

The Tourism Industry And Its Role In Diversifying The Base Of The National Economy - Libya

Case Study

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Abstract:

The research aims to study and evaluate the performance of the tourism sector in the Libyan state, by examining and analyzing the level of contribution of this sector to the national income, the percentage of labor provided by this sector, and knowing the level of its market share in the international tourism market, while highlighting the role played by the tourism sector in The economies of countries, and the case study approach has been relied upon, and this research raises the following question:

- What role does the tourism sector play in financing the national economy to achieve development in Libya?

The research reached several results, including: Weak tourism revenues in Libya, which reached during the period 1990-2011 revenues with a total of (1,968) million dollars, with an average of (131) million dollars annually in fifteen years, and the deficit of the Libyan tourism balance during the period 1998 In 2011, with a total deficit of (-8,986) billion dollars, and an annual average of (-898.6) million dollars, the tourism sector in Libya did not have an effective contribution in terms of employment, which does not exceed (5%) of the total labor force over the period Ten years from 2000-2010

In the same context, this research presents some recommendations that should attract the attention of officials in the Libyan state, especially officials in this sector, in order to pay attention to the tourism sector, develop it and support it as a tributary to the public treasury instead of total dependence on the fuel sector.

Keywords: tourism, economic diversification, sustainable development, tourism balance, national product.

Jel Classification Codes : Z30 ; Q56; A10

ملخص:

يهدف البحث إلى دراسة وتقييم أداء القطاع السياحي في الدولة الليبية، وذلك من خلال فحص وتحليل مستوى مساهمة هذا القطاع في الدخل القومي، ونسبة اليد العاملة الذي يوفرها هذا القطاع، ومعرفة مستوى حصته السوقية في السوق السياحية الدولية، مع إبراز الدور الذي يلعبه القطاع السياحي في اقتصاديات النول، وقد تم الاعتماد على منهج دراسة الحالة، وي طرح هذا البحث التساؤل التالي:

- ما الدور الذي يلعبه القطاع السياحي في تمويل الاقتصاد الوطني لتحقيق التنمية في ليبيا؟

وقد توصل البحث إلى عدة نتائج منها: ضعف الإيرادات السياحية في ليبيا حيث بلغت خلال الفترة 1990-2011 إيرادات بإجمالي قدره (1,968) مليون دولار، بمتوسط (131) مليون دولار سنوياً في خمسة عشر سنة، كما بلغ عجز الميزان السياحي الليبي خلال الفترة 1998-2011 بإجمالي عجز قدره (-8,986) مليار دولار، ومتوسط سنوي (-898.6) مليون دولار، قطاع السياحة في ليبيا لم تكن له مساهمة فعالة من حيث تشغيل العمالة والتي لا تتعدى "ما نسبته (5%) من إجمالي اليد العاملة على مدى عشر سنوات 2000-2010

وي طرح هذا البحث في نفس السياق بعض التوصيات التي يتعين جذب انتباه المسؤولين في الدولة الليبية وخاصة مسؤولي هذا القطاع، من أجل الاهتمام بقطاع السياحة وتنميته ودعمه كرافد للخزانة العامة بدل الاعتماد الكلي على قطاع المحروقات.

الكلمات المفتاحية: السياحة، التنوع الاقتصادي، التنمية المستدامة، الميزان السياحي، الناتج القومي.

تصنيف JEL : Z30 ; Q56 ; A10

I. Introduction:

International tourism is considered in most countries of the world, whether rich or poor, as one of the most important economic activities and a major source of revenue from foreign currencies, improving the balance of payments and providing job opportunities for its citizens. Therefore, the tourism sector has become very important in the development strategies of many countries, but Libya is still its economy. For several consecutive decades, it has been considered a rentier economy that is completely dependent on oil and oil derivatives, and its strategy is based on depleting the natural resources lying underground, and it is also hostage to global oil prices, with expectations of depletion of oil reserves in the medium and long term without optimal exploitation of those resources in real development. Therefore, it was necessary to search for other alternative sources of oil to diversify the base of the national economy, and among these appropriate alternatives is the services sector, especially the tourism sector, which is considered a strategic alternative if the current oil revenues are exploited in its development and advancement in its level.

Previous studies have dealt with the importance of the tourism sector in supporting the economy of countries, where there are similarities with some of these studies with the current study, including the study of Jacob et al., 2021, the study of Mozawi, 2019, the impact of tourism marketing on the performance of tourism organizations, a case study of Sudanese tourism organizations, except that Their studies focused on tourism marketing and tourism services.

The current study is also similar to the study of: Mesaie and Ordimi, 2016, that tourism is an alternative to oil revenues in the gross domestic product, and there are similarities with the study of Al-Kasih, 2015, the lack of tourism preparations and a decrease in services, which reduces the economic value of the current international tourism movement, as agreed With the study of Bouamoucha, 2012, in terms of the poor performance of the tourism sector in Algeria, it is due to weak investment in this sector, and the neglect of this sector was accompanied by a decline in the number of expatriates, with the absence of an appropriate climate to encourage investment in this sector, as it was similar to the study of Sultan, 2005, In terms of the determinants of the significant decline in the number of tourists coming to Libya during the period 2000-2004, the decrease in the number of tourists was due to the low quality of tourism services.

It also agreed with the Quash study, 2004, that there is a weakness in the performance of the tourism sector compared to some indicators of Tunisia and Morocco. It also agreed with the study of Brown 2003, that tourism is of great importance in the development of rural areas. It agreed with Issani's study, 2010, that there is poor economic performance of the tourism sector in Algeria compared to both Egypt and Tunisia.

The current study differs with the study of Al-Nuaimi and Mansour, 2005, that tourism in Syria is developing and is being accepted by tourists, in contrast to the decline and neglect of this sector in Libya.

I.1. Research problem:

With what the Libyan state possesses of tourism potentials and a comparative advantage in this important sector, it has been neglected during several decades as a result of total dependence on one resource, which is oil, which made the current research raise the following question:

What is the role of the tourism sector in financing the national economy to achieve development in Libya?

I.2 . Research importance:

The importance of research is the following:

- a- Helping officials of the tourism sector in drawing tourism policies, and knowing the effects of the tourism industry in development and the national economy.
- b- Clarify the importance of the tourism industry as an important resource for the state treasury and its effective role in bringing hard currencies.
- c- The importance of the tourism industry in creating job opportunities and reducing the unemployment rate in the country.
- d- Clarify the tourism capabilities and the relative advantage that Libya enjoys in this field
- e - Defining the importance of the tourism sector as a tributary of the national economy.

I.3. Research aims:

- a- Knowing the extent of the tourism sector's contribution to supporting the national economy and achieving desired development.
- b- Highlighting what role did the tourism sector give in supporting the public treasury.
- c- Clarify the extent of the state's interest in the tourism sector and its followers of policies and programs that encourage the advancement of this sector through the total tourism investments.
- d- To highlight the role the tourism sector plays in the economies of countries.

I.4 Research Methodology:

a- The historical approach: by referring to the historical data of tourism programs in Libya 1989-2011.

b- Case Study Approach: The state represents Libya, the sample or the situation on which the current research will focus.

I.5. Previous studies:

I.5.1. Local studies:

- Sultan's study, 2005, evaluating marketing performance and its impact on tourism activity, an applied study on the tourist population in Libya, where the study addressed the determinants of the significant decline in the number of tourists coming to Libya during the period 2000-2004, and one of its most important results was that the prices of tourist services do not affect on the number of tourists, and that the decrease in the number of tourists was due to the decrease in the quality of tourism services.
- Study by Ahneesh, 2009, the impact of the elements of the promotional mix on the attitudes of tourists towards local tourism in Libya. The study aimed to know the impact of the elements of the promotional mix issued by Libyan tourism companies on the attitudes of Libyan tourists towards local tourism. The study concluded that there is a statistically significant effect. The promotional mix generally depends on the attitudes of Libyan tourists towards local tourism.
- Al-Kaseh study, 2015, the tourism offer in the Eastern Province region in Libya - using remote sensing technology and geographic information systems. The study dealt with the aspect of the tourism offer in the Eastern Province region in detail, and the study concluded that most international tourists stayed in hotels and other means of accommodation. It was not used to a large extent, and due to the lack of tourism preparations and the decline in services, their stay was short, and did not exceed three nights in most cases, and this reduces the economic value of the current international tourism movement.

I.5.2. Arabic Studies:

- Study by Kouache, 2004, The importance of tourism in light of economic transformations, the case of Algeria. The study aims to address the history and concept of tourism and tourists as an economic activity. It concluded that there is a weakness in the performance of the tourism sector compared to some indicators of Tunisia and Morocco.
- Study by Al-Naimi and Mansour, 2005, Developing tourism in Syria. The study aimed to develop tourism activity in Syria during the period 1982-2002, and to build the necessary equipment to keep pace with developments in tourism activity during the coming years in a way that preserves and develops the tourism competitive capabilities of Syria with its peers from other countries. It concluded that tourism in Syria is developing and gaining acceptance among tourists, and that tourism, especially foreign tourism, is affected by the economic and security situation that Syria is going through.
- Study by Aissani, 2010, The economic importance of sustainable tourism development - the case of Algeria. The study aimed to address the reality of tourism in Algeria, and concluded that the economic performance of the tourism sector in Algeria is weak compared to both Egypt and Tunisia.
- Study by Bouamousha, 2012, The role of the tourism sector in financing the national economy to achieve sustainable development, a case study of Algeria. The study aimed to know the obstacles facing the Algerian tourism sector and the prospects for tourism in Algeria to achieve sustainable development. The study concluded that the weak performance of the tourism sector in Algeria is due to the weakness of Investment in this sector, along with political and institutional instability, were among the reasons that played an important role in the disruption and neglect of this sector, accompanied by a decline in the number of expatriates, with the lack of a suitable climate to encourage investment in this sector.
- Masa'i and Ordimi's study, 2016, the tourism industry and its role in diversifying the base of the national economy in light of the constraints of sustainable development. The study aimed to answer the question: Can the tourism sector be considered one of the strategic alternatives to achieve economic diversification in light of the constraints of sustainable development? It was concluded that tourism is an alternative to oil revenues in the gross domestic product

- Study by Mouzawi, 2019, Tourism services as a mechanism to activate the tourism industry and its role in developing the national economy. The study aimed to identify the nature and features of services and methods of marketing them, and concluded that tourism and hotel services are
- considered integrated services and attract tourists for the purpose of viewing and enjoying, and also achieve economic returns.
- Study by Yacoub et al., 2021, The impact of tourism marketing on the performance of tourism organizations, a case study of Sudanese tourism organizations. The study aimed to know the impact of tourism marketing on the performance of Sudanese tourism organizations, and the study concluded that competencies in the field of tourism are not selected, lack of interest in tourist attractions and lack of achievement. Efficiency and effectiveness in the performance of the tourism organization, which led to tourism marketing not being linked to improving the level of performance of Sudanese tourism organizations.

I.5.3. Foreign studies:

- Brown 2003 study, Rural Tourism, London. The study aimed to introduce tourism as an important factor in the development of rural areas, and the importance of tourism development, in addition to analyzing some strategies for developing tourism in rural areas. The study concluded that tourism is of great importance in the development of rural areas.
- Study Liep, 2004, tourism in a rural village in Uganda. This study aimed to verify the effects of tourism in the Ugandan village of Bigodi by analyzing the local opinions of the village residents. The study concluded that the benefits of tourism from the residents' point of view lie in providing additional income and improving markets. Agricultural, and in order to attract foreign tourists and contribute to increasing tourism income, attention must be paid to protecting nature.
- Study Bahammam, 2006, tourism planning for the development of tourism in coastal areas, a study on the Kingdom of Saudi Arabia. The study aimed to deal with tourism planning along with the process of tourism promotion for coastal areas rich in tourist attractions in the Kingdom. The study concluded the role of the government in following innovative strategies and methods. To promote well the tourist areas and important landmarks by hosting international and regional conferences in the tourist attractions.
- Study Kitwana, Kwesi, 2008, The impact of sustainable tourism on resources and benefit-sharing in Zanzibar. The study aimed to identify the role played by tourism promotion, especially tourism advertising, in the Kaszin district, north of Unguja Island, in promoting the tourism process and the demand of tourists to the region. The results showed the importance of the role played by The elements of tourism promotion and the behavior of local residents played a role in the process of revitalizing and promoting tourism in the area in which the study was conducted.
- Study Kannan, 2009, tourism marketing through marketing services. The study aimed to shed light on tourism marketing in the Indian region of Kalara and the role of good marketing of the products and attractions of the tourist area in the tourism promotion process. The study concluded that the most important characteristic of tourism marketing is the interest in marketing that affects The psychological aspect of the tourist. The study also confirmed that the most important factor in tourism marketing is production, which is considered one of the most important elements of tourist attraction, and attention to material components such as hotels, tourist places, resorts, etc....

1 I.6.The position of the current study compared to previous studies:

The current study differs from previous local studies in that the current study dealt with the low level of the number of tourists coming to Libya, while previous studies dealt with the marketing mix and tourism marketing performance. As for the Al-Kasih study, 2015, it focused on the Eastern Province region, while the current study is at the level of Libya, as for the Arab studies. For foreign students, they differ in terms of the study environment

II. Second Topic Theoretical Framing:

II.1. Tourism definition:

You know that it is a group of interconnected activities related to travel and time time, which is an industry aimed at satisfying the needs of the tourist by exploiting tourist resources and converting human, material and financial resources into service.(Robert, 1994)

II.2.Tourism Sustainable:

"The sustainable development of tourism and it that meets the needs of tourists and host sites in addition to protecting and providing opportunities for the future, they are the rules that are counseling in the field of resource management in a way in which the requirements of economic, social and cultural issues are achieved, and cultural integration, environmental factors, biological diversity and support of life systems are achieved.(Kharbouti, 2004)

II. 3.The economic importance of tourism: (Zayed, 2010)

A- Increasing income in hard currencies as a result of selling tourism services and raising the balance of payments.

B - An important factor in the urban aspect and the infrastructure of the country in general and the tourist areas in particular.

C- Creating job and employment opportunities and alleviating unemployment in society.

III .Third Topic Analytical Side:

III .1.The economic role of the international tourism sector in the economies of countries:

Tourism plays a major role in the economies of countries in terms of its contribution to the gross domestic product, as it depends on the total dependence on it, some countries, especially the poor of natural resources, "the tourism sector has contributed (107.3) billion dollars, representing (%4.5) of the gross domestic product For the Middle East and Africa, and (4.5) million jobs provide approximately (%7) of the total employment (World Bank 2013), and the following schedule shows the extent of the tourism sector contributed to the total output of the total exports of some Libya's neighborhood countries.

Table (1) The percentage of tourism contribution to the domestic product of some Libyan neighboring countries %

Country	Tunisia	Egypt	Morocco	country of Mali
The percentage of tourism contribution to the local product %	25	25	30	30

Source: Depending on the data of the Statistical Research Center (Cisrik)

III.2 .Global tourism returns:

The tourism sector witnessed growth in terms of tourism revenues worldwide, "where the returns of this activity witnessed the exception of ticket sales and domestic tourism returns the average growth rate (%11) during the year 2000, as international tourism revenues during the same year (477 billion dollars)," (The Fourth Islamic Conference on the Ministers of Tourism, 2005, Dakar, Senegal), and "the revenues collected from these tourists increased from (2.1) milliard dollars to (1.076) milliard dollars during the same period, with an average annual growth rate of (%10.5), It is a rate of more than the global economy growth rate as a whole. and likewise the revenues of international tourism (%3.3) recorded growth in 2012 to reach A total of (1076) milliard dollars. (Bagji et al. 2013)

Table (2) The development of the international tourism returns growth movement during the period 2000-2012 (one billion dollars)

Year	2000	2006	2007	2008	2009	2010	2011	2012
Tourist revenues	477	741.2	892	942	852	830	1025	1076

Source: World Tourism Organization, Tourism Market Trends 2002

"International tourism revenues in the Islamic Cooperation Organization region reached (143 billion dollars) in 2011, which represents an increase of (%7.3) from what was recorded in 2010, and its share in international tourism revenues decreased slightly to (%13) in 2011 Compared to what was recorded in 2010 by (%14.3) "(Bagji et al. 2013). and "International tourism returns recorded the average growth of (%6.1) during the period between 1990-200, and tourism returns amounted to (477.2) billion dollars during the year 2000, equivalent to (1.3) billion dollars per day, and an average of (463.7) dollars per tourist, As for the year 2001, the number of international tourists decreased, which led to a decline in tourism returns by (%2.8), especially in the Americas, and a lesser degree in the Middle East and Europe, and tourist returns recovered during 2002 by a growth rate of (%2.3) and an amount of (474.3) billion dollars, With an average of (675) dollars per tourist, where the Americas recorded the highest rate (996) dollars for each international tourist, followed by Asia and the Pacific at a rate of (\$ 721) for each tourist, then Europe (602) dollars per tourist. "(The Fourth Islamic Conference on the Ministers of Tourism, 2005, Dakar, Senegal), While the average tourism revenue for one tourist in 2011 at the Organization of Islamic Cooperation was (893) USD, and in the same year the highest tourist

returns were recorded for the individual in Lebanon (\$ 4272), followed by the Maldives (\$ 2006) and Palestine (1886) Dollars, Oman (1886) dollars, Qatar (\$ 1766), Mali (1006) dollars, Indonesia (\$ 1176), Niger (\$ 1049) and Iran (\$ 1713) dollars, Pakistan (\$ 1188), and Egypt (\$ 983). (Bagji et al. 2013), "The global average of tourism revenues against one tourist in 2012 reached an average of (1040) USD, where the Asia and Pacific region recorded the highest rate (1385) USD, followed by the two Americans (\$ 1307), while in the Middle East (\$ 904) and Europe (\$ 654)." (Bagji et al. 2013), Tourism revenues for the world amounted to 411 billion dollars in 1995, and in 2000 it rose to 482 billion dollars, then it rose to 733 billion US dollars in 2006, and tourism achieved revenues of 919 billion US dollars in 2010. (Abu Kareef, 2012)

Table (3) International Tourism Revenue for some African countries 1990-2002 (million dollars)

Country	1990	1995	1999	2000	2001	2002	Country	1990	1995	1999	2000	2001	2002
Algeria	64	32	80	96	100	133	Mauritania	9	11	28	-	-	-
Benin	28	27	94	77	63	60	Morocco	1259	1304	1880	2039	2583	2646
Burkina	11	25	32	29	35	39	Niger	17	15	26	28	32	28
Cameroon	53	36	-	39	-	-	Nigeria	25	54	171	200	232	263
Chad	8	10	15	23	-	-	Senegal	167	161	166	140	148	-
Comoros	2	21	19	15	9	11	Sierra Leone	19	6	8	-	-	-
Cote d'Ivoire	51	89	100	49	48	-	Sudan	21	19	22	30	56	62
Mozambique	-	-	156	186	134	144	Togo	58	13	9	7	11	9
Gabon	3	7	15	17	17	-	Tunisia	948	1393	1503	1496	1614	1597
Gambia	26	23	49	-	-	-	Uganda	10	78	102	113	163	185
Guinea	30	6	7	12	14	43	Egypt	1100	2684	3903	4345	3800	3764
Mali	47	25	77	71	117	-	Libya	6	6	28	97	94	75

Source: World Tourism Organization, Tourism Market Trends 2002, Tourism Statistics Summary 2004, main features of tourism 2004

Through the previous table, it turns out that Morocco topped the African countries in tourism revenues during the year 1990 with a value of \$ 1259 million, followed by Egypt with a value of \$ 1100 million, and Tunisia came third with tourism revenues of 948 million dollars during the same period, then Morocco fell from the rank. The first was replaced by Egypt with an amount of 2684 million dollars, followed by Tunisia 1393 million dollars, and Morocco ranked third 1304 million dollars during the year 1995, and during the year 1999 Egypt topped the list of African countries from tourism revenues, as it won the amount of 3903 million dollars, followed by Morocco 1880 One million dollars, Tunisia 1503 million dollars, and Egypt has maintained the top of African countries from tourism revenues during the year 2000, with a amount of 4345 million dollars, followed by Morocco 2039 million dollars, Tunisia 1496 million dollars, as well as during the years 2001 and 2002.

III.2 .The development of tourism revenues globally:

Europe topped the list of international tourism revenues during the year 2006 (376.3) milliard dollars, followed by the Americas and Asia and the Pacific countries (153.7) and (156) milliard dollars, respectively. (%18.3) for the year 2006, and international tourism revenues were achieved during the year 2008 in the amount of (942) milliard dollars, with an increase of (%9.8) over the year 2007, and a growth rate of (%22.3) over what was achieved in the previous year. As for the year 2009, it decreased. Tourism revenues also amounted to (852) milliard dollars, a decrease of (%-9.6) compared to 2008, as Europe recorded the highest loss in tourism revenues by (%-12.8), followed by the Americas with a loss of (%-11.8), while the In the Middle East, tourism revenues increased by (%1.2) during the same period, and during the year 2010 international revenues amounting to (930) milliard dollars were achieved, and during the year 2011 international tourism revenues for Africa and the Middle East countries decreased by (%14) and (%16) over respectively in these regions with the recovery of tourism revenues in Europe, as shown in the following table:

Table (4) The evolution of tourism revenues at the level of global regions during the period 2006-2012 (milliard dollars)

territory	2006	2007	2008	2009	2010	2011	2012
Asia Pacific	156	186.8	209	202.8	248.7	198.6	324
The Middle East	30.6	35	42.8	43.3	50.3	46.4	47

Africa	24.7	29.1	29.9	28.1	31.6	32.7	34
The Americas	153.7	171.3	187.7	165.6	182.2	197.9	213
Europe	376.3	435.2	472.8	412.4	406.2	466.7	458

Source: Based on the data of the Statistical Research Center & (Boamousha, 2012), adapted

IV .Fourthly, Study The Libyan Case:

“The population of Libya is about 6 million people”(Haneish, 2009), and it is located in the north of the African continent, and it is bordered to the north by the Mediterranean Sea, to the east by Egypt, to the west by Tunisia and Algeria, and to the south by: Sudan, Chad, and Niger. Geographical Libya 1.760 million kilometers square, and the length of the seashore exceeds 1955 kilometers” (Haneish,2009), and it is the fourth African country in terms of area, and after the separation of South Sudan, Libya advanced to the third place in terms of area at the level of the African continent, and its air climate is characterized by moderation throughout the year Especially in the north of it, and Libya is distinguished by its important geographical location, as it is considered the link between the east and west of the Arab world, and it is also the bridge between Africa and Europe. All these ingredients that Libya possesses allow local and foreign investors to establish sustainable development tourism projects.

Libya passed through many civilizations that left traces of tourism that can be benefited from now. These civilizations and antiquities such as Germanic antiquities, Greek antiquities, Roman antiquities, and Byzantine antiquities (Al-Kaziri, 2006).

IV.1 .Tourist and archaeological attractions in Libya:

Libya is a country poised to be a thriving tourist destination due to its clean beach and desert environment, and its cultural characteristics and Roman and Greek archaeological cities that are unparalleled in the world, as it is characterized by several tourist attractions and archaeological cities that make it a destination for tourists from different countries of the world, and among these ancient cities: The ancient city of Sabratha, which was established at the beginning of the first millennium BC, the ancient city of Leptis, which was established in the sixth century BC and contains the statue of Septimus Severus, the ancient city of Sousse, which was known in ancient times by several names such as Apollonia and Suzusa, the ancient city of Shahat, which dates back to the Greeks, as it was established in In 631 BC, which was considered the third most beautiful historical city in the Arab world”(Al-Tayeb, 2001), “Shahat Museum contains many rare artifacts, which number about two hundred pieces, with about seven thousand and eight hundred pieces not displayed yet Although it was discovered.(Abd al Sayed et al. 2022), Libya is characterized by prehistoric tourist sites, from the Pleistocene era and the emergence of the beginning of human civilization, as evidenced by what he left of prehistoric rock inscriptions, drawings and tools he used in those periods dating back to about ten thousand years BC.(Barghouti, 1971), In Wadi Al-Zigen, west of the city of Murzuq, and in Wadi Al-Ajal, Al-Maknuusa, and Mount Zangkara, south of the city of Jarma, and Wadi Barjouj, west of the Fezzan region, and Jabal Ghanima, east of it.(Baquer, 1968), The three famous cities Tripolis were also established in western Libya, which are cities (Lipda, Oya, Sabratha), during the Phoenician civilization, while the eastern region in Libya was under Greek influence, which began settlement in the Cyrenaica region since the seventh BC, when in that era a city was established Shahat (Cyrene) in the year 631 BC, and after two hundred years, the Greeks built five cities, namely Sousse, Al-Marj, Tokra, and Benghazi, in addition to Cyrene, where Cyrene became the largest and most beautiful city in the ancient world, followed by the city of Athens, Greece.(Christinas, Pride Wolf, 1993), Libya also witnessed the Roman civilization for 400 years, and this civilization came after the Greek and Phoenician civilizations, which added personal features to the two previous civilizations and Roman architecture, such as baths, theatres, markets, stadiums and city councils.(Barghouti, 1971), Libya also contains a group of museums, including the Red Saraya Museum in Tripoli, which contains five museums (the Natural History Museum, the Prehistoric Museum, the Museum of Sculpture, Painting and Manuscripts, the Fashion Museum, the Classical Plastic Museum), as well as the Islamic Museum in Tripoli, the Leptis Museum, and the Museum of Ancient Manuscripts In the ancient city of Lebda, the Sculpture Museum in Shahat, the Maple Museum, the Tokra Museum, the Libyan Palace Museum, the Germa Museum, and the Sabratha Museum.(Al-Tayeb, 2001), Among the Islamic monuments in Libya are the cemetery of the Companions in the city of Derna, and the tomb of Rafi al-Ansari in the city of Al-Bayda. There are also some Christian monuments represented in the Byzantine Church in Sabratha, the churches of the city of Ptolemyta and the city of Sousse, and the temple of Rev. Mark, the founder of the Egyptian preaching of St. Mark.(Nicola, 1958), The city of Tokrah, which is one of the five cities that were founded by the Greeks about

six hundred years before the birth, and Ptolemyta, which was founded almost three centuries before the birth, and the Tripoli Museum, which contains the most expensive mosaic in the world and dates back to the Roman era.(Abd al Sayed et al. 2022), The country also has modern tourist attractions, including the cemeteries of the Second World War between the Axis and the Allies in the city of Tobruk, which are of importance to the governments of those countries and to the families of the victims and their relatives, so it is considered an important tourist attraction.(Bagji et al. 2013), "The pyramids, the Libyan mummy, and the Acacus mountain range that bears the first human drawings, in addition to museums, ancient cities, and desert oases open to the African depth, including Ghadames, the third oldest city in the world, dating back 10,000 years."(Al-Aswad, Africa News Porta,2020), The Sahara Desert also covers most of the territory of Libya, where there are many mountains such as Mount Acacus and Mount Nafusa in the Sahara Desert, and there are lakes such as Lake Qabr Aoun and Waw al-Nammos (Al-Amouri et al. 2017)

IV.1 .1.Temples of the city of Shahat: (Abridan, 2019) :

A - Temple of Demetra: This temple was a place of reverence since the sixth century BC and continued its activity until the third century AD. It is considered one of the most beautiful landmarks in the city.

B - Temple of Bacchus: From the excavation data, the construction period of the temple was determined, which is the second half of the second century AD.

C - The Temple of the Goddess of Art and Poetry: It is named for the presence of colored mosaics of the heads of the gods on the floor of the room. It is a place of worship built on a base and has a façade with four columns decorated with embroidered bands.

D - Al-Jura: Al-Jawr Square is considered the first center for the activities of the people of Cyrene, and it was expanded in the second half of the fifth century BC from the east side. New expansions were also known from the north side in the middle of the fourth century BC.

E - The Maritime Monument: It is located in the southwestern corner of the Jura. It is the ship's memorial, and above it is the statue of Niki, who represents the god of victory. It was built in the Hellenistic era to commemorate the victory in a battle.

F - Colonnade of Hermes: The Colonnade of Hermes was built next to the Ptolemaion building, and represents the façade decorated with square columns bearing statues of Hermes and Hercules, deities known to the Greeks to bless and protect athletes.

J - The Basilica Building: The building consists of three galleries that were built on the side adjacent to the gymnasium from the north in the second half of the first century AD.

IV.1 .2.Shahat City Museums: (Abridan, 2019)

A - The Baths Museum: A small museum with a dressing room in Trajan's baths to display a group of sculptures that were found during the baths' excavations, perhaps the most important of which are the Three Belles and the statue of Alexander the Great.

B - The Sculpture Museum: It was reopened in 1945 and was occupying the place of an Italian building consisting of several halls dedicated to displaying the sculptures that were found in the excavations of the city, including an impressive collection of Roman statues copied from Greek originals, and a group of historical inscriptions such as Ptolemy's will, decisions and samples of coins were displayed. Greek, Roman and Islamic.

"In addition, the presence of European landmarks in the region: "such as the Germans' graves during the Second World War in Tobruk, the remains of the English plane, the hull of an airplane dating back more than half a century, the ruins of the Italian airport, which is between Kufra and the Owainat mountains, these are all factors that attract tourism."(Bo Hajar, 1995)

IV.2 . Libya's revenues from the international tourism sector:

The tourism sector in Libya during the period 1990-2011 achieved revenues with a total amount of (1,968) million dollars, with an average of (131) million dollars annually, through the data listed in Table (10), and through the total of these revenues, it is clear that they are low and do not rise to the role of this sector in terms of It is important to contribute to the local economy, as it fluctuates from year to year, and the opportunities available for the tourist spending rate were not exploited during 2007, which was estimated at about (2650) dollars, and in 2008 it was estimated at about (2912) dollars on average, and by comparing these returns with what was achieved The tourism sector in some neighboring countries, where Egypt achieved total tourism revenues during the period 2007-2011 amounted to (57,154) milliard dollars over five years, with an annual average of (11,431) milliard dollars, while the total tourism revenues of Tunisia amounted to (16,814) billion dollars for the same period with an average Annually (3,363) milliard dollars, and Morocco achieved tourism revenues (42,459) milliard dollars, while Algeria achieved during the same period tourism revenues (1,812) million dollars in five years.

Table (5) International tourism revenues in Libya during the period 1990-2011 - million dollars

the year	Tourism revenue	the year	Tourism revenue	the year	Tourism revenue	the year	Tourism revenue
1990	6	2001	80	2005	300	2009	159
1995	6	2002	200	2006	235	2010	170
1999	28	2003	230	2007	99	2011	27
2000	75	2004	255	2008	98	-	-

Source : based on data from the Statistical Research Center (SESRIC)

In comparison with some neighboring countries, tourism represents (%18.6) in the Tunisian GDP, while tourism in Egypt represents (%17.2) of the GDP, as Egypt hosts an average of (8.9) million tourists annually, and achieved tourism revenues (7.8) billion dollars annually, which is on average 44 times higher than tourism revenues in Libya.(UNWO, 2013)

Table (6) shows international tourism revenues for some countries neighboring Libya during the period 2007-2011 million dollars

Country	2007	2008	2009	2010	2011
Tunisia	3373	3909	3526	3477	2529
Egypt	10327	12104	11757	13633	9333
Algeria	332	474	381	323	302
Morocco	8307	8895	7980	8176	9101

Source : based on data from the Statistical Research Center (SESRIC)

IV.3 . The share of the tourism sector and its contribution to the value of exports:

The percentage of the contribution of tourism revenues to the total value of Libyan exports during the period 1998-2011 is (%0.47) on average. Its percentage is (%31.184), Egypt's percentage is (%51.918), Tunisia is (%19.904), and Algeria's contribution was (%0.597), during the same period.

Table (7) The percentage of the tourism sector's contribution to the value of Libyan exports during the period 1998-2011

Year	1998	1999	2000	2001	2002	2007	2008	2009	2010	2011	yearly average
Percent	0.3	0.4	0.8	0.8	0.6	0.16	0.28	0.37	0.95	0.05	0.47

Source : based on data from the Statistical Research Center (SESRIC)

The tourism sector in Libya did not have an effective contribution in terms of employment, which does not exceed 5% of the total workforce over the ten years 2000-2010, and compared to neighboring countries, the tourism sector occupies (%15.2) of The total labor force in Tunisia, which occupies (%16.8) of the total labor force in Egypt, and this is the average of the years during the same period.”(Based on the data and statistics of the Statistical Research Center Sesric)

Table (8) Percentage of the tourism sector's contribution to the value of exports to Libya's neighboring countries during the period 1998-2011

Country	1998	1999	2000	2001	2002	2007	2008	2009	2010	2011	yearly average
Tunisia	27.1	20.7	24.8	24.4	23.5	14.32	19.56	16.97	15.52	12.17	19.904
Egypt	80.3	110.4	69.0	91.8	54.0	22.36	24.70	24.10	25.05	17.47	51.918
Algeria	0.70	0.60	0.50	0.50	0.70	0.40	0.97	0.63	0.44	0.53	0.597
Morocco	36.9	23.0	25.1	36.3	32.0	26.73	32.99	27.62	24.54	46.66	31.184

Source: Based on statistics from the Statistical Research Center (SESRIC)

From the previous data discussed, it is clearly evident that the total dependence on the fuel sector was the reason for the decline in the level of the tourism sector's contribution to the gross domestic product.

IV.4 . The role of the tourism sector in the national economy (tourism balance):

From the statistics of the following table, it is clear that the Libyan tourism activity played a negative role in its contribution to the gross domestic product, as it achieved a deficit of (-8.986) milliard dollars, with an average of (-898.6) million dollars annually, and compared to some neighboring countries, Tunisia achieved an increase in its tourism balance during the same period, it reached an average of (2,045) milliard dollars annually, and Morocco achieved an average of (4,200) billion dollars annually, and Egypt achieved (5,534) milliard dollars as an annual average.

Table (9) Libyan tourism balance (million dollars) during the period 1998-2011

the year	1998	1999	2000	2001	2002	2007	2008	2009	2010	2011
tourism balance	-125	-122	-98	-203	-473	-911	-1240	-1524	-2014	-2276

Source: Statistical and Economic Research Center 2012

Table (10) International tourism balance for some countries neighboring Libya - during the period 1998-2011 (million dollars)

Country	1998	1999	2000	2001	2002	2007	2008	2009	2010	2011
Tunisia	1322	1264	1233	1341	1337	2843	3354	3048	2866	1851
Egypt	1417	2825	3272	2668	2486	7449	8714	8816	10937	6758
Algeria	-195	-170	-97	-128	-108	-172	-143	-193	-414	-269
Morocco	1288	1440	1614	2194	2202	6889	6975	6267	6297	6841

Source: Based on the statistics of the Statistical and Economic Research Center 2012

In terms of the contribution of the Libyan tourism balance as a percentage of the GDP, and through the statistics shown in Table (11), it is clear that the contribution of this sector is very low during the period 1998-2012 compared to the tourism balance in neighboring countries. This indicates that the balance of neighboring countries has a positive role in supporting the GDP of each country. In contrast to the very low Libyan trade balance, with the tourism potential that the Libyan state possesses.

Table (11) shows the balance of tourism as a percentage of the Libyan GDP during the period 1998-2012

the year	1998	1999	2000	2001	2002	2007	2008	2009	2010	2011	2012
the percentage	-0.4	-0.4	-0.3	-0.7	-2.4	-1.35	-1.42	-2.42	-2.76	-5.56	-2.43

Source: Based on the statistics of the Statistical and Economic Research Center 2012

From the data of Table (12), it is clear that Libya's tourism balance contributed in a negative rate to the gross domestic product during the period 98-2000 and in a continuous decline, especially during the years 2001 and 2002. It is considered the weakest contribution among the tourism balances in African countries, with the exception of the tourism balance of Nigeria.

Table (12) Balance of international tourism for some African countries (million dollars)

Country	1998	1999	2000	2001	2002	Country	1998	1999	2000	2001	2002
Algeria	-195	-170	-97	-128	-108	Mauritania	-22	-27	-	-	-
Benin	44	68	65	63	53	Morocco	1288	1440	1614	2194	2202
Tunisia	1322	1264	1233	1341	1337	Niger	-7	9	12	15	12
Uganda	49	7	-1	50	-	Nigeria	-1425	-449	-530	-608	-687
Egypt	1417	2825	3272	2668	2486	Senegal	124	112	84	90	-
Libya	-125	-122	-98	-203	-473	Sierra Leone	4	4	-	-	-
Cote d'Ivoire	-115	-122	-140	-144	-	Sudan	-8	-13	-25	-18	-29
Mozambique	-80	-187	-71	-149	-152	Togo	10	6	3	6	5
Gabon	-61	-76	-57	-100	-	Guinea	-26	-17	3	-1	12
Gambia	-	37	33	30	-	-	-	-	-	-	-

Source: World Tourism Organization, Tourism Market Trends 2002, Summary of Tourism Statistics 2004, Key Features of Tourism 2004, edited

Table (13) Balance of tourism as a percentage of the GDP of some countries neighboring Libya during the period 2007-2012

Country	2007	2008	2009	2010	2011	2012
Tunisia	7.30	7.47	7.0	6.47	4.0	6.41
Egypt	5.11	5.36	4.67	5.01	2.87	4.56
Algeria	-0.13	-0.8	-0.14	-0.26	-0.14	-0.15
Morocco	9.16	7.85	6.89	6.94	6.90	7.48

Source: Based on the statistics of the Statistical and Economic Research Center 2012

Through the data of Table (13), it is clear that the tourism balance in Morocco contributed by (7.54%) to the gross domestic product at an average of six years, followed by the tourism balance in Tunisia, which contributed an average of (6.44%), and the tourism balance in Egypt achieved an average rate of (4.60%).) during the same period.

This indicates that the lack of interest in the tourism sector caused a deficit in the Libyan tourism balance, which weakened its contribution to the gross domestic product.

IV.5 . The share of the tourism sector in Libya in total international tourism:

The tourism sector in Libya achieved a market share of total international tourism in terms of revenues, at an annual average of (0.022%). This percentage does not reach the level of what Libya possesses of desert archaeological and tourist elements and a beach on the Mediterranean Sea that exceeds one thousand eight hundred kilometers. This was during the period 2007-2011, which is very low compared to what some neighboring countries have achieved in terms of market share of total international tourism revenue. Tunisia achieved a market share at an average annual rate (0.364%), while Egypt achieved a market share at an average annual rate (1.246%), and Morocco achieved a market share at an average annual rate (0.92%) of total international tourism receipts during the same period. As shown in Table (14) and (15)

Although the Libyan state possesses tourism elements that qualify it to attract numbers of tourists, its market share in the international tourism market is considered lower than the shares of neighboring countries, although the tourism sector “represents one of the most important categories of international trade, and is equal to or greater than exports of petroleum products, cars and transport equipment.”(The Fourth Islamic Conference of Tourism Ministers, 2005, Dakar, Senegal)

Table (14) Libya's share in the international tourism market during the period 2007-2011

the year	2007	2008	2009	2010	2011
The share of the Libyan tourism sector in the international tourism market	0.06	0.01	0.02	0.02	0.00

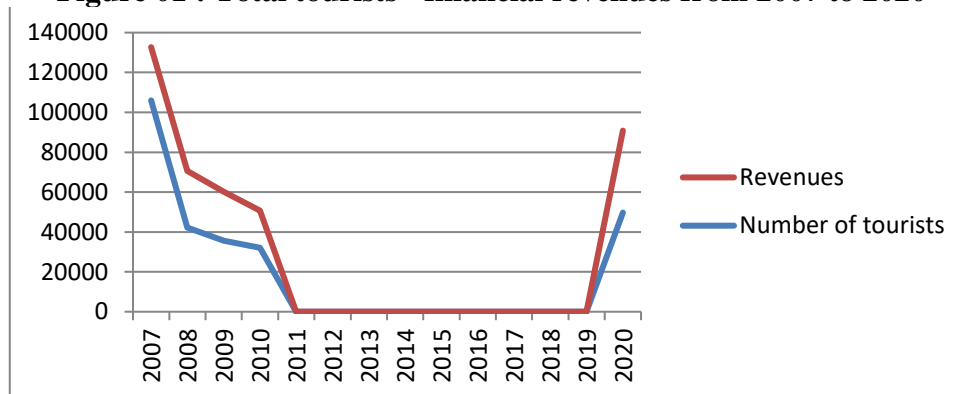
Source: Based on the statistics of the Statistical and Economic Research Center 2012

Table (15) shows the share of some countries neighboring Libya in the international tourism market during the period 2007-2011

Country	2007	2008	2009	2010	2011
Tunisia	0.39	0.41	0.41	0.37	0.24
Egypt	1.20	1.28	1.38	1.47	0.90
Algeria	0.04	0.05	0.04	0.03	0.03
Morocco	0.97	0.94	0.94	0.88	0.87

Source: Based on the statistics of the Statistical and Economic Research Center 2012

Figure 01 : Total tourists - financial revenues from 2007 to 2020



Source: Tourism Information and Documentation Center' Tourism statistics and indicators
From the above, it is clear that neglect of the tourism sector in Libya has led to a decline in the level of its market share in the global tourism market.

V. Conclusions and Recommendations:

V.1. Conclusions:

Given the diverse natural, geographical, historical and cultural advantages that Libya enjoys, a sustainable tourism sector can be established. However, when taking into account the extent of Libya's low share in the global tourism market, it becomes clear that these latent tourism potentials have not been optimally exploited and have therefore not succeeded in Reaching the required levels of tourism development, therefore, the availability of natural and archaeological tourism resources cannot be considered a reasonfor establishing a successful tourism industry unless it is planned and managed appropriately, and above all thedesire on the part of officia ls to establish a global tourism sector with all its components.

- 1- The poor performance of the tourism sector in the Libyan state is due to weak investment in this sector and total dependence on the fuel sector at the expense of the services sector in general and tourism in particular.
- 2- The current political and security conditions, with the absence of an appropriate climate to encourage tourism investment during the past decades, especially the volatile political climate.
- 3- The weakness of tourism revenues in Libya, which during the period 1990-2011 amounted to a total revenue of (1,968) million dollars, with an average of (131) million dollars annually in fifteen years, while Egypt achieved total tourism revenues during the period 2007-2011 amounted to (57,154). One) milliard dollars in five years, with an annual average of (11,431)) milliard dollars, which is more than (29) times what Libya achieved in annual revenues during fifteen years, and Tunisia (16,814)) milliard dollars for the same period, with an annual average of (3,363)) milliard dollars, and Morocco achieved (42,459)) milliard dollars.
- 4- The Libyan tourism balance deficit during the period 1998-2011 with a total deficit of (-8.986)) milliard dollars, and an annual average of (-898.6) million dollars, while Tunisia achieved an increase in its tourism balance during the same period on average to (2.045) billion dollars annually, Morocco achieved an average of (4,200)) milliard dollars annually, and Egypt achieved (5,534)) milliard dollars.
- 5- The tourism sector in Libya did not have an effective contribution in terms of employment, which does not exceed %5 of the total labor force over the ten years 2000-2010, while in Tunisia it reached %15.2, and occupies %16.8 of the total labor force. worker.

V.2. recommendations:

- 1- Developing the infrastructure network, including all forms of this infrastructure, including roads, airports, communications and electricity networks, international hotels, and others.
- 2- Adopting the tourism sector as an effective tool to improve the citizen's income and reduce poverty and unemployment.
- 3- Distributing development to various regions, including remote areas, villages and rural areas, by drawing up a program to ensure balanced development.
- 4- Supporting companies to develop the infrastructure of tourism facilities and the establishment of beach and desert resorts.
- 5- Allocating a significant budget to serve the tourism sector in the country, to be used in the development and restoration of tourist sites and monuments.
- 6- Developing, developing and supporting tour operators to market the tourism product in Libya and to introduce it internationally, especially by the cultural attachés at embassies and consulates in various countries.
- 7- Educating the community through media programs to improve the culture of the community and its view of tourism in general.

V.3.Results and discussion :

Enter your results in this section in the same format (font, size, dimension between lines). A summary of the collected data should be presented in the proportions or totals form, then review the analysis conducted on the collected data using both text and illustrative means In the Appendix) in accordance with the method and tools reviewed above. After presenting the results, their contents can be evaluated and interpreted statistically in the light of the hypotheses and compared with previous studies results*.

VI. Conclusion:

Libya has many natural, archaeological and historical elements that can gain it a global competitive advantage, as these elements are considered the basic basis for progress towards comprehensive development in Libya as a tourist country, and Libya is a founding member of the World Tourism Organization (WTO) since 1975, and although Tourism is of great importance as a tributary to the national economy for the treasury and bringing hard currency to the public treasury. However, the tourism industry in Libya is still absent from the map of international tourism for several reasons, including the total dependence on the oil side in financing the state treasury, and this matter has led to the neglect of several aspects of development, including Roads and transportation other than land or air, and the lack of a communication network in the regions of the south of Libya with its low in the north, with the lack of culture from the human side of

the importance of tourism and the lack of knowledge of foreign languages, all of these reasons are due to the lack of interest and neglect of this vital sector.

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