

Impact of Egyptian Cultural Policy on Cultural Heritage Sustainability: A Case Study Red Sea (Marsa Alam)

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Abstract:

Cultural heritage has always been considered one of the main aspects of most governments' sustainable development plans due to its extraordinary nature; it also compounds the cultural pillar that significantly affects the social dimension of any development strategy. Hence, governments globally began to pay attention to adopting several policies to preserve, conserve, and sustain their cultural heritage for socio-economic development and to protect their cultural identity. Currently, the importance of cultural heritage has the attention of policymakers, academics, and international organizations through coverage of various disciplines and perspectives. The Egyptian government made numerous plans and investments to uphold and maintain its social identity on diverse levels. The purpose of this paper is to investigate Egyptian ideology toward development with the affection of the government's policies associated with development programs of Egypt's Vision 2030, The Sustainable Development Strategy (SDS), on the sustainability of Egyptian cultural heritage, particularly in light of climate change, and using the Red Sea (Marsa Alam) as a case study.

Keywords: Cultural Policies, Egypt's Vision 2030, Sustainable Development, Ministry of Tourism and Antiquities.

Introduction

The paper examines the cultural, social, urban, and economic facets of the Egyptian government and the cultural factors and components of Egyptian citizens. The Egyptian frugal system relies on information, services, and production, which attracts investment and increases competition. Likewise, guarding the Egyptian cultural identity includes protecting the tangible and intangible assets of Egyptian cultural heritage, safeguarding and preserving Egyptian antiquities and sites, and supporting, promoting, and sponsoring creators and cultural production. The government's tourism and antiquities agencies encouraged the expansion of tourism industries at the level of private enterprise and civil society. Egypt supported the successful cultural policy, and Egyptian decision-makers sponsored and provided funding for cultural and tourism products and cultural actors. Similarly, put more creative ideas into practice and increase tourism to Marsa Alam.

➤ **The National Cultural Profile**

Historical Overview: Starting from Egyptian modern history in the 19th-century, Mohamed Ali Pacha established the construction of cultural institutions for modern Egypt. In 1885, he established the Boulaq antiquities museum, and then a few years later, in 1892, establishing the national library and archives. The Egyptian Antiquities House (Egyptian Museum in Tahrir) officially opened in 1902 (El Batraoui and Khafagui, 2010, p. 51). Later in the reign of Khedive Ismail, the Cairo Opera House was established. Also, the government's cultural and antiquities sector achieved progress in cultural enterprise development, including cinema, theater, and music, at the level of civil society and the private sector. The period dubbed enlightened (Nahda) formed an effective cultural policy driven by Egyptian intellectuals' production was associated with the Anti-colonization of Egypt; therefore, the artistic production and cultural actors were insured and funded by Egyptian princes.

After the 1952 revolution, Egypt continued to modernize as a republic state; this marked a turning point in the Egyptian cultural policy, as the state initially extended control over intellectuals before being represented by free officers (Grincheva, N., 2014). Commonly, the new regime controlled the relationship between culture and politics upon which the regime ideology associated with developing people's social and cultural life; through implementing the system of protection and control for people, extremely the intellectuals. The philosophy implemented under the umbrella of national projects, which associated with and directed by concept of Arab Socialism. In 1958, The Ministry of Culture (MoC) established under the authority of National Orientation (Shams, 2014, p. 33). By the year 1981, the Egyptian regime oriented towards the ideology of neoliberalism, how the government adopted the privatization of most of the old national projects. The orientation caused a transformation of all primary services considering social and cultural ones to be a commercial model (Fan, B., 2018).

The National Cultural policies: The MoC announced its policy objectives to adopt cultural acceptance, freedom of expression, citizenship, rejecting bigotry, and enhancing the sense of belonging to the Egyptian nation. On this basis, MoC's programs target local groups, while, the general cultural policies' objectives and priorities are concerned with preserving, collecting, documenting, and promoting the national cultural heritage. On the other hand, MoTA, besides focusing on restoring and documenting the archaeological sites, recently is oriented towards promoting cultural heritage and tourism destinations adding to expanding in enhancing cultural and touristic services infrastructure. Moreover, MoTA and MoC's cooperation with the Ministry of Industry, Trade, and Small Industries started to adopt and incubate the traditional creative industries and promote their production. It is initial to highlight the ministries and bodies, which are responsible for formulating and implementing the state's cultural policy objectives in Egypt. The core responsibilities are Moc, MoTA, and the Ministry of Planning and Economic Development (MPED), in cooperation with other ministries and bodies such as the Ministry of Industry, Trade and Small Industries, the Ministry of Social Solidarity, the Ministry of Awqaf (Endowments), the Ministry of Education and Technical Education, the Ministry of Higher Education and Scientific Research, and the Ministry of Youth and Sports, the National Organization for Urban

Harmony (NOUH), and the Center for Documentation of Cultural and Natural Heritage (CULTNAT).

Cultural Policy Model: Generally, the Egyptian cultural policy model is a top-down administrative pyramid. The top-down management system is embedded in a state-controlled approach, which is rooted in the 1960s socio-economic system. While in the late 1980s, the socio-economic system developed to neoliberalism ideology. However, the top-down management approach of the state's cultural policy of the 1960s extended to the current time. Since, supporting the antiquities sector increased due to the financial aid that were generated by the tourism industry (García et al., 2018). Consequently, the government merged the Ministry of Antiquate with the Ministry of Tourism by the end of 2019 entitled the Ministry of Tourism and Antiquities.

➤ **Egypt's Vision 2030 – Sustainable Development Strategy Outlook**

In 2014, the government announced (Egypt's vision 2030) as a government's SDS, which was conducted by the MPED. It has proceeded via representative committees from different sectors in addition to the participation of experts from all fields aiming to develop public policy and strategy drawing Egyptian vision until 2030 at multiple levels (Khalil, 2020). On the other hand, in September 2015, the international community represented in the UN adopted 17 goals of the 2030 Sustainable Development Goals' (DSGs) agenda. Egypt's Visions 2030 was modified to work in line with the UN's SDGs' 17 goals agenda (UNIDO, 2020). (The United Nations Industrial Development Organization). While the current Egyptian state's doctrine is to benefit from big Egyptian markets aiming to attract investors and put Egypt among global competitiveness, which works in line with the UN's SDGs. The government's objectives are designed to position Egypt among the top 30 counties in the world depending on economic development, justice, social involvement, knowledge, creativity, participation, and a balanced ecosystem to improve citizens' quality of life, (El-Megharbel, N., 2015). Since government objectives aimed to achieve social justice in the framework of SDS' dimensions. It adopted strategies that provide economic benefits, equal opportunities, reduce geographical gaps, achieve freedom, and political empowerment, and foster cultural values. Therefore, the social dimension of the strategic vision included several pillars to achieve social justice like health, education, and culture (MPED, 2014, pp. 5-11). The following section highlights the most important aspect of SDS related to the research topic.

The Governmental Strategic Plan for Culture Development: In Egypt's Vision 2030, which was based on and in compliance with the UN's SDGs, culture has been mentioned as the eighth pillar (Culture Objective) was mentioned as “*A system of positive cultural values respecting diversity and differences. Enabling citizens to access knowledge, building their capacity to interact with modern developments, while recognizing their history and cultural heritage. Giving them the wisdom of freedom of choice and cultural creativity. Adding value to the national economy, representing Egypt's soft power at regional and international levels.*” (MPED, 2014, p. 13).

SDS articulated Egypt's soft power as an aim of the strategic plan concerning the social pillar and especially the cultural dimension. The strategy was conducted to achieve three main targets through a group of programs developed

to reconstruct the cultural system and review the laws and legislation related to heritage protection. The first target is to develop arts and cultural industries. The second is to increase the efficiency of existing cultural institutions in terms of civil activities. The third concern is to promote, sustain, maintain and protect cultural heritage, in addition, to enhancing local and international tourism. The Egyptian government adopted several projects to support implementing the cultural objectives such as:

- ✓ Establish cultural products and activities' databases in the form of a low-cost program. The program aims to protect intellectual property, provide an accessible digitized database for all forms of cultural heritage, cultural services maps, and heritage sites maps.
- ✓ Expand and develop cultural services infrastructure and increase its effectiveness. The program's elements aim to attract investments and increase partnership opportunities with the private sector.
- ✓ Reviving, marketing, promoting the traditional crafts through supporting and documenting the traditional crafts, adding to providing financial support to entrepreneurs.
- ✓ Support the cultural industry and create a stable environment that grants its growth. It aims to increase international cultural exchange, and support participation in international exhibitions and festivals to promote cultural industries (MPED, 2014, p. 30).

The Governmental Strategic Plan for Tourism Industry: In 2021, the MPED launched the (Environmental Sustainability Standards Guide: The Strategic Framework for Green Recovery). The 10th strategic goal of “the Tourism and Antiquities” was targeting three main objectives; first to reduce the negative environmental impact of the tourism industry, second is to balance between tourism development requirements and securing the national natural resources, third is to diversification, developing, and distributing the tourism product and reinforce its global competitiveness.

The plan is implemented by the following shareholders: the Ministry of Youth and Sports, the MoC, and the MoTA. The project targets specific topics such as securing the excavation sites, enhancing the eco-tourism, encouraging using clean energy in tourism building, using electric cars in tourism sites, supporting traditional crafts, promoting environmental awareness through cultural-based activities (MPED, 2021, p. 43).

The Governmental Strategic Plan for Urban Development: In Egypt's vision 2030, the aim of the tenth pillar (urban development) is to manage and balance spatial use, and develop the land's resources to improve the citizen's quality of life. The most important aspect of the urban development program (related to the research topic), is the elimination of slums and unsafe areas and renewing the deteriorated settlement's infrastructure. Besides increasing and improving the quality and capacity of public transportation (MPED, 2014, pp. 14-35).

➤ **Ministry of Tourism and Antiquity Profile**

✓ **Strategic Orientation**

The Ministry of Tourism (MoT) and The Ministry of Antiquities (MoA) were separated entities until September 2019, and then the Egyptian leadership

decided to merge both of them in one Ministry entitled The Ministry of Tourism and Antiquities (MoTA).

MoT was mainly concerned with promoting and sustaining the tourism industry and upgrading the touristic-based services, while MoA was mainly concerned with conserving, preserving, and documenting tangible and intangible cultural heritage.

Before that combination, the minister of MoT in 2018 pointed to the government reform program of Egypt's tourism in terms of sustainable development. Accordingly, the most important aspect of the strategy was to launch an international partnership for tourism marketing and promotional brand campaigns. To highlight the diversity, authenticity, and the modern face of Egypt based on marketing the innovative and competitive concepts. Upon which attracting visitors despite tourists' taste or budget, promoting the opening of GEM as well. Besides launching the People-to-People (P2P) campaign to present the Egyptians especially Egypt's pioneers from various disciplines, in order to change the tourists' perception of the Egyptian community, (El-Anany, 2021). Adopting digital, modern, and competitive promotional methods and tools in line with global trends; such as exploiting bloggers and global influencers to visit Egypt. Activating the ministry's website and social media within the context of promoting destination brands by creating an identity for each tourist destination in Egypt. Enhancing the regional offices of the ministry to ensure using digital marketing tools. Another important objective regarding the development of touristic infrastructure, (Al-Mashat, 2018, pp. 42-52).

On the other hand, in 2021, the Minister of MoTA presented in the opening session at the annual conference of Al-Ahram Economics Magazine. He had summarized the current strategic plan (after the merge) and the achievements of the MoTA in terms of Egypt's Vision 2030 (SDS). By explaining the strategy of MoTA that includes six axes: institutional and legislative reform, raising the competitiveness of the Egyptian tourist destination, enhancing social participation, raising the efficiency of human resources, maximizing the use of technological means, in addition to maintaining environmental balance and sustainability of tourism and archaeological activity.

The Economic indicators direct to an increase in the number of tourists and but also of tourist nights and rates of tourism spending. Within targeting segments with higher spending of tourists, the ministry promotes Egyptian tourism by launching different promotional activities; such as "The Same Great Feelings" campaign aiming to introduce the Egyptian tourist destination travelers via social media. The campaign targeted the markets of Ukraine, Italy, Saudi Arabia, the Czech Republic, Poland, the Emirates, Belarus, Germany, and other major markets exporting tourism to Egypt. Besides, the MoTA the Royal Mummies Procession event was considered the most costly and effective promotional campaign for Egypt. It was targeted to improve the mental image of Egypt abroad. Additionally, the Ministry contracted with an international company specialized in the field of public relations and crisis management has been for a period of six months in the markets of Germany, England, Italy, Ukraine, the UAE, Russia, and Egypt. MoTA also contracted with a Canadian-English international alliance to prepare the media strategy to promote tourism to Egypt. The company will launch an international promotional campaign for Egyptian tourism starting in the last quarter of 2021 for a period of three years.

MoTA is working on the digital transformation plan, by launching a group of websites such as “NMEC, GEM, MoTA”, and developing the Egyptian General Authority for Tourism Activation promotional portal. Besides being targeted for implementing a mobile application for tourist services. A reservation platform is under construction to ticket online for museums and archaeological sites as well. On the other hand, the ministry expanded in opening new museums such as the opening of NMEC and three other museums on the same day in three governorates (Sharm El-Sheikh, Kafr El-Sheikh, and the Royal Carriage in Bulaq) with the attendance of the president of Egypt. Within the new state's policy towards integrating and linking the cultural tourism product to beach tourism, it has opened the Hurgada and Sharm El-Sheikh museums. The ministry also expanded in upgrading and opening the archaeological sites; such as the Sphinx Avenue in Luxor, Al-Fath Royal Mosque in Abdeen, the Eliyahu Hanavi Jewish Synagogue in Alexandria, Aghurmi Mosque and Shali Castle in Siwa Oasis, the domes of Al-Imam Al-Shafei, the Temple of Isis in Aswan, three sites on the path of the Holy Family Journey to Egypt, Tell-Basta in the Sharkia, and the Church of the Virgin Mary in Kafr El-Sheikh, (El Amrani, 2010). It is initial to note that MoTA recently coined Egypt as the top known archaeological focal point of archaeological discoveries at the regional and international levels which it made Egypt a regional and international center for the study of archaeology, as well as making it a leader in cultural tourism. In addition, MoTA collaborated with lots of international entities to loan them objects for installing external object-based international exhibitions; touring exhibitions from 2014 to 2021. The way, which it contributes, to enhancing Egypt's soft power and generating financial revenues returns.

➤ **Operational Policies**

Since the administration structure of MoTA is the central authority regarding the decision-making. MoTA recently oriented towards investments in its facilities through outsourcing, sponsoring, and collaboration protocols with different civil organizations, companies, media companies, and Sovereign bodies. This strategy is implemented in the process of developing the facilities and services of Museums and archaeological sites. In order to overcome the administrative overlap and ensure the quality of products, services of the MoTA’s museums, and sites, on one hand, to maximize its revenues on the other.

MoTA conducted sponsoring agreements with different entities such as Alexandria of Bank, Al-Ahli Bank, Italian Institute, Suez Company, PepsiCo Company, Ceramica Cleopatra Company, and Samsung Company to participate in the process of developing the ministry’s services of museums and sites.

➤ **Cultural Policy-Diplomacy**

As the researcher mentioned before, the term cultural diplomacy is commonly used within the field of cultural policy and organizational relations in the context of public relations. It is considered a tool of a nation’s soft power; it is partially embedded in public relations, international relations, and national brands. Therefore, the researcher shall illustrate aspects of the nation, organizational, and national soft power as follow:

- ✓ A protocol was conducted with the Ministry of Communications and Information Technology to launch the MoTA's website and mobile application, in addition, to providing technical support in digitizing the MoTA services.
- ✓ Collaborating with the Ministry of Agriculture and Land Reclamation to loan objects for Ministry of Agriculture and Land Reclamation affiliated museums “Agriculture Museum” and restore the agriculture museum.
- ✓ Collaboration with MoC in objects loans and hosting events in MoTA’s sites and museums, in addition to participating in adaptive reuse of MoTA’s archaeological sites.
- ✓ Conducting an agreement with the Ministry of Social Solidarity on hosting exhibitions for creative industries’ products in MoTA sites and museums gift shops.
- ✓ Collaboration with the Ministry of Awqaf (Endowments) in restoring affiliated sites such Al-Azhar and the dome of Imam al-Shafei.
- ✓ Collaboration with the Ministry of Transportation for facilitating the tourists’ movement across Egypt and operating long Nile cruises from Luxor to Aswan, and developing some Nile marinas in the governorates located in its path, in addition to conducting a strategy to maximize yacht and cruise ship tourism in Egypt.
- ✓ Coordination with the MPED to conduct the MoTA’s SDS, reform, and development strategy in line with Egypt’s vision 2030.
- ✓ Agreement with the Ministry of Civil Aviation to launch the new flight stimulus program and to raise the value of the reduction on jet fuel prices regarding the tourist flights, in addition to establishing two museums in the Cairo Airport terminal.
- ✓ Collaboration with MHUC and the National Organization for Urban Harmony (NOUH) regarding upgrading the heritage buildings, focal squares, and developing urban heritage sites.
- ✓ Collaborating with the Ministry of Interior Affairs - the General Administration of Tourism and Antiquities Police to secure museums, archaeological sites, and tourists’ movements in Egypt, in addition to loaning MoTA’s objects to the Ministry of Interior Affairs’ museums.
- ✓ Collaborating to loaning MoTA’s objects for Ministry of Defense and Military Production affiliated museums.
- ✓ Collaboration and coordination with other governmental entities Such as the Cairo Governorate, the Ministry of Environment, the Ministry of Foreign Affairs, the Ministry of Education and Technical Education, the Ministry of Higher Education and Scientific Research, and the Ministry of Youth and Sports.
- ✓ Protocol conducted with Bibliotheca Alexandrina - the Center for Documentation of Cultural and Natural Heritage (CULTNAT)

regarding technical support, documenting, and digitizing most of MoTA's objects and services.

- ✓ Agreements with different companies regarding sponsorship of various services, in addition to protocols conducted with Sovereign bodies such as establishing a replica factory in return both parties will share the selling profits.
- ✓ Cooperation with the private sector to construct the building and operate the first archaeological museum in Hurghada and in turn both parties are sharing the revenue.
- ✓ Collaboration with international Museums such as the Civilization Museum in Rovereto in Italy, Museum complex in France, Tokyo National Museum Louvre Museum, the National Museum of Hungary, the Metropolitan Museum of America, Australian Islamic Museum Melbourne, and the National Foundation of Museums in Morocco.
- ✓ In addition to collaboration with different foreign institutions located in Egypt such as the German Archaeological Institute Cairo (DAI), the National Research Council-Italy (CNR), Institute Francis Dégypte (IFAO), the American University, Aga Khan Foundation, and the German Academic Exchange Service (DAAD) "Deutscher Akademischer Austauschdienst".
- ✓ A group of collaboration agreements was conducted with different countries at various levels such as Ecuador, France, China, USA, Austria, Italy, Bahrain, Jordan, Saudi Arabia, and the United Arab Emirates.
- ✓ An agreement was conducted with international organizations such as UNESCO to collaborate at multiple levels in the field of museums and archaeological sites, the United Nations International Children's Emergency Fund (UNICEF), the United States Agency for International Development (USAID), and Japan International Cooperation Agency (JAICA) to build GEM.

➤ **The Case Study Red Sea (Marsa Alam):**

The Red Sea Governorate is referred to as the governorate of hope because it offers a moderate climate all year round, a lovely landscape, soft sand, seawater, and coral reefs, (Salma, and Abd Al Qawi, 2018). In addition, it boasts several Pharaonic, Roman, Coptic, and Islamic structures, including the following:

- ✓ Roman and Egyptian Wadi Hammamet - Um Fawakher region.
- ✓ Coptic the monasteries of St. Antonius and St. Paula,
- ✓ Islamic Tomb of Abu Hassan Al-Shazli, Wadi Hmithra, Islamic Tabiya, and port of Aisab Bahlib.

As a result, there are several tourist activities, including the following:

- ✓ Marine Sports: Beach tourism, diving, sailing, and fishing.

- ✓ Medical Tourism: The Red Sea climate is characterized by dry air throughout the year and the bright sun, as well as therapeutic possibilities given by God to this region of black sand, warm water and sunshine, which proved to be effective in some diseases.
 - ✓ Recreational tourism: There are the Jiftun and the Shdawan Islands, the area of the Abu Manqar islands rich in mangroves, the site of Dasha al-Dabaa, Safaga Island, Utopia Island, umm al-Jorasan Island, Al-Zubarjid Island and two brothers.
 - ✓ Historical Tourism: The history of the governorate dates back to the Pharaonic era, whose effects are in the area of Umm al-Fawakheir in Wadi Hammamet (Edfu Marsa Alam Road). It dates back to the Roman Ptolemaic period, the remains of which are in the generation of Abu Dukhan and the Islamic ages, (Khalaf et al.,2020).
 - ✓ Religious tourism: In the Christian era, the Eastern Desert was a refuge for the monks. The oldest monasteries were the Monastery of St. Anthony and the Monastery of St. Paul. The Islamic Monument is the tomb of Sheikh Abul Hassan Al-Shazli in Wadi Hmeithra.
 - ✓ Safari tourism and adventures: That type of tourist is spread in the governorate, which has a huge range of mountain ranges suitable for mountain climbing, in addition to the existence of many valleys suitable for riding and beauty and many types and races help to sports cars and motorcycles Rally Pharaohs.
 - ✓ Handicrafts and old roads in the Red Sea: It's important to note that the historic Red Sea crafts are nearly entirely sold in the Red Sea's former trade routes. With a few exceptions in the north, it can be argued that the majority of Egypt's historic traditional tribes are found in the southern Red Sea region, which means that the crafts of the heritage dimension are concentrated there, (Ammar et al., 2011).
- **Marsa Alam** is located in southern Egypt, along the Egyptian east coast. It overlooks the Red Sea, on its western shore. It is located exactly 270 kilometers south of [Hurghada](#), and 132 kilometers from Quseir, near [Edfu](#). It has a surprisingly interesting history, there is plenty of evidence in the rock inscriptions and paintings that Stone Age man made in the surrounding mountains many thousands of years ago. The smooth rock was perfect for such work. This prehistoric art includes depictions of hunting scenes showing numerous animals including giraffes, ostriches, and hunting dogs, (Khalifa et al.,2022). Graffiti from a later period can also be found in the towering smooth walls of Wadi Hammamat (Valley of Baths) which is closer to El Quseir, but still a not-too-distant excursion from Marsa Alam. These include graffiti dating from Pharaonic times, including drawings of reed boats which have been dated to 4000 BC. Evidence suggests that the valley was the major trading route between ancient Thebes (Luxor) and the Red Sea and that crucially it provided a trading link via El Quseir, the Red Sea and the Silk Road between Thebes and Asia. Historians believe that Ancient Egypt's trade routes extended not just to Arabia, but as far as the Han Dynasty of China. Biblical text also

recommends that the Jews may have used the valley in their exodus from Egypt, although there's no other evidence to support this. However, we do know that the Romans later constructed watch towers and wells at regular intervals along the route, (Dewidar, 2011). Marsa Alam's ancient gold and emerald mines there was another equally important reason why the Marsa Alam area was vital to the economy of Ancient Egypt. The surrounding coastal area was rich in deposits of copper, lead, gold, emeralds and semi-precious stones. It is thought that the region contained the first emerald mines anywhere in the world and was the sole source of emeralds for the Roman Empire. Also, you can still visit what is popularly known as Cleopatra's Mines in the Wadi El Gamal National Park south of Marsa Alam. Most historians think these mines were already in use during the Ptolemaic period (330-30 BC), some even arguing that the history of the mines may go back as far as the second millennium BC. While there's no hard evidence linking Queen Cleopatra to the mines, there is every reason to believe they may have been in operation in her time. Cleopatra adored jewelry, and she loved green gemstones above all others. She even gave emeralds with her portrait engraved on them to favored ambassadors as well as to Julius Caesar. Additional evidence for emerald mining in the desert at that time can be found in the local desert valleys, (Shaan, 2005). There is a large rock-cut temple which can be seen at Sikait (about 80 km southwest of Marsa Alam) and which is typical of the Ptolemaic period. The ancient Greek geographer Strabo, writing only a few years after Cleopatra's death, also refers to the mining of emeralds in Egypt, even though he doesn't refer to the precise location. Cleopatra gave her name to the mines. Painting by Alexandre Cabanel, c 1887, the only datable artefact to be found in these mining villages is a Roman coin from the reign of Emperor Nero in the first century AD. By this time there were at least nine mining villages across an area of seventy square kilometers with the biggest two at Nugrus and Sikait. The Romans called the area Smaragdus Mons or The Emerald Mountains. It was almost certainly the only emerald mining area in the Roman Empire and the mines remained in use until the fourteenth century but declined thereafter with the importation of emeralds from India. The mountainous Red Sea coastline was also an important source of granite for the Empire, and slaves were used to hacking the stone out of the mountains. Even the Roman guards considered such locations as punishment postings. One such Roman granite/quarry complex, Mons Claudianus, can be found a two-hour drive to the north of Marsa Alam off the Safaga-Qena Road; about 40km west of Safaga. It is thought that it was during the reign of Ptolemy II (281-246 BC) that the first road was built linking Marsa Alam on the Red Sea with Edfu. This route ran through what is now the "Wadi el Gemal" (Valley of the Camels) national park. The main purpose of the road was to take emeralds and other precious stones and metals from the mines near the Red Sea to the Nile for onward shipment. Historians estimate that the Egyptian Eastern Desert produced some thirty types of stone, gemstone and metal and that before 1000 BC more than seventy gold mines contributed to a significant part of ancient Egypt's legendary wealth. Some gold mines continued to operate under the British administration during the early twentieth century before eventually.

Marsa Alam has developed into a premier Red Sea diving destination since the inauguration of its international airport in 2001. Nestled between the sea

and the desert, the town provides a variety of lodging options, from upmarket comfort hotels with all the modern conveniences to eco-lodges with Bedouin influences, (Eagles et al.,2002). For experienced divers, the dive spots at Marsa Alam are among the most alluring in the Red Sea. The main attractions of Marsa Alam are the robust coral reefs and the diverse underwater species, including dugongs and dolphins. In-shore coral reefs are the best place for beginning divers to spend hours observing marine life with berthing space for roughly 1000 boats, the new Port Ghalib Marina at Marsa Alam gave the area an extremely exclusive reputation. Additionally, Marsa Alam is a well-known kitesurfing location and a great place to begin safaris and outdoor exploration. You may explore some of the historic mines that once extracted gold and emeralds from the nearby mountains, (Kevin, 2003). A remarkable array of birds and desert creatures can be seen in the surrounding national parks of Gebel Elba and Wadi al Gemal. Additionally, Marsal Alam is renowned as a therapeutic location. You will therefore adore Marsa Alam whether you are interested in the beach, the desert, the reefs, or a combination of sightseeing and activities. Marsa Alam also has some inland attractions to visit, such as the emerald mines, popularly known as the Cleopatra mines, Marsa Alam, a miracle on earth. Marsa Alam, where visitors can experience utter serenity radiating from nature's harmonious shades of blue. Its sapphire beaches and unsurpassed underwater world ornament the town, also placing it as Egypt's top diving destination. Strolling down the town's lively promenade, surrounded by posh resorts, narrates a success story of a small fishing town.

➤ **Some Problems that Hinder Sustainable Tourism in the Red Sea are the following:**

- ✓ Traditional planning and development process.
- ✓ The lack of a special style.
- ✓ Weakness of local community awareness.
- ✓ Lack of cooperation with private sector.
- ✓ Absence of local participation.
- ✓ Lack of promotional and informational aspects.
- ✓ Weakness of Governmental Incentive.
- ✓ Local culture changes.
- ✓ Bad conditions of public services and facilities.
- ✓ Lack of communication with experts.

➤ **The Consequences of Climate Change:**

Despite being a part of the larger worldwide sustainable development agenda, tourism is thought to be a highly climate-sensitive economic sector and cannot address the problem of climate change in isolation, (Shoval, and Cohen-Hattab, 2007). To enable tourism growth to simultaneously contribute to poverty alleviation and play a significant role in achieving the development goals, the critical challenge facing the global tourism sector is to develop a cogent policy strategy that decouples the projected massive growth in tourism from increased energy use and GHG emissions. According to Steve Janes, a professor of environmental science at the University of California, St. Barbara, and research leader, says both unsustainable human activities and climate change have degraded coral reefs, (Eraqi, 2007). These activities include illegal and

destructive fishing routes, pollution in coral reef areas, and frequent tourist trips. Climate change also changes ocean chemistry, as acidification inhibits coral growth. In addition, climate change increases the risk of coral reef disease, algal growth, and jellyfish growth and thriving.

Researchers warn that Egypt, among several other coastal countries, such as Mexico, Indonesia, the Maldives, Malaysia, Australia and Thailand, is at risk of losing more than 90% of its income from coral reef tourism if countries around the world do not take serious action to stop the escalation of greenhouse gas emissions, (Gouda, 2012).

The study's results suggest that climate change will wipe out 74% of Egypt's coral reef habitats, thus losing the country an essential source of income from tourism. Although the state of Egypt's coral reefs is not the worst among the countries affected by rising temperatures globally, it is believed that they will be severely affected in terms of economy, as Egypt ranks first in the world in terms of countries with the highest values of coral reef-based tourism, (Post, and Lundin, 1996). As a result of the studies, the worst-case scenario predicts that Egypt's economic losses will amount to only 39.4%, and the loss depends on the level of temperature rise because Egypt is the world's highest country in terms of income based on coral reef tourism, (Samat, and Harun, 2013) The climate change would impede the ability of many nations to achieve sustainable development by mid-century.

Tourism may play a significant role in tackling climate change if the innovativeness and resources of this vital global economic sector are adequately mobilized and orientated toward this objective, (Ibrahim, 2009).

➤ **There are four essential ways to reduce tourism-related greenhouse gas emissions:**

- ✓ Reducing energy use.
- ✓ Improving energy efficiency.
- ✓ Increasing the use of renewable energy.
- ✓ Sequestering carbon through sinks.

Governments and business groups are putting culturally oriented economic development plans into practice as part of the city's rehabilitation process to attract tourists and investments, such measures are carried out by establishing a city's reputation as a cultural hub and improving the cultural infrastructure, (Gohar, and Kondolf, 2016). While city officials strive to strengthen the city's cultural identity to boost its worldwide competitiveness, urban policymakers base the city's competitiveness on social cohesiveness, (El Menshawy et al., 2012). As a result, urban regeneration strategies are built on culture and are intended to be used as a means of advancing sustainability, citizenship, social cohesion, and economic development while also fostering a city that is open to all. Many researchers emphasize the role of culture as a tool for attracting the creative class and social inclusion, which is consistent with policymakers' approach towards using culture and creativity as a mechanism for social

inclusion. (Garcia et al., 2015, p. 95). Nevertheless, those two strategies aim to attract investments for economic benefits.

➤ **Conclusion**

The tourism industry has become crucial to the Egyptian economy, contributing to the country's growth, foreign exchange production, job growth, income and employment, and poverty reduction. In concern to sustainable tourism development, there are privileged studies held in collaboration with international organizations, these collaborations need to be applied and implemented in real projects as applying some principles of sustainability with the promotion of best practices for water, sanitation, energy, solid waste and landscaping, with an integrated vision. Additionally, Government agencies need technical support and specialized training for their cadres in sustainable tourism. Red Sea is one of the top scuba diving locations in the world, and Egypt's beaches and climate are both outstanding. Red Sea coast is one of the most significant tourist destinations that draw a considerable number of foreign visitors every year. The majority of visitors come to this region to take advantage of the outdoor activities available, like water polo, windsurfing, diving, and sailing.

The development of Marsa Alam caused many problems:

- 1- The destruction of the natural composition of the beach line,
- 2- Damaging a great part of the marine environment (coral reefs),
- 3- Lack of integration between natural and built areas.

Now, this sector is a densely populated beach with hundreds of hotels and holiday resorts, and the development of this area took place regardless of the natural environment. Imagine, after many years, as a result of the non-rational uses of the coast with limited space, destroying of the natural environment (plants and animals) and pollution of seawater. Coastal Tourism depends essentially on environmental opportunities: water, sun, beach, and surrounding landscape. The quality of this environment and its components form the type of tourism and its sustainability, and it's one of the vital locations for habitat for breeding seabirds as well as marine turtles. The local community, the key element in sustainable development is still out of active participation in tourism development in the Red Sea region. Finally, global political, economic, social, and climatic changes had an impact on tourism over time, reducing its economic benefits.

➤ **Recommendation:**

- ✓ To preserve natural resources and protected areas, laws, and regulations should be passed to manage and safeguard the special natural resources, support, and complement ecotourism by preserving the quality of the surrounding environment and offering tourist attractions, and, most importantly, rationalize the use of essential natural resources.
- ✓ The necessity of developing different tourism program outlines.

- ✓ How to promote cultural heritage in new ways to be a vital part of attracting visitors, such as creating an adventure tour of the old mining location also implementing traditional food festivals.
- ✓ Merge the indigenous in the tourism plan, who have a unique culture and social background and have their specific style, language, customs, feasts, traditional food, etc.

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أثر السياسات الثقافية المصرية على استدامة التراث الثقافي

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الملخص

تعتمد السياحة الساحلية بشكل أساسي على الفرص البيئية كالمياه والشمس والشواطئ والمناظر الطبيعية المحيطة، وتشكل جودة هذه البيئة ومكوناتها نوع السياحة واستدامتها ، و مرسى علم من المواقع الحيوية لتكاثر الطيور البحرية والسلاحف البحرية، وأصبحت صناعة السياحة ضرورة للاقتصاد المصري ، حيث ساهمت في نمو البلاد ، وإنتاج النقد الأجنبي ، ونمو الوظائف ، والدخل والتوظيف ، والحد من الفقر. فيما يتعلق بالتنمية السياحية المستدامة ، هناك دراسات مميزة يتم إجراؤها بالتعاون مع المنظمات الدولية ، ويجب تطبيق هذه التعاون وتنفيذه في مشاريع حقيقية مثل تطبيق بعض مبادئ الاستدامة مع الترويج لأفضل الممارسات للمياه والصرف الصحي والطاقة والنفايات الصلبة وتنسيق الحدائق برؤية متكاملة. بالإضافة إلى ذلك ، تحتاج الجهات الحكومية إلى دعم فني وتدريب متخصص لكوادرها في مجال السياحة المستدامة. يعد البحر الأحمر أحد أفضل مواقع الغوص في العالم ، كما أن شواطئ مصر ومناخها رائعان ومميزان . يعد ساحل البحر الأحمر من أهم الوجهات السياحية التي تستقطب عددًا كبيرًا من الزوار الأجانب كل عام حيث يأتي غالبية الزوار إلى هذه المنطقة للاستفادة من الأنشطة الخارجية المتاحة ، مثل كرة الماء وركوب الأمواج شراعياً والغوص والإبحار.

كما أن التراث الثقافي هو أحد الجوانب الرئيسية لخطط التنمية المستدامة لدى أغلب الحكومات وذلك نظرًا لطبيعته الخاصة لأنه يضاعف الركيزة الثقافية التي تؤثر بشكل كبير على البعد الاجتماعي لأي استراتيجية تنموية. ومن هنا ، بدأت الحكومات على الصعيد العالمي والمحلي في الاهتمام بتبني العديد من السياسات للحفاظ على تراثها الثقافي والحفاظ عليه من أجل التنمية الاجتماعية والاقتصادية وحماية هويتها الثقافية. قامت الحكومة المصرية بالعديد من الخطط والاستثمارات لدعم والحفاظ على هويتها الاجتماعية على مستويات مختلفة. لهذا تركز الورقة البحثية على تحقيق الأيديولوجية المصرية ودورها في التنمية مع مراعاة سياسات الحكومة المرتبطة ببرامج التنمية المختلفة وكذلك رؤية مصر ٢٠٣٠ ، استراتيجية التنمية المستدامة (SDS)، بشأن استدامة التراث الثقافي المصري ، لا سيما في ضوء تغير المناخ. ، واستخدام البحر الأحمر (مرسى علم) كدراسة حالة.

كما تبحث الورقة في الجوانب الثقافية والاجتماعية والحضرية والاقتصادية للحكومة المصرية والعوامل والمكونات الثقافية للمواطنين المصريين ، و المجتمع المحلي هو العنصر الرئيسي في التنمية المستدامة ولا يزال خارج المشاركة النشطة في التنمية السياحية في منطقة البحر الأحمر. يعتمد النظام الاقتصادي المصري على المعلومات والخدمات والإنتاج مما يجذب الاستثمار ويزيد المنافسة. وبالمثل ، تشمل حماية الهوية الثقافية المصرية حماية الأصول المادية وغير المادية للتراث الثقافي المصري ، وحماية الآثار والمواقع المصرية والحفاظ عليها ، ودعم وتشجيع ورعاية المبدعين والإنتاج الثقافي ؛ لذا نجد تشجيع من وزارة السياحة والآثار الحكومية على التوسع في الصناعات السياحية على مستوى المؤسسات الخاصة والمجتمع المدني، وقام صناع القرار المصريون برعاية وتوفير التمويل للمنتجات الثقافية والسياحية والفاعلين الثقافيين، مع إعطاء الفرصة للمزيد من الأفكار الإبداعية وتنفيذها لزيادة عوامل الجذب السياحي لمرسى علم ودعم السياسات الثقافية الناجحة.

الكلمات المفتاحية: السياسات الثقافية ، رؤية مصر ٢٠٣٠ ، التنمية المستدامة ، وزارة السياحة والآثار.