

Abstract

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Sustainable Events Tourism: A case study of Egypt

Tourism has been a key force in promoting events their growth & expansion. Destinations are increasingly keen to share their culture, environment & spending opportunities with visitors by promoting a variety of planned events. It has become widely accepted that every community & destination needs to adopt a long-term, strategic approach to event tourism thereby planning, management & development in order to realize the full tourism potential of events. The purpose of this paper is to highlight the importance of events- especially in uncertain times- & how destinations can use events as a tourism product. The paper provides an overview of festivals & events held in Egypt, highlighting major guidelines for sustainable events taking into account positive as well as negative impacts of events with the aim of improving the local economy & increasing Egypt market share of international tourism through enhancing Egypt positioning as an international tourism destination. Methodology: Descriptive qualitative approach is followed. Information is obtained through primary & secondary data. Keywords: Events, Tourism, Promotion, Sustainable, Egypt.