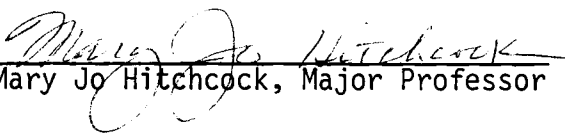
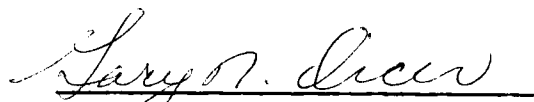


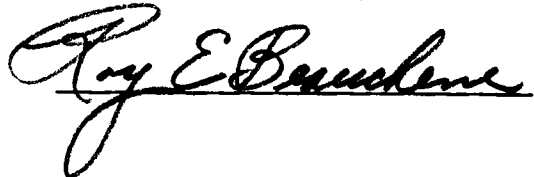
To the Graduate Council:

I am submitting herewith a dissertation written by Yahya Abdel Kader Hassan entitled "Design Model for the Development of a Prototype Theme/Amusement Park to be Located at the Suez Canal Region The Arab Republic of Egypt." I have examined the final copy of this dissertation for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Doctor of Philosophy, with a major in Home Economics.


Mary Jo Hitchcock, Major Professor

We have read this dissertation
and recommend its acceptance:





Accepted for the Council:


Vice Chancellor
Graduate Studies and Research

DESIGN MODEL FOR THE DEVELOPMENT OF A PROTOTYPE
THEME/AMUSEMENT PARK TO BE LOCATED AT THE SUEZ
CANAL REGION THE ARAB REPUBLIC OF EGYPT

A Dissertation
Presented for the
Doctor of Philosophy
Degree
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Yahya Abdel Kader Hassan

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ABSTRACT

The purpose of this study was to design a model for the development of a prototype theme/amusement park to be located at the Suez Canal Region, The Arab Republic of Egypt. A modified ten-stage model (based on Dressel's model) was used as premises for the research procedure. Two parts of the model were thoroughly probed; these are:

- A. Identification of the need for the development of a prototype theme/amusement park through assessment of the interest of the Egyptian population in developing the project.
- B. Development of management plans for establishing a theme/amusement park in the Suez Canal Region, Egypt.

In order to investigate part (A) of the model a Visitors' Attitude Survey of the Egyptian Population was mailed to 1,000 randomly selected Egyptian families in seven major cities in the neighborhood of the proposed theme/amusement park. Twenty-five percent of them were returned. Findings demonstrated a positive interest of the Egyptian population in developing the project. Part (B) of the model was investigated through a questionnaire "Management Plans for Developing Theme/Amusement Parks in the USA." One-hundred questionnaires were mailed to selected theme/amusement park corporations in the USA. Twenty-three percent of the questionnaires

were returned, serving as a basis for developing prototype theme/ amusement parks in Egypt. Recommendations were presented for development of a theme/amusement park in the Suez Canal region of Egypt to be presented to Egyptian Tourism Authorities.

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CHAPTER I

INTRODUCTION

Whereas the pursuit of leisure and recreation activities has been regarded as a "Necessity" for citizens of the developed nations, it is still a privilege for the few in most of the third world countries. Burdened with ambitious plans for rapid development, the government's spending priorities on food supplies, defense, housing and education has forced most of the third world countries to regard creating national parks and leisure services as a "Luxury."

In a world community that has witnessed outstanding achievements in the spheres of scientific research, advanced technology, and universal communications, the endeavor for lessening the "Leisure Gap" between the "Leisured" and the "Leisureless" has to be stressed. The endeavor for fulfilling this aim is both individual and collective as well. It is the responsibility of the leisured nations to offer the "Surplus of Leisure Resources" to the developing ones. Meanwhile, the developing countries have to generate their own resources of leisure.

From a wide spectrum of developing countries which cover most of Africa, Latin America, and a large portion of Asia, The Arab Republic of Egypt has been no exception. Excessive wars, shrinking food supplies coupled with growing population has reduced the development of recreational services in Egypt to a minimum.

In an era marked with soaring inflation (estimated at an annual rate of 30 percent), the need for foreign exchange has been acute (Anon., 1982a). In such atmosphere, succeeding governments have foresaken the development of national parks (non-profit ventures) for developing commercial recreation for the foreign visitors. The growing gap between the deprived natives and the relaxed tourists has caused a stream of social tensions, and created a sense of "Alienation within the nation."

In this context, the development of a prototype theme/ amusement park to be located at the Suez Canal Region, the Arab Republic of Egypt was conceived. If the results of this pilot study were to be implemented by the concerned agencies within the Egyptian government, it could serve as a basis for transforming the "Status Quo" in the social life of the Egyptians to a "Modus Operandi, Modus Vivendi."

The problem under investigation in this study is the development of leisure services in the Arab Republic of Egypt.

Purpose and Objectives of the Study

The major purpose of the study is to design a decision model for the development of a prototype theme/amusement park to be located in the Suez Canal Region, the Arab Republic of Egypt.

The overall objectives of this study are:

- A. Identification of the need for the development of a prototype theme/amusement park through assessment and the interest of the Egyptian population in developing the project.

- B. Development of management plans for establishing a theme/amusement park in the Suez Canal Region, Egypt, and
- C. Recommendations for establishing a prototype theme/amusement park in Egypt.

Three eventful decades have elapsed since the outbreak of the Egyptian Revolution of July 1952. Since that time the Egyptians have been searching for a better life pattern. From the search for a better life has evolved an assessment of the positive and negative aspects in their traditional life style. The length of holidays and vacations, how and where to spend them; which foods and drinks to be served; what games and sports to be practiced; were all under constant revision.

The provision of family entertainment in the form of national parks and recreational services has been overshadowed by more urgent priorities. The development of a prototype theme/amusement park in Egypt will serve as a cornerstone in rehabilitating the social life of the average Egyptian. An amusement park could serve as a vehicle for recreation and education as well.

In an era of world economic depression, the leisure time of a developing nation should be carefully managed, otherwise serious repercussions will occur. Social tensions have been frequently reported in Egypt for the past decade. The growing tensions have resulted in the tragic events of October, 1981.

Apart from the recreational, educational, social, and physical advantages of developing national parks and leisure services, organized leisure activities could form a "Buffer Zone" between the masses

and violence. The design of a national master plan for the development of recreation services (whether rural or urban) would assist in the development of a healthier population, both mentally and emotionally.

Thesis

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Design model

CHAPTER II

VIEW OF LITERATURE

Leisure and Recreation

Human society from the "Hunting Phase" to the present has significantly contributed to creating the spectacular progress in the development associated with the industrial revolution in Europe and Northern America. The new science and technology has created a surplus in time and resources, consequently new spheres were open for leisure and leisure-seekers.

The present state of leisure has reached a degree of sophistication denied that of previous generations. As Lord Lytton once stated "The civilization of a people is infallibly indicated by the intellectual character of its amusement," henceforth the nature of our leisure is a witness to our progress, and the achievements of our space age (Dulles, 1965).

There have been unlimited number of definitions for leisure and its *raison d'être*, of which the following definition was selected by the author

Leisure is activity-apart from the obligation of work, family, and society--to which the individual turns for either relaxation, diversion or broadening of his individual and social participation, and the free exercise of his creative capacity" (Murphy, 1977).

According to Gray & Greben, 1974, recreation is defined as

An emotional condition within an individual human being that flows from a feeling of well-being and self-satisfaction. It is characterized by feelings of mastery, achievement, acceptance, success, personal growth and pleasure. It reinforces a positive self-image, and it is a response to aesthetic experience, achievement of personal goals, or positive feedback from others.

Recreation is a goal oriented activity which may be planned and highly organized. The usual goal is self-recreation through engaging in some activity which will potentially provide a positive experience. By-products of recreation may be socialization, physical fitness, personality development or the provision of intellectual growth. The real value of recreation is not the time spent engaging in the activity but the conscious or unconscious self-actualization occurring from the experience (Kraus, 1971).

In the past three decades the art of recreation has enjoyed remarkable growth and achieved high standards of professionalism. According to Miller (1963)

The horizons of recreation are limitless, ranging from the simple to the complex, from the organized to the laissez-faire, from individual enjoyment to group fun, and from the mental and aesthetic to the physical.

The following is an example of forms of leisure pursuits and recreation practice:

- Arts & crafts
- Dance
- Drama
- Literary and mental activities

- Music
- Outdoor recreation
- Sports and games
- Hobbies

With every major change in our modern society, the social function of recreation is gaining more importance and gathering momentum. Because recreation composes an integral part of our daily life, it became necessary that it should play a more significant role in the conduct of the community's events. The role of recreation could involve and promote the following areas:

- Improving the quality of the community life (relations)
- Improving the quality of urban environment (metropolis)
- Developing recreation as a health-related service (the disabled and the aging)
- Developing recreation as a vehicle for adjusting the juvenile delinquency (Anon., 1979a).

The fact that the recreation industry is becoming a substantial contributor to the Gross National Product in most countries is felt everywhere. Projections for the year (1982) were that the U. S. citizens will spend \$262 billion on leisure, which is greater than the government expenditure on national defense. The economic impact of the recreation industry affects--directly and indirectly--a wide spectrum of developers, manufacturers and employees. A number of auxiliary industries is closely associated with recreation like food service, souvenirs and merchandise, and a host of related services.

The impact of the economy on the spending power of the consumers makes them more selective in adopting their leisure pursuits. An improvement in the economic situation will increase spending on leisure as more consumers view recreation not as a luxury, but as a real necessity (Doan and Benjamin, 1982).

Egypt

Throughout recorded history the land bordering the Nile Valley has hosted one of the earliest civilizations in the history of mankind. The unique location of Egypt at crossroads between East and West has helped the country establishing itself as a center for international trade and world travelers as well. The land and its people has helped in the development of Egypt as the "Cradle of civilization." Greeks, Romans, Assyrians, Persians, Turks and Arabs have lived in Egypt for considerable periods of time. Today, the daily life pattern of the Egyptians in many respects is still mirroring experiences and practices of the past. Religion, ethics, work codes, and leisure pursuits of the Egyptians are predominantly governed by the inheritance of their predecessors (Hamdan, 1974).

The Evolution of Leisure in Egypt

The gradual development of ancient Egypt (3200 B.C.) has divided the society into two distinctive classes, the Lords as represented by the Pharaohs, the nobels and priesthood. The serf class was identified with the peasants, the soldiers and toiling masses. There was a great gap between the ruling class and the rest

of the country. The rulers embarked upon cultivation of the arts of leisure with a passion for displaying their wealth in an extravagant manner. Patronizing the arts of sculpture, painting and music was indicative of the social status of the patron.

In ancient Egypt one fifth of the year was portioned to religious festivals and national holidays. Easter, as one of the big festivals, attracted thousands of people who gather with pipes and drums, dancing, singing, eating and drinking. They had sport contests and spread over all the banks of the Nile. In spite of the relative low standards of living conditions of the ordinary people, they enjoyed a certain level of leisure (Kraus, 1971).

Since Alexander the Great invaded Egypt in 332 B.C., the country has witnessed a new era in its social and political history. The Ptolemys succeeded Alexander to the throne of Egypt and maintained a high standard of civilization, notably in Alexandria the seat of their rule.

An intermarriage between the Egyptian and Hellenic civilizations took place and the Egyptians enjoyed celebrating their own festivals and those of the Greek type. This liberal atmosphere has prevailed until Egypt was captured by the Romans (Rahman, 1970).

In contrast to the Ptolemaic rule of Egypt, the Roman era (395-642 A.D.) was marked with a low level of civilization that was mirrored in the social life of the ordinary Egyptians. The Romans reduced Egypt to a colony which points out the state of depression that prevailed during their rule. In such atmosphere of oppression, leisure was only a privilege to the ruling class and its associates.

In general, Egypt suffered under the Romans which gave the Arabs a legacy to conquer Egypt (Anon., 1981).

During the Arab Conquest (642-1517) the Egyptians welcomed the Arabs as a relief from the Roman Tyranny. The Arab rule to Egypt has caused a radical change in the social life pattern of the Egyptians. The Arab culture was entirely different to that of the Romans and the natives. Christianity was growing in Egypt and so some of the Roman pagan practices as well. Thousands of Egyptians were converted to Islam which abolished celebrating all national pagan festivals and introduced the Moslem Arab culture and festivals. Islamic festivals were popular among the Egyptians which tolerated singing, dancing, sports, colorful food and drinks, but it prohibited pork eating and alcohol drinking (Abu-Bakr, 1969).

Egypt came under the Turkish rule (1517-1804) and was integrated in a vast empire. The Turkish rule to Egypt was characterized with oppression and absolute despotism. For four centuries Egypt was cut from the mainstream of civilization.

The society was once again divided into two distinctive classes, the lords (Pashas) and the peasants (Fellahin). All aspects of extravagant living and entertainment were exclusive to the first class, and toil and poverty was left to the masses. The era is described as the dark ages of the Egyptian history (Cook, 1976).

In 1798 a French campaign under the command of Napoleon invaded Egypt for political motives. The presence of Europeans in Egypt was novel to the natives, who lived in isolation for decades.

Because of the military nature of the campaign and its short stay in Egypt, it did not have a direct influence on the leisure practices of the Egyptians, but it had a general effect on their way of life (Munro, 1976).

For nearly eight decades Egypt was under the rule of Mohammed Aly dynasty (1805-1882) of Turkish origin. The founder of the dynasty under the French influence has initiated a series of radical reforms that changed the socio-economic fabric of Egypt. The modern roots of education, trade, and army in Egypt dates back to this dynasty.

A national newspaper was known for the first time, besides introducing the arts of drama, folklore, etc. In general, the Egyptians enjoyed a high level of civilization and leisure as compared to previous times (Abu-Bakr, 1969).

From 1882 to 1952, Egypt came under the rule of Britain which directed the resources of the country towards its own advantage. Apart from the military rule which prevailed, the English tried to please the natives by introducing new sports, like football (soccer) which has grown to become the national sport in Egypt.

Broadcasting was introduced (Radio Cairo) in 1932 which communicated to remote areas of the country. Silent pictures were known, too. The arts of drama were of high quality. Various forms of literature (novels, poetry, etc.) were excellent media for free expression. The thirties and the forties were marked with radical social and political changes which still have its influence to the present (Marlowe, 1954).

In July, 1952 the revolution took place and Egypt was announced a republic. The new national government had a major objective of introducing social and economic changes for the public interest. The multitudes of common Egyptians benefited by the new policies such as in education, employment and social security, etc.

A modern apparatus for youth development and sports council was established, which undertook the task of supplying recreational facilities for schools and universities. A national plan was devised to provide the towns and rural communities with sports centers and arenas. New sports were introduced and Egypt became an active member of major sport events such as the Olympics, African and Mediterranean tournaments.

Presently there is a severe shortage in both quantitative and qualitative supply of leisure service for the public. Rapid growth of the population has surpassed efforts for social development and urbanization (Anon., 1979b).

Profile of Egypt

Egypt's 386,000 square miles cover the north eastern corner of Africa and a portion of Asia (Sinai Peninsula). Two great seas border Egypt, the Mediterranean to the north and the Red Sea to the east. The Suez Canal waterway which is a strategic channel for world navigation links the Red Sea and the Mediterranean. The Nile River flows for about a thousand miles from the south to the north where it has developed the Delta of the Nile Valley (Waterbury, 1978).

It is estimated that 98 percent of the population (43,200,000 people) live on four percent of the land which is equivalent to 15,000 square miles. Populated areas in Egypt are considered one of the most densely inhabited in the world, where more than 2,600 people live on one square mile (Anon., 1983a).

The rapid growth of population in Egypt which is estimated at 2.3 percent a year or nearly one million additional people per year poses real limitations on social development within the country. These limitations are explicitly outlined in a recent World's Bank study on Egypt such as the costs of this population growth. High birthrates, in particular may be difficult to quantify but they are nonetheless real. Demands mount on already inadequate educational facilities and other infrastructure. The quality of health, education, and general living conditions declines. Resources devoted to consumption and to social investment are denied to productive investment. The serious balance of payments situation is aggravated by additional food imports; the employment situation, already marked by chronic unemployment, is made worse; and pressure is intensified on Egypt's scarcest resource, fertile land (Ikram, 1981).

The same study as above has investigated patterns of population growth and has developed growth rate projections with its implications on social development in Egypt. As illustrated in Table 1, by the year 2000 the population will significantly grow to nearly 60 million people or a 45 percent increase versus the census of 1980.

These rapid growth rates will add to the burdens of social development, urbanization and existing limited national parks and

Table 1. Egyptian Population Projections and Growth Rates (1975-2000).

Category	1975	1980	1985	1990	1995	2000
<u>Total population</u> <u>(thousands)</u>	37,772	42,069	46,472	50,908	55,251	59,374
Ages 6-11	5,883	6,348	6,644	6,877	7,085	7,169
Ages 12-64	23,843	27,229	30,852	34,575	38,302	42,000
Ages 65 and over	1,282	1,516	1,793	2,123	2,512	2,981
<u>Population growth</u> <u>rate (percent)</u>						
Ages 6-11	-	1.5	0.9	0.7	0.6	0.2
Ages 12-64	-	2.7	2.5	2.3	2.0	1.8
Ages 65 and over	-	3.4	3.4	3.4	3.4	3.4

Source: Ikram, K. (1981) Egypt; Economic Management in a Period of Transition.

recreation facilities. In other words if a national masterplan for recreation is not developed by the eighties, planning for coping with the severe shortage of leisure service will be fruitless in the nineties.

In 1981 the growing imports which reached over \$7 billion has caused a trade deficit estimated at \$4.6 billion. Soaring inflation has reached a record of 30 percent annual rate of increase, while the per capita income has slightly crossed the \$540 limit. Suez Canal dues, tourist receipts, and cotton exports are the major sources for foreign exchange to the Egyptian treasury. Remittances of Egyptian workers in the Arab Gulf, in addition to the three previously mentioned sources, are the only rescue for remedying the economic situation (Anon., 1982a).

Tables 2 and 3 represent compilations from the Egyptian household expenditure survey of 1974/75 and breakdown of household expenditure by major class of goods. Two samples have been selected (1100 rural and 2000 urban households), therefore, the results of this study should be regarded as tentative (Ikram, 1981).

In conformity with the purpose of studying the aspects of leisure in Egypt, Table 2 was used as a source for determining the household annual expenditure on "Culture and Entertainment" in rural areas of Egypt.

For members of poor, middle class, and rich households expenditures on "Culture and Entertainment" has amounted to E.p. .39, 1.51, and 9.46 Egyptian pounds respectively. Household expenditure on "culture and entertainment" for the urban rich families (E.p.

Table 2. Annual Expenditure of Rural Households, 1974-75.

Expenditure	Expenditure Intervals (E.P.)*															2,000 or more	Total
	Less than 50	50- 74	75- 99	100- 149	150- 199	200- 249	250- 299	300- 349	350- 399	400- 499	500- 599	600- 799	800- 999	1,000- 1,399	1,400- 1,999		
Food and beverages																	
Grain and carbohydrate	230	418	849	2,647	4,616	6,321	7,801	6,862	6,842	9,497	4,200	7,637	4,474	3,055	2,554	978	68,981
Dry beans	28	46	98	283	559	682	838	867	753	1,139	567	960	639	603	266	195	8,523
Fresh and preserved vegetables	44	101	198	562	1,082	1,261	1,654	1,657	1,491	2,270	936	1,884	1,020	993	693	245	10,091
Fresh and preserved fruit	14	41	98	225	473	641	860	999	893	1,432	611	1,446	840	927	850	238	10,591
Meat and poultry	57	213	344	1,061	2,054	2,830	3,692	3,912	3,715	5,926	2,653	4,724	2,793	2,968	2,148	1,748	40,838
Fish and seafood	8	19	82	173	393	478	630	612	485	997	415	860	420	690	345	131	6,738
Eggs	3	11	30	93	182	262	370	353	319	550	265	511	282	291	253	145	3,920
Milk and dairy products	25	43	98	276	598	842	1,119	1,003	898	1,656	729	1,630	913	985	885	272	11,972
Oil and fat	36	100	184	620	1,192	1,655	2,057	2,184	2,148	3,040	1,286	2,501	1,599	1,379	932	346	21,259
Sugar and sweets	36	56	126	274	852	1,162	1,376	1,307	1,330	1,945	977	1,545	887	841	740	277	13,831
Other food	46	58	100	270	533	586	851	790	869	1,108	639	829	467	500	275	145	8,066
Tea and coffee	15	49	79	286	523	815	920	836	840	1,232	593	1,035	596	488	454	165	8,926
Other beverages	-	4	2	12	57	141	213	266	306	402	240	426	305	506	294	407	3,581
Subtotal	542	1,159	2,288	6,885	13,114	17,676	22,381	21,648	20,889	31,194	14,111	25,988	15,235	14,226	10,689	5,292	223,317
Textiles, clothes, and footwear	24	70	120	657	1,692	2,141	3,734	3,627	3,647	6,117	3,038	7,134	3,740	4,862	2,975	2,040	45,668
Housing, fuel, and light	143	260	417	1,328	2,307	3,148	4,005	3,369	3,634	4,626	2,272	4,206	2,086	2,207	1,494	683	36,185
Furniture and household services	17	37	78	230	448	552	788	730	642	1,151	629	1,086	692	1,250	1,347	2,769	12,446
Medical care and medicine	5	7	24	54	153	200	271	304	270	494	228	499	454	414	319	120	3,816
Transport and communications	1	10	16	51	177	325	284	350	408	677	408	678	569	836	302	5,871	10,963
Education	-	-	-	16	74	112	158	182	185	586	270	618	479	588	199	243	3,714
Culture and entertainment	-	-	-	12	34	59	56	31	33	112	239	221	75	457	80	81	1,490
Other	14	123	139	619	1,346	2,366	2,775	2,747	2,763	4,053	2,331	3,880	2,302	2,307	1,805	993	30,563
Total consumer expenditures	746	1,666	3,086	9,852	19,345	26,579	34,452	32,988	32,471	49,010	23,576	44,310	25,632	27,147	19,210	18,092	368,162

Table 2. (Continued)

Expenditure	Expenditure Intervals (E.P.)*																Total
	Less than 50	50- 74	75- 99	100- 149	150- 199	200- 249	250- 299	300- 349	350- 399	400- 499	500- 599	600- 799	800- 999	1,000- 1,399	1,400- 1,999	2,000 or more	
Gifts	-	1	5	47	38	123	224	146	536	382	176	532	654	1,667	1,603	1,166	7,300
Advance payments	-	-	-	-	-	-	30	22	6	60	25	30	70	90	-	-	333
TOTAL	746	1,667	3,091	9,899	19,383	26,702	34,706	33,156	33,013	49,452	23,777	44,872	26,356	28,904	20,813	19,258	375,795
Total families (number)	20	27	35	78	112	118	126	102	89	113	44	65	30	24	13	5	1,001
Total persons (number)	26	52	106	289	504	626	756	672	596	804	240	551	269	193	138	46	5,968
Persons/family	1,300	1,926	3,029	3,705	4,500	5,305	6,000	6,588	6,697	7,115	7,727	8,477	8,967	8,042	10,615	9,200	5,962

- Zero or negligible.

Source: Household Expenditure Survey, 1974-75.

* E.P. is initials for one Egyptian pound. At the exchange rate of 1975 one Egyptian pound was equal to \$2.5 dollars, but in 1972 one Egyptian pound was equal to \$1.43 dollars.

Table 3. Annual Expenditure of Urban Households, 1974-75.

Expenditure	Expenditure Intervals (E.P.)*															2,000 or more	Total
	Less than 50	50- 74	75- 99	100- 149	150- 199	200- 249	250- 299	300- 349	350- 399	400- 499	500- 599	600- 799	800- 999	1,000- 1,399	1,400- 1,999		
Food and beverages																	
Grain and carbohydrate	68	135	320	1,809	3,285	4,998	7,198	7,533	7,703	10,744	14,867	16,913	9,153	10,549	9,434	2,484	107,193
Dry beans	7	16	55	311	415	705	1,094	1,147	1,218	2,433	2,232	2,432	1,499	1,774	724	414	16,476
Fresh and preserved vegetables	19	45	90	631	1,167	1,725	2,792	2,989	3,247	6,719	6,363	7,661	4,715	5,635	2,802	1,600	48,200
Fresh and preserved fruit	11	20	27	290	581	914	1,484	1,909	2,068	4,302	4,567	6,267	5,153	5,666	3,556	2,709	39,524
Meat and poultry	19	63	157	984	1,847	2,721	4,394	5,323	5,567	12,360	12,714	18,119	12,752	16,635	10,075	6,569	110,299
Fish and seafood	6	18	35	200	436	690	1,176	1,242	1,335	3,024	2,941	3,975	2,686	3,202	1,599	1,142	23,707
Eggs	-	3	13	86	163	224	341	400	461	983	1,019	1,693	1,430	1,649	1,156	634	10,255
Milk and dairy products	11	23	41	344	606	1,078	1,747	1,959	2,360	5,213	5,512	7,420	5,504	6,652	4,124	2,643	45,237
Oil and fat	10	36	93	470	934	1,476	2,276	2,509	2,548	6,089	5,849	7,346	8,811	5,644	2,623	1,810	44,524
Sugar and sweets	11	30	59	433	635	1,110	1,675	1,722	1,882	3,956	3,973	4,916	3,614	4,181	1,851	1,532	31,626
Other food	28	44	67	684	1,010	1,503	2,417	2,122	2,313	5,652	4,898	5,725	3,686	4,803	1,964	1,862	38,772
Tea and coffee	5	14	41	255	442	642	961	9,101	1,119	2,283	2,234	2,747	1,963	2,176	1,021	643	17,647
Other beverages	-	1	3	52	167	381	824	634	916	2,610	2,507	4,122	3,412	4,241	2,727	2,271	24,868
Subtotal	195	448	1,001	6,549	11,738	18,167	28,369	30,590	32,737	66,368	69,676	89,336	60,378	72,807	43,656	26,313	558,328
Textiles, clothes, and footwear	15	29	64	691	1,154	2,487	4,980	5,592	6,858	16,484	18,546	24,438	16,901	23,406	13,794	9,210	144,659
Housing, fuel, and light	80	121	307	1,580	3,034	4,348	7,082	7,403	8,627	18,073	17,070	21,626	15,401	17,430	11,710	6,443	140,335
Furniture and household services	6	19	39	253	457	773	1,400	1,442	1,538	3,730	4,220	5,394	4,602	6,176	4,528	4,699	39,276
Medical care and medicine	-	-	10	68	226	382	694	728	786	1,852	1,926	3,136	2,299	3,315	1,926	1,953	19,301
Transport and communications	-	-	4	99	200	388	915	937	1,238	3,053	2,989	4,275	4,008	6,052	6,642	10,683	41,483
Education	-	-	-	17	48	237	463	455	740	1,552	1,793	3,088	2,331	4,403	3,835	2,812	21,774
Culture and entertainment	-	-	-	3	14	63	130	381	283	851	1,548	2,165	2,047	2,790	2,398	1,979	14,652
Other	1	24	52	826	1,525	2,508	4,416	4,493	5,070	13,364	13,156	18,777	12,269	17,949	9,369	8,221	12,060
Total consumer expenditures	297	641	1,477	10,086	18,416	29,353	48,449	52,021	57,877	125,337	130,924	172,235	120,236	154,328	97,878	72,313	1,091,868

Table 3 (continued)

Expenditure	Expenditure Intervals (E.P.)*															2,000 or more	Total
	Less than 50	50- 74	75- 99	100- 149	150- 199	200- 249	250- 299	300- 349	350- 399	400- 499	500- 599	600- 799	800- 999	1,000- 1,399	1,400- 1,999		
Gifts	-	-	1	4	40	205	204	208	238	542	784	1,744	2,324	3,612	4,033	3,726	17,665
Advance payments	-	-	-	2	-	61	108	70	77	261	246	318	272	482	1,278	700	3,957
TOTAL	297	641	1,478	10,092	18,456	29,619	48,761	52,299	58,192	126,240	131,954	174,297	122,832	158,422	103,189	76,739	1,113,508
Total families (number)	8	10	17	79	106	132	177	161	155	294	240	255	138	138	59	31	2,000
Total persons (number)	9	14	38	230	394	612	847	817	897	1,747	1,504	1,654	835	943	394	214	11,152
Persons/family	1,125	1.40	2.235	2.911	3.717	4.636	4,785	5,075	5,787	5,942	6,279	6,486	6,051	6,833	6,678	6,903	5,576

-Zero or negligible.

Source: Household Expenditure Survey, 1974-75.

*E.P. is initials for one Egyptian pound. At the exchange rate of 1975 one Egyptian pound was equal to \$2.5 dollars, but in 1972 one Egyptian pound was equal to \$1.43 dollars.

29.600) is significant as compared with expenditure on the same item for the rural rich families (E.p. 9.46). The urban rich families are known for their liberal spending on culture, recreation and entertainment (Table 4).

Table 4. Annual Expenditure of Rural Households on Culture and Entertainment (1974-75).

Household Class	Expenditure Level (E.p.)	Expenditure On Culture and Entertainment
Poor Class	(50 - 249)	0.39
Middle Class	(250 - 599)	1.51
Rich Class	(600 - 2000)	9.46

For members of the poor, middle class, and rich urban households expenditure on "Culture and Entertainment" has amounted to E.p. 0.211, 2.86, and 29.60 Egyptian pounds respectively during 1974-75. It is evident that rural household expenditure on "Culture and Entertainment" is very low due to the depressing economic conditions. Only the rich families could afford a certain measure of expenditure on "Culture and Entertainment" (Table 5).

Since the Egyptian government has initiated the "Open Door Policy" for economic development by issuing law 43 of 1974, which is designed to encourage foreign and Arab investments in Egypt, radical economic developments have occurred. Figure 1 illustrates the total investment profile by sector for the period 1974-79. Total

Table 5. Annual Expenditure of Urban Households on Culture and Entertainment (1974-75).

Household Class	Expenditure Level (E.p.)	Expenditure On Culture and Entertainment
Poor Class	(50 - 249)	0.211
Middle Class	(250 - 599)	2.860
Rich Class	(600 - 2000)	29.600

investments amounted to E.p. 4,110 million Egyptian pounds of which investments for international tourism represent E.p. 710 million Egyptian pounds or 17.29 percent of total investments over the five year period (1974-79) (Anon., 1980a).

International tourism is vital to the Egyptian economy because tourist receipts are a major source of "foreign exchange" which in turn is indispensable for redressing the balance of payments. Over the past decade, both public and private investors have overlooked the growing demand of the indigenous population for leisure services. As reported in a number of studies conducted by the United Nations' arm of World Tourism Organization (WTO), and other specialized periodicals, the social and economic impact of international tourism could create negative side-effects in the developing countries (Jenkins, 1980).

The World Tourism Organization (WTO) views have been clearly summed up as follows:

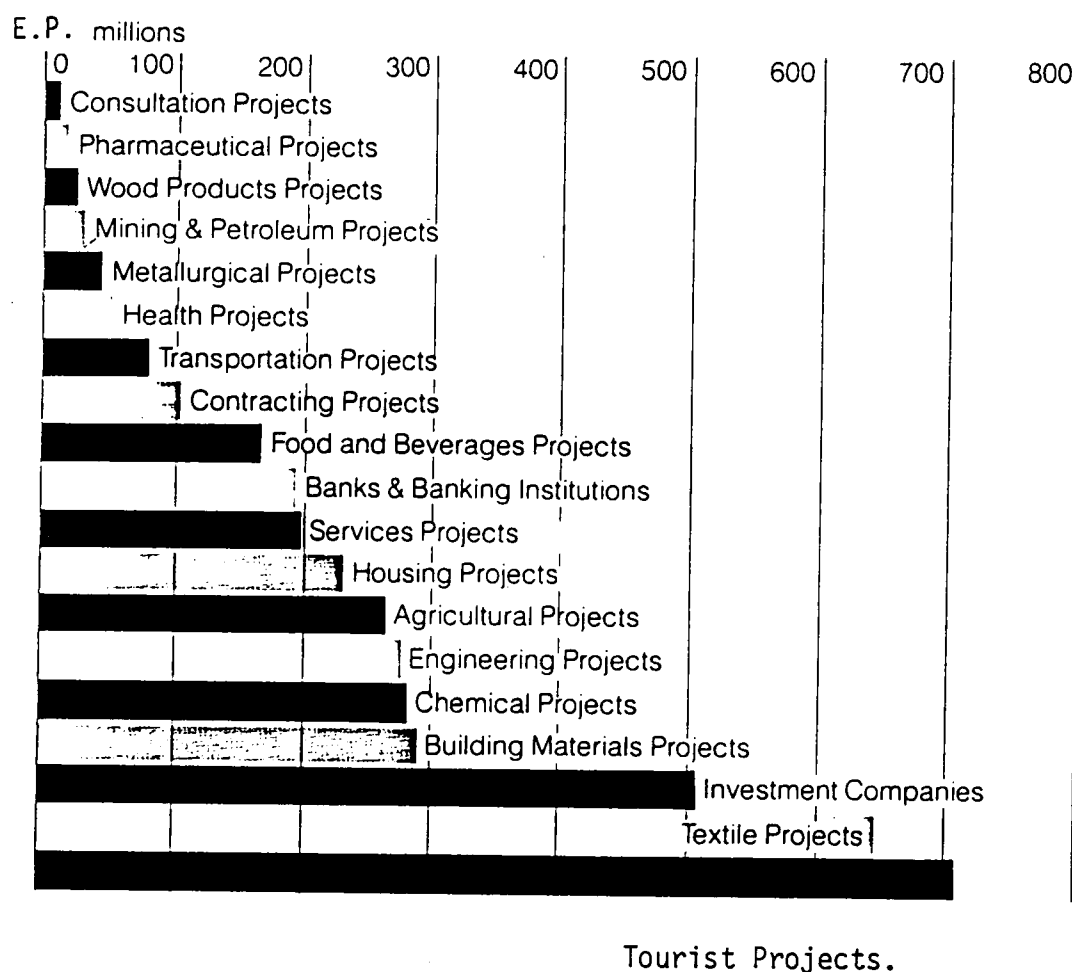


Figure 1. Investment Profile by Sector (1974-1979).

Source: Investment and Free Zones Authority, Cairo, Egypt.

For many observers . . . the benefits, both economic and social, conferred by tourism are so obvious as to be hardly worthy of deeper examination. They point to the Spanish example where tourism could be held to be the stimulus behind a whole economy's expansion and has seemingly enabled the largely farming communities of Spain's Mediterranean seaboard to move, relatively painlessly, from a life lived at near-subsistence level to one enjoying a relatively high prosperity in less than two decades. It is assumed that tourism is capable of similar successes in developing countries all over the world, whatever the nature of their economies or their social structure (Cleverdon, 1979).

At the other extreme are those who doubt whether tourism confers any economic benefits at all, and who are convinced that it is socially very damaging. This attitude is especially prevalent in the Caribbean where it has been claimed that tourism has exacerbated social tensions, where a relatively low proportion of tourist expenditures have been retained in the island economies, and where it has had, apparently, a detrimental effect on the local wage structures, most notably in the agricultural sector. Such adverse comment regularly includes accusations of neo-colonisation--the perpetuation of the subservience of poor peoples to affluent visitors, and the creation of further wealth for foreign investors through the labour of the underprivileged.

Conflict over the use of limited recreational facilities (between tourists and the natives) backed by national governments emphasis on giving priorities for developing tourist facilities could be the fuel for social unrest in developing countries. These tensions were used as catalysts to spread civil wars as the late events of Iran (1979) and Egypt (1981) have proven.

The Five-Year Plan for Government Development of Egypt (1980-1984)

A package of E.p. 20 billion Egyptian pounds was assigned to be distributed over a five-year plan for national development through the years (1980-84). One of the major objectives of the five-year plan is reviving the Egyptian economy and social services with the country. E.p. 1,600 million Egyptian pounds or eight percent of total allocations is programmed for social services spending. Social services involve major sectors like education, health, and other services (see Table 6).

Assuming that "other services" would include "Leisure Services," that means E.p. 300 million Egyptian pounds will be spent over the five-year plan, probably at a rate of E.p. 60 million Egyptians pounds per year. In case that was a wrong assumption, we will be led to the conclusion that no "Public Expenditure" will be allocated for the "Leisure Service" until the mid-eighties. If this "Status Quo" situation prevails until the mid-eighties, the hope for developing a "National Masterplan for Recreation Service" will be minimal in the future.

From the previous review of literature we can draw the following conclusions:

1. The present generation regards leisure as a necessity and not as a luxury. The pursuit of recreation has a social, educational and economic impact on the community.
2. The Egyptians have enjoyed a certain measure of leisure and recreation activities since their early dynasties.

Table 6. The Five-Year Plan for Economic Development of Egypt (1980-1984).

Sectors	Allocations (E.p. Million)	Percent of Total
Agriculture & Food Security	3,600	18.0
Agriculture & Land Reclamation	1,000	
Irrigation & Drainage	1,400	
Fertilizer Plants	200	
Agricultural Processing	400	
Silos, Mills, Storage, Etc.	600	
Housing & Infrastructure	4,500	22.5
Housing & Public Utilities	3,250	
Building & Materials Industries	500	
Construction	150	
New Communities	600	
Transport & Communication	4,150	20.8
Telecommunications	1,750	
Transport	1,900	
Roads	500	
Power	1,800	9.0
Industry	2,500	12.5
Export Sectors	1,850	9.2
Oil	600	
Suez Canal	500	
Tourism	300	
Ports	250	
Trade & Finance	200	
Social Services	1,600	8.0
Education	1,000	
Health	300	
Other Services	300	
TOTAL	20,000	100.0

Source: Ministry of Planning, Cairo, Egypt.

The quality of their leisure has varied with the type of rulers and the economic conditions.

3. The rapid growth of population is surpassing the pace of social development and urbanization.
4. Planning of a "leisure service" for the indigenous population has been neglected by both public and private sectors of the economy.
5. Even the five-year plan for national development (1980-84) does not indicate any explicit commitment for developing a program for "leisure service" for the population.

Consequently, the study envisions developing a prototype theme/amusement park that could serve as a model for any of the concerned agencies in Egypt to investigate, adopt or imitate. Implementation of this concept will be the body of the next chapters.

CHAPTER III

PROCEDURE

As previously indicated in the preceding chapters, a strong emphasis has been expressed towards studying the feasibility of developing a prototype theme/amusement park to be located in the Suez Canal Region, the Arab Republic of Egypt. A modified decision model was devised to assist in the development of this research project (Figure 2). This ten-stage model involving the specific criteria for investigating the feasibility of developing theme/amusement parks is the nucleus for this study (Dressel, 1980). Two parts of the model were investigated in this research, namely:

- A. Identification of the need for the development of a prototype theme/amusement park through the assessment of interest of the Egyptian population in developing the project, and
- B. Development of management plans for establishing a theme/amusement park in the Suez Canal Region, in Egypt.

Questionnaire A: Visitors' Attitude Survey--

The Egyptian Population

An attitude survey was developed to measure the interest of the Egyptian population in visiting the proposed theme/amusement park. Questionnaire A involves 15 questions covering two specific areas: Demographic Profile such as age, occupation, marital status,

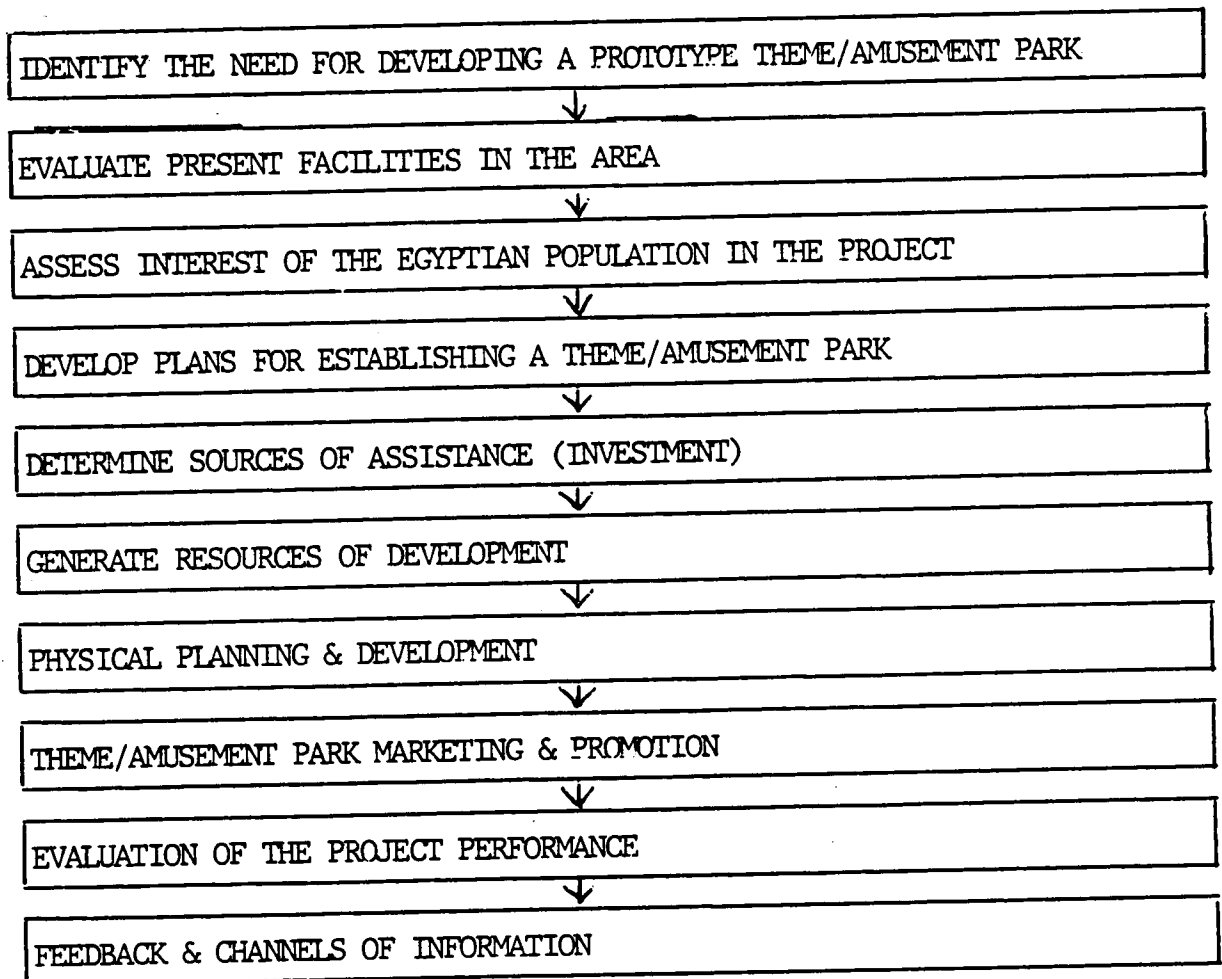


Figure 2. Model for the Development of a Prototype Theme/Amusement Park in Egypt. (Based on Dressel's model (1980), Improving Degree Programs, Jossey-Bass Publishers, San Francisco, California.

etc. . . ., and the other covering the visitors' preferences of attractions, type of accommodations, and style of food services, etc. . . .(Appendix A).

A stratified sample of 1,000 people who live in seven major governorates¹ 200 kilometers from the proposed location (south of Suez City) was selected as representative of the target population. Stratification was based on the distance of these governorates from the proposed location of the theme/area park. These cities are the capitals of the governorates due to their political and economic importance. Due to the limited research resources of time, funds, personnel, etc., the sample size was constrained to 1,000 people or .012 percent of the total population of 8.5 million people. The sub-sample size of each city was portioned on the basis of distance from the proposed site for development, and the population size of the city. Names and addresses of the sample population were randomly selected from telephone directories² of these cities by household (Table 7).

Questionnaire A was translated into the Arabic language for the convenience of conducting the survey. A pilot study was carried out to check the contents of the questionnaire through a group of Egyptians who are currently studying and working in Knoxville, Tennessee. Their comments and feedback helped in the design of the questionnaire. A cover letter was provided, and a purpose of study

¹Egypt is administratively divided into 26 governorates. Each governorate is self-administered by a governor and a governorate council.

²In 1977 there were 503,947 telephones in use in Egypt. Specific numbers of telephones in various governorates is not available.

Table 7. Selected Demographic Areas of the Arab Republic of Egypt.¹

City	Sample Size	Percent	Population (000's)
Suez	150	.06	250
Ismailia	100	.05	190
Port Said	150	.04	400
Cairo	400	.006	7,000
Banha	50	.03	180
Zagazig	50	.02	225
El-Mansora	100	.04	250
	1.000	or 0.012	of 8,500

¹Anonymous (1980b) Statistical Year Book, Public Agency for Statistics, Cairo, Egypt.

sheet that explains the nature and objectives of the research. Technical assistance of the Department of Marketing, the Ministry of Tourism in Egypt, was sought for supervising mailing and collecting the questionnaires. The returned questionnaires were forwarded to the researcher in the U.S.A.

Questionnaire B: Business Survey--USA Theme/Amusement Parks

The second questionnaire evolved as a result of stage number 4 of the model, which required investigating management plans for establishing a theme/amusement park. Due to the novelty of the concept of theme/amusement parks in Egypt, the study called for researching the criteria for the development of similar enterprises in the U.S.A. A 15-question "Business Survey" was designed covering the areas of: basis for development theme parks, seasonality, type of attractions, manpower planning, and visitors' mix.

A selected sample of 100 U.S.A. theme/amusement park corporations was selected as a representative sample of the U.S.A. amusement and leisure local market. The addresses of these corporations were selected from professional directories. Special consideration was given for selecting a sample that represent most of the demographic areas of the U.S.A., e.g., East Coast, Mid-West, etc. The size and variety of theme/amusement parks (aquatic, fantasy, Western, etc.) were also observed in the selection process of this sample.

A pilot study was conducted involving a number of professional leaders in the field of theme/amusement park management. Their

comments, inquiries, and research assistance was significant in constructing the questionnaire. The technical assistance of the International Association of Amusement Parks & Attractions (I.A.A.P.A.) has proved invaluable in conducting the research (Anon., 1981b).

A cover letter introducing the researcher, as well as the purpose of the study, and a stamped, self-addressed envelope were sent to selected theme/amusement park managers. A follow-up post card was mailed a week after dispatching the initial questionnaires (Appendix A). Due to the limited research resources of funds, time and personnel, samples of small sizes were selected of both the Egyptian population (1,000) and the U.S.A. theme/amusement parks (100). Henceforth procured results should be regarded as tentative.

Analysis of Data

Statistical Analysis System (SAS) was applied as the major instrument for research data analysis (Anon., 1979c). With respect to Questionnaire A: Visitors' Attitude Survey--The Egyptian Population, frequencies, percentages, and mean scores of the 15 questions were determined. Demographic characteristics such as city, age, marital status, occupation, etc. were correlated with the Visitors' Preferences of Type of Attractions, Average Length of Stay, Lodging Style, and Variety of Food Services.

It is projected that the results of the "Visitors' Attitude Survey--The Egyptian Population" will have a direct impact on determining the type of theme/amusement park to be developed and other

related aspects such as, capacity of lodging, type of entertainment, and transportation systems.

Other factors such as manpower development, visitors' mix, and capital investment were determined in the light of the results procured from the correlation analysis with Questionnaire B. It is anticipated that conclusions of both surveys, represented by Questionnaires A and B, will serve as the basis for developing a prototype theme/amusement park at the proposed site in Egypt.

CHAPTER IV

RESULTS AND DISCUSSION

This chapter includes analysis of the data collected from two questionnaires, one addressed to a randomly selected sample of the Egyptian population, and the other sent to a selected sample of the theme/amusement park corporations in the United States. The objective behind the first questionnaire was to assess interest of the Egyptian population in developing the project. The second questionnaire was designed to investigate management plans for establishing theme/amusement parks in the United States of America. Due to the small sample sizes of both the Egyptian population (1,000) and the U.S.A. theme/amusement parks (100), procured results should be regarded as preliminary and tentative.

Questionnaire A: Visitors' Attitude Survey--

The Egyptian Population

Out of 1000 mailed questionnaires to seven major cities in the neighborhood of the proposed theme/amusement park, 257 questionnaires were returned, or 25.70% of the total sample (see Appendix A), which is a fair but not significant response from the total sample. All returned questionnaires came from Cairo (the capital of Egypt), whereas no questionnaires were received from any other Egyptian city. In response to 15 questions included in Questionnaire A, the following responses were recorded and analyzed.

1. Age of Egyptian Respondent

Three respondents or 1.17% did not answer that question. Of the 254 respondents, 223 or 86.77% were 35-45 years old; 27 or 10.50% of the respondents were 30-35 years old; four respondents or 1.55% were of the 25-30 years old group. Both the younger group (20-25 years old) and the older group (45 plus) had the lowest percentages of 0.77% and 0.39% respectively. The average age of the respondents was 38 years and nine months old (Table 8).

Table 8. Distribution of Egyptian Respondents by Age.

Age Groups (Years)	Percent
(35-45)	86.77
(30-35)	10.50
(25-30)	1.55
(20-25)	0.77
45+	0.39

2. Occupation of Egyptian Respondents

In response to question number two about "occupation," 108 respondents or 42.02% were government employees, whereas 79 persons or 30.73% were businessmen. Thirty-eight persons or 14.78% were professionals and held a variety of jobs like physicians, lawyers, etc. Twenty-seven people were classified under "other" like "naval officers," "Consultants to the United Nations," etc. This group

accounted for 10.50% of participants. Only five respondents or 1.95% were retired government employees (Table 9).

Table 9. Distribution of Egyptian Respondents by Occupation.

Type of Employment	Percent
Government	42.02
Businessmen	30.73
Professional	14.78
Others	10.50
Retired	1.95

3. Monthly Family Income

One hundred twenty-two families or 47.7% earned more than E.p. 300.00 Egyptians pounds per month. Ninety-two families or 35.79% of the total respondents earned E.p. 200.00-300.00. Twenty-nine families or 11.28% earned between E.p. 150.00-200.00 per month. Eleven families or 4.28% had earnings of E.p. 100.00-150.00 per month. Only three families or 1.16% had monthly earnings of less than E.p. 100.00 Egyptian pounds. The average monthly income was E.p. 258.130 Egyptian pounds (Table 10).

Table 10. Distribution of Respondents by Monthly Family Income.

Income (E.p.)	Percent
300+	47.47
200.00-300.00	35.79
150.00-200.00	11.28
100.00-150.00	4.28
less than 100.00	1.16

4. Disposable Income

Six respondents or 2.33% did not answer that question. The lowest disposable income¹ of E.p. 10.00-20.00 was reported by 90 families or 35.85% of the respondents. Eighty-four families or 33.46% had monthly disposable income of E.p. 20.00-40.00. The highest disposable income of more than E.p. 100.00 was reported by 35 families or 13.94%. Twenty-three families or 9.16% had a disposable income of E.p. 50.00-70.00. Nineteen families or 7.56% had a disposable income of E.p. 80.00-100.00. The average monthly disposable income was E.p. 41.650 per family (Table 11).

5A. Marital Status

Two hundred thirty-nine respondents or 92.99% were married. Four people or 1.55% were divorced. Eleven people or 4.28% were widowed, but only three people or 1.16% were single.

¹Disposable income is the surplus of the monthly income after deducting household essential living expenditures such as food, rent, clothes, medicare, taxes, etc.

Table 11. Distribution of Respondents by Monthly Disposable Income.

<u>Disposable Income</u>	<u>Percent</u>
10.00-20.00	35.85
20.00-40.00	33.46
more than 100.00	13.94
50.00-70.00	9.16
80.00-100.00	7.56

5B. Marital Status (Number of Years)

Out of 239 married people, seven were married for three years, one was married for seven years, whereas the rest were married for 25 years. The divorced people were separated for 12 years. The 11 widowed people lost their partners over ten years ago. The singles were unmarried for five years.

6. Wife Employment

One hundred seven or 41.60% of the respondents' wives were employed, whereas 155 or 58.40% were housewives.

7. Number and Ages of Children in Egyptian Families

The 257 respondents had a total of 324 boys and 379 girls. The average number of children per family was 2.74 children (Table 12).

Table 12. Distribution of Respondents by Age of Children.

Age (years)	Boys		Girls	
	No.	%	No.	%
1-5	10	3.08	20	5.27
5-10	10	3.08	22	5.80
10-15	98	30.24	110	29.02
15-20	206	63.58	227	59.89
TOTAL	324	99.98	379	99.98

8. Preference for Types of Attractions in Theme/Amusement Parks

According to the "ranking score method" the item that scores the highest is indicative of its popularity and the vice versa, with five being most indicative of its popularity. "The World of Tomorrow" scored the highest (4.5) and was followed by the "rides" and "Sea World," which got an even score of 4.4. "Exotic animals" scored 4.2 and was followed by "musical shows" and "dancing shows" which recorded an even score of 4.1.

"Ancient civilization" scored 4.0 and was followed by "movies" (3.9) and "games" (3.7). "Tropical gardens" scored 3.6 and was followed by "muppet show" (2.8) and "arts and crafts" (2.7) (Table 13).

9A. Availability of Private Transportation

One hundred seven respondents or 41.83% did not answer this question. Of those who answered the question (150 respondents

Table 13. Preference of Respondents for Types of Attractions in Theme/Amusement Parks.

Attractions	Score [*]
World of Tomorrow	4.5
Rides	4.4
Sea World	4.4
Exotic Animals	4.2
Musical Shows	4.1
Dance Shows	4.1
Ancient Civilizations	4.0
Movies	3.9
Games	3.7
Tropical Gardens	3.6
Muppet Show	2.8
Arts and Crafts	2.7

^{*}Score: Based on a scale from 1-5, with 5 being most indicative of its popularity.

or 58.37%), 131 people or 87.33% reported that they own cars. Nineteen people or 12.67% reported that they do not own cars.

9B. Driving Distances

One hundred eighteen respondents (45.91%) did not answer this question. The remainder (139 respondents or 54.09%) reported the following: 73 or 52.51% of the respondents chose to drive for a distance of 1-50 km. Forty-one or 29.49% respondents preferred

driving for a distance of 50-100 km. Twelve or 8.63% respondents chose to drive for a distance of 100-150 km. Thirteen or 9.35% respondents chose the longest distance of 150-200 km. The average driving distance was 62.65 kilometers (Table 14).

Table 14. Preference for Driving Distances from the Theme/Amusement Park.

Driving Distance (km)	Percent
1-50	52.51
50-100	29.49
100-150	8.63
150-200	9.35

9C. Availability of Private Transportation Versus Preferences for Driving Distances: Cross Tabulation of Question 9A by 9B.

One hundred seven respondents, or 41.63%, did not answer this question. Of those who own cars (131 or 94.24%), 66 people or 47.48% preferred to drive for 1-50 km. Forty people or 28.78% chose driving for 50-100 km, whereas 12 people or 8.63% preferred driving for 100-150 km. Only 13 people, or 9.35%, chose driving for 150-200 km. Of those who do not own cars (19 people or 5.76%), 11 people did not respond to the question. Eight people responded, seven of them preferred to drive for 1-50 km. Only one respondent chose to drive for 50-100 km (Table 15).

Table 15. Availability of Private Transportation Versus Preferences for Driving Distances: Cross Tabulation, Question 9A by 9B.

Frequency Percent						
	Row Pct.					
Col Pct		1	2	3	4	Total
.	107	0	0	0	0	0
.	.	.	.	.	.	.
.	.	.	.	.	.	.
.	.	.	.	.	.	.
1	0	66	40	12	13	131
.	47.48	28.78	8.63	9.35	94.24	
.	50.48	30.53	9.16	9.92	.	
.	90.41	97.56	100.00	100.00		
2	11	7	1	0	0	8
.	5.04	0.72	0.00	0.00	5.76	
.	87.50	12.50	0.00	0.00		
.	9.59	2.44	0.00	0.00		
TOTAL	.	73	41	12	13	139
.	52.52	29.50	8.63	9.35	100.00	

Thirty-eight respondents or 14.78% did not respond to this question. Of the 219 respondents, 128 or 58.45% reported that they "prefer using public transportation in order to reach the theme/amusement park." Ninety-one respondents or 41.55% showed their reluctance to the use of public transportation to reach the proposed park.

10B. Cost of Transportation

Seventy-eight respondents or 30.35% did not answer this question. Of the 179 respondents, 113 or 63.12% agreed to paying E.p. 0.50-1.50 as cost for their transportation to the theme/amusement park. Fifty-two respondents or 29.05% were willing to pay E.p. 0.50-1.00 for the bus fare to the park. Thirteen people or 7.26% preferred a higher rate of E.p. 1.00-1.50. One respondent or 0.55% was ready to pay E.p. 1.50-2.00 for the transportation fare. On the average the cost of transportation was L.E. 0.630 (Table 16).

Table 16. Distribution of Respondents by Cost of Transportation.

<u>Egyptian Pounds</u>	<u>Percent</u>
0.50	63.12
0.50-1.00	29.05
1.00-1.50	7.26
1.5-2.00	0.55

10C. Use and Cost of Public Transportation: Cross Tabulation,Question 10A by 10B.

Seventy-eight respondents, or 30.33%, did not respond to this question. Of those who preferred to use "public transportation" (126 respondents or 70.79%), 68 people or 38.20% chose to pay E.p. 0.50 for their bus fare. Forty-six respondents or 25.84% chose to pay E.p. 0.50-1.00 as cost of transportation. Eleven people or 6.18% preferred paying E.p. 1.00-1.50 for transportation. One respondent preferred to pay E.p. 1.5-2.00 for transportation, and two people agreed to use public transportation but they did not indicate their cost preference. Forty-two respondents or 29.21% disagreed to the use of public transportation to reach the proposed theme/amusement park. Forty-four respondents or 24.72% suggested paying E.p. 0.50 for transportation. Six people or 3.37% suggested paying E.p. 0.50-1.00 for their fare. Two people preferred to pay E.p. 1.50-2.00 for transportation. Thirty-nine people out of the 52 who do not prefer using public transportation did not indicate a transportation cost level (Table 17).

11. Family Expenditures in Theme/Amusement Park.

Seventeen respondents or 6.61% did not respond to this question. Of the 240 respondents, 106 or 44.16% reported that spending over one day for admission, rides, meals and souvenirs at the theme/amusement park could amount to E.p. 10.0-20.0. Fifty-five or 22.91% of the respondents stated that their family expenditures in a single day could be in the range of E.p. 20.00-30.00. Thirty-one or 12.91%

Table 17. Use and Cost of Public Transportation: Cross Tabulation, 10A by 10B.

Frequency Percent						
Row Pct.	Col Pct.	1	2	3		Total
.	37	1	0	0	0	0
.	.	.	.	.	.	.
.	.	.	.	.	.	.
.	.	.	.	.	.	.
1	2	68	46	11	1	126
.	38.20	25.84	6.18	0.56		70.79
.	53.97	36.51	8.73	0.79		
.	60.71	88.46	84.62	100.00		
2	39	44	6	2	0	52
.	24.72	3.37	1.12	0.00		29.21
.	84.62	11.54	3.85	0.00		
.	39.29	11.54	15.38	0.00		
TOTAL	.	112	52	13	1	178
.	62.92	29.21	7.30	0.56		100.00

of the respondents reported their willingness to spend between E.p. 30.00-40.00 in a single day. Twenty-seven or 11.25% have the spending power of E.p. 40.00-50.00 per day. Twenty-one families or 8.75 were the highest spenders of over E.p. 50.00 per day for family entertainment. The average family preference for expenditures in the theme/amusement park was E.p. 26.300 for a single day (Table 18).

12. Length of Stay at the Theme/Amusement Park

Thirty-six respondents or 14.00% did not answer this question. Of the remaining 221 respondents, 105 or 47.52% reported their desire for staying for 12 hours at the proposed theme/amusement park. Forty-four people or 19.90% chose to stay for one day, whereas 32 people or 14.47% preferred to stay for two days. Only 21 people or 9.50% chose to stay for three days. Those who chose to stay for longer than three days were 19 people or 8.59% of the respondents. The average length of stay was 30 and one-half hours (Table 19).

Table 18. Distribution of Respondents by Daily Expenditure in the Theme/Amusement Park.

Family Expenditures (E.p.)	Percent
10.00-20.00	44.16
20.00-30.00	22.91
30.00-40.00	12.91
40.00-50.00	11.25
more than 50.00	8.75

Table 19. Preference for Length of Stay.

Days	Percent
0.5	47.52
1.0	19.90
2.0	14.47
3.0	9.50
3.0+	8.59

13. Preference of Type of Accommodations

One hundred forty-seven respondents, or 57.20%, did not answer this question. Of the remaining 110 respondents, or 42.80%, 100 or 38.91% preferred to stay at "chalets." Sixty-one respondents, or 23.75% chose to stay at "floating hotels." Twenty-seven respondents or 10.50% chose to stay at "condominiums," whereas only 17 people or 6.61% chose to stay at "honeymoon chalets." Five people or 1.94% preferred "camping grounds" as their type of accommodation during their visit to the theme/amusement part (Table 20).

14. Preference for Paying Admission Fees

Three respondents, or 1.17%, did not answer this question. One hundred twenty-four respondents, or 48.81%, preferred to "get a ticket at the main entrance." Sixty respondents, or 23.62%, chose to "get a ticket book" that covers most of the rides and attractions. Fifty-five people, or 21.65% preferred "free entry" in addition to paying for individual games and rides. Ten respondents, or 3.39%

Table 20. Distribution of Respondents by Preference for Type of Accommodations.

Accommodations	Percent
Chalets	38.91
Floating Hotels	23.73
Hotels	18.28
Condominium	10.50
Honeymoon Chalets	6.61
Camping Grounds	1.94

chose getting a "season pass." Suggestions from five respondents or 1.96% include "getting a ticket, then pay for individual rides and games," or free amusement park (Table 21).

15. Preference for Types of Food Service

According to the "reverse ranking score method," the most preferred types of food services were the lowest score, and the least popular types of food service were the highest score. Food service types of the Arab, African, English, French, Italian, and American styles scored 2.00 as the most popular selection to the Egyptian consumers. Both "Egyptian country foods" and "Innovative foods" scored 2.1 as second best to the first category.

The third choice of food services was the Japanese, Indian and Mexican cuisines which scored 2.2. Food service after the Pharaonic style was the least popular to the Egyptian consumers and it scored 2.7. Table 22 illustrates the scores of food services.

Table 21. Distribution of Respondents by Preference for Paying Admission Fees.

Ways of Paying Admission Fees	Percent
Get a ticket at the main entrance	48.81
Get a ticket book	23.62
Free admission--pay for rides and games	21.65
Get a season's pass	3.93
Suggestions	1.96

Table 22. Preference for Types of Food Services.

Food Service Style	Score [*]
Arabic	2.00
African	2.00
English	2.00
French	2.00
Italian	2.00
American	2.00
Egyptian Country	2.10
Innovative Foods	2.10
Japanese	2.20
Mexican	2.20
Indian	2.20
Pharaonic	2.70

^{*}Based on a scale from 1-5, with 1 being the most indicative of preference.

From the 257 respondents to questionnaires given to a stratified random sample of 1000 Egyptians in seven Egyptian cities, the following characteristics and attitudes of the Egyptian visitors to theme/amusement parks were determined:

1. The average age of the respondents would be 39 years old which is an indication of the average size of the supporter of middle size Egyptian families.
2. Government employees represent 42.02% of the respondents, followed by businessmen (30.73%), professionals (14.78%), and others (10.50%), which could delineate the four major sources of visitors.
3. Forty-seven percent of the Egyptian families earned more than E.P. 300.00, whereas 35.79% families earned an average monthly income of E.P. 250.00. On the average the monthly income was E.P. 258.130 per family.
4. Only 19 families or 7.56% had a disposable income of E.P. 90.00 per month, whereas 69.31% of the families had a disposable income of E.P. 22.500. The average monthly disposable income was E.P. 41.650, which indicates that these families could visit the theme/amusement parks two or three times a year.
5. The rate of divorce is very low in Egypt as the responses show (four people or 1.55% were divorced). Over 90% of the respondents were married for periods of more than 20 years which reflects the adherence to the concept of matrimony and stability of the family as emphasized in

the oriental cultures. It would be assumed that the majority of visitors would be families.

6. Concerning "wife employment," 41.60% of the wives were employed versus the rest (58.40%) who were unemployed. The high rate of wife employment could be associated with higher income level, a higher degree of education and experience in life. In general, wife employment enhances the drives for travel, recreation and family entertainment.
7. The average number of children was 2.74 per family. The trend towards having a small-size family is receiving more popularity in Egypt. Thirty percent of the children were 12.5 years old on the average, whereas 61% of them were 17.5 years old on the average. These age groups should be taken into consideration in selecting the types of attractions in the theme/amusement park.
8. With regard to "preferences of types of attractions," responses indicate the inclination of the Egyptian participants to experience innovative attractions and exotic thrills. The natural selection of attractions suggests that the Egyptians are interested in innovative themes like that of "the World of Tomorrow," "thrill rides," "Sea World" and "exotic animals." Themes like musical shows and dance shows are attractive to them, too.
9. Eighty-seven percent of the respondents reported that they own cars, whereas the rest (13%) did not own cars. These

results should be carefully studied because the residents of Cairo enjoy a higher economic and urban level than the rest of the country. However, it is safe to conclude that "car ownership" rates are growing in Egypt which could encourage local travel and outdoor recreation.

10. Driving for long distances is not popular in Egypt, however 52.51% of the respondents preferred to drive for 25.5 km on the average. The average driving distance for all respondents was 62.650 km, which is significant to the development of the proposed theme/amusement park.
11. Although public transportation faces many problems in Egypt, 58.45% of the respondents preferred to use it. Those who chose public transportation were ready to pay E.P. 00.630 as cost for transportation. Developing a transportation system that links the theme/amusement park to the major metropolitan areas will help promote travel and facilitate communications between the large cities and the recreational facilities in the country.
12. Forty-four percent of the families preferred to spend E.P. 15.00 on the average as expenditures on admissions, meals, souvenirs, etc. in a single day. On the average family expenditures in the theme/amusement park was E.P. 26.30. Costing and pricing pro-forma should be developed on these price levels.
13. Forty-seven percent of the respondents preferred to stay for 12 hours at the theme/amusement park. Eighteen

percent preferred to stay for three days or more. The average length of stay was 30 and one-half hours which provides sound grounds for developing lodging facilities for the visitors to stay overnight. Thirty-nine percent of the respondents preferred chalets as a type of accommodations, whereas 23 percent chose floating hotels. Hotels were chosen by 18 percent and condominiums were preferred by 10.50%. A variety of lodging facilities should be designed on this in order to meet the various needs of the visitors.

14. Forty-nine percent of the respondents preferred getting a ticket at the main entrance and 23.62% preferred a ticket book that covers most of the games and rides. Another 21.65% of respondents chose a free entry besides paying for selective games and rides. A season's pass was suggested by some respondents. In conclusion, a selection of admission policies should be provided that maintain both control and flexibility.
15. Offered a selection of 12 types of food services, the following types were the most popular: Arabic, African, English, French, Italian, American and Egyptian country foods. A variety of food service systems should be developed according to these findings in order to promote the heterogeneous themes and attractions.

Characteristics and attitudes of the Egyptian visitors to the proposed theme/amusement park are generally positive as

related to family income, disposable income, marital status and preferences for types of attractions. Both the rate of returned questionnaires and the variety of responses reflect the interest of the Egyptian population in developing the proposed theme/amusement park.

Questionnaire B: Management Plans for Developing
Theme/Amusement Parks in the
United States of America

Out of 100 questionnaires mailed to theme/amusement park corporations, 23 parks responded. Twelve questionnaires were returned unanswered because of the inability to forward by the mail service. Only one questionnaire out of the three was "invalid" because "the project is in the development phase," as mentioned by the sender. In response to the 15 questions provided in the questionnaire, the following responses were recorded and analyzed:

1. Number of Years Managing Theme/Amusement Parks

Of the 22 theme/amusement parks, eight or 36.36% were in business for a period that ranged between 20-30 years. This group was followed by five or 22.73% of theme/amusement parks that were in business for a period that ranged between 10-20 years. Four or 18.18% of the parks were in business for over 50 years, but only three or 13.63% of the parks were in business for a period that ranged between 30-40 years. Theme/amusement parks that were in business for a period that ranged between one to five years or five

to ten years scored 4.65% each, of the total responses. The average number of years in which all theme/amusement parks were in business was 26.60 years (Appendix B).

2. Names, Locations and Number of Visitors to Theme/Amusement Parks (U.S.A.)

The list of theme parks includes four large parks of an average size of more than 1,000 acres. These are King's Island, Ohio; King's Dominion, Virginia; Darrier Lake, New York; and Walt Disney World, Orlando, Florida, which have acreage of 1,500, 1,300, 1,200 and 27,000 respectively. Apart from these four large parks, the average size of a theme/amusement park was approximately 72.34 acres of land, water and gardens (see Appendix B).

With regards to number of visitors for 1981, Walt Disney World in Orlando, Florida recorded 12 million visitors for that year. If the number of visitors for both Disneyland and Disney World are excluded besides visitors to the 1982 World's Fair, the average number of visitors to the average theme/amusement parks amount to 983,333 visitors (Table 21).

Overseas

U. S. theme/amusement park corporations have participated in the development of similar amusement parks in the following countries: Saudi Arabia, Singapore, Taiwan, Australia, Costa Rico, El Salvador and Japan.

Table 23. Comparison Between Size and Number of Visitors of the Largest and the Average Theme/Amusement Parks (U.S.A.).

Park	State	Size (acres)	Visitors (000)
King's Island	OH	1,500	2,800
King's Dominion	VA	1,300	1,700
Darrier Lake	NY	1,200	1,300
Disneyland	CA		11,000
Disney World	FL	27,000	12,000
World's Fair 1982	TN	77	11,000
Average Number of Acres/Visitors		72,34	983

3. Planning Variables for the Development of Theme/Amusement Parks

Asked to rank in order of importance the criteria for developing new theme/amusement parks, the 22 respondents gave the following ranking order¹: Market demand had the highest score (1.8), followed by High Return on Investment (2.28). Attractive Location scored third (2.45), followed by Promotional Image (3.56) and Financial Diversification (3.73). In the sixth place, Availability of Unique Human Talent scored 4.0. Other factors which scored 4.0 included comments like "Economic Impact on an entire community," "Access to the market, and project concept." The Disney World Corporation has emphasized the important role of "Participants and Sponsorships."

¹A reverse ranking order score method was applied where the lowest score ranks first and so forth.

4. Preference for Population Base with Relation to Locations and Distances of Travel for Future Developments

Preference of population base with relation to locations and distance travelled to future theme/amusement parks have concluded the following results; suburbs scored the highest (5.36), followed by resorts (4.81) and urban/metropolitan (2.00). Table 24 illustrates the formulated results as reported.

5. Length of Operating Season

Asked about their operating season, 16 theme/amusement parks or 69.90% responded that their parks operate on Seasonal Basis. On the average, the season is 5.5 months long which starts in May and ends September or October. Seven theme/amusement parks or 30.10% confirmed that they operate on a year-round basis, like those of Disney World and Marineland in Florida, and Busch Gardens in Virginia.

Table 24. Preference for Population Base with Relation to Locations and Distances of Travel for Future Developments.

Location	Avg. Pop. (million)	Avg. Distance (miles)	Mean Score
Urban/Metropolitan	1.25	30	2.00
Suburbs	7.00	60	5.36
Resorts	25.00	100	4.81

6. Type of Employment at Theme/Amusement Parks

In response to the question, "Type of Employment" at theme/amusement parks, the following results were obtained. Nineteen respondents or 86.40% gave "Seasonal Labor" the highest score of 76.42, followed by "Permanent Labor" which scored 18.78. "Part-Time Workers" and "Other" scored 13.50 and 10.00 respectively.

7. Type of Training Programs

In concern with identification of "Type of training programs used," the 22 respondents gave the following results: On-site training ranked first with a score of 1.28. The use of Operating manuals/guides scored 2.22, followed by In-house Management Seminars with a score of 2.77. Classroom training programs, Off-site training, and Trade association conventions scored 3.00, 3.50, and 3.85 respectively. "Other" scored 4.00, and it involved comments like "Visitation of similar operations." Due to the seasonal type of operations, "On-Site training" receives considerable attention as compared to other types of training.

8. Major Attractions Within Theme/Amusement Parks

Offered a variety of themes and attractions to Directors of theme/amusement parks, they selected the most popular themes and results were concluded: "Children amusement" and "rides" ranked first with a score of 86.36 each. "Musical shows" ranked second with 68.18 score, followed by "Games" (59.09).

"Fantasy and adventure" and "Tropical gardens" had equal scores (50.00 each). "Sea World" and "Ethnic cultures" also had

equal scores of 31.18. "Frontier/Western or Mountain" came sixth with a score of 27.27, followed by "Marina" which scored 22.72.

"Other" scored 13.63, which included "Gardens," "Motel, restaurant," "Water ski, thrill shows, and live shows" and "Children's Participatory Play area."

9. Unique Services Offered at Theme/Amusement Parks

Results from the questions concerning the unique services that theme/amusement parks offer to their visitors, "Food service," got the highest percentage of 45.45%, followed by "Personal contact of staff" with 40.90%. Selling merchandise in the form of "Souvenirs" came third with 22.72%, followed by the "Lodging" service with 18.18%. All respondents reported that they do not operate private airports, but access to air transport was available.

"Entertainment" in the form of "Night Clubs and Casinos" scored 9.09%, and evidently it was mentioned as an integral part of the lodging and resort complex. "Other" which scored 13.63% included "Resort community," "Bus service and group service," and "Natural Park Beauty."

10. Major Sources of Revenue

Of the 22 respondents, seven or 31.81% responded to this specific question. The rest considered the data "Confidential," or "Annual report is unavailable because it is a closed corporation." Revenues generated from "Attendance/Admissions" represented 40.41% of the total. "Other" which included "Motel revenues" ranked second with a record of 29.29% of gross revenues.

"Souvenirs/Merchandise" ranked third by sharing 21.21% of the total, whereas "Food Service" revenues accounted for 9.09% of gross revenues.

11. Estimate of Development Costs for Recent Theme/Amusement Parks

In response to enquiring about the "turn-key cost" for developing recent theme/amusement parks, ten of 45.45% of the respondents answered the question. The range for development cost was striking particularly in comparing Disney World's latest project "Epcot" to developing "Funtime USA" in Gulfport, Mississippi. Total development cost for Epcot was one billion dollars, as compared to one million dollars for the Funtime USA.

Excluding the mammoth development cost of "Epcot" the average cost for developing a theme/amusement park could be around \$35 million dollars.

12. Time Requirement for the Development of Theme/Amusement Parks (months)

Asked about time allocation for developing a theme/amusement park, the time frame was divided into four distinctive stages. These stages were "Economic feasibility," "Design and Development," "Management and Operation" and finally the "Inauguration" stage. The Design and Development scored the highest (20.40), followed by Economic feasibility with a score of 11.50. Management and Operation scored 10.42, whereas the Inauguration stage had the lowest amount of time (6.11). Table 23 illustrates "Time Requirement" as concluded from the data.

Table 25. Time Requirement for the Development of Theme/Amusement Parks.

Developmental Stage	EPCOT (months)	Average Time for Other Facilities (months)
Economic Feasibility	90	1.98
Design and Development	90	14.30
Management and Operation	24	8.46
Inauguration	6	7.20
Total	210	31.94

13. Theme/Amusement Park Organization Chart

Seven or 31.81% of respondents provided Organization Charts for their park operations. The scope of these charts range from the simple as is the case with "family owned parks," to the complex and sophisticated as represented by the Disney World chart of organization and hierarchy of management.

Leisure and Recreation Concepts, Inc. (LARC) has provided an elaborate model for "Basic Theme Park Organization Chart." The seven major departments in an average size theme/amusement park are marketing, finance, merchandise, operations, maintenance, general services and the food services. A president may head the management team of the theme/amusement park and one or more vice-presidents will assist him in the daily operations.

14. Material for Promotion and Advertising

Fourteen or 63.63% of the respondents provided a selection of promotional materials such as booklets, posters, brochures, etc. which is considered valuable for research purposes. The variety of material could enhance the process of developing new concepts and themes for future projects.

15. Classification of Types of Visitors

Asked about their "Clientele Mix," 15 or 68.18% of respondents replied. The four major categories of "Families," "Special groups," "Couples," and "Tour/travel" have scored 56.8, 24.38, 15.07, and 81.75 respectively. "Other" which scored 13.0 has included groups like educational, singles, and teens.

A recent National Report analyzing "Awareness of Parks by Demography" has indicated that "retired people" compose the largest segment (25.70%) of the U. S. park visitors for 1982 (Anon., 1983B). Table 24 illustrates demographic groups and their percentages.

The implemented management plans for developing theme/ amusement parks by the U.S.A. entertainment corporations will significantly assist in establishing similar ventures in Egypt. Questionnaire B which served as a "Business Survey" included fifteen questions which cover most areas that a feasibility study covers. The incorporated results of questions A and B will provide the prime data for the next chapter of Conclusions and Recommendations.

Table 26. Awareness of Parks by Demography.

Demographic Group	Percentage
Retired	25.7
Couples (older)	16.4
Parents (middle age)	12.6
Parents (young)	10.7
Bachelor	10.0
Couples (young)	9.2
Parents (older)	9.0

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Findings reported in the preceding chapters of this research lead to the following conclusions in spite of the relatively small sample size:

1. "Leisure" is still regarded as a "luxury" in the developing countries because of the slow economic growth and the classical social burdens such as illiteracy, lack of birth controls, etc.
2. The young generations of the developing nations consider "leisure" a "necessity" due to the influence of international communications that transmit the social life of their peers in the developed countries.
3. Concerning Egypt, the rapid growth of population is surpassing the endeavors for social development and urbanization.
4. Planning for "leisure service" has been long overlooked by both public and private sectors in Egypt.
5. Substantial investments by both public and private sectors are allocated for developing tourist and recreation resorts for the international travellers. The "imbalance" in providing adequate recreation facilities for the indigenous population is fueling social tensions and hostility versus the foreign visitor.

6. The decision for investigating the development of a prototype theme/amusement park to be located at the Suez Canal Region, the Arab Republic of Egypt evolved as a logical outcome of this study that justifies developing a recreation and entertainment resort for the Egyptian population.

7. A modified ten-stage model (based on Dressel's model) was used as premises for the research procedure. Two parts of this model were thoroughly investigated, namely:

- a. Identification of the need for the development of a prototype theme/amusement park, through assessment of the interest of the Egyptian population in developing the project.
- b. Development of management plans for establishing a theme/amusement park in the Suez Canal Region, Egypt.

In order to investigate parts A and B of the model, two questionnaires were developed. The first (Questionnaire A: Visitors' Attitude Survey--The Egyptian Population) was mailed to 1,000 randomly selected Egyptian families in seven Egyptian cities in the neighborhood of the proposed theme/amusement park. Conclusions of the findings of this questionnaire were summed up as follows:

Visitors' Profile to the Proposed Theme/Amusement Park

1. The average family size is five persons, composed of two parents and three children. The father could be employed by government, a businessman or a professional. The average age of the father is 40 years.

2. Ninety percent of the visitors are families earning an average monthly income of E.P. 258.130 and having a disposable income of E.P. 41.65 per month.

3. The average family expenditure in the theme/amusement park is estimated at E.P. 26.30 per day. The average length of stay will exceed 30 hours, therefore a variety of lodging facilities has to be provided.

4. The average driving distance is 62.650 km, with 87% of respondents "car owners" and 58% are willing to use "public transportation" at E.P. 00.630 which provides basis for "Accessibility to the Park."

5. For admissions to the theme/amusement park a variety of ways such as selling tickets at the main entrance or a ticket book that covers most games and rides, etc. and a season pass should be provided for the visitors.

6. With regards to "attractions" a selection of themes like "The World of Tomorrow," "Thrill Rides," "Sea World," "Exotic Animals," "Musical Shows," and "Dance Shows" has to be combined.

7. Concerning "food service," a display of Arabic, African, English, French, Italian, American and Egyptian country foods should be served to the visitors.

Questionnaire B, "Management Plans for Developing Theme/Amusement Parks in the U.S.A.," was mailed to 100 selected theme/amusement park corporations all over the U.S.A. The findings of this questionnaire are summed up with emphasis on applying these findings in Egypt.

Management Plans for Developing Theme/Amusement Parks

1. Due to the fact that little is known in Egypt about developing theme/amusement parks, foreign expertise represented by consulting firms from the U.S.A. and Western Europe is necessary for that purpose.

2. An average size theme/amusement park of 72 acres of land would be appropriate in the U.S.A. Developing a similar park in Egypt would be too large, therefore an average size theme/amusement park should be about 35 acres of land, water and scenery, due to the concern for land use in Egypt.

3. With reference to "planning variables for the development of theme/amusement parks," the following variables scored the highest in the U.S.A.: market demand, high return on investment, attractive location, promotional image, and financial diversification. The results of this study could serve as a model for developing a similar "market research" to assess factors that contribute to the development of theme/amusement parks in Egypt.

4. Investigating preferences of theme/amusement park corporations versus future developments, the highest scores were given to "suburbs," "urban/metropolitan" and "resorts." A similar study should be carried out in Egypt to evaluate preferences for future developments concerning locations and size of population.

5. Concerning the operating season, 70% of the U.S.A. parks operated on seasonal basis, whereas the remainder (30%) were open year-round. Due to climatic differences between Egypt and the

U.S.A., studying the climatic conditions will produce different operating seasons.

6. "Seasonal labor" had a score of 76.42, followed by permanent labor (18.78). "Part-time labor" and "other" scored 13.50 and 10.00 respectively. The length of the operating season will determine the type of employment needed.

7. The classifications of "types of training for manpower" with highest scores were "on-site training," "using operating manuals/guides," and "in-house management seminars." These findings could help establish "manpower development programs" for similar ventures in Egypt.

8. A variety of themes and attractions classified by directors of theme/amusement parks as the most popular were children amusement, rides, musical shows, and games. Other attractions included fantasy and adventure, tropical gardens, sea world and ethnic cultures. A separate study was conducted to determine preferences of attractions for the Egyptian population showing preferences for the "World of Tomorrow" and "thrill rides" as well as others.

9. As major source of revenue "admissions" accounted for 40.41% of gross revenues, followed by "motel" (29.29%). Souvenir and merchandise accounted for 21.21%, whereas food service accounted for 9.09% of gross revenues. These major sources of revenue would vary depending on the type and size of the theme park.

10. Epcot, the Walt Disney Corporations' most recent project, cost over one billion dollars, which is an exceptional

capital investment for one project. Excluding the cost of the Epcot Center, the average developing costs for a theme/amusement park are approximately \$35 million dollars.

11. On the average it took 32 months to develop a theme/amusement park in the U.S.A. The design and development stage took 15 months and setting the management team required eight months. Time requirements for developing a similar venture in Egypt could demand six months more if foreign expertise is involved.

12. Most theme/amusement parks are owned by holding companies that appoint a president for entertainment and resorts to manage the park. The president may have one or more vice-presidents for major divisions like "marketing" or "attractions." An average size park has seven major departments; these are: marketing, finance, merchandise, operations, maintenance and general service (Anon., 1983b). This organizational structure could serve as a model for developing similar ventures in Egypt.

13. Families were the largest visiting group to theme/amusement parks in 1981. A recent national survey for "awareness of parks by demography" listed the "retired" group as 25.70% of visitors to parks in 1982. Older couples, middle age parents, young parents and bachelors followed the retired group. A similar survey conducted in Egypt demonstrated that 90% of the would-be visitors are families.

Recommendations

In conclusion, procured results from this research further the following recommendations:

- A. The need for developing a National Council for Leisure Service whose main objective is to initiate a Comprehensive Masterplan for Providing Leisure Service in Egypt.
- B. The National Council for Leisure Service should authorize, organize, and supervise the following tasks:
 - i. Develop recreation programs on a nationwide basis.
 - ii. Promote local travel and outdoor recreation.
 - iii. Encourage public and private sectors to develop joint ventures for commercial recreation, and
 - iv. Launch a national campaign for changing the working week from six days to five days a week. This new working pattern could create enough time factor (weekends) for local travel and outdoor recreation.

Since this research has indicated an interest for the development of a theme/amusement park in Egypt, it is recommended that present recreation facilities in the area be evaluated. Plans for establishing a theme/amusement park, made by the concerned agencies of private and public sectors within Egypt referring back to the model, further research could be undertaken to complete the development of a theme/amusement park in Egypt (see p. 28).

CHAPTER VI

SUMMARY

The purpose of this study was to design a model for the development of a prototype theme/amusement park to be located at the Suez Canal Region, The Arab Republic of Egypt. A modified ten-stage model (based on Dressel's model" was used as premises for the research procedure. Two parts of the model were thoroughly probed, these are:

- A. Identification of the need for the development of a prototype theme/amusement park, through assessment of the interest of the Egyptian population in developing the project, and
- B. Development of management plans for establishing a theme/amusement park in the Suez Canal Region, Egypt.

In order to investigate part A of the model, "Assessment of the interest of the Egyptian population in developing the project," Questionnaire A was developed (Visitors' Attitude Survey--The Egyptian Population) and mailed to 1,000 randomly selected Egyptian families in seven major cities in the neighborhood of the proposed theme/amusement park.

The percentage of returned questionnaires was 25.70% and findings concluded from the analysis of data demonstrate the interest of the Egyptian population in developing a theme/amusement park in that location.

In order to investigate part B of the model, developing plans for establishing a theme/amusement park in the Suez Canal Region, Questionnaire B was developed and mailed to 100 selected theme/amusement park corporations all over the U.S.A. The percentage of returned questionnaires was 23.00%. Findings concluded from the analysis of data will serve as a basis for developing similar ventures in Egypt.

In conclusion, recommendations were made for developing a National Council for Leisure Service in Egypt. The main objective for establishing such a council is to initiate a Comprehensive Master-plan for Leisure Service in Egypt. The proposed council will organize and supervise developing recreation programs and promote local travel and outdoor recreation. Recommendations were also made that include further research for the development of the proposed model.

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APPENDICES

APPENDIX A. QUESTIONNAIRE A: VISITORS' ATTITUDE SURVEY--
THE EGYPTIAN POPULATION



NUTRITION
AND FOOD
SCIENCES

August 6, 1982

Dear Sir/Madam:

Mr. Yahya A. K. Hassan, a doctoral student in Food Systems Administration, The College of Home Economics, The University of Tennessee, Knoxville, is conducting a research project titled "Design Model for the Development of a Prototype Theme Park Located at the Suez Canal Region, The Arab Republic of Egypt."

Mr. Hassan is a faculty member at the College of Tourism & Hotel Management, The University of Helwan, Cairo, Egypt. He holds a Master of Science Degree in "Catering Technology & Tourism," from the Scottish Hotel School, The University of Strathclyde, Glasgow, Scotland.

Recent studies have demonstrated a substantial growth in the development of international tourism and the main sectors of the hospitality industry in Egypt. A major concern has been expressed towards the development of a theme park that could meet the needs of both the national and international visitors to Egypt.

Mr. Hassan is endeavoring through this survey to determine the feasibility of developing a theme park in Egypt. Your response to this survey will provide us with meaningful data that will enhance formulating the research project. Please return the completed questionnaire and any further comments in the stamped, self-addressed envelope by August 30, 1982.

Thank you in advance for your cooperation.

Sincerely,

Mary J. Hitchcock
Professor of Food Systems
Administration

MJH/jcl

THE UNIVERSITY
OF TENNESSEE
COLLEGE OF
HOME ECONOMICS
KNOXVILLE 37996-1900
615 974 5445

Directions: Please read the headings and check the appropriate answer ()

1. Age

- | | | | |
|----------------|-----|----------------|-----|
| a. 20-25 years | () | d. 35-45 years | () |
| b. 25-30 years | () | e. 45+ years | () |
| c. 30-35 years | () | | |

2. Occupation

- | | | | |
|-----------------|-----|------------|-----|
| a. Businessman | () | d. Other | () |
| b. Government | () | e. Retired | () |
| c. Professional | () | | |

3. Monthly Family Income (E.p.)

- | | | | |
|--------------------------|-----|--------------------------|-----|
| a. Less than E.p. 100.00 | () | d. E.p. 200.00-300.00 | () |
| b. E.p. 100.00-150.00 | () | e. More than E.p. 300.00 | () |
| c. E.p. 150.00-200.00 | () | | |

4. Disposable Income (E.p.)

- | | | | |
|---------------------|-----|--------------------|-----|
| a. E.p. 10.00-20.00 | () | d. E.p. 80.00-1000 | () |
| b. E.p. 20.00-40.00 | () | e. E.p. 100.00+ | () |
| c. E.p. 50.00-70.00 | () | | |

5. Marital Status

- | | | | |
|-------------|-----|------------|-----|
| a. Married | () | c. Widowed | () |
| b. Divorced | () | d. Single | () |

5B. Marital Status (No. of Years)

- | | | | |
|---------------|-----|----------------|-----|
| a. 1-5 years | () | c. 10-20 years | () |
| b. 5-10 years | () | d. 20-30 years | () |

6. Wife Employment

- | | | | |
|-------------|-----|---------------|-----|
| a. Employed | () | b. Unemployed | () |
|-------------|-----|---------------|-----|

7. Number and Ages of Children

<u>Boys</u>		<u>Girls</u>	
a. 1-5 years	()	1-5 years	()
b. 5-10 years	()	5-10 years	()
c. 10-15 years	()	10-15 years	()
d. 15-20 years	()	15-20 years	()

8. In case you are offered a variety of attractions, which attractions would you prefer? Check () the number of attractions and the degree of preference.

<u>Attractions</u>	<u>Preference</u>				
	strongly like (5)	mod. like (4)	neut. (3)	dislike (2)	extreme dis. (1)
a. The World of Tomorrow	()	()	()	()	()
b. Rides	()	()	()	()	()
c. Sea World	()	()	()	()	()
d. Exotic Animals	()	()	()	()	()
e. Musical Shows	()	()	()	()	()
f. Dance Shows	()	()	()	()	()
g. Ancient Civilizations	()	()	()	()	()
h. Movies	()	()	()	()	()
i. Games	()	()	()	()	()
j. Tropical Gardens	()	()	()	()	()
k. Muppet Show	()	()	()	()	()
l. Arts and Crafts	()	()	()	()	()

9A. Availability of Private Transportation

Do you own a car?

- a. Yes () b. No ()

9B. In order to reach the theme/amusement park, how many (km) would you like to drive?

- a. 1-50 km ()
 b. 50-100 km ()
 c. 100-150 km ()
 d. 150-200 km ()

10A. Do you like using public transportation in order to reach the theme/amusement park?

- a. Yes () b. No ()

10B. How much money do you want to pay for transportation?

- a. E.p. 00.50 ()
b. E.p. 00.50-1.00 ()
c. E.p. 1.00-1.50 ()
d. E.p. 1.500-2.00 ()

11. How much money can you spend in the theme/amusement park in a single day for the whole family?

- a. E.p. 10.00-20.00 ()
b. E.p. 20.00-30.00 ()
c. E.p. 30.00-40.00 ()

12. How long would you like to stay at the theme/amusement park?

- a. 12 hours ()
b. 1 day ()
c. 2 days ()
d. 3 days ()
e. More than 3 days ()

13. What type of lodging do you prefer?

- a. Hotels ()
b. Chalets ()
c. Floating Hotels ()
d. Honeymoon Chalets ()
e. Condominiums ()
f. Camping Grounds ()

14. What is your preference for paying your admission fee to visit the park?

- a. Get a ticket at the main entrance ()
b. Get a ticket book ()
c. Free admission besides paying for rides, games, etc. ()
d. Get a season's pass ()
e. Comment: _____

15. Check your preference of food services:

<u>Selections</u>	<u>Preferences</u>				
	strongly like (1)	mod. like (2)	neut. (3)	dislike (4)	extreme dis. (5)
a. Pharaonic Cuisine	()	()	()	()	()
b. Arabic Cuisine	()	()	()	()	()
c. African Cuisine	()	()	()	()	()
d. Egyptian Country Foods	()	()	()	()	()
e. Innovative Cuisine	()	()	()	()	()
f. Japanese Cuisine	()	()	()	()	()
g. English Cuisine	()	()	()	()	()
h. French Cuisine	()	()	()	()	()
i. Italian Cuisine	()	()	()	()	()
j. Mexican Cuisine	()	()	()	()	()
k. Indian Cuisine	()	()	()	()	()
l. American Cuisine	()	()	()	()	()

QUESTIONNAIRE B

MANAGEMENT PLANS FOR THE DEVELOPMENT

OF THEME/AMUSEMENT PARKS IN THE USA

PURPOSE FOR DESIGNING A MODEL FOR THE DEVELOPMENT OF A
PROTOTYPE THEME PARK TO BE LOCATED AT THE
SUEZ CANAL REGION, THE A.R. OF EGYPT

The tourist boom which Egypt has been witnessing since 1975 has attracted a significant portion of the capital investment of both the private and public sectors. Major developments for international tourism has overshadowed recreational developments for the indigenous population. The sudden increase in the value of the disposable income of the Egyptian upper and middle classes coupled with the lack of adequate parks and recreational facilities is currently stirring social tensions.

The purpose of this study is to design a model for the development of a prototype theme park to be located at the Suez Canal Region, the Arab Republic of Egypt. The proposed location which overlooks the Red Sea is a focal point for residents of the Suez Canal Region, Cairo and the Nile Delta. An area of 200 acres of land is conceived to be developed for the theme amusement park which would possibly host a visitor's center, entertainment, lodging complex, and marina facilities. A variety of national theme villages that reflects indigenous cultures like that of Ancient Egypt, Africa, and the Arab World will be considered in the development of the master plan. International themes that portray ethnic cultures of Europe, America, and the Far East will be an integral part of the project.

Your contribution to this survey is highly appreciated. Please review the following questionnaire and answer the appropriate questions. Written comments and explanations are greatly welcomed. We thank you in advance for your concern.

Check the appropriate answer ()

1. For how long has the corporation been managing theme and amusement parks in the USA?

- ☐ a. 1-5 years
- ☐ b. 5-10 years
- ☐ c. 10-20 years
- ☐ d. 20-30 years
- ☐ e. 30-40 years
- ☐ f. 60

2. List the names of theme and amusement parks that you manage in the USA and Overseas.

- a. In the USA

Name of park	State	Size (acres)	No. visitors (1981)
i.			
ii.			
iii.			
iv.			

- b. Overseas

Name of park	State	Size (acres)	No. visitors (1981)
i.			
ii.			
iii.			
iv.			

3. Rate in order of importance (1-5, 1=highest) the criteria for developing new theme and amusement parks.

- ☐ a. market demand
- ☐ b. high return on investment (ROI)
- ☐ c. attractive location
- ☐ d. availability of unique human talent (performers)
- ☐ e. promotional image
- ☐ f. financial diversification
- ☐ g. other factors

4. Which locations do you favor for future developments in relation to regional population and maximum distance (select appropriate population size and relevant distance)?

<u>Location</u>	<u>Regional Population (ml)</u>	<u>Maximum Distance (miles)</u>
a. urban/metropolitan	0.5-1.0	20
	1.0-1.5	40
	1.5-2.0	80
b. suburbs	2.0-4.0	30
	4.0-8.0	60
	8.0-12.0	90
c. resorts	10.0-20.0	50
	20.0-30.0	100
	30.0-40.0	150

5. What is the length of your operating season?

- ☐ a. year-round
☐ b. seasonal (No. of months)
☐ c. special events (Christmas, Easter, 4th of July)
☐ d. other

6. Give percentage of your personal employed (by type of employment) for 1981?

- a. permanent workers %
 b. seasonal workers %
 c. part-time workers %
 d. other %

7. Rate in order of importance the training programs of your corporation (1-5, 5=highest).

- ☐ a. classroom training programs
☐ b. operating manuals/guides
☐ c. on-site training
☐ d. off-site training
☐ e. in-house management seminars
☐ f. trade association conferences
☐ g. other

8. What are your major theme(s) and attractions?

- ☐ a. children amusement
- ☐ b. sea world (aquatic)
- ☐ c. games
- ☐ d. rides
- ☐ e. musical shows
- ☐ f. fantasy and adventure
- ☐ g. frontier, Western or mountain
- ☐ h. ethnic cultures and exhibits
- ☐ i. marina
- ☐ j. tropical gardens
- ☐ k. other

9. What do you consider as your most unique guest service other than your major attractions?

- ☐ a. food service
- ☐ b. lodging
- ☐ c. airport
- ☐ d. entertainment (night clubs, casinos)
- ☐ e. merchandise (souvenirs, arts, crafts)
- ☐ f. personal contact of staff
- ☐ g. other

10. Provide a copy of your annual report for 1981 that indicates gross revenue and percent of the gross revenue.

- a. gross revenue _____ (US Dollars)
- b. attendance _____ %
- c. food service _____ %
- d. merchandise _____ %
- e. other _____ %

11. Give an estimate of the "turn-key costs" for the development of your most recent theme and amusement park.

12. Give an estimate of the time needed to develop a theme and amusement park.

- | <u>Stage</u> | Time (months) |
|-----------------------------|---------------|
| a. economic feasibility | |
| b. design and development | |
| c. management and operation | |
| d. inauguration | |

13. Please provide a copy of your organizational chart that describes the managerial structure of your corporation or provide an abbreviated chart of personnel.
14. Please provide a copy of the promotional materials (brochures, pamphlets) that you use for advertising and promotion.
15. Give percentage of your clientele mix.
- | | |
|--------------------|---------|
| a. families | _____ % |
| b. couples | _____ % |
| c. special groups | _____ % |
| d. tour and travel | _____ % |
| e. other | _____ % |

Thank you for your cooperation.

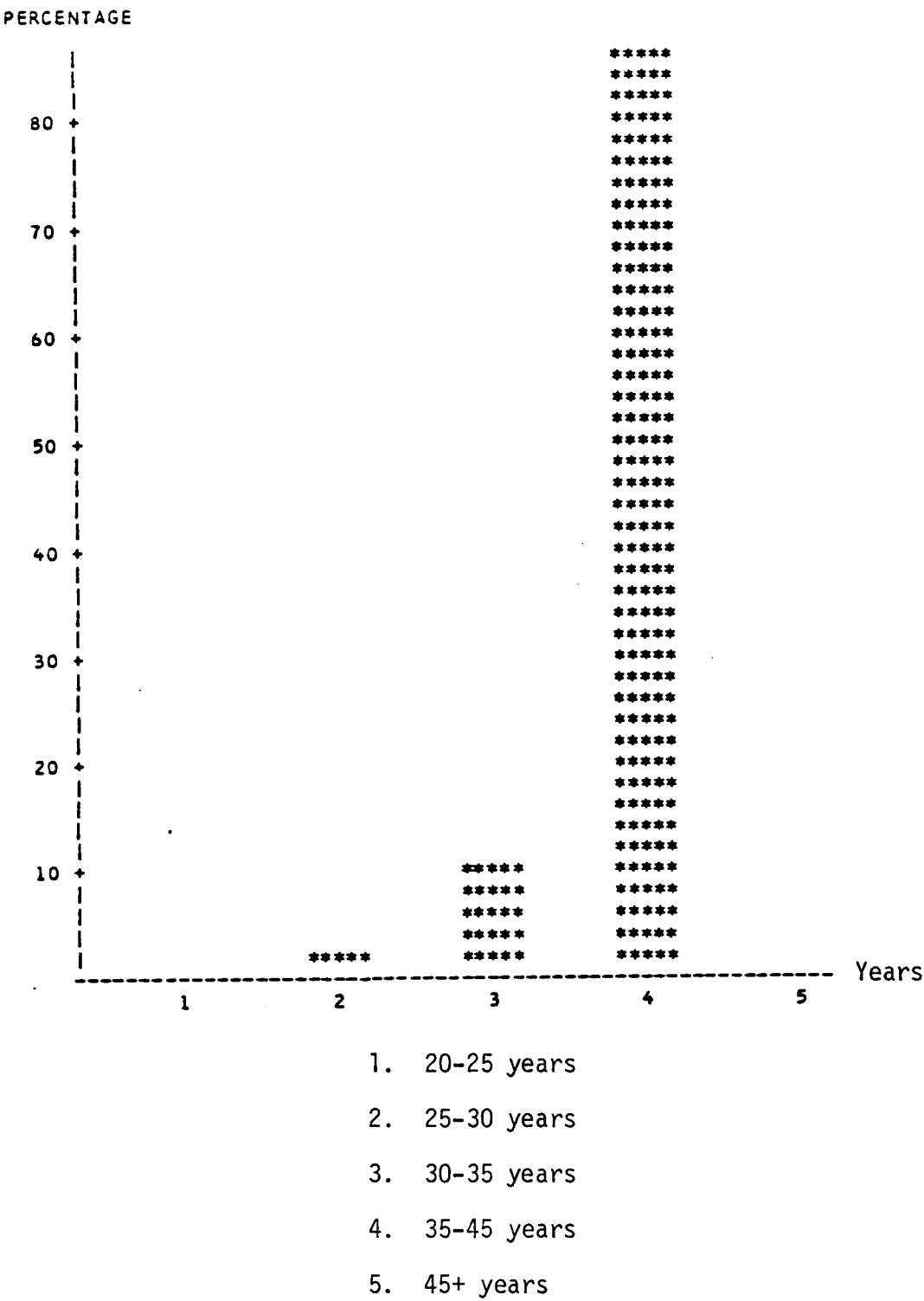
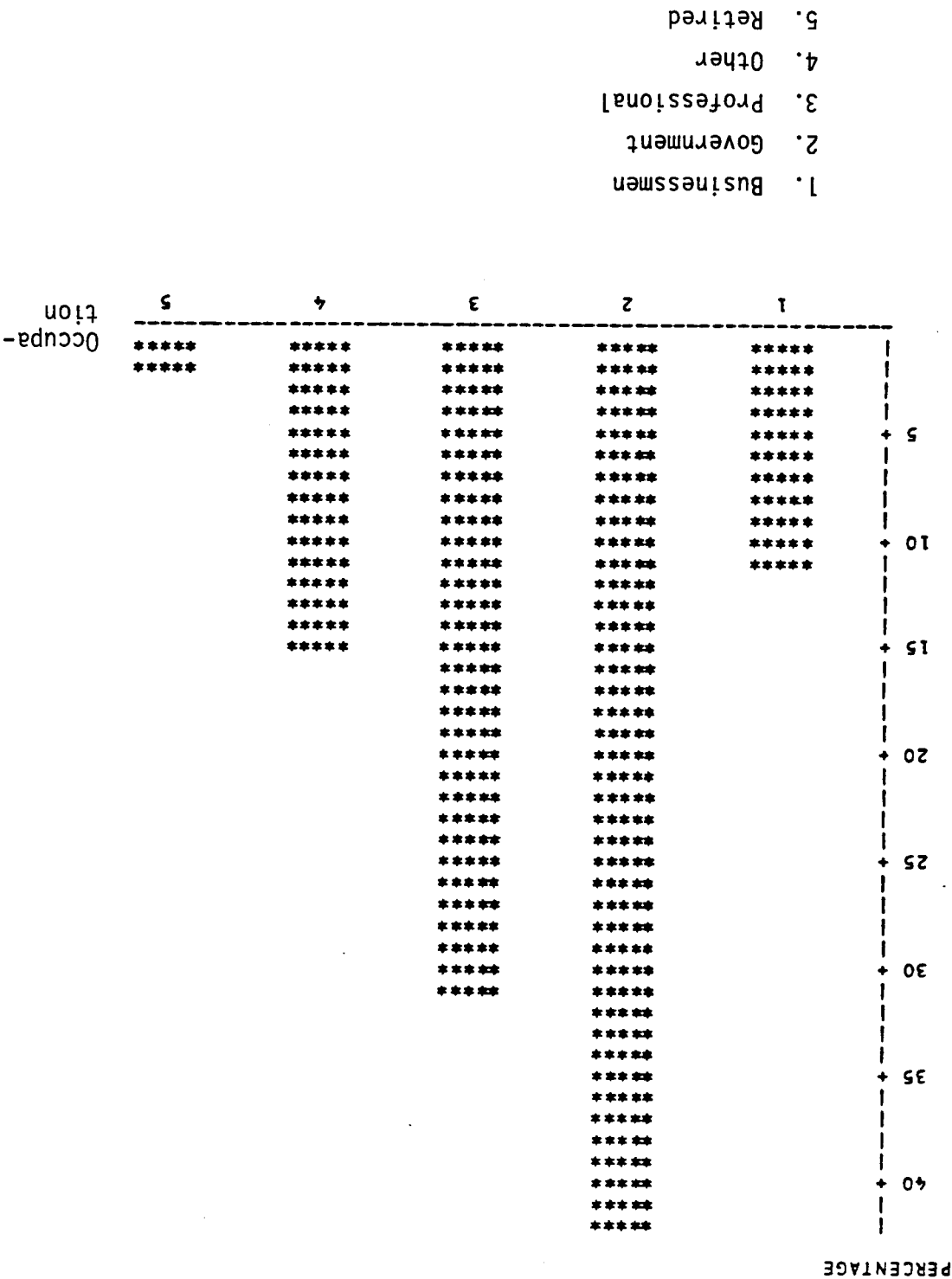
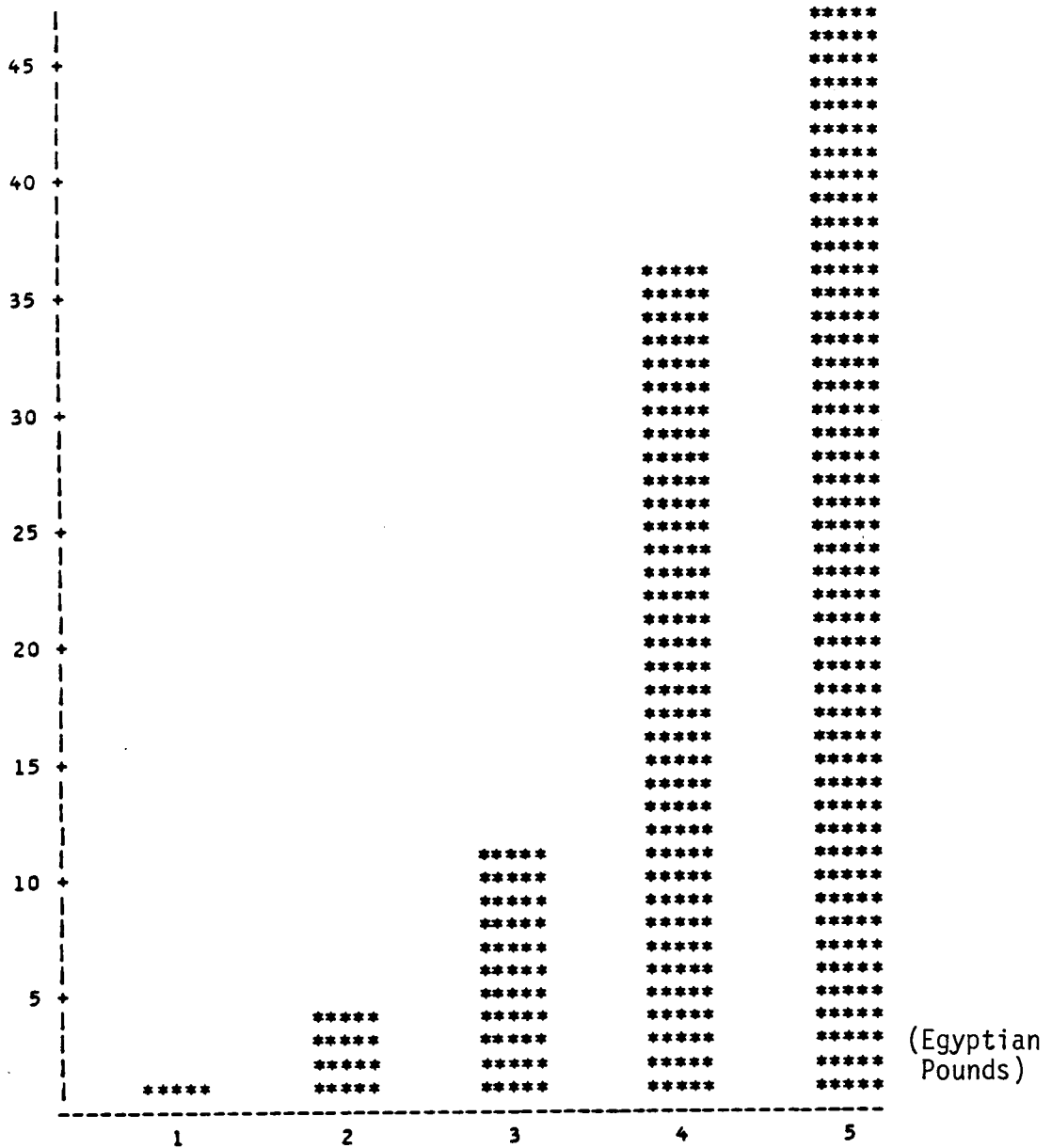


Figure 3. Distribution of Egyptian Respondents by Age.

Figure 4. Distribution of Egyptian Respondents by Occupation.



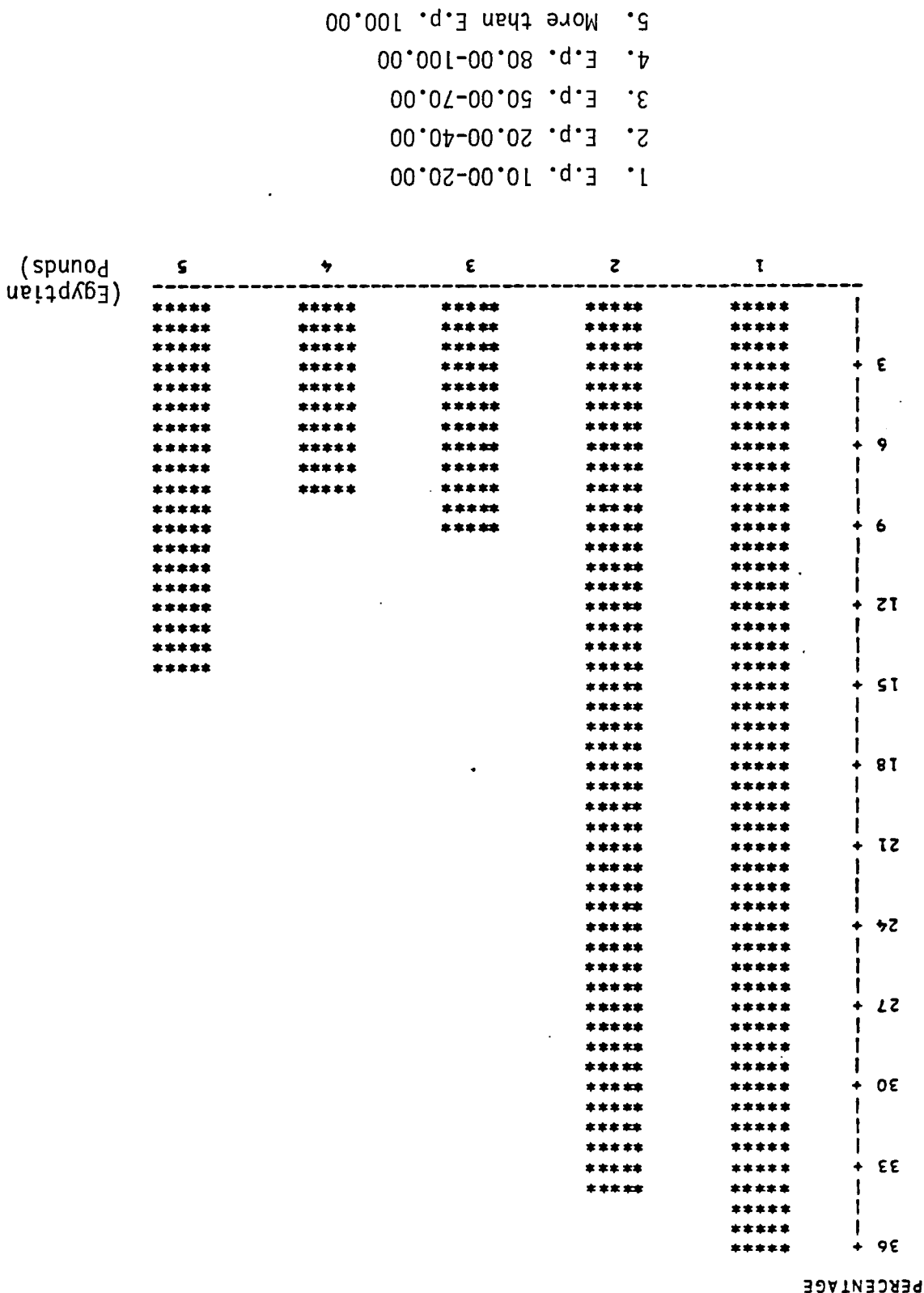
PERCENTAGE



1. Less than E.p. 100.00
2. E.p. 100.00-150.00
3. E.p. 150.00-200.00
4. E.p. 200.00-300.00
5. More than E.p. 300.00

Figure 5. Distribution of Egyptian Respondents by Family Income.

Figure 6. Distribution of Respondents by Monthly Disposable Income.



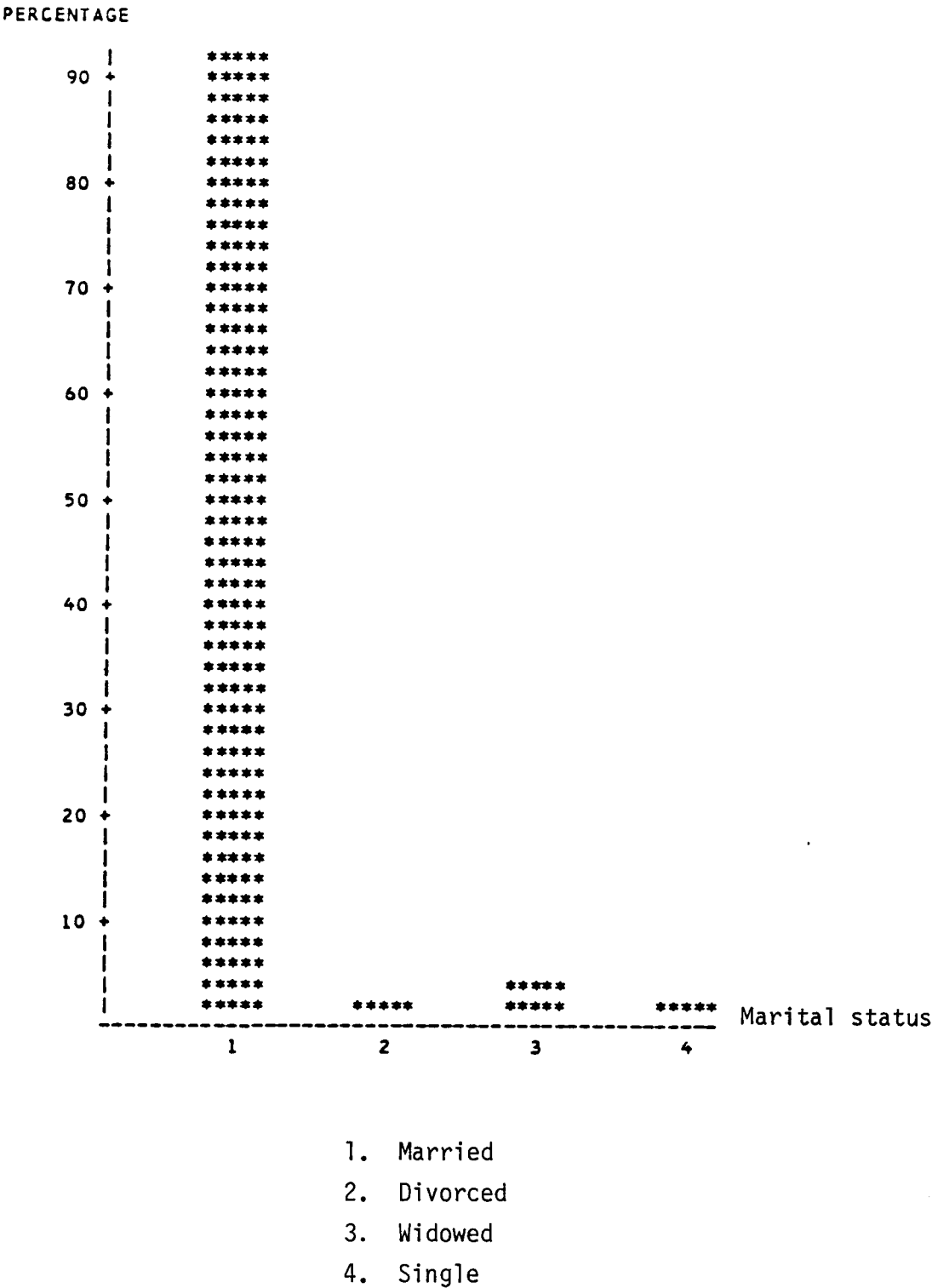


Figure 7. Marital Status of Egyptian Respondents.

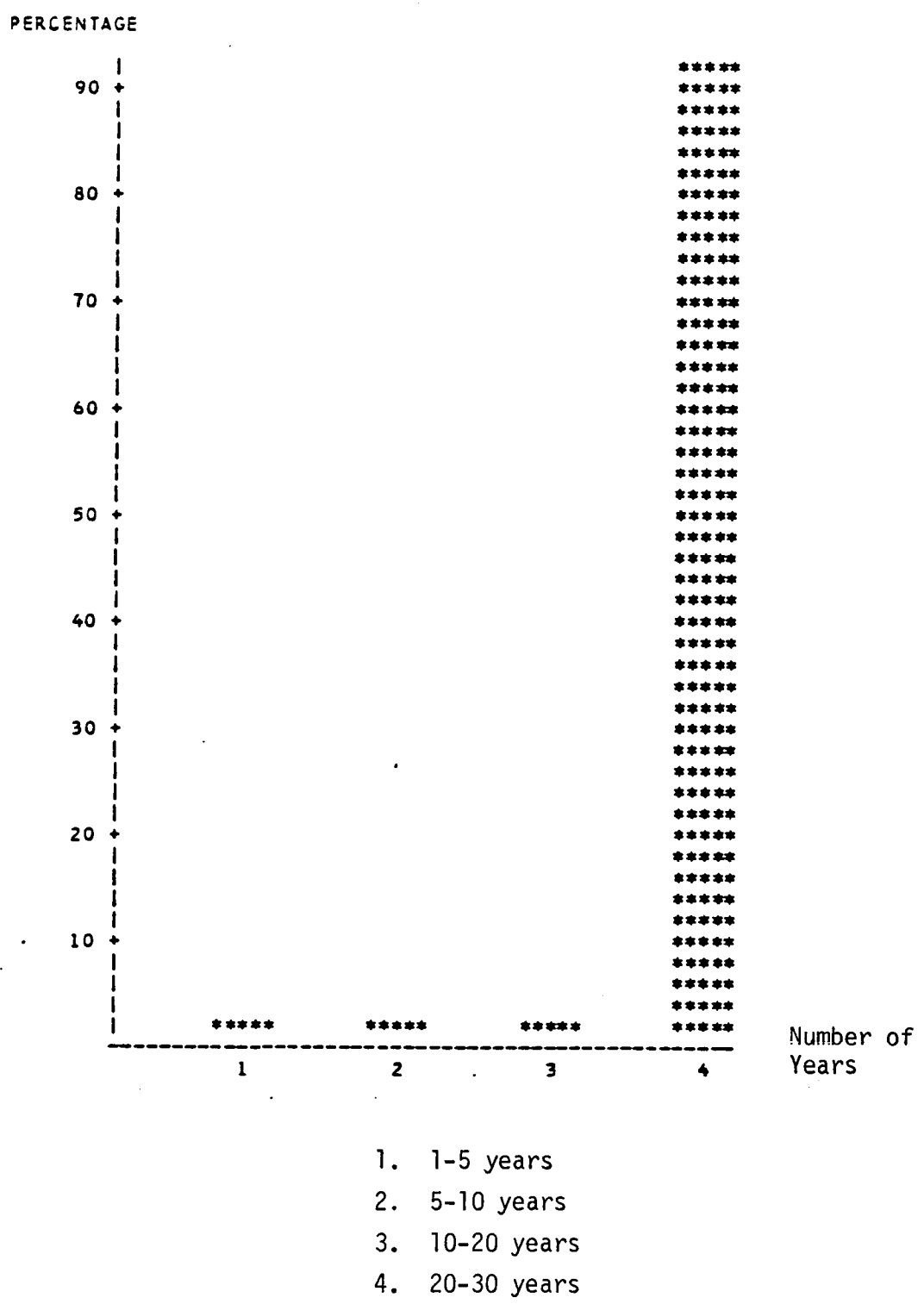
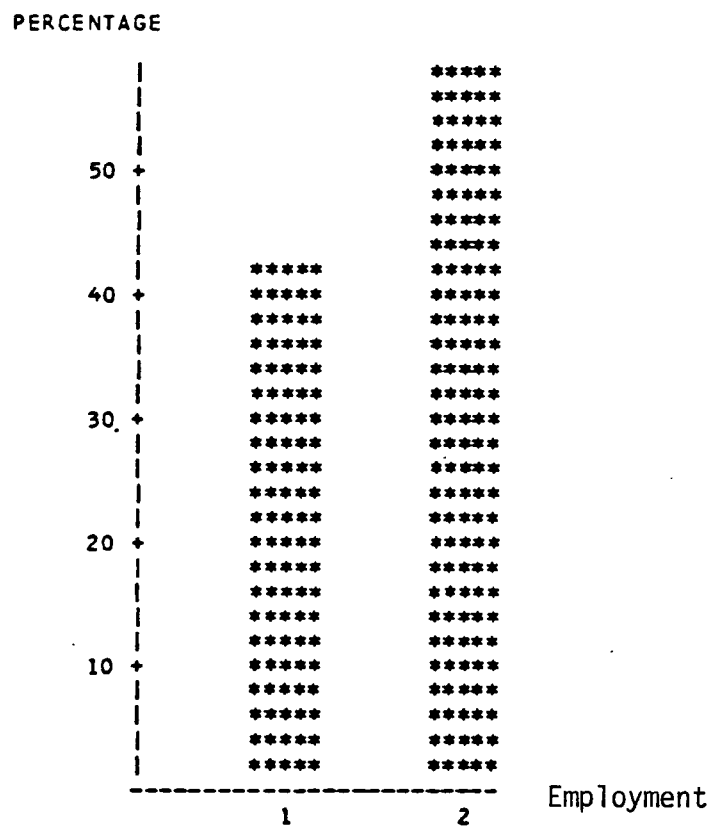


Figure 8. Marital Status (number of years).



1. Employed
2. Unemployed

Figure 9. Wife Employment.

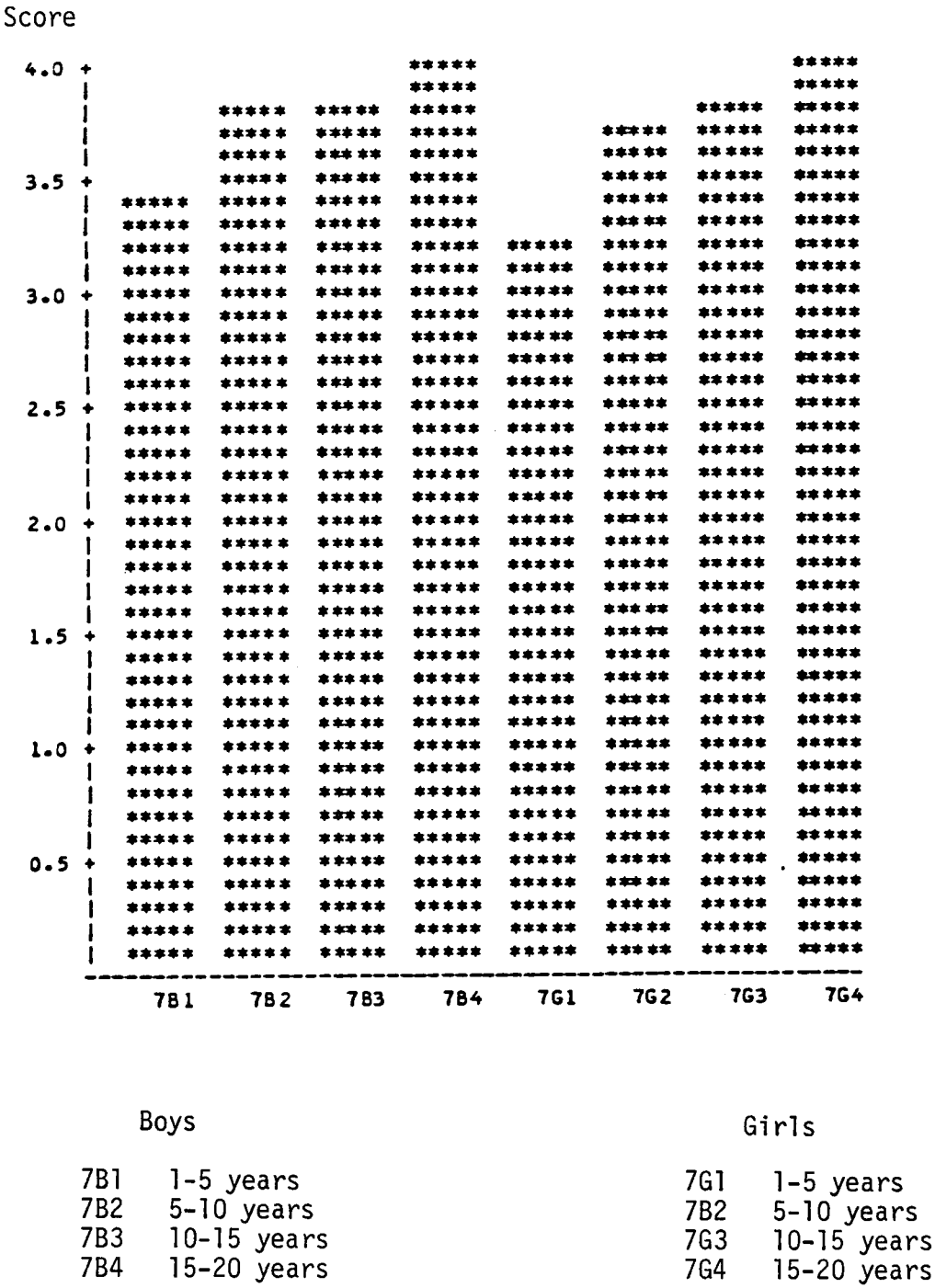
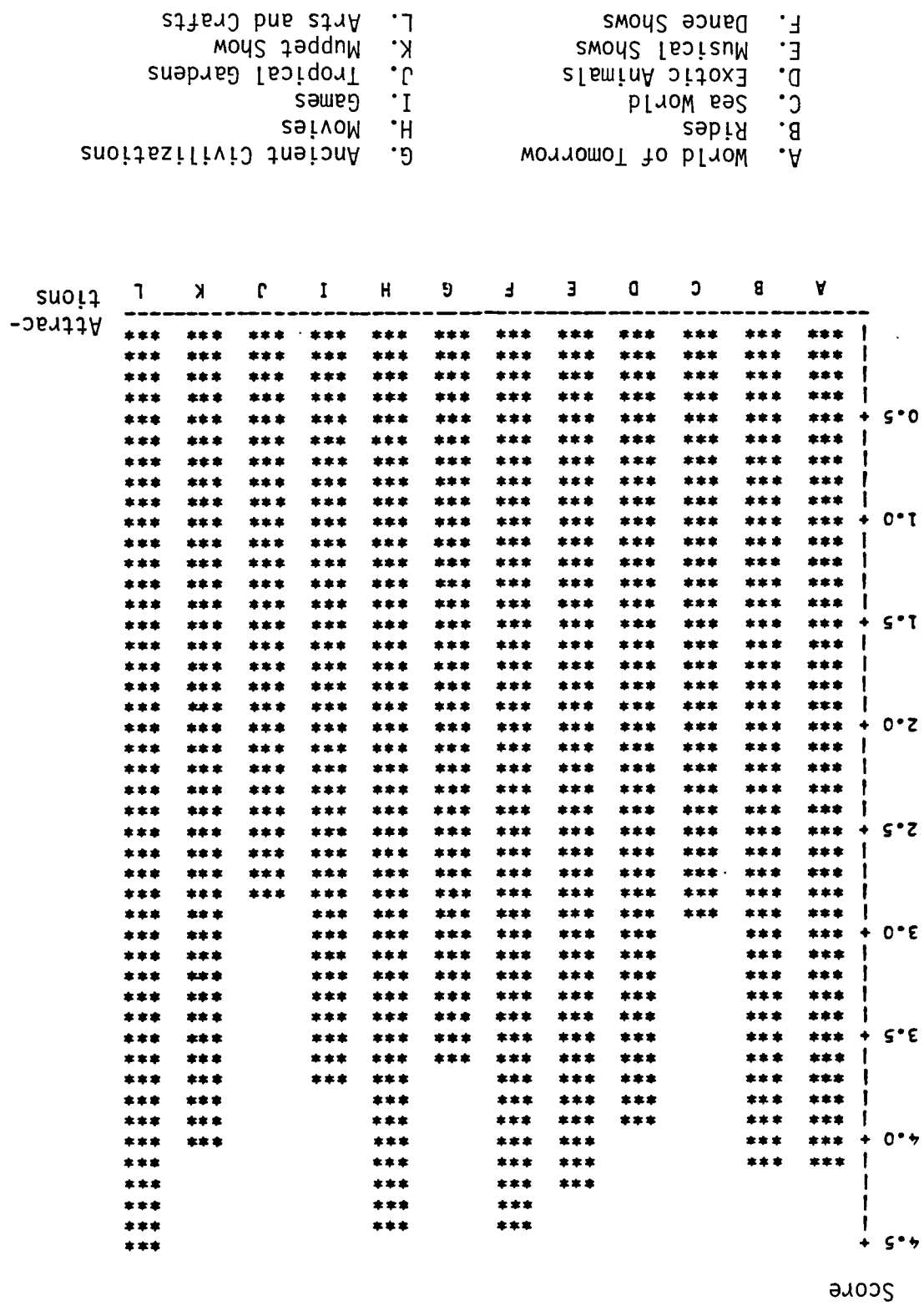


Figure 10. Distribution of Respondents by Ages of Children.

Figure 11. Preference of Respondents for Types of Attractions in Theme/Amusement Parks.



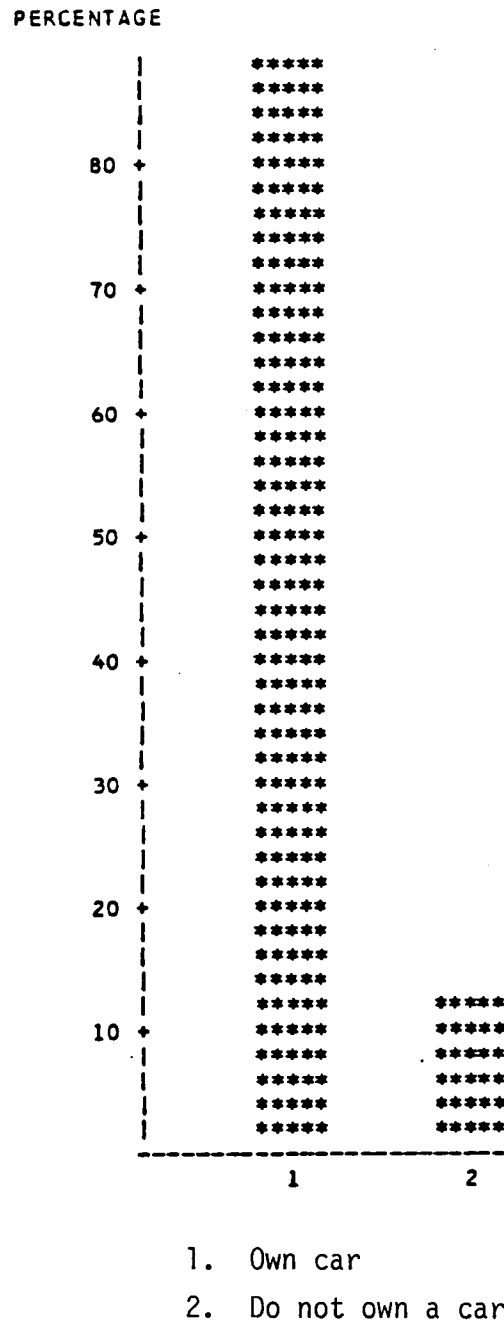


Figure 12. Availability of Private Transportation.

Figure 13. Preferences for Driving Distances from the Theme/
Amusement Park.

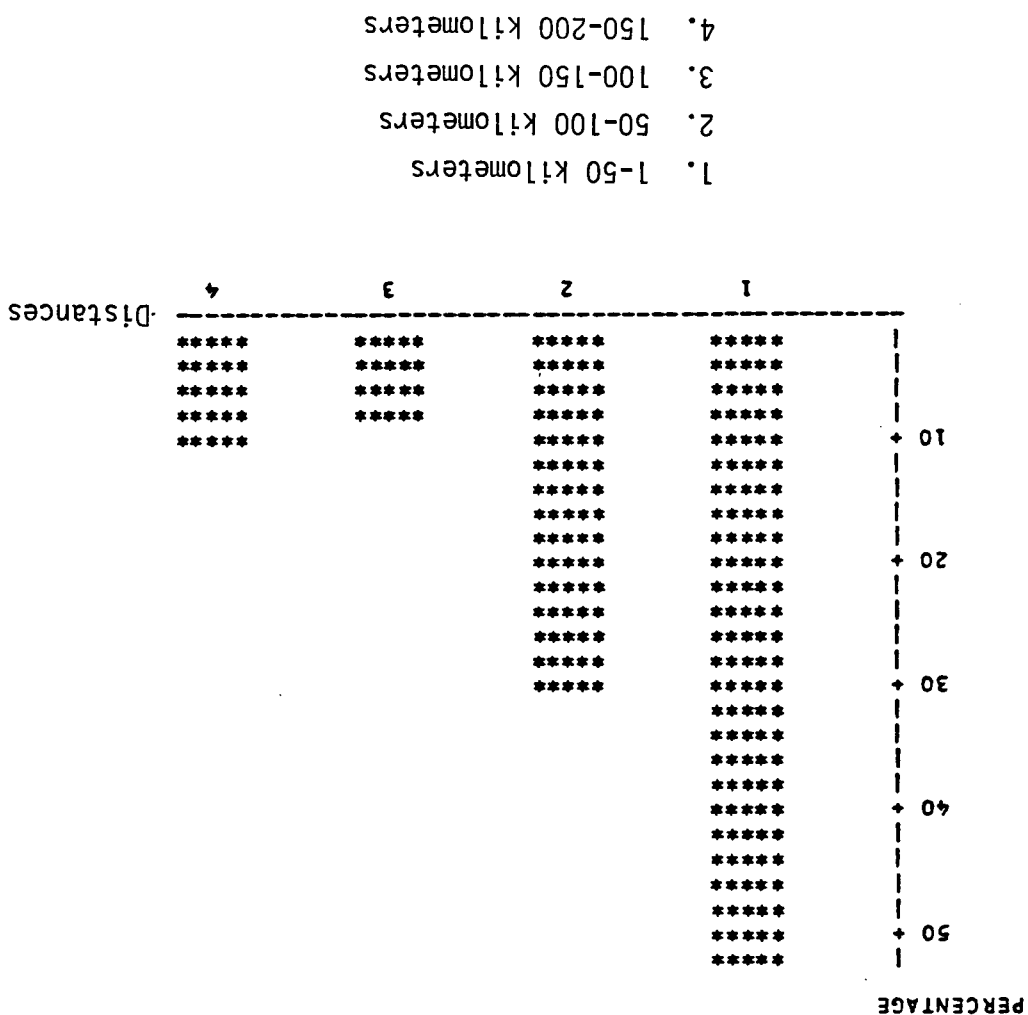


Figure 14. Use of Public Transportation.

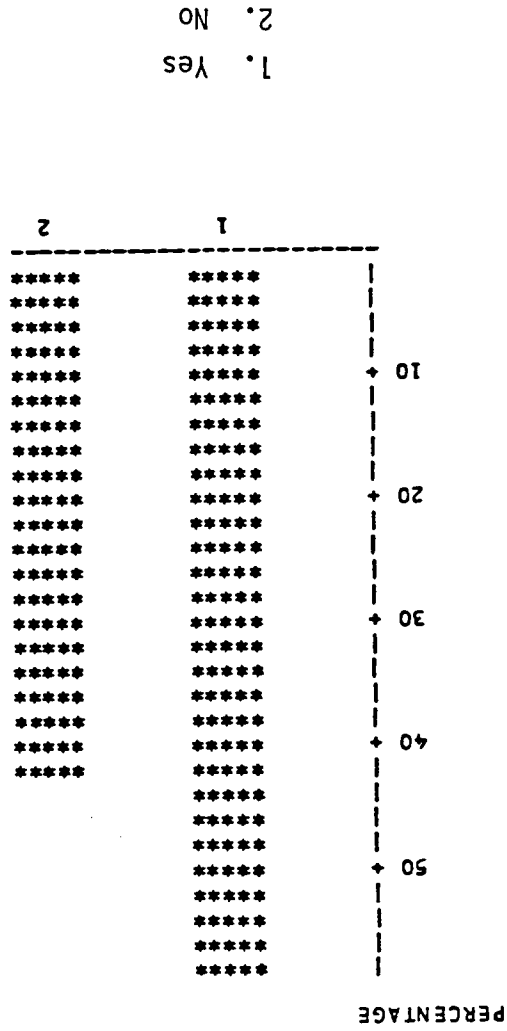
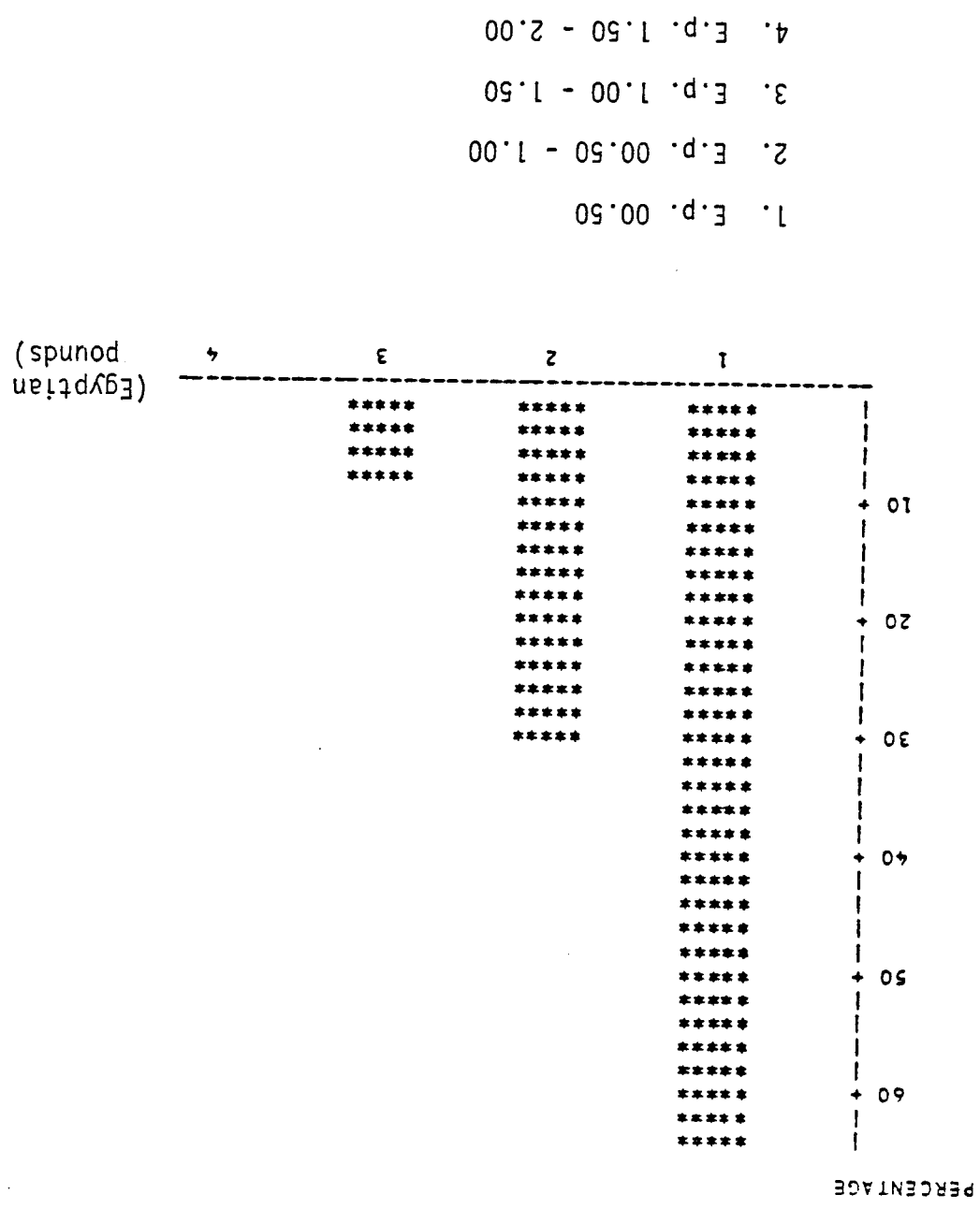
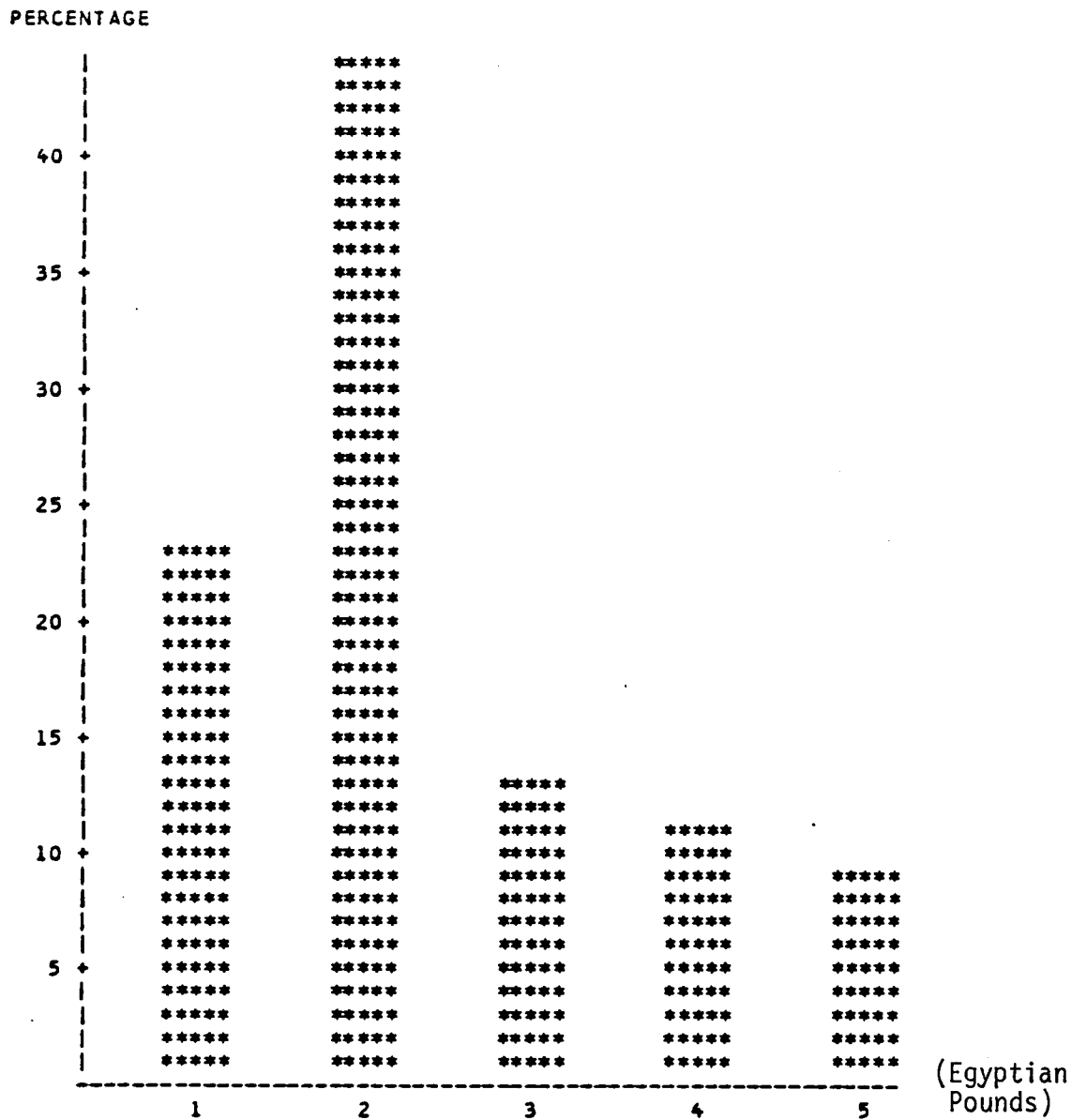


Figure 15. Distribution of Respondents by the Amount They Would Pay for Transportation.





1. E.p. 10.00 - 20.00
2. E.p. 20.00 - 30.00
3. E.p. 30.00 - 40.00
4. E.p. 40.00 - 50.00
5. More than E.p. 50.00

Figure 16. Distribution of Respondents by Daily Family Expenditures.

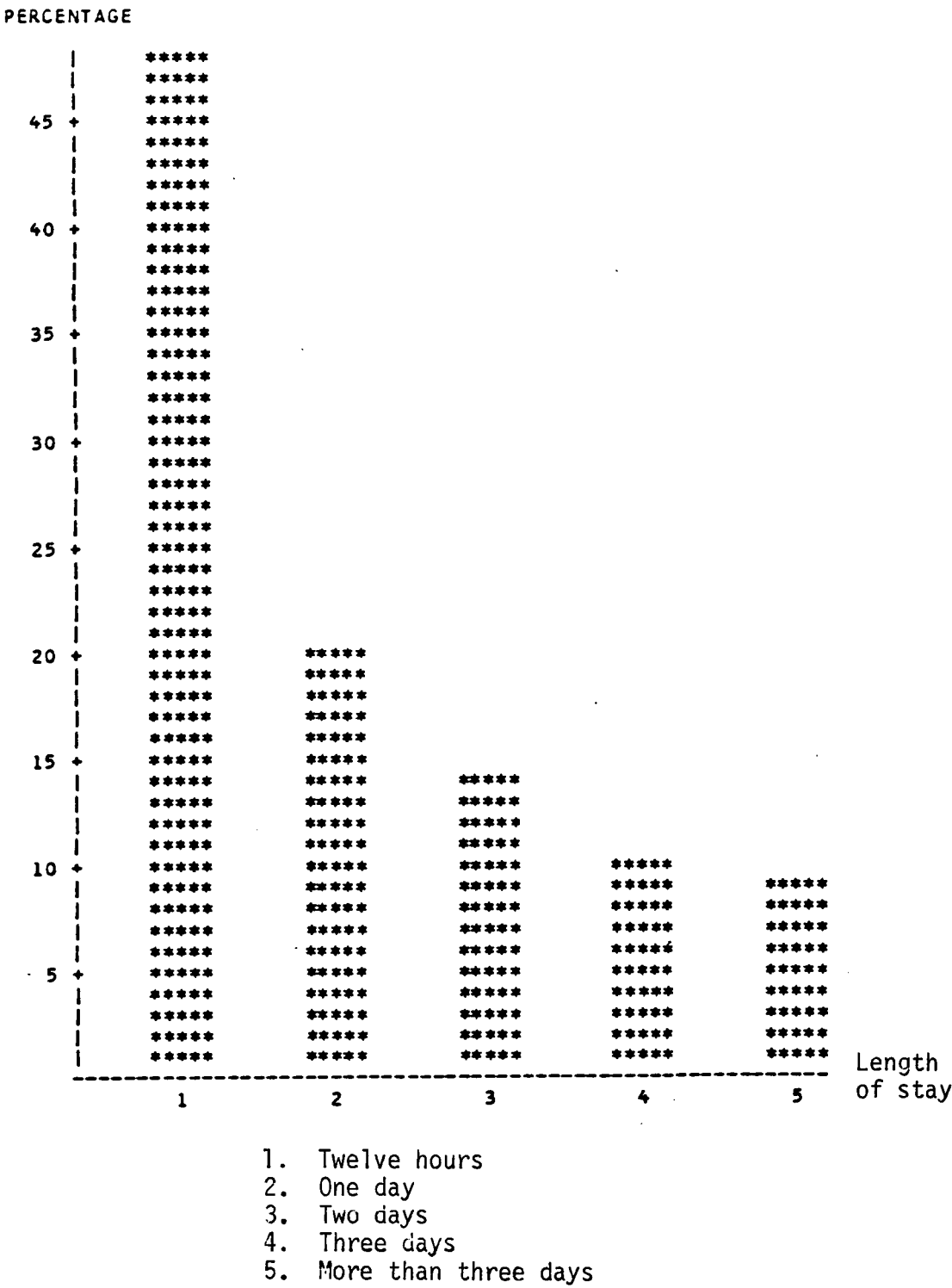
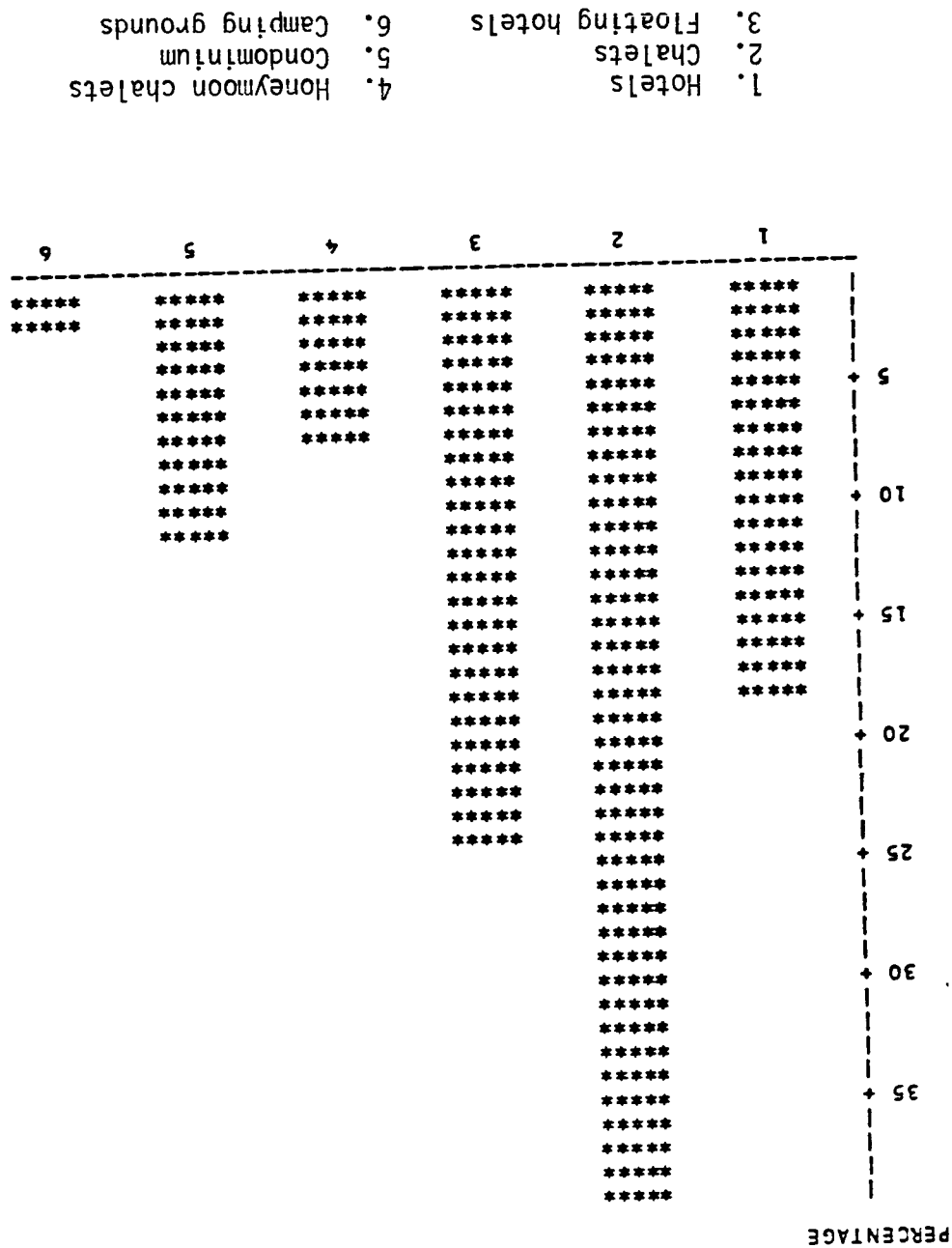
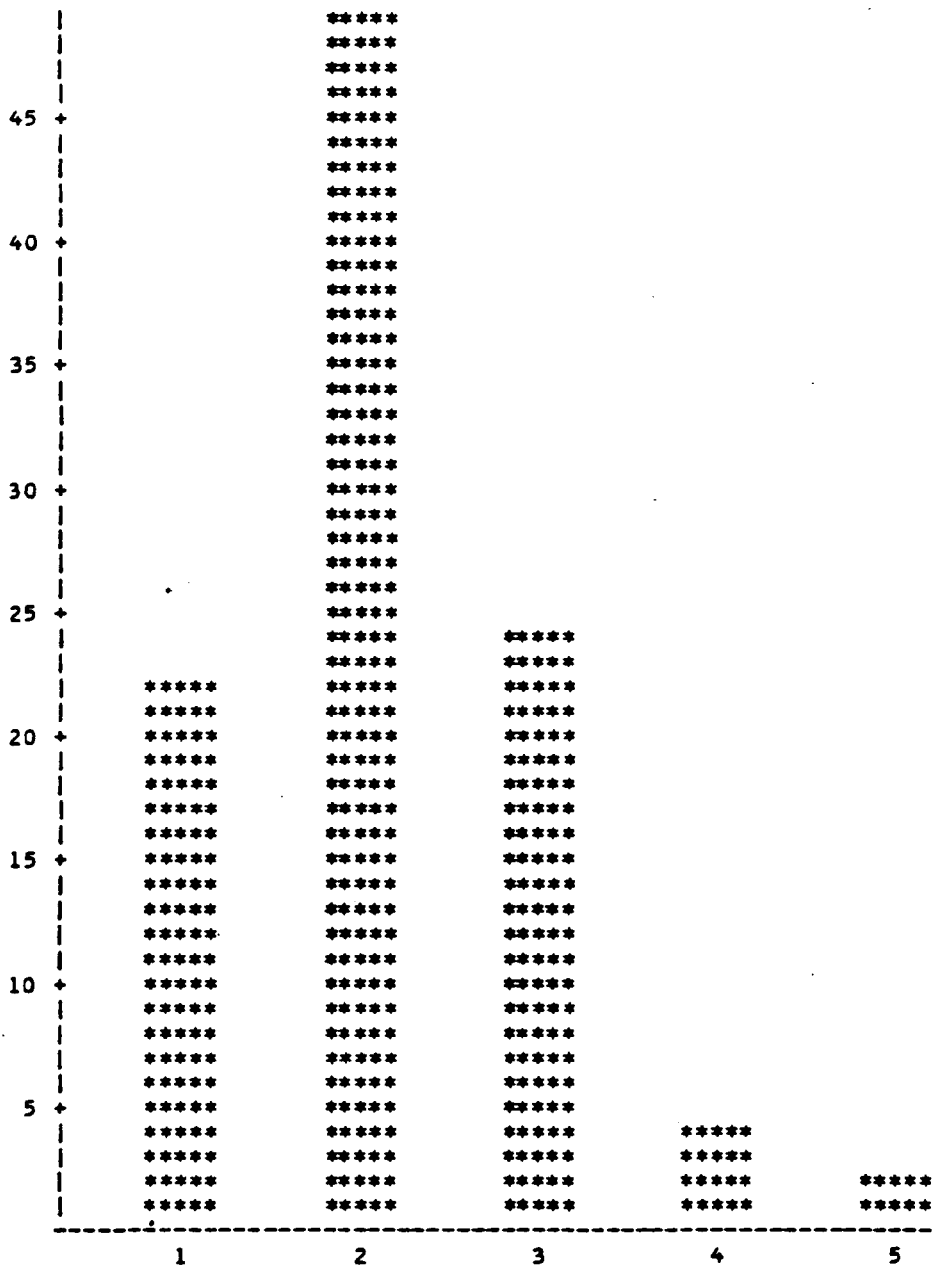


Figure 17. Preference for length of stay.

Figure 18. Distribution of Respondents by Preference for Types of Accommodation.

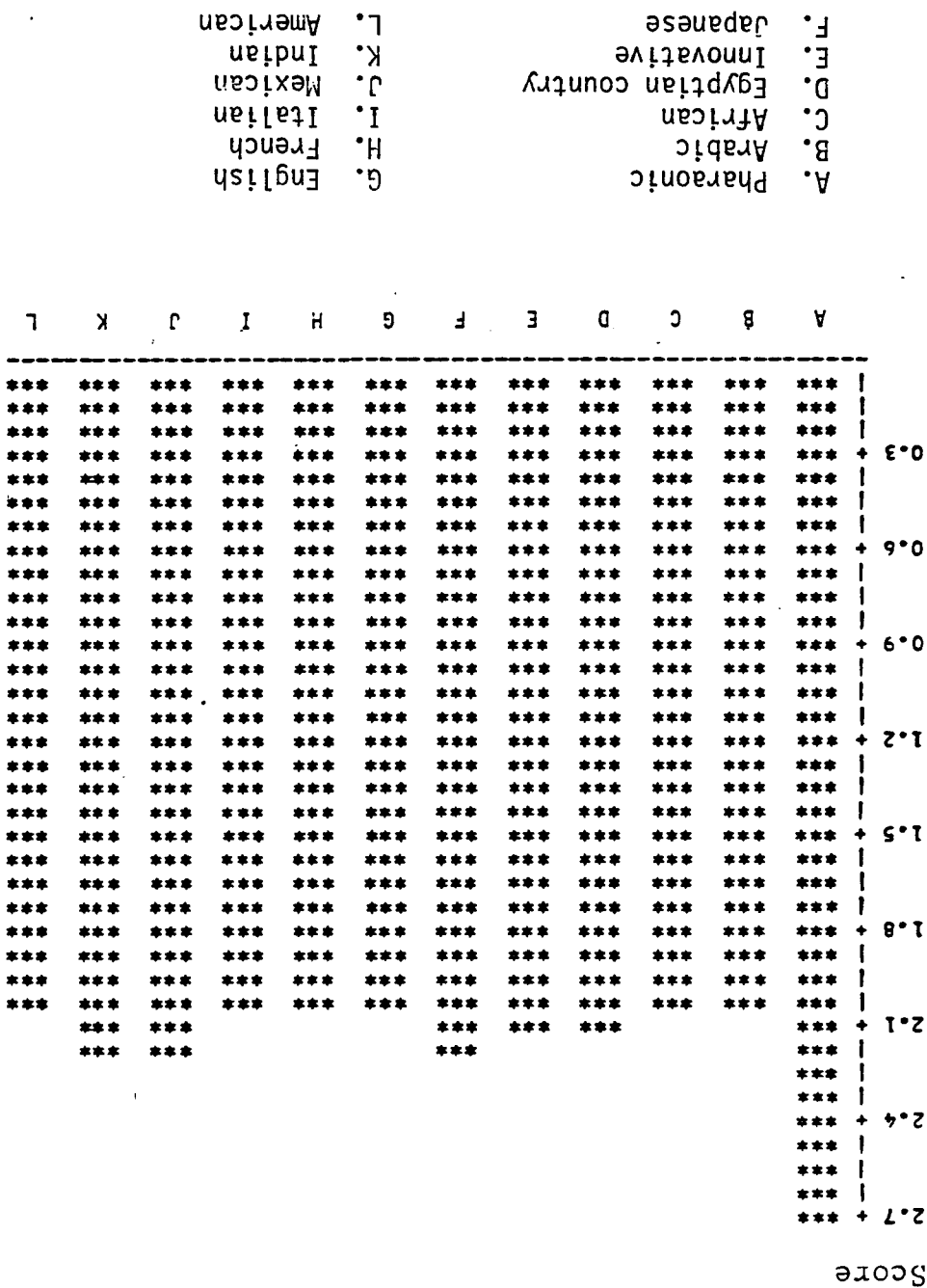




- 1. Get a ticket at the main entrance
- 2. Get a ticket book
- 3. Free admission besides paying for rides
- 4. A season pass
- 5. Suggestions

Figure 19. Distribution of Respondents by Preference for Paying Admission Fees.

Figure 20. Distribution of Respondents by Preference for Types of Food Service.



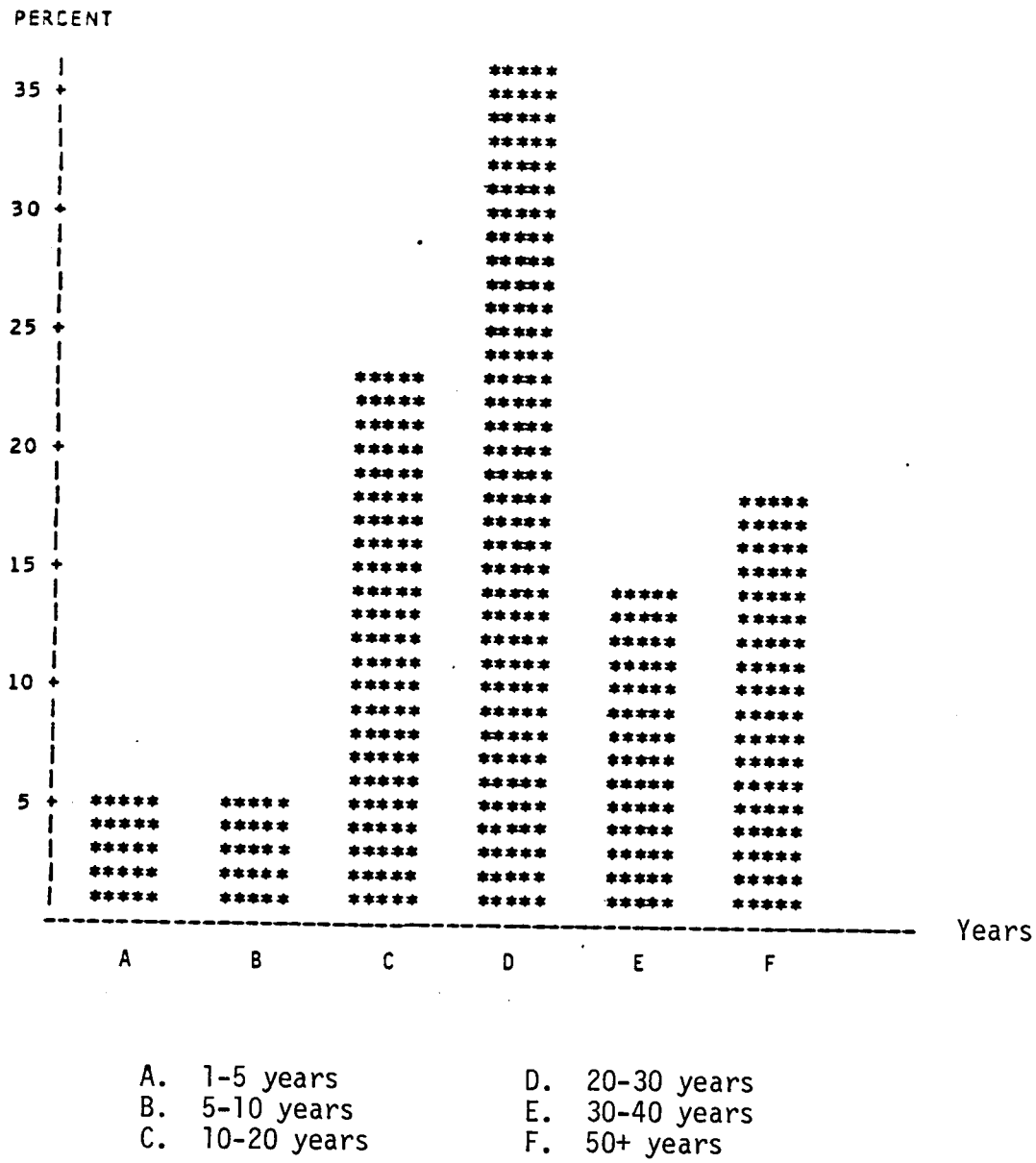


Figure 21. Number of Years Managing Theme/Amusement Parks.

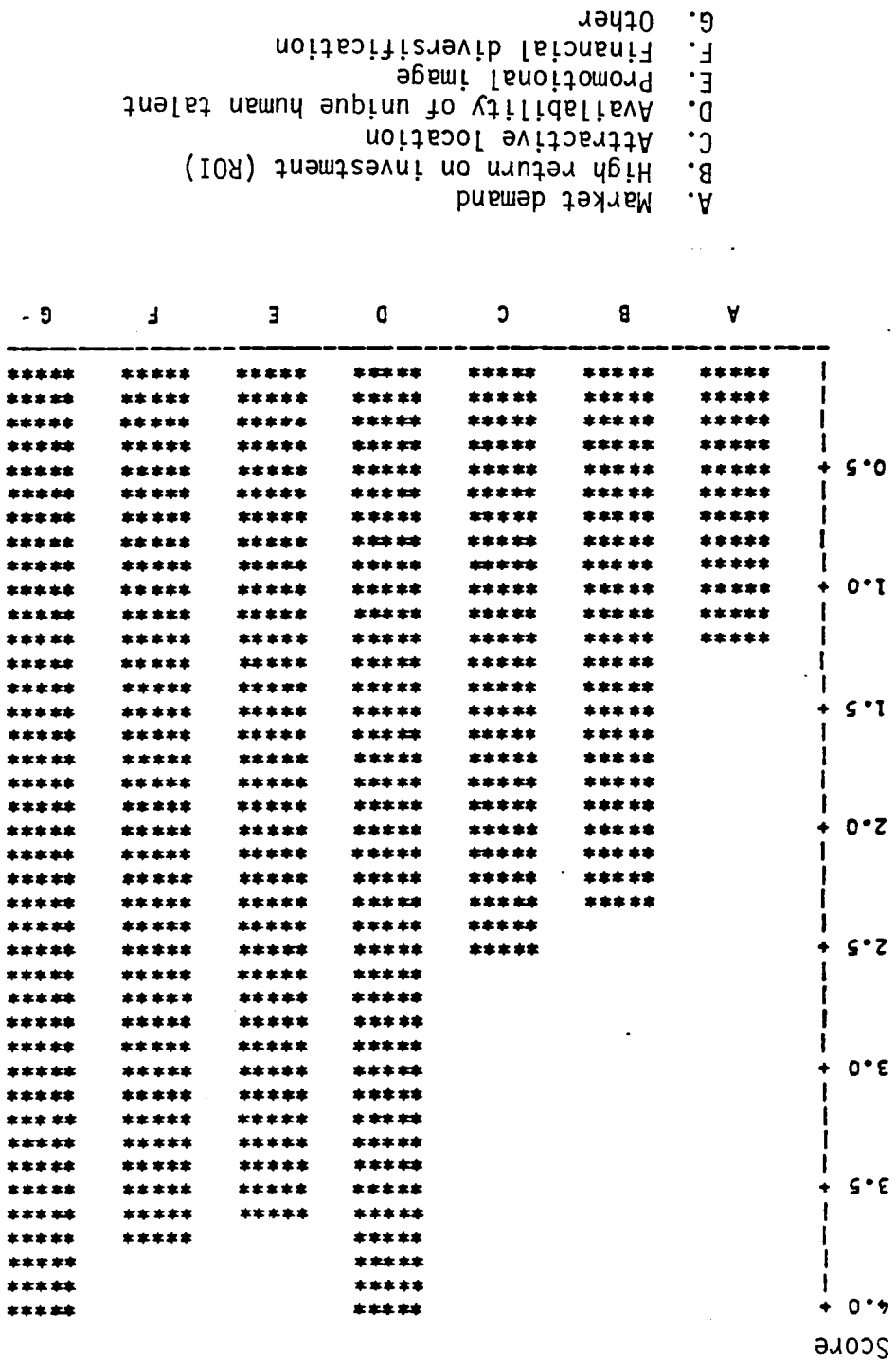
Table 27. Names, Locations, and Number of Visitors to U.S.A. Theme/Amusement Parks.

Park	State	Acres	Visitors (000)
1. Silver Dollar City	MO	50	1,200
2. Silver Dollar City	TN	30	600
3. White Water	MO	20	300
4. White Water	OK	30	400
5. King's Island	OH	1,500	2,800
6. King's Dominion	VA	1,300	1,700
7. Carowinds	NC	-	1,200
8. Carowinds	Toronto, Canada	-	2,200
9. Kennywood	PA	100	950
10. Darrier Lake	NY	1,200	1,300
11. Geauga Lake	OH	300	900
12. Hershey Park	PA	77	1,500
13. Marineland	FL	100	1,000
14. 1982 World's Fair	TN	77	11,000
15. Busch Gardens	Tampa, FL	-	3,000
16. Busch Gardens	Willm, VA	-	2,000
17. Sesame Place	PA	-	500
18. Sesame Place	Dallas, TX	-	500
19. Oceans of Fun	OK	60	250
20. Worlds of Fun		158	1,400
21. Tommy Bartlett's W. Circus	TN	114	250
22. Tommy Barlett's Show	WIS	100	300

Table 27. (Continued)

Park		State	Acres	Visitors (000)
23.	Robot World	WI	15	150
24.	The Great Escape	NY	144	1,000
25.	Gaslight Village	NY	10	350
26.	Funtime USA	MS	3	250
27.	Joyland	TX	12	800
28.	Santas Village	MI	50	200
29.	Riverview	MI	76	1,500
30.	Seabreeze	NY	22	500
31.	Disneyland	CA		11,000
32.	Walt Disney World	FL	27,000	12,000
33.	Dorney	PA	150	500
34.	Six Flags	TX	75	-
35.	Astroworld	TX	57	-
36.	Sea Arama	TX	30	-
37.	Opryland	TN	100	-
38.	Great Adventure	NJ	100	-
39.	Old Chicago	IL	30	-
40.	Magic Springs	AR	79	-

Figure 22. Planning Variables for the Development of Theme/Amusement Parks.



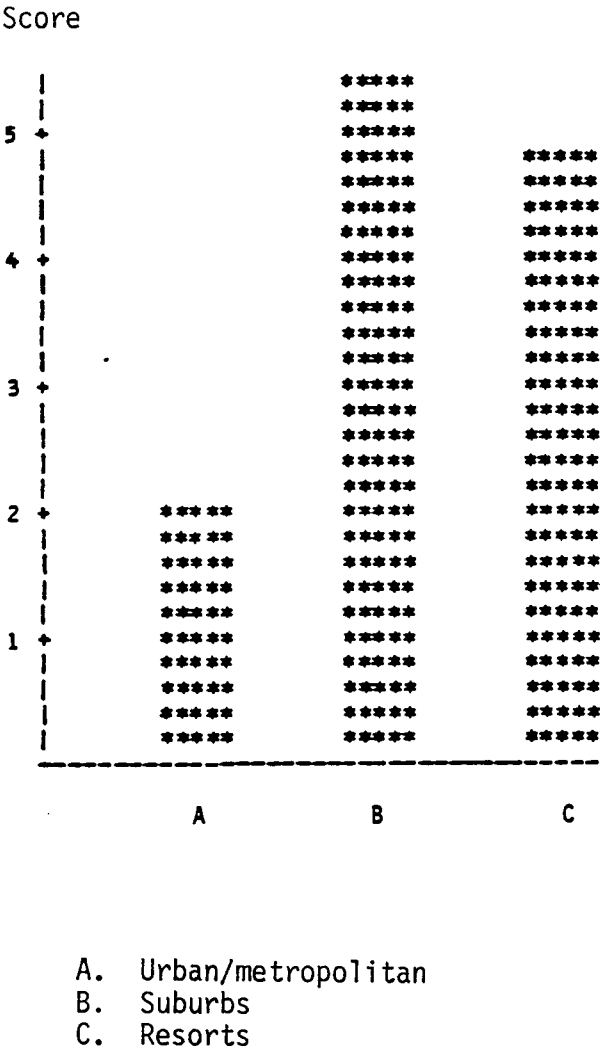


Figure 23. Preference of Population Base with Relation to Locations and Distances of Travel for Future Developments.

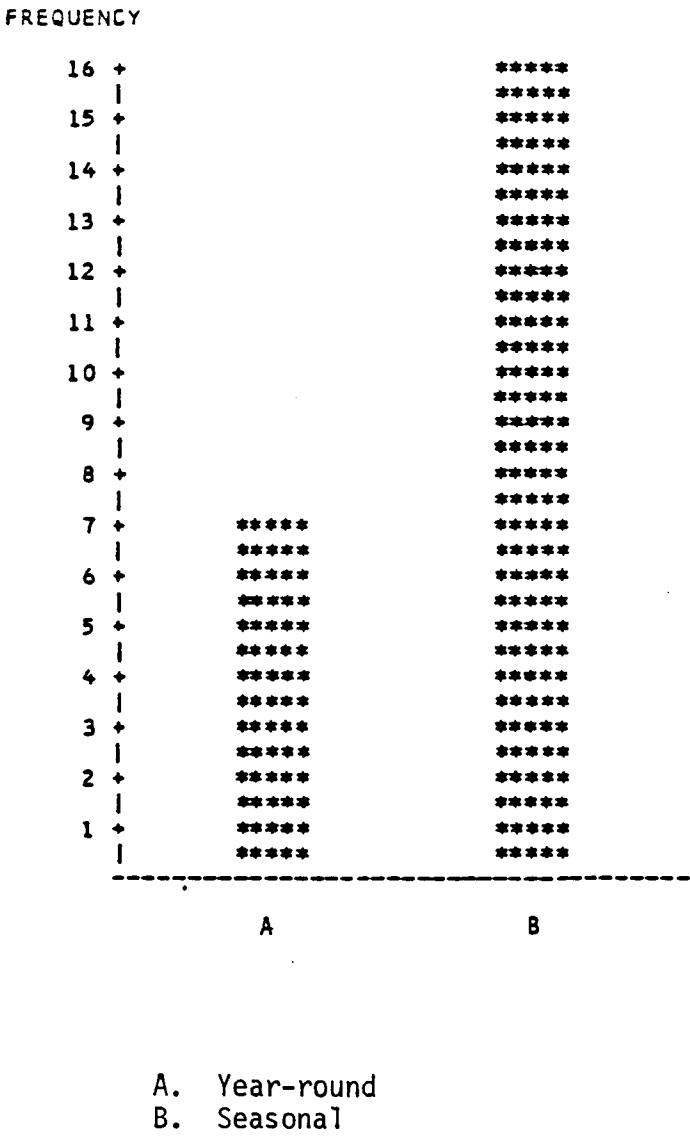


Figure 24. Length of Operating Season.

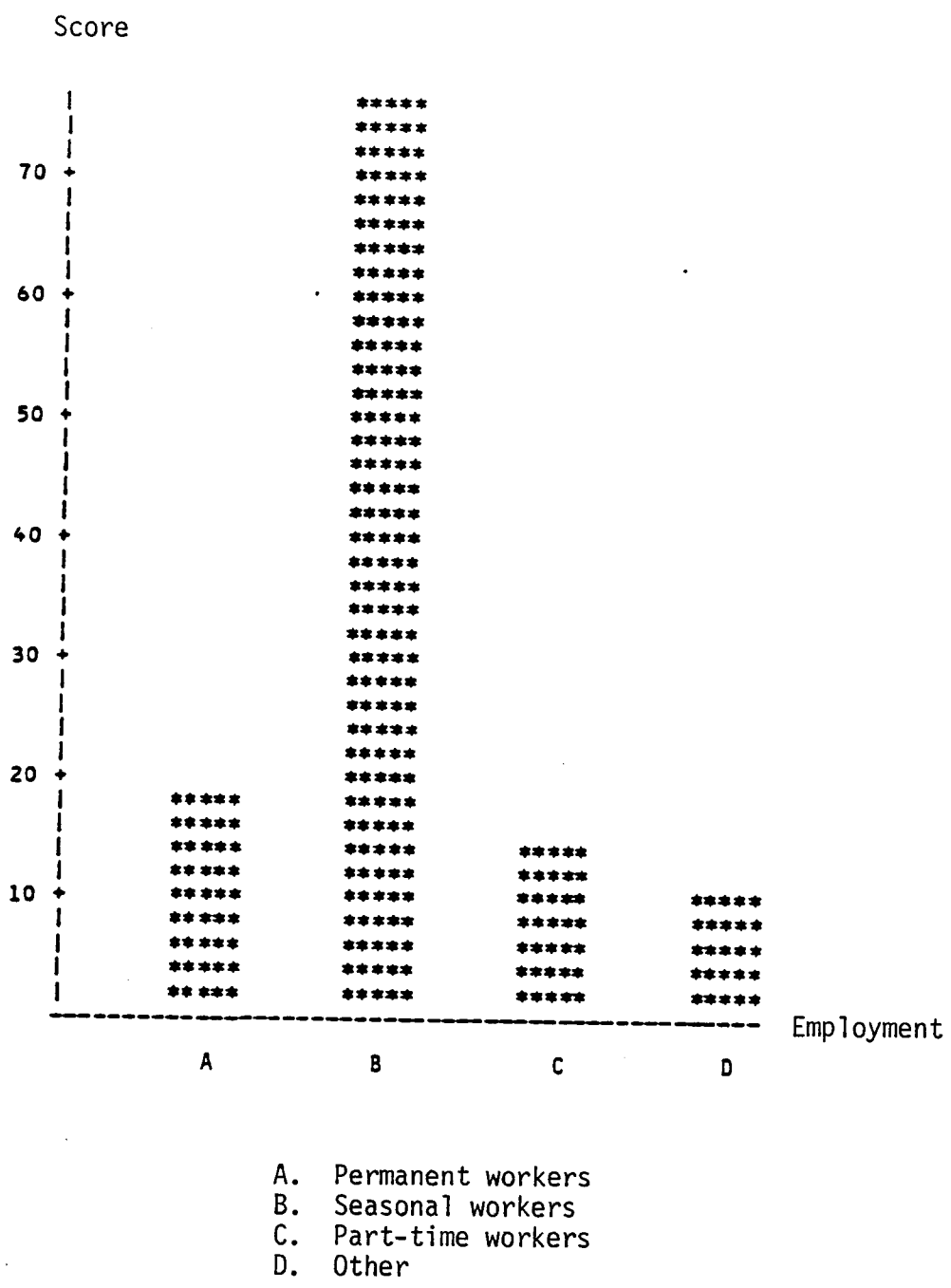


Figure 25. Type of Employment at Theme/Amusement Parks.

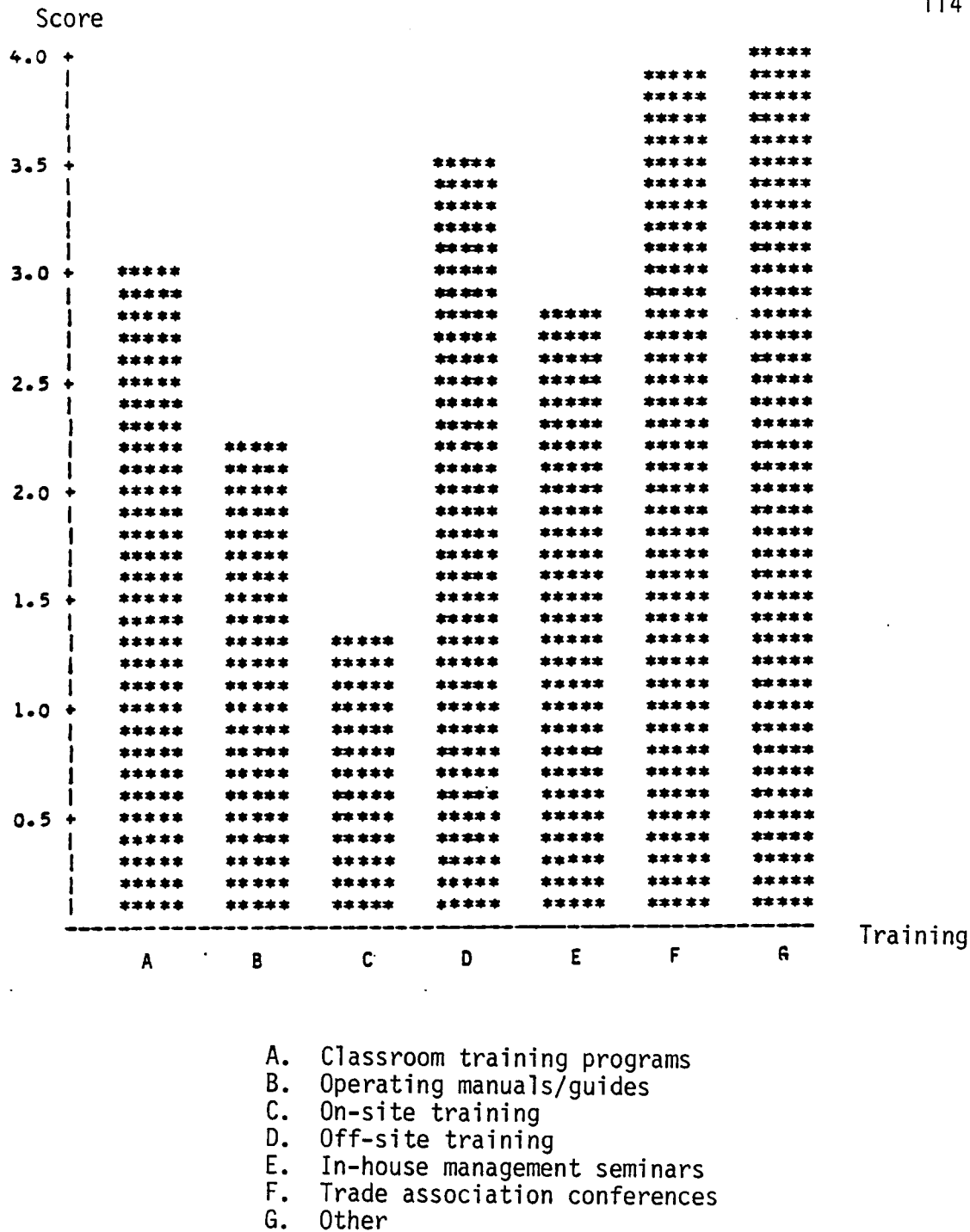


Figure 26. Type of Training Programs.

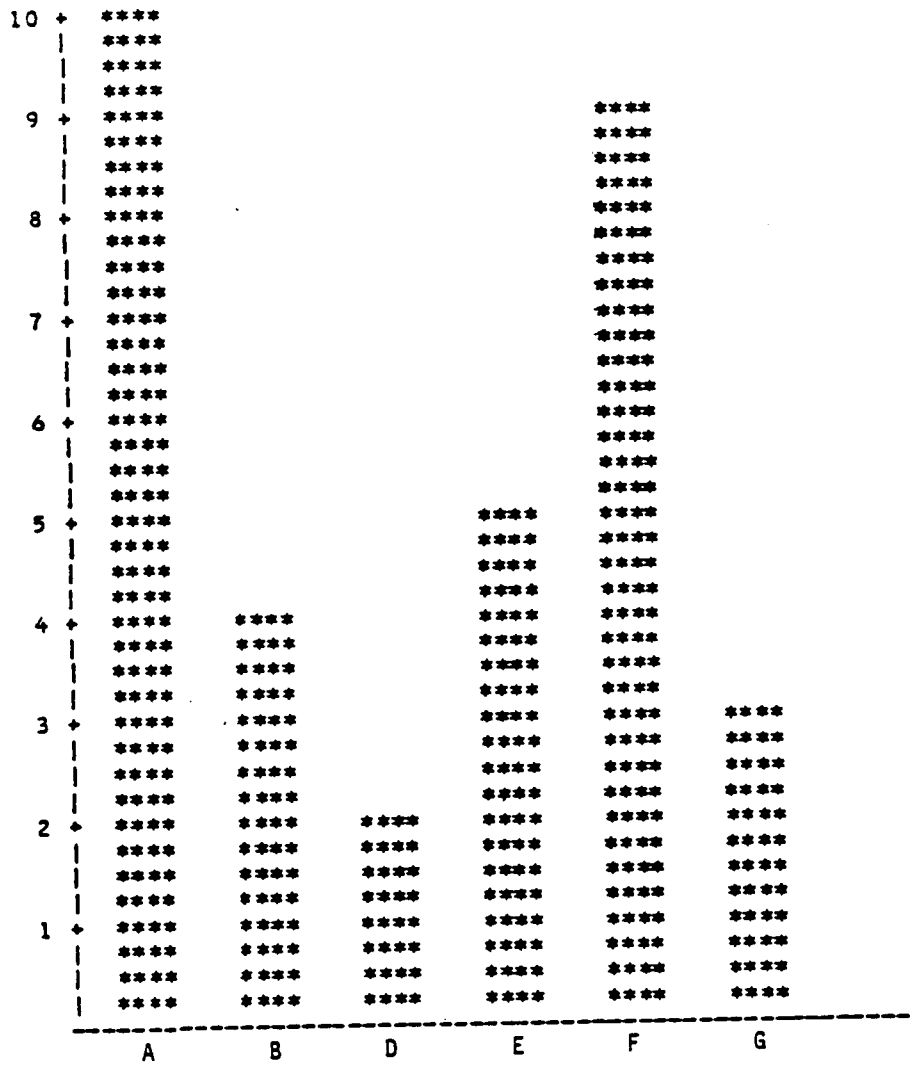
Figure 27. Major Attractions within Theme/Amusement Parks.

A. Children amusement
 B. Sea world (aquatic
 C. Games
 D. Rides
 E. Musical shows
 F. Fantasy adventure
 G. Frontier, Western/mountain
 H. Ethnic cultures and exhibits
 I. Marina
 J. Tropical gardens
 K. Other

	A	B	C	D	E	F	G	H	I	J	K
1		**	**	**	**	**	**	**	**	**	**
2		**	**	**	**	**	**	**	**	**	**
3		**	**	**	**	**	**	**	**	**	**
4		**	**	**	**	**	**	**	**	**	**
5		**	**	**	**	**	**	**	**	**	**
6		**	**	**	**	**	**	**	**	**	**
7		**	**	**	**	**	**	**	**	**	**
8		**	**	**	**	**	**	**	**	**	**
9		**	**	**	**	**	**	**	**	**	**
10		**	**	**	**	**	**	**	**	**	**
11		**	**	**	**	**	**	**	**	**	**
12		**	**	**	**	**	**	**	**	**	**
13		**	**	**	**	**	**	**	**	**	**
14		**	**	**	**	**	**	**	**	**	**
15		**	**	**	**	**	**	**	**	**	**
16		**	**	**	**	**	**	**	**	**	**
17		**	**	**	**	**	**	**	**	**	**
18		**	**	**	**	**	**	**	**	**	**
19		**	**	**	**	**	**	**	**	**	**

FREQUENCY

FREQUENCY



- A. Food service
- B. Lodging
- C. Entertainment
- E. Merchandise (souvenirs, arts, crafts)
- F. Personal contact of staff
- G. Other

Figure 28. Unique Services Offered at Theme/Amusement Parks.

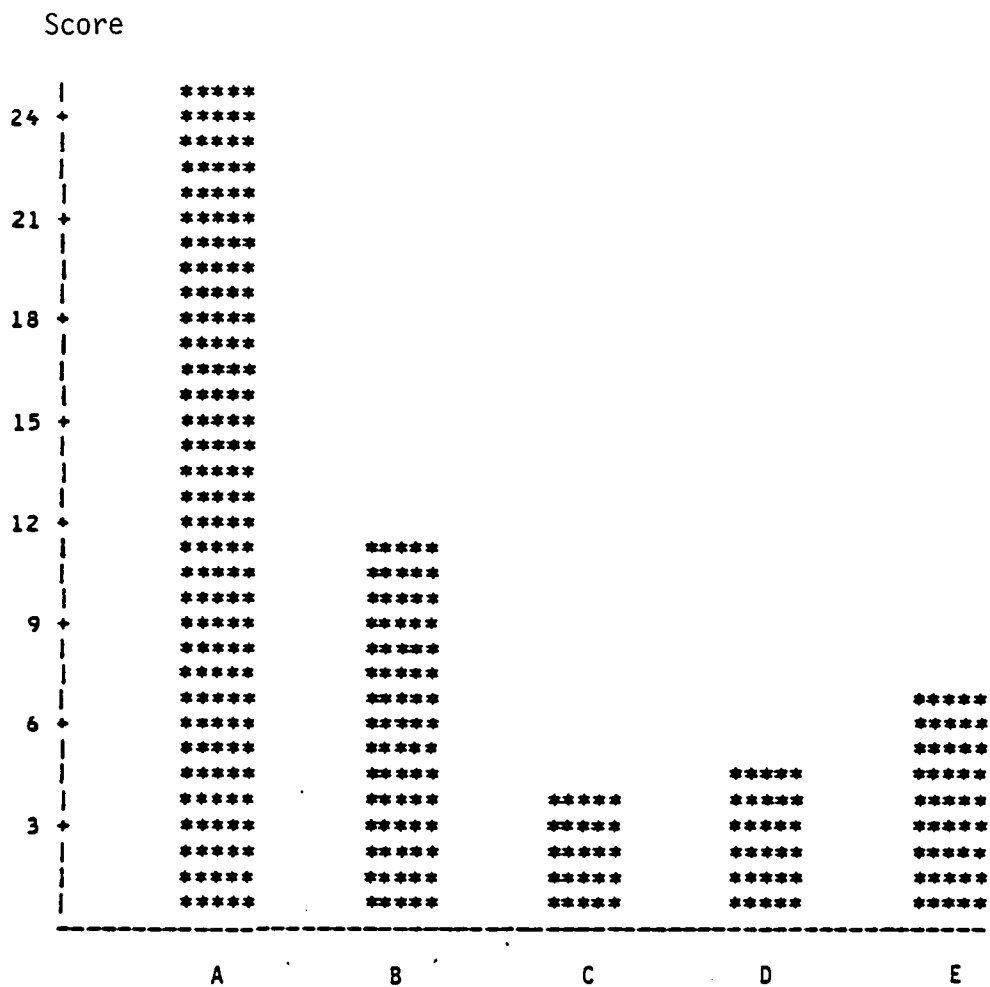


Figure 29. Major Sources of Revenue.

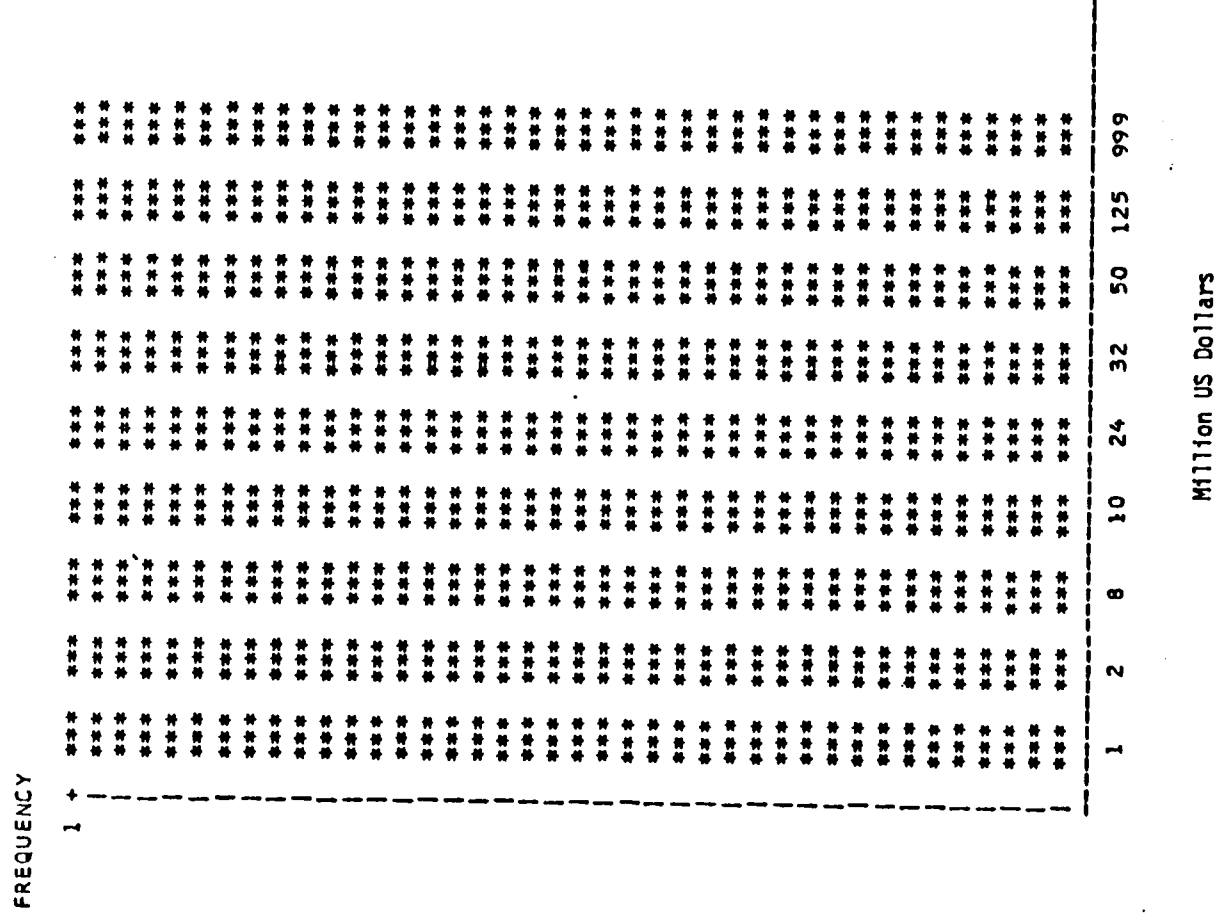
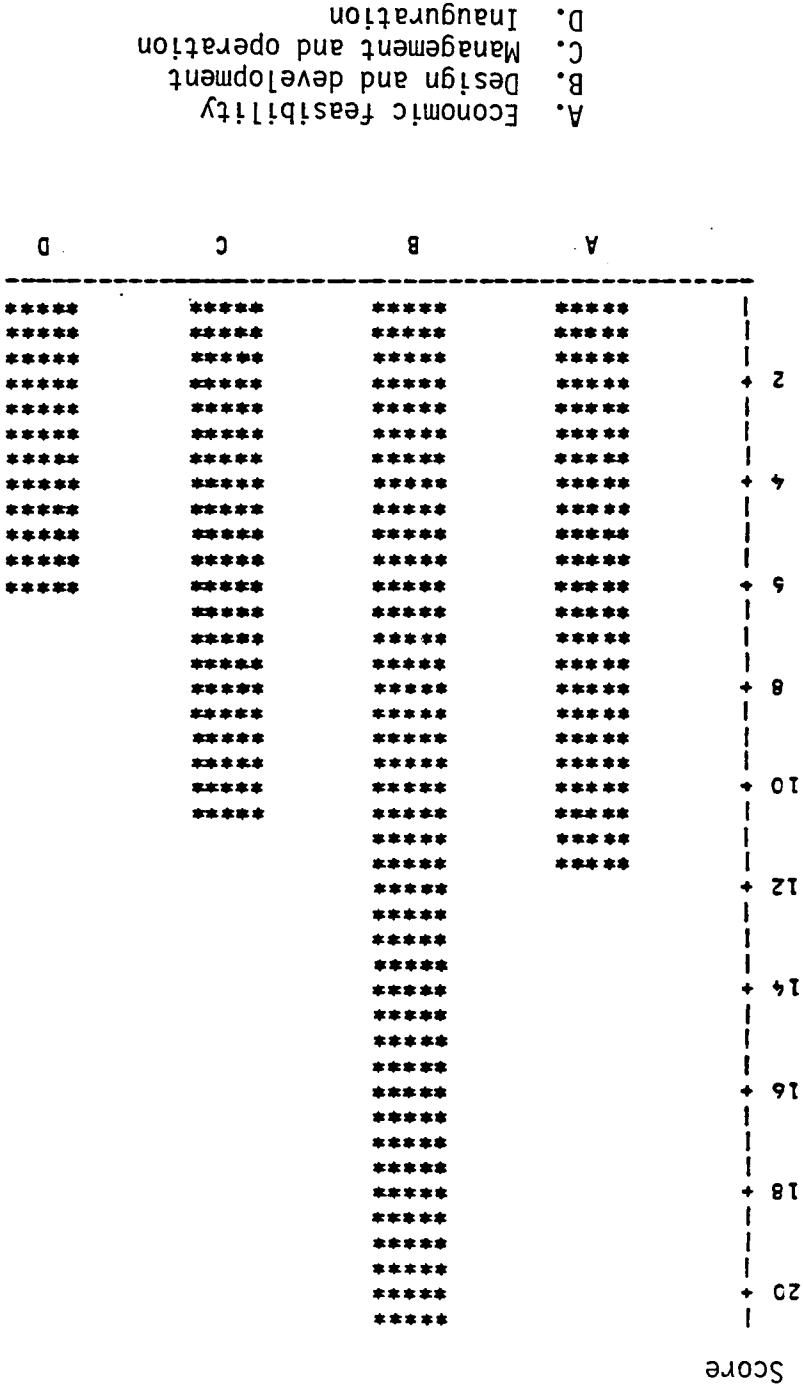


Figure 30. Estimate of Developmental Costs for Recent Theme/Amusement Parks.

Figure 31. Time Requirement for the Development of Theme/Amusement Parks (Months).



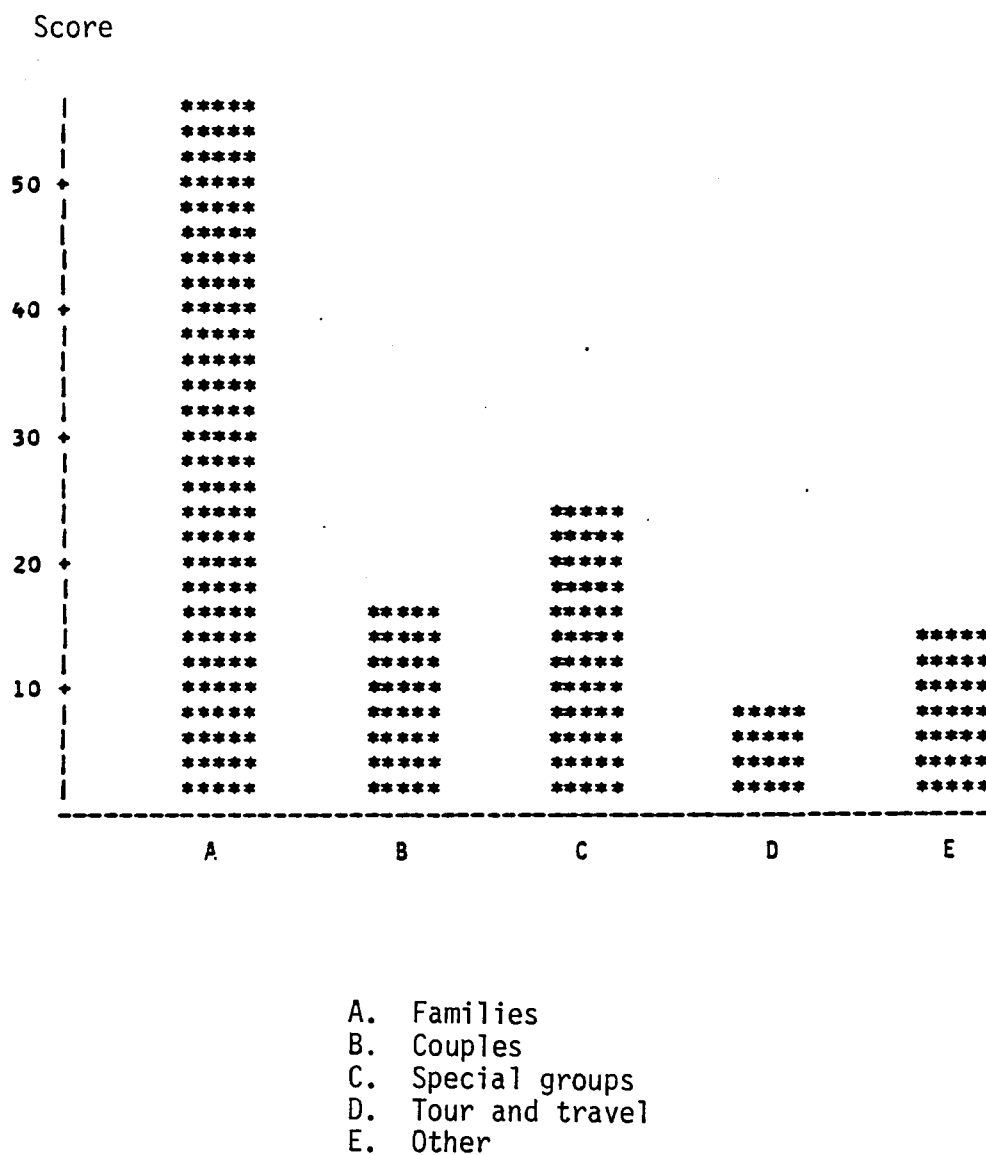


Figure 32. Classification of Types of Visitors.

VITA

Yahya Abdel Kader Hassan was born on October 25, 1950 in El-Mansoura, one of the largest cities in the Nile Delta of Egypt. In 1970 he received a diploma in Food Service Management from the Egyptian Hotel School in Cairo, and worked for a year at the Hilton International Nile Cruises that travel between Luxor and Aswan in Upper Egypt. In 1974 he received his Bachelor of Arts degree in Hotel Management from the College of Tourism and Hotel Management, the University of Helwan, Cairo, Egypt. In the same year he was in the top of his class and was selected as "Student of the Year" for his outstanding academic records and social activities.

In 1975 he served in the Egyptian Armed Forces as secretary to the director of the Quartermaster. In 1976 he was appointed as teaching assistant in his former college which entitled him to lecture in Food and Beverage Management, beside acting as training coordinator between his college and the hotel chains in Egypt. In 1977 he worked at the Republican Palace as Food Service Director for state dinners.

In 1978 he won a government scholarship to study for the Master of Science degree at the Scottish Hotel School, The University of Strathclyde, Glasgow, Scotland. Over a period of 30 months he has developed a cook-freeze Production Unit to serve the Nile Cruisers Tourist Fleet. The results of his research--which has

involved experimenting with 40 Egyptian dishes--has aroused national interest concerning applying his research techniques.

In 1981 he joined the department of Nutrition and Food Science, division of Food Systems Administration, the College of Home Economics, The University of Tennessee, Knoxville, to study for his Doctorate degree. His interest in the hospitality industry has stimulated him to research the feasibility of developing a prototype theme park in Egypt. He is an advocate of creating equilibrium between the interests of the national and international vacationers. His wide travels have covered most of Europe, Saudi Arabia and North America. His interest in travel has encouraged him to master three international languages. It is noteworthy that he was elected President of the Egyptian Student Association in Knoxville, Tennessee, for which he has successfully organized a number of theme dinners.