



## Heritage Tourism in Dahshur and Mechanism of Preserving it Hazem Attitallah<sup>1</sup> Maged Negm<sup>2</sup> Hossam Refai<sup>3</sup> Hassan Seleim Kamel<sup>4</sup>

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### Abstract

In spite of the important heritage constituents that are found in Dahshur, but it wasn't utilized to the optimum utilization till now & wasn't inserted on the Egyptian touristic map with the suitable way & for that this study aims to study the heritage tourism constituents in the city, & stands on the reasons that lead to the unused tourism of the place, however its historic importance & that's what will this study deal with, & searching for many ways to develop it & study the obstacles that face it to diversification of the touristic product & introducing new touristic styles & not tradition that are based mainly on heritage constituents of Dahshur to insert it on the touristic map of Egypt & that's to stimulate tourism & for Egypt in general

This scientific study will also in deducing some results that may help in studying how to preserve this monument area & the cultural inheritance for what it contains from treasures. The study also aims to try finding an integrated tourism working process that collects all the ancient, heritage & cultural resources in the area that agrees with its importance as a location for international heritage.

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## Introduction

"Heritage" this inheritance that parents inherit through grandparents and the concept of heritage isn't complete without being combined with the concept of reviving it and it is not heritage except when its inheritors feels the necessity to identify it & detection & awareness of protecting & reviving it in addition to take responsibility for its transfer to next generations.

The International Heritage Agreement put the responsibility on different governments to protect the natural & cultural heritage in addition, act numbers 4 & 5 in the agreement put the burden of using & managing these areas & not to leave it susceptible to damage or to shut it down.

Heritage is considered one of the most important constituents for any touristic country as heritage tourism helps local communities & strengthen its economy & is considered one of the modern & specialized tourism styles that witness demand from tourists all around the world but it's not inserted on the tourism map of Egypt in the suitable way that suits its cultural & natural constituents that through it a competitive advantage to Egypt can be achieved in such tourism style.

The concept of heritage tourism can be defined as the historic sites visits & the ancient monuments & the natural views with concentrating on learning & gaining experience & knowing the traditions & customs & practices & religious rites & cultural celebrations of the local community in the tourist destination.

Some writers see that heritage tourism includes the visit of areas that are fraught with concrete evident legacies that we touch in life style & other perceived physical things & the intellectual affective inherits that are intangible & that are embodied in local community values & its traditions & customs.

Heritage tourism includes different shapes & that's by virtue of the diversity of heritage assets & the influences shaped it through history such as

### **Natural Heritage Tourism:**

It can be defined that it is the tourism of visiting heritage areas that is from the making of the creator without intervention from the human hands. For example, natural or water reserves & the geological & natural formations that consist of environmental systems that was put in the attention circle



due to the values found in it that gives for the coming generations with its scientific & social values.

### **Cultural Heritage Tourism:**

It can be defined as the tourism that aims to know the ways of living that developed through the community & it was transferred from one generation to another. Cultural heritage consists of visiting two sections from the heritage areas which are tangible cultural heritage such as the monuments & the ancient areas, collections of museums & other physical areas.

The other section is the intangible cultural heritage such as music, folklore, local traditions & customs & religious rites .....etc.

Egypt comes among the top countries that has many available constituents of cultural heritage tourism with all its cultural & natural types in many of the touristic destinations such as Monumental area of Dahshur in Giza, for all it contains of momentums in the touristic resources in one place with its ancient treasures, natural & human resources as the city – which its history extends back deep – to the fourth family & the first complete pyramid “King Senefro Pyramid” & the black pyramid for the king Amnemhat the 3rd, also it has a magician lake that attracts rare migratory birds in addition to the palms that covers its lands & which the residents rely on in beautiful crafts & its wide desert, ancient water canals, cultural traditions & customs for the local residents & the country nature for the governorate

### **Research problem:**

Though important constituents of the unique heritage of archaeological Dahshur area wasn't tapped optimization so far and are not listed on the Egyptian tourism map format that fits with their importance and then we have to attend to and find all the means to develop and study the problems encountered in its development and aims to diversify the Egyptian tourist product and offering new tourism and non-traditional styles based mainly on the enormous heritage elements in the area. , This should be through parallel twofold at once and are sustained tourist development along with followers of various physical fundamentals and methods of preservation and development of the strategic plan contributes to how to preserve archaeological and cultural heritage area with the momentum and consistent line and its importance as a world heritage site.



## **The study importance**

Derived from the study of their importance in general from the expected results which could contribute to the protection of the cultural heritage of the region, and drew attention to it to attract more local movement and foreign, the importance of this study to a number of considerations:

1. An Economic Consideration: is the protection of the sites, areas of civilizational heritage of both the cultural and natural heritage in the region and the impact of this increase in Egypt's share of the incoming tourist movement, strengthening the tourist offer to add this location to the map Egyptian tourist attractions.

2.a Social Consideration: Where is the rehabilitation and development of the heritage sites and protection is the cornerstone in maintaining inventory personal and cultural heritage of the Egyptian community, and raising the level of social values and local community this site and the level of the psychological health with the preservation of the reality of this site, character and nature of its distinct.

3. a Scientific considered: is brought to the attention of officials and those interested in the Egyptian heritage to the importance of intensifying efforts to protect them as the neglect of these sites and non-developed may lead to loss.

## **The study objectives**

1. Highlighting the characteristics of the cultural heritage and limiting the problems.

2. Highlighting the international and regional cooperation in the field of heritage conservation efforts to protect and maintain with the identification of mechanisms for the completion of the development efforts undertaken by the international and local.

3. A strategy through which sustainable tourism within the framework of the sustainability of the cultural heritage and the development of regions and the heritage sites in the archaeological and tourist corresponds to its importance as a world heritage site with the work on the completion of the previous efforts and work on avoiding the negative and positive.

4. The optimal exploitation of balanced tourist resources sites of heritage areas and to upgrade the level of tourism services to tourists.



5. The operational system of integrated tourist grouping all the resources cultural heritage and archaeological sites are compatible and its importance as a world heritage site.

### **The study hypotheses**

1. Concern for the development of the development and the preservation of the cultural heritage site will need to occupy a better location within the list of world heritage taking better place on the map Egyptian tourist attractions.
2. Lacks concerned the effects and heritage in Egypt to a clear strategy to maintain the civilizational heritage.

### **The Elements of Heritage Tourism in Dahshur**

#### **1.1. The elements of Natural Heritage:**

##### **Location**

Dahshur is located in Giza Governorate just 35 km far from Cairo and it consists of 5 villages, and its area about 70km<sup>2</sup> and its population is around 40000 people (el sharkawy,2007).

Dahshur villages include, Mansheyet Dahshur (Blessing seasonal wetlands), Dahshur, Mansheyet Kaseb & Masghona which lies on the left side of the River Nile and these villages verge the desert that is located in the archeological area in Dahshur and the pyramids and the other archaeological remains and these villages can be described as follows:

1. Mansheyet Dahshur village, is located near the unique three pyramids of Dahshur: inclined pyramid, red and black and it forms part as Necropolis of Memphis in the international heritage area which is located in the north in the direction of Cairo, and the main commercial street in the village goes west in the direction of the village limit that is verged with the social center, shopping center, restaurants, bakeries, coffee shops and the other facilities services. Ceremony and marriage rituals also take place in this street so it is known as the celebrations street. The heart of the old village is the center of cultural assets where the old mosque, shrines, old houses and traditional crafts workshops and other places that is worth to see and visit.

**Dahshur Pond**, is located adjoined to Mansheyet Dahshur, and it is a shallow natural seasonal hill where papyrus plants grow and the Migratory



birds come in the beginning of the spring and the end of autumn, it is considered one of the only natural systems that remains in the middle of Egypt. The relative isolation of Dahshur pond as it is 1.5 km far from the center of the old village and on the limits of the desert is what saved that unique, fantastic place from encroachments and the urban interventions and negative effects that may occur due to tourist traffic. The location is protected by the dense palm trees and the limits of the water of the Nile and the overlooking on those pyramids which make it not only attracting tourists who care for natural interests and the cultural heritage but also for those who care about the science of birds. The residents of the village are conservatives and have announced strong possibilities to interact with the social & tourism expected mobility's.

2. Dahshur & Zawyet Dahshur, both of them represent the largest population center, facilities, commercial centers of rural tourism in Dahshur, and there is the market street, narrow with its traditional coffee shops, bakeries, and the unique crafts workshops and it contains the carpenter work that is based on palm and basketry.

3. Mansheyet Kasseb is considered the smallest featured villages in the touristic area of Dahshur and it is easily to be reached through Maryoteya Channel using the car to the area of the village. The streets there are narrow and have few shops, also there are no outlets for food & beverages as there are few art houses with traditional wooden doors. The old country side style is the most advantage of Mansheyet Kasseb where the green farms with their huge areas.

4. Masghona, is located between River Nile and old masghona channel and the center of the village is located less than 2km from the center of Dahshour village so that it can be walked. This village has the possibility to be an important focal point to be reached and to be the start point of Greater Cairo tour, the east side of the village resembles the other villages nature but now it is affected by the current role of Masghona as a place for tours stop and a service center on the road to upper Egypt (the Egyptian General Authority for Tourism Development,2013)

### **How to reach Dahshur?**

It can be reached overland (using public minibuses) and the best ways available are two main roads, Maryotyia road and upper Egypt highway and there is a third road which is Dahshour channel road which is not equipped in the direction from north to south in addition to the railway



stations near Badrashin and another station near Mazareek called Masghona.

## **1.2. The Elements of Cultural Heritage**

Dahshour heritage area, located 11 km from south Sakkara, and it follows Badrashin center in Giza governorate and is considered from the most important archaeological areas in Egypt as it is one of the important Necropolis of Memphis and they are the necropolis that was found when Memphis "Meet Rahina now" was the capital of Egypt since the first family (3200 BC) till the end of the old city (2250 BC).

The Necropolis of Memphis stretch from Abo Rawash in the north to Midom in the south, and it includes Abu Rawash Giza, Zawyet El Eryan, Abu Sir, Sakarra, Dahshour, Masghona, Ellesht and finally Midom. Dahshur is a name for an old city from the villages of Giza and it was called "Aknator" and was mentioned by the famous Greek traveller Estrabon in his geography as it is located in the south of Memphis. Dahshur importance came from as it was the first place in Egypt to witness the construction of the first complete pyramid in the history of Egyptian pyramids architecture which is the north pyramid (or the red pyramid), of King Senefro, the first king of the fourth family and the father of King Khufu.

### **It contains many monuments which are:**

#### **The Bent pyramid for King Senefro:**

King Senefro built two pyramids for himself in Dahshur, the south pyramid and the north pyramid, and the south pyramid seems to look strange in Dahshur area as its inclined angle was broken at a certain height so the builders were afraid to complete it as its first angle so not to be heavy and might fall on the inner closets roofs and the corridors, and for that it was called the inclined pyramid. The change of the angle came nearly in the middle of the pyramid so it appeared as to be a pyramid over a terrace and it represents the semi-final stage of the development stages of the Royal Cemetery reaching the pyramid shape.

And the wady temple of this pyramid was found which has many important views (saleh, 1962).



### **King Senefero north pyramid (red pyramid):**

It is the first complete pyramid in the history of the ancient Egyptian architecture, it was started to be built after finishing the south pyramid. It is 99 meters high and is known as the red pyramid due to the reddish color of its stones which were cut from the red hill in Abbassya.

### **King Amnemhat, the second:**

King Amnemhat the second was from the kings of the 12<sup>th</sup> family. He ruled after Senosert the first. He left the Lesht royal necropolis and chooses Dahshur area to build his pyramid using the mud brick. The pyramid was destroyed and to the west of the pyramid there were four cemeteries found, one of them is for a queen, three for three princesses and in the princesses' ones' unique collection of jewellery was discovered which is displayed in the Egyptian museum as it was discovered a cemetery of one of the senior statesmen called Amoun Hotob

### **Senosert the third, pyramid:**

King Senosert the third was the greatest kings of the middle country, he was known to the Greek and Roman historians as "Sesosterees" he chooses the area of Dahshur to build his pyramid from the mud brick over one of the heights near from his grandfather's pyramid, Amnemhat the second and he was buried inside his pyramid.

The pyramid was covered by the limestone and its original height is 78 meters, in the south side of the pyramid, three cemeteries were discovered, in addition of three ships from cedar wood, two of them are displayed in the Egyptian museum.

### **King Amnemhat the third, pyramid:**

King Amnemhat the third built for himself two pyramids, first in Hawara in Fayoum and the second in Dahshour which is considered the last pyramid of the 12<sup>th</sup> family in Dahshour and was built between Senefero pyramid and Dahshur village on the agriculture land edge. This pyramid is known as the black pyramid due to the blackness of the mud brick it was built by, so it is considered one of the special characters in the area. Its original height is 81 meters and was covered by the limestone and on the top of the hierarchy a small pyramid made of basalt stone displayed in the Egyptian museum and they thought that the king was buried in his pyramid in Hawara in Fayoum.



In addition, of what was said, Dahshur is famous of intangible cultural heritage that is in the people's heritage, social heritage, handicrafts and crafts industries that are wonderful.

### **The mechanism of putting dahshur on the tourism plan :**

Dahshur possess many of the natural & cultural heritage so it requires a scientific plan for developing the heritage tourism & be included on the tourism map **is based on many main axes:**

- Developing & raising the awareness of the local communities fo the importance of the heritage in dahshur.
- developing the elements of the infra structure
- provide & develop the means of transportation from & to dahshur site.
- developing & provide the hospitality facilities like the food & beverage
- Marketing heritage tourism in dahshur
- Management the area in a tourism way
- encourage tourism investment in dahshur

**The first step** for the development in any tourism area is the raising of tourism awareness and the importance and value of the ingredients in that region.

- Tourism success and development in any country depends on tourists' satisfaction. This satisfaction is related to their consent of citizens' behavior towards them and how they welcome tourists and not to exploit them. This importance stems from the impression and memories carried by the tourists, where they are considered anticipated clients in the future. And more importantly, they transfer the tourist experience and its positives to their families and friends, which represents the most influential type of advertising, known as impact transmission.
- This will lead to many positive results which will be returned to the region and its inhabitants to preserve its natural and cultural elements.



## **raising the level of tourism awareness in Dahshur through the following:**

- Developing a tourism plan for raising the awareness in a new policy & strategy for developing the human & upgrading in order to improve his behavior & his skills towards the environment
- The existence of a governmental policies which aimed in maintaining & preserving the heritage in Dahshur in cooperation with the local communities and all those work-related in tourism and educational institutions in the region such as the Ministry of Tourism and the Ministry of Education.
- Involvement of local communities in the development plans and to what extent affected by
- Revival a number of traditional handy craft industries which will be reflected upon the culture of the local community.
- setting Seminars, lectures and workshops as well as special activities to maintain the cleanliness of tourist and heritage sites & cleaning campaigns in addition to the work of guiding plates & signs include information on heritage areas.
- Create jobs for local people and train them to provide various kinds of tourist services in the region(AlgALAD,2003).

## **Mechanisms to raise level of tourism and heritage awareness among all groups of society:**

Tourism sector cannot work independently or isolated from a national program to raise tourism awareness, its objectives, positives, negatives, benefits, constraints, development, impacts and patterns. Because, tourism is related to individuals' behaviour. So it is hard to prosper away from a society embracing it. The following mechanisms should be taken into considerations: -

1. Deepening citizen understand of tourism importance and its multiple positive impacts resulting in different economic, social, cultural and environmental aspects through developing an integrated program to teach tourism material. This should be done through teaching tourism material during all education stages, starting from kindergarten to higher education.



2. Achieving actual and scientific practice to students in various stages of education by informing them with archaeological sites and tourism activities and allowing them enjoy these tourism attractions. This can be done through continuous cooperation between tourism officials and social specialists in schools to provide domestic trips in affordable rates in order to raise tourism awareness of tourism students, introducing antiquities of their country and how to maintain them and then creating a sense of belonging.
3. Taking care of museum education in order to teach pupils in the early stages how to deal with pieces of antiquities, realize their importance and maintain them.
- 4 Activating role of the family in instilling civilized behaviour when dealing with tourists and informing them to importance of tourism activity and importance of respecting tourists.
5. Activating role of political and intellectual leaders in society through addressing citizens of different social and cultural levels to highlight the importance of tourism activity and its multiple positive impacts for the interest of citizens and the state as a whole.
- 6 - Creating opportunities for interaction between citizens and tourists by organizing a number of tourism meetings and festivals in order to strengthen confidence between the parties and to correct some misconceptions among citizens about tourism activity and then modifying negative attitudes among some citizens towards tourists and turn them into positive attitudes.
7. Organizing tourism programs at discounted prices to suit middle-income resulting in increasing local demand for domestic tourism and then raising their awareness of the importance of antiquities in their country and how to maintain them.
8. Organizing tourism contests about the most important tourist attractions in Egypt for young people in schools and universities and awarding prizes to winners aiming at raising their awareness of and appreciation to the antiquities of their country.
9. Preparing social studies and researches on the most important reasons of negative behaviours by some citizens towards tourists and tourism activity in general and ways to eliminate them.



10. Activating role of clerics to change erroneous religious view to tourism activity by citizens through providing religious evidence to convince them that there is no incompatibility between tourism activity and various religious faiths.

11. Launching national awareness campaigns through different media means to different Egyptian society groups, aiming at raising tourism awareness among citizens and strengthening positive trend and behaviour towards tourists, and then creating an encouraging not discouraging society for tourism activity.

12. Preparing media personnel specialists in tourism programs through training sessions and educational seminars and then expanding their role in raising tourism awareness within society.

13 - Providing tourism programs in an innovative and attractive manner to highlight the historical and cultural heritage of Egypt and broadcasting them in peak time to reach maximum possible viewing.

14 - Emphasizing on media role in preparing positive media material to counter negative media produced by entities seeking to exploit some tourism crises faced by some destinations.

15. Producing and distributing heritage publications continuously and systematically, dedicating pages for archaeological heritage in daily and weekly press and increasing television and radio material such as diverse heritage programs, seminars which benefit all ages.

16. Establishing governmental or private institutions that help to educate citizens and occupants of ancient and heritage buildings, and approaching effective authorities in this area, such as local councils, local authorities, local government or central government (ministries) to highlight different dimensions of heritage issue and its usefulness.

### **The second step is the plan of development touristic heritage in Dahshur in the frame of continuing touristic development**

World Tourism Organization (WTO) defines sustainable touristic development as “it’s touristic pattern that meets currant tourists’ needs and hosting touristic areas with providing and improving living chances of better life for hosted tourists”. According to WTO, sustainable touristic development definition will be as the following:



- 1- Sustainable tourism development aims to keeping touristic resources for present and upcoming generations of citizens or tourists.
- 2- Sustainable tourism development should be convenient with community and culture of tourist destination.
- 3- Sustainable tourism development meets the needs of hosting community to bring a better life stander.
- 4- Sustainable tourism development has to meet the needs and expectations of increasing numbers tourists with no harm to tourist destination, although it should keep attracting tourists continuously.
- 5- Tourist attractive factors, facilities, services and essential utilities should be planned, designed and managed fitting with environment, society and culture, so that tourist development doesn't pollute or destroy the environment or causing social problems.
- 6- Local communities should participate in planning for tourist development in their areas to get benefits directly of activities.
- 7- Environmental and natural resources in touristic field should be conserved, developed and maintained to keep the main factor of Tourism affected the growth of touristic activity and maximizing the beneficial results

### **Sustainable Development**

Tourism is an important element of comprehensive development, however it's responsible for a number of effects on nature and created environment such as; pollution of water and air, congestion and overcrowding, removing some of natural locations, depreciation of natural places of some creatures because of intensive visiting of tourists, destroying natural areas by weak badly planned and designed buildings, changing traditions and customs of hosted society, in addition to many different monuments. Today challenge facing tour operators and planners is how to meet and stand up to growing needs of tourists with balancing fragile and limited resources of destination country, keeping civilization, culture and different customs and traditions of destination country. *Connecting* terminology; referring to keeping usable resources of development to future using such as it has kept for the present, appears in development because of taking social responsibility of any negative sides' affected on hosted community. (Al galad 2000)



**According to Al galad (2000), sustainable development aims to:**

1-Keeping natural resources; one of sustainable development important principles is it conserves resources in ongoing bases for present and future generations.

2-Considerations of construction growth: concerns by usage of natural resources, whereas sustainable development guarantees that buildings of touristic development is identical with nature and not to affect negatively on form of environment, designs, and places.

3-Social justice: sustainable development aims to social justice by decreasing grands gabs between different classes by supporting all development patterns specialized for reducing large differences.

Regarding to Dee abs (2008), Sustainable development principle consists of many essential elements, mentioned in the following:

1-Controlling of population density, whereas the ability of sustainable development reduces, the population density on ecology system increases.

2-Conserving essential resources, whereas sustainable development aims to basically keep resources supporting life like; air, water, soil and creatures

3-Sustainable development determines absorptive capacity of intended places as well as vailed places for development.

4 -Sustainable development works on conserving several resources for present and future generations.

5-Sustainable development works on reducing negative effects or threats produced by usual development by preserving water, air and other nature elements quality and ecology quality

**According to Moulkheh 2005, sustainable development depends on the following factors:**

1-Effective planning for available resources in society, in view of this planning, there will be an effective and organized management to use appropriate ways and manners to achieve the short and long development goals to pass society by another better position in determined period.

2-The importance of achieving desirable environmental balance among human efforts and activities and the environment he lived in. determining



positive and negative effects of human efforts in environment, supporting positive effects and overing come the negatives producing disorder on environmental balance, preventing the depletion of resources, particularly, natural resources, which effects on environmental balance and interdependence and development future and then the continuity of development.

3-Existence of a determine and clear strategy to achieve the short and long term of development goals in considering economic, social, cultural and political circumstances of community.

### **Mechanisms of preparing a tourism development plan :**

The process of development aimed at fundamental change in the social structure, with its different organizations, and an amendment to the roles and positions, and operation of the economic potential yet identified and balanced, as well as working on changing intellectual and value trends, development is a process drawn to the progress of society in all dimensions whether economic -social -cultural or political, which rely heavily on community participation.

Preparing for tourism development plan includes several sequential and interconnected steps as illustrated by Bakry (2004) as follows:

1-preparation of initial studies.

2- Identification of planning objectives at first, so they can be modified through feedback during the process of preparation of the plan and antiquities evaluation. Stage.

3- collect information and conduct surveys and assess the current status of the tourist area

4- Data analysis (surveys) This phase includes the analysis and interpretation of data collected through surveys and synthesized coming out with facts and generalizations that would help in the preparation of the plan, and drawing up general and detailed steps

5- preparation of the plan: Here are the proper development polices and evaluation of these policies as (alternatives) to choose what is appropriate and suitable for the implementation of the plan, as well as the identification of programs and projects to be implemented to achieve the objectives of the plan



6- Implementing the plan, with its recommendations and means that are identified in the previous phase.

7-the evaluation and the follow-up of the tourist plan and adjusting it according to the feedback if necessary.

### **Ways for application sustainable tourism development:**

The means of implementing the process of sustainable tourism development can be determined as planning, marketing, and management as illustrated in the Ghoneim (1999).

#### **1-Tourism planning:**

The concept of tourism planning began to appear clearly after the Second World War. Where the international movement developed highly with increased numbers of tourists. Varied forms of tourism and numerous functions and characteristics of the tourist areas. In addition, to increased interest in tourism and tourism activities, it seems to appear its needs to control and direct these activities in order to reduce the negative social effects and environmental impacts and to achieve maximum economic benefit's degree especially after became regarded as an industry and major source of income in many countries of the world.

#### **2-Tourism Marketing:**

Tourism marketing is the second part in the tourism development process that arrives between the poles of tourism (offer \_ request). It allows the sale of the tourism product after the planned of the demanded side. The success of the tourism industry depends mainly on the achievement of the supply side to satisfy the tourist. Tourism marketing consists of three stages:

- \* Evaluate the tourism situation
- \* Develop a marketing strategy
- \* Identifying the actual schema.

#### **3-The Department of Tourism Development:**

The management of the process of the tourist development includes taking practical measures to keep it within the limits of sustainability after applying it through tourism resources and the management of the flow of visitors and controlling it (Al\_Laham 2007).



#### **4-Monitoring the sustainability of tourism development:**

The process being through continuous and organized steps by all devices to identify what has been implemented and compared with what was achievable target to find out what you need in the plans of their implementation.

The tourist planning can be considered as the most important vehicle through which we can access the development of sustainable tourism in the first stage of development. We conclude from the above that the tourist development depends on the planning as a scientific approach and an important function of the department's functions that must be based upon any activity of different activities in the government whether it was industrial, commercial, recreational, and cultural or tourist activity.

Indeed, it's necessary to be linked to the planning of tourism development and economic development and social and natural resources together to reach the plan of the tourist development within the overall plans for the government to benefit from the all resources without any waste of natural and environmental resource ( Al\_Hadad : 54 ).

In addition to, the continuous tourism development encourages and supports rely heavily on the national labour force. Because national participation in the development process assume a huge part of attention to the interest of the economic, social and environmental objectives of the government, moreover it contributes to highlight the development of elements and the various value of local. The continuous tourist development helps on keeping the social traditions architectural style of domestic nature and the artistic national heritage.

#### **Tourism development problems in the area of Dahshur:**

The major problems facing tourism development in the area of Dahshur are the following:

- Mono tourism product with more than 90% of tourist arrivals for entertainment and relics
- Destination for one-day tourism
- The limited diversity in catering and cafeterias and relatively low level of service
- Lack of tourism marketing and promotion for many of the tourist sights.
- Poor infrastructure and services areas of tourism development and archaeological areas



## **Dahshur future of tourism development:**

The future of tourism development in Dahshur depends on the largest possible size of tourism demand, whether at the local, regional or international levels, and to offer the tourist map of Dahshur, internally and externally, including contained elements, the possibilities and temptations able to meet the demands and meet the needs of different categories of those who want tourism and therefore the planner and The investor in tourism projects of Dahshur finds himself in the face of a range of considerations, he must consider:

(A) are available at Dahshur multiple tourist such as tourism and environmental patterns of tourism Nile and the desert and rural and others and the whole untapped optimum exploitation yet

(B) on the tourism plan for the area not be in isolation from development and development plans in other sectors so that they are all consistent in one strategy.

C) agriculture accounts as a supporter for areas of tourism development in the region.

D) diverse aspects of the surface of the desert in the county and the river, agricultural and others as well as a pristine environment, which represents an important element to attract compared to areas with the highest rate of pollution

(C) exploitation of resources and potential tourist Dahshur to diversify the tourism product to include new tourism patterns.

## **The mechanisms of applying the principles and criteria for sustainable development in Dahshur:**

There is no conflict on the importance of adopting the principles of sustainability for managing and protecting natural resources. As it is essential for the success of sustainable tourism development in the future conditioning equipment and organizations that is based on tourist activity with changing to the style, which will be achieved, from the sustainability of the tourist activity of all kinds. The best concept for practice environmental management as the best way to respond to change and what it requires from restructuring of various operations. In addition, it is considered a comprehensive framework that provides various environmental standards through which achieves the quality of environment and improve the level



of planning and development in the tourist areas, and aims of the best practice for environment management, as illustrated by Morsi (2006) to:

- 1- Rational use of natural resources such as land, soil, energy, water and others.
- 2- Work on reducing pollution in its various forms ratios, solid, liquid and gas.
- 3- Conservation of biodiversity through the protection of flora and fauna and the ecosystem.
- 4- Maintaining the cultural heritage and its different forms of customs, traditions, architectural heritage and others.
- 5- Local participation of all sections of society in the development process while working on the integration of local cultures.
- 6- Use local labor and products.
- 7- Reduction of contaminated soil chemicals.
- 8- Develop an environmental policy takes in mind the conditions in all stages of the development of tourism.
- 9- Taking into consideration the complaints from tourists

### **Mechanisms of Preserving cultural heritage**

Archaeological environmental protection need not be limited to its importance to the state but the international community as a whole because they are part of what is called common inheritance of humanity. Therefore, protection given to the environment must go beyond the state and extend from local to international community as well.

Environmental impacts are considered the most important problems facing many buildings and monuments because of serious damage caused which eventually leads to weakening and exhaustion of monument stones resistance. These monuments are influenced by natural, artificial or human factors and environments surrounding them, in addition to their composition conditions, geological origins and basic properties as well as human damage. (AkmalTawfiq, 2005)



**it was found that the archaeological environment is suffering from some important factors as follows: -**

Archaeological environment suffers from inadequate protection and negligence as necessary factors that should be available for archaeological sites do not really exist, as follows :(Mohammadayn Abdel Gawad, 2010)

1. Growing phenomenon of encroachments on archaeological lands and sites and decrease in clearance decrees for this, making it difficult or impossible to remove them in the future.
2. Lack of environmental awareness among residents in archaeological areas and willing to participate in tackling environmental degradation. The loss of this awareness is one of the most important risks that impacts archaeological wealth. It is noted that there is negligence to the importance of creating environmental awareness and educational patterns to make individuals take environment protection into account in all behavior patterns and their lifestyles.
3. Lack of interest among people about care and attention required by archaeological resources by in the case they are affected by environmental factors. It is noted that people react without an understanding of environment elements around them, not taking into account environmental factors affecting archaeological wealth

**The most important studies that have addressed heritage protection issue as follows:-**

-the need to promote environmental and legal awareness among individuals in order to provide people control to ensure implementing provisions of law sand (- Abul-Ela Alnimr, 2006)

-the most important problems hindering cultural development in historical areas are high population growth rates, rapid urbanization and high rate of overcrowding inside and outside historical areas in Cairo accompanied with pressure on utilities and basic services such as electricity networks, water supply, sanitation, communications, transportation and garbage collection service in these areas and low cultural and social levels for individuals residing in the region, which led to emergence of deteriorated areas with bad urban, demographic and economic characteristics affecting negatively various urban elements and the surrounding environment and



thus distinguished archaeological sites which leads to growing problems of unplanned growth in traditional areas.

The study aimed at reaching guidelines to achieve a balanced development appropriate to the nature of historical areas through the concept of popular participation and partnership and NGOs. The study recommended the following;

- The need to improve the basic environment and services of society, preserving current textile and use it as an effective tool in upgrading operations.
- Addressing causes of pollution, reducing increased water levels and getting benefit from specialized experiences in improving the environment and improving the nearby rural areas.
- Private sector should contribute in economic development of these areas.
- Establishing an authority specialist in protecting state property, such as endowments, agriculture, irrigation and various government agencies and in implementing laws that prevent encroachments with finding channels that allow public participation in efforts exerted to prevent these encroachment and random growth (Amani Hashim, 2008).
- the issue of encroachments on archaeological land and buildings still ranks as one of the most serious issues that threaten Egyptian heritage. However, it is the most important and dangerous ever since. It represents detraction from the national history and hands that commit this are unaware of seriousness of the matter. So, many legislations related to encroachments should be reconsidered to maintain our monuments.
- **The study dealt with causes of encroachments and factors helped to spread them represented in;**
  - Economic conditions and consequent social and behavioral change, especially in times of post-war and revolutions (**Council of Antiquities ,2006**)
  - Linking tourism since ancient ages with peoples' heritage and civilization
    - Extent of tourism contribution in preservation of civilized and human heritage of visited communities.
    - Comprehensive plan for the development of archaeological areas
    - Development of cultural heritage site management plan



- What must be taken into account when planning worldwide known historical and archaeological areas. The most important of these foundations is to maintain archaeological areas with all its attraction and creativity against destruction and pollution resulted from modern civil life.
- Protecting archaeological and historical wealth to taking necessary repairs to antiquities

Maintaining historic identity of antiquities by identifying activities that are commensurate with grandeur of them (**Ghada Hammoud /Mona Haggag ,2003**)

**- The study recommended several recommendations including;**

- Providing means of transport within archaeological areas for old and special needs visitors
- Taking into account local citizens in archaeological areas and adjacent regions to be the main beneficiary and the main goal of region planning and development
- Need for an explanatory signs of various cemeteries and shrines, taking into account that this signs suit both casual and specialist visitor.

-impact of environmental factors on archaeological structures in Delta and methodology of treatment and maintenance with, getting benefit from international experiences in this field. It also aims to study scientific methodology for restoration and maintenance of archaeological structures, benefitting from foundations and plans used internationally and choosing strengthening materials suitable for local environmental ways Conducting a comprehensive study to nature of soil, on which archaeological buildings are constructed through sensors studying soil

- Running chemical analysis to underground water to follow their tracks
- Preparing date base or data bank including a clear system for recording and indexing all archaeological buildings
- Re-planning areas taking into account that its harmony with the overall region so it does not lead to distorting and changing their characteristics and keeping these areas in the form of an open museums
- Visual protection of archeological areas so as not to lead to a breach of environmental stability in the region
- Raising archaeological awareness among citizens through various media and revival of popular participation towards maintenance and restoration of historic archaeological buildings



- Imposing censorship on repairing and maintenance, which gives a restorer some flexibility in dealing with the reality of archaeological structures
- Imposing harsher criminal penalty for willful demolition and sabotage of archaeological sites included in Article 42 of Law No. 117 of 1983 and Article 162 of the Penal Code, in such a way to give this penalty a criminal protection by making acts of willful destruction and vandalism of archaeological sites as they are considered public money, like electric cables and telephones.
- Internationalization of the crime of assault on ancient environment and activate the Paris Convention of 1970 on the Protection of the Archaeological Heritage (**AkmalTawfiq ,2005**).
- 
- Applying the concept of cost and return on investment in monuments protection considering that cultural heritage has value
- Announcement of cultural and historical heritage as "historical reserves" areas and make them closed areas, similar to the free zones
- Implementing economic policies and tools when dealing with archaeological environment protection, and environmental degradation
- Management of tourism areas in international economic and tourism manner manner and allocation of a percentage of revenues from antiquities fees for management and maintenance of archaeological areas (**Najwa Ibrahim ,2007**)
- administration plays a very important role in the country that have large wealth of archaeological and heritage represented in:
  - Implementing periodic programs for maintenance and restoration
  - Control of increasing numbers of tourists
  - Changing style of visits, especially for groups
  - Protecting archaeological heritage should be considered as a moral obligation to all human beings. This commitment must be done through appropriate legislation and adequate support to fund heritage conservation as this heritage is a common heritage of all human societies. All the countries should provide special support to heritage maintenance legislation and criminalization of any destruction or modification resulting from a change in any monument or archaeological site, or their surroundings without the consent of competent authority (Shafie's ,2004)



## **Mechanisms of monuments protection**

There are several mechanisms must be used to protect monuments (Specialized National Councils report) as follows:

- Developing a comprehensive security policy to preserve monuments in remote areas and developing guarding, especially in high-risk areas and providing them with all the necessary capabilities.
- Determining shrines of archeological sites, providing fences if necessary and putting these sites on archaeological and tourism maps.
- Emphasizing the role of localities in maintaining monuments, especially in remote areas to maintain national heritage and get benefit from tourism receipts.
- Developing a comprehensive plan to restore and strengthen monuments in remote areas and constructing creating barriers to prevent sprawling of sand dunes.
- Developing plan to prepare important monuments in these areas to respond to tourist tide gradually by;
  - Providing them with lights, iron doors, and wire networks to cover vents and windows
  - Preparing paved roads leading to these monuments.
  - Providing them with banners and signs.
- Securing and protecting archaeological buildings, sites and museums with latest tools, whether against fire or theft and preparing lists of all historical and archeological buildings to determine necessary securing such as early warning system. (Ahram Gazette 7/9 /2008 p. 33)

## **The study methodology**

1. Scientific Methodology of field studies to identify the pros and cons with an attempt to putting the latest methods of development and growth.
2. Method of desktop search depends on the books and references Arab and foreign as well as patrols and scientific studies relevant to the subject matter to take advantage of its methodology.
3. Method of field research depends on a number of personal interviews of a number of those who associated with the topics of study in addition to the use of the curriculum.



## **Recommendations:**

- 1- Activating the role of media institutions in instilling the sense of belonging by diffusing cultural materials that aim to preserve heritage and cultural evolution; by widening the horizons of young people, awakening their imagination, fulfilling their aesthetic needs and releasing their creative abilities.
- 2- The sense of belonging is fostered through the popular involvement in local development i.e. efforts made by citizens to cooperate with the administration and react by setting plans and policies , making decisions that meet their needs and aspirations and achieve the public good. Such involvement contributes to the creation of a national character to development projects and increasing enthusiasm for them, preserving them and building relations of understanding between citizens and the government. This involvement is a constant companion for such projects during all their phases of implementation as from selection of the appropriate tourist activity, location till its operation, then protecting and supporting it by informing citizens about tourism and their sense of belonging.
- 3- Keeping all categories of society culturally informed of the significance and value of the antiquities by acquainting them with their economic and cultural aspects. They should be also involved in the protection of cultural and archaeological heritage through their membership on committees, government and non-government institutions charged with this task.
- 4- Deepening their knowledge of this archaeological heritage to unite citizens with their heritage so that they can defend it out of conviction, considering its protection as a protection of self and identity. hereby, a moral motive and loyalty to cultural identity emerge. To do that, long educational programs should be provided to citizens about the importance of archaeological heritage and bring them up on its love and visit its sites. These programs should be disseminated through all written, audiovisual and technological media.
- 5- Reinforcing patriotism and national sense of belonging through acquainting the individuals of society with the tourist heritage and its components in the society. This can be realized through educational institutions that use diverse educational strategies, tools, and methods.
- 6- Capitalizing on all the above elements to benefit individuals and communities as they contribute to creating job opportunities, handicraft



training opportunities that create other chances for training on product marketing.

7- To Spread and distribute heritage publications continuously and regularly and assign pages for archaeological heritage in daily and weekly press from radio and TV materials like a variety of symposiums and heritage shows from which spectators of all ages could benefit.

8- Establishing government or national institutions that help acquaint citizens and dwellers of heritage sites, and get in touch with active authorities in this field including local councils, municipalities, and central rule authorities like ministries to highlight the dimensions and uses of heritage.

9- Encouraging citizens to get acquainted with fields related to archaeology including history of art, history of architecture, engineering, city planning, being based on these main criteria (aesthetic, historical, scientific research and social values).

10- Establishing more museums in all regions as they are the best embodiment of the continuous relation and reaction between the visitor and the archaeological pieces displayed. Hence, the visitor acquires artistic taste, the necessary knowledge in addition to keeping some heritage collections.

11 -Including tourist education in school curricula because it helps focus on the unique aspects and cultural inherited items from local surroundings. It also contributes to developing and improving traditional and popular industries and spreading them. Besides, tourist education enhances social and cultural communication

12 -Activating the role of individuals and civil societies in popular participation and the development of mechanisms to support and stimulate the participation of the people in keeping with the need to encourage the participation of young people in particular to expand their understanding and definition of their role in maintaining the environment of heritage in the region as a whole in general and in the near surroundings, in particular projects

13- Developing general plan to preserve cultural sites while providing a balance between requirements of tourism and preservation of monuments.

14- Developing precise plan for protection and maintenance of each site, including;



a- Organizing times of visit, selecting number of visitors for each monument suitable for the case of monument.

b- Taking preventive measures within cemeteries and wealthy places as follows:

\*Continuing care of all monuments and on creasing conservation and restoration treatment processes.

\* Improving means of lightening according to modern international standards that are consistent with quality, substance and stripes of monuments.

\*Placing unbreakable glass.

\* Providing means for internal ventilation

15- Producing replica for some of ancient tombs, such as what was approved by the Continuing Committee of Egyptian antiquities in 22/02/1989 to produce replica for six tombs.

16- Adding monuments of deserts to tourism map and drawing attention to the effects these monuments after preparing them security to counter tourism tide. (Report of the National Specialized Councils - cultural heritage and antiquities in Cairo for the year 1995 p. 284)

17- Establishment of visitor centres containing lounges and halls to display all areas and give a comprehensive idea of them (Al-Ahram newspaper 1/12/2008)

18- Taking advantage of international efforts to save cultural heritage sites at risk through the following institutions:

(A) The World Tourism Organization UNWTO

(B) UNESCO

(C) International Council for Museums ICOM

(D) The International Council on Monuments and Archaeological Sites ICOMOS

(E) The International Center for the Study of Preservation and Cultural Wealth Revival Icsprcp

19- This should happen within an institutional framework allowing all authorities to coordinate between them to apply laws and regulations



related to environment, monuments and urbanization in such a way to be felt in society.

20- Developing & raising the awareness of the local communities for the importance of the heritage in dahshur.

21- developing the elements of the infra structure

22- provide & develop the means of transportation from & to dahshur site.

23- developing & provide the hospitality facilities like the food & beverage

24- Marketing heritage tourism in dahshur

25- Management the area in a tourism way

26- encourage tourism investment in dahshur



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### السياحة التراثية في دهشور وآلية الحفاظ عليها

على الرغم من أهمية مقومات التراث الفريدة الموجودة بمنطقة دهشور إلا أنه لم يتم استغلالها الاستغلال الأمثل حتى الآن ولم يتم إدراجها على الخريطة السياحية المصرية بالشكل الذي يتلاءم مع أهميتها ومن ثم تهدف هذه الدراسة إلى إبراز المقومات التراثية والسياحية وسبل الحفاظ عليها ومن ثم استدامة تنميتها الشاملة.

كما تهدف الدراسة إلى الوقوف على أهم العوائق التي تقف حجر عثرة أمام استغلالها سياحياً -على الرغم من أهميتها التاريخية والتي سوف تتناولها الدراسة - كذا البحث عن كافة الوسائل لتنميتها ودراسة المشاكل التي تواجهها بما يهدف إلى تنويع المنتج السياحي وتقديم أنماط سياحية جديدة وغير تقليدية تركز بصفة رئيسية على المقومات التراثية الهائلة بالمنطقة ومن ثم تنشيط الحركة السياحية إليها داخليا وخارجيا لاستدامة وضعها على قائمة خريطة السياحة الدولية

وتتبع الأهمية العلمية لتلك الدراسة لكونها سوف تعمل على استخلاص بعض النتائج التي قد تسهم في دراسة كيفية الحفاظ على هذه المنطقة الأثرية والموروث الحضاري بما تشكله من زخم، كما تهدف الدراسة إلى إنها محاولة لإيجاد منظومة تشغيلية سياحية متكاملة تجمع كافة الموارد الثقافية والتراثية والأثرية بالمنطقة تتوافق وأهميتها كموقع تراث عالمي