



## Publications Template

#	Research Title	Field	Abstract	Year of Publication Publishing	Publishing Link "URL"
1	Unveiling Naga Oun Village: Transforming Egypt's Hidden Gem into a Thriving Rural Tourism Destination	Tourism development	Rural tourism is a promising avenue for sustainable development, providing economic opportunities, and preserving culture in underdeveloped regions. This study focuses on Naga Oun village in Egypt, delving into its potential and challenges as a rural tourism destination. Qualitative methods, including interviews and observations, reveal key themes of what this unique spot needs to flourish and overcome its pressing challenges, including capacity building, marketing, and development strategies. Despite possessing abundant natural and cultural resources, the village encounters obstacles such as limited visibility, technological gaps, and skill deficiencies. The research suggests a comprehensive approach, encompassing capacity building, cultural preservation, technology integration, community empowerment, sustainable practices, infrastructure development, monitoring, and public-private partnerships to foster sustainable rural tourism. Stakeholders stress the importance of targeted initiatives to improve residents' skills and	Pharos International Journal of Tourism and Hospitality Vol. 3, issue. 1 (2024)	



			<p>propose a marketing campaign to establish Naga Oun as an authentic rural destination. The development plan advocates diverse tourism offerings, such as immersive farm experiences and festivals.</p> <p>The study presents a roadmap for rural tourism development in Egypt, outlining key recommendations and practical insights. Successful implementation can underpin sustainable development, generate economic opportunities, safeguard cultural heritage, and enrich the overall tourism experience in rural Egypt.</p>		
2					
3					