

Towards new policies and strategies for management and conservation of cultural tourism in Egypt- Case Study: El-Fayoum City

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Abstract

According to recent tourism field statistics it has been noticeable that the tourism industry worldwide has shifted from the promotion of international tourism to the promotion of domestic tourism, because of several reasons including Covid-19 in the last few months. Meanwhile, The Egyptian government has reiterated recently the major importance attached to the development of archaeological and historical sites with the aim of restoring their civilized and aesthetic status and promoting the tourism movement. According to CULTNAT recent studies of Egypt's archaeological sites, it has been noticed that, despite Egypt is famous for its many natural and heritage sites, most of these sites suffer lack of service, neglect and some sites are not even documented on Egypt's archeological map. Experience dictates that city marketing in terms of urban development, tourist destinations, cultural festivals, entertainment events, and promotion of investment, can play important roles in strategic planning of economic, urban, touristic, and cultural tourism development. This research studies the feasibility of developing cultural tourism in Egyptian El-Fayoum city through a set of management strategies and policies for the development and conservation of heritage sites. Also, it implies that when developing a group of unknown archeological sites together as a complex (The nine archeological sites on the tentative list of UNESCO in The Fayoum city), it might promote these sites to be registered on the UNESCO list, also it may brand El-Fayoum as a world heritage city locally and globally. The research finds that these eight sites including their urban surroundings lack major basics such as proper services, efficient mobility in addition to lack of development and maintenance plan. However, this shortage could be avoided by developing and upgrading these sites through integrating a set of heritage management strategies, in order to move these sites from the tentative list to the UNESCO world heritage site.

Keywords: cultural tourism, heritage management, branding cities, management strategies, heritage conservation policies

الملخص:

وفقًا للإحصائيات الأخيرة في مجال السياحة ، فقد لوحظ أن صناعة السياحة في جميع أنحاء العالم قد تحولت من الترويج للسياحة الدولية إلى الترويج للسياحة المحلية ، وذلك لعدة أسباب بما في ذلك انتشار وباء Covid-19 في الأشهر القليلة الماضية. في غضون ذلك ، أكدت الحكومة المصرية مؤخرًا الأهمية الكبرى التي توليها لتطوير المواقع الأثرية والتاريخية

بهدف استعادة مكانتها الحضارية والجمالية ، وتعزيز الحركة السياحية. كما أفاد مركز توثيق التراث CULTNAT أنه على الرغم من توافر العديد من المواقع الطبيعية والتراثية بمصر ، إلا أن معظم هذه المواقع تعاني من نقص الخدمة والإهمال وبعض المواقع لم يتم توثيقها حتى الآن على خريطة مصر الأثرية. وقد أوضحت بعض التجارب العالمية أن تسويق المدينة التاريخية من حيث التنمية الحضرية، الجهات السياحية، المهرجانات الثقافية و الفعاليات الترفيهية يمكن أن يلعب أدوارًا مهمًا في التخطيط الاستراتيجي لتنمية المدينة اقتصاديا و ثقافيا و سياحيا. يدرس هذا البحث جدوى تطوير السياحة الثقافية في مدينة الفيوم المصرية من خلال مجموعة من الاستراتيجيات والسياسات الإدارية لتطوير وصيانة المواقع التراثية. كما أنه يعني يدرس فرضية "عند تطوير مجموعة من المواقع الأثرية غير المعروفة معًا (المواقع الأثرية الثمانية المدرجة في القائمة المؤقتة لليونسكو في مدينة الفيوم) ، فقد يتم الترويج لهذه المواقع معا ليتم تسجيلها في قائمة اليونسكو ، كما يمكن أن يساعد في التسويق لمدينة الفيوم كمدينة تراث عالمي محليًا وعالميًا. وجد البحث أن هذه المواقع الثمانية بما في ذلك محيطها الحضري تفتقر إلى الأساسيات الرئيسية مثل الخدمات المناسبة والتنقل الفعال بالإضافة إلى عدم وجود خطة تطوير وصيانة. ومع ذلك ، يمكن تجنب هذا النقص من خلال تطوير هذه المواقع وتحديثها من خلال دمج مجموعة من استراتيجيات إدارة التراث ، من أجل نقل هذه المواقع من القائمة المؤقتة إلى موقع التراث العالمي لليونسكو.

الكلمات المفتاحية:

السياحة الثقافية ، إدارة التراث ، مدن العلامات التجارية ، استراتيجيات الإدارة ، سياسات الحفاظ على التراث

1- Introduction

Though Egypt is known for having almost one third of the world natural and tangible monuments, only seven archaeological sites are registered on the UNESCO list. According to CULTNAT this shortage could be due to several reasons such as; Lack of (adequate documentation, proper services, paved road network, management and maintenance plan) for these sites. Hence, these sites need a strict plan that ensures the development in terms of organization, planning, documentation, arrangement and cleanliness. Also, the government need to develop plans for domestic tourism encouragement, based on improving the landmarks and heritage sites, advertising and marketing for different international competitions, organizing multiple events and festivals. Accordingly, same goes to The Fayoum city, which despite all its touristic potentials it is not considered as a main domestic destination yet. Thus, El-Fayoum Governorate should be planning for branding El-Fayoum as an attractive domestic destination. Also, should be paying may more attention to the city paths, routs and services to be provided to tourists. This research provides an overview of the management approaches that governments may follow towards cultural tourism development and heritage conservation in El-Fayoum city. In this regard,

the research is seeking to investigate how to approach heritage and develop it into tourist attractions. It suggests managing and conserving the heritage sites' and their urban surrounding through integrating a set of heritage sites management strategies. The research basically aims to outline the main factors favoring the development of cultural tourism through managing archaeological sites as a whole, and to:

- Shedding light on the importance of developing domestic tourism destinations
- Appreciate the need for reserving and developing cultural tourism in Egypt
- Introducing different strategies of managing and preserving archeological sites
- Monitoring and analyzing The Fayoum city archaeological sites' current status in terms of (function – mobility – economy- attractionetc.)

2- Heritage sites worldwide

Heritage-based tourism has become one of the largest and fastest growing sectors of the global tourism industry (Timothy and Nyaupane, 2009). Being one possible development strategy for local communities in developing countries, it provides economic supports and improves communities' quality of life by providing employment and other economic opportunities, including better infrastructure (Madden and Shipley, 2012; UNEP, 2005). Benefiting from the opportunities of developing tourism while preserving the cultural heritage has driven many researchers (e.g. Garrod and Fyall, 2000; Kausar, 2012; Landorf, 2009; Nasser, 2003) as well as international organizations (e.g. the UNESCO World Heritage Centre (WHC)) to attach overriding importance to sustainable heritage tourism (SHT) development. Meanwhile, The development of tourism in heritage sites was the focus of many studies exploring what needs to be considered in an effective planning and management process (2010), but the most concrete work in prior research can be attributed to the UNESCO, which developed a set of five strategic objectives to support the UNESCO World Heritage Centre (WHC) effort in guiding SHT. Heritage site management has been defined as the effective organization, development, and maintenance of heritage sites through interpersonal skills and management systems. Branding historic cities as a UNESCO world heritage city is being considered recently as a strong touristic attraction. Therefore, there has been several attempts from historic cities to meet the criteria stated by the UNESCO and other similar organizations such as ICOMOS and OWHC, in order to be registered as a world heritage city/site. Fig.(1) shows no. of world heritage sites with a total of 1121 sites in 167 states (39 Transboundary, 869 cultural site, 213 Natural sites, 39 mixed, 53 in Danger, 2 Deleted).

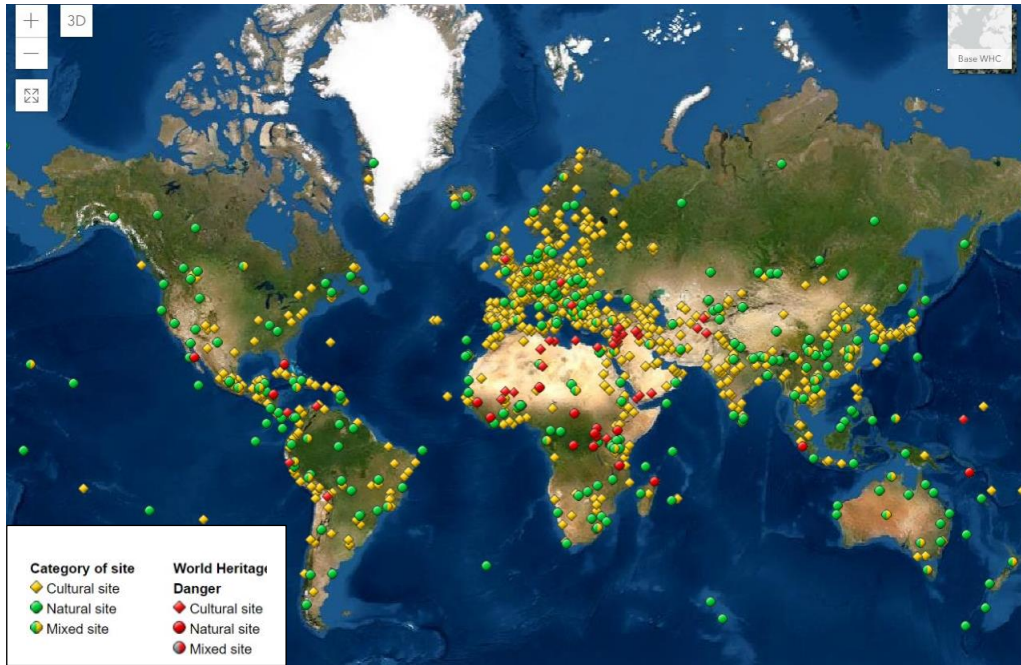


FIGURE 1 WORLD HERITAGE SITES REGISTERED ON THE UNESCO PERMENANT LIST, SOURCE: UNESCO OFFICIAL WEBSITE

Despite of Egypt’s great ancient history and its’ enormous historic sites that varies between cultural, natural and mixed, only 7 sites are registered as world heritage site as shown in fig. (2). On the other hand, other countries with much less known history has much more listed sites such as Germany that participated in the list with more than 43 cultural site and 3 Natural sites. Thus, the research strongly suggests that the government should have a new perspective for the whole management and conservation process of the Egyptian historic sites.



FIGURE 2WORLD HERITAGE REGISTERED IN THE UNESCO PERMANENT LIST IN EGYPT, SOURCE: UNESCO OFFICIAL WEBSITE

3- Cultural heritage management

In most developing countries, particularly in Egypt, culture is a valuable social and economic resource. While dealing with cultural tourism, three main categories should be taken into consideration: educational tourism: (i.e. visitors are focused on the historical culture of the ancient Egyptian civilization); cultural tourism: i.e. eco-tourism,(in which visitors are curious about local folklore, adventure tourism, natural attractions, dealing with modern material culture as pottery; handicrafts; and carpets, are examples of new forms of that tourism depend on an integrated approach with local culture and communities); and recreational tourism where visitors are attracted by leisure resources. The term “Cultural heritage”, as applied in the HerO network, refers primarily to the physical or “tangible cultural heritage” which includes monuments, groups of buildings and historic sites that are considered worthy of safeguarding for the future.

Cultural heritage management plan aims:

- to safeguard the cultural heritage values of a place;
- to develop and ensure attractive, competitive and multifunctional historic urban areas;
- to balance and manage the demands and needs of the tangible cultural heritage (safeguarding it) and of the “users” of historic urban areas (future-oriented development), using the integrated and management approach.

4- Heritage conservation management in Egypt

The administrative bodies concerned with heritage sites conservation in Egypt, both on the central or local levels, are heavily burdened. Maintaining the urban environment is one of these burdens. But maintaining the distinguished heritage sites does not have the same level of priority in most cases, as it is mostly regarded from a broader urban frame subject to the same local administrative body without being allocated the same importance. Some heritage sites are sometimes also subject to more than one administrative body that does not deal with each of them consistently. These heritage sites need special expertise to manage their urban heritage that may not be required for managing others. The availability of such expertise in these bodies is very low. the role of each institute and administrative body that is involved in the Egyptian heritage management is illustrated in Fig. (1).

The administrative bodies	The roles of each administrative body	The Ministry of State for Antiquities (MSA)	National Organization for Urban Harmony	The Ministry of Endowments	National Council for Culture, Arts & Literature	National Center for doc. (CULTNAT)
		Formulating and implementing all policies & strategies concerned with antiquities and heritage sites		Consult		
Issuing guidelines and permits for excavation, restoration, conservation, and documentation of monuments & heritage sites						
Protecting the rich legacy of all of Egypt's eras, from prehistory through the Pharaonic, Greco-Roman, Coptic, and Islamic periods						
Building awareness of the Egyptian heritage among members of the local community through media or other means						
Reformulating the aesthetic vision for all parts of the country, especially for Urban Spaces such as parks, streets, & sidewalks						
Training experts and those interested in the preservation and documentation of cultural and natural heritage						
The owner of most of the Islamic monuments in Egypt		2%		98%		

FIGURE 3 ADMINISTRATIVE BODIES CONCERNED WITH HERITAGE SITES CONSERVATION IN EGYPT, SOURCE: KHALED 2018

5- Management strategies and policies for reservation and development of heritage cities

Many international organizations and bodies have called for the importance of the architectural heritage and urged the necessity of preserving it, and this has been purified in the form of explicit and written international charters approved by international and political organizations. These charters began with the Athens Charter of 1931, which urged that the basic principles for the protection of ancient buildings be defined, and that these principles take concrete form in the national documents.

Through the international cooperation between the United Nations Program and UNESCO in 1945, and the issuance of ICOMOS decisions for the preservation of small historic cities in 1975. Up to the International Cultural Tourism Charter (Mexico) in 1999, which gave a vision of the compatibility of heritage with global changes in the twentieth century and the effects of globalization forces on the preservation of tourism and cultural heritage.

The policies of dealing with the historic building differs from other buildings and also differs from how to deal with the urban space of the historic building. Each component of the historical region is once more treated with an appropriate policy. It was found that the integration of more than one policy is appropriate to the nature of the historical region and it is considered a successful plan in the revitalization and conservation of historic areas (Akram, 2017).

Tangible heritage protection designates what should be protected and, therefore, a development control policy should include the need of heritage protection within the plan and establish a system that can assess whether a new development harms the existing heritage. Therefore, Controlling and managing change in the historical areas and buildings is very important in order to harness these processes to safeguard local heritage. Figure (5) summarizes different heritage conservation management scenarios.

The efficiency of management arrangements and tools does not differ only from region to region, but also according to the type of properties is addressing. Several regions show difficulties on conservation management because of the lack of assistance and cooperation between public institutions (Leask & Fyall, 2006; Pickard, 2016).

Africa regions also express the same type of worries in relation to management of cultural heritage, where tour-ism caused problems affecting many properties. It is seen that when a threat comes and it is on the responsibility of another administration section, or out-boundaries, the assistance is almost none or very limited (Mubaideen & Al Kurdi, 2017). Hence, researching real-world cases that illustrate the impact of good management models and practices on heritage-tourism sites afford a greater understanding of successful management and development experiences.

A focus on the legislation and policy system at both national and local levels, may help on the explanation of how significant heritage cities, Arab and international countries, have been controlled. In the Arab region, most states developed specific national laws to protect and conserve their cultural heritage, however, the World Heritage Centre realised that most of the drawn laws, cited in the periodic reports, were relatively old and never judge, requiring an urgent update (Peterson, Cumming, & Carpenter, 2003).

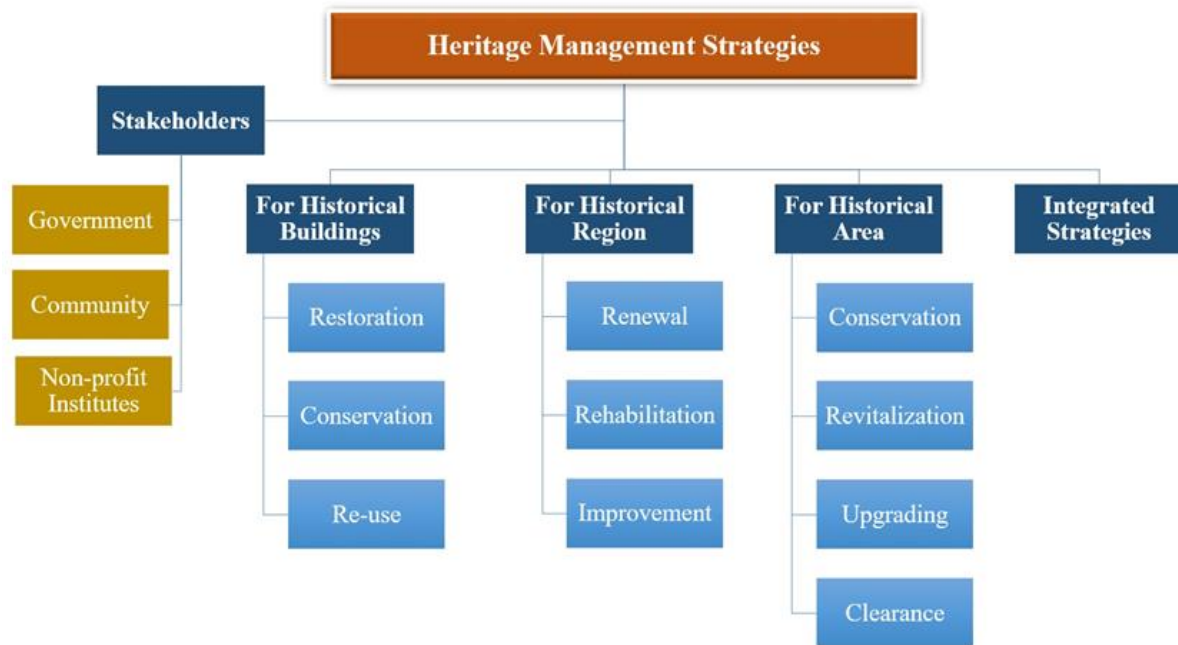


FIGURE 4 HERITAGE CONSERVATION MANAGEMENT STRATEGIES, SOURCE: BY AUTHOR

- A. **Restoration:** For historic buildings and have values, To restore and maintain of monumental and valuable buildings for preservation, Full responsibility of the government
- B. **Conservation or preservation:** For historical and archeological buildings, Component and historical environment, Urban fabric and activity, To protect and preserve the architectural and urban character of historical buildings and its surroundings, Full responsibility of the government
- C. **Re-Use:** Historical and archaeological buildings, surrounding buildings, The urban environment of the region, Revival of activities, uses of buildings and historic areas and

Providing one of the financing alternatives for development projects, The government is a key official with a partial participation of society

D. **Renewal:** For degraded buildings, Infrastructure and services, The construction of building to perform its function as well as the basic environment and services, The government is a key official with community participation

E. **Rehabilitation:** For buildings in general, Infrastructure and services, The construction of building to perform its function as well as the basic environment and services, The government is a key official with community participation

F. **Improvement:** For degraded buildings, Infrastructure and services, For The urban environment of the region, Improvement of degraded buildings, And their urban environment, The government is a key official with community participation

G. **Redevelopment:** For degraded buildings, For deteriorating urban areas, Better reconstruction of the region on the basis of regional bases, Full responsibility of the government

H. **Clearance:** For degraded buildings, For deteriorating urban areas, Better reconstruction of the region while providing services, Full responsibility of the government

I. **Gradual Replacement:** For buildings gradually degraded, Partially progressive reconstruction, Full responsibility of the government

J. **Conservation:** Historic buildings character and urban fabric, Activities and uses of buildings and the region, The preservation of the region, its character, its fabric and its distinctive activities are a national and human heritage, The government is a key official with community participation

K. **Revitalization:** For buildings and their functions, Heritage values and activities in historical areas, Revival of heritage values to reflect the urban environment of the historical area and modern areas, Full responsibility of the government

L. **Upgrading:** For the urban component, For human, For economic activities, Promoting the region as a whole with its economic, social and urban aspects, The government is a key official with community participation

M. **Integrating comprehensive policies:** For buildings, For historical component, For historic area, Integration of more than one policy which means to achieve regional development, The government is a key official with community participation

Most Egyptian heritage-tourism development models and practices have not kept pace with advances in heritage-tourism management systems. This managerial failure highlights the importance of reinforcing good heritage site management practices that promote early, innovative management for successful heritage-tourism development. The following table (1) simplifies five projects vary between national and international in the field of managing, developing and reserving heritage sites. Five projects were accomplished by different stakeholders with different objectives, issues and fund resources. These five projects were selected specifically because they are Mediterranean historic cities, also they share environments and heritage surroundings similar to Egyptian ones. Studying the policies and strategies applied in these projects could be a Which would be a good reference for further similar Egyptian projects.

1.Naples historic core: An outstanding and unknown archeological site located in a densely populated urban context, threatened by impoverishment, a number of social and economic

problems (unemployment and petty crime) and construction projects. The questions raised by about Naples core were; How to protect and enhance the cultural richness and improve the socio-economic well-being of the theatre district? And how to ensure that this archaeological heritage will be a tool for the revitalization of the area? What Naples needed was:

- Conservation and accessibility of the theatre archeological site
- Encouragement and supervision of private interventions on buildings
- Requalification of the district and return to the balance of the urban functions
- Cultural and tourism promotion of the historic center
- Development of retail activities related to tourism newly improved

2.Thessaloniki – Greece: The city's historical identity is one of the competitive edges. Thessaloniki has to address economic globalization and intercity competition, and improve its position in the global urban hierarchies. The questions raised by about Thessaloniki core was how to enhance the historical monuments of Thessaloniki in order to use heritage as a key factor for promoting the city at the international level? What Thessaloniki needed was:

- Improve the spatial connection of the monuments
- Protect the monuments and their buffer zones from environmental pollution due to car traffic
- Encourage sustainable modes of urban mobility
- Enhance the quality of the urban landscape
- Enhance the enjoyment of visitors during sightseeing

3.Fez: The urban structure of Fez includes 3 semi-detached urban units: The old city (the original city of Fez), The new city, a residential neighborhood on the outskirts of the city inhabited by displaced people from neighboring villages. **Fez suffered** from several issues such as; no control on the emergence of construction using tinsplate which affected negatively the city urban fabric, division of the heritage houses into small housing units, the deterioration of Fez landmarks. What Fez needed was:

- The presence of an official body responsible for saving the city and maintain the necessary coordination between, the different parties working on the project.
- Provide advice for public projects that have it, Link to the preservation of the original city.
- Failure to enact building laws for the historic city, Different from the rest of the city.
- Allow continued rural migration and inflation, Population in heritage areas.
- The lack of specialized workers from the people of the country to involve them in it.
- The need to prepare special cadres for maintenance, Buildings after restoration.

4.Jeddah: The implementation of the project began in 1967, when the Jeddah Municipality felt the imminent danger to the city, after large areas of the city were demolished and removed. The city suffered: demolishing of old homes, the burn of many ancient buildings, removal of the wall surrounding the Old City in 1947 after the urban area of the city expanded. What the city needed was:

- Seeking help from Arab expertise in the field of restoration.
- Beginning restoration by the government and endowments to be a model for the people to follow.
- Encouraging businessmen to buy some units and turn them into public service sites.

- Paying attention to the general appearance of modern buildings so they could blend with old buildings.
- Availability of a descriptive list of heritage buildings.
- Enacting laws to preserve heritage buildings from demolition and removal.

5.Fatimid Cairo: is a linear city where all activities were concentrated around a main longitudinal axis (north and south), On both sides, economic and commercial activities were gathered from markets, hotels, and social activities. The city lacked; basic services in the region, Highlighting the archaeological monuments in the area, Preservation of the historical buildings, and removal foreign buildings, a character for the buildings around the monuments to be in line with the spirit of the area, and Proper exploitation of the area. What Fatimid Cairo needed was:

- The importance of caring for the region's infrastructure and contributions to keep it.
- Exploitation of tourism income as one of the main sources for maintenance costs.
- More interest in the urban fabric as a whole is one of the factors for successful heritage areas.
- The importance of exploiting and providing pedestrian paths to preserve on the urban character.
- Disallowing the existence of inappropriate uses for the nature of the area.
- Reconsidering the reconstruction of space land and its negative impact on the proportion of open areas.
- Disallowing direct cohesion between the heritage area and surrounding.

TABLE 1 HERITAGE MANAGEMENT STRATEGIES' EXAMPLES, SOURCE: BY AUTHOR

Project	Naples historic core - Italy	Thessaloniki – Greece	The ancient city of Fez - Morocco	The old city of Jeddah- Saudi Arabia	The Fatimid city of Cairo - Egypt
Project site and location					

Project area function	Historic core, residential area, public administration, leisure, retail and handicrafts activities	Central commercial and residential area, public open space	The city is the main center of Network of markets, hotels and schools and commercial activities	was located within its wall within an area of one kilometer before it was removed in 1947	This site is about 2 km away from the course of the Nile ,rich in many important archaeological buildings
Project stakeholders	Archaeological Superintendence of Naples, Ministry of cultural heritage and activities, Department of “Historic City Valorization” Municipality of Naples, OWHC, Civil society	Organization of Planning and Environmental Protection of Thessaloniki, Municipality of Thessaloniki, ICOMOS Greece, OWHC, Civil society	The Moroccan Ministry of Culture in cooperation with the rest of the concerned ministries, The old city council of Fez in cooperation with the UNESCO	-Jeddah City Municipality	Ministry of Antiquities, NGOs interested in Heritage preservation, Faculty of Engineering – Cairo University, UNESCO
Strategies applied	-Conservation or preservation for historic buildings -Upgrading the historical area -Improvement for parts of the historic region -Revitalization for the historical area	-Integrating comprehensive policies - Upgrading the historical area -Improvement for parts of the historic region -Revitalization for the historical area	-Restoration For historic buildings -Re-Use for historical and urban Surrounding buildings -Renewal for degraded buildings and surrounding services - Upgrading for parts of the historic region	-Integrating comprehensive policies - Upgrading the historical area - Improvement for parts of the historic region - Revitalization for the historical area -Restoration For historic buildings	- Clearance for some of the surrounding urban -Conservation or preservation for historic buildings -Upgrading and Revitalization for the historical area -Improvement for parts of the historic region

6- Heritage sites in Fayoum city.

The tourism potential and obstacles for The Fayoum region are clearly identified in The Fayoum Ecotourism Development Plan 2005-2015 and in a book entitled: „Enhancing the Competitiveness of Ecotourism Destinations: The Fayoum Region in Egypt“.

The Fayoum is an oasis that is located in the Western Desert of Egypt, about 96 km southwest of Cairo - the capital of Egypt - with unique features in terms of its environmental and natural assets. It owes its existence to Bahr Yusuf Canal that links the Nile to the Fayoum depression. Historically, The Fayoum has played an essential role in every culture that has swept through Egypt from the Pharaohs to the Greeks and Romans, the Coptic Christians and finally the Muslim Arabs. The Egyptians began to take an interest in The Fayoum as far back as the prehistoric and predynastic period.

The diversity of landscapes and proximity to Cairo makes The Fayoum an attractive domestic destination. The natural heritage assets of The Fayoum destination are plentiful and produce excellent ecotourist experiences through many superb tourism activities. These assets include: geology and paleontology; deserts and hills; rural life and handicrafts; flora and fauna; lakes and waterways; and natural springs. Geologically, the Greater Fayoum Basin holds a rich heritage of paleontological, archaeological and geological exposures. The Valley of Whale and Gebel Qatran vertebrate fossil sites are among the most important fossil areas in the world. They are being evaluated as potential UNESCO natural world heritage site. The spectacular Fayoum desert is one of the main reasons' visitors come to the Fayoum. The combination of stunning desert landscape and proximity to Cairo makes it an attractive destination preferred even by expatriates who are living in the nearby capital, Cairo.

Though The Fayoum city has more than 44 sites registered on CULTNAT archeological map as shown in fig. (5), only one site is registered as a world heritage natural site (Wadi-Elhitan), and eight sites are on the UNESCO tentative list shown in table(2) .

Table 2 Fayoum heritage sites registered on the UNESCO, source: by author

No.	Heritage site name	Governorate	Type	UNESCO List registration	Natural/ Urban
1	Batn - Ithrit	Fayoum	Temple and Town	Tentative list	Urban
2	Dimai	Fayoum	Temple, Town and Cemetery	Tentative list	Urban
3	Hawara	Fayoum	Pyramid Complex and Cemetery	Tentative list	Urban
4	Kom Aushim	Fayoum	Temple	Tentative list	Urban
5	Kasr El-sagha	Fayoum	Temple	Tentative list	Urban
6	Madinet Madi	Fayoum	Temple and settlement	Tentative list	Urban
7	Omm Elberigat	Fayoum	Temple and settlement	Tentative list	Urban
8	Qasr Qarun	Fayoum	Temple and Town	Tentative list	Urban
9	Wadi Al-Hitan	Fayoum	Fossil Remains	World Heritage site	Natural

Some of these sites are hard or even almost impossible to reach due to lack of routes that are suitable for the passage of tourists or even scientists and students. Moreover, these sites can't even be detected or identified easily on Google maps or Google Earth. According to CULTNAT, these sites aren't registered on the UNESCO list yet because of: Lack of proper

routes and services for the visitors, lack of management action plan that provides fund resources to manage and maintain these projects. Fig. (6), shows an approximate identification for the location of these sites in The Fayoum governorate. While, fig. (7) is a collection of pictures taken from the field study to these sites showing the lake of appropriate services, routes, parking areas and guide signs.

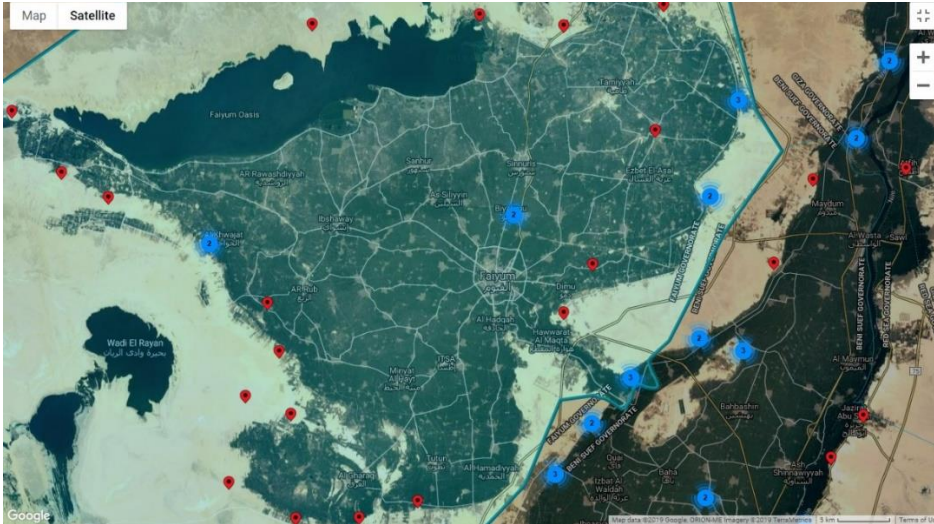


FIGURE 5 FAYOUM CULTNAT ARCHEOLOGICAL MAP, SOURCE: CULTNAT INTERACTIVE MAP (RED MARKS SHOWS INDIVIDUAL SITES WHILE BLUE MARKS INDICATES NO. OF SITES IN SAME LOCATION)

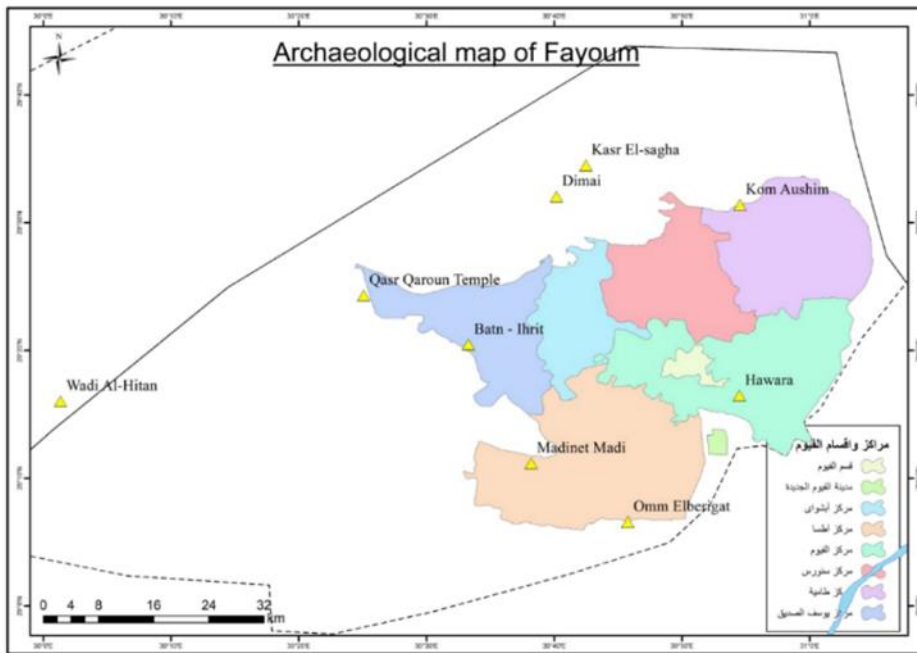


FIGURE 6 FAYOUM HERITAGE SITES ON THE UNESCO TENTATIVE LIST



FIGURE 7 FIELD STUDY ON FAYOUM HERITAGE SITES

To fulfill the research objective of introducing The Fayoum as a domestic tourism destination and contributing to the recent debate on heritage management strategies in Egyptian cities. This research employed a method of descriptive analytical methodology by Field study through visiting different sites, personal interviews and using a questionnaire tool. The questionnaire conducted was a survey consists of seven sections used as a data collection tool. The first section includes the demographic characteristics of respondents (gender, age group, educational level, current position, and experience with the current position). The second section included variables assessing concept of domestic tourism destinations. The third section included 6 variables representing Current Situation of heritage sites in The Fayoum city. The fourth section included variables representing ways of enhancing heritage sites development and management. The fifth section included measuring the awareness of participants of institutes as UNESCO and OWHC and their role in promoting and developing heritage sites. The seventh section included participants suggestions on how to upgrade The Fayoum as a world heritage city. The questionnaire items were anchored according to the Five-Point Likert Scale, “1 = Strongly Disagree (SD)”, “2 = Disagree (D)”, “3 = Neutral (N)”, “4 = Agree (A)”, and “5= Strongly Agree (SA)”. The questionnaire was prepared and distributed to convenience sample of 150 participants between international and domestic tourists, citizens, other parties involved in the tourism and heritage reservation industry. 37% of the respondents were male whereas 63% of

them were female. Most of the respondents 58% were aged between 20 and 40 years, whereas 27% of them were aged between 40 and 65 years. Regarding the education level, 72% of the respondents were college students, whereas 21% of them were employees.

4- Results and Discussion:

a) Notes from citizens and tourists:

- The goal of the visiting The Fayoum for 60% was entertainment, tourism by 25% of them and 15% are visiting for other reasons as shown in fig. (12)
- Number of times they visited The Fayoum (never before 40% - once 50% - twice or more 10%) as shown in fig. (13)
- Participants knew about Fayoum through (social media 60%- friends and relatives 16%– travel and tourism websites24%) as shown in fig. (14)
- The level of satisfaction with services (roads - bathrooms -..) is not satisfying for 70%, near satisfaction for 14% and acceptable for 16% of the participants as shown in fig. (15)
- The UNESCO word makes a difference, with about 70% of the participants "suggesting confidence"
- noticeable Deterioration of some heritage and touristic sites such as (Wadi El-Rayan waterfalls)
- The total ignorance of participants for cultural activities, festivals, and the most important celebrations that are held in Fayoum
- Cultural tourism aspects such as activities related to folklore are not an attraction points by themselves, they are more like a part of a whole in the entertainment plan of the visit
- About 75% of the participants implied that there is a great possibility of revisiting The Fayoum despite the poor services.

b) Notes from workers in the field of tourism:

- The Fayoum city needs:
 - 1- *Increasing publicity locally and worldwide*
 - 2- *Increasing Awareness of the importance of UNESCO approved areas*
 - 3-*They assume that the government will improve heritage sites services automatically when the number of visitors increases*
 - 4-*They agree with the touristic development of The Fayoum city, provided that it respects the desert nature, the population's lifestyle, and their love for discovery, taking into account the improvement of the living conditions of the residents of Fayoum*

c)Results and observations of field research:

- Fayoum is considered a winter destination for foreign tourism in a domestic destination in summer seasons based on the tourists and local visits to The Fayoum heritage sites statistics
- The number of visitors to the most famous tourist areas ranges between 7,000 to 15,000 visitors per day
- Many studies (geological - astronomical - official and unofficial exploration missions ...) are carried out in a number of archaeological sites.
- Significant deterioration in some heritage places (the decrease of water, the closure of some areas in Wadi Al-Rayyan waterfalls, and the decline of water in the lake)

-Tourism in Fayoum is concentrated on some of the border areas (Wadi El-Rayan - camping on Lake Qarun - ..)

-Extreme weakness in services (bathrooms - cafeterias - bazaars - restaurants - ...)

-The severe shortage of road services in terms of the following points:

- 1)The absence of indicative signs indicating the heritage sites
- 2) Lack of adequate lighting
- 3) Lack of parking areas at most of the heritage and touristic sites
- 4)The absence of an interesting visual sequence "The road is long and boring" between the various sites
- 5) Lack of access to some important heritage sites and therefore it can't be recognized or identified on google maps or google earth
- 6)The absence of explanatory banners in some sites (showing the period, area, site features, .. e.g.)
- 7)The lack of adequate nearby medical services to historic sites
- 8) Some sites have to pay more attention for visitors' safety, need to take more stringent measures to prevent accidents that occur.

Conclusions

1. Hence, Within the same historical region, there are many policies of dealing with the historic building differs from other buildings and also differs from how to deal with the urban space of the historic building. Also, it was found that the integration of more than one policy is appropriate to the nature of the historical region and it is considered a successful plan in the revitalization and conservation of historic areas.
2. Taking into consideration that; projects to preserve large urban areas, such as neighborhoods or entire old cities, require huge budgets for implementation, which leads some Arab countries to depend on funding international organizations in addition to providing expertise and advice as well.
3. Government needs to pay more attention to organizations and strategies that should be concerned with the development and conservation of Egyptian heritage sites, also pay a strong role in increasing the awareness of this process especially for the private sector who can participate and be a part of this process.
4. Along by the application of heritage management strategies to Egyptian historical sites, alternatives of urban planning and development for these sites and surroundings should be taken into consideration such as fig. (8) suggests for developing a group of Egyptian historic sites in The Fayoum city.

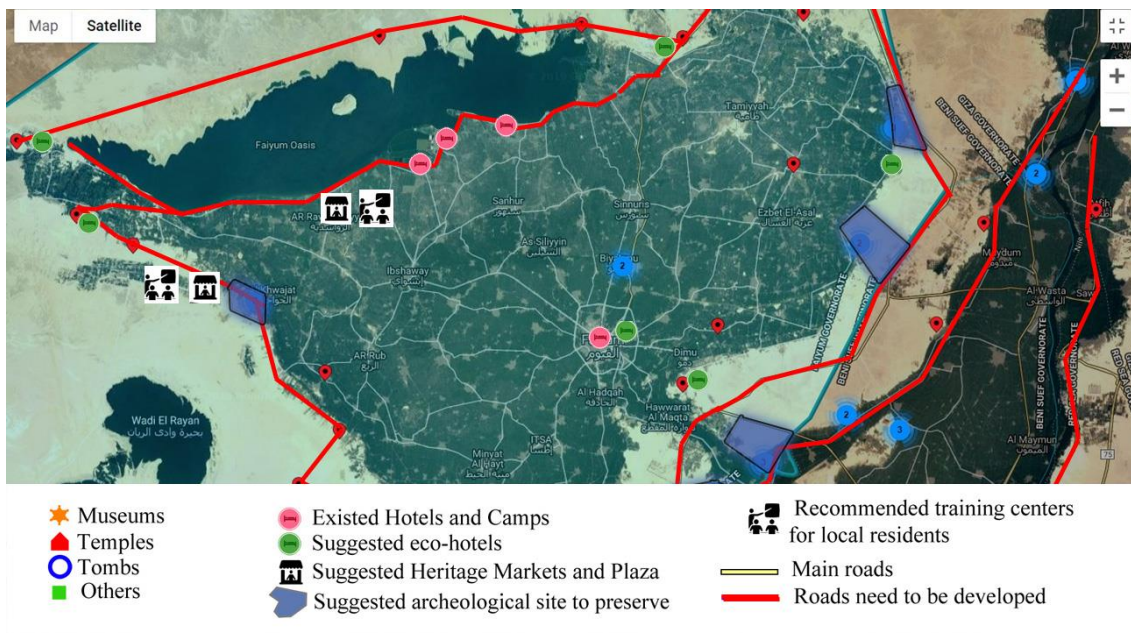


FIGURE 8 PRIMARY URBAN PLAN SUGGESTION FOR DEVELOPING A GROUP OF EGYPTIAN HISTORIC SITES IN THE FAYOUM CITY

Recommendations

- The study further suggests promoting tourism activities in The Fayoum city in order to add economic and cultural value to the heritage sites, for instance by including The Fayoum city in the itinerary of the tourist agenda for international visitors, varying tourist products, creating special events about culture and heritage and supporting the conversation and revitalization of the Fayoum city heritage sites and their urban surroundings, with funding and expertise from national and international non-profit organizations.
- The authors of this study recognize that each case study context has its own features and characteristics and thus we cannot offer a one size fits all approach for the practical application of heritage management strategies. However, we believe that the findings of this research can inform other case studies, especially in the context of developing countries.
- Although “the very significance of the heritage resources means that the sites all require individual approaches to their effective management”, there are general important factors for all heritage sites and other factors that are specific to each context. Further research is suggested to investigate more successful and failed experiences and compare its results to the findings of this study.

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