CHAPTER VI

CURRENT POSITION OF INTERNET MARKETING IN YEMEN

6.1.1 THE NEED IN YEMEN FOR INTERNET MARKETING.

No doubt that, internet marketing is suitable place for our local organizations to open new markets in the international electronic market. As a result the products of local organization will be made available to new customers, those we predict to reach in a short time and at a low cost. Internet network offers services which push international marketing and open new markets for our local organizations.

The need of the Republic of Yemen for internet marketing comes from those indicators:

- The entire world is going for the electronic commerce, and availing itself of the opportunity to enter the internet network and using its different services in the country. If we decided to be out of the internet network we will get ourselves out of the international economy, because that thing available today will not be there tomorrow and the knowledge of today will change tomorrow. Further knowledge is available on internet today more easily and more up to date than before.

- The need of Yemen for internet marketing comes in order to open new markets for the products of the country in the international markets, because internet network is the technique of this age and it has an important position in the modern societies and we are part of the international society.
Locally we have the ability to deal with information and electronic shopping because the revolution of information has features which are beneficial to developing countries, and information depends on knowledge. Therefore local and Arabian electronic commerce in general, is very weak if we compare it with international electronic commerce.

Internet network contributes in achieving the targets of economic development and widening the marketing activities, so that it constitutes a new style in continuity with the traditional commercial business.

Increase in the opportunities of entering the international markets and opening a new marketing channel for local organization with limited costs.

The local businesses organizations are small in size and its abilities are extremely limited. Internet network is helpful for small business organizations which need to increase their business globally but haven’t the necessary sources. Internet network aims to facilitate the doing of business transactions for the organizations through its services. Hence the small organizations in Yemen constitute the largest percentage from the business organization in the Republic of Yemen (small business organization is defined as having less than 14 employees). Internet network plays an important role in the process of globalization the economics of the country and offers the opportunity to these organizations, so that these organizations can benefit from internet through reaching global market.

Entering any new techniques like internet are considered a long process and new techniques don’t enter to the market in one day but take a long time.
• Joining of an organization to internet helps it to increase its interests and its profits as result of new markets and international competition.

• Gain new customers at international level at low cost.

• Internet network contribute to the local educational information systems. The biggest percentage of internet users in the world are from the educated and cultured classes, that contribute to decrease the brain drain.

• Internet network helps to facilitate the commercial business and communicate between producers and customers.

• The local need for marketing on internet in general comes from the need to enter the age of information in the shortest time, because the competition for the available chances is very strong and in the future it will not be available.

6.1.2 The Effect of Delay in Subscribeing to the Internet Network by Local Organizations.

Internet marketing in the Arab world is only in the beginning stages and its share from the international internet marketing is small especially if we compare it to internet marketing in the U.S.A. The refund of internet marketing in the Arab world from books, sweets, flowers, is not equal to the profit of DELL Company in one day from its process on net which is one million dollar per day. But day by day the percentage of using internet in the Arab world is increasing, and the development of electronic commerce is very big so that we must go for this new method and start the process of internet marketing in the country in order to avail the marketing opportunity and live with the times.
The most important effects are:

- The international customers of organization will change to other markets and sources which have already joined to internet network.
- Increase the control of intermediaries on the resources of organization.
- The local economy will be weak and remain local because of its inability to globalize.

6.2 The Infrastructure Requirements for Starting Internet Marketing in the Republic of Yemen.

It is not easy to enter internet network in the Republic of Yemen with all its services to satisfy the different needs and wants of individuals and organizations. But there are a group of services we must start with in a logical and scientific manner in order not to make a bad effect on the local organization which join the internet network as a result to the wrong entering. These needs and wants must come from the actual environment and it must be projected.

The needs are divided into three basic elements:

1- Education, enlightenment, and training marketing people.
2- The role of Government in entering internet and issue suitable laws.
3- Modern communication systems, advanced net, and computer equipments.

6.2.1 Education, Enlightenment, and Training Marketing People.

Education and enlightenment is vital and indirectly affect the positive entering of the internet network by the organization. The support of education and enlightenment in network appears through focusing on the following indicators:
• Building clear and easy environment for working in the organization in order to change to marketing on internet and doing a deep analysis for organization as system of information.

• Study the present education systems for developing it according to the modern technical changes.

• Acquainting the several internet services, its merits, and increase the awareness of the society and government about new techniques.

• Supporting and development of individual initiative in the field of research and development in innovations by the society members and commercial organizations.

• Linking between modern technology and commercial sections’.

• Encouraging specialization in internet network users, and not uses its services in a general way.

• Activation of education in all the sides for effective contribution in using internet.

• Increasing the ability of the social members to speak foreign languages especially the English language, because it is the language of internet and also the language of international markets.

• Revise the present levels of culture in the education and putting up a plan for developing it from this reality.

• Enlightenment of the society about the importance of information systems and the role of internet network in it.
• Objective cultural enlightenment which attracts the local young people not to change to the culture produced in the U.S.A. or China but to culture rushes from the Arabic history.

• Supporting the educational information in the schools and universities which decrease costs and increase educated students. Education through internet helps students in thinking and dealing with others, which invite us to enter internet network to our schools.

6.2.2 The Role of Government in Entering Internet and Formulate Suitable Laws

The role and responsibility of the Government is increasing day by day specially in the field of offering technical support through the first time of entering internet network in issuing suitable laws in several subjects like:-

• Giving suitable facilities for commercial organizations by Government to enter internet in an easy way.

• Supporting the efforts of different organizations to enter internet network in a planned and quick way.

• Protecting and supporting the nation's information industry.

• Internet network must start in the main organizations in the public and private sector.

• The entering to the process of marketing on the internet must be done in phases starting from developed sectors in the infrastructure and supported from the Government, and after that branching to the sectors.
• Government plays an important role in the security and legal cases, and it facilitates the legislations, and offers developed communication.

• Supporting and encouraging training and qualify the marketing peoples to use the modern techniques for the internet network.

• Building a suitable commercial climate for using the new marketing system.

• Encouragement of the media to support the campaigns of enlightenment about the needs of the new digital society.

• Activation of the role of chamber of industry and commerce in using the modern information techniques.

• The first mission of the Government is the activation of the local banking and financial systems especially those suffering from defects which constitute a hindrance to the starting of the process of entering the marketing on the internet network, because of financial dealings and transactions on the net done by credit card and developed banking exchange.

• The role of Government appears through the planning and developing the entering of internet network to the country.

The mission of the Government starts by formulating the necessary legislations to support entering of the net and starting the work on it. Also it helps the projects of infrastructure and establishing the growth to a specific level and let commercial organizations know the importance of internet, and make it appear as a national case. The role of Government is necessary for building infrastructure. It is also very important to build a mutual understanding between the Government and society in order to create motivations and initiatives. Most of the international Governments perceive the
importance of marketing on the internet. For example the U.S. Government plays the role of a supervisor on the private sector which guides the process of electronic commerce and it is considered as the main investor for the information systems on the internet and it supports the experiment through Electronic Government.

6.2.3 Modern Communication Systems, Advanced net, and Computer Equipments.

Effective use of internet network needs computer equipments and developed communications nets supporting the effective use of it. That happens by correct selection of suitable pieces of computer equipment which are consistent with the net and it doesn’t weaken its performance.

In the local organization in the public sector or in the private sector most of the organizations haven’t developed supplies that are necessary to use the internet network and its services. The available computers only do simple jobs such as typing, accounting and some times it is used to do quantities and strategic decisions for organization. Therefore commercial organizations have a computerized structure but they don’t exploit it in a proper way. They use only a small part of its services.

It is very important to mention that, the prices of computers and its parts are decreasing day by day. We can get a computer with higher features at only (450-600$). These prices are cheaper than before. This age is going to integrate the industry of communications and computer equipment industry to constitute new industry and new techniques.

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We must focus on the main net which provides the internet services to higher technical features that has a higher capacity for storage, in view of the criticisms about the local net (which were launched by Y.T.C).

6.4.1 Cost of Using Internet in the Arab World.

The cost of internet using in the Arab world is different from country to country, also this cost is different from internet service provider in the same country. These differences resulted from the differences in the governmental polices regarding internet services, and also resulted from the differences in the polices of service providers according to the different countries. In some countries this provider is public sector while in others is private sector.

We can see the prices of internet subscription in the Arab world in the following table.

Table 6.1
The Price of Internet Subscription in the Arab States.

<table>
<thead>
<tr>
<th>Country</th>
<th>Monthly charge $</th>
<th>Set-up fee $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bahrain</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>Egypt</td>
<td>8</td>
<td>Free</td>
</tr>
<tr>
<td>Emirates</td>
<td>6</td>
<td>25</td>
</tr>
<tr>
<td>Jordan</td>
<td>7.5</td>
<td>Free</td>
</tr>
<tr>
<td>Qatar</td>
<td>7</td>
<td>17</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>9</td>
<td>50</td>
</tr>
<tr>
<td>Sudan</td>
<td>6</td>
<td>20</td>
</tr>
<tr>
<td>Yemen</td>
<td>16</td>
<td>15</td>
</tr>
</tbody>
</table>

Source: www.internetprice\isdn.htm
From the table above we can see that, the average internet monthly charge in the most country is 8$. Sudan and Emirates have the lowest monthly charges while Yemen has the highest monthly charges. Also we can see that, Saudi Arabia and Emirates have the highest set-up fees while Yemen and Bahrain have the lowest set-up fees.

**Chart 6.1**

Cost of Using Internet in the Arab States.

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6.4.2 Cost of Using Internet in Yemen.

On the road of encouraging the use of internet services the internet service providers in Yemen decreased the cost of internet services during the period of 1996-2005. This step supported its use and opened the window to spread it, in order to reduce the cost for customer the internet services providers took the following steps:
- In the beginning of 2003 the monthly subscriptions’ fees were deleted and it became free (it was 3000YR per month).

- In 2004 the monthly subscription fees of data transferring was reduced by 75% of original fees, they classified it in the lowest speed 64kb/s at amount of 150$ and it increased gradually with the increase in the speeds to reach the amount of 650$ for the highest speed 2048kb/s.

**Table 6.2**

The Cost of Internet Using According to Different Speeds

<table>
<thead>
<tr>
<th>Speeds kb/s</th>
<th>Monthly subscription</th>
<th>Set-up fees $</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Between cities</td>
<td>Inside city</td>
</tr>
<tr>
<td>64</td>
<td>150</td>
<td>75</td>
</tr>
<tr>
<td>128</td>
<td>300</td>
<td>150</td>
</tr>
<tr>
<td>256</td>
<td>400</td>
<td>200</td>
</tr>
<tr>
<td>384</td>
<td>450</td>
<td>250</td>
</tr>
<tr>
<td>512</td>
<td>500</td>
<td>300</td>
</tr>
<tr>
<td>1024</td>
<td>575</td>
<td>350</td>
</tr>
<tr>
<td>2048</td>
<td>650</td>
<td>400</td>
</tr>
</tbody>
</table>

**Source:** The Society of Information in Yemen, p28.

- In 2004 the rent of leased lines for the purposes of internet were reduced by 25%, also fees of hosting the internet web sites on the network was decreased by 93% than previous years.
Table 6.3
Rent of leased lines for the Purposes of Internet.

<table>
<thead>
<tr>
<th>Speeds</th>
<th>Monthly fees $</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ISP</td>
</tr>
<tr>
<td>64 Kb/s</td>
<td>700</td>
</tr>
<tr>
<td>128 Kb/s</td>
<td>800</td>
</tr>
<tr>
<td>256 Kb/s</td>
<td>1300</td>
</tr>
<tr>
<td>512 Kb/s</td>
<td>2150</td>
</tr>
<tr>
<td>1024 Kb/s</td>
<td>3500</td>
</tr>
<tr>
<td>2048 Kb/s</td>
<td>6000</td>
</tr>
</tbody>
</table>

Source: - The Society of Information in Yemen, p34.

Table 6.4
The Charge of Web Hosting.

<table>
<thead>
<tr>
<th>Limitations of hosting</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Charge</td>
<td>1500 YR</td>
</tr>
<tr>
<td>Disc Space</td>
<td>30 MG</td>
</tr>
<tr>
<td>E-mail</td>
<td>6</td>
</tr>
<tr>
<td>Extra 10 MG</td>
<td>500 YR</td>
</tr>
<tr>
<td>Extra 1 e-mail</td>
<td>150 YR</td>
</tr>
</tbody>
</table>

Source: - The Society of Information in Yemen, p35.

On the other hand Yemennet offers the service of (super net) which has wide ring ADSL with a speed that reaches to 512kb/s at suitable price for commercial and governmental using and also it offers this service at low cost for homes` subscribers as follows.
Table 6.5

Speed and Service Charges.

<table>
<thead>
<tr>
<th>Speed</th>
<th>Charges YR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Commercial</td>
</tr>
<tr>
<td>Kb/s 512</td>
<td>63,000</td>
</tr>
<tr>
<td>Kb/s 256</td>
<td>42,000</td>
</tr>
<tr>
<td>Kb/s 128</td>
<td>............</td>
</tr>
</tbody>
</table>

Source: - The Society of Information in Yemen, p36.

Yemennet also offers different schemes for individual user as follows:-

For 64kbps dial-up connection, the normal Dial-up access tariff will be applied with YR 3,240 monthly charge.

When accessing the Internet at 128kbps, you will actually be connected through 2 x 64kpbs ports or channels, so instead of being charged for 5 minutes on 128kpbs, you will be charged as though you had 10 minutes on a 64kpbs port. (i.e. 5minutes on each 64kpbs) the cost is the same.

Table 6.6

Cost of Using Internet in Yemen

<table>
<thead>
<tr>
<th>Connection</th>
<th>Monthly charge Y.R</th>
<th>Set-up Fee Y.R.</th>
<th>Dial-up charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>64kbps</td>
<td>3,240</td>
<td>3,000</td>
<td>Normal dial-up tariff</td>
</tr>
<tr>
<td>128kbps</td>
<td>3,240</td>
<td>3,000</td>
<td>Usage X2X normal Dial-up tariff</td>
</tr>
</tbody>
</table>

Source: - www.ynet.ye
6.5 The Number of Internet Subscribers in Yemen.

Yemen is considered as one of the first six Arab states that introduced the internet service in 1996 at speed of 28.6kbit/s and the number of internet subscribers in the year reached to 370 subscribers. In the year 1999, the transmission speed increased to 36.6kbit/s. In the year 2000 the speed increased to 56.6 kbit/s. In the year 2001, the telecom service with internet network was introduced via the digital telephone line ISDN with the speed of 64 kbit/s and later on developed and increased to 128kbit/s. And now
the super-net service with ADSL broad range had been introduced with a speed of 512 kbit/s with the capacity to be developed and increased to 8 megabits/s.\textsuperscript{142}

\begin{table}[h]
\centering
\caption{Internet Subscribers Growth during the Period 1996-2006.}
\begin{tabular}{|c|c|c|c|c|}
\hline
Year & Teleyemen Internet & PTC Internet & Total & Percentage of Growth \\
\hline
1996 & 473 & \hline & 473 & 0 \\
\hline
1997 & 1457 & \hline & 1457 & 308 \% \\
\hline
1998 & 2128 & \hline & 2128 & 146 \% \\
\hline
1999 & 3862 & \hline & 3862 & 182 \% \\
\hline
2000 & 6377 & \hline & 6377 & 165 \% \\
\hline
2001 & 7034 & \hline & 7034 & 110 \% \\
\hline
2002 & 8481 & 4208 & 12689 & 180 \% \\
\hline
2003 & 8080 & 20679 & 28759 & 227 \% \\
\hline
2004 & 7880 & 66735 & 74615 & 259 \% \\
\hline
2005 & 8488 & 100639 & 109127 & 146 \% \\
\hline
2006 & 8642 & 147170 & 155812 & 143\% \\
\hline
\end{tabular}
\end{table}

\textsuperscript{142} Mohammed, Jassar, \textit{Information Society in Yemen}, Sana`a, National Committee for WSIS.2005, p28.
From the table above we can get that:

- In the initial year (1996) the number of internet subscribers’ was 473 via Teleyemen. This number increased in 1997 to 1457 subscribers, the percentage of growth was 308%.

- In the year 2000 the No. of internet subscribers’ service reached to 7000 via one ISP (internet service provider) at the rate of 3.51 subscribers for each 10 thousand people, the percentage of growth was 1665%. With the entry of a new ISP, the number of internet subscribers had risen until the year 2005 to more than 100,000 subscribers at rate of 50 subscribers for each 10 thousand people, and the percentage of growth was 146%.

- The number of internet subscribers in Yemen had raised from 6377 subscribers in the year 2000 to about 155812 subscribers until the year 2006, the percentage of growth was 143%.
From the table below we can see that the number of internet subscribers in Sana’a was 255 in 1996 and in Aden was 50 while in Taiz was 15. The number of internet subscribers in different governorates increased to 400 in Sana’a, and 115 in Aden while in Taiz reached to 105, the percentage of total growth for three cities was 194%.

The percentage of the total growth for three cities decreased in 2004 to 99% in comparing with next and previous years, that resulted from the new decision N (51) in
2003 with regard to the rules and fundamentals of giving license to the internet providers in the country. This decision restricts the authority of issuing the licenses for providing internet service by the ministry of communications and information only.

Table 6.8

The Number of Internet Subscribers by Different Governorates.

<table>
<thead>
<tr>
<th>Governorate</th>
<th>Sana'a</th>
<th>Aden</th>
<th>Taiz</th>
<th>Total</th>
<th>Percentage of Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>255</td>
<td>50</td>
<td>15</td>
<td>320</td>
<td>0</td>
</tr>
<tr>
<td>1997</td>
<td>400</td>
<td>115</td>
<td>105</td>
<td>620</td>
<td>194 %</td>
</tr>
<tr>
<td>1998</td>
<td>1020</td>
<td>400</td>
<td>250</td>
<td>1670</td>
<td>269 %</td>
</tr>
<tr>
<td>1999</td>
<td>2655</td>
<td>470</td>
<td>302</td>
<td>3427</td>
<td>205 %</td>
</tr>
<tr>
<td>2000</td>
<td>4020</td>
<td>790</td>
<td>520</td>
<td>5330</td>
<td>156 %</td>
</tr>
<tr>
<td>2001</td>
<td>4362</td>
<td>899</td>
<td>618</td>
<td>5879</td>
<td>110 %</td>
</tr>
<tr>
<td>2002</td>
<td>4968</td>
<td>1289</td>
<td>763</td>
<td>7020</td>
<td>119 %</td>
</tr>
<tr>
<td>2003</td>
<td>5492</td>
<td>1011</td>
<td>498</td>
<td>7001</td>
<td>99 %</td>
</tr>
<tr>
<td>2004</td>
<td>4561</td>
<td>1125</td>
<td>676</td>
<td>6362</td>
<td>91 %</td>
</tr>
<tr>
<td>2005</td>
<td>6579</td>
<td>1292</td>
<td>697</td>
<td>8568</td>
<td>135 %</td>
</tr>
<tr>
<td>2006</td>
<td>7348</td>
<td>1392</td>
<td>720</td>
<td>9460</td>
<td>110%</td>
</tr>
</tbody>
</table>

The number of internet hosted by local ISP from 1996 till 2006 is about 286 sites until December 2005; of it 62 sites were for the government, 17 sites for the mass media, 29 sites for organizations and embassies, 36 sites for tourism and travel
agencies, 101 sites for private and commercial firms, 23 educational sites, 9 sites
for banks & insurance firms and 10 sites for clubs and services.

Table 6.9

<table>
<thead>
<tr>
<th>Number</th>
<th>Kind of Hosting</th>
<th>Kind of Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>114</td>
<td>Commercial</td>
<td>.com.ye</td>
</tr>
<tr>
<td>32</td>
<td>Government</td>
<td>.gov.ye</td>
</tr>
<tr>
<td>14</td>
<td>Educational</td>
<td>.edu.ye</td>
</tr>
<tr>
<td>16</td>
<td>Organizations</td>
<td>.org.ye</td>
</tr>
<tr>
<td>9</td>
<td>Networks</td>
<td>.net.ye</td>
</tr>
</tbody>
</table>


- The number of subscriptions in super Yemennet reached 1489 subscribers by
  2005, of it 745 were household, 505 commercial, 92 governmental, 84 free, and
  63 VIP.

Table 6.10

<table>
<thead>
<tr>
<th>Kind of subscriber</th>
<th>Number</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIP</td>
<td>63</td>
<td>4.23</td>
</tr>
<tr>
<td>Free</td>
<td>84</td>
<td>5.64</td>
</tr>
<tr>
<td>Home</td>
<td>745</td>
<td>50</td>
</tr>
<tr>
<td>Commercial</td>
<td>505</td>
<td>33.91</td>
</tr>
<tr>
<td>Governmental</td>
<td>92</td>
<td>6.17</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1489</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

The number of public internet cafes in all the provinces of the republic rose from 4 cafes in the year 1996 to 743 cafes in the year 2003 and decreased to 626 in 2004 as a result of new rules and regulations N(51) that were issued by the ministry of communications and information to arrange the work of internet café. In 2006 the number of internet café rose to 790 with an average of 10 internet display screens at one single café.
Table 6.11

The Number of Internet Café During the Period 1996-2006.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of café</th>
<th>Different</th>
<th>Percentage of Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>4</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1997</td>
<td>20</td>
<td>16</td>
<td>500%</td>
</tr>
<tr>
<td>1998</td>
<td>30</td>
<td>10</td>
<td>150%</td>
</tr>
<tr>
<td>1999</td>
<td>45</td>
<td>15</td>
<td>150%</td>
</tr>
<tr>
<td>2000</td>
<td>50</td>
<td>5</td>
<td>111%</td>
</tr>
<tr>
<td>2001</td>
<td>450</td>
<td>400</td>
<td>900%</td>
</tr>
<tr>
<td>2002</td>
<td>611</td>
<td>161</td>
<td>138%</td>
</tr>
<tr>
<td>2003</td>
<td>743</td>
<td>132</td>
<td>122%</td>
</tr>
<tr>
<td>2004</td>
<td>626</td>
<td>-117</td>
<td>-16%</td>
</tr>
<tr>
<td>2005</td>
<td>753</td>
<td>10</td>
<td>120%</td>
</tr>
<tr>
<td>2006</td>
<td>790</td>
<td>37</td>
<td>105%</td>
</tr>
</tbody>
</table>

**Sources:** Ministry of planning, *statistical report*.sana`a.2006.p120.

- The number of internet users in Yemen increased from 2000 in 1996 to 24000 in 2000 to reach more than 400000 in 2006.\(^\text{143}\)

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\(^\text{143}\) Amer. Haza`a, “*The Gate Way of Yemen*”, Telecommunication and Information Magazine,Sana`a, Decembr.20006,p20.
Chart 6.5

Growth the Internet User in Yemen During the Period 1996-2006.

The number of authorities connected of the service of leased channels for internet reached 50 until December; 2005 with a total speed of 15744 kbit/s. Whereas, the number of agencies connected to the service of leased channels for the purpose of information transfer to 68 departments with a total of 275 connection points, 35%, for government's use and 65% for private sector.
6.6 The limitations of Internet Marketing in Yemen.

Local organizations must know and determine the hindrance of doing internet marketing, and suggest the treatment for it. These hindrances are:

1. The meaning of modern marketing isn’t clear for local organizations in the Republic of Yemen, because most of these organizations work according to the production concept, and others work according to the selling concept. This makes the process of starting internet marketing difficult.

2. Protection of the process of Electronic Commerce on the internet: with the increase in the electronic business on the internet, many questions come to the minds of investors about the safety and protection of the commercial process from the wrong behaviors of those people (Hackers). For example, the admiration...
of Sheraton Hotel was suffering from large losses as a result of fake reservations which were done by a group of hackers on net, so that the hotels administration now use new standards for doing their business on the net. Hence local merchant are scared of doing business on the net, especially as his experience and knowledge of using internet is not strong. So they prefer traditional transactions to internet transactions. They want some time to be sure about the safety of doing transactions on the net. As a result of increasing the safety programs, and also increasing the percentage of education and enlightenment campaigns, the confidence of doing business on net will increase.

3. The banking and financial system: It is very important to develop it and using modern banking techniques because some people are scared of using credit cards. They want to avoid its defects. Hence they prefer traditional banking and finance systems, and they don’t like the adventure of using new banking techniques.

4. Using the internet equipments needs expert people. Wrong handling hampers the main aim of computer use and leads to unnecessary process of maintenance. Also most local equipments have limited capability and they don’t fit the needs of internet network, which have higher qualifications.

5. Some people have the feeling of enemy while dealing with internet net work specially the owners of some occupations such as book selling in the public

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libraries, because the process of buying on internet has lead to create enemy of books’ sellers.

6. Ability for payment: - The system of payment on the internet which is called Electronic Payment and using money for electronic commercial transactions are done by credit card and similar methods. This system constitutes shared element with modern banks, and indeed availability of electronic monetary transactions is a vital mission for starting marketing on the internet.

7. Some times government puts hindrances on commercial dealing on the net, because electronic commerce decreases the taxes on several occupations such as, money exchange and books’ selling.

8. Though of baying products on internet network is cheaper than buying from public stores, humans are social and creative in his nature and always want to live according to his usual social life. A customer is ready to pay 20% more in actual shops only to satisfy his social needs, rather than virtual shops. This constitutes a hindrance to internet marketing.

9. Costs of entering nets: the investment equation leans on the two basic variables expenses and profits. Marketing on the internet is a long term investment. So expenses are a very important factor. Hence the organization must consider it when it wants to enter on net and follow internet marketing strategy.

10. Security and protection of the information: Most of the local organizations don’t plan to start using internet network in actual form because they are afraid of the
flow out of their information and correspondence on the net, as a result of insufficient experience.

11. The applications of information systems in Yemen sometimes fail for many reasons, the most important of them being that, the working by these systems is not continuous; it is changeable from time to time, or as a result of wrong development to this system.

12. There are no qualified persons from the technical side to use the internet in a proper manner (especially in the investors' side).

Figure 6.3 The web site of Taj Talha Hotel in Yemen.

6.7 Current Using of Internet Net Work in Yemen and Issued Laws.

6.7.1 Current Formulated Laws.

The government of Yemen works to make the entering of internet network to local organizations easier with planned procedures under the supervision of the ministry of
communication and information. Thus there are many rules, laws and regulations which regulate and encourage the use of internet in the Republic of Yemen.

The most important are:-

- The republic decision by law N.(38) was issued in 1991 with regard to the basic law of telecommunications , which allow the ministry of communication to secure the services of communications , which include establishment of telecommunications stations, export and import equipments of communications , determine the tariffs and charges of communications and organize the best use for the frequencies in the land of the republic of Yemen.\(^{145}\)

- The republic decision by law N. (155) was issued in 1995 with regard to the establishment of the National Center for Information, in order to build the basic base for the information working in the republic of Yemen, to collect, save, analyze and interchange the information, and present it to the researchers, students and investors.\(^{146}\)

- The ministries council accepted in August 1998 on the project of establishment publicity center to organize the work of national publicity devices.\(^{147}\)

- The republic decision by law N. (19) was issued in 1994 with regard to intellectual rights, which aims to protect the rights of writer, inventor and discoverer to secure the freedom of creation and develop the benefits of society from the scientific, literature and technological creation. The law includes all


\(^{146}\) Formal magazine ,ministry of laws affairs`, volume 3 ,part 2 :Sana`a.1995

\(^{147}\) Hosain,Sharf aldain ,"Evaluation the current position of information in Yemen", magazine of commercial and economic collage,septamper,2004,volume 21,p93.
kinds of intellectual protection like, innovation, creation, writer rights and trading and commercial marks.\textsuperscript{148}

- The republic decision by law N.(105) was issued in 2003 with regard to constitute new Yemeni government and from the most important characteristic of this constitution was to change the name of the ministry of communications to the ministry of communications and information in order to get along with the fast development in the section of communications and information technology and it is considered a good step from the political side to give this section its portion from the governmental plans and strategies.\textsuperscript{149}

- The ministries council in January 2000 had issued its decision about its accepting to give the internet providers in the republic of Yemen license to work in the country under the supervision of the ministry of communications.\textsuperscript{150}

- The ministry of communications issued a decision N(4) in 2001 with regard to fundamentals and rules of issue of licenses to the internet providers ,which includes the rule to establish, operate and administrate the internet services in the republic of Yemen on the basis of competition. This decision also determines the necessary specifications that should be available in the internet provider to get the license and it determine the license fees and duration.\textsuperscript{151}

\textsuperscript{149} Formal magazine, ministry of laws affairs’, volume 5, part 4: Sana’a, 2003.
\textsuperscript{150} Department of planning, "annual report", Sana’a, ministry of communication and information, 2001, p54.
\textsuperscript{151} Department of planning, "annual report", Sana’a, ministry of communication and information, 2002, p20.
• The minister of communications had issued the decision N (1) in 2003 with regard to ensuring the internet services in the club and internet café. This decision allows to internet club and café to offer the internet service to the public and it determine the necessary specifications that should be available in the internet club and café like, it must be connected, having a capacity not less than 128 k\bs and it must get IP address from the ministry of communication. This decision also organizes and determines the age of the client of internet club and café.\\(^{152}\)

• The minister of communications had issued the decision N (34) in 2003 with regard to giving licenses to the internet service provider by using satellite dish to offer their services to the public in the country under the supervision of the ministry. This decision determines the necessary rules and specifications to offer internet through satellites.\\(^{153}\)

• The minister of communications issued the decision N(51) in 2003 with regard to the rules and fundamentals of giving license to the internet providers in the country. This decision restricts the authority of issuing the licenses for providing internet service by the ministry of communications and information only. And it determines the necessary specifications and essential fees that must be paid in order to get the license to offer the service of internet.\\(^{154}\)

\(^{152}\) Department of Planning, "annual report", Sana'a, ministry of communication and information, 2003.p45.

\(^{153}\) Department of Planning,ibid,p85.

\(^{154}\) Department of Planning,ibid,p120.
6.7.2 Current Projects.

To facilitate the access to Information and Making it available to Academicians and students looking for knowledge.

- Raising the technological awareness among the society members and encouraging citizens to possess computer sets and train them on their use.

- The necessary preparation for establishing the electronic government and getting the society involved in technology.

This city had been established with the aim that Yemen will be able, to catch up with the great changes all over the world in the area of commercial and information
technology. Since this sector plays an important role in different walks of life, economic growth, cultural, social, financial and administrative needs, the political leadership headed by President Ali Abdullah Saleh has given this field enormous concern so as to get Yemen to confront any challenges imposed by the rapid development in the telecommunications and information technology field.

To achieve that purpose, the government has taken a number of steps to catch up with the modern development. So it has set plans for the purposes of bringing about a remarkable move in the field of telecommunications and information.

The government, represented by the Ministry of Telecommunications and Information Technology, started in 2001, building a number of projects of which some have been built and others are under construction. Through these projects, the government is planning to achieve a number of aims among which are among others; computer illiteracy, spreading computer usage, spreading the technological awareness among the society members and making use of the computer for different development purposes. Among the most important projects fulfilled were the following:-

**6.7.2.1 Telecommunications & Information Technology City.**

It is a complex concerned with the telecommunications and Information technology. It has to do with software industry and employment of qualified specialists who can produce creative work economic benefit. This complex includes many centers and specialist companies, working in telecommunications, information technology, training and software industry. This city was inaugurated in 2002 in the capital city; Sana’a.
The main aims of this city are:

- Establishing a suitable place that includes the government and public sectors in one location, comprising special centers in training, developing software, software applications as well as marketing computer sets.

- Establishing a full range of expertise by providing job opportunities in one place so as to make it easy for people who seek information and exchange of information among different agencies.

- Enabling academicians and researchers to access Information Society in Yemen Geneva 2003 - Tunis 2005 information and data with speed and ease

- Encouraging the private sector to invest through the establishment specialized institutions and commercial firms in the field of information and communications technology.

- Raising the technological awareness among the society members so as to catch up with the rapid development of the information technology revolution and to enable the youth to learn and get job opportunities so as to exploit their talents and show their skills

- Setting the procedures, measures, and the specification pertaining to the information and telecommunications technology. It provides support, cooperation and integration among all the concerned agencies so as to develop software and its applications.

- Encouraging the citizens to own computer sets and training on its use.
- Setting preparations for the establishment of the electronic government. It is also to involve all people in technology.

The first phase of the electronic government had been completed in about 6 months, the existing buildings were adjusted to suit the new role assigned to them. They can play a role to get Yemen into the digital world as a participant member. This can be achieved by employing specialists so as to make use of their talented brains. This can help in establishing a generation armed with technological awareness so that companies can be established with great efficiency. This was inaugurated by the President Ali Abdullah Saleh in June 2002.

The total amount of building in the first phase of this city was 2,237,700,00. About 63% of this amount went for buildings, hangers, and land. This percentage included the price of the land allocated as the site of the project as well as the outer spaces on an area of 92, 17 sq meters. This amounts to 12,000,000 rails. In addition to that 19% per cent of the total amount was allocated to furnishing and other technical preparations for the city. Some of this furniture was available in some buildings other were given as gifts and donations.17% per cent of the total cost was the actual disbursement by the Ministry of Telecommunications and Information Technology during 2001-2002. This is on the first phase of establishing the city. That percentage amounted to 384,000,000 rails. This was allocated for the improvement and rehabilitation of the old building and improving the landscape and other premises and facilities as well as preparing the Yemeni internet Gate and the software industry Centre.
The City Components:

It is worth mentioning that the first phase of the Telecommunication & Information Technology City is made up for now, of the following facilities which are as follows:-

- **The General Telecommunication Institute.**

This Institute was established according to the republican decree (Number 20, dated 1984). The purpose of this Institute was to prepare specialists cadre in the field of wire and wireless telecommunications, and electronic computations. It helps in training such specialists to a higher level so as to be able to develop their abilities and skills according to the most modern curricula and at different training levels so as to cope with the scientific development in this field.

**Figure 6.5 The Institute of Telecommunication.**
• **Data Transmission Network.**

This is a digital transmission network that has a high capacity to send and receive data at a very high speed. It is characterized by its speed and secrecy. Through this network, the users can send and receive a sizable data. It is built as a first step towards setting up an electronic government. This network is to provide a basic infrastructure for the digital transmission network to ease the government’s procedures and formalities for individuals and companies. It is also to link all the Ministries, banks, universities, establishments, etc. with direct channels through one network. Communications will be eased with this facility. Every sector will be able to communicate with the other. Data will be transmitted for every sector. Security of data will be high in this way. This is to activate and reinforce supervision on all the productive units that are connected. It will help support the bank and commercial transactions for the betterment of work activities.

• **Yemen Net (The Yemeni Gate to Domestic and Universal World).**

Technology had established the main gate (Yemen Net) for internet in Yemen. It links Yemen with the World Wide Web. Yemen Net provides all services to connect all service providers in Yemen with the World Wide Web in high capacity and high speed with no interceptions or problems. It provides licenses to 15 internet providers on the basis of free market and open competition. This helps in obtaining good services at a low cost for all users. This project provides services with a capacity of MBIS 12 that declines to MBIS4. Now it is equipped with MBIS 24 that declines to MBIS 8. It enables 15 members to be connected to its services. The official operation of the services of the Yemen Net (the Yemen Gate) was in April 2002.
Figure 6.6 Internet Gateway of Yemen.

- The Centre for Improvement of Software Industry.

Administratively speaking, this centre is supervised by Director General of the Public Telecommunications Corporation. The aim of this centre is to:

- Activate a revolution in information technology.

- Support the Yemeni market with suitable international development in the communications. This is through the design of programs.

- Train the staff members to obtain highly qualified experts to support the demand of the Yemeni market with necessary skills.

- Participate in developing this vital field as a significant industry and subsidiary to the national economy through connection with the foreign market.
- Start a national database to pave the way for an electronic government.

**The Centre’ Services.**

The services that the Centre for Improvement of Software Industry will present, are limited to the study, analysis, design of all types of computer systems and programs so as to meet the different requirements. The Centre has also to install and maintain all sorts of computer networks, including internet networks. It has to provide consultation for information studies, assembling and installing pc sets, producing programs that pertain to the public (CDs). The centre has to arrange for a geographical service network so as to set up a database for long distance transmission. This centre was set up to support the technological development in the country. It is to develop the needs of the local market for software for the Public Telecommunication Corporation or for other government sectors.

**The Internet Club.**

The aim of this project is to educate the youth on how to benefit from the services of the World Wide Web. This service is done by offering training courses to the employees and users in different sectors of the government. University students were offered some course to acquaint themselves with the alphabet of the internet. Also, it facilities the use of the internet for those who want to pursue it further inside the club in return for nominal prices.

The Club Mission and its regular bulletins on useful Websites on the internet has been subjected to a state of defamation because it imposes immorality. It is seen as against
ethics and high idealism. Therefore the message of this project is to reconsider the concept of internet, by:-

- Installing an ideal club for training, guidance, education, and offering consultations.

- Installing communicative boards which appear frequently in some useful sites in various fields (Media, medicine, engineering, computer science, universities and so on).

- Organizing of orientation programs to give full information about the internet in and out of the city (universities, rural areas or summer camps).

**• Magazine of Telecommunications and Information Technology.**

This is a specialized magazine for Telecommunications and Information Technology. It is issued monthly by the Ministry of Telecommunications and Information Technology. It is offered at a nominal price. Its purpose is to spread and acquaint others with Telecommunications and Information Technology. It spreads also guidance and digital culture in the social environment, especially to the youth through the following:-

- It's specialized in subjects of digital technology and in its outputs.

- The spread of researches and specialized studies.

- Keeping abreast with the latest in technology; following improvements, modernizations in technology and offering them for the readership in an exciting way.
- Encouraging and supporting the specialized groups in Telecommunications and Information Technology by attracting them and making their creative products well known in the fields of Telecommunications and Information Technology as well as selling their ideas.

- Providing communication channels with the interested readers and answering their enquiries and solving their technical problems, creating a kind of reaction between producers of technology and their users to form a solid launching pad towards the age of information which leads to acquaintance and acquired skills.

Figure 6.7 Magazine of Telecommunications and Information Technology.
• **The Electronic Library.**

This library has been established to enable researchers to acquaint themselves with information by visiting it. They can use the library to get full advantage from the service it offers. One can also visit the site of the library through its website (www.elibrary.edu.ye) and get the benefit of encyclopedias. In addition to being a directory it shows sites of the other libraries. Besides one can participate in some scientific research centers to provide the library with the latest studies and scientific researches too. One can be a member of other scientific journals that are specialized in Telecommunications and Information Technology. The library offers services to school students, institutes, universities as well as researchers and academicians etc.

**Figure 6.8 The Electronic Library.**
• Development Centre for Creative and Talented People.

This centre, is one of the components of the Telecommunications and Information Technology City, and is aimed at attracting gifted youth and talented young students towards the information technology. It helps them to develop their creativity by providing them with a suitable environment to achieve their projects and make them come true in practical life.

The Functions of Center.

Supporting economic development is among the main targets and functions of this centre through the following-:

- Employing the cadre through new activities for continuous production and with unique and high value.

- Participation to turn a creative idea into a financial, industrial and commercial project.

- Developing the mentality of the youth to start companies to make use of their latent abilities and potential energies.

- Helping the owners of the projects to obtain the necessary subsidiaries and assistance.

- Observing the companies in their infant stages.

- Starting an information bank to serve the owners of projects. It also helps in conducting the necessary studies.
Figure 6.8 Yemen Networking Academy.

• Electronic Rail.

Yemen is considered as one of the leading Arab states which introduced of this service in the year 2002 by the public authority of posts and postal savings which is represented by prepaid cards with different categories of values and are sold to the beneficiaries who can reactivate bank accounts via internet and pay their financial and commercial obligations to the departments which they owe to. At present, any one via this electronic Rail can pay his utility bills to a number of utility services such as; electricity, water, telephone bill. Besides he can make financial transfers and pay customs’ fees etc., which save a lot of time and effort and also reduce redundant manpower as well as limit the bureaucracy of pap and administrative routines and provide instantly and on the spot financial statements and exact information. It presents
all the post services in the city, especially the electronic Rail which is a pre-paid card of different sizes. The post office prints and sells these cards with a secret code number by which a citizen can have access to the post sites on the internet, using codes and numbers of the specified site and by doing so a citizen can own an exclusive financial account which cannot be opened by others.

- Paying the financial debts of the public services such as bills of electricity, water, phones, money transfer, custom fees, etc).

- Saving a great sum of money which was to be given as wages in return for the services.

- Providing immediate data about the daily received money.

- Getting rid of the paper work, routine and the administrative complexities.

Figure 6.9 Electronic Rail.
• **The Audio Text Services.**

   This is a facility that presents an automatic answer through computerized messages. The answering machines give information about specialized topics (economy, health, tourism).

   The results of the high secondary or intermediate schools can be obtained through these machines too. Other services as private lessons and services for businessmen are also provided through these machines.

• **Training and Software Development Firms.**

   One of the aims of the Telecommunications and Information Technology City is to encourage private sectors to invest in the field of telecommunications and information technology.

   Attracting international companies to invest in this important field (software industry or training programs) is another aim.

   Computer assembly has direct and indirect income. It affects the national economy. For example, in the area of training, we get positive results in providing special international centers in training the specialized staff. This is a chance for those who are involved in acquiring high training at an affordable cost.

   To achieve this aim, the Ministry is highly interested in providing motivation and privileges to attract more companies to invest in our country in the field of information, especially Telecommunication and Information Technology City.
The tourism marketing via internet in the local organization has started in the country and it has a clear encouragement from the Government especially from the ministry of Tourism, because tourism is a good industrial service so that it is easier and more distinguished to start internet marketing in it than other industries. In general Internet network offers unique multiple services in the field of tourism like:-

- Electronic reservations for all services of tourism.

- Attracting new customers from different part of world and open new markets.

- The network offers a modern technical method of marketing (audio, video) for every one who wants to visit the Republic of Yemen.

This project represents the cooperation between the ministry of tourism and the higher council of tourism promotion with the ministry of communications and information technology. This project started by first studying and evaluating the current position in the field of travel and tourism in the country and getting the points of weakness and strength in order to give the ministry of tourism a wide picture about the current position of tourism, to establish a unique website on the internet network for promotion and give information about tourism in the country. It succeeded in entering many important engine searches on the internet. This project covers many things like:-

- Focusing on the field of tourism and launching many websites related to the field of tourism.

- Starting the exchange of tourism and commercial information on internet.
6.7.2.3 Yemen Airways E-ticket.

Yemen airways entered this new method for issuing tickets for its clients at the end of 2006 according to the IATA recommendations in 2004. Yemen Airways aims to make E-ticket the general method to issue the airline ticket for the majority of its customers and decrease paper tickets in order to deal with international competition in the market of travel.155

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155 Mohammed, AL-Rumaima “Paper Tickets for Flights are Almost Thing of Past” Al-Musafir, Sana’a, Jan, 2007, p. 12.
6.7 Current Position of Tourism in Yemen.

Yemen considered one of the most attractive countries in the Arab World, so that tourists from Arab countries and other countries come to visit this country. Yemen has a huge of attractive places which include landscape, weather, historical places and cost line, also Yemen has many beautiful islands. So that the tourism industry in the Republic of Yemen gets increased and takes attention from the government of Yemen.

We can see and get information about current position of tourism in the Republic of Yemen from next tables and data.
Table 6.12

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Returns of Tourists (MIL.Y.R)</th>
<th>Av. exp. of Tourist/night by $</th>
<th>Total of Tourists nights</th>
<th>Average of Tourists night</th>
<th>Total of Tourists Arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>6870</td>
<td>150</td>
<td>306755</td>
<td>6</td>
<td>74476</td>
</tr>
<tr>
<td>1997</td>
<td>8970</td>
<td>145</td>
<td>482706</td>
<td>6</td>
<td>80451</td>
</tr>
<tr>
<td>1998</td>
<td>11729</td>
<td>160</td>
<td>525762</td>
<td>6</td>
<td>87627</td>
</tr>
<tr>
<td>1999</td>
<td>9713</td>
<td>160</td>
<td>379396</td>
<td>6.5</td>
<td>58730</td>
</tr>
<tr>
<td>2000</td>
<td>12498</td>
<td>160</td>
<td>473434</td>
<td>6.5</td>
<td>72836</td>
</tr>
<tr>
<td>2001</td>
<td>6460</td>
<td>170</td>
<td>224165</td>
<td>3</td>
<td>57146</td>
</tr>
<tr>
<td>2002</td>
<td>18900</td>
<td>180</td>
<td>588120</td>
<td>6</td>
<td>98020</td>
</tr>
<tr>
<td>2003</td>
<td>25474</td>
<td>150</td>
<td>928002</td>
<td>6</td>
<td>154667</td>
</tr>
<tr>
<td>2004</td>
<td>39590</td>
<td>130</td>
<td>1642392</td>
<td>6</td>
<td>273732</td>
</tr>
<tr>
<td>2005</td>
<td>51090</td>
<td>130</td>
<td>2016994</td>
<td>6</td>
<td>336070</td>
</tr>
<tr>
<td>2006</td>
<td>61182</td>
<td>135</td>
<td>2293992</td>
<td>6</td>
<td>382332</td>
</tr>
</tbody>
</table>

From the table we can see that, the total of tourists returns was 55 million $ in 1966, while the average of tourists expansions was 150 $ per night. The total of tourists nights was 306755 nights and the average of tourists nights was 6 nights for each one, while the total of tourists arrivals was 74476 tourists.

Also from the table we can see that, the total of tourists' returns decreased in 2001 to 6460$ million, while the average of tourists expansions per night increased to 170$ and the total of tourists nights decreased to 224165 nights, the average tourists nights
decreased to 3 nights and the total of tourists arrivals decreased to 57146 tourists. This happened as result to the events of 11 September 2001 in New York City in USA.

From the table we can see that, the total returns of tourists increased in 2006 to reach 309$ and the average of tourists expansions per night increased to 135$ The total of tourists nights increased to 2293992 nights, also the average of tourists nights was 6 days, the total of tourists arrivals increased to 382332 tourists.

Table 6.13
Numbers of Hotels in Different Governorates.

<table>
<thead>
<tr>
<th>Year</th>
<th>Sana'a</th>
<th>Aden</th>
<th>Taiz</th>
<th>Anthers Governorates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>110</td>
<td>16</td>
<td>34</td>
<td>69</td>
</tr>
<tr>
<td>1997</td>
<td>110</td>
<td>16</td>
<td>34</td>
<td>94</td>
</tr>
<tr>
<td>1998</td>
<td>154</td>
<td>29</td>
<td>41</td>
<td>104</td>
</tr>
<tr>
<td>1999</td>
<td>154</td>
<td>29</td>
<td>41</td>
<td>92</td>
</tr>
<tr>
<td>2000</td>
<td>141</td>
<td>37</td>
<td>42</td>
<td>135</td>
</tr>
<tr>
<td>2001</td>
<td>170</td>
<td>50</td>
<td>35</td>
<td>170</td>
</tr>
<tr>
<td>2002</td>
<td>170</td>
<td>52</td>
<td>38</td>
<td>180</td>
</tr>
<tr>
<td>2003</td>
<td>114</td>
<td>34</td>
<td>45</td>
<td>242</td>
</tr>
<tr>
<td>2004</td>
<td>113</td>
<td>110</td>
<td>40</td>
<td>253</td>
</tr>
<tr>
<td>2005</td>
<td>248</td>
<td>120</td>
<td>52</td>
<td>272</td>
</tr>
<tr>
<td>2006</td>
<td>265</td>
<td>131</td>
<td>100</td>
<td>670</td>
</tr>
</tbody>
</table>
From the table we can see that, the number of hotels in Sana'a city in 1996 was 110, in Aden 16 and in Taiz city was 34 hotels, while in the others city was 69 hotels. The total number of hotels in Yemen was 229 hotels in 1996 but the number of hotels increased to reach in 2006 to 265 in Sana’a city, 131 in Aden, 100 in Taiz and 670 in other Governorates. The percentage of growth was 241% in San`a city, 819% in Aden, 294% in Taiz, while in the others Governorates was 971%. That resulted from the support of the government of Yemen to the tourism sector during this period.

Table 6.14
Number of Arriving of Tourists by Region During 1996-2006.

<table>
<thead>
<tr>
<th>Region</th>
<th>Europe</th>
<th>Asia</th>
<th>N&amp;S America</th>
<th>Africa</th>
<th>Australia</th>
<th>Middle East</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>48597</td>
<td>4461</td>
<td>3293</td>
<td>1610</td>
<td>1014</td>
<td>15501</td>
<td>74476</td>
</tr>
<tr>
<td>1997</td>
<td>5460</td>
<td>7253</td>
<td>4676</td>
<td>2156</td>
<td>1194</td>
<td>14612</td>
<td>84451</td>
</tr>
<tr>
<td>1998</td>
<td>54163</td>
<td>6743</td>
<td>5585</td>
<td>839</td>
<td>694</td>
<td>19603</td>
<td>87627</td>
</tr>
<tr>
<td>1999</td>
<td>22201</td>
<td>4444</td>
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<td>996</td>
<td>281206</td>
<td>382332</td>
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</table>
From the table we can see that, tourists from Europe region came first than other region in 1996, the number of tourists from Europe was 48597 in 1996, while tourists from Australia came at the last, the number of tourists from it was 1014 in 1966. The total number of tourists in 1996 was 7446 tourists.

In 2006 the total number of tourists was 382332.

Table 6.14
Investments Projects in Tourism Sector.

<table>
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<th>Items Year</th>
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<th>Employments opportunities Number</th>
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<td>2006</td>
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</table>

From the table we can see that, in 1996 the investments projects in tourism sector was 45 projects and the employments opportunities number was 2313. In 2006 the investments projects in tourism sector was 18 projects and the employments opportunities number was 541.