
INVESTIGATING THE ADVANTAGES, OBSTACLES AND REQUIREMENTS OF UTILIZING THE INTANGIBLE HERITAGE AS AN ELEMENT OF TOURIST ATTRACTIONS IN LUXOR

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ABSTRACT

Intangible cultural heritage indicates the practices, representations, expressions, knowledge, skills as well as the instruments, objects, artifacts, and cultural spaces associated therewith. intangible heritage includes oral traditions, performing arts, local knowledge, and traditional skills, intangible heritage requires different approaches for preservation and safeguarding, which has been one of the main motivations driving the conception and ratification of the UNESCO 2003 convention for the intangible cultural heritage. Research aims to explore the impact of using intangible heritage as an element of tourist attractions in Luxor, and achieve the objectives of this research, quantitative approach was used via two questionnaires. It is conducted on a random sample of (386) for the tourist's questionnaire and (24) for the crafts owners questionnaire. current study reached to results indicate that there is There are many Impacts of using Intangible heritage as an element of tourist attractions in Luxor and the Intangible heritage enhances the aesthetic, cultural value of Luxor as a destination and leads to economic benefits and help tourists to explore Egyptian traditional costumes. The research recommended that the need to support handicrafts through holding exhibitions that highlight local products and handicrafts, raising community awareness of the importance of intangible heritage and studying the cultural, aesthetic, and social dimensions of tourism development projects in Luxor Governorate, identifying biological and cultural diversity, cultural landscapes, and the characteristics of the visual character of the surrounding area.

KEYWORDS: Intangible Heritage, Tourist Attractions, Luxor.

INTRODUCTION

Heritage has been defined in many international conferences and conventions as it consists of two main parts, tangible and intangible heritage. The tangible heritage is defined as a collection of ancient historical monuments while the intangible heritage was known as traditions, customs, and values, at the global level, there is an importance in preservation intangible heritage (Porsanger, J. & Kristiina, P., 2019). The evolution and admiration of the term non-tangible which was later named intangible culture heritage was owing to a growing awareness of the cultural heritage's role in politics and economics in the 1960s(Munoz-Vinas, S., 2023) . Cultural intangible heritage is mainly associated with original knowledge created by numerous generations, their meetings, and their involvements (Johnsson, D. & Tualima, H., 2017).

The protection of intangible heritage expanded Worldwide with great concern in addition to the ability of promotion groups for gathering international support for heritage conservation which formed global positive influences (Caust, J. & Vecco, M., 2017) . The intangible heritage importance is not the cultural demonstration itself but the prosperity of knowledge and skills that are conveyed from one generation to the other. The social and economic value of knowledge transfer is significant for groups and social assemblies within a country, and it is important for improving nations (Bountouri, L., 2017).

RESEARCH OBJECTIVES

1. Explore the impact of using intangible heritage as an element of tourist attractions in Luxor .
2. Explore the barriers and advantages of using intangible heritage as an element of tourist attractions in Luxor.
3. Studying the requirements of using intangible heritage as an element of tourist attractions in Luxor.

RESEARCH QUESTIONS

- 1- What are the impacts of using Intangible heritage as an element of tourist attractions in Luxor?
- 2- What are the barriers and advantages of using intangible heritage as an element of tourist attractions in Luxor?
- 3- What are the requirements for using intangible heritage as an element of tourist attractions in Luxor?

LITERATURE REVIEW

CULTURAL HERITAGE

Cultural heritage regularly includes places, transferrable and non-transferrable objects, activities, knowledge articles, and further things that a group or community has described as ancient and significant. Mostly ancient items are worth additional awareness for preservation and maintenance procedures (Willis K., 2014). Cultural heritage includes the form of structures, places, sites, or an event, action, and object that clearly shows or embodies something especially a theory or an abstract idea such as the cultural environment or atmosphere of historical towns and cities (Schippers, H., 2015).

Cultural heritage is the inheritance of physical objects and intangible elements of society inherited from earlier generations. Physical objects contain works of painting, poetry, music, archaeological and antique relics, along with constructions, monuments, and historic sites. On the contrary intangible elements include social traditions, ethnicities, behaviors, and activities regularly stranded in artistic and human spirit principles and oral customs (Picello, R., 2016).

THE ELEMENTS OF CULTURAL HERITAGE

Cultural heritage has not only been defined based on its material resources, but this improvement has also made it thinkable to identify intangible cultural heritage resources which have to be preserved and maintained (Vecco, M. & Srakar, A., 2018). The evolution and admiration of the term non-tangible which was later named intangible culture heritage and the term tangible culture heritage was owing to a growing awareness of the cultural heritage role in politics and economics in the 1960s. The increasing interest in culture as a tool of describing traditional identities promoted the use of cultural heritage to denote the cultural background of a society, most of the ethnic assemblies looking for appreciation and equity that were featured generally by their language, traditional stories, and customs, which came to be identified as intangible heritage (Hassan, M., 2014)

The term tangible heritage refers generally to all the material elements such as archaeological places, historic monuments, relics, and items that are important to a society, a state, or humanity (Brâncoveanu, R., 2018).

INTANGIBLE CULTURAL HERITAGE

Intangible heritage contains customs and spoken traditions, songs, languages, poems, dances, celebrations, religious rites, systems of medicinal, old knowledge, and talents (Qiu, Q. et al., 2022). Values are a

vital invisible element that forms and controls the material assets of culture (El-Mansouri, A., 2010). The expressions of intangible heritage defined as life events containing birth, weddings, death, social facets of society, subjects related to payments, biodiversity, countryside and property, symbols including signs and ceremonies. Intangible historical heritage orally folklores and classic stories, and the theater arts and celebrations (Pradhan, D., 2009). Intangible heritage assets are described as nonmaterial features of culture which are traditional and alive at the same time shared within a society, reproduced, accomplished collectively, and mostly transferred orally between its holders (Sousa, F., 2010).

Intangible Cultural heritage (ICH) known as all immaterial indexes of culture, embodies the variety of alive heritage of humanity along with the most significant means of cultural diversity. The core constitutive aspects of ICH are denoted by the self-identification of this heritage as a vital source of the cultural identity of its originators and bringers by its continuous recreation to the historical and social progress of the societies and groups by its linking with the cultural identity of these societies, through its authenticity, and its permanent relationship with human rights (Porsanger, J. & Kristiina, P., 2019).

INTANGIBLE HERITAGE TOURISM

Intangible cultural heritage (ICH) has recently become one of the most important areas of tourism improvement for many states and for their cultural resources, the value of an ICH site has frequently been used to guide tourism advancement and enhance policy making. As well as country's residents' attitude and observation of ICH contribute to tourism development (Santa, E. & Tiatco, A., 2019). The tourism industry has grown in the last decades for civilized communities began its cultural heritage tourism creativities, communities have become gradually willing to find ways attract tourists and collect the dollars they bring with them. Nevertheless, the countries have to aware their residents of the benefits coming from protecting culture, heritage, and their artifacts from the past (Virginija, J., 2016). Cultural heritage tourism includes visiting places that are related to the past or present cultural identity of a specific group of people. Although this lively history has long been privileged in festivals and processions, cultural heritage goes deeper than just an event for celebration. Cultural heritage comprises what a particular group of people has in common that makes them different from others (González-Reverté, F., 2023).

Cultural heritage tourism offers an opportunity for persons to experience their culture in depth, by visiting attractions, historical or culturally

significant places, or by participating in cultural activities. The National Association of State Arts Agencies is defined cultural tourism as “cultural heritage tourism is based on the mosaic of places, traditions, art forms, celebrations and experiences that portray this nation and its people, reflecting the diversity and character of the country” (Duxbury, N., 2021).

THE BENEFITS OF USING INTANGIBLE HERITAGE AS A TOURIST ATTRACTION

1. Inserts new money into the economy, improving businesses and tax revenues .
2. Generates new jobs, businesses, procedures and attractions, therefore helping expand the local economy.
3. Promotes the vigorous conservation and protection of important local properties.
4. Builds vital relationships between the local societies.
5. Helps encourage the improvement and preservation of new and existing community facilities (Bonet, L., 2013).
6. Promotes safeguarding of local traditions, customs and culture
7. Encourages positive behavior.
8. It helps in advancing the society’s image .
9. Promotes community prettification.
10. Increases local investment in heritage possessions and facilities that support tourism services (Ahebwa, W., 2016).
11. Support encourages culture protection .
12. Increase awareness of the tourist site, attraction or region’s importance .
13. Aids encourage local residents and visitors to be aware of their effect on the natural and built environment (Gražulevičiūtė, I., 2006).

REQUIREMENTS OF USING INTANGIBLE HERITAGE AS A TOURIST ATTRACTION

1. Availability of sustainable heritage tourism resource.
2. The promotion of intangible heritage to locals .
3. Intangible heritage practitioners' empowerment
4. Parallel development between tourism and safeguarding intangible heritage.
5. Promotion of intangible heritage to locals (Smith & Akagawa, 2018).

Stefano (2021) emphasized the importance of locals in safeguarding ICH by the statement 'No folklore without the folk'. Moreover, intangible heritage is not a material object, but a living performance thus locals' continuous practice and awareness is required to safeguard and transmit ICH. Promoting the value of intangible heritage, including running compulsory educational

programs, establishing intangible heritage hub or centers, and/or hosting tourism activities such as events, festivals, and performances contributes to the transmission of intangible heritage and increases the economic, social, and cultural value of intangible heritage.

CHALLENGES OF USING INTANGIBLE HERITAGE AS A TOURIST ATTRACTION

1. Cultural heritage sites are often delicate and vulnerable. The influx of tourists can lead to wear and tear, environmental degradation, and loss of authenticity.
2. Local communities near heritage sites may feel excluded or exploited. Tourism revenue might not always benefit them directly.
3. Tourists may lack awareness of cultural norms, leading to disrespectful behavior or damage to heritage sites.
4. Some heritage sites are remote or lack proper infrastructure (roads, sanitation, etc.), hindering accessibility.
5. Balancing physical visits with virtual experiences. Overreliance on digital platforms may diminish the actual site's significance.
6. Conflict and Political Instability.
7. Balancing authenticity with marketing efforts. Over commercialization can dilute cultural significance.

THE INTANGIBLE HERITAGE TOURISM IN LUXOR

Luxor known as Thebes is one of the ironic, largest and most famous archaeological sites crosswise the World. It is broadly recognized by its significant ancient tangible and intangible cultural heritage and as one of the main cities of ancient Egypt, starting in the Middle Kingdom (1980-1630 B-C-E) until the end of the Roman period. The city was the capital of Egypt for the duration of the New Kingdom (1550-1070 B.C.E), and the center of the Theban soldier clans is expected to be on the Eastern Bank of the Nile about 400 miles south of the current capital, Cairo. Ancient Thebes and its cemetery are one of six Egyptian sites on the “WHL” UNESCO World heritage List (Sharanappa, A., 2018).

BURNING OF INCENSE

There are many intangible Egyptian heritage and folk religious rituals, which are still continuing today in our contemporary reality, such as the votive offerings and the burning of incense that the ancient Egyptian presented to “Amun Ra” and other packages that hear prayers. What some people do today of burning incense to ward off evil, in addition to the vows that the Egyptian made to his holy personalities, and those made to God's friends in order to facilitate their conditions (Zandee, J., 2018).

THE SEVEN RELIGIOUS TROUPE

The Seven religious troupe sang prophetic praises in the celebration of the Luxor Culture on the birth of Sidi Abu Al-Hajjaj Luxor with the presence of a large number of Egyptians and foreigners. The celebration organized inside Sidi Abu Al-Hajjaj Square coincided with the two-day Mawlid, in the closing night of Mawlid celebration attended about half a million people crowded in the streets surrounding the mosque and the band. The songs include 24 vocalists and players presented different poems(Zandee, J., 2018).

TRADITIONAL CLOTHES AND FASHION

Fashion is the human heritage that indicates societies throughout the ages. Luxor was and still is the capital of distinctive traditional fashion and clothing is the other face of the mirror's perspective of the technologies and industrial capabilities of different societies. The ancient Egyptians in Luxor used linen and silk in their clothes which were the most prominent fabrics at the time because they were abundant in all parts of the country. Their fabrics were divided into levels according to classes, the upper classes used a good kind of linen, and their ladies wore distinctive silk clothes to indicate their standard of living(Elkasrawy, 2020).

AL-TAHTTEEB “ THE ART OF DANCING WITH STICKS “

Upper Egypt was famous for this kind of art as it became part of its folklore and heritage, it was derived from the ancient Egyptians who used tahtteeb as their main game and considered it one of the most important martial arts, inscriptions depicting models of individuals practicing tahtteeb. It was found on the walls of ancient temples, most notably in Karnak Temple in Luxor Governorate (Atya, 2016).

The game was called "Al-Tahtteeb" because the ancient Egyptians used the stems of the papyrus plant as a stick to practice on it and used it as a tool for self-defense. This war tool developed into a means of fun, movement and quick wit, and then turned into a popular heritage inherited by generations. Tahtteeb transformation into a tradition made it differ slightly in the details of its performance from one governorate to another, and with the passage of time this sport began to spread in social events, celebrations, and in religious feasts (Atya, 2016).

TRADITIONAL CRAFTS AND FOLK ARTS

The "Nubian House" in Luxor is the largest headquarters to support small business and distinctive projects in Luxor which is filled with various types of charming beauty that were harnessed and manufactured by workers in Luxor. The Nubian House witnesses' different forms and colors of designs,

ideas and different methods of artistic creativity, cultural legacies and Nubian and Upper Egyptian folklore, which was decorated and designed internally with distinctive shapes. It is monitored the character of the Upper Egyptians with the Nubians and their mixing with pharaonic drawings that monitor the customs and rituals of the ancient Egyptian. The Nubian House contains Features of the Ancient Time that holdings the exhibition of traditional crafts, folk arts, and paintings that monitor the Licorice seller, the pottery maker, and the Upper Egyptian women's gown (Elkasrawy, 2020).

METHODOLOGY

The descriptive analytical approach was used in the study to describe the subject of the study in a comprehensive and accurate manner through data and analysis about the Intangible Heritage Utilization as an Element of Tourist Attractions in Luxor.

The study methodology depends on answering set questions that serve the objectives of the study, as the study depends on the quantitative measurement of (The Intangible Heritage Utilization as an Element of Tourist Attractions in Luxor), The researcher designed two questionnaires (Handicraft owners and tourists) to examine the Intangible Heritage Utilization as an Element of Tourist Attractions in Luxor.

The researcher applied a stratified random sample, each stratum is randomly sampled the data is classified into multiple subgroups (strata) based on common characteristics such as Age categories, Gender, nationality and education level for tourists questionnaire and age categories, Gender and craft for Handicraft owners questionnaire. A five-dimensional Likert scale was used to measure a set of key variables on the questionnaire to gauge attitudes toward the study variables.

SAMPLE SIZE

TOURISTS QUESTIONNAIRE

The Data collected from pilot research was calculated using the Cochren, formula (Cochren, J., 1977), study population is 133,359 (Which represents the number of foreign tourists who visited Luxor for the months of October, November and December 2022) according to data obtained from the Center for Support and Decision Making in Luxor Governorate, field study for this study was conducted during the period from June 2023 to January 2024. To calculate the sample size of the study, the researcher used the Cochren, J. formula (Cochren, 1977) as follows:

$$n = \frac{z^2 \times p(1-p)}{\epsilon^2}$$

$$n = \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2} = 384.16$$

Where:

n: sample size

Z: standard degree (1.96 at significant level of 0.05)

PP: Sample proportion, and neutral = 0.50

e: maximum allowed error (0.05 at significant level of 0.05)

Applying these values to the previous formula reveals that the appropriate sample size for this study is 385 participants. The researcher distributed 400 questionnaires, after analysis, there were 386 valid questionnaires with a respondent rate of 96.25%.

CRAFTS OWNERS QUESTIONNAIRE

The study relied on the social survey approach with the available sample “the researcher’s easy sample” for the owners of folk crafts affiliated with the Ministry of Social Solidarity and the Al-Manar and Al-Huda Foundation for Folk Heritage and Nubian houses, and their number is (24) individuals.

Questionnaires form utilized a five-point Likert scale on which respondents were asked to indicate their level of agreement or disagreement for the second to fifth part as follows: strongly agree 5, agree = 4, neutral = 3, disagree = 2, strongly disagree=1.

DATA ANALYSIS

Data analysis was conducted by using the Statistical Package for Social Sciences (SPSS) version 23. Appropriate statistical analyses were performed such as means, standard deviation; Cronbach's a (alpha) to measure internal consistency and One Sample T test.

VALIDITY:

TOURISTS' QUESTIONNAIRE VALIDITY

Table (1): Validity Analysis of the Study Variables

The Axes	No. of statements	Loading
Impacts of using Intangible heritage as an element of tourist attractions in Luxor	10	.718
Benefits of Using intangible heritage as a tourist attraction in Luxor Governorate	8	.732
The Overall Loading	18	0.729

The factor analysis shown in Table (1) stated that all statements of the questionnaire (18 statements) were responsible for all study dimensions with a percentage of (72.9%), this means that all variables were acceptable and valid (see table 1).

CRAFTS OWNERS QUESTIONNAIRE VALIDITY

Face validity depends on the apparent review of the contents of the tool to ensure its clarity, accuracy, correct arrangement, and ease of realization by its respondents. In the light of this, the selected phrases attached to the definition of the questionnaire and its dimensions were presented to a group of professors from faculty members in Tourism Institutes and Colleges to express their opinion about the validity of the questionnaire for application and its suitability in terms of the extent of the integrity of the phrase in terms of linguistic formulation, the extent to which the phrase is related to the dimension, and the degree to which each of the dimensions is related to the subject of measurement. After presenting the questionnaire in its initial form to the panel, a final draft of the questionnaire was produced according to the comments of the panel. The number of questionnaire phrases became (24) phrases representing the sub dimensions of the questionnaire.

CONTENT VALIDITY

There was a strong correlation between the dimensions of the questionnaire with each other and between them and the questionnaire. All of which are significant at the level of 0.01 and a confidence degree of 99%. This indicates the validity of the crafts questionnaire to explore the Intangible Heritage Utilization as an Element of Tourist Attractions in Luxor

RELIABILITY

TOURISTS' QUESTIONNAIRE RELIABILITY

Table (2): Reliability Analysis of the Study Variables

The Axes	No. of statements	Alpha Coefficient
Impacts of using Intangible heritage as an element of tourist attractions in Luxor	10	0.721
Benefits of Using intangible heritage as a tourist attraction in Luxor Governorate	8	0.811
The Overall Cronbach's Alpha	18	0.716

Reliability is the used measuring instrument stability and its consistency. Cronbach’s α reliability coefficient more than 0.6 was acceptable (Gliem and Gliem 2003), Reliability of current study variables was tested by Cronbach's alpha coefficient; the two axes were acceptable. The Overall

Cronbach’s Alpha exceeded 0.6 for the 18 variables; this means that all variables were acceptable and reliable (see table 2).

CRAFTSMEN QUESTIONNAIRE RELIABILITY

The questionnaire is considered to have a high degree of stability if the same results are obtained with repeated measurement of the subject to be measured again with the same tool and on the same respondents with an appropriate time difference. In verifying the stability of the questionnaire, the researcher relied on the test-retest method, where the researcher applied the questionnaire twice with an interval of two weeks to a group of (10) respondents with the same characteristics as the original study sample. The researcher calculated the correlation coefficients between the scores obtained by the group members in the first application and the scores obtained by the same individuals in the second application. This is for each of the dimensions included in the questionnaire, as well as for the questionnaire by calculating the Spearman correlation coefficient. Table (...) shows the values of the stability coefficients for the dimensions of the SPSS questionnaire, using the electronic statistics program V.24.

Table (3) Alpha Cronbach validation coefficient

No	Dimensions	Alpha Cronbach coefficient
1	Obstacles of using intangible heritage as a tourist attraction in the city of Luxor	83
2	Requirements for using intangible heritage as a tourist attraction in the city of Luxor	84
	Total	87

It is clear from Table(3) that the validation coefficients ranged between (0.84-0.83), which are positive, which indicates that the crafts questionnaire to explore the Intangible Heritage Utilization as an Element of Tourist Attractions in Luxor has an appropriate degree of validation, and therefore the possibility of using it for the sample under study.

RESULT AND DISCUSSION

TOURISTS QUESTIONNAIRE ANALYSIS

SAMPLE DEMOGRAPHIC CHARACTERISTICS

Results showed that a total of (386) samples were recruited for this research(54.39) percent of the sample (209) people is females, and (45.7) percent 176 people is males, it was observed that the respondents’ ages ranged from 20 to 40 years(48.3%), followed by More than 40 years (27.3%) Less than 20 years(24.4%). According to respondents’ Nationality, the

majority of the respondents were German (31.4%), followed by American (21.6%), followed by British (19.2%), followed by French (14%), followed by Chinese (13.8%), According to respondents' Level of education, the majority of the respondents had Intermediate Education (46.2%), followed by University degree (25.7%), followed by Basic Education (23.4%), followed by Postgraduate(4.7%).

PSYCHOMETRIC PROPERTIES

DESCRIPTIVE STATISTICS

IMPACTS OF USING INTANGIBLE HERITAGE AS AN ELEMENT OF TOURIST ATTRACTIONS IN LUXOR:

Table (4): Mean and St. Dev. of the Respondents' Acceptance Degree Concerning Impacts of using Intangible heritage as an element of tourist attractions on Luxor's attractiveness as a destination

#	Item	Mean	SD	Rank	Sig.
1	The Intangible heritage enhances the aesthetic value of Luxor as a destination	4.31	.78	1	
2	The Intangible heritage enriches the cultural value of Luxor as a destination	4.221	.79	6	
3	The Intangible heritage increases the economic benefits to Luxor as a destination	4.26	.87	3	
4	The Intangible heritage highlights the religious value of Luxor as a destination	4.17	.81	9	
5	Handicraft is a type of intangible heritage that attract tourists.	4.21	.83	7	
6	Local and traditional costumes is an important element of tourist attractions, which a tourist should experience while visiting Luxor	4.10	.88	10	
7	Folklore shows are distinguishing Luxor from other cultural destinations, giving it a unique ambiance	4.18	.84	8	
8	Celebrations and festivals that take place in temples and streets are a distinct type of intangible heritage in Luxor Governorate.	4.224	.78	5	
9	Statues, crafts and handicrafts that are sold in the tourist market have a distinctive character that distinguishes the intangible heritage in Luxor Governorate.	4.30	.80	2	

10	Tourists prefer to enjoy the experience of intangible heritage in Luxor.	4.24	.72	4	
-	Overall	4.22	.39		.000

The results in table (4) indicated a high level of acceptance that using Intangible heritage as an element of tourist attractions in Luxor have several positive impacts on Luxor’s attractiveness as a destination with a mean 4.22) and St. Dev. (0.39). In other words, they agree that intangible heritage enhances the aesthetic value of Luxor with a mean (4.31) and St.dev.(0.78) in the first rank, followed by Statues, crafts and handicrafts that are sold in the tourist market have a distinctive character that distinguishes the intangible heritage in Luxor Governorate with a mean (4.30) and st. dev. (0.80), then The Intangible heritage increases the economic benefits to Luxor as a destination with a mean (4.26) and st. dev. (0.87).

which answer The first question of the study “What are the impacts of using Intangible heritage as an element of tourist attractions on Luxor’s attractiveness as a destination?”.

BENEFITS OF USING INTANGIBLE HERITAGE AS A TOURIST ATTRACTION IN LUXOR GOVERNORATE:

Table (5): Mean and St. Dev. of the Respondents’ Acceptance Degree Concerning the Benefits of Using intangible heritage as a tourist attraction in Luxor Governorate

#	Item	Mean	SD	Rank	Sig.
1	Preserving the various forms of intangible heritage gives Luxor a competitive advantage among other destinations.	4.36	.79	1	
2	Paying attention to the different forms of intangible heritage in Luxor is enhancing the image of Egyptian cultural among other countries.	4.15	.84	6	
3	The preservation of intangible heritage contributes in supporting the local economy and increasing the national income.	4.30	.76	4	
4	The intangible heritage provides mutual cultural understanding.	4.06	.89	8	
5	The intangible heritage raises the awareness of social issues.	4.17	.80	5	

6	The intangible heritage provides the opportunity to exchange culture among hosts and guests.	4.14	.79	7	
7	Paying attention to the different forms of intangible heritage in Luxor helps in creating new tourist products.	4.31	.79	3	
8	Displaying different forms of intangible heritage helps promote Egyptian culture among tourists.	4.31	.65	2	
-	Overall	4.32	.36		.000

The results in table (5) indicated a high level of acceptance concerning the benefits of using Intangible heritage as an element of tourist attractions in Luxor with a mean (4.32) and St. Dev. (0.36). In other words, they agree that Preserving the various forms of intangible heritage gives Luxor a competitive advantage among other destinations with a mean (4.36) and St.dev.(0.79) in the first rank, followed by Displaying different forms of intangible heritage helps promote Egyptian culture among tourists with a mean (4.31) and st. dev. (0.65), then Paying attention to the different forms of intangible heritage in Luxor helps in creating new tourist products with a mean (4.31) and st. dev. (0.79).

Which answers the second question of the study “What are the advantages and obstacles of using intangible heritage as an element of tourist attractions in Luxor?”.

DIFFERENCES TEST

IMPACTS OF USING INTANGIBLE HERITAGE AS AN ELEMENT OF TOURIST ATTRACTIONS IN LUXOR

Table (6): Differences between males and females concerning the impacts of using intangible heritage as an element of tourist attractions in Luxor

Variable	Group	Mean*	SD	T-Test	
				T	Sig.
Impacts of using Intangible heritage as an element of tourist attractions in Luxor	Males	4.2102	.388	783	.434
	Females	4.2402	.361		

Table (7): Differences between age categories concerning the impacts of using intangible heritage as an element of tourist attractions in Luxor

Variable	Impact	Sum Square	Df.	Mean Square	F	Sig.
Impacts of using Intangible heritage as an element of tourist attractions in Luxor	Between Groups	.436	2	.218	1.56	.211
	Within Groups	53.191	382	.139		
	Total	53.627	384	-		

Table (8): Differences between nationality categories concerning the impacts of using intangible heritage as an element of tourist attractions in Luxor

Variable	Impact	Sum Square	Df.	Mean Square	F	Sig.
Impacts of using Intangible heritage as an element of tourist attractions in Luxor	Between Groups	.247	4	.62	.440	.780
	Within Groups	53.382	380	.140		
	Total	53.639	384	-		

Table (9): Differences between level of Educational concerning the impacts of using intangible heritage as an element of tourist attractions in Luxor

Variable	Impact	Sum Square	Df.	Mean Square	F	Sig.
Impacts of using Intangible heritage as an element of tourist attractions in Luxor	Between Groups	.406	3	.135	.970	.407
	Within Groups	53.223	381	.140		
	Total	53.639	384	-		

Results in previous tables show independent samples T test and one-way ANOVA to determine the differences between two groups, when Sig. value is more than(0.05) this means that there were no statistically significant differences and when Sig. value is less than(0.05) this means that there were statistically significant differences, results show that there were no statistically significant differences between Males and Females, there were no statistically significant differences between age categories, there were no statistically significant differences between nationality categories, there were no statistically significant differences between level of Educational all

with respect to the impacts of using intangible heritage as an element of tourist attractions in Luxor.

BENEFITS OF USING INTANGIBLE HERITAGE AS A TOURIST ATTRACTION IN LUXOR GOVERNORATE

Table (10): Differences between males and females concerning the Benefits of Using intangible heritage as a tourist attraction in Luxor Governorate

Variable	Group	Mean*	SD	T-Test	
				T	Sig.
Benefits of Using intangible heritage as a tourist attraction in Luxor Governorate	Males	3.856	.343	4.530	0.00
	Females	4.000	.312		

Table (11): Differences between age categories concerning the Benefits of Using intangible heritage as a tourist attraction in Luxor Governorate

Variable	Impact	Sum Square	Df.	Mean Square	F	Sig.
Benefits of Using intangible heritage as a tourist attraction in Luxor Governorate	Between Groups	.196	2	.300	.569	.914
	Within Groups	42.877	382	.527		
	Total	43.073	384	-		

Table (12): Differences between nationality categories concerning the Benefits of Using intangible heritage as a tourist attraction in Luxor Governorate

Variable	Impact	Sum Square	Df.	Mean Square	F	Sig.
Benefits of Using intangible heritage as a tourist attraction in Luxor Governorate	Between Groups	.344	4	.086	.764	.549
	Within Groups	42.72	380	.112		
	Total	43.07	384	-		

Table (13): Differences between level of Educational concerning the Benefits of Using intangible heritage as a tourist attraction in Luxor Governorate

Variable	Impact	Sum Square	Df.	Mean Square	F	Sig.
Benefits of Using intangible heritage as a tourist attraction in Luxor Governorate	Between Groups	.241	3	.080	.715	.544
	Within Groups	42.831	381	.112		
	Total	43.073	384	-		

Moreover, results show that there were statistically significant differences between Males and Females, there were no statistically significant differences between age categories, there were no statistically significant differences between nationality categories and there were no statistically significant differences between level of Educational all with respect to the Benefits of Using intangible heritage as a tourist attraction in Luxor Governorate.

CRAFTS QUESTIONNAIRE ANALYSIS

SAMPLE DEMOGRAPHIC CHARACTERISTICS

Results showed that a total of (24) samples were recruited for this research (21%) percent of the sample (5) people is females, and (79%) percent (19) people is males. concerning age: (65%) were 20 to 40 years (20%), (20%) Less than 20 years and (15%) More than 40 years. concerning educational level: (57%) were Basic Education, (20%) Non, (13%) Intermediate Education and (11%) University degree. concerning the craft: (24%) were Pottery, (22%) Palm leaves, (20%) Mat, (17%)Fabric, (9%)both wood carving and Porcelain. concerning years of experience: (63%) From 6 to 10 years, (26%) Less than 5 years, (11%)More than 10 years.

OBSTACLES OF USING INTANGIBLE HERITAGE AS A TOURIST ATTRACTION IN THE CITY OF LUXOR

Table (14) Mean and St. Dev. of the Respondents' Acceptance Degree Concerning the Obstacles of using intangible heritage as a tourist attraction in the city of Luxor

NO	Item	M	S.D	R
1	Lack of interest in developing heritage markets, which affects the intangible heritage in Luxor.	4.021	0.795	8
2	Inadequate services provided at cultural heritage sites.	4.162	0.765	6

3	The loss of intangible cultural heritage and its impact on the lives of craftsmen and indigenous people.	3.981	0.846	9
4	There are tourism practices that negatively affect the behaviors, customs and traditions of the local community.	4.327	0.896	1
5	Tourists interfere with the features of Egyptian culture, which leads to the dissatisfaction of the indigenous population and craftsmen.	3.421	0.746	11
6	Lack of qualification and training for those responsible for intangible heritage, which hinders the exploitation of intangible heritage as a tourist attraction.	3.891	0.861	10
7	Environmental degradation and its impact on intangible heritage.	4.211	0.868	3
8	Intentional destruction of intangible heritage.	4.192	0.765	5
9	Lack of government attention.	4.213	0.858	4
10	Lack of financing opportunities.	4.311	0.736	2
11	Lack of community awareness of the importance of intangible heritage as a tourist attraction.	4.028	0.798	7
Total		4.139	0.618	

The previous table (14) shows the statistical mean and standard division and ranking of the results of obstacles of using intangible heritage as a tourist attraction in the city of Luxor. Most respondents agree that there are obstacles of using intangible heritage as a tourist attraction in the city of Luxor which should be taken in consideration: ranking in number one “There are tourism practices that negatively affect the behaviors, customs and traditions of the local community” with mean(4.327) and standard division (0.896), followed by “Lack of financing opportunities” with mean(4.311) and standard division (0.736) and followed by “Environmental degradation and its impact on intangible heritage” with mean(4.211) and standard division (0.868). and the overall mean(4.139), overall standard deviation(0.618)

Previous results lead study to answer second question of study “What are the obstacles of using the intangible heritage in Luxor as new component of tourist attractions?” which means that there are obstacles of using the intangible heritage in Luxor as new component of tourist attractions.

REQUIREMENTS FOR USING INTANGIBLE HERITAGE AS A TOURIST ATTRACTION IN THE CITY OF LUXOR

Table (15) Mean and St. Dev. of the Respondents’ Acceptance Degree Concerning the Requirements for using intangible heritage as a tourist attraction in the city of Luxor

NO	Phrases	M	S.D	R
1	Protecting and developing intangible heritage.	4.221	0.795	5
2	Qualification and training of those responsible for intangible heritage.	4.066	0.765	7
3	Interest in developing and developing heritage markets.	4.008	0.846	8
4	Interest in reviving popular celebrations and increasing social practices.	4.234	0.896	4
5	Providing handicrafts of good quality and appropriate specifications.	4.328	0.746	3
6	The need for the government to pay attention to exploiting and preserving intangible heritage as a tourist element.	4.397	0.617	2
7	Raising community awareness of the importance of intangible heritage as a tourist attraction.	4.141	0.687	6
8	Providing financing opportunities for small craftsmen.	4.398	0.659	1
Total		4.301	0.698	

The previous table (15) shows the statistical mean and standard division and ranking of the results of Requirements for using intangible heritage as a tourist attraction in the city of Luxor. Most respondents agree that there are requirements for using intangible heritage as a tourist attraction in the city of Luxor which should be taken in consideration: ranking in number one “Providing financing opportunities for small craftsmen” with mean(4.398) and standard division (0.659), followed by “The need for the government to pay attention to exploiting and preserving intangible heritage as a tourist element” with mean(4.397) and standard division (0.617) and followed by “Providing handicrafts of good quality and appropriate specifications” with mean(4.328) and standard division (0.746). and the overall mean(4.301), overall standard deviation(0.698). Previous results lead study to answer third question of study “What are the requirements for using the intangible heritage in Luxor as new component of tourist attractions?” which mean that

there are Requirements for using intangible heritage as a tourist attraction in the city of Luxor.

DIFFERENCES TEST

OBSTACLES OF USING INTANGIBLE HERITAGE AS A TOURIST ATTRACTION IN THE CITY OF LUXOR

Table (16): Differences between males and females concerning the Obstacles of using intangible heritage as a tourist attraction in the city of Luxor

Variable	Group	Mean*	SD	T-Test	
				T	Sig.
Obstacles of using intangible heritage as a tourist attraction in the city of Luxor	Males	4.432	.391	788	.512
	Females	4.136	.352		

Table (17): Differences between age categories concerning the Obstacles of using intangible heritage as a tourist attraction in the city of Luxor

Variable	Impact	Sum Square	Df.	Mean Square	F	Sig.
Obstacles of using intangible heritage as a tourist attraction in the city of Luxor	Between Groups	.4361	3	.229	1.75	.326
	Within Groups	53.191	21	.147		
	Total	53.622	24	-		

Table (18): Differences between level of Educational concerning the Obstacles of using intangible heritage as a tourist attraction in the city of Luxor

Variable	Impact	Sum Square	Df.	Mean Square	F	Sig.
Obstacles of using intangible heritage as a tourist attraction in the city of Luxor	Between Groups	.3242	5	.147	.981	.456
	Within Groups	52.162	19	.139		
	Total	52.474	24	-		

Table (19): Differences between craft categories concerning the Obstacles of using intangible heritage as a tourist attraction in the city of Luxor

Variable	Impact	Sum Square	Df.	Mean Square	F	Sig.
the Obstacles of using intangible heritage as a tourist attraction in the city of Luxor	Between Groups	.263	4	.724	.452	.791
	Within Groups	53.381	20	.148		
	Total	53.744	24	-		

Table (20): Differences between Years of experience concerning the Obstacles of using intangible heritage as a tourist attraction in the city of Luxor

Variable	Impact	Sum Square	Df.	Mean Square	F	Sig.
the Obstacles of using intangible heritage as a tourist attraction in the city of Luxor	Between Groups	.497	2	.788	.457	.684
	Within Groups	53.382	22	.156		
	Total	53.879	24	-		

Results in previous tables show independent samples T test and one-way ANOVA to determine the differences between two groups, when Sig. value is more than(0.05) this means that there were no statistically significant differences and when Sig. value is less than(0.05) this means that there were statistically significant differences, results show that there were no statistically significant differences between Males and Females, there were no statistically significant differences between age categories, there were no statistically significant differences between levels of Educational, there were no statistically significant differences between craft categories and there were no statistically significant differences between Years of experience all with respect to the Obstacles of using intangible heritage as a tourist attraction in the city of Luxor.

REQUIREMENTS FOR USING INTANGIBLE HERITAGE AS A TOURIST ATTRACTION IN THE CITY OF LUXOR

Table (21): Differences between males and females concerning the Requirements for using intangible heritage as a tourist attraction in the city of Luxor

Variable	Group	Mean *	SD	T-Test	
				T	Sig.
Requirements for using intangible heritage as a tourist attraction in the city of Luxor	Males	4.432	.391	788	.022
	Females	4.136	.352		

Table (22): Differences between age categories concerning the Requirements for using intangible heritage as a tourist attraction in the city of Luxor

Variable	Impact	Sum Square	Df.	Mean Square	F	Sig.
Requirements for using intangible heritage as a tourist attraction in the city of Luxor	Between Groups	.550	5	.284	1.95	.465
	Within Groups	53.221	19	.132		
	Total	53.771	24	-		

Table (23): Differences between level of Educational concerning the Requirements for using intangible heritage as a tourist attraction in the city of Luxor

Variable	Impact	Sum Square	Df.	Mean Square	F	Sig.
Requirements for using intangible heritage as a tourist attraction in the city of Luxor	Between Groups	.711	2	.148	.255	.000
	Within Groups	52.021	22	.135		
	Total	52.732	24	-		

Table (24): Differences between craft categories concerning the Requirements for using intangible heritage as a tourist attraction in the city of Luxor

Variable	Impact	Sum Square	Df.	Mean Square	F	Sig.
Requirements for using intangible heritage as a tourist	Between Groups	.343	1	.714	.416	.834
	Within Groups	53.524	23	.135		

attraction in the city of Luxor	Total	53.867	24	-		
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Table (25): Differences between Years of experience concerning the Requirements for using intangible heritage as a tourist attraction in the city of Luxor

Variable	Impact	Sum Square	Df.	Mean Square	F	Sig.
Requirements for using intangible heritage as a tourist attraction in the city of Luxor	Between Groups	.445	3	.679	.548	.624
	Within Groups	51.232	21	.164		
	Total	51.677	24	-		

Moreover, results show that there were statistically significant differences between Males and Females, there were no statistically significant differences between age categories, there were statistically significant differences between levels of Educational, there were no statistically significant differences between craft categories and there were no statistically significant differences between Years of experience all with respect to the Requirements for using intangible heritage as a tourist attraction in the city of Luxor.

CONCLUSIONS

Research aims to explore the impact of using intangible heritage as an element of tourist attractions in Luxor, and achieve the objectives of this research, quantitative approach was used via two questionnaires. It is conducted on a random sample of (386) for the tourists questionnaire and (24) for the crafts owners questionnaire. The findings show following results:

There are many Impacts of using Intangible heritage as an element of tourist attractions in Luxor and the Intangible heritage enhances the aesthetic, cultural value of Luxor as a destination and leads to economic benefits and help tourists to explore Egyptian traditional costumes. There are many Benefits of Using intangible heritage as a tourist attraction in Luxor Governorate which gives Luxor a competitive advantage among other destinations and create new tourist products and enhancing the image of Egyptian cultural among other countries. There are Obstacles of using intangible heritage as a tourist attraction in the city of Luxor that should be taken in consideration such as the negative affect the behaviors, customs and traditions of the local community and the lack of qualification and training for those responsible for intangible heritage, which hinders the exploitation

of intangible heritage as a tourist attraction. There are Requirements for using intangible heritage as a tourist attraction in the city of Luxor that should be provided such as Providing financing opportunities for small craftsmen and Providing handicrafts of good quality and appropriate specifications.

RECOMMENDATIONS

RECOMMENDATIONS FOR MINISTRY OF TOURISM

There is a set of recommendations that hotels should consider as follows:

1. studying the cultural, aesthetic, and social dimensions of tourism development projects in Luxor Governorate, identifying biological and cultural diversity, cultural landscapes, and the characteristics of the visual character of the surrounding area.
2. Finding an awareness plan for the local population to preserve the heritage inherited from the ancestors and linking these plans to holding parties and exhibitions that help attract tourists.
3. When setting up new hotels or renewing a license for existing hotels, it is required to set specific specifications for each hotel according to its classification, so that these hotels have heritage forms that give a distinct character to the governorate from the rest of the governorates and tourist places.
4. We should give the issue of preserving heritage, whether tangible or intangible, sufficient attention within the curricula of basic education.
5. Preparing brochures, publications and translated films in various languages in order to circulate and deliver them to the largest possible number of countries through the tourists themselves or through their presentation in the media or through promotional visits to those countries.
6. Overcoming obstacles that could hinder using the intangible heritage in Luxor as new component of tourist attractions by forming a specialized team to solve these obstacles.
7. Appropriate marketing of intangible heritage and exploiting it as a tourist attraction.
8. Raising tourism awareness of the importance of intangible heritage.

RECOMMENDATIONS FOR OFFICIALS OF INTANGIBLE HERITAGE

There is a set of recommendations that the union must pay attention to and follow up on:

1. Relying on the heritage character and local resources in construction and implementation, and respecting the architectural styles and patterns present on the site and the traditional and local architecture trends.

2. Organizing popular events. Through these events, the behaviors and customs of the local population, such as dancing, clothing, singing, and other features that characterize the evacuated residents, appear.
3. The need to provide all raw materials with support for myself, moral and also material for the owners of handicrafts.
4. The need for a clear-cut strategy to preserve the intangible heritage in Luxor Governorate.
5. Providing appropriate financial support for the advancement of intangible heritage.
6. Training owners of traditional crafts and qualifying them appropriately.
7. Raising community awareness of the importance of intangible heritage.

RECOMMENDATIONS FOR HANDCRAFTS OWNERS

1. The need for handicraft owners to obtain training and educational courses to develop the performance of handicraft owners and raise the level of handicrafts.
2. The continued participation of craftsmen periodically in national festivals of heritage and culture.
3. Handicraft owners must obtain financial support through coordination with banks and financial institutions in the field of lending to finance craft industries.
4. Paying attention to handicraft marketing activities internally and externally. These activities within the country must include all of the craftsmen's centers, and external marketing should be through participation in international exhibitions and conferences.
5. The need for craftsmen to coordinate between different parties in order to benefit.

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