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Supporting Sustainable Tourism

Tourism accounts for 15 percent of Egypt's GDP and provides work for 2,472,000 people.That figure is growing at 5 percent each year. The Red Sea region benefits from this economic growth and attracts more than 1 million international visitors annually. The attractive climate, exceptional coral reefs, tribal cultures, and Roman antiquities suggest that tourism growth should continue.

The LIFE Red Sea (LRS) Project is supporting:

- Tourism Destination and Product Development: The LRS Project team is working with partners, communities, and the private sector to develop tourism products including ecotourism, cultural heritage destinations, and tour packages. The project also supports planning and development of visitor centers and low-impact accommodations, particularly ecolodges.

- Community-based Tourism Services:
The communities within the Southern Red Sea (SRS) region could provide critical services to package tours. The Project will provide training in these services and support to the creation or upgrading of community-based accommodation, attractions, and food services.

- Conservation and Environmental Management: The long- term viability of the tourism industry is based on the conservation of cultural and natural resources.

- Marketing and Promotion: The LRS Project will assess market opportunities and prepare a targeted marketing campaign to bring foreign tour operators to experience the SRS tourism product. The Project will help develop a regional website and database, and promote trade shows related to green tourism.

- Institutional Capacity Building: The Project will provide the Tourism Development Authority (TDA) with training and organizational assistance in sustainable tourism planning and management.

Partners and stakeholders include: the Egyptian Environmental Affairs Agency (EEAA), EEAA's Natural Conservation Sector (NCS), the Red Sea Governorate (RSG), the Tourism Development Authority (TDA), and the Hurghada Environmental Protection and Conservation Association (HEPCA)