

<https://doi.org/10.31891/2307-5740-2023-324-6-4>

UDC 330

Elsayed Ahmed ELNASHAR

Kaferelsheikh University, Egypt

<https://orcid.org/0000-0002-7963-1926>

e-mail: smartex@kfs.edu.e

Larysa LIUBOKHYNETS

Khmelnytskyi National University

<https://orcid.org/0000-0003-1578-615X>

e-mail: lubohinets@ukr.net

Nataliia TANASIENKO

Khmelnytskyi National University

<https://orcid.org/0000-0001-6887-903X>

e-mail: nataly_tanasienko@ukr.net

THEORIES OF ECONOMICS AND THE PHILOSOPHY OF ALTRUISM IN “TWINNING” THE EGYPTIAN TOURISM AND TEXTILE INDUSTRIES

Theories of economics and the philosophy of altruism in “twinning” this paper studies the endogenous formation of interfilial altruism. The theory suggests that incentive to foster tourism and textile industries is positively related to efficiency gains from more human capital investment in the more gifted tourism and textile industries. The empirical analyses explore the plausibly exogenous within-twin difference in for the development of Matrouh governorate, Egypt, consistent with the theory, the estimation results show that a larger difference in tourism and textile industries. Leads to more intensive you win-to to be-win practice to tourism and textile industries and that when such practice is more intensive, the heavier tourism and textile industries obtains more investment relative to the other tourism and others industries as the philosophy of altruism in “twinning”.

Keywords: altruism, twinning, Egyptian tourism, textile industries.

Елсаєд Ахмед ЕЛНАШАР

Університет Каферельшейха, Єгипет

Лариса ЛЮБОХИНЕЦЬ, Наталія ТАНАСІЄНКО

Хмельницький національний університет

ТЕОРІЇ ЕКОНОМІКИ ТА ФІЛОСОФІЯ АЛЬТРУЇЗМУ В «ПОЄДНАННІ» ТУРИЗМУ ТА ТЕКСТИЛЬНОЇ ПРОМИСЛОВОСТІ ЄГИПТУ

Альтруїзм означає піклуватися про інших людей і діяти в чийсь інтересах. Ми можемо діяти альтруїстично, коли пропонуємо комусь своє місце в автобусі, готуємо чашку чаю для колеги по роботі, жертвуємо гроші у фонд допомоги голодуючим або втішаємо друга в біді.

Філософія альтруїзму в «побратимі» бажання робити добрі справи для інших людей є природною та глибоко вкоріненою, як текстильні сектори для секторів туризму, але часто її неправильно розуміють. Біологи-еволюціоністи, соціологи та філософи намагалися зрозуміти, чому ми діємо таким чином, особливо якщо ми робимо щось для іншої людини, що суперечить нашим власним інтересам.

Зрештою, альтруїзм — це таємниця, яку нам ще належить розгадати. Ми не знаємо, чи є такі дії, як допомога іншим, наприклад, сектору туризму, обмін, турбота про інших, волонтерство та пожертвування цілком безкорисливими, чи вони вкорінені в власних інтересах секторів текстилю. Наші мотиви можуть бути сумішшю обох.

Теорії економіки та філософія альтруїзму в «побратимі», допомога іншим людям і залучення до такого роду прозаїчної поведінки має багато переваг між двома різними секторами «туризм і текстильна промисловість». Це може покращити наші соціальні стосунки між двома різними секторами, надати нашому життю нову мету на шляху до успіху двох секторів, показати нам інші погляди на наші власні проблеми фінансової підтримки, збільшити шанси інших відповісти взаємністю на наші добрі справи та роблять нас більш привабливими для туристів, навпаки. Допомога іншим секторам у галузях буксирівання текстильної промисловості та індустрії трюїзму. Може навіть викликати відчуття ейфорії, схоже на відчуття, яке ми відчуваємо, коли отримуємо частку успіху. Розглянуто філософію альтруїзму в «поєднанні» туризму та текстильної промисловості, яка спрямована на співробітництво двох різних секторів економіки для отримання взаємної вигоди.

Виділено проблемні аспекти, які перешкоджають розвитку туристичних проєктів та текстильної промисловості Єгипту. Запропоновано заходи, які сприятимуть співробітництву туризму та текстильної промисловості Єгипту.

Ключові слова: альтруїзм, поєднання, єгипетський туризм, текстильна промисловість.

Introduction

Altruism means caring about other people and acting in someone else's interest. We may be acting altruistically whenever we offer someone our seat on the bus, make a cup of tea for a work colleague, donate money to a famine relief fund, or comfort a friend in distress.

The philosophy of altruism in “twinning” the desire to do good deeds for other people is natural and deep-rooted as textiles sectors for tourisms sectors, but often misunderstood. Evolutionary biologists, sociologists and

philosophers have tried to comprehend why we act in this way, particularly if we do something for another person which is against our own interest.

Ultimately, altruism is a mystery we have yet to solve. We do not know whether actions such as helping others as tourism sectors, sharing, caring for others, volunteering and donating are wholly selfless or whether they are rooted in self-interest of textile sectors. Our motives may be a mixture of the two.

Theories of economics and The philosophy of altruism in “twinning” helping other people and engaging in these kinds of prosocial behavior has many advantages between two different sectors “tourism and textile industries”. It can improve our social relationships between two different sectors, give our lives new purpose on the way to the success of the two sectors, show us other perspectives on our own problems in financial support, improve the chances of others reciprocating our good deed, and make us more attractive to the opposite for tourist. Helping others sectors in the two industries of textile industries and tourism industries. May even produce a sense of euphoria akin to the sensation we get when a share of success.

We have probably all met people who seem selfish and others who seem helpful beyond reason. Being at an extreme of selfishness or selflessness can cause problems both for the individual and those around them. Being too selfish can lead to isolation and poor social relationships, whereas being too selfless can lead to overburden and stress.

The philosophy of altruism in “twinning” we are each responsible for our approach to helping others. There are simple, spontaneous ways in which anyone can act selflessly, such as holding a door open for a stranger. There are also structured, more time consuming ways of helping others.

Problems:

- ❖ Financial challenges that stand in the way of the growth of tourism projects and textile industries
- ❖ Alienation between tourism authorities on the northern coast in the northwest of “Matrouh” in the joint work system between tourism marketing and tourist villages for fifteen thousand tourist villages
- ❖ Alienation between the productive bodies of the textile industries and the northern coast in the northwest of “Matrouh” in the joint work system between the marketing of the textile industries and the tourist villages of fifteen thousand tourist villages.

Objectives:

- ❖ Develop innovative strategies to secure the necessary funding for the expansion and development of tourism on the North Coast in northwestern "Matrouh", and on the other hand, in the Egyptian textile industries.

The twinning of tourism and textile industries is a strategy aimed at linking two different sectors of the economy in order to achieve mutual benefits. In the case of tourism and the textile industries, this strategy could lead to:

- ❖ Increasing the flow of tourists to areas producing textile industries. The landscape and cultural history of these areas can attract tourists, who can then purchase local textile products.
- ❖ Creating new job opportunities in the tourism sector. Growth in tourism can create new jobs in hospitality, transportation and trade services.
- ❖ Enhancing productivity in the textile industries sector. Tourism can help market local textile products, increasing demand for them.
- ❖ Cultural documentation of the history of the province (Cleopatra - World Wars etc) on tourist products such as Kilims and Gobblins. And Documenting the civilizations and cultures that passed through Egypt on textile products, and presenting it to tourism and the multiplicity of nationalities and cultures of delegations.

That explained during presentation Elsayed Ahmed Elnashar on the television episode of the Egyptian Channel: 6 on Thursday, August 31, 2023. Among the topics presented were:

- ❖ Digital transformation of the tourist villages on the northern coast of Egypt, which number more than fifteen thousand tourist villages which start from Alexandria to Salloum and Sidi-Barani in Matrouh Governorate. This digital transformation and software production work to introduce self-resources to Matrouh Governorate amounting to one and a half billion Egyptian pounds. In addition to finding job opportunities for many young Egyptian programmers.

- ❖ This digital transformation works to attract international tourism to this region, which depends only on domestic tourism for Egyptians only.

- ❖ The digital transformation of this sector gives the opportunity to the Ministry of Industry and Trade to seek to provide this huge amount of the commercial market for the tourist villages on the northern coast of Egypt, which number more than fifteen thousand tourist villages.

The philosophy of altruism in “twinning” there are many examples of the twin development of tourism and textile industries all over the world. In Egypt, for example, the tourist resort of Sharm elsheikh provides opportunities for visitors to purchase traditional Egyptian textile products. This attracts tourists looking for a rich cultural experience.

The philosophy of altruism in “twinning” the following are some of the steps that can be taken to promote the twin-treatment of tourism and textile industries:

❖ Cooperation between the public and private sectors. The government and the private sector must work together to create an enabling environment for twin-twin development.

❖ Joint marketing of tourism and textile industries. Joint marketing can help increase awareness of local textile products and attract tourists to textile-producing areas.

❖ Providing training and education opportunities. Training and education can help workers in the tourism sector and textile industries develop the necessary skills.

By taking these steps, the twinning of the tourism and textile industries can create new economic and cultural opportunities around the world.

The philosophy of altruism in “twinning” those we needs of the tourist villages (which number more than fifteen thousand tourist villages) are represented in the following:

1. Beachwear and umbrellas.
2. Nets and fishing gear.
3. Clothes.
4. Water desalination fabrics (Membrane), and filters.
5. The kilim and the goblin.
6. Beads weaving crafts.
7. Furniture and furnishing:
 - a) Curtains.
 - b) Bed covers.
 - c) Furniture upholstery.
 - d) Bed sheets.
 - e) Coverlets, blankets, and tablecloths.
 - f) Quilt (fiber-cotton).
 - g) Bedspreads, face towels, bathrobes and hand towels.
 - h) Carpets" Moquette ", bathroom sets (for the floor), linoleum, mats and kilims.
 - i) Carpets and hangings.
 - j) Wall and ceiling lining fabrics" goblins & tapestry, commentators ".
 - k) Curtains and furnishings.
 - l) Mattresses.
 - m) Artificial grass.
 - n) Car covers.

The twinning strategy of tourism and textile industries seeks to connect two different sectors of the economy to reap mutual benefits. In the case of tourism and textile industries, this strategy can lead to:

❖ Increase the flow of tourists to textile producing areas. The landscape and cultural history of these areas can attract tourists, who can then purchase local textile products.

❖ Creating new job opportunities in the tourism sector. Growth in tourism can create new jobs in hospitality, transportation and trade services.

❖ Enhancing productivity in the textile industries sector. Tourism can help market local textile products, increasing demand for them.

The following are some of the steps that can be taken to promote the double twinning of tourism and textile industries:

❖ The philosophy of altruism for Cooperation between the public and private sectors. The government and the private sector should work together to create an enabling environment for twinning.

❖ The philosophy of altruism for Joint marketing of tourism and textile industries. Joint marketing can help increase awareness of local textile products and attract tourists to textile-producing areas.

❖ The philosophy of altruism for providing training and education opportunities. Training and education can help those working in the tourism and textile industries develop the skills needed to succeed in these sectors.

❖ The philosophy of altruism for Providing electronic outlets for shopping...and station outlets for delivery and sales (they can be in mobility vehicles).

The Results:

The philosophy of altruism helping other people may not seem a priority in the middle of a global recession After the Corona pandemic in all industries, when we are stretched for time and resources and desperate to maintain control of our lives. But helping others is something we can control, and something that does not cost much in terms of time or money. We can all contribute something to make the world better by increasing industries. Being helpful and doing good deeds can improve the health and wellbeing of everyone, both as individuals and as a society.

Conclusion:

Theories of economics and the philosophy of altruism of Human beings are social helping others underpins social interaction and cooperation. Helping other people makes us feel better; it can improve our own lives as well as improve our living environment:

- peer support and a culture of volunteering from tourism and textile industries. These should be embedded into existing citizenship activities and tourism and textile industries promotion programmers. Schools, universities and colleges should encourage tourism and textile industries and young people to volunteer in local communities as part of curriculum activity.

- The philosophy of altruism supporting Employers promote tourism and textile industries workplaces through encouraging altruistic activities at work, they should also recognize the role of peer mentoring schemes and volunteering programmers with regards to workforce development.

-Voluntary sector organizations support people who are approaching tourism and textile industries. This support should aim to redefine people's identities so that they can continue to see themselves as contributing members of the community as the philosophy of altruism.

- Commissioners of services aiming to support vulnerable groups should invest in tourism and textile industries support services. This is relevant to socially isolated groups such as tourism and textile industries, people with the philosophy of altruism problems, people with working as team work the philosophy of altruism, supporting people to contribute may result in reciprocal community support networks being developed.

- Government priorities investment in the philosophy of altruism approaching tourism and textile industries sector organizations designed to promote approaching tourism and textile industries. These organizations need to be supported to create further opportunities for those most isolated to contribute approaching tourism and textile industries. Training for voluntary sector staff should be provided to help people engage with potential approaching in the philosophy of altruism of tourism and textile industries who may require additional support.

References

1. Elnashar E.A. (2023) interview on Egyptian TV (Channel 6) about an invitation to invest in textile industries. The TV program (31 August 2023) Entitled : Sustainable development in Matrouh Governorate and New Alamein City <https://www.youtube.com/watch?v=21ETIk1AL5I>
2. Elnashar E.A. (2023) "ElNashar: Economics and technology are the basis for the development of textile industries in Egypt", Tuesday, June 6, 2023 01:53 PM, Cairo time, Elnahar Newspaper EGYPT. . <https://www.alnaharegypt.com/986170>
3. Elnashar E.A. (2023) "The Budapest Symposium recommends establishing a special database for Egyptian handicrafts". Thursday, May 11, 2023 10:37 a.m. Cairo time. Elnahar Newspaper EGYPT. <https://www.alnaharegypt.com/980055>
4. Elnashar E.A. (2023) "A new scientific research reveals: (roller bearings) from the discovery of the Pharaohs.. and the foundations for the development of the Egyptian textile industries". Elnahar Newspaper EGYPT, Wednesday, March 29, 2023 06:04 PM, Cairo time
5. <https://www.alnaharegypt.com/970320>.
6. Elnashar E.A. (2023) "Dr. ElNashar presents economic studies to introduce financial resources of 2 billion pounds to Matrouh University". Elnahar Newspaper EGYPT, Sunday, March 12, 2023 03:53 PM, Cairo time. <https://www.alnaharegypt.com/966274>.
7. Elnashar E.A. (2023) Investment periods in the North Coast (Alamein and Matrouh) in Egypt. the Online magazine for Textiles, Clothing, Leather and Technology , <https://tok-bg.org/2023/09/03/investment-periods-in-the-north-coast-alamein-and-matrouh-in-egypt/>
8. Dr. Elsayed Ahmed ElNashar, Professor, Kafrelsheikh University, Egypt, Title: Digital Transformation by Artificial Intelligence for Innovating and Development of Textile Industries in Egypt, the 11th Annual World Congress of Nano Science & Technology (Nano S&T-2023), which will be held in Barcelona, Spain during July 22-24, 2023. Session 7-1: Nanotech in Smart Textiles and Wearable Technolog, <https://www.bitcongress.com/nano2023/ScientificProgram7.asp>