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The Advantage of Environmental Law in Implementing Sustainable Tourism and Environmental Protection

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Abstract

This study highlights the significance of enhancing the destination brand image while showcasing the basic elements of the sustainable tourism development circumstances in Egypt's Karnak temple, with its religious and cultural resources. First, the current difficulties and impediments to sustainable tourism are reviewed, including high-energy use, significant water consumption, and habitat destruction. The main cross-disciplinary components of sustainable tourism, such as green technologies, green buildings, green infrastructure, and green agriculture, are then examined. The architecture and specifics of a key performance indicator system are also suggested, along with a few implementation techniques for achieving sustainable tourism from the perspectives of policy and regulation, institutions, money, technology, and culture. The potential for tourism to support transformative transformations, such as a green economy system, is highlighted in the final section. This article sheds light on crucial sustainable tourism challenges and calls on scholars from various fields to examine the connections between community/ culture, environment/ ecology, and energy/ water/ food. The analysis clarifies how the Karnak Temple generally fared sooner and later, embracing development for sustainable tourism initiatives. The inferable perspective theory was used to quantitatively study 300 tourists' intentions to return to the Karnak temple in the wake of (STD). The results show that sustainable development can preserve the culture and authenticity of the Karnak temple, which has been shown to impact visitors' intentions to return significantly. Governments can design policies to support development and promote tourism using sustainability measures. Thus, governments may acquire an ambitious edge by creating a 'market-relevant' approach and including intrinsic and extrinsic 'stakeholders' in strategic planning and accomplishment.

Keywords : Environmental Law, Sustainability, Tourism, Policies, Karnak temple, Egypt.

Introduction

The appraisal of any development, including tourism, must now consider sustainability (Inkson & Minnaert, 2022). Due to its emphasis on balance, it is essential for the continuous growth of the tourist industry in areas since it has a higher major impact on local economies and communities' environmental, social, and economic development (Hall, 2011). "International (Union Committee for Nature Conservation) (IUCN) defines the pillars, or planet, people, and profits, as the three main sustainability dimensions: environmental, social, and economic (Traill et al., 2007). For tourist locations to remain competitive, they must consider all five pillars (SONKO & DEAC, 2020) because they serve as markers for achieving sustainable, responsible tourism, which aims to maintain the economic, environmental, and social equilibrium between generations (Meyer & Milewski, 2009). Regardless of being important for maintaining the region's natural beauty and cultural legacy,

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boosting the local economy, and encouraging local individuals to start their enterprises, these variables in Egypt have not been thoroughly studied, especially in The Karnak temple (Abulnour, 2018).

To encourage, advertise, and finance tourism in the Karnak temple and improve visitor satisfaction, a sustainable development plan set up for execution. Additionally, it is important to protect the destination's cultural and religious assets and brand image (Silvestri, 2018).

It watches the development of the momentous prehistoric city of Karnak temple in South Sinai; the Great Transfiguration Project's initial phase is about to begin in Egypt (Sullivan, 2010). This region, once home to many significant religious sites, is currently developing into a legal Centre for the 3 (monotheistic religions), and tourist of all beliefs frequently visit it (Charloux et al., 2021). These special resources can only be preserved for the benefit of present and future generations via integrated planning and management. Competent, sustainable tourism development will support, promote, and ensure its victory (Abd El Moniem et al., 2021).

Environmental Laws

Environmental law is the corpus of law governing how human activity and the environment interact (Light, 2019). In addition to preventing and addressing pollution and other environmental risks, this includes rules and regulations to safeguard and maintain natural resources like air, water, land, and animals (Shelton, 2021). Many types of environmental legislation exist, including international accords and treaties, federal and state acts, rules, and guidelines (Khan et al., 2021). Controlling air and water pollution, handling hazardous waste, regulating land use, conserving and managing natural resources, and addressing climate change are some of the environmental law's major focuses (De La Rue et al., 2022).

Since new scientific findings, technological improvements, and social and political changes continue to affect our understanding of environmental challenges and the most effective strategies to solve them; environmental law is a complicated and dynamic field (Etemire, 2016). Environmental attorneys must stay current on the most recent legal developments to negotiate different stakeholders' complicated and frequently conflicting interests, including governments, businesses, and environmental advocacy groups (Craik & Gu, 2022).



Figure 1. The Basic environmental Laws.

Environmental Policies

Six laws pertain to protecting the environment and wildlife policies (Smith & Jacques, 2022).

1. The Environment (Protection) Act of 1986
2. The Forest (Conservation) Act of 1980
3. The Wildlife Protection Act of 1972
4. The Water (Prevention and Control of Pollution) Act of 1974
5. The Air (Prevention and Control of Pollution) Act of 1981 and The Indian Forest Act of 1927.

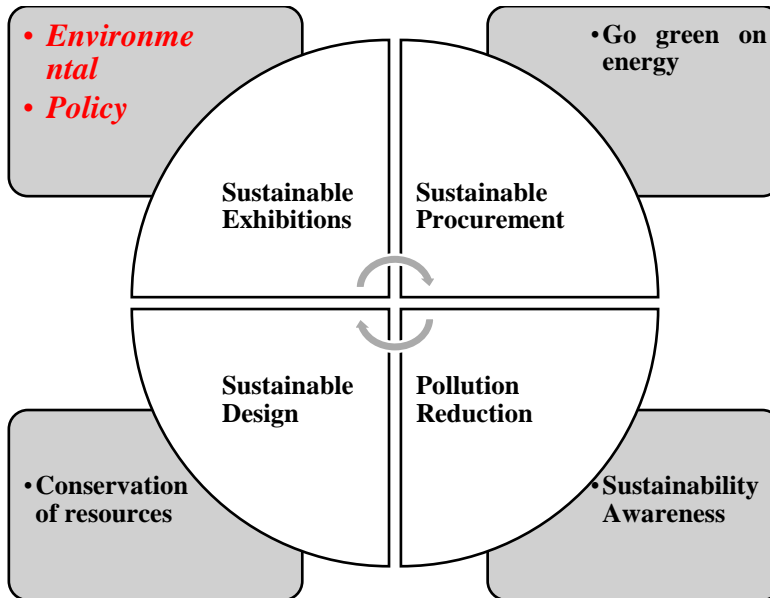


Figure 2. The Environmental Policies and Legislation.

Literature Review

Stockholm Conference on the Human Ecosystem was planned in 1972 by the United Nations General Assembly under the guiding principle of "one earth" (Seyfang, 2003). This is regarded as the beginning of ecosystem concerns going global. The first worldwide environmental Conference hosted by the UN was crucial to regulating the environment globally (Adger et al., 2003). Stockholm Conference thus marked a significant turning edge in drawing greater global recognition of environmental concerns. It resulted from escalating environmental problems on a global scale (Adams, 2019). The endorsement of the sustainable development philosophy has been globally embraced in developing and implementing tourism policy since the late 1980s (Liu & Liu, 2003). The concept and idea of sustainable tourism development were unheard of about twenty years ago. The tourist industry was linked to sustainable development until the middle of the 1990s since sustainable tourism development is a subset of sustainable development (Caiado et al., 2018).

According to the United Nations World Tourism Organisation's (UNWTO's) definition from 1998, "Sustainable tourism is tourism that fully considers its current and future economic, social, and environmental impacts, addressing the requirements of travellers, the industry, the environment, and host communities" (Moreno-Luna et al., 2021). Visitors desire a genuine experience; therefore, when a host town loses its legitimacy, they will respond negatively and choose another location.

Entirely all tourism, including (mass tourism and other tourism-related industries), must follow the principles and practises of sustainable tourism development. In 101 UNWTO member states, sustainable tourism development is a key component of tourist strategies due to its significance (Milano et al., 2019).

The fundamental tenet of sustainability is that tourism should positively influence the neighbourhood by enhancing inhabitants' quality of life and fostering local businesses.

Sustainability principles emphasise the environmental, economic, and social aspects of tourist expansion; thorough inspection should be carried out in all three areas to ensure endless sustainability and the development of strong basis for industry (Escrig-Olmedo et al., 2019). Numerous sustainable tourism tenets are sound and essential in highlighting the universal nature of tourism and its effects (Sharpley, 2000), equitably distributing the benefits of tourism to industry participants and local communities, contributing significantly to economic possibilities in the area, observing and evaluating the implementation of the sustainable tourism development goal at all steps, give customers a variety of options for environmental friendly facilities and goods, raise consumer awareness of sustainability among locals and visitors, and more creating tools to assess how the approach is being implemented (Meyer & Milewski, 2009).

Targets for Sustainable Tourism

Creating a sustainable tourism plan for a specific location is to increase the number of visitors who follow sustainable development principles (Cvelbar et al., 2017). This objective may be reached by focusing on several specific objectives, such as:

- A list of local tourism-related products;
- Collaboration between stakeholders is essential for the development of the local tourism industry.
- The environmental and the needs of regional people are taken into account while developing the tourism offering and marketing strategies;
- Analysis of how potential customers view the advertisement and the product;
- Establishing a vision, mission, and structure for the marketing activities of the strategy.;
- Developing a sense of place;
- Developing tools to track the strategy's execution progress (Meyer & Milewski, 2009).

The objectives of sustainable tourism must be broken down into those three categories as well because sustainability is seen from three perspectives: economic, environmental, and sociocultural (Roxas et al., 2020).

1. Aspects of Sustainable Tourism's Economy

- a. **Financial Viability:** Safeguarding the areas' and businesses' long-term viability and competitiveness;
- b. **Thriving locally:** Maximising the economic benefits that tourism brings to the neighbourhood, including the money that tourists spend there;
- c. **The values of employment:** Raising the number and calibre of tourism-related jobs in the neighbourhood, as well as their pay, working conditions, and accessibility to employment without prejudice;
- d. **Social justice:** Ensuring the equitable and equal distribution of the positive social and economic effects of tourism (Panasiuk, 2011);

2. Sustainable Tourism's Environmental Components

- a. **Physical constancy:** Protecting against ecological and aesthetic pollution, as well as maintaining and enhancing the quality of the landscape in both urban and rural areas;
- b. **Heterogeneity in biology:** Promoting and safeguarding the environment, animals, and natural ecosystems, as well as reducing the negative effects of tourism on the environment;
- c. **Optimal waste management:** Reducing the amount of rare and nonrenewable resources used in the growth of tourism;
- d. **Pristine surroundings:** Lowering the amount of trash that tourists and the companies that serve them produce, as well as the amount of water, air, and land pollution. (Bieńkowska et al., 2011);

3. Sustainable Tourism's Sociocultural Components

- a. **The well-being of Communities:** To improve community welfare, social infrastructure must be built, resources must be accessible, the environment must be healthy, and resource exploitation and social corruption must be stopped.;
- b. **Richness in culture:** Maintaining and promoting the host community's distinctive culture, regional customs, and history;
- c. **Satisfaction of tourists' expectations:** Supplying a satisfying and safe tourism experience open to everyone and meeting their needs;
- d. **Local authority:** Local communities have the power to plan and make decisions on tourism management (Bieńkowska et al., 2011).

The Accountabilities of Statuary Bodies in Karnak Temple

Nature Protection Division of the Egyptian Environmental Affairs Agency (EEAA) manages the Karnak temple area. The historic sites inside and beyond the temples at Karnak are controlled by General organisation for artifact, variance of the Ministry of Culture.

The Central Agency for Reconstructions is in charge of project management, the Ministry of Housing and Utilities is in charge of project implementation, The New Urban Communities Authority is responsible for overseeing the development of new urban communities is in charge of project financing for the construction of the Karnak temple.

The Ministries of Environment and Housing, Utilities, and Urban Communities must coordinate and unify their efforts to ensure the environmental aspects of the area are taken into account, respecting the limits of the ecosystem and not exceeding them. Implementing numerous forecasts to address such area's environmental, social, and economic concerns is the result of governments giving sustainable tourism development great significance. Because they play a critical role in developing and upholding the laws and regulations that protect the environment and the natural heritage for enjoyment by future generations (SHAALAN, 2005). Therefore, the government's policies are regarded as a crucial element within the sustainability concept to continuously observe, adhere to, and carry out the sustainable tourism plan.

“Materials & Methods”

To undertake the quantitative analysis for this study, 300 foreigners were given questionnaires. Concerning the decision to visit the Karnak Temple after establishing sustainable tourism.

Survey Design

The questionnaire comprised 6 sections with 41 structured questions to ensure data objectivity and accuracy. The following goals guided the creation of the questionnaires: Identify the key justifications for selecting the Karnak temple. The different considerations that tourists make when deciding on a desirable location, whether they plan to return to the area once sustainable tourism development has been implemented, and how satisfied tourists are with the Karnak temple's environmental, social, and economic aspects in terms of sustainable development.

“Data Collection”

Valid quantitative data from the questionnaire were coded, entered, processed, and analysed using (SPSS). The statistical analysis includes measures from descriptive statistics and the analytical methodology. Tables and charts were used to display the study's findings. Three hundred persons were the intended sample size for the survey. Online travel platforms (such as travel blogs and social media sites like Twitter and Facebook groups linked to travel and tourism).

Data Analysis

Table 1. Respondent’s Profile

Variable	Percentage	Number
Gender Male Female	56.3343.67	169 131
Age 16-25 26-35 36-45 46-55 56-65 + 65 years	36.234.211.0 10.66.31.7	1091033332194
Educational Level High School Bachelor’s Degree Master’s Degree Ph.D. or higher	14.068.812.54.7	422073714
Previous visit Yes No	65.634.4	1910
Means of Transport Bus Air transport Car (own, friends)	60.935.73.4	18310610
Duration 1 Night 2-4 Nights 5-7 Nights 8 Nights >	8.054.732.94.4	241649913
Travel Schedule Tailored by a travel agency Self-made	50.050.0	150150

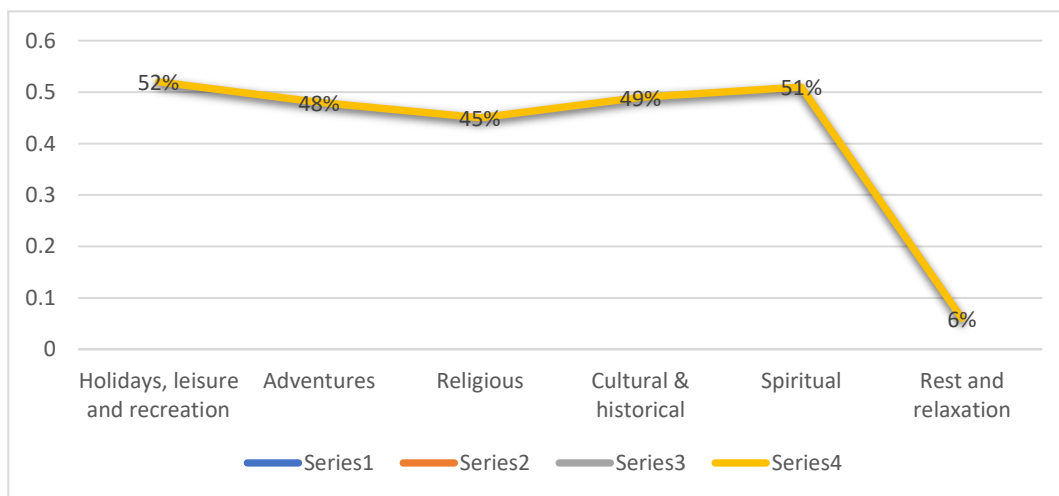


Figure 3. Main Purpose of the Visit.

Source: By Author.

The primary travel motivations of respondents can be used to determine the proposed type of tourism for the vast variety of people who visit the Karnak Temple, allowing for more focus on marketing and sustainably developing this sort of tourism.

Examine traveller-focused survey forms in light of aspects of sustainable tourism growth.

The consensus is that tourist satisfaction is a key component of a destination's Viability and competitiveness (Iniesta-Bonillo et al., 2016); (Bell et al., 2016); (Sukiman et al., 2013); it is also seen as a crucial goal and a sign of achievement in tourism destination management (Mazanec et al., 2007), is one of a destination's main sources of competitive advantage (Palová-Jelínková et al., 2013). The satisfaction levels of visitors to the Karnak temple are displayed in the tables below.

Table.2. The Impression Visitors have of the Environment as a Whole!

The results of assessing tourists' happiness with their experiences at the Karnak temple are based on the overall environmental impression.

Environmental Statements	Very dissatisfied		Dissatisfied		Indifferent		Satisfied		Very satisfied		Total	
	Frq.	%	Frq.	%	Frq.	%	Frq.	%	Frq.	%	Frq.	%
	Environmental Safeguarding	4	1.3	29	9.6	61	20.8	161	53.3	45	15	300
Landscape beauty	4	1.3	10	3.6	83	27.6	114	37.9	89	29.6	300	100
Natural Recreational Activities	8	2.7	10	3.6	102	33.9	137	45.5	43	14.3	300	100
General Cleanliness	6	2	94	32.2	116	38.9	54	17.9	30	10	300	100
Noise level	15	5	80	26.6	103	34.2	79	26.6	23	7.6	300	100
Pollution rates	16	5.3	79	26.2	118	39.6	71	23.6	16	5.3	300	100

Table 2. Demonstrates that while tourists were pleased with environmental preservation, gorgeous scenery, and outdoor activities, they were dissatisfied or unconcerned with general cleanliness, noise, and pollution levels.

Table 3. How Tourists Evaluate Society as a Whole.

The findings from measuring tourist satisfaction based on their trips to the Karnak temple's general societal perception.

Social statements	Very dissatisfied		Dissatisfied		Indifferent		Satisfied		Very satisfied		Total	
	Frq.	%	Frq.	%	Frq.	%	Frq.	%	Frq.	%	Frq.	%
	Hospitality of locals	14	4.7	18	6	25	8.6	168	55.8	75	24.9	300
Accessibility of Bedouin handicrafts	6	2	38	12.6	112	37.6	116	38.5	28	9.3	300	100
The professionalism of tourist site employees	14	4.7	28	9.3	115	38.5	116	38.5	27	9	300	100
The professionalism of Bedouin tour guide	12	4	37	12.5	104	34.6	68	28.6	61	20.3	300	100
Local restaurants/shops facilities	16	5.3	64	21.7	116	38.5	88	29.2	16	5.3	300	100

Table 3. Demonstrate the majority of visitors are content with the friendliness of the locals, according to Table 3. However, given the high level of visitor happiness with the service

provided by local Bedouin tour guides, there is a need to provide more of them. There is also a need to boost employee productivity in tourism regions to ensure complete visitor pleasure. Additionally, more neighbourhood stores and eateries are needed to improve the quality of travelers' experiences and to revive the distinctive local handicrafts, cultural practises, and traditions of Karnak temple.

Table 4. How Tourists Evaluate the Country's Economy as a Whole.

Economic statements	The findings measure the degree of happiness of guests' visits to the Karnak temple based on their general economic situation.											
	Very dissatisfied		Dissatisfied		Indifferent		Satisfied		Very satisfied		Total	
	Frq.	%	Frq.	%	Frq.	%	Frq.	%	Frq.	%	Frq.	%
Value for Money at the Destination	8	2.7	26	8.6	27	9	191	63.8	48	15.9	300	100
Number of available local business	2	7	36	12	162	53.8	86	28.9	14	4.7	300	100
Quantity of locals involved in tourism jobs	10	3.3	33	11.2	133	34.3	103	44.2	21	7	300	100
Existing hotels and restaurant's quality and quantity	12	4	46	15.5	86	28.6	138	45.8	18	6.1	300	100
The diversity of tourism products and services	20	6.7	16	5.8	135	45	51	16.9	78	25.9	300	100

Table 4. Demonstrate that visitors are pleased with the value of the location, but it is necessary to improve the quality and quantity of the hotels and restaurants in Karnak temple, as well as to involve more residents in the area's tourism business and to provide a larger choice of tourism goods and services.

The data were compiled and presented using statistical analysis. The findings demonstrate that visitor pleasure directly affects a destination's choice. This was supported by study on tourist satisfaction. Comparisons were drawn between the economic, social, and environmental facets of the prior purchases of the commodities and services. Quality of accommodations, hospitality sector personnel services, and other tourist-related services, such as the worth of the location, infrastructure, tourism site services, accessibility to local eateries and stores, accessibility to local crafts, professionalism of Bedouin tour guides, etc.

The vast majority of participants leaned towards the survey's affirmative side. To put it another way, a visitor's satisfaction with their trip demonstrates that they have considered all the services offered by the place while deciding to travel there. The decision to travel can be directly impacted by satisfaction.

Table 5. Results of the Survey forms Relative to Frequency Distribution.

Projects to develop sustainable tourism in Karnak temple are proposed.	Relative frequency distribution based on opinions of planned projects for sustainable tourism development from visitors.											
	Very dissatisfied		Dissatisfied		Indifferent		Satisfied		Very satisfied		Total	
	Frq.	%	Frq.	%	Frq.	%	Frq.	%	Frq.	%	Frq.	%
infrastructure improvement	20	6.6	16	5.7	51	16.9	135	44.9	78	25.9	300	100
Higher living standards for residents and visitors result from developing superstructures and infrastructure.	10	3.3	24	8	77	25.6	142	47.2	47	15.9	300	100
supporting the government's strategy for a sustainable environment	20	6.6	14	4.7	80	26.6	131	43.8	55	18.3	300	100
residents' involvement in issues and activities related to tourist development	10	3.3	22	7.3	91	30.6	120	39.9	57	18.9	300	100
New investments in the Karnak Temple will increase local employment.	14	4.9	24	8	99	32.9	95	31.6	68	22.6	300	100
Local recreation initiatives will grow in a more planned and responsible way.	10	3.3	24	8	93	30.9	117	38.9	56	18.9	300	100
Whenever possible, provide local eats and drinks.	16	5.7	37	12.3	76	25.2	1.5	34.9	66	21.9	300	100
promoting responsible development because it is essential to the Karnak temple's economy	14	4.7	20	6.9	103	34.2	118	39.2	45	15	300	100
The government decided to promote sustainable tourism at the Karnak Temple.	12	4	24	8	37	12.6	83	27.6	144	47.8	300	100
Referring to the recently announced sustainable tourist development and praising the Karnak Temple to friends and family.	8	2.7	28	9.3	35	11.6	69	22.9	160	53.5	300	100

Table 5 presents the survey findings given to visitors to the Karnak temple, showing that most respondents agreed or strongly agreed with the proposed sustainable tourist development plan. Two hundred twenty-nine respondents said they would recommend the Karnak temple to relatives or friends, which is good news for the destination.

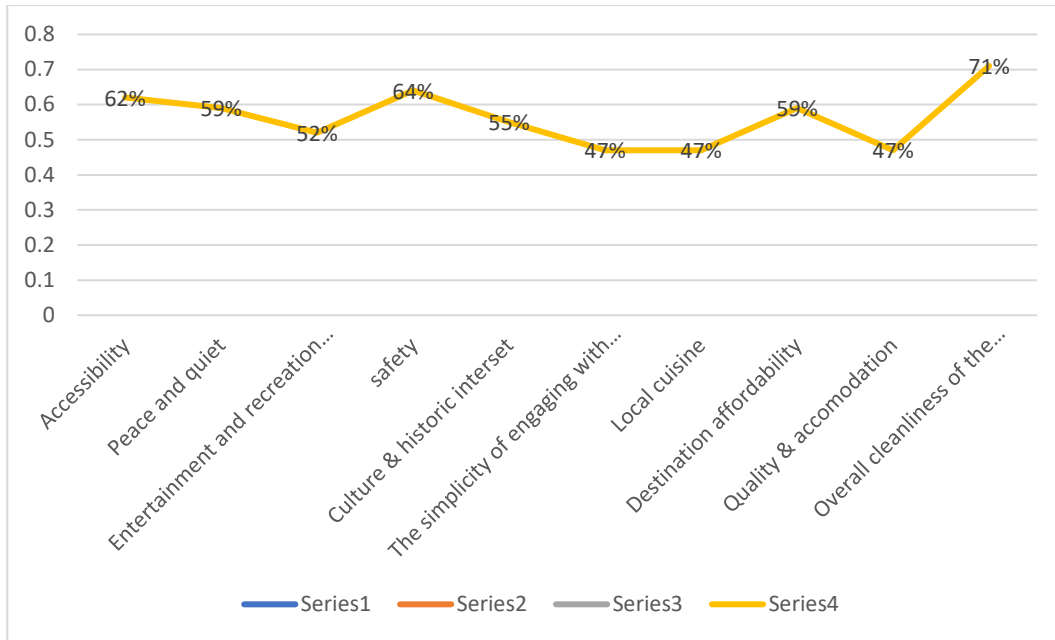


Fig 4 Principal Factors Influencing a Visit.

Source: By Author.

Fig 4. Demonstrate that most visitors pick the destination for its overall cleanliness so they may appreciate its beauty, but it isn't easy to choose a majority share in other features of Karnak temple because the majority closely picked the remaining features.

Discussion

Near the Karnak Temple, the first study of its kind in Egypt is currently being conducted. It looks at the three environmental, social, and economic aspects of sustainable tourism development (Mondal & Haque, 2017).

The Karnak temple area is important due to its historical, cultural, and religious value. To achieve tourism sustainability, it is important to raise awareness among the local population and enlist their participation in a planned and responsible manner. (Wendrich, 2006). The study provides insights into the need for careful preservation and marketing of the Karnak temple possession as a tourist terminal, as well as the importance of using conservation techniques for natural and cultural destinations (Hmood et al., 2018). As a result, the study may have significant implications for researchers and practitioners. Decision-makers should choose reasonable plans to keep the tourism sector associated with the Karnak temples sustainable for the long term. Moreover, tactics that require striking a stability among all 3 important structural barometers to achieve a contestant edge. Implementing sustainable tourism development at the Karnak temple destination is essential to enhancing visitor flow, enhancing cultural resources, developing enough (tourism services), stabilising prices, achieving more responsible

and secure environmental protection laws, increasing the impulse to return, and becoming a guidance for family tour. Furthermore, it must be possible to achieve the goal of sustainable tourist development without jeopardising or laying an undue burden on society, the economy, or the environment.

Conclusion

To completely propose the particular region in a sustainable tourism way and achieve a balance between all three dimensions, the region is attempting to launch a major transformation project. To understand the importance and necessity of this project, this study set out to identify it.

The study's findings have practical implications for boosting local and regional support for sustainable tourism growth without subjecting the redistribution to measurement errors. The findings can be used to support strategic decisions, particularly for municipal planning, investment, and destination management, to increase tourism destinations sustainably. Local, regional, and national comparisons and comparability support this, and tourist authorities can use the results to create tourism and destination marketing strategies. The study on visitor profiles and perceptions of tourism locations offers a better understanding of visitor wants and wishes, which can enhance the planning methodology for the sustainable tourism development plan for the Karnak temple. Moreover, take note of how important the current construction projects in the neighbourhood are in meeting the needs of many visitors. To ensure the successful development of the region, several techniques and concepts have been provided and created in relation to the growth of tourism and sustainable development. Authorities have underlined the significance of having a positive perception and attitude among residents and visitors and experts.

The visitor experience's design must consider different regional cultural norms, and governments must communicate with local people to create (sustainable development) rules that guarantee their appropriate representation. They ought to talk to locals to acquire their opinions on how to interpret the sites in a culturally appropriate way. They should also train tour guides to offer tourists a thorough understanding of the region. The primary goal is encouraging tourists to appreciate and enjoy the place because they recognise its uniqueness.

Limitations

The review of the literature shows that there are not enough study that consider different angles on visitor satisfaction. Consequently, it merits a more thorough examination using a variety of methodologies as a potential gap in the existing literature. It may reflect distinct visitor segments, their needs, and expectations in various ways. Finally, future study should also consider its level of sustainability influences the various kinds and variations in the destination's offerings contentment of the destination's visitors. This study used only descriptive analysis—rather than crucial predictive or prescriptive analytics- for destinations to utilise large data and run efficiently and properly. Interviews with investors are essential for sustainable development to understand their perspectives and expectations. It is important to remember that pressure or harm to any of the three aspects of sustainable tourism could limit the development of the other two aspects.

Author's Contributions

All the authors have contributed equally in the design conceptualisation, writing, editing, proof reading, final draft of the study.

Disclosure Statement

Competing Interest

The authors report there are no competing interests to declare.

Data Availability

Data available within the article or its supplementary materials.

Ethical Approval

None

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