

Tourism Development of the Cultural Heritage and Archaeological Sites within the National Project for Urban Sustainable Development in Egypt

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Abstract

Egypt is located on the north-eastern side of Africa. Egypt has many archaeological sites classified in the World Heritage List. Tourism development of the Cultural Heritage, historical locations and archeological sites supporting the National Economy and Local Society. Egypt also has a massive number of cultural-historical landmarks and unique architectural constructions such as the great pyramids of Giza, Saqqara, Dahshur and Abusir; the temples of Luxor, Aswan, and Abu Simbel; the valley of the kings, and other extraordinary monumental attractions that worth studying. The study throws light on the tourism development of the Cultural Heritage, historical landmarks, and archeological sites that consider one of the essential resources supporting the National Economy and Local Society. Egypt has always relied on tourism and its historical sights to raise its Economy by developing archaeological sites and historical locations.

Keywords— *Archaeological Sites, Cultural Heritage, Civilization, Egypt, Tourism Development.*

I. INTRODUCTION

Egypt is known as the land of history, and Civilization extended to 7000 years. Although Egypt is considered one of the essential cultural-historical locations and touristic destinations globally, the region needs more attention for managing the historical landmarks, archaeological sites, and cultural landscapes, especially in light of the recent international progress. Tourism plays an essential part in Society. Egypt was classified as one of the most attractive destinations worldwide. Recently, Egypt has been working on supporting sustainable development and managing the Cultural Heritage, Historical Locations, and Archaeological Sites. Many projects have been done in Egypt within the National Project for sustainable urban development. For example, the City of Culture and Science in the New Capital Administrative in Cairo, the New Museum of the Ancient Egyptian Civilization at El Fostat City in Old Cairo, and the New Grand Egyptian Museum positively impact Egypt's tourism industry and cultural heritage development.

Tourism plays a vital role in Egyptian Society, and the region considers one of the most attractive destinations worldwide. The area needs more attention to be developed and managed. Therefore, tourism development of the

archaeological sites aims to achieve progress in all business sectors, develop natural and cultural attractions, use modern technologies, improve Infrastructure, and provide tourism facilities. Additionally, tourism development depends on evaluating human resources, economic Research, social-cultural traditions, environmental civilizational attractions, administrative and organizational requirements, marketing, promotion, and other facilities and services. The planning and development for these places will be helpful to the local community by improving the region's infrastructure operations (roads, electricity, water, information and communication services, and others). They will benefit the National Economy by setting up hotels, shops, rest and parking areas, restaurants and cafes around these places, employment opportunities, investment opportunities, and encourage the investors to set up their projects around the archaeological sites and historical locations.

II. METHODOLOGY

Qualitative methods have been used as the overall approach to this study. The researcher worked as a Lecturer of Tourist Guidance and Ancient Egyptian Civilization. Therefore, I had the opportunity to communicate with archeologists,

professionals, executives, and specialists working in the same field and present Research while participating in the Management Training Program of Tourism and Hospitality in the United States of America. Additionally, the researcher depended on the Site Tours, Interviews, Observations, References, Internet Websites, Publications, and Recent studies related to the research subject to conduct this project. The reason for choosing these methods was that the researcher worked in the tourism and archaeology sector. Therefore, I had the opportunity to visit all archaeological sites, Egypt's landmarks, historic locations, and touristic destinations. This study focuses on Egypt's Cultural Heritage, historical places, and archeological sites that consider the essential resources supporting the National Economy and Local Society. The primary purpose of the Research is to gain information to develop theoretical Research on how to benefit from those historical sights both economically and culturally effectively. The researcher aims at presenting further studies in a field related to tourism and archaeology using previous experience. This study provides the ability to achieve the main goals and objectives successfully.

III. THE GOALS AND ELEMENTS OF TOURISM DEVELOPMENT

Tourism plays a vital role in supporting all business sectors in Egypt. It supports the National Economy, creates job opportunities, increases complete capability among the countries, and develops its Infrastructure. Tourism as a service sector relies directly on the Economy. Therefore, the economic impacts on tourism affect other sectors such as; construction, agriculture, industry, commercial services, and other sectors. (Wall and Mathieson, 2006; Å-nder Durgu, 2007). Tourism is one of the most critical factors that support the Egyptian Economy. Tourism considers the primary resource of the hard currency that it brings annually about 45% of the foreign currencies to Egypt. Therefore, tourism development plays an essential part in supporting Egypt's National Economy that benefits all aspects of the Society (Weeks and Hetherington, 2006).

The elements of tourism development are represented in Attraction, Transportation, Accommodation, Infrastructure, and other facilities and services. Tourism attractions are represented in the natural features (natural landscape, good weather, mountains, lakes, rivers, seas, and others); ancient constructions (monuments, palaces, museums, and other structures). Transportation (ships, cars, trains, and airplanes), Accommodation (hotels, resorts, motels, apartments), Supporting facilities and services (taxes, cash changes, labor, advertisements, sales, marketing), and

Infrastructure (roads, airports, water stations, communication systems, electricity resources etc.) (Ibid).

Tourism development aims at increasing national income that supports the Economy and the local community. It creates new job opportunities, provides infrastructure services, increases revenue from taxes, and improves the balance of payments. The Government is working professionally to explore local, regional, and international markets and set up many hotels, motels, and resorts suitable for customers' needs. Furthermore, tourism development participates in solving environmental issues such as (pollution, noise, cleanliness etc.). Working on protecting the environment as one of the main goals of sustainable development, avoiding the causes of pollution, protecting the natural environment and preserving the national park, architectural monuments, and archaeological sites. Tourism development creates communication channels between the receiving destination and the visitors, and it also supports the cultural and political relationships among the countries and nations worldwide (www.maan-ctr.org/magazine, 2021).

According to the report of the United Nations in 1987, sustainable tourism development aims at meeting the present population's needs without affecting the needs of future generations. Tourism development considers one of the various aspects of economic growth in the country. It involved the different business sectors in achieving progress, high quality of citizens' life and complete the country's economic and social benefits. Additionally, working on achieving cooperation and coordination among all sectors related to tourism and applying all scientific methods and further studies to sustainable tourism development. It accounts for issuing the necessary legislation for regulating tourism operation, upgrading the services, supporting the private sector, and providing multiple privileges to participate in sustainable tourism development. It also works on achieving the security and protection operation for all tourists and citizens, considering that security and stability are among the main factors that increase investment opportunities and sustainable tourism development (Ibid).

IV. TOURISM DEVELOPMENT OF THE CULTURAL HERITAGE AND ARCHAEOLOGICAL SITES IN RELATION WITH THE NATIONAL ECONOMY AND LOCAL SOCIETY:

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The social-cultural studies indicated the habits, traditions, identity, lifestyle, values, and customs. It shows the direct and indirect interactions among the host societies, tourism industry, and tourists. Therefore, tourism development in the local community is identified by evaluating people's perceptions and behaviors towards tourism (Tovar and Lockwood, 2008). Regardless of the magnitude of the fluctuations of tourism demand, the impact on the host community will depend not only on the number of tourist arrivals but also on the type of tourist (Holloway, 2002). The tourism development improved the works of Infrastructure in the host communities such as clean water, stable telecommunications, transportation, banking services, and new business investments that positively affect the lives of local societies. It creates an experience of cultural interactions and communication channels between the local citizens and visitors (Kreag, 2001).

The essential values of the Cultural Heritage and the archaeological-historical locations are represented in achieving the economic revenues. Therefore, achieving the growth of the tourism industry and sustainable tourism development regarding the cultural heritage properties and protecting the environmental ecosystems and historical landscapes. The Cultural Heritage is divided into two parts; tangible features represented in the ancient monuments, historical landmarks, archaeological sites, and natural landscapes; and intangible features represented in oral traditions, folklore art, special ceremonies, memorial festivals, and various crafts. Most travelers worldwide prefer to visit historical sites and enjoy the Cultural Heritage involved in tourism activities (International Studies in History and Business of Art & Culture, 2021).

According to the World Bank and United Nations of World Tourism Organization (UNWTO), Cultural Heritage contributes significantly to social and economic development. Tourism plays a vital role in supporting local societies and economic business sectors. More studies focus

on the economic benefits of the Cultural Heritage and historical landmarks related to tourism (Massimo 1995). The archaeological sites are essential factors that support economic and social development. The Cultural Heritage related to the tourism industry considers one of the central core values for tourism development. The cultural heritage landmarks and archeological sites are among the most important factors supporting economic sectors, social activities, and tourism development. Site management plays a vital role in research methods, excavations process, management plan, strategic planning, and tourism development as determined in the Operational Guidelines of the World Heritage Convention (Feilden and Jokilehto, 1998).

The archaeological sites and Cultural Heritage are the essential resources that tourism depends on, and it benefits the local Society (Pearson & Sullivan, 1995). It is essential to acknowledge the community values and the Society's activities related to the region's Cultural Heritage (Worthing & Bond, 2008). However, tourism plays an essential role in economic development related to Cultural Heritage and archaeological sites. The economic-social benefits provided from the archaeological sites under the so-called tourism revenues—the site management in documentation, research, excavation, conservation, and restoration. Moreover, participating the local Society in the planning process and encouraging the investors to set up their projects around the archaeological sites. Opening channels with the local Society include endless meetings, cultural discussion seminars, annual open days, festivals, special events, and carnivals. The value beyond these occasions is the cultural, social, and economic benefits of using the cultural-historical resources (Hall and McArthur, 1998).

V. THE ROLE OF THE CULTURAL HERITAGE AND HISTORICAL-ARCHAEOLOGICAL LOCATIONS IN ACHIEVING SUSTAINABLE DEVELOPMENT

Cultural Heritage is the legacy and identity that people receive from the past and pass on to the next generations. The convention of UNESCO in 1972 declared that the protection of World Cultural Heritage is one of the critical initiatives related to humanity and irreplaceable resources of life. However, it includes the various monuments and precious collections; it also contains habits and traditions inherited from the ancestors and passed on to the descendants. UNESCO aims to undertake national efforts to manage archaeological sites, cultural landmarks, and historical landscapes (Santiago, 2021). Cultural tourism considers one of the tourism industry's primary resources,

especially in Egypt, which includes about 1/3 of the monuments of the world. According to the World Tourism Organization (UNWTO), cultural-heritage tourism became an essential element that represents around 40 % of the tourism tours around the world (Timothy and Boyd, 2003)

Heritage is divided into two parts; Cultural Heritage and Natural Heritage. Cultural Heritage is the ancient monuments, architectural works, sculptures, paintings, modern landmarks, and familiar habits and traditions. The Natural Heritage is clearly illustrated in forests and mountain ranges, caves, natural features, and environmental landscapes, including physical formations and biological materials. In 1972 UNESCO admitted agreement for protecting the world's cultural and natural heritage. In addition to the UNESCO organization, three other organizations are working to preserve Cultural Heritage. ICOMS is responsible for cultural heritage sites, International Union is responsible for natural heritage sites, and ICCROM is responsible for evaluating and maintaining cultural heritage property (El Nemr N., 2021).

The site management is interested in maintaining the main pillars; the goals, plans, documentation, budget and finance, excavations and missions, security, human resources, legislation and other regulations. Additionally, the site management has to give a detailed description of the archaeological site in terms of the site's historical information and social and cultural activities (El Nemr N., 2019). The site management provided the essential tools to preserve the Cultural Heritage and archaeological sites. Ongoing supervision and monitoring, conservation reports, security systems connected with the satellite, geographic information systems, and social participation of local inhabitants living around the archaeological heritage sites (Ibid).

Heritage is the identity and history that represent the past— Cultural Heritage is related to tourism development. Tourism today considers the connection method among the different cultures, communities, and nations worldwide. Tourism development leads to developing societies and raising citizens' high standards of life (Center for Arab Unity Studies, 2021). According to UNESCO 1972, the world heritage list included historical locations, archaeological sites, cultural landmarks, and natural landscapes that exceeded more than 100 years. Cultural

Heritage is significantly related to tourism development depending considerably on the information technology and cultural Economy (El Gabry M.,1999).

Sustainable tourism development is defined as the practices that achieve economic and social benefits, considering maintaining the environment and promoting natural and architectural resources. Tourism development deepened on the scientific studies and strategic planning throughout managing the natural and cultural resources to achieve the eco-social, economic and cultural benefits that guarantee current societies and next generations (Ibrahim M., Attallah F., ed). Cultural Heritage is related directly to tourism, that plays a vital role in achieving social and economic benefits. Additionally, tourism supports the cultural-heritage crafts that match the visitors' needs, develops the Cultural Heritage, and moves to the next generations without affecting its essential core values. This study focuses significantly on the importance of Cultural Heritage, historical locations, archeological sites, and cultural landscapes taking into account preserving the natural environment (Qusary M., 2016). The local communities and cultural institutions play an essential role in developing Cultural Heritage by highlighting citizens' awareness of their Cultural Heritage and national identity. Additionally, they are supposed to work hard to document the Cultural Heritage, organize the cultural workshops, meetings, events, visit the cultural-historical locations, and create strong relationships between the local societies and the cultural-heritage institutions (El Gabry M.,1999).

VI. THE NATIONAL PROJECT TO DEVELOP THE OLD HISTORIC CAIRO

The Old City is currently located in the downtown of the modern city of Cairo. The city was mainly constructed in the tenth century A.D. It reached its glory in the fourteenth century A.D. The city included many significant constructions and unique valuable collections that represent the Islamic Architecture of Egypt. The site of the historic old Cairo was classified in the List of World Heritage in 1979 by UNESCO. A great project has been carried out under the Ministry of Tourism and Antiquities to develop the area, preserving the historical landscape and old architectural design (UNESCO Center, 2021).



Fig. 1 The Islamic Architecture in Old Historic Cairo after

<https://whc.UNESCO.org/en/historic-Cairo-project/>

The historic city of the old Cairo is considered one of the most cultural heritage cities globally. The city is distinguished by its ancient architectural design and artistic monuments, and a significant project prepared to develop Old Cairo taking into account to maintain its historical landscape and architectural design. The project has been prepared to protect and restore the archaeological

constructions and historical buildings to place them on the sustainable tourism development plan. Additionally, they organized a national program to raise cultural awareness among the citizens and visitors to preserve the region's Cultural Heritage and historical architectural design (Antiquities.gov.eg, ed).



Fig. 2 The old constructions in Historic Cairo after

<http://www.antiquities.gov.eg/DefaultAr/Projects/Pages/Projectesdetails.aspx>

The old historic Cairo development project includes El Fustat, Ain Al Sira, Ain Al Hayat, Sour Mara El Ayoun, the Museum of Civilization, the Religious Complex, the mosque of Amr ben Aas and Hanging Church (gate.ahram.org.eg/News, 2021). Al-Fustat Hills Park Project considers the main project designed as a public garden park with panoramic views of many archaeological sites and historical locations. The park's central location among the historical landscapes and various cultural environments makes it a unique destination providing all

cultural and recreational activities and reviving the region's Cultural Heritage and traditional industries during the different historical eras. The project included heritage gardens, recreation and adventure areas, cultural-historical areas, business centers, hotels and restaurants, cinemas, and shaping areas. The development's primary goal is to create an outgoing green public park in Cairo related to traditional landmarks, historical landscapes, and cultural attractions (gate.ahram.org.eg/News, 2021).



Fig. 3 General Plan of the Al-Fustat Hills Park Project after

<https://gate.ahram.org.eg/News/2761677.aspx>

The area has recently witnessed a significant historical event in the 21st Century, transporting the 22 mummies from the Egyptian Museum downtown Cairo to the Museum of Civilization at Fustat. They have transported in a vehicle decorated with pharaonic designs. Artist performers have fronted the golden parade and panoramic light displays from

the Egyptian museum in Cairo downtown to the Civilization Museum at Fustat City. The International T.V. News Channel and different communication mass media have seen this great event worldwide. This historical event is part of Egypt's effort to promote the tourism industry. (Weston K., 2021).



Fig. 4 The royal mummies were transported in a grand parade from the Egyptian Museum in Cairo downtown to Civilization Museum at Fustat after

<https://www.dailymail.co.uk/news/article-9433391/Egypt-holds-spectacular-parade-transporting-22-mummies-famous-pharaohs-museum.html>

VII. DEVELOPMENT PROJECT OF MEMPHIS, THE FIRST ANCIENT CAPITAL OF EGYPT

Egypt has various archeological sites that classified in the World Heritage List by UNESCO in 1979. Memphis was the first Capital of Egypt in Ancient Egypt. The city located on the western bank of the River Nile. The city had constructed in 3000 BC as the political and administrative capital, and it witnessed the periods from the old kingdom

until the end of the Greco-Roman period. The site included many archaeological sites such as; Giza, Saqqara, Abusir, Mit Rahina, and Dahsur. The region consists of the most important monuments globally: the great pyramids at Giza, the step pyramid at Saqqara, the significant pyramids at Abu Sir and Dahshur. A great project has been done to preserve Cultural Heritage and archaeological sites; strategic planning for developing the area and placing it on the world tourism map (UNESCO Center, 2021).



Fig.5 The Great Pyramid of Giza as a part of Memphis and its Necropolis
<http://www.antiquities.gov/DefaultAr/WorldHeritageSite/Pages/default.aspx>

According to the strategic plan of the Egyptian Government, tourism development aims to restore the historical landscape of the monumental area of Giza pyramids, making the region an open museum and watching the panoramic view of the great pyramids and other monuments. They are working on setting up the hotels, restaurants, business centers, and other facilities and services to the North of the Grand Egyptian Museum at the bottom of the pyramids plateau. The region is provided with

all services and facilities. It is expected to open the great project of the monumental area in mid-2021 in parallel with the grand opening of the New Egyptian Museum. The tourism development of the region aims at promoting the site in all communication media in order to place Egypt on the international tourism map and invite visitors from all over the world to see Egypt's great Civilization that will positively affect the tourism industry and all business sectors in Egypt (Hafena A., 2020).



Fig. 6 The General Plan of Tourism Development of Giza Pyramids after

<https://www.skynewsarabia.com/varieties/>

VIII. DEVELOPMENT PROJECT OF THE REGION FROM LUXOR TO ASWAN

Thebes is a magnificent ancient city in Upper Egypt that was the capital of Egypt during the Middle and New Kingdoms. The city is now called Luxor which is considered an open-air museum. Additionally, the vast area of Nubia from Abu Simbel to Philae is one of the most important historical landmarks of the ancient Egyptian Civilization. The region was classified in the World Heritage List by UNESCO in 1979. The city included many monumental constructions, historical-cultural landscapes, and archaeological sites considered the Cultural Heritage for humanity. The local and international cooperation highlights the region supporting sustainable development of tourism. The world Heritage program aims to develop

archaeological sites and historical locations through conservation policies, workshops, exhibitions, conferences and create a world network for exchanging cultural information and professional experiences (UNESCO Center, 2021).

Luxor is a significant city not only in Egypt but also in the whole world. The city has one-third monuments of the world and is known as the city of civilization; it is an open-air museum. Karnak temple consists of various pylons, courts, colonnades, statues, and other structures. The temple fronted by the rams' avenue that connected the Karnak temple with Luxor temple. This way had crossed by kings and priests during the annual festivals' days. The rams' avenue was recently opened as a great project to develop the area and place it on the international tourism map (Hendawy

A., ed). This road dated to 3500 years and it connected between the temple of Karnak and temple of Luxor along 2700 m. The road is surrounded by ram-headed sphinx made from sand stone. International T.V Channels around the world have seen this significant historical event. This event was included in the promotion plan of the National Project of tourism development of the area (Ahmed Mahran, 2021).

Additionally, Luxor temple is located near the Karnak temple's eastern side of the river Nile. The temple fronted by great pylons built by king Ramses II and two statues of King Ramses II. The temple of Hatshepsut considers one of the largest mortuary temples located on the west bank of the river Nile. It is an important temple at Luxor which tourists come to visit from all over the world (Hendawy A., ed).



Fig. 7 Karnak temple after <https://tourflag.com>



Fig. 8 Luxor temple <https://tourflag.com>

The region includes other monumental locations influenced after building the High Dam on the River Nile. The most significant temples transported by UNESCO; the temple of Abu Simbel of Ramesses II and the temple of Isis of Philae

(UNESCO Center, 2021). Additionally, the temple of Kalabsha, the temple of Dendur, and other great temples had been rescued by UNESCO from raising the flooding of the River Nile (UNESCO Center, 2021).

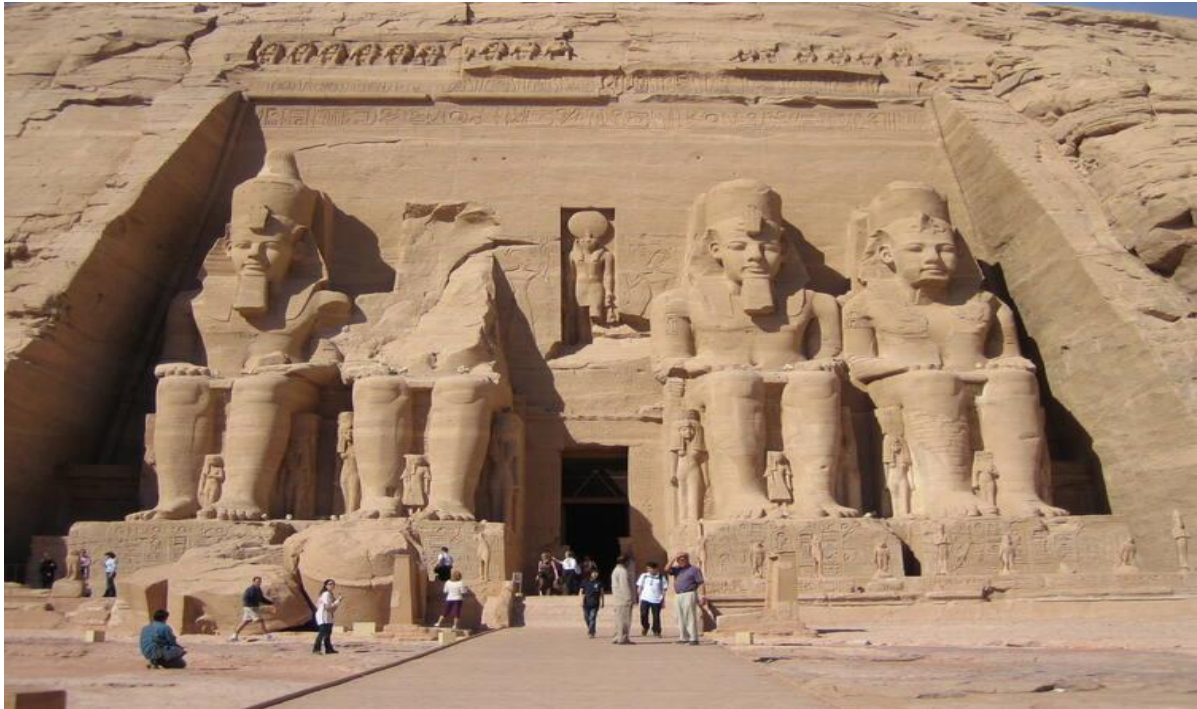


Fig. 9 The temple of Abu Simple built by Ramsess II after <https://whc.unesco.org/en/list/88/>

Abu Simple temple considers one of the important tourism landmarks in Aswan. UNESCO had transported the temple in 1960 after building the high dam. King Rameses II had built the temple; the temple fronted by four huge statues of the King and other small statues representing the King's wife, sons, and mother. The temple witnesses two important events that happen every year, and many tourists come from all over the world to watch the sun rays spot on the face of King's statue in the holly shrine that matches with the King's birth day and his coronation on the throne. As well as a small temple had been built dedicated to queen Nefertari, the wife of king Rameses II beside the grand temple of Rameses II. Additionally, the temple of Philae at Aswan had been transported by UNESCO after building the high dam (Shawky S., ed).

IX. DEVELOPMENT PROJECT OF THE REGION OF SAINT CATHARINE AND DOCUMENT THE WAY OF THE HOLLY FAMILY

The region of Saint Catherine and the Muses Mountain is located in Central Sinai. This significant area hosted the three religions, Islam, Christianity, and Judaism, which indicates tolerance and peace. The monastery was constructed in the 6th century A.D. by the Roman emperor Justinian, and it is still opened until the present. The monastery included the sacred valley, the burning bush tree, a grand library, a great church, and a mosque built from the Fatimid period. The holy valley where Moses spoke to God and received the Tablets of the Law. The church included valuable unique icons and other significant collections. The library included an essential manuscript from the kings to the monastery's monks (UNESCO Center, 2021).



Fig. 10 Saint Catherine Monastery in the Central Sinai after
<http://www.antiquities.gov.eg/DefaultAr/WorldHeritageSite/Pages/default.aspx>

Sinai is known as the land of turquoise that has unique attractions. It considers the primary resource of sustainable tourism development. Sinai has a strategic location where the connection bridge between Egypt and the Eastern World. However, Egypt is located in the North of Africa, Sinai is situated in Asia. Sinai is looking over the Mediterranean Sea on the North, Aqaba Gulf on the East, and Suez Gulf and Suez Canal on the West. Sinai is divided into three parts, the plain desert area in the North, Sinai's plateau and hills in the middle, and the high mountains in the South. However, Sinai has various attractions and many different materials that will benefit the country's development. The development plans are currently in progress that aim to connect the western part of Sinai with the big cities of the Suez Canal through the tunnels, bridges, railways, and setting up many different cities in Sinai to achieve sustainable tourism development (Mohamed A. 2021).

The development strategies are interested in supporting the cultural, historical, and religious programs. These projects included; establishing a Sound and Light Project in the Sacred Valley in the area of Moses Mountain and Saint Catherine in the central Sinai. The project aims to tell the

story of Prophet Moses, who spoke to God at the sacred valley where the burning bush tree represents significant values in all religions. Additionally, the valuable Christian and Islamic religious buildings such as monasteries, churches, and mosques indicating to the spirit of peace and tolerance among all faiths. The other project is a cable car network in the Holley Valley to enjoy the religious whole mountainous area and set up a complex for religions in the central Sinai where the Holly Valley included the largest cultural-religious center, museum, library business and conference centers. Additionally, a significant scientific project to reveal the true water springs of Moses that extended to the igneous rocks in the central earth (El Asmer, H., ed).

The scientific project aims to document and revive the sacred road of the Holly Family in the North Sinai. This road extended from Rafah in the East to El Farma in the West. This main road with all stations is supposed to be well-prepared and provides all services and facilities to receive visitors. The Holly Family used this way heading to Egypt. According to the recent discoveries, about seven locations along this road included various churches and other monumental remains (Hussein M., 2020).



Fig.11 Red-Bricks Buildings Located on the Road of the Holly Family at North Sinai after <https://www.youm7.com/amp/>

X. TOURISM IN EGYPT IN LIGHT OF THE RECENT ARCHAEOLOGICAL DISCOVERIES AND INTERNATIONAL EVENTS

Egypt is one of the most important touristic destinations around the world. Tourists wanted to visit Egypt to see its significant history and Civilization. As for some attempts to support the National Economy, the Government is interested in developing tourism activities, opening tourism locations and archaeological sites. Recently, tourism

witnessed remarkable progress, especially in light of the recent archaeological discoveries and international events. The lost golden city known as Aten was built by Amenhotep III, who ruled the region in 1390BC, and Tutankhamun came later to govern the site. The city was discovered in Luxor near the temple of Amenhotep III; its design with its neighborhoods, streets, workshops, jewelry, pottery, blocks bearing the name of Amenhotep III and cemetery of animals and humans (Morrison R., 2021).



Fig. 12 The lost golden city found at Luxor; it known as Aten, and Amenhotep III built it after <https://www.dailymail.co.uk/sciencetech/article-9517389/Egypt>

According to the archaeologists, the city dates back to 3000 years, and it considers the most important discovery since discovering the tomb of Tutankhamun in 1922. The archaeologists excavated in the mortuary temple of king Amenhotep III in Luxor; they found the formations of the mud-bricks city included various rooms in which remains and tools of the daily life of the ancient Egyptians. The city is divided into three parts; one for administration, one for accommodation, and the other as a workshop for industry purposes. It was discovered various pottery pieces, pieces of jewelry, different kinds of vessels, and blocks bearing the name of Amenhotep III, who ruled Egypt between 1391 and 1353 BC. The lost golden city is located in Luxor on the west side of the river Nile. Amenhotep III had constructed the city, and it was later reused by Tutankhamun (Assuncao M., 2021). The city contains industrial, residential, and storage parts—different types of pottery, ovens for cooking, and vessels for preserving the dried meat. The city was called as “tehn Aten” which means the dazzling Aten. Aten had been depicted as the sun disc that associated with Akhenaten, the son of Amenhotep III. Akhenaten moved to tell Amarna, and he left the city with all treasures, valuable

objects, unique pieces and artifacts. After the death of Akhenaten, he was followed by king Tutankhamun who came back to Thebes (Hawass Z., 2021).

New discoveries at Saqqara will rewrite Egypt’s ancient history. According to the inscriptions found at the site, the location included an ancient temple belonging to queen Neit, the wife of king Teti; the 1st king of the 6th dynasty. Various painted coffins and mummies were discovered wrapped in linen, two limestone coffins. It was believed King Teti had two wives called Iput and Khuit, and later Neit was the 3rd wife that she was previously known, and her temple has been discovered in the site. Saqqara is an important archaeological site in Egypt. The place was a part of the cemetery of the ancient capital Memphis classified in the World Heritage List (UNESCO). In Saqqara, the oldest pyramid in Egypt’s ancient history, the Step Pyramid of Djoser was constructed by minister Imhotep in the 27th century B.C. It was discovered in the site about 100 decorated wooden coffins, various artifacts, valuable pieces, amulets, face masks, and funeral statues (Mahfouz H., 2021).



Fig. 13 Archaeologist Zahi Hawass’s dig site at Saqqara where the discovery of a queen has reshaped the understanding of ancient Egyptians

It was discovered a set of colored coffins inscribed by various deities. According to inscriptions, the cemetery dates back to the 18th-19th dynasties, meaning King Teti was probably worshiped during the New Kingdom in the region between 1570-1069 BC. One of the most significant discoveries is a papyrus about 15 feet long recorded with texts of the Dead Book, and it included collections of words

written by priests assisting the dead in crossing the Other World. Additionally, human remains have been discovered on the site and pottery pieces used in different daily purposes of the ancient Egyptians. The discovered pottery had been imported from Palestine, Syria, Crete, and Cyprus, confirming the good relations between Egypt and the neighboring countries. A massive sarcophagus about 20

tons was found in a burial shaft about 63 feet deep. However, the grand granite sarcophagus found in the so-far long shaft under the ground was entirely looted by rubbers. This remarkable discovery is still a mystery for archeologists, and the site needs further excavations and more studies. Additionally, the cemetery was located to the North of Alexandria; it included 16 burial chambers. According to the Egyptian Ministry of Antiquities, it found that two mummies had a golden tongue that allowed them to speak in the other life. It was discovered remains of ancient Christian settlement in the Baharia Oasis at the Western Desert dated back to the 5th century A.D. (Ibid).

Egypt is one of the most important destinations worldwide that tourists prefer to visit to see Egypt's great Civilization and enjoy fine weather and historical and natural landscape. Tourism in Egypt and worldwide faced many challenges, especially in 2020 because of Covid-19. Tourism has been influenced, and the total revenues have been decreasing. Tourism revenues in Egypt reached the highest level in 2019 that it was \$ 13.03bn. The total payments have been declined in 2020 due to the Covid-19. The pandemic affected all life aspects included the Economy, tourism, and all businesses. According to the World Tourism Organization (UNWTO), 2020 was the worst year for tourism in Egypt, and the Economy depended significantly on the tourism sector (Samir N, 2021).

However, Egypt's tourism sector faced many challenges after 2011; in 2018-2019 started to revive again, and the flights headed to the Mediterranean and Red Seas resorts. Tourism revenues achieved 13.03 bn in 2019, which was the highest in the history of tourism in Egypt. It is expected that tourism revenues will exceed this amount in 2020, but unfortunately, the Covid-19 decreased tourism revenues to about 70% compared to the previous year. However, this is an international crisis and global problem; the Egyptian Government is now working hard to regain its storage position among the competitors and speed recovery to the tourism sector, especially with the vaccines coming out. The total revenue in 2019 exceeded the total revenue in 2010 that which was \$ 12.5 bn. However, the number of tourists who visited Egypt in 2019 became lower than the 14.7 million tourists who visited Egypt in 2010. Egypt is one of the fastest destinations, many great projects have been achieved during this period, and the tourism sector will be rapidly recovered during the next period. We expect the tourism demand for traveling to Egypt will increase shortly through enhancing the travel aviation system and presenting high-quality services. Additionally, the works of infrastructures, market studies, and professional training for all employees who are working in the tourism sector. The Government has to work hard to overcome the crisis and recover the Economy throughout the following; encourage

investments, tax deductions, credit guarantees to banks, rescheduling the bank credits, skilled employment, digitalization and online-distance work. Additionally, strategic planning, innovative smart tools, marketing and communication plans and cooperation between the Government and the public-private sectors. Additionally, working on great projects on New Administrative Capital of Egypt, New City of Alameen, and other significant projects (Ibid).

XI. CONCLUSION

Egypt considers the most important touristic destination worldwide. Tourists prefer to visit the region to see Egypt's great history and Civilization. As for some attempts to support the National Economy, the Government is interested in developing tourism activities, opening tourism locations and historic landmarks. This is the opportunity to make new laws and administration systems for running the business operations and urban development of Egypt's cultural Heritage and tourism attractions. Recently, Covid-19 had a negative impact on all aspects of life around the world. However, with the vaccine coming out, there is a light at the end of the tunnel. Additionally, Egypt faced various troubles and civil unrest after 2011 that significantly affected Egypt's Cultural Heritage and the historical archeological locations. This action directly affects Cultural Heritage and the historical landscape of the whole region. These unstable events affected all sectors in Egypt significantly. Recently, significant progress in tourism revenues and the number of tourists due to the active efforts and multiple considerable projects have been constructed in Egypt.

Many efforts had been made to revive tourism depending on economic and business reforms and improve the state's security and stability. Therefore, tourism has made notable progress due to the country's economic and business reforms, investment opportunities, and safety and stability. Additionally, Egypt is working hard to make a good relation with the other countries, negotiation skills and diplomatic relations to regain the trust to both tourists and investors, legislative law and security systems provided with all services and facilities.

The elements of tourism development are represented in Attraction, Transportation, Accommodation, and other facilities and services. Tourism development aims at increasing national income, supporting the Economy and local community. It creates new job opportunities, provides infrastructure services, increases revenue from taxes, improves the balance of payments, and encourages investment opportunities. Tourism development helps to solve problems related environment such as; pollution,

noise, cleanliness etc. Working on protecting the environment as one of the main goals of sustainable development, avoiding the causes of pollution, protecting the natural environment and preserving the national park, architectural monuments, and archaeological Heritage. Tourism development creates communications channels between the receiving destination and the different people around the world. It also supports the cultural and political relationships among the countries and nations.

Tourism development depends on scientific studies to optimize the natural elements, cultural Heritage, modern technology, and human resources that play a vital role in development programs. It focuses on the optimal use of the natural, economic, cultural, social, urban and architectural resources in line with the demand and trends of tourism that create a practical economic base and increase the growth of tourism in the targeted area. Sustainable tourism development participates in meeting the present needs of people without affecting the needs of future generations. It is involved in the different business sectors to achieve the progress of Society and approve the economic and social benefits. Tourism development of cultural heritage and archaeological sites is a critical fact to achieve economic and social benefits. This benefit goes to tourism revenues and site management and communicates to investors, business people, policy decision-makers, and the public.

XII. RESULTS

- Cultural Heritage is significantly related to the tourism industry that considers one of the central core values for tourism development and the most important factors supporting business sectors and cultural-social activities.
- Site management plays an essential role in research methods, excavations process, management plans, strategic planning, and tourism development as determined in the Operational Guidelines of the World Heritage Convention.
- Working on raising the social and urban growth of citizens' awareness, teaching them the importance of their history and Heritage, and giving local citizens and foreign tourists opportunities for tourism activities. Moreover, organizing tourism programs for all tourists to visit the historic landmarks, archaeological sites, and natural landscapes, considering preserving the monuments, Heritage, national parks, and environment.
- Encourage investment opportunities in the tourism sector, considering that tourism is related to all business sectors. It provides the private sector with privileges to encourage the investors to set up their projects in the tourism sector. Additionally, preparing training

programs for the employees who work in the tourism and archeology sector.

- Projects for cultural tourism in Egypt; in addition to the relaxation and recreation programs, there are other cultural programs for visiting historic landmarks and archaeological sites. For example, the tourists who stayed in Sharm El Sheik visit the historical locations and archaeological sites in Sinai, as well as the tourists in Hurghada visit Luxor and Aswan. Additionally, the visitors who stayed in Cairo visit the Pyramids, Old Cairo, and other locations in Cairo.
- Tourism development of the historic Cairo includes Fustat, Ain Al Sira, Ain Al Hayat, Sour Mara El Ayoun, the Museum of Civilization, El Azhar, the Religious Complex, the mosque of Amr ben Aas and Hanging Church.
- Al-Fustat Hills Park Project considers the main project of the park's central location among the historical landscapes and cultural landmarks. This project is provided with all cultural and recreational activities and reviving the Cultural Heritage and traditional industries in the region.
- Tourism development of the area of Giza pyramids, making the region an open museum and watching the panoramic view of the great pyramids and other monuments; setting up the hotels, restaurants, business centers, and other facilities and services. The region is provided with all services and facilities in parallel with the grand opening of the New Egyptian Museum.
- Projects for religious tourism in Egypt include establishing a Sound and Light Project in the central Sinai telling the story of Prophet Moses. He spoke to God at the sacred valley. The valuable Christian and Islamic religious buildings in Egypt, such as monasteries, churches, and mosques, indicate peace and tolerance among all religions.
- The other project is a cable car network in the Holley Valley to enjoy the religious whole mountainous area and set up a complex for religions in the central Sinai, besides document the locations of the Holly Family in North Sinai, as well as a scientific project to reveal the true water springs of Moses in Sinai.

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