
**Improving Souvenir Sales in Tourism: A Case Study of Khan El-Khalili
Market**

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Abstract:

Khan El-Khalili market - famous across the Middle East - features in most tours of Cairo. Art and commerce combined together providing unique souvenir-buying experiences. Falling visitor numbers have threatened sustainability. This paper considers how the market's sustainability might be enhanced. Data collection involved: observation/ interviews with shop owner-managers; two surveys: first of 300 tourists (Europeans 89.4%; Americans 7.7%; other countries (e.g. Japan/China) 2.9%); second of 110 shop assistants/vendors.

Positive aspects: friendly interaction with tourists; the vendors - most spoke several languages. Negative aspects: some aggressive vendors; constant harassment of tourists; poor signage.

The paper recommends communication/presentation skills training to help vendors deal with tourists appropriately.

Keywords: Khan El-Khalili, Souvenirs, Jaharkaz El-Khalili, Fishawi Café.1.

Introduction

Egypt has many attractions to support its tourism industry, which contribute to the country being one of the most important tourist destinations globally (Lee, 2011). Tourism makes a major contribution to the Egyptian economy, earning \$11 billion dollars in 2009 (Lee, 2011), \$12.5 billion dollars in 2010, \$9 billion dollars in 2011, and \$9.4 billion dollars in 2012 (Farouk, 2012).

The main shopping places in Cairo are: Khan el Khalili (where a wide range of souvenirs are sold including: papyrus; Egyptian T-shirts; alabaster; statuettes; shisha pipes; carpets; wooden and copper products, in addition to some famous cafes: El- Fishawi and Naguib Mahfouz ; El-Attarein market,

Improving Souvenir Sales in Tourism: A Case Study of Khan El-Khalili Market

which is next to the Khan El Khalili market, sells herbal potions and natural medicines; El-Attaba Al-Khadra market, which is located in Abd El Aziz Street, sells books and other products at very low prices; Kerdasa market, which is famous for its beautiful gowns made out of Egyptian cotton; as well as a number of modern markets, e.g. City Stars and City Center (Nasr City), Grand Mall (Maadi), and Yamama Mall (Zamalek) (Radwan, 2011).

One of the most attractive markets, not just in Egypt but across the Middle East is Khan El-Khalili, where oriental souvenirs, e.g. spices, glassware, jewellery, woodwork, textiles, and handmade crafts, are on sale. Khan El-Khalili is a very vibrant market, full of people, beautiful merchandise and nice cafes offering delicious food. Khan El-Khalili market can give tourists an impression of what markets were like in medieval times.

However, in recent times, visitor numbers to Khan El-Khalili market have fallen to a point that threatens its sustainability and, in turn, the livelihoods of the many people involved in the production of the artifacts on sale and the craft skills they possess. This paper explores how the issue of falling visitor numbers might be addressed through identifying the positive and negative aspects of the market as a location for souvenir buying.

2. Research Question

The current research is designed to answer the following question: What are the positive and negative aspects of Khan El-Khalili market for tourists to buy souvenirs?

2.1 Aim and specific objectives

The aim of this research is to identify the importance of Khan El-Khalili market as a place that encourages tourists to buy souvenirs in Cairo, the positive and negative aspects that can be seen at the market, and to make recommendations to the government about appropriate interventions to enhance the sustainability of the market and the craft skills on which it is based.

In order to fulfill this aim, five specific objectives were undertaken:

- 2.1.1 Explain the historical origins of Khan El-Khalili market;
- 2.1.2 Explore the problems facing tourists at Khan El- Khalili market, and how these problems might be overcome;
- 2.1.3 Identify the obstacles faced by vendors at Khan El-Khalili market.
- 2.1.4 Identify the important products on sale at Khan El-Khalili market.
- 2.1.5 Illustrate the sustainability of community based tourism at the market
- 2.1.6 Develop recommendations for the sustainability of the market.

3. Review

3.1 Destination sustainability

As the tourism industry becomes increasingly important to communities around the world, the need to develop tourism sustainability has also become a primary concern (Hall and Richards, 2000). Tourism is considered to be an important area for encouraging sustainable development and poverty alleviation (UNWTO, 2008). Despite wide spread recognition of the need to seek strategies for sustainable tourism there seems to be a very wide margin of interpretation and perspective (Priestley et al., 1996).

Sustainable tourism can be defined as

Tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities (Stabler, 1997, p.7).

The concept of sustainability has gained much support, as a means of re-establishing the balance between economic, social and environmental goals. Emphasis is placed on long term objectives (Ashley, 2007). Sustainable tourism is about managing tourism development in an acceptable way to ensure changes to the environment are kind. It is not about denying any development at all (Stabler, 1997).

Sustainable destinations work to create the right balance between the expectations of tourists, the needs of the community, the businesses which operate there, and the natural environment (Priestley et al., 1996). Sustainable destinations use a holistic approach toward the management of their destination, demonstrating continuous progress around four key pillars of sustainability which are destination management; community involvement and benefits; conservation of natural and cultural heritage and environmental protection (Mowforth, 1997).

For the concept of sustainable community-based tourism development at Khan El-Khalili market, a community-based tourism will sustain its good income distribution to the vendors and shop owners as long as the market maintains these following conditions (Suriya, 2011):

- 1) Innovation: Khan El-Khalili market must find its way to create new products and launch to the market continuously.
- 2) Sustainable core tourism: Core tourism is a pre-requisite of tourism induced sector. Therefore, the sustainability of the sector depends on the sustainability of core tourism activities.

When Khan El-Khalili market matches these conditions of sustainability, then it can be expected that the market would sustain its community-based tourism development.

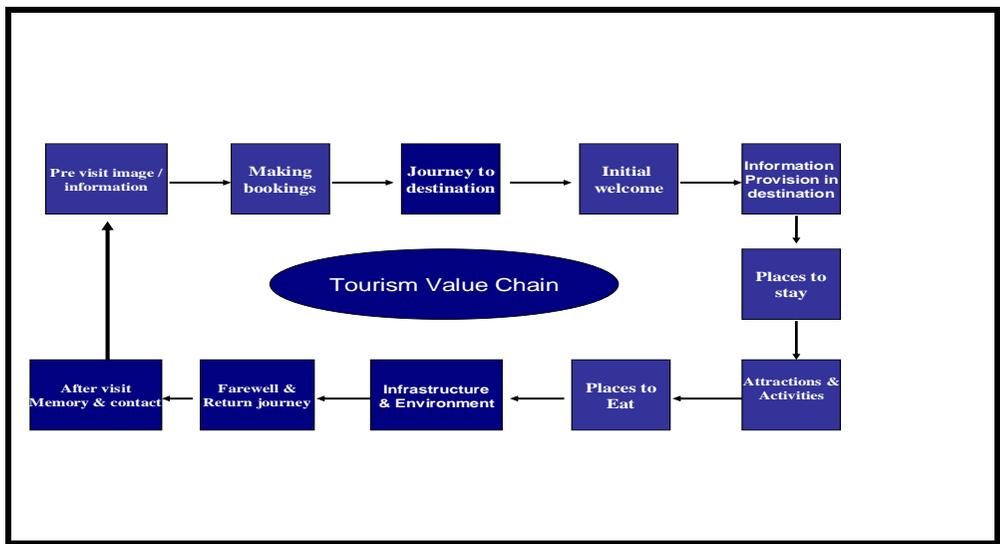
3.2 Souvenirs and Tourism value chain

Tourism is of particular interest as a vehicle for spreading economic benefit through destination communities, because its products are interdependent, so a tourist will probably buy one or more product, such as an accommodation product, a food and beverage product, and souvenirs product, etc. This interdependence is illustrated by the tourism value chain.

Tourism value chain can be defined as servicing visitor needs requires a commitment to strategic issues from a broad community of stakeholders impacting upon a destination. The broader this community is, the greater the possibility of benefits spreading throughout the entire community and its stakeholder organisations.

(Visit Wales, 2007, p.2).

The tourism value chain concentrates on meeting and exceeding visitor expectations of the internal quality of a destination, it can be illustrated in several stages, each stage of the visitor journey is important. A quality experience along each of the stages will result in a satisfied customer, who will talk to friends and family about their good experience (Wornell and Owen, 2007). The tourism value chain consists of 11 stages which can be shown in (Figure 1), as follows:



Source: Wornell and Owen, Ceredigion Tourism Quality Initiative, 2007, p.31.

Figure 1: The Tourism Value Chain Model.

According to the tourism value chain diagram, it shows that each stage of it follows on the previous stage from the beginning to the end from pre visit image/ information to after visit memory and contact. These stages for

instance (places to stay, activities, places to eat, infrastructure) can be considered to be happening all at the same time during the tourist's interact with the destination in parallel rather than in series. There is probably no initial welcome at the destination but a series of welcomes as the tourist interacts with each individual destination element, and each element must provide a warm welcome to ensure customer satisfaction. Within the tourism value chain, there are some stages that the tourists can be used within the destination, these stages are shown as information provision in destination, places to stay, buying souvenirs, the attractions and the activities that the tourist will visit within the destination, places to eat, then the infrastructure and the environment (Wornell and Owen, 2007).

Selling souvenirs has been frequently considered a way for communities to benefit economically from tourism, especially in Khan El-Khalili market. The economic benefit of souvenir selling depends upon the provenance of the souvenirs – locally-made souvenirs in Khan El-Khalili increase the circulation of economic benefit in the local community and lower leakage than imported souvenirs, particularly from China, which are increasingly sold alongside locally-made souvenirs. The sale of imported souvenirs contributes to leakage of revenue from the local area (Lacher and Nepal, 2011).

3.3 Historical Background of Khan El-Khalili

Khan El-Khalili is Cairo's biggest open-air market and is also known as Bab El-Ghuri or Bab El-Badistan (Torky, 2013). Khan El-Khalili was built in AH786 (AD1384), during the reign of Sultan Barquq. Prince Jaharkaz El-Khalili, a powerful Mamluk prince in the 14th century, established an inn (Khan) in the heart of Fatimid City (Egypt Voyager, 2011). The place of the Khan was originally the burial place of the Fatimid Caliphs known as the Zaafran tomb, which was part of the Great Fatimid Eastern Palace (Torky, 2013). In AH917 (AD1511), Sultan Qansuh El-Ghuri destroyed Khan El-Khalili and established small hotels and shops in its place (Radwan, 2011). The Khan El-Khalili area was known as the Turkish Bazaar during the Ottoman Empire (Tour Egypt, 2011). The Khan was ignored during the Ottoman Period, but it started to prosper again during the period of Mohammed Ali Pasha (AH1220 /AD1805) (Torky, 2013).

Historically, El-Makreizi described Khan El-Khalili as a square place surrounded by a court and resembling a wekalla or an agency. It comprises a lower level (markets) and upper levels (storerooms and houses). It was one of 38 markets during the Mamluk era and is located in the centre of the old city. Products were exhibited in hawaneet (small shops) with price labels on each product (Radwan, 2011).

3.4 Description of Khan El-Khalili

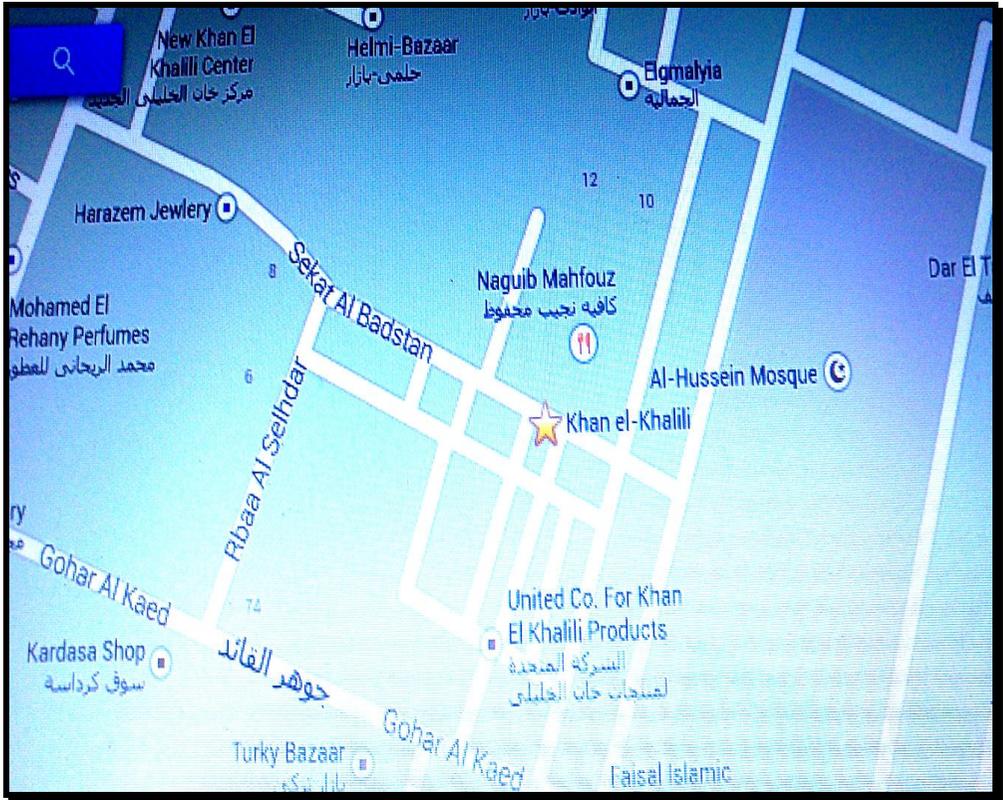
Khan El-Khalili market is located in the historic part of Cairo, which is characterized by its narrow streets, medieval arches, and architecture (Ask-Aladdin, 2012). In the past, Cairo was a significant merchant town, with all the buying and selling taking place in Khan El-Khalili (Virtual Tourist, 2011).

Khan El-Khalili area is divided into two parts: one with all the shops, the other with all the restaurants and cafes. The market is neither a market for Egyptians only, nor is it a market for tourists only - goods from all over the world are sold at the Khan both to Egyptians and tourists (Dunn, 2000).

Nowadays, there are more than 900 shops inside the market. Some areas of the market are specialized and focus on just one craft, like the coppersmith area, the brass area, the spice market and the jewellery area (Khan El-Khalili USA, 2009). Khan El-Khalili market is a famous tourist attraction in Cairo. It opens every day and every night of the week, except Sunday, when most of the shops are closed and is a spot to buy all souvenirs (Cole and ElKashef, 2012).

3.5 Location of the Market

Khan El-Khalili market is located near El-Hussein Mosque, which was named after the grandson of Prophet Muhammad, Hussein Ibn Ali. Hussein's head is believed to be buried in the ground of the mosque, making it one of Cairo's most holy Islamic sites (see Figure 1) (Torky, 2013). This market is situated at one corner of a triangle that goes west to Azbakkyah and south to Bab Zuwayla (Virtual Tourist, 2011). Muski Market is situated on the west and El-Azhar Street on the south border of Khan El-Khalili (Tour Egypt, 2012). The famous main entrance of the market still stands today, and opens into the original courtyard, which is at the center of Badistan Street (Khan El-Khalili USA, 2009). There is Al-Ghuri Sufi Show located to the south of Khan El-Khalili market, where visitors can explore Islamic Cairo (Cole and ElKashef, 2012). Tourists visit Khan El-Khalili market by moving to El-Azhar Street, and driving towards a pedestrian bridge that leads to the edge of the market, close to the square (Cole and ElKashef, 2012).



[Source: <https://www.google.com/maps/@30.0472798,31.2617433,18z>]

Figure 2: Location of Khan El-Khalili

3.6 Cafés in Khan El-Khalili market

3.6.1 El-Fishawi Café:

This café is also called the Café of Mirrors, and is located off the tiny backstreets around Gamal El-Sawy Street. It was established 200 years ago and still boasts the original décor (Radwan, 2011).

Many well-known personalities from literature, arts, music, artists, frequent this café in the area of Khan El-Khalili to exchange ideas (Torky, 2013). It has a reputation for never refusing a guest and the waiters find places for guests in every square inch.

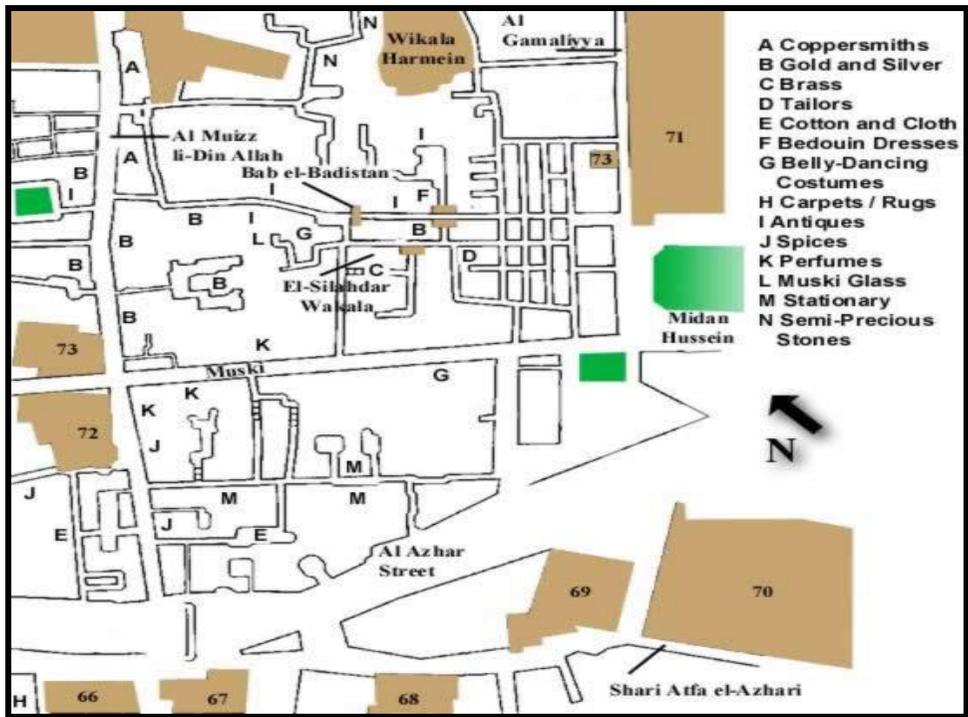
3.6.2 Naguib Mahfouz Café:

The Naguib Mahfouz café is located in the middle of Khan El-Khalili market. The place features a café section, where drinks and shisha are served, and a restaurant section serving oriental classics. The café reflects the oriental flavour of Khan El Khalili.

Improving Souvenir Sales in Tourism: A Case Study of Khan El-Khalili Market

3.7 Major products at Khan El-Khalili

There are many shops in Khan El-Khalili market selling local crafts, shirts, alabaster statuettes, shisha pipes, incense, perfumes, carpets, jewellery, silver, spices, musical instruments, papyri, traditional headdresses, traditional candles, copper products, replicas of pyramids, books, as well as a vast range of products made in China (El-Abassy, 2007).



Source: <http://www.touregypt.net/images/touregypt/map21.jpg>.

Figure 3: Products in Khan El-Khalili market

The most important products at Khan El-Khalili are as follows:

3.7.1 Incense and perfumes:

Incense and perfumes are widely sold in Khan El-Khalili, where the incense is imported from Sudan and Oud from the Kingdom of Saudi Arabia (Egypt Tours, 2012).

3.7.2 Leather:

Many shops sell leather products in the market. Leather goods, e.g. clothes, shoes, and water containers, were produced by the ancient Egyptians from cattle, sheep and goats (Ashraf, 2013).

3.7.3 Copper products:

Coppersmithing also dates back to the ancient Egyptians, as during the New Kingdom most of the copper used in Egypt was mined in the eastern desert or

Sinai (Breasted, 2012). During the Fatimid period, Coppersmithing was the real start as there was a leap in copper tools. In the Mamluk period, it was only used in accessories (Shaarawy, 2001).

3.7.4 Statues:

Statue production started since the ancient Egyptians, where they cared about all sizes of statues. Nowadays, statue production is undertaken in Khan El Khalili, Luxor and Aswan and they are all replicas of statues from all dynasties (Hassan, 2005).

3.7.5 Serma:

Serma are fabrics made on a spindle using threads of different colors and showing words from Quranic verses (Shannah, 2013). Now serma produced on weaving looms and by machines but such serma is not as those produced manually (Al-Arabiya News, 2011).

3.7.6 Beads:

Beads are sold tied together on a chain or yarn. Such chains may comprise 99 beads but chains of 33 beads are now more common. Nowadays, bead manufacturing, has started to die out in Egypt, as most beads are imported from China and Taiwan (Rajab, 2012).

3.7.7 Carpets:

The carpets in Khan El-Khalili are handmade; silk; Iranian; Goblan (rural decorations) and may be hand-made or machine-made (Radwan, 2011).

3.7.8 Papyri:

Papyrus is an ancient kind of paper made from papyrus plants. It was widely used in ancient Egypt, particularly in the Delta region (Radwan, 2011).

3.7.9 Silver Products

The silver workshops, where many creative and artistic craftsmen work in Khan El-Khalili, are known as El-Khoronfesh (El-Abassy, 2007). The raw silver used by Egyptian craftsmen is either Swiss silver, which is of higher quality but is very expensive or Egyptian local silver (Sherif, 2013).

4. Methodological Approach

This study analyses the positive and negative aspects of Khan El-Khalili market for tourists to buy souvenirs. The main data collection method involved a questionnaire survey administered to tourists who had visited Khan El-Khalili market, as well as another questionnaire survey, which was administered to vendors in Khan El-Khalili. In-depth interviews were also conducted with shop owners in the market. As a secondary method, participant observation technique was conducted by visiting Khan El-Khalili market.

A questionnaire survey was conducted with a sample of tourists of different nationalities visiting the market. The survey aimed to seek feedback from tourists about the positive and negative aspects of Khan El-Khalili as a place for tourists to buy souvenirs. The questionnaire comprised two sections. The

Improving Souvenir Sales in Tourism: A Case Study of Khan El-Khalili Market

first section was designed to gather demographic information about the participants; the second section gathered feedback on the tourists' knowledge of the market, the facilities provided for tourists at the market, evaluating the vendors who worked at the market, the advantages and disadvantages met by tourists during their visit. The questionnaire was distributed to 300 tourists and 274 valid forms were returned.

A second questionnaire survey was conducted with a sample of vendors working at the market. The questionnaire was distributed to 110 vendors and 100 valid forms were returned. The questionnaire comprised two sections: the first section was designed to gather demographic information about the participants; the second section gathered feedback on the vendors, the courses they had taken and the languages they spoke.

In-depth interviews were also conducted with twenty- five shop owners in the market representing 2.8% from the total shop owners (900 shops). As a secondary method, participant observation technique was conducted by visiting Khan El-Khalili market in order observe its positive and negative aspects.

5. Research findings

5.1 Tourists' questionnaire survey

The results of the tourist questionnaire survey that evaluated Khan El-Khalili market as an attractive tourist souvenirs shopping place in Egypt, were conducted with tourists from different nationalities and the following statements were revealed:

5.1.1 Gender of respondents visiting Khan El-Khalili

Fifty-four percent of the respondents were male; 46% of them were female.

5.1.2 Age of the tourists who visited the market

Forty-eight percent of the tourists were middle-aged tourists (from 30 - 60 years old), 26.4% of them were older (above 60 years old), 19.7% of them were youths (from 16 - 30 years old), while 5.9% of the tourists represented very young tourists (below 16 years of age).

5.1.3 Nationality of Tourists

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

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

Country	Number	Percent
Great Britain	65	23.7
Italy	52	19
German	46	16.8
Spain	39	14.2
France	38	13.9
United States of America	21	7.7
Other countries (Portugal, Japan and China)	13	4.7
Total	274	100

5.1.4 The number of tourists who were repeat visitors

Fifty-five percent of tourists had visited the market before (151 tourists), while 45% of them (123 tourists) had not visited it before. 67% (82 tourists) who had not visited the market before said that that they would want to visit the market again, while 33% (41 tourists) stated that they didn't want to visit the market again.

5.1.5 Means of knowing Khan El-Khalili market

Thirty-one percent of tourists (85 tourists), who visited the market, indicated that they had learned about it from other friends. 25% of tourists (68 tourists) had recognized the market from their family and relatives. Around 27 % of tourists (73 tourists) had known about it from the Internet, while, 17% of them had learned about the market from a tour guide.

5.1.6 Tourists' evaluation of Khan El-Khalili vendors

Thirty-nine percent of tourists (106 tourists) evaluated the vendors who dealt with them as 'friendly'; 27% of the tourists (74 tourists) responded that the vendors were 'more than friendly'; while 34.3% of the tourists (94 tourists) responded that the vendors were 'unfriendly'.

5.1.7 Facilities provided

Thirty-five percent of tourists (96 tourists) evaluated the facilities provided for them at the market as 'worse than expected' (16.8%), and 'much worse than expected' (18.2%). while 32.1% (88 tourists), 19.7% (54 tourists), and 13.2% (36 tourists) of the questionnaire respondents evaluated it as 'expected', 'better than expected', and 'much better than expected', respectively.

Such relatively high evaluation percentages (35% "worse than expected" or over) emphasized that there are many negative aspects faced by tourists during their visit to the Khan El-Khalili market, and these obstacles need to be overcome in order to develop this place.

Improving Souvenir Sales in Tourism: A Case Study of Khan El-Khalili Market

5.1.8 Positive aspects of the Khan El- Khalili market

The positive aspects identified by interviewed tourists were:

- 5.1.8.1 There are many products and goods at Khan El-Khalili market that express different civilizations of Egypt. So, it is considered as a valuable place to buy souvenirs for tourists.
- 5.1.8.2 The vendors, who worked in the market, spoke many languages, so it was easy for tourists to communicate with them.
- 5.1.8.2 There was a friendly interaction between the local people in the market and the tourists.

5.1.9 Negative aspects of the Khan El-Khalili market

Common negative aspects identified by interviewees were:

- 5.1.9.1 There were no tourist police in the narrow alleys of the market;
- 5.1.9.2 Tourists were constantly harassed and some were even followed;
- 5.1.9.3 Some vendors were aggressive when trying to get tourists to buy their products;
- 5.1.9.4 A feeling of being unsafe, particularly if a vendor insisted on accompanying them;
- 5.1.9.5 Cheating in the selling of some items;
- 5.1.9.6 There were no signs for public conveniences in Khan El-Khalili market;
- 5.1.9.7 There were no signs for entrances or exits to the market, and the tourist map only showed Khan El-Khalili market with a large icon, and didn't provide any detail about the inside of the market;
- 5.1.9.8 The price of the products was exaggerated, so tourists had to bargain a lot;
- 5.1.9.9 There were many beggars in the market;
- 5.1.9.10 The tourists felt threatened, when told by the tour guide accompanying them to hold their handbags carefully in certain parts of the market.

5.2 Vendors' questionnaire survey

The results of the questionnaire survey of vendors, revealed the following:

5.2.1 Vendor's gender

Ninety-five percent of the interviewed vendors were male, only 5% were female.

5.2.2 Vendors' age

According to the sample of the interviewed vendors, 67% of them were aged 30-60 while 33% were younger (from 16-30 years old).

5.2.3 Training courses taken by the vendors

Eighty-five percent of the vendors (85 vendors) explained that they had not taken any training courses on how to deal with tourists; only 15% of them had taken courses related to communication skills.

5.2.4 Working at Khan El-Khalili market

Survey results indicated that 53% of the vendors had gained employment in the market through their family and relatives, 45% had gained employment through their friends, and only 2% of them had gained employment through an advertisement in a newspaper.

5.2.5 Vendors' spoken languages

The survey illustrated that all the vendors spoke many languages that vary from (English 100%, French 75%, German 70%, Spanish 59%, Italian 56%). 25% of the vendors speak Portuguese, Japanese and Chinese languages.

5.2.6 Length of time working in the market

Fifty-four percent of the interviewees (54 vendors) had worked at the market from a year till 3 years, 28% of them had worked from 3-5 years, 14 % had worked from 5-10 years, and 4% only had worked more than 10 years ago.

5.3 Shop owners ' in-depth interviews at Khan El-Khalili market

Based upon the in-depth interviews with twenty-five shop owners at Khan El-Khalili market representing 2.8% from the total shop owners (900 shops), the following issues were highlighted:

5.3.1 The products were unpopular locally due to marketing problems, as there are no exhibitions to sell the products; most of the demand was from foreigners;

5.3.2 The real problem was not the invasion of the Chinese products in Khan El Khalili; but was with the Egyptian traders, who import these inferior products, in spite of the decision of the Ministry of Commerce and Industry, that there should be a certificate of quality for each product.

5.3.3 There were many problems facing the handicrafts industry which was threatened with extinction, as the government didn't care about the craft industries, even though they were an important foreign exchange earner, along with the imposition of high taxes on the owners of the workshops, which reflected negatively on the craft industry.

5.3.4 Non-availability of skilled labour capable of upgrading the industry made it vulnerable to extinction, also the non-availability of raw materials in Egypt, as most of the raw materials are imported, e.g. from Turkey.

Improving Souvenir Sales in Tourism: A Case Study of Khan El-Khalili Market

5.3.5 The products were very cheap compared to the effort involved in their production, where the handicrafts industries cost a lot of money in order to satisfy the taste of the tourists.

5.4 Participant observation at Khan El-Khalili market

Based upon the field visits to the investigated area, the following factors were observed:

5.4.1 Positive aspects of the Khan El- Khalili market

5.4.1.1 Languages

Both the shop owners and the vendors spoke about half a dozen languages (particularly English, Spanish, French, Italian, German, and Portuguese), which made it easy for them to deal with tourists from different nationalities.

5.4.1.2 Security

The presence of the security and the police dogs at the main entrance of Khan El-Khalili market made the tourist feel secure, but actually, they were not available in the narrow alleyways of the market.

5.4.2 Negative aspects of the Khan El-Khalili market

5.4.2.1 Signage

There were no signs, to show the tourist the way to Khan El-Khalili market, its history, or description. So, it is quite easy for tourists to lose their way in the narrow alleyways. In addition, there were no signs about the bathrooms in the market, or how to get there.

5.4.2.2 Hassling of Tourists

The presence of many street vendors at Khan El-Khalili market pressurised tourists to buy their products, which gave a bad impression of the Egyptian people. Despite the quality of the cafés and coffee shops in Khan El-Khalili market, they put chairs in the street outside the cafés, narrowing the space and harassing tourists passing by. Many of workers in the cafes harass tourists inappropriately in an effort to get them to sit at the café.

5.4.2.3 Cleanliness

There was a lack of attention to cleanliness in the market, and in some places, garbage was lying on the ground, which was inappropriate considering the historical and archeological significance of the area.

5.4.2.4 Beggars

The proliferation of different methods of begging in front of Khan El-Khalili and Hussein Mosque negatively affected the image of Egypt and Egyptians.

5.4.2.5 Exaggerated Prices

Exaggeration in prices of goods and products, caused tourists to turn away, as they became aware of the real value of the products.

5.4.2.6 Chinese Products

Many of the products on sale in the Khan El-Khalili market were made in China and thus lacked authenticity.

5.4.2.7 Bargaining

In Egypt, bargaining is considered as a part of their traditions; therefore, tourists had to bargain during purchasing their products. Tourists may prefer to visit the market with a local friend or a tour guide in order to haggle with the vendors.

6. Conclusions and recommendations:

This study evaluated Khan El-Khalili market as an attractive souvenir shopping place for tourists in Cairo, through: a questionnaire survey of 274 tourists from different nationalities, during their visits to Khan El-Khalili market; a questionnaire survey of vendors inside the market, interviews with shop owners inside Khan El-Khalili, and direct observation adopted on this area. This leads to the following recommendations:

6.1 Training courses on communication and presentation skills for vendors should be offered by the Central Department for Research and Training, which is related to the Ministry of Tourism, in order to enhance vendors' communication with tourists.

6.2 The Ministry of Tourism should establish a Tourist Information Centre (TIC) in Khan El-Khalili market to provide visitors with information about the market.

Improving Souvenir Sales in Tourism: A Case Study of Khan El-Khalili Market

- 6.3** Schools for craft industries and handicrafts should be established to preserve this heritage, as well as developing the skills of Egyptian artisans and supporting them with the latest technologies to enable them to compete effectively with imported Chinese products.
- 6.4** The Ministry of Investment should decrease the taxes on craftsmen, with exemption from 5 to 10 years at the beginning of their work, as well as, cancelling customs charges when importing raw materials from abroad, and provide facilities for the craftsmen. The government involvement with the craft industries would lead to increased national income; provide job opportunities; reduce imports from abroad, which would lead to an upgrading of the Egyptian economy.
- 6.5** Cairo Governorate should provide signage in various languages to match the major segments in the market and provide information on its the market's historical background.
- 6.6** Ensure the presence of tourist police in the narrow alleyways of the market, to prevent street vendors harassing tourists.

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

- Explore the role of the Ministry of Tourism in promoting Khan El-Khalili as an attractive tourist souvenirs market in Egypt.
- Raise awareness amongst members of the local community of the importance of Khan El-Khalili as a historical tourist attraction in Egypt

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Questionnaire distributed to the Tourists at Khan El-Khalili Market

Dear _____:

Thank you for your participation in this questionnaire survey, about exploring Khan El-Khalili market as an attractive tourist souvenirs shopping place in Egypt. Your responses are confidential and will be used only for the purpose of the study.

Thank you. Your cooperation is greatly appreciated.

Improving Souvenir Sales in Tourism: A Case Study of Khan El-Khalili Market

Name :(optional).....

Age:.....

Gender:.....

Nationality:.....

1) How do you know about Khan El-Khalili market?

- Family and relatives
- Travel agencies
- Friends
- Internet
- Others, please mention.....

2) Did you visit Khan El-Khalili market before?

- Yes
- No

3) If your answer is no, are you going to visit it again?

- Yes
- No.....why?

4) Concerning the vendors who work at Khan El-Khalili, How do you evaluate them?

- Very Friendly
- Friendly
- Unfriendly

5) By using the rating system below, please rate the quality level for the facilities provided for the tourist at Khan El-Khalili.

- Much worse than expected
- Worse than expected
- As expected

- Better than expected
- Much better than expected

6) What are the advantages you have seen at Khan El- Khalili market?

.....

.....

.....

.....

7) What problems did you face at Khan El-Khalili market?

.....

.....

.....

Thank You

Questionnaire distributed to the vendors at Khan El-Khalili market

Dear _____:

Thank you for your participation in this questionnaire survey, about exploring Khan El-Khalili market as an attractive tourist souvenirs shopping place in Egypt. Your responses are confidential and will be used only for the purpose of the study.

Thank you. Your cooperation is greatly appreciated.

Name: (optional).....

Age:.....

Gender:.....

Education:.....

1) How did you work at Khan El-Khalili?

- Family and relatives
- Advertisement
- Friends
- Others, please mention.....

Improving Souvenir Sales in Tourism: A Case Study of Khan El-Khalili Market

2) Since when you are working at Khan El-Khalili market?

- 1-3 years
- 3-5 years
- 5-10 years
- More than 10 years

3) Do you speak any foreign languages?

- English
- French
- German
- Spanish
- Italian
- Others, please mention.....

4) Did you take any training courses on dealing with visitors?

- Yes
- No

5) What problems did you face at Khan El- Khalili market?