

The Responsible Tourism Orientation of Adrir Amlal Hotel creates sustainable development in Siwa Oasis.

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Abstract:

This paper aims to identify the experience of the Adrir Amlal Hotel, which applies responsible tourism ethics through its sustainable exterior and interior design, food quality, and its keenness to involve the local community in the hotel's tourism activity.

Finally, we concluded that the experience of the Adrir Amlal Hotel is able to create sustainable development in an oasis that was isolated from the world by ensuring good communication between locals and tourists, creating permanent job opportunities, returning to local resources, whether labour or building materials, which revived the local economy, and paying attention to preserving the authentic Siamese architectural character.

Keywords: sustainable development, responsible tourism, Adrir Amlal Hotel, Siwa Oasis.

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I. INTRODUCTION

The Intergovernmental Panel on Climate Change (IPCC) estimates that we must stay below 1.5°C of temperature increase to avoid unprecedented climate consequences, and to achieve this we should emit only 3 tonnes of carbon dioxide equivalent per year per person by 2030.

This is what we call a "carbon budget". This number may seem large, but our carbon dioxide equivalent emissions are increasing very rapidly, especially if we travel by plane on a regular basis, and as we know, the tourism industry is one of the most polluting and climate-damaging sectors, especially because of our choice of transport.

The concept of responsible tourism was only developed in the early 1990s, especially since the first Earth Summit in Rio 1992. Since then, responsible tourism has been on the rise. Responsible tourism currently represents only a small part of the global industry, however, in recent years, we have noticed a shift towards responsible and environmental consumption choice, especially in the area of high-quality products resulting from responsible management. In the Green Economy Report, an unprecedented UN study led by the United Nations Environment Programme (UNEP - 2011).

It has been demonstrated that investment in environmentally friendly tourism will range between 0.1% and 0.2% of global GDP between 2010 and 2050, with TripAdvisor and Lonely Planet in particular finding that the entire sector is steadily altering. Almost a day goes by without us hearing that... a tourism company aims to go green, or that more and more travelers are willing to pay more for ecologically responsible items, thereby making a constructive contribution to communities, the environment, culture, and attractions.

The experience of the Adrir Amlal Hotel in Siwa Oasis, Egypt, is one of the most successful experiences in adopting responsible tourism ethics and achieving sustainable development opportunities. By striving to achieve some of the seventeen goals of sustainable development that are evident through job opportunities, improving the standard of living, creating development projects, improving tourists' communication with the local population, and the rational use of local natural resources in construction, furnishing and the quality of food.

Problem: Through the above, we can pose the following question:

How has the Adrir Amlal Hotel embodied the ethics of responsible tourism, making it create sustainable development opportunities in Siwa Oasis?

Objectives and Significance of the Study: The objectives and importance of the research paper are as follows:

- defining sustainable development.
- Defining responsible tourism.
- To address the experience of Adrir Amlal Hotel as a responsible and sustainable eco-hotel.
- The relationship between the responsible tourism orientation of Adrir Amlal and sustainable development by applying to Siwa Oasis.

The research paper is divided into three axes as follows:

- **The first axis:** The conceptual framework of sustainable development and responsible tourism.

-**The second axis:** the components of Siwa Oasis tourism

-**The third axis:** The experience of Adrir Amlal Hotel as a responsible tourism hotel

1. The conceptual framework of sustainable development and responsible tourism

The conceptual framework of sustainable development and responsible tourism.

The concept of tourism and sustainable development has recently been clearly linked due to the multiplicity of types of tourism, especially environmental, sustainable and responsible tourism, due to their ability to achieve a sustainable development orientation.

1.1. definition of sustainable development:

The term sustainable development appeared for the first time in 1987 and was defined as development that meets current needs without jeopardizing the ability of future generations to meet their needs. (kanaa, 2023, p. 383), The Portland Commission defines it as development that meets the needs of the present without prejudice to future generations to meet their needs (rida & saadi wahida, 2021, p. 195) so we can said that sustainable development is based on the concept of aligning social and economic development with environmental priorities in order to reduce current environmental degradation and climate change while preserving natural resources as much as possible, not exceeding their ability to renew for the future of future generations.

1.2. definition of Responsible tourism:

-ISTO International Social Tourism Organisation:

Responsible tourism is the service of prioritising tourism for individuals, communities and territories, identifying themselves specifically under the terms of responsible, solidarity, fair or community-based tourism. ISTO believes that this form of tourism is linked to the five Sustainable Development Goals (SDGs) set by the United Nations in its 2030 strategy, namely: Accessibility, Conservation, Solidarity, Fair Trade and Quality of Life, and according to the World Tourism Organisation (TOURISME SOCIAL et solidaire, 2021, p. 6),

Responsible tourism is "tourism that takes full account of its current and future economic, social and environmental impacts and meets the needs of visitors, professionals, the environment and host communities", according to the World Tourism Organisation. It puts the protection of ecosystems and the well-being of local people at the forefront (Qu'est-ce que le tourisme responsable, 2023).

This type of tourism, also called ethical tourism, expresses the social conscience of the tourist and how they travel, and what is known as responsible tourism is called to adopt qualities that aim to respect the cultural and moral values of the host population they visit, in addition to preserving their natural and inhabited environment, as decision-making organisations and companies are considered stakeholders in responsible tourism, whether in terms of their development policies or their products (BEHNASSI, 2008, p. 13).

1.3. Tools for Responsible Tourism:

Responsible tourism has many techniques and tools that it adopts to achieve the responsible tourism model, as shown in the following table:

Table (01) Tools for Responsible Tourism

Responsible use of tourism resources	Conservation and sustainable use of resources (natural, social and cultural)
Rationalise consumption and reduce waste	Reduce overconsumption and avoid waste to avoid long-term negative impacts and increase the quality of the tourism product
Preserving biodiversity	Promoting diversity creates long-term sustainability and a resilient base for the industry.
Supporting the local economy	Tourism supports a wide range of local economic activities and takes into account environmental costs and social values.
Community Engagement	Full engagement of host communities in the tourism sector leading to greater benefits for local people and enhancing the tourism experience
Staff training	Incorporate responsible and ethical attitudes and behaviours into the practice of tourism work
Responsible promotion	Providing tourists with complete and responsible information, increasing respect for the natural, social and cultural environments of the destination, thereby enhancing customer satisfaction
Strategic planning for sustainability	Integrating tourism development into national and strategic planning frameworks, including impact assessment and enhancing the long-term viability of tourism

Source : (Dimitrova, 2018, p. 5)

1.4. Responsible Tourism Etiquette:

Responsible tourism is based on the principles and ethics of sustainable development that aims to achieve the best social and economic patterns and respect for human beings and the environment. Responsible tourism is a broad field that preserves both the cultural, cultural, social and economic aspects of tourism industry practices and these measures are (Yousry, 2016, p. 197)

- **Respect for authentic values:** tourism actors must give traditions, local culture, and folklore the importance they deserve.
- **Respect for cultural wealth:** By shaping tourism activities in a way that allows the pursuit and development of cultural, traditional and folkloric products and does not subject them to a single standardised pattern or limit their richness.
- **Preserving the environment:** It is the duty of all those involved in the revitalisation of the tourism sector to preserve the environment and natural resources within the framework of sustainable economic development that responds fairly to the needs and aspirations of present and future generations.

- **Respect children:** By not exploiting human beings in any way, especially children.

In this context, the importance of ethical dimensions in the tourism business emerges, as environmental awareness and the desire to preserve natural life on the planet are no longer limited to groups opposed to nuclear testing or deforestation, but have extended to the tourism industry, by considering cultural and political factors in addition to environmental factors when deciding to go to a tourist destination.

1.5. Effects of Responsible Tourism:

Responsible tourism works to create mutual understanding and respect between tourists and the host country, bypassing clashes and ethnic, cultural and religious conflicts through the formation of acquaintance links between them, in addition to a set of positive effects, this does not mean that it does not carry some negative effects, whether direct or indirect, which we will address through the following table:

Table (02) : Effects of Responsible Tourism

THE effects of responsible tourism on the economy	
Direct negative impacts: - High cost of investment in: Infrastructure, hotels, land acquisition, establishment of protected areas, etc	Direct positive impacts: - Generates direct revenues at the national and local level. - Opening direct jobs (transport, reception, counselling) - Provides funding and support for small development projects by aid organisations.
Negative indirect effects: - Uncertainty of revenue due to the decrease in the number of tourists, especially after the 2002 Madagascar crisis. - Revenue leakage as a result of importing some products and services from abroad. - Replacement of local activities with tourism activity	Positive indirect effects: - Enhancement of the host country's economy, source of indirect income and employment, increase the volume of local products
The effects of responsible tourism on culture and society	
Direct negative effects: - Social and cultural interference due to the promotion of cultures and customs, practising religious rituals and witnessing ceremonies. - Social destruction and tribal divisions due to conflicts between the local community and the private sector. - Domination of a certain group "foreigners" - Indirect negative effects: - Clash of cultures with possible resentment towards each other.	Direct and indirect positive impacts: - Participation of the local community in responsible tourism projects. - Reviving the traditions, customs and culture of the host country. - Promoting the individual potential of the local community through qualification and training: Training guides capable of dealing with protected areas. - Strengthening collective capacities: Structuring the community into groups to participate in responsible tourism projects. - Enjoying an aesthetic and spiritual experience for the tourist and the local community. - Open-mindedness.
The effects of environmentally responsible tourism	
Direct and indirect negative impacts: - Pressure on environmental resources, polluting	Direct positive effects: - Encourages environmental protection.

emissions, littering. - Disturbance within wild sites (animal observation, hiking - Materialisation of natural sites leads to environmental imbalanceS	- Encourages the restoration and conservation of natural resources. - Funds projects of management and expansion of natural sites. Indirect positive effects: - Environmental benefits of protected areas: Hydrological gas emissions, pollution, biodiversity conservation. - Environmental awareness.
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Source (Froger, 2010, p. 14)

2. Siwa Oasis tourism potential

The Siwa Oasis combines several possibilities for tourism development, which allowed it to be transformed into a destination that offers diverse tourism products and attracts tourism investments, due to its abundance of natural resources and various tourism resources such as cultural, historical, and therapeutic landmarks, which gave it a variety of tourism patterns, including heritage, historical, and therapeutic tourism In this section, we will introduce the tourism components of Siwa Oasis and study the aspects of sustainability in Siwa Oasis, including introducing the Adrir Amlal Hotel, which is a self-contained model that reflects the responsible tourism approach par excellence.

2.1. Defining the Oasis:

Oasis is an Arabic word interpolated from the ancient Egyptian word Wahat. As for "Siwa", it is the oasis of Jupiter-Amon and the Ammonites are its inhabitants in relation to Amun or "The Oracle", a temple located in the area of Agurmio, which is also known as the Temple of Revelation, the Temple of Alexander or the Temple of Predictions (Belgrave, et al., 2023).

The Siwa Oasis is a melting pot of many influences between the atmosphere of isolation due to its location deep in the desert, located in Matrouh Governorate, about 300 kilometres from the coastal city of Matrouh, and about 750 kilometres from the capital Cairo, with an area of 1125 square kilometres, and is famous for its lush palm and olive trees and natural springs, and is said to be home to 300,000 palm trees, 70,000 olive trees, and 1,000 natural springs. With 300,000 palm trees, 70,000 olive trees and 1,000 natural springs, the oasis was considered quite new to most people, as its original inhabitants were isolated from the world until the Egyptian government built a paved road in the early 1980s to connect the remote oasis to civilisation. There are now paved roads in Siwa allowing better access to various tourist attractions (Zedan, 2013)

2.2. Characteristics of Siwa Oasis:

The city of Siwa has played an important role in the history of the people of the oasis, it is the sacred city for its inhabitants to this day and remains to this day the "capital" of the oasis, it is still the old town surrounded by its walls with four gates designed to resist any external attack, the city is characterised by its very narrow facilities and a complex network of neighbourhoods and narrow alleys, in the past outsiders could not enter the city except for reasons of necessity In the past, outsiders could only enter the city for commercial reasons, and the city was so compact that its

rulers did not allow people to expand outside the city walls, so after the population grew, people had to build additional floors to accommodate everyone within the city walls, which is why the houses became so high that the light could never penetrate inside them (Allaoua, 1998, p. 317).

2.3. Archaeological attractions:

This oasis is very rich in historical and archaeological monuments, such as the temple of the god Amun, paintings and drawings expressing the kings making offerings to their gods, a group of inscriptions, the coronation hall of Alexander the Great, the Mountain of the Dead, Cleopatra's Pool...

- **Cleopatra's Pool:** It is one of the most famous landmarks in Siwa Oasis, known as Cleopatra's Pool, which is a stone pool fed by a natural hot spring, and accounts say that the Egyptian queen herself swam in it during her visit to Siwa (State Information Service, 2016).

- **Mount of the Dead:** It is about one kilometre away from the town from the marine area of the oasis and its shape is a conical hill with a height of fifty metres and limestone soil with a strange view, as it includes many tombs for the dead in the shape of a beehive carved into the rocks at the bottom to the top in the form of arranged rows and successive layers with a geometric system similar to the building system of the ancient oases themselves, and these tombs extend to a great depth inside. Each tomb is a vestibule in the form of a rectangular vestibule, the end of which is a wide square-shaped courtyard, and from this courtyard a group of openings branch out to place the dead and descend to it by a staircase of one or two steps, and the walls still have remnants of ancient Egyptian writings and are very similar to the tombs on the coast of Libya from the time of the Romans (sahsah, 2020, p. 58). It is estimated that more than 3,000 people were buried in it, which is why you can see the remains of the structures scattered on the ground, which excavations reveal to this day (aziz, 2022, p. 41).

The Mountain of the Dead includes many cemeteries, including (haouas, 2021)

- a. **Crocodile Tomb:** It is one of the most important tombs carved in this mountain, which is famous for this name because the owner of the tomb was smashed, and because the people of Siwa Oasis admire the shape of the crocodile, which is a pivotal location in the tomb, and it was found in 1940, and there are many drawings immortalising the history of the place. There are pictures of the owner of the tomb worshipping the gods, and on the gate of the tomb you find pictures of three gods holding knives as a kind of protection for the body of its owner.
- b. **Si Amun Tomb:** It is a distinguished and historical place par excellence that combines Egyptian and Greek art together, and is considered the most beautiful tomb not only among Siwa's tombs, but also among all the tombs of the Western Desert Oases and his name is Si Amun, Si Amun was a wealthy Greek half who settled in Siwa, and the importance of the tomb lies in that it is beautifully decorated and painted with images from the Egyptian Pantheon, but the most famous scene is the scene of the goddess Nut near the sycamore tree (Hammad & MayHosny,2009,p.12).

- **The tomb of Nibirbatot:** It is one of the largest and oldest tombs in the necropolis, dating back to the Twenty-sixth Dynasty, and the owner of the tomb is "Nibirbatot", which means: "who belongs to the house of Thoth", and it is divided as follows: A nave, six chambers and a small decorated burial chamber, and the most interesting image is how the ceremony of "dragging the four calves" is depicted (Hammad & May Hosny, 2009, p. 12)..

2.4. Siwan Museum:

Known as the House of Siwan, it was built out of "kerchief" in the same style as the old traditional houses in Siwa by the Matrouh authorities and the Canadian government, each room in the museum reflects a special aspect of the daily life of the people of Siwan, and the museum displays Bedouin artefacts such as: wedding costumes, carpets, carpets, jewellery: Wedding costumes, carpets, silver jewellery, baskets, ceramics, household items, traditional pottery, etc (AbouElellaHaredy & WessamFekry Ibrahim,, 2020, p. 48).

- **Shali:** One of the first sites that attracts Siwa tourists and wants to learn about its story is the city (Shali), which dates back to 1203 AD by seven Agurmian families, referring to the city of Agurmi, and the word Shali in the Siwi language means the city, and back to the members of the seven Agurmian families who founded Shali: Shali is called the forty ancestors or the most powerful among all the Siwis, and about the nature of its design, the city of Shali is built from Kharshif, a type of salty clay that turns into solid cement after it dries, and after Kharshif, another type of clay used in construction is Sajdaf, which is adored with a white limestone that works to moisturise and cool the atmosphere inside the Siwi houses (alouan, s.d.).

2.5. Natural tourism elements:

They are diverse and numerous, including lakes, springs and biodiversity sites (khotoua, 2021, p. 941):

- **Lakes:** Siwa Oasis has four lakes as follows: Lake Agromi in the northeast of the oasis with an area of 960 acres, in eastern Siwa we find Lake Olive with an area of about 5760 acres, in the west of the oasis there is Lake Maraki with an area of about 700 acres, and Lake Siwa west of the city of Shali with an area of 960 acres, in addition to many relatively small lakes that the oasis includes, such as Lake Shayata, Lake Taghaghin and Lake Fintas.

- The region is rich in wells and springs, which are a vital source of fresh water, as the total number of springs is estimated at about 200 springs responsible for producing about 190,000 cubic metres of fresh water that meets all needs of irrigation, drinking, and bottling of natural water that is widely known in Egypt, and this water is characterised by its sweet, salty, cold and hot taste according to its source, not to mention the sulfuric water that is a source of income for the oasis, especially those seeking treatment and recreation, and the most prominent of these springs are: Ain El Dakrour, Ain Mashandat, Ain El Shifa, Ain Fintas ... The Egyptian oasis of Siwa is also

known for its dry climate throughout the year (matar, 2014, p. 21).

- **Sand baths:** Located to the southwest of Siwa Oasis, Jebel Dakrour is believed to be sacred and has over the years gained fame as a place to treat rheumatism and joint pain, the hot dry desert sand was used by the locals for "sand bath" treatments, as burying it deep in the sand over the ages was a traditional treatment method for multiple medical conditions such as rheumatism, joint pain, infertility or impotence (Egypt and medical tourism, 2017).

- **Olive and palm gardens in Siwa:** The oasis, surrounded by highly saline lakes, is famous for its olive and palm gardens since ancient times, and the oasis includes more than 300,000 palm trees and 70,000 olive trees in addition to many fruit orchards, and this is what made the oasis attractive and charming (State Information Service, 2016), as for wild mammals, there are about 28 species, including endangered species such as the Egyptian gazelle, the striped hyena, the striped hyena, and the gazelle: Egyptian gazelle, striped hyena, white gazelle, fennec fox and others, thirty-two species of reptiles, approximately one hundred and sixty-four species of birds and huge numbers of invertebrates and insects (khotoua, 2021, p. 941)

2.6. The human elements of tourist attraction at the level of the oasis:

The people of Siwa Oasis are known for their kindness and the intimate nature that quickly develops between them and visitors, as they form good relations with them, with no concern for material matters compared to some tourist areas in Cairo that amount to extortion, as they do not dare to ask tourists for payment for their services or insist on buying their traditional craft products, which is what motivates tourists to think about returning to the oasis again and again, and to wander through its neighbourhoods and historical paths until late at night individually to enjoy all the traditional crafts and products. Tourists often think twice about returning to the oasis, wandering between its neighbourhoods and historical paths until late at night individually to enjoy every inch of it, as the oasis enjoys high rates of safety as a result of warm family relations, family and tribal interdependence inherited in the oasis (fattah, 2018), Siwa is strongly linked to local culture, and is unique because its residents have an Amazigh heritage that they have managed to preserve in much of their linguistic and cultural heritage (Système oasisien Siwa, Egypte, s.d.).

2.7. Local arts and crafts:

Siwa's culture is full of traditional industries and traditional arts and crafts that are highly sought after by people from all over the world. Handicrafts in the Siwa Oasis are a luxurious tradition that focuses on the beauty of a past rich in diverse customs, culture and traditions.

This deep-rooted culture has made Siwa a great location to buy handicraft products, and these traditional crafts include a wide range of traditional pieces such as: Baskets, pottery, jewellery and embroidered women's clothes made of coloured silk, which is one of the most impressive handicrafts when you visit Siwa, Siwi society

adopts five distinct colours in their baskets, clothes and various crafts: Red, green, orange, yellow and black, and these colours symbolise the date palm fruit in its various stages of maturity, as for Siwaan jewellery, it is exquisite, large and heavy, and its design is dominated by the Berber heritage in North Africa, and the silver is stunning in its design, including necklaces, rings and bracelets, including necklaces, rings and bracelets (Elhaddad, Osama Ibrahim, & Hoda Lotaif, 2017, p. 5).

2.8. The popularity of Siwa Oasis as a tourist destination:

Since tourism development began in Siwa about 15 years ago, the community began to promote this cautiously in an effort to protect Siwa's unique resources and, at the same time, to enable the village to benefit from the positive economic results of developing Siwa's attractions including traditional landmarks, the number of foreigners who visited the place was estimated at 1000-1400 (mostly from Italy, France, USA, UK).

800 Egyptian tourists visited the oasis, but after the Egyptian revolution in 2011, the number of tourists from foreign countries decreased due to security instability, and the tourism development of Siwa witnessed two phases:

- **The first phase** : where all hotels were 1-2 star hotels in Siwa with a number of rooms not exceeding 25 rooms per hotel and visitors were small groups that came to Siwa for adventure or cultural tourism.

- **The second phase**: began in 2000 with the opening of the Adrere Amellal Hotel, which was a true eco-lodge rebuilt using the remains of a group of ancient Siouan houses with the remains of ancient monuments, the Siouan House Group, and thanks to its cultural and natural richness and the region's resources, tourism has become a major sector of the local economy and the most important prosperous sector for the future economy of Siwa.

The oasis offers a distinctive Siwi hotel model through the uniformity of its design, colours and facades, which added to its elegance and beauty and was a reason for many tourist agencies and tourists to visit it, as for prices, they vary according to their adherence to environmental rules in construction and living style, where prices range between 500 pounds and 1500 dollars for a room in hotels with privacy (Elhaddad, Osama Ibrahim, & Hoda Lotaif, 2017, p. 11).

2.9. Siwa Hotels:

Siwa Oasis has a range of mostly unclassified hotels, as shown in the following table:

Table (03) : Siwa Hotels

Total		uncategorized		One star		Two stars		Three stars		Four stars		Five stars	
Number of rooms	Number of hotels	Number of rooms	Number of hotels	Number of rooms	Number of hotels	Number of rooms	Number of hotels	Number of rooms	Number of hotels	Number of rooms	Number of hotels	Number of rooms	Number of hotels
268	5	66	2			90	1	112	2				

source : (Al-Sayed, 2017, p. 65)

3. The experience of the Adrir Amlal Hotel as a responsible tourism hotel

The eco-lodge is the centrepiece of the Siwa Sustainable Development Initiative's investments and took three and a half years to build. Initially, founder Nematullah built only eight rooms mostly for his friends, but with leaflets supporting responsible tourism and opportunities for eco-travel awards, the lodge was expanded to 39 rooms, and now hosts guests from all over the world, including royalty such as Prince Charles and Lady Camilla, as well as the Queen of Britain and Belgium and as the BBC commented in London during Prince Charles' visit: "The luxury hotel in Siwa is made up of traditional mud and salt houses and serves organic cuisine, which is fitting for a prince who is an advocate of natural farming methods.

"The eco-friendly lodge was ranked second in Condé Nast Traveller's Green List of Best Resorts 2005, and received the 2006 World Vision Award and the 1999 British Airways Award in recognition of its efforts and activities in defending the cultural, environmental and historical treasures of the traveller's world. Adrère Amellal employs approximately 45 members of the community. Adrère Amellal also provides approximately 85 income-generating opportunities each month in areas such as construction, maintenance, transport and other tourism-related roles. In addition, a renewed interest in traditional Siamese architecture has provided employment opportunities for artisans (Hatem, s.d., p. 6).

3.1. Characteristics of the official tourist hotel Adrir Amlal :

The hotel is characterised by a distinctive interior design that combines elements of sustainability, heritage and aesthetics:

3.1.1. Interior architecture design: It is as follows:

- **Number of rooms and services:** The hotel contains a group of rooms as follows (Muhammad, Ahmed atef, & morad abed elka, s.d.) :
- The administration building contains the reception hall, administration rooms and a multi-purpose hall.
- 32 double rooms with a spa bathroom.

- Rooms for special services and the restaurant (kitchen stores)
- Bar building and its external extensions of exposed and covered terraces.
- Swimming pool building.
- A car parking building with some warehouses and accommodation rooms for employees.
- **Room layout:** The hostel consists of forty private rooms that differ from each other and vary in size according to the number of guests staying, some of which have balconies or roof terraces with beds. For those wishing to sleep under the stars, the furnishings are simple but cosy, linen sheets on the beds and pillow-covered seating areas, stone walls and floors are covered with locally woven Berber carpets, guests are encouraged to explore and the lodge has many nooks and crannies (Adrere Amellal Eco-Lodge Siwa Oasis, s.d.).
- **Iftar Room Design:** This room is for Iftar only as it is sheltered from the sun, located in a quiet, cool and shady place, and includes a local breakfast of date jam, olives or local butter... Round tables are arranged in the room for up to eight people, handcrafted palm wood furniture, with a white cotton-covered cushion on the seat for comfort, a typical room, the walls and ceiling beams are raw and unadorned, sunlight gently enters through the large openings that act as windows, the atmosphere is fresh, calm and friendly, while maintaining oriental luxury (L'Adrere Amellal, un écolodge en plein désert Egyptien, s.d.).
- **Window shape:** The number of windows that open onto the pavements is minimised to avoid unfavourable climate penetration into the interior, most windows open onto the protected central courtyard area, which is generally characterised by less harsh conditions and a more favourable environment than those on the exterior of the buildings, windows are oriented against each other to create cross ventilation, and in the hot summer season vegetation is used next to the openings to improve air cooling before passing through the windows.
- **Furniture type:** The building is characterised by furniture made from local materials such as sand blocks, various kerchief patterns, and palm trunks (Elalfy & Nermin Mokhtar Farrag, 2016, p. 2012).
- **Flooring material:** Contemporary stone and sandstone were used to cover the floors, in addition to the use of Kerchief as an adhesive, and all building materials are local materials (chimi, 2010, p. 294)

The walls: The different wall finishes were used in line with the desert and the landscape, its walls are built entirely from local materials in Siwan with mud known as karshif, and the product is surrounded by salt rock walls shaded by many palm trees, the thickness of the external walls reaches 60 cm - 80 cm, and its thickness gradually decreases on the upper floors, reaching a height of 30 cm - 40 cm, as for the internal walls, their thickness is increasing between 20 - 30 cm, in addition to the material of the

saddar mixed with mud, which helps to isolate the external surroundings and internal spaces, and the use of stone As for the internal walls, their thickness is increasing between 20-30 cm, in addition to the material of the saddar mixed with clay, which helps to isolate the external perimeter and internal spaces, as well as the use of solid stone and sandstone inside, and the walls are also painted with local materials (Elko, 2021, p. 39).

- **Roofs:** The roofs are built using palm trees, which prevents heat loss during the day once the doors are opened, and on the other hand, at night, these roofs redirect heat to the interior to warm the place and avoid the harsh desert cold. (salam, s.d.)

- **Staircases:** The staircases, whether internal or external to the hotel, are built using local materials of natural stones and clay found in the oasis, and these stairs are used to connect the floors.

- **Fences:** As for the fences, the hotel was not surrounded by fences but was used in certain parts of the hotel, it was designed in a way that allows visual communication between tourists and local residents, which encourages communication and interaction between them, and the material used to build these fences is local timber.

- **The food:** The food has a unique and distinctive flavour as all food served to hotel guests is made locally with full respect for environmental standards, and the hotel also ensures that vegetables and fruits are grown locally on the property's land without pesticides with a lot of attention and love to ensure fresh and healthy products that meet the desires of the hotel's visitors, and the presentation uses traditional dishes richly supplied with herbs and vegetables selected artfully from local organic farms, and each meal is prepared in a different corner of the hotel, allowing you to enjoy and reflect on the picturesque views to live an authentic experience (salam, s.d.)

- **Springs:** It relies on water from one of the oasis's 200 springs, although the springs are unable to meet the hotel's water needs, but for environmental reasons it opposes drilling wells to expand the water supply and house more people because this would accelerate the depletion of the underground water reservoir (Saleh, 2018).

- **Energy systems:** Using renewable energy through the use of photovoltaic cells, solar water heaters, using wind energy to raise groundwater, and using animal and human waste to produce biogas for use in cooking food, the hotel does not have an electrical grid and relies on a special type of beeswax to light the place at night The hotel also uses oil lamps inside the rooms, lanterns and torches in the corridors and outdoor halls, as for heating in the winter season, what is known as fireplaces with hot coals are used for that, knowing that research is being conducted in the oasis to adopt solar energy as an environmentally friendly energy generator at the level of the project (Okba, Aya Zareef, & Eman Badawy, 2021, p. 240).

- **Climate treatments:** It was used in the construction of the hotel's fixed windows to let in light.

- **Interior and rear courtyards:** Which allows the presence of humidification of internal spaces and the occurrence of the replacement and change of hot and cold air, as the hot air rises to the top to replace the cold air, as well as the use of mooring buckets that cast shadows in the daytime over the roof floor, which reduces the amount of convection. The openings for the windows were also directed in the north direction of the sea, matched by other openings towards the south to create permanent ventilation, and all openings are at a low level to allow the passage of hot air and are closed in the winter due to the presence of dust and trap heat inside the space to make it warm (chimi, 2010, p. 295).

- **Waste management systems:** Recycling solid waste and producing compound fertilisers that come from plant residues, waste is separated into organic and inorganic, organic waste is collected in an isolated area to be used as agricultural fertilisers in organic farms, and inorganic waste is separated into glass, plastic and metal and transported to the city (Okba, Aya Zareef, & Eman Badawy, 2021, p. 240)..

- **Sanitation:** Using contemporary plumbing, the hotel's wastewater is first settled in separate settling tanks, allowing the wastewater to flow through perforated pipes into an enclosed wetland where native papyrus plants soak up the water, minimising waste (Siwa Initiative Description, 2009, p. 2).

3.1.2. External design:

It is shown through a number of elements that have been coordinated with the hotel's aesthetic and sustainability:

- **Site landscaping elements:** These elements complement the beauty of the hotel and are an aspect of the hotel's choice of location:

- **Jafar Village:** Which bears the name of one of the sheikhs of the region and was built on an area of 74 acres all planted with palm trees, in the centre of the Siwa Oasis, where your eyes will only see soft sand and hills that vary in height, as soon as you approach the village you will feel the difference, the main buildings of the village are built with stone available in the oasis, without any chemicals or paints, and the lighting depends on fire torches outside the rooms and candles inside them, a state of tranquility. Serenity must possess you as soon as you enter the simple hotel lobby in the type of furniture and construction, even the village doors and windows are made of wood without any paint, smoking is prohibited in the village, no air conditioners, and the atmosphere does not need air conditioners as it is located in a place about 18 metres below sea level, while bedding and furniture are made of palm fronds and tree branches, while mattresses are pure Egyptian cotton that gives you a healthy sleep that doctors have long talked about (rachidi, 2007)

- **Pool:** The pool is fed by natural spring water that is cool during the day and warm during the night, the pool is surrounded by handcrafted palm wood furniture, the benches are carved from real blocks of salt around them, surrounded by a green chain of lush vegetation of large palm trees and various local shrubs in the background, it is like

a paradise on earth (L'Adrere Amellal, un écolodge en plein désert Egyptien., 2024).

3.2. Community Involvement:

One of the most important elements of the project's success is the involvement of the local community. Through EQI, the participation of all segments of the Siwa Oasis in the labour force was ensured, as the indigenous population was prioritised and involved in the process of building the hotel, which was characterised by a purely local architectural character, and revived a number of traditions that had known extinction and decline by retraining 120 Siwis who worked on the project, and the project supported the local population by creating job opportunities and providing the place with local craft tools such as candlesticks, furniture, tables and bedspreads.

3.2.1. Indicators of investment opportunities and job opportunities in Siwa Oasis:

This table shows the indicators of investment opportunities and job opportunities in Siwa Oasis during the period 2002-2022:

Table (04) : Total Indicators of Tourism Investment and Employment Opportunities in Siwa

Projects	Buisness opportunity	Investment cost in EGP million			Total
		2007/2002	2012/2007	2022/2012	
Artists village	150	0	24	0	24
Center of craftmanship	35	6	30	0	36
Advanced desert skills center	120	13	17	0	30
Tourist resorts	495	78	9	0	87
Tourist villages	75	0	12	0	12
Safari tracks	60	35	35	50	120
Siwa Matrouh road restroom	100	24	0	0	24
Total	1035	156	127	50	333

Source: (Al-Sayed, 2017, p. 67)

We can see from the table that Siwa Oasis experienced a boom during the years 2002/2007 to 2012, the period when the oasis was famous for tourism and media, compared to the period 2012/2022, but what is important is the existence of realised and proposed projects to improve the economic situation in the oasis, which will create important job opportunities for the local youth.

3.3. Siwa Awards for Responsible Tourism Development:

The Siwa Initiative for Responsible Tourism Development received an international award as a recognition from a prestigious set of awards that highlight Adrère Amellal and the Siwa Initiative as an innovative and successful example of sustainable development, including (Siwa Initiative Description, 2009, p. 4).:

- National Geographic Adventure's Top 50 Green Lodges in 2009.
- Tatler Award (2008) for the best eco-friendly hotel.
- World Vision Travel & Leisure Award in the Green/Environmental Friendly Hotel category 2006
- International Chamber of Commerce and United Nations Development Programme Global Business Award for the Siwa Initiative (2006).
- Condé Nast Green List, Top 5 Award for Adrère Amellal (2005).
- Talents du Luxe Wellbeing Talent Award (2005)
- Hip Orient Hotels 2005 Top 20 Hotels Award, British Airways Tourism Award for the Tomorrow Award, and Adrère Amellal received a certificate of appreciation from the Ministry of Tourism for "remarkable efforts in promoting tourism in Egypt" on the occasion of World Tourism Day (2004).

II. METHODS AND MATERIALS:

The descriptive approach was relied upon to cover the various theoretical aspects of both responsible tourism and sustainable development, while the analytical approach was relied upon to analyze statistics related to the development aspect of Siwa Oasis.

III. CONCLUSION:

Responsible tourism promotes the empowerment of remote communities, unlike humanitarian aid, it offers diverse investment opportunities for local people. Responsible tourism aims to develop economic development tools, a source of income and sustainable development opportunities so that people remain in control of their activities and development, and tourism revenues directly benefit women and youth, the most marginalised population, who are often the ones who benefit the most from responsible tourism activities and who lead their communities towards sustainable and equitable changes, which is what Adrir Amlal Hotel was able to achieve for the people of Siwa Oasis.

IV. RESULTS AND DISCUSSION:

- Responsible tourism creates effective accommodation in rural areas and eco-resorts, restoring natural features and protecting animals and plants, which can stimulate economic growth, and according to a number of statistics, these practices reduce poverty and create jobs, while ensuring significant environmental benefits such as reducing water consumption by 18%, energy consumption by 44% and greenhouse gas emissions by 52%, compared to the traditional tourism scenario.
- Choosing to practice responsible tourism is not just about reducing the carbon footprint, it encourages travelling differently in terms of preserving ecosystems and creating economic and social benefits for local people to live an enjoyable experience.

- Choosing sustainable alternatives is no more difficult than making more traditional choices, and by taking the time to take small, transformative routes to get closer to the locals, you ensure a richer experience; at Adrir Amlal Hotel you can sample traditional cuisine, have educational experiences and even mingle with the villagers.
- Environmentally responsible travel or accommodation directly benefits villages or communities financially, supporting up to 20 families.
- It is a source of inspiration for the youth of the oasis, which contributes to their abandonment of migration from their oasis to improve their living conditions.
- Responsible tourism contributes to poverty reduction by promoting economic activities, as it is known that the oasis was characterised by agricultural activity until it practiced tourism, which is associated with many sectors such as catering, transport, accommodation, traditional crafts and others.
- Responsible tourism promotes good communication between local people and tourists by sharing their lives, festivals and culture, which gives local people a sense of pride in their identity.
- The design of the Adrir Amlal Eco Hotel preserves the environment and climate and encourages locals and tourists to go green by fully relying on local materials in building the hotel, furnishing it and the quality of food.
- The Adrir Amlal Hotel is a rich experience that seeks to achieve sustainable development through its endeavour to achieve responsible tourism development in its three dimensions: environmental, social and cultural.

Recommendations:

- There must be a serious conviction of the public authorities of the essence of the tourism sector in general and responsible tourism in particular in advancing the wheel of the economy and opening opportunities for youth and rural people, and full belief in the available potential and thinking seriously about its development and turning it into channels to absorb unemployment and poverty, and this planning and awareness can only be issued by competent supervisors and cadres specialised in the field.
- Reaching the stage of responsible tourism requires more attention to the human side through the development of qualified human capital and stimulating a sense of permanent responsibility towards his country if it is local tourism or developing the spirit of acceptance of others and respect for their environment, ideas and history in the case of travelling to foreign countries, by intensifying seminars, forums and sensitisation days, and supporting intranet sites with meaningful content on tourism, which would develop the culture of tourism, which is absent from the thought of our Algerian society due to the conditions of the country and living and the decline in the role of specialised institutions.

- Relying on all available means of digital or traditional tourism marketing in order to achieve the desired goal of introducing responsible tourism to a larger number of segments of society to promote demand for responsible tourism products and expand the circle of responsible tourists
- An alliance between the private and public sectors to contain tourism demand and enhance investment avenues by granting incentives and facilities to all tourism projects, especially those that respect nature, man and history.
- Reality and hopes in creating responsible and sustainable tourism are only in the initial plans, but they cannot be embodied on the ground with documents, programmes and plans, but with hard work and the intention to build a better tomorrow, with the availability of material and human elements.

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