THE ROLE OF INNOVATIVE TOURISM IN
PROMOTING THE INCOMING TOURISM TRAFFIC
TO EGYPT: CASE STUDY OF UAE

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Abstract - Innovation is currently an indispensable issue for economic effectiveness of businesses. Recently, scholars have given great attention in analyzing innovation. Nevertheless, study of innovation in the tourism sector is still in its early stages.

In the contemporary economic situation, the effectiveness of travel agents is considerably reliant on their capability to convert service delivery into an innovative procedure of satisfying customers’ different requirements. Innovation as an imperative cause of effective benefit in tourism has in fact managed to the appearance of an inventive tourism type – innovative tourism – a type of tourism that recommends firsthand products and services, different alliance and collaborative organizations, different methods of association and mainly new practices for tourism customers.

“Over the past few decades, the UAE’s efforts have culminated in its ranking first among the Middle East and North African countries and 36th globally among 143 countries in terms of performance in the 2014 Global Innovation Index. The UAE’s total investment in innovation is estimated at AED14 billion yearly, AED7 billion of which are allocated for Research and Development.”

The Strategic Vision for Egyptian tourism is perceived as formulating a way for Egypt that will construct on its essential powers and promises in an innovative consumer-based approach. The inherent friendliness of the Egyptian natives will be merged with constructive daily life features, containing a charming mixture of the culture and heritage of Europe, Arabia, Asia, and Africa. The prospective will be to enhance the tourist experiment by a multiple sensual attitude.

There are particular critical difficulties, which face innovation in Egypt; for example, inadequate economic funds; absence of education that inspires innovation; fragile academic-industry ties, little private sector support to scientific research and low rates of know-how handover.

The main aim of this study is to focus on how to improve innovation in Egyptian tourism sector in order to stimulate the incoming tourism traffic to Egypt. Its main target is to emphasize on UAE innovation strategy as one of the best guidelines all over the world. Such a popular example is significant for Egypt to recognize faults in its manners in order to accomplish a competitive benefit in all sectors and particularly in tourism industry.

Key words: Innovation – innovative Tourism – Egypt - UAE

I. Introduction

Innovation is defined as “the introduction of a new or significantly improved product, process, or method.”
Innovation includes a comprehensive array of accomplishments, which can be original to a business, to the market, or the globe. It is about effectively embracing a method or professional technique advanced by further businesses or organizations, as being the pioneer to announce a firsthand invention to the market.

Innovation is a procedure by which a fresh notion or exercise is turned valuable. Innovations are original methods to accomplish several missions. There is a misperception between the definition of creativity and of innovation. Occasionally we can use one of them as an alternative of the other, but creativity can mean using present evidence to create non-existing data, while innovation can be described as using an original claim or fresh concepts as prevalent and practicing this in exercise.

II. Innovative Tourism Concept

Tourism denotes the comprehensive basis that recognizes tourism’s crucial features and differentiates tourism from comparable, often interrelated but dissimilar sectors. It defines three conceptions: The movement of tourists, a segment of the economy or a business, a wide structure of interrelating interactions of tourists, their requirements to travel outside their societies and facilities that endeavor to react to these requirements by providing services.

Historically, it is clear that the tourism industry can be reflected as innovative. As early as the 19th century, Thomas Cook was founding package tours that uniformed and built-up the tourism vision for an endlessly larger number of tourists. Later, tour operators created the charter flight as a technique of handling the predictable seasonal high seasons in aviation and invented low-cost air travel. Innovation in tourism is not anymore a matter of a gigantic jump onward. Innovation is more frequently created of sequences of slight stages that are resulted in incremental evolution.

Development in tourism competitiveness should boost its growth. Globalization requires competition, which is predominantly resilient in the tourism industry. This can be attributed to energetic atmosphere in which businesses and destinations can sustain their competitiveness by persistently adjusting to tourists’ requirements, reacting to the services offerings of competitors and implementing innovative know-hows. The tourism destinations and businesses consequently must innovate continuously in order to survive. It becomes even harder when applied to hospitality and tourism businesses. Tourism is presently one of the most favorable activities in the world and there is crucial requirement to appreciate innovation in this industry.

Confirming innovation as an essential foundation of effective benefit in tourism has really resulted in the appearance of a firsthand kind of tourism, innovative tourism, that advocates different services, different alliance and corporation arrangements, innovative methods of association and principally fresh practices for tourists.

Innovation is certainly crucial aspects for tourism destinations. They are progressively reflected as significant foundations for planning and recommending those practices that may make the variance between a popular service and an ongoing duplicate of falsified programs, hence enhancing the attractiveness for the stylish and challenging tourists.

The UNWTO Awards for Excellence and Innovation in tourism is the leading incident for the international tourism industry. Since 2003, this event pursues to highpoint the effort of establishments and individuals around the world that have confidently affected and motivated the tourism industry by innovation and
awareness. Research of innovation in the tourism industry is still in its early stages. Generally, innovations perform an essential role to the service industry compared to the industrial sector. Though the emphasis is stronger on the use of new-fangled technology and organizational or managerial modifications that allow new products and services or means of supplying them, the fundamental factors are human resources.

III. Types of Innovation in Tourism Industry

Tourism has lately been affected by numerous elements. Three of them can be recognized and encompassed in the research of tourism innovation:

1. deregulation and greater race in tourism has resulted from Globalization.
2. Tourists have become knowledgeable. ICT has enabled contact to data and improved the request for alternate and stylish services. Tourists are self-determining and can arrange their tours.
3. To get reasonable benefit, sustainability is crucial. Travel agencies should be ruled corresponding to the main factors: social, economic, and environmental.

There are four main types of innovations in the tourism sector that are relevant to tourism.

1. Innovation is the beginning of service that is meaningfully enhanced respecting its features or future uses. Innovation in tourism service can include significant improvements in the way of offering, adding utilities or features to present facilities, or introducing totally innovative amenities.
2. Innovation is the application of a original or considerably enhanced invention or distribution process. It contains important variations in methods, tools and software. Method innovation could be proposed to decline component expenses of manufacture or distribution, to raise quality, or to create or bring innovative goods.
3. Promotion innovation is the application of a innovative promotion process including important modifications in service project or wrapping, assignment, marketing or rating.
4. Administrative innovation is the application of a different organizational technique in the travel agency’s performance, work arrangements or exterior relationships.

Managerial innovation may be proposed to enhance a travel agency’s practices by decreasing organizational overheads or operation overheads, increasing work contentment, or reducing costs of supplies. Structural innovation in tourism performance contains the application of different approaches of forming practices and processes for the work behavior.

IV. Innovative Tourism in UAE

Ever since its foundation in 1971, UAE has regularly been famous of being an example for innovation, converting into a principal target for ingenuity. Considering that innovation, the UAE government highlights its status across all business throughout UAE Vision 2021 especially tourism: “Innovation, research, science and technology will form the pillars of a knowledge-based, highly productive and competitive economy, driven by entrepreneurs in a business friendly environment where public and private sectors form effective partnerships.”

UAE’s willpowers have peaked with its standing first amongst the Middle East and North African nations and 36th internationally amongst 143 countries through performance in the 2014 Global Innovation Index. The UAE’s total asset in innovation is estimated at AED14 billion annually, AED7 billion are allocated for Research and Development (R&D).

His Highness, Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President and Prime Minister, and Ruler of Dubai to support generating and
tolerating a philosophy of innovation in the UAE and support placing the country as a global hub for innovation launched the annual UAE Innovation Week in 2015. Dubai Tourism is one of the government units that are arranging activities to celebrate Innovation Week in each emirate. It is this necessity to variation that makes the conception of innovation a dynamic concern for travel agencies of all sizes – they want to stand out from the tough competition with effective and cost-effective operations.

The UAE provides two of the international seven star hotels: the Emirates Palace and the Burj Al Arab. The Burj Khalifa presently is the world’s highest construction and encompasses an Armani hotel. Abu Dhabi’s Tourism and Investment Company (TDIC) has established numerous diverse events founded around the U.A.E.’s natural assets. Tourists can visit the rough nature of the U.A.E. dunes or an isolated desert majlis (Meeting Building).

Regionally, the tourism industry is undertaking a considerable movement with shifting provincial and international tourism types. An innovation based attitude is the necessity of the hour and Ministry of Economy - UAE, is suggesting an annual forum that can lead such a renovation in the UAE tourism. The first edition of the Tourism Innovation and Transformation Forum, being organized by the UAE Ministry of Economy (MOE) in association with the United Nations World Tourism Organization (UNWTO), Tourism Innovation and Transformation Forum is an innovation focused incident to afford a policy for provincial investors to recognize the welfares of innovation. It emphasizes on the role of innovation in renovating tourism and how governmental and tourism establishments must organize themselves for this renovation.

V. Egypt's Situation of Innovative Tourism

Egypt’s heritage resources are countless and dominant stories that need to be advanced in innovative techniques. For example, the pyramids, the world’s most amazing pre-historical building and the first wonder of the ancient world, are one of the slightest adequate tourist involvements. They need to be treated in an innovative way that, at the same time, does not violate its sustainability.

Tourism in Egypt has a persistent motivation to recover its worldwide status as a topnotch destination and to further improve non-traditional tourism niches. Certainly, with a diversity of government-led creativities, along with regional and international backing, travel agents are still confident the industry can recover momentum. The sector would profit from a steady period of peace and stability to support tourist arrivals to recover. Hitherto with the government’s obligation to recover the sector by advancing in both traditional and niche tourism, and its determinations to promote the country as an attractive destination, there is plenty of vision for longstanding progress.

The Strategic Vision for Egyptian tourism is seen as paving the way for Egypt that will construct on its essential assets and potentials in an innovative tourist-focused approach. The inherent friendliness of the Egyptian people will be merged with confident daily life features, containing a charming combination of the inheritance and cultures of Europe, Arabia, Asia, and Africa. The aim will be to enhance the tourist experience through a multi-sensory attitude.

The new E-tourism promotional approach was assembled around the progress of a digital campaign and the application of e-marketing tools in the tourism industry. The accomplishment of this innovative and very comprehensive policy lies in the use of a 360
degree feedback mechanism between tourists and travel agents.

**VI. Innovation Obstacles in Egypt**

The status of Egypt in innovation has declined gradually from 59 of 114 countries in 2005/06 to 83 of 139 countries in 2010/11. The decline in Egypt’s status is credited to deterioration in Egypt’s capability for innovation, value of scientific study organizations, firm expenditure on Research and Development (R&D), university-industry partnership in R&D, and government subsidy of innovative know-how services. Egyptian tourism still has an amount of shortage, which do not care about the tourist pleasure for the next causes:

1. Lack of appropriate organism for boosting societies to be innovative and contribute in making decision;
2. The absence of authorization stages inside tourism innovativeness; and.
3. Weakness of the style of management in tourism sector in Egypt that represents complications in the approach of and innovation.

**VII. Study Findings**

The key findings of this study are as follows

1. The current unbelievable progress and flow of high-tech equipment, strong and globalized struggle situate travel agencies and destinations under a dense stress, and appeal for extraordinary stages of innovation in their programs and in the techniques, their services are conveyed to the tourism market.
2. Nowadays, tourists search for practice rather than destination focused services. Therefore, it will be vital to form a satisfying tourism experiment through innovation and service improvement.
3. Education system is essential for the personal creativity and that leads to proper innovation and growth of the tourism enterprise at last.

4. Innovation leads to strengthening and multiplying the impact of tourism on sustainable development.
5. The absence of expert workers may discourage innovation.
6. The Success of innovative tourism depends mainly on how to make competitive advantage in relation to other producers of tourism services.
7. There are three important dimensions of tourism innovation: human, financial and organizational.
8. The application of ICT in the tourism industry is the closest fit with technological innovation.
9. UAE initiated a National Innovation Strategy with the objective of turning the UAE to one of the greatest innovative countries in the universe.
10. The general status of Egypt in innovation has declined gradually.

**VIII. Recommendations**

Egypt must embrace a national policy that would escalate its capacity to innovate new goods and services as follows:-

1. It is time to put emphasis on innovation as a original motivation area for tourism study and strategy development in Egypt.
2. Schools and colleges are responsible for the development of creativity; teaching and development of creativity shall be done by formal education.
3. Constant innovation procedures in the tourism sector incline to have a very strong and distinct aim to catch original operational methods of forming benefit for tourists.
4. Tourism should primarily emphasis on an innovative business atmosphere that supports the worker innovative concepts and their contributing in decision-making.
5. To attract tourist to visit Egypt, it is essential to invent in Egyptian tourism industry by offering new
and significant tourist product and at the same time without neglecting our identity.

6. The achieving of innovative tourism in Egypt depends mainly on the diversity of tourism patterns which can be achieved by developing attractions and by promoting niche or special interests tourism.

7. It is necessary to make use of innovative tourism marketing that contributes to the creation of comparative advantage, as well as to differentiation.

8. The tourist bodies should support small travel agencies in the tourism sector to generate an environment of innovation.

9. Egypt should benefit from UAE experience in innovative tourism.

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