

The Development of Tourism in Libya

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Introduction

Tourism has been an important social and economic phenomenon of the last century. Indeed, it has become a fully-fledged industry contributing significantly to the economic and social development of nations. Many developing countries, including Libya, have focused their attention on tourism and tourism-related industries as well as strengthening their co-operation in these areas.

Every year a larger proportion of the World's population takes part in tourism activity and for the majority of countries it has developed as one of the most dynamic and fastest growing sectors. The past century has been marked foremost by its tremendous expansion. Between 1959 and 2000 the number of international arrivals has shown an evolution from a mere 25 million arrivals to 699 million in 2000, corresponding to an average annual growth rate of 7 percent.

The development of modern day tourism is also characterised by its ongoing geographical spread. Numerous countries have been successful, not only in attracting significant numbers of tourists, but also in turning tourism into a source of wealth. A notable diversification in tourism destinations has taken place, with those of Asia, North Africa, Latin America and the Caribbean being the emerging destinations. Travel and tourism are expected to generate US \$4,494.5 billion of economic activity (total demand) in 2001, growing to US \$9,285.9 billion by 2011. In fact, the economic activity of travel and tourism is expected to grow by 4.0% per annum, in real terms, between 2001 and 2011. Also, the travel and tourism industry is expected to contribute 4.2% to gross domestic product (GDP) in 2001 (US

\$1,381.5 billion), rising to US \$2,654.4 billion (4.2% of the total) by 2011. The travel and tourism economy contribution should grow from 10.7% (US \$3,497.1 billion) to 11% (US \$6,958.3 billion) in the same period.

In 2001, tourism and travel economy employment is estimated at 207.1 million jobs or 8.2% of total employment, which is 1 in every 12.2 jobs. By 2011, this should grow to 260.4 million jobs, 9.0% of total employment or 1 in every 11.1 jobs. Additionally, travel and tourism is expected to generate 12.9% of total exports (US \$1,063.8 billion) in 2001, growing to US \$2,583.3 billion (12.5% of the total) in 2011. Also, capital investment is estimated at US \$656.7 billion or 9.0% of total investment in the year 2001. By 2011, this should reach US \$1,434.0 billion or 9.3% of the total.

The World Tourist Association's (WTO's) Tourism 2020 Vision forecasts that international arrivals are expected to reach over 1.56 billion by the year 2020. Of these World-wide arrivals in 2020, 1.18 billion will be intra-regional and 377 million will be long-haul travellers. Tourist arrivals by region show that by 2020 the top three receiving regions will be Europe (717 million tourists), East Asia and the Pacific (397 million) and America (282 million), followed by Africa, the Middle East and South Asia. An important tourist destination in Africa is Libya, and tourism is the country's fastest growing sector. Tourism is also the only source of hard currency other than oil exports.

Population and Climate

Libya is bordered to the north by the Mediterranean, having a coastline of approximately 1,900 km, and a total area of 1,760,000 sq km. Although a large country, it has a small population, and recently important changes have occurred, in which it has developed from being a relatively poor desert land with the lowest standards of living worldwide, to becoming one of the world's oil producing nations.

The population centres and areas of agricultural wealth are located in two coastal areas, stretching between the border with Tunisia and Misratah in the west, and between Ajdabiya and the Egyptian border in the east. According to the census of population carried out in 1995, the total Libyan population amounted to 4.389,000 million people (51% males and 49% females), with 85% concentrated in the eastern and western coastal plains. In addition, there were an estimated 0.4 million non-Libyan nationals resident in the country at that time. The last census of population conducted in 2006, the total Libyan population amounted to 5.298,000 and in 2010 the total population amounted to 5.702,000 people (The Libyan government Ministry of Planning Bureau of Statistics and Census Statistics Book 2010). The urban population accounts for 2.5 million people and is growing at a relatively high rate of 7.5% annually. However, the national population growth rate has decreased significantly in recent years and now stands at about 2.2% per annum. Approximately 38.5% of the population (1.03 million) are economically active, (60.5% males, and 15.3% females), and with an estimated 1.7 million children under the age of 15 years, pressures to find increased employment opportunities in the future are predicted to grow. Consequently, developments in the tourism sector would be likely to provide much-needed jobs.

In comparison to the country's land area, the Libyan population is actually very small, and characterised as indicated in the previous paragraph, by a youthful and geographically highly-concentrated population. In fact, Libya is the fourth largest country on the African continent, the strategic core of Arab Africa, and yet has one of the smallest populations of all African states. Libya's climate is one reason for the spatial distribution of population centres, since the wide range of temperatures, caused by the Mediterranean Sea in the north and the Sahara Desert in the south, are the principle factors that determine the movements of populations, as well as

the location of productive development. Table (1) presents details of the population according , between 1995 -2010

Table 1: Development of Libyan Population (1995 -2010)

Population	1995	2006	2010
Number of Libyan population (000)	4.389	5.298	5,702
Male	2.231	2.687	2,890
Female	2.158	2.610	2,812

Source: The Libyan government Ministry of Planning Bureau of Statistics Book 2010: p 30

The Libyan Tourism Environment

The Libyan tourism environment is set against the international context of the Libyan economy. In mid-1986 the price of oil collapsed and spot oil prices, which averaged about 27 dollars per barrel in 1985, fell to less than 10 dollars in 1986. Given Libya's dependence on oil revenues (nearly a third of GDP and more than 95 percent of exports) the oil price collapse caused serious cash flow problems and in general had adverse consequences for the economy. The oil revenues fell from 22 billion dollars in 1980 to some five billion dollars in 1986. Therefore, it is obvious why one year later in 1987 the Libyan Government announced policies to make changes to the economy. The problems in the Libyan economy also started before 1986. Oil production fell from two million barrels per day in 1979 to 1.2 million per day in 1981 and 1.1 million per day in 1982. Besides production the price of Libyan oil also dropped. The twin pressures of diminished output and lower prices had a damaging effect on the Libyan economy. Export revenues were more than halved again in 1986. In fact, by 1985 the oil revenues had fallen to their lowest level since the first OPEC price shock. They went down from 22,527 billion dollars in 1980 to 15.7 billion dollars in 1981 and 14.35 billion dollars in 1982. In the period between 1980-1986 GDP declined from 35,500 to 24,000 dollars and average GDP per capita fell from 10,900 dollars in 1980 to 6,404 dollars in 1986 (George, 1988). In

a country like Libya, which is dependent on exports and imports, this created difficulties in the balance of payments. In fact, the balance of payments surplus shrunk from 11.55 billion dollars in 1980 to 168 million dollars in 1981. Since 1982 an import budget has been prepared for currency and the growth of consumption. Some items were excluded altogether from the budget as they were regarded as unnecessary. The Secretariat of Economy issued its first ordinance in 1982 banning the import of 82 categories of goods, including cars, ceramic goods and silverware (Africa Confidential, 1982).

Another external influence was the effect of the ideological and political developments that were taking place in World politics. The 1980s started with changes in economic policy in the leading advanced industrial economies of the World; namely the US, UK and Germany. The new governments in those countries reversed decades of economic policy and advocated an ideology of less state intervention in the economy (Bierstaker, 1992).

Libya is the World's newest and most exciting tourist destination. It has a coastline of more than 1,700 km of virgin beaches and significant nature, which makes it a productive area for sea sports, diving and all kinds of beach activities. There are ancient archaeological cities and monuments from Roman, Phoenician, Greek and Islam civilisations. There are also historical mosques and churches, as well as museums with their splendid and fine antiquarian possessions. Within Libya the only green areas are the Mediterranean scrublands of the North West and the forested hills of the North East, near Benghazi, apart from desert oases. Between these is the Sahara, which covers most of Libya, and where two-thirds of the people live. The Sahara desert reaches the shore of the Mediterranean along the Gulf of Sirte, and it extends southwards, over plateaus and depressions for 800 km (500 miles). Table 1 gives natural environment data for Libya (based on data from Mountjoy, 1987).

Table 1: Natural Environment data for Libya

Environmental Factor	Data
Area	1,759,540 km ² (679,358 sq. miles)
Desert area	800 km (500 miles) south from Mediterranean Coast in the North
Coastline	1,770 km
Population	5,702,000 (2010)
Climate	Hot and dry in the South; Mediterranean in the coast
Average temperatures in Tripoli	8-16°C (46-61°F) in January 22-30°C (72-86°F) in August
Highest temperatures	up to 60°C (140°F) in the shade
Environmental products	Wheat, barley, olives, dates, citrus fruits, groundnuts, oil and natural gas
Environmental industries	Oil and gas production and refining, agriculture, food processing, textiles, handicrafts, cement and fishing
Environmental exports	Oil, natural gas and petroleum

The table shows the average and highest temperatures. Some of the highest temperatures in the World have been recorded in the interior of Libya. These have ranged up to 60°C (140°F) in the shade, and this contrasts with the desert nights which can be bitterly cold. On the other hand the North East and North West have a Mediterranean climate – cool moist winters and hot dry summers. Since the highlands in these areas receive considerable rain they provide the most fertile soils.

Along the northern coastline lie the ancient cities from the Phoenician and Roman eras:

Tourism Attractions in Libya

The attractions of any tourism destination are viewed differently by the various inclinations of the tourists who visit, and in this respect it is necessary to consider how a 'tourist' can be defined. According to the World Tourism Organization, tourists are people who "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited" (www.

en.wikipedia.org/wiki//Tourism). Youell (1998) deduces from this, that tourists can be categorised as people who are:

- “Away from their normal place of residence, although they will be returning home at some point in the future
- On a visit that is temporary and short-term, but is not greater than 12 months in duration
- Engaged in activities that one would normally associate with tourism
- Not necessarily staying away overnight, but sometimes merely on a day visit (excursion)
- Not always away from home for holiday purposes, but may be away from home on business” (Youell, 1998:9-10)

These conclusions have arisen from earlier and narrower definitions, such as that of the League of Nations in 1937 suggesting the tourist to be “one who travels for a period of at least 24 hours in a country other than in which he usually resides” (cited in Holloway, 1998:2). Now, the concept of a tourist has been broadened to include a whole range of people away from their usual place of residence, for an equally wide range of reasons. With this understanding, Libya can be shown to possess many valuable archeological tourist attractions.

Such attractions in any destination can be categorised as climatic, scenic, cultural or historical, and they exercise a gravitational influence on non-residents, with the choice of a destination being influenced by one or any mixture of these attractions. Tourists vary in their reasons for travelling to a destination, and consequently, the ranking of any destination depends upon the different preferences as exercised by tourists in these markets.

As mentioned earlier, Libya has a long coastline with the Mediterranean Sea, thereby offering the potential for the full range of beach activities, and sea sports that traditional tourist destinations provide. Additionally, there are a variety of natural features along the coastline, such as sandy beaches, wild palm trees and rocky shores. The beaches extend from Tripoli towards the east for about 200km, and are very popular with local residents. Additionally, however, Libya is rich in ancient archaeological cities and

monuments from Roman, Phoenician, Greek and Islamic civilizations; and from more recent times, historical buildings such as mosques and churches, and museums housing magnificent artefacts. The tourist attractions of Libya for example, its scenery, its cultural heritage, and its beaches, may be grouped and explored under the following sub-headings, although it should be understood that this section does not attempt to list every possible attraction:

The Organisational Frame of Libyan Tourism

In 1968 the first Tourism Ministry was established through the Royal Act Number 44, setting out its organisational structure and activities, which included:

- Welcoming and facilitating incoming tourists.
- To maintain safety and security of tourists.
- Classification of hotels, guesthouses, restaurants and other tourist establishments.
- Granting of exemptions to foreign investors to own capital assets in the country.

The tourism industry in Libya consists of many companies, with various activities, ranging from tour operators to cafés and restaurants. The majority of these companies are Small and Medium Tourism Enterprises (SMTEs) (Wanhill, 2000) who operate independently and do not belong to a chain of companies. The types of enterprises that comprise the tourism industry are:

- Tour operators
- Travel agents
- Tourist Guide Services
- Air lines
- Transportation bureaux
- Restaurants and cafés

- Hotels and guesthouses
- Museums & historical sites and buildings
- Sports and recreational sport services
- Nature reserve services
- Tourism educational & training institutions
- Local tourism offices
- Tourism police
- Craft industries

All of these organisations fall under the umbrella of the Libyan General Board for Fairs and Tourism (GBT), which is the main body holding the highest authority for all tourism-related activities. The organisational frame of the Libyan tourism industry was initially developed in the late 1960s. In 1968 there was legislation by the Libyan Government for the Ministry of Tourism with the following remit:

- Welcoming and facilitating tourist visits to the country.
- Tourism security and safety for tourism locations.
- Setting out licensing laws for all tourist activities.
- Recommendation for tax exemption for foreign investors in the tourism industry.
- Control the employment procedures within the tourism industry.
- Approval of price lists in tourism establishments.

In 1989 the General Board for Tourism (GBT) was established, and its objectives were set out as follows:

- Development and promotion of internal and external tourism.
- Development and investment of tourism resources to achieve participation of citizens in the process of economic development.

The GBT was established to replace the Libyan General Board for Fairs and Tourism, and it was given comprehensive authority within the tourism industry. It also has responsibilities for promoting the tourism industry both

within the country and world wide, to carry out statistical surveys, issue trade licences, classification of all tourism establishments and supervising tourism training institutions. Following this, the General People's Committee for Tourism was set up in 1995 to be the highest authority for all tourism activities in the country. Its main objective was to establish a comprehensive strategy to develop the tourism industry, and to decide ways to implement this strategy. In 1998 the Tourism Investment and Promotion Board (TIPB) was established under the supervision of the General People's Committee for Media, Culture and Tourism. The mission of the TIPB was to promote and invest in various aspects of tourism, and to introduce the richness of Libya's unique history, culture and people to travellers from all over the world.

Development of Libyan Tourism

The tourism industry in Libya consists of many enterprises and institutions ranging from educational institutions to cafés and restaurants. The majority of these companies are small and operate independently (not belonging to a chain of companies). From a short questionnaire survey carried out with key tourism policy makers in Libya at the end of 2001 and early 2002 it was found that there are 290 companies in the Libyan tourism industry registered within the GBT. The type and number of enterprises that form the tourism industry in Libya were obtained from the survey and these are shown in Table 2 (Thomas et al, 2002).

Table 2: Type and number of enterprises forming the Libyan tourism industry

Type	Number	Public/Private	Small firm based	%
Local Tourist Authority	4	Public	No	0.1
Hotels & Guest Houses	195	Public/Private	Yes	4.875
Museums	18	Public	No	0.45
Historical sites and buildings	19	Public	No	0.475
Nature reserve services	6	Public	Yes	0.15
Sports and sport recreation services	12	Public/Private	Yes	0.30
Tourism Education & Training Institutions	6	Public	No	0.15
Tour Operators	15	Public/Private	Yes	0.375
Travel Agents	225	Private	Yes	5.625
Restaurants & Fast food outlets	3500	Private	Yes	87.5
Total	4000			100

Table 2 shows that six out of the ten types of businesses in the Libyan tourism industry are SMTE based with 3,953 (99%) of the types. The largest category are Restaurants & Fast food outlets with 3,500 (87.5%) of the enterprises, followed by travel agents with 225 (5.625%), hotels and guest houses with 195 (4.875%), and tour operators with 15 (0.375%). All of these enterprises fall under either direct or indirect control of the LGFT.

Economic performance

Recently released data from the Central Bank of Libya show that the size of Libya's economy contracted in 2009 in nominal and real terms. In 2008 the size of Libya's nominal GDP had surpassed the LD100bn (US \$ 82 bn) mark for the first time, growing to an estimated LD117bn. In 2009 falling oil prices and the global economic downturn led to a contraction of nominal GDP to LD86bn, which below the level in 2007 (LD93bn).

Table: Gross Domestic Product by Economic Sectors (Million LD)

Economic sector	2004	2005	2006	2007	2008	2009
Industry	٢٦,٢٨٦	٢٨,٩١٦	٣٠,١٨٩	٣١,٢٦٨	٣١,٦٠٦	٣٠,٢٢٣
Agriculture, Forestry and Fishing	1,395	1,502	1,650	1,716	1,757	1,801
Oil and Natural Gas	21,286	23,348	24,256	24,474	24,363	22,488
Mining and Quarrying	85	100	108	134	154	170
Manufacturing	2,118	2,253	2,358	2,538	2,497	2,585
Electricity, Gas and Water supply	787	924	1,002	1,141	1,255	1,343
Construction	1,949	2,291	2,465	2,981	3,338	3,639
Services	١٢,٣٦١	١٣,٩٧٧	١٥,٠٠٠	١٦,٢٤٣	١٧,٢١٤	١٨,٢٠٣
Wholesale & retail	١,٨٩٩	٢,٣٣٠	٢,٥٣٥	٢,٨٢٤	٣,٠٠٠	٣,٢٠٣
Restaurants and Hotels	128	130	132	137	150	161
Transportation, Storage and Communication	1,994	2,476	2,787	3,130	3,412	3,651
Financial intermediary	608	677	749	844	903	961
Real estate	٤,٠٠٤	٤,١٥٤	٤,٣١١	٤,٦٦٩	٥,٠٤٢	٥,٤٢٠
Government, defense & mandatory social	٣,٥٠٢	٣,٩٧٨	٤,٢٨٨	٤,٣٧٤	٤,٣٧٨	٤,٤٦٦
Ownership of Houses	430.1	442.9	452.7	475.5	499.0	515.0
General Services	1103.2	1183.4	1137.5	1237.7	1301.1	1282.2
Education Services	71	73	79	84	84	91
Health care & social activities	111	115	123	132	139	147
Other Services	44	44	47	50	54	59
Total	٤٠,٠٠٤	٤٤,٣٩٥	٤٦,٨٨٨	٤٩,٢٢٧	٥٠,٥٧٧	٥٠,٢٢٧
Change %	٠,٤	١٠,٩	٥,٦	٥,٠	٢,٧	-٠,٧

Source: General Bank of Libya (2010)

The data also indicated that real GDP contracted by 0.7% in 2009. The oil and sector was primarily responsible for the contraction in the real economy; it shrunk by 7.7%. this had a significant effect on the contribution of the sector to overall GDP. In 2008 oil and gas was responsible for 48% of economic output. However, this fell to 45% in 2009. Production of crude oil contracted by 10.2% in 2009, according to the international energy agency, as a result of depressed world demand and the imposition of OPEC output quotas. The oil and gas sector was the only sector within the Libyan economy to contract, offsetting gains in all other sectors. This highlights the continued overbearing influence of hydrocarbons on the overall economy and the need for Libya to diversify in to other sectors.

The sector that showed the strongest growth was building and construction, which expanded by 9%, with its proportion of GDP rising from 6.6% to 7.2% . this reflects the huge amount of development currently under way in

Libya, which is seeking to upgrade and rebuild much of the country's housing and infrastructure after years of sanctions left it dilapidated. Average growth in the construction sector over the past five years has been 13.4%; this is likely to rise as, according to a recent report in MEED, a regional weekly business journal, the government implements plans to invest up to a staggering US \$500bn in project development in the coming decade.

Transport, storage and telecommunications also grew strongly-by 7%-as progress has been made on the country's road and rail infrastructure and mobile and internet services are rapidly expanded. Although it only grew slightly, government, defence and social insurance remains the country's third largest sector, being oil and gas and real estate. Recent defence expenditure has helped to push up the size of this sector, but it has always been important to the Libyan economy, reflecting the central role the state still plays in the economy.

Factors affecting Libyan Tourism development

A starting point for the determination of the factors affecting Libyan Tourism development is to comprehend their importance to SMTEs. If the factors are perceived as important then these need to be included in the evaluation process. It will be the customer who determines the relative quality of an SMTE's products and services and they will determine which factors are significant. For an enterprise to improve its relative quality it is important for customers' views to be understood with regard to three critical aspects:

Which factors determine choice of a SMTE?

How important is each factor in the consumption of the tourism product or service?

How does the enterprise perform in relation to each factor compared to its competitors?

Information on this can be determined through a profiling exercise for SMTEs. Moreover, profiling can involve three stages in the evaluation of the importance of factors to tourism development. These three stages are:

Stage 1. Which factors are important to the development of the Tourism industry in Libya?

Stage 2. How important is each factor in the provision of tourism products and services?

Stage 3. How well does each SMTE perform with regard to each factor relative to the enterprise's main competitors?

Table 3 (Al-Hasan et al, 2002) illustrates the types of factors that can assist SMTEs in the development of Libyan tourism. These are based upon the findings of the research so far, which can be developed and drawn up into a profile to compare customers' views on performance (Greenan et al, 1997) for an enterprise with its main competitors

Table 3: Factors in the development of Libyan Tourism

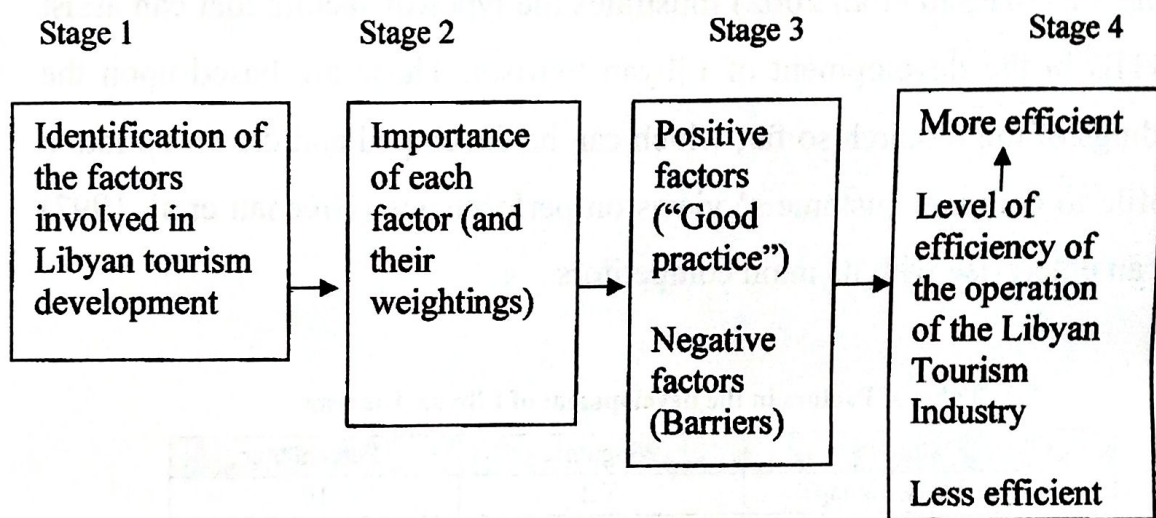
Factors	Weighting	Percentage
Accessibility/Signage	X 2	10
After-sales-support	X 1	5
Currency exchange	X 1	5
Electronic facilities	X 2	10
Friendliness of staff	X 2	10
Information provided	X 2	10
Multi-lingual	X 3	15
Opening hours	X 2	10
Quality of service	X 2	10
Security	X 3	15
Total	20	100

Although it may be argued that an SMTE's individual influence on a tourism economy may be small; when grouped together they will have considerable influence for emerging economies such as Libya. A way forward concerns networking and this can involve creating linkages between SMTEs and institutions. Useful links may be between SMTEs and local universities and between SMTEs and public bodies. From past

evidence Humphreys and Garvin (1995) have shown that only a small number of enterprises (14%) consider using universities to help them develop and implement effective practices.

By taking the above stages and linking them together as a process it is possible to develop a model to measure the factors involved in Libyan tourism development, as illustrated in Figure 1.

Figure 1: A model to measure the factors involved in Libyan Tourism development



Through the application of the above preliminary model for the evaluation of factors involved in the development of Libyan tourism it will be possible to improve the competitiveness of enterprises in the Libyan tourism industry.

“Best practice” and Libyan Tourism

The problems facing Libyan tourism can be attended to through “good practice”. These problems are divided into two categories, the first category are general problems which face many tourism industries in developing countries, and the second category are more specific problems faced by most parties involved in the tourism industry in the country. The general problems are:

Lack of knowledge and awareness. There is a lack of awareness of the economic importance of tourism as an industry. This is true for both its

positive impact as a potential source of foreign exchange and employment and its negative impact as a leakage of the country's own resources.

Lack of tourism-related infrastructures. The country lacks the sufficient infrastructures necessary for the development of a successful tourism sector.

Most important amongst these are hotels and lodging services, transportation and communication and tourism information services.

Lack of technical know-how and weak promotional activity.

Lack of tourism investments. Investment in services-oriented projects is considered a high risk, and foreign investors especially private companies are still demanding more assurances from the government for their investments in the country.

Private sector (specific) problems are often brought about by the public sector, which in turn faces its own financing problems. Table 4 (Jwaili et al, 2002) illustrates the types of problems affecting Libyan tourism development.

Table 4: Problems affecting Libyan Tourism development

Problem	Description
1	Lack of co-ordination between GBT and tourism companies concerning tourism marketing and organising tourism shows and festivals inside and outside the country.
2	The means of transportation for tourists are not enough to cope with the increasing demand in all the various types of tourism activities offered by the industry i.e. desert tourism.
3	Accommodation outlets are not in accordance with international standards, and prices are far higher than the services they provide. This presents a large disadvantage in relation to international markets especially when compared to other competitors in the region.
4	Lack of use of other languages in places of interest to tourists and in ports across the country.
5	Cleanliness of all cities, towns, roads and places of interest is not high on the agenda. Therefore more attention should be given to this point.
6	Lack of facilities in almost all places of interest to the tourist.
7	Lack of preparation and training of all personnel in the tourism guidance sector.
8	Lack of co-ordination to develop a competitive pricing policy.
9	Visa procedures for tourists are still complicated.
10	Lack of regulations to encourage local investors.
11	The delay by GBT of establishing regional tourism offices.
12	There is no comprehensive regulation for the tourism industry that allows it to benefit from development in the international tourism market and international tourism research.

If these problems are addressed, and the role of the problem-solving process recognised, this will have positive benefits for Libyan tourism development.

Conclusions

SMTEs play an important role in Libyan tourism development as evidenced by the fact that they represent 99% of the enterprises involved in the industry. There are a number of strategies that the Libyan Government can pursue in order to strengthen and develop SMTEs in the industry in order to make them more attractive to investors. This in turn will assist in the development of the tourism-related infrastructure and raise the standard of tourism services to provide a wide range of tourism products that satisfies a large proportion of potential tourists World-wide. This can be achieved by:
Promoting and developing the tourism industry.

Raising public awareness to the opportunities and challenges facing the country's tourism industry.

Improving the quality and efficiency of basic tourism-related infrastructures and services such as hotels, public amenities, transportation and communication to provide World class services to visitors and tourists. These include also tourism information, immigration and visa, and police services.

Tourism related laws and regulations to control the quality of the services provided by all sectors in the industry.

Encouraging and promoting private sector and joint ventures' involvement in tourism development.

Raising the standards of personnel in the sector through improving education and training institutions involved in tourism related qualifications and education programmes.

Improving banking and financial services, particularly those facilitating the transfer of money.

Enhancing co-operation and benefiting from the opportunities available to neighbours like Tunisia and Egypt.

Through undertaking the above recommendations it will be possible to enhance the development of Libyan tourism to overcome the disadvantages which are often related to a lack of financial and technical resources. By doing this it will enable SMTEs to become more efficient and to deliver a better quality of service to the tourism industry which will be of major value to the Libyan economy.

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