



## PRO-POOR TOURISM AS A PANACEA FOR SLUMS IN EGYPT

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### ABSTRACT

Poverty alleviation has been given high priority on the agendas of international organizations, governments, and civil society organizations in different parts of the world. The current study mainly aims to evaluate the situation of pro-poor tourism in Egypt; as being the international trend to use tourism as a tool to reduce poverty levels in impoverished slums areas particularly in developing and emerging countries.

This research handles three governorates as case studies representing different levels of welfare and poverty in Egypt; Fayoum as a model of Upper Rural & Urban region, Kafr el Sheikh as an example of Lower Rural & Urban region, and the Great Cairo as a model of Metropolitan city.

The study methodology focuses on the descriptive statistics techniques. The study reveals- in general- the absence or shortage of interest of pro-poor tourism in both of awareness and practice sides. So, the study- basically- insists on adopting national strategy and action plan to development of pro-poor tourism in Egypt in an attempt to stimulating and activating the role of tourism in the fight against poverty.

**Key words:** *Pro-Poor Tourism Slums Slum Tours Poverty Responsible SlumTours*

### INTRODUCTION

Poverty alleviation has been given high priority on the agendas of international organizations, governments and civil society organizations in different parts of the globe. In view of the nexus of growth, employment and poverty alleviation, it has been increasingly acknowledged worldwide that an effective poverty reduction strategy requires increasing the access of the poor to productive and decent employment; for although the causes of poverty worldwide are many, the most important are unemployment, underemployment, informal employment and low wages (El Laithy, 2011, P: 1).

Slumming is not a new phenomenon, rich people have been attracted by slums since they occurred as a result of the industrial revolution in the early 19th century (Fabian, 2010, P: 1)

The concept of 'slumming' has described a particular social practice for one and a half centuries; in this practice, members of wealthy population groups visit residential areas of poor urban groups in their leisure time. The origins of this practice lie in the metropolises of the North, especially in Britain (London) and the USA (New York), where modern (urban) tourism also evolved (Steinbrink, 2012, P: 4).

Some raising questions of intent and provoking fiery discourse on the ethics of the popularly embraced social practice. Is "slumming", as its advocates insist, a fruitful exercise in cultural immersion, fostering awareness, empathy? Or is it a voyeuristic enterprise that exoticizes slum residents like caged animals in a zoological exhibitions? (Tsuruoka, 2013, P: 1).

However, Pro-Poor Tourism (PPT)/slum tourism is still fairly imprecise term. PPT tourism allows the tourist to engross him/herself "in a more primitive society, in which the tourist could reflect on his/her own identity in modern society in comparison to the 'other' (Delic, 2010, P: 2). Moreover, slums (e.g. favelas, townships and other notations) have long tempted popular imagination. They have been and are scandalized, fought, bulldozed down and walled in. At the same time however, they are idealized and sought out as places displaying a more authentic humanity, flourishing culture and deviant, but inventive entrepreneurship. The concept of PPT/slum tourism remains popular today and is being addressed in a growing body of academic and practitioner's research (www.tourism review.com, 2009, P: 3).

It was said that approaches such as pro-poor tourism and the United Nations world Tourism Organization (UNWTO) Sustainable Tourism-Eliminating poverty project are seen as greatly enhancing the chances of the poor benefiting from tourism (Sahli and Davidson, 2015, P: 167).



The main objective of Pro-Poor Tourism (PPT) is to increase the 'net income' of the different segments of a community with the lowest income. According to the PPT concept, net income is the benefits associated with tourism development minus the possible economic costs (Gascon, 2014, P: 3). In additions, PPT is a development methodology that aims to use tourism as a tool for poverty reduction. So, PPT has been adopted by multilateral institutions, official development agencies and Non-Governmental Organizations (NGOs) (Fabian, 2013, P: 177).

Added to that, stakeholders of PPT (PPT' promoters, tour providers as well as tourists...etc) claim that this form of tourism contributes to development in slums by creating a variety of potential sources of income and other non material benefits. In academic reflections on PPT, there have been multiple attempts to evaluate its potential to relieve poverty; however, both a link to existing debates in the broader tourism field as well as a synthesis of the approaches is lacking. Whereas PPT is like any other form of tourism operated in an organized manner generates employment, income and thus contributes towards economic development of the economy. However, this activity is a delicate issue and requires a cautious and watchful implementation (Costa, 1991, P: 1). Furthermore, PPT is still a little tabu, just like a sex tourism and many other popular, but commonly avoided topics. People do this, but are afraid to name it.

In sum, PPT determines the impact of tourist activities based on their capacity to increase the net income of the impoverished sector of the population. Any tourism model that achieves this objective is a valid model against (Gascon, 2014, P: 3).

In developing countries there were estimates that an average of 50 – 70 % of the worlds urban populations live at the level of extreme destitution. Furthermore, residents in slums are at risk from diseases and injuries accompanied with poor sanitation, unsafe drinking water, dangerous roads, polluted air, indoor air pollution and toxic wastes. So, it is crux to contribute towards reducing poverty in these places (Afify, 2008, PP: 1-2). In the same side, while the morally controversial practice of slum tourism has raised much attention and opinionated debates in the media for several years, academic research has only recently started addressing it as a global phenomenon (Routledge, 2012, P: 1).

This study seeks to answer the following questions: (1) Do tourism academics and experts in Egypt have an idea about the PPT?; (2) Are PPT tours applied in a responsible way towards local people in Egypt's slums?; (3) Is there a role of PPT in poverty relief in Egypt?; and (4) What are obstacles that stand up to application of PPT tours in Egypt?.

The objectives of the current study are to: (1) Measure level of awareness about the concept of PPT tourism in Egypt; (2) Identify important characteristics of conducting responsible PPT tours; (3) Evaluate the role of PPT in poverty relief in Egypt; and (4) Shed light on the basic challenges that encounter conducting PPT programs in Egypt.

## REVIEW OF LITERATURE

### PPT (The historical background and the dimensions of concept)

PPT/slum tourism has a long history (Odede, 2010, P: 2) and there is no clear and universal definition of a PPT/slum tourism (Jaffe and Durr, 2012, P: 114; Rogerson, 2014, P: 21). Contrariwise PPT is the concept which is on the rise the world over. This term has many synonymous such as AKA poverty tourism, reality tourism, poorism, misery tourism, exotic tourism or poverty porn tourism, volunteer, ethical and other forms of responsible tourism (Jaffe and Durr, 2012, P: 114; Engelhart, 2014, P: 2).

The majority of conventional definitions of slums are linked to urban areas and informal housing or areas of poor quality of housing characterized by multi-occupancy, poverty and over crowding (Nuisssl and Heinrichs, 2013, P: 107). However, in many countries the application of slum tourism has emerged the concentration of poverty in rural areas such as the case of South Africa where the worst absolute levels of poverty in rural areas (CSIR, 2013; Rogerson, 2014, P: 21). On the contradictory sides, Fabian (2010, PP: 1-2) explains many slums areas around the world have become significantly gentrified and have led to the growing of unique cultural communities. Harlem in New York is a prime example, the area once associated with violent crime, drugs and sex trade has emancipated itself out of this as travellers have become attracted to the people, the music and the atmosphere of this multidimensional neighbourhood.



Rogerson (2014, P: 19) defined PPT/slum tourism is expanding domain of research focused on organized tours to poorer areas of cities in global south, such as South Africa's urban townships. For Rolfes et al. (2009, P: 11) PPT/slum tourism is guided tours into slums which are a standard in the city tourism of the developing or emerging countries.

Tsurouka (2013, P: 1) defined PPT/slum tourism as recreational visiting of impoverished urban communities and gaining traction as a form of foreign leisure.

The concept of PPT began in poor districts of London 1884, and spread to Manhattan at around the same time. In the beginning of 1990s, guided tour of a slum in Rio de Janeiro was initiated and the concept has found popularity in Buenos Aires, New Delhi, Mumbai, Nairobi and Johannesburg (Costa, 1991, P: 1). This due to tourism is one of the few ways that enable us to understand what poverty means (Hanrahan, 2013, P: 2). Furthermore, PPT/Slum tourism involves transforming poverty, squalor and violence into a tourism product (Jaffe and Durr, 2012, P: 113).

PPT is mainly performed in urban areas of developing countries, most often named after the type of areas that are visited ([www.en.wikipedia.org](http://www.en.wikipedia.org), 2010, P:1):

- Township tourism: in post-apartheid South Africa and Namibia. South African settlements are still visibly divided into wealthy, historically white suburbs and poor, historically black townships, because of the effects of apartheid and racial segregation.
- Favela tourism: in Brazil
- Jakarta Hidden Tours in Jakarta, the capital city of Indonesia.
- Social or religious divisions: New York City, Toronto, and Belfast, Northern Ireland.

The United Nations defined a slum as, "a run-down area of a city characterized by substandard housing and squalor and lacking in tenure security (Ma, 2010, P: 2). Delic (2010, P:4) pointed out that PPT claims to be an authentic representation of life in the slums but one must question whether or not the residents' behaviour become altered with an influx of tourists arriving and departing after only a few short hours each day.

Odede (2010, P: 3) answered the Delic question saying that slum tours will come to nothing and slums will not go away due o a few dozen of visitors have spent a time limited walking around them. Also, PPT/slum tourism is a one-way street; tourists get photos and poor people lose a piece of their dignity. He added there are solutions for misery and poorism but they will not come about through tours.

### **Pro-Poor tours**

Slum tours are a new travel experience gives visitors a glimpse into the harsh lives of impoverished people (Gentleman, 2006, P: 1).

It is important to note that a typical PPT/slum tour is hard to define. These tours cater to different travel budgets, targeting low-budget backpackers as well as the premium tourism sector. Tours range from community-based approaches with a high level of residents' involvement to trips almost entirely conducted by entrepreneurs, with limited residents' participation (Jaffe and Durr, 2012, P: 114).

PPT' tours are created so that groups are guided by a chaperone and they take a trip to-for example- a rural village where each tourist stays with a resident for a matter of days or weeks. The price covers travel expenses, operator fees, food, supplies, profit, and a donation to a charitable organization (Steirbrink, 2012, P:3).

According to Gentleman (2006, P: 3) and Ma (2010, P: 2), PPT' tours are typically three hours long guided tours done on foot or in a vehicle. Most tours offer tourists the chance to enter the homes or businesses of slum residents, where a guide would describe the experience of slum life. Due to language barriers, slum tourists do not generally interact with local residents directly or through the tour guide. Many tours, including those in Rio de Janeiro and Mumbai, also bring tourists to the rooftop terrace of a slum house, where they get a panoramic view of the entire slum. Moreover, PPT/slum tours are generally divided into two categories: cultural or entertainment tours. Cultural tours are by far the more common of the two slum tourism more closely fits a model of moral tourism, which offers "difference and cultural sophistication".



Other literature said that most motivations of slum tourists are curiosity, social comparison, entertainment, education, or self-actualization. Moreover, the common periods for PPT tourism are Christmas and valentins's day, and tourists are individuals without family (Hanrahan, 2013, P: 2).

Delic (2010, P:6) said that there are six ways that poverty tours can become more sensitive and empowering as follows:

- Local residents are employed.
- The majority of profits accrue to the community.
- Good behavior is reinforced and bad behavior sanctioned.
- The local economy is supported.
- The tourist agency fosters the tourists' open-mindedness.
- New infrastructure should be built for the residents, not to accommodate the tourists

An overwhelming majority of visitors to slum destinations are deemed curious, rich Westerners. This is clear in fieldwork by Ma (2010) from Reality Tours & Travel in Mumbai, Americans and Australians with an average annual income of \$100,000 make up the largest proportions of visitors. Long haul travelers saturate the market as it is rare that members of the surrounding city dare to journey into the depths of the slums that are in their own backyards. This can be seen as only 5% of visitors in Ma's research were from India. PPT attracts a relatively balanced amount of female and male visitors, drawing tourists ranging from 25 to 55 years of age (Delic, 2010, P: 2).

According to reality tours & travel company (2013, PP: 1-2) slum tourism trips should basically walk tours; small sizes groups; tourists donate, volunteer and buy merchandise of slum people.

### **Experiences of Pro-Poor Tourism**

The researcher in current study benefits from literature review and case studies to design questionnaire form and to set objective of the research.

Case (1): Kibera – Nairobi, Kenya: (Osman, 2014, P: 3)

#### **Objectives of study**

- a) To determine the main tourism attractions in Kibera slum.
- b) To determine the perceptions of Kibera's slum dwellers, Kenya Tourism Board and Victoria Safaris of PPT.
- c) To determine if there were any benefits of PPT to the residents of Kibera slum.

#### **Benefits for the current study**

Are to shed light on the following issues in the areas of slums in Fayoum:

1. Activating the role of the local community in slum tours.
2. Enhancement of community awareness of the importance of economic avails and job creation resulted from pro-poor tourism.

Case (2): Rocinha-Rio de Janeiro, Brazil: (www.tourismconern.org.uk, 2014, P:2)

#### **Objectives of study**

1. To enable local community has a say in tourist development.
2. To provide a better understanding on how slum tours effect their communities.

#### **Benefits for the current study**

Are to stand on the following facts:

The benefits that tourism could bring by the investments in local social projects

Possibility to improve the image of Pro-Poor Tourism in local communities through the tours for tourists

Case (3): Cape Town – South Africa: (Søderstrøm, 2010, PP: 3-7)

**Objectives of study**

In the course of her research on township tourism in Cape Town, Ms. Söderström developed a list of 12 guidelines to explore what have been suggested as ways to ensure that tours are operating as responsibly as possible, particularly emphasizes social and economic benefits for the local communities.

**Benefits for the current study**

The main benefit is to be aware about the main characteristics and dimensions of slum tours. For examples, slum tours should:

- Encourage donations to local hosts.
- Provide fair pay to guides.
- Promote tourist purchases and donations.
- Compensate local families visited during tours.
- Improve best practice responsible tourism, and the first step will be to facilitate better communication with the local population.
- Supervise by the local government, in encouraging sightseeing tours and created policies on responsible tourism
- Make tours and walking with small groups

Case (4): Kumarakom- Kerala, India: (Michot, 2010, P: 2)

**Objectives of this study**

- Analyse the tourism pro-poor policy recently implemented in Kerala
- Focus on the history, the road map and the implementation process of the “Responsible Tourism Initiative” (RT) in order to identify the steps taken to fight poverty through tourism activities.
- Intends to assess the different benefits, financial and non financial, that may brought to the local communities through their interaction with tourism industry.
- Analyzing the very specific context in which this policy takes place and to interrogate whether the PPT policy put in place in Kerala could be effectively replicated elsewhere.

**Benefits for the current study**

The main benefit is to realize the importance of the governmental and non-governmental organizations and other initiatives in developing PPT/slum tourism.

Case (5): Uctubamba Valley, Perua: (Wood, 2005, P: 120)

**Objectives of study**

- To perform a sustainable livelihood analysis to ascertain the potential role and impacts of tourism on the livelihoods of communities.
- To identify the barriers to involvement which may be experienced by groups within the communities, particularly the poor and marginalized
- To ascertain the opinions of the existing tourist market towards services and products within and around the Kuelap site.

**Benefits for the current study**

Shedding light on two basic dimensions of PPT/slum tourism as follows:

Community analysis to identify the obstacles that prevent it from participating in PPT activities and operations

The views of tourists in the services provided.

Case (6): Dharvi, Mumbai, India - (Costa, 1991, P: 3; Melik, 2010, PP: 1-4)

### Objectives of study

- To define the concept of PPT.
- To determine the costs of the PPT from the perspective of tourists.
- Recognize the benefits that the people of the slums received from this tourism.
- To determine the travel motivations for slum tourists.
- To provide an exploratory study into PPT, to be a foundation for future research.
- To identify the expected cost of tourism slums.

### Benefits of this study

- Define the concept of the PPT.
- Identify the expected cost of tourism in slums.
- Determine the quality and nature of the areas that require PPT.
- Recognize the usefulness of the slum-dwellers of this tourism.
- Determine the real motives behind the PPT whether it's because of people's preference for collective travel or moral.
- Determining the difference between the targets of PPT/slum tourism for both genders.

### METHODOLOGY

In this section the researcher gives details about the method of research used and analysis of the information gathered for the current study.

#### Descriptive analytical method and case study technique

This study adopts Descriptive Analytical approach. The principal purpose of the descriptive method is to evaluate things and conditions in their natural cases. The adopted research is analytical using SPSS version 22. For the case study method, it has importance in data collection and analysis in descriptive approach. The following is a short description of Fayoum and tourism attractions

Geographically, Egypt is divided into seven regions: Metropolitan; including Cairo, Alexandria, Port Said and Suez governorates, Lower Urban and Lower Rural; which include urban and rural areas of Damietta, Dakahlia, Sharkia, Qualiobia, Kafr el Sheikh, Garbeyya, Menoufia, Beheira, Ismailia governorates, Upper Urban and Upper Rural ; which include urban and rural areas of Giza, Bani Suef, Fayoum, Menia, ,Assiut, Sohag, Qena, Aswan and luxor governorates, and Border Urban and Border Rural; which include urban and rural areas of Red Sea, New Valley, Matrouh, North Sinai and South Sinai governorates (El Laithy, 2011, P: 29).

In Egypt, overall poverty masks differences in welfare among regions and among governorates within the respective regions. The incidences of poverty are highest in Upper rural regions. In general, rural areas in all regions have higher poverty measures than their urban counterparts; with a poverty incidence in rural areas double that of urban areas. Using the lower poverty line, in 2009 as an example, poverty incidence is highest in the Upper Rural region (46.1%), followed by Upper Urban region (21.7%) and is the lowest in the Metropolitan region (6%). Differences in poverty measures across regions are thus statistically significant, and the ranking of regions remains unchanged for other measures of poverty. This indicates that not only do poor households in the Upper Rural region represent large proportions of their population, but that their expenditure level is far below the poverty line (El Laithy, 2011, P: 5).

In the current study the researcher-in a comparative manner- takes the Fayoum governorate as an example of Upper Rural and Urban governorate; Great Cairo as a Metropolitan Governorate; and Kafr el Sheikh as Lower Urban and Rural governorate.

For more details- as an example- Fayoum is located 90 kilometers South-West of Cairo. Its climate is moderate most times of the year. Fayoum has many tourist attractions (Attaalla et al., 2008, PP: 4-10):

- Qasr Qarun and the Valley of Whales.
- The Springs Area and the Monastery of Saint Macarius.
- Qasr El-Sagha Temple, Prehistory site, Deir Abo Lifa.
- Handicrafts and Camel Trekking.



- Desert Hiking on Modawara Mountain.
- Bird Watching and Water Falls Area.
- Lahon pyramid, Deir El-Malak Gabriel, Om El-Borigat.
- Hawara Pyramid, Deir El-Azab, Medinet Madi, Nazla Village.
- El-Seleen Village, Fishermen Boats on the Lake
- Rural life in traditional Ezba.
- Many mosques.
- Other pyramids.
- Other historical cities.
- Other monasteries.

According to Egyptian Specialist National Councils (2004), World Bank report (2008) and United Nations Development Program for Arab Countries (2009, P: 114); poverty percentages in Egypt and Fayoum were and expected to be as follows:

The year 1990; in Egypt 24.34 % and in Fayoum 40.47 %

The years 2008-2009; in Egypt 40.93 % and no information about Fayoum

The year 2015; in Egypt 10.80 % and in Fayoum 23.97

In general note, poverty percentage in Fayoum governorate is higher than that in Egypt as a whole through time. This result gives fundamental importance for this current research and the indeed need of development and conducting pro-poor tours and activities in slums of Fayoum.

#### SAMPLE AND QUESTIONNAIRE

The current research depends on the simple random for data collection. The sample size is 30 subjects with equal distribution on the three governorates. The distribution and feedback of questionnaire forms takes 25 days. The questionnaire design includes 22 questions. Most of questions have the same scale of answer with choices Yes =3, Neutral = 2 and No = 1.

#### SPSS FOR DATA ANALYSIS

The Statistical Package for Social Sciences (SPSS - V- 20) is used for analyzing data. Techniques of analysis are Frequencies, Mean, S. Deviation, S. Error of Mean, Crosstabs, and One- Way Anova Analysis to test Significance of Variance.

#### FINDINGS AND RESULTS

This section includes a detailed presentation of the results of the study in light of questions put forward, which aimed to detect slum tourism and its impact on the local community, also includes a discussion of the results of the study and interpreted according to the sequence of questions Below is a detailed presentation of the results of the study and discussed.

**Table 1: SPSS frequencies and central dispersion methods**

Item	Frequencies			Mean	Std. Error of Mean	Std. Deviation
Have you before heard about the concept of pro-poor/slum tourism?	No 12	Neutral 8	Yes 10	1.93	0.159	0.868
Do you think that pro-poor tourism is a viable type of tourism for practice in Egypt?	No 12	Neutral 9	Yes 9	1.90	0.154	0.845
In the environment around you in your governorate of work or residence, which slums on beaten track (places in high poverty level and have tourism attractions or are close to	Fayoum	- Lahon - Elsofy, tunis, Nazla - Qouta - Abo Nema - Salakhana, Dar	8 6 3 2 1	-	-	-



Item	Frequencies			Mean	Std. Error of Mean	Std. Deviation
outstanding tourism attractions) are suitable for pro-poor tourism (state 3 places)?		Ramad, Shakshok, and Qaroun				
	Kafr el Sheikh	- Sidi Talha & Tal Al Fraein - Sidi Ibrahim & all districts of Fowah city	6 4	-	-	-
	Great Cairo	-Old Cairo districts -Saqqara & Nazla Saman -Zabalein & Masbero Square districts	5 3 2	-	-	-
Are there any pro-poor tourism policy and travel agencies specialized in conducting pro-poor /slum tours in Egypt?	No 5	Neutral 21	Yes 4	1.97	0.102	0.556
In case of existence of pro-poor tourism tours in Egypt, are they applied in a responsible and ethical manner?	No 2	Neutral 24	Yes 4	2.07	0.082	0.450
Do you think practicing pro-poor tourism tours will bring investment and economic improvement to slums in Egypt?	No 1	Neutral 23	Yes 6	2.07	0.084	0.461
Do you think pro-poor tourism can give slum dwellers in Egypt a chance to participate in developing their living conditions?	No 1	Neutral 11	Yes 18	2.57	0.104	0.568
Now, are there tourists visiting slums in Egypt?	No 4	Neutral 7	Yes 19	2.50	0.133	0.731
Local people benefit from tourists visiting their slums?	No 2	Neutral 7	Yes 21	2.63	0.112	0.615
Do local people participate any role in their slums tours activities?	No 1	Neutral 19	Yes 10	2.30	0.098	0.535
Do local people encourage pro-poor tourism in their slums?	No 1	Neutral 18	Yes 11	2.33	0.100	0.547
Pro-poor tourism tours in Egypt's slums are: - Individuals - Groups		27 3		1.10	0.056	0.305
Pro-poor tourism tours in Egypt's slums are: - Walking Tours - Veichle Tours		27 3		1.10	0.056	0.305
Do you think tourists have	No	Neutral	Yes	2.00	0.152	0.830





Item	Frequencies			Mean	Std. Error of Mean	Std. Deviation
good behavior in Egypt's slums?	10	10	10			
Do you think that tour operators care about tourist's behavior in Egypt's slums?	No 11	Neutral 10	Yes 9	1.93	0.151	0.828
Do you think that tourists using photography in a kind way for local people in Egypt slums?	No 11	Neutral 9	Yes 10	1.97	0.155	0.850
Do you think tour companies allow guides to take tipping from tourists giving back to local people of Egypt' slums?	No 1	Neutral 17	Yes 12	2.37	0.102	0.556
Do tour companies provide compensation to households in Egypt slums?	No 2	Neutral 20	Yes 8	2.20	0.101	0.551
Do tourists spend money on local purchases in Egypt's slums?	No 1	Neutral 7	Yes 22	2.70	0.098	0.535
Do tourists donate to the local communities (dwellers- non-profit organizations- social work organizations etc) in Egypt's slums?	No 1	Neutral 12	Yes 17	2.53	0.104	0.571
Do travel agencies provide tourists with all details about the customs and traditions in Egypt's slums?	No 6	Neutral 18	Yes 6	2.00	0.117	0.643
Do travel agencies get feedback from slums' residents every time about slum tours conducted in their slum?	No 13	Neutral 17	Yes zero	1.57	0.092	0.504

Table (1) shows the following deductions:

In ordinal measure questions with the three rank options; frequencies of option “No” have the high percentage in 4 questions, while those of option “Neutral” gain the top position in 9 questions, the frequencies of option “Yes” have the great value in 5 questions, and finally, the all options are equal in one question.

Regarding nominal measure questions with dichotomous options, the top value goes to both the individuals and walking tours for pro-poor tourism. This result is in fit with what is being said by both Reality Tours & Travel Company (2013, PP: 1-2) and Söderström (2010, PP:3-7) in the case of Cape Town in South Africa.

While for nominal measure questions with stiring type and according to respondents' answers; Lahon area is the first proposed slum that is in persistent need to benefit from pro-poor tourism tours in Fayoum. Both of Sidi Talha district and Tal Al Fraein area are the most suggested places to adopt and practice pro-poor tourism tours in Kafr el Sheikh, finally all districts of Old Cairo can be targeted for pro-poor tourism tours.

It is clear that the Mean of sample is matching with the population Mean and as a consequence there is a credibility and validity for all the current research results and could be useful for any future studies about pro-poor tourism. This is since all degrees of Std. Error of Mean are less than the number whole one. Also it is obvious that there is no dispersion among respondentsanswers about values of Mean for all questions, where the degree of Std. Deviation are less the number whole one.



The results reveal that nearly close to half (12 persons) of the sample’s subjects don’t hear about the concept of pro-poor tourism. Thus this is a contradictory indicator to what said by Fabian (2010, P: 1) as slumming is not a new phenomenon and slums occurred as a result of the industrial revolution in the early 19 century.

According to nearby half (12 persons) of respondents, pro-poor tourism is not a viable product in Egypt. In light of what mentioned in section 3-1 of methodology of this current study about poverty percentage in Egypt; this point of view is disregarding saying of Gascon (2014, P: 3) that pro-poor tourism can increase the net income of local people in slums with lowest income. Moreover, saying of Hanrahan (2013, P: 2) that tourism is one of the few ways that enable us to understand what poverty means.

Respondents see in a positive way that there are tourists visiting slums in Egypt; local people participate in pro-poor tourism tours in their slum and they benefit from them; tourists buy local purchases in slums; and tourists give donations for local people and some local institutions. These benefits mentioned in this point is in line with what stated in the case of Kibera- Nairobi in Kenya by Osman (2014, P: 3) and the case of Cape Town in South Africa by Söderström (2010, PP:3-7).

Respondents can’t give a determined point of view about the following elements: existence of a pro-poor tourism policy by the Egyptian government- as in the case of Kumarakom- kerala, India; existence of travel agencies specialized in the market of pro-poor tourism; the responsible practice and application of pro-poor tourism; the ability of pro-poor tourism to encourage and improve the investments in poor areas as in the case of Rocinha- Rio de Janerio, Brazil and what said by Delic (2010, P: 6); encouraging local people for pro-poor tourism in their slums; guides giving back tip and compensate households in slums as in the case of Cape Town – South Africa; travel agencies which provide tourists with details about local traditions and customs of slums; and finally if the travel agencies develop a feedback report about conducted pro-poor tourism tours.

All options available for respondents’ answers about the criterion of tourists behaviour in slum are equal (No= 10, Neutral= 10, Yes= 10).

**Table 2: SPSS frequencies and central dispersion methods according to governorate**

Item	Mean			Std. Error of Mean			Std. Deviation		
	Fayoum	Kafr el Sheikh	Great Cairo	Fayoum	Kafr el Sheikh	Great Cairo	Fayoum	Kafr el Sheikh	Great Cairo
Have you before heard about the concept of pro-poor/slum tourism?	2.20	2.60	1.00	0.622	0.267	0.000	0.789	0.516	0.000
Do you think that pro-poor tourism is a viable type of tourism for practice in Egypt?	2.10	2.60	1.00	0.544	0.267	0.000	0.738	0.516	0.000
In the environment around you in your governorate of work or residence, which slums on beaten track (places in high poverty level and have tourism attractions or are close to outstanding tourism attractions) are suitable for pro-poor tourism (state 3 places)?	-	-	-	-	-	-	-	-	-
Are there any pro-poor tourism policy and travel agencies specialized in conducting pro-poor /slum tours in Egypt?	1.50	2.40	2.00	0.278	0.267	0.000	0.527	0.516	0.000
In case of existence of pro-poor tourism tours in Egypt, are they applied in a responsible and ethical manner?	1.80	2.40	2.00	0.178	0.267	0.000	0.422	0.516	0.000
Do you think practicing pro-poor tourism tours will bring investment and economic	2.10	2.40	2.00	0.322	0.267	0.000	0.568	0.516	0.000

Item	Mean			Std. Error of Mean			Std. Deviation		
	Fayoum	Kafr el Sheikh	Great Cairo	Fayoum	Kafr el Sheikh	Great Cairo	Fayoum	Kafr el Sheikh	Great Cairo
improvement to slums in Egypt?									
Do you think pro-poor tourism can give slum dwellers in Egypt a chance to participate in developing their living conditions?	2.30	2.40	3.00	0.456	0.267	0.000	0.675	0.516	0.000
Now, are there tourists visiting slums in Egypt?	2.10	2.40	3.00	0.989	0.267	0.000	0.994	0.516	0.000
Local people benefit from tourists visiting their slums?	2.50	2.40	3.00	0.722	0.267	0.000	0.850	0.516	0.000
Do local people participate any role in their slums tours activities?	2.50	2.40	2.00	0.500	0.267	0.000	0.707	0.516	0.000
Do local people encourage pro-poor tourism in their slums?	2.40	2.60	2.00	0.489	0.267	0.000	0.699	0.516	0.000
Pro-poor tourism tours in Egypt's slums are:									
Pro-poor tourism tours in Egypt's slums are:	1.30	1.00	1.00	0.233	0.000	0.000	0.483	0.000	0.000
Pro-poor tourism tours in Egypt's slums are:	1.30	1.00	1.00	0.233	0.000	0.000	0.483	0.000	0.000
Do you think tourists have good behavior in Egypt's slums?	2.40	2.60	1.00	0.267	0.267	0.000	0.516	0.516	0.000
Do you think that tour operators care about tourist's behavior in Egypt's slums?	2.40	2.40	1.00	0.489	0.267	0.000	0.699	0.516	0.000
Do you think that tourists using photography in a kind way for local people in Egypt slums?	2.50	2.40	1.00	0.500	0.267	0.000	0.707	0.516	0.000
Do you think tour companies allow guides to take tipping from tourists giving back to local people of Egypt' slums?	2.50	2.60	2.00	0.500	0.267	0.000	0.707	0.516	0.000
Do tour companies provide compensation to households in Egypt slums?	2.00	2.60	2.00	0.444	0.267	0.000	0.667	0.516	0.000
Do tourists spend money on local purchases in Egypt's slums?	2.50	2.60	3.00	0.500	0.267	0.000	0.707	0.516	0.000
Do tourists donate to the local communities (dwellers- non-profit organizations- social work organizations ...etc) in Egypt's slums?	2.00	2.60	3.00	0.222	0.267	0.000	0.471	0.516	0.000
Do travel agencies provide tourists with all details about the customs and traditions in Egypt's slums?	1.40	2.60	2.00	0.267	0.267	0.000	0.516	0.516	0.000
Do travel agencies get feedback from slums' residents every time about slum tours conducted in their slum?	1.30	1.40	2.00	0.233	0.267	0.000	0.483	0.516	0.000

Table (2) provides some results as follows:



Most respondents of each governorate go to the option “Neutral= 2”. This is the same as mentioned in table (1); and is compatible with speech of Rogerson (2014, P: 21) saying that there is no clear and universal definition and dimensions of pro-poor tourism, and Costa (1991, P: 1) pointing out pro-poor tourism is still a little tabu such as sex tourism which are commonly avoided topics.

Answers of Fayoum governorate occupy the first rank of the Mean values in two issues which are participation of slums’ dwellers in pro-poor tourism tours (Mean= 2.50); and the kind behaviour of tourists in taking photos about slums’ residents (Mean= 2.50).

Answers of Kafr el Sheikh gain to the highest Mean values in close to half of dimensions including: hearing about the concept of pro-poor tourism (Mean= 2.60); pro-poor tourism as a viable product in Egypt (Mean= 2.60); pro-poor tourism governmental policy and specialized travel agencies (Mean= 2.40); responsible conducting and application of pro-poor tours in Egyptian slums (Mean= 2.40); ability of pro-poor tourism to improve investments in poor areas (Mean= 2.40); local people encouraging pro-poor tourism (Mean= 2.60); the good behaviour of tourists during visiting slums (Mean= 2.60); guides give back tip for local citizens in slums (Mean= 2.60); compensation to households in slums (Mean= 2.60); and lastly travel agencies present details about traditions and customs of slums for tourists (Mean= 2.60).

Cairo governorate responses take the first position in the following elements: pro-poor tourism raises participation of dwellers (Mean= 3.00); there are tourists visiting poor areas in Cairo (Mean= 3.00); slums’ people benefit from tourists (Mean= 3.00); tourists spend their expenditures on local purchases in slums (Mean= 3.00); and tourists give donations and charity actions in slums (Mean= 3.00); and an example of these donations is an Egyptian tourist guide says that he saw tourists gave monetary sums for some poor children in the area of Saida Aisha square in Cairo.

All respondents in the three governorates are agree that most of pro-poor tours are individuals (Mean values= 1.30, 1.00, and 1.00); and majority of pro-poor tours are walking tours (Mean values= 1.30, 1.00 and 1.00) for Fayoum, Kafr el sheikh, and Cairo in respectively.

It is clear that results in table (2) are compatible with real field (Std. Error of Mean all values are less the whole one). Moreover, there is no dispersion among respondent’s points of view pertaining to Mean’s degrees at each governorate (Std. Deviation values are less than the whole one).

**Table 3: SPSS crosstabs analysis between respondent variable and other variables**

Item	Chi <sup>2</sup>	Eta
Have you before heard about the concept of pro-poor/slum tourism?	0.000	0.668
Do you think that pro-poor tourism is a viable type of tourism for practice in Egypt?	0.000	0.675
In the environment around you in your governorate of work or residence, which slums on beaten track (places in high poverty level and have tourism attractions or are close to outstanding tourism attractions) are suitable for pro-poor tourism (state 3 places)?	0.000	-
Are there any pro-poor tourism policy and travel agencies specialized in conducting pro-poor /slum tours in Egypt?	0.000	0.556
In case of existence of pro-poor tourism tours in Egypt, are they applied in a responsible and ethical manner?	0.011	0.329
Do you think practicing pro-poor tourism tours will bring investment and economic improvement to slums in Egypt?	0.129	0.321
Do you think pro-poor tourism can give slum dwellers in Egypt a chance to participate in developing their living conditions?	0.020	0.513
Now, are there tourists visiting slums in Egypt?	0.000	0.522
Local people benefit from tourists visiting their slums?	0.004	0.359
Do local people participate any role in their slums tours activities?	0.022	0.399
Do local people encourage pro-poor tourism in their slums?	0.020	0.513
Pro-poor tourism tours in Egypt’s slums are:	0.036	0.408
Pro-poor tourism tours in Egypt’s slums are:	0.036	0.408
Do you think tourists have good behavior in Egypt’s slums?	0.000	0.872
Do you think that tour operators care about tourist’s behavior in Egypt’s slums?	0.000	0.766



Item	Chi <sup>2</sup>	Eta
Do you think that tourists using photography in a kind way for local people in Egypt slums?	0.000	0.773
Do you think tour companies allow guides to take tipping from tourists giving back to local people of Egypt' slums?	0.011	0.587
Do tour companies provide compensation to households in Egypt slums?	0.008	0.406
Do tourists spend money on local purchases in Egypt's slums?	0.127	0.388
Do tourists donate to the local communities (dwellers- non-profit organizations- social work organizations ...etc) in Egypt's slums?	0.002	0.745
Do travel agencies provide tourists with all details about the customs and traditions in Egypt's slums?	0.000	0.632
Do travel agencies get feedback from slums' residents every time about slum tours conducted in their slum?	0.003	0.577

Table (3) displays the following details:

There is a clear relationship and impact of the type of respondent on their answers of most questions, where Chi<sup>2</sup> degree is less than 5 %. The exception goes to criteria: pro-poor tourism increases opportunities of investment in local slums (Chi<sup>2</sup> = 0.129); and purchasing the local products in poor areas (Chi<sup>2</sup> = 0.127).

Most of the correlation degrees are over moderate and strong values; Eta degrees rang from (0.513) to (0.872). In other elements, the correlation degrees are merely under moderate level; Eta values rang from (0.321) to (0.408). This result indicates various level of effects by respondent variable on other variables.

There are no Eta statistics for the third question. This is due to that this variable is string and is measure in the nominal way. Furthermore, Eta statistics are available for numeric data only.

**Table 4: SPSS Anova analysis**

Item	F Sig.
Have you before heard about the concept of pro-poor/slum tourism?	0.000
Do you think that pro-poor tourism is a viable type of tourism for practice in Egypt?	0.000
Are there any pro-poor tourism policy and travel agencies specialized in conducting pro-poor /slum tours in Egypt?	0.000
In case of existence of pro-poor tourism tours in Egypt, are they applied in a responsible and ethical manner?	0.006
Do you think practicing pro-poor tourism tours will bring investment and economic improvement to slums in Egypt?	0.129
Do you think pro-poor tourism can give slum dwellers in Egypt a chance to participate in developing their living conditions?	0.007
Now, are there tourists visiting slums in Egypt?	0.014
Local people benefit from tourists visiting their slums?	0.060
Do local people participate any role in their slums tours activities?	0.083
Do local people encourage pro-poor tourism in their slums?	0.038
Pro-poor tourism tours in Egypt's slums are:	0.034
Pro-poor tourism tours in Egypt's slums are:	0.034
Do you think tourists have good behavior in Egypt's slums?	0.000
Do you think that tour operators care about tourist's behavior in Egypt's slums?	0.000
Do you think that tourists using photography in a kind way for local people in Egypt slums?	0.000
Do you think tour companies allow guides to take tipping from tourists giving back to local people of Egypt' slums?	0.029
Do tour companies provide compensation to households in Egypt slums?	0.014
Do tourists spend money on local purchases in Egypt's slums?	0.083
Do tourists donate to the local communities (dwellers- non-profit organizations- social work organizations etc) in Egypt's slums?	0.000
Do travel agencies provide tourists with all details about the customs and traditions in	0.000



Egypt's slums?	
Do travel agencies get feedback from slums' residents every time about slum tours conducted in their slum?	0.001

From analyzing the facts presented in the table (4), we can say that respondents in the three governorates (Fayoum-Kafr el Sheikh- Cairo) are not in the same line of perception regarding most dimensions and criteria of pro-poor tourism; F Significance degree is less than 5 %.

However, all respondents in the three governorates are in agreement about some pro-poor tourism criteria such as possibility of pro-poor tourism to increase investment in slums (F Sig. = 0.129); benefits for local people from pro-poor tourism (F Sig.= 0.060); participation of dwellers in pro-poor tourism activities (F Sig.= 0.083); and finally, purchasing local products by tourists visiting poor areas (F Sig.= 0.083).

## CONCLUSION

This study explained that there is shortage of information about the pro-poor tourism. Pertaining to the most outstanding criteria and principles of conducting responsible tours of pro-poor tourism, the research points out that they are numerous with no limit to limited to. For example, we see both of Jaffe and Durr (2012, P: 114) and Rogerson (2014, P: 21) mentioned that there is no determined and universal definition of pro-poor tourism. Moreover, pro-poor tourism has its name of visited areas such as town ship tourism in Africa, favela tourism in Brazil ...etc. Also, some experts like Delic (2010, P: 6) see that there are six principles of sensitive and empowering pro-poor tourism; while others say 12 guidelines to ensure that pro-poor tourism tours are operating in a responsible way.

Concerning the role of pro-poor tourism in poverty reduction in Egypt, the research reveals this importance in some dimensions as increasing purchases of local products, participation of local dwellers in pro-poor tourism activities, and more benefits gained as well and so on.

The current research concludes that the most obvious challenges of pro-poor tourism in Egypt are: the little awareness about pro-poor tourism, absence of whole an integrated governmental policy to develop this type of tourism, and not availability of specialized Egyptian tour operators and travel agencies in the market of pro-poor tourism.

Based on these findings, the study just recommends three main ideas:

Development of governmental strategy and action plan to stimulate pro-poor tourism in Egypt

Enhancement of infrastructure in Egyptian slums - as a beginning phase- located closely to touristic attractions. This helps and encourages to conduct pro-poor tourism tours in such poor areas.

Issuing licences and giving free allowances and exceptions of paying taxes for tour operators and travel agencies that organize and conduct pro-poor tourism tours to Egyptian slums.

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