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Tourism Service Quality in Egypt: Opportunities and Challenges

Ghada Mohamed Wafik¹

¹Fayoum University, Egypt

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 socioeconomic 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.

KEYWORDS Quality Systems; Tourist Destination; Eco-labelling