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Red Sea Rangers Communication Campaign

Environmental Awareness and Testing Research for Social Marketing Campaign

July 2003

Academy for Educational Development

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1. EXECUTIVE SUMMARY

Contracted by the Academy for Educational Development (AED), qualitative and quantitative researches were conducted with three objectives in mind. The first objective was to test the awareness level of environmental knowledge among the following four research groups; Tourists visiting Hurghada, Children living in Hurghada, Boat Operators in Hurghada, and Government Officials (ie, decision makers) in Cairo and Hurghada. The second objective was to assess the opinion of the four research groups with regards to the proposed marketing communication campaign. The third objective was to test the overall Marketing Communications Campaign with a selected number of journalists.

The findings of both types of researches depicted a moderate level of awareness concerning environmental knowledge among the four research groups. Researches findings also depicted positive perceptions of the proposed marketing communications campaign materials among the four research groups.

Last but not the least, journalists evaluation of the proposed marketing communications campaign was very positive. Yet, such positive perception did not prevent journalists to propose the following recommendations to improve the marketing communications campaign:

1. Make the layout less crowded in terms of images and text.
2. Enlarge the size of the visuals and images used in the campaign.
3. Use only relevant visuals and images with themes used.
4. Increase the substance and the depth of the information used in the campaign.
5. Use a consistent coloring scheme across the entire campaign.
6. Use less sophisticated and complex words.
7. Place the maps, calendars, important contact information and useful information on back of the communication materials.

To sum up with, we strongly recommend the immediate implementation of the proposed marketing communications campaign since it received very positive evaluation from the four research groups as well as from the selected Journalists.

2. INTRODUCTION

2.1 THE RESEARCH OBJECTIVES:

There are three main objectives for this primary research:

1. To test the awareness level of environmental knowledge among the following four research groups; Tourists visiting Hurghada, Children living in Hurghada, Boat Operators in Hurghada, and Government Officials in Cairo and Hurghada.

2. To assess the opinion of the targeted groups with regards to the proposed marketing communication campaign materials: Tourists visiting Hurghada, Children living in Hurghada, Boat Operators in Hurghada, and Government Officials in Cairo and Hurghada.

3. To test the Marketing Communications Campaign's messages to be later transmitted through the different mass media through in-depth interviews with journalists.

2.2 THE RESEARCH METHODOLOGY:

To achieve the research objectives, the research methodology will rely on both quantitative as well as qualitative research techniques.

To achieve the first two research objectives, a quantitative field survey in Hurghada will be conducted with representative samples of the four research groups previously defined.

Similarly, to achieve the third research objective, a qualitative research methodology will be implemented. A series of "In-depth Interviews" will be conducted with a representative sample of Journalists.

2.3 THE SAMPLING TECHNIQUE:

A Stratified sampling technique will be used. In Stratified sampling, the population of interest is divided into groups according to a common attribute and a random sample is then chosen within each group. In Stratified sampling we are ensuring that each of the 4 research groups or segments of the population understudy receives its proportionate share of sample units.

In the Quantitative field survey recommended, a sample of 100 units from each of the 4 research groups will be chosen. Similarly in the qualitative research suggested, 20"In-depth" interviews will be conducted with Journalists.

2.4 DATA ANALYSIS:

The basic data analysis has been conducted. This data analysis included frequency distribution and cross tabulation. The process of "Data Analysis" began by obtaining a frequency distribution and descriptive statistics for each variable. The information provided a good feel of the data and insights into how specific variables should be treated in subsequent analyses.

The frequency distribution provided a count of the number of responses associated with the different variables. The relative occurrence, or frequency, of different values of the variable is expressed in percentages. A frequency distribution for a variable produced a table of frequency counts, percentages, and cumulative percentages for all the values associated with that variable. The Frequency distribution tables are attached.

3. AWARENESS TESTING

3.1 TOURISTS RESEARCH FINDINGS

3.1.1 The Sample Size and Demographics

The sample consisted of 100 respondents, the sample was divided equally between males and females. 55% of the respondents were above the age of 35. 39% of the respondents were single, and another 32% were married.

In respect to their education level, 52% of the respondents have earned a high school degree, 22% have a university bachelor degree, and 23% had graduate degrees. Furthermore, 50% of the respondents work for the private sector or are business owners, and 19% work for the public sector, while some work in academic fields (13%) or for non profit organizations (11%), the rest were still students.

With regards to nationality, the largest group were of British origin (26%), followed by Canadians (13%), Italians, French, and German (11% each), then nationals of Spain and Turkey (8% each), and few nationals of Russia, Ireland, Thailand, and Holland.

3.1.2 Sources of Financing Nature Conservation

In question 1, the respondents were asked about their knowledge about the sources of financing nature conservation in Egypt. Most of the respondents mentioned international grants followed by user fees and finally taxes on the hotels in the Red sea area. (Please refer to table 1 for exact figures)

User Fees	53%

In question 2, respondents were asked about the possible activities that could harm sea/marine life in the red sea. The most mentioned source of harm was identified as garbage dumping (56%), followed by construction (44%), oil spills (36%), illegal fishing (27%), and unorganized diving activities (6%).

3.1.3 Evaluation of Levels of Environmental Risks

In question 3, the respondents were asked to evaluate the level of environmental risk of certain activities to the Red sea marine life. These activities and the evaluation of the respondents are illustrated in the following table.

Touching, walking and standing on reefs	31%	68%	1%
Throwing garbage on the beach	53%	46%	1%
Illegal fishing	6%	40%	54%

As illustrated in the table, throwing garbage whether in the sea or on the beach was considered to be a higher risk to the red sea area than any of the other activities, touching, walking and standing on the reefs was also perceived to be a higher risk than feeding fish, while certain activities such as collecting corals and shells, and illegal fishing were seen as a moderate to high risk.

3.1.4 Awareness of Environmental Risks

In question 4, the respondents were asked whether they were aware of the effect of certain activities on the Red sea. These activities and the level of awareness of the respondents are illustrated in the following table.

Touching, walking and standing on corals breaks and kills them.	93%
Collecting corals and shells reduces Egypt's treasures.	25%

3.2 DECISION MAKERS RESEARCH FINDINGS

3.2.1 The Sample Size and Demographics

The sample consisted of 100 Decision makers, 75% the sample was divided equally between decision makers from the Ministries of Environment, Education, and Youth. The remaining 25% were decision makers from the governorate of Hurghada. Furthermore, 73% of the sample were males. 75% of the respondents were above the age of 45. 83% of the respondents were married. In respect to their education level, 62% have a university bachelor degree, and 38% had graduate degrees.

3.2.2 The Importance of Nature Conservation

In question 1, the respondents were asked to state their level of agreement with the two following statements;

1. Nature conservation is important for Egypt's economic development.

2. Rangers are important to the preservation of the red sea.

95% of the respondents agreed with both statements, and the rest were mainly neutral. Furthermore in question 3, the respondents were asked about the role that rangers play in the conservation of the Red sea area, 98% of them mentioned monitoring conformity with regulations, 67% mentioned creating environmental awareness, while 21% cited patrolling the protectorates.

3.2.3 Sources of Financing Nature Conservation

In question 2, the respondents were asked about their knowledge about the sources of financing nature conservation in Egypt. Most of the respondents mentioned the Ministry of the Environment and its subsidiaries followed by International grants, user fees, the Egyptian Government, the private sector, and finally Egyptian NGOs. (Please refer to the following table for details).

International grants	79%
Egyptian governmental institutions	26%
Egyptian NGOs	16%

3.2.4 Evaluation of Levels of Environmental Risks

In question 4, the respondents were asked to evaluate the level of environmental risk of certain activities to the Red sea marine life. These activities and the evaluation of the respondents are illustrated in the following table.

Use of Boat Anchors	58%	35%	5%
Throwing garbage in the sea	68%	28%	
Collecting corals and shells	53%	43%	4%

Based on the findings, it is clear that the respondents consider illegal fishing and feeding fish to be a lower risk than throwing garbage on the beach. It is also clear that throwing garbage in the sea is seen as posing more risk than throwing garbage on the beach. The use of boat anchors was also seen as a higher risk than walking, or standing on the reefs.

3.2.5 Awareness of Environmental Risks

In question 5, the respondents were asked whether they were aware of the effect of certain activities on the Red sea. These activities and the level of awareness of the respondents are illustrated in the following table.

Boat Anchors destroy the reefs.	96%
Garbage dumped in the sea and on the beach kills wildlife.	80%
Illegal fishing reduces the fish population and upsets the delicate balance of the reef.	64%

3.3 BOAT OPERATORS RESEARCH FINDINGS

3.3.1 The Sample Size and Demographics

The sample consisted of 100 boat operators, all of them male. 79% of the respondents were under the age of 46. 76% of the respondents were married.

In respect to their education level, 78% have a high school degree, 13% had no formal education, while 9% have university bachelor degree.

3.3.2 The Importance of Nature Conservation

In question 1, the respondents were asked to state their level of agreement with the two following statements;

1. Nature conservation is important for Egypt's economic development.

2. Rangers are important to the preservation of the red sea.

All of the respondents agreed with the first statement. 97% agreed with second, and the rest were mainly neutral. Furthermore in question 3, the respondents were asked about the role that rangers play in the conservation of the Red sea area, 91% of them mentioned monitoring conformity with regulations, 68% mentioned creating environmental awareness, 3% mentioned collection of user fees, while 2% cited patrolling the protectorates.

3.3.3 Sources of Financing Nature Conservation

In question 2, the respondents were asked about their knowledge about the sources of financing nature conservation in Egypt. Most of the respondents mentioned the International grants, followed by user fees, Ministry of the Environment and its subsidiaries, Egyptian NGOs, and finally the Egyptian Government. (Please refer to the following table for exact figures)

User Fees	65%
Egyptian NGOs	30%

3.3.4 Evaluation of Levels of Environmental Risks

In question 4, the respondents were asked to evaluate the level of environmental risk of certain activities to the Red sea marine life. These activities and the evaluation of the respondents are illustrated in the following table.

Use of Boat Anchors	78%	19%	3%
Throwing garbage in the sea	64%	35%	1%
Collecting corals and shells	68%	28%	4%
Illegal fishing	68%	20%	12%

According to the respondents, touching, walking and standing on the reefs was seen as the highest risk to the Red sea marine life followed by the use of boat anchors, collecting corals and shells was seen also as a source of high risk than either feeding fish or illegal fishing. Respondents also perceived garbage dumping on the beach and in the sea to be almost equal in terms of risk to the Red sea marine life.

3.3.5 Awareness of Environmental Risks

In question 5, the respondents were asked whether they were aware of the effect of certain activities on the Red sea. These activities and the level of awareness of the respondents are illustrated in the following table.

Boat Anchors destroy the reefs.	99%
Garbage dumped in the sea and on the beach kills wildlife.	89%
Illegal fishing reduces the fish population and upsets the delicate balance of the reef.	90%

3.4 CHILDREN RESEARCH FINDINGS

3.4.1 The Sample Size and Demographics

The sample consisted of 100 children, 66% were females. 50% of the children sample were twelve year old, while 39% were eleven years old, and the remaining 11% were ten years old.

3.4.2 Awareness of Endangered Species

In question 1, children were asked whether they were aware of the existence of any endangered species in the Red sea area. 35% of the children were unable to mention any endangered species. The animals that were mentioned by the rest of the respondents are in the following table.

Gazelle	26%
[illegible]	[illegible]
Dolphin	14%
[illegible]	[illegible]
Agma Sea Gull	11%

In question 2, children were asked about the sources of danger to the Red sea endangered species. 23% of the respondents were unable to mention any risk source. As for the rest of the respondents, they mentioned mainly hunting and fishing. Some children (15%) mentioned pollution, and a very few of them (8%) mentioned garbage dumping. (Please refer to the following table for exact figures)

Pollution	15%
[illegible]	[illegible]

3.4.3 Awareness of Environmental Risks

In question 3, children were asked whether they were aware of the effect of certain activities on the Red sea. These endangered activities and the level of awareness of the respondents are illustrated in the following table.

Fishing is prohibited in the protectorates.	97%
[illegible]	[illegible]
Dumping garbage in the sea and on the beach is prohibited.	92%
[illegible]	[illegible]
Collection of corals and shells is prohibited.	77%

As the findings show, the level of awareness on some issues is not high. For example, the feeding of fish (50% awareness), which is actually mainly a children's activity, there is relatively moderate level of awareness. This may suggest the continuity of such practice by children. Moreover, there is not that high level of awareness concerning the effect of certain activities on reefs (68% awareness level).

4. MARKETING COMMUNICATIONS MATERIALS TESTING

4.1 TOURISTS RESEARCH FINDINGS

4.1.1 The Sample Size and Demographics

The sample consisted of 100 respondents, the sample was divided equally between males and females. 55% of the respondents were above the age of 35. 39% of the respondents were single, and another 32% were married.

In respect to their education level, 52% of the respondents have earned a high school degree, 22% have a university bachelor degree, and 23% had graduate degrees. Furthermore, 50% of the respondents work for the private sector or are business owners, and 19% work for the public sector, while some work in academic fields (13%) or for non profit organizations (11%), the rest were still students.

4.1.2 Marketing Communications Campaign Materials Evaluation

In question 5, the respondents were asked to evaluate the demonstrated Marketing Communications Campaign's materials, which consisted of the flipchart attached in the appendix, with respect to layout, wording, theme/information content quality, visuals/graphics, and comprehension of the message embedded in the promotional materials. The evaluation of the respondents is illustrated in the following table.

Wording	59%	41%	
Graphics	27%	39%	34%

As the findings show, the most unsatisfactory element in the campaign was the graphics element (34%) and the layout (32%). The animated cartoon was perceived as inadequate from the respondents' point of view. Similarly, the layout was found not creative (14%), not eye catching (10%), and it used weak cartoons (8%). Last but not the least, those respondents who criticized the information quality thought that the information presented was incomplete or not enough.

4.2 DECISION MAKERS RESEARCH FINDINGS

4.2.1 The Sample Size and Demographics

The sample consisted of 100 Decision makers, 75% the sample was divided equally between decision makers from the Ministries of Environment, Education, and Youth. The remaining 25% were decision makers from the governorate of Hurghada. Furthermore, 73% of the sample were males. 75% of the respondents were above the age of 45. 83% of the respondents were married. In respect to their education level, 62% have a university bachelor degree, and 38% had graduate degrees.

4.2.2 Marketing Communications Campaign Materials Evaluation

In question 6, the respondents were asked to evaluate the Marketing Communications Campaign Materials, which consisted of the eight fact sheets attached in the appendix, with respect to layout, wording, theme/information content quality, visuals utilized/graphics, and comprehension of the message embedded in the promotional materials. The evaluation of the respondents is illustrated in the following table.

Layout	[illegible]	[illegible]	[illegible]
Wording	62%	25%	13%
Information Content Quality	[illegible]	[illegible]	[illegible]
Graphics	38%	34%	28%
Message Comprehension	[illegible]	[illegible]	[illegible]

Based on the respondents evaluation, the graphics used was the most criticized element mainly because they were seen as plain (12%) and irrelevant (11%), while some mentioned that they are crammed (5%). Information quality was also highly criticized mainly because the respondents believed that it is lacking or incomplete. With respect to the layout, the criticism mainly centered on its being crammed (10%) and not creative (8%). As for the wording, the criticism was geared at its high level of complexity. As for message comprehension, the respondents thought of it as complex (7%) and crammed with subjects (6%).

4.3 BOAT OPERATOR'S RESEARCH FINDINGS

4.3.1 The Sample Size and Demographics

The sample consisted of 100 boat operators, all of them male. 79% of the respondents were under the age of 46. 76% of the respondents were married.

In respect to their education level, 78% have a high school degree, 13% had no formal education, while 9% have university bachelor degree.

4.3.2 Marketing Communications Campaign Materials Evaluation

In question 6, the respondents were asked to evaluate the Marketing Communications Campaign Materials, which consisted of the eight fact sheets as well as the flipchart attached in the appendix, with respect to layout, wording, theme/information content quality, visuals utilized/graphics, and comprehension of the message embedded in the promotional materials. The evaluation of the respondents is illustrated in the following table.

Layout	[illegible]	[illegible]	[illegible]
Wording	66%	24%	10%
Information Quality	[illegible]	[illegible]	[illegible]
Graphics	48%	37%	15%
Message Comprehension	[illegible]	[illegible]	[illegible]

Based on the respondents evaluation, the graphics used was the most criticized element mainly because they were seen as crammed (8%) and plain (6%), while some mentioned that they are irrelevant (1%). As for the wording, the criticism was geared at its high level of complexity. With respect to the layout, the criticism mainly centered on its being crammed (4%) and not creative (1%). Information quality was also highly criticized mainly because the respondents believed that it is lacking or incomplete. As for message comprehension, the respondents thought that it is crammed with subjects (2%).

4.4 CHILDREN RESEARCH FINDINGS

4.4.1 The Sample Size and Demographics

The sample consisted of 100 children, 66% were females. 50% of the children sample were twelve year old, while 39% were eleven years old, and the remaining 11% were ten years old.

4.4.2 Marketing Communications Campaign Materials Evaluation

In question 4, children were asked to evaluate the Marketing Communications Campaign Materials, which consisted of a number of pages from the children activity booklet attached in the appendix, with respect to layout, wording, theme/information content quality, visuals utilized/graphics, and comprehension of the message embedded in the promotional materials. The evaluation of the respondents is illustrated in the following table.

Wording	90%	10%
Graphics	89%	11%

As we can see, the input from respondents was mainly favorable with respect to the different elements of the Marketing Communication Campaign Materials.

5. MARKETING COMMUNICATIONS THEMES TESTING

5.1 JOURNALISTS RESEARCH FINDINGS

5.1.1 The Sample Size

The sample consisted of 20 journalists who were pre-selected for their experience in covering environmental news. Some of the respondents were provided by the "Academy for Educational Development", and the rest were recruited by the research company.

5.1.2 Evaluation of the Marketing Communications Campaign Themes

Initially, the respondents were asked to evaluate the importance of the "Marketing Communications Campaign" themes which included;

1. ***Investment in rangers in the Red Sea has tremendous benefits on the biological diversification of the Red Sea.***
2. ***The natural habitats is a wise investment.***
3. ***The Dugong/ Sea Cow in the Red Sea: Let's work on protecting the life of this legend.***
4. ***Monitoring coral reefs is a tool to protect nature.***
5. ***Leave enough room for the Sea Turtles' niches.***
6. ***The Mangrove Trees help in sustaining the development of the Red Sea.***
7. ***Invest in the environment to build a better economy.***
8. ***Diving helps protect natural resources.***

With regards to the first theme, the Investment in Rangers, 60% of the respondents thought that the theme in itself is important, however, one of the respondents mentioned that the theme title should focus more on investment in projects such as "investment in nature conservation" or "investment in tools for nature conservation" rather than investment in individuals i.e. "rangers".

As for the second theme, the Habitats, all respondents approved of the importance of this topic, however, they mentioned that the theme needs more elaboration and improved wording to achieve maximum benefit.

With respect to the third theme, the Sea Cows, 75% of the respondents agreed on its importance, some of the respondents also mentioned that it would be good to expand the information provided on this creature, its habits and its nutrition.

With regards to the fourth theme, Monitoring the Reefs, 90% of the respondents thought of it as a very important subject and it needs to be highlighted throughout the campaign.

As for the fifth theme, The Sea Turtle Niches, 75% of the respondents thought of it as an important theme and thought that it is crucial to know the importance of these creatures and that they are considered endangered species.

With respect to the Mangrove Trees, 95% of the respondents agreed on the importance of this theme, but some added that the importance of mangrove trees should be spelled out more in the title in terms of its role in protecting the fish in the Red sea area.

With respect to the theme "The Investment in the Environment", all respondents agreed on the importance of this theme, however, some added that the economic benefits should be spelled out more to clarify the link between the two issues of investment in the environment and economic prosperity.

As for the theme concerning "The Role of Diving in Protecting the Natural Resources", 50% of the respondents thought that this topic is not important. However, some mentioned that the link that they think exists between protection of natural resources and diving is only in terms of the use of diving for monitoring the reefs.

5.1.3 Evaluation of Marketing Communications Campaign Materials

Journalists were asked to evaluate the Marketing Communications Campaign, which consisted of the eight fact sheets attached in the appendix, in respect to layout, wording, theme/information content quality, visuals utilized/graphics, and comprehension of the message embedded in the promotional materials.

With respect to layout, most respondents were satisfied with the layout. However, many commented that it was cluttered with many images and a lot of text.

As for the colors, most respondents mentioned their satisfaction with the color schemes of the materials. However, some added that with the existence of a lot of images, it is preferred that the background to be white.

In regard to the images used, many respondents mentioned that there were a clutter of images. However, the images' sizes are quite small. Some also mentioned that some of the images seem irrelevant to the themes and subjects in hand.

As for to the size of the materials, all respondents mentioned their satisfaction with it.

5.1.4 Recommendations for Improving the Campaign Materials

There were several recommendations made by Journalists to improve on the effectiveness of the Marketing Communications Campaign. These recommendations are;

1. **Make the layout less crowded in terms of images and text.**
2. **Enlarge the images.**
3. **Use only relevant images in terms of the themes used.**
4. **Increase the depth of information.**
5. **Use a consistent coloring scheme across the different entire campaign.**
6. **Use less complex wording (ie, simple words).**
7. **Place the maps, calendars, important contact information and useful information on back of the communication materials to ensure that people can keep them for longer periods.**

7. CONCLUSION & RECOMMENDATIONS

In conclusion, the tested marketing communications campaign received positive evaluation by the four research groups. Across the board, the majority of the respondents in the four research groups rated the marketing communication campaign very satisfactory and favorably in its major components; namely, the campaign's themes, the layout, the design, and the individual messages used. Respondents' rating presented in addition to the details attached in the study's appendices strongly support the conclusion reached.

Furthermore, results also revealed that most respondents scored moderately when assessing the awareness level of their environmental knowledge. Hence, it is expected that the positively evaluated marketing communications campaign will increase the level of awareness of environmental knowledge among the four research groups.

The researches results also revealed that the four research groups were satisfied with the marketing communications campaign's materials, content, and message. First of all, children were satisfied with the activity booklet in regard to its layout, visuals and images used, and the message. Second, tourists visiting Hurghada, boats' operators in Hurghada, and decision makers were all favoring the marketing communications campaign. However, these three research groups recommended to use less animated cartoon characters in the flip activity booklet. Furthermore, they also recommended to use more reasoning and rational in the campaign theme.

Last but not the least, journalists, though satisfied with the marketing communications campaign, raised a number of recommendations. For instance, in terms of layout, decision makers recommended to reduce the number of images, enlarging the picture size, and adding short briefing below each picture. Journalists also recommended to use less animated characters as they believe that such characters are not appropriate considering the nature of the campaign and its general targeted audience. Journalists also recommended the use of less sophisticated words and more in-depth coverage of the subject matters. They also recommended to have detailed information with regard to the mangrove tree and its effect and role in protecting the fish population.

[redacted]

Children Tabulations

Sample Demographics

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	34	34.0	34.0	34.0
	Female	66	66.0	66.0	100.0
	Total	100	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10	11	11.0	11.0	11.0
	11	39	39.0	39.0	50.0
	12	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

Frequency Tables

1. What are the endangered species that exist in the Red Sea area? (Multiple Response)

		Count	% of Responses	% of Cases [a]
Valid	Turtles	32	20.6	32
	Apex	25	16.1	25
	Sea Cow	12	7.7	12
	Dolphin	14	9.0	14
	Gazelle	26	16.7	26
	Agma Sea Gull	11	7.0	11
	Don't Know	35	22.5	35
	Total	155	100.0	155

a. 100 valid cases, none missing.

2. What are the sources of danger for the Red Sea endangered species? (Multiple Response)

		Count	% of Responses	% of Cases [a]
Valid	Hunting/Fishing	70	60.3	70
	Pollution	15	12.9	15
	Garbage Dumping	8	6.8	8
	Don't Know	23	19.8	23
	Total	116	100.0	116

a. 100 valid cases, none missing.

3. Did you Know that .....:.....?

a) Feeding fish upsets the biological balance on the reef.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	50	50.0	50.0	50.0
	No	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

b) Fishing is prohibited in the protectorates.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	97	97.0	97.0	97.0
	No	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

c) Touching, and walking corals is prohibited.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	79	79.0	79.0	79.0
	No	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

d) Dumping garbage in the sea and on the beach is prohibited.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	92	92.0	92.0	92.0
	No	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

e) Anchoring on reefs is prohibited.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	68	68.0	68.0	68.0
	No	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

e) collecting corals, shells, fish is prohibited.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	77	77.0	77.0	77.0
	No	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

4. What do you think of ..... ?

1) Layout

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Attractive	91	91.0	91.0	91.0
	Neutral	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

2) Wording

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Clear	90	90.0	90.0	90.0
	Neutral	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

3) Theme/ Information content quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High Quality/ Informative	97	97.0	97.0	97.0
	Neutral	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

4) Visuals utilized/ graphics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Attractive/ Impressive	89	89.0	89.0	89.0
	Neutral	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

5) Comprehension of the message embedded in the promotional materials

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Well Comprehended	98	98.0	98.0	98.0
	Neutral	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Tourists Tabulations

Sample Demographics

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	50	50.0	50.0	50.0
	Female	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-25	13	13.0	13.0	13.0
	26-35	32	32.0	32.0	45.0
	36=45	28	28.0	28.0	73.0
	46-55	20	20.0	20.0	93.0
	56-65	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	39	39.0	39.0	39.0
	Married	32	32.0	32.0	71.0
	Widower	11	11.0	11.0	82.0
	Divorced	16	16.0	16.0	98.0
	Engaged	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Profession

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government Employee	19	19.0	19.0	19.0
	Private Sector	22	22.0	22.0	41.0
	Business Owner	28	28.0	28.0	69.0
	Academic (scientist/teacher)	13	13.0	13.0	82.0
	Non profit organization	11	11.0	11.0	93.0
	Student	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School Degree	52	52.0	52.0	52.0
	Bachelor Degree	22	22.0	22.0	74.0
	Graduate Degree	23	23.0	23.0	97.0
	Other	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Russia	5	5.0	5.0	5.0
	Britiain	26	26.0	26.0	31.0
	Turkey	8	8.0	8.0	39.0
	France	11	11.0	11.0	50.0
	Germany	11	11.0	11.0	61.0
	Canada	13	13.0	13.0	74.0
	Italy	11	11.0	11.0	85.0
	Holland	1	1.0	1.0	86.0
	Spain	8	8.0	8.0	94.0
	Thailand	2	2.0	2.0	96.0
	Ireland	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Frequency Tables

1. What sources are you aware of that are used for financing nature conservation in Egypt? (Multiple Response)

		Frequency	% of responses	% of Cases[a]
Valid	User Fees	53	31.4	53
	International grants	90	53.3	90
	Taxes on Hotels	26	15.4	26
	Total	169	100.0	169

a. 100 valid cases, none missing.

2. Please List the possible activities that could harm sea/ marine life? (Multiple Response)

		Count	% of Responses	% of Cases[a]
Valid	Construction	44	26.0	44
	Oil Spills	36	21.3	36
	Garbage Dumping	56	33.1	56
	Illegal fishing	27	16.0	27
	Unorganized diving activities	6	3.6	6
	Total	169	100.0	169

a. 100 valid cases, None missing.

3. Please rank your perception of the level of environmental risk of the following to the Red Sea Marine life?

a) Feeding Fish

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very High Risk	16	16.0	16.0	16.0
	High Risk	74	74.0	74.0	90.0
	Moderate Risk	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

b) Touchimg, walking, and standing on reefs.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very High Risk	31	31.0	31.0	31.0
	High Risk	68	68.0	68.0	99.0
	Moderate Risk	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

c) Throwing garbage in the sea.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very High Risk	53	53.0	53.0	53.0
	High Risk	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

d) Throwing garbage on the beach.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very High Risk	53	53.0	53.0	53.0
	High Risk	46	46.0	46.0	99.0
	Moderate Risk	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

e) Collecting corals and shells.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very High Risk	2	2.0	2.0	2.0
	High Risk	46	46.0	46.0	48.0
	Moderate Risk	52	52.0	52.0	100.0
	Total	100	100.0	100.0	

f) Illegal fishing.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very High Risk	6	6.0	6.0	6.0
	High Risk	40	40.0	40.0	46.0
	Moderate Risk	54	54.0	54.0	100.0
	Total	100	100.0	100.0	

4. Are you aware of the following environmental protection issues;

a) Feeding fish upsets the biological balance on the reef.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	54	54.0	54.0	54.0
	No	46	46.0	46.0	100.0
	Total	100	100.0	100.0	

b) Touching, walking, and standing on corals breaks and kills them.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	93	93.0	93.0	93.0
	No	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

c) Garbage dumped in the sea and on the beach kills wildlife.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	97	97.0	97.0	97.0
	No	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

d) collecting corals and shells reduces Egypt's treasures.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	25	25.0	25.0	25.0
	No	75	75.0	75.0	100.0
	Total	100	100.0	100.0	

e) Illegal fishing reduces the fish population and upsets the delicate balance on the reef.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	20.0	20.0	20.0
	No	80	80.0	80.0	100.0
	Total	100	100.0	100.0	

4) Visuals utilized/ graphics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Attractive/ Impressive	27	27.0	27.0	27.0
	Neutral	39	39.0	39.0	66.0
	Not attractive	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

Why?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cartoons irrelevant	34	34.0	100.0	100.0
Missing	.00	66	66.0		
Total		100	100.0		

5) Comprehension of the message embedded in the promotional materials

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Well Comprehended	75	75.0	75.0	75.0
	Neutral	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

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Decision Makers Tabulations

Sample Demographics

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	73	73.0	73.0	73.0
	Female	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25-35	5	5.0	5.0	5.0
	36=45	20	20.0	20.0	25.0
	46-55	57	57.0	57.0	82.0
	56-65	17	17.0	17.0	99.0
	over 65	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	2	2.0	2.0	2.0
	Married	83	83.0	83.0	85.0
	Widower	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor Degree	62	62.0	62.0	62.0
	Graduate Degree	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

Frequency Tables

1. Please provide me with your opinion concerning the following;

a) Nature Conservation is important for Egypt's economic development.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	76	76.0	76.0	76.0
	Agree	19	19.0	19.0	95.0
	Neutral	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

b) Rangers are important for the preservation of the Red Sea.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	71	71.0	71.0	71.0
	Agree	24	24.0	24.0	95.0
	Neutral	3	3.0	3.0	98.0
	Strongly Disagree	1	1.0	1.0	99.0
	No answer	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

. What sources are you aware of that are used for financing nature conservation in Egypt? (Multipl Response)

		Count	% of Responses	% of Cases[a]
Valid	User Fees	58	20.6	58
	Egyptian NGOs	16	5.7	16
	Foreign Aid/Internatonal organizations	79	28.0	79
	Egyptian Governmental institutions and bodies	26	9.2	26
	Private Sector	19	6.7	19
	Ministry of Environment and its subsidiaries	84	29.8	84
	Total	282	100.0	282

a. 100 valid cases, None missing.

3. What is the role that rangers play in the nature conservation of the Red Sea? (Multiple Response)

		Count	% of Responses	% of Cases[a]
Valid	Creating Awareness	67	36.0	67
	Monitoring conformity with regulations	98	52.6	98
	Patrols	21	11.4	21
	Total	186	100.0	186

a. 100 valid cases, none missing.

4. Please rank your perception of the level of environmental risk of the following to the Red Sea Marine life?

a) Feeding Fish

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No answer	3	3.0	3.0	3.0
	Very High Risk	32	32.0	32.0	35.0
	High Risk	42	42.0	42.0	77.0
	Moderate Risk	16	16.0	16.0	93.0
	Low Risk	5	5.0	5.0	98.0
	Very Low Risk	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

b) Use of boat anchors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very High Risk	58	58.0	58.0	58.0
	High Risk	35	35.0	35.0	93.0
	Moderate Risk	5	5.0	5.0	98.0
	Low Risk	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

c) Touchimg, walking, and standing on reefs.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very High Risk	59	59.0	59.0	59.0
	High Risk	26	26.0	26.0	85.0
	Moderate Risk	13	13.0	13.0	98.0
	Low Risk	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

d) Throwing garbage in the sea.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very High Risk	68	68.0	68.0	68.0
	High Risk	28	28.0	28.0	96.0
	Moderate Risk	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

e) Throwing garbage on the beach.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No answer	1	1.0	1.0	1.0
	Very High Risk	55	55.0	55.0	56.0
	High Risk	24	24.0	24.0	80.0
	Moderate Risk	17	17.0	17.0	97.0
	Low Risk	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

f) Collecting corals and shells.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very High Risk	53	53.0	53.0	53.0
	High Risk	43	43.0	43.0	96.0
	Moderate Risk	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

g) Illegal fishing.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very High Risk	39	39.0	39.0	39.0
	High Risk	32	32.0	32.0	71.0
	Moderate Risk	21	21.0	21.0	92.0
	Low Risk	7	7.0	7.0	99.0
	Very Low Risk	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

5. Are you aware of the following environmental protection issues;

a) Feeding fish upsets the biological balance on the reef.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	65	65.0	65.0	65.0
	No	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

b) Boat anchors destroy the reefs.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	96	96.0	96.0	96.0
	No	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

c) Touching, walking, and standing on corals breaks and kills them.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	93	93.0	93.0	93.0
	No	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

d) Garbage dumped in the sea and on the beach kills wildlife.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	80	80.0	80.0	80.0
	No	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

e) collecting corals and shells reduces Egypt's treasures.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	83	83.0	83.0	83.0
	No	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

f) Illegal fishing reduces the fish population and upsets the delicate balance on the reef.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	64	64.0	64.0	64.0
	No	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

6. What do you think of the following?

1) Layout

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Attractive	48	48.0	48.0	48.0
	Neutral	34	34.0	34.0	82.0
	Not Attractive	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

Why?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Crammed	10	10.0	55.6	55.6
	Plain/ not creative	8	8.0	44.4	100.0
	Total	18	18.0	100.0	
Missing	.00	82	82.0		
Total		100	100.0		

2) Wording

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Clear	62	62.0	62.0	62.0
	Neutral	25	25.0	25.0	87.0
	Not Clear	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Why?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Complex wording	13	13.0	100.0	100.0
Missing	.00	87	87.0		
Total		100	100.0		

3) Theme/ Information content quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High Quality/ Informative	59	59.0	59.0	59.0
	Neutral	14	14.0	14.0	73.0
	Low Quality / Not Informative	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Why?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Incomplete information	27	27.0	100.0	100.0
Missing	.00	73	73.0		
Total		100	100.0		

4) Visuals utilized/ graphics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Attractive/ Impressive	38	38.0	38.0	38.0
	Neutral	34	34.0	34.0	72.0
	Not attractive	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

Why?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Plain/ Used	12	12.0	42.9	42.9
	Crammed	5	5.0	17.9	60.7
	Not all relevant	11	11.0	39.3	100.0
	Total	28	28.0	100.0	
Missing	.00	72	72.0		
Total		100	100.0		

5) Comprehension of the message embedded in the promotional materials

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Well Comprehended	70	70.0	70.0	70.0
	Neutral	17	17.0	17.0	87.0
	Not Comprehended	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Why?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Crammed Subjects	6	6.0	46.2	46.2
	Complex Message	7	7.0	53.8	100.0
	Total	13	13.0	100.0	
Missing	.00	87	87.0		
Total		100	100.0		

Boat Operators Tabulations

Sample Demographics

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	100	100.0	100.0	100.0

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-25	7	7.0	7.0	7.0
	26-35	33	33.0	33.0	40.0
	36=45	39	39.0	39.0	79.0
	46-55	16	16.0	16.0	95.0
	56-65	3	3.0	3.0	98.0
	over 65	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	22	22.0	22.0	22.0
	Married	76	76.0	76.0	98.0
	Widower	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	13	13.0	13.0	13.0
	High School Degree	78	78.0	78.0	91.0
	Bachelor Degree	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

Frequency Tables

1. Please provide me with your opinion concerning the following;

a) Nature Conservation is important for Egypt's economic development.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	80	80.0	80.0	80.0
	Agree	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

b) Rangers are important for the preservation of the Red Sea.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	68	68.0	68.0	68.0
	Agree	29	29.0	29.0	97.0
	Neutral	2	2.0	2.0	99.0
	Strongly Disagree	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

2. What sources are you aware of that are used for financing nature conservation in Egypt? (Multiple Response)

		Count	% of Responses	% of Cases[a]
Valid	User Fees	65	24.7	65
	Egyptian NGOs	30	11.4	30
	Foreign Aid/Internatonal organizations	81	30.8	81
	Egyptian Governmental institutions and bodies	25	9.5	25
	Private Sector	1	.4	1
	Ministry of Environment and its subsidiaries	61	23.2	61
	Total	263	100.0	263

a. 100 valid cases, none missing.

3. What is the role that rangers play in the nature conservation of the Red Sea? (Multiple Response)

		Count	% of Responses	% of Cases[a]
Valid	Creating Awareness	68	41.5	68
	Monitoring conformity with regulations	91	55.5	91
	Patrols	2	1.2	2
	Collection of User Fees	3	1.8	3
	Total	164	100.0	164

a. 100 valid cases, none missing.

4. Please rank your perception of the level of environmental risk of the following to the Red Sea Marine life?

a) Feeding Fish

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very High Risk	60	60.0	60.0	60.0
	High Risk	36	36.0	36.0	96.0
	Moderate Risk	3	3.0	3.0	99.0
	Very Low Risk	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

b) Use of boat anchors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very High Risk	78	78.0	78.0	78.0
	High Risk	19	19.0	19.0	97.0
	Moderate Risk	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

c) Touchimg, walking, and standing on reefs.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very High Risk	86	86.0	86.0	86.0
	High Risk	12	12.0	12.0	98.0
	Moderate Risk	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

d) Throwing garbage in the sea.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very High Risk	64	64.0	64.0	64.0
	High Risk	35	35.0	35.0	99.0
	Moderate Risk	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

e) Throwing garbage on the beach.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very High Risk	64	64.0	64.0	64.0
	High Risk	31	31.0	31.0	95.0
	Moderate Risk	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

f) Collecting corals and shells.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very High Risk	68	68.0	68.0	68.0
	High Risk	28	28.0	28.0	96.0
	Moderate Risk	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

g) Illegal fishing.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very High Risk	61	61.0	61.0	61.0
	High Risk	22	22.0	22.0	83.0
	Moderate Risk	12	12.0	12.0	95.0
	Low Risk	2	2.0	2.0	97.0
	Very Low Risk	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

5. Are you aware of the following environmental protection issues;

a) Feeding fish upsets the biological balance on the reef.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	93	93.0	93.0	93.0
	No	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

b) Boat anchors destroy the reefs.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	99	99.0	99.0	99.0
	No	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

c) Touching, walking, and standing on corals breaks and kills them.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	95	95.0	95.0	95.0
	No	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

d) Garbage dumped in the sea and on the beach kills wildlife.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	89	89.0	89.0	89.0
	No	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

e) collecting corals and shells reduces Egypt's treasures.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	93	93.0	93.0	93.0
	No	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

f) Illegal fishing reduces the fish population and upsets the delicate balance on the reef.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	90	90.0	90.0	90.0
	No	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

6. What do you think of the following?

1) Layout

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Attractive	67	67.0	67.0	67.0
	Neutral	28	28.0	28.0	95.0
	Not Attractive	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Why?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Crammed	4	4.0	80.0	80.0
	Plain/ not creative	1	1.0	20.0	100.0
	Total	5	5.0	100.0	
Missing	.00	95	95.0		
Total		100	100.0		

2) Wording

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Clear	66	66.0	66.0	66.0
	Neutral	24	24.0	24.0	90.0
	Not Clear	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Why?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Complex wording	10	10.0	100.0	100.0
Missing	.00	90	90.0		
Total		100	100.0		

3) Theme/ Information content quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High Quality/ Informative	76	76.0	76.0	76.0
	Neutral	20	20.0	20.0	96.0
	Low Quality / Not Informative	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Why?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Incomplete information	4	4.0	100.0	100.0
Missing	.00	96	96.0		
Total		100	100.0		

4) Visuals utilized/ graphics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Attractive/ Impressive	48	48.0	48.0	48.0
	Neutral	37	37.0	37.0	85.0
	Not attractive	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Why?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Plain/ Used	6	6.0	40.0	40.0
	Crammed	8	8.0	53.3	93.3
	Not all relevant	1	1.0	6.7	100.0
	Total	15	15.0	100.0	
Missing	.00	85	85.0		
Total		100	100.0		

5) Comprehension of the message embedded in the promotional materials

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Well Comprehended	78	78.0	78.0	78.0
	Neutral	20	20.0	20.0	98.0
	Not Comprehended	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Why?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Crammed Subjects	2	2.0	100.0	100.0
Missing	.00	98	98.0		
Total		100	100.0		

7. Will you be willing to display the promotional materials on your boats for tourists to help promote environmental awareness?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	97	97.0	97.0	97.0
	No	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

[redacted]

PART ONE: THE CAMPAIGN EVALUATION

1. Please provide your opinion on the themes used in the communication campaign in terms of their relevance to raising of the environmental awareness:
   a. Investment in rangers in the Red Sea has tremendous benefits on the biological diversification of the Red Sea.

   _____

   _____

   b. The natural habitats is a wise investment.

   _____

   _____

   c. The Dugong/ Sea Cow in the Red Sea: Let's work on protecting the life of this legend.

   _____

   _____

   d. Monitoring coral reefs is a tool to protect nature.

   _____

   _____

   e. Leave enough room for the Sea Turtles' niches.

   _____

   _____

   f. The Mangrove Trees help in sustaining the development of the Red Sea.

   _____

   _____

   g. Invest in the environment to build a better economy.

   _____

   _____

   h. Diving helps protect natural resources.

   _____

   _____

2. Please provide your own opinion on the Layout/Design used.

   _____

   _____

   _____

3. Please provide your own opinion on the colors used in the brochure.

   _____

   _____

4. Please provide your own opinion on the Visuals used to present and support the communication message.

_____

_____

5. What do you think of the size of the different promotional materials? Please state the reasons behind your answer.

_____

_____

PART TWO: THE RECOMMENDATIONS FOR IMPROVEMENT

Please tell us about your recommendations to improve the following:

1. The Design/Layout: _____.
2. The Themes used: _____.
3. The Recommended New Colors: _____.
4. The Wording: _____.
5. The information disseminated: _____.
6. The Visuals used: _____.
7. Any other part of the Campaign not listed above: _____.

PART THREE: THE PERSONAL PROFILE

Name: _____.

Title: _____.

Newspaper/Agency: _____.

Academic Degree: _____.

Age Brackets:

Less than 30 years ( )
Between 30 and 39 ( )
Between 40 and 49 ( )
Between 50 and 59 ( )
More than 59 ( )

[redacted]

Part I: Level of Awareness:

2. **Please provide me with your opinion concerning the following;**

   a) **Nature conservation is important for Egypt's economic development.**
   Strongly Agree ( ) Agree( ) Neutral ( ) Disagree( )
   Strongly Disagree ( ) No Answer( )

   b) **Rangers are important to the preservation of the red sea.**
   Strongly Agree ( ) Agree( ) Neutral ( ) Disagree( )
   Strongly Disagree ( ) No Answer( )

3. **What sources are you aware of that are used for financing nature conservation in Egypt?**

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4. **What is the role that rangers play in the nature conservation of the red sea?**

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5. **Please rank your perception of the level of environmental risk of the following to the Red Sea Marine life?**

	Very High Risk	High Risk	Moderate Risk	Low Risk	Very Low Risk	No Answer
a) feeding fish	1	2	3	4	5	0
b) use of boat anchors	1	2	3	4	5	0
c) touching, walking and standing on reefs	1	2	3	4	5	0
d) throwing garbage in the sea	1	2	3	4	5	0
e) throwing garbage on the beach	1	2	3	4	5	0
f) collecting corals and shells	1	2	3	4	5	0
g) illegal fishing	1	2	3	4	5	0

6. **Are you aware of the following environmental protection issues;**

	Yes	No
a) Feeding fish upsets the biological balance on the reef.	1	2
b) Boat Anchors destroy the reefs.	1	2
c) Touching, walking and standing on corals breaks and kills them.	1	2
d) Garbage dumped in the sea and on the beach kills wildlife.	1	2
e) Collecting corals and shells reduces Egypt's treasures.	1	2
f) Illegal fishing reduces the fish population and upsets the delicate balance of the reef.	1	2

Part II: Print materials Test: (Pls. present the print material to the interviewee and after letting him/her read it ask the following;)

7. **what do you think of the following?**

   1. **Layout :**
   Attractive ( ) Neutral ( ) Not attractive ( ) pls specify.....

   2. **Wording :**
   Clear ( ) Neutral ( ) Not Clear ( ) pls specify.....

   3. **Theme/Information Content :**
   High Quality/ Informative ( ) Neutral ( )
   Low Quality/ Not Informative ( ) pls specify.....

   4. **Visuals Utilized/Graphics :**
   Attractive/Impressive ( ) Neutral ( )
   Not Attractive ( ) pls specify.....

   5. **Comprehension of the message embedded in the promotional materials :**
   Well comprehended( ) Neutral ( )
   Not Comprehended( ) pls specify.....

8. **Will you be willing to display the promotional materials on your boat for tourists to help promote environmental awareness?**

   Yes ( ) No ( ) pls specify reason.....

Part III: General Information about the respondent

1. **Gender of the respondent: 1. Male 2. Female**

2. **Age:**

   1. 16-25 2. 26-35 3. 36-45 4. 46-55 5. 56-65 6. over 65

3. **Marital Status:**
   1. Single. 2. Married. 3. Widower 4. Divorced 5. Engaged

4. **Education**
   1. None 2. High School Degree 3. Bachelor's Degree
   4. Graduate Degree 5. Other (specify) .....

[redacted]

Part I: Level of Awareness:

1. **What are the endangered species/ animals in the Red sea area?**

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2. **What are the possible sources that can harm these endangered species?**

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3. **Are you aware of the following environmental protection issues;**

	Yes	No
a) Feeding fish upsets the biological balance on the reef.	1	2
b) Touching, walking and standing on corals breaks and kills them.	1	2
c) Garbage dumped in the sea and on the beach kills wildlife.	1	2
d) Collecting corals and shells reduces Egypt's treasures.	1	2
f) Illegal fishing reduces the fish population and upsets the delicate balance of the reef.	1	2

Part II: Print materials Test: (Pls. present the print material to the interviewee and after letting him/her read it ask the following;)

4. **what do you think of the following?**

   1. **Layout :**
   Attractive ( ) Neutral ( ) Not attractive ( ) pls specify.....

   2. **Wording :**
   Clear ( ) Neutral ( ) Not Clear ( ) pls specify.....

   3. **Theme/Information Content :**
   High Quality/ Informative ( ) Neutral ( )
   Low Quality/ Not Informative ( ) pls specify.....

   4. **Visuals Utilized/Graphics :**
   Attractive/Impressive ( ) Neutral ( )
   Not Attractive ( ) pls specify.....

   5. **Comprehension of the message embedded in the promotional materials :**
   Well comprehended( ) Neutral ( )
   Not Comprehended( ) pls specify.....

Part III: General Information about the respondent

5. **Gender of the respondent: 1. Male 2. Female**

6. **Age:**

   1. **10 years old ( )**
   2. **11 years old ( )**
   3. **12 years old ( )**

[redacted]

Part I: Level of Awareness:

1. **Please provide me with your opinion concerning the following;**

   a) **Nature conservation is important for Egypt's economic development.**

   Strongly Agree ( ) **Agree( )** **Neutral ( )** **Disagree( )**
   Strongly Disagree ( ) **No Answer( )**

   b) **Rangers are important to the preservation of the red sea.**

   Strongly Agree ( ) **Agree( )** **Neutral ( )** **Disagree ( )**
   Strongly Disagree ( ) **No Answer( )**

2. **What sources are you aware of that are used for financing nature conservation in Egypt?**

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3. **What is the role that rangers play in the nature conservation of the red sea?**

   .....
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   .....

4. **Please rank your perception of the level of environmental risk of the following to the Red Sea Marine life?**

	Very High Risk	High Risk	Moderate Risk	Low Risk	Very Low Risk	No Answer
a) feeding fish	1	2	3	4	5	0
b) use of boat anchors	1	2	3	4	5	0
c) touching, walking and standing on reefs	1	2	3	4	5	0
d) throwing garbage in the sea	1	2	3	4	5	0
e) throwing garbage on the beach	1	2	3	4	5	0
f) collecting corals and shells	1	2	3	4	5	0
g) illegal fishing	1	2	3	4	5	0

5. **Are you aware of the following environmental protection issues;**

	Yes	No
a) Feeding fish upsets the biological balance on the reef.	1	2
b) Boat Anchors destroy the reefs.	1	2
c) Touching, walking and standing on corals breaks and kills them.	1	2
d) Garbage dumped in the sea and on the beach kills wildlife.	1	2
e) Collecting corals and shells reduces Egypt's treasures.	1	2
f) Illegal fishing reduces the fish population and upsets the delicate balance of the reef.	1	2

Part II: Print materials Test: (Pls. present the print material to the interviewee and after letting him/her read it ask the following;)

6. **what do you think of the following?**

   2. **Layout :**
   Attractive ( ) Neutral ( ) Not attractive ( ) pls specify.....

   3. **Wording :**
   Clear ( ) Neutral ( ) Not Clear ( ) pls specify.....

   4. **Theme/Information Content :**
   High Quality/ Informative ( ) Neutral ( )
   Low Quality/ Not Informative ( ) pls specify.....

   5. **Visuals Utilized/Graphics :**
   Attractive/Impressive ( ) Neutral ( )
   Not Attractive ( ) pls specify.....

   6. **Comprehension of the message embedded in the promotional materials :**
   Well comprehended( ) Neutral ( )
   Not Comprehended( ) pls specify.....

Part III: General Information about the respondent

7. **Gender of the respondent: 1. Male 2. Female**

8. **Age:**

   1. 26-35 2. 36-45 3. 46-55 4. 56-65 5. over 65

9. **Marital Status:**
   1. Single. 2. Married. 3. Widower 4. Divorced 5. Engaged

10. **Education**
    1. Bachelor's Degree 2. Graduate Degree 3. Other
    (specify) .....

[redacted]

Part I: Level of Awareness:

1. **What is your knowledge of the possible ways of protecting the environment in general?**
   .....
   .....

2. **Please list the possible activities that could harm sea/marine life?**
   .....
   .....

3. **Please rank your perception of the level of environmental risk of the following to the Red Sea Marine life?**

	Very High Risk	High Risk	Moderate Risk	Low Risk	Very Low Risk	No Answer
a) Feeding fish	1	2	3	4	5	0
b) touching, walking and standing on reefs	1	2	3	4	5	0
c) throwing garbage in the sea	1	2	3	4	5	0
d) throwing garbage on the beach	1	2	3	4	5	0
e) collecting corals and shells	1	2	3	4	5	0
f) illegal fishing	1	2	3	4	5	0

4. **Are you aware of the following environmental protection issues;**

	Yes	No
a) Feeding fish upsets the biological balance on the reef.	1	2
b) Touching, walking and standing on corals breaks and kills them.	1	2
c) Garbage dumped in the sea and on the beach kills wildlife.	1	2
d) Collecting corals and shells reduces Egypt's treasures.	1	2
f) Illegal fishing reduces the fish population and upsets the delicate balance of the reef.	1	2

rt II: Print materials Test: (Pls. present the print material to the interviewee and er letting him/her read it ask the following;)

5. **what do you think of the following?**

   1. **Layout :**
   Attractive ( ) Neutral ( ) Not attractive ( ) pls specify.....

   2. **Wording :**
   Clear ( ) Neutral ( ) Not Clear ( ) pls specify.....

   3. **Theme/Information Content :**
   High Quality/ Informative ( ) Neutral ( )
   Low Quality/ Not Informative ( ) pls specify.....

   4. **Visuals Utilized/Graphics :**
   Attractive/Impressive ( ) Neutral ( )
   Not Attractive ( ) pls specify.....

   5. **Comprehension of the message embedded in the promotional materials :**
   Well comprehended( ) Neutral ( )
   Not Comprehended( ) pls specify.....

ırt III: General Information about the respondent

6. **Gender of the respondent: 1. Male 2. Female**

7. **Age:**
   1. 16-25 2. 26-35 3. 36-45 4. 46-55 5. 56-65 6. over 65

8. **Marital Status:**
   1. Single. 2. Married. 3. Widower 4. Divorced 5. Engaged

9. **Occupation**
   1. Government 2. Private Sector
   3.Business Owner 4. Academic(teacher/scientist)
   5. Non-profit organization 6. Student 7. Other (specify) .....

10. **Education**
    1. None 2. High School Degree 3. Bachelor's Degree
    4. Graduate Degree 5. Other (specify) .....

11. **Nationality:**
    pls. specify country) .....

[redacted]

Boat Operators Questionnaire
أصحاب المراكب

أولا: مستوى الوعي:

1. ما هو رأيك فى المواضيع التالية؛

1) حماية البيئة مهمة للتنمية الاقتصادية لمصر.
أوافق بشدّة ( ) أوافق ( ) محايد ( ) أعارض ( ) أعارض بشدّة ( ) لا جواب ( )

2) حراس البيئة مهمون لحماية البحر الأحمر.
أوافق بشدّة ( ) أوافق ( ) محايد ( ) أعارض ( ) أعارض بشدّة ( ) لا جواب ( )

2. ما هي المصادر التي تعرفها لتمويل حماية البيئة في مصر؟

... ...
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3. من وجهة نظرك، ما هو الدور الذي يقوم به حراس البيئة في حماية الطبيعة و المحميات الطبيعية بالبحر الأحمر؟

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4. رجاء صنف الأتي حسب تقديرك لمستوى الخطر البيئي الذي يمثله للبحر الأحمر؟

	خطر شديد جدا	خطر شديد	خطر معتدل	خطر ضعيف	خطر ضعيف جدا	لا أعرف
1. إطعام الأسماك	1	2	3	4	5	0
2. إستعمال خطاف المركب	1	2	3	4	5	0
3. لمس الشعاب المرجانية و المشي والوقوف عليها	1	2	3	4	5	0
4. إلقاء النفايات في البحر	1	2	3	4	5	0
5. إلقاء النفايات على الشاطئ	1	2	3	4	5	0
6. الصيد الغير مصرح به	1	2	3	4	5	0
7. جمع الأصداف و المرجان	1	2	3	4	5	0

5. هل كنت تعرف الحقائق التالية بالنسبة لحماية البيئة؛

	نعم	لا
1. إطعام الأسماك يخلّ بالتوازن البيولوجي للشعاب المرجانية.	1	2
2. خطاف المركب يدمر المرجان.	1	2
3. لمس الشعاب المرجانية و المشي والوقوف عليها يكسرها و يقتلها.	1	2
4. إلقاء النفايات في البحر و على الشواطئ يدمر الحياة البرية.	1	2
5. الصيد غير القانوني يقلل عدد الأسماك ويخل بالتوازن الهش للشعاب المرجانية.	1	2
6. جمع الأصداف و المرجان ينقص كنوز مصر.	1	2

ثانيا: إختبار المواد الدعائية:

(رجاء تقديم المواد الدعائية إلى المستجيب و بعد القراءة يسأل التالى)

6. ما هو رأيك في الأتي؟

1. التصميم العام:

جذاب ( ) محايد ( ) غير جذاب ( ) يحدّد .....

2. الصياغة / الكلمات المستخدمة للتعبير عن الموضوع:

واضحة ( ) محايد ( ) غير واضحة ( ) يحدّد .....

3. فائدة المعلومات:

غني بالمعلومات المفيدة ( ) محايد ( )

ليس غني بالمعلومات المفيدة ( ) يحدّد .....

4. الصور المستعملة:

جذاب ( ) محايد ( ) ليس جذاب ( ) يحدّد .....

5. وضوح مضمون الرسالة المتضمّنة في المواد الدعائية:

سهلة الفهم ( ) محايد ( ) غير مفهومة ( ) يحدّد .....

7. هل من الممكن أن تضع لوحة إرشادية للسياح على مركبك لتوعيتهم للمحافظة على البيئة؟

نعم ( ) لا ( )

ثالثا: معلومات عن المستجيب:

8. النوع: 1. ذكر 2. أنثى

9. السن:

1) 16-25 2) 26-35 3) 36-45 4) 46-55

5) 56-65 6) أكثر من 65

10. الحالة الإجتماعية:

1. غير متزوج 2. متزوّج. 3. أرمل 4. المطلق

11. المستوى التعليمي:

1. غير متعلم 2. شهادة مدرسية 3. شهادة جامعية 5. اخرى (يحدّد) .....

Decision Makers Questionnaire
متخذى القرارات

أولا: مستوى الوعي:

1. ما هو رأيك فى المواضيع التالية؛

1) حماية البيئة مهمة للتنمية الاقتصادية لمصر.
أوافق بشدّة ( ) أوافق ( ) محايد ( ) أعارض بشدّة ( ) أعارض ( ) لا جواب ( )

2) حراس البيئة مهمون لحماية البحر الأحمر.
أوافق بشدّة ( ) أوافق ( ) محايد ( ) أعارض بشدّة ( ) أعارض ( ) لا جواب ( )

2. ما هي المصادر التي تعرفها لتمويل حماية البيئة في مصر؟

... ...
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3. من وجهة نظرك، ما هو الدور الذي يقوم به حراس البيئة في حماية الطبيعة و المحميات الطبيعية بالبحر الأحمر؟

... ...
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4. رجاء صنف الأتي حسب تقديرك لمستوى الخطر البيئي الذي يمثله للبحر الأحمر؟

	خطر شديد جدا	خطر شديد	خطر معتدل	خطر ضعيف	خطر ضعيف جدا	لا أعرف
1. إطعام الأسماك	1	2	3	4	5	0
2. إستعمال خطاف المركب	1	2	3	4	5	0
3. لمس الشعاب المرجانية و المشي والوقوف عليها	1	2	3	4	5	0
4. إلقاء النفايات في البحر	1	2	3	4	5	0
5. إلقاء النفايات على الشاطئ	1	2	3	4	5	0
6. الصيد الغير مصرح به	1	2	3	4	5	0
7. جمع الأصداف و المرجان	1	2	3	4	5	0

5. هل كنت تعرف الحقائق التالية بالنسبة لحماية البيئة؛

	نعم	لا
1. إطعام الأسماك يخلّ بالتوازن البيولوجي للشعاب المرجانية.	1	2
2. خطاف المركب يدمر المرجان.	1	2
3. لمس الشعاب المرجانية و المشي والوقوف عليها يكسرها و يقتلها.	1	2
4. إلقاء النفايات في البحر و على الشواطئ يدمر الحياة البرية.	1	2
5. الصيد غير القانونى يقلل عدد الأسماك ويخل بالتوازن الهش للشعاب المرجانية.	1	2
6. جمع الأصداف و المرجان ينقص كنوز مصر.	1	2

ثانيا: إختبار المواد الدعائية:

(رجاء تقديم المواد الدعائية إلى المستجيب و بعد القراءة يسأل التالى)

6. ما هو رأيك في الأتي؟

6. التصميم العام:

جذاب ( ) محايد ( ) غير جذاب ( ) يحدّد .....

7. الصياغة / الكلمات المستخدمة للتعبير عن الموضوع:

واضحة ( ) محايد ( ) غير واضحة ( ) يحدّد .....

8. فائدة المعلومات:

غني بالمعلومات المفيدة ( ) محايد ( )

ليس غني بالمعلومات المفيدة ( ) يحدّد .....

9. الصور المستعملة:

جذاب ( ) محايد ( ) ليس جذاب ( ) يحدّد .....

10. وضوح مضمون الرسالة المتضمنة في المواد الدعائية:

سهلة الفهم ( ) محايد ( ) غير مفهومة ( ) يحدّد .....

ثالثا: معلومات عن المستجيب:

1. النوع: 1. ذكر 2. أنثى

2. السن:

1) 26-35 2) 36-45 3) 46-55

4) 56-65 5) أكثر من 65

3. الحالة الإجتماعية:

1. غير متزوج 2. متزوّج. 3. أرمل 4. المطلق

4. المستوى التعليمي:

1. شهادة جامعية 2. دراسات عليا 3. أخرى (يحدّد) .....

Journalists Questionnaire
الصحفيين

أولا: تقييم الحملة:

1. ما هو رأيك بالنسبة لأهمية المواضيع التالية المستخدمة في حملة التوعية البيئية:

1) الاستثمار في حماة البيئة بالبحر الأحمر سوف يعود بفوائد عظيمةعلى التنوع البيولوجي بالمنطقة.

.....

.....

2) المحميات الطبيعية استثمار حكيم.

.....

.....

3) حيوان عروس البحر بالبحر الأحمر: لنعمل على الحفاظ على حياة أسطورة.

.....

.....

4) مراقبة الشعاب المرجانية أداة للحفاظ على الطبيعة.

.....

.....

5) أترك مساحة لأعشاش السلاحف البحرية.

.....

.....

6) تساعد أشجار المانجروف على استدامة تنمية البحر الأحمر.

.....

.....

7) إستثمر فى البيئة لبناء إقتصاد قوى.

.....

.....

8) رياضة الغوص تساعد على حماية الموارد الطبيعية.

.....

.....

2. ما هو رأيك بالنسبة للشكل العام / التصميم المستخدم فى المواد الدعائية؟

.....

.....

3. ما هو رأيك بالنسبة للألوان المستخدمة فى المواد الدعائية؟

.....

.....

4. ما هو رأيك بالنسبة للصور المستخدمة في المواد الدعائية ودعمها لمضمون الرسالة؟

.....

.....

5. ما هو رأيك بالنسبة لحجم المواد الدعائية المختلفة؟ رجاء ذكر الأسباب وراء جوابك.

.....

.....

جزء ثاني: التوصيات:

6. هل عندك مقترحات معينة لتحسين المواد الدعائية:

1) التصميم / تخطيط: .....

.....

2) المواضيع : .....

.....

3) الألوان الجديدة الموصّى بها: .....

.....

4) الصياغة: .....

.....

5) المعلومات المتضمنة: .....

.....

6) الصور المستخدمة: .....

.....

7) أيّ جزء آخر من الحملة لم يذكر هنا: .....

.....

ثالثا: معلومات عن المستجيب:

الأسم: _____

صحيفة / وكالة: _____

درجة أكاديمية: _____

السن:

أقل من 30 سنة ( ) بين 30 و39 ( ) بين 40 و49 ( ) بين 50 و59 ( )

أكثر من 60 ( )

Children Questionnaire
الأطفال

أولا: مستوى الوعي:

1. ما هي الكائنات و الحيوانات المهددة بالانقراض و الموجودة فى منطقة البحر الأحمر؟

... ...
... ...
... ...
... ...
... ...
... ...
... ...
... ...

2. اية الاخطار اللى بتهدد الحيوانات المعرضة للانقراض ؟

... ...
... ...
... ...
... ...
... ...
... ...
... ...
... ...
... ...
... ...

3. هل كنت تعرف أن ....؛

	نعم	لا
1. إطعام الأسماك يخلّ بالتوازن البيولوجي فى منطقة الشعب	1	2
2. ممنوع صيد الاسماك فى المحميات	1	2
3. ممنوع لمس الشعاب المرجانية و المشى عليها	1	2
4. ممنوع رمي القمامة على الارض او في المركب	1	2
5. ممنوع رمي الهلب في منطقة صخور البحر	1	2
6. ممنوع أخذ الشعب، القواقع، السمك، النباتات، و الحفريات	1	2

ثانيا: إختبار المواد الدعائية:

(رجاء تقديم المواد الدعائية إلى المستجيب و بعد القراءة يسأل التالى)

4. ايه رأيك في .....؟

1) الشكل العام:

جذّاب ( ) محايد ( ) غير جذّاب ( ) يحدّد .....

2) الصياغة / الكلمات المستخدمة للتعبير عن الموضوع:

واضحة ( ) محايد ( ) غير واضحة ( ) يحدّد .....

3) فائدة المعلومات:

غني بالمعلومات المفيدة ( ) محايد ( )

ليس غني بالمعلومات المفيدة ( ) يحدّد .....

4) الصور المستعملة:

جذّاب ( ) محايد ( ) ليس جذّاب ( ) يحدّد .....

5) وضوح مضمون الرسالة المتضمّنة في المواد الدعائية:

سهلة الفهم ( ) محايد ( ) غير مفهومة ( ) يحدّد .....

ثالثا: معلومات عن المستجيب:

5. النوع: 1. ذكر 2. أنثى

6. السن: 1) 10 2) 11 3) 12

[redacted]

Appendix D: Arabic Fact Sheets

يمكن للبيئة والإقتصاد أن ينجحا معاً

يوفك نستطيع غرس علم من أشكال من برامج التنمية

تصوير: حماة البيئة بالقسم الأسمر

مرسى علم هي المنطقة الجنوبية للبحر الأحمر، وهي تغطي مساحة غنية بعوامل الجذب الطبيعية، من جمالها الفريدة، إلى صحرائها، إلى شعابها المرجانية البعيدة عن الشاطئ والتي بقيت على مر العصور حالتها الطبيعية التي تكونت عليها. وفي المناطق الساحلية كمنطقة مرسى علم حيث ينصب التخطيط للتنمية على السياحة، تكون حماية الجمال الطبيعي شيئاً حيوياً للإبقاء على قدرة المدينة على مواجهة الحياة. فإذا تدهورت مناطق الجذب السياحي فإن السياحة تتدهور، وبالتالي يتدهور الإقتصاد بأكمله. ويتوافر لمرسى علم، كمنطقة يتوقع لها الازدهار والتنمية، الفرصة الفريدة لتحقيق التنمية التي لا تتعارض مع البيئة والإعداد لمستقبلها الخاص ومستقبل التنمية

ثمة مشكلة محتملة حتى يتعايش مع البيئة

تصوير: حماة البيئة بالقسم الأسمر

فهناك بعض الملكيات الخاصة التي تجعل من الوصول للبحر أمراً صعباً. تلك الممتلكات البحرية يجب أن تبقى مفتوحة، حفاظاً على الجمال الطبيعي لساحل البحر، ولتوفير مدخل للعامة للوصول للبحر. إن حواجز الأمواج التي يمكن الوصول إلى البحيرات عبرها مروراً فوق الشعاب، تعد أكثر أماناً للبيئة والزوار الذين يريدون الإستمتاع بالسباحة في البحر. ويجب على واضعي خطط التنمية عند وضع خططهم أن يراعوا أن يكون لها أقل التأثير على البيئة. إن التعليم والتواصل مع المجتمع المحلي وواضعي خطط التنمية – فيما يتعلق بضرورة حماية البيئة إرتباطاً بالتخطيط الصحيح وأدوات الإدارة لاستخدام الأراضي مثل تقييم التأثير البيئي – تعد مكوناً فائق الأهمية للتخطيط المستدام للمدينة.

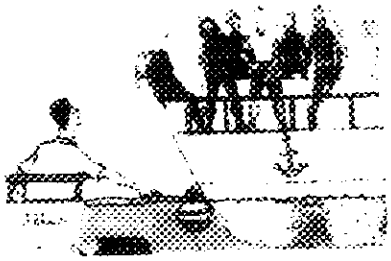
مرسى علم تتميز بما هو أكثر من شعاب البحر الأحمر

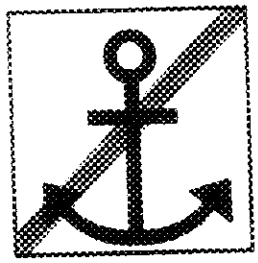
تصوير: حماة البيئة بالقسم الأسمر

إن الصحراء المتوهجة مليئة بالعجائب منها ما هو طبيعي وما هو من صنع الإنسان. والتروي لتطوير تلك الأماكن الرائعة والتشجيع على زائر من شأنه أن يقلل الضغط على البحر، وسيكون أمام الزوار تنوعاً أكثر وخبرات ممتعة. ويعد فحص التصاميم والخرائط البيئية الحيوية للموارد الطبيعية وتحليل الخرائط، شيئاً فائق الأهمية للتنمية المستدامة لمرسى علم.

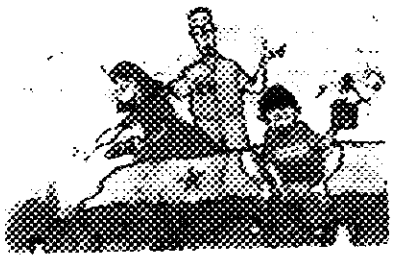
إستثمر في البيئة لبناء إقتصاد قوي

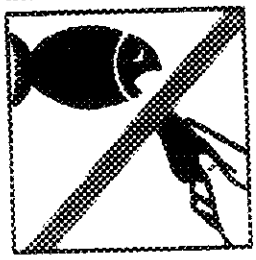
حماة البيئة ... يحافظون على ثروات مصر البيئية



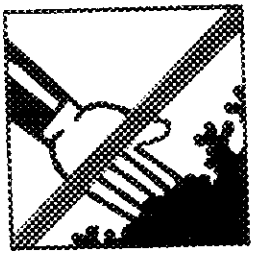


خطاف المركب يدمر المرجان
إستخدم شمندورات الربط

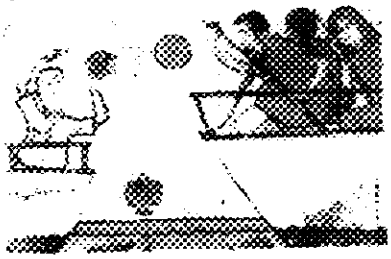


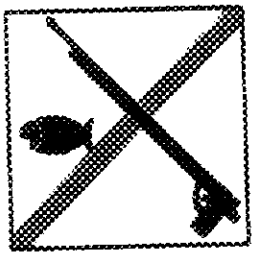


إطعام الأسماك يخل بالتوازن البيولوجي
للشعاب المرجانية

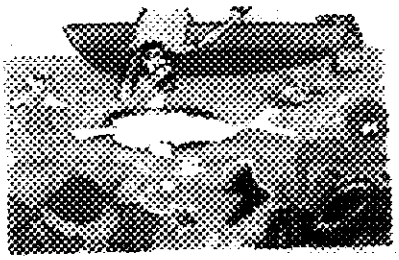


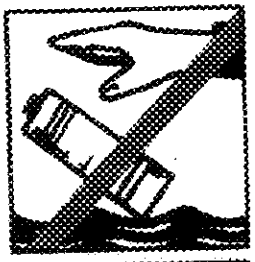
لمس الشعاب المرجانية والمشي والوقوف
عليها يكسرها ويقتلها



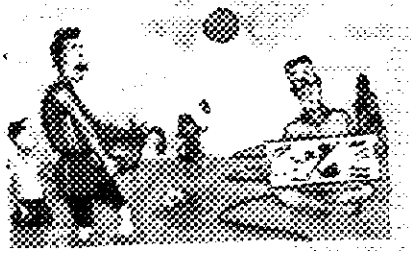


الصيد غير القانوني يقلل عدد الأسماك
ويخل بالتوازن الحي للشعاب المرجانية



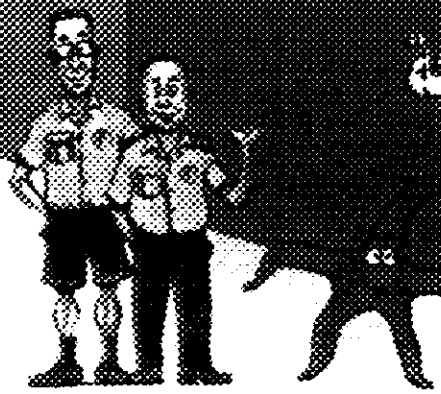


إلقاء النفايات في البحر وعلى الشواطئ
يدمر الحياة البرية



جمع الأصداف والمرجان يهدد
كنوز مصر الطبيعية

حضانات البحر الأحمر بحاجة إلى مساعدتك



أمراض أشجار الشورى بوائل شاهة

تعد أشجار المانجروف بمثابة حضانات البحر الأحمر. وهناك نوعان من المانجروف على السواحل المصرية للبحر الأحمر وهما Avicennia Marina و Rhizophora Mucronata وكلاهما يعتمد على نظام جذري معقد يمتص و يحفظ مياه البحر. و جذور المانجروف تنمو من الأرض وخلال المياه إلى ما فوق سطح الماء، حيث يشكل تشابكها متاهة من الأنفاق والممرات المائية الدافئة صانعة موئلاً أمناً لخمس وثلاثين نوعاً من الأسماك والكائنات البحرية الأخرى. لذا فإختفاء هذا الموئل الحيوي يحرم زريعة الأسماك من فرصة النمو لتصبح أسماك كبيرة مما يؤثر سلباً على الثروة السمكية في البحر الأحمر.

التهديدات البشرية للمانجروف

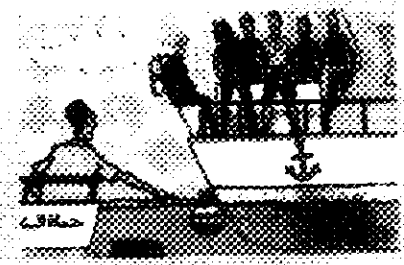
لقد إعتاد الصيادين المحليين على بناء مخيماتهم بين أشجار المانجروف وإستعمال أخشابها لإيقاد النار، بينما يسمح البدو لجمالهم أن تأكل أوراقها وعلى مدى سنوات عديدة إستخدمت هاتان الفئتان أشجار المانجروف بشكل مستدام، غير أن هذه الممارسات بالإضافة إلى إزدياد الضغوط الناشئة من مشاريع التنمية السياحية قد حملت أشجار المانجروف فوق طاقتها. حيث أوضح مسح تم إجرائه مؤخراً أن القمامة التي تنتشر في مواقع الأشجار تشكل واحد من أخطر التهديدات الحالية، فهي تعوق نمو الجذور و تقتل الأسماك الصغيرة و الكائنات اللافقارية. إن تجمعات أشجار المانجروف والتي تتراوح من بضعة أشجار إلى مسافات قد تمتد إلى بضعة كيلومترات قد بدأت بالتناقص.

حسن أوان تنشط

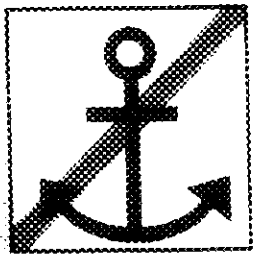
هناك بعض الجهود المبذولة في طريقها لحماية المانجروف، حيث تم بالفعل تركيب اللافتات التي تشير إلى مواقع الأشجار وتسهم في زيادة الوعي بأهمية هذه التجمعات. كما أن جماعة البيئة في البحر الأحمر يدعمون منظمات إنشاء مناطق محمية لها كأخطرة أوان لحماية المانجروف وهم يؤمنون أن حماية مجاري السيول يجب أن تكون جزء لا يتجزء من هذه المناطق المحمية لأنها تزود الأشجار بالمياه العذبة والضرورية لملاءمة نموها. وقد تم وضع قواعد خاصة بالمنطقة المحمية في تجمعات أشجار المانجروف و هناك المزيد من القواعد قيد البحث إن جمع القمامة وإلقائها في الأماكن المخصصة يعتبر من العوامل الهامة لحماية هذه الأشجار كما يجب أن يؤخذ بعين الإعتبار حساسية هذه التجمعات عند القيام بأي أنشطة سياحية تنموية.

تساعد أشجار المانجروف على استدامة تنمية البحر الأحمر

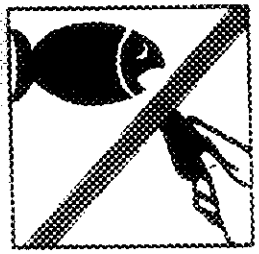
حماة البيئة ... يحافظون على ثروات مصر البيئية

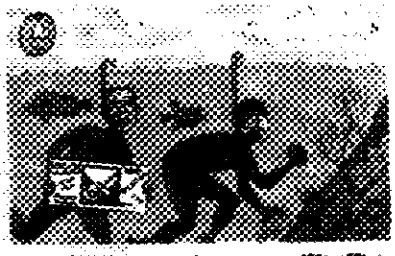


خطاف المركب يدمر المرجان
إستخدم شمندورات الربط

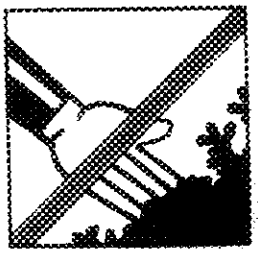


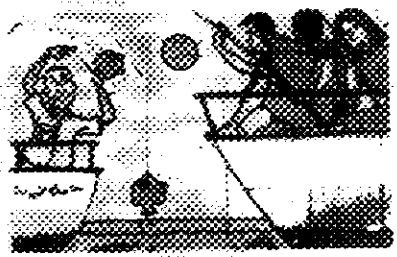
إطعام الأسماك يخل بالتوازن البيولوجي
للشعاب المرجانية



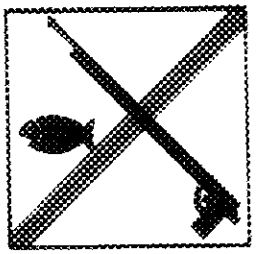


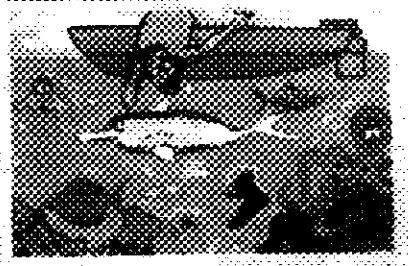
لمس الشعاب المرجانية والمشي والوقوف
عليها يكسرها ويقتلها



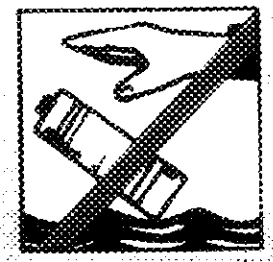


الصيد غير القانوني يقلل عدد الأسماك
ويخل بالتوازن الحي للشعاب المرجانية

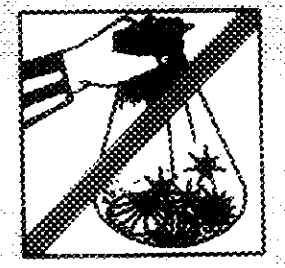




إلقاء النفايات في البحر وعلى الشواطئ
يدمر الحياة البرية



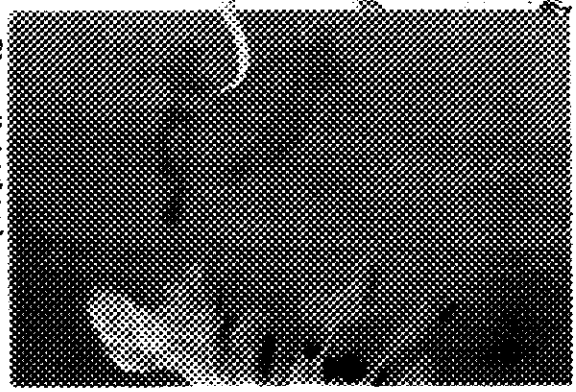
جمع الأصداف والمرجان يهدد
كنوز مصر الطبيعية



زيادة الدعم للمناطق المحمية المميزة

المحميات الطبيعية بالبحر الأحمر تستطيع أن تحول نفسها

حتى وقتنا هذا تعتمد مصر اعتمادا كبيرا على مشاريع الدعم الخارجي لتمويل عملية إدارة المحميات الطبيعية. وحتى يتسنى تحقيق الاستدامة طويلة المدى لتلك المحميات الطبيعية وتوسيع نطاقها يتعين تعبئة مصادر إضافية للتمويل. ومن مصادر التمويل المحتمل تعبئتها فرض رسوم الدخول ورسوم الخدمة وبيع المنتجات. وتعمل الوكالة الأمريكية للتنمية الدولية على دعم الجهود الرامية إلى مساعدة جهاز شئون البيئة وحماية البيئة بالبحر الأحمر على زيادة إستكشاف قنوات التمويل المختلفة.



تصوير: هالة قنيبة بالبحر الأحمر

السائحون بمنطقة البحر الأحمر على استعداد للمساهمة

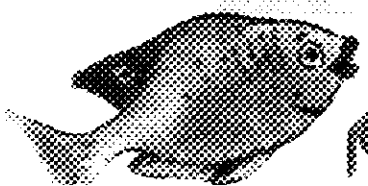
تصوير: هالة قنيبة بالبحر الأحمر

يبدي السائحون في كافة أنحاء العالم استعدادا لدفع رسوم دخول إلى المحميات الطبيعية. وتلك الرسوم وإن كانت تتفاوت من حيث القيمة فإنها عادة ما تمثل نسبة ضئيلة من التكاليف التي يتحملها السائحون في السفر إلى المحميات الطبيعية والاستمتاع بها. وعلى الجانب الآخر فإن السائحين يتوقعون أن يجدوا بعض الدلائل التي تشير إلى الكيفية التي يتم بموجبها إنفاق ما يدفعونه من قبل السلطات المعنية في سبيل حماية البيئة. وقد أوضحت الدراسات المحلية أن السائحين بمنطقة البحر الأحمر يتفقون مع السياح من كل أنحاء العالم على أن حماية البيئة أمر يستحق الدعم.

المحميات البحرية تحصل على نسبة ضئيلة من القيم الاقتصادية من المناطق المحمية

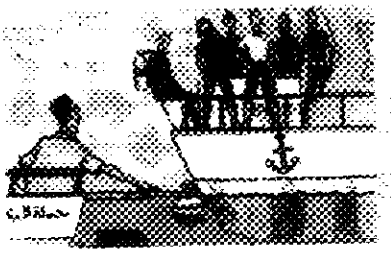
يتم في الوقت الحالي فرض رسوم دخول متعددة القيمة في المحميات بمصر. ولكنه لا يتم فرض أي رسوم في معظم المناطق التي تخضع للحماية بصورة رسمية. إضافة إلى ذلك فإن أسلوب تحصيل تلك الرسوم غير فعال بل ولا يتم تطبيقه بصورة متساوية. فعدد كبير من الزوار لا يدفعون أي رسوم في الوقت الحالي. وقد كشفت الدراسات عن أن المبالغ المالية التي يمكن تحصيلها في المحميات البحرية بمصر للحفاظ عليها يمكن أن تزيد تحصيلها إلى عشر أضعافها من خلال تيسير عملية تحصيل الرسوم وذلك دون الحاجة إلى زيادة قيمة الرسوم اليومية.

تصوير: هالة قنيبة بالبحر الأحمر

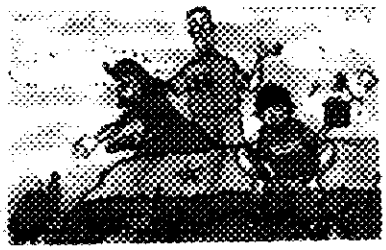


المحميات الطبيعية... إستثمار حكيم

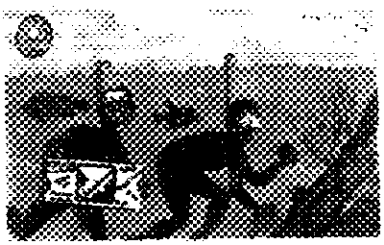
حماة البيئة ... يحافظون على ثروات مصر البيئية



خطاف المركب يدمر المرجان
إستخدم شمنورات الربط

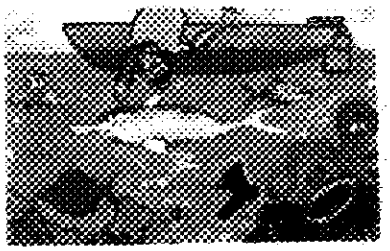


إطعام الأسماك يخل بالتوازن البيولوجي
للشعاب المرجانية



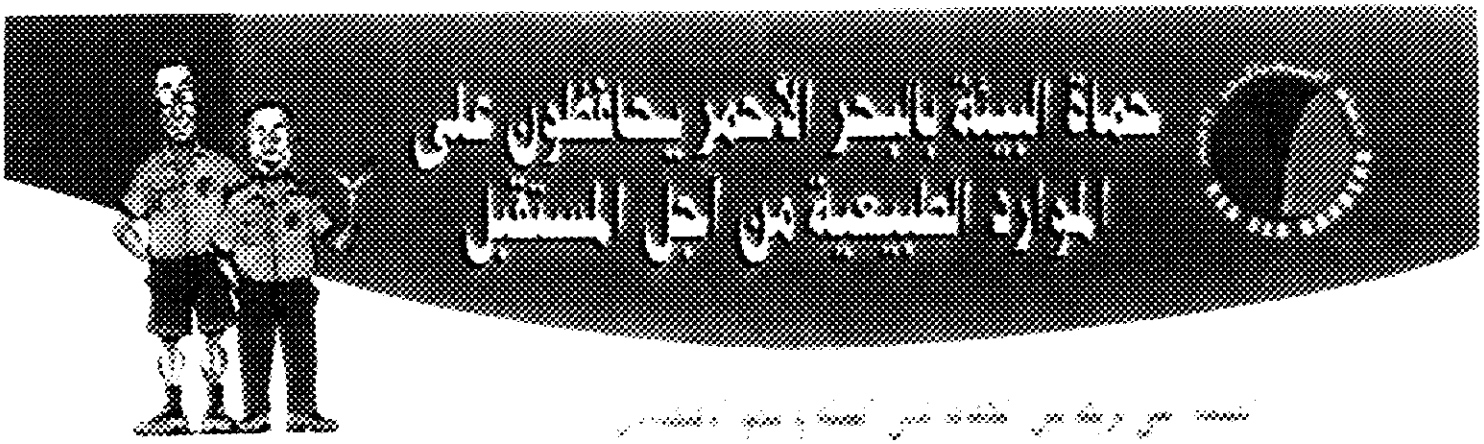
لمس الشعاب المرجانية والمشي والوقوف
عليها يكسرها ويقتلها

الصيد غير القانوني يقلل عدد الأسماك
ويخل بالتوازن الهش للشعاب المرجانية



إلقاء النفايات في البحر وعلى الشواطئ
يدمر الحياة البرية

جمع الأصداف والمرجان يهدد
كنوز مصر الطبيعية



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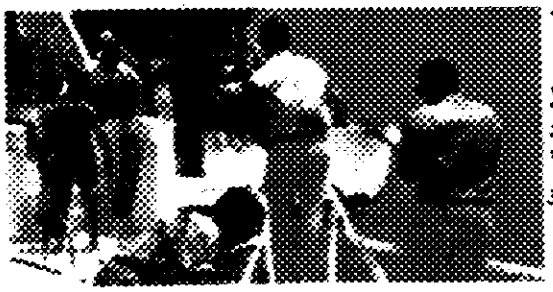
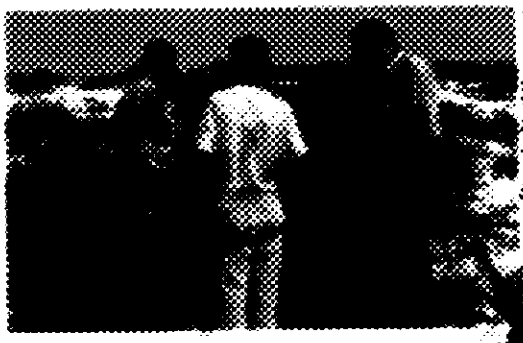

تصوير: حماة البيئة بالبحر الأحمر

تشهد منطقة البحر الأحمر بمصر تنمية سياحية مطردة وذلك على طول الشريط الساحلي الذي يمتد بطول ١٥٠٠ كيلومتر من الجونة شمالا إلى وادي لحمي جنوبا. وتعتبر حركة تنمية السواحل التي تشهدها المنطقة غير مسبوقة وذلك من حيث النطاق والامتداد الجغرافي. ولا شك إن نجاح هذه الحركة التنموية مرهون بحماية البيئة والتي تمثل الأساس الذي تقوم عليه صناعة السياحة في المنطقة.

[illegible]


تصوير: حماة البيئة بالبحر الأحمر

تعد أحد أهم المهام التي يضطلع بها البرنامج المصري للسياسات البيئية التابع للوكالة الأمريكية للتنمية الدولية هي دعم قطاع حماية الطبيعة في سعيه نحو تنفيذ مشروع المحميات بمنطقة البحر الأحمر والذي يهدف إلى إدارة الموارد الطبيعية مثل الشعاب المرجانية والجزر والشواطئ، وتجمعات أشجار المانجروف والحياة الحيوانية والنباتية والحفاظ عليها. ويأتي قطاع حماية الطبيعة في مقدمة الهيئات الوطنية التي تسعى إلى الاستخدام المستدام للموارد الطبيعية بمنطقة البحر الأحمر.

[illegible]

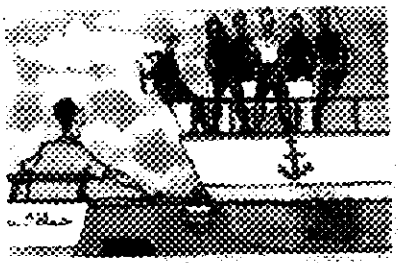
تصوير: حماة البيئة بالبحر الأحمر

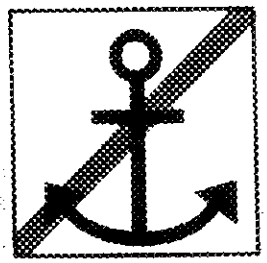
لقد خطا قطاع حماية الطبيعة بالتعاون مع الوكالة الأمريكية للتنمية الدولية خطوات واسعة نحو بناء قدرات القائمين على إدارة عملية الحفاظ على الطبيعة. ولكن مازلنا نحتاج لبذل المزيد من الجهود. وتركز الأنشطة الحالية للقطاع على ما يلي:

- تزويد حماة البيئة بالمعدات اللازمة وتوسيع نطاق أعمالهم في المنطقة الجنوبية للبحر الأحمر.
- تعيين حماة جدد وتدريبهم على الجوانب الفنية.
- بحث مختلف وسائل التمويل بهدف تحقيق الاستدامة المالية في المستقبل.
- إعلان محمية وادي الجمال - حسانة.
- إعداد خطة لإدارة الموارد الطبيعية لمنطقة جنوب البحر الأحمر.
- تعظيم مهام جهاز شئون البيئة في إدارة منطقة البحر الأحمر.

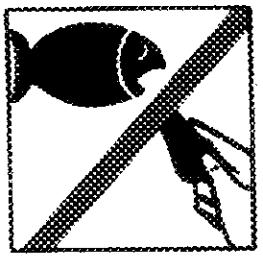
الاستثمار في حماية البيئة بالبحر الأحمر سوف يعود بفوائد عظيمة على التنوع السياحي بالمنطقة

حماة البيئة ... يحافظون على ثروات مصر البيئية

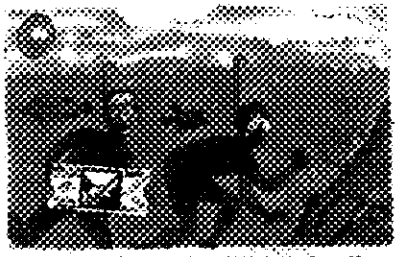


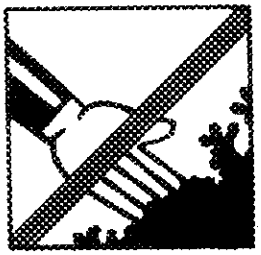


خطاف المركب يدمر المرجان
إستخدم شمندورات الربط

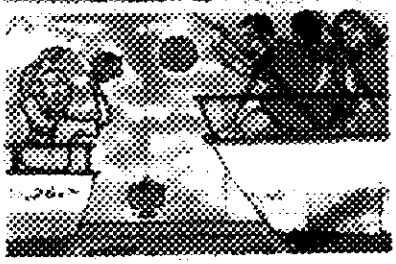


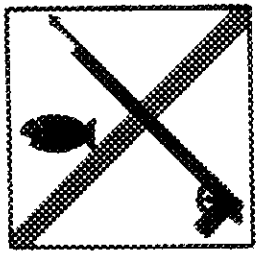
إطعام الأسماك يخل بالتوازن البيولوجي
للشعاب المرجانية



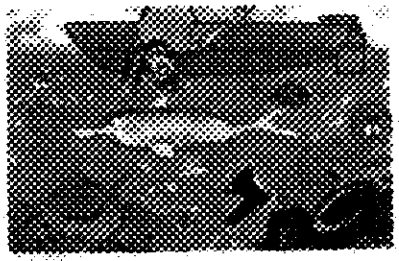


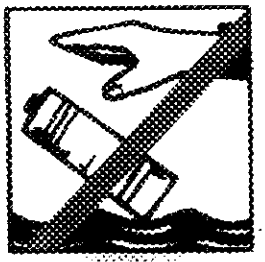
لمس الشعاب المرجانية والمشي والوقوف
عليها يكسرها ويقتلها





الصيد غير القانوني يقلل عدد الأسماك
ويخل بالتوازن الحي للشعاب المرجانية





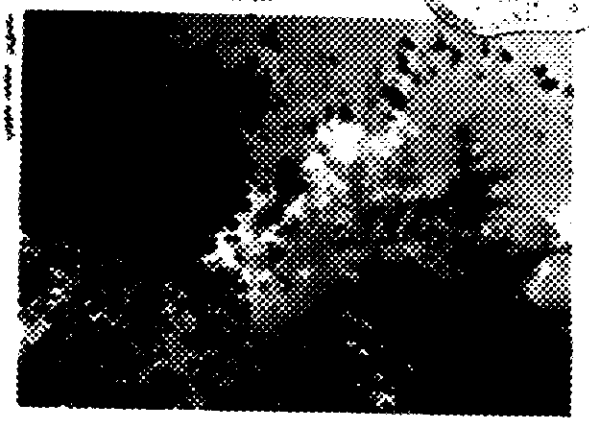
إلقاء النفايات في البحر وعلى الشواطئ
يدمر الحياة البرية

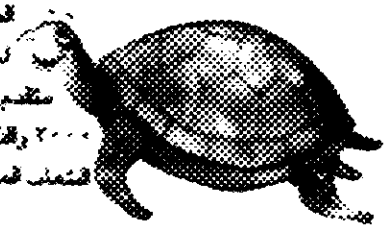
جمع الأصداف والمرجان يهدد
كنوز مصر الطبيعية

تسخير العلم لخدمة الطبيعة

قد تكون المظاهر خداعة

على الرغم من روعة جمال الشعاب المرجانية بالبحر الأحمر فإنه قد يتعذر على العين غير المدربة رؤية أي تلف أو مرض يصيب تلك الشعاب. ولطالما استخدم العلماء وسائل متعددة لفحص حالة الشعاب من خلال تحديد بعض المقاطع من الشعاب والتقاط صور لها بصورة دورية، إلا أن هناك بعض العوامل مثل زاوية التصوير أو الضوء التي تشكل عائقاً في تقييم الضرر. وقد تم إجراء دراسة استرشادية حول تطبيق أسلوب متقدم في مراقبة الشعاب المرجانية في مصر في عام ٢٠٠٠ والذي يبشر بتوفير معلومات أكثر دقة لحماية الشعاب المرجانية بالمحميات الطبيعية بالبحر الأحمر.



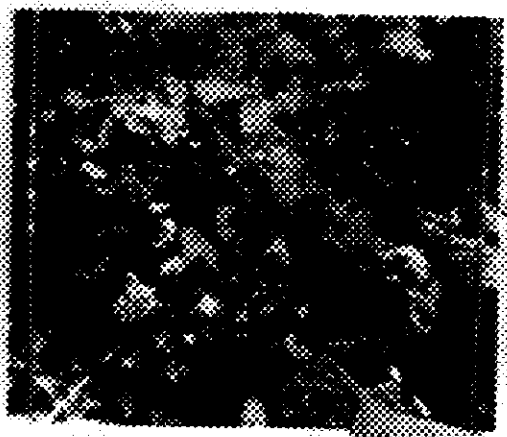


الدقة في المراقبة

الأسلوب الجديد يتضمن تثبيت أربعة قضبان رأسية بصورة دائمة على مساحة من الشعاب المرجانية تبلغ متر مربع على أيدي خبراء بحيث لا تسبب أضراراً للمرجان وفي كل زيارة يستطيع الباحثون تثبيت كاميرا على أحد هذه القضبان لالتقاط الصور لنفس البقعة من المرجان ومن نفس زاوية التصوير. بعد ذلك يتم تحليل الصور بواسطة برنامج لتحليل الصور على الحاسب الآلي مما يعطي معلومات أكثر دقة و مقارنات أكثر صحة.

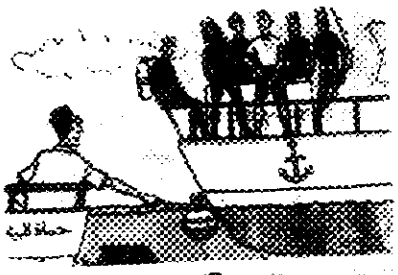
المراقبة تساعد على التدخل قبل فوات الأوان

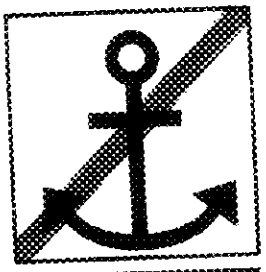
عندما يقوم الباحثون بمقارنة معدلات نمو الشعاب المرجانية وتلفها وانكسارها باستخدام الإحصائيات الأخرى مثل عدد الغواصين أو المراكب التي تتردد على الموقع في نفس الفترة الزمنية تتوفر لديهم بيانات يتسنى لهم من خلالها معرفة بعض المعلومات مثل الطاقة الاستيعابية للشعاب المرجانية واستخدام هذه المعلومات في تخطيط إدارة مناطق الحفاظ على الطبيعة. غير أنه وفي حالة تجاوز معدلات تلف الشعاب لمعدلات نموها قد تكون هناك حاجة لغلق الموقع بصورة مؤقتة لإتاحة فرصة للشعاب لأن تستعيد حالتها الأولى. ومع مرور الوقت وبواسطة الأسلوب الجديد تظهر الصور علامات تحذر من أن الشعاب المرجانية في خطر وأنه حان الوقت لاتخاذ إجراءات للحد من هذا الخطر.



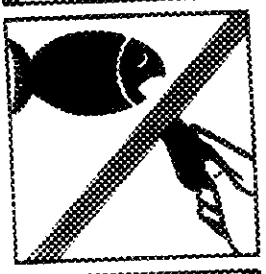
مراقبة الشعاب المرجانية... أداة للحفاظ على الطبيعة

حماة البيئة ... يحافظون على ثروات مصر البيئية



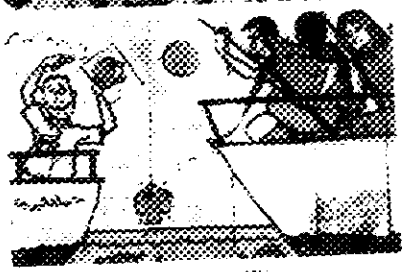


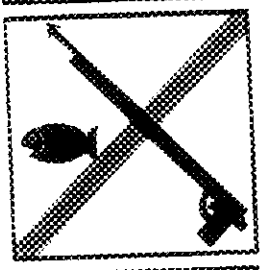
شطاف المركب يدمر المرجان
إستخدم شمندورات الربط



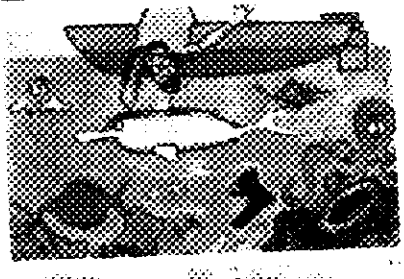
إطعام الأسماك يخل بالتوازن البيولوجي
للشعاب المرجانية

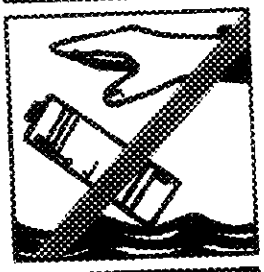
لمس الشعاب المرجانية والمشي والوقوف
عليها يكسرها ويقتلها





الصيد غير القانوني يقلل عدد الأسماك
ويخل بالتوازن الغش للشعاب المرجانية

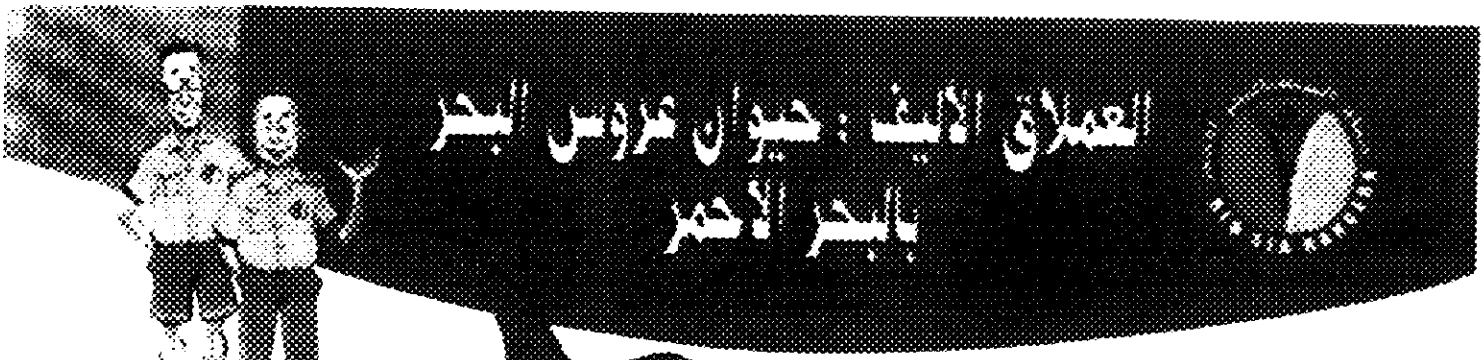




إلقاء النفايات في البحر وعلى الشواطئ
يدمر الحياة البرية

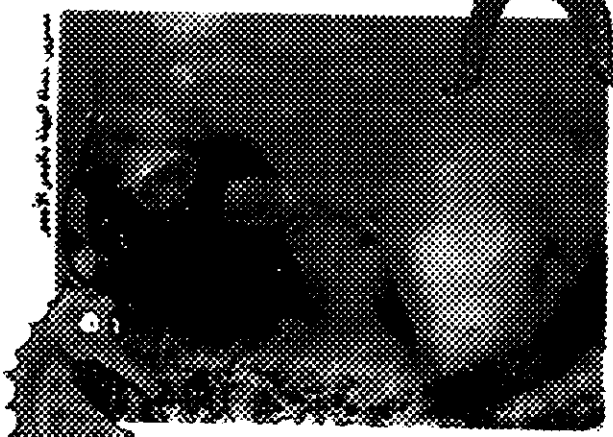
جمع الأصداف والمرجان يهدد
كنوز مصر الطبيعية

العملاق الأليف: حيوان عروس البحر بالبحر الأحمر

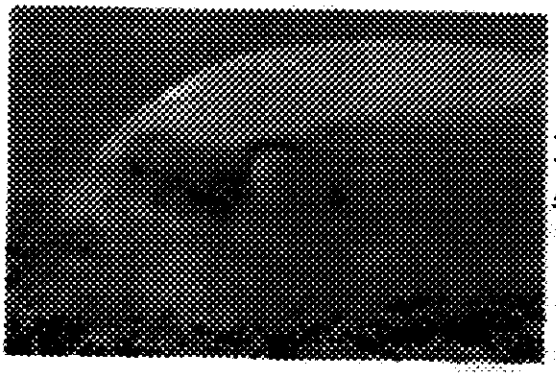


عروس البحر: شفيق بلكنة ماء

على مدار السنين تناولت حكايات الصيادين المحليين أساطير حول عروس البحر. إلا أن العالم إكتشف أن هذه العرائس الجميلة ليست حيوانات وديعة وهادئة كما تخيلها البحارة القدماء. فقد إكتشف المؤرخون والعلماء أن عروس البحر الأسطوري هو في الحقيقة حيوان عروس البحر الضخم أو (بقرة البحر) والذي يبلغ طوله ثلاثة أمتار ووزنه ٩٠٠ كيلو جرام ويعيش في قاع المحيط وفي عام ١٩٥٧ نشر عالم الأحياء المصري د. حامد عبد الفتاح جوهر أول دراسة علمية على حيوان عروس البحر. إلا أن هناك بعض الشواهد التي تؤكد أن هذا الحيوان كان معروفاً منذ القدم وكان يتم إصطياده في مناطق كثيرة وفي مصر أيضاً على مدار العقود الماضية

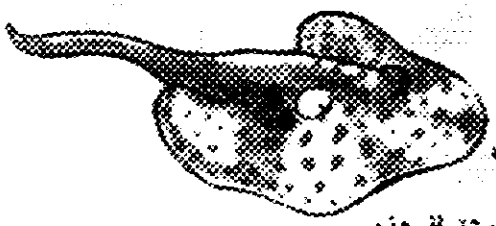


خطر من كل حدب وصوب



يعتبر حيوان عروس البحر حيوان نباتي حيث يعتمد في غذائه على نوعين فقط من حشائش البحر وذلك على الرغم من توافر أكثر من اثنى عشر نوعاً من الأعشاب في البحر الأحمر. وتترك أنشطة الرفع والجرف بفعل الصناعات التعدينية والمشاريع السياحية رواسب تعيق نمو هذه الحشائش البحرية. كما يؤدي تسرب الزيوت و مياه الصرف الصحي إلى تدهور موائل حشائش البحر مما يهدد مصدر الغذاء الرئيسي لعروس البحر.

وجدير بالذكر أن حيوان عروس البحر يتكاثر بمعدل بطيء ويرعى صغاره بعناية. من هنا نجد أن أنثى عروس البحر تحرص على حماية صغارها وتحملهم تحت زعانفها أثناء السباحة. وفي حالة عدم توافر الغذاء فإن عروس البحر يؤخر عملية التكاثر خوفاً على صغاره من قلة الغذاء. ونظراً لحجم عروس البحر وبطء حركته يسهل صيده بواسطة الشباك الغيلنرمية والتي يستخدمها الصيادون بالمنطقة في بعض الأحيان. ونظراً لعدم الإبلاغ عن صيد عروس البحر فإنه يتعذر تحديد الأعداد التي نفقت منه بسبب الصيد بالشباك. كما تتسبب مراوح المراكب في بعض الأحيان في جرح أو قتل هذا الحيوان الأليف.

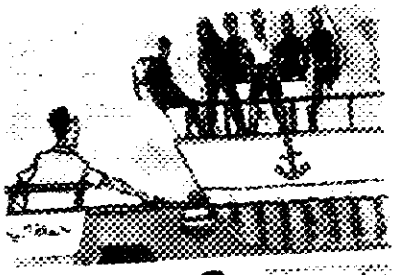


في إمكاننا حماية موائل حيوان عروس البحر وإنقاذ بقائه

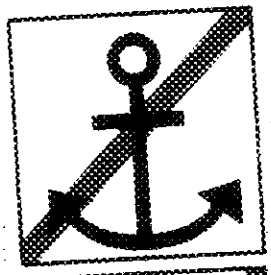
لقد أوصى الاتحاد العالمي لصون الطبيعة بإعداد مسح شامل لتحديد توزيع حيوان عروس البحر والأعداد الموجودة منه وإعداد خريطة بمواقع الأعشاب البحرية التي يتغذى عليها. الأمر الذي يتطلب تعاون كل العاملين في مجال الغوص والصيد. ومع تضافر هذه الجهود سيكون هناك فرصة للحفاظ على هذا الحيوان الأسطوري من الانقراض.

حيوان عروس البحر بالبحر الأحمر: نعمل على الحفاظ على حياة أسطورة

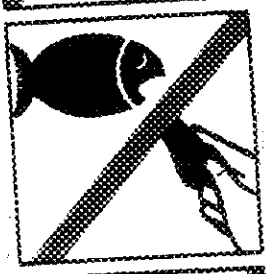
حماة البيئة ... يحافظون على ثروات مصر البيئية



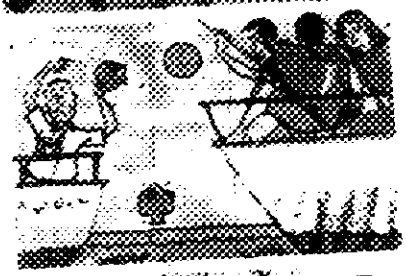
خطاف المركب يدمر المرجان
إستخدم شمندورات الربط



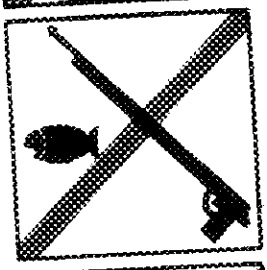
إطعام الأسماك يخل بالتوازن البيولوجي
للشعاب المرجانية



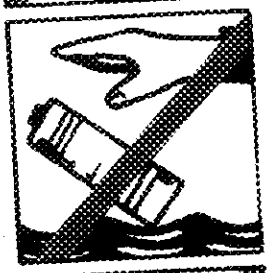
لمس الشعاب المرجانية والمشي والوقوف
عليها يكسرها ويقتلها



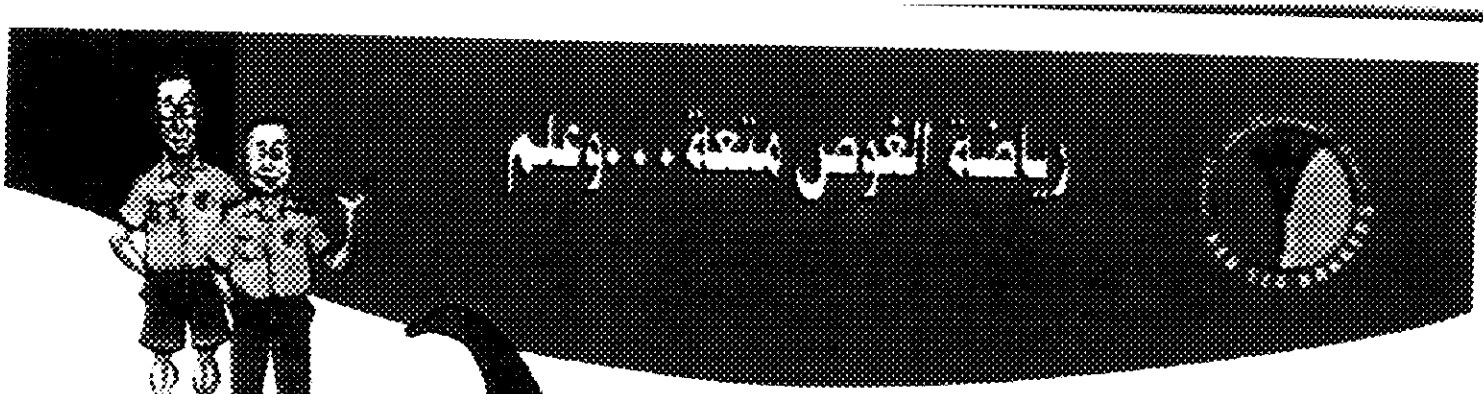
الصيد غير القانوني يقلل عدد الأسماك
ويخل بالتوازن الهش للشعاب المرجانية



إلقاء النفايات في البحر وعلى الشواطئ
يدمر الحياة البرية



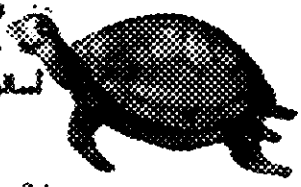
جمع الأصداف والمرجان يهدد
كنوز مصر الطبيعية



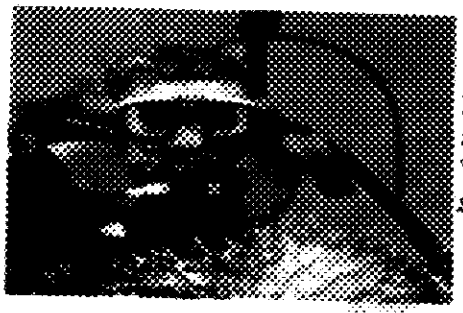
رياضة الغوص متعة.. وعلم

أهمية الأبحاث البحرية للمحميات الطبيعية

وحتى يتسنى جمع معلومات دقيقة عن الأحياء البحرية والشعاب المرجانية يحتاج حماة البيئة للغوص في الأعماق، ومنا كانت أهمية حصول هؤلاء الحماة على دورات تدريبية متقدمة في أساليب الغوص العلمي التي تؤهلهم للوصول إلى معلومات دقيقة عن ما يحدث للأحياء البحرية في الأعماق. فحماة البيئة مسئولون عن تقييم حجم الأضرار التي تصيب الأحياء البحرية والشعاب المرجانية وتحديد أسباب حدوثها والعمل على إيجاد حلول فعالة، بل ومراقبة تنفيذ هذه الحلول حتى وإن إستدعى الأمر إلى إتخاذ أساليب قضائية للحد من التهديدات المستمرة.



دورات متقدمة في الغوص



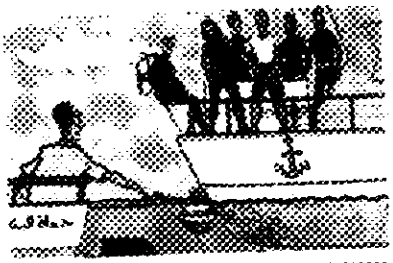
معظم حماة البيئة حاصلون على شهادات في علوم الأحياء والفيزياء، كما أن معظمهم يمارسون رياضة الغوص لإغراض ترفيهية، إلا أن طبيعة عملهم تحتاج إلى مستويات متقدمة من التدريب والإعداد. ومن ثم فإنهم يتلقون عدة دورات تدريبية لتأهيلهم على مستويات متقدمة من الغوص وتدريبهم على مهارة التصوير تحت الماء وتثبيت الفيديو المستخدمة في أغراض مراقبة الأحياء المائية والشعاب المرجانية وقياس أحوالها المتغيرة.

حماية التراث الطبيعي عمل جماعي

لأن ثروات البحر الأحمر تعتبر جزء من التراث الطبيعي العالمي فإن جهود حماة البيئة في البحر الأحمر تعتبر تدعم مع جهود العلماء والباحثين في كل أرجاء العالم للحفاظ على البيئة وثرواتها الطبيعية، ولا شك أن المعلومات التي يقدمها هؤلاء الحراس تساعد العلماء في أرجاء العالم على التعرف على التحسينات العالمية مثل درجة حرارة الأرض وأحوال الكائنات البحرية، وإيضا فإن الأبحاث التي يقوم بها حماة البيئة هي في الحقيقة عمل عالمي كما هو محلي.

رياضة الغوص تساعد على حماية الموارد الطبيعية

حماة البيئة ... يحافظون على ثروات مصر البيئية

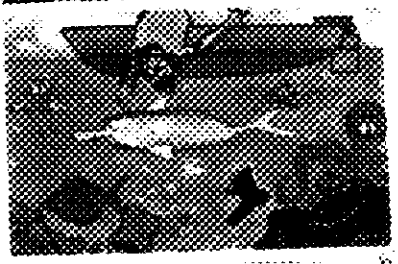


خطاف المركب يدمر المرجان
إستخدم شمندورات الربط

إطعام الأسماك يخل بالتوازن البيولوجي
للشعاب المرجانية

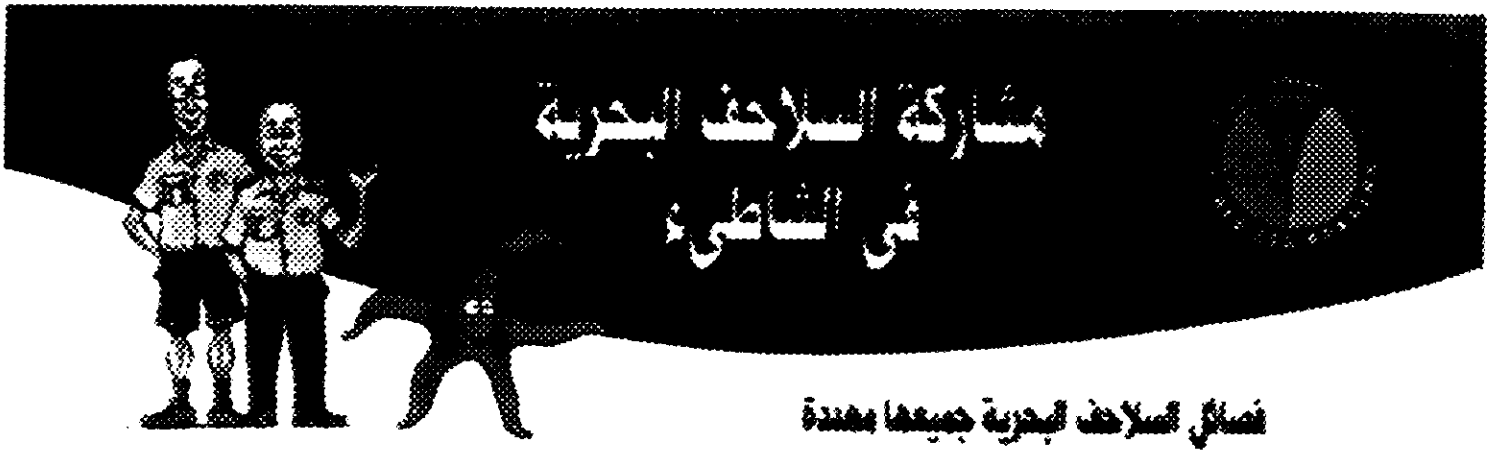
لمس الشعاب المرجانية والمشي والوقوف
عليها يكسرها ويفتتها

الصيد غير القانوني يقلل عدد الأسماك
ويخل بالتوازن الهش للشعاب المرجانية



إلقاء النفايات في البحر وعلى الشواطئ
يدمر الحياة البرية

جمع الأصداف والمرجان يهدد
كنوز مصر الطبيعية



فصائل السلاحف البحرية جميعها مهددة

تصوير: محمد قنيبة بالبحر الأحمر

يحتوي البحر الأحمر موئلاً لأربعة فصائل من السلاحف البحرية المهددة الا وهي:

- السلحفاة الخضراء
- السلحفاة المنقارية
- السلحفاة جلدية الظهر
- السلحفاة كبيرة الرأس

وتعد فصيلة السلاحف المنقارية أكثر فصائل السلاحف انتشارا في البحر الأحمر وذلك على الرغم من أنها أكثر الفصائل المهددة في العالم مما يجعل من مجهودات الحماية في البحر الأحمر ركن أساسي في حماية الفصائل على مستوى العالم.

نشرة بيض السلاحف هي درع حمايتها الوحيد

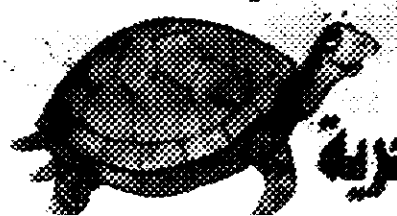
تصوير: محمد قنيبة بالبحر الأحمر

تبحث السلاحف البحرية عن مكان مناسب وواسع وهادئ على الشاطئ لوضع البيض، ولذلك فأي دلالة على وجود حركة تخيف السلاحف وتدفعها الى الابتعاد، وتضع أنثى السلاحف البحرية حتى مائة بيضة. وعندما تنتهي من وضع البيض تتجه الى البحر ولا تعود مرة أخرى لرعاية صغارها. ويبقى البيض وحده لفترة تتراوح بين ٥٠ و٦٥ يوما قبل أن يفقس ويخرج منه صغار السلاحف التي تتجه نحو البحر على الفور. ويتعرض بيض السلاحف لأخطار طبيعية مثل طائر النورس والكلاب والثعالب التي تلتهمه بل وفي بعض الأحيان يقوم بعض الأفراد بجمع البيض واستخدامه كطعام. وقد دل وجود تراكمات كبيرة من عظام سلاحف البحر على أحد الجزر المحمية على أنه في بعض الأحيان كان يتم صيد السلاحف البحرية للحصول على لحومها.

تخصيص مواقع تعشيش السلاحف البحرية قد يحدث فرقاً

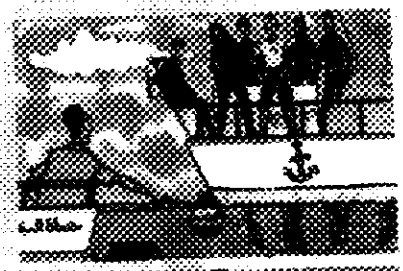
تصوير: محمد قنيبة بالبحر الأحمر

نظرا للتدمير العديد من بيئات تعشيش السلاحف البحرية بفعل الأنشطة البشرية مثل المشاريع التعدينية وأنشطة الصيد والتنمية السياحية لم تجد السلاحف أمامها الا التعشيش في مواقع غير ملائمة. فقد كشف مسح أجري عن وجود أعشاش السلاحف البحرية في مناطق تتأثر بحركة المد والجزر ويتردد عليها السياحون بكثرة مما يعرض البيض إلى التدهور وحتى يتسنى حماية هذه الأنواع المهددة لابد من حماية مواقع تعشيش السلاحف في بعض الجزر مثل جزر زبرجد والجنتون وخليج أم العبس ووادي الجمال كما يمكن إنقاذ البيض من المواقع المهددة ونقله الى أعشاش صناعية يتم انشائها خصيصا لهذا الغرض بحيث يكون بيض السلاحف بمنأى عن أي خطر قد يهدده وهو إجراء فعال في حماية أعشاش السلاحف المعرضة للخطر والإزعاج.

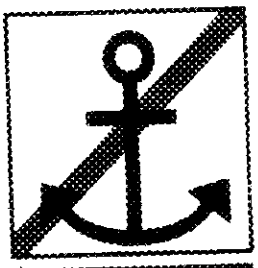


اترك مساحة لأعشاش السلاحف البحرية

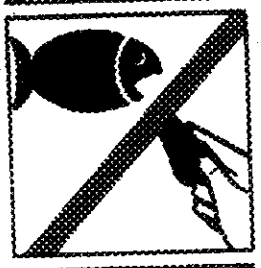
حماة البيئة ... يحافظون على ثروات مصر البيئية



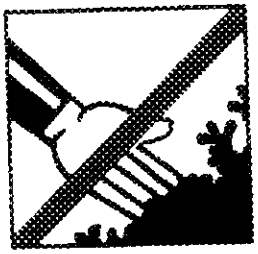
شطاف المركب يدمر المرجان
إستخدم شمندورات الربط

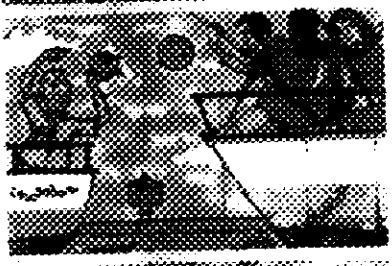


إطعام الأسماك يخل بالتوازن البيولوجي
للشعاب المرجانية

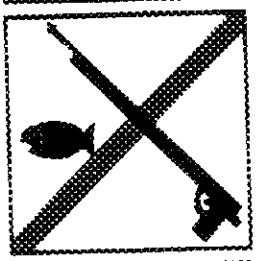


لمس الشعاب المرجانية والمشي والوقوف
عليها يكسرها ويقتلها





الصيد غير القانوني يقلل عدد الأسماك
ويخل بالتوازن العش للشعاب المرجانية



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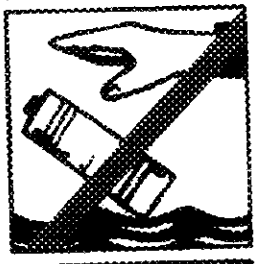

جمع الأصداف والمرجان يهدد
كنوز مصر الطبيعية

Red Sea Rangers Communication Campaign

Environmental Awareness and Testing of Materials for Social Marketing Campaign

July 2003

Academy for Educational Development

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US Agency for International Development

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The Research Objectives

- There are three main objectives for this primary research:
  - Objective 1: To test the awareness level of environmental knowledge among the following four research groups; Tourists visiting Hurghada, Children living in Hurghada, Boat Operators in Hurghada, and Government Officials in Cairo and Hurghada.
  - Objective 2: To assess the opinion of the targeted groups with regards to the proposed marketing communication campaign materials: Tourists visiting Hurghada, Children living in Hurghada, Boat Operators in Hurghada, and Government Officials in Cairo and Hurghada.

The Research Objectives

- **Objective 3:** To comprehensively test the Marketing Communications Campaign's messages with journalists prior to its implementation through the different mass media.

Research Methodologies

- Testing Awareness and Campaign Materials
  - Quantitative Methodology
    - Survey & Closed-end Questionnaire
- Testing the Marketing Communication Themes Campaign
  - Qualitative Methodology
    - In-depth Interview

The Sample Size

- Testing Awareness and Campaign Materials
  - Total Sample size was 400 (100 from each group)
- Testing Campaign Themes
  - Total Sample size was 20 Journalists

Data Analysis

1. Frequency Tables
2. Cross Tabulation

Objective 1

The Awareness Test Research Findings

Research Findings with Tourists

- **Q1: Source of Financing Nature Conservation.**
  - 90% International Grants
  - 53% User Fees
  - 26% Taxes levied on Hotels
- **Q2: Activities that could harm Sea/Marine Life in the Red Sea.**
  - 56% Garbage Dumping
  - 44% Construction
  - 36% Oil Spills
  - 27% Illegal Fishing
- **Q3: Level of Environmental Risk on Red Sea Marine Life.**
  - 53% Through Garbage in the Red Sea
  - 53% Through Garbage on the Beach
  - 31% Touching, Walking, and Standing on Reef

Research Findings with Decision Makers

- Q1: Importance of Nature Conservation
  - 95% Agree with Importance of Nature Conservation the development of the Egyptian Economy
  - 95% Importance of the Role Rangers Play in Preserving the Red Sea

- Q2: Source of Financing Nature Conservation.
  - 84% Ministry of Environment
  - 79% International Grants
  - 58% User Fees
  - 26% Egyptian Governmental Institutions
  - 19% Private Sector
  - 16% Egyptian NGOs

- Q3: Rangers Role in Conserving the Red Sea
  - 98% Monitor Conform with Laws
  - 67% Creating Awareness About the Environment Protection
  - 21% Patrolling the Natural Protectorates

Research Findings with Decision Makers

- Q4: Awareness of the Effect of Certain Activities on the Red Sea.
  - 97% Garbage Dumping in the Sea
  - 93% Touching, Walking, & Standing on Corals
  - 54% Feeding Fish upsets the biological balance
  - 25% Collecting Corals & Shells

- Q5: Awareness of the Environmental Risks on the Red Sea/Marine Life.
  - 96% Boat Anchors
  - 93% Touching, Walking, & Standing on Corals
  - 83% Collecting Corals & Shells
  - 80% Garbage Dumping on the Sea and the Beach
  - 65% Feeding Fish upsets the biological balance

Research Findings with Boat Operators

- Q1: Importance of Nature Conservation
  - 100% Agree with Importance of Nature Conservation the development of the Egyptian Economy
  - 97% Importance of the Role Rangers Play in Preserving the Red Sea

- Q2: Source of Financing Nature Conservation.
  - 81% International Grants
  - 65% User Fees
  - 61% Ministry of Environment
  - 30% Egyptian Non-Governmental Organizations

- Q3: Rangers Role in Conserving the Red Sea
  - 91% Monitor Conform with Laws
  - 68% Creating Awareness About the Environment Protection
  - 3% Collection of User Fees
  - 2% Patrolling the Natural Protectorates

Research Findings with Boat Operators

- Q4: Awareness of the Level of Environmental Risk that Certain Activities on the Sea Marine Life
  - 86% Touching, walking & Standing on Reefs
  - 78% Use of Boat Anchors
  - 68% Collecting Corals and Shells
  - 64% Throwing Garbage on the Beach and on the Sea

- Q5: Awareness of the Effect of Certain activities on the Red Sea Marine Live.
  - 99% Boat Anchors
  - 95% Touching, Walking, & Standing on Corals
  - 93% Collecting Corals & Shells
  - 93% Feeding Fish upsets the biological balance65%
  - 89% Garbage Dumping on the Sea and the Beach

Research Findings with Children

- Q1: Importance of Endangered Species
  - Turtles 32%
  - Gazelle 26%
  - Apex 25%
  - Dolphin 14%
  - Sea Cow 12%
  - Don't know 35%
- Q2: Sources of Danger to the Red Sea
  - Hunting & Fishing 70%
  - Pollution 15%
  - Garbage Dumping 8%
- Q3: Activities that could harm Sea/Marine Life in the Red Sea.
  - 97% Fishing is prohibited
  - 92% Dumping garbage in the Red Sea and on the Beach
  - 79% Touching, walking & Standing on Reefs
  - 77% Collecting Corals and Shells is prohibited
  - 68% Use of Boat Anchors is prohibited
  - 50% Feeding Fish upsets the biological balance

Objective 2

The Campaign Materials Test
Research Findings

Research Findings with Tourists

- Q5: Level of Satisfaction with the MC Campaign Materials (The Flipchart)
  - 75% Message Comprehension
  - 63% Information Quality
  - 59% Wording
  - 35% Layout
  - 27% Graphics

Research Findings with Decision Makers

- Q6: Level of Satisfaction with the MC Campaign Materials (The Fact sheets)
  - 70% Message Comprehension
  - 62% Wording
  - 59% Information Quality
  - 48% Layout
  - 38% Graphics

Research Findings with Boat Operators

- Q6: Level of Satisfaction with the MC Campaign Materials (The Flipchart and Fact Sheets).
  - 78% Message Comprehension
  - 76% Information Quality
  - 67% Layout
  - 66% Wording
  - 48% Graphics

Research Findings with Children

- Q4: Level of Satisfaction with the MC Campaign Materials (The Children Booklet)
  - 98% Message Comprehension
  - 97% Information Quality
  - 91% Layout
  - 90% Wording
  - 89% Graphics

Objective 3

Testing the Marketing Communication Campaign Themes

The 8 Themes Tested

1. Investment in Rangers .....
2. Natural Habitats .....
3. Sea Cows in the Red Sea .....
4. Monitoring Coral Reefs .....
5. Sea Turtle Niches .....
6. Mangrove Trees .....
7. Investment in the Environment .....
8. Diving Helps Protect Natural Resources

Agreement on the Importance of the 8 Themes

N = 20

1.	Investment in Rangers	60% Agree
2.	Natural Habitats	All Agree
3.	Sea Cows in the Red Sea	75% Agree
4.	Monitoring Coral Reefs	90% Agree
5.	Sea Turtle Niches	75% Agree
6.	Mangrove Trees	95% Agree
7.	Invest in the Environment	All Agree
8.	Diving Helps Protect	50% Agree

Evaluation of Campaign Materials

- **Layout:** Most were satisfied.
- **Colors:** Most were satisfied.
- **Images:** Cluttered, Small, and Sometimes inadequate.
- **Materials:** All were satisfied.

Journalists Recommendations

1. less Images
2. Larger Size Images
3. Relevant Images
4. Increase Materials depth
5. Consistent Color Theme in the entire campaign
6. Use simpler words
7. Place Maps, Calendars, important contact information, and useful information in the back of the communication materials.