

*Original article***THE LOCAL COMMUNITIES' PERCEPTIONS ON THE SOCIAL IMPACT OF TOURISM AND ITS IMPLICATION FOR SUSTAINABLE DEVELOPMENT IN NUBIAN AREA (SOUTHERN EGYPT- NORTHERN SUDAN)**Ali, E.^{1(*)}, Badawi, A.¹, Saleh, M.² & Bakr A.³¹Tourism and Archaeology dept., College of Arts, Ha'il, Univ., Ha'il, KSA. & Tourism dept., Faculty of Community Development, Al Neelien Univ., Sudan.²Food & Beverage Surfaces Technology Program, Faculty of Hotel & Tourism Services Technology, Thebes Technology Univ., Luxor, Egypt³Social Sciences & Tourism depts. College of Art, Ha'il Univ., Hail, 2240, KSA*E-mail address: ehab.gaba@gmail.com**Article info.****Article history:**

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Abstract:

Tourism is a current and global industry that has a multidimensional impact on destinations. As an emerging industry, it has an immense contribution to make to the development of the local community if all stakeholders participate in a responsible manner. The social impact of tourism is, among other things, one that needs the attention of scholars. The social impact of tourism is immense and diverse, and it is embedded with other tourism impacts. So, studying is very essential to manage tourism in a responsible way. To address the stated objective, mixed research approaches were used. The result of the study indicated that tourism has both positive and negative impacts on tourist destinations. That one of the most important positive social effects of the development of tourism in Nubia is that tourism plays a role in social development, improving the standard of living. One of the most negative social impacts Imitating the locals the tourists in some negative aspects, Tourism development affects public Services Such as the problem of congestion and problems of sanitation and pressure on the various means of communication in Kerma, which drives citizens to feel upset and resentment, Some local residents have been negatively affected by tourists coming from different social backgrounds and behaviors, such as taking drugs and liqueurs as in Aswan. Finally, the researcher suggested take advantage of Nubian cultural and heritage elements of customs, traditions, handicrafts, dances, Nubian music, festivals and celebrations in attractions, reducing of entrance fees for tourist and archaeological sites.

1. Introduction

Tourism is a flourishing industry in terms of growth and economic importance in almost all nations of the world. It generated \$8.8 trillion for the global economy in 2018, which is equivalent to 10.4% of global GDP. The industry grew by 3.9% in 2018, more rapidly than the international economy's growth of 3.2%. It overtook total economic growth of the world for eight consecutive years. The tourism sector was the second fastest-growing sector in 2018, following manufacturing, which grew by four percent [1]. Sustainable development and sustainable tourism are related ideas. The World Commission on Environment and Development defined sustainable development as 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs. At the moment, this concept has become inclusive and given focus to 'poverty eradication, changing consumption

and production patterns, and managing the natural base for economic and social development rather than purely ecological matters [2]. The social aspects of tourism development are influenced both favorably and unfavorably. Travis [3] listed a number of social factors, including social change within the local community, cultural diversification, modernization of the local culture, enhancement of public services and social amenities, image development of the host community, and conservation. Social impact is recognized as a helpful tool that nevertheless aids in the growth of local tourism and is a fundamental requirement for the creation of a sustainable tourism industry [4,5]. Studying the local residents' attitudes, thoughts, and feelings, is one way for researchers to obtain information about tourism's impacts. As the most instantaneous and directly affected group, residents are more sensitive to

tourism's impacts. They could make a comparatively appropriate valuation of the present tourism development. Enduring and prosperous tourism development is dependent on the local communities' perceptions of tourism and tourists, and as a result, it should be developed with the host community's needs and desires in mind. It is because the community's attitude is essential for visitor retention, satisfaction, and recurrence inspections, as well as for the future endeavor of tourism development in general [6]. Today Nubia area has become a new attraction in the tourism industry which already flourishing in Aswan; the Nubian villages have been largely promoted for tourism by travel agencies and also by Nubians themselves, Nubians create a new form of tourism in their villages not only as a means to improve their income but also a means to assert their cultural identity [7], Nubia area offers rich cultural experience through staying in Nubian guesthouses in Gharb Soheil, the Nubian Village also has multiple patterns of tourism in addition to cultural tourism, such as heritage tourism, fishing tourism; deserts adventure tourism, medical tourism, and many other tourism types [8]. There are many tourist attractions in Nubia (*Gharb soheil village, Heisa Island, Animalia's Museum, The Nubian Museum, Qubbet el-Hawa*), and a lot of archaeology site in Nubia area such as Abu Simbel temple & western deffufa of kerma site the best-preserved example of a unique structure in Nubian architecture. Nubian pyramids in Sudan. Unfortunately, it is often difficult to measure the known social impacts of tourism. To a large extent, they are indirect, one may also suspect that there are other impacts yet to be discovered. In general, hosts' attitudes and perceptions toward tourism vary on a continuous scale between negative to positive [9-13]. This paper investigates, social impacts of tourism industry on host communities through literature review and perceptions of local residents through a survey.

2. Methodology

The major objective of this research is to study the social impacts of tourism development on host communities of Nubian area (Egypt & Sudan). Furthermore, the specific objectives are to:

- 1) Identify the various tourist attractions in Nubia.
- 2) Determine the impact of tourism development on the social lives of the host communities.
- 3) Evaluate the various ways the impacts have affected the sustainability of local social lives of the host communities.

2.1. Research questions.

In order to achieve the research's overall aim and its specific objective, the following questions have been set: **1st Q** is what are the various tourism attractions in Nubia? **2nd Q** what are the impacts of tourism development on the social lives of the host communities of Nubia area?

The final one is in what ways have the impacts of tourism development affected the sustainability of local social lives Feisel. of the host communities of Nobia area?

2.2. Area of study

The study was carried out in Nubia is a region along the Nile River located in what is today northern Sudan and southern Egypt (Karma-Aswan), fig. (1). It was one of the earliest civilizations of ancient Northeastern Africa.

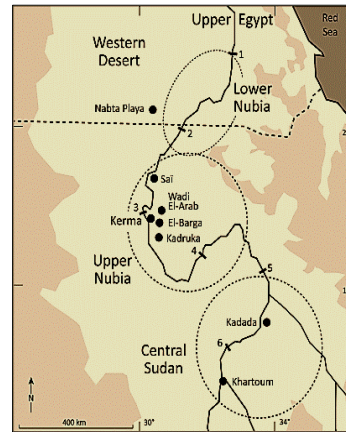


Figure (1) area of study Nubian area: upper & lower Nubia (After: Honegger & Williams, 2015)

2.3. Population for the study

2.3.1. Kerma village (Sudan).

Kerma is located on the right bank of the Nile, several ks. south of the third cataract in Northern Sudan, fig. (2-a & b). This small township has given its name to the first kingdom of sub-Saharan, Africa, which flourished between 4.5 and 2.5 kyr BP (2500e1500BC) [14]. The capital of the kingdom and its vast necropolis are within the study area [15]. Most of the local population in Kerma are Nubians, and most of them practice agriculture, especially palm and fruit cultivation.

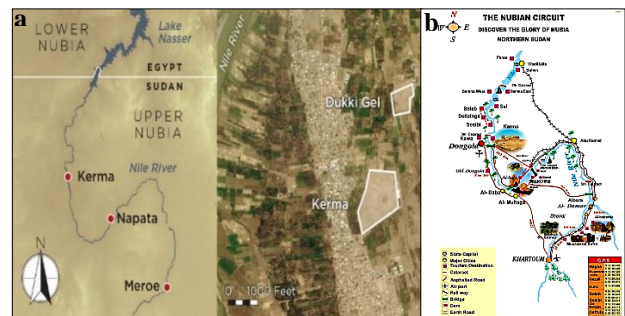


Figure (2) a. Kerma -northern Sudan (After: Nayak & Singh, 2015) [16], b. Nubian attraction including Kerma source: ministry of tourism and antiquities and wildlife. Sudan, 2023 (After: ministry of tourism and antiquities and wildlife. Sudan, 2023)

2.3.2. The west Suhail Nubian village. (southern Egypt)

The village of Gharb Sohail, located a few miles south of Aswan, fig. (3-a). is a good example of a community where the old Nubian culture survives, at least for tourists. This village is located in the western bank of the Nile River in the north of the Aswan Reservoir, it is opposite to Suhail Island, and it is located 15 kilometers away from Aswan. At first the village was a small group of simple houses and the people of this village used to work in

fishing and trading between Egypt and Sudan. This village is located west of Suhail Island, which is a sacred island by the ancient Egyptians who worshiped y the ram. The number of residents of this village is about 10,000, most of them are Nubians and a few are people from Upper Egypt. The Nubian village of Aswan, or West Suhail, as its residents and visitors like to call it, is one of the Egyptian villages that were established and formed in harsh conditions, to overcome all the suffering and become today one of the most prominent tourism attractions in Aswan and the one with the advanced ranking on the agenda of Egyptian, Arab and foreign tourists. The people of the village showed the world their culture, customs, and traditions, fig. (3-b), and most importantly, they preserved their Nubian environment, fig. (3-c) in form and theme. To become the most enjoyable destinations in all of Egypt.

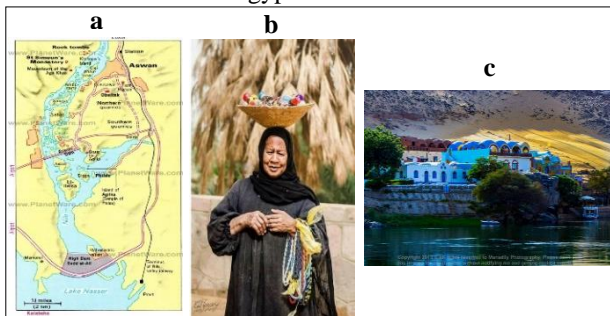


Figure (3) a. south Aswan including west Suhail village, b. Nubian attraction including woman from local resident selling hand craft to tourist, west Suhail, Aswan, Egypt, c. Nubian hostess west Suhail village, Aswan.

2.4. The research method and data collection

The researcher used more than one method in this study: the descriptive method and the analytical statistical method. The researcher used statistical methods for analysis using the Statistical Package for the Social Sciences (SPSS) program, the quantitative approach, and the comparative approach, which includes collecting data from a sample of local residents in the two study areas {Aswan (West Sohail village) and the Karma village}. The cartographic method is used to represent data through maps and graphs attached to the study. The quantitative approach is used to enumerate social and psyc-hological phenomena and link them together and The com-parative approach: This approach is focused on the researcher of similarities and the disagreement between the social voices of the association of the purpose Social or specific practitioner, that the confession is in a period of one time, or a component of one and one in the same community in the period of society A different time to know its development and its change, so that the social research is achieved by its scientific goals. For a human being for the comprehensive societies, then his views of these cultures are organized. Finally, the classification of the material collected for the purpose of recording and analysis. Data collection tools include **1**) Secondary sources: which are books, magazines and periodicals related to the subject of the study. **2**) Primary sources: relying on the questionnaire form and interviews, practical observation.

2.5. Statistical analysis

The authors used the Statistical Package for the Social Sciences (SPSS) program to test this data using a number of tests, which are:

*) *Chi square test for independence of factors*: a Pearson's chi-square test is a **statistical test** for categorical data. It is used to determine whether your data are significantly different from what you expected. The *chi-square test of independence* is used to test whether two categorical variables are related to each other. Chi-square is often written as X^2 and is pronounced "kai-square" (rhymes with "eye-square"). It is also called chi-squared. Both of Pea-rson's chi-square tests use the same formula to calculate the test statistic, chi-square (X^2):

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Where:

- X^2 is the chi-square test statistic
- Σ is the summation operator (it means "take the sum of")
- O is the observed frequency
- E is the expected frequency.

*) *Independent Samples t Test*: It compares the means of two independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. The Independent Sa-mples *t* Test is a parametric test. (*Equal variance not assumed*) When the two independent samples are assumed to be drawn from populations with unequal variances (i.e., $\sigma_{12} \neq \sigma_{22}$), the test statistic *t* is computed as:

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}}$$

Where:

- \bar{x}_1 = Mean of first sample
- \bar{x}_2 = Mean of second sample
- n_1 = Sample size (i.e., number of observations) of first sample
- n_2 = Sample size (i.e., number of observations) of second sample
- S_1^2 = Standard deviation of first sample
- S_2^2 = Standard deviation of second sample

*) *Cronbach alpha test for accuracy and reliability*: Cronbach's alpha coefficient is one of the most famous tests used to measure the accuracy, reliability, and internal consistency of questionnaire questions. It is the strength of the correlation between the scores of each field and the scores of the overall questionnaire questions. Cron-bach's alpha equation:

$$\alpha = \frac{n}{n-1} \left(1 - \frac{\sum V_i}{V_{test}} \right)$$

Where:

- **n** Represents the number of questions.
- **V_i** Represents the variance between the values for the question.
- **Vtest** Is the sum of the variances for all values in all questions.

*) Calculating the Pearson correlation coefficient: *Below is a formula for calculating the Pearson correlation coefficient (r): If data for two variables (x, y) are collected, we can measure the correlation between them using Pearson's method, in addition, the other formula.*

$$r = \frac{\sum xy - n\bar{x}\bar{y}}{\sqrt{(\sum x^2 - n\bar{x}^2)(\sum y^2 - n\bar{y}^2)}}; r = \frac{n\sum xy - (\sum x)(\sum y)}{\sqrt{(n\sum x^2 - (\sum x)^2)(n\sum y^2 - (\sum y)^2)}}$$

*) **Describing correlation coefficients;** tab. (1) provides some guidelines for how to describe the strength of correlation coefficients, but these are just guidelines for description. Also, keep in mind that even weak correlations can be statistically significant, as you will learn shortly. To measure the correlation of each element in positive and negative social influences with the rest of the elements.

Table (1) the strength of correlation coefficients.

Correlation coefficient (r)	Description (Rough guideline)
+1.0	Perfect positive + association
+0.8 to 1.0	Very strong + association
+0.6 to 0.8	Strong + association
+0.4 to 0.6	Moderate + association
+0.2 to 0.4	Weak + association
0.0 to +0.2	Very weak + or no association
0.0 to -0.2	Very weak - or no association
-0.2 to -0.4	Weak - association
-0.4 to -0.6	Moderate - association
-0.6 to -0.8	Strong - association
-0.8 to -1.0	Very strong - association
-1.0	Perfect negative association

2.6. Sample of the study

The quantitative approach is used to enumerate social and psychological phenomena and link them together. This approach uses a random sampling method using a survey form and a social survey. It is based on deduction, which is a type of scientific research that assumes the existence of objective social facts, isolated and isolated from the feelings and beliefs of individuals and relies on statistical methods. In collecting and analyzing data, quantitative methods essentially aim to measure the phenomenon under study. The two (2) Local communities Areas under study were purposively selected because they are the host communities of the tourism destination. Residents ranging from Eighteen (18) years and above of each strata of the population were proportionally sampled. This yielded a total of two hundred and ten (210) respondents who formed the sample for the study. (97) from west Suhel Village-Aswan Egypt and (113) from Kerma village Northern Sudan.

3. Results

The demographic background of the respondents in the study is summarized in tab. (2) in the form of frequency distribution. Of the total of 210 respondents who participated in the study, 61.9% were male and 38.1 % were female. The majority were young adults aged between 20-30 (53.4%), followed by 31-39 (19.5%), 40-50 (15.7%), and above 50 (11.4%). In terms of highest educational attainment, the majority had the high school (47.7%), followed by bachelor's degree (21.4%), can read and write (15.7%), and primary school (7.6%), Postgraduate (7.6%). A little under half (49%) of the respondents were single with 42.4% per cent being married. (63.3%) less than 100\$, (14.3%) 100-200\$, (12.9%)201-500\$. (9.5%) more than 500\$. (47%) of the respondents were kenuz, (32.4%) mahasi, (14.8) from Dongolawi, (4.8%) halfa, (1.0%) fajeka tribe. *Testing the validity and reliability statistics of positive and negative social impacts:* To measure the validity and reliability of data on positive social impacts, a coefficient was used (Cronbach's Alpha). Validity and reliability are vital to consider in quantitative research [15]). Validity refers to the accuracy and trustworthiness of; instruments, data, and findings in research, it is tied to the validity of instruments. Furthermore, reliability refers to whether or not getting the same answer by using an instrument to measure something more than once [16]. To verify the reliability and the validity of the measurement items, Cronbach's alpha value has used for the questionnaire. As shown in tab. (3), the statistical analysis of the questionnaire displays that As for Aswan (West Suhail), it turned out that CA. Its value is estimated at 0.804, and therefore this proves the credibility and reliability of the data. As for the city of Kerma, CA was found. Its value is estimated at 0.942, and thus this proves the credibility and reliability of the data. As shown in tab. (4) all elements have a correlation with each other with a value exceeding 0.3 and are therefore valid for measuring the study variable, the positive social effects of tourism in the two cities under study. To measure the validity and reliability of data on negative social impacts, a coefficient was used (Cronbach's Alpha). As listed in tab. (5) for Aswan (West Sohail), it turned out that CA. Its value is estimated at 0.849, and therefore this proves the credibility and reliability of the data. As for the city of Kerma, CA was found. Its value is estimated at 0.897, and thus this proves the credibility and reliability of the data. It is clear from the tab. (6) that all elements have a correlation with each other with a value exceeding 0.3 and are therefore valid for measuring the second study variable, which is the negative social effects of tourism in the two cities under study. Calculating average opinions of positive and negative social impacts and the differences between them. From the tab. (7), it is clear that there is a difference between the averages of the respondents' opinions regarding the positive social effects of tourism in the two cities under study. These elements are: 1) Tourism has a role in social development.

2) Tourism has a role in building social relationships. 3) Tourism in the area helps raise awareness among residents. 4) Tourism helps increase public sector investments in superstructure and infrastructure. 5) Tourism increases the host community's sense of belonging and pride in what their country has become A destination for tourists from all over the world 6) Tourism has improved the quality of life of the people of the community. 7) Tourism reduces social problems, especially unemployment. 8) Tourism helps achieve social stability in the region. 9) Imitating tourists in some positive matters such as accuracy, order, cleanliness, and respect for time and laws. 10) Adhering to local customs and traditions that attract tourists. 11) Tourism helps in developing human resources by training cadres in the field of tourism. 12) Raising the level of mental health of the host community. The researchers believe that this may be due to: a) The degree of mixing between tourists and citizens varies in both cities. b) Different numbers of tourists coming to Aswan (West Sohail) than to Karma. c) The degree of awareness among respondents in the city of Aswan (West Sohail) and the city of Karma. d) The degree to which local residents accept tourists in terms of their different customs, traditions and culture. Two elements of these effects that was confirmed by both Al-Khalifa [17]; Zaki [18] which are: 1st Tourism helps develop social services. 2nd Tourism contributes to providing direct contact between peoples. Furthermore, it is clear from the tab. (8) that there is a difference between the averages of the respondents' opinions regarding the negative social impacts of tourism in the two cities under study. These elements are: 1) Tourism encourages community members to steal and trade antiquities. 2) Tourism destroys the tradition and value of the local communities. 3) Tourism development affects the public interests of citizens, such as the problem of congestion, sanitation problems, and pressure on various means of communication. However, there is agreement among the respondents of the two cities on several elements of these effects, such as: a) *Increase in drugs uses & crime rates.* b) *Locals imitate tourists in some negative behavior.* c) *Tourism development in the region has helped the migration of local residents due to the high cost of living in the tourist destination.* d) *Increasing migration of local residents to take advantage of the region's location in tourism investment or due to migration to search for job opportunities anther tourist destination.* e) *Some companies exploit local people in marginal, low-paid or harsh jobs.* f) *Some locals are negatively affected by tourists from low social backgrounds and behaviors (low ethical behavior).* g) *Increased feelings of xenophobia as a result of them committing some behavioral patterns that are unfamiliar to the hosts.* All of these results were confirmed by Weaver and Opperman [19]; Höckert [20]; Silva [21]. By conducting a chi-square test for the independence of the factors to determine whether there are effects of the degree of interaction with tourists on some positive social aspects,

tab. (9), it was found that there is an effect of the degree of interaction with tourists on the following elements: 1) Tourism has a role in social development. 2) Tourism has a role in building social relationships. 3) Tourism in the area helps raise awareness among residents. 4) tourism helps increase public sector investments in superstructure and infrastructure. 5) Tourism increases the host community's sense of belonging and pride in what their country has become a destination for tourists from all over the world. 6) Tourism has improved the quality of life of the people of the community. 7) Tourism reduces social problems, especially unemployment. 8) Tourism helps achieve social stability in the region. 9) Tourism helps develop social services. 10) Tourism contributes to providing direct contact between peoples. 11) Imitating tourists in some positive matters such as accuracy, order, cleanliness, and respect for time and laws. 12) Adhering to local customs and traditions that attract tourists. While it was also shown from tab. (9) that there is no effect between the degree of interaction with tourists and the following elements: a) *Tourism helps in developing human resources by training cadres in the field of tourism.* b) Raising the level of mental health of the host community. According to Soontayatron [22] this may be attributed to: *) Aspects and behaviors of tourists that may negatively affect the host people. *) The degree of awareness among Aswan and Karma respondents. *) The nature of mutual relations between tourists and local residents. *) Characteristics of incoming tourists in addition to their social and cultural characteristics. *) The nature of the residents of the local community, the extent of their integration into tourism activity, and the social, cultural and educational levels of these residents. By conducting CHI test to the independence of the factors to see if there is an effect of the degree of mixing with tourists on some negative social aspects, tab. (10) it turns out that there is an effect of the degree of mixing with tourists on the following elements: 1) Increase in Drugs uses& crime rates. 2) Locals imitate tourists in some negative behavior. 3) Tourism encourages community members to steal and trade antiquities. 4) Tourism destroys the tradition and value of the local communities. It was also shown from tab. (10) that there is no effect between the degree of interaction with tourists and the following elements: a) *Tourism development in the region has helped the migration of local residents due to the high cost of living in the tourist destination.* b) *Increasing migration of local residents to take advantage of the region's location in tourism investment or due to migration to search for job opportunities anther tourist destination.* c) *Tourism development affects the public interests of citizens, such as the problem of congestion, sanitation problems, and pressure on various means of communication.* d) *Some companies exploit local people in marginal, low-paid or harsh jobs.* e) *Some locals are negatively affected by tourists from low social backgrounds and behaviors (low ethical behavior).* f) *Increased feelings of xenophobia as a result*

of them committing some behavioral patterns that are unfamiliar to the hosts. According to Soontayatron [22] this may be due to the following reasons: 1) The extent of awareness of the respondents. 2) The nature of communication and social interaction between the tourist and the host. 3) The tourist's social and cultural background. 4) The extent to which local community residents accept tourism activity. 5) Tourists engage in behaviors that differ from the customs, traditions and culture of the local community. The study has reported unique findings regarding tourism. The results of the above study suggest that support for the tourism industry in Nubian area is strong among its residents. Furthermore, residents not only supported the current magnitude of this industry, but also favored its expansion. Considering that the industry at present is increased visitors per year, any support for further expansion must be interpreted as a complete vote of confidence in the tourism industry, and decision makers both at the public and the private sectors should execute their current expansion policies. The surveys were conducted to the residents from both West Suhil-Aswan and karma- Sudan. During the sample selection, it is taken into consideration that the local participants have different demographic characteristics (gender, age, educational status etc.) almost with the same rate. As a result of the methodology, factors were created as 14 items Positive Social Impacts, 10 items Negative Social Impacts, Whole participants from both West Suhil-Aswan and karma- Sudan agree or strongly agree with each statement of the first factor, Positive Social Impacts. Also, the local people in West Suhil-Aswan and karma -Sudan agree or partly disagree with each statement of the second factor, Negative Social Impacts. Despite this overall positive feeling towards tourists and the tourism industry, Nubian area were able

to point out some specific negative impacts that in their opinion the tourism industry had on their community. These impacts were perceived to be traffic conditions, individual crimes, drug addiction, and alcoholism especially in lower Nubia (south Egypt) in Aswan West Suhil village. One of the most negative social impacts imitating the locals the tourists in some negative respects, Tourism development affects public services Such as the problem of congestion and problems of sanitation and pressure on the various means of communication in Karma, which drives citizens to feel upset and resentment. The major positive impacts were: positive social effects of the development of tourism in Nubia is that tourism plays a role in social development, improving the standard of living, reduces social problems, especially unemployment, contributes to providing direct contact between peoples, Raising the level of mental health of the host community. Imitating tourists in some positive matters such as accuracy, order, cleanliness, and respect for time and laws, adhering to local customs and traditions that attract tourists. This study adds to the corpus of research on local perceptions of tourism's presence. Similar studies highlighted the issue of the cost-benefit involved by the related of tourism. It is evident that the effects of tourism are never universal. Rather, the intensity and direction of the impacts are a function of tourist activities, the cultural and economic gab between tourists and hosts, and the rapidity and intensity of tourism development. Furthermore, it is obvious that residents' perceptions of these impacts are not necessarily objective, and is affected unequally by some factors more than others. For example, the perception that tourism induces crimes of various sorts, creates almost automatically a negative attitude toward tourism regardless of whether these crimes are the results of tourism or not.

Table (2) socio-demographic profile of the respondents (n = 210)

Variables	West Sohail (Aswan-Egypt)		Kerma-North Sudan		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Age group						
20 – 30	53	54.6	59	52.3	112	53.4
31 – 39	15	15.5	26	23	41	19.5
40 – 50	16	16.5	17	15	33	15.7
50 +	13	13.4	11	9.7	24	11.4
Total	97	100.0	113	100.0	210	100.0
Gender						
Male	60	61.9	70	61.9	130	61.9
Female	37	38.1	43	38.1	80	38.1
Total	97	100.0	113	100.0	210	100.0
Maritals Status						
Single	54	55.7	49	43.4	103	49
Married	36	37.1	53	46.9	89	42.4
Widow/ Widower	6	6.2	4	3.5	10	4.8
Divorced	1	1.0	7	6.2	8	3.8
Total	97	100.0	113	100.0	210	100.0
Education						
Read/write	20	20.6	13	11.5	33	15.7
Primary \ Prep School	11	11.3	5	4.4	16	7.6
High School	52	53.7	48	42.5	100	47.7
University	6	6.2	38	33.6	44	21.4
Post graduate	8	8.2	9	8.0	16	7.6
Total	97	100.0	113	100.0	210	100.0
Monthly income in Dollar (\$)						
Less than 100 \$	85	87.7	48	42.5	133	63.3
100-200 \$	8	8.2	22	19.5	30	14.3
201-500 \$	4	4.1	23	20.4	27	12.9
More than 500 \$	0	0	20	17.6	20	9.5
total	97	100.0	113	100.0	210	100.0
Nubian tribe (Nubian group)						
Kenzi / Matuki	95	97.9	4		99	47
Mahasi	0	0	68		68	32.4
Fajekawi	2	2.1	0		2	1.0
Halfawi	0	0	10		10	4.8
Donglawi	0	0	31		31	14.8
Total	97	100.0	113		210	100.0

Table (3) the validity and reliability of data on positive social impacts.

Number of items	Aswan-Egypt Cronbach's Alpha	Kerma -Sudan Cronbach's Alpha
14	0.804	0.942

Table (4) Person correlation coefficient (correlation of each element to the rest of the elements)

Positive social impacts of tourism	West Sohail Aswan -Egypt	Kerma-Sudan
	Corrected Item- Total Correlation	Corrected Item- Total Correlation
Tourism has a role in social development	0.537	0.700
Tourism has a role in building social relationships	0.149	0.765
Tourism in the area helps raise awareness among local residents	0.596	0.784
tourism helps increase public sector investments in superstructure and infrastructure	0.56	0.772
Tourism helps in developing human resources by training cadres in the field of tourism	0.644	0.652
Tourism increases the host community's sense of belonging and pride in what their country has become a destination for tourists from all over the world	0.518	0.741
Tourism has improved the quality of life of the people of the com-munity	0.697	0.629
Tourism reduces social problems, especially unemployment	0.475	0.651
Tourism helps achieve social stability in the region	0.573	0.674
Tourism helps develop social services	0.373	0.700
Tourism contributes to providing direct contact between peoples	0.128	0.784
Raising the level of mental health of the host community	0.147	0.715
Imitating tourists in some positive matters such as accuracy, order, cleanliness, and respect for time and laws.	0.514	0.720
Adhering to local customs and traditions that attract tourists	0.411	0.706

Table (5) the validity and reliability of data on negative social impacts.

Number of items	Aswan-Egypt Cronbach's Alpha	Karma -Sudan Cronbach's Alpha
10	0.849	0.897

Table (6) Person correlation coefficient (correlation of each element to the rest of the elements).

Negative social impacts of tourism	West Sohail Aswan-Egypt	Kerma-Sudan
	Corrected Item- Total Correlation	Corrected Item- Total Correlation
Increase in Drugs uses& crime rates.	0.723	0.645
Locals imitate tourists in some negative behaviour.	0.498	0.606
Tourism development in the region has helped the migration of local residents due to the high cost of living in the tourist destination.	0.545	0.711
Increasing migration of local residents to take advantage of the region's location in tourism investment or due to migration to search for job opportunities anther tourist destination.	0.471	0.492
Tourism development affects the public interests of citizens, such as the problem of congestion, sanitation problems, and pressure on various means of communication	0.511	0.572
Some companies exploit local people in marginal, low-paid or harsh jobs.	0.420	0.613
Tourism encourages community members to steal and trade antiquities.	0.644	0.642
Tourism destroys the tradition and value of the local communities.	0.634	0.735
Some locals are negatively affected by tourists from low social backgrounds and behaviours (low ethical behaviour)	0.502	0.722
Increased feelings of xenophobia as a result of them committing some behavioural patterns that are unfamiliar to the hosts	0.576	0.701

Table (7) calculating the average opinions of the positive social impacts in Aswan (*West Sohail*) and the city of Kerma and the differences between them

Positive impact of tourism	Averages			T-Test				
	N	Aswan Ave.	SD	N	Karma Ave.	SD	T-Test	P-Value
Tourism has a role in social development	96	4.31	0.73	108	3.75	1.305	3.735	0.000
Tourism has a role in building social relationships	95	4.28	0.767	105	3.81	1.093	3.521	0.001
Tourism in the area helps raise awareness among residents	93	4.32	0.694	107	3.93	1.052	3.101	0.002
tourism helps increase public sector investments in superstructure and infrastructure	91	4.36	0.707	105	3.83	1.06	4.081	0.000
Tourism helps in developing human resources by training cadres in the field of tourism	91	4.36	0.641	107	3.94	0.96	3.542	0.000
Tourism increases the host community's sense of belonging and pride in what their country has become a destination for tourists from all over the world	94	4.47	0.667	106	4.08	1.11	2.984	0.003
Tourism has improved the quality of life of the people of the community	92	4.35	0.619	108	3.67	1.094	5.294	0.000
Tourism reduces social problems, especially unemployment	93	4.35	0.654	107	3.52	1.119	6.293	0.000
Tourism helps achieve social stability in the region	86	4.28	0.68	104	3.5	1.132	5.6	0.000
Tourism helps develop social services	91	3.96	0.759	100	3.8	1.092	1.136	0.257
Tourism contributes to providing direct contact between peoples	94	4.05	0.781	105	3.92	1.053	0.975	0.331
Raising the level of mental health of the host community	91	4.05	0.993	103	3.76	1.159	1.908	0.058
Imitating tourists in some positive matters such as accuracy, order, cleanliness, and respect for time and laws.	93	4.45	0.581	106	3.85	1.169	4.505	0.000
Adhering to local customs and traditions that attract tourists	94	4.47	0.581	105	3.87	1.144	4.593	0.000

Table (8) Calculating the average opinions of the negative social impacts in Aswan (*West Sohail*) and the city of Karma and the differences between them

Negative impact of tourism	Averages						T Test	
	Aswan			Kerma			T-Test	P-Value
	N	Ave.	SD	N	Ave.	SD		
Increase in Drugs uses& crime rates.	93	2.27	1.226	108	2.56	1.362	-1.608	0.109
Locals imitate tourists in some negative behaviour.	90	3.13	1.188	106	3.17	1.327	-0.262	0.739
Tourism development in the region has helped the migration of local residents due to the high cost of living in the tourist destination.	92	2.87	1.521	108	2.86	1.148	0.045	0.964
Increasing migration of local residents to take advantage of the region's location in tourism investment or due to migration to search for job opportunities another tourist destination.	93	3.04	1.496	106	3.19	1.266	-0.744	0.458
Tourism development affects the public interests of citizens, such as the problem of congestion, sanitation problems, and pressure on various means of communication	92	2.59	1.268	107	3.19	1.311	-2.962	0.003
Some companies exploit local people in marginal, low-paid or harsh jobs.	91	3.49	1.409	108	3.26	1.241	1.252	0.212
Tourism encourages community members to steal and trade antiquities.	89	2.33	1.491	105	2.86	1.396	-2.698	0.008
Tourism destroys the tradition and value of the local communities.	91	2.00	1.274	103	2.83	1.329	-4.453	0.000
Some locals are negatively affected by tourists from low social backgrounds and behaviours (low ethical behaviour)	94	3.18	1.320	106	2.84	1.318	1.827	0.069
Increased feelings of xenophobia as a result of them committing some behavioural patterns that are unfamiliar to the hosts	93	3.01	1.456	107	2.66	1.317	1.770	0.078

Table (9) Chi-Square test on positive impact of tourism

Items	χ^2	DF	Significance level (a)
Tourism has a role in social development	36.181	8	.000
Tourism has a role in building social relationships	16.799	8	.032
Tourism in the area helps raise awareness among residents	15.701	8	.047
Tourism helps increase public sector investments in superstructure and infrastructure	22.069	8	.005
Tourism helps in developing human resources by training cadres in the field of tourism	11.163	8	.193
Tourism increases the host community's sense of belonging and pride in what their country has become a destination for tourists from all over the world	18.948	8	.015
Tourism has improved the quality of life of the people of the community	17.54	8	.025
Tourism reduces social problems, especially unemployment	27.535	8	.001
Tourism helps achieve social stability in the region	28.791	8	.000
Tourism helps develop social services	25.823	8	.001
Tourism contributes to providing direct contact between peoples	23.777	8	.002
Raising the level of mental health of the host community	10.435	8	.236
Imitating tourists in some positive matters such as accuracy, order, cleanliness, and respect for time and laws.	15.605	8	.048
Adhering to local customs and traditions that attract tourists	17.606	8	.024

Table (10) Chi-Square test on negative impact of tourism

Items	χ^2	DF	Significance level (a)
Increase in Drugs uses& crime rates.	16.353	8	.038
Locals imitate tourists in some negative behaviour.	20.259	8	.009
Tourism development in the region has helped the migration of local residents due to the high cost of living in the tourist destination.	13.425	8	.098
Increasing migration of local residents to take advantage of the region's location in tourism investment or due to migration to search for job opportunities another tourist destination.	14.298	8	.074
Tourism development affects the public interests of citizens, such as the problem of congestion, sanitation problems, and pressure on various means of communication	12.499	8	.130
Some companies exploit local people in marginal, low-paid or harsh jobs.	10.965	8	.204
Tourism encourages community members to steal and trade antiquities.	21.243	8	.007
Tourism destroys the tradition and value of the local communities.	22.547	8	.004
Some locals are negatively affected by tourists from low social backgrounds and behaviours (low ethical behaviour)	11.680	8	.166
Increased feelings of xenophobia as a result of them committing some behavioural patterns that are unfamiliar to the hosts	8.816	8	.358

4. Discussion

The research emphasizes the significant impact of climate on tourism activities and seasonal visitor satisfaction in Hail, Saudi Arabia. Using the Tourism Climate Comfort Index (TCCI), the study identifies ideal periods for tourism in Hail and evaluates how climate parameters influence tourist comfort. Results suggest that spring and autumn offer optimal climate conditions, whereas extreme temperatures in summer may deter visitors. The findings have implications for local tourism strategies, particularly regarding marketing and

infrastructure planning to enhance the region's appeal during peak comfort months. Furthermore, the study underscores the potential for curative tourism, capitalizing on Hail's natural resources and climate advantages. It recommends investment in amenities that support health and wellness tourism, catering to tourists seeking restorative experiences. Sustainable tourism practices are also advised to preserve Hail's environmental assets and maintain its long-term tourism viability.

5. Conclusion

This work has attempted to evaluate the social impact of tourism development on host communities of Nubia in (Sudan & Egypt), the major finding of the research led to the following conclusion: **1)** Tourist attractions in Nubia consists of both natural and cultural resources which are capable of attracting large number of tourists and as such creating impacts on the host communities. **2)** Tourism can contribute to social and cultural changes in host communities; this includes changes in standard of living and their social lives & social development. **3)** Tourism has Negative social impacts such as Increase in drugs uses & crime rates & some locals are negatively affected by tourists from low social backgrounds and behaviors. These impacts are capable of threatening the survival of tourism destinations if measures and policies are not developed to address the negative issues.

6. Recommendations

The following recommendations were drawn from the findings of the research work.

- 1) Nubia that is rich in natural resources and cultural diversity. More destinations that can attract tourists should be developed as an alternative source of revenue to boost the Nation's economy and to preserve the natural and cultural resources of the country.
- 2) Tourism stakeholders should create awareness programs on the impacts of tourism especially the social impacts of tourism. This will help host communities to protect their traditional values and prevent the erosion of their cultural heritage.
- 3) Policies and practices that ensure the sustainability of the destination and the social lives of the host communities should be developed at the early stage of tourism development to avert the negative social impacts at the maturation of the industry.
- 4) Host community participation which is a pre-requisite for sustainable tourism development should be encouraged and facilitated in tourism development processes to give the host community a sense of ownership and control over the resources of the community.

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