

"Tourism Service Quality in Egypt: Opportunities and Challenges" Applied to Fayoum Governorate

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Abstract

International experiences in tourism destinations and companies have proved that quality is an important competitiveness factor and not just a fashionable idea. In that sense, unfortunately, there are only a very few models or systems which are truly international or regional and which can be used as a reference. International certification systems include ISO 9001/2000, ISO 14000, and European models.

Nevertheless, these are certification schemes for tourism companies, not for destinations as a whole. There are certification schemes for tourism destinations which are focused on socio-economic and environmental best practices of quality management, such as Agenda 21 or Green Globe, but these schemes do not cover the issue of product certification. So, this research aims: (1) to define quality characteristics and indicators of tourism products, and destinations; and (2) also to evaluate Fayoum region as a tourism destination according to criteria by UNWTO in quality management for tourism destinations. The research methodology includes: descriptive analysis, deductive reasoning, purposive sample, and SPSS-V-11 for data analysis.

The Main conclusion is that there is no ability to describe the situation of the progress in the quality system in Fayoum ; quality exists in the integration of tourist attractions such as cultural and natural ones, which make Fayoum a regional attractive tourist destination in Egypt.

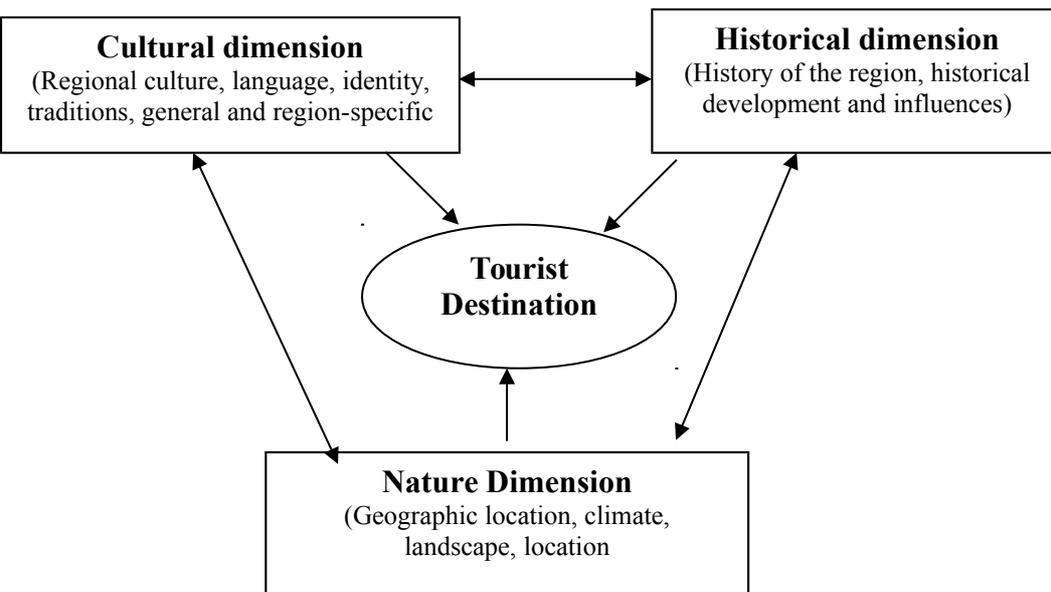
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1- Introduction

Destination can be seen as an area that includes all services and offers a tourist consumes during his or her stay (Terzibasoglu, 2004). Moreover, the following figure provides a whole picture an overview of tourist destination' aspects.

Figure 1: Tourist Destination's Dimensions



Source: Eraqi, 2007, p: 299

As far as tourist destinations are concerned, the whole compulsory and voluntary framework to support quality for the tourism sector should be elaborated and reviewed on an ongoing basis by destinations -understood as a place to visit and companies -understood as specific sectors of activities linked directly or indirectly to tourism (UNWTO, 2005).

The environmental quality of destination is critical to its success and destinations which are perceived to be polluted or congested will find it difficult to maintain tourism (UNWTO *et al.*, 1997, p: 236). The days when a tourist was prepared to buy a sub-standard product or go to a country where standards are poor, just because the price is low, have long passed (Withers, 2005).

The quality of the tourist product is a decisive factor in determining the tourist image of a country (UNWTO, 1980). The quality includes assurance of safety and security as a basic factor. It also includes a professional approach to do things right all times and meet legitimate expectations of consumers, thus helping to implement the principles contained in the Global Code of Ethics for Tourism (www.world-tourism.org/quality).

According to Abdel-Maboud (2006, p: 479), service quality includes level of cleanliness, level of prices, eating facilities ...etc. In addition, from a customer point of view, quality is an undeniable support in price-value comparison. Tourism destinations and companies should, therefore, invest in quality systems (UNWTO, 2005).

2- Review of Literature

The Fayoum Destination in Egypt :

The Fayoum destination is an oasis that locates in the Western Desert of Egypt, about 80 km southwest of Cairo, between latitude 29° and 29 45 N., and between longitude 30 and 31 E. The destination is a natural depression covering some 18,000 square kilometres, with extremely unique features to its environmental and natural assets **(Siliotti, 2005)**.

The Fayoum region owes its existence to Bahr Yusuf canal which links the Nile to the Fayoum depression. The water runs through an elaborate irrigation system, a series of minor canals, ending in Lake Qarun in the north and in the more recently-created overflow basin, Wadi Rayan. The Fayoum governorate has three characteristic landscapes: the rural centre, the surrounding desert, and the shores of Wadi Rayan and Qarun lakes **(NSCE, 2004)**.

Historically, the Fayoum has played an essential role in every culture that has swept through Egypt from the Pharaohs to the Greeks and Romans to the Coptic Christians and finally the Muslim Arabs. The Egyptians began to take an interest in the Fayoum as far back as the prehistoric and Predynastic period **(Siliotti, 2005)**.

Environmentally, the Fayoum has also an outstanding flora and fauna. Birds are the most visible wildlife in the Fayoum. The area is a birdwatchers' paradise. The shores of Lake Qarun and the Wadi Rayan lakes have been distinguished by Birdlife International as an Important Bird Area. Moreover, the Fayoum is the most populated, fertile and productive oasis in the Western Desert. It has a thriving handicraft industry that reflects the ecological diversity and abundance of the region .

Geologically, the Greater Fayoum Basin holds a rich heritage of paleontological, archaeological and geological exposures. The Valley of Whale and Gebel Qatran vertebrate fossil sites are among the most important fossil areas in the world. They are being evaluated as potential UNESCO natural world heritage site **(Dolson, et al. 2002)**. The spectacular Fayoum desert is one of the main reasons visitors come to the Fayoum. The combination of stunning desert landscape and proximity to Cairo makes it an attractive destination preferred even by expatriates who are living in the nearby capital, Cairo **(NSCE, 2003)**.

The Fayoum destination is considered one of the richest Egyptian governorates in terms of natural heritage sites due to the variety of landscapes and can be widely used to create various activities for Ecotourism. Due to the abundance of these assets, two areas have been declared as protectorates: Qarun Lake and Wadi Rayan. The natural heritage assets of the Fayoum destination are plentiful and can produce excellent ecotourist experience through many superb ecotourism activities.**(Ibrahim, 2008)**

2-1 Quality definition

There are many definitions of the concept of quality as follows: "Quality is the compliance of product characteristics with standards" (**Williams and Buswell, 2003, p:19**). The International Standardization Organization (ISO) defined it as "The set of characteristics or amenities of a product or service that meets needs and wants of consumers" (**Hewidi, 2006, p: 187**). And, the United Nation World Tourism Organization (UNWTO) defined the quality in tourism as "The result of a process which implies the satisfaction of all the legitimate product and service needs, requirements and expectations of the consumer, at an acceptable price, in conformity with the underlying quality determinants such as safety and security, hygiene, accessibility, transparency, authenticity and harmony of tourism activity concerned with its human and natural environment" (www.unwto.org).

However, analysis of the previous definitions suggests concrete actions that can be evaluated from the perspective of quality criteria. These are related to the result, the process, the satisfaction, legitimate, needs, product requirements, service requirements, expectations, consumers, acceptable price, and quality determinants.

2- 2 The Importance of Using Quality Systems in Tourist Destinations

There are many rationales for adopting quality systems and indicators as follows (**Porter, 1985; Ayala, 1996; Coker, 1996; Spachis, 1997; Nield and Kozak, 2004, pp: 142-145**):

- **Helping customers choose destinations**

Quality systems and that of eco-labels can be used as an effective tool to make potential markets aware of a destination's environmental quality and to influence destination choice.

- **Learning about best practices**

The standards set by quality and eco-labelling systems can be viewed as defining how a "hypothetical" partner performs and thus form a basis for destination benchmarking especially when other information is lacking.

- **Sustaining continuous improvement**

The practical procedures of annual quality and eco-labelling systems perform an act as a type of continuous benchmarking measurement.

- **Identifying critical success factors**

The minimum standards of services and facilities covered by quality and eco-labelling systems can be regarded as critical success factors, important in determining the strengths and weaknesses of the destination in general and its facilities in particular.

- **Measuring external performance of destinations**

Each aspect of these systems is monitored by a panel of inspectors in order to check whether the destination compiles with the requirements.

- **Establishing networks with other members**

By becoming, for example, members of the Green Globe 21 or Blue Flag, destination authorities have an opportunity to get advice and to exchange ideas and experiences with other colleagues.

- **Positive impact on the local community**

The assessment of quality guidelines and their implementation is important not only to tourists but also to the local community.

- **Cost minimisations**

Improved productivity and efficiency through quality systems may result in reduced production and marketing costs and increased customer satisfaction.

2-3 Quality System, Policies, and Indications in Tourist Destinations

To provide for a quality tourism product, tourism developers need to protect the natural and beautiful attractions, provide open spaces and reduce density, restore the historical heritage, value local culture and traditions, and design low-horizon structures in harmony with the natural environment, while gaining community acceptance (UNWTO, 1997, pp: 1-2).

On the other hand, in pursuing high quality standards of service, the tourism industry is encouraged to use modern total quality management techniques and methodologies; audit management, programs, and services; and institute certification. This enables to gain lower tourism industry costs (WTTC *et al.*, 1997).

The broad objectives of quality systems are: (1) to promote quality awareness and performance practices and capabilities; (2) to serve as a working tool for managing performance, planning, and assessment; and (3) to facilitate communication and share best practice information about successful quality strategies and benefits (Woods and King, 1996 ; Nield and Kozak, 2004, p: 140). It is highly recommended that local destinations complement these existing systems with some additional features that focus on their particular needs and priorities. This could be carried out for specific sectors of activity (taxi drivers, tourist guides, accommodation, leisure activities, excursion providers, tourist information offices, etc.), or by concentrating on transversal issues (affecting all or most sectors of activities within the destination) such as, for example, knowledge of foreign languages, level of cleanliness, customer service, etc (UNWTO, 2005).

In the context of quality in tourism, a difference needs to be drawn between indicators (criteria) of quality and indicators for the measurement of the quality improvement process. The former identify particular aspects of the quality of different elements of the tourist product, and permit the establishment of standards for the grading or classification of tourist facilities. The latter are measurable factors that can be used to benchmark progress against the baseline of an original (quantified) starting position, and against defined objectives and quantified targets during any initiative to improve quality (Valles, 2001, p: 8).

The indicators are applied at the destination level and are tools for those responsible for quality management rather than tools at the disposal of tourists. All indicators must fulfil some requirements: they must be important, numerically, measurable, useful, easy to interpret, easy to compare between destinations, objective, directed at improvement, and reliable (Valles, 2001, p: 8). All indicators can be generally applied to all kind of destinations (sun and beach, nature and sports, gastronomic and cultural, business tourism ...etc), except for very specific cases of destinations. The following table indicates the main areas of quality concern and their indicators in a destination.

Table 1: Activities of quality and their indicators

Area of activity	Indicators
Public services	The number of interruptions in supply; % of affected users; % of the selective garbage collection; % of thefts, attacks and other crimes, the average number of practitioners.
Cultural heritage	Annual number of events, number of annual visitors, number of sale and show points of typical local products, number of cultural establishments, number of publications about local traditions, programs and events and the amount of money to create cultural structures and equipment and to preserve the heritage.
Entertainment and sport facilities	The number of entertainment and sport facilities.
Destination Management	Level of rejection towards foreigners, customer satisfaction, tourist assistance offices, number of offices for tourist qualities, number of programs in course for tourist entertainment, number of workers in charge of destination quality management, annual global quality improvement at destinations plans, workers/tourists rates, and average response time to complaints of consumers.
Information and assistance to tourists	% of bookings by electronic means, amount of money for promotion and marketing campaigns, number of information points and distribution, number of cultural publications, % of certified, up-to-date and complete information offered, and languages of the publications.
Accessibility of the destination and means of transport	Car and other vehicle renting facilities, number of special lines for tourists, average speed of circulation in both peak and off-peak seasons, sign-posting, and % of facilities adapted for people with limited mobility (babies, elderly and disabled), or with other special needs such as dietary.

Source: Own elaboration based on the literature review

Quality standards and awards typically address solutions for performance improvement mostly in individual organizations whereas eco-labelling standards and awards cover destinations, areas and organizations. The former often refer to the use of qualitative measures such as the appearance and behaviour of staff, quality of facilities, atmosphere and customer satisfaction. Conversely, the latter systems focus mostly on quantitative measures such as water, electricity supply and consumption, recycling, waste water generation per room, provision of equipment, level of water and air pollution and so on. The best alternative option might be to develop a more comprehensive quality system which combines these two systems (Nield and Kozak, 2004, p: 145).

The following table (2) indicates the distinction between quality and eco-labelling standards and awards on the basis of the organizations or geographical areas covered.

Table 2: A comparison between quality standards and awards and eco-labelling standards and awards in tourism

Systems	Area	Applied for
Quality standards and awards		
ISO 9000	International	Individual organizations
Bladridge Awards	USA	Individual organizations
European Quality Award	European	Individual organizations
Hospitality Systems (AA, RAC, ETB, STB)	National	Individual organizations
Eco-labelling standards and awards		
TUI's Guidelines	International	Individual organizations/Tourist destinations
European Blue Flag	European	Tourist destinations
Tourfor Award	European	Individual organizations
Green Globe 21	International	Individual organizations/Tourist destinations
Local guidelines and awards	National	Individual organizations/Tourist destinations

Source: Nield and Kozak, 2004, p: 146

2-4 Practical Experiences

In establishing tourism quality programs, decision makers and planners should employ programs based on model solutions and tourism policy guidelines derived from the experience of organizations and countries (UNWTO, 1997, p: 1).

- **The Experience of five European NOTs**

In 1998 the United Nation World Tourism Organization made a survey asking some NOTs to single out the quality attributes in some European Countries. The findings are given in the table no.(3) below:

Table No.3: Indications of quality attributes in some European countries

Country	Quality attributes
Denmark	Twenty-five attributes such as: price, environment, hygiene, beaches, traffic infrastructure, service at different levels,

	language skills, information, culture/different events.
France	Quality/price, "welcome in all services", "art of living".
Ireland	Nature of the welcome, accommodation and food standards
Sweden	Value for money, low risk, friendliness.
Switzerland	Clean, safe/honest, reliable in services, correct price/quality relation.

Source: UNWTO, 1998

The Experience of Quality Offensive in Swiss Tourism (UNWTO, 2004, p: 1)

A programme with various instruments was designed for Swiss tourism with the aim of systematically promoting and securing on-going quality development. The programme consists of three levels: in level 1, the focus is on quality of service and in level 2 on management quality. It is not until level 3 that familiar TQM systems are adopted.

Some 2500 companies have received label I and 400 ones gained label II, and 4700 quality coaches have been trained.

•The Experience of Chester, United Kingdom

(www.merseyside.org.uk)

This case study is based on a survey of visitors to Chester undertaken between June and October 2004. The survey was commissioned by Chester City Council and undertaken by the Mersey Partnership. The purpose of this survey is to provide local destinations in UK with information to help them recognize the relative strengths and weaknesses of their tourism product, as an act upon perceived and actual problems and thereafter measure any change to the visitor experience by repeating the destination benchmarking exercise in the future.

The following table (4) provides details about local destinations that had been compared with Chester City pertaining to destination benchmarking and quality.

Table No.4: Destinations taking part in 2004 benchmarking and quality survey

Seaside Resorts	Historic Cities/Towns	Large Cities/Towns
Southport	Chester	Manchester
Newquay	Worcester	Liverpool

Cornish Riviera	Durham	Derby
Bognor Regis	Bath	Newcastle
Margate	Windsor	Gateshead
Great Yarmouth	Arundel	Plymouth
Southend	Salisbury	Portsmouth
	Colchester	Peterborough

Source: www.merseyside.org.uk

The benchmarked views and opinions included: Accommodation, Parking, Tourist Information Centres, Attractions, Places to eat and drink, Shops, Ease of finding way around, Public Toilets, Upkeep of Parks and open spaces, and cleanliness of streets, Choice of nightlife, Feeling of welcome, General atmosphere, Feeling of safety from traffic and crime, Overcrowding, and overall enjoyment of visit and likelihood of recommending Chester as a tourist destination.

3- Methodology

Descriptive Approach handles the current phenomena as they are in the real field, whether by quantitative or qualitative methods. The principal purpose of the descriptive method is to evaluate things and conditions in their natural cases. (**Attia, 1994, p:33**). Regarding the case study method, it has the crux importance in data collection and analysis in Descriptive Approach.

For techniques of analysis, statistics models that are suitable for measuring and analyzing attitudes and opinions towards a phenomenon are the Frequency, the Mean, the Standard Deviation, and the Correlation. Furthermore, the Likert Scale is the preferable scale to measure attitudes and points of view (**Abdel Razek et al., 1993, pp: 497,554**). In this study, the Likert Scale ranges from strongly agree = 5 to strongly disagree = 1.

The current study depends on the purposive sample (29 forms) method for data collection. The sample included some responsables at the Egyptian Tourism Authority, some responsables at Ministry of Tourism, and some responsables at the branch of the Egyptian Agency for Environmental Affairs in Fayoum governorate . Also, it contained some experts and academics with interest in the quality field in Fayoum destination .

Appendix 1 provides us with information and details about the current status in Fayoum region in respect of quality systems and eco-labels, according the criteria of (**UNWTO,1998 and 2005**) which mentioned in the questionnaire form. These details include: the Frequencies, the Mean, and the Correlation Affiliated with Respondents' Points of View about Fayoum Destination

4- Results and Discussions

Based on the results derived from SPSS, mentioned in appendix 1, we can implicit the following facts and arguments:

1- The moderate value the of mean is that lays between the alternatives agree and neutral. The total mean value (3.30) indicates that there is no ability to describe the situation of the progress in the quality systems pertaining to Fayoum as a tourist destination. This result is subsidized by the weak correlation value (0.390) between answers of respondents and the overwhelming agreement of opinions represented by the total standard deviation value (0.95). Subjects said that service quality is not available in tourism sector in Fayoum. But quality exists in the integration of tourist attractions (Cultural, Natural, Man-made), that make Fayoum a regional outstanding tourist destination in Egypt.

2- The designed questionnaire form contains 37 questions (each question represents a standard or a criterion of quality). 13.51% of these questions were given the choice "agree" with a mean values ranged from 3.52 to 3.59, while 75.68 % were answered as the alternative "neutral" with a mean values ranged from 2.38 to 4.48. Furthermore, 10.81 % of questions were selected as the choice of "disagree" with a mean values ranged from 1.79 to 2.41. It is clear that the vast majority of the questions (standards) were answered as "neutral". The total mean value is 3.30 which matches the alternative "neutral" more than the "agree" one, thus these values support and assent the result no.1.

3- The first category of questions which were selected as the alternative "agree" are five questions (standards), they are quality in accessibility with a number of respondents who agree, about 58.6 out of respondents, with a mean value of 3.59. The second criterion is quality standards in terminology with a mean value of 3.55 and a number of 65.5 of the sample units. The third, fourth, and fifth criteria have the same mean value of 3.52 these standards are quality standards of security and safety with a number of respondents about 37.9, quality standards of hygiene with a respondents' number about 48.2, quality standards in tourism education, training, and public awareness with a number of respondents of 58.6. In general, there is no quality in roads pavements and capacity, beside there is not enough number of coaches, cars, and other vehicle renting tourist facilities. moreover, there are some modest efforts to provide quality in education, for instance, the project of Eco-Tourism in Fayoum that was funded by the USAID and implemented by the faculty of Tourism and Hotels in Fayoum. In additions to the opening of eco-guidance department in the same faculty and this to serve the local community through enhancement of the environment awareness in Fayoum.

4- The second category of questionnaire (standards) were answered as the alternative "disagree" these criteria are four, quality standards in internal transport and movement with a mean value of 2.41 and a number of 55.2 of respondents, quality systems and certification in transport related services with a mean value of 2.38 and a number of respondents about 48.3, quality standards in land use planning and management with a mean value of 2.17 and a respondents' number about 64.5, and quality standards in the involvement of staff, customers and the local community in development issues with a mean value of 1.79 and a number of 75.9 of the sample members. Generally, the transportation network in Fayoum is still modest and there is no availability of quality standards for it. Regulations of tourist development pertaining to landscape especially in the coastal areas in Fayoum are not applied and one example of this is destruction works by the military hotel on the southern shore of Qaroun lake. Quality could not be achieved without efficient and effective management and human resources.

5- The third category of questions (standards) were chosen to the choice "neutral". This category is the vast one that includes 75.68 of standards, in other words about 28 questions

out of 37, the mean values ranged from 2.48 to 3.03. This category of standards can be divided according to the mean value as follows :

a- The mean value of 3.03 was given to four criteria, quality systems in natural and protected areas with a number of respondents of 34.5. Quality systems in hotels and other commercial entities with a number of 51.7 of respondents. Participation of all sheets affiliated with quality of tourism in Fayoum with a number of 6.9 of respondents, and quality of tourism suppliers for tourism services with a number 24.1 of respondents.

In general, most respondents see that Queen hotel is the best one in Fayoum, regarding quality of the layout design sharing with Auberge du lac and Panorama Shskshok resort.

b- The mean value of 2.79 was given for three standards, quality standards in technical specification with a number of 37.9 of respondents,

while a number of 48.3 of respondents for quality certification for tourist guide, mean while 20.7 of respondents for assessment of the capacity of regulatory, economic and voluntary quality tourism framework. In general the field study showed that environmental impact assessment is just a theoretical and on paper action in tourist projects in Fayoum.

c- The mean value of 2.52 was given for three standards ; quality certification in tourism companies with a number of 37.9 of respondents, quality standards in management of fresh water resources with a respondents' number about 44.8 and quality standards in hazards substances management with a respondents number of 24.1. Generally, respondents said that there is a weak level of quality skills of employees in most tourist entrepreneurs in Fayoum.

d- The mean value of 2.86 was given for two criteria, quality systems and certifications that comply with international and / or national quality standards with a number of 24.1 of respondents. Quality standards in professional qualifications with a number of 27.6 of sample units. On the other hand, the mean value of 2.55 was given for two standards, measuring progress in tourism quality in Fayoum region with a number of respondents about 20.7 of sample members, quality standards in energy efficiency, conservation and management with a number of 31 of respondents. Moreover, the mean value of 2.48 was also given for two standards, quality standards in waste water management with a respondents' number of 41.4 and quality standards in waste minimization, reuse and recycle with a number of 34.5 of sample units. In general, there is a necessity to raise awareness among employees in tourist entrepreneurs and the local community in Fayoum.

e- The last six standards were given mean value ranged from 2.59 to 2.97.

These standards are listed below as follows :

Quality standards in authenticity with a mean value of 2.97 and a number of respondents of 44.8. Quality certification for man-made heritage attractions with a mean value of 2.93 and a respondents' number of 48.3. The mean value of 2.83 was given for quality standards of procedures with a number of 37.9 of sample units. Quality of tourism information exchange with a mean value of 2.76 and a mean value of 2.72 for quality standards in management with a number of respondents about 44.8 and finally, quality systems of food and beverage suppliers with a mean value of 2.59 with a number of respondents of 44.8 out of 100.

In general, the interest in authenticity and preserving heritage attractions is attributed in favor of the projects and funds by foreign entities majoring in eco-tourism especially in areas of Tunis, Nazla and Agamein. There is no integration among governmental agencies in Fayoum in many dimensions of tourist development and quality. there is absence of branches of international food chains in Fayoum. The impact of travel agencies on tourism sector in Fayoum is modest or may be absent.

7- Recommendations

- Tourism destinations should design their own national and local quality standards and systems and benefit from international experience.

- Adopting technical models most appropriate for the destination such as product certification, or quality management is a must . According to international experiences, a mixed approach is the most appropriate model.
- Quality management schemes should be designed and implemented in order to establish a mid and long-term internal quality improvement process which addressed to all types of companies (small, medium and large) and sectors of activity.
- Destinations need to address and tackle all the suppliers of tourism services at once. This is because the quality of tourism destination is transversal and therefore affects all types of product and service delivered in the destination.
- It is important to determine the cost of the design and implementation of a quality system. Literature said that the cost of a quality system varies significantly according to the following variables:
 - a) Adoption of an existing system or design of a new one: while adopting an existing system usually costs little, designing a new one can be expensive due to the cost of professional fees.
 - b) Quality system implementation: the main costs relate to the need (or not, as the case may be) to provide training and technical assistance to companies in order to prepare them to implement the quality model.
 - c) Auditing and certification: most of quality certification models require an external audit and certification, which, therefore, double the costs for the company; one for each process. Although official compulsory classification systems usually do not represent any direct cost for companies, they are supported indirectly by taxes paid to governments on business activities which are then used to pay the inspection and certification process. In the case of quality management certification, the cost is directly supported by companies. The amount is usually more than 8,000 euros.
- The public and private sectors should work together to achieve quality in the tourism destination. In most cases, the principal agent responsible for promoting quality is the public sector. This may be the Department of Tourism at national or regional levels, or the municipality at the local destination level. It has been stated that the issue of public-private sector partnership towards quality improvement should be addressed in the following terms:
 1. Each sector has to assume its own responsibility in order to ensure quality in the infrastructure, facilities, equipment and services it provides to visitors, but it can and has to co-operate in identifying common quality issues (as indicated by customer surveys for example) and priorities for action.
 2. The public sector can support the private sector in its commitment to quality, by providing training, technical assistance and/or subsidising part of the costs needed by a company to upgrade its standards in order to meet quality requirements, such as investment in facilities, staff training, consultancy fees, audit fees and costs, and certification costs.
 3. Nevertheless, the reality has shown that this support has to be limited to financial terms, asking the private sector to assume at least 25% of costs (or more). It is said - and it has been proven - that nobody gives importance to anything not paid for it . True commitment is based on financial involvement. This is an important measure of the genuine and sustained interest given to quality by each party (public and private sectors).

4. Most public-private partnerships will not require any financial investment; instead a certain amount of willingness to spend time discussing common issues and solutions, reaching consensus and ensuring the total enforcement of decisions made together.
- Linking investment in a quality system with the destination promotion : a substantial and well designed quality system which is implemented across the board in a tourism destination can become a very powerful tool in promotional campaigns and materials.
 - Improving the existing quality systems with the assistance of the UNWTO's worksheets that guide tourism destinations, by helping to assess their current situation, showing them which options are available and which could be the next step in the design and/or implementation of their quality system. These worksheets could be downloaded from the UNWTO website.

Conclusion :

Tourism is considered as a vehicle for the economic development in Egypt but to achieve that all should execute the service quality system in a tourist destination to increase the positive impact on local community , to help customers in choosing destinations and, to measure external performance of destinations. This research examined the service quality in Fayoum destination by distributing questionnaires to different categories in tourism sector in Fayoum , according to reviews and analysis of questionnaires the research concludes that service quality is not available in tourism sector in Fayoum , there is necessity to raise quality awareness among the employees in tourist entrepreneurs and the local community in Fayoum and there is a great effort to provide quality in this tourist destination by introducing funds from USAID . Finally , private sector should work with a public sector to achieve quality standards and criteria in this destination to attract many tourists and increase the income for local people.

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Appendix (1): The results of questionnaire form by SPSS analysis

Questions	Frequencies %						Mean	Standard Deviation	Chi. Square (Significance)
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Totals			
The Fayoum region deserves to be labeled as quality tourism destination	17.2	37.9	6.9	31.0	6.9	100	3.28	1.28	0.003
There is assessing the capacity of the regulatory, economic, and voluntary quality tourism framework.	6.9	24.1	20.7	37.9	10.3	100	2.79	1.15	0.004
There is assessing of the economic, social, cultural, and environmental implications affiliated with quality tourism suppliers for tourism services	6.9	31.0	24.1	34.5	3.4	100	3.03	1.05	0.011
There is setting of quality tourism education, training, and public awareness	20.7	37.9	17.2	20.7	3.4	100	3.52	1.15	0.179
There is planning for quality tourism development	20.7	24.1	20.7	27.6	6.9	100	3.24	1.27	0.022
There is facilitating connected with exchange of quality tourism information, skills, and technology.	10.3	20.7	17.2	37.9	13.8	100	2.76	1.24	0.019
There is providing for the participation of all sectors affiliated with quality tourism in Fayoum.	13.8	31.0	6.9	41.4	6.9	100	3.03	1.27	0.005

There is designing of quality standards pertaining to tourism products and development processes.	10.3	37.9	17.2	34.5	-	100	3.24	1.06	0.009
There is measuring of progress in achieving quality tourism in Fayoum region.	3.4	20.7	20.7	37.9	17.2	100	2.55	1.12	0.009
There are quality systems and certifications that compliance with international and/or national quality standards.	6.9	27.6	24.1	27.6	13.8	100	2.86	1.19	0.019
Hotels and other commercial accommodation entities have had quality systems and certifications.	10.3	13.8	51.7	17.2	6.9	100	3.03	1.02	0.064
Tourism companies have had quality systems and certifications.	-	13.8	37.9	34.5	13.8	100	2.52	.91	0.003
Tourist Guides have had quality systems and certifications.	6.9	10.3	48.3	24.1	10.3	100	2.79	1.01	0.204
Transportation related services have had quality systems and certifications.	-	6.9	44.8	27.6	20.7	100	2.38	.90	0.003
Restaurants and other suppliers of food and beverage services have had quality systems and certifications.	3.4	6.9	44.8	34.5	10.3	100	2.59	.91	0.135
Natural	6.9	27.6	34.5	24.1	6.9	100	3.03	1.05	0.151

protectorates and beaches have had quality systems and certifications.									
Man-made heritage attractions have had quality systems and certifications.	6.9	13.8	48.3	27.6	3.4	100	2.93	.92	0.094
Tourism education establishments have had quality systems and certifications.	13.8	20.7	41.4	13.8	10.3	100	3.14	1.16	0.051
There is an achievement of quality standards in Technical specification.	3.4	17.2	37.9	37.9	3.4	100	2.79	.90	0.030
There is an achievement of quality standards in Procedures.	3.4	20.7	37.9	31.0	6.9	100	2.83	.97	0.072
There is an achievement of quality standards in Management.	3.4	13.8	44.8	27.6	10.3	100	2.72	.96	0.028
There is an achievement of quality standards in Professional qualifications.	3.4	27.6	27.6	34.5	6.9	100	2.86	1.03	0.054
There is an achievement of quality standards in Terminology.	17.2	48.3	10.3	20.7	3.4	100	3.55	1.12	0.048
There is an achievement of quality standards in Graphic symbols.	24.1	17.2	37.9	13.8	6.9	100	3.38	1.21	0.077
There is an achievement of quality standards in Safety and security.	17.2	37.9	27.6	13.8	3.4	100	3.52	1.06	0.021
There is an	24.1	24.1	34.5	13.8	3.4	100	3.52	1.12	0.017

achievement of quality standards in Hygiene.									
There is an achievement of quality standards in Accessibility.	37.9	20.7	17.2	10.3	13.8	100	3.59	1.45	0.184
There is an achievement of quality standards in Transparency.	3.4	41.4	27.6	20.7	6.9	100	3.14	1.03	0.492
There is an achievement of quality standards in Authenticity.	6.9	17.2	44.8	27.6	3.4	100	2.97	0.94	0.325
There is an achievement of quality standards in Waste minimization, reuse, and recycling.	-	10.3	34.5	48.3	6.9	100	2.48	0.78	0.441
There is an achievement of quality standards in Energy efficiency, conservation, and management.	3.4	10.3	31.0	48.3	6.9	100	2.55	0.91	0.183
There is an achievement of quality standards in Management of fresh water resources.	-	10.3	44.8	31.0	13.8	100	2.52	0.87	0.173
There is an achievement of quality standards in Waste water management.	-	6.9	41.4	44.8	6.9	100	2.48	0.74	0.982
There is an achievement of quality standards in Hazards substances management.	-	10.3	48.3	24.1	17.2	100	2.52	0.91	0.991

There is an achievement of quality standards in internal transport and movement.	-	17.2	27.6	34.5	20.7	100	2.41	1.02	0.970
There is an achievement of quality standards in Land-use (Landscape) planning and management.	-	6.9	27.6	41.4	24.1	100	2.17	0.89	0.220
There is an achievement of quality standards in Involving staff, customers, and the local community in development issues.	-	10.3	13.8	20.7	55.2	100	1.79	1.05	0.157
Totals							3.30	0.95	0.390

Likert Scale: Strongly Agree= 5, Agree= 4, Neutral= 3, Disagree= 2, Strongly Disagree= 1