

# Towards Spatial Inclusion of Orange Economy Activities in Local Communities (case study Markaz El\_Qurna, Luxor Governorate)

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**Abstract** The orange economy is indeed fascinating, especially in the context of Egypt's rich cultural heritage and potential for sustainable development. The orange economy contributes significantly to GDP, with its ability to create sustainable jobs and enhance local economies through cultural and creative activities. By integrating orange economy into local economic activities, Egypt can boost tourism and preserve its unique cultural identity. The goal of the research is to examine how orange economy activities can be more widely integrated into local communities. The study's focus on different regional, and local, levels to understanding how these activities can be effectively implemented. The study's findings demonstrated the orange economy's successful integration into the economic structure as well as its highly beneficial effects on local communities, as evidenced by the enhancement of the urban, social, and economic environments. The questionnaire approach was used with 78 samples that included citizens as well as business owners, workshop owners, artisans, and planning engineers. According to the results of this questionnaire, the local community generally agrees that orange economy activities are important for maintaining cultural identity, generating long-term employment opportunities, and boosting the local economy. However, there are several barriers, chief among them local products, poor marketing and poor infrastructure networks. The study offered numerous recommendations to address these issues and difficulties, such as incorporating orange economy initiatives into different local plans and creating new marketing spaces, all the while bolstering the potential and abilities of local community members to attain complete sustainability for these communities.

**Keywords:** Orange economy - Tourism - Local communities - Urban environment - Luxor.

## 1 Introduction

Orange economy activities have the potential to boost the capacity of both urban and rural communities to establish more sustainable economies. It can also improve the quality of urban environments by promoting the development of public and cultural facilities and enhancing the capabilities of various types of infrastructure. In general, the move to capitalize on the orange economy's activities raises GDP levels by leveraging cultural heritage and creative elements, such as art or tourism, to create an economy that supports the adoption of non-polluting technologies and promotes the trend toward non-polluting activities.

### 1.1 Study problem and questions

The study problem emerged in the search for how to spatially include the elements of the orange economy in local tourist communities, as despite Luxor's possession of many heritage and natural components, it suffers from the lack of optimal exploitation of these components as elements of the orange economy and a deficiency in marketing efforts for that region. Many questions have emerged, including:

- What are the most important elements of the orange economy and the extent of their availability within Luxor?
- What are the most important problems that limit the application of the orange economy in Luxor?
- How can orange economy activities be included in local communities in Luxor?

### 1.2 Research goal

The study aimed to shed light on the concept of the orange economy, its origins, its most important elements and components, as well as to identify the components of the orange economy in Luxor.

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## 2 Theoretical Framework

### 2.1 Concepts of orange economy

Numerous concepts that give economics specific hues have proliferated, and there are now more than ten colors in the discipline. The phrase "orange economy," which refers to a collection of practices that enable the conversion of concepts into products and services with cultural value based on intellectual property, first surfaced in this context [1, 2]. A few years ago, the phrase "orange economy" was originally used in a book or workbook titled "The Orange Economy: An Endless Opportunity." Because orange is linked to culture, creativity, and identity, it has been chosen to represent the creative economy [3].

As the creative or orange economy encompasses the vast wealth that comes from the combination of talent and cultural heritage, it also refers to economic activities that combine talent, creativity, technology, and culture. In these activities, ideas are turned into cultural goods and services whose returns come from intellectual property and rights. The orange economy is a collection of commercial endeavors that integrate creativity, talent, technology, and culture—that is, turning concepts into cultural products and services. All of the dynamics related to cultural activities are included in the concept in its broadest definition [4]. According to UNESCO, the primary goal of the orange or creative economy is to market goods, services, and activities as well as to publish, reproduce, or create works that contain artistic, cultural, or heritage content, it also draws together several economic sectors [5].

Tourism and the creative economy have become increasingly intertwined as new creative forms of tourism and their consumption proliferate. Tourism has shifted from being an information-based activity to a knowledge-based activity as consumers become more knowledgeable and demanding and as destinations have sought to differentiate themselves by adding intangible creative products to traditional forms of cultural tourism based on tangible culture [6].

The Santander Organization defines the orange economy as an economic model where products and services have intellectual worth since they are the result of people's or the nation's ideas and experiences [7], and the Inter-American Development Bank views it as a collection of activities that enable the transformation of ideas into cultural goods and services whose value is determined by intellectual property [8]. The production, reproduction, distribution, and marketing of products, services, and activities with cultural or heritage content, such as radio, music, fashion, research and development, publishing, design, handicrafts, visual arts, performing arts, and architectural designs, are the primary goals of the

economy, according to UNESCO [9].

The orange economy, according to the United Nations Conference on Trade and Development, is a cycle of producing commodities and services with intellectual capital and creativity as key inputs [10]. Production, distribution, and marketing of goods, services, and content activities derived from cultural, artistic, or heritage assets are the primary objectives of this collection of economic activities in the cultural and creative industries [11]. The coexistence of human creativity, ideas, culture, intellectual property, knowledge, and technology is another definition of the creative or orange economy [1].

On the other hand, the United Nations Conference on Trade and Development (UNCTAD) defines the basic elements of the orange economy as including [12]:

1. Tangible and intangible intellectual or artistic products or services with creative content and economic and craft value, services, and industrial sectors that constitute a new dynamic sector in world trade
2. The cycles of creating, producing, and distributing goods and services that use creativity and intellectual capital as primary inputs.
3. They constitute a group of knowledge-based activities that are focused on and are not limited to the arts only, but it is possible that activities with a return from either trade or intellectual property rights are included in them.

By reviewing the previous definitions, it can be concluded that the orange economy expresses the activities, goods, and services that are closely linked to cultural and creative activities, such as arts and intellectual property activities, those activities that have their origins in individual creativity, skills, and talents that have the ability to create job opportunities and wealth. It is worth noting that the orange economy has recently received support from a number of international organizations, such as the United Nations, UNESCO, and others, due to its interest in cultural heritage and social development without compromising the economic return that gives it the characteristic of sustainability [12].

According to UNESCO [13] and the World Bank [4], the orange economy is increasingly viewed as a chance for growth, development, and job creation not only for industries but also for developing nations. It has been noted for its capacity to create jobs, foster innovation, increase cohesion, and contribute to the well-being of societies because it assumes commercial and cultural values. Its significance in accomplishing the Sustainable Development Goals has also been acknowledged [6].

### 2.2 Areas and activities of the orange economy

The orange economy relies on a collection of artistic

and cultural endeavors. The following summarizes the key categories into which the orange and creative economies are separated (Fig. 1):

First: music, visual arts, photography, performing arts, ecotourism, handicrafts, and traditional goods.

Second: the cultural industries that offer products or services that are widely replicable and publishable. Along with the audio-visual (film and television) and recorded music, literary, and radio industries, this also encompasses the publishing of books, newspapers, and magazines. This category also includes news organizations and other information services [32, 15]

Third: New media and content program-related goods and services, including jewelry, digital platforms, graphic arts, illustration, and interactive audio-visual material.



**Fig.1** Orange economy activities  
Source: [12]

### 2.3 Orange economy's significance

The United Nations Educational, Scientific, and Cultural Organization “UNESCO” [13] estimates that the orange economy accounts for 30 million jobs globally and 3% of the global gross domestic product (GDP), with women accounting for nearly half of its workforce and young people aged 15 to 29 making up the largest share.

The contribution of the creative economy to the economies of countries ranges between 2% and 8%, and its average contribution to the global economy is 6.1%. Based on United Nations estimates, its annual revenues amount to 2.25 trillion dollars. Some countries have made profits from this economy, as these countries considered the orange economy an advanced concept based on creative assets that can generate economic growth and development through [11]:

Enhancing income generation, creating job opportunities, and export revenues while enhancing social integration and cultural diversity.

Integrating the economic, cultural, and social aspects that interact with technology, intellectual property, and

tourism objectives.

Supporting knowledge-based economic activities with development and comprehensive links at the macro and micro levels in the macro economy.

Marvin and Barney [14] confirmed that modern global trends such as the digital revolution have revealed the weakness of the economies of many countries, especially small ones. To confront this weakness, these countries have resorted to focusing on their creative industries to generate wealth and provide job opportunities for local residents.

Richards and Bartos [15] emphasized that the idea of the creative economy is founded on the rich cultural, artistic, and creative heritage of the Arab world, in addition to its conventions, traditions, and architecture. For these creative sectors, the Middle East is regarded as a potentially lucrative market. The World Bank [16] predicted that the cultural and creative sectors would rise by 10% a year in this context. In addition to the fact that several Arab nations are investing in cultural sectors to boost their future profitability, we find that the region's apparel business has expanded by 6%. A number of steps have also been taken by some of the region's nations to boost the flow of tourists via their borders.

According to Wovo et al. [17] creative industries offer tourist destinations several direct advantages, such as jobs, foreign direct investment, community revitalization, infrastructure improvement, tax income generation, and a propensity to boost the economy through the growth of tourism and consumer spending. According to Valdivieso [2] the orange economy is made up of a variety of cutting-edge industries and activities, including the following:

1. Visual arts such as painting, sculpture, and photography
2. Performing arts such as theater, dance, circus, puppets, opera, concerts, or fashion shows.
3. Festivals, carnivals, and exhibitions
4. Archaeological sites, libraries, museums, and gastronomy.
5. Traditional cultural industries such as publishing, film, television, radio, video games, industries, and handicrafts.
6. Functional creations such as architecture, advertising, design, jewellery, and game design [33, 34].

### 2.4 Developmental role of the orange economy in stimulating local communities' economies

**Local economy growth:** The creative economy now accounts for 4.3 trillion US dollars, or 6.1% of the global economy. As the intangible economy grows, it is anticipated that this percentage will rise in tandem with the growing digital nature of creative operations and their technological intensification. Given that tourism accounts for 10% of global GDP and one in ten employments

globally, creative industries are frequently associated with tourism, which can lead to career opportunities. Sites of cultural heritage frequently act as hubs for the expansion of tourism and the creation of jobs, and artistic and cultural endeavors give underprivileged groups access to revenue [18].

**Urban development:** Creative communities can also help restore previously neglected or deteriorated urban spaces. Evacuated buildings and underutilized plots of land can be redirected instead of being destroyed, thus improving the city's image and suitability for living and production. Investing in the quality of the place and building on it are essential components of urban development. While basic features such as climate, natural resources, and population are important, other important features such as culture and open and green spaces can be built and enhanced to make communities more competitive because they will create more opportunities for development [19].

**Social inclusion:** As demonstrated by UNESCO's analysis of the performance of the orange sectors in 35 low- and middle-income countries, which revealed that women outnumbered men in the creative and cultural industries and that other marginalized groups were also common, creative communities strive to rebuild the social fabric and rehabilitate the region's less educated population [13].

## 2.5 Orange economy repercussions on the urban development

The repercussions of the orange economy on urban development are represented in the effects that result from the development and growth of creative activities in communities with great heritage and creative components. These effects on the urban environment vary between large urban or economic effects, which can be summarized as follows [13]:

1. The growth of orange economy-specific economic activities and their requirement for certain patterns of uses and buildings supporting these patterns of activities have resulted in a significant shift in the land use structure in these creative clusters.
2. The development and economic growth in the clusters with creative components, as well as their capacity to play a significant role in regional and national development due to the economic and social distinction that accompanied the growth and development of the orange economy in these clusters, resulted in a change in regional urban networks between the clusters.
3. These clusters have experienced significant economic growth as a result of the orange economy's efforts to create numerous direct and indirect job opportunities across a wide range of economic sectors that

have been assigned to it (such as tourism, publishing and distribution, handicrafts and heritage, digital platforms, etc.). Additionally, the orange economy has played a significant role in raising these clusters' gross domestic product by fostering and promoting creative activities and making them a vital component of the clusters' economic foundation.

4. The orange economy's role in addressing regional problems by increasing employment opportunities and improving citizens' quality of life and living standards, including the problems of unemployment, regional differences between urban and rural areas, and low rates of human development in local communities as a result of the economy's rapid development and growth, as well as its successful role in addressing these regional and national problems [32, 33].

Enhancing the urban environment from an aesthetic and environmental standpoint is also influenced by the growth of the creative sector. Creative spaces are necessary in the tourism context so that artisans can create distinctive items for tourist destinations that are unavailable elsewhere. However, in order to establish a link or connection, workshops for employees engaged in creative endeavors need to be connected to the tourist area. The production chain is facilitated by this link. Stated differently, tourism turns into a venue for marketing, distribution, and the creative economy [20, 21].

## 2.6 Role of the orange economy in supporting the sustainability of local communities

The various facets of sustainable development can be impacted by orange economy activities because, besides conserving environmental resources, one of the main draws of orange economy activities is that they can also help the environment by promoting carbon-free practices. Economically speaking, the sustainability of economic activity and the development of employment opportunities for residents—particularly women heads of households—help to sustain these communities' economies and lower unemployment rates. Socially, it involves protecting heritage and values while attempting to capitalize on them through tourism-related activities that maintain their sustainability. Naturally, this is given a collection of institutional structures that seek to promote and intensify these activities while upholding the values and ideals of the community [22].

## 2.7 Sustainable development plan in relation to the orange economy Egypt's 2030 vision

The first goal in the culture axis is to support cultural industries as a source of economic strength. This means allowing cultural industries to be a significant factor in

development and added value to the Egyptian economy, which forms the basis of Egypt's soft power at the regional and international levels, according to the sustainable development strategy, which also highlighted the role of cultural industries in achieving economic growth and regional and international influence for Egypt. Cultural industries encompassed a wide range of industries, including publishing, books, radio, television, traditional crafts, and the visual arts. The strategy highlighted the difficulties these industries face in Egypt due to lax laws pertaining to intellectual property protection and the need for competition to fight monopolies [5].

The strategic objectives of the culture axis in Egypt's Vision 2030 [23] included:

- Supporting cultural industries as a source of economic strength: Enabling cultural industries to become a source of economic strength to achieve development and added value for the Egyptian economy, thereby establishing them as the foundation for Egypt's soft power both regionally and globally.

- Increasing the effectiveness and efficiency of cultural institutions and workers within the system, optimizing their role and impact, reaching out to different societal groups, and increasing the effectiveness of cultural system workers in a way that is in line with our reality and the stage's conditions.

- Ensuring the preservation and upkeep of cultural heritage to increase awareness of it both internally and externally through the promotion and protection of all forms of heritage.

Examining the sustainable development strategy makes it evident how important it is to foster creative endeavors and support the demands of the orange economy. In Egypt, this has become a top priority for regional urban development since the orange economy boosts GDP by creating jobs in a variety of innovative and creative fields, particularly for women and young people. By boosting innovation, productivity, competitiveness, and the social integration of other industries, the creative economy also indirectly boosts the GDP. By promoting regional crafts and preserving the sustainability of tourism resources, it also promotes cultural diversity, human growth, and the preservation of Egyptian cultural identity—all of which are critical to reaching sustainable development objectives. Egypt aims to benefit from its heritage history by developing creative Egyptian cities, which in turn supports the role of the orange economy in urban development [24].

### 3 Research Methodology

In addition to the several censuses published by the Central Agency for Public Mobilization and Statistics

(CAPMAS) [30], secondary data were gathered from their sources, which include books, references, and study, using the descriptive analytical approach. Two methods were used to gather primary data from their sources: first, a spatial urban and economic survey of the orange economy's components was conducted in clusters based on activities that were intertwined with tourism; second, a questionnaire was administered to determine the extent to which the orange economy's components supported local communities and the barriers that prevented its full implementation (Fig. 2)

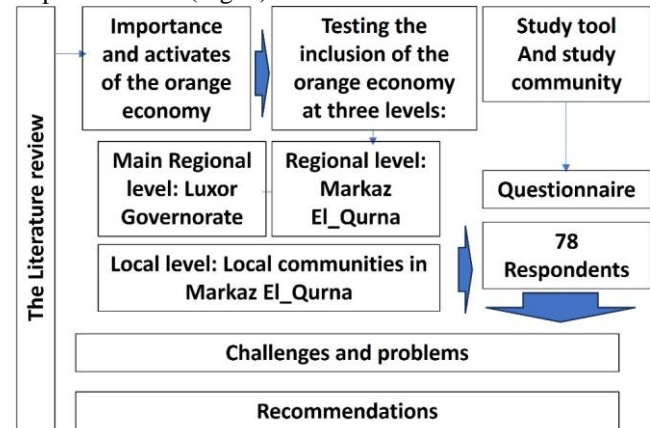


Fig.2 Research steps

#### 3.1 Study tool

In addition to developing a questionnaire to gather the data needed for the study from the study sample, a spatial survey will be conducted to ascertain the degree to which local communities are impacted by orange economy activities. The data obtained from the survey will be compared to the data from the most recent censuses conducted by the Central Agency for Public Mobilization and Statistics. Roscoe's theory, which says that a sample size is appropriate for all investigations when it is greater than 30 but less than 500, was used to calculate the sample size [25].

#### 3.2 Study community

This study depends on the Functional structural theory which considers the society is a system made up of a number of interrelated components, each of which has an impact on society as a whole and on other people. Since the founders of functionalism concur on fundamental presumptions that collectively form the general framework of the functional structural theory, it is one of the most significant issues that researchers will find useful in determining the structural changes that have taken place in industries related to orange economy activities and between the social and urban environment in those societies:

1. Considering society as a system made up of interrelated parts.

2. This society tends to gravitate toward balance, and the sum of its parts guarantees that this will continue. As a result, when this balance is upset, all of the system's components and regular activities contribute to keeping the system stable.

Accordingly, the research community included workers in various activities that constitute some elements of the orange economy, including businessmen and workshop owners, in addition to a random sample of workers in the field of planning and development in the governorate, in addition to some residents. 78 questionnaires were distributed, of which 17 were excluded as incomplete.

#### **4 Study Area Description (Luxor Governorate and Markaz of Luxor and Qurna)**

One of the most significant regions with a unique and distinctive heritage in southern Egypt is Governorate and Marakaz Al-Luxor, with its geographical periphery that includes the West Bank and Marakaz El-Qurna with its rural communities. It has a lot of tourist attractions, such as antiquities, industries, heritage crafts, customs, traditions, and language. These tourism-related components are some of the most crucial ones that form the foundation of the orange economy. One of the economic models founded on intellectual property rights and creative sectors is the "orange economy." By combining creativity, talent, culture, and technology, the phrase "orange economy" has come to represent a certain type of economy, its direction, and its content through color. It refers to activities that turn ideas into cultural goods and services, with intellectual property—including the immense wealth of the combination of talents and cultural heritage—as the revenue source [1]. The orange economy, which makes money from intellectual property, has grown in popularity in recent decades. Since the creative economy employs 30 million people worldwide, accounts for 3% of the global gross domestic product, and has garnered attention from many nations with rich cultural and heritage legacies, the United Nations proclaimed 2021 the Year of the Creative Economy by ratifying its resolution issued in November 2020 to make 2021 the International Year of the Creative Economy for Sustainable Development [26].

##### **4.1 Reasons for choosing**

Given that the cultural and creative sectors account for over a quarter of Egypt's exports, interest in these sectors has emerged as one of the key pillars of Egypt's 2030

strategy. Supporting cultural industries as a source of strength for the creative economy, also known as the orange economy, is the first objective in the strategy's culture axis [27]. Egypt's economy benefits greatly from its traditional and heritage crafts, which also provide a wealth of experiences involving creative energy. The heritage of Luxor in southern Egypt is one of the many archeological, cultural, and natural heritage attractions in Egypt that draw tourists and may be depended upon and sustained as a source of the country's national economy.

Luxor Governorate is considered one of the governorates that possesses high development capabilities that are largely linked to orange economy activities, including, for example:

- It has a third of the world's antiquities as potential for tourism development (such as the Valley of the Kings, Deir El-Bahari, the Valley of the Queens, the Ramesseum Temple, the Temple of Habu, the Tombs of the Nobles, the Tombs of Deir El-Medina, the Colossi of Memnon, and the Workers' City), and many tourist hotels are located at their levels, and the rates of tourist attraction are high in it compared to the rest of the governorates of the republic, which creates a good environment for investment in orange economy activities.

- Distinction, exclusivity, and competitiveness in small craft activities complementing tourism activity and being a global centre for the art of alabaster (drawing and engraving on stones and making Pharaonic statues).

- Increase the capacities of local communities and the diversity of their economic activities, especially the services that complement tourism activity in the governorate.

- A center of attraction and destination for international activities, such as festivals and conferences, through which orange economy activities are generated.

- Tourism diversity, as many types of tourism are found there (historical, religious, recreational, conference and festival tourism, environmental tourism, and Nile tourism).

**Below is an explanation of examples of orange economy activities in the governorate:**

- Luxor African Film Festival: The Luxor African Film Festival aims to support and encourage African film production and partnership between the countries of the continent by strengthening human and political ties between the peoples of Africa, creating a network of continuous communication between African filmmakers in all types of films, and helping African films to reach the world (Fig. 3).



**Fig.3** Different sessions of the Luxor African Film Festival from 2021 – 2023. Source: [28]

- Entertainment events and organizations (parachute shows): One of the world's most famous paramotor games took place in Luxor, where unique parachute shows called "paramotor" flew in the sky around the West Bank

Temples and the Karnak and Luxor Temples. The Luxor Governorate witnessed a joyful flight of paragliders and adventurers in the skies of East and West Luxor, representing 20 countries, amid an atmosphere of joy.



**Fig.4** Luxor's parachute shows. Source: [28]

- Hot air balloon activity: Over 280 hot air balloon flights have taken to the skies this month, transporting over 6500 tourists from all over the world who came to experience the wonders of ancient Egyptian civilization.

The flights take off in Luxor near the Ramesseum Temple and take off at an altitude of 1500 feet for approximately 45 minutes inside the West Bank of Luxor Governorate (Fig. 5).



**Fig.5** Hot air balloon activity in Luxor. Source: [28]

- Commercial activities (tourist bazaars): The tourist market street in Luxor is considered a copy of "Khan El Khalili" street in downtown Cairo with its distinctive tourist bazaars that include gifts, antiques, Pharaonic

antiques, spices, and others. The tourist market includes dozens of Pharaonic statues made by hand and machine, papyrus, and accessories with a Pharaonic character, in addition to spice shops (Fig. 6).



**Fig.6** Tourist bazaars in Luxor. Source: Authors

- Handicrafts (Alabaster Industry): The art and profession of making "Alabaster" is one of the oldest professions in the history of ancient Egypt, as the

Egyptians used this industry in the temples that were being built, where statues, utensils, and artifacts were made. This industry is based on stones of a certain type, and

these stones are spread in the mountains of Luxor and Aswan Governorates. It is a natural marble material made of gypsum; its grains are fine and highly transparent, and its color is pure white or mixed with some reddish brown.



**Fig.7** Handicrafts (Alabaster Industry) in Qurna  
Source: [29]

• **Sound and Light Shows in Luxor: "Sound and Light"** is a delightful journey and magical shows that are presented every day in the evening inside the Karnak Temples in the center of Luxor. Foreigners who are in Luxor can purchase a ticket to enter through the Karnak Gate, which will light up their hearts with beauty and magic and tell the great Pharaonic history in a manner that differs from the tour guides' morning tours (Fig. 8).



**Fig.8** Sound and light shows in Luxor  
Source: [28]

## 5 Results and discussion

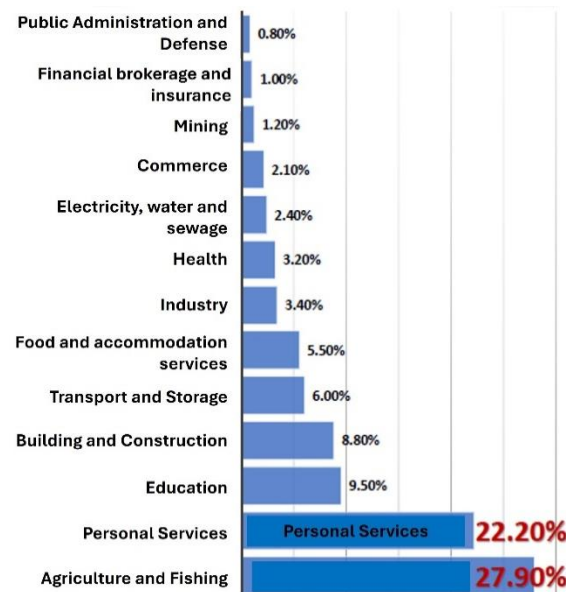
### 5.1 The role of orange economy activities in the regional development of Luxor Governorate

Orange economy activities contribute to 27.7% of the total employment in economic activities (22.2% personal services - 5.5% food and accommodation services) according to the governorate census and data of the governorate's strategic plan, which is greater than the percentage of basic agricultural activity in the governorate, which indicates the importance of orange economy activities in contributing to the governorate's gross domestic product (Fig 9).

The governorate's investment plan for 2030 is

Marble, like other types of gypsum, is formed from the evaporation of marine sediments and has a high degree of softness (Fig. 7).

interested in including orange economy activities within the governorate's investment file, as they will achieve developmental returns for the governorate. Among these proposed projects are as in Table 1:



**Fig.9** Structure of economic activities in Luxor Governorate  
Source: [28]

**Table 1** Orange economy activities within Investment plan for the strategic plan project of Luxor Governorate

A heritage craft area that supports tourism in the city of Qurna (stone works - alabaster industries - ....).	Establishing a tourist services center with shops selling handicraft products, a restaurant, a cafeteria, and communications.
Establishing a cultural complex to encourage conference tourism in integration with the business center.	Establishing a global training center for crafts and heritage activities.
Establishing a tourist camp for safari and adventures with a capacity of 50 tents and a center for safari tourism and desert adventures near the western plateau of Qurna	Establishing a recreational and commercial center and an amusement park area in the Nile Islands

Developing rural tourism itineraries	Development of training centers for craft activities.
Establishing a service area and commercial and logistical activities (shopping centers - hypermarket - personal services).	Development of eco-medical tourism activities.

Source: [28]

## 5.2 Second: Study at the local level (rural communities in Markaz El\_Qurna)

The study will be conducted on a sample of local urban communities in Markaz El\_Qurna for many reasons, including:

- The diversity of the economic role of the center compared to the rest of the centers of Luxor Governorate, as in (Table 2).

**Table 2** The economic role of Luxor Governorate's Marakez

<b>Markaz</b>	Agriculture, construction, transportation and storage, tourism, industry and services.
<b>LUXOR</b>	Construction, transportation and storage, tourism, and services.
<b>Tiba</b>	Agriculture, construction, transportation and storage, tourism, industry and services.
<b>Qurna</b>	Agriculture, construction, tourism, industry and services.
<b>Arman</b>	Agriculture, construction, tourism, and services.
<b>Esna</b>	Agriculture, construction, transportation and storage, tourism, industry and services.

Source: Authors depending on [30]

The highest localization of tourism workers is in the first place in the governorate's centers, where the localization coefficient is 1.33, which has implications for attracting orange economy activities that complement tourism activities in Markaz El\_Qurna (table 3).

**Table 3** Localization factor for tourism establishments and workers for Luxor Governorate's Marakez

Markaz	Total of employment	Total of Establishments employment	% of tourism Establishments employment	Localization coefficient of tourism establishments employment
Luxor	5486	53424	10.3%	1.27
Tiba	308	4901	6.3%	0.78
Qurna	1476	13690	10.8%	1.33
Arman	668	13973	4.8%	0.59
Esna	1421	29864	4.8%	0.59

Source: Authors depending on [30]

- Focusing on commercial activities as a supportive and complementary activity for tourism, redeveloping the tourism market, handicrafts, and alabaster, and facilitating the procedures for opening bazaars and shopping centers in Qurna.

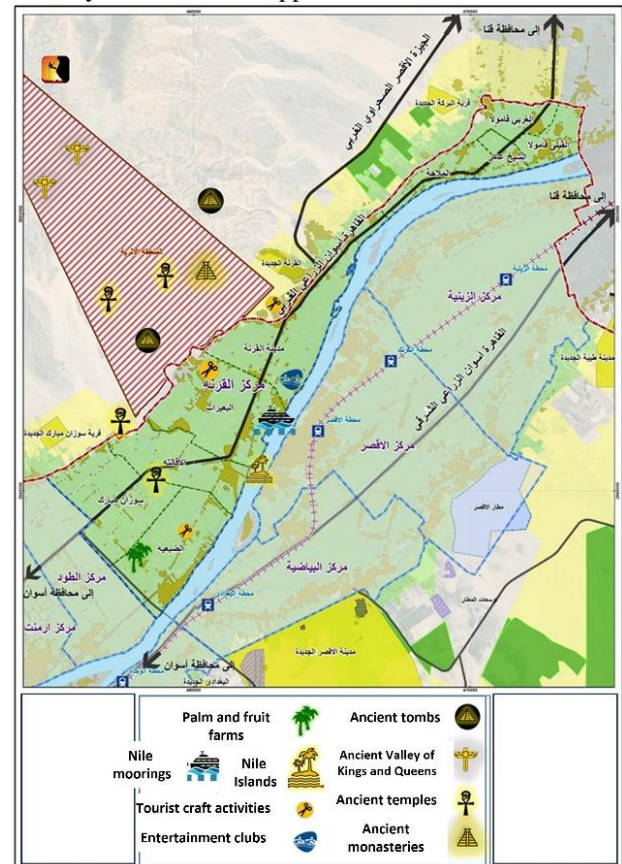
- EL\_Qurna as a Markaz, possesses many regional

tourism resources with global weight and areas of attraction for orange economy activities (Fig 10, 11).



**Fig.10** EL\_Qurna as a center for global archaeological tourism  
Source: Authors

- The proposed development vision for EL\_Qurna from the project "Updating the Strategic Plan for Luxor Governorate" is "Markaz EL\_Qurna " a center for global archaeological tourism and handicraft heritage products, which supports and requires the localization of orange economy activities that support the Markaz's vision.



**Fig.11** Components of the Orange Economy in Markaz EL\_Qurna  
Source: [28]

### 5.3 Orange Economy Activities in Markaz El\_Qurna Local Communities

At the local level in Markaz EL\_Qurna, a group of communities with high and direct connectivity to Markaz Luxor (the regional tourist and service center) were selected, as well as connectivity to global archaeological sites, especially the West Bank. From there, the study will be conducted on the clusters (Qurna City - Qibli Qamula - Gharbi Qamula - Al-Bayrat - Al-Aqalta - Al-Dabaiya). The following is an explanation and analysis of the orange economy activities in these communities.

#### 5.3.1 Distribution of basic activities and orange economy

activities in local communities

The following Table 3 shows the distribution of orange economy activities in local communities in Markaz El\_Qurna according to the data of the general census of population and establishments for Luxor Governorate (2017) and (2006) census, through which it becomes clear:

- The emergence of real estate and rental activities in the city of Qurna, Qibli Qamula, Al-Bayrat, and Al-Iqalta in the 2017 census, which were found in the 2006 census.
- As well as the activities of individual services and private domestic service in the villages of (Qibli Qamula and Al-Gharbi Qamula) between the 2017 and 2006 census.

**Table 4** Distribution of orange economy activities for Markaz El Qurna local communities 2017

	Main economic activity sectors (15 years and over)							Year
	Home Care Services for Families	Arts, Creativity and Entertainment Activities	Real Estate & Rental	Food and accommodation services activities	Transportation and storage	Wholesale and retail trade	Agriculture and fishing	
Qurna City	1618	174	17	1189	745	337	1754	2017
	2	129	0	295	391	1790	448	2006
Qibli Qamula	55	10	18	58	96	43	340	2017
	0	12	0	285	245	565	760	2006
Gharbi Qamula	216	30	0	79	132	23	398	2017
	0	2	0	126	42	515	474	2006
Al-Bayrat	305	44	19	286	271	103	1221	2017
	8	25	0	294	325	637	759	2006
Al-Aqalta	198	67	77	287	648	119	1327	2017
	8	11	0	137	147	755	798	2006
Al-Dabaiya	154	45	8	321	298	322	1942	2017
	1	27	1	314	303	942	2085	2006
Total of Luxor Governorate	22863	2190	1514	19067	18405	7404	97673	2017
	93	857	14	7929	9415	21668	17569	2006

Source: Authors depending on [30]

The previous data calculated the growth rates and job creation rates annually, which is what the following table shows, through which the following becomes clear:

- The high values of growth rates for orange economy activities compared to the rest of the basic activities that are supposed to be localized in local communities (especially agriculture, trade and transportation), which has an economic significance on the growing economic importance of orange economy activities

- The decline and decrease in growth rates for agricultural and wholesale trade activities, which has a significance on the functional transformations of those villages and their orientation towards values higher than the positive growth rates, which are for orange economy activities

- The high values of growth rates for arts, creativity and entertainment activities in the villages of (Al-Aqalta and Al-Gharbi Qamula) with values (19.9 - 31%) annually, respectively, which is higher than the governorate average, due to the growing demand.

- The growth rates of private domestic service personnel services activities increased with high values in all study sample communities, as their value in the city of Qurna reached 95.3% annually, higher than the governorate growth rate, followed in second place by the village of Al-Dabiya 65.5% annually and Al-Bayrat 43.9% annually, which is a high rate compared to other villages in the Markaz.

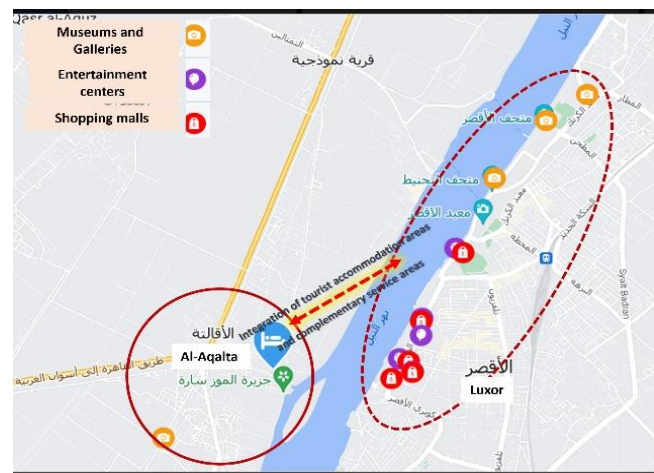
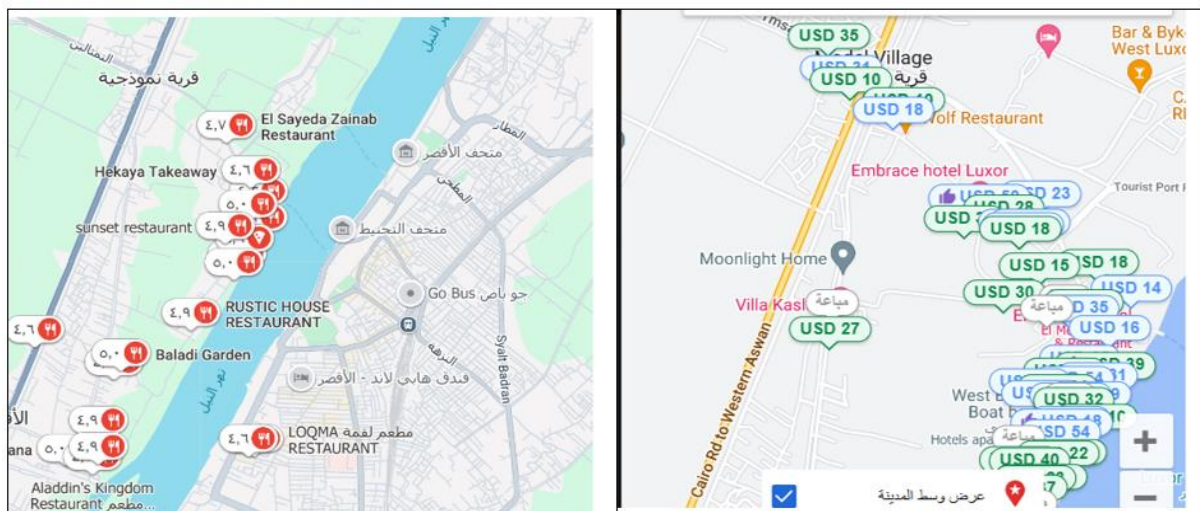
**Table 5** Growth rates of basic economic activities and orange economy activities during the period (2006-2017)

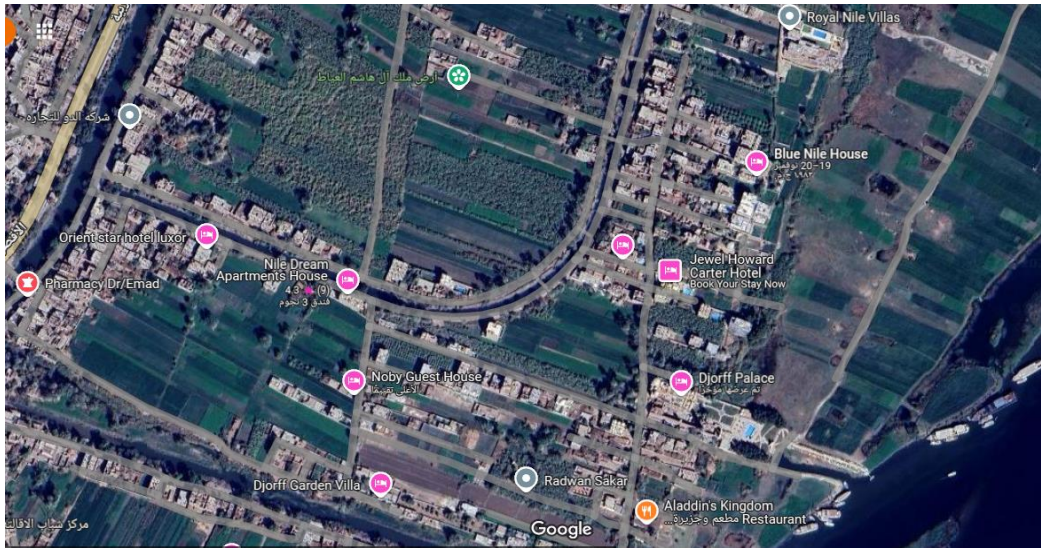
	Main economic activity sectors (15 years and over)						
	Home Care Services for Families	Arts, Creativity and Entertainment Activities	Real Estate & Rental	Food and accommodation services activities	Transportation and storage	Wholesale and retail trade	Agriculture and fishing
Qurna City	%95.3	%3.0	-	%15.0	%6.7	%15.4-	%14.6
Qibli Qamula	-	%1.7-	-	%14.7-	%9.0-	%22.7-	%7.7-
Gharbi Qamula	-	%31.0	-	%4.6-	%12.1	%26.7-	%1.7-
Al-Bayrat	%43.9	%5.7	-	%0.3-	%1.8-	%16.6-	%4.9
Al-Aqalta	%37.9	%19.9	-	%7.7	%16.0	%16.9-	%5.2
Al-Dabaiya	%65.5	%5.2	%23.8	%0.2	%0.2-	%10.2-	%0.7-
Total of Luxor Governorate	%73.4	%9.8	%59.7	%9.2	%6.9	%10.2-	%18.7
	Highest values in terms of relative importance		There are no activities		Decreasing relative importance		

Source: Authors depending on [30]

The orange economy activities in the study sample are integrated with the museum areas in the eastern bank of Luxor city, where most of the museums are located, as shown in Fig. 12

The increase in the settlement values of tourist accommodation units as well as restaurant activities in the village of Al-Aqalta as shown in the following figure, which indicates the spatial specificity of the village of Al-Aqalta compared to the general features of the Egyptian countryside and the growing role of the orange economy complementing tourism activities and tourist accommodation in developing the village as an example for the rest of the villages (Fig. 13).

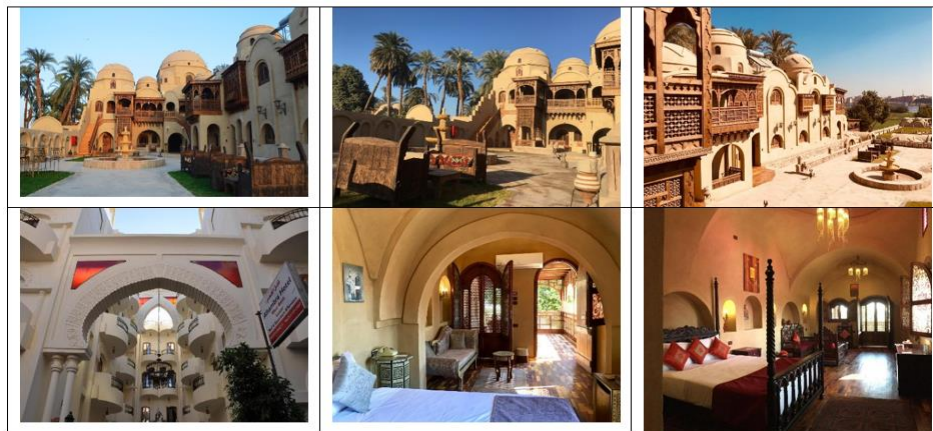
**Fig.12** The orange economy activities in luxor and Qurna cities. Source: Authors depending on google maps**Fig.13** Left-side shows density of tourist restaurants in Al-Aqalta village, the right-side density of tourist accommodation in Al-Aqalta village. Source: Authors depending on google maps



**Fig.14** Spatial distribution density of tourist accommodation units in Al-Aqalata in 3 main streets.

Source: Authors depending on google maps

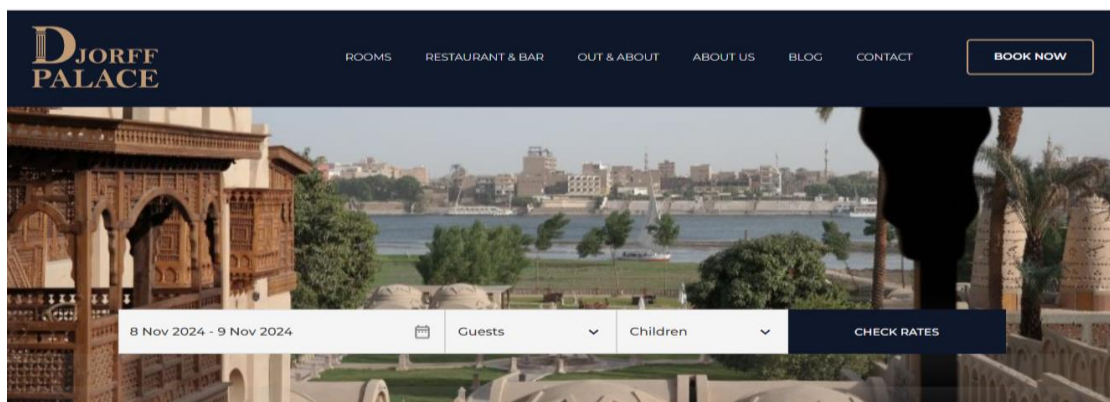
The high visual value of many tourist accommodation units and facilities in the village of Al-Aqalata, including, for example, the DJORFF PALACE Hotel (Fig. 15).



**Fig.15** DJORFF PALACE Hotel in Al-Aqalata village. Source: Authors

The importance of tourism marketing and introducing the services and activities of the orange economy that complement tourist accommodation through the websites

of these hotels, including the DJORFF PALACE website, as shown in the following (Fig. 16).



**Fig.16** DJORFF PALACE reservation website. Source: [31]

#### 5.4 Reflection of orange economy activities on the different environment

##### Improving the level of urban and visual environment



**Fig.17** Urban environment in Al-Aqalta village

Source: Authors

In comparison to other rural villages, there has been a discernible improvement in the village's environmental quality, as evidenced by the reduction in pollution sources, ongoing waterway purification, the use of contemporary

in the village and using high levels of outdoor and indoor decorations and materials as a result of the increase in the level of economic income of individuals (Fig. 17).

tools and systems to collect waste, and the preservation of the village's aesthetic appeal through road cleaning and decoration (Fig. 18).



**Fig.18** Improved environmental conditions and reduced sources of pollution

Source: Authors

As the following table illustrates, among the positive outcomes are the improvement in educational attainment and the decline in illiteracy rates, particularly during the 2006–2017 period. The illiteracy rate in the village of Al-Aqalta fell from 88% in 2006 to 36% in 2017, and the

illiteracy rate in the city of Al-Qurna, along with the villages of Al-Gharbi Qamula and Al-Dabaiya, also decreased.

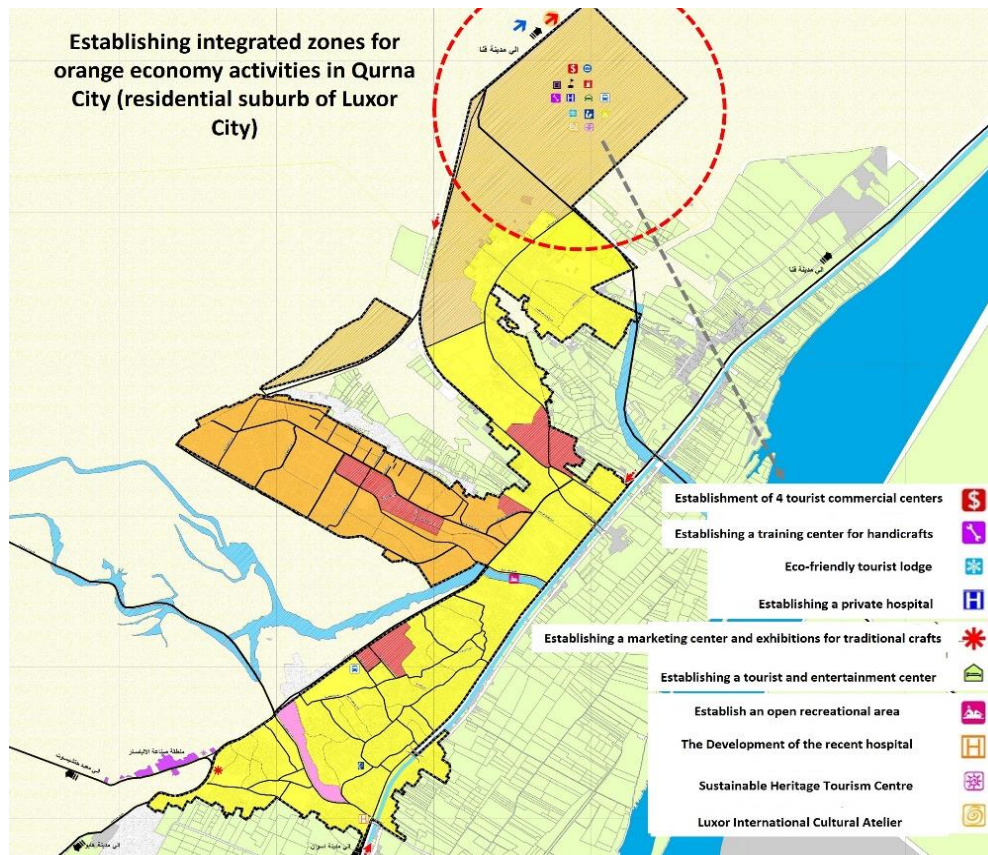
**Table 6** Illiteracy rate of the villages of Markaz El-Qurna during the period 2006-2017

	Illiteracy in 2006			Illiteracy in 2017		
	Illiteracy percentage	Number of illiterates	Total population	Illiteracy percentage	Number of illiterates	Total population
<b>Qurna City</b>	24%	5248	21778	20%	5,363	27,043
<b>Qibli Qamula</b>	36%	4435	12413	36%	1,541	4,315
<b>Gharbi Qamula</b>	36%	1789	4961	33%	1,628	4,958
<b>Al-Bayrat</b>	28%	3642	13030	31%	4,455	14,284
<b>Al-Aqalta</b>	88%	5698	6493	36%	5,958	16,362
<b>Al-Dabaiya</b>	36%	7589	21293	29%	6,505	22,546

Source: Authors depending on [30]

Integration was taken into account in localizing orange economy activities during local strategic plans, including the city of Qurna, where these projects were localized in

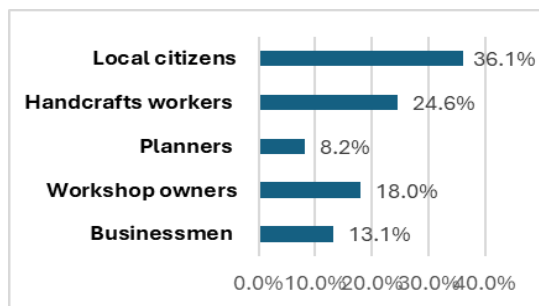
one spatial area, which is the northern extension area of the city with an area of about 400 acres, as in the (Fig. 19).



**Fig.19** Establishing an integrated zone for orange economy activities in the strategic plan for the city of Qurna. Source: [29]

### 5.5 Problems and challenges facing the local community to fully integrate the activities of the orange economy

To extract the recent problems and challenges that hampered the full integration of the orange economy activities in the local communities, a questionnaire is held with different key persons and partners, such as businessmen, handicrafts workers and workshop owners, as well as a random selection of the governorate's planning and development employees and a few locals. Seventeen of the 78 surveys that were sent out were deemed incomplete. The numerical and relative distribution of respondents as in (Fig. 20).



**Fig.20** Respondents classification



**Fig.21** Samples of respondents during the questionnaire  
Source: Authors

Note: The questionnaire was held after the discussion session on preparing the Qurna city strategic plan (Fig. 21).

In addition to the introduction and definition of the questionnaire topic, the questionnaire consists of two main parts and an open part to get any extra opinions. The first part focuses on the extent of the contribution of the orange economy to supporting the local societies.

**Table 7** The extent of the contribution of the orange economy to the development of the local community

	Problems and challenges	Respond									
		Totally agree		Agree		Neutral		Disagree		Totally disagree	
		NM	%	NM	%	NM	%	NM	%	NM	%
1	Improve income level	13	21%	17	28%	20	33%	8	13%	3	5%
2	Supporting the local economy	20	33%	25	41%	10	16%	5	8%	1	2%
3	Providing job opportunities	20	33%	23	38%	12	20%	4	7%	2	3%
4	Open new markets	13	21%	10	16%	18	30%	12	20%	8	13%
5	Preserving cultural heritage	28	46%	25	41%	9	15%	0	0%	0	0%

Source: Authors

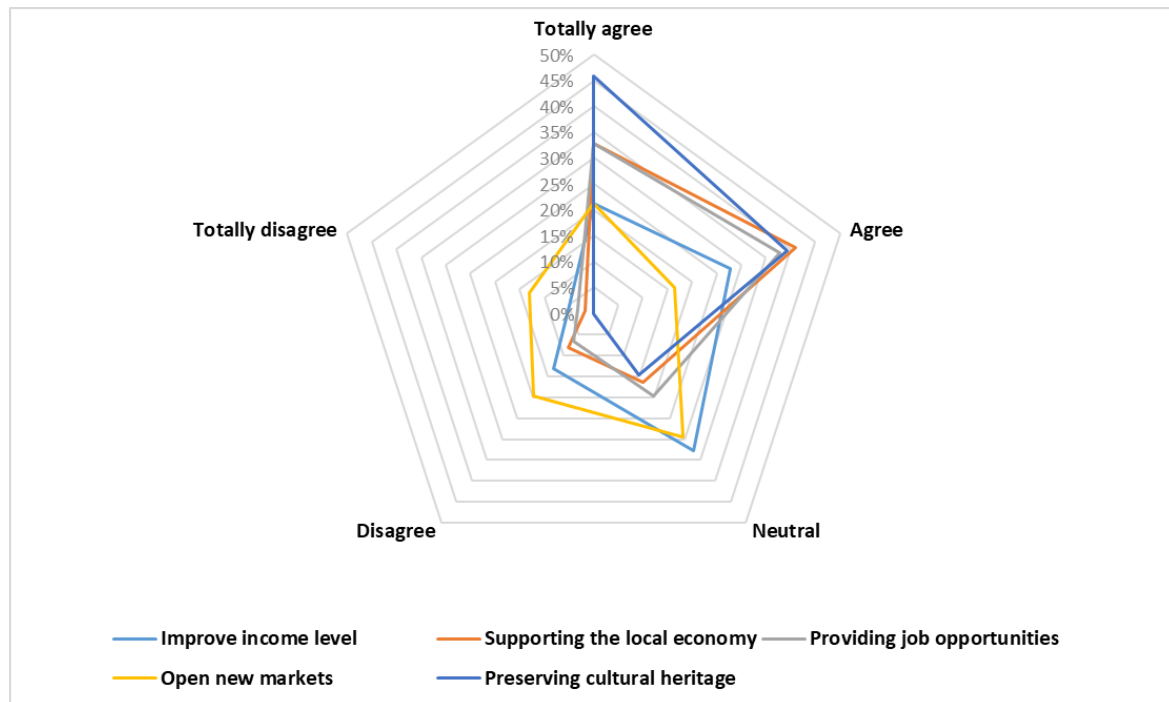
From Table 7 and Fig 22 The opinions of the respondents regarding the extent of the contribution of the orange economy are as follows:

- Preserving cultural heritage is the highest aspect got totally agree ratio 46% plus 41% agree with no agree and

disagree ratio.

- Supporting the local economy and Providing job opportunities got highest agree 41% and 38% respectively.

- Open new markets is the highest aspect got totally disagree ratio 13% plus 20% disagree.

**Fig.22** The opinions of the respondents regarding the extent of the contribution of the orange economy

Source: Authors

As practitioners, some challenges were given to get feedback from the respondents (table 8), and other

problems were collected from the survey.

**Table 8** Problems and challenges facing the orange economy activities

	Problems and challenges	Respond									
		Totally agree		Agree		Neutral		Disagree		Totally disagree	
		NM	%	NM	%	NM	%	NM	%	NM	%
1	Poor performance of roads network serving tourist accommodation areas	22	36%	31	51%	5	0%	2	3%	1	2%
2	Low investment rates	14	23%	25	41%	15	25%	6	10%	1	2%
3	Seasonality of tourism	26	43%	30	49%	5	0%	0	0%	0	0%
4	Poor marketing of handicrafts	32	52%	20	33%	9	15%	0	0%	0	0%
5	Deficiencies in infrastructure, especially the quality of drinking	10	16%	40	66%	7	11%	4	0%	0	0%
6	Poor health and commercial services	18	30%	18	30%	25	41%	0	0%	0	0%
7	Scarcity of land available for the development of economic activities of	19	31%	15	25%	13	21%	9	15%	5	8%

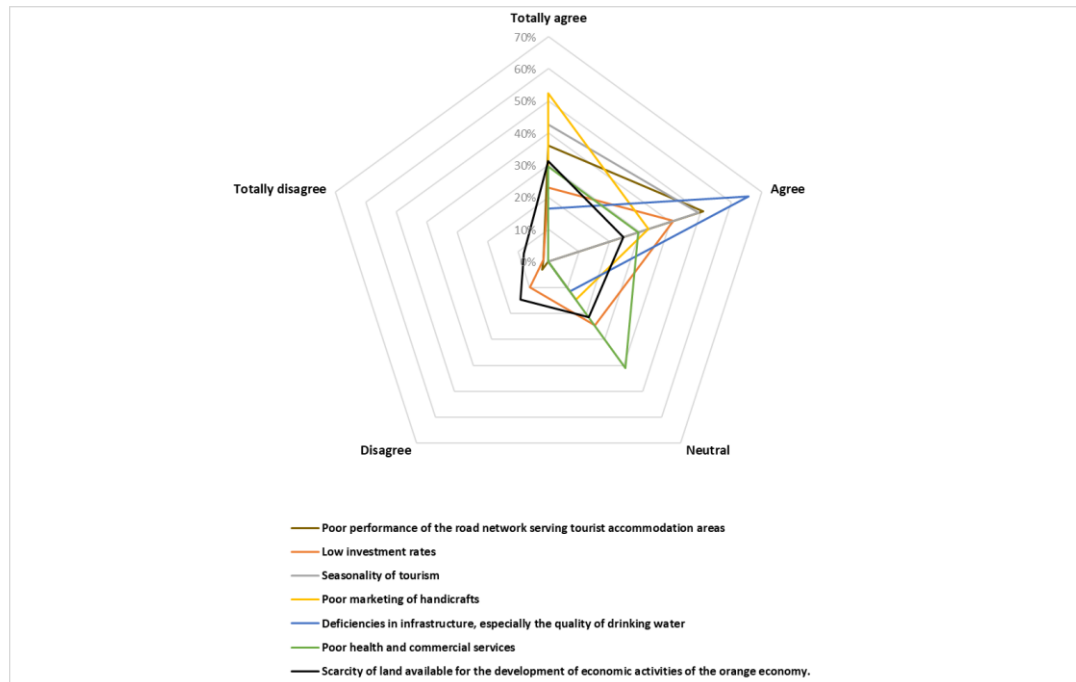
Source: Authors

From Table 8 and Fig 23 The opinions of the sample respondents regarding the problems and challenges that facing of the orange as follows:

- The poor performance of roads network is the highest aspect got agree and totally agree ratio 51% and 36% respectively.
- In the second rank the aspect of handicrafts poor marketing as the ratio of agree and totally agree scored

33% and 52% respectively with no ratio for disagree and totally agree.

- Deficiencies in infrastructure aspect scored highest agree ratio 66% with no ratio for disagree or totally agree.
- Land scarcity scored highest ratio in disagree 15% or totally disagree 5%.
- The aspect of poor health and commercial services scored highest ratio for neutral opinions 41%.

**Fig.23** The opinions of the respondents regarding problems and challenges facing the orange economy activities

Source: Authors

From the open part, extra problems and challenges could be extracted, most of them highlighted as next:

- The incompatibility of the level of most commercial services and restaurants surrounding the tourist accommodation areas with the levels of tourists.
- The inability to build officially due to problems of overlaps in the competencies of issuing building permits, as those areas in the West Bank were declared as archaeological areas under the Ministry of Antiquities, and the construction of any buildings in those areas was prohibited.
- The presence of some social problems and the culture of dealing with tourists, which hinder tourism development and negatively affect it.
- The lack of connection between the orange economy activities with the strategic plans for local urban clusters (villages) and the outputs of those projects, and they are only included at the regional level (strategic plans for the governorate as a whole or the center) in addition to the strategic plan for the city, but this is not done at the level of local communities.
- Weak educational services complementing the orange economy activity, as no technical secondary education services (tourism/crafts and industrial) are located in the local communities.

## 6 Recommendations

- Transforming natural resources into an important economic return by re-formulating the countryside in its original, pristine, traditional natural environment and paying attention to the concept of returning to nature, as it represents the tourist's motivation to contract a tourist program to visit the intended rural tourist destination.
- By organizing marketing festivals as events connected, for instance, to historical occurrences pertinent to the local community or to harvest seasons for a particular crop, it is possible to increase the prospects for marketing local products in the countryside. Social media must also be used to showcase these products, introduce them to a larger audience, and broaden local communities' understanding of their area of expertise, be it a particular activity, a particular crop, or any other comparative advantage.
- The importance of the role of local residents in teaching tourists the basics of hospitality and how to communicate with them in terms of dealing, language, accommodation, hospitality, guidance, and interest in training on this.
- Continuously search for the competitive advantage of rural villages that can be integrated into the tourism system and work to sustain them, which is difficult to find in competing tourist destinations.
- To qualify the targeted tourist destinations for investment, the government must increase its support at the level of (qualifying the natural and urban environment and providing the infrastructure, services, means of transportation, means of communication, and Internet networks) in order to meet the needs and requirements of various tourist categories and to achieve the goals of attaining tourist attraction.
- Work to certify and enhance the abilities of locals in a variety of areas, such as communication, hospitality, and the use of other languages; teach them how to make the handicrafts for which the area is known, among other things.
- Choosing and educating rural leaders to raise awareness among village dwellers about the need to maintain cleanliness and service quality.
- Including orange economy activities in the preparation of strategic plans at the local level for villages.
- Providing financial funding mechanisms for establishing tourist accommodation projects, services, and complementary activities.
- Prepare training courses for local communities to explain the importance of the orange economy in developing investment in these communities.
- Restructuring road and transportation networks, drinking water, and all infrastructure structures according to the requirements for success and the needs of tourist accommodation units.
- The importance of coordination between the parties concerned with urban development and issuing building permits and unifying the authority issuing building permits.
- Establishing health services appropriate to the nature of demand and the privacy of frequent tourists.
- Dealing with the localization of orange economy activities through the network approach to achieve the highest economic return.
- In the first stage of the strategic plans created by the General Organization for Physical Planning (GOPP), as well as in the final stage that comes after the planning goals are met, it is crucial to imply the study of the local culture in addition to orange economy activities and their impact on the development of those communities.

## 6 Conclusion

The orange economy contributes 2-8% to national GDPs and 6.1% globally, generating sustainable jobs by utilizing local resources, preserving cultural heritage, and enhancing urban environments. Egypt's sustainable development strategy emphasizes leveraging the orange economy due to its unique heritage, which boosts tourism, commerce, and creative activities. This research aims to explore the integration of orange economy activities into local communities at three levels: the Luxor Governorate, Markaz El-Qurna, and local urban communities. The findings indicate successful integration of the orange economy across these levels, positively impacting urban, social, and economic settings. A survey of 78 participants, including citizens and business owners, revealed strong community support for orange economy initiatives in preserving cultural identity, creating jobs, and strengthening the local economy. However, challenges such as inadequate infrastructure and poor marketing of local products persist. The study recommends incorporating orange economy projects into local plans and developing new marketing strategies to enhance community sustainability.

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