



Impact Of Egypt's Accession to the BRICS Bloc: An Analytical Study on Egyptian Tourism Demand from the Point of View of Tourism and Economic Experts

تأثير انضمام مصر إلى مجموعة البريكس: دراسة تحليلية للطلب السياحي المصري من وجهة نظر خبراء السياحة والاقتصاد

Rania Mohammed Bahaa Eldeen¹ | Nesreen Khairy Ali² | Ahlam Gamal Mohammed Zaki³

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Abstract

المخلص

This research aims to analyze the impact of Egypt's accession to the BRICS (Brazil, Russia, India, China, and South Africa) bloc on international tourism demand in Egypt, where This research explores the motivations, reasons, and objectives behind the establishment and development of this bloc, and highlights the extent of BRICS' contribution to the global economic system. It then identifies the most significant obstacles and challenges facing the BRICS bloc and the efforts made to avoid or mitigate these obstacles and challenges affecting tourism demand in Egypt following its accession Using SWOT analysis. Personal interviews were conducted with tourism and economic experts to examine the impact of Egypt's accession to the BRICS bloc and its impact on tourism demand in Egypt. It also explores the economic benefits, the most competitive countries for the Egyptian market, and the potential threats to tourism in Egypt resulting from Egypt's accession to the BRICS bloc.

يهدف هذا البحث إلى تحليل تأثير انضمام مصر إلى دول البريكس (البرازيل وروسيا الاتحادية والهند والصين وجنوب أفريقيا) على الطلب السياحي الدولي لمصر ، وذلك من خلال التعرف على دوافع واسباب واهداف نشأة هذا التكتل وتطوره ، وبيان مدي مساهمة تجمع دول البريكس في النظام الاقتصادي العالمي ودراسة مدي الاستفادة من هذا التكتل على الطلب السياحي الدولي لمصر ، ثم تحديد اهم المعوقات والتحديات سواء التحديات الداخلية او الخارجية التي تواجه تجمع دول البريكس والجهود المبذولة من اجل تفادي او الحد من تلك المعوقات والتحديات التي تؤثر على الطلب السياحي لمصر عقب انضمامها لدول البريكس ، وأخيرا ينتهي البحث باستخلاص مجموعة من النتائج، واقتراح بعض التوصيات التي من شأنها دعم وتفعيل الشراكة والتعاون والتكامل بين تجمع دول البريكس. حيث أجريت المقابلة شخصية مع خبراء السياحة والاقتصاد لدراسة أثر انضمام مصر إلى تكتل البريكس واثره على الطلب السياحي لمصر ومعرفة الفوائد الاقتصادية والدول الاكثر تنافسا للسوق المصري والتهديدات المحتملة التي تواجه السياحة في مصر نتيجة هذا الانضمام .

Keywords: Egypt, BRICS, Tourism Industry, Economic Blocs, Tourism demand

الكلمات الدالة: مصر، البريكس، صناعة السياحة، الطلب السياحي، التكتلات الاقتصادية

¹Professor of Tourism Studies, Faculty of Tourism and Hotels, Mansoura University

²Associate professor of Tourism Studies, Faculty of Tourism and Hotels, Minia University

³Researcher, Faculty of Tourism and Hotels, Minia University

1. Introduction

Economic blocs, also known as trade blocs, are agreements between countries, often within a geographic region, to reduce or eliminate trade barriers like tariffs and quotas. These blocs aim to foster closer economic integration and facilitate trade, investment, and cooperation. (World Economic Forum, ٢٠٢٣). Brics is a global economic bloc and an intergovernmental organization, the idea of its establishment began in September 2006, it includes 5 countries that are considered to have the fastest economic growth in the world, namely Brazil, Russia, India, China and South Africa (it is an acronym in English that combines the first letters of the names of these countries (Archbold,2023). Its name changed from “BRIC” to “BRICS” in 2011, after South Africa joined it, and this international group aims to develop economic relations among them in local currencies, which reduces dependence on the dollar (MathurandDasgupta, 2013).

The coming period will witness an increase in inbound tourism traffic from Brazil after the national company Egypt Air announced that it will operate flights to Brazilian cities, and also from China, from which approximately 150 million tourists depart annually (World Economic Forum, 202٤). in addition to India, which has begun to witness a noticeable improvement in inbound traffic (Stuenkel,2020). During the recent months, after the facilities provided by the Egyptian government regarding entry visas to Egypt, pointing out that Egypt is targeting certain segments of India, which are characterized by high spending, especially since India’s population exceeds 2 billion people (Hafez, 2023).

Problem of the study

Joining international blocs and organizations has become a feature of the era and a factor of strength that countries seek to achieve politically and economically (Tsegaye, 2021). Despite Egypt's joining many international blocs, the size of the benefits granted to Egypt from this exchange does not match its economic status (Tolb,2022). Despite the promising prospects, there is a lack of comprehensive research examining the specific impacts of Egypt's BRICS inclusion on its tourism and hotel industry (Hussein and Abd El Razik, 2024).

Objectives of the study

There are many objectives of the study as follows:

- 1- Analyzing the tourism movement between BRICS state members.
- 2- Evaluating the impact of Egypt's inclusion in the BRICS group on its tourism demand.
- 3- Identifying the internal and external challenges facing Egypt after joining the BRICS Bloc.
- 4- Shedding light on the countries of the Bloc as they are the largest and most important market for attracting tourists.

The study questions

There are two questions for the Study as follows:

1. What are the expected impacts of Egypt’s accession to BRICS in reducing tourism recessions on Egypt’s international tourism demand?
2. What are the internal and external challenges facing Egypt following its accession to BRICS?

2.Literature Review

2.1Meaning of BRICS foundation

BRICS was created in 2011. The founding countries of Brazil, Russia, India, and China held the first leaders' summit in Russia in 2009 under the name BRIC. Following a renaming of the organization, South Africa attended its first summit as a member in 2011 after joining the group in 2010, (Ramezani,2023). BRICS is an intergovernmental organization comprising Brazil, Russia, India, China, and South Africa. It was formed in 2011 by the addition of South Africa to its predecessor called BRIC (Dooley,2023). In 2017, BRICS Plus terminology was created by inviting non-BRICS government officials to hold constructive discussions to get in. At August 2023 in Johannesburg, BRICS' members decided to expand its membership by inviting 6 other developing nations (i.e. Egypt, Argentina, Kingdom of Saudi Arabia, United Arab Emirates, and Ethiopia) to be full members, effective from January 2024 (Lotayif,2024).

2.2The goals of the BRICS bloc

The BRICS group aims to make the international financial system diversified so that future changes can be predicted where, the five BRICS countries seek to achieve many goals, including (Abdul Rahman, 2022):

1. Achieving geo-political and geo-economic integration among the member states, in order to achieve global balance and end the unipolar politics through which the United States of America dominates world politics and economy(Grazia,2018).
2. Strengthening cooperation in the field of sustainable development and investment in the field of infrastructure, in order to develop it and ensure food security through the establishment of development projects (Ekaterina, and Yaroslavl, 2021).
3. Reforming the international financial system through the establishment of an international financial institution auxiliary to international institutions (Saber, 2024). The World Bank and the International Monetary Fund, with the aim of confronting the dominance of the US dollar over the international payment systems and their reserves, and supporting growth and development at the global level, so the resources of the BRICS Development Bank will be available to BRICS countries and developing countries (Grazia, 2018).

2.3Conditions for joining the BRICS bloc

The group of member states has determined that the conditions for joining the BRICS group have been met, which is considered the first step in voting on accession, as an application for accession is submitted that meets the following (Council of councils,2023):

1. The necessity of political stability in the country applying to the BRICS Bloc.
- 2.It requires that there be bilateral relations with the BRICS countries.
3. The state's economy must be a major economy in its region.
4. Availability of a strategic location for international trade.
5. The ability to grow rapidly, which is one of the most important conditions to be achieved.

2.4 Challenges and opportunities facing the BRICS countries

Joining BRICS may mean abandoning the US dollar in settling international obligations with BRICS, which requires providing alternative currencies. So it appeared New BRICS currency as , Egypt is

one of the biggest beneficiaries of the introduction of a unified currency for the BRICS group, as this will enable it to be freed from the pressures of the unavailability of the US dollar in the Egyptian market and what this represents and causes in terms of pressure on the local currency and its continued weakening, thus raising local prices and devouring any returns from development projects that have been implemented during the last ten years (Abdelaziz, 2023).

the challenges and opportunities are as follows:

1- Economic Diversification: Egypt would need to diversify its economy to align with the preferences and requirements of the BRICS members. Egypt's heavy reliance on sectors such as tourism and remittances may need to be addressed to enhance competitiveness (Ahmed, 2020).

2- Trade Imbalances: Imbalances may arise if Egypt's exports do not align with the demands of the BRICS countries, potentially leading to trade deficits (China Institutes of Contemporary International Relations, CICIR, 2023).

3- Competition: Joining BRICS means that Egypt will have to compete with existing BRICS members in certain sectors, requiring adjustments to export strategies and trade policies. (Nach, 2024).

2.5 Egypt's importance to the BRICS bloc

Egypt has a set of economic components and capabilities that make it an attractive element for any international entity to enter into a group or partnership, or any form of international or political relations. Accordingly, Egypt was, for the BRICS group, a distinguished member for two reasons as follows (Abdelaziz, 2023):

Egypt's geopolitical importance: Egypt's geopolitical location achieves a political, geographical and strategic balance for the BRICS group, which includes India and China in the east, Brazil in the far west, Russia in the northeast, and South Africa in the far south, while Egypt is located in the heart of the world, and is therefore a pivotal party in the interactions of the Middle East region with its economic and political importance to the world, and a crossroads for its transportation and communications, and the Suez Canal is the most important shipping lane (Saber, 2024). It is also considered an important and distinctive meeting place, in addition to the important role of Egypt, which helps in the movement of trade and transport regionally and internationally. (State Information Service, SIS, 2024).

Distinguished economic performance despite economic crises: the components of the Egyptian economy were an attractive factor for it through the development of the gross domestic product, which is a mirror reflecting the economic performance of the state in general, despite the successive global events such as the Corona crisis, then the Russian-Ukrainian war, which had negative economic consequences on the Egyptian economy, but thanks to the political will of the Egyptian state and how to confront crises, the Egyptian economy was able to overcome the peak. Those crises (Council on Foreign Relations, 2024).

2.6 Motivations for Egypt's joining the BRICS:

The expected economic gains and advantages are many after Egypt joins the BRICS countries, especially with the increase in the number of its members to eleven countries, including Saudi Arabia, the Emirates, Ethiopia, Argentina, and Iran (Magdy, 2023). In addition to Egypt, as of 1 January, 2024, which indicates doubling the economic gains and advantages that Egypt can achieve from its membership in this important international bloc, with the aim of enabling it to attract more capital

and investments. Injecting more liquidity in alternative currencies into the Egyptian market, to meet its current economic challenges (Sabry,2024). Motivations for Egypt's joining the BRICS bloc are as follows:

The economic visions of BRICS are consistent with the goals of Egypt's Vision 2030: Egypt is considered a developing country, and the goals set by the BRICS group aim to help developing countries that are moving in the same direction as Egypt's sustainable development goals (Tuson,2023). Moreover, strengthening international partnerships: Providing a common market to promote Egyptian goods and products, which supports the continuation of the strategic vision regarding a new diversification of international trade relations, opening new markets and providing foreign currency (SIS,2023). furthermore, benefiting from the areas that fall within the various activities of the New Development Bank (NDB), foremost among which is supporting sustainable development, through investing in the fields of infrastructure, energy, transportation, water and communications, and health and tourism sectors (State Information Service, SIS,2023). in addition , Benefit from alternative payment systems to the dollar: BRICS is working to form alternative payment systems to replace the US dollar, and to work to create a common reserve currency for global trade, likely to be backed by gold, by working to develop the financial system away from the US dollar through expanding the use of local currencies in trade exchange between BRICS members (Tuson,2023).

2.7 Number of tourists arriving to Egypt in the period from (2019:2023)

The number of tourists arriving in Egypt rose to a record high of 14.9 million visitors in 2023. The previous record for the volume of inbound tourism to Egypt was in 2010 at 14.73 million tourists (union of Arab chambers,2024).

Table 1: Number of tourists arriving to Egypt during the period from (2019: 2023)

Year	Number of tourists
2019	13 (million visitors)
2020	3.7 (million visitors)
2021	8 (million visitors)
2022	11.7 (million visitors)
2023	14.9 (million visitors)

Source: (Central Agency for Public Mobilization and Statistics,2024).

A record-breaking 14.9 million tourists visited Egypt in 2023, marking a 33 percent growth in the country's share of global tourism compared to 2019. The lowest number of tourists was in 2020, when it reached only 8 million tourists.

2.8 Tourism revenues in Egypt (2019:2023)

The tourism sector is one of the main sources of foreign currency for Egypt, accounting for around 12 percent of the GDP, Egypt plans to partner with the private sector to boost investments, increasing the room capacity to accommodate 30 million tourists by 2028 and Egypt aims to increase

incoming tourists by 25-30 percent annually. Egypt's share of global tourism hit 1.2 percent in 2023, up from 0.9 percent in 2019, registering an increase of 33 percent over four years Egypt received a record number of 14.9 million tourists in 2023, beating the previous record of 14.7 million in 2010 (Xinhua and Gomaa,2022).

Table 2: Tourism revenues in Egypt (2019:2023)

Year	Tourism revenues
2019	12.6 (Billion dollar)
2020	9.86 (Billion dollar)
2021	4.9 (Billion dollar)
2022	10.7 (Billion dollar)
2023	13.2 (Billion dollar)

Source: Central Agency for Public Mobilization and Statistics (2024).

Table 5 shows the size of tourism revenues in Egypt, Egypt recorded the highest revenues in 2019 before the Corona pandemic, it recorded \$12.6 billion, then this percentage declined in 2020 and 2021, it recorded the lowest revenue rate in 2021, as Egypt recorded \$4.9 billion, then after that this percentage began to gradually increase, it recorded \$13. 2 billion, in 2023.

2.9 Egypt's economic relations with the BRICS bloc countries

The BRICS countries have great economic relations with Egypt, where the volume of trade exchange between Egypt and the group in 2022 is as follows (Strategic Forum for Public Policy and Development Studies,2023):

- 1- China is at the forefront of the BRICS countries in terms of the volume of investments as, China's ranking on the list of foreign countries investing in Egypt is ranked 21st.
- 2- Egypt is Russia's first trading partner in Africa, with a ratio equivalent to 83% of the volume of trade between Russia and Africa, and Egypt obtains 33% of the volume of trade exchange between Russia and the Arab countries.
- 3- India: the number of companies established is 462, as India's ranking comes in 32nd place among countries investing in Egypt.
- 4- Brazil: The number of companies established at the Investment Authority is 28, and Brazil is ranked 61st among the countries investing in Egypt.
- 5- South Africa: The number of companies establishing the State of South Africa in Egypt is 60, as and South Africa is ranked 64th among the countries investing in Egypt.

3. Methodology of the Research

The primary data were collected using a descriptive analytical approach. The current research was conducted using online personal interview strategy, which conducted online using platforms such as

Zoom or LinkedIn, rather than a traditional meeting. The interview was analyzed by collecting available data and information on the topic. The questions were clearly designed on Google Forms and sent to tourism and economic experts so that each participant could understand them in the sameway. The personal interview aimed to study impact of Egypt's accession to the BRICS bloc and its effect on tourism demand in Egypt, and to identify the economic benefits, the most competitive countries in the Egyptian market, and the potential threats facing tourism in Egypt as a result of this accession.

3.1 The Population and the Sample

The research followed a descriptive and analytical approach, using online personal interviews to collect data. The questions for this interview were designed in a clear and straightforward manner, using open-ended questions to elicit insights and information on the topic from the interviewees, tailored to the context and reducing the number of unreliable answers. The online interviews were distributed among 10 tourism and economics experts at the Faculty of Economics and Political Science at Cairo University, in addition to one tour guide, one senior organizational development consultant, one market research and international trade expert, one associate professor, one assistant professor of political science, one regional procurement manager, one board member - general manager, one professor of tourism guidance, one political researcher, one economic researcher, and one employee at the Tourism Promotion Authority (tourism specialist, outbound tourism management, international tourism sector). The purpose of the interviews was to assess the impact of Egypt's accession to the BRICS group and its impact on tourism in the coming period. These individuals were selected because they have the most knowledge, awareness, and experience on this topic.

4. Results

The following part illustrates the analyzing of online personal interviews with tourism and economic experts:

4.1 Analysis of Interviews with Tourism and Economic:

The researchers conducted interviews with five tourism experts in Cairo. Participants (A, B, C, D, and E) and economic experts in Cairo (F, G, H, I and J) were asked to provide any comments or detailed answers related to Egypt's accession to the BRICS bloc and its impact on tourism demand in Egypt. The research sought to answer the following questions:

- 1. To what extent will Egypt's accession to the BRICS Bloc (Brazil, Russia, India, China, South Africa) lead to increasing investment in the tourism sector in Egypt?**

First, tourism experts:

A: Egypt's tourism industry may be impacted directly, indirectly, and experience induced effects by its membership in the BRICS. The demand for lodging, transportation, and local attractions would rise as a direct result of more tourists visiting from the BRICS nations. The growth of other businesses including retail, construction, and hospitality may have indirect consequences as a result of the tourism sector's expansion. Employees in the tourism sector would spend more money, which would boost local economies and add jobs across a range of industries, resulting in induced effects that would support overall economic growth. **B: Potential:** BRICS nations, particularly China and India, have large and growing outbound tourism markets. Increased economic cooperation within the bloc could lead to: **Direct Investment:** BRICS investors may be attracted to Egypt's tourism potential, leading to new hotels, resorts, and tourism infrastructure projects. **Joint Ventures:** Collaboration

between Egyptian and BRICS tourism companies could enhance offerings and attract more tourists. **C, D and E** agreed that Egypt's accession to BRICS is beneficial. and increases investment and cooperation in all fields between member states.

Secondly, economic experts:

F: Egypt's tourism industry may be impacted on all sectors, especially the tourism sector. As impacted directly, indirectly, and experience induced effects by its membership in the BRICS. The demand for lodging, transportation, and local attractions would rise as a direct result of more tourists visiting from the BRICS nations. The growth of other businesses including retail, construction, and hospitality may have indirect consequences as a result of the tourism sector's expansion. Employees in the tourism sector would spend more money, which would boost local economies and add jobs across a range of industries, resulting in induced effects that would support overall economic growth. **G, H, I and J:** Egypt's accession to the BRICS bloc will significantly increase investment opportunities, both directly and indirectly.

2. Will Egypt's inclusion in the BRICS Bloc have an impact on the use of local currencies among BRICS member states, leading to increasing tourism from tourist-exporting countries to Egypt?

First, tourism experts:

A: Promoting the use of local currencies within BRICS could make travel more affordable for tourists from these countries, potentially boosting tourism to Egypt. **Simplified Transactions:** Easier currency exchange could streamline travel for BRICS tourists. **Currency Volatility:** Fluctuations in local currencies could create uncertainty and potentially deter some tourists. **Limited Infrastructure:** The necessary financial infrastructure for widespread use of local currencies may need further development. **B:** Egypt's inclusion in the BRICS bloc opens up specific opportunities to enhance tourism through the bloc's push to adopt local currencies for trade and financial transactions. This shift could directly impact Egypt's tourism by reducing reliance on costly currency conversions, particularly for travelers from key BRICS countries such as China, India, and Russia. **C and D** agreed that Egypt's joining the BRICS group would affect the use of local currencies among BRICS countries, leading to an increase in the volume of incoming tourism from exporting countries to Egypt, but **E** disagreed with this opinion.

Secondly, economic experts:

F: Yes, Egypt's joining the BRICS group could encourage the use of local currencies in trade and tourism transactions among member countries. This shift might reduce dependency on the US dollar, lower transaction costs, and make travel more affordable for tourists from BRICS nations. As a result, Egypt could see increased tourism from countries like China, India, and Russia, where outbound tourism is growing. However, the success of this initiative will depend on the implementation of efficient currency exchange mechanisms and promotional efforts to attract tourists from these markets. **G:** it does not guarantee the usage of the local currency, because of the dominance of other currencies and the instability of the Egyptian currency however it may promote the use of local currencies for transactions, reducing reliance on the US dollar and potentially lowering costs for tourists. As well as, Tourism Growth Easier financial transactions could encourage more tourists from BRICS nations, boosting tourism demand. Especially after announced that Egypt succeeded in receiving 15 million and 750 thousand tourists in 2024. **H, I and J:** Yes, it will Egypt's inclusion in the BRICS Bloc have an impact on the use of local currencies among BRICS member states, leading to increasing tourism from tourist-exporting countries to Egypt.

3-What are the economic benefits that accrue to Egypt after joining the BRICS Bloc?

First, tourism experts:

A: surge in tourism from BRICS nations could significantly boost Egypt's tourism revenue. **Job Creation:** The expansion of the tourism sector would likely lead to increased employment opportunities. **Foreign Exchange Inflows:** Tourism revenue contributes significantly to Egypt's foreign exchange reserves. **Economic Diversification:** A thriving tourism sector can help diversify Egypt's economy, reducing reliance on other sectors.

B: These benefits include: **Access to Alternative Financing:** Egypt can leverage the New Development Bank (NDB), established by BRICS, to fund infrastructure, renewable energy, and development projects at competitive rates, reducing dependency on traditional Western financial institutions. **Increased Trade Opportunities:** Membership provides greater access to BRICS markets, facilitating trade with major economies like China, India, Brazil, and Russia. This can help Egypt diversify exports, particularly agricultural products, textiles, and energy resources. **Promotion of Local Currencies:** BRICS' emphasis on reducing reliance on the U.S. dollar through local currency trade agreements can lower transaction costs, stabilize foreign reserves, and enhance Egypt's financial resilience. **Tourism Growth:** Easier financial transactions using local currencies can attract more tourists from BRICS nations, especially from China, India, and Russia, boosting Egypt's tourism revenues. **C:** Great economic development in all areas. **D and E:** new economic development, especially in the tourist sector.

Secondly, economic experts:

F:It greatly enhances cooperation between member states, increases flows and expands investment, and leads to a trend towards development and prosperity. **G:**Diversified Markets: Access to new markets for Egyptian tourism, potentially increasing foreign exchange earnings. **Job Creation:** Increased tourism can lead to job creation in various sectors, including hospitality, transportation, and services. **H, I and J:**Egypt's joining the BRICS group could bring several economic benefits, including:(**Increased Investment:** Access to funding from the BRICS New Development Bank for infrastructure and development projects, **Trade Expansion:** Enhanced trade opportunities with BRICS members, leveraging local currencies to reduce dollar dependency, **Tourism Growth:** Boost in tourism from BRICS countries due to stronger economic ties and promotional efforts.

4. To what extent does Egypt's inclusion in the BRICS Bloc enhance technological and innovative opportunities in the tourism industry?

First, tourism experts:

A: Collaboration with BRICS nations could introduce advanced technologies in areas like: **Tourism Management Systems:** Online booking platforms, data analytics for personalized experiences. **Sustainable Tourism:** Renewable energy solutions, waste management technologies. **Virtual and Augmented Reality:** Enhancing tourist experiences through immersive technologies. **Challenges:** Ensuring equitable access to technology and digital infrastructure across Egypt is crucial. **B:** Egypt's inclusion in the BRICS bloc opens significant opportunities for its tourism industry through access to advanced technologies, investments, and collaborative projects. By partnering with countries like China and India, Egypt can adopt innovations such as AI-driven marketing, smart tourism platforms, and sustainable practices. These advancements enhance tourist experiences, improve operational efficiency, and attract more international visitors. However, to fully benefit, Egypt needs to upgrade infrastructure, align with BRICS priorities, and foster public-private partnerships in tourism innovation. **C:** The extent of these benefits will depend on several factors, including the specific policies and initiatives adopted by Egypt and the BRICS bloc to promote technological

and innovative cooperation in the tourism sector. **D and E:** Of course, it increases the tourist flows to Egypt, especially the expansion in opening new markets. Of course, the Russian market is unique and has a great position in Egypt.

Secondly, economic experts:

F and G: agreed that Technology Transfer: Collaboration with BRICS countries may facilitate the transfer of technology and innovative practices in tourism. Already Egypt and Russia in nuclear power projects. Digital Tourism: Growth in digital platforms formarketing and managing tourism can enhance visitor experiences and operational efficiency. **H and I:** agreed that Egypt's accession to the BRICS group contributes to enhancing technological and innovative opportunities in the tourism industry and working to develop and promote new technologies in a significantway. **J added:** Egypt's joining the BRICS group could significantly enhance technological and innovative opportunities in its tourism industry by fostering collaboration with tech forward members like China and India. This could lead to: -Smart Tourism Solutions: Adoption of advanced technologies like AI, big data, and personalized tourist experiences and efficient management.

5. To what extent does Egypt's inclusion in the BRICS Bloc affect the development of infrastructure in the tourism sector?

First, tourism experts:

A: Improved air and land connectivity within the BRICS bloc could make travel to Egypt more accessible. Upgraded Tourism Infrastructure: Investments in airports, roads, and other infrastructure essential for tourism development. Prioritizing Tourism Infrastructure: Competition for resources within Egypt may limit the extent of infrastructure development specifically for tourism. **B:** Egypt's inclusion in the BRICS bloc directly impacts its tourism infrastructure through potential investments in projects like high-speed rail systems, smart city initiatives near historical sites, and eco-tourism developments. For instance, China's expertise in smart infrastructure and India's advancements in digital connectivity could help modernize Egypt's transportation and digital services for tourists. BRICS collaboration could fund renewable energy projects to power tourism hubs sustainably. **C:** The extent of these impacts will depend on various factors, including the specific policies and initiatives adopted by Egypt and the BRICS bloc, as well as the overall global economic climate. **D and E:** Egypt's inclusion in the BRICS Bloc affect the development of infrastructure in the tourism sector affects significantly.

Secondly, economic experts:

F: Development is ongoing and required. We have a vision, basically 2030, and we are working on it to develop the tourism product and increase the number of rooms to increase tourists. Our plan is 500,000 rooms and targeting 30 million tourists. **G:** Egypt's joining BRICS could significantly boost infrastructure development in the tourism sector through: Funding Access: Financial support from the BRICS New Development Bank for tourism-related infrastructure projects, such as airports, hotels, and transportation networks, Technology Transfer: Collaboration with BRICS members, particularly China and India, to implementsmart infrastructure and innovative solutions ,Enhanced Connectivity: Improved air and sea routes to facilitate easier access for tourists from BRICS countries. And Sustainable Development. **H:** Enhanced Infrastructure: Membership couldlead to investments in transportation, accommodation, and other tourism-related infrastructure. Public-Private Partnerships: Opportunities for collaboration between the public sector and private investors from BRICS. **I and J:** Egypt's accession to BRICS will greatly impact the development of infrastructure in the tourism sector.

6. Will Egypt's integration into BRICS Bloc have an impact on promoting different markets and types of tourists?

First, tourism experts:

A: Targeting Niche Markets: BRICS nations offer diverse tourism markets, including luxury travelers, adventure seekers, and cultural enthusiasts. Developing Specialized Products: Egypt can tailor its tourism offerings to attract specific segments within the BRICS market. Marketing and Promotion: Effective marketing campaigns are needed to reach and attract specific segments of BRICS tourists. **B:** Egypt's integration into the BRICS bloc presents a unique opportunity to diversify its tourism markets and attract new types of tourists. With countries like China, India, Brazil, and South Africa as key partners, Egypt can tap into growing middle-class populations and promote its rich cultural heritage to these markets. For instance, China is already one of the largest outbound tourist markets globally, and stronger ties within BRICS could simplify travel processes, such as visa facilitation, making Egypt more accessible. **C, D and E:** agreed that, Egypt's integration into the BRICS group will have an impact on promoting different markets and types of tourists.

Secondly, economic experts:

F: yes, Egypt's integration into the BRICS bloc is likely to have a positive impact on promoting diverse markets and attracting different types of tourists. Key benefits include: Diversified Tourist Base, Niche Tourism Promotion, Marketing and Branding, and Cultural Exchange. Overall, this integration can help Egypt tap into new markets and broaden its tourism appeal **G:** Diverse Markets: BRICS inclusion could help Egypt tap into diverse tourist markets, promoting various types of tourism (cultural, adventure, eco-tourism). Targeted Marketing: Focus on marketing strategies tailored to the preferences of tourists from BRICS countries. **H, I and J:** agreed that, Egypt's integration into the BRICS group will have an impact on promoting different markets and types of tourists.

7. Which countries are the most competitive for the Egyptian market?

First, tourism experts:

A: Most Competitive Countries for the Egyptian Market: The most competitive countries for the Egyptian tourism market are those with: Strong Historical and Cultural Ties: Countries with historical or cultural connections to Egypt often have a strong affinity for its attractions. Developed Tourism Infrastructure: Countries with well-developed tourism sectors can offer valuable expertise and investment. Large and Growing Outbound Tourism Markets: Countries with significant outbound tourism potential represent larger potential markets for Egypt.

B: Turkey is a major competitor, especially for historical and cultural tourism. Istanbul's heritage sites, such as the Hagia Sophia, and its luxury coastal resorts in Antalya appeal to tourists who might also consider Egypt. Greece: Greece competes strongly in the Mediterranean region, offering a blend of ancient history. **C:** KSA and UAE markets. **D:** Russia **E:** Morocco, Jordan, and Greece.

Secondly, economic experts:

F: In the Egyptian market, the most competitive countries vary across sectors, but key players include: China: Dominates in infrastructure projects, technology, and manufacturing investments. United States: Strong presence in technology, defense, and energy sectors. **G and H:** China and India: As large emerging markets, they represent significant potential for inbound tourism. Russia and South Africa: Close ties and existing cultural connections can also lead to increased tourist inflows. **I and J:** agreed that France, Italy.

8. Is there a focus on targeting specific segments of the BRICS countries to increase incoming tourism to Egypt?

First, tourism experts:

A:China: Focus on luxury travelers, cultural tourists interested in ancient civilizations, and medical tourism. **India:** Target religious' tourists (pilgrimages to religious sites), budget travelers, and families. **Brazil:** Appeal to adventure tourists, eco-tourists interested in diving and marine life, and those seeking cultural experiences. **Russia:** Target luxury travelers, historical and cultural tourists, and those seeking winter sports and beach vacations. **South Africa:** Focus on adventure tourism, wildlife safaris, and cultural exchange programs. **B:** Egypt is working to simplify travel logistics by introducing streamlined visa processes and increasing direct flight routes with BRICS nations. For instance, new air connections with Brazil are being explored to tap into the growing interest in eco-tourism. Egypt's collaboration with BRICS countries also includes cultural exchange initiatives, such as hosting joint art exhibitions and film festivals, which serve as a bridge to attract tourists seeking immersive cultural experiences. **C and D:** Yes, Egypt has identified specific segments within the BRICS countries as key targets for tourism growth. **E:** Yes, China is a new vital market and all East Asian countries.

Secondly, economic experts:

F and G: It is actually started like Russia and China. **H and I:** Segment Focus: Egypt may target specific demographics, such as middle-class travelers from India and China, or eco-tourists from Brazil. Cultural and Historical Tourism: Focusing on appealing to cultural tourists from BRICS nations with rich historical interests. **J added:** Egypt is likely to focus on targeting specific segments of the BRICS countries to increase incoming tourism. Key strategies include: China and India (Mass Tourism), Russia (Leisure and Beach Tourism), Brazil and South Africa (Adventure and Cultural Tourism), and affluent Travelers.

9. What potential threats to tourism in Egypt after joining the BRICS Bloc?

First, tourism experts:

A: Geopolitical Risks: Political instability within the BRICS bloc or between BRICS nations and Egypt could negatively impact tourism. Competition from Other Destinations: Egypt faces competition from other tourism destinations within and outside the BRICS bloc. Environmental challenges like climate change and pollution could impact Egypt's tourism appeal. Security Concerns: Terrorism and other security threats can deter tourists from visiting Egypt. **B:** Joining BRICS may cause shifts in Egypt's foreign relations, particularly with Western countries, which currently account for a significant portion of its tourist base. **C:** Increased competition. Shift in tourist demographics. Economic volatility. Environmental concerns. Cultural differences. Infrastructure constraints. Marketing challenges. Visa restrictions. **D and E:** agreed that there are no potential threats to tourism in Egypt after joining BRICS. **E added:** There may be some political and economic pressure from competitive countries like the European Union and the USA.

Secondly, economic experts:

F: increased Competition: Other countries in the BRICS bloc may also compete for the same tourism markets. Political Stability: Any geopolitical tensions could affect tourism flows from BRICS countries.

G, H and I: agreed that there are no major challenges after Egypt's accession to BRICS. **J:** while joining the BRICS bloc offers opportunities, potential threats to tourism in Egypt could include, Overdependence on BRICS Markets: Relying heavily on BRICS tourists might make Egypt vulnerable to economic or political fluctuations in these countries.

10. Are the benefits of Egypt joining of Egypt's inclusion in the BRICS Bloc outweigh the potential threats to tourism?

First, tourism experts:

A: While there are potential threats, the potential benefits of Egypt's inclusion in the BRICS bloc for its tourism sector are significant. Increased investment, expanded market access, and opportunities for technological advancement could drive substantial growth in the tourism industry. However, careful planning, effective risk management, and a proactive approach to addressing potential challenges are crucial for maximizing the positive impacts of BRICS membership on Egypt's tourism sector.

B: I believe the benefits outweigh the threats, especially in the long term. By strategically leveraging BRICS membership, Egypt can position itself as a global tourism hub for both traditional and emerging markets. The key is maintaining a balance—investing in attracting BRICS tourists without sidelining traditional markets and emphasizing sustainable practices to prevent infrastructure strain and environmental degradation.

C and D: agreed that the benefits of Egypt joining BRICS outweigh the potential threats to tourism.

E: Potential Benefits: Increased Investment- Expanded Market- Economic Diversification. Potential Threats: Geopolitical Risks- Security Concerns- Competition The potential benefits of joining BRICS for Egypt's tourism sector are significant, but they need to be carefully weighed against the potential threats.

Secondly, economic experts:

F: yes, overall, I believe that the benefits of Egypt joining BRICS, such as increased investment, diversification of tourism markets, and improved infrastructure, are likely to outweigh the potential threats to tourism. Proactive management and strategic planning can mitigate the risks, and ensure sustainable growth and long-term gains for Egypt's tourism sector.

G, H and I agreed: The benefits of Egypt joining BRICS outweigh the potential threats to tourism.

J added: long-term Gains: While there are potential threats, the overall economic, social, and infrastructural benefits of joining the BRICS Bloc may outweigh the risks. Strategic Planning: Effective strategies will be essential to maximize benefits while mitigating challenges.

After analyzing the electronic personal interview conducted with tourism and economic experts, including an employee at the Faculty of Economics and Political Science at Cairo University, a tour guide, and an employee at the Tourism Promotion Authority, the study agreed with the opinions of these individuals regarding the fact that the benefits of Egypt's joining BRICS outweigh Boosting mutual trade and Securing strategic commodities the challenges, The benefits represented in and that Egypt's joining BRICS will have a significant impact on the development of the tourism sector's infrastructure. Wean the economy off the dollar Attract new investments, Wean the economy off the dollar, attract new investments, boosting mutual trade, and Securing strategic commodities.

Conclusion

There are several challenges that Egypt needs to address. Economic diversification is crucial, as Egypt's economy is heavily reliant on sectors such as tourism and remittances (Yehia, ٢٠١٩). Diversifying the economy would enhance competitiveness and align with the economic structure of the BRICS countries. Trade imbalances may arise if Egypt's exports do not align with the demands of the BRICS members, potentially leading to trade deficits. Moreover, joining the BRICS would mean facing competition from existing members in certain sectors, requiring adjustments in export strategies and trade policies.

While there are potential threats, the potential benefits of Egypt's inclusion in the BRICS bloc for its tourism sector are significant. Increased investment, expanded market access, and opportunities for

technological advancement could drive substantial growth in the tourism industry. However, careful planning, effective risk management, and a proactive approach to addressing potential challenges are crucial for maximizing the positive impacts of BRICS membership on Egypt's tourism sector. so the researches see benefits outweigh the threats, especially in the long term. By strategically leveraging BRICS membership, Egypt can position itself as a global tourism hub for both traditional and emerging markets.

Recommendations

After reviewing the literature and the results of the field study, some recommendations that illustrate the importance of Egypt joining the BRICS group and the impact of this joining on the international tourism demand for Egypt. These recommendations are as follows: Evaluating the development of tourism infrastructure, such as airports, hotels, and tourist attractions, influenced by BRICS collaboration. Assess the role of BRICS funding and joint ventures in these developments, working to attract more investments from the BRICS group to support the Egyptian economy in the tourism sector. And Working on establishing a unified currency for BRICS member countries to facilitate financial transactions between tourism companies, hotels, and individuals. Finally, the research concludes by drawing a set of conclusions and proposing recommendations that would support and activate partnership, cooperation, and integration among the BRICS bloc.

- Working to attract more investments from the BRICS group to support the Egyptian economy in the hotel sector.
- Working on evaluating the changes in Egypt's economic and trade policies resulting from its accession to the BRICS group, and focusing on policies aimed at enhancing the tourism and hospitality sectors.
- Examining the influx of foreign direct investment (FDI) into Egypt's tourism and hotel industry post- BRICS inclusion.
- Evaluating the development of tourism infrastructure, such as airports, hotels, and tourist attractions, influenced by BRICS collaboration. Assess the role of BRICS funding and joint ventures in these developments.
- Evaluating the impact of BRICS cooperation on tourism education and training in Egypt. Identifying partnerships with BRICS countries for knowledge exchange and skill development in hospitality.
- Examining the collaboration between the Egyptian government and private sector in the tourism and hotel industry within the BRICS framework. Assessing policy support, incentives, and partnerships is very important.
- Investigating the influence of BRICS inclusion on domestic tourism in Egypt. Moreover, analyzing any shifts in domestic tourist behavior and preferences is vital.

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