

## The Role of Tunis Village in Fayoum Governorate as a Cultural Tourism Model

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### Abstract

Tunis village in Fayoum Governorate is one of the best practices for cultural tourism in Egypt. It was re-discovered in the sixties by the Egyptian poet Sayed Hegab and his Swiss wife Evelynne Porret. Nowadays, Tunis village has a pottery school, ten pottery studios, several guest houses and hosts an Annual Pottery Festival. Data collection involved: a questionnaire survey with tourists visiting Tunis Village; in-depth interviews with some expert pottery artists. As a secondary method, participant observation technique was conducted, which included contribution to the Annual Pottery Festival, which was held in Tunis Village between 28<sup>th</sup> and 30<sup>th</sup> November 2013. Inside Tunis village, there are some positive aspects such as friendly interaction between local people with tourists, in addition to the existence of many activities for tourists (cultural, nature, and sports activities), while negative aspects at Tunis village are that local artists do not speak any languages other than Arabic language; the prices are exaggerated and the signage is poor. The paper recommends qualified English speaking vendors at the pottery studios to communicate with tourists.

**Key Words:** Tunis Village, Cultural Tourism, Handicrafts activities

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### Introduction

In most developing countries, particularly in Egypt, culture is a valuable social and economic resource. Regarding cultural tourism, it should be illustrated that along with its culture, tourism has always been a valuable resource for Egypt, as it represents a potential turn for country development. 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 <sup>1</sup>.

Fayoum, which has a rich natural and cultural heritage, is sometimes referred to as the Fayoum Oasis. It lies in a 692 square mile depression in the Western desert <sup>2</sup>. Fayoum takes its name from the Coptic word, Phiom or Payomj, meaning lake or sea <sup>3</sup>.

Fayoum is considered one of the most important tourist areas as it comprises tourism attraction elements, the most considerable of which is that it has agricultural, coastal and desert environments. It contains many tourist areas such as Tunis village, Nazla Village, Ein El Seleen, natural protectorates such as Wadi El- Hitan Valley, Qaroon Lake, and El Rayan Valley <sup>4</sup>. It is a prosperous region in its historical inheritance which includes: temples; monasteries; pyramids; churches and mosques <sup>5</sup>.

Fayoum is aiming to achieve the targeted growth in tourism, through activation of cultural and environmental tourism, which promises to assist the socio-economic growth of the local population <sup>6</sup>.

One of the most valuable touristic areas at Fayoum is the Tunis Village, which is situated on the South West end of Lake Qaroon. Nowadays, it is considered as a specialist pottery centre for artists, whose designs are commonly exhibited in Cairo's shops. The village of Tunis is a peaceful place to relax and enjoy rural life; with a number of attractive eco-lodges which offers good accommodation <sup>7</sup>.

### Research Question

The current research is designed to answer the following question: "to what extent can Tunis Village be seen as a cultural tourism model?". The paper will make recommendations to enhance sustainable development in the village.

### **Aim and specific objectives:**

The aim of the research is to show how culture works in assisting local sustainable development, mainly in the tourist sector. The research will focus on Tunis Village as a particular promising place in Egypt for cultural tourism development. The research will identify the strengths and weaknesses of Tunis Village as a cultural tourism model, and make suggestions to develop it.

In order to fulfil these aims, the following specific objectives were undertaken to:

- 1- Illustrate the sustainability of community-based tourism at the village
- 2- Explain the historical origin of Tunis Village;
- 3- Shed light on the craft industries, and how to develop it;
- 4- Identify the leisure activities available at Tunis Village;
- 5- Explore the problems facing Tunis Village, and how to resolve them;
- 6- Identify any obstacles facing by the local artists at the Village.

### **Literature Review**

#### **Tourism and Handicrafts**

Handicraft is one of the fastest growing. The fundamental connection between handicrafts and tourism resonates particularly well in this ancient birthplace of trade, human settlement and abundantly rich culture. Handicrafts are an integral part of the tourism experience for international tourists <sup>8</sup>.

A good quality handicraft taken home from an enjoyable holiday has a continuing power to bring to mind wonderful memories, and indeed to arouse the interest of others to encourage them to visit the destination <sup>9</sup>.

Handicrafts are often a key route for the poor to earn income from tourism, because they are often made by the poor, and given the right marketing structures, a high share of sales price can be captured by producers <sup>10</sup>. Sale of handicrafts to tourists can foster the continuity of local traditions and contribute significantly to poverty alleviation, through its ability to create jobs, socio-economic opportunities, and an enhanced quality of life at local communities <sup>11</sup>. The handicraft industry has the capacity to create high added value. Money spent on crafts spread instantly into the local community <sup>12</sup>.

Income from handicrafts production distributes to the local community at Tunis village due to many reasons such as: labor skill, as it is easy for the poor to join handicrafts production, because the production requires low skills of labor; the production opens to all the local community at the village to join; the souvenir market at Tunis Village is large enough to generate income for the compensation of the foregone agricultural income; and the artisans at the village launches new designs of their product from time to time <sup>15</sup>.

For the sustainability of community-based tourism at Tunis Village, local community at the village will sustain its good income distribution to the poor as long as the village maintains the following conditions, which are: ensuring that all the villagers can participate in tourism-induced sector without any barriers to entry; the village must find its way to create new products and launch to the market continuously; and sustaining core tourism, as the core tourism is a pre-requisite of tourism induced sector. Therefore, the sustainability of the sector depends on the sustainability of the core tourism activities <sup>16</sup>.

#### **The Name of Tunis Village**

The village of Tunis began with a nameless hill, on which stood a single farm house owned by Mohammed Ibrahim Wali, who was married to a Tunisian woman <sup>17</sup>.

Nowadays, the small village of Tunis, which can be named as Izbat Tunis, is pronounced like Tunisia in Arabic <sup>18</sup>. It is written on maps as Izbat Tunki and not Tunis. The famous American author, R Neil Hewison had mentioned Tunis village to be the 'St. Ives of Egypt. St Ives is a small fishing village in Cornwall in the West of England <sup>19</sup>.

#### **The Idea of Tunis Village**

In 1962, the well-known Egyptian poet Sayed Hegab with his Swiss wife Evelynne Porret came to Tunis Village. They were attracted to the place, so they bought a piece of land to build a house to stay in the village

<sup>20</sup>. In the 1960s, Evelynne Porret, worked with the Egyptian architect Ramses Wissa Wassef, who was the first to have trusted the artistic people of Tunis village, where his school for carpet weaving has met an international success <sup>21</sup>.

In the 1980s, Evelynne started to think of establishing a pottery workshop. After her divorce from Sayed Hegab, she married the Swiss artisan, Michel Pastore, and together they built a workshop for potteries and a traditional house of mud brick according to the spirit of Hassan Fathy, Egypt's most influential modern architect <sup>22</sup>. Evelynne was the first potter in the village, where she trained many of the local children on the craft of pottery <sup>23</sup>. Over the years, they developed ceramic techniques based on the use of local materials. Their presence attracted children from the village who came to their home to mold clay figurines and bake them in their kiln <sup>24</sup>.

The children of Tunis village, used to make their toys of mud taken from irrigation canals. Showing a lot of creativity, they moulded water buffaloes, donkeys and dolls, holding them together with matches. They used to leave them in a corner of the field, hide them in bushes and find them again the next day to play <sup>25</sup>. Evelynne was enthusiastic about the quality of the children's works and their passion for pottery. She decided to found a school to teach them. Freedom in creativity and respect of their natural talents were the basis of this project. In 1989, the pottery school building was designed by Michel Pastore, and constructed with mud bricks, vaults and domes, allowing each student a personal space of two meters square, equipped with potter's wheel <sup>26</sup>. When the children grew up, some of them established their own workshops in the village. The older children were a role model for the younger ones who were just starting. Every child moulded his pieces, glazed, decorated them and put them in a kiln.

Over the last thirty years, many famous painters, journalists, writers, artists and architects, came to Tunis village, built mud brick houses in the village in Nubian earth architecture style with local materials, thus born was the intellectual community that is now Tunis village <sup>27</sup>. Nowadays, the Fayoum Pottery School has put Tunis village on the tourism map of Egypt and spawned a local handicraft industry. Tunis village is alive with its pottery school and ten pottery studios, each selling items from plates to sculptures <sup>28</sup>.

### Location of Tunis village

Tunis village is situated 95 km South West of Cairo; [29°23'58.93"N, 30°29'11.90"O](#) <sup>29</sup>. The main town in The Fayoum Oasis is located 85 km south of Cairo, 75 km from Giza Pyramids and 105 km from Cairo Airport <sup>30</sup>. The village is located on the way to Wadi El- Rayan protectorate area, at the south west end of Lake Qaroon <sup>31</sup>. Tunis village is built on high sand ground (-17 metre sea level), overlooking the lower farmland (-35 metre sea level) <sup>32</sup>. It is placed on a hill facing a large salt water lake; the village overlooks a spectacular view of the edge of the desert on the other side of Qaroon Lake <sup>33</sup>.

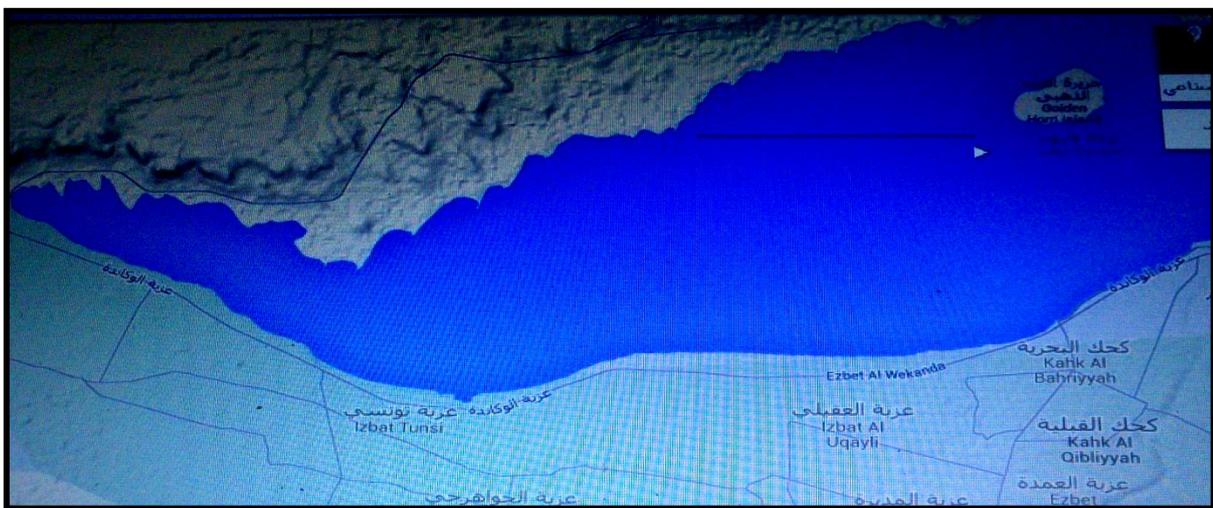


Figure 1: Location of Tunis Village

[Source:<https://maps.google.com/maps/ms?msid=200973791349056080488.0004c9793c3830a139291&msa=0&dg=feature> ]

### Transportation to Tunis Village

Tunis village is easily accessible from Cairo; the journey takes approximately one hour by car or by public transportation: Using a car from Cairo- Fayoum (from pyramids), 20 km before the Fayoum City, turn right towards Qaroun lake, driving along Lake Qaroun around 40 km, then turn left around 1 km before the cross road to the Wadi El- Rayan protectorate area <sup>34</sup>.

There is another way to go to Tunis village by using a public transportation from Cairo at Remaya Square near pyramids, get off at Abshaway at the asphalt along Lake Qaroun; take a taxi for the last 24 km, then turn left sand road next to the eco-lodge Zad El- Musafar <sup>35</sup>.

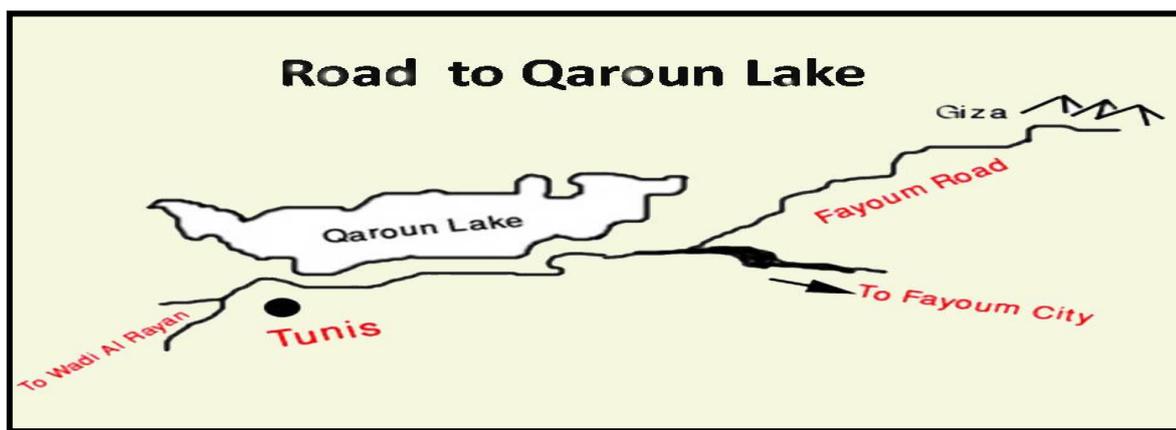


Figure 2: Transportation to Tunis Village

[Source:<http://www.fayoum.gov.eg/Tou/Map/maap/Qaroun%20map.jpg>]

### Accommodation at Tunis Village

Tunis village offers several guest houses and lodges for visitors to stay. There are five attractive places to accommodate at the village, which can be illustrated as follows:

#### Zad El- Musafar Ecolodge

In 2003, the famous Egyptian writer Abdou Gobeir had built Zad El- Musafar Ecolodge <sup>36</sup>. It is a well-known Ecolodge to accommodate at these. Gobeir used simple mud brick style in building , which is the symbol of the rural houses surrounding the Ecolodge <sup>37</sup>. The rooms have names like Esh Elfarkha (The chicken coop); that consists of palm frond chairs, mud brick wall, fabric wooden window panes, and hot pink mosquito nets for each bed <sup>38</sup>.

#### Sobek Lodge Guest House

Sobek Guest House provides guests with comfortable rooms to stay, WI-FI in public areas, and parking facilities. The place is owned by Sherif & his family in the beautiful village of Tunis in the Desert Oasis of El Fayoum in Egypt.

#### Kom El- Dikka Lodge (Yousef El Sedeek)

It was established as a private Olive Farm since 30 years ago, and has been lately developed into an Agri-Tourism Lodge. Many years ago, the landowners used the wintering house for their family, just like many other houses at Tunis Village. then, the farm added vegetable& fruit organic agriculture to its programme to meet the families' and relatives needs. Recently, the farm had expanded in selling organic products to Tunis Village and Cairo residence. Currently, Kom El- Dikka provides a lodge for guests <sup>39</sup>.

### Lazib Inn

Lazib Inn Resort is located near Tunis village, overlooking Qaroon Lake. Lazib name was inspired after the Berber homes in the Moroccan mountains, birthplace of the owner. Lazib resort presents a real Egyptian experience of rural village house with outstanding personalized services<sup>40</sup>.

### Palm Shadows Guest House

A peaceful, calm and green spot, less than 100 km away from Cairo, offering housing, meeting and parking facilities, a professional catering service, a splendid 4000 square meter [garden](#). It has a unique Oasis-like view over the "Qaroon" lake, surrounded by palm trees and arable land on one side and desert on the other<sup>41</sup>.

### Community at Tunis Village

Tunis village is one of the most beautiful places in Egypt, and people are amazingly hospitable. People have a quiet nature, as they are satisfied with what they have, although they do not have the luxury that exists anywhere else. They are peaceful, as life is not complicated as in civilized places. The village is a mix of two different kinds of people, Bedouins and Peasants, a mixture of rural Egypt and desert life<sup>42</sup>. Tunis comprises approximately 200 farm houses owned by Egyptians, foreign artists, Cairo intellectuals and rural population. Nowadays, Tunis village has evolved into a home for eight thousand people, all are engaged in sustainable development projects<sup>43</sup>.

### Tunis Village Festival for Pottery and Handicrafts

Holding cultural events is an effective approach for attracting tourists particularly those interested in cultural and human heritage. The art of pottery is deeply rooted in Fayoum Governorate, supports some villages as Tunis, Com Oshim, and Al- Nazla, known for their pottery works. For that reason, there is an event planned to motivate Fayoum cultural heritage of pottery art; it is called Tunis Pottery Festival<sup>44</sup>. This festival is held annually at Tunis village, under the supervision of the Egyptian Minister of Tourism and Fayoum Tourism Authority<sup>45</sup>.

Tunis village festival for pottery and hand crafts started in December 2011; the second festival was in November 2012; and the third festival were held for three days starting from 28<sup>th</sup> of November till the 30<sup>th</sup> with some amazing pottery, ceramics, fine arts and hand crafts<sup>46</sup>.

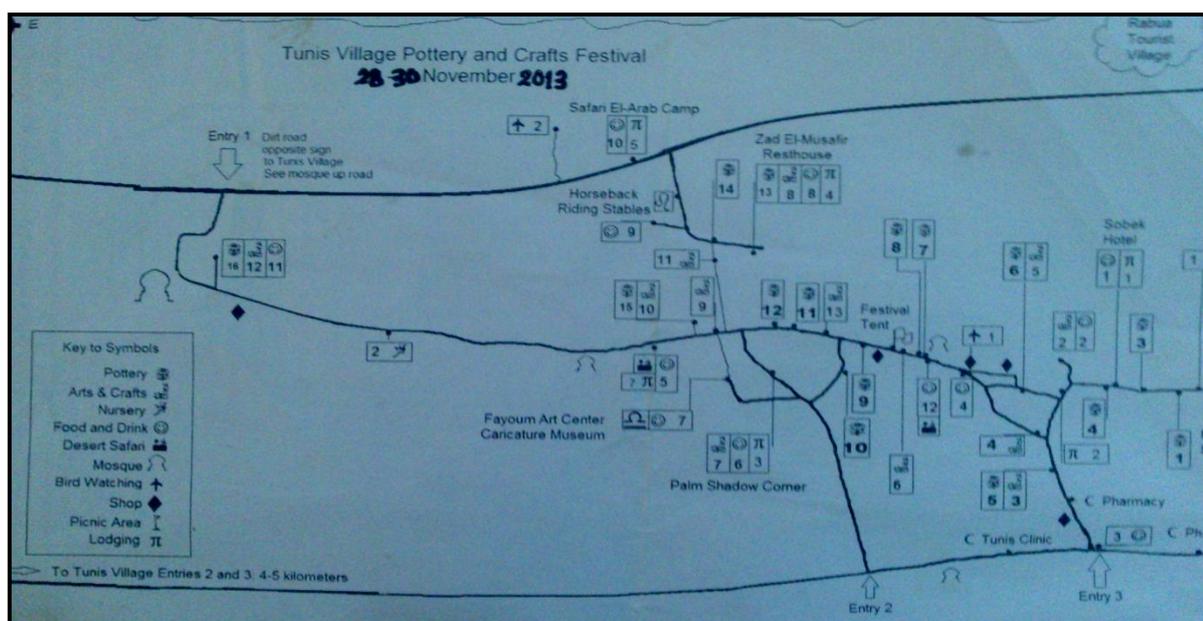


Figure 3: Tunis Pottery and Crafts Festival Map

[Source: Tunis Pottery School, 2014]

Recreational activities is available during the festival, like horse riding on the shores of Lake Qaroon, desert safaris, bird watching accompanied by specialized guides, musical evening with some Egyptian and foreign music, as well as, some seminars about pottery and ceramics <sup>47</sup>.

### **Projects at Tunis Village**

Tunis village supports a number of sustainable projects in the area. These projects include garbage recycling at Tunis; a nursery school that gradually became an educational project implemented by the Egyptian Association for Sustainable Development. There are other projects as handicrafts production including pottery and sewing; clinic for local women; an Internet café; and a training project for ecotourism guides by the North South Consultation Association, with specializations in bird watching, camel tracking, horse riding and safaris to the nearby protectorate areas of Wadi Al-Rayan, Wadi Al-Hitan and Lake Qaroon <sup>48</sup>.

### **Activities at Tunis Village**

There are many activities where the tourist can practice at Tunis village; these activities can be illustrated as follows:

#### **Cultural Activities**

Tunis village is surrounded by historical sites from the late Roman period, as many Ptolemaic (Greek) and roman towns were situated near the village. There are two famous protectorate areas near Tunis village, namely Wadi Al-Hitan, and Wadi Al- Rayan. The former (Whale Valley), which is located in the Western desert of Egypt, contains invaluable fossils of whales, for that reason, it is considered as Desert UNESCO World Heritage Center <sup>49</sup>.

Inside the village of Tunis, there is the Fayoum International Art Center, founded by the Egyptian Artist, Mohamed Abla in 2006. The idea of the Art Center was stimulated by the International Summer Academy in Salzburg, Austria, where Abla used to teach <sup>50</sup>. The Art Center is designed for artists to gather in workshops, with an exhibition hall to display artwork and Art library. The Center has a winter Academy as an annual practice where artists from different nationalities, ages and backgrounds can live, work together and exchange knowledge . It is a new experience and observation of social, cultural and artistic attitudes <sup>52</sup>. Inside Tunis Village, there are many craft activities as well, where the tourist can learn how to make simple furniture of the stalks of dale trees; how to make a pottery at Tunis pottery school, or at Tunis pottery studios.

#### **Sports Activities**

These activities vary from Desert Golf, Desert Camping, Desert Swimming, Desert Sandboarding on high dunes, Desert Cycling, Desert Horse riding, Desert 4x4 Wheel self driving or in a tour.

#### **Nature Activities**

There are many nature activities as Desert Animal Footprints, where the tourist can find many animal footprints in the desert like foxes, wolves, snakes and birds. Desert Oasis Spring near Tunis village at Wadi Al- Rayan Protectorate area, Bird Watching where birds migrate to the oasis of the lush plants and the waters of Lake Qaroon and Wadi Al- Rayan, so it easy to find birds as hoopoes and white owls. Olive picking in October, as it is the season of the olives. In addition to this, fishing in Lake Qaroon, which is close to Tunis village, can be practiced by tourist <sup>(53)</sup>.

#### **Methodology**

A questionnaire survey was conducted on a sample of tourists of different nationalities visiting Tunis Village. During 28-30 of Novemeber2013 the survey aimed at seeking feedback, about the attractiveness of the village as a cultural tourism destination. The questionnaire comprised two sections. The first was designed to gather demographic information about the participants; the second section gathered feedback on the tourists' knowledge about the village, the facilities provided for tourists, to evaluate the local artists who work at the village, the advantages and disadvantages that the tourists met during their visit. The questionnaire forms were distributed to 230 tourists and 205 valid forms were returned retrieved.

**Findings:**

**Gender of respondents visiting Tunis Village**

Sixty-one percent of the interviewed tourists, who had visited Tunis Village, were male; 39 % of them were female.

**Age of the tourists who visited the village**

Fifty-nine percent of the tourists were middle age tourists (from 30 - 60 years old), 24.4% of them were youths (from 16 - 30 years old), 9.8% were older (above 60 years old), while 6.8% of the tourists represented very young tourists (below 16 years of age).

**Nationality of tourists**

The tourists who participated in the survey were from a wide range of countries (see Table 1).

**Table 1: nationalities of tourists who participated in the survey**

Country	Number	Percent
France	42	20.5%
United States of America	30	14.6%
German	27	13.2%
Switzerland	24	11.7%
Italy	22	10.7%
Denmark	18	8.8%
Great Britain	16	7.8%
Spain	11	5.4%
South Africa	9	4.3%
Japan	6	3%
Total	205	100 %

**Type of Tourists who participated in the survey**

Seventy-five percent of the tourists (154 tourists), who visited Tunis Village were foreigners, while 25% (51 tourists), were residents.

**Means of knowing Tunis village**

Forty-one percent of the tourists (84 tourists), indicated that they had learned about the village from the Internet. Thirty-one percent (63 tourists) had known about the village from their family and relatives, while 28% of the tourists (58 tourists) from other friends.

**Repetition of visiting Tunis Village**

Forty-six percent of the tourists visited Tunis Village before (95 tourists), while 54% of them (110 tourists) did not visited it before. Ninety-three percent of the tourists (102 tourists) who did not visit the village before said that they wanted to visit the village again, while 7% of them (8 tourists) stated that they would not want to visit the village again.

**The tourist motives for visiting Tunis Village**

Some tourists had chosen more than one motive for being in Tunis Village. Eighty-five percent of the tourists (174 tourists) illustrated that the main motive was cultural. Many tourists had curiosity to local folklore, dealing with modern material culture as pottery and handicrafts. Twenty-eight percent of the tourists (57 tourists) explore that the main motive is the location of Tunis Village, while 17% of them (35 tourists) mentioned that being a rural area, is the main motive for visiting the village.

**Facilities provided for the tourists at Tunis Village**

Fifteen percent of the tourists (31 tourists) evaluated the facilities provided for them as ‘worse’ (7.3%), and ‘worse than expected’ (7.7%). While 47.4% (97 tourists), 15.6% (32 tourists), and 22% (45 tourists) of the

questionnaire respondents evaluated it as 'expected', 'better than expected', 'much better than expected', respectively.

### **Participation in School Pottery at Tunis Village**

All the tourists mentioned that they are keen to participate in school pottery during their visit .

### **Tourists' evaluation of the local artists who work at Tunis Village**

Forty-nine percent of the tourists (101 tourists) evaluate the local artists whom they then dealt with as 'friendly'; 34% of the tourists (70 tourists) responded that the local artists were 'more than friendly'; while 17% (34 tourists) mentioned that the local artists were 'unfriendly'.

### **Positive aspects at Tunis Village**

The positive aspects identified by interviewed tourists were:

- 1- There was a friendly interaction between the local people in the village and the tourists.
- 2- There are many activities that tourists can practice during their stay at Tunis Village, as cultural, nature and sports activities.
- 3- There are many potteries at Tunis Village, which is considered as a valuable place to buy souvenirs.

### **Negative aspects at Tunis Village**

The Common negative aspects identified by interviewees were:

- 1- The local artists who worked at Tunis Village do not speak any languages other than Arabic, so it was difficult for the tourists to communicate with them.
- 2- Exaggeration of prices of the crafts, especially at the pottery school, so tourists had to bargain a lot;
- 3- Some local artists are aggressive when trying to get tourists to buy their products;
- 4- There are no signs, entrance, and exits for Tunis Village.

### **Regarding the in-depth interviews with some expert's pottery artists at Tunis Village**

Based upon the in-depth interviews with some expert's pottery artists , in seven studios representing 70% of the studios at the village, in addition to the pottery school it was noticed that:

- 1-There are some exhibitions and galleries held annually whether in Egypt or abroad (mainly in France and Switzerland), under the supervision of Evelynne Porret, the owner of the school of pottery, with the support of the ten pottery studios at Tunis village. These exhibitions are of great benefit to the local artists.
- 2-At the pottery school, the production is sold at exhibitions and galleries in Egypt or abroad. Each child keeps a percentage of the sale price (30%), and the rest of the money funds the school. The ultimate aim is to help the child to install his own workshop at his home.
- 3-The main problem that the pottery school and the ten pottery studios, are still facing, is that they are using a diesel oven in making their potteries, which affects the environment and causes air pollution, and harms human health as well.

### **Concerning the participant observation at Tunis Village**

Following was noticed the:

- 1- There is lack of signage to show the tourist the way to Tunis Village. So, it is quite easy to lose his way. The only signage about Tunis Village was at 70 kilometer distance from the village.
- 2-Although there is a Tourist Information Center (TIC) on the way to Tunis village, but there was not any employee inside the center during visiting it many times. Also, there weren't any English brochures at the Center for the tourists to explore the attractions of Fayoum, and Tunis Village in particular. In addition, Friday is off at the Center, although many tourists can visit Fayoum on that day.

3-On the way to Tunis village, there are sewage areas on the side of the road (3 km long), which adversely affects the tourist image, as it brings a fusty smell.

4-Lack of attention to the level of cleanliness at the village, as in some places, garbage was lying on the ground. In addition, some roads at the village need to be paved.

5-There should be attention for establishing some Cafes and Coffee Shops at Tunis Village, provided with some facilities for the comfort of the tourist, as an internet connection for example.

6-Exaggeration of prices of crafts at the pottery school and at some pottery studios as well.

### **Conclusions and recommendations:**

This study sheds light on the involvement of Tunis village at Fayoum Governorate as a cultural tourism destination, through the interviewed of 205 tourists from different nationalities, visiting the village, the interviews conducted for some expert's pottery artists at Tunis Village, also from the personal observation adopted on this area. This leads to the following conclusions:

1-There should be qualified vendors at the pottery studios that can speak English language, in order to know how to deal, and communicate, with tourists appropriately.

2-Fayoum Governorate must give attention to and follow up the Tourist Information Center (TIC). Also, the TIC must be provided with English Brochures for the tourists, exploring the attractions Fayoum, and of Tunis village in particular.

3-Fayoum Governorate should provide signage to Tunis village, for the comfort of the tourist, in order not to lose their way .

4-The government should increase schools for craft industries and pottery studios among different villages in Egypt, as well as developing the skills of Egyptian artisans and supporting them with the latest technologies.

5-Fayoum Governorate must establish ovens that don't use diesel, for the preservation of the environment.

Recommendations for future research on this topic, the following points will be suggested :

- Highlight the role of the Ministry of Tourism in developing Tunis village in a sustainable way.
- Highlight the role of the exhibitions done by the skilled pottery artists at Tunis village in promoting tourism to Egypt.

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دور قرية تونس في محافظة الفيوم كنموذج للسياحة الثقافية

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تعد قرية تونس في محافظة الفيوم واحدة من أفضل النماذج في مجال السياحة الثقافية في مصر. لقد تم إعادة اكتشاف القرية في الستينات من خلال الشاعر سيد حجاب و زوجته إيفلين بورية. حالياً، تمتلك قرية تونس مدرسة للفخار، عشرة إستديوهات لصناعة الفخار، العديد من بيوت الضيافة، بالإضافة إلي تنظيم القرية لمهرجان الفخار السنوى. تم جمع البيانات الأولية من خلال تحليل استمارات الاستبيان التي وزعت على عينة من السياح من جنسيات مختلفة قاموا بزيارة قرية تونس. اعتمدت الدراسة على المقابلات التي أجريت مع بعض الفنانين و الخبراء في مجال صناعة الفخار ، كذلك تم استخدام أسلوب الملاحظة الشخصية بالذهاب إلى قرية تونس في الفيوم في أثناء مهرجان الفخار السنوى الذي عقد في الفترة من 28-30 نوفمبر 2013 داخل القرية . خلصت الدراسة إلى بعض الجوانب الإيجابية والسلبية داخل قرية تونس؛ تتمثل الجوانب الإيجابية في التفاعل والإتصال الودي بين السكان المحليين والسياح ، وجود العديد من الأنشطة الخاصة بالسياح سواء كانت أنشطة ثقافية، أنشطة رياضية، وكذلك أنشطة متعلقة بالطبيعة. أما الجوانب السلبية فتتمثل في عدم معرفة صانعي الفخار المحليين داخل القرية للغات أجنبية أخرى، مما يؤثر فى التواصل مع السياح، كذلك الغلو في أسعار المنتجات التي يتم بيعها، والافتقار إلي وجود علامات إرشادية للوصول إلى القرية.

**الكلمات الدالة:** قرية تونس، السياحة الثقافية، الأنشطة والحرف اليدوية.