

The Role of Heritage Hotels in the Development of Creative Cultural Tourism: The case study of Egypt

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Abstract

There is a growing interest in destinations for seeking several ways to make themselves more attractive and competitive and creative cultural tourism can achieve it. The heritage hotel industry has become more popular in the world and premised to give its guests the ideal atmosphere and motivate them to experience the authentic culture of the destination in a creative way during their stay. The study examines the nature of heritage hotels and their creative activities. This exploratory study aims to provide a basis for understanding and management of the role of heritage hotels in the development of creative cultural tourism. The methodology of "case study" was used, and data were collected using a questionnaire addressed to four and five-star heritage hotels' department managers, supervisors, and employees, and the collected data were analyzed using SPSS version 20.0. The results indicated that Egyptian heritage hotels are able to enrich local culture by giving their guest the chance to interact with local community through their creative activities. The creativity guideline for heritage hotels has been presented and conclusions and recommendations are given in the framework of the circumstances of the case.

Introduction

Creative cultural tourism provides an authentic experience to the tourists and guests. Engaging tourists with the local community could make a cultural diversity of the destination and there is a potential role of heritage hotels in this matter. The current study aims to evaluate the current situation of heritage hotels to maximize their role in the development of creative cultural tourism. The study asks two main questions: what are creative activities heritage hotels are currently offering? What can heritage hotels do to contribute to the development of creative cultural tourism? As an exploratory study, the research objective is maximizing the role of heritage hotels in the development of creative cultural tourism through their creative activities. The problem of the study is about the limited role of heritage hotels in general and in Egypt in particular in the development of creative cultural tourism. This paper has five parts in its content. The following part is the literature review. The next part is the explanation of the methodology, The fourth part is the results and discussion. The last part is about the conclusion and recommendations of the study.

Literature Review

creative cultural tourism, creative industries: Concepts and importance

Cultural tourism is about exploring other authentic cultures' components such as artifacts, museums, food, traditional clothing, festivals and cultural events, and customs and traditions. It preserves cultural values, provides a sense of discovery, intercultural understanding, and enriches cultural diversity. (UNWTO; UNESCO; Virginija, 2016).

Moreover, cultural tourism became a great branch of the economy and a source of seeking income and can create added financial value for responsible cultural tourist destinations. In other words, the co-existence between tourism and culture means the exchange of benefits between the two especially for the creative side of culture. As a consequence of discontent with the traditional cultural tourism products and the scarcity of involvement and participation available to tourists and the relatively standardized nature of the product", creative tourism concept has emerged as a reaction (Rogerson, 2006; Rosenfeld, 2008; Richards, Wisansing, and Paschinger, 2018; Guerriero, Henriques, and Mendes, 2019). According to Richards and Wilsons (2007), traditional cultural attractions of the destination could be co-created between host and guest to have an interactive role and provide greater experience. Richards and Raymond (2000) first defined this as: "Tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences, which are characteristic of the holiday destination where they are taken" (Richards, 2018; Richards and Wilson, 2007; Richards and raymonds, 2000; Richards, Wisansing, and Paschinger, 2018).

According to UNESCO (2006), creative tourism is "travel directed toward an engaged and authentic experience, with participative learning in the arts, heritage, or special character of a place, and it provides a connection with those who reside in this place and create this living culture". It is a sub-segment and are-designing of cultural tourism through creative place interpretation. In other words, it is an active, dynamic pro community, and participatory in nature and satisfies the higher level need of self-actualization. It includes not only international tourists into the destination local life, but also its society which takes actions to preserve traditions and old values through creative industries (Richards, Wisansing, and Paschinger, 2018; Chugh, 2018; Virginija, 2016). Creative tourism encompasses the creative interactions of policymakers, producers and service providers, landscapes and tourists in order to make creative tourist experience (Al-Ababneh, 2017). It includes observation of arts, acquisition of authentic crafts, participation in cooking workshops, communication with the local community without any obstructions and staying in a homestay or high standard accommodation like heritage hotels (Chang, 2009; Richards, Wisansing, and Paschinger, 2018). The interface between creativity, culture, economics and technology indicates to creative economy which is dealing with the term creative industries include a wide range of activities with cultural and artistic form whether tangible or intangible, live or produced. They have dynamic and not just static economic value. They contribute to the process of economic growth and have an important role in preserving culture. UNESCO classified creative industries into thirteen aspects : (1) advertising, (2) architecture, (3) art and antique markets, (4) crafts, (5) design, (6) designer fashion, (7) film and video, (8) interactive leisure software, (9) music, (10) performing arts, (11) publishing, (12)

software and computer services, (13) television and radio (UNESCO; Hani et al.,2012; Guerreiro, Henriques and Mendes, 2019; Brown, Snelgrove and Veale, 2011).

Creativity refers to high-intensity interaction throughout participatory activities, such as tasting (arts, food) or learning (workshops, courses). Creativity encourages the discovery of local culture, increases exchanging of collective knowledge, cross-cultural understanding, memorable and authentic activities, experiences and sense of place. Consequently, creativity is a development strategy in tourism in many ways, such as tourism itself as a creative area, tourism products, skills development and performance development (Al-Ababneh,2017; Virginija, 2016; Richards, 2020). There are four requirements of creative tourism; community-based management, community benefiting through tourism, health and safety requirement, and stop animal abuse so that economic, socio/cultural and environmental dimensions of sustainability are fulfilled (Richards, Wisansing, and Paschinger 2018; Richards, 2020). It involves job creation and generating income, environmental conservation and preservation of cultural identity, reviving traditions and encourages the local community to express pride in their own culture. Consequently, Creative tourism is a novel form of cultural tourism stimulated by skilled forms of special interest tourism activities and by making changes in the production of tourism products sustainably (Al-Ababneh, 2017; Richards, Wisansing, and Paschinger, 2018). According to their daily life, tourists choose their creative activities in destinations (Richards, 2011), and many studies classified creative activities in tourism. First, it is about using creativity in providing tourists a great experience like listening to story-teller which captivates them. In other words, it is about observation such as visiting craftsmen production centers. In this type of creativity, the tourist is a consumer. Second, creativity in tourism may be about "senses" it is about either learning by participating in workshops or courses or tasting by an understanding of local cuisine, or staying in heritage hotels or looking at the pattern of weaving etc. Third, it is about the sophistication of activities that express innovation and new ideas. In the previous last two types of creativity, the tourist is the co-producer. For example, the creative tourist is keen to learn about Arts and crafts, Design, Architecture, Gastronomy, health and healing, languages, nature, sports and spirituality (Richards, Wisansing, and Paschinger 2018; Virginija,2016). In addition, Ivcevic and Mayer (2009) categorized 121 items of activities into five categories: crafting, cultural refinement, self-expressive creativity, interpersonal creativity, and sophisticated media consumption. In this framework, tourist services providers should fulfill tourists' basic, social and intellectual needs. Creativity could be achieved by providing tourists an intellectual experience (Ivcevic and Mayer,2009).

Table1

Traditional cultural tourism vs. Creative cultural tourism

Traditional cultural tourism	Creative cultural tourism
Passive	Active
Static and standardized	dynamic
Traditional	Innovative and imaginative
Inventory of cultural resources	Inventory of local skills
Observation	participation, learning and hands-on experience
Cultural tourist is consumer	creative tourist is co-producer of services and experiences
Could be sustainable	sustainable

Source : Adapted from literature.

Heritage Hotels

In the framework of the growth of cultural tourism, destinations and hotel groups make efforts in the development of heritage hotels. For instance, Accor's MGallery collection includes twenty-two heritage hotels. Also, Starwood Hotels and Resorts have investments of about US\$200 million in developing many heritage hotels (Handerson,2013; Yoo and Lee, 2015). There are also many heritage hotels in Europe like Hotel Pod Różą in Krakow, Poland, Hotel du Château de Maulmont, France, Glin Castle, Scotland, Parador de Ávila, Spain,-Parador de Guadelupe, Spain, Dunbrody House, Ireland, Barberstown Castle, Ireland (Sala,2018).

Tourists are able to visit, not only stay in heritage hotels. Some of them are UNESCO World Heritage Sites so that they can provide tourists a luxurious experience and a unique vision to history, art, culture, and traditions of the local people (Lee and Chhabra,2015). In Italy, Hilton Molino Stucky Venice was also a large European flour mill since 1895. In 2007, Hilton launched the site as the Hilton Molino Stucky Venice hotel With 379 elegant guestrooms, 88 Executive rooms, and 45 suites (TripAdvisor; Mihic and Makarun, 2017). The homogenization of services and the unified interior design of the modern hotel chains haven't the capability of giving tourists the unique and authentic experience and the sense of difference. Consequently, staying in a hotel with richness in character, history, unforgotten stories or legends is attracting both seekers of deep linkage with the destination's culture and those who consider this type of accommodation a point of honor and pride (Henderson, 2013; Sala, 2018). Heritage hotels offer an authentic experience for tourists who value historic built form and its several forms of expression of tourist destination culture. They represent the culture, spirit, and traditions and each one is unique and provides the destinations' guests a sense of timelessness (Munjal, 2019; <https://www.malwarebytes.com/>; Parveen, and Sharma, 2013) The preservation of such historic buildings, mostly converted from historic palaces and castles, can lead to cultural sustainability by offering jobs and economic benefits for the host community and enhancing a sense of place, local identity and consequently these hotels could be a promotional brand for the destination. In addition, distinctive décor, gardens, huge halls, iconic architecture and feeling of the local atmosphere, could affect tourists' attitudes toward the destination's culture in a sustainable manner (Chang,1997; Lee and Chhabra, 2015; Chhabra, 2015). Accordingly, it is possible for such hotels to have an effective role in preserving destination cultures in order to achieve sustainable tourism development through their creative activities. According to the ministry of tourism in India, heritage hotels are "properties set in small forts, palaces, or havelis, the mansions of erstwhile royal and aristocratic families" and Due to the enormity and diversity of their number in India, they are divided into classes (government of India).

Creative activities of heritage hotels

According to the concept of creative tourism, there are two sides of creativity: the tourist service providers being "supply side" and tourist or the consumer being "demand side" linked through talents and technology in order to produce a new expression of destination culture and an authentic tourist experience. In India, heritage hotels are displaying traditional crafts, cuisine, and visual arts, which are in themselves creative activities (government of India). There are also six heritage hotels in a world heritage

town" Georgetown, Penang Island Heritage hotels offer rooms with great history and some creative activities such as national cuisine, folk arts and artists, and all activities that allow experiencing the great past of the destination. So, heritage hotels have added a new dimension to the concept of cultural tourism in a creative way (Wong et al., 2014). Heritage hotels can adopt creative strategy in which food or crafts are delivered. This could be done in collaboration with other tourist services providers in order to make a creative tourist product (Lee et al., 2016; Richards, 2016; Richards, 2020). A number of resort hotels in Malaysia offer creative activities for tourists; for instance, cooking, making pottery, and tea-making. In this case, tourists buy, see, taste, or learn about the Malayan family lifestyle (Chang, 2009). In this context, heritage hotels creative activities can fulfill the four dimensions of tourist experience: recognition and escape, peace of mind and relaxation, involvement, and hedonics. Consequently, tourists will be encouraged to revisit a destination and recommend these resorts (Ali, Ryu and Hussein, 2016). cultural offerings of local food, traditional arts and crafts displaying of personal décor artifacts and art galleries could attract visitors, enhance awareness towards the identities of the destination and heritage hotel itself and promote sustainable living (Chang, 2009; lee et al., 2016). At New Majestic (Singapore), a brochure titled 'local art for a local hotel' serve as a curatorial guide to local art works within the hotel premises. The brochure promotes Singaporean culture while encouraging guests to explore the hotel grounds in search of art. It is more than hotel and guests are more than guests (chang, 2009). In order to understand the heritage, and the folklore of arts and crafts of the Portuguese municipality of Loulé, the residence gives as an opportunity to create the dialogue between traditional knowledge and more conceptual and contemporary thinking. Held from September 10th to 24th, the creative residence "Loulé's Designers. The residence generated income and was used as an opportunity to promote the cultural knowledge of the local community and give time to have the opportunity for learning about the cultural heritage of the destination (creative tourism network). The importance of creative activities in Destinations vs. heritage hotels is summarized as follows as shown in table 2.

Table 2

The importance of creative activities in Tourist Destinations vs. heritage hotels

Tourist destinations	Heritage hotels
Stimulate tourism demand and/or changing tourist profiles.	Increase levels of occupancy
Generating new tourist experiences.	Engaging guests in creative tourist experience and events
Destination Image building	Heritage Hotel image building
Creative destination	Creative heritage hotel
Innovation in tourist destinations management	-innovation in heritage hotels operations.

Source: The researchers.

Methodology and research instruments

The Egyptian Ministry of Tourism issued the follow-up report No. 1 dated September 2019 in relation to the structural reform program for the development of the tourism sector, which was developed by the Ministry of Tourism since 2018 and which is based

on five main axes including keeping pace with modern trends globally and developing the efficiency of infrastructure for hotel facilities or what is called hardware. The system of classification of the Egyptian hotels, New Hospitality Criteria, which had not occurred since 2006, was updated to comply with international standards, and it was actually announced on the ninth of September 2019. Cooperation with the UNWTO has been done to modernize the system with the help of the Environmental Hygiene Agency (EHA) and the hotel establishments room. The standards for the types of fixed hotels, resorts, floating hotels have been updated. The standards of heritage hotels have been set in the context of the increasing demand for Cultural tourism and heritage tourism, taking into account the environmental dimension in support of the principle of sustainability. A definition and classification for heritage hotels has been established, as well as special classification criteria, which will allow the Ministry of Tourism and antiquities to control hotels and ensure their quality and the quality of services provided. As a result, the price competition for accommodation in these hotels is strengthened, as hotel excellence and the quality of service provided is a key factor in the tourist enjoyment of his visit to the destination and encouraged him not only to repeat it but also to be a promotional tool for the potential guests through the positive word of mouth. The new evaluation is based on the fixed standards of the hotel facilities and the changing standards that measure the health level, the level of service provided by the employees, and the management style (The Egyptian ministry of tourism).

Importance of the study

Theoretically, the current study sheds light on the relationship between heritage hotels and creative cultural tourism, which did not have sufficient attention in the literature of tourism. Practically, the study draws the attention of heritage hotel managers to the importance of developing their creative activities for enriching the visitor's experience and enhancing culture of the tourist destinations.

Study population

Defining the concept and criteria for heritage hotels is the starting point for defining the study population. According to the Egyptian classification of Heritage hotels issued by the ministry of tourism, heritage hotels are independent historical or archaeological buildings, and in a historical or archaeological area whose design from the inside and outside reflects the nature of the surrounding area, and the accommodation units in it are not less than 10 units (see heritage hotels photos in the appendix).

Based on the above and the literature review, Internet resources and the characteristic experience of India, it is clear that heritage hotels in Egypt are varied between two, three, four, and five boutique hotels. A survey of four- and five-star hotels has been made within the Egyptian tourist destination.

Table 3

Egyptian five- and four-star heritage hotels

Hotel	City and location	Year of inauguration	Classification	Owner	Management
A	Giza	1869	*****	EGOTH	JW Marriott
B	Cairo	1869	*****	EGOTH	Marriott
C	Cairo	1959	*****	Egypt hotels	Ritz Carlton
D	Alexandria	1902	****	Paradise inn group	Paradise inn group
E	Alexandria	1906	****	Paradise inn group	Paradise inn group
F	Alexandria	1929	****	EGOTH	Steigenberger
G	Alexandria	1964	*****	EGOTH	Helnan
H	Fayoum	1937	*****	Fayoum governorate	Helnan
I	Luxor	1880	*****	EGOTH	Accor
J	Aswan	1889	*****	EGOTH	Accor

Source: - <https://www.hotac-eg.com>, (Retrieved March 04 2020).

- <http://historichotels.com.eg>, (Retrieved March 04 2020).
- field visits.

The study adopted the methodology of "case study" through:

- **participant observation** it is preferable to use in descriptive studies, especially related to elements of the culture and heritage of societies, as it contributes to a more accurate analysis of the phenomenon because it involves the researcher living with the research community directly and closely.
- **observation and examination** of all related official websites and Facebook pages of the Egyptian heritage hotels.
- **Questionnaires** provide an efficient way of collecting a large amount of data from a sizable population of accommodations in Egypt in a highly economic way. A list of questions has been prepared consisting of four sections; the first section is about the personal data of the respondents, while the second section is about the possibilities of the hotels' creative activities, by yes and No questions . The third section is an axis concerns the extent of application of creative activities within hotels using a Likert scale of five points (1 = Never, 2 = rarely, 3 = sometimes, 4 = usually and 5 = always). the fourth section Evaluates the employees' vision regarding the impact of the hotel activities on developing creative tourism using a Likert scale of five points (1 = strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = strongly agree).

A Survey of heritage hotels in Egypt was used during the period (May- July 2020).

The pilot study was conducted in this study during May 2020. The pilot study aimed to find out if the questionnaire was well designed and easily understood by potential respondents and to develop appropriate scale items and to ensure the validity and reliability of the research. For this purpose, a number of 35 forms were distributed to respondents who were asked to complete them. The field study was then accomplished

through survey by phone calls, social media, e-mails, and personal visits. The target population for this study is the hotel managers, head departments, supervisors and employees. 550 forms were distributed and 500 were received. Only 418 completed forms were valid (83.6 % valid rate) and The collected data were analyzed using SPSS version 20.0.

Research Conceptual Framework

The heritage hotels' creative activities are foundational in developing creative cultural tourism. This section constructs a conceptual framework to explore the role of heritage hotels in the development of creative cultural tourism. The framework comprises three parts, namely the heritage hotels; Creative activities of heritage hotels; and Creative cultural tourism as shown in Figure 1.

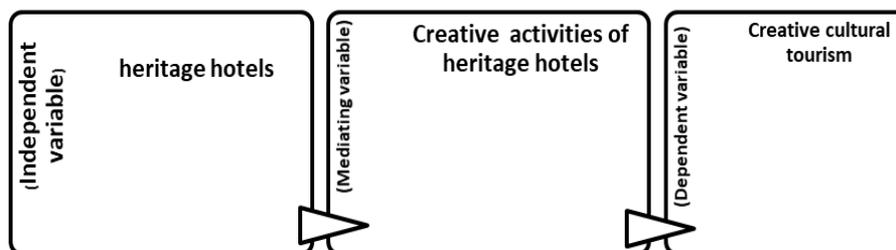


Fig.1. The research Conceptual Framework

Hypotheses of the study

H1: Egyptian heritage hotels carry out creative activities.

H2: Heritage hotels' creative activities have an effect on the development of creative cultural tourism.

H3: Employees' opinions regarding the role of heritage hotels' activities in the development of creative cultural tourism have statistically differences in accordance with employees' experience.

H4A: There is a statistically significant relationship between the possibilities of the hotel's creative activities Vs The extent of application of creative activities.

H4B: There is a statistically significant relationship between the possibilities of the hotel's creative activities Vs Evaluating the employees' vision regarding the impact of the hotel's creative activities on developing creative cultural tourism.

H4C: There is a statistically significant relationship between The extent of application of creative activities Vs Evaluating the employees' vision regarding the impact of the hotel's creative activities on developing creative cultural tourism.

Validity and reliability

For all scales, Cronbach's Alpha, the correlation coefficient was calculated to regulate the internal consistency of the scale; the Reliability coefficient is over 0.90 it is considered "strongly acceptable" in most social science situations. The Cronbach's Alpha reliability was computed, and the tests showed that the reliability coefficients for all the instruments were above 0.967, which indicates that the instrument was reliable for being used. Cronbach alpha for all survey instruments was shown in the following table 4.

Table 4
Reliability Statistics

Cronbach's Alpha	No. of Items	No of questionnaires
0.967	33	418

In order to examine the validity of the research tools as well as to develop and refine measure of the questions. The questionnaire was reviewed by some academic scholars to establish their appropriateness and clarity, and to ease their understanding. Some alterations were suggested and then were implemented which means the ability of the investigation to contribute to achieving the objectives of the study.

Results and Discussion

Profile of respondents

Table 5
Distribution of the respondents according to demographic data

Demographic data	No.	%
Gender		
Male	358	85.6
Female	60	14.4
Total	418	100.0
Age		
From 18 to 35	40	9.6
Above 35 to 50	298	71.3
More than 50 Years old	80	19.1
Total	418	100.0
Department		
Rooms division	185	44.3
Food and baverages	109	26.1
Sales and marketing	64	15.3
public relations	40	9.6
Others	20	4.8
Total	418	100.0
Experience		
From 5 to 10 years	56	13.4
More than 10 until 15 years	179	42.8
More than 15 years	183	43.8
Total	418	100.0

The distribution of the respondents according to their profile (n=418) indicated that regarding the gender, most of the respondents were Men; the percentage of respondents was 71.3% at the age of Above 35 to 50 years. In accordance with the hotel department, most of the respondents were working at Rooms division by the percentage of 44.3 %. Most of the respondents have work experience over 10 years by the percentage of 86.6 %. This indicates that most of the respondents are well experienced and able to improve the role of heritage hotels in the development of creative cultural tourism easily (see table 5)

- Concerning the possibilities of the hotel's creative activities, the results in table 6 showed that most of the respondents believe that they know about the concept of creative cultural tourism. followed in the 2nd ranking rate with (95.69 %) was about swimming pools in the hotels, with Mean (1.91) and Std. Deviation (0.28). The 3rd position was for the hotel policy aim to preserve the Egyptian heritage by average (93.30%) with Mean (1.87) and Std. Deviation (0.34). in this framework, the room division manager stated that hotel (G) provides an "info-channel", inside each room, about the history of the hotel, its location, and the most important surrounding attractions and local food. One of the most important things that some heritage hotels do is assigning the name of the celebrities who stayed in them. For example, on the Facebook page of hotel (D), it is mentioned that this hotel is where Constantine P. Cavafy, one of the most prominent poets of the 20th century, spent the last 25 years of his life and wrote his poems (fig.2). During the visit to this hotel, the marketing staff presented an elegant menu catalog prepared with information about the history of the hotel and the history of Alexandria. For hotels (F) and (H), there is a sign for each room that celebrities inhabited and the hotel still keeps many of the classic furniture that was used during their stay such as singers, actors, writers, kings, and presidents of states (fig.3). During the visit to the hotel (H), it was noticed that there is a corridor of classic actors photos for the films that were hosted and shot in the location of the hotel and there are photos for King Farouk and his family which means the great history of the hotel that was the rest house of the king Farouk (fig. 4).

Concerning the fourth ranking, average was (92.34 %) regarding the participation with external bodies (cultural, educational, tourism companies, etc.) in organizing events with mean (1.85) and Std (0.36). From the experience of the researchers, there are some educational institutions, such as the Egoth Institute, that the hotel (G) has organized an event among the Egyptian tourism institutes and faculties for choosing the best chef competitions, the best tourism program, and the best tour guide in 2019. As stated by the human resources manager, the hotel also participates in the exhibition with local associations such as the Syrian House to display their products in a tent in the hotel garden. The fifth ranking average level was about the existence of a space for shows or hall in the hotel With (90.91%) average, mean (1.82) and Std (0.39). For example, according to the human resources manager in hotel (E), there is a great roof with a fantastic view of the sea and it could be suitable for practicing varied activities and this is also for hotel (D).

Practicing creative activities comes in the eighth ranking by average (57.66%). The evidence for that was clarified from the official face book page, that in 2014, there was a competition for singing talents in hotel (D) and since that time there are no similar events. The employees' awareness of the new classification of heritage hotels recently issued by the Ministry of Tourism needs to be improved and their awareness of the classification comes in the 9th ranking rate by average (52.39 %) with mean (1.05) and Std. Deviation (0.21). Overall, The results showed that although the majority of the hotels have the physical possibilities for practicing creative activities like gardens, halls, bazaars, and swimming pools, the creative activities are limited.

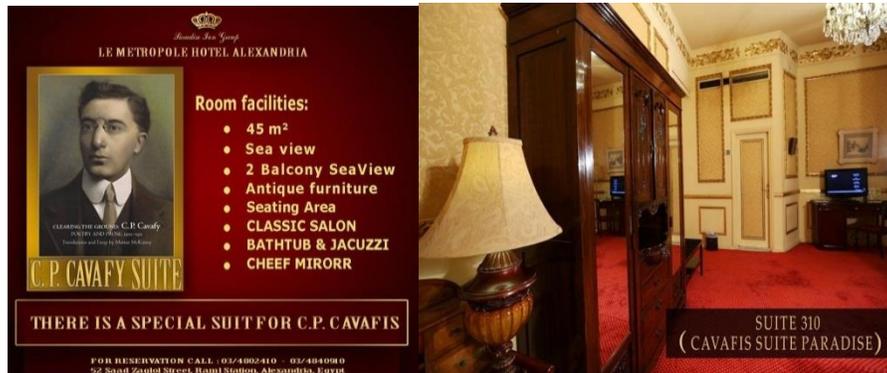


Fig. 2. Cavafy suite, Hotel (D)



Fig.3a. classic furniture, Hotel (D)



Fig.3b. in the elevator of Hotel (F)



Fig. 4. King Farouk and his family photos, Hotel (H)

Table 6

The possibilities of the hotel's creative activities

No.	Scale Item	No		yes		Mean		Std. Deviation	Weighted Average %	Rank
		Freq	%	Freq	%	Statistic	Std. Error			
1.	Do you practice creative cultural activities inside the hotel?	354	85	64	15	1.15	0.02	0.36	57.66	8
2.	Do you know about the concept of creative cultural tourism?	0	0	418	100	2.00	0.00	0.00	100	1
3.	Is there a bazaar inside the hotel?	116	28	302	72	1.72	0.02	0.45	86.12	7*
4.	Does the menu contain local food?	100	24	318	76	1.76	0.02	0.43	88.04	6
5.	Is there a garden in the hotel?	116	28	302	72	1.72	0.02	0.45	86.12	7*
6.	Is there a swimming pool in the hotel?	36	9	382	91	1.91	0.01	0.28	95.69	2
7.	Is there a space for shows or hall in the hotel?	76	18	342	82	1.82	0.02	0.39	90.91	5
8.	Do you participate with external bodies (cultural, educational, tourism companies, etc.) in organizing events?	64	15	354	85	1.85	0.02	0.36	92.34	4
9.	Does the hotel policy aim to preserve the Egyptian heritage?	56	13	362	87	1.87	0.02	0.34	93.30	3
10.	Do you have information about the new classification of heritage hotels recently issued by the Ministry of Tourism?	398	95	20	5	1.05	0.01	0.21	52.39	9

-For the extent of application of creative activities the results in table 7 showed that Employing local people in local food delivery is in the first ranking with (80.57%) average, mean (80.57) and Std (0.66). The second rank was for the atmosphere to enjoy the hotel's decor and distinctive design. It became clear from field visits to the hotels under study that the external architecture still retains its original shape and official Facebook pages and websites keep some photos of the old building for most of these hotels (fig.5). For the internal architecture, it has undergone some modifications that do not exceed, but rather less than 50 percent. For example, there is a historic dome in the main hall of Hotel (G) that the hotel is keen to preserve (fig.6). There is also a corner in the same hall with a number of decorative pieces with historical features. (fig.7). Most of the hotels still preserve the old style of furniture and statues which makes guests feel authenticity (fig.8).

The use of creative persons (chef - craftsman) in creative activities is with a percentage of (79.62 %), mean (3.98) and Std (0.55). Organizing cultural events for local food is in the third rank with an average of (77.13%), mean was (3.84) and Std (0.63). For example, room division manager stated that "chef day" is usually organized for the

Egyptian food cooking in the open air in the garden of hotel (G) and with the active participation of foreigners, Egyptians, and Arab guests for several days during their stay. In the garden of hotel (H), there are always tea parties alongside the lake of Karoun and the researchers have already attended that party (fig. 9).

Organizing special cultural, local, national, and religious events is in the fourth rank with an average of (77.70 %), mean (3.89) and Std (0.67). This indicates that there is more need for organizing such events. According to some employees, the hotels introducing for songs and folk dancing is limited except for receiving tour groups with tannoura, horse dance, and Nubian zaffa, or belly dancing in hotel (G). This result was with average of (77.13%), Std (0.39), and mean (3.84) and it means that this needs more variety.

Some hotels participated in visits to some of their city landmarks that so-called "authentic trips". In hotel (G), room division manager stated that the hotel is constantly going to the Al Mansheya area and Zane't Elsettat in Alexandria. For hotels (D) and (E) some photos on the Facebook pages are for Alexandria monuments like Alexandria National museum and Greco-Roman Amphitheatre. These visits are in the seventh ranking. Participation in organizing cultural events related to handicrafts is in the eighth ranking with average level (50.14 %) mean was (3.66) and Std (0.83). This result shows that heritage hotels need more care about cultural events related to handicrafts. In hotel (G) some craftsmen and sellers of handicraft products were invited to display their products free of charge two years ago. It was an exhibition called "Zane't Elsettat" to display embroideries and handicrafts, so that the guest lived as if he had visited the real location.

The ninth frequencies average level was for the presence of a specialized tour guide to explain the history of the hotel by average (43.06 %), with Std (0.94) and mean (2.73). This result shows that heritage hotels need to explain their history in order to improve the guests' awareness of the hotel. The tenth rank was for having attachments in heritage hotels to learn handicrafts with a percentage of (32.11%), mean (32.11) and Std (0.49).



Fig.5. photos of the buildings of hotels(J) and (F)



Fig.6. historic dome,Hotel(G)



Fig. 7. corner historical feature, Hotel(G)



Fig. 8. Authentic furniture and statues, Hotel(H)



Fig. 9. garden of hotel (H)

Table 7
the extent of application of creative activities

No.	Scale Item	Never		Rarely		Some times		Usually		Always		Mean		Std. Deviation	Weighted Average %	Rank
		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Statistic	Std. Error			
1.	Organizing special cultural, local, national and religious events.	0	0	0	0	120	29	226	54	72	17	3.89	0.03	0.67	77.70	4
2.	Organizing cultural events for local food.	0	0	0	0	92	22	254	61	72	17	3.95	0.03	0.63	79.04	3
3.	Introducing the hotel songs and folk dancing.	0	0	0	0	60	14	358	86	0	0	3.84	0.02	0.39	77.13	5
4.	Having a hotel attachment to learn handicrafts.	165	40	253	61	0	0	0	0	0	0	1.61	0.02	0.49	32.11	10
5.	Serving food in traditional styles.	0	0	0	0	144	34	214	51	60	14	3.80	0.03	0.67	75.98	6
6.	Participation of the hotel in organizing visits to heritage places.	0	0	0	0	170	41	176	42	72	17	3.77	0.04	0.72	75.31	7
7.	Create the atmosphere to enjoy the hotel's decor and distinctive design.	0	0	0	0	68	16	290	69	60	14	3.98	0.03	0.55	79.62	2*
8.	The presence of a specialized tour guide to explain the history of the hotel.	0	0	210	50	160	38	0	0	0	0	2.73	0.05	0.94	43.06	9
9.	Participation in organizing cultural events related to handicrafts.	0	0	0	0	240	57	82	20	0	0	3.66	0.04	0.83	50.14	8
10.	Employing local people in local food delivery.	0	0	0	0	84	20	238	57	96	23	4.03	0.03	0.66	80.57	1
11.	The use of a creative person (chef - craftsman) in creative activities.	0	0	0	0	104	25	218	52	96	23	3.98	0.03	0.69	79.62	2*

- Concerning the impact of the hotel activities on developing creative cultural tourism, the results in table 8 showed that the hotel's creative activities can contribute to maintaining the destination culture and the hotel's creative activities can contribute to the principle of sustainability with (94.07%) average, mean (4.70) and Std (0.46). These results agreed with Guerreiro, Henriques and Mendes, 2019. In the second rank with average of (93.49), the hotel's creative activities can improve the quality of life of creators with mean (4.67) and Std (0.47). The hotel's creative activities contribution to the development of the destination image achieved the third level by average acceptance (92.34 %) with mean (4.62) and Std (0.49). The hotel's creative activities contribute to the diversification of the tourism product as an additional asset and this result agreed with Sala, 2018. The hotel's creative activities can contribute to the development of creative cultural tourism achieved the fourth level by average acceptance (91.87 %) with a mean (4.59) and Std (0.49). In the fifth rank was that The hotel's creative activities affect the development of creative performance for creators, by a percentage of (91.39 %) as agree average, with a mean (4.57) and Std (0.50). These results agree with Richards 2018 and Richards,2020.

Table 8

Evaluating the employees' vision regarding the impact of the hotel activities on developing creative tourism

No.	Factor	Strongly disagree		Disagree		Uncertain		agree		Strongly agree		Mean		Std. Deviation	Weighted Average %	Rank
		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Statistic	Std. Error			
1.	The hotel's creative activities contribute to the diversification of the tourism product	0	0	0	0	0	0	170	41	248	59	4.59	0.02	0.49	91.87	4*
2.	The hotel's creative activities can contribute to creating a creative tourist destination	0	0	0	0	0	0	258	62	160	38	4.38	0.02	0.49	87.66	8
3.	The hotel's creative activities can contribute to the development of creative cultural tourism	0	0	0	0	0	0	170	41	248	59	4.59	0.02	0.49	91.87	4*
4.	The hotel's creative activities can improve the quality of life of creators	0	0	0	0	0	0	136	33	282	68	4.67	0.02	0.47	93.49	2*
5.	The hotel's creative activities can contribute to the development of the destination image	0	0	0	0	0	0	160	38	258	62	4.62	0.02	0.49	92.34	3
6.	The hotel's creative activities aim to provide a distinctive tourism experience	0	0	0	0	0	0	220	53	198	47	4.47	0.02	0.50	89.47	7
7.	Innovative hotel activities can contribute to the hotel's marketing	0	0	0	0	0	0	210	50	208	50	4.50	0.02	0.50	89.95	6
8.	Innovative hotel activities can contribute to a relatively higher room rate	0	0	0	0	76	18	198	47	144	34	4.16	0.03	0.71	83.25	10
9.	The hotel's creative activities affect the development of creative performance for creators	0	0	0	0	0	0	180	43	238	57	4.57	0.02	0.50	91.39	5
10.	The hotel's creative activities have a positive impact on the relationships between the hotel and its stakeholders.	0	0	0	0	0	0	266	64	152	36	4.36	0.02	0.48	87.27	9*
11.	The hotel's creative activities can contribute to maintaining the destination culture	0	0	0	0	0	0	124	30	294	70	4.70	0.02	0.46	94.07	1*
12.	The hotel's creative activities can contribute to the principle of sustainability	0	0	0	0	0	0	124	30	294	70	4.70	0.02	0.46	94.07	1*

Respondents' opinion regarding to the role of heritage hotels in the development of creative cultural tourism.

The following table illustrates the means, standard deviations and ranking of the factors clarifying the respondents' opinion regarding the role of heritage hotels in the development of creative cultural tourism.

Table (9) showed that the mean scores of the respondents were as following: the first dimension the possibility of the hotel's creative activities by mean 1.71 from 2 Likart scale and SD 0.22; the second dimension: the extent of application of creative activities by mean 3.57 from 5 Likart scale and SD 0.58; The third dimension: Evaluating the employees' vision regarding the impact of the hotel activities on developing creative cultural tourism by mean 4.51 from 5 Likart scale and SD 0.45.

Table 9

Descriptive analysis of the respondents' opinions according to the role of heritage hotels in the development of creative cultural tourism (n = 418)

No.	Dimension	Mean		Std. Deviation
		Statistic	Std. Error	Statistic
HN1	The possibilities of the hotel's creative activities	1.71	0.01	0.22
HN2	The extent of application of creative activities	3.57	0.03	0.58
HN3	Evaluating the employees' vision regarding the impact of the hotel activities on developing creative tourism	4.51	0.02	0.45

Nonparametric tests regarding independent samples comparing the (HN1) the first dimension: The scale and application possibility of the hotel's creative activities vs. (HN2) The extent of application of creative activities . As well as (HN1) The scale and application possibilites of the hotel's creative activities vs (HN3) Evaluating the employees' vision regarding the impact of the hotel activities on developing creative cultural tourism. Furthermore, (HN2) The extent of application of creative activities vs (HN3) Evaluating the employees' vision regarding the impact of the hotel activities on developing creative cultural tourism. Results showed that T-test value was significant at (0.00) in each dimension this means that there is a statistically significant difference between the dimensions as shown in table 10.

Table 10

Paired Samples T-Test of the variables compared to each other (N: 418)

Paired Samples Statistics							Paired Samples Correlations		
		Mean	Std. Deviation	Std. Error Mean	t	df	Sig. (2-tailed)	Correlation	Sig.
Pair 1	HN1	1.7129	.21630	.01058	-90.613-	417	.000	.828	.000
	HN2	3.5652	.57914	.02833					
Pair 2	HN1	1.7129	.21630	.01058	-177.486-	417	.005	.745	.000
	HN3	4.5108	.44932	.02198					
Pair 3	HN2	3.5652	.57914	.02833	-72.476-	417	.000	.896	.000
	HN3	4.5108	.44932	.02198					

Hypotheses of the study

H1: Egyptian heritage hotels carry out creative activities.

One-Sample Test (T – test) in table (11) was used to compare means to show the values differences regarding the extent of application of creative cultural activities at Egyptian heritage hotels. The lowest levels were having a hotel attachment to learn handicrafts with Mean 1.60 and Std. Deviation 0.48 and Mean Difference 3.39 ; and The presence of a specialized tour guide to explain the history of the hotel with Mean 2.72 with Std. Deviation 0.94, and Mean Difference 2.27 and Sig. (2-tailed) were 0.000 :

Table 11

One-Sample Test (T – test) used to compare means

One-Sample Statistics				One-Sample Test					
				Test Value = 5					
Code	Mean	Std. Deviation	Std. Error Mean	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
								Lower	Upper
B1	3.8852	.66874	.03271	-34.083-	417	.000	-1.11483-	-1.1791-	-1.0505-
B2	3.9522	.62529	.03058	-34.261-	417	.000	-1.04785-	-1.1080-	-.9877-
B3	3.8565	.35104	.01717	-66.601-	417	.000	-1.14354-	-1.1773-	-1.1098-
B4	1.6053	.48938	.02394	-141.823-	417	.000	-3.39474-	-3.4418-	-3.3477-
B5	3.7990	.66987	.03276	-36.654-	417	.000	-1.20096-	-1.2654-	-1.1366-
B6	3.7656	.72473	.03545	-34.824-	417	.000	-1.23445-	-1.3041-	-1.1648-
B7	3.9809	.55370	.02708	-37.631-	417	.000	-1.01914-	-1.0724-	-.9659-
B8	2.7273	.94312	.04613	-49.269-	417	.000	-2.27273-	-2.3634-	-2.1821-
B9	3.6555	.82873	.04053	-33.169-	417	.000	-1.34450-	-1.4242-	-1.2648-
B10	4.0287	.65638	.03210	-30.254-	417	.000	-.97129-	-1.0344-	-.9082-
B11	3.9809	.69228	.03386	-30.098-	417	.000	-1.01914-	-1.0857-	-.9526-

Moreover, there is a role of heritage hotels in the development of creative cultural tourism. Friedman Test shows that evaluating the employees' vision regarding the impact

of the hotel creative activities on developing creative cultural tourism higher main rank and agree with Mean Rank (3.00) .

The results also showed that Chi-Square 836.000 and the parameter ratio Sig. (0.000). This means that there is an effect of different degrees of statistical significance between the average of the different axes that measure the role of heritage hotels in the development of creative cultural tourism as shown in Table No. (12).

Table 12

a Friedman Test among the various axes that influence the role of heritage hotels in the development of creative cultural tourism (N. 418).

code	Ranks	Mean Rank	a. Friedman Test (N. 418).		
			Chi-Square	df	Asymp. Sig.
HN1	The scale and application possibilities of the hotel's creative activities	1.00	836.000	2	.000
HN2	The extent of application of creative activities	2.00			
HN3	Evaluating the employees' vision regarding the impact of the hotel activities on developing creative cultural tourism	3.00			

H2: Heritage hotels creative activities have an effect on the development of creative cultural tourism.

The second hypothesis was tested by using **NPar Tests “Kruskal-Wallis Test”**. **Test Statistics^{a,b}** (a. Kruskal Wallis Test for the impact of the heritage hotels creative and b. Grouping Variable: “HN3” Evaluating the employees' opinion regarding the impact of the hotel activities on developing creative cultural tourism). Results shows that there is a strong impact of the Heritage hotels creative activities on the development of creative cultural tourism, with (Chi-Square) values ranging from (212.783) to (383.905); Asymp. Sig. (.000) this indicate there is statistically significant relations. As shown in table (13).

Table 13

The effect of the heritage hotels creative activities on developing creative cultural tourism NPar Tests

	Ranks				Test Statistics ^{a,b}	
	HN 3	N	Mean Rank	Chi-Square	Asymp. Sig.	
C1	The hotel's creative activities can contribute to creating a creative tourist destination	3.00	76	85.50	212.870	.000
		4.00	198	195.28		
		5.00	144	294.50		
C2	The hotel's creative activities can contribute to creating a creative tourist destination	3.00	76	129.50	354.899	.000
		4.00	198	146.39		
		5.00	144	338.50		
C3	The hotel's creative activities can contribute to the development of creative cultural tourism	3.00	76	85.50	212.870	.000
		4.00	198	195.28		
		5.00	144	294.50		
C4	The hotel's creative activities can contribute to maintaining the destination culture	3.00	76	68.50	226.941	.000
		4.00	198	214.17		
		5.00	144	277.50		

C5	The hotel's creative activities can contribute to the principle of sustainability	3.00	76	105.50	244.158	.000
		4.00	198	173.06		
		5.00	144	314.50		
C6	The hotel's creative activities can contribute to the development of the destination image	3.00	76	80.50	212.783	.000
		4.00	198	200.83		
		5.00	144	289.50		
C7	The hotel's creative activities can improve the quality of life of creators	3.00	76	110.50	259.850	.000
		4.00	198	167.50		
		5.00	144	319.50		
C8	Innovative hotel activities can contribute to the hotel's marketing	3.00	76	105.50	244.158	.000
		4.00	198	173.06		
		5.00	144	314.50		
C9	Innovative hotel activities can contribute to a relatively higher room rate	3.00	76	38.50	417.000	.000
		4.00	198	175.50		
		5.00	144	346.50		
C10	The hotel's creative activities have a positive impact on the relationships between the hotel and its stakeholders	3.00	76	62.50	243.136	.000
		4.00	198	220.83		
		5.00	144	271.50		
C11	The hotel's creative activities affect the development of creative performance for creators	3.00	76	90.50	216.110	.000
		4.00	198	189.72		
		5.00	144	299.50		
C12	The hotel's creative activities aim to provide a distinctive tourism experience	3.00	76	133.50	383.905	.000
		4.00	198	141.94		
		5.00	144	342.50		

a. Kruskal Wallis Test**b. Grouping Variable: HN3**

To demonstrate the effect of different degrees of statistical significance between the mean of the different axes that role of heritage hotels in the development of creative cultural tourism, analysis of variance - ANOVA was used.

A one-way ANOVA method was used to study the role of heritage hotels in the development of creative cultural tourism; They form three groups: the possibilities of the hotel's creative activities; The extent of application of creative activities; and evaluating the employees' vision regarding the impact of the hotel activities on developing creative cultural tourism. A comparison of both the application possibilities of the hotel's creative activities and the extent of application of creative activities has been done.

On the other hand, compared to evaluating the employees' vision regarding the impact of the hotel activities on developing creative cultural tourism. Therefore, the important result means that both (The extent of application of creative activities "518.159" and evaluating the employees' vision regarding the impact of the hotel activities on developing creative cultural tourism unequal "978.491", as shown in table No.(14)

Table 14

One-way analysis of variance - ANOVA to compare the impact of hotel's creative activities in the development of creative cultural tourism

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
HN1	Between Groups	16.021	2	8.010	952.629	.000
	Within Groups	3.490	415	.008		
	Total	19.510	417			
HN2	Between Groups	99.868	2	49.934	518.159	.000
	Within Groups	39.993	415	.096		
	Total	139.861	417			
HN3	Between Groups	69.458	2	34.729	978.491	.000
	Within Groups	14.729	415	.035		
	Total	84.188	417			

H3 Employees opinion about the role of heritage hotels activities in the development of creative cultural tourism have a statistically differences in accordance to employees' experience

The third hypothesis was tested using **NPar Tests “Kruskal-Wallis Test”**. **Test Statistics^{a,b}** (a. Kruskal Wallis Test for the Employees opinion regarding the role of heritage hotels in the development of creative cultural tourism and b. Grouping Variable: employees'experience. Results show that there are statistically differences regarding the relationship between employee experience and the impact of their own view on the role of heritage hotels in the development of creative cultural tourism, with (Chi-Square) values ranging from (259.010) to (352.995); Asymp. Sig. (.000). This indicates the existence of statistically significant relations. As shown in table (15)

Table 15

Employees opinion have a stitacly differences in accordance employees' experience NPar Tests.

Ranks				Test Statistics ^{a,b}	
	Experience	N	Mean Rank	Chi-Square	Asymp. Sig.
HN1	From 5 to 10 years	56	28.50	259.010	.000
	More than 10 until 15 years	179	185.56		
	More than 15 years	183	288.31		
HN3	From 5 to 10 years	56	38.50	352.995	.000
	More than 10 until 15 years	179	143.84		
	More than 15 years	183	326.06		
hn2	From 5 to 10 years	56	30.50	349.738	.000
	More than 10 until 15 years	179	145.72		
	More than 15 years	183	326.66		

a. Kruskal Wallis Test

b. Grouping Variable: Experience

Research hypotheses were tested using Pearson correlation coefficient. Preliminary analyses were performed to ensure that there is no violation of assumptions of normality and linearity. Tables (16-17) show that there are very strong correlations between all proposed relations in the conceptual hypotheses, with (r) values ranging from (.745**) to (.896**) ($p < .005$) and the obtained correlation values are in the expected positive direction. Based on the results of Pearson correlation analysis which represent proposed linear relationship, all the research hypotheses were fully supported, the following table illustrates that:

H4A: There is a statistically significant relationship between the application possibilities of the hotel's creative activities Vs The extent of application of creative activities.

H4B: There is a statistically significant relationship between the possibilities of the hotel's creative activities Vs Evaluating the employees' vision regarding the impact of the hotel's creative activities on developing creative cultural tourism.

H4C: There is a statistically significant relationship between The extent of application of creative activities Vs Evaluating the employees' vision regarding the impact of the hotel's creative activities on developing creative cultural tourism.

Table 16

Correlation analysis and Hypotheses testing

No.	Hypotheses Correlation	Pearson Correlation "r"	Sig. (1-tailed) "P"	N	Extent of Hypotheses
H4A	There is a statistically significant relationship between the possibilities of the hotel's creative activities vs The extent of application of creative activities.	.828**	.000	418	Very strong
H4B	There is a statistically significant relationship between the application possibilities of the hotel's creative activities vs the Evaluating the employees' vision regarding the impact of the hotel activities on developing creative cultural tourism.	.745**	.000	418	Very strong
H4C	There is a statistically significant relationship between The extent of application of hotel creative activities vs the Evaluating the employees' vision regarding the impact of the hotel creative activities on developing creative cultural tourism.	.896**	.000	418	Very strong

Note ** correlation is significant at the 0.001 level.

Table 17

Hypotheses test summary.

Null Hypothesis	Test	Sig.	Decision
The distribution of HN1, HN2 and HN3 are the same	related samples friedman's two-way analysis of variance by ranks	0.000	reject the null hypothesis

Asymptotic significances are displayed. The significance level is 0.05.

Based on the previous results, the creative activities practiced by the heritage hotels in Egypt are shown mainly in the tourist's participation in them by tasting (observation), not by learning (senses) or sophistication, so that the co-creation of the tourist experience is limited. Consequently, it has been shown that it is necessary to represent creative activities that reflect the culture in a way that qualifies the guest to create a distinctive experience in a way that allows the participation of the local population in supporting the culture of the potential creative destination, thus contributing to its sustainability. Consequently, it is necessary to propose a creativity guideline for heritage hotels as shown in Figure (10).

Heritage hotels The managers, supervisors and all personell should take their role in following the steps

- 1- Exploring community's assets** in a way that reflects the specificity and originality of the destination, for example, the heritage of fishing in Alexandria, with its tangible and intangible aspects like fishing nets, traditional food, customs, homes, traditions, songs, storytelling and the craft of fishing itself.
- 2- Define the creative guests** pre-trip questionnaires for investigating their creativity preferences. This could be in collaboration with tour operators and travel agents about their behavior and daily routine.
- 3- Decide which of creative activities to develop** re- asses the potentiality of ideas (identifying selling points), either for those already practiced or the new ones. Identifying theme also is necessary such as learning of fishing, cooking sea food, Authentic tours or fishing routes in Fishing regions in Alexandria such as Abukir, Anfoushy and El - Max.
 - A- **Nomination of activities** such as "Break for Fishing", "Cook and Eat", "Be the best weaver" for the fishing net and "Hey Alex" for authentic tours.
 - B- **Conditions** of creative persons and craetive space
 - C- **determine objective** meaningful(Beneficial\enjoyable or both), (tasting or learning) etc.
- 4- Collaboration partners**

who private \public organization : such as fishing club, public tourism authorities or famous creative persons.

where indoor (garden- swimming pool-beach - hall –roof) of the hotel or outdoor (authentic tours or routes- visitation to fishermen homes)

when - events (Fishing world day- birthday of the hotel)
- fixed times (weekly – monthly – every two weeks)

5- Training of human resources of the hotels and education

- tailored seminars.
- study tours.
- workshops.

6- Make local community involved

- communities celebrities.
- community creative craftsmen-chefs-artists.

The development of creative cultural tourism

- Economic backward economic linkages, stimulating agriculture and local food production.
- development of pro- poor tourism.
- increasing exports of creative products.
- unseasonality through a better distribution of activities along the year.
- Unforgettable experiences/guest satisfaction.
- Cultural/environmental sustainability
- promoting national cuisine.
- revitalization, Protecting and Promotion of culture
- Promoting a unique stays in heritage hotels.

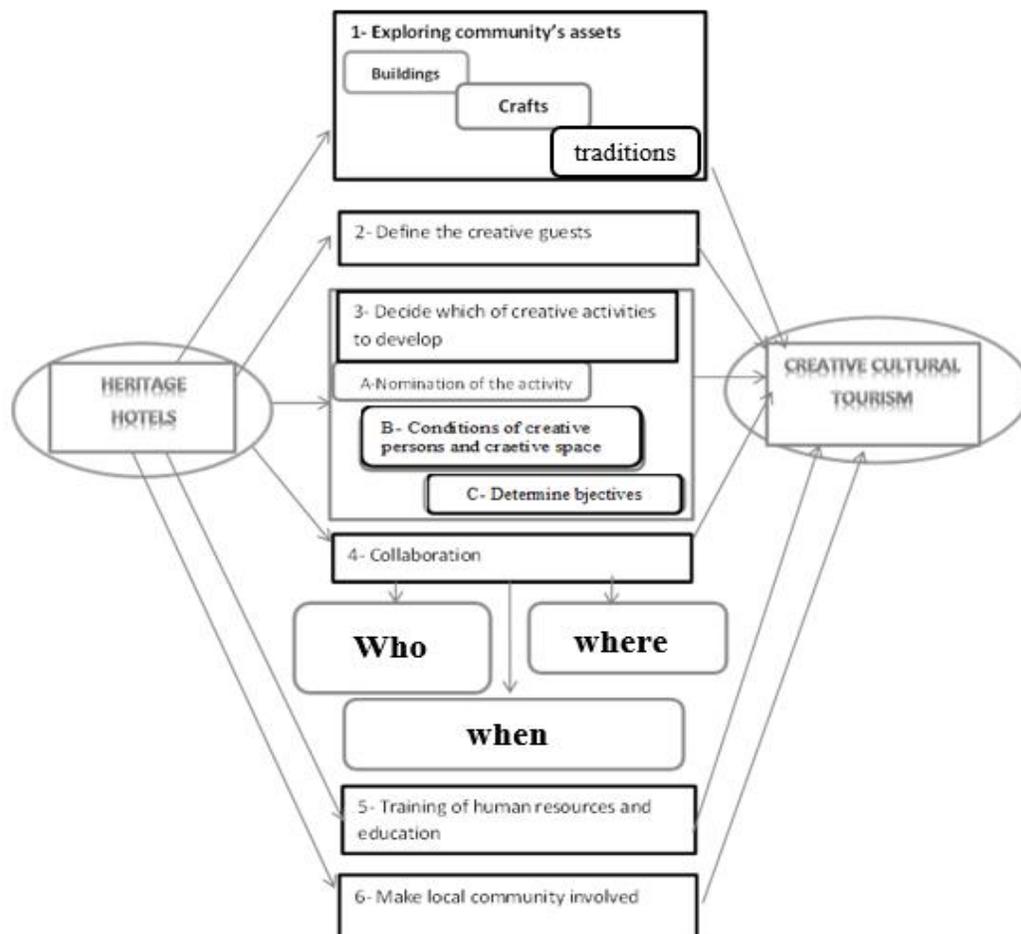


Fig. 10. The creativity guideline for heritage hotels

Conclusion and recommendations

Although this paper is relatively small in scale, it highlights the concept of heritage hotels as a critical issue within tourism and hospitality researches, recognizing that heritage hotels should play a greater role in creative cultural tourism through their creative activities. The results showed that Egyptian heritage hotels carry out limited creative cultural activities but predicated to sell 'experiences' that cannot be replicated elsewhere. Thus, there is an impact of heritage hotels in the development of creative cultural tourism. In other words, if the stay in heritage hotels includes learning experiences, creative cultural tourism will be developed and will contribute to sustainable tourism development, increase community wellbeing, encourage social and cultural development and the rise of the local economy. The adoption of the proposed creativity guideline by the study should be followed through the existence of the hotels' policies to preserve the destination culture so that the hotel's creative activities are presented in a manner that reflects the authenticity of both the tourist experience and destination image through the community's use of local resources. The conclusions and recommendations of this study are designed to maximize the creative cultural tourism market in Egypt, by increasing the effectiveness of heritage hotels' creative activities to give the hotel a competitive advantage among the competitors and a positive image among their guests. In other words, the guests, especially the creative, will choose the hotel if its creative activities are activated. In this framework, heritage hotels should improve the employees' awareness regarding the new classification of heritage hotels recently issued by the Ministry of Tourism and Antiquities in order to realize the importance of their hotels and to be prepared in sharing creative cultural activities. It is necessary to document the heritage of Egyptian creative industries with geo-cultural maps for the distribution of these industries in the various regions of Egypt and print them as brochures in cooperation with the Egyptian General Authority for Tourism and present them inside heritage hotels. Each hotel should prepare a specific menu for Egyptian local food with a focus on allocating part of the menu to the food that the city or a town is famous for. Managers should focus on enhancing the knowledge, skills, and commitment of their employees by providing regular training and incentives. Financing programs and learning workshops of culinary arts are required. It is necessary to make a deal with a freelancer tour guide to explain the history of the hotel with printed promotional material and accompany the guests on scheduled "authentic tours" to the cultural attractions. Future researches should investigate the importance/performance analysis of heritage hotels questioning their guests and the social media and smartphones role in attracting guests to heritage hotels and analysis of heritage hotels' guest profile and their perceptions of their services. The study of the differences in creative-tourist perceptions and memories, given the differences in the tourists' sociodemographic characteristics, is necessary. In addition, it is better to study each heritage hotel's historical aspects in detail and identify its role in attracting tourists and the extent to which its creative activities are linked to the nature, history, and creative potentials of the destination.

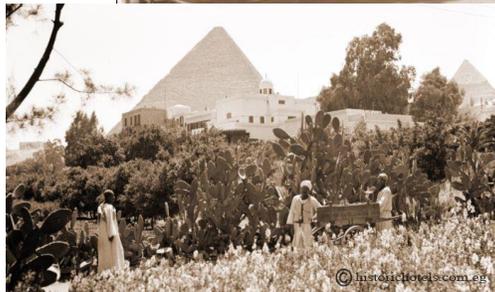
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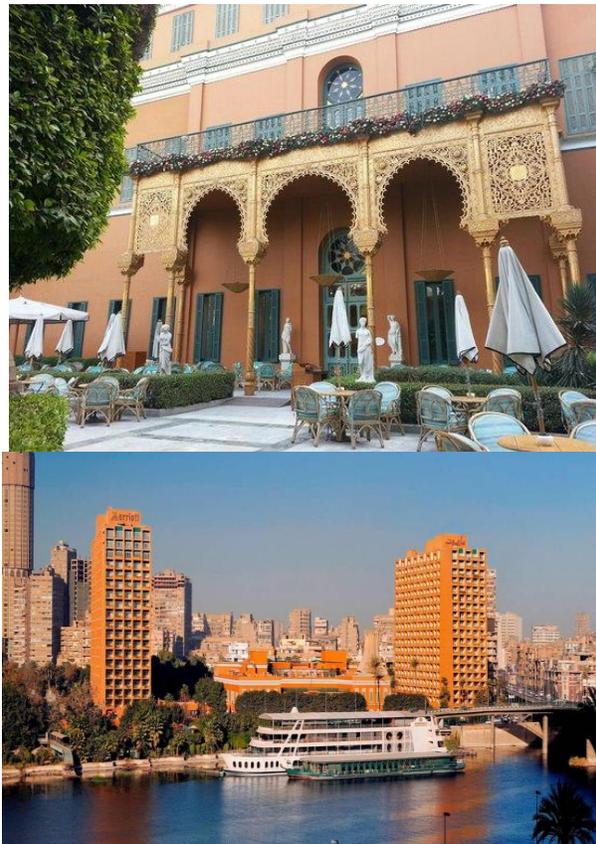
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Appendix



Hotel (A)

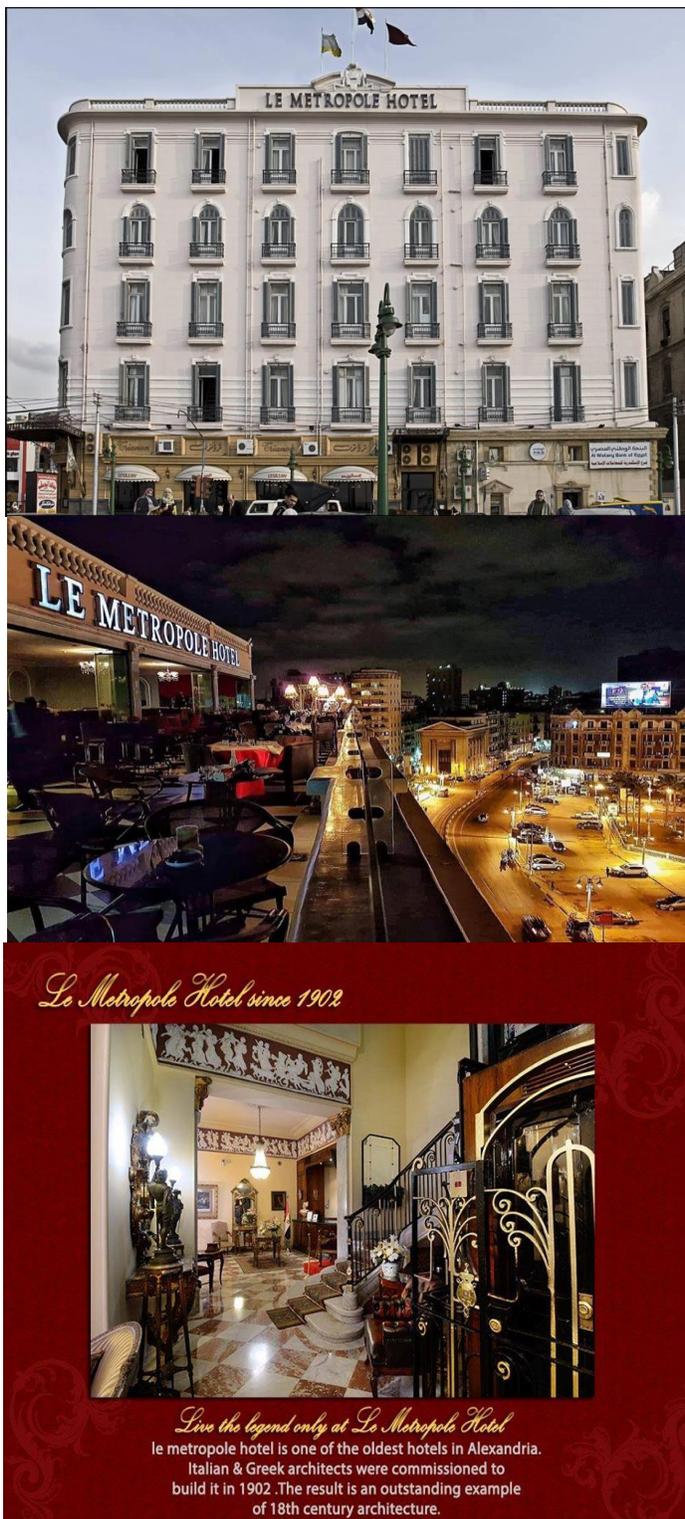




Hotel (B)



Hotel (C)



Hotel (D)



Hotel (E)



From Hotel (F)



Hotel (G)



Hotel (H)



Hotel (I)



Hotel (J)

دور الفنادق التراثية في تنمية السياحة الثقافية الإبداعية: دراسة حالة مصر

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المفص

معلومات المقالة

الكلمات المفتاحية

الفنادق التراثية؛ الأنشطة الإبداعية؛ السياحة الثقافية الإبداعية.

لقد أصبح هناك اهتمام متزايد لدى المقاصد السياحية نحو البحث عن طرق متعددة من أجل أن تصبح أكثر تنافسية، وجاذبية، ويمكن للسياحة الثقافية الإبداعية أن تحقق ذلك. وقد أصبحت صناعة الفنادق التراثية أكثر شعبية في العالم، وتهدف إلى منح ضيوفها الأجواء المثالية، وتحفيزهم على خوض تجربة أصيلة لتقافة المقصد بطريقة إبداعية خلال فترة إقامتهم. تبحث الدراسة في طبيعة الفنادق التراثية، وأنشطتها الإبداعية. وتهدف هذه الدراسة الاستكشافية إلى توفير أساس لفهم وإدارة دور الفنادق التراثية في تطوير السياحة الثقافية الإبداعية. وقد تم استخدام منهجية "دراسة الحالة"، كما تم جمع البيانات باستخدام استبيان موجه إلى مديري ومشرفي وموظفي الفنادق التراثية ذات الأربعة و الخمسة نجوم، كما تم تحليل البيانات المجمع باستخدام SPSS الإصدار 20.0. أشارت النتائج إلى أن الفنادق التراثية المصرية قادرة على إثراء الثقافة المحلية من خلال منح ضيوفها فرصة للتفاعل مع المجتمع المحلي عبر أنشطتها الإبداعية. كما تم تقديم دليل إبداعي للفنادق التراثية، بالإضافة إلى وضع خاتمة وتوصيات في إطار ظروف الحالة.

(JAAUTH)

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(2020)

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