

## Mega Tourism Marketing As A Modern Trend To Achieve Tourism Development In North African Countries

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### Abstract:

Marketing Tourism is one of the most important modern trends adopted by countries to achieve tourism integration, especially those who have a potential to do so as North Africa countries. This paper aims to investigate the possibility of integration between the North African countries: Algeria, Morocco, Tunisia and Egypt, for marketing the mega tourism destination, given their geographical proximity and similar culture. The results showed that it was not difficult to achieve integration among countries under study; this can be achieved through the joint efforts of governments, companies and individuals to develop a unified marketing policy that enables them to compete in the global tourism market and thus increase their share.

**Keywords:** Integrated Tourism Marketing; Tourism Development; Mega Tourism Destination; North African Countries.

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## 1. INTRODUCTION

The tourism sector has reached a great place not enjoyed in any of the previous eras, the extensive tourism activities resulted in economic, social, cultural, environmental and urban impacts that have had a great impact on our life. Tourism has been able to play its role in achieving economic development and its indicators through its outstanding contribution in attracting employment and foreign investments and creating foreign currency, ..etc.

Today, the world is witnessing the era of major economic blocs in light of globalization, and become an influential subject especially in the Arab world, where no unified concept or integrated program has yet to be reached to counter the effects of this phenomenon and major economic benefits that can occur from this experience. In view of the growth of this phenomenon and the emergence of great trends and giant entities, the establishment of a mega tourism destination is becoming a necessity to create competitive advantages and achieve integration between countries. it will be possible not only by planning unified tourism programs which enable them to compete in the world market, but also by the development of unified marketing policies suggested by the countries of mega tourism destination, including the linking of tourism sites between these countries. This requires partnership between governments, institutions, society and business initiatives on one hand, and political leaders support on the other.

Among the Arab countries that have the fundamentals to reach tourism integration by marketing the mega tourism destination are: Morocco, Algeria, Tunisia and Egypt, These countries share many common factors which help them to cope with the current changes in global tourism demand. Thus, the following basic question should be asked:

**What are the main factors and challenges for Morocco, Algeria, Tunisia and Egypt that can achieve integrated tourism marketing in order to reach tourist development?**

To answer this question, this study was divided into the following main areas:

**First:** The concept of Tourism development.

**Second:** the concept of integrated tourism marketing (the mega tourism destination).

**Third:** The reality and challenges of the success of the model (Morocco, Algeria, Tunisia and Egypt) as a mega tourism destination.

The purpose of this study is to explain the opportunities that can be exploited by adopting a common tourism-marketing plan to create tourism development in Algeria, Tunisia, Morocco and Egypt, especially we seek to:

- The definition of mega tourism marketing as one of the modern trends in the field of tourism
- The theoretical foundation of the concept of tourism development
- To see the reality of the tourism sector in the North African countries
- Study the tourism indicators in North African countries according to international reports

- Explain the role of mega tourism marketing in achieving tourism development in North African countries.

## **2. Conceptual framework of Tourist development:**

Before we are exposed to the definition of tourism development, it is best to look first at the concept of development and economic development so that we can learn more about the concept of tourism development and its socio-economic role.

### **2.1. Development concept:**

Development is the primary objective of the majority of the world's nations. This truth is accepted without controversy, Raising the well-being and socioeconomic capabilities of peoples everywhere is easily the most crucial social task facing us today. Every year, aid is disbursed, investments are undertaken, policies are framed, and elaborate plans hatched to achieve this goal, or at least to get closer to it.

Linguistically: means growth, prosperity, reproduction, increase. This implies a positive change, and progress. Development is usually used in the sense of increasing economic, social, tourism and other levels (arid, 2015, p.69)

Development Term: Development has also been defined as organized efforts to coordinate the human and material potential of a given social center in order to achieve higher levels of national income, individual incomes, and higher standards of living and social life in various areas in order to achieve the highest possible level of social well-being (Faris, 2009, p.11) .

### **2.2. The concept of Tourism development:**

Is one of the means of economic development where tourism development is considered as a contemporary issue in many countries, especially those that depend on it in the creation of national income, besides its role in creating cultural development in all aspects.

Tourism development is defined as providing goods and services to meet the needs and desires of tourists, which includes all aspects related to the spatial patterns of tourism supply and demand, the geographical distribution of tourism products, the flow and the tourism movement, the effects of tourism (Youssef, 2006, p.107). Tourist development is the development and expansion of tourist services and their needs and this requires the intervention of tourism planning as a scientific method aimed at achieving the largest possible rate of tourism growth at the lowest cost possible as soon as possible (Fouad, 2014, p.137).

In the definition he focus on the role of government and private sector, on his opinion, the tourism development is the sum of programs and policies aimed at creating a qualitative leap in the tourism aspect (Baudela & Rachid, 2007). While others define tourism development as the set of process of change in an orderly manner that paints future events and its potential impact and is based on maximizing the ability to attract the largest number of tourists (Al-Naqshbandi, 2017). The important in tourism development is to preserve the environment and its natural resources that constitute capital tourism development. Therefore, the development required tourism is sustainable tourism development is that meets the needs of tourism for all

and their aspirations without compromising the ability of future generations to meet those needs and achieve those aspirations for all and their aspirations without compromising the ability of future generations to meet those needs and achieve those.

We can note that the majority of definitions are in the form of sustainability. Therefore For researchers the tourism development is a set of procedure and measures aimed at improving tourism services and their profitability, whether the economic one or social, without prejudice to the rights of future generations.

**2.3. Elements of tourism development:** the elements to achieve a development tourism are (World Economic Report, 2017,p.7):

- Elements of attractions: include natural elements such as climate, surface forms, or man -made elements such as historical monuments, museums and parks.
- All types of transport: Road transport, Air transport, Sea transportation.
- Sleeping places as whether commercial such as hotels or private such as rent apartments and damaged homes.
- Supporting Facilities : as tourist advertising, tourist administration and banks.
- Infrastructure such as electricity, water, information technology and communication.

**2.4. Tourism development Aspects:** the most important shapes of development in tourism sector are (Kharbotli .al-Din, 2004,p.130):

- **Development of tourist resorts:** focuses on tourism holidays. Resorts are sites and places that provide self-sufficiency and have multiple activities and tourist services for recreation, entertainment and rest.
- **Tourist villages:** This type was first introduced in Europe. Because life in the villages is different from urban life, it fascinates the urban population with love for change and simplicity. This type of tourism depends on the existence of water (beaches, ports), skiing, mountains, natural sites, therapeutic sites, sport activities, historical and archaeological sites.
- **Tourism cities:** It is the creation of a complete set of tourist attractions, which help to provide the tourist with comfort in a modern way without departing from the cities and its institutions, amusement parks, entertainment areas, gardens and others such as the Emirates Las Vegas and others.
- **Isolation resorts:** this type has become a favorite tourist area in the world, it characterized by their small size and comprehensiveness, and their far areas from populated areas such as small islands or mountains.
- **Adventure tourism:** oriented to groups that aim to practice and experience certain characteristics such as experiencing certain customs and traditions such as Chinese New Year celebrations, experiencing certain natural conditions or practicing special sports such as Everest Climbing, Water Skiing, Yacht Racing and others.

### **2.5. The objectives of tourism development:**

- A source of national income and improving the balance of payments position, in addition to Increase state revenues from taxation
- Represent a fertile area for job creation and the elimination of unemployment especially in rural areas
- Reducing the link of countries to other sources of economy such as oil and gas.
- Provide infrastructure and provide entertainment and recreation for the local population
- Preserving the environment within the framework of sustainable tourism
- Spread cultures and increase communication among peoples
- Development of political relations between governments in tourist countries.

### **3. The concept of integrated tourism marketing (marketing the mega tourism destination)**

Recently, tourism industry has changed due to several major variables. The most important of which is globalization, which has deleted the borders between the various countries, in addition to the global and regional economic blocs. This led to tourism changing in general and tourism marketing in particular, as led to the emergence of new forms of marketing, the most important of which is the integration of the tourist destination, which later became known as the mega-destination marketing.

#### **3.1. Definition of Mega Tourism Destination:**

The tourist destination is defined as: "the place or group of places where visitors go for tourism and temporary residence, and enjoy the attractions in it" (Mahmoud, 2006,p .113). It is understood from this definition that the term tourist destination is synonymous with the word tourism or tourist area. Thus, the tourist destination in several forms or sizes may be in the form of a whole country such as France or one city such as Cairo. It may be a famous part of a city such as Piazza Castillo in Turin ... etc.

Then, the mega tourism destination is a direct result of the changes in tourism industry in general and tourism marketing in particular. It means the integration between tourism destinations, which later became known as the mega destination, where the experts of tourism marketing in the advanced countries are interested in publishing this new direction to achieve leadership in the marketing field.

The idea of marketing the concept of mega destination is based on finding a kind of agglomeration or close cooperation between a group of geographically close countries, where they are bound together by strong political relations, have the same tourism objectives and are culturally close. So that they can benefit from the comparative advantages available in each of the countries of the mega destination to stimulate the marketing efforts and penetrate foreign markets efficiently and successfully (Sabri, 2006,p.316). Accordingly, marketing through this new approach achieves better results than individual marketing on a country-by-country basis, because it depends on the diverse tourism potentials and the diverse marketing capabilities available in the countries of the mega tourism destinations.

### **3.2. Factors of success of the mega tourism destination**

The success of a mega tourism destination depends on the following factors (Al Zu'bi, 2013,p.310):

- Existence of strong political relations between the countries of the mega destination and the lack of fundamental differences between them, because the appropriate political climate is the key to success;
- The diversity of tourism components among countries of destination. If a country of destination possesses abundant natural elements and limited archaeological resources, it is recommended that other countries be rich in historical wealth in order to integrate the tourism product provided by the mega destination;
- The conviction of the countries of mega tourism destination of the importance of the tourism industry and its role in economic, cultural and environmental development of society;
- The geographical proximity between the countries of the mega tourism destination as a result of its occurrence in a narrow geographical circle, because it is an important factor encouraging the visit to this destination more than other geographical circles which are more widespread;
- Full cooperation and coordination between the countries of the mega destination in planning and designing tourism programs, in a way competing with programs provided by other countries, and developing a unified tourism marketing policies to push their services in foreign tourism markets.

### **3.3. Benefits of Integrated Tourism Marketing**

By marketing the mega tourism destination, a number of benefits features results like (Emanuel & others, 2015):

- Forming large tourism blocs, which will be capable of facing the current intense global competition especially with the awareness of most countries by the importance of the huge amounts of foreign exchange revenues and their role in achieving sustainable development.
- Integrated marketing achieves better results than individual marketing for each country by monitoring the capabilities of each country of the mega tourism destinations.
- Increase opportunities to attract more tourists as possible due to multiple elements of attraction in the countries of mega destination, which tourists cannot find together within one trip.
- Achieving tourism leadership by offering an integrated tourism destination that cannot be achieved in a one-tourist destination.
- The possibility of achieving greater tourism revenues and benefiting from the expertise of the countries of the mega destination.

### 3.4. Some actual collaboration attempts between North Africa countries:

#### - Arab Tourism Organization:

The Arab Tourism Organization (OTO) emphasizes the necessity of activating inter-Arab tourism, integrating Arab countries in the tourism sector, canceling prior visas, reviewing and simplifying various measures of economic dimensions to support inter-Arab tourism.

#### - The opportunities to create inter-Arab tourism:

International tourism is divided into two types: long-distance tourism, which means the orientation of tourists to countries far from their countries and there is no common links between them, and inter-tourism, which is tourism between countries close to each other. According to the data of the Organization that the intra-Arab tourism between the countries of the Arab world, In fact, the Arab Tourism Organization forecasts that the rate of inter-Arab tourism will drop by 42% to 37% in 2020, while the proportion of long-distance tourism will reach 63%. One of the efforts in this regard is the establishment of the Arab Network for the Promotion of Inter-Arab Tourism

#### - Arab Union for Hotels and Tourism:

was established to promote Arab tourism cooperation, The headquarters of the Union is the State of Lebanon It includes a group of Member States: Jordan, Sudan, Tunisia, Algeria, Saudi Arabia, Syria, Oman, Iraq, Libya, Egypt, Morocco, UAE, Kuwait, Bahrain, Yemen and Lebanon. The Federation seeks to develop the Arab tourism industry, advance and upgrade it, secure qualified human cadres, improve the employment and exploitation of the cultural and cultural heritage and the rich tourism elements in the Arab world, and provides the necessary climate for tourism investments Industry and upgraded in all its aspects.

#### - E-tourism conference:

The International Union of e-Tourism (EUOTI), in cooperation with the Arab Organization for Tourism (ITO) and the International Federation of Information Technology for Tourism and Travel (IFITT), organized an international conference on e-tourism, the first conference to be held in an Arab country, which is Egypt. The conference focused on several axes, the most important of which are: web design and development, e-tourism marketing, online payment methods, how to increase the demand for tourism products through the Internet, e-government and its role in promoting tourism. The conference approved the establishment of an e-tourism board, which will be responsible for establishing a tourist information bank to provide a database for tourists and Arab organizations (Bakhti, 2009,p.281).

### 4. The case study of North Africa countries (Algeria, Tunisia, Morocco and Egypt):

With global growth slowing, global trade slumping, volatile energy prices and rising raw material prices, it is difficult to predict growth rates on all continents, including the African continent. The latest World Bank report said regional GDP growth in the continent was 2.4% in 2017, compared with 1.3% in 2016. This is largely due to the good performance of African countries in various areas. However, the report recommended structural reforms and a broad and comprehensive strategic vision for all areas to achieve African development.

Among these areas is the tourism sector, especially since there are many countries such as the North African countries which have the elements to achieve tourism integration that guarantees them access to raising the level of development.

#### 4.1. Development tourism in North Africa countries (Algeria, Tunisia, Morocco and Egypt):

The following tables show the results that these countries have been able to achieve in the tourism sector, which made us certain of the great results that can be achieved if there is cooperation and complementarity between these countries.

**Table 1.** Development of Tourism sector in the world and the share of Africa

	world	Europe	America	Asia and the Pacific	Africa			Middle east
					total	north	south	
Number of tourists (million)	322	671	207	324	<b>62</b>	<b>50</b>	<b>12</b>	58
% of increase	7%	8%	3%	6%	<b>8%</b>	<b>13%</b>	<b>5%</b>	5%

**Source :** world tourism organization report, 2017. [unwto.org.com](http://unwto.org.com)

The 2017 edition of the Travel & Tourism Competitiveness Report finds that several developing and emerging economies have significantly improved their performance scores from 2015. The African continent recorded the highest growth rate to join the European continent in terms of growth of the tourism sector (8%). North Africa took the lead where it recorded the highest growth rate of up to 13%, representing the highest growth rate in the tourism sector in the world. In fact, since the global financial crisis, tourist expenditures from developing nations have grown faster than that of expenditures from advanced economies- a trend on track to continue in the coming years. Developing and emerging markets are not only becoming larger source markets, but they are also improving their T & T competitiveness in order to position themselves as more attractive destinations for developing the T & T sector, This will be proven later.

These shifts suggest that developing and emerging countries are catching up, especially with the great role played by tourism in the economies of these countries as shown in the following table.

**Table 2.** The status of the tourism sector in the economies of the countries studied

	Algeria	Tunisia	Morocco	Egypt
% GDP	3.5	5.8	4.9	7.7
N of employee	327306	185290	731525	1110550
% employment	3.0	5.3	4.4	6.8

**Source:** Prepared by researchers based on data(World Bank,2017).

According to the World Bank Indicators report of 2017, the tourism sector contributes approximately 7.7% in Egypt and 4.9 in Morocco and 5.8 in Tunisia. Where the tourism sector is a key pillar in the economies of these countries, a source of income for millions of



citizens, this is confirmed by the significant contribution of the sector to the employment of labor in these countries, In addition to considering tourism as one of a major source of foreign currency. However, tourism has been severely damaged by the years of political turmoil that followed the 2011 revolution and some terrorist attacks on the sector in Egypt and Tunisia.

The weakness of the contribution of the tourism sector to Algeria's GDP (3.5%) is mainly due to the lack of development of this sector economically since independence and the lack of interest of the state in tourism and its dependence on the hydrocarbons sector as the most important in achieving the economic development of the country at a faster.

**Table 3.** The status of the tourism sector in the economies of the countries studied

	Algeria	Tunisia	Morocco	Egypt
Tourist number (million)	1.7	5.3	10.17	9.1
Tourism revenue (milliard dollar)	0.3	1.3	6.4	6.0
Tourism night	-	-	18717403	5250000
Rank of competitive tourism	118	87	65	74
Rank of prioritization of Tourism	134	48	35	37

**Source:** world economic forum organization, tourist report 2017, reports.weforum.org

Morocco took the lead in achieving the highest number of tourists after it was able to the largest number of European tourists, especially those with French nationality, according to news reports scattered by Egypt, although it did not achieve the jump achieved in 2010 with an estimated 10 million tourists. However, the figure was higher than last year and the improvement in numbers was supported by an increase in the number of tourists coming from Germany and Ukraine". In addition, Egypt has made great efforts to strengthen airport security in the framework of efforts to revive the tourism sector, lift the Russian air embargo on Egypt and the British ban on travel to Sinai. Then comes Tunisia, despite its security and political conditions, but it was able to outperform Algeria, the statistical results show that the international arrivals have reached their lowest point in the past 13 years, with a drop of 2 million visitors compared to 2014.

For Algeria, despite its the comfortable security situation, it was able to attract only about 1.7 million tourists, most of them expatriate Algerians returning periodically to visit the country and the family and recreation.

#### **4.2. Factors of success of the model (Egypt/ Algeria / Tunisia / Morocco) as a mega tourism destination:**

Egypt, Algeria, Tunisia and Morocco have the most important factors that can lead to integration and thus benefit from the valuable opportunities that will result from this integration, the most important of which are (Todaro & Smith, 2009,p.4):

- The region contains the most important geographical location, which mediates the world and lends it to different landscapes beside to this is a degree of convergence in the level of natural and cultural resources in these countries. The countries have approximately similar natural and cultural resources, despite their different areas, which can be illustrated by the

results available in the World Report of Travel and Tourism Competitiveness 2017, which shows its sub-index on natural and cultural resources as it is illustrated in the following table:

**Table 4.** The evaluation of elements of attraction in North Africa countries

	Score				Rank			
	Algeria	Tunisia	Morocco	Egypt	Algeria	Tunisia	Morocco	Egypt
Natural elements	2.2	2.5	3.6	2.5	124	94	47	97
Cultural and religiously	2.1	1.5	2.5	3.3	53	83	41	22

**Source:** world economic forum organization, tourist report 2017, reports.weforum.org

Integration between Egypt, Tunisia, Algeria and Morocco to achieve tourism development is very possible as the coastal extension of the Mediterranean Sea and the convergence of climatic conditions and the diversity of the tourism product. Egypt with its great archaeological and natural wealth can integrate tourism with green Tunisia. Including historical sites registered in the World Heritage and the beautiful coastal and desert regions and with Morocco in its embrace of coasts on The Atlantic Ocean, the Mediterranean Sea, the snowy mountains, the soft sand and the cultural heritage of the western cities. Algeria with its superb diversity of nature and traditions, all represent an integrated mix of a tourist destination characterized by the diversity of the tourist product and highly accepted in the markets exported to tourists.

Despite the different rankings of these countries in term of natural sites which is due to the indicators that have been developed to determine the competitiveness of natural reality. However, the reality confirms that these countries combined have many diverse natural components and even conflicting; making it a tourist destination to achieve the diversity that the tourist wants it includes marine tourism from the shores of the sea and ocean, desert tourism, archeology and even medical tourism and others. In fact these factors make a good balance between them and that is considered as an important factor in tourism attractions. It is also one of the strengths of the tourism integration.

Let's not forget the strong competitive prices of these countries, where in many cases the price is the frame of reference on which to determine the destination.

**Table 5.** Tourism prices in the studied countries

	Score				Rank			
	Algeria	Tunisia	Morocco	Egypt	Algeria	Tunisia	Morocco	Egypt
Price competitiveness	6.0	5.9	5.2	6.2	04	09	47	02

**Source:** world economic forum organization, tourist report 2017, reports.weforum.org

Beside to these factors, there are other factors can be limited to the following:

- The depth of the ties that unite the peoples of this nation, In terms of language unity, religion, geographical proximity, and a lot of customs and traditions.

- Terrestrial geographical communication
- Standard language
- Convergence of traditions and customs
- Tourism is one of the most important sources of national income in most of these countries
- The conclusion of bilateral agreements between the countries studied in the fields of accommodation, tourism training and tourism promotion in addition to belonging these countries belong to the Arab Tourism Organization and the Arab Union for Hotels and Tourism.

### 4.3. Factors and challenges facing the success of the model: Morocco, Algeria, Tunisia and Egypt as a mega tourism destination:

#### 4.3.1. Politic obstacles:

- The countries studied have experienced periods of government instability, security problems such as the spread of terrorism (Algeria in the 1990s, the Arab Spring in Tunisia and Egypt since 2011), deteriorating relations between neighboring countries (Algeria and Morocco because of the Western Sahara crisis). In addition to the ambiguity of political will and its relaxation of the implementation of the conventions.
- Lack of security in its comprehensive sense especially in Tunisia and Egypt after the attacks on tourists, in Tunisia many tourist places have retreated, only one site appears on the UNESCO's World Heritage Site list
- The difference in degree of openness among the countries studied, and a big different organizational and legal structure in each country, starting with visas and hotels, law and regulation of customs, and others factors. Although visa procedures have been substantially reduced in Egypt (rank 51). These can be shown in the following table, which measure the responsiveness of the environment.

**Table 6.** The tourist environment in North Africa countries in 2017

	Score				Rank			
	Algeria	Tunisia	Morocco	EGYPT	Algeria	Tunisia	Morocco	EGYPT
	a	a	o	T	a	a	o	T
Environmental sustainability	3.7	3.9	3.7	4.1	106	89	107	67
Security	5.3	4.7	6.1	3.3	81	102	20	130
International openness	1.5	3.0	2.7	5.0	134	76	91	102

Source: world economic forum organization, tourist report 2017, reports.weforum.org

#### 4.3.2. Economic obstacles:

Weak transport and transport infrastructure: The availability of countries on international airports, ports, a network of roads, highways and all means of land, air and sea transport helps

in the movement of tourists and travelers, which develops the country's income from tourism. As shown in the following table:

**Table7.** Status of transport infrastructure in studied countries

	Score				Rank			
	Algeria	Tunisia	Morocco	EGYPT	Algeria	Tunisia	Morocco	EGYPT
Air Transport	2.1	2.3	2.8	2.9	100	85	63	59
Ground and port transport	2.5	2.7	3.4	3.0	105	95	60	93

**Source:** world economic forum organization, tourist report 2017, reports.weforum.org

- The weakness of the banking system: It is a factor in the selection of tourism countries, The availability of a modern banking system facilitates the movement of money and encourages tourists to purchase the products of the host country, which activates the movement of buying and selling. The use of bank cards (Visa, MasterCard, etc.).
- Weakness of health and hygiene services
- The weakness of information and communication technology infrastructure, despite the government support for the T & T sector in Egypt, where it allocated 6.8% of the total budget as well as the promotion of cultural resources and rebuilding the country.

**Table 8.** Economic conditions in studied countries

	score				Rank			
	Algeria	Tunisia	Morocco	EGYPT	Algeria	Tunisia	Morocco	EGYPT
Banks and hotels	4.9		3.8	3.2	131	69	80	93
Healthy	2.1	5.2	4.6	5.4	89	75	99	68
ICT	3.7	4.3	4.3	3.9	112	73	77	89

**Source:** world economic forum organization, tourist report 2017, reports.weforum.org

The great difference in economic conditions: the competitive of business environment in these countries can be shown in the following table:

**Table 9.** Environmental sub index in the studied countries

	Score				Rank			
	Algeria	Tunisia	Morocco	EGYPT	Algeria	Tunisia	Morocco	EGYPT
Environmental sustainability	3.7	3.9	3.7	4.1	106	89	107	67
Business environment	4.0	4.4	4.7	4.3	110	66	49	78
HR market	4.0	4.0	3.9	4.1	112	113	117	102

**Source:** world economic forum organization, tourist report 2017, reports.weforum.org

Obviously, there are a great difference in economic conditions, business environment and economic capabilities at the level of citizens, and some business and Customs Policy where the obstacles customs are one of the first things a tourist encounters when entering a country. Beside to The lack of skills and technical capabilities of human resources, the lack of exchange of experiences and joint training courses in addition to the lack of qualification of workers in tourism with modern technology, both those working in travel agencies, or in hotels, passport interests and everything related to the tourism sector in general. As the emergence of terrorism which considered as a destabilizing force, which led to high costs on business, and an extremely rigid and uncompetitive labor market.

### **5. Conclusion:**

Finally, we conclude that the North African countries can achieve the integration required to create an attractive tourism environment that contributes to the creation of revenues for the economy and achieve tourism development reflected in achieving comprehensive economic and social development. All these if it can overcome the obstacles and face the challenges that prevent this from happening.

The security factor is one of the biggest obstacles faced by these countries, in addition to their confusion in their economic situation such as weak infrastructure and the deterioration of the economic environment. Thus, some recommendations should be made in purpose of activate the integration of these countries. These recommendations are:

- Developing the media role in order to introduce the region's potentials and tourist data;
- Deployment of the necessary infrastructure services for tourism activity;
- Participate in the major tourist exhibitions in the world, in which countries compete in order to offer competitive tourism;
- Establishment of an inter-state entity to support and develop tourism. Such as the communications technology, which has brought the regions of the world closer to supporting the tourism system;
- Focus on some types of tourism in which the region has competitive advantages compared to the regions of the world;
- stimulate the flow of tourism investments among North African countries;
- Encouraging the establishment of tourism projects with joint capital between these countries;
- Exchange visa facilities between these countries;
- The development of culture around the tourist attractions and the interest in tourism education as an integral framework in addition to capacity building for workers in various fields of tourism;
- Work towards the rapid resolution of conflicts between countries of destination, because they greatly affect the process of integration between them and thus disrupt the benefits that may result from it;
- Increase the number of agreements between countries of destination in the field of tourism, to establish the principle of cooperation between them;

- Attempt to develop a special authority for entrepreneurship in the field of tourism in the destination countries by engaging all stakeholders in this field, to formulate strategies to unify tourism policies in these countries;
- Attempting to standardize tourism standards in the countries of greatest destination related to material, human and technological resources;
- Organize a common database of tourism components available in these countries.

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