 |

Table, A3.14, Arrange the variables by importance, from the views of the International Tourists.

According to the data in table A3.13, the percentage of supporters for sustainable tourism development (Y_{IT}) was 92.2%, which indicates that the sustainable tourism development in the City gets great support from the international tourists.

A3.6.3 Residents Living Away from the tourist destinations (RLA)

The following table A3.15 shows the frequencies of the attitudes of residents living away from the tourist destinations to the various key variables.

Table A3.15: Frequencies table of the views of Residents Living Away from the tourist destinations (RLA).
N = 144

| Frequencies | | 1 Strongly Disagree | | 2 Disagree | | 3 Neutral | | 4 Agree | | 5 Strongly agree | | 4 + 5 Supporters |
|-------------------|--|---------------------------|---|---------------|---|--------------|------|------------|------|------------------------|------|---------------------|
| | | Freq | % | Freq | % | Freq | % | Freq | % | Freq | % | |
| X1 _{RLA} | Adequacy of tourist resources | 0 | 0 | 0 | 0 | 21 | 14.6 | 79 | 54.9 | 44 | 30.6 | 85.5 |
| X2 _{RLA} | Perceptions toward tourism development | 0 | 0 | 0 | 0 | 14 | 9.7 | 85 | 59 | 45 | 31.3 | 90.3 |
| X3 _{RLA} | Involvement level in tourism development | 0 | 0 | 0 | 0 | 96 | 66.7 | 46 | 31.9 | 2 | 1.4 | 33.3 |
| X4 _{RLA} | Environmental attitudes. | 0 | 0 | 0 | 0 | 2 | 1.4 | 49 | 34 | 93 | 64.6 | 98.6 |
| X5 _{RLA} | Economic attitudes. | 0 | 0 | 0 | 0 | 12 | 8.3 | 47 | 32.6 | 85 | 59 | 91.6 |
| X6 _{RLA} | Social attitudes. | 0 | 0 | 0 | 0 | 17 | 11.8 | 94 | 65.3 | 33 | 22.9 | 88.2 |
| Y _{RLA} | Support of sustainable tourism development | 0 | 0 | 0 | 0 | 15 | 10.4 | 89 | 61.8 | 40 | 27.8 | 89.6 |

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Through the previous table the researcher added a new column to the table, which is the last column "Supporters" which include levels (4 - Agree & 5 - strongly agree). So that the proportions of supporters from the largest to the smallest can be arranged according to the importance of each variable from the views of the residents living away from the tourist destinations as follows:

| The Variables | | % |
|-------------------|---|------|
| X4 _{RLA} | Environmental attitudes | 98.6 |
| X5 _{RLA} | Economic attitudes | 91.6 |
| X2 _{RLA} | Perceptions towards tourism development | 90.3 |
| X6 _{RLA} | Social attitudes | 88.2 |
| X1 _{RLA} | Adequacy of tourist resources | 85.5 |
| X3 _{RLA} | Level of involvement | 33.3 |

Table, A3.16, Arrange the variables by importance, from the views of the Residents Living Away from the tourist destinations.

According to the data in table A3.15, the percentage of supporters for sustainable tourism development (Y_{RLA}) was 89.6%, which indicates that the sustainable tourism development in the City gets great support from the residents living away from the tourist destinations.

A3.6.4 Residents Living Near the tourist destinations (RLN)

The following table A3.17 shows the frequencies of the attitudes of residents living near the tourist destinations to the various key variables.

Table A3.17: Frequencies table of the views of Residents Living Near the tourist destinations (RLN).
N = 24

| Frequencies | | 1 Strongly Disagree | | 2 Disagree | | 3 Neutral | | 4 Agree | | 5 Strongly agree | | 4 + 5 Supporters |
|-------------------|--|---------------------------|---|---------------|---|--------------|------|------------|------|------------------------|------|---------------------|
| | | Freq | % | Freq | % | Freq | % | Freq | % | Freq | % | |
| | Variables | | | | | | | | | | | |
| X1 _{RLN} | Adequacy of tourist resources | 0 | 0 | 0 | 0 | 1 | 4.2 | 9 | 37.5 | 14 | 58.3 | 95.8 |
| X2 _{RLN} | Perceptions toward tourism development | 0 | 0 | 0 | 0 | 2 | 8.3 | 12 | 50.0 | 10 | 41.7 | 91.7 |
| X3 _{RLN} | Involvement level in tourism development | 0 | 0 | 0 | 0 | 7 | 29.2 | 13 | 54.2 | 4 | 16.7 | 70.9 |
| X4 _{RLN} | Environmental attitudes. | 0 | 0 | 0 | 0 | 0 | 0 | 10 | 41.7 | 14 | 58.3 | 100 |
| X5 _{RLN} | Economic attitudes. | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 29.2 | 17 | 70.8 | 100 |
| X6 _{RLN} | Social attitudes. | 0 | 0 | 0 | 0 | 0 | 0 | 9 | 37.5 | 15 | 62.5 | 100 |
| Y _{RLN} | Support of sustainable tourism development | 0 | 0 | 0 | 0 | 0 | 0 | 10 | 41.7 | 14 | 58.3 | 100 |

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Through the previous table the researcher added a new column to the table, which is the last column "Supporters" which include levels (4 - Agree & 5 - strongly agree). So that the proportions of supporters from the largest to the smallest can be arranged according to the importance of each variable from the views of the residents living near the tourism destinations as follows:

| The Variables | | % |
|-------------------|---|------|
| X5 _{RLN} | Economic attitudes | 100 |
| X6 _{RLN} | Social attitudes | 100 |
| X4 _{RLN} | Environmental attitudes | 100 |
| X1 _{RLN} | Adequacy of tourist resources | 95.8 |
| X2 _{RLN} | Perceptions towards tourism development | 91.7 |
| X3 _{RLN} | Level of involvement | 70.9 |

Table, A3.18, Arrange the variables by importance, from the views of the Residents Living Near the tourist destinations.

According to the data in table A3.17, the percentage of supporters for sustainable tourism development (Y_{RLN}) was 100%, which indicates that the sustainable tourism development in the City gets great support from the residents living near the tourist destinations.

A3.6.5 Residents working in tourism Industry (RWI)

The following table A3.19 shows the frequencies of the attitudes of residents working in tourism industry to the various key variables.

Table A3.19: Frequencies table of the views of Residents working in tourism Industry (RWI). N = 12

| Frequencies | | 1 Strongly Disagree | | 2 Disagree | | 3 Neutral | | 4 Agree | | 5 Strongly agree | | 4 + 5 Supporters |
|-------------------|--|---------------------------|---|---------------|---|--------------|---|------------|------|------------------------|------|---------------------|
| | | Freq | % | Freq | % | Freq | % | Freq | % | Freq | % | |
| Variables | | Freq | % | Freq | % | Freq | % | Freq | % | Freq | % | % |
| X1 _{RWI} | Adequacy of tourist resources | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 41.7 | 7 | 58.3 | 100 |
| X2 _{RWI} | Perceptions toward tourism development | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 33.3 | 8 | 66.7 | 100 |
| X3 _{RWI} | Involvement level in tourism development | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 41.7 | 7 | 58.3 | 100 |
| X4 _{RWI} | Environmental attitudes. | 0 | 0 | 0 | 0 | 0 | 0 | 6 | 50.0 | 6 | 50.0 | 100 |
| X5 _{RWI} | Economic attitudes. | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 41.7 | 7 | 58.3 | 100 |
| X6 _{RWI} | Social attitudes. | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 41.7 | 7 | 58.3 | 100 |
| Y _{RWI} | Support of sustainable tourism development | 0 | 0 | 0 | 0 | 0 | 0 | 6 | 50.0 | 6 | 50.0 | 100 |

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Through the previous table the researcher added a new column to the table, which is the last column "Supporters" which include levels (4 - Agree & 5 - strongly agree). So that the proportions of supporters from the largest to the smallest can be arranged according to the importance of each variable from the views of the residents working in tourism industry as follows:

| The Variables | | % |
|-------------------|---|-----|
| X2 _{RWI} | Perceptions towards tourism development | 100 |
| X1 _{RWI} | Adequacy of tourist resources | 100 |
| X5 _{RWI} | Economic attitudes | 100 |
| X3 _{RWI} | Level of involvement | 100 |
| X6 _{RWI} | Social attitudes | 100 |
| X4 _{RWI} | Environmental attitudes | 100 |

Table, A3.20, Arrange the variables by importance, from the views of the Residents working in tourism Industry.

According to the data in table A3.19, the percentage of supporters for sustainable tourism development (Y_{RWI}) was 100%, which indicates that the sustainable tourism development in the City gets great support from the residents working in tourism industry.

A3.6.6 All Tourists groups (AT)

The following table A3.21 shows the frequencies of the attitudes of all tourist groups to the various key variables.

Table A3.21: Frequencies table of the views of All Tourists groups (AT).

N = 176

| Frequencies | | 1 Strongly Disagree | | 2 Disagree | | 3 Neutral | | 4 Agree | | 5 Strongly agree | | 4 + 5 Supporters |
|------------------|--|------------------------|---|---------------|----|--------------|------|------------|------|---------------------|------|---------------------|
| | | Freq | % | Freq | % | Freq | % | Freq | % | Freq | % | |
| X1 _{AT} | Adequacy of tourist resources | 0 | 0 | 0 | 0 | 17 | 9.7 | 102 | 58 | 57 | 32.4 | 90.3 |
| X2 _{AT} | Perceptions toward tourism development | 0 | 0 | 0 | 0 | 13 | 7.4 | 103 | 58.5 | 60 | 34.1 | 92.6 |
| X3 _{AT} | Involvement level in tourism development | 0 | 0 | 1 | .6 | 50 | 28.4 | 104 | 59.1 | 21 | 11.9 | 71 |
| X4 _{AT} | Environmental attitudes. | 0 | 0 | 0 | 0 | 18 | 10.2 | 97 | 55.1 | 61 | 34.7 | 89.8 |
| X5 _{AT} | Economic attitudes. | 0 | 0 | 0 | 0 | 4 | 2.3 | 94 | 53.4 | 78 | 44.3 | 97.7 |
| X6 _{AT} | Social attitudes. | 0 | 0 | 0 | 0 | 7 | 4.0 | 104 | 59.1 | 65 | 36.9 | 96 |
| Y _{AT} | Support of sustainable tourism development | 0 | 0 | 0 | 0 | 9 | 5.1 | 111 | 63.1 | 56 | 31.8 | 94.9 |

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Through the previous table the researcher added a new column to the table, which is the last column "Supporters" which include levels (4 - Agree & 5 - strongly agree). So that the proportions of supporters from the largest to the smallest can be arranged according to the importance of each variable from the views of all tourist groups as follows:

| The Variables | | % |
|------------------|---|------|
| X5 _{AT} | Economic attitudes | 97.7 |
| X6 _{AT} | Social attitudes | 96 |
| X2 _{AT} | Perceptions towards tourism development | 92.6 |
| X1 _{AT} | Adequacy of tourist resources | 90.3 |
| X4 _{AT} | Environmental attitudes | 89.8 |
| X3 _{AT} | Level of involvement | 71 |

Table, A3.22, Arrange the variables by importance, from the views of all tourists groups.

According to the data in table A3.21, the percentage of supporters for sustainable tourism development (Y_{AT}) was 94.9%, which indicates that the sustainable tourism development in the City gets great support from all tourists groups.

A3.6.7 All Resident groups (AR)

The following table A3.23 shows the frequencies of the attitudes of all resident groups to the various key variables.

Table A3.23: Frequencies table of the views of All Residents groups (AR). N = 180

| Frequencies | | 1 Strongly Disagree | | 2 Disagree | | 3 Neutral | | 4 Agree | | 5 Strongly agree | | 4 + 5 Supporters |
|------------------|--|------------------------|---|---------------|---|--------------|------|------------|------|---------------------|------|---------------------|
| | | Freq | % | Freq | % | Freq | % | Freq | % | Freq | % | |
| X1 _{AR} | Adequacy of tourist resources | 0 | 0 | 0 | 0 | 22 | 12.2 | 93 | 51.7 | 65 | 36.1 | 87.8 |
| X2 _{AR} | Perceptions toward tourism development | 0 | 0 | 0 | 0 | 16 | 8.9 | 101 | 56.1 | 63 | 35 | 91.1 |
| X3 _{AR} | Involvement level in tourism development | 0 | 0 | 0 | 0 | 103 | 57.2 | 64 | 35.6 | 13 | 7.2 | 42.8 |
| X4 _{AR} | Environmental attitudes. | 0 | 0 | 0 | 0 | 2 | 1.1 | 65 | 36.1 | 113 | 62.8 | 98.9 |
| X5 _{AR} | Economic attitudes. | 0 | 0 | 0 | 0 | 12 | 6.7 | 59 | 32.8 | 109 | 60.6 | 93.4 |
| X6 _{AR} | Social attitudes. | 0 | 0 | 0 | 0 | 17 | 9.4 | 108 | 60 | 55 | 30.6 | 90.6 |
| Y _{AR} | Support of sustainable tourism development | 0 | 0 | 0 | 0 | 15 | 8.3 | 105 | 58.3 | 60 | 33.3 | 91.6 |

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Through the previous table the researcher added a new column to the table, which is the last column "Supporters" which include levels (4 - Agree & 5 - strongly agree). So that the proportions of supporters from the largest to the smallest can be arranged according to the importance of each variable from the views of all residents groups as follows:

| The Variables | | % |
|------------------|---|------|
| X4 _{AR} | Environmental attitudes | 98.9 |
| X5 _{AR} | Economic attitudes | 93.4 |
| X2 _{AR} | Perceptions towards tourism development | 91.1 |
| X6 _{AR} | Social attitudes | 90.6 |
| X1 _{AR} | Adequacy of tourist resources | 87.8 |
| X3 _{AR} | Level of involvement | 42.8 |

Table, A3.24, Arrange the variables by importance, from the views of all residents groups.

According to the data in table A3.23, the percentage of supporters for sustainable tourism development (Y_{AR}) was 91.6%, which indicates that the sustainable tourism development in the City gets great support from all residents groups.

A3.6.8 All Stakeholder groups (AS)

The following table A3.25 shows the frequencies of the attitudes of all stakeholder groups to the various key variables.

Table A3.25: Frequencies table of the views of all stakeholder groups (AS). N = 356

| Frequencies | | 1 Strongly Disagree | | 2 Disagree | | 3 Neutral | | 4 Agree | | 5 Strongly agree | | 4 + 5 Supporters |
|------------------|--|------------------------|---|---------------|-----|--------------|------|------------|------|---------------------|------|---------------------|
| | | Freq | % | Freq | % | Freq | % | Freq | % | Freq | % | |
| X1 _{AS} | Adequacy of tourist resources | 0 | 0 | 0 | 0 | 39 | 11.0 | 195 | 54.8 | 122 | 34.3 | 89.1 |
| X2 _{AS} | Perceptions toward tourism development | 0 | 0 | 0 | 0 | 29 | 8.1 | 204 | 57.3 | 123 | 34.6 | 91.9 |
| X3 _{AS} | Involvement level in tourism development | 0 | 0 | 1 | 0.3 | 153 | 43.0 | 168 | 47.2 | 34 | 9.6 | 56.8 |
| X4 _{AS} | Environmental attitudes. | 0 | 0 | 0 | 0 | 20 | 5.6 | 162 | 45.5 | 174 | 48.9 | 94.4 |
| X5 _{AS} | Economic attitudes. | 0 | 0 | 0 | 0 | 16 | 4.5 | 153 | 43.0 | 187 | 52.5 | 95.5 |
| X6 _{AS} | Social attitudes. | 0 | 0 | 0 | 0 | 24 | 6.7 | 212 | 59.6 | 120 | 33.7 | 93.3 |
| Y _{AS} | Support of sustainable tourism development | 0 | 0 | 0 | 0 | 24 | 6.7 | 216 | 60.7 | 116 | 32.6 | 93.3 |

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Through the previous table the researcher added a new column to the table, which is the last column "Supporters" which include levels (4 - Agree & 5 - strongly agree). So that the proportions of supporters from the largest to the smallest can be arranged according to the importance of each variable from the views of all stakeholder groups as follows:

| The Variables | | % |
|------------------|---|------|
| X5 _{AS} | Economic attitudes | 95.5 |
| X4 _{AS} | Environmental attitudes | 94.4 |
| X6 _{AS} | Social attitudes | 93.3 |
| X2 _{AS} | Perceptions towards tourism development | 91.9 |
| X1 _{AS} | Adequacy of tourist resources | 89.1 |
| X3 _{AS} | Level of involvement | 56.8 |

Table, A3.26, Arrange the variables by importance, from the views of all stakeholder groups.

According to the data in table A3.25, the percentage of supporters for sustainable tourism development (Y_{AS}) was 93.3%, which indicates that the sustainable tourism development in the City gets great support from all stakeholder groups.

A3.7 Summary

Through the analysis contained in this Appendix, the researcher noted that there is support in varying degrees from all stakeholders for sustainable tourism development in the Al-Gabal Al-Garbi City, but there are some differences about the order of the independent variables that affect this support, which studied in the chapter six. A summary for the support of STD in the GGC is given in the table A3.27 below:

Table A3.27: Support sustainable tourism development in the GGC according to the sections and stakeholder groups %

| Groups | | Stakeholder groups (Tourists & Residents) | | | | | | | | |
|----------------|--|---|-----------------|-------------------|------------------|------------------|-------------|--------------------|----------------------|-----------------------|
| Sections | | 1 DT N=86 | 2 IT N=90 | 3 RLA N=144 | 4 RLN N=24 | 5 RWI N=12 | The Mean | 1+2 AT N=176 | 3+4+5 AR N=180 | 1 to 5 AS N=356 |
| X ₁ | Adequacy of tourist resources in the GGC. | (3.5) 91.9 | (4) 88.9 | (5) 85.5 | (4) 95.8 | (3.5) 100 | 92.4 | (4) 90.3 | (5) 87.8 | (5) 89.1 |
| X ₂ | Perceptions toward tourism development in the GGC. | (5) 90.7 | (2) 94.5 | (3) 90.3 | (5) 91.7 | (3.5) 100 | 93.4 | (3) 92.6 | (3) 91.1 | (4) 91.9 |
| X ₃ | Level of involvement in tourism development in the GGC. | (6) 87.2 | (6) 55.6 | (6) 33.3 | (6) 70.9 | (3.5) 100 | 69.4 | (6) 71 | (6) 42.8 | (6) 56.8 |
| X ₄ | Environmental attitudes by stakeholders toward tourism development in the GGC. | (3.5) 91.9 | (5) 87.8 | (1) 98.6 | (2) 100 | (3.5) 100 | 95.7 | (5) 89.8 | (1) 98.9 | (2) 94.4 |
| X ₅ | Economic attitudes by stakeholders toward tourism development in the GGC. | (1) 100 | (1) 95.5 | (2) 91.6 | (2) 100 | (3.5) 100 | 97.4 | (1) 97.7 | (2) 93.4 | (1) 95.5 |
| X ₆ | Social attitudes by stakeholders toward tourism development in the GGC. | (2) 98.8 | (3) 93.4 | (4) 88.2 | (2) 100 | (3.5) 100 | 96 | (2) 96 | (4) 90.6 | (3) 93.3 |
| The Mean | | 93.4 | 85.9 | 81.3 | 93.1 | 100 | 90.7 | 89.6 | 84.1 | 86.8 |
| Y | Support sustainable tourism development in the GGC. | 92.6 | 92.2 | 89.6 | 100 | 100 | 94.9 | 94.9 | 91.6 | 93.3 |

Notes:

1- Numbers between brackets represent the values in descending order, when we will use the Spearman coefficient later.

2- In case of many values which are equal, the arrangements can be determined by taking the average for these grades.

Source: Work of the researcher, using the tables' data (A3.11; A3.13; A3.15; A3.17; A3.19; A3.21; A3.23; A3.25).

Through what has been reviewed in this chapter, the researcher noted some important points which have been summarized as follows:

- i.** According to the view of stakeholders, tourism resources located in the GGC are sufficient to establish a sustainable tourism development in the city, where the mean of approval rates of this section has achieved 92.4%, (see table A3.27).
- ii.** Perceptions of stakeholders towards tourism development in the GGC are very positive, where the mean of approval rates of this section has achieved 93.4%, (see table A3.27).
- iii.** The level of involvement of stakeholders in sustainable tourism development in the city is still under the general average, but it is positive where the mean of approval rates of this section has achieved 69.4%, (see table A3.27).
- iv.** Environmental attitudes of stakeholders towards sustainable tourism development in the GGC are very positive, where the mean of approval rates of this section has achieved 95.7%, (see table A3.27).
- v.** Economic attitudes of stakeholders towards sustainable tourism development in the GGC are very positive, where the mean of approval rates of this section has achieved 97.4%, (see table A3.27).
- vi.** Social attitudes of stakeholders towards sustainable tourism development in the GGC are very positive, where the mean of approval rates of this section has achieved 96%, (see table A3.27).
- vii.** The support for sustainable tourism development in the GGC by the respondents is very positive, where the mean of approval rates of this section has achieved 94.9%, (see table A3.27).
- viii.** The general average for supporting sustainable tourism development in the GGC has achieved 90.7%; thus all the sections have achieved higher rates than the general average, except the section on the level of involvement in development which has achieved a lower rate than the general average. But it is a positive proportion, (see table A3.27).
- ix.** The greatest support for sustainable tourism development achieved by residents who work in the tourism industry (RWI) was 100%, followed in the order of domestic tourists (DT) which was 93.4%, then the residents who are living near the tourist destinations (RLN) who came in the third place with 93.1%, followed by international tourists (IT) in the fourth order which was 85.9% and finally, residents who are living away from the tourism destinations (RLA) achieved 81.3%, (see table A3.27).

- x. The proportion of women participating in the study was low for the residents, the local tourists, and the public and the private sectors, while it was high for foreign tourists (see tables A3.8 , A3.9, A3.10)
- xi. Monthly income of the Libyans in general is still very low compared to the monthly income of foreign tourists (see table A3.8).
- xii. There is a local tourist market on the city's tourism products covering virtually all Libyan cities spearheaded by the city of Tripoli, and there is an international tourist market on the city's tourism products covering most of the countries exporting tourism spearheaded by the State of Germany (see figures A3.6 and A3.7)
- xiii. Arrangement of independent variables by all tourists (AT) according to the degree of their impact on the process of support of STD in the GGC, is respectively as follows, (see table A3.22 or table A3.27):
 - i. Economic attitudes.
 - ii. Social attitudes
 - iii. Perceptions toward tourism development in the GGC.
 - iv. Adequacy of tourist resources in the GGC.
 - v. Environmental attitudes.
 - vi. Level of involvement in tourism development in the GGC.

But the arrangement differed somewhat for all residents (AR) as the following, (see table A3.24 or table A3.27):

- i. Environmental attitudes.
- ii. Economic attitudes.
- iii. Perceptions toward tourism development in the GGC.
- iv. Social attitudes.
- v. Adequacy of tourist resources in the GGC.
- vi. Level of involvement in tourism development in the GGC.

While the order of the variables for all stakeholder groups (AS) as follows, (see table A3.26 or table A3.27):

- i. Economic attitudes.
- ii. Environmental attitudes.
- iii. Social attitudes.
- iv. Perceptions toward tourism development in the GGC.
- v. Adequacy of tourist resources in the GGC.
- vi. Level of involvement in tourism development in the GGC.

Appendix 4: International and domestic tourists questionnaire



Al-Gabal Al-Garbi City
Sustainable Tourism Development
(Questionnaire)
No. (.....)



(International Tourists) English version

| | |
|-------------------|-----------------|
| Date:..... | Time:.....Am/Pm |
| Location No. | |

My name is Mossa Amhemed. I am from the University of Huddersfield, UK. I am conducting a study on Sustainable Tourism Development in Libya. This research is in partial fulfillment of a Doctorate philosophy in Economics. Your responses will be completely anonymous, and the findings will never discuss individual responses. This survey should take less than 10 minutes to complete. Your responses will be very important in enhancing the long-term success of the GGC as a Tourism Region. There are no anticipated risks, compensation or other direct benefits to you as a participant in this study. You do not have to answer any question you do not want to. You are free to withdraw your consent to participate and may discontinue your participation at any time without consequence.

Will you participate in this study?

Yes, NO

If Yes, Thank you for taking the time to complete this survey! Continue with survey.

If No, Won't you please reconsider? You were chosen at random and your responses represent many visitors who were not selected.

Yes, NO

If Yes, Thank you for taking the time to complete this survey! Continue with survey.

If No, Thank You!

For any Queries regarding this study, you may contact:

Mossa Amhemed, Phone: 00218(0).....?..... E-mail: U0865337@hud.ac.uk

Firstly: General Questions.
(Tourists)

Put sign (/) in the right place:

Q1- Are You? Male; Female; Married; Single.

Q2- What is the highest level of education you have achieved?

No formal education; Primary school; Secondary school;
 Tertiary institute; Bachelor's Degree; Above Bachelor's.

Q3- Year of Birth?

Q4- Are you currently employed? Yes; No.

Q5- What best describes your total monthly household income for 2010 by Libyan Dinar?

(1LD = £1 or 1.25\$).

Under 250 251 to 500 501 to 750
 751 to 1000 1001 to 1500 1501 and over.

Q6- Country and/or City of permanent residence? /

Q7- How did you hear about GGC? TV; Friends; Others:

Q8- Purpose of trip: Enjoy nature Visit friends or relatives Enjoy the mountains.
 Learn and Enjoy culture/heritage. Visit indigenous people.
 Crossing to the Sahara. Others:

Q9- How many people accompanied you on this journey? (Write *the number*)

Alone; with family; with friends; with group.

Q10- Is this the first time you visit GGC? Yes; No.

If (yes) how many times you visit GGC before?

Secondly: Main Questions.

This stage of questionnaire asks you in seven sections, to rate how you feel about sustainable tourism development in Al-Gabal Al-Garbi City. Please, Circle the number that you have chosen.

Where:

1= strongly disagree; 2= disagree; 3 = Neutral; 4 = Agree; 5 = strongly agree.

| No. | <i>Section 1: Adequacy of tourist resources in the GGC.</i> | | | | | |
|-----|--|---|---|---|---|---|
| 1 | Tourism resources in the City are many and varied. | 1 | 2 | 3 | 4 | 5 |
| 2 | Tourism resources in the city need to maintain and develop. | 1 | 2 | 3 | 4 | 5 |
| 3 | Tourism products in the city are many and varied. | 1 | 2 | 3 | 4 | 5 |
| 4 | There is a high quality of tourism products in the city | 1 | 2 | 3 | 4 | 5 |
| 5 | Tourism resources are distributed on a regular basis within the GGC. | 1 | 2 | 3 | 4 | 5 |
| 6 | Opportunities in the tourism sector in the GGC are more than the existing threats. | 1 | 2 | 3 | 4 | 5 |

Comments:

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| No. | <i>Section 2: Perceptions toward tourism in Al-Gabal Al-Garbi City.</i> | | | | | |
|---|--|---|---|---|---|---|
| Tourism in Al-Gabal Al-Garbi City means: | | | | | | |
| 1 | Provide jobs and improve the living standards and resettlement of the population within the city. | 1 | 2 | 3 | 4 | 5 |
| 2 | Will develop the environmental, historical and cultural heritage in the city. | 1 | 2 | 3 | 4 | 5 |
| 3 | Provide the entertainment, increasing the green areas, parks and protected areas and improvement in infrastructure. | 1 | 2 | 3 | 4 | 5 |
| 4 | Rational use of resources, and to reduce pollution in its various forms and the plans of future generations. | 1 | 2 | 3 | 4 | 5 |
| 5 | Leads to the entry of new goods to the market and the stability of the general price level. | 1 | 2 | 3 | 4 | 5 |
| 6 | Openness to the world and gain new cultures, which leads to an increase in the love and peace between the local population and the world people. | 1 | 2 | 3 | 4 | 5 |

Comments:

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| No. | <i>Section 3: Level of Involvement.</i> | | | | | |
|-----|--|---|---|---|---|---|
| 1 | Participation is a fundamental pillar of the tourism industry and leads to its sustainability. | 1 | 2 | 3 | 4 | 5 |
| 2 | Participation leads to the strengthening of belonging and thus prolongs the life of development projects. | 1 | 2 | 3 | 4 | 5 |
| 3 | I am ready to connect and cooperation with other stakeholders and make some concessions in order to achieve sustainable tourism development. | 1 | 2 | 3 | 4 | 5 |
| 4 | I participate in the tourist management in the City. | 1 | 2 | 3 | 4 | 5 |
| 5 | I participate in the decision-making about tourism development in the City. | 1 | 2 | 3 | 4 | 5 |
| 6 | I participate in tourism in the City. | 1 | 2 | 3 | 4 | 5 |

Comments:

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| No. | <i>Section 4: Environment Attitudes.</i> | | | | | |
|-----|--|---|---|---|---|---|
| 1 | Establishment of nature reserves is essential to keeping the ecological balance. | 1 | 2 | 3 | 4 | 5 |
| 2 | The application of regulatory and environmental standards to reduce the negative impacts of tourism. | 1 | 2 | 3 | 4 | 5 |
| 3 | Attention should be given to the environment and preserve for future generations. | 1 | 2 | 3 | 4 | 5 |
| 4 | Sustainable tourism development must focus on the limits to growth. | 1 | 2 | 3 | 4 | 5 |
| 5 | Tourists should be willing to pay more for the tourism projects which respect the environment. | 1 | 2 | 3 | 4 | 5 |
| 6 | Protection of flora and fauna should be more important than the provision of recreational opportunities. | 1 | 2 | 3 | 4 | 5 |

Comments:

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| No. | <i>Section 5: Economic Attitudes.</i> | | | | | |
|-----|---|---|---|---|---|---|
| 1 | It is important to purchase local products and to use local services. | 1 | 2 | 3 | 4 | 5 |
| 2 | Visits to protected areas should not be free. | 1 | 2 | 3 | 4 | 5 |
| 3 | Must be strike a balance between the needs of tourists and the needs of the local community. | 1 | 2 | 3 | 4 | 5 |
| 4 | Must ensure the visitors rights, and the payments should be in return for a successful experiment. | 1 | 2 | 3 | 4 | 5 |
| 5 | The deal between the tourist and the local community must be direct and without intermediary. | 1 | 2 | 3 | 4 | 5 |
| 6 | Must encourage investment and reduce taxes on tourism projects, and directing investment to the establishment of small enterprises. | 1 | 2 | 3 | 4 | 5 |

Comments:

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| No. | <i>Section 6: Social Attitudes.</i> | | | | | |
|-----|---|---|---|---|---|---|
| 1 | I feel safe when interacting with local residents. | 1 | 2 | 3 | 4 | 5 |
| 2 | Must not be allowed to sell alcoholic beverages in the GGC. | 1 | 2 | 3 | 4 | 5 |
| 3 | Local residents should not be allowed to use attractions just like tourists. | 1 | 2 | 3 | 4 | 5 |
| 4 | Tourists should respect the values and culture of local residents. | 1 | 2 | 3 | 4 | 5 |
| 5 | Local residents should be treated fairly and equitably. | 1 | 2 | 3 | 4 | 5 |
| 6 | Promotion of domestic tourism is very important for the development of international tourism. | 1 | 2 | 3 | 4 | 5 |

Comments:

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| No. | <i>Section 7: Support for sustainable tourism development in (GGC).</i> | | | | | |
|--|--|---|---|---|---|---|
| I support the sustainable tourism development in the GGC: | | | | | | |
| 1 | As a result of the availability of tourism resources in the City. | 1 | 2 | 3 | 4 | 5 |
| 2 | Because tourism leads to positive change in people's lives. | 1 | 2 | 3 | 4 | 5 |
| 3 | Tourism leads to Increase the sense of loyalty by participating in tourism projects. | 1 | 2 | 3 | 4 | 5 |
| 4 | Tourism contributes to the preservation of the environment in general and leads to the improvement and development continuously. | 1 | 2 | 3 | 4 | 5 |
| 5 | Tourism leads to a higher standard of living in general because it has the ability to activate all other sectors. | 1 | 2 | 3 | 4 | 5 |
| 6 | Tourism leads to more insight on others and contribute to spreading the culture of love and peace among the world's population. | 1 | 2 | 3 | 4 | 5 |

Comments:

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Thirdly: Important Question.

If you have the opportunity to choose a specific tourist project, which will be implemented in the GGC according to the available resources in the city, what is the tourist project which would you choose?

You can choose more than one project, but please sort by the priority, as in the following table:

| No. | Choose the type of project ⁽¹⁾ . | Put a name for the project chosen. | The project site (Name of the residential area) Or Settlement's name. | Considerations of choose the project ⁽²⁾ . |
|---------|---|------------------------------------|--|---|
| Example | <i>Commercial</i> | <i>Shopping center</i> | <i>Gharyan</i> | <i>Economic; Social</i> |
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |

(1)- Type of project: *Entertainment, leisure; Sports, Recreation; Nature; Cultural, historical; Services; Commercial; Healthy, therapeutic; Or Others.*

(2)- The considerations: *Economic; Social; Environmental; or others.*

Comments:

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Lastly:

Please, any comments, additions, data or information that you see it can enhance the topic can be sent to the following address:

Mr. Mossa Amhemed

Al-Gabal Al-Garbi University, Accounting School, Department of Economics, Libya

Or, via my E-mail: hajtrog@yahoo.com . Or, U0865337@hud.ac.uk

I would like to thank-you for your time and your co-operation in completing this questionnaire.

Mossa Amhemed

(Domestic Tourists) Arabic version

| | | |
|--------------|-------------------|----------------|
| الوقت: | الموقع رقم: | التاريخ: |
|--------------|-------------------|----------------|

أنا موسى إمام من جامعة هادرسفيلد بالمملكة المتحدة، أقوم حالياً بدراسة حول التنمية السياحية المستدامة في ليبيا. هذه الدراسة هي وفاء جزئي لمتطلبات درجة الدكتوراة في الفلسفة في علم الاقتصاد. نعاهدك بأن تكون ردودك سرية تماما ، وسوف تبقى مشاركتك فقط في حدود إعداد هذه الدراسة. مشاركتك سوف تأخذ 10 دقائق من وقتك على الأكثر. وردودك سوف تكون مهمة جدا في تعزيز النجاح على المدى الطويل في مدينة الجبل الغربي كمنطقة سياحة مستدامة. ليس هناك مخاطر من مشاركتك في هذه الدراسة، ولا تتوقع تعويضاً أو فوائد مباشرة ستصلك نظير مشاركتك. بإستطاعتك الامتناع عن إجابة أي سؤال لأي سبب إذا كنت لا ترغب في ذلك، وأنت حر في سحب موافقتك على المشاركة وكذلك بإمكانك التوقف عن المشاركة متى شئت.

الآن هل ستشارك في هذه الدراسة؟

نعم لا

إذا كانت الإجابة (بنعم)، شكرا لتكرمك بالمشاركة ... ويمكنك البدء في الإجابة على الأسئلة .
إذا كانت الإجابة (بلا)، فنرجو منك إعادة النظر في قرارك ؟ فقد تم اختيارك عشوائيا وردودك تمثل العديد من الزوار الذين لم يتم إختيارهم. فهل ستغير رأيك وتشارك في هذه الدراسة؟

نعم لا

إذا كانت الإجابة (بنعم)، شكرا لتغيير قرارك ... ويمكنك البدء في الإجابة على الأسئلة .
إذا كانت الإجابة (بلا) مرة أخرى ، نشكرك ونعتذر لك.

لأي استفسار حول هذه الدراسة، يمكنك الاتصال:

البريد الإلكتروني: U0865337@hud.ac.uk

الهاتف: 00218(0)91xxxxxxx

أولاً: أسئلة عامة

ضع علامة () في المكان الصحيح:

س1- هل أنت ؟ أنثى ذكر متزوج أعزب

س2- ما هو أعلى مستوى تعليمي تحصلت عليه ؟
 ليس لدي مستوى تعليمي شهادة ابتدائية شهادة إعدادية
 شهادة ثانوية أو ما يعادلها شهادة جامعية شهادة فوق الجامعية

س3- ماهي سنة ميلادك؟

س4- هل أنت تشتغل حالياً؟ نعم لا

س5- ما مجموع دخل الأسرة الشهري لعام 2010 بالدينار الليبي؟
 تحت 250 دينار 500 – 251 دينار 750 – 501 دينار
 1000 – 751 دينار 1500 – 1001 دينار 1501 فأكثر

س6- الإقامة الدائمة ... البلد و \ أو المدينة : \

س7- كيف سمعت عن مدينة الجبل الغربي ؟ عن طريق التلفزيون الأصدقاء الإنترنت
 جهات أخرى (أذكر)

س8- ما هو الغرض من زيارة المدينة؟
 الاستمتاع بالطبيعة زيارة الأقارب والأصدقاء التسوق
 الاستمتاع بالثقافة والتراث زيارة السكان الأصليين العبور إلى الصحراء
 أغراض أخرى (أذكرها)

س9- كم عدد المرافقين لك في هذه الرحلة , ومع من قمت بها ؟ (أكتب العدد في الخانة المخصصة)
 لوحدي مع عائلتي مع الأصدقاء مع مجموعة عامة

س10- هل هذه أول مرة تزور فيها مدينة الجبل الغربي ؟ نعم لا
إذا كانت الإجابة بنعم , فكم مرة زرتها سابقاً ؟

ثانياً : الأسئلة الرئيسية

في هذه المرحلة من الاستبيان يطلب منك في سبعة أقسام، تقييم موقفك حول التنمية السياحية في مدينة الجبل الغربي . من فضلك، ضع دائرة حول الرقم الذي اخترته.

حيث:

| | | | | |
|-------------------|-------------|----------|----------|---------------|
| 1 – لا أوافق بشدة | 2- لا أوافق | 3- محايد | 4- أوافق | 5- أوافق بشدة |
|-------------------|-------------|----------|----------|---------------|

| رقم السؤال | القسم 1: كفاية الموارد السياحية في مدينة الجبل الغربي. |
|------------|---|
| 1 | الموارد السياحية في المدينة كثيرة ومتنوعة. |
| 2 | تحتاج الموارد السياحية في المدينة إلى الصيانة والتطوير. |
| 3 | المنتجات السياحية في المدينة كثيرة ومتنوعة. |
| 4 | هناك نوعية عالية من المنتجات السياحية في المدينة. |
| 5 | الموارد السياحية موزعة على كامل أرجاء المدينة. |
| 6 | الفرص المتاحة في قطاع السياحة في المدينة أكثر من التهديدات القائمة. |

التعليقات إن وجدت :

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| رقم السؤال | القسم 2 : تصوراتكم تجاه السياحة في مدينة الجبل الغربي. |
|--------------------------------------|---|
| السياحة في مدينة الجبل الغربي تعني : | |
| 1 | توفير فرص العمل وتحسين مستويات المعيشة وإعادة توظيف السكان داخل المدينة. |
| 2 | تحسين البيئة وتطوير التراث التاريخي والثقافي في المدينة. |
| 3 | توفير وسائل الترفيه، وزيادة المناطق الخضراء والحدائق العامة والمناطق المحمية وتحسين البنية التحتية. |
| 4 | الاستخدام الرشيد للموارد، والحد من التلوث بأشكاله المختلفة وخطط للأجيال المقبلة. |
| 5 | دخول البضائع الجديدة إلى السوق واستقرار المستوى العام للأسعار. |
| 6 | الانفتاح على العالم واكتساب ثقافات جديدة، الأمر الذي يؤدي إلى زيادة في المحبة والسلام بين السكان المحليين وشعوب العالم. |

التعليقات إن وجدت :

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| القسم 3 : مستوى المشاركة | | | | | رقم السؤال |
|--------------------------|---|---|---|---|--|
| 5 | 4 | 3 | 2 | 1 | المشاركة هي ركيزة أساسية لصناعة السياحة وتؤدي إلى استدامتها. |
| 5 | 4 | 3 | 2 | 1 | المشاركة تؤدي إلى تعزيز الانتماء وبالتالي تطيل من عمر المشاريع التنموية. |
| 5 | 4 | 3 | 2 | 1 | أنا على استعداد للتواصل والتعاون مع الآخرين، وتقديم بعض التنازلات من أجل تحقيق التنمية السياحية. |
| 5 | 4 | 3 | 2 | 1 | أنا شاركت في إدارة السياحة في المدينة. |
| 5 | 4 | 3 | 2 | 1 | أنا شاركت في صنع بعض القرارات حول التنمية السياحية في المدينة. |
| 5 | 4 | 3 | 2 | 1 | أنا شاركت بالتسوق داخل المدينة. |

التعليقات إن وجدت :

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| القسم 4 : المواقف البيئية | | | | | رقم السؤال |
|---------------------------|---|---|---|---|--|
| 5 | 4 | 3 | 2 | 1 | إنشاء المحميات الطبيعية أمر ضروري للحفاظ على التوازن البيئي. |
| 5 | 4 | 3 | 2 | 1 | يجب تطبيق المعايير التنظيمية والبيئية للحد من الآثار السلبية للسياحة. |
| 5 | 4 | 3 | 2 | 1 | ينبغي إيلاء الاهتمام بالبيئة والمحافظة عليها للأجيال القادمة. |
| 5 | 4 | 3 | 2 | 1 | يجب أن تركز التنمية السياحية على حدود النمو. |
| 5 | 4 | 3 | 2 | 1 | ينبغي أن يكون السياح على استعداد لدفع المزيد من أجل المشاريع السياحية التي تحترم البيئة. |
| 5 | 4 | 3 | 2 | 1 | حماية النباتات والحيوانات ينبغي أن تكون أكثر أهمية من توفير الفرص الترفيهية. |

التعليقات إن وجدت :

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| القسم 5 : المواقف الاقتصادية | | | | | رقم السؤال |
|------------------------------|---|---|---|---|--|
| 5 | 4 | 3 | 2 | 1 | 1 يجب شراء المنتجات المحلية، واستخدام الخدمات المحلية. |
| 5 | 4 | 3 | 2 | 1 | 2 زيارة المناطق المحمية لا ينبغي أن تكون مجاناً. |
| 5 | 4 | 3 | 2 | 1 | 3 يجب أن يكون هناك توازن بين احتياجات السياح واحتياجات المجتمع المحلي. |
| 5 | 4 | 3 | 2 | 1 | 4 يجب ضمان حقوق الزوار، وينبغي أن يكون الدفع مقابل الحصول على تجربة ناجحة. |
| 5 | 4 | 3 | 2 | 1 | 5 يجب أن يكون التعامل بين السياح والمجتمع المحلي مباشرة ودون وسيط. |
| 5 | 4 | 3 | 2 | 1 | 6 يجب تشجيع الاستثمار وخفض الضرائب على المشاريع السياحية، وتوجيه الاستثمارات لإقامة المشاريع السياحية الصغيرة والمتوسطة. |

التعليقات إن وجدت :

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| القسم 6 : المواقف الاجتماعية | | | | | رقم السؤال |
|------------------------------|---|---|---|---|---|
| 5 | 4 | 3 | 2 | 1 | 1 أشعر بالأمان عندما أتعامل مع السكان المحليين. |
| 5 | 4 | 3 | 2 | 1 | 2 يجب عدم السماح ببيع المشروبات الكحولية في GGC. |
| 5 | 4 | 3 | 2 | 1 | 3 ينبغي السماح للسكان المحليين باستخدام مناطق الجذب السياحي مثل السياح. |
| 5 | 4 | 3 | 2 | 1 | 4 يجب على السياح إحترام قيم وثقافة السكان المحليين. |
| 5 | 4 | 3 | 2 | 1 | 5 ينبغي أن يعامل السكان المحليين بطريقة عادلة ومنصفة. |
| 5 | 4 | 3 | 2 | 1 | 6 يجب تشجيع السياحة الداخلية والاهتمام بها ، لأنها تساعد على تطوير السياحة الدولية. |

التعليقات إن وجدت :

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| القسم 7 : دعم التنمية السياحية المستدامة في المدينة . | | | | | رقم السؤال |
|---|---|---|---|---|--|
| أنا أدمع التنمية السياحية المستدامة في مدينة الجبل الغربي | | | | | |
| 5 | 4 | 3 | 2 | 1 | 1 |
| | | | | | نتيجة لتوافر الموارد السياحية في المدينة. |
| 5 | 4 | 3 | 2 | 1 | 2 |
| | | | | | لأن السياحة تؤدي إلى إحداث تغيير إيجابي في حياة الناس. |
| 5 | 4 | 3 | 2 | 1 | 3 |
| | | | | | لأن السياحة تؤدي إلى زيادة الشعور بالولاء من خلال المشاركة في المشاريع السياحية. |
| 5 | 4 | 3 | 2 | 1 | 4 |
| | | | | | لأن السياحة تساهم في المحافظة على البيئة بشكل عام وتؤدي إلى التحسين والتطوير المستمر. |
| 5 | 4 | 3 | 2 | 1 | 5 |
| | | | | | لأن السياحة تؤدي إلى مستوى أعلى من المعيشة بشكل عام لأن لديها القدرة على تفعيل كافة القطاعات الأخرى. |
| 5 | 4 | 3 | 2 | 1 | 6 |
| | | | | | لأن السياحة تؤدي إلى مزيد من التبصر على الآخرين والمساهمة في نشر ثقافة المحبة والسلام بين سكان العالم. |

التعليقات إن وجدت :

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ثالثاً : سؤال هام

إذا كان لديك الفرصة لاختيار مشروع سياحي معين، والذي سيتم تنفيذه في مدينة الجبل الغربي وفقاً للموارد المتاحة في المدينة. فما هو المشروع السياحي الذي يمكنك اختياره؟

يمكنك اختيار أكثر من مشروع واحد، ولكن يرجى ترتيب النتائج بحسب الأولوية، كما في الجدول التالي:

| رقم المشروع | نوع المشروع المختار ⁽¹⁾ | ضع اسماً للمشروع الذي اخترته | موقع المشروع إسم المنطقة السكنية التي ترى أنه من المناسب إقامة المشروع فيها | إعتبرات اختيار المشروع ⁽²⁾ |
|-------------|------------------------------------|------------------------------|--|--|
| مثل | تجاري | مركز تسوق | غريان | اقتصادي , اجتماعي |
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |

(1) - نوع المشروع: ترفيهي وتسليهي. رياضة وترفيه. طبيعة؛ ثقافي وتاريخي. خدماتي؛ تجاري. صحي وعلاجي. أو أخرى.
 (2) - الإعتبرات: اقتصادي؛ اجتماعي؛ بيئي؛ أو ربما إثنين منها، أو جميعها.

التعليقات إن وجدت :

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أخيراً:

لو لديك أي تعليقات أو إضافات أو بيانات أو معلومات ترى أنها يمكن أن تعزز الموضوع . أرجو إرسالها إلى العنوان التالي:

السيد موسى إمام

جامعة الجبل الغربي، كلية المحاسبة، قسم الاقتصاد، ليبيا

أو عبر البريد الإلكتروني الخاص بي: hajtrog@yahoo.com

أو عبر البريد الإلكتروني : u0865337@hud.ac.uk

أود أن أشكرك مرة أخرى على وقتك وتعاونك في استكمال هذا الاستبيان.

موسى إمام

Appendix 5: Residents Questionnaire.



جامعة هادرسفيلد

محافظة الجبل الغربي
التنمية السياحية المستدامة
(إستيبيان)
رقم . (.....)

السكان المحليين

HUBS

Huddersfield University Business School

كلية الأعمال

(Residents) Arabic version

| | |
|--------------------|-------------------|
| المنطقة رقم: | الشارع رقم: |
| التاريخ: | الساعة: |

أنا موسى إمام من جامعة هادرسفيلد بالمملكة المتحدة، أقوم حالياً بدراسة حول التنمية السياحية المستدامة في ليبيا. هذه الدراسة هي وفاء جزئي لمتطلبات درجة الدكتوراة في الفلسفة في علم الاقتصاد. نعاهدك بأن تكون ردودك سرية تماما ، وسوف تبقى مشاركتك فقط في حدود إعداد هذه الدراسة. مشاركتك سوف تأخذ 10 دقائق من وقتك على الأكثر. وردودك سوف تكون مهمة جدا في تعزيز النجاح على المدى الطويل في مدينة الجبل الغربي كمنطقة سياحة مستدامة. ليس هناك مخاطر من مشاركتك في هذه الدراسة، ولا تتوقع تعويضاً أو فوائد مباشرة ستصلك نظير مشاركتك. بإستطاعتك الامتناع عن إجابة أي سؤال لأي سبب إذا كنت لا ترغب في ذلك، وأنت حر في سحب موافقتك على المشاركة وكذلك بإمكانك التوقف عن المشاركة متى شئت.

الآن هل ستشارك في هذه الدراسة؟

نعم لا

إذا كانت الإجابة (بنعم)، شكرا لتكرمك بالمشاركة ... ويمكنك البدء في الإجابة على الأسئلة .

إذا كانت الإجابة (بلا)، فنرجو منك إعادة النظر في قرارك ؟ لقد تم اختيارك عشوائيا وردودك تمثل العديد من السكان الذين لم يتم اختيارهم. فهل ستغير رأيك وتشارك في هذه الدراسة؟

نعم لا

إذا كانت الإجابة (بنعم)، شكرا لتغيير قرارك ... ويمكنك البدء في الإجابة على الأسئلة .

إذا كانت الإجابة (بلا) مرة أخرى ، نشكرك ونعتذر لك.

لأي استفسار حول هذه الدراسة، يمكنك الاتصال:

البريد الإلكتروني: U0865337@hud.ac.uk

الهاتف: 00218(0)91xxxxxxx

أولاً: أسئلة عامة

ضع علامة () في المكان الصحيح:

س1- هل أنت ؟ أنثى ذكر متزوج أعزب

إذا كنت متزوج , فكم لديك من الأبناء؟

س2- ما هو أعلى مستوى تعليمي تحصلت عليه ؟

ليس لدي مستوى تعليمي شهادة ابتدائية شهادة إعدادية

شهادة ثانوية أو ما يعادلها شهادة جامعية شهادة فوق الجامعية

س3- ماهي سنة ميلادك؟

س4- هل أنت تشتغل حالياً؟ نعم لا

إذا كانت الإجابة بنعم , فهل شغلك هذا في قطاع السياحة ؟ نعم لا

س5- ما هي وسيلة الذهاب إلى العمل ؟ سير على الأقدام بسيارتي الخاصة تاكسي وسيلة أخرى:

س6- كم يبعد مقر العمل عن المنزل ؟ ك.م.

س7- ما مجموع دخل الأسرة الشهري لعام 2010 بالدينار الليبي؟

تحت 250 دينار 500 – 251 دينار 750 – 501 دينار

1000 – 751 دينار 1500 – 1001 دينار 1501 فأكثر

ثانياً : الأسئلة الرئيسية

في هذه المرحلة من الاستبيان يطلب منك في سبعة أقسام، تقييم موقفك حول التنمية السياحية في مدينة الجبل الغربي . من فضلك، ضع دائرة حول الرقم الذي اخترته.

حيث:

| | | | | |
|-------------------|-------------|----------|----------|---------------|
| 1 – لا أوافق بشدة | 2- لا أوافق | 3- محايد | 4- أوافق | 5- أوافق بشدة |
|-------------------|-------------|----------|----------|---------------|

| رقم السؤال | القسم 1: كفاية الموارد السياحية في مدينة الجبل الغربي. |
|------------|---|
| 1 | الموارد السياحية في المدينة كثيرة ومتنوعة. |
| 2 | تحتاج الموارد السياحية في المدينة إلى الصيانة والتطوير. |
| 3 | المنتجات السياحية في المدينة كثيرة ومتنوعة. |
| 4 | هناك نوعية عالية من المنتجات السياحية في المدينة. |
| 5 | الموارد السياحية موزعة على كامل أرجاء المدينة. |
| 6 | الفرص المتاحة في قطاع السياحة في المدينة أكثر من التهديدات القائمة. |

التعليقات إن وجدت :

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| رقم السؤال | القسم 2 : تصوراتكم تجاه السياحة في مدينة الجبل الغربي. |
|--------------------------------------|---|
| السياحة في مدينة الجبل الغربي تعني : | |
| 1 | توفير فرص العمل وتحسين مستويات المعيشة وإعادة توظيف السكان داخل المدينة. |
| 2 | تحسين البيئة وتطوير التراث التاريخي والثقافي في المدينة. |
| 3 | توفير وسائل الترفيه، وزيادة المناطق الخضراء والحدائق العامة والمناطق المحمية وتحسين البنية التحتية. |
| 4 | الاستخدام الرشيد للموارد، والحد من التلوث بأشكاله المختلفة وخطط للأجيال المقبلة. |
| 5 | دخول البضائع الجديدة إلى السوق واستقرار المستوى العام للأسعار. |
| 6 | الانفتاح على العالم واكتساب ثقافات جديدة، الأمر الذي يؤدي إلى زيادة في المحبة والسلام بين السكان المحليين وشعوب العالم. |

التعليقات إن وجدت :

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| القسم 3 : مستوى المشاركة | | | | | رقم السؤال |
|--------------------------|---|---|---|---|--|
| 5 | 4 | 3 | 2 | 1 | المشاركة هي ركيزة أساسية لصناعة السياحة وتؤدي إلى استدامتها. |
| 5 | 4 | 3 | 2 | 1 | المشاركة تؤدي إلى تعزيز الانتماء وبالتالي تطيل من عمر المشاريع التنموية. |
| 5 | 4 | 3 | 2 | 1 | أنا على استعداد للتواصل والتعاون مع الآخرين، وتقديم بعض التنازلات من أجل تحقيق التنمية السياحية. |
| 5 | 4 | 3 | 2 | 1 | أنا شاركت في إدارة السياحة في المدينة. |
| 5 | 4 | 3 | 2 | 1 | أنا شاركت في صنع بعض القرارات حول التنمية السياحية في المدينة. |
| 5 | 4 | 3 | 2 | 1 | أنا شاركت في السياحة داخل المدينة. |

التعليقات إن وجدت :

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| القسم 4 : المواقف البيئية | | | | | رقم السؤال |
|---------------------------|---|---|---|---|--|
| 5 | 4 | 3 | 2 | 1 | إنشاء المحميات الطبيعية أمر ضروري للحفاظ على التوازن البيئي. |
| 5 | 4 | 3 | 2 | 1 | يجب تطبيق المعايير التنظيمية والبيئية للحد من الآثار السلبية للسياحة. |
| 5 | 4 | 3 | 2 | 1 | ينبغي إيلاء الاهتمام بالبيئة والمحافظة عليها للأجيال القادمة. |
| 5 | 4 | 3 | 2 | 1 | يجب أن تركز التنمية السياحية على حدود النمو. |
| 5 | 4 | 3 | 2 | 1 | ينبغي أن يكون السياح على استعداد لدفع المزيد من أجل المشاريع السياحية التي تحترم البيئة. |
| 5 | 4 | 3 | 2 | 1 | حماية النباتات والحيوانات ينبغي أن تكون أكثر أهمية من توفير الفرص الترفيهية. |

التعليقات إن وجدت :

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| القسم 5 : المواقف الاقتصادية | | | | | رقم السؤال |
|------------------------------|---|---|---|---|--|
| 5 | 4 | 3 | 2 | 1 | 1 يجب شراء المنتجات المحلية، واستخدام الخدمات المحلية. |
| 5 | 4 | 3 | 2 | 1 | 2 زيارة المناطق المحمية لا ينبغي أن تكون مجاناً. |
| 5 | 4 | 3 | 2 | 1 | 3 يجب أن يكون هناك توازن بين احتياجات السياح واحتياجات المجتمع المحلي. |
| 5 | 4 | 3 | 2 | 1 | 4 يجب ضمان حقوق الزوار، وينبغي أن يكون الدفع مقابل الحصول على تجربة ناجحة. |
| 5 | 4 | 3 | 2 | 1 | 5 يجب أن يكون التعامل بين السياح والمجتمع المحلي مباشرة ودون وسيط. |
| 5 | 4 | 3 | 2 | 1 | 6 يجب تشجيع الاستثمار وخفض الضرائب على المشاريع السياحية، وتوجيه الاستثمارات لإقامة المشاريع السياحية الصغيرة والمتوسطة. |

التعليقات إن وجدت :

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| القسم 6 : المواقف الاجتماعية | | | | | رقم السؤال |
|------------------------------|---|---|---|---|---|
| 5 | 4 | 3 | 2 | 1 | 1 أشعر بالأمان عندما أتعامل مع السكان المحليين. |
| 5 | 4 | 3 | 2 | 1 | 2 يجب عدم السماح ببيع المشروبات الكحولية في GGC. |
| 5 | 4 | 3 | 2 | 1 | 3 ينبغي السماح للسكان المحليين باستخدام مناطق الجذب السياحي مثل السياح. |
| 5 | 4 | 3 | 2 | 1 | 4 يجب على السياح إحترام قيم وثقافة السكان المحليين. |
| 5 | 4 | 3 | 2 | 1 | 5 ينبغي أن يعامل السكان المحليين بطريقة عادلة ومنصفة. |
| 5 | 4 | 3 | 2 | 1 | 6 يجب تشجيع السياحة الداخلية والاهتمام بها ، لأنها تساعد على تطوير السياحة الدولية. |

التعليقات إن وجدت :

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| القسم 7 : دعم التنمية السياحية المستدامة في المدينة . | | | | | رقم السؤال |
|---|---|---|---|---|--|
| أنا أدمع التنمية السياحية المستدامة في مدينة الجبل الغربي | | | | | |
| 5 | 4 | 3 | 2 | 1 | 1 |
| | | | | | نتيجة لتوافر الموارد السياحية في المدينة. |
| 5 | 4 | 3 | 2 | 1 | 2 |
| | | | | | لأن السياحة تؤدي إلى إحداث تغيير إيجابي في حياة الناس. |
| 5 | 4 | 3 | 2 | 1 | 3 |
| | | | | | لأن السياحة تؤدي إلى زيادة الشعور بالولاء من خلال المشاركة في المشاريع السياحية. |
| 5 | 4 | 3 | 2 | 1 | 4 |
| | | | | | لأن السياحة تساهم في المحافظة على البيئة بشكل عام وتؤدي إلى التحسين والتطوير المستمر. |
| 5 | 4 | 3 | 2 | 1 | 5 |
| | | | | | لأن السياحة تؤدي إلى مستوى أعلى من المعيشة بشكل عام لأن لديها القدرة على تفعيل كافة القطاعات الأخرى. |
| 5 | 4 | 3 | 2 | 1 | 6 |
| | | | | | لأن السياحة تؤدي إلى مزيد من التبصر على الآخرين والمساهمة في نشر ثقافة المحبة والسلام بين سكان العالم. |

التعليقات إن وجدت :

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ثالثاً : سؤال هام

إذا كان لديك الفرصة لاختيار مشروع سياحي معين، والذي سيتم تنفيذه في مدينة الجبل الغربي وفقاً للموارد المتاحة في المدينة. فما هو المشروع السياحي الذي يمكنك إختياره؟

يمكنك اختيار أكثر من مشروع واحد، ولكن يرجى ترتيب النتائج بحسب الأولوية، كما في الجدول التالي:

| رقم المشروع | نوع المشروع المختار ⁽¹⁾ | ضع اسماً للمشروع الذي اخترته | موقع المشروع إسم المنطقة السكنية التي ترى أنه من المناسب إقامة المشروع فيها | إعتبرات إختيار المشروع ⁽²⁾ |
|-------------|------------------------------------|------------------------------|--|--|
| مثل | تجاري | مركز تسوق | غريان | إقتصادي , إجتماعي |
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |

(1) - نوع المشروع: ترفيهي وتسلية. رياضة وترفيه. طبيعة؛ ثقافي وتاريخي. خدماتي؛ تجاري. صحي وعلاجي. أو أخرى.
(2) - الإعتبرات: اقتصادي؛ إجتماعي؛ بيئي؛ أو ربما اثنين منها , أو جميعها.

التعليقات إن وجدت :

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أخيراً:

لو لديك أي تعليقات أو إضافات أو بيانات أو معلومات ترى أنها يمكن أن تعزز الموضوع . أرجو إرسالها إلى العنوان التالي:

السيد موسى إمحمد

جامعة الجبل الغربي، كلية المحاسبة، قسم الاقتصاد، ليبيا

أو عبر البريد الإلكتروني الخاص بي: hajtrog@yahoo.com

أو عبر البريد الإلكتروني : u0865337@hud.ac.uk

أود أن أشكرك مرة أخرى على وقتك وتعاونك في استكمال هذا الاستبيان.

موسى إمحمد

Al-Gabal Al-Garbi City



Sustainable Tourism Development
(Questionnaire)
No. (.....)

(Residents) English version



| | |
|---------------------|-----------------|
| Settlement No. | Street No. |
| Date:..... | Time:.....Am/Pm |

My name is Mossa Amhemed. I am from the University of Huddersfield, UK. I am conducting a study on Sustainable Tourism Development in Libya. This research is in partial fulfillment of a Doctorate philosophy in Economics. Your responses will be completely anonymous, and the findings will never discuss individual responses. This survey should take less than 10 minutes to complete. Your responses will be very important in enhancing the long-term success of the GGC as a Tourism Region. There are no anticipated risks, compensation or other direct benefits to you as a participant in this study. You do not have to answer any question you do not want to. You are free to withdraw your consent to participate and may discontinue your participation at any time without consequence.

Will you participate in this study?

Yes, NO

If Yes, Thank you for taking the time to complete this survey! Continue with survey.

If No, Won't you please reconsider? You were chosen at random and your responses represent many visitors who were not selected.

Yes, NO

If Yes, Thank you for taking the time to complete this survey! Continue with survey.

If No, Thank You!

For any Queries regarding this study, you may contact:

Mossa Amhemed, Phone: 00218(0).....?..... E-mail: U0865337@hud.ac.uk

Firstly: General Questions
(Residents)

Put sign (/) in the right place:

Q1. Are You? Male; Female. ? Married; Single.,

If Marriage, How many children do you have?

Q2- What is the highest level of education you have achieved?

No formal education; Primary school; Secondary school;
 Tertiary institute; Bachelor's Degree; Above Bachelor's

Q3- Year of Birth?

Q4- Are you currently employed? Yes; No.

If yes; do you work in the tourism sector? Yes; No.

Q5- How do you go to work? Walk Own car Bus
 Other means:

Q6- How far is your workplace from your home? Km.

Q7- What best describes your total monthly household income for 2010 by Libyan Dinar?

Under 250 251 to 500 501 to 750
 751 to 1000 1001 to 1500 1501 and over.

Secondly: Main Questions.

This stage of questionnaire asks you in seven sections, to rate how you feel about sustainable tourism development in Al-Gabal Al-Garbi City. Please, Circle the number that you have chosen.

Where:

1= strongly disagree; 2= disagree; 3 = Neutral; 4 = Agree; 5 = strongly agree.

| No. | <i>Section 1: Adequacy of tourist resources in the GGC.</i> | | | | | |
|-----|--|---|---|---|---|---|
| 1 | Tourism resources in the City are many and varied. | 1 | 2 | 3 | 4 | 5 |
| 2 | Tourism resources in the city need to maintain and develop. | 1 | 2 | 3 | 4 | 5 |
| 3 | Tourism products in the city are many and varied. | 1 | 2 | 3 | 4 | 5 |
| 4 | There is a high quality of tourism products in the city | 1 | 2 | 3 | 4 | 5 |
| 5 | Tourism resources are distributed on a regular basis within the GGC. | 1 | 2 | 3 | 4 | 5 |
| 6 | Opportunities in the tourism sector in the GGC are more than the existing threats. | 1 | 2 | 3 | 4 | 5 |

Comments:

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| No. | <i>Section 2: Perceptions toward tourism in Al-Gabal Al-Garbi City.</i> | | | | | |
|---|---|---|---|---|---|---|
| Tourism in Al-Gabal Al-Garbi City means: | | | | | | |
| 1 | Provide jobs and improve living standards and resettlement of the population within the city. | 1 | 2 | 3 | 4 | 5 |
| 2 | Will develop the environmental, historical and cultural heritage in the city. | 1 | 2 | 3 | 4 | 5 |
| 3 | Provide the entertainment, increasing the green areas, parks and protected areas and improvement in infrastructure. | 1 | 2 | 3 | 4 | 5 |
| 4 | Rational use of resources, and to reduce pollution in its various forms and the think of future generations. | 1 | 2 | 3 | 4 | 5 |
| 5 | Leads to the entry of new goods to the market and the stability of the general price level. | 1 | 2 | 3 | 4 | 5 |
| 6 | Openness to the world and gain new cultures, which leads to an increase the love and peace between the local population and the world people. | 1 | 2 | 3 | 4 | 5 |

Comments:

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| No. | <i>Section 3: Level of Involvement.</i> | | | | | |
|-----|--|---|---|---|---|---|
| 1 | Participation is a fundamental pillar of the tourism industry and leads to its sustainability. | 1 | 2 | 3 | 4 | 5 |
| 2 | Participation leads to the strengthening of belonging and thus prolongs the life of development projects. | 1 | 2 | 3 | 4 | 5 |
| 3 | I am ready to connect and cooperation with other stakeholders and make some concessions in order to achieve sustainable tourism development. | 1 | 2 | 3 | 4 | 5 |
| 4 | I participate in the tourist management in the City. | 1 | 2 | 3 | 4 | 5 |
| 5 | I participate in the decision-making about tourism development in the City. | 1 | 2 | 3 | 4 | 5 |
| 6 | I participate in tourism in the City. | 1 | 2 | 3 | 4 | 5 |

Comments:

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| No. | <i>Section 4: Environment Attitudes.</i> | | | | | |
|-----|--|---|---|---|---|---|
| 1 | Establishment of nature reserves is essential to keeping the ecological balance. | 1 | 2 | 3 | 4 | 5 |
| 2 | The application of regulatory and environmental standards to reduce the negative impacts of tourism. | 1 | 2 | 3 | 4 | 5 |
| 3 | Attention should be given to the environment and preserve for future generations. | 1 | 2 | 3 | 4 | 5 |
| 4 | Sustainable tourism development must focus on the limits to growth. | 1 | 2 | 3 | 4 | 5 |
| 5 | Tourists should be willing to pay more for the tourism projects which respect the environment. | 1 | 2 | 3 | 4 | 5 |
| 6 | Protection of flora and fauna should be more important than the provision of recreational opportunities. | 1 | 2 | 3 | 4 | 5 |

Comments:

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| No. | <i>Section 5: Economic Attitudes.</i> | | | | | |
|-----|---|---|---|---|---|---|
| 1 | It is important to purchase local products and to use local services. | 1 | 2 | 3 | 4 | 5 |
| 2 | Visits to protected areas should not be free. | 1 | 2 | 3 | 4 | 5 |
| 3 | Must be strike a balance between the needs of tourists and the needs of the local community. | 1 | 2 | 3 | 4 | 5 |
| 4 | Must ensure the visitors rights, and the payments should be in return for a successful experiment. | 1 | 2 | 3 | 4 | 5 |
| 5 | The deal between the tourist and the local community must be direct and without intermediary. | 1 | 2 | 3 | 4 | 5 |
| 6 | Must encourage investment and reduce taxes on tourism projects, and directing investment to the establishment of small enterprises. | 1 | 2 | 3 | 4 | 5 |

Comments:

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| No. | <i>Section 6: Social Attitudes.</i> | | | | | |
|-----|---|---|---|---|---|---|
| 1 | I feel safe when interacting with tourists. | 1 | 2 | 3 | 4 | 5 |
| 2 | Must not be allowed to sell alcoholic beverages in the GGC. | 1 | 2 | 3 | 4 | 5 |
| 3 | Local residents should not be allowed to use attractions just like tourists. | 1 | 2 | 3 | 4 | 5 |
| 4 | Tourists should respect the values and culture of local residents. | 1 | 2 | 3 | 4 | 5 |
| 5 | Local residents should be treated fairly and equitably. | 1 | 2 | 3 | 4 | 5 |
| 6 | Promotion of domestic tourism is very important for the development of international tourism. | 1 | 2 | 3 | 4 | 5 |

Comments:

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| No. | <i>Section 7: Support for sustainable tourism development in (GGC).</i> | | | | | |
|--|--|---|---|---|---|---|
| I support the sustainable tourism development in the GGC: | | | | | | |
| 1 | As a result of the availability of tourism resources in the City. | 1 | 2 | 3 | 4 | 5 |
| 2 | Because tourism leads to positive change in people's lives. | 1 | 2 | 3 | 4 | 5 |
| 3 | Tourism leads to Increase the sense of loyalty by participating in tourism projects. | 1 | 2 | 3 | 4 | 5 |
| 4 | Tourism contributes to the preservation of the environment in general and leads to the improvement and development continuously. | 1 | 2 | 3 | 4 | 5 |
| 5 | Tourism leads to a higher standard of living in general because it has the ability to activate all other sectors. | 1 | 2 | 3 | 4 | 5 |
| 6 | Tourism leads to more insight on others and contribute to spreading the culture of love and peace among the world's population. | 1 | 2 | 3 | 4 | 5 |

Comments:

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Thirdly: Important Question.

If you have the opportunity to suggestion a specific tourist project, which will be implemented in the GGC according to the available resources in the city, what is the tourist project which will suggest by you?

You can suggestion more than one project, but please sort by the priority, as in the following table:

| No. | Suggestion the type of project ⁽¹⁾ . | Put a name for the project suggested. | The project site (Name of the residential area) Or Settlement's name. | Considerations of suggestion the project ⁽²⁾ . |
|----------------|---|---------------------------------------|---|---|
| Example | <i>Commercial</i> | <i>Shopping center</i> | <i>Gharyan</i> | <i>Economic; Social</i> |
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |

(1)- Type of project: *Entertainment, leisure; Sports, Recreation; Nature; Cultural, historical; Services; Commercial; Healthy, therapeutic; Or Others.*

(2)- The considerations: *Economic; Social; Environmental; or others.*

Comments:

.....

Lastly:

Please, any comments, additions, data or information that you see it can enhance the topic can be sent to the following address:

Mr. Mossa Amhemed

Al-Gabal Al-Gharbi University, Accounting School, Department of Economics, Libya

Or, via my E-mail: hajtrog@yahoo.com . Or, U0865337@hud.ac.uk

I would like to thank-you for your time and your co-operation in completing this questionnaire.

Mossa Amhemed

Appendix 6: Descriptive Statistics for research variables (Identify the nature of data).

Before proceeding to the application of different tests it is necessary to identify the nature of data in terms of affiliation to the normal distribution or not, and if the data follows the normal distribution the parametric tests will be used and applied, and will use the non-parametric tests if the data do not follow the normal distribution.

According to Hair et al. (1998) skewness values within the range of -1 to 1 and kurtosis values within -3 to 3 indicate an acceptable range for normality whereas values falling outside the range of skewness and kurtosis indicate a substantial departure from a normal distribution. Thus, all tables (from A6.1 to A6.7) show that skewness and kurtosis values for all variables fall within the acceptable area, as can be seen from the following tables:

Table A6.1: Descriptive Statistics for variables of Domestic Tourists (N= 86)

| The Variables | Mean | Std. Deviation | Min | Max | Skewness | Kurtosis |
|---------------|------|----------------|-----|-----|----------|----------|
| X1DT | 4.17 | 0.557 | 3 | 5 | 0.051 | -0.018 |
| X2DT | 4.22 | 0.602 | 3 | 5 | -0.129 | -0.432 |
| X3DT | 4.12 | 0.602 | 3 | 5 | -0.049 | -0.241 |
| X4DT | 4.30 | 0.615 | 3 | 5 | -0.286 | -0.606 |
| X5DT | 4.55 | 0.501 | 4 | 5 | -0.190 | -2.011 |
| X6DT | 4.35 | 0.503 | 3 | 5 | 0.360 | -1.204 |
| YDT | 4.34 | 0.523 | 3 | 5 | 0.187 | -0.899 |

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Table A6.2: Descriptive Statistics for variables of International Tourists (N= 90)

| The Variables | Mean | Std. Deviation | Min | Max | Skewness | Kurtosis |
|---------------|------|----------------|-----|-----|----------|----------|
| X1IT | 4.28 | 0.654 | 3 | 5 | -0.355 | -0.708 |
| X2IT | 4.31 | 0.574 | 3 | 5 | -0.125 | -0.585 |
| X3IT | 3.54 | 0.523 | 2 | 4 | 0.422 | -0.290 |
| X4IT | 4.19 | 0.634 | 3 | 5 | -0.175 | -0.565 |
| X5IT | 4.30 | 0.550 | 3 | 5 | 0.025 | -0.563 |
| X6IT | 4.31 | 0.593 | 3 | 5 | -0.216 | -0.589 |
| YIT | 4.20 | 0.565 | 3 | 5 | 0.015 | -0.171 |

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Table A6.3: Descriptive Statistics for variables of residents living away from the tourism destinations (N= 144)

| The Variables | Mean | Std. Deviation | Min | Max | Skewness | Kurtosis |
|---------------|------|----------------|-----|-----|----------|----------|
| X1RLA | 4.16 | 0.655 | 3 | 5 | -0.176 | -0.686 |
| X2RLA | 4.22 | 0.605 | 3 | 5 | -0.136 | -0.461 |
| X3RLA | 3.35 | 0.506 | 3 | 5 | 0.974 | -0.323 |
| X4RLA | 4.63 | 0.512 | 3 | 5 | -0.867 | -0.549 |
| X5RLA | 4.51 | 0.648 | 3 | 5 | -0.966 | -0.163 |
| X6IRLA | 4.11 | 0.581 | 3 | 5 | -0.010 | -0.080 |
| YRLA | 4.17 | 0.595 | 3 | 5 | -0.072 | -0.322 |

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Table A6.4: Descriptive Statistics for variables of residents living near the tourism destinations (N= 24)

| The Variables | Mean | Std. Deviation | Min | Max | Skewness | Kurtosis |
|---------------|------|----------------|-----|-----|----------|----------|
| X1RLN | 4.54 | 0.588 | 3 | 5 | -0.873 | -0.114 |
| X2RLN | 4.33 | 0.637 | 3 | 5 | 0.408 | -0.539 |
| X3RLN | 3.88 | 0.680 | 3 | 5 | 0.156 | -0.653 |
| X4RLN | 4.58 | 0.504 | 4 | 5 | -0.361 | -2.048 |
| X5RLN | 4.71 | 0.464 | 4 | 5 | -0.979 | -1.145 |
| X6RLN | 4.63 | 0.495 | 4 | 5 | -0.551 | -1.859 |
| YRLN | 4.58 | 0.504 | 4 | 5 | -0.361 | -2.048 |

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Table A6.5: Descriptive Statistics for variables of residents working in the tourism industry (N= 12)

| The Variables | Mean | Std. Deviation | Min | Max | Skewness | Kurtosis |
|---------------|------|----------------|-----|-----|----------|----------|
| X1RWI | 4.58 | 0.515 | 4 | 5 | -0.388 | -2.263 |
| X2RWI | 4.67 | 0.492 | 4 | 5 | -0.812 | -1.650 |
| X3RWI | 4.58 | 0.515 | 4 | 5 | -0.388 | -2.263 |
| X4RWI | 4.50 | 0.522 | 4 | 5 | 0.000 | -2.444 |
| X5RWI | 4.85 | 0.515 | 4 | 5 | -0.388 | -2.263 |
| X6RWI | 4.58 | 0.515 | 4 | 5 | -0.388 | -2.263 |
| YRWI | 4.50 | 0.522 | 4 | 5 | 0.000 | -2.444 |

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Table A6.6: Descriptive Statistics (AT. model) (N= 176)

| The Variables | Mean | Std. Deviation | Min | Max | Skewness | Kurtosis |
|------------------|------|----------------|-----|-----|----------|----------|
| X1 _{AT} | 4.23 | 0.609 | 3 | 5 | -0.162 | -0.509 |
| X2 _{AT} | 4.27 | 0.588 | 3 | 5 | -0.136 | -0.507 |
| X3 _{AT} | 3.82 | 0.630 | 2 | 5 | 0.016 | -0.266 |
| X4 _{AT} | 4.24 | 0.626 | 3 | 5 | -0.231 | -0.605 |
| X5 _{AT} | 4.42 | 0.539 | 3 | 5 | -0.120 | -1.092 |
| X6 _{AT} | 4.33 | 0.550 | 3 | 5 | -0.020 | -0.706 |
| Y _{AT} | 4.27 | 0.547 | 3 | 5 | 0.057 | -0.424 |

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Table A6.7: Descriptive Statistics (AR. model) (N= 180)

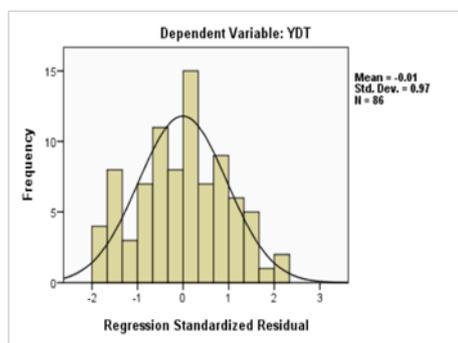
| The Variables | Mean | Std. Deviation | Min | Max | Skewness | Kurtosis |
|------------------|------|----------------|-----|-----|----------|----------|
| X1 _{AR} | 4.24 | 0.655 | 3 | 5 | 0.291 | -0.726 |
| X2 _{AR} | 4.26 | 0.611 | 3 | 5 | -0.210 | -0.568 |
| X3 _{AR} | 3.50 | 0.630 | 3 | 5 | 0.882 | -0.251 |
| X4 _{AR} | 4.62 | 0.510 | 3 | 5 | -0.738 | -0.873 |
| X5 _{AR} | 4.54 | 0.620 | 3 | 5 | -1.004 | -0.026 |
| X6 _{AR} | 4.21 | 0.598 | 3 | 5 | -0.111 | -0.424 |
| Y _{AR} | 4.25 | 0.597 | 3 | 5 | -0.150 | -0.500 |

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

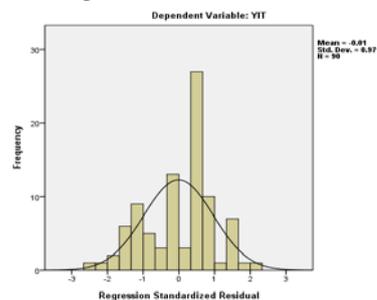
By looking at the histogram figures (from A6.1 to A6.7) will be clear that the distribution draw (bell-shaped curves), is a characteristic from the characteristics of the normal distribution.

The histograms of normal distribution of dependent variable (Y_{ij}) for all the models:

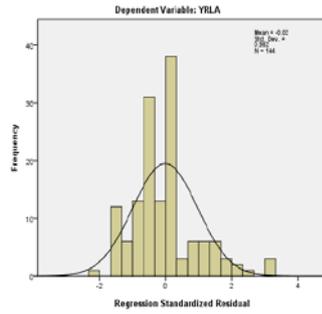
Figure, A6.1, DT. (N= 86)



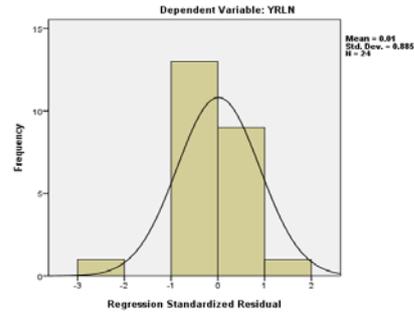
Figure, A6.2, IT. (N= 90)



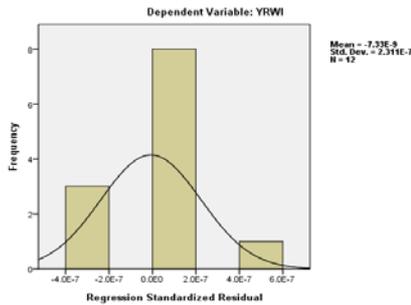
Figure, A6.3, RLA. (N= 144)



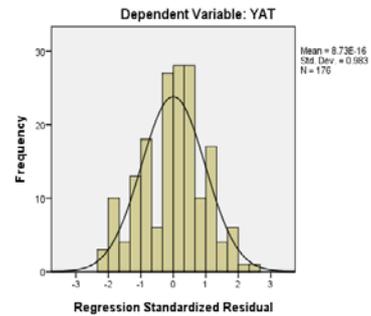
Figure, A6.4, RLN. (N= 24)



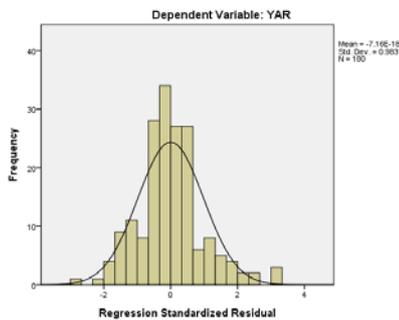
Figure, A6.5, RWI. (N= 12)



Figure, A6.6, AT. (N= 176)



Figure, A6.7, AR. (N= 180)



Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Conclusion:

Through the analysis showing in the tables and figures above, can deduce that all the data for "All models mentioned above" follows the normal distribution. This means that it will use parametric tests in this study where it is the best of the non-parametric tests and gives more accurate results, because the non-parametric tests depend on the level of the sample not the actual value thereof (Field, JD. 2000).

Appendix 7: Multiple regression analysis.

A7.3.1- Domestic tourism “DT” model

After entering the data of “domestic tourists” into a statistical program (SPSS), the researcher is able to obtain the following outputs that are shown in tables A7.12, A7.13, and A7.14:

Table A7.12: Correlations of DT variables N = 86 for all variables

| | | Y _{DT} | X1 _{DT} | X2 _{DT} | X3 _{DT} | X4 _{DT} | X5 _{DT} | X6 _{DT} |
|---------------------|------------------|-----------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Pearson Correlation | Y _{DT} | 1.000 | .563 | .658 | .509 | .594 | .546 | .666 |
| | X1 _{DT} | .563 | 1.000 | .375 | .219 | .531 | .329 | .494 |
| | X2 _{DT} | .658 | .375 | 1.000 | .350 | .294 | .492 | .364 |
| | X3 _{DT} | .509 | .219 | .350 | 1.000 | .222 | .489 | .486 |
| | X4 _{DT} | .594 | .531 | .294 | .222 | 1.000 | .450 | .530 |
| | X5 _{DT} | .546 | .329 | .492 | .489 | .450 | 1.000 | .402 |
| | X6 _{DT} | .666 | .494 | .364 | .486 | .530 | .402 | 1.000 |
| Sig. (1-tailed) | Y _{DT} | . | .000 | .000 | .000 | .000 | .000 | .000 |
| | X1 _{DT} | .000 | . | .000 | .021 | .000 | .001 | .000 |
| | X2 _{DT} | .000 | .000 | . | .000 | .003 | .000 | .000 |
| | X3 _{DT} | .000 | .021 | .000 | . | .020 | .000 | .000 |
| | X4 _{DT} | .000 | .000 | .003 | .020 | . | .000 | .000 |
| | X5 _{DT} | .000 | .001 | .000 | .000 | .000 | . | .000 |
| | X6 _{DT} | .000 | .000 | .000 | .000 | .000 | .000 | . |

All the correlations are significance at the 0.05 level. All the relationships between the variables are positive.

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Table A7.13: Model Summary^b of DT variables

| Model | R | R Square | Adjusted R Square | F | | D.W |
|-------|-------------------|----------|-------------------|--------|-------|-------|
| | | | | F | Sig | |
| 1 | .852 ^a | .725 | .704 | 34.741 | 0.000 | 1.966 |

a. Predictors: (Constant), X6_{DT}, X2_{DT}, X3_{DT}, X1_{DT}, X5_{DT}, X4_{DT}

b. Dependent Variable: Y_{DT}

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Table A7.14: Coefficients^a of DT variables

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | -.264 | .343 | | -.769 | .444 | | |
| | X1 _{DT} | .121 | .070 | .129 | 1.726 | .088 | .624 | 1.602 |
| | X2 _{DT} | .327 | .062 | .377 | 5.309 | .000 | .689 | 1.451 |
| | X3 _{DT} | .137 | .064 | .158 | 2.136 | .036 | .634 | 1.577 |
| | X4 _{DT} | .196 | .067 | .230 | 2.930 | .004 | .563 | 1.777 |
| | X5 _{DT} | .038 | .082 | .036 | .458 | .648 | .566 | 1.767 |
| | X6 _{DT} | .261 | .084 | .251 | 3.106 | .003 | .531 | 1.884 |

a. Dependent Variable: Y_{DT}

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Multiple regression equation (Domestic tourism model)

The multiple equation for the data can be determined from the above outputs which appeared in tables A7.12, A7.13, and A7.14 as follows:

$$\hat{y}_{DT} = b_0 + b_1X1_{DT} + b_2X2_{DT} + b_3X3_{DT} + b_4X4_{DT} + b_5X5_{DT} + b_6X6_{DT}$$

$$\hat{y}_{DT} = -0.264 + 0.121X1_{DT} + 0.327X2_{DT} + 0.137X3_{DT} + 0.196X4_{DT} + 0.038X5_{DT} + 0.261X6_{DT}$$

(0.444) (0.088) (0.000) (0.036) (0.004) (0.648) (0.003)

R = 0.852
R² = 0.725
Adj R² = 0.704
F = 34.741 Sig = 0.000
D.W = 1.966 N = 86

Box (A7.2): Multiple regression equation (DT model).

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Interpreting the results:

See tables above (A7.12, A7.13, and A7.14).

Conclusion for domestic tourism model:

At the ($\alpha = 0.05$) level of significance, there are enough evidences to conclude that the “domestic tourism model” is useful for the study of the research subject.

A7.3.2- International tourism (IT model):

After entering the data of “international tourists” into a statistical program (SPSS), researcher is able to obtain the following outputs that shown in tables A7.15, 7.16, and A7.17:

Table A7.15: Correlations of IT variables N = 90 for all variables

| | | Y _{IT} | X1 _{IT} | X2 _{IT} | X3 _{IT} | X4 _{IT} | X5 _{IT} | X6 _{IT} |
|---------------------|------------------|-----------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Pearson Correlation | Y _{IT} | 1.000 | .730 | .603 | .502 | .772 | .601 | .751 |
| | X1 _{IT} | .730 | 1.000 | .426 | .572 | .522 | .484 | .499 |
| | X2 _{IT} | .603 | .426 | 1.000 | .328 | .516 | .591 | .538 |
| | X3 _{IT} | .502 | .572 | .328 | 1.000 | .296 | .207 | .245 |
| | X4 _{IT} | .772 | .522 | .516 | .296 | 1.000 | .545 | .768 |
| | X5 _{IT} | .601 | .484 | .591 | .207 | .545 | 1.000 | .676 |
| | X6 _{IT} | .751 | .499 | .538 | .245 | .768 | .676 | 1.000 |
| Sig. (1-tailed) | Y _{IT} | . | .000 | .000 | .000 | .000 | .000 | .000 |
| | X1 _{IT} | .000 | . | .000 | .000 | .000 | .000 | .000 |
| | X2 _{IT} | .000 | .000 | . | .001 | .000 | .000 | .000 |
| | X3 _{IT} | .000 | .000 | .001 | . | .002 | .025 | .010 |
| | X4 _{IT} | .000 | .000 | .000 | .002 | . | .000 | .000 |
| | X5 _{IT} | .000 | .000 | .000 | .025 | .000 | . | .000 |
| | X6 _{IT} | .000 | .000 | .000 | .010 | .000 | .000 | . |

All the correlations are significance at the 0.05 level. All the relationships between the variables are positive.

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Table 8.16: Model Summary^b of IT variables

| Model | R | R Square | Adjusted R Square | F | | D.W |
|-------|-------------------|----------|-------------------|--------|-------|-------|
| | | | | F | sig | |
| 1 | .895 ^a | .801 | .787 | 55.707 | 0.000 | 1.966 |

a. Predictors: (Constant), X6_{IT}, X3_{IT}, X2_{IT}, X1_{IT}, X5_{IT}, X4_{IT}

b. Dependent Variable: Y_{IT}

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Table A7.17: Coefficients^c of IT variables

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | -.210 | .273 | | -.768 | .445 | | |
| | X1 _{IT} | .270 | .060 | .312 | 4.458 | .000 | .489 | 2.045 |
| | X2 _{IT} | .128 | .064 | .130 | 1.994 | .049 | .568 | 1.761 |
| | X3 _{IT} | .137 | .066 | .127 | 2.083 | .040 | .643 | 1.556 |
| | X4 _{IT} | .269 | .071 | .302 | 3.773 | .000 | .375 | 2.669 |

| | | | | | | | | |
|--|------------------|------|------|------|-------|------|------|-------|
| | X5 _{IT} | .008 | .075 | .008 | .111 | .912 | .447 | 2.235 |
| | X6 _{IT} | .245 | .083 | .257 | 2.943 | .004 | .313 | 3.194 |

a. Dependent Variable: Y_{IT}

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Multiple regression equation (IT model):

The multiple regression equation for the data can be determined from the above outputs which appeared in tables A7.15, A7.16, and A7.17 as follows:

$$\hat{y}_{IT} = b_0 + b_1X1_{IT} + b_2X2_{IT} + b_3X3_{IT} + b_4X4_{IT} + b_5X5_{IT} + b_6X6_{IT}$$

$$\hat{y}_{IT} = - 0.210 + 0.270X1_{IT} + 0.128X2_{IT} + 0.137X3_{IT} + 0.269X4_{IT} + 0.008X5_{IT} + 0.245X6_{IT}$$

(0.445) (0.000) (0.049) (0.040) (0.000) (0.912) (0.004)

R = 0.895
R² = 0.801
Adj R² = 0.787
F = 55.707 Sig = 0.000
D.W = 1.966 N = 90

Box (A7.3): Multiple regression equation (IT model).

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Interpreting the results:

See tables above (A7.15, A7.16, and A7.17).

Conclusion for International tourism model:

At the ($\alpha = 0.05$) level of significance, there are enough evidences to conclude that the “International tourism” is useful for the study of the research subject.

A7.3.3- Residents Living Away from the tourism destinations “RLA” model:

After entering the data of “residents living away from the tourism destinations” into a statistical program (SPSS), the researcher is able to obtain the following outputs that are shown in tables A7.18, A7.19, and A7.20:

Table A7.18: Correlations of RLA variables N = 144 for all variables

| | | Y _{RLA} | X1 _{RLA} | X2 _{RLA} | X3 _{RLA} | X4 _{RLA} | X5 _{RLA} | X6 _{RLA} |
|---------------------|-------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Pearson Correlation | Y _{RLA} | 1.000 | .736 | .692 | .518 | .601 | .695 | .773 |
| | X1 _{RLA} | .736 | 1.000 | .689 | .507 | .489 | .632 | .597 |
| | X2 _{RLA} | .692 | .689 | 1.000 | .416 | .461 | .594 | .568 |
| | X3 _{RLA} | .518 | .507 | .416 | 1.000 | .335 | .206 | .391 |
| | X4 _{RLA} | .601 | .489 | .461 | .335 | 1.000 | .630 | .538 |
| | X5 _{RLA} | .695 | .632 | .594 | .206 | .630 | 1.000 | .630 |
| | X6 _{RLA} | .773 | .597 | .568 | .391 | .538 | .630 | 1.000 |
| Sig. (1-tailed) | Y _{RLA} | . | .000 | .000 | .000 | .000 | .000 | .000 |
| | X1 _{RLA} | .000 | . | .000 | .000 | .000 | .000 | .000 |
| | X2 _{RLA} | .000 | .000 | . | .000 | .000 | .000 | .000 |
| | X3 _{RLA} | .000 | .000 | .000 | . | .000 | .007 | .000 |
| | X4 _{RLA} | .000 | .000 | .000 | .000 | . | .000 | .000 |
| | X5 _{RLA} | .000 | .000 | .000 | .007 | .000 | . | .000 |
| | X6 _{RLA} | .000 | .000 | .000 | .000 | .000 | .000 | . |

All the correlations are significance at the 0.05 level. All the relationships between the variables are positive

Table A7.19: Model Summary^b of RLA variables

| Model | R | R Square | Adjusted R Square | F | | D.W |
|-------|-------------------|----------|-------------------|--------|-------|-------|
| | | | | F | sig | |
| 1 | .879 ^a | .773 | .763 | 77.737 | 0.000 | 1.591 |

a. Predictors: (Constant), X6_{RLA}, X3_{RLA}, X4_{RLA}, X2_{RLA}, X1_{RLA}, X5_{RLA}

b. Dependent Variable: Y_{RLA}

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Table A7.20: Coefficients ‘ of RLA variables

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|-------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | -.466 | .247 | | -1.890 | .061 | | |
| | X1 _{RLA} | .168 | .060 | .185 | 2.787 | .006 | .376 | 2.660 |
| | X2 _{RLA} | .149 | .059 | .151 | 2.516 | .013 | .460 | 2.175 |
| | X3 _{RLA} | .184 | .059 | .156 | 3.100 | .002 | .651 | 1.536 |
| | X4 _{RLA} | .097 | .064 | .084 | 1.519 | .131 | .546 | 1.833 |
| | X5 _{RLA} | .163 | .061 | .177 | 2.659 | .009 | .373 | 2.683 |
| | X6 _{RLA} | .368 | .060 | .359 | 6.167 | .000 | .489 | 2.046 |

a. Dependent Variable: Y_{RLA}

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Multiple regression equation (RLA model).

The multiple regression equation for the data can be determined from the above outputs which appeared in tables 7.18, A7.19, and A7.20 as follows:

$$\hat{Y}_{RLA} = b_0 + b_1X1_{RLA} + b_2X2_{RLA} + b_3X3_{RLA} + b_4X4_{RLA} + b_5X5_{RLA} + b_6X6_{RLA}$$

$$\hat{Y}_{RLA} = -0.466 + 0.168X1_{RLA} + 0.149X2_{RLA} + 0.184X3_{RLA} + 0.097X4_{RLA} + 0.163X5_{RLA} + 0.368X6_{RLA}$$

(0.061) (0.006) (0.013) (0.002) (0.131) (0.009) (0.000)

R = 0.879
R² = 0.773
Adj R² = 0.763
F = 77.737 Sig = 0.000
D.W = 1.591 N = 144

Box (A7.4): Multiple regression equation (RLA model).

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Interpreting the results:

See tables above (A7.18, A7.19, and A7.20).

Conclusion for “RLA” model:

At the ($\alpha = 0.05$) level of significance, there are enough evidences to conclude that the “Residents Living Away from the tourism destinations” is useful for the study of the research subject .

A7.3.4- Residents Living Near the tourism destinations (RLN model):

After entering the data of “residents living near the tourism destinations” into a statistical program (SPSS), the researcher is able to obtain the following outputs that are shown in tables A7.21, A7.22, and A7.23:

Table A7.21: Correlations of RLN variables

N = 24 for all variables

| | | Y _{RLN} | X1 _{RLN} | X2 _{RLN} | X3 _{RLN} | X4 _{RLN} | X5 _{RLN} | X6 _{RLN} |
|---------------------|-------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Pearson Correlation | Y _{RLN} | 1.000 | .795 | .723 | .730 | .829 | .759 | .742 |
| | X1 _{RLN} | .795 | 1.000 | .541 | .612 | .942 | .763 | .878 |
| | X2 _{RLN} | .723 | .541 | 1.000 | .703 | .587 | .637 | .552 |
| | X3 _{RLN} | .730 | .612 | .703 | 1.000 | .730 | .568 | .631 |
| | X4 _{RLN} | .829 | .942 | .587 | .730 | 1.000 | .759 | .917 |
| | X5 _{RLN} | .759 | .763 | .637 | .568 | .759 | 1.000 | .639 |
| | X6 _{RLN} | .742 | .878 | .552 | .631 | .917 | .639 | 1.000 |
| Sig. (1-tailed) | Y _{RLN} | . | .000 | .000 | .000 | .000 | .000 | .000 |
| | X1 _{RLN} | .000 | . | .003 | .001 | .000 | .000 | .000 |
| | X2 _{RLN} | .000 | .003 | . | .000 | .001 | .000 | .003 |
| | X3 _{RLN} | .000 | .001 | .000 | . | .000 | .002 | .000 |
| | X4 _{RLN} | .000 | .000 | .001 | .000 | . | .000 | .000 |

| | | | | | | | | |
|--|-------------------------|------|------|------|------|------|------|------|
| | X5_{RLN} | .000 | .000 | .000 | .002 | .000 | . | .000 |
| | X6_{RLN} | .000 | .000 | .003 | .000 | .000 | .000 | . |

All the correlations are significance at the 0.05 level. All the relationships between the variables are positive
Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Table A7.22: Model Summary^b of RLN variables

| Model | R | R Square | Adjusted R Square | F | | D.W |
|-------|-------------------|----------|-------------------|--------|-------|-------|
| | | | | F | sig | |
| 1 | .889 ^a | .790 | .715 | 10.638 | 0.000 | 1.839 |

a. Predictors: (Constant), X6_{RLN}, X2_{RLN}, X5_{RLN}, X3_{RLN}, X1_{RLN}, X4_{RLN}

b. Dependent Variable: Y_{RLN}

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Table 7A.23: Coefficients ' of RLN variables

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|-------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|--------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | .519 | .682 | | .761 | .457 | | |
| | X1_{RLN} | .163 | .312 | .191 | .523 | .607 | .093 | 10.736 |
| | X2_{RLN} | .209 | .141 | .264 | 1.482 | .157 | .390 | 2.563 |
| | X3_{RLN} | .100 | .153 | .135 | .654 | .522 | .292 | 3.429 |
| | X4_{RLN} | .336 | .500 | .336 | .671 | .511 | .049 | 20.240 |
| | X5_{RLN} | .167 | .218 | .154 | .768 | .453 | .308 | 3.252 |
| | X6_{RLN} | -.064 | .304 | -.062 | -.209 | .837 | .139 | 7.212 |

a. Dependent Variable: Y_{RLN}

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Multiple regression equation (RLN model).

The multiple regression equation for the data can be determined from the above outputs which appeared in tables A7.21, A7.22, and A7.23 as follows:

$$\hat{y}_{RLN} = b_0 + b_1X1_{RLN} + b_2X2_{RLN} + b_3X3_{RLN} + b_4X4_{RLN} + b_5X5_{RLN} + b_6X6_{RLN}$$

$$\hat{y}_{RLN} = -0.519 + 0.163X1_{RLN} + 0.209X2_{RLN} + 0.100X3_{RLN} + 0.336X4_{RLN} + 0.167X5_{RLN} - 0.064X6_{RLN}$$

(0.457) (0.607) (0.157) (0.522) (0.511) (0.453) (0.837)

R = 0.889
R² = 0.790
Adj R² = 0.715
F = 10.638 **Sig = 0.000**
D.W = 1.839 **N = 24**

Box (A7.5): Multiple regression equation (RLN model).

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Interpreting the results:

See tables above (A7.21, A7.22, and A7.23).

Conclusion for “RLN” model:

At the ($\alpha = 0.05$) level of significance, there are enough evidences to conclude that the “Residents Living Near the tourism destinations” is useful for the study of the research subject . Although, some of the problems experienced by some of the variables which are mostly due to the small sample size, where ($n = 24$).

A7.3.5- Residents working in the tourism Industry (RWI model):

After entering the data of “residents working in the tourism industry” into a statistical program (SPSS), the researcher is able to obtain the following outputs that are shown in tables A7.24, A7.25 and A7.26:

Table A7.24: Correlations of RWI variables **N = 12 for all variables**

| | | Y _{RWI} | X1 _{RWI} | X2 _{RWI} | X3 _{RWI} | X4 _{RWI} | X5 _{RWI} | X6 _{RWI} |
|---------------------|-------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Pearson Correlation | Y _{RWI} | 1.000 | .845 | .707 | .845 | .667 | .845 | .845 |
| | X1 _{RWI} | .845 | 1.000 | .837 | .657 | .845 | .657 | .657 |
| | X2 _{RWI} | .707 | .837 | 1.000 | .478 | .707 | .478 | .837 |
| | X3 _{RWI} | .845 | .657 | .478 | 1.000 | .507 | 1.000 | .657 |
| | X4 _{RWI} | .667 | .845 | .707 | .507 | 1.000 | .507 | .507 |
| | X5 _{RWI} | .845 | .657 | .478 | 1.000 | .507 | 1.000 | .657 |
| | X6 _{RWI} | .845 | .657 | .837 | .657 | .507 | .657 | 1.000 |
| Sig. (1-tailed) | Y _{RWI} | . | .000 | .005 | .000 | .009 | .000 | .000 |
| | X1 _{RWI} | .000 | . | .000 | .010 | .000 | .010 | .010 |
| | X2 _{RWI} | .005 | .000 | . | .058 | .005 | .058 | .000 |
| | X3 _{RWI} | .000 | .010 | .058 | . | .046 | .000 | .010 |
| | X4 _{RWI} | .009 | .000 | .005 | .046 | . | .046 | .046 |
| | X5 _{RWI} | .000 | .010 | .058 | .000 | .046 | . | .010 |
| | X6 _{RWI} | .000 | .010 | .000 | .010 | .046 | .010 | . |

All the correlations are significance at the 0.05 level. All the relationships between the variables are positive.
Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Table A7.25: Model Summary^b of RWI variables

| Model | R | R Square | Adjusted R Square | F | | D.W |
|-------|-------------------|----------|-------------------|---|-----|------|
| | | | | F | sig | |
| 1 | 1.00 ^a | 1.00 | 1.00 | . | . | .365 |

- a. Predictors: (Constant), X6_{RWI}, X4_{RWI}, X5_{RWI}, X1_{RWI}, X2_{RWI},
b. Dependent Variable: Y_{RWI}

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Table A7.26: Coefficients ‘ of RWI variables

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|-------------------|-----------------------------|------------|---------------------------|----------|-------|-------------------------|--------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 2.585E-16 | .000 | | .000 | 1.000 | | |
| | X1 _{RWI} | 1.000 | .000 | .986 | 3.087E7 | .000 | .103 | 9.722 |
| | X2 _{RWI} | -1.000 | .000 | -.943 | -2.647E7 | .000 | .083 | 12.089 |
| | X4 _{RWI} | 6.731E-16 | .000 | .000 | .000 | 1.000 | .278 | 3.600 |
| | X5 _{RWI} | 1.470E-15 | .000 | .000 | .000 | 1.000 | .257 | 3.889 |
| | X6 _{RWI} | 1.000 | .000 | .986 | 3.541E7 | .000 | .135 | 7.389 |

- a. Dependent Variable: Y_{RWI}

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Multiple regression equation (RWI model).

The multiple regression equation for the data can be determined from the above outputs which appeared in tables A7.24, A7.25 and A7.26 as follows:

$$\hat{Y}_{RWI} = b_0 + b_1X1_{RWI} + b_2X2_{RWI} + b_3X3_{RWI} + b_4X4_{RWI} + b_5X5_{RWI} + b_6X6_{RWI}$$

$$\hat{Y}_{RWI} = 2.585E-16 + X1_{RWI} - X2_{RWI} + 6.731E-16 X4_{RWI} + 1.470E-15 X5_{RWI} - X6_{RWI}$$

(1.000) (0.000) (0.000) (1.000) (1.000) (0.000)

R = 1.000

R² = 1.000
Adj R² = 1.000
D.W = 0.365 N = 12

Box (A7.6): Multiple regression equation (RWI model).

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Interpreting the results:

See tables above (A7.24, A7.25 and A7.26).

Conclusion for “RWI” model.

At the ($\alpha = 0.05$) level of significance, there are enough evidences to conclude that the “residents working in the tourism industry” is useful for the study of the research subject. Although, all the correlations are of significance at the 0.05 level, but the model suffers a lot of problems as a result of the small sample size ($n = 12$).

Accordingly, will also be test another model (AT) that combines all types of tourists (DT & IT), where the sample size will be up to ($n = 176$). See the following section (A7.3.6)

And will be test another model (AR) so that it combines all types of residents (RLA, RLN & RWI), where the sample size will be up to ($n = 180$). See section (A7.3.7)

A7.3.6- All Tourists “AT” Model:

After entering the data of Tourists who participated in the study (DT, IT) into a statistical program (SPSS), the researcher is able to obtain the following outputs that shown in tables A7.27, A7.28 and A7.29:

Table A7.27: Correlations of All tourists variables N = 176 for all variables

| | | Y _{AT} | X1 _{AT} | X2 _{AT} | X3 _{AT} | X4 _{AT} | X5 _{AT} | X6 _{AT} |
|---------------------|------------------|-----------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Pearson Correlation | Y _{AT} | 1.000 | .640 | .612 | .501 | .693 | .585 | .712 |
| | X1 _{AT} | .640 | 1.000 | .404 | .313 | .513 | .386 | .492 |
| | X2 _{AT} | .612 | .404 | 1.000 | .266 | .397 | .509 | .451 |
| | X3 _{AT} | .501 | .313 | .266 | 1.000 | .269 | .404 | .333 |
| | X4 _{AT} | .693 | .513 | .397 | .269 | 1.000 | .507 | .662 |
| | X5 _{AT} | .585 | .386 | .509 | .404 | .507 | 1.000 | .552 |
| | X6 _{AT} | .712 | .492 | .451 | .333 | .662 | .552 | 1.000 |
| Sig. (1-tailed) | Y _{AT} | . | .000 | .000 | .000 | .000 | .000 | .000 |
| | X1 _{AT} | .000 | . | .000 | .000 | .000 | .000 | .000 |
| | X2 _{AT} | .000 | .000 | . | .000 | .000 | .000 | .000 |
| | X3 _{AT} | .000 | .000 | .000 | . | .000 | .000 | .000 |
| | X4 _{AT} | .000 | .000 | .000 | .000 | . | .000 | .000 |
| | X5 _{AT} | .000 | .000 | .000 | .000 | .000 | . | .000 |
| | X6 _{AT} | .000 | .000 | .000 | .000 | .000 | .000 | . |

All the correlations are significance at the 0.05 level. All the relationships between the variables are positive.

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Table A7.28: Model Summary^b of All tourists variables

| Model | R | R Square | Adjusted R Square | F-ratio | | D.W |
|-------|-------------------|----------|-------------------|---------|------|-------|
| | | | | F | sig | |
| 1 | .870 ^a | .757 | .749 | 87.816 | .000 | 1.960 |

a. Predictors: (Constant), X6_{AT}, X3_{AT}, X2_{AT}, X1_{AT}, X5_{AT}, X4_{AT}

b. Dependent Variable: Y_{AT}

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Table A7.29: Coefficients ‘ of All tourists variables

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
|-------|-----------------------------|------------|---------------------------|---|------|-------------------------|-----|
| | B | Std. Error | Beta | | | Tolerance | VIF |

| | | | | | | | | |
|---|------------------|-------|------|------|--------|------|------|-------|
| | (Constant) | -.336 | .209 | | -1.607 | .110 | | |
| 1 | X1 _{AT} | .193 | .042 | .214 | 4.569 | .000 | .652 | 1.534 |
| | X2 _{AT} | .227 | .043 | .243 | 5.265 | .000 | .672 | 1.488 |
| | X3 _{AT} | .180 | .037 | .207 | 4.889 | .000 | .801 | 1.249 |
| | X4 _{AT} | .222 | .047 | .253 | 4.708 | .000 | .496 | 2.017 |
| | X5 _{AT} | .034 | .052 | .033 | .648 | .518 | .553 | 1.807 |
| | X6 _{AT} | .241 | .055 | .242 | 4.368 | .000 | .469 | 2.134 |

a. Dependent Variable: Y_{AT}

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Multiple regression equation (AT. model).

The multiple regression equation for the data can be determined from the above outputs which appeared in tables A7.27, A7.28 and A7.29 as follows:

$$\hat{y}_{AT} = b_0 + b_1X1_{AT} + b_2X2_{AT} + b_3X3_{AT} + b_4X4_{AT} + b_5X5_{AT} + b_6X6_{AT}$$

$$\hat{y}_{AT} = -0.336 + 0.193X1_{AT} + 0.227X2_{AT} + 0.180X3_{AT} + 0.222X4_{AT} + 0.034X5_{AT} + 0.241X6_{AT}$$

(0.110) (0.000) (0.000) (0.000) (0.000) (0.518) (0.000)

R = 0.870
R² = 0.757
Adj R² = 0.749
F = 87.816 Sig = 0.000
D.W = 1.960 N = 176

Box (A7.7): Multiple regression equation (AT model).

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Interpreting the results:

See table above (A7.27, A7.28 and A7.29).

Conclusion for “AT” Model.

At the (α = 0.05) level of significance, there are enough evidences to conclude that the “All Tourists model” is useful for the study of the research subject.

A7.3.7- All Residents groups, (AR. Model):

After entering the data of “Residents who participated in the study” into a statistical program (SPSS), the researcher could obtain the following outputs that are shown in tables A7.30, 7.31 and A7.32:

Table A7.30: Correlations of All Residents variables, N = 180 for all variables

| | | Y _{AR} | X1 _{AR} | X2 _{AR} | X3 _{AR} | X4 _{AR} | X5 _{AR} | X6 _{AR} |
|---------------------|------------------|-----------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Pearson Correlation | Y _{AR} | 1.000 | .761 | .694 | .572 | .592 | .706 | .791 |
| | X1 _{AR} | .761 | 1.000 | .682 | .549 | .527 | .645 | .655 |
| | X2 _{AR} | .694 | .682 | 1.000 | .487 | .467 | .586 | .583 |
| | X3 _{AR} | .572 | .549 | .487 | 1.000 | .304 | .279 | .504 |
| | X4 _{AR} | .592 | .527 | .467 | .304 | 1.000 | .622 | .523 |
| | X5 _{AR} | .706 | .645 | .586 | .279 | .622 | 1.000 | .626 |
| | X6 _{AR} | .791 | .655 | .583 | .504 | .523 | .626 | 1.000 |
| Sig. (1-tailed) | Y _{AR} | . | .000 | .000 | .000 | .000 | .000 | .000 |
| | X1 _{AR} | .000 | . | .000 | .000 | .000 | .000 | .000 |
| | X2 _{AR} | .000 | .000 | . | .000 | .000 | .000 | .000 |
| | X3 _{AR} | .000 | .000 | .000 | . | .000 | .000 | .000 |
| | X4 _{AR} | .000 | .000 | .000 | .000 | . | .000 | .000 |
| | X5 _{AR} | .000 | .000 | .000 | .000 | .000 | . | .000 |
| | X6 _{AR} | .000 | .000 | .000 | .000 | .000 | .000 | . |

All the correlations are significance at the 0.05 level. All the relationships between the variables are positive.

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Table A7.31: Model Summary^b of All Residents variables

| Model | R | R Square | Adjusted R Square | F-ratio | | D.W |
|-------|---|----------|-------------------|---------|-----|-----|
| | | | | F | sig | |
| | | | | | | |

| | | | | | | |
|---|-------------------|------|------|---------|------|-------|
| 1 | .886 ^a | .785 | .777 | 105.004 | .000 | 1.598 |
|---|-------------------|------|------|---------|------|-------|

a. Predictors: (Constant), X6_R, X3_R, X4_R, X2_R, X5_R, X1_R,

b. Dependent Variable: Y_R

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Table A7.32: Coefficients ' of All Residents variables

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | | |
|------------|-----------------------------|------------|---------------------------|--------|-------|-------------------------|------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF | |
| (Constant) | -.289 | .209 | | -1.385 | .168 | | | |
| 1 | X1 _{AR} | .176 | .054 | .193 | 3.285 | .001 | .361 | 2.767 |
| | X2 _{AR} | .136 | .050 | .139 | 2.690 | .008 | .467 | 2.141 |
| | X3 _{AR} | .138 | .043 | .145 | 3.215 | .002 | .609 | 1.643 |
| | X4 _{AR} | .093 | .055 | .079 | 1.699 | .091 | .572 | 1.750 |
| | X5 _{AR} | .186 | .054 | .193 | 3.467 | .001 | .402 | 2.485 |
| | X6 _{AR} | .347 | .053 | .348 | 6.569 | .000 | .444 | 2.251 |

a. Dependent Variable: Y_{AR}

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Multiple regression equation (AR. model).

The multiple regression equation for the data can be determined from the above outputs which appeared in tables A7.30, A7.31 and A7.32 as follows:

$$\hat{y}_{AR} = b_0 + b_1X1_{AR} + b_2X2_{AR} + b_3X3_{AR} + b_4X4_{AR} + b_5X5_{AR} + b_6X6_{AR}$$

$$\hat{y}_{AR} = -0.289 + 0.176X1_{AR} + 0.136X2_{AR} + 0.138X3_{AR} + 0.093X4_{AR} + 0.186X5_{AR} + 0.347X6_{AR}$$

(0.168) (0.001) (0.008) (0.002) (0.091) (0.001) (0.000)

R = 0.886
R² = 0.785
Adj R² = 0.777
F = 105.004 Sig = 0.000
D.W = 1.598 N = 180

Box (A7.8): Multiple regression equation (AR model).

Source: Fieldwork data, 1 October 2010 to 30 January 2011. Using the SPSS, V.18

Interpreting the results:

See tables above (A7.30, A7.31 and A7.32).

Conclusion for "AR" Model:

At the ($\alpha = 0.05$) level of significance, there are enough evidences to conclude that the "All Residents model" is useful for the study of the research subject.