Social and Cultural Impacts of Tourism Growth in Coastal Environments and the Potential for Sustainability: Case Study of Egypt and USA

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Abstract

Coastal tourism has grown significantly bringing enormous economic benefits to host communities, and causing many environmental, social, and cultural impacts. The high levels of crowdedness and the increase of negative impacts clearly indicate the need for non-traditional approaches to developments that support recreational activities and maintain sustainable tourism growth. The social evolutionary models discussed and a survey was conducted at 10 beach resort destinations (5 American, 5 Egyptian) to measure the difference in people's perception on the importance of healthy social and cultural environments in maintaining sustainable growth of the environmentally sensitive coastal zones. A total of 276 responses were obtained for data analysis, while both Egyptian and American respondents recognized the importance of sensitive environmental developments, there were significant differences due to differences in culture, environment, regulations, and priorities. The American sample placed greater importance on the ecological issues, while the Egyptian sample placed greater importance on the social, cultural, and psychological impacts.

Keywords: Social Impacts, Sustainable Tourism, Life Cycle, Coastal Zones, Beach Resorts, Egypt, United States

1. Introduction

Many countries look to coastal tourism as a promise for substantial economic benefits, creating new jobs and improving people's incomes, while at the same time satisfying leisure needs for both locals and international visitors. However, there are strong evidence showed a negative impacts and the urgent need to replace the current pattern of shoddy development with more sustainable approaches (Earth Summit, 1992). Uncontrolled tourism growth is creating, rather than solving, societal, cultural, and environmental problems such as congestion, sprawl, pollution, and resource over-consumption. Coastal zones in Egypt as well as many other parts of the world have been increasingly developed for recreational tourism; existing beach resorts have been expanded; new sites have been developed; and ambitious plans for future beach resort developments have been announced. However, attention has been focused on the more obvious economic benefits, with comparatively little consideration being given to social, cultural, and environmental losses (El-Halafawy, 1991).

The interactions between tourists and local community are complex and cannot be attributed to a one-to-one relationship. When a destination's threshold level for tourism development is reached, negative feelings toward tourism and tourism become prevalent among residents (Dogan, 1989). Tourist destinations are not infinite and timeless and should be viewed and treated as finite and possibly non-renewable resources. The life cycle concept is as an aid to understand the evolution of tourist destinations, and provide guidance for strategic decisions as well as a forecasting tool. It provides decision-makers with insights into probable forms of future changes. With the prediction of changes and corrections, plans and policies can be formulated to control and overcome problems (Um & Crompton, 1987). In spite of numerous studies in tourism industry, research in the area of coastal recreation is somewhat limited (Stewart, 1993). Moreover, the issues of sustainable tourism development, and destination social and cultural thresholds were not clearly addressed with the current concern of sustainability needs.

This paper presented firstly the positive and negative economic, social, and cultural impacts of tourism, followed by a review of the tourist destination evolutionary models explaining tourists and host communities relationships. Case study of Egyptian and American coastal resorts is an efforts in questioning the escape from the traditional pattern of tourism development to provide sustainable alternatives that addresses the social/cultural approach that focuses on providing guidelines for controlling coastal tourism growth and improvements that can be made toward a sustainable future.

2. Tourism Major Impacts

Tourism industry brings visitors to a destination who may causing great impacts such as an excessive consumption of local resources, increase of goods pricing, increase of services expenses (i.e. fresh water, electricity, etc.), and can exclude other forms of industrial activity from developing (Gartner, 1996). In remote coastal areas, the use of salt water in septic systems prevents adequate biological breakdown of waste, and when discharged into a marine environment, may cause detrimental impacts on marine life (Mathieson & Wall, 1982). Impacts on animal life are also a concern. For example, tourism facility construction may destroy sea turtle nesting sites. Over-fishing certain species to satisfy tourists' desires may cause some species to increase and others to decline. Resulting is the difficulty to predict the extent of the environmental damage to an ecosystem (Gartner, 1996). A wide-range of tourism impacts on the environment, sociocultural, and the economy of a destination. These impacts constitute a warning against improper decision-making in the development process, or poorly managed developments. Such impacts become significant when activities are concentrated in time and space. Pointing out these impacts allow decision makers to examine a variety of solutions in an effort to make better future decisions and assists in utilizing positive impacts, avoiding the negative ones, and approaching a better solution for sustainable growth.

2.1. Economic Impacts

Tourism can play a significant role in the economy of host destinations in areas such as foreign exchange, government revenue (taxation), revival of the local industries and crafts, improved living standards, and stimulation of employment. **Table 1** highlights the potential negative and positive impacts of tourism as reported in the extant literature (Inskeep, 1988; Priestley, 1996; Smith, 1992; Thomas, 1990)

2.2. Social Impacts

Tourism affects the host community in a number of ways. Tourism can change the way people live, think and work. It can change the social values of the people involved. When tourism achieves its most noble social goals, it helps to develop the sense of a global community. People share their cultures, their festivals, and their special experiences. Through this they learn to respect the opinions and lifestyles of others. When tourism does not achieve such ideals it can leave in its wake social disorder, crime, degradation, a loss of community values, and a sense of either inferiority or superiority - both of which can be dangerous. Another issue is the social capacity of a tourism destination, when people engaging in recreational activities need a minimum amount of physical space in order to pursue their activity in an unconstrained manner. Interference with these functional needs for space due to excessive density will cause physical crowding to be experienced (Choi, et al., 1976; Stokols, 1976). Heberlein (1977) refers to these conditions as representing the "facilities carrying capacity," which when exceeded, places pressure on people to modify physically their normal behavior in order to accommodate the presence of others. The issue of perceiving crowding in tourism development and environment protection research, has been one of the most frequently studied aspects of outdoor recreation (Shelby & Heberlein, 1986; Westover, 1989). Most theorists recognize a difference between density and crowding (Gramann, 1982). Density is a descriptive term that refers to the number of people per unit area. Crowding, on the other hand, is a negative evaluation of density; it involves a value judgment that the specified number is too many (Shelby, 1989). Crowding in many tourism destination initiate negative social and cultural impacts, in addition to the ecological degradation and psychological uncomfortable feelings. Table 2 highlights the positive and negatives social impacts of tourism as reported in the extant literature (Inskeep, 1988; Priestley, 1996; Smith, 1992; Thomas, 1990).

2.3. Cultural Impacts

The term 'culture' is frequently used to identify aspects of language, religion, foods, festivals and so on. Culture is such a pervasive part of human life that almost no human thought and behavior is free from its influence. The need for understanding and planning to avoid or ameliorate the negative cultural impacts of tourism needs to be emphasized.

Sociologists regard culture as the patterns of learned behavior that are transmitted to each generation of a society. In fact, almost everything we believe and do as individuals reflects a degree of cultural conditioning. Cultures are durable, but they are not static. As communication has become easier and faster, cultures have become modified by adopting some characteristics from other cultures. It is argued that once a society comes into contact with another society, change is inevitable. The perception of tourism as a negative influence can lead to hostility between a host community and the operators or visitors. Some have argued that tourism is a form of neo-colonialism, in which poorer countries are exploited for the benefit of the world's more affluent people. Table 3 reflects the negative and positive cultural impacts of tourism as presented in the literature (Inskeep, 1988; Priestley, 1996; Smith, 1992; Thomas, 1990).

3. Social and Cultural Interactions of Tourists and Locals

Tourism industry can be a major factor for change in the social, political, and cultural systems as well as the economy and environment. Tourism activities create direct contact between local community and visitors. This contact among people with different attitudes, beliefs, and cultural values generates change. Visitors to a destination create social relationships and cultural exchanges. Such relationships can be simple or complex, short-term or enduring, but in general, they affect people's habits, daily routines, social lives, beliefs, and values (Wood, 1994). Martin and Uysal (1990) state that whenever the social parameters become the dominating factor for tourism development, the necessity of having a harmonic relationship between host communities and tourists exists. The social aspect of sustainability suggests the choice of strategies to cope with changes depend on the characteristics of the host community, the number and the type of tourists, and the level of change affected by tourism (Pearce, Moscardo, & Ross, 1996). Dogan's "Local Population Heterogeneity" model examines the strategies of adjustment within a community that is culturally uniform and the differences in interests and individual priorities. Conversely, Rambaud (1967) emphasizes that population of a tourism destination are not culturally or socially homogeneous. Some sections of locals may have more benefits because they view tourism more favorably (Cater, 1987). Age differences among local population is highly correlated to the differences toward tourists, young people may adopt values about sex, dress, and morality quite different (Nettekoven, 1979).

The uneven distribution of the costs and benefits of tourism among locals might lead to internal conflict, and as the rich become richer and the poor become poorer (de Kadt, 1979); or might lead to racial tensions (Britton, 1986). Local populations might have various political groups whose interests are contradictory. The position of these groups within the power structure determines the dominant reaction to tourism (Lundberg, 1976). Sources of the negative effects of tourism on host destinations that lead to negative attitudes toward tourists, and may decrease the attractiveness of these destinations have been widely documented (Diamond, 1977; Dogan, 1989; Reisenger, 1994). Some of the negative effects include: decline in traditions such as food, folklore, ceremonies, entertainment (Goksan, 1978); commercialization of tourism activities (deKadt, 1979; Forster, 1964); increase in crime rates, especially theft, larceny, and robbery as a result of the big gap in lifestyle and wealth between hosts and guests (Cater, 1987; de Kadt, 1979; Pearce, 1982); high levels of noise and overcrowding resulting from the concentration of tourists that can destroy the peace and tranquility of the destination (Wahab, 1978); tourism pollution that might lead to mental and physical diseases (Lundburg, 1976); increased dependency of developing countries on industrial nations in the form of controlling airlines, travel agencies, hotel chains, management, imported goods, foreign employment which mostly absorbs tourism profits and causes a leakage of revenue from locals to foreigners (Cater, 1987; Graburn, 1980; Linton, 1987); isolation, segregation, and separation of tourism and excluding local people from tourism facilities (Goksan, 1978); and social and economic dislocation that creates a disproportionate number of workers in low-paid, menial jobs with an increase in the cost of living. D'Amore (1983) defined two paradigms of tourism development.

Paradigm one describes conditions that determine "successful" tourism development from a local point of view, while paradigm two describes conditions associated with "unsuccessful" development in which residents feel that visitors are over-harvesting wildlife; do not respect or understand local ethnic traditions and values, and infringe on the resident's privacy. Reisenger (1994) emphasized some factors that create favorable conditions for the development of social contact such as providing effective educational and licensing programs; improving skills and attributes of service (e.g. tolerance, generosity, interpersonal skills, financial management skills, language skills, etc.); and providing free access to local museums, national exhibitions, and festivals to local residents and tourists. Also, it is important to emphasize that the economic contributions of tourism can also help to moderate such social difficulties.

Overall sustainable tourism growth should emphasize the socio-cultural benefits to host destinations that are widely documented (deKadt, 1979; Metelka, 1978; Reisenger, 1994; Wood, 1994; Del Campo, 1970; Burkart & Medlik, 1974). They include: developing positive attitudes among locals and visitors towards each other; learning about each other's culture and customs; increasing psychological satisfaction with interaction, developing pride, appreciation, understanding, respect and tolerance for each other's culture; Increase in services provided by the government to local residents, Growth of international peace and understanding, and more democratic and tolerant political climate.

4.   Adjustment Social Models for Tourism Growth

Dogan (1989) believed that tourism produces both negative and positive results depending on the level of tourism development and the socio-cultural structure of the host community. When local residents perceive tourism negatively, their reaction takes the form of resistance, on the other hand, when they perceive tourism in a positive way; they wholly or even partly incorporate tourism into their culture. Thus, policy makers have to develop adjustment strategies to control these states of tension and change (Wood, 1994).   In order to decrease the tension caused by the introduction of tourism into a destination's culture, local authorities must develop strategies for coping or adjusting to the changes tourism brings (Wood, 1994). The following section discusses examples of adjustment models.

Doxey (1975) constructed the '**Irridex of Tourist Irritation'** model Figure 1. The model measures locals' responses within a timeframe beginning with the exploration of tourism to its decline stage. It is a representation of an aggregate approach that focuses mainly on attitudes at the community level. The model includes four stages. *1) Euphoria* is the first stage of tourism development and of host/guest contact. Local residents are excited about the influx of the visitors, pleased to see them, and glad that they are spending money. In this stage a little planning is implemented. 2) *Apathy* stage, tourists are seen as common and ordinary; the enthusiasm and the interest of the euphoria stage is long gone, and the host/guest relationship is commercialized and formality has become part of the process of dealing with the large numbers of visitors. 3) *Annoyance* stage, residents become concerned and irritated by tourists and the community has become saturated by tourists and residents are becoming frustrated, and the community may even isolate tourists in tourism sections or corridors. 4) *Antagonism* stage, a strong feeling of dislike is expressed toward tourists and residents feel quite different toward tourists that they previously welcomed. In this stage, a negative stereotype about tourism and tourists has begun to generate, the types of tourists arriving are probably changing as well. At the saturation point, socioeconomic costs outweigh the benefits (Getz, 1983; Mathieson & Wall, 1982). Cater (1994) added a final level describes the environmental and social decline.

The **"Attitudinal Model"** was first established by Butler in 1980 and simplified by Fridgen in 1991. The Attitudinal Model suggests that community members have a positive or negative attitude toward tourists that is expressed in an active or passive manner. In this model, people's reactions can be measured at any time during the lifetime of tourism development. Most residents have divided feelings about the role of tourism within a community, and therefore exhibit different attitudes ranging from angry to friendly. Attitudes, too, can change over time.

The **"Adjustment Model"** developed by Dogan (1989) is more complex than the previous models. Local perceptions of the socio-cultural changes leads some residents to adjust themselves to the new situations and conditions, accept these changes, and perceive the tourism impacts positively, while others exhibit rejection and perceive tourism negatively. This model is not tied to a timeframe or sequence of tourism development in a specific destination, rather it is a description of the state of the existing conditions in a tourism destination. This model can be summarized in five response, some of these responses are expressed actively, others passively: 1) *Resistance*: residents taking active, aggressive actions against tourism and sometimes tourists. For example, staff at tourism facilities and services might refuse to help visitors or to speak a guest's language even when known. 2) *Retreatism* often occurs when the community becomes tourism-dependent, but does not yet accept the industry. Changes in the structure of the local society that result from tourism are not recognized by a substantial portion of the local population. 3) *Boundary Maintenance* is a common passive response in which the community may appreciate the tourism industry and even the tourists but community members keep a distance (a boundary) between themselves and the tourists through social activities, religious beliefs, and norms. In this case, economic benefits from tourism equalized effectively the negative effects; consequently, local people accept tourism without any resistance or negative attitudes.

4) *Revitalization* is also a passive response to tourism in which tourism is seen as a preservation factor rather than destruction of local traditions and culture due to the impact of industrialization and urbanization. Through tourism, local people can revitalize the economy, preserve traditional cultures and customs, and protect natural attractions, including the preservation of their original architecture and style. 5) *Adoption* means a total acceptance of tourism. Community members, commonly the youthful and educated sector, welcome the lifestyle and orientation of the visitors with enthusiasm, and may make an effort to demolish traditional social structures and cultural symbols. Tourism impacts on values, attitudes, and behavior has been accepted with no resistance. Within any one community, various combinations of responses can co-exist and cause conflict.

In addition to the previous models, Ap and Crompton (1993) developed a continuum of four broad response strategies based on empirical observations from local residents: a) *Embracement* – the enthusiastic and welcoming praise of tourism; b) *Tolerance* – the residents internalizing inconveniences or costs and being sufficiently aware of tourism's benefits to accept it without changing their outside manifest behavior to adjust to it; c) *Adjustment* - the rescheduling of activities to escape crowds or using local knowledge to avoid inconveniences caused by visitors; and d) *Withdrawal* - physical (moving out of the tourism destination) or psychological (keeping quiet and don't get involved with tourists) removal. This model differs from the previous three models in that it includes both attitudinal and behavioral elements focusing mainly on a macro level rather than with individual residents and their adaptations and adjustments (Brown & Giles, 1994).

Marsh & Henshall (1987) also identified four categories of tourist-host interaction: separatism, involuntary, voluntary, and integration. The separatism mode protects tourists from the influences of the host culture. Tourists have little contact with native hosts, usually being taken care of by tour operators. The **involuntary** mode provides tourists with more contact with foreign hosts. The **voluntary** mode involves independent service use by tourists who are actively involved in the daily activities and culture of the host countries. In the **integration** mode of interaction, tourists experience a lifestyle similar to that of the hosts. They are under the influence of the host culture.

D'Amore (1983) stated that wherever tourism developed, local communities were expected to be sensitive to the scale of tourism activity growth. As tourism develops, resident-tourist conflicts may increase, triggering a decline in tourism, as tourists perceive a deterioration of the experience. Figure 3 illustrates the different host/guest relations that set the limits of the social capacity thresholds for a tourism destination. The dynamic feature of tourism development which is described in the lifecycle and the tourist destination capacity threshold is described in the following model as an approach to the sustainable growth (control) of tourism developments.

5. Sustainability Approach for Tourism Growth

The life cycle concept as a framework for decision-making may serve as a tool for controlling the tourism process of the new projects or improving the existing ones. It balances the developments' long- and short-term objectives. These decisions will have vital input into the growth process, which will then affect tourism development life pattern and stages. There should be a balance between short-term objectives (developer profitability) and long-term objectives (quality of natural resources and living conditions for the host communities). One of the early attempts to integrate the concept of capacity thresholds with the development process was the research on establishing an evolutionary pattern for the coastal resorts by El Halafawy (1991). This effort identified the role of designers, planners, and other involved groups in the determining beach resort capacities through different development stages in order to prevent the tourism destination from reaching the decline stage Figure 4.
The model is explained in 5 stages:

1. Exploration: visitors are initially attracted to an area by its unique natural and cultural features. The use of local facilities and contact with local residents are high. The physical and social identities of the area would be unchanged by tourism, and the arrival and departure of tourists would be of relatively little significance to the economic and social life of the permanent residents (El-Halafawy, 1991). Gunn (1988) and Martin and Uysal (1990) emphasized that many problems could be prevented if policy makers realized the need for establishing a planning policy when tourism is just entering the exploration stage. This planning phase would determine the type of tourism and the scale of development that is amenable to the available resources of the area and local community (Cooke, 1982; Murphy, 1988).

A primary step in the planning process, the survey of the local population, resources, and opportunities provides decision-makers with a guidelines in the process of formulating development planning laws and regulations such as zoning laws, construction regulations, and environmental protection laws (Martin & Uysal, 1990). This step should include an in-depth market analysis (Hawakins, 1987), and an environmental impact assessment to predict impacts that might be associated with development (Holder, 1988).

2. Involvement: As tourism development progresses, advertising specifically to attract tourists can be anticipated and a basic initial market area for visitors can be defined. A tourist season can be expected to emerge and changes will occur in the social patterns of local residents involved in tourism. Some level of organization in tourist travel arrangements can be expected along with pressures on governments and public agencies to provide or improve transportation and other faculties for visitors.

3. Growth: Natural and cultural attractions will be developed and marketed specifically, supplemented by man-made imported facilities. Changes in the physical appearance of the area will be noticeable. Regional and national involvement in the planning and provision of facilities will certainly be necessary. The number of tourists at peak periods will probably equal or exceed the permanent local population. Employment training programs are incorporated into the development program, as well as increasing the use of local employment. There is recognition that tourism development will cause changes and there will be a need to regulate these changes. Accessibility to the financial support from local banks to local investors is necessary to maximize the economic benefits for local communities, and to prevent leakages from the area. The tourist's needs and expectations are met by the development services and activities. In the peak periods the resorts will probably reach its maximum capacity.

4. Maturity: Marketing and advertising will be widespread and efforts made to extend the visitors season and market area. Major franchises and chains in the tourist industry will be represented. The large numbers of visitors and facilities provided for them can be expected to arouse some opposition and discontent among permanent residents, since it may result in some restrictions on their activities. In this stage, formulation of a policy is critical and should incorporate practical measures to sustain the status of the tourism development. Tourism development is no longer growing and policy formulation should be focused on preventing decline to the destination. The maturity stage is the ideal stage in the development lifecycle and a comprehensive tourism policy should be able to prolong it (Martin & Uysal, 1990). At this stage there might be slight opposition from local residents to tourism. This requires the local government to provide residents with the awareness of tourism benefits through newspapers or newsletters. It is important to address the environmental deterioration problems immediately such as beach erosion, or inadequate parking places. In this stage, the rate of increase in number of tourists will decline, although the total number may reach its maximum point. There will be a heavy reliance on repeat visitations and more effort is needed to maintain the level of visitation.

5. Intervention and Enhancement: In this stage the area will not be able to compete with newer attractions and will face a declining market. It will no longer appeal to vacationers but will be used increasingly for weekend or day trips. Property turnover will be high and tourist facilities are replaced by non-tourist related structures, as the value of tourism becomes more questionable. At this stage, policy formation decides whether or not it is desirable to rejuvenate the destination area to restore its attractiveness to tourism. The local government may decide another desirable activity or industry can replace tourism. At this point, the direction of the curve is open to several interpretations. The architect, manager, and developer should work together to improve the resort image in order to regain its position in the market. This could be done by adding more services and attractions in the project program, improving the environmental quality by making adjustments in capacity levels, executing plans for protecting the resort resources, or/and enhancing the resort image and character. At this stage, sustainability principles and approaches applied, and the development pattern is a re-cycling curve. The proposed pattern is open to several interventions and enhancement stages during its lifetime. On the other hand, continued overuse of resources without improving procedures or controlling plans will result in the resorts' decline. It is obvious that for each lifecycle stage there will be a need to determine specific acceptable limits of the tourism destination capacity. As undesirable changes happened to the physical environment and in the type of tourists being attracted, if the attitudes of locals become more and more negative (Martin & Uysal, 1990). Haywood (1986) supported the same idea about the usefulness of applying the concept of lifecycle in the planning and management of tourism development. He also warns of a misleading aspect of the lifecycle concept in which planners and marketers are not able to decide prematurely that they are in the decline stage, and that changes made at this time could cause severe economic and social problems.

6. Study Methodology

The goal of the previous discussion is to summarize the accumulated state of knowledge and to highlight important issues that research had left "unresolved" (Cooper, 1992). This information can help key individuals and groups improve efforts, make enlightened decisions, and provide credible information (Worthen & Sanders, 1987). This part presented the methodological steps taken to complete the research study and to address the concerns outlined above.

Survey Instrument: a survey instruments was developed in two formats: a written (paper and pencil) and an on-line Web format. This Web format allows the researcher to receive continuous feedback from respondents, and to continue reforming the tool after this research projects ends. Respondent-friendly survey design has been shown to improve response rates (Dillman, Sinclair, & Clark, 1993; Dillman, 2000). Sixteen variables were addressed to present participants' perceptions of social, cultural, and environmental problems based on sustainability principles. The survey questions included Likert-style questions with open-ended comment, participants were asked to cover three areas in three groups of interest:

Group I: Importance of responding to certain sustainability practices in achieving sustainable coastal tourism and protecting the natural environment (i.e. protect the ecological integrity, use of indigenous building materials, use of non-toxic materials, preserve cultural resources, support spiritual harmony, and encourage less consumptive lifestyle)

Group II: Importance of responding to certain sustainability practices in achieving sustainable coastal tourism and protecting the social and cultural environments (i.e. preserving historical features, protecting local architecture, preserving local cultures and beliefs, providing local social and health services, improving local economy and employment, reinforcing local housing stock, preserving local customs and traditions, and satisfying basic human needs)

Group III: Effectiveness of regulations governing coastal development in protecting local resources, natural environment, social structure, and cultural values.

Group IV: Background information (participant demographics) including: profession, education level, age, citizenship, income, and gender, etc.

Validity: The content validity of the instrument was evaluated by 10 participants representing professionals in the field of resort management and design. These professional evaluated the content of the questions as well as the wording and the format of the questions. After incorporating the suggested changes into the survey, a small pilot survey was then administered to a representative group of respondents in order to emulate the procedures proposed for the study. Comments and suggestions were received from respondents in the pilot survey involving clarity, arrangement, and readability of the questions. These suggestions were considered in revamping the instrument.

Reliability: The reliability of the instrument was tested with a test-retest procedure. In the pretest, the survey instrument was first e-mailed to 36 online participants. After two weeks, the survey instrument was e-mailed to the same individuals to do a re-test of the instrument. The data collected from the test-retest responses were analyzed using the statistical analysis to determine if the responses were significantly correlated. The results of this procedure showed significant correlations and that the results of the test-retest procedure were reliable.

Selection of Sample Sites and Participants: Two countries, the US and Egypt, were selected for the study. This selection provides the opportunity for comparison between a developed and developing country. Within each country 5 major coastal zones were selected. Coastal zones in the US included: Florida, California, Hawaii, the Carolinas, and collectively the other eastern coastal states. Using the "RCI Directory of Resorts", Hotels directory, and net search tools online resort guides such as www.resortlocator.com, www.hotelstravel.com., www.resortsonline.com , etc. Coastal resorts zones selected in Egypt were: The North Western Coast, Hurghada, Sharm El Sheikh, Ras Sudr, and El Ein El Sokhna. These zones were selected to represent the variety of coastal destinations in each country The generation of the Egyptian sample was accomplished by using information gathered from the Egyptian Hotel Guide, governmental authorities (EEAA and TDA), as well as on-line governmental official sites.

Identification of Participants (Stakeholders): Tourism development process involves many stakeholder groups such as experienced designers/planners, managers/owners, and visitors/host community. These groups have experience with resort development, operation, and use, and they can provide valuable input on sustainable resort planning and design.

Study Analysis and Discussion

Statistical analysis in this paper aimed to investigate the nature of the relation of the 16 variables examined to the main 3 groups: natural environment, sociocultural environment, and the regulation as relevant to sustainability implementation. It is important to remember that establishing a relationship between two measures does not establish causality. However, an accumulation of correlational evidence can build a credible case for a causal relationship between two characteristics. The study examine the attitudes and believes of the participant concerning sustainability implementation to the social, cultural, and natural environments.

Results and Discussion

The total number of participants in the study was 276, with 154 respondents (55.8%) from the American sample and 122 (44.2%) from the Egyptian sample. Each "Figure" illustrates a bar graph comparing responses of participants for the 10 coastal zones. Using a Likert scale with values ranging from "1=less important" to "5=more important," participants were asked to respond to a list of factors (Figures 5, 6, and 7). The bar graph illustrates the responses per coastal zone (5 in Egypt and 5 in America) on the 8 factors. The factors are: a)

Area I: Environmental Concern and Sustainability Potential:

The opportunity to view nature is a major factor in the overall respondents' decisions to visit a beach destination. This is particularly true in Hawaii and along the east coast of the United States. In the more industrialized world of the U.S., people have a greater desire to get in touch with nature. The coastal resort zones in Hawaii in the U.S. and Sharm El Sheikh in Egypt presented the highest scores as they possess the most pleasant natural environments. The majority of the respondents indicated that "very few" current developments applied environmentally sensitive practices to their destination. This value is clear in the Egyptian sample as 56 out of 75 (74.6%) designated low value for the environmental quality of the current situation. In both countries, results showed lower degrees of satisfaction with the current development pattern**.** Participants believe generally in the role of sustainability implementations for solving current environmental problems. The Egyptian sample reported a very high level of importance placed on sustainability need. The same groups rated the quality of resort developments nationwide as very low, but some rated the quality of the design or the management of their own resorts much higher. Perhaps this reflects human nature's tendency to portray oneself in a better light.

2. *Area II: Social and Cultural values and Sustainability Potential:*

Coastal zones, facilities, and activities, as well as the overall social and cultural qualities was studied using the online survey and the site visit (observational survey) in order to describe and interpret the ways people behave. Assessing the distribution of activities, and facilities is of great importance, both in describing current pressures (impacts) and in determining zoning for future correction plans.

The overall factors indicates that the quality of the local services is of average importance to respondents. American resort visitors consistently scored this lower than Egyptian resort participants. This may be explained by the variety of the amount of self-services available to Americans wherever they live and vacation. For example, you can find a seafood restaurant in a small mountain village. This is quite different in Egypt where certain resorts specialize in unique foods, shopping, and services experiences not found in other parts of the country. Participants showed average importance placed on architecture style. However, the coastal resort zones in Hawaii, Ras Suder, and Sharm El Sheikh placed more importance on local building style. Experiencing the uniqueness of the architecture style when the architecture is unique and truly represents the local culture and identity. The general tendency of participants to both study countries was to report moderate to high levels of attraction to local social and cultural features. Visitors to American resorts indicated higher levels of attraction. Visitors to Egyptian resorts indicated a moderate level of attraction that may reflect their high frequency of visits to the same resort. The majority of visitors to beach resorts showed great concern for cultural issues. They reported that it was "very important" that coastal resorts be developed in a manner sensitive to the natural and cultural environment of the area. Visitors to both countries showed the same tendency with visitors to American resorts giving this factor a slightly higher rating.

On the other hand, the site visit observations indicated that the majority of visitors expressed unhappiness of the current state of development and its negative effect on beach resorts qualities, almost 70% of the visitors did not perceive that most current coastal resorts are developed in a manner that is culturally and environmentally sensitive. A few from each study site indicated that the resorts they are visiting showed signs of sensitivity to the environment.

3. Effectiveness Regulations/Laws in *Protecting Natural & Cultural Environment*

In testing the attitude of respondents toward the effectiveness of laws/regulations in protecting the "natural environment" Egyptian participants perceived a moderate level of effectiveness with no extremes, while American perceived low levels of effectiveness and were worried that laws and regulations may not be enough. Participants from Egypt focusing on the development design perceived that laws/regulations were moderately effective in protecting the "cultural environment", while American perceived a fair to moderate effectiveness level. These values were reversed for participants envisioning the operating and management aspect. Egyptians perceived a moderate level of effectiveness, while American perceived higher levels of effectiveness placed on current laws and regulations as effective ways to protect cultural and natural resources. The significant differences between Egyptians and American is due to the diffidence in the law enforcement of environmental regulation is very high in the US compare to Egypt. Egyptians were not satisfied with some of the existing regulations, indicating they restricted the development abilities and need to be updated. This points to the importance of reviewing the current regulations and establishing a new vision for quality planning and management regulations. Overall, the American sample showed a stronger belief in the effectiveness of regulations and laws for developments than the Egyptian sample.

4. Participants' demographic variables

Participants' demographic variables influenced their perceptions about the environmental problems and their understanding about sustainability. The high levels of importance given to environmental issues came from those visiting Egyptian resorts perhaps due to the high representation of multinational visitors (almost half of the visitors to Egyptian resorts, especially the Red Sea coastal zones, are from well-developed countries) that pay more attention to environmental problems and sustainability trends. Most of visitors to Egyptian resorts came in larger groups than visitors to the American resorts. Age was another demographic factor examined, with three quarters of all visitors between 21 and 40 years old. The educational level of visitors to beach resorts may positively influence people's behaviors and attitudes toward their surrounding environment, as the level of education increases, their awareness of global environmental issues and local cultural and social problems also increases.

Failure of Sustainable Tourism: This failure may be explained by: a) operational and management issues such as poor services, inadequate facilities, or insufficient activities; b) psychological factors such as visitors feeling unwelcome, unsafe or insecure; or c) environmental issues such as the existence of toxic materials close to the resort, high levels of air noise, dust, and pests pollution. Minimizing these negative impacts keeps associated satisfaction and attraction at the same level. This issue was positively reflected in Sharm El Sheikh and unfortunately negatively reflected in some parts of the Hurghada or the North Western Coast in Egypt. Factors such as restricting local residents from use of tourism facilities and amenities, raise the negative response against tourists and tourism facilities from local people, constitutes a total rejection of tourism and its development. The results show increasing negative attitudes from local residents toward overcrowding and impacts on the quality of their life. For example, developing facilities so as to accommodate a big number of tourists, might raise environmental, social, and psychological impacts such as the negative feelings that could come from a shortage in the tourism facilities and infrastructure. Also, differences of wealth and lifestyle between hosts and guests and weakening traditional institutions might create a negative feeling toward tourism and tourists.

Understanding Sustainability Implementation

Many American respondents provided (in the open ended comments) their own visions of sustainability implementation to the environment, social, and cultural values, while respondents from Egypt did not. The American sample showed a better understanding of the sustainable development concept and they provided a short definition of what they believed sustainable development means. Selected examples from the US responses are provided below:

"Use of materials and methods to produce environmentally sound development."

"To be sustainable, any project in any industry or world-wide location must be in harmony with both local nature and local culture."

"The ultimate goal is to create an economy while eliminating (or at least minimizing) adverse cultural and environmental impact. When this is achieved, sustainability has the potential to succeed (no guarantees).

"Designing with intent for low environmental impact, relative safety from flooding, and low need for vegetation maintenance (e.g., use native species, not lawns)."

"Economic production that will produce benefits in the present without reducing future benefits."

"To ensure future generations are not tied into economic development burdens imposed on them by predecessors."

"To carry things forward beneficially for all into the future"

"The systematic re-balancing of modern society's economics with the dictates of its natural and human ecological bases of support."

Summary and conclusion

The paper presented tourism economic, social and culture impacts with specific reference to the coastal environment. It shown the importance of tourism to the economies of the United States and Egypt; the environmental sensitivity of coastal zones; and how poorly planned tourism development may cause major impacts. This points out the need for non-traditional approaches to tourism development applies not only to fix existing issues, but also to currently undeveloped and future developments. The paper introduces the sociocultural environmental approach and theories discussing host/guest community interactions at tourism destinations. A field study and an on-line survey developed to provide a better contact tool with coastal zone stakeholders such as designers, resorts managers, and visitors in Egypt and USA. In the participant responses to the Socially Sensitive Tourism Development, there is a need to identify ways to maximize the positive socio-economic impact of tourism and promote sustainable community development that utilizes both anthropological and environmental expertise, provides cultural and natural learning experiences, and benefits the well-being of indigenous people.

Sustainable tourism means socially fair tourism and that this involves equity, equal opportunities, ethics, and guests and hosts being equal partners toward more socially equitable tourism.

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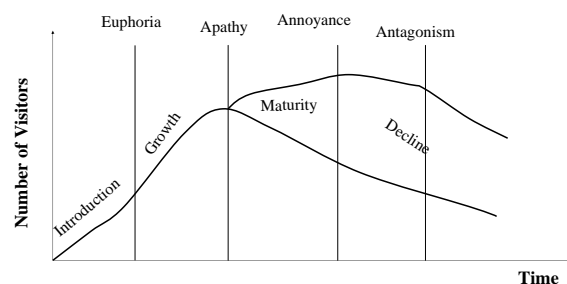

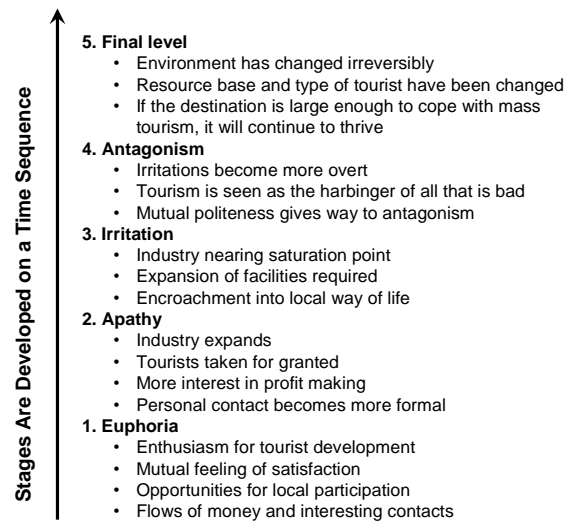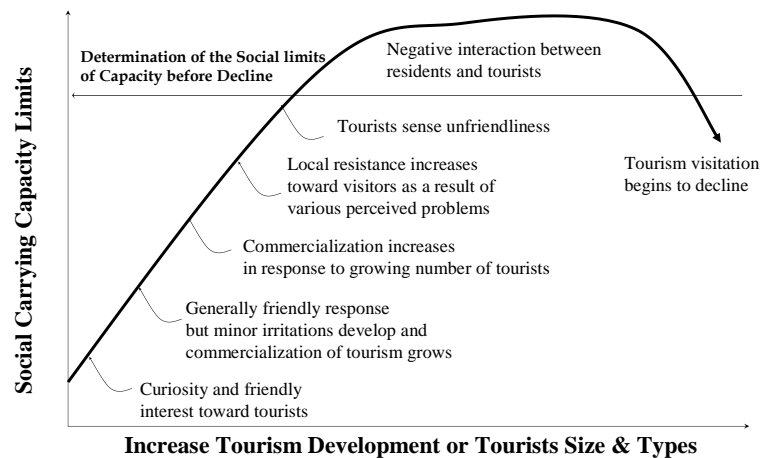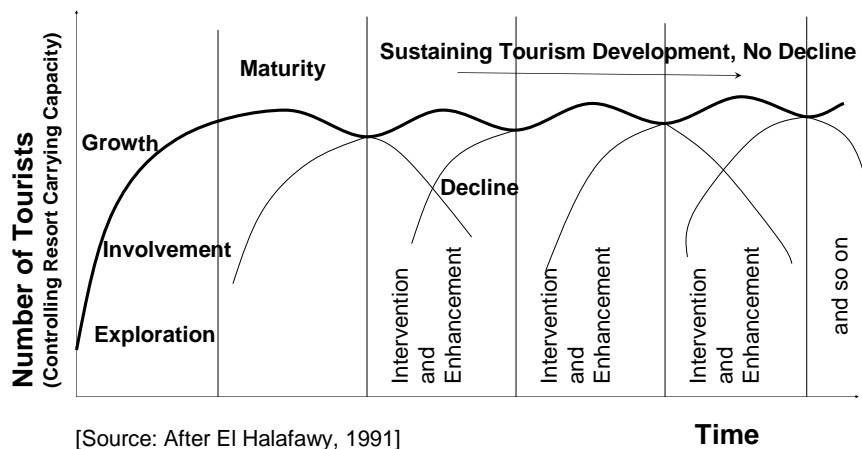**Figure 1: Irridex Model [Doxy, 1975]**

5. Final level
- Environment has changed irreversibly
- Resource base and type of tourist have been changed
- If the destination is large enough to cope with mass tourism, it will continue to thrive

4. Antagonism
- Irritations become more overt
- Tourism is seen as the harbinger of all that is bad
- Mutual politeness gives way to antagonism

3. Irritation
- Industry nearing saturation point
- Expansion of facilities required
- Encroachment into local way of life

2. Apathy
- Industry expands
- Tourists taken for granted
- More interest in profit making
- Personal contact becomes more formal

1. Euphoria
- Enthusiasm for tourist development
- Mutual feeling of satisfaction
- Opportunities for local participation
- Flows of money and interesting contacts

Stages Are Developed on a Time Sequence

Figure 2. Doxey's Index of Tourist Irritation Model with the Final Level

Determination of the Social limits of Capacity before Decline

Negative interaction between residents and tourists

Tourists sense unfriendliness

Local resistance increases toward visitors as a result of various perceived problems

Tourism visitation begins to decline

Commercialization increases in response to growing number of tourists

Generally friendly response but minor irritations develop and commercialization of tourism grows

Curiosity and friendly interest toward tourists

Social Carrying Capacity Limits

Increase Tourism Development or Tourists Size & Types

(Source: D'Amore, 1983, p.136)

Figure 3. Tourist-Resident Relationships: Theoretical Modeling of Social Capacity

Maturity

Sustaining Tourism Development, No Decline

Growth

Decline

Involvement

Intervention and Enhancement

Intervention and Enhancement

Intervention and Enhancement

and so on

Exploration

Number of Tourists
(Controlling Resort Carrying Capacity)

[Source: After El Halafawy, 1991]

Time

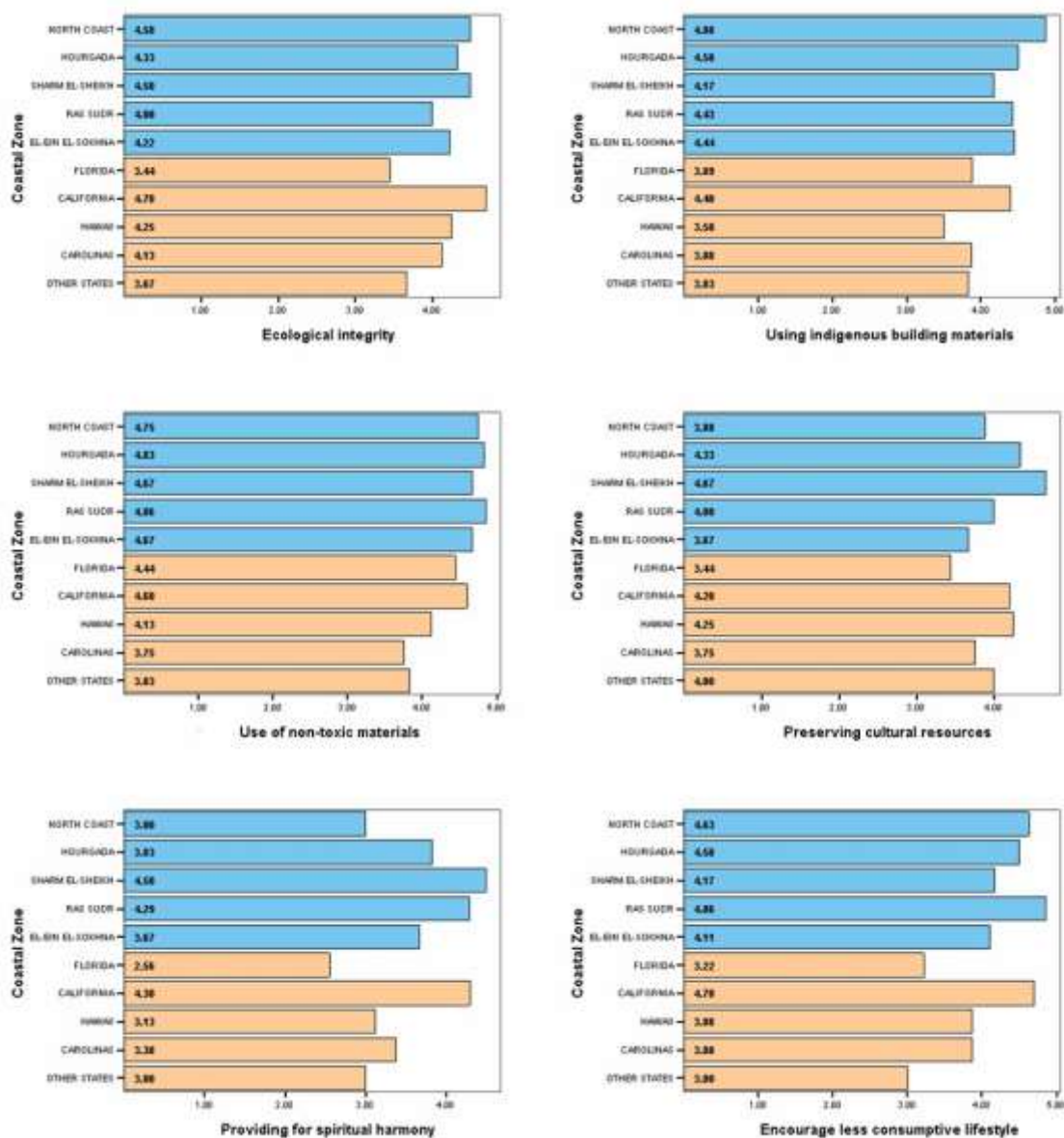**Figure 4. Proposed Evolution Model for Tourist Beach Resorts**

Figure 5. Importance of Incorporating Sustainability Principles in Protecting the Natural Environment
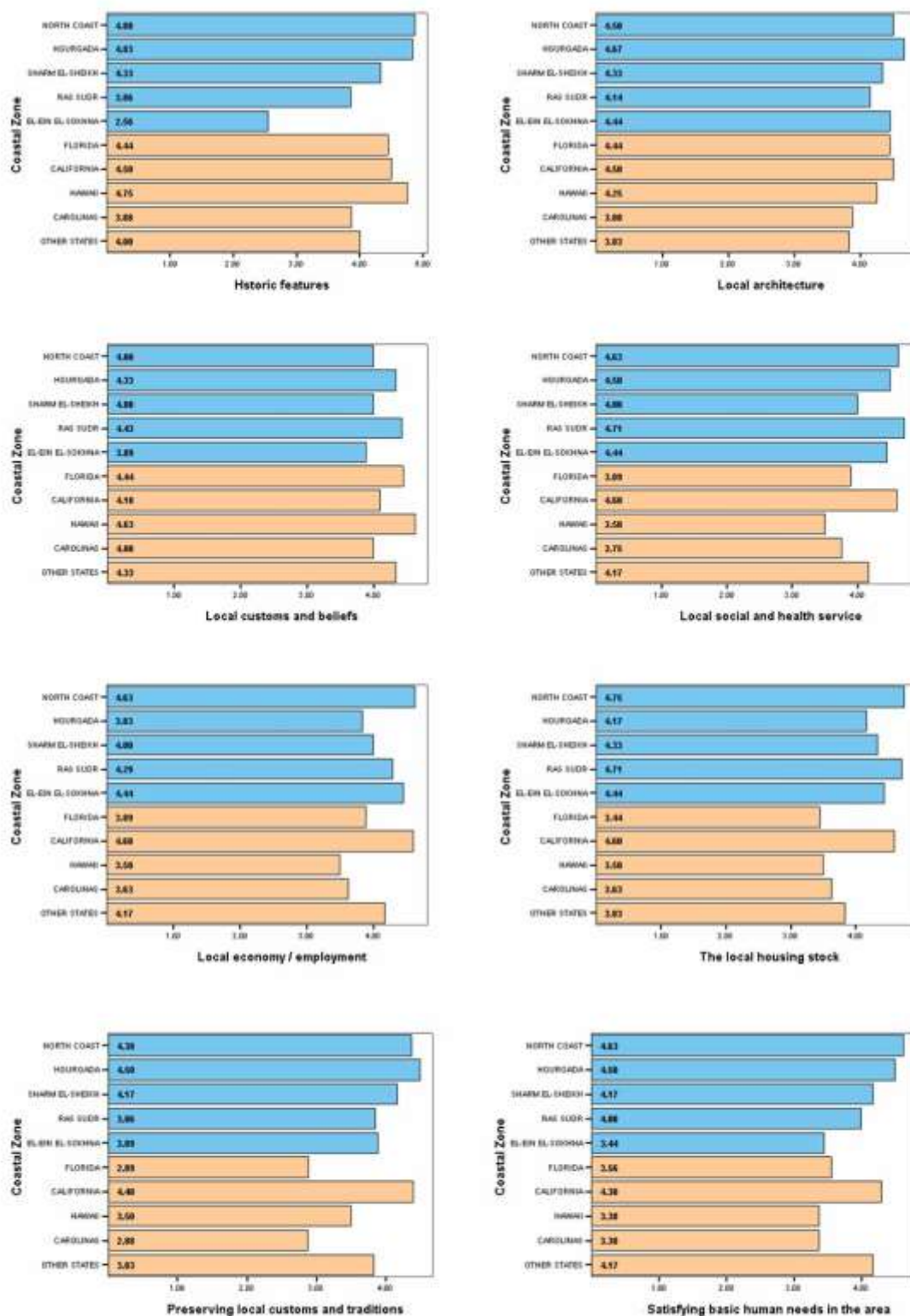
Figure 6. Importance of Incorporating Sustainability Principles in Protecting the Social and Cultural Environment
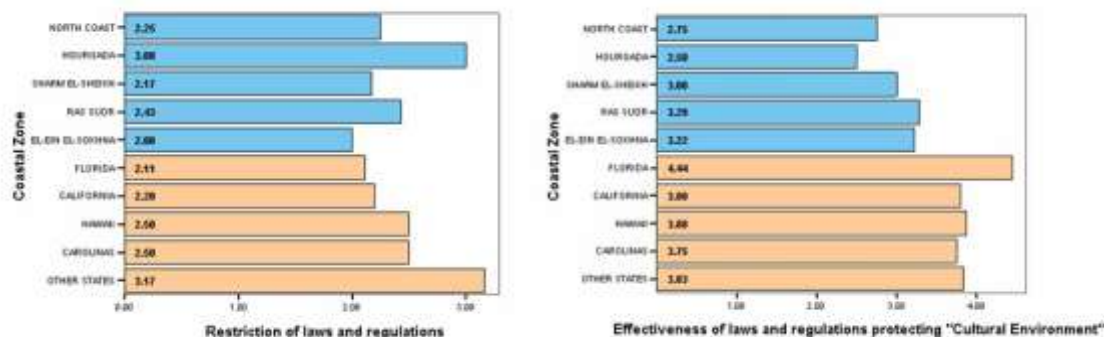
Figure 7. Effectiveness of Regulations Governing Coastal Development in Protecting "Natural" & "Sociocultural" Environments

Table 1: Economic Impacts of Tourism

POTENTIAL NEGATIVE ECONOMIC IMPACTS	POTENTIAL POSITIVE ECONOMIC IMPACTS
- Competition in the labor market and land prices - Loss of economic benefits if outsiders own and manage tourist facilities - Decreasing foreign exchange when tourism uses imported goods and services instead of taking advantage of locally available resources - Concentrating tourism in only a few areas of a country or region without corresponding economic development in other places can create economic distortions - Inflated local prices of lands, goods, and services - Loss and degradation of resources - Increased tendency to import - Seasonality of production - Creation of other external costs (i.e. maintenance)	- Public investments for restoration and protection of cultural resources - Increased national foreign exchange earnings - Enhanced government revenue - Created jobs - Improved family incomes - Support for direct and indirect costs of conservation and maintenance of tourism destination - Influence of tourism on other economic sectors - Encouragement of entrepreneurial activity

Table 2: Social Impacts of Tourism

POTENTIAL NEGATIVE SOCIAL IMPACTS	POTENTIAL POSITIVE SOCIAL IMPACTS
▪ Overcrowding of amenity features and transportation, shopping, and community facilities to the extent that residents cannot conveniently use them ▪ Over commercialization and loss of authenticity of traditional customs, arts, and crafts to suit tourists demands ▪ Increased "demonstration effect" on residents, especially young people, who may begin to imitate the behavior, dress, and lifestyle patterns of tourists ▪ Preemption of beaches and other tourist areas for exclusive tourist use ▪ Increased misunderstandings and conflict between residents and tourists because of differences in languages, customs, and value systems ▪ Exacerbation of problems of drugs, crime and prostitution	▪ Increased awareness of local people to the need to protect resources ▪ Develop renewed local pride in their culture ▪ Improved cross-cultural exchanges between tourists and local population ▪ Gaining mutual understanding and respect ▪ Overcoming ideological and religious barriers ▪ Improved transportation facilities and other infrastructure for tourism that residents can also utilize

Table 3: Cultural Impacts of Tourism

POTENTIAL NEGATIVE CULTURAL IMPACTS	POTENTIAL POSITIVE CULTURAL IMPACTS
▪ Loss of artifacts by unscrupulous sales people ▪ Enhancement of museums with greater interest in cultural resources ▪ Changes in the cultural landscape (e.g. Loss of traditional agriculture or a move away from traditional dwellings) ▪ Changes in the vocabulary of languages (e.g. The inclusion of western words and phrases in language) ▪ Pressures on religious places and shrines as a result of increased visitor numbers ▪ Decline in religious practices ▪ Changes to the traditional economic order (e.g. A move away from self-sufficiency to dependency) ▪ Dominance of leisure time by western television ▪ Changes in family structures and values ▪ Adoption of servile attitudes towards tourists ▪ Increase in prostitution ▪ Increase in criminality	▪ Increasing the demand for local, traditional crafts ▪ Increased demand for traditional drama, music and dance ▪ Renaissance of traditional festivals and other cultural and artistic events ▪ ▪ Increased awareness of, and demand for, traditional literary forms ▪ The growth of minority languages ▪ ▪ Increased importance of religious festivals and pilgrimages ▪ Increased variety of food