

The basic constituents of tourism in Libya

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Abstract: Man has, from ancient times, exercised tourism by means of quasi continuous movement in search for better living abodes whereas movement is considered one of the human characteristics. Since its early life, man got used to movement from one place to the other to seek after, in the first place, livelihood, and then try hard to realize the mental and intellectual delight. But regarding the reference to the word tourism, this term expresses a term used in the Latin languages. In the linguistic concept of the term tourism, we find that it means wandering and the term touring the land means he went and moved along the surface of the earth.¹

Key words: tourism, life, livelihood, earth

I. INTRODUCTION

Libya is distinguished by its strategic site of the tourism state as of the site, space, disparity of climate and reliefs as well as the number of inhabitants.² Libya is an excellent and important site within the Mediterranean basin group which is considered one of the more attractive countries of the world for the world tourism and for its closeness to the European continent which absorbs about 65% of the volume of the international tourism flow, in addition to its distinguished site in North Africa, in the center of the Eastern and Western Arabic countries. It is considered like the gate of Africa, where prevails the Mediterranean Sea climate, a moderate climate, particularly the regions located in the northern sides of the country. There is also a desertic climate (hot climate) in the southern regions. The areas located between the north and the south are influenced by these two climates and in general, the climate of Jamahiriya is considered a moderate climate in most of the days and seasons of the year, the matter that helps in extending tourism season in summer and winter. As of the reliefs, they are divided into several areas, including the coastal that is stretched out to the Mediterranean Sea by a distance of about 2000 km. they vary by the sandy shores, gulfs, mountains as well as the plains and perhaps the most significant is Sahl Jefara region whose area or surface is 8000 km and it is a fertile arable plain, having some valleys such as Kaam Valley and Almagnin Valley and several mountainous cultivated areas over the whole country such as Nafussa Mountains in the western area and the Green Mountain. They mean the extent of availability of real reasons to motivate human beings in order to visit a place with the exclusion of another for the purpose of tourism and it is a multi-dimensional and multi-aspects concept. As we have previously mentioned, tourism industry represents a significant source of national income for several developed and underdeveloped countries of the world. If the tourism sector is significant for many countries, it is necessary for it to be more significant to the countries that are endowed with a wide space in order to realize the exemplar independence of its available tourism sources and Libya is considered one of the countries that remained away from the achievement of any progress in this field in the past, the matter that has weakened the significant role of the tourism sector and maintained reliance on the oil sector as the main national income source. Departing from the intention to develop this field and grow it, it is necessary to know the basic constituents of tourism in Libya and the most important obstacles that stand in the way of progress. In this field, the most significant tourism constituents in Libya may be divided into the following:

¹ Maher Abdulaziz, Tourism Industry, Applied Sciences University, Zahra House for Publication & Distribution, 1997, T2, P. 331

² Importance of tourism and its impact in the diversity of sources of income in the Libyan Jamahiriya, Master degree thesis in Economics, Alsadeq Mohamed Alfalfaz, year 2000, P. 122, Academy of Postgraduate Studies, Tripoli - Libya

- Natural resources / they are meant by all that characterize the tourism areas in Libya as of site, weather, climate, geographic nature, surface, waters, vegetal life, animal life, development and other natural resources.
- Weather and climate/ weather represents the description of temperatures, air pressure, speed of wind, humidity, rains, plants and forests. But climate expresses the long changes in weather cases.
- Geographic nature of the tourism area/ it is represented in a group of reliefs that characterize the tourism area as of mountains, rivers, sea, valleys, rocks and deserts. There are in Libya several tourism areas in the center and south of Libya as well as lakes in the heart of the desert. Besides, there is the longest coast over the sea. It is distinguished by a seacoast of 2000 km long which may very possibly be exploited in tourism.

II. OBJECTIVES OF TOURISM SECTOR IN LIBYA

Libya sets its hopes on the role that may be played by the tourism sector in diversifying the national sources of income within the next period by means of laying out plans that aim at taking care and develop the numerous tourism areas represented in the historic antiquities and sandy seashores in addition to the warm atmosphere which inspires tourism. For this end, Libya has made good progress in providing the necessary requirements and facilitations as of hotels, tourism villages, recreations and other establishments in support for the development of this sector and its growth. The following are among the objectives attempted to be realized by the tourism sector in Libya:

A) At the short range, make the world be acquainted with Libya and the tourism, natural and industrial resources it is endowed with as well as the significant achievements realized in various economic and social sectors.

Work for the sake of local growth of the tourism sector in order to realize an integral growth at the level of the country

B) At the long range, working towards raising the level of contribution of tourism sector in the realization of the economic and social development through:

- Provide work opportunities for a great number of citizens
- Consolidation of the national income with respect to foreign currencies
- Encourage investment in tourism sector, particularly the growth of projects and the medium establishments in the tourism sector in such a way to realize development in this sector internally and externally.

Problems facing tourism in Libya

Problems such as inefficient resource allocation, poor infrastructure, and frequent policy reversals, in addition to the UN (United Nation) international embargo which has been recently lifted, are major reasons for the delay and observed slow tourism development. The UN international embargo has been a major deterrent for tourists. It has resulted in delay in tourism development and made it difficult for tourists, who have instead had to travel through an arduous, physically exhausting road into and out of the country through the Tunisia-Libya land border. Despite the fact that Libya possesses a splendid variety of tourist attractions (natural, historical and cultural), the problems facing the tourism sector and the development of tourism activities in Libya are several and each needs to be considered carefully in order to formulate the right policy to tackle them.

These problems can be summarized as follows:

- Lack of tourism-related infrastructure

The sufficient infrastructure necessary for the development of a successful tourism sector is lacking. Most important amongst these, is that there is a lack of available accommodation in terms of both quantity and quality close by the principal attractions such as, classical archaeological sites, selected coastal areas and convenient desert stopover points suitable for international tourists. The facilities regarding the presentation of some attractions is not wholly adequate for visitation by tourists in aspects such as, lack of road signposting and informative signposting at places of interest that are in language other than Arabic, inadequate road maps of Libya as well as detailed ones for the principal towns and cities, beside that the need to improve the existing information centers at the site areas and establishing some more all over the country. In addition, despite the large number of restaurants, there are only a few that are of an acceptable standard to international tourists. Besides that, there is little or no entertainment or cultural activities organized for presentation to visitors. In addition, the availability of Libyan souvenirs and handicrafts in general, and those of unique quality in particular, is poor. Consequently, the shortages of these facilities will definitely have its impact on the level of tourist demand.

The visa entrance system might be another deterrent for international tourists, as well as the fact that the official currency exchange rate for the Libyan dinar is at a high level, which results in uncompetitive prices for tourist related services such as accommodation and transportation, compared with neighboring countries. Moreover, tourist accommodation in some tourist areas is not up to standard to meet international tourist market requirements and there is a lack of tourist information centers. Also, the poor communications between the travel trade in the international tourist market and Libya has resulted in an absence of awareness and knowledge in the tourist generating markets of Libya's tourism resources and attractions.

Lack of awareness and image

Beside the severe lack of tourism infrastructure, there is a lack of awareness and image of Libya as a tourist destination among international tourist markets. The promotional tools, which are presently employed by, GBT (General Board of Tourism) and local tour-operating companies are insufficient. Therefore, the need for more effective promotional campaign has become essential in order to change the negative image of the country as a tourist destination that has been held in the outside world and particularly European tourist markets resulting from western media in the last couple of years.

Lack of competent human resources

The tourism industry is a labour-intensive service industry dependent for survival and competitive advantage on the availability of good quality personnel to deliver, operate and manage the tourist product. The interaction between tourist and tourism industry personnel is an integral part of the total tourist experience (Amoah and Baum, 1997). According to HCTC (1995), tourism and hospitality have one of the highest levels of skill shortages (cited by Jameson, 2000), and Libya no exception. In Libya, tourism related services have a lack of good quality personnel. Therefore, there is an urgent need to develop human resources, particularly indigenous personnel, for delivering quality services for tourists, as well as enhancing general skills of the local workforce. All hotels and beach resorts should be staffed with skilled managers and technical services personnel to be more familiar with customer's needs and wants, help them and handle their enquiries and complaints as well as to meet an international standard of skills. As the industry

continues to develop and managerial roles and companies become more complex, the nature of the unit management role will increasingly require the skills and knowledge that education and training bring.

Despite the lack of the abovementioned factors, tourism in Libya faces a number of opportunities, which it should fully exploit in order to sustain and accelerate tourism development in the country. In order to achieve accelerated tourism development the following key factors and priorities should be considered:

A) Government and community involvement

Government involvement in developing countries including Libya has become essential especially in the initial stages of tourism development. The industry could not survive without them. Governments have the power to provide the political stability, security and the financial framework which tourism requires. They provide essential services and basic infrastructure. Finance represents a core factor for any business. In the Libyan case, in order to utilize its extensive and varied range of tourism resources (natural and man-made) effectively, increased finance should be allocated for tourism in the country's national economic strategy. The public and the private sector cooperation and collaboration play a vital role in the development of the sector. If tourism is to flourish more widely across the country to reap the socio-economic and environmental benefits, government commitment with increased budget for the tourism development is essential as, obviously, without budget and estate commitment, tourism will never develop.

In Libya, residents should be a central component of tourism plans (unlike what has been experienced in several tourist destinations) and should be remembered not just in post-plan implementation. They should be aware of the economic benefits of tourism development to their community and should perceive the positive changes in their communities from tourism with aspects such as changes in living standards, investment, level of income, employment opportunities, and recreational facilities for residents, tourism as a source of valuable experience and preservation of antiquities and public facilities etc.

This all could lead to good tourist-host interrelationships, which results in better interaction between local people and tourists. This would encourage both parties to care more about the community's tourist assets, which in return leads to more sustainable tourist assets.

B) Sufficient budget and action plans

An adequate budget for funding tourism projects and implementing tourism plans is an important factor for accomplishing successful tourism growth. Some tourism development plans were prepared to further tourism in the country. However, non-implementation of these plans mainly due to insufficient budget, in addition to some other reasons, was a major drawback to accelerate tourism development. Therefore, in order to achieve tourism growth in the country the government involvement and commitment became essential to overcome any financial problems concerning the development of the tourism sector, which should be combined with an effective controlling system.

According to Clayton (2003), in a situation of external shocks, mismanagement, corruption or some combination of these factors, which may lead to significant unproductive over spending, without commensurate or growth, this usually requires governments to get their budgets back under control. In addition, the establishment of a tourism development bank is recommended to

enhance tourism growth in the country. Action plans are required to take immediate action towards the establishment of tourism-related infrastructure. The aim of planning for tourism is to identify major issues that are likely to affect the development and management of tourism as well as to develop policies and programmes to assist in making the industry more viable and sustainable. Many have argued that, in order to achieve integrated and sustainable development, the macro level of economic and development policy must incorporate social and environmental factors at the outset of planning (Clayton, 2003).

Tourism in Libya is included in the national plans, but the resources are not allocated to achieve the sector's goals. The delay in the execution of tourism plans in the given time has been a major problem in the slow growth of tourism in the country. Therefore, the provision of necessary requirements, such as sufficient capital with an effective controlling system to avoid corruption, in addition to the provision of good expertise, flexibility etc to allow the completion of the projects, have become crucially urgent and important.

Wall, (2005) added that, in developing countries, there is continued emphasis on master plans which are often made by external consultants, who usually come from developed countries, where there has been a shift in the emphasis on tourism master plans for larger areas. Those external consultants often do not undertake such tasks in their places of origin. In fact, such master plans are designed to attract external investors by ensuring potential developers that there is a broad vision for the destination area and that their investments are desired and secure. Therefore, action plans are required, to accomplish positive results. Plans for the tourism sector should not be considered in isolation. As tourism is an interdependent sector, plans for tourism should be integrated with other sector plans. Problems arise when development is rushed, with little consideration for the environment. Therefore, the socio-economic and environment fabric of the country should be carefully considered in order to achieve sustainable tourism development.

III. DEVELOPMENT OF TOURISM IN LIBYA

Tourism planning and development authorities with a well-developed institutional framework at various levels (federal, provincial and local) are required to manage the existing resources to meet the tourist market demand. A fully provisioned marketing section with competent professionals is the most important need for the country to introduce its assets in the tourist market and to the travel trade. As a result, the formulation of marketing plans which are missing in most of the Libyan tourist enterprises, due to the lack of expertise, have become essential for the co-ordination of marketing activities. The marketing plan basically should have objectives/targets, strategy (utilization of tourist marketing mix), time limits, budgets and controls.

IV. INVESTMENT IN TOURISM

Investment in tourism infrastructure must be addressed as soon as possible as it is a core factor for tourism development. This cannot be achieved unless the provision of physical infrastructure is completed. Developing a new tourism-related product or service, requires intensified efforts at the initial stages in order to gain an adequate proportion of the international tourist market share and then to maintain this position in the medium to long- run. In Libya, where tourism is viewed as an economic alternative for gaining economic growth, the government should make investment as easy as possible for prospective investors.

Consequently, this could lead to an increase in the tourism market share and enable Libya to compete more effectively. Sufficient funding, and establishing an appropriate atmosphere for investors that might boost confidence among them, is required to

encourage local and foreign investment to invest in tourism related services by treating tourism investment legislation as a special and more distinctive case in order to be more attractive. This might take the form of exempting both domestic and international components from tax for a certain period of time in the full investment.

The development of more tourist accommodation such as small and medium-sized hotels, beach resorts, roadside travel-lodges and guest houses to meet the demand of prospective international and domestic tourists at a competitive price and more—value for-money facilities could lead to sustainable tourism development and fast promotion of the country as a tourist destination. Similar investment policies in the oil sector which has been very successful could be adopted for investment for Libya's tourism industry. Encouraging foreign investment (renowned companies in particular) to invest in tourism-related services, could generate employment for Libyans and bring in the highest technology and experience.

V. MARKETING ACTIVITIES

The need for marketing activities, which Libya is currently lacking, represents a core factor for achieving tourism growth in the country. In addition to awareness and knowledge about the tourist product and improving the image of Libya as a tourist destination among international tourist markets, marketing plays a vital role in understanding the needs and desire of the actual and potential customers. Help in responding quickly to tourist markets, changing conditions, offering the country's tourist product in a more attractive way than its competitors as well as portraying the diversity of the Libyan tourist product in terms of society and culture, history and heritage while targeting specific segments related to individual types of activity or pursuit. In order to increase the awareness and image of Libya as a tourist destination, it is proposed that a foreign tourist office should be established in major tourist generating countries.

As a cost saving device or interim step, the London office for example, should be responsible for some other countries in the European Union. In the long run it will be essential to have an office in the USA, which would also serve Canada. The importance of a destination having a foreign office lies in its ability to help travel agencies in a tourist generating country to influence the choice of the destination in various ways. Furthermore, the need for a foreign office becomes more crucial when it is considered that travel agencies handle about 70% of travel business.

Education and training

Education and training is required for enhancing the skills of those working at all levels in the tourism industry, which is critical to its future prosperity. Training should be performed in a wide range of skills, including management and information technology. The industry needs skilled managers and staff who are capable to identify and meet the needs of international visitors.

Training facilities should be provided at university level to produce better educational programmes directed towards planning, developing, development and management of tourism. Beside the formal education system, informal training, either on-the-job or through programmes should be carefully tailored to meet defined objectives and targeted at specific types of individuals.

Foreign expertise to train tourism personnel on specific aspects, should be organised by the public and the private sectors to provide a base for future education and training and to improve the standards. The tourism training institutions in Libya have

formulated educational and training programmes for the industry but at this stage they lack both efficiency and sufficiency. As a matter of a fact, it will take a long-term sustained effort for the industry to adapt to the view that effective human resources development is critical to business performance. Moreover, education helps change people's perceptions towards tourism and raises their awareness of the opportunities and challenges involved in tourism.

Tourism training institutes and centers

The regular training is available in the sector in six training centers which are distributed over the various Libyan areas: Janzour (Tripoli), Misurata centers, Benghazi, Shahat, Soussa besides the University of Derna which organizes a training program before graduation. These centers consist of institutes for tourism and hotel professions. Curricula were determined for them in the past by the Scientific Research Center affiliated to the General People's Committee for Education and this curriculum used to be its' main source which is the Jordanian curriculum by 70% and every institute provides the same group of training courses in spite of the presence of a great independence in the manner of presenting them to the students. The technical study books are not available at present in any of the institutes.

There are two independent departments in Tripoli Janzour Institute whereas the first department is concerned with the intermediate stage and the second department is concerned with the high stage and the main subjects in both programs are the production of foodstuffs and the offering of food, housing, reception and the household management. Three groups have completed the intermediate program, about 400 students, and the absorption of about 300 students in the intermediate stage and about 250 students in the high stage and whereas work has started in the stage since 1995 and then the first batch of it has graduated on 1998 and the total number of teachers has reached 47 teaches in addition to the technical study subjects (hotel) where foreign languages shall be taught as well as some general subjects. Also, contacts has been launched with a number of institutes outside Libya financed by the People's Committee of Education so that invitations shall be directed from time to time to some international institutes in order to organize study courses, particularly in the field of tourism.

Misurata institute has been founded on 1992 and involves two departments as follows: the intermediate and high stages and study begun in this institute on 1996. The number of students in the intermediate stage has reached 265 students and the number of students in the high stage has reached 61 students and the members of the teaching staff in the institute attain 25 teachers among them 5 teachers from the national elements and the remaining from the Arab Republic of Egypt, Kingdom of Jordan, Iraq and Palestine.

Students in the intermediate stage exercise specialization in the field of hotel businesses while the students in the high stage continue their studies in the field of hotel and tourism in a more thorough way while Misurata Institute and Tripoli Institute are specialized in the methodology and philosophy related to practical training within and outside the institute because the policy of Misurata Institute is not to undertake the practical training within the institute, yet, it has taken official measures with the local hotels in order to practice the practical training therein and a return shall be paid to the students against the period they spent in the hotels, the matter that represent an extra incentive to them.

Soussa institute is located in an old administrative building and has been inaugurated on 1997. It is unlike the other institutes because it provides the high study courses not the intermediate and the number of students who joined it has attained 260 students distributed between the tourism and hotel activities with the presence of 14 members of the teaching staff, most of them are

expatriates and all the plans of this institute are an operation of courses and drills that take place within the medium and big hotels only, of two-years duration.

The manner through which a strategy for the promotion of the manpower operating in the sector of tourism may be conceived according to what is reported in the Quinquennial plan issued by the General People's Committee for Tourism in accordance with the following:

- Create an educational culture by means of (the values, conducts and the integral training for the development of businesses and the spread of the best modern scientific methods and ways for tourism and the tourism training.
- Strengthening the professional levels (professional awareness – training, professional promotion)

Administrative promotion and concern for the professional qualifications in this field. Promotion of the quality of training by means of the convenience of potentialities for the national necessities and improvement of means attainment and uplifting by the various training means and types, upgrade the quality standard by the trainers by developing the training program.³

Conserving tourism environment

Conserving the natural and built tourist resources for future generations against any environmental damage will lead to long-term tourism development. Management of the natural and built resources and tourism planning should be directed towards quality as well as growth. In this context the level of management should be improved and staffed with competent personnel. The development of tourism should be linked to other sectors of the economy, if it is to stimulate production in agriculture and industry that will contribute to the development of a more balanced economy and reduce the percentage of foreign exchange leakage.

In order to suit the needs of long range development of the tourism sector and to solve its problems, management planning is essential to know the positive and negative effects of tourism on the environment with a view to preventing environmental degradation. Problems start to emerge when development is rushed, with little consideration for the environment. The extra volume of visitors arriving at particular destinations causes most of the damage done to the environment as a result of tourism. These destinations are likely to be affected by congestion, smoke, ecological disruption, land use pollution etc.

As a result, for Libya to attain sustainable tourism development, it is crucial to consider environmental issues as a key factor in the overall development of the tourism sector. Distinctive investment incentives to local and foreign investors could help to conserve the natural and built environment. In addition, it is apparent that successful tourism planning requires the involvement and participation of residents in the destination areas. Interaction between tourists and residents plays an important role in conserving the local environment. This could be attained, by developing a tourism product that makes the visitor care about and feel for the local environment.

Diversification of tourism product

³ Teysir Ali Sassi, role of the human resources in the development of tourism sector in Libya, Master degree thesis 2005, P. 105, Academy of Postgraduate Studies T1

Moreover, diversification of tourism products becomes a necessity as modern tourism activity has shown a growing tendency towards it. Keeping pace with the rapidly changing and complex requirements of tourists in a highly competitive international tourist market and allowing the emergence of new tourist destinations cannot be achieved without tourism product diversification combined with a high standard of tourist services and facilities for the presentation of those tourism products.

The image of Libya as a tourist destination is entirely based on historical places, desert and culture. In other words, the image of the country in the viewpoint of tourists is as a cultural destination. Therefore, the opportunity for diversifying the tourist product exists. Libya can become one of the best sea, sand and sun destinations in the world, which requires heavy investment in beach resorts, hotels and sea sport facilities.

Moreover, many other tourism resources such as business tourism, scuba-diving, spa tourism, wildlife, mountain trekking, marine-based activities (e.g. game fishing, flotilla sailing) and fairs tourism are not fully exploited due to the lack of tourism services and facilities, which could play a significant role in diversifying the country's tourism products. Those tourism resources might be helpful for Libya both in the short and long-term and could create more leisure and construction activities for other areas apart from the capital which may create community well being and encourage settlement of people in rural areas who would otherwise prefer the urban areas for job seeking purposes.

The major objective of developing international tourism in all countries is to increase foreign exchange, which aims to increase the number of tourists and prolong their length of stay. According to a survey, which has been conducted with international tourists visiting Libya, the length of stay of these visitors is relatively short. In order to encourage visitors to prolong their length of stay, diversification of the tourist product has become a necessity. Extending opportunities for visitors to consume can be encouraged by offering intensive tours programmes and more convenient and preferential treatment for tourists, such as tax-free shopping, convenient payment systems (credit card machines etc), the provision of proper shopping facilities for incoming tourists, and the development of unique souvenirs and gifts which are warmly received by visitors.

Conferences and conventions tourism is a major economic activity in most developed countries. After the lifting of UN sanctions on Libya, many foreign companies came forward seeking investment in various sectors. This encourages the opportunity to conduct conferences and conventions, which require sufficient congress halls and facilities offered by hotels in Libya. Conferences organizational skills and event development knowledge are required to channel the market.

The necessity of developing convention tourism in Libya should be recognized because of the following factors: This specific tourist market yields large financial benefits; it helps to extend the tourist season the whole year round; it can be an opportunity for special promotion and advertisement for Libya as a tourist destination; it gives an opportunity to the participants to experience various tourist products of the country, therefore, raising the possibilities of coming back as ordinary tourists as well as conveying the message to their friends and relatives (word of-mouth).

Continuous improvement

Continuous improvement is needed, as Libya may face increased tourist demand in the future. Whether the Libyan tourist market will be able to meet and take advantage of this increased demand will depend on how various tourism organisations both

public and private cope with the problems in the present and take the necessary steps to meet the challenges of the future. Three important aspects should be considered carefully to achieve sustainable tourism development: The product's life cycle, the socio-economy and the environment. Problems arise when development is rushed taking little or no consideration of these three aspects. These development problems can be resolved, by responsive tourism planning as well as by the government and industry working towards sustainability. In addition, to remain competitive in the tourist market place, new products or concepts need to be developed.

The effort of Libya's General Board of Tourism (GBT) and other tourism organisations in the country should focus on the development of the quality of the tourism product and services. In addition, all tourism projects should have the appropriate capacity and the range of facilities that will allow their coexistence without affecting the natural, historical, social, cultural and economic environment. Consequently, the greater tourism attraction of Libya will be preserved for posterity, and holidaymakers may continue to enjoy activity-based leisure time both in and out of season. For achieving successful and sustainable tourism development, in addition to related-tourism infrastructure and tourism product diversification, Libyan tourism needs continued improvement in marketing activities and training in order to meet the continually changing tourism market demand.

Marketing and promotional activities will be indispensable if Libyan tourism is to survive the keen competition of established and emerging tourist-receiving countries. Finally, it may be said that Libyan tourism will not achieve any improvement unless an adequate budget is devoted to tourism plans and marketing activities. Moreover, a product that works in harmony with the environment remains successful for much longer as well as generating income for both the public and private sectors.

VI. CONCLUSION

International tourism movement in Libya has suffered because several internal and external problems which contributed in the retardation of this sector which negatively affected its contribution in the economic and social development of the Libyan society. The problems were represented in several problems including the negligence by the state of the growth and development of this sector for a long period of time, which resulted in the decrease of the tourism awareness or consciousness at both official and public levels because of the inexistence of institutions and experienced human cadres who are able to run and manage this sector and consolidate it within the Libyan society. They were also represented in the decrease of the level of tourism services which were considered to be among the most significant elements upon which depends the tourism industry whereas they play a significant role in enabling the tourists to enjoy their tours or flights and lengthen the duration of their stay. It appeared from the remark and observation and from the tourists' opinion surveys that the level of services whether in the lodging utilities or the communications means or drinking water, food or entertainment and amusement means or health services has ranged in majority from low to medium. Also missing in some civil life basics such as unavailability of daily newspapers and journals in foreign languages is also evident. Also, the retardation of tourism transportation means and their unfulfilment to the tourists' requirements whether in terms of comfort or punctuality is also evident in addition to the problem of civil aviation which the country was deprived of for a long period of time because of the sieges' circumstances. Besides the bad local and international telecommunications which stand as an obstacle before any achievement for the tourism companies to work with efficiency and also before the international communications of tourists with their relatives or work sites and in addition to these problems, the problem of the administrative complexities and difficulty to obtain entry visas to the country in one hand and the problems of waiting at the frontier or border which is not equipped with comfort means for long period of time, the matter that makes the journey or flight unpleasant and repulsive. Moreover, the obvious negligence which spoils the

tourism sanctuaries and historic museums unequipped with necessary comfort means or with tourism booklets and maps besides the fewness of specialized tourism guides.

These factors combined shall not make of Libya a desired tourism destination; the matter that reflected on the littleness of tourism groups and their hesitation for a long period of time whose average has reached about 58 thousand tourists over thirty years. The tourism statistics refer to the fact that these tourism groups are in continuous decrease whereas they reached on 1998 about 20 thousand tourists. If the conditions and problems that prevailed during the nineties of the last century continued persist, including the air embargo, the numbers of tourists shall continue to regress during the first fifteen years of the current century and it is expected that the numbers of tourists shall reach about 1000 tourists on 2019.

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