

The National Strategy for Sustainable Tourism 2030

Egypt Vision 2030



Inspired by the ancient Egyptian Civilization, linking the present to future, the Sustainable Development Strategy (SDS): Egypt Vision 2030 represents a foothold on the way towards inclusive development. Thus cultivating a prosperity path through, economic and social justice, and reviving the role of Egypt in regional leadership.

SDS represents a roadmap for maximizing competitive advantage to achieve the dreams and aspirations of Egyptians in a dignified and decent life.

In addition, SDS is based upon the principles of “inclusive sustainable development” and “balanced regional development”; emphasizing the full participation in development, and ensuring its yields to all parties.

**THE SUSTAINABLE DEVELOPMENT STRATEGY (SDS):
EGYPT VISION 2030
MAIN PILLARS**

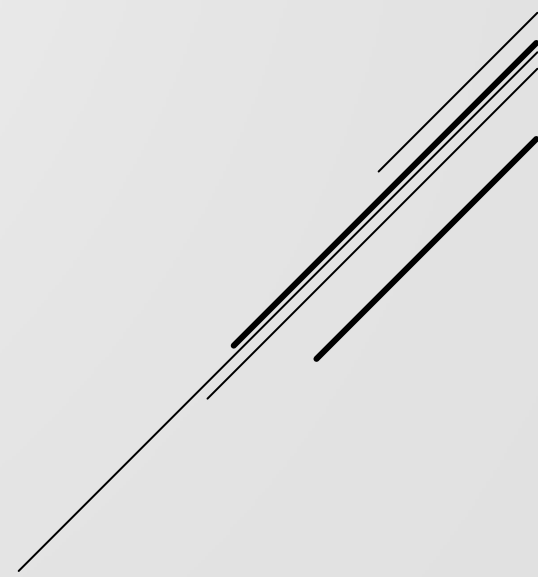


**THE SUSTAINABLE DEVELOPMENT STRATEGY (SDS):
EGYPT VISION 2030**


By 2030, the new Egypt will achieve a competitive, balanced, diversified and knowledge based economy, characterized by justice, social integration and participation, with a balanced and diversified ecosystem, benefiting from its strategic location and human capital to achieve sustainable development for a better life to all Egyptians



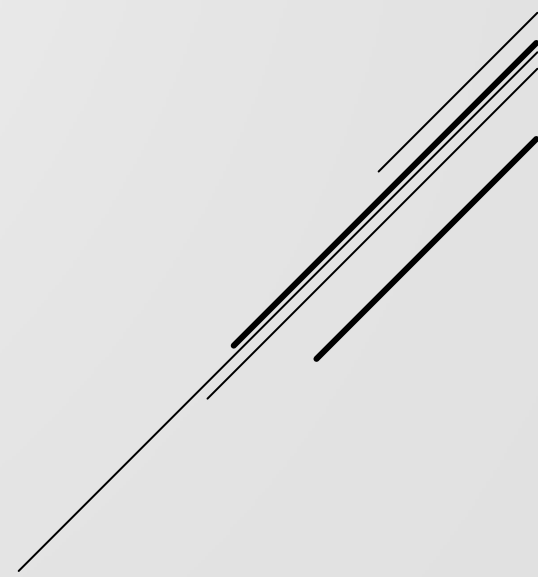
Egypt National Strategy for Sustainable Tourism 2030



The strategy aims to increase tourism traffic to 30 million tourists by 2028, by working to achieve incoming tourist traffic rates to the Egyptian tourist destination by about 25% and 30% annually, within the framework of Egypt's vision for sustainable development 2030.



The strategy is based on 6 axes

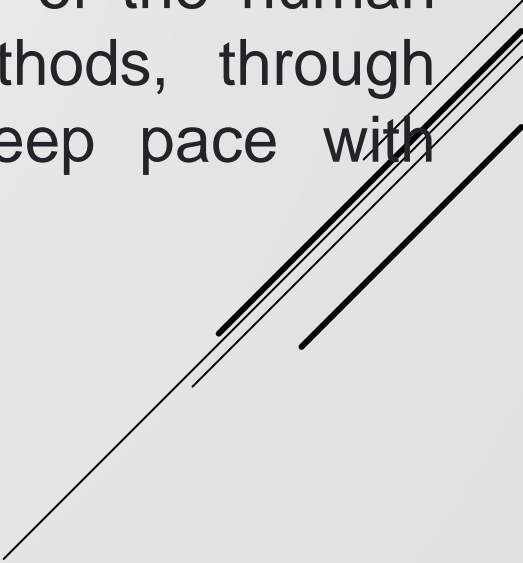


The first axis: institutional and legislative reform:

In this aspect, a number of laws and legislative procedures related to the tourism and antiquities sector have already been completed and amended, including the amendment of the Antiquities Protection Law to increase the penalty for theft and smuggling of antiquities, and the fight against stowaways, and others. in addition to issuing laws establishing two economic bodies, namely **the Grand Egyptian Museum Authority in 2020**, and **the National Museum of Egyptian Civilization Authority in 2021**, in addition to the House of Representatives' approval of the Tourism and Antiquities Support Fund Law to maximize the Fund's income, and the Hotel and Tourism Establishments Law to facilitate the Investors to terminate licenses, which have not been amended since the seventies of the last century.

The second axis: raising the competitiveness of the Egyptian tourist destination:

In this axis, work is done to optimize the exploitation of the state's tourism, natural, human and archaeological resources and work to ensure their sustainability, and provide a distinguished and advanced infrastructure and service to increase the competitiveness of Egypt, by encouraging investment opportunities, raising the efficiency of the human element and using modern technology methods, through institutional and legislative frameworks to keep pace with global development.



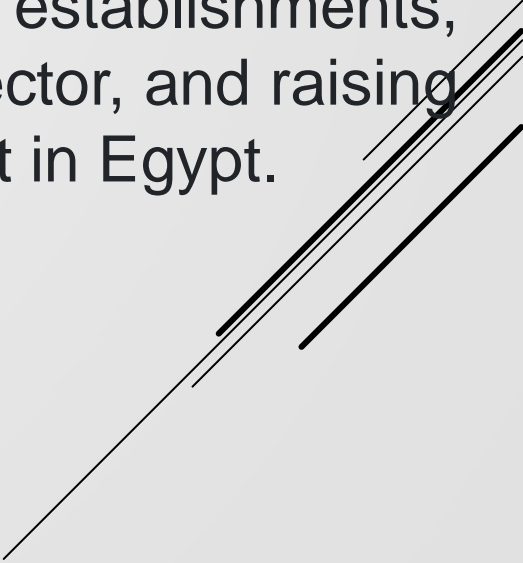
The third axis: economic objectives related to (increasing the number of tourists, the number of tourist nights - tourism spending rates - and targeting segments with higher spending of tourists):

The strategy aims to show the Egyptian tourist destination as a vibrant young destination, in addition to shedding light on the tourist elements of the Egyptian tourist destination and its various patterns and products, in addition to launching a number of electronic promotional campaigns on various social media platforms in a number of major tourist markets exporting tourism to Egypt, and organizing major celebrations of historical events

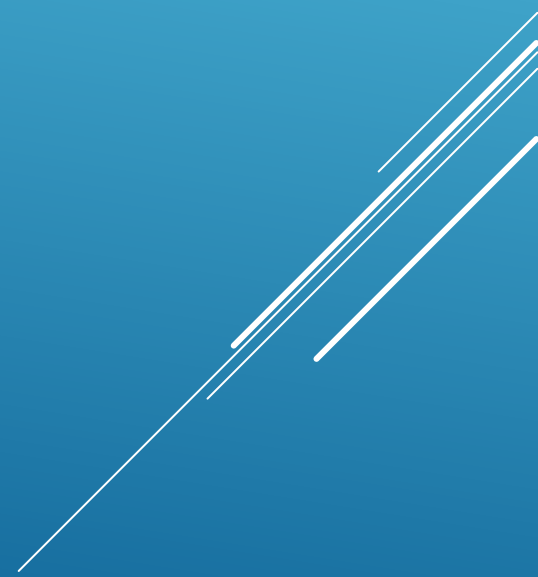
in addition to organizing visits to a number of ambassadors of the countries of the world to attend a number of events, to promote the Egyptian destination, where ambassadors The European Union countries in Cairo published more than 20 short films to promote Egyptian tourist and archaeological sites on their social networking sites and their embassies

Fourth Theme: Enhancing Social Participation and Raising the Efficiency of Human Resources:

In this aspect, work has been done to provide an accurate database on employment in the tourism sector, in addition to the inventory of official establishments operating in the sector and the data of official workers, improving the process of harmonizing supply and demand for labor, providing the required labor for the owners of tourist establishments, reducing unemployment rates in the tourism sector, and raising the competitiveness of the tourism labor market in Egypt.




Fifth Theme: Working to maximize the use of technological means.




Sixth Theme: Maintaining the environmental balance and sustaining tourism and archaeological activity:

It is concerned with maintaining the environmental balance and the sustainability of tourism and archaeological activity, and the state has made efforts in this aspect to transform the Egyptian tourism sector into an environmentally friendly sector, which comes in line with the objectives of the ministry's sustainable development strategy and Egypt's vision 2030 to maintain the environmental balance and the sustainability of tourism and archaeological activity.

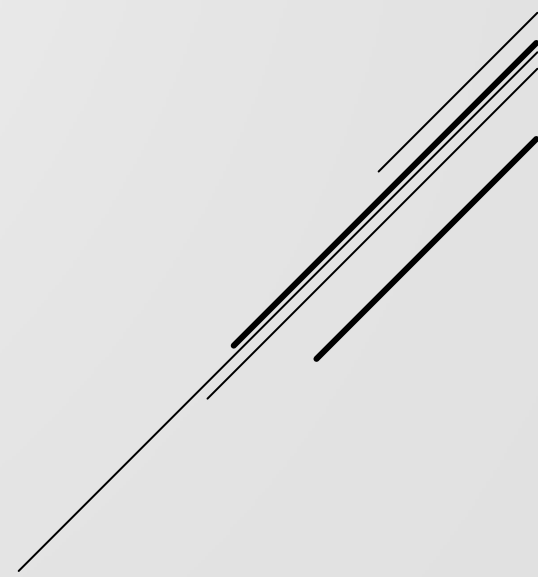


Goal:

To transform the tourism sector into a sector that applies all the requirements of environmentally friendly green practices in accordance with the concept of sustainable tourism, pointing to the ECO Egypt campaign, which was launched in cooperation with the Ministry of Environment to promote ecotourism locally and internationally, pointing to the ministry's keenness to support responsible and sustainable ecotourism, which aims to preserve the environment for green transformation.



Initiative



EGYPT INTERNATIONAL FOOTBALL TOURNAMENT FOR SPORTS TOURISM









THANK YOU ...

