

ROLE OF MOVIES TO PROMOTE CULTURAL HERITAGE TOURISM IN EGYPT

Nevine Abdel-Latif Mohamed OMAR *

Department of Decoration, Faculty of Fine Arts, Alexandria University, Egypt

Abstract

Cinematic movie themes are oriented so that their scenes include locations and landmarks Heritage and archeology, one of the tools that the countries of the world are turning to recently to stimulate tourism And take advantage of its cultural and economic resources, in what has been called film tourism or tourism Movies Movie- induced Tourism. Egypt is replete with many places of cultural heritage, which are notable for tourism The world, therefore, it is necessary to take care of it and spread awareness by preserving it and promoting it to the world in an impressive way Through multiple means and contemporary tools, the most important of which is the promotion of cinematic films, in light of research Tourists have experiences and interests different from their usual experiences of tourist sites.

Keywords

Movies, Promote, Cultural Heritage, Tourism, Egypt.

Introduction:

Many countries lack a tourism-based culture cinematic films, especially Egypt, although it contains many Places, heritage sites and cultural and archaeological heritage Qualifies it to top the list of countries that can benefit from Cultural heritage tourism.

Pay attention to the necessity of making use of cinematic films in revitalizing cultural heritage tourism in Egypt, for what it results on this, the positive phenomena reflected on all activities Societal.

Research Methodology:

Using the descriptive, analytical, inductive -approach.

The importance of global cultural heritage tourism:

Cultural heritage tourism has become one of the most important phenomena

Competitiveness in the world, as it contributes to cementing various fields, both at the economic level, cultural, political, and environmental; I have grown and even thrived

It has become food for the soul, making the times and the future. And from

The most prominent aspects in which the importance of tourism appears are:

1- Economic importance: Tourism contributes to bringing in currency hard, expanding foreign investment and saving Jobs, and thus an economic recovery and social for tourist countries.

* Corresponding author: finea-dean@alexu.edu.eg

2- Cultural importance: one of the opportunities offered by tourism For tourist countries is the exchange of civilizations and cultures, and discover literature and arts to learn about backgrounds the cultural heritage of the people and their historical and human heritage which motivates tourists to visit state museums and libraries tourist, attend their concerts and festivals, and learn on the lives of local people and discovering things and knowledge it is used in the fields of science and sociology.

3- Political importance: activating the tourism activity between countries in turn, lead to building international relationships that contribute to reducing the intensity of international conflicts and quarrels, and so be tourism is a kind of invitation to spread peace and international cooperation.

4- Environmental importance: Tourism provides an opportunity to exploit resources Environmental) natural areas that have not been polluted, her natural balance was not subjected to imbalance, including from Landscapes plants, wild animals, well-established civilizations since Past and present), which drives those involved in the sector tourism for the preservation and development of it being a natural wealth. It must be protected because it represents the natural capital of the state tourist and attraction for tourists.

The role of cinematic films in the emergence of the term film tourism

Film tourism:

Movie- induced tourism is a type of niche tourism that has emerged In connection with the popularity of places and heritage and historical sites, they have appeared in movies whether they are natural sites or sites created by filmmakers. Usually linked places

Natural, heritage nostalgic historical architecture the past, which arouses the passion of a wide range of Creative people like:

Authors and writers to visit it as a tourist destination and my exploration and inspiration for artists and poets. Well then a large sector of tourists are keen to visit the sites that They were shown in the movies, because of their curiosity and a passion to travel to those sites and places to live an experience new on the background of their mental and psychological connection to the events of the film humanitarian or historical places of photography, and perhaps the actor himself who performed the role in the movie.

Conclusion:

Film tourism is a global trend, with the cooperation of both Tourism establishments and film industry establishments, and that to provide a new tourism experience that attracts tourists from all over the world to visit places and locations where movies were shot Cinematography, which contributes to revitalizing these places in terms of tourism, introducing them to other countries,

and spreading their culture and awareness with its national identity, which reflects positively on each of the dimensions economic, environmental, social and cultural of the producing country

For movies and tourism sponsors. Although many countries go on the world level to revitalize its internal and external tourism, with the development of "film tourism", however, there are still many Arabic countries lacks this orientation, especially Egypt, although it does a stock of historical and heritage sites and sites that qualify it to the fore in the film tourism industry, if cooperation the rational between cinema and tourism, the research has indicated how Activating film tourism in Egypt for interest

By promoting the heritage and cultural heritage at the local level and international, in order to educate generations and increase their national pride and increase their belonging to their history, heritage and civilization, as well and let Egypt take its place among the countries that export culture and civilization.

Results:

1- Cinematic films are important in guiding societal awareness In all aspects of life, including education, entertainment, Human communication, which is as a media Visually appealing, it influences the audience so much That the mental image the audience receives affects me His decisions regarding visiting tourist destinations of countries that have been Shooting movies with it.

2- There is a close relationship between the movie boom movement The same subjects interested in human heritage and culture And community, and between the revival of cultural heritage tourism, Therefore, the production of Egyptian cinematic films is relevant Purposeful and fun topics so that its events are filmed in the parts of Egypt and its quarters extending between the deserts, valleys, oases, archaeological sites ... and others, from would contribute to the development of cultural heritage tourism in Egypt.

Recommendations:

Directing the filmmakers 'attention to interest in related films the topics that tourism is an integral part of its context, so that it spreads the balance of the cinematic films

Therefore, attention should be paid to the exploitation of resources Heritage and cultural heritage of the Egyptian historical as a material film rich.

2- The necessity of working to remove the obstacles and difficulties face filmmakers and film production companies to shoot movies in the country's heritage sites, for

Fruitful cooperation in promoting heritage tourism and cultural with the aim of spreading the heritage history and its importance, and awareness cultural history of homelands and their civilizations, as well as tourism marketing and revitalization visit these sites to increase income Nationalism and reducing unemployment and poverty rates.

References

- 1-توم بوبر، بوميليو بلوم، الإرث الثقافي والسياحة المستدامة، برنامج التعاون المشترك عبر الحدود في حوض البحر الأبيض المتوسط، سلطة الإدارة المشتركة، كاليري، إيطاليا، 2014
- 2-جوزيف . بوجز، ترجمة:وداد عبد الله، فن الفرجة على الأفلام، الهيئة المصرية العامة للكتاب، مصر، 2005
- 3-خليف مصطفى غرايبة، السياحة الصحراوية تنمية- الصحراء في الوطن العربي ، المركز العربي- للأبحاث ودراسة السياسات، بيروت، 2012
- 4-دالين ج. تيموتي وستيفن و. بويد، ترجمة: عبدالناصر بن عبد الرحمن الزهراني، جامعة الملك سعود، الرياض، 2011 .
- 5-سكيب داين بونج، ترجمة: سامح سمير فرج، السينما وعلم النفس، مؤسسة هنداوي للتعليم والثقافة، القاهرة، 2015
- 6-كولن مايكل هول، ترجمة: محمد فريد حجاب، السياحة والسياسة مدخل إلى السياحة الرشيدة ، المجلس الأعلى للثقافة، القاهرة، 2003
- 7-ترجمة: ماري عوض، إدارة التراث الثقافي العالمي، منظمة الأمم المتحدة للتربية والعلم والثقافة، اليونسكو، 2014
- 8-مجموعة مؤلفين، الهوية القومية في السينما العربية، مركز دراسات الوحدة العربية، بيروت، لبنان، 1986
- 9-محبات الشرايبي، أقاليم مصر السياحية دراسة في جغرافيا السياحة ، دار الفكر العربي، القاهرة، ط 1 - ، 1991
- 10-محيا زيتون، السياحة ومستقبل مصر بين امكانيات التنمية ومخاطر الهدر، دار الشروق، القاهرة، ط 1 ، 2002
- 11-أكتيري بو جمعة، السينما ورهان التسويق السياحي للموراث الثقافي العربية :المغرب نموذجا، الدراسات والأبحاث، مؤمنون بلا حدود، المغرب، 2017
- 12-جميل نسيم، السياحة الثقافية وتثمين التراث من خلال البرامج التليفزيونية في الجزائر، وزارة التعليم العالي والبحث العلمي، جامعة وهران، الجزائر ، 2010
- 13-حمد أحمد رياض، سفاجا وتنمية السياحة البيئية والجبلية بمنطقة البحر الأحمر، مجلة باحث، 2018
- 14-علي محمد عثمان العراقي، اقتصاديات التراث:المفهوم وآليات التحليل مقاربات منهجية، مجلة جامعة الملك سعود، المجلد 26 ، السياحة والآثار 2 ،الرياض، 2014
- 15-كباشي حسين قسيمة، التخطيط السياحي وأثره في مناطق ومواقع التراث الأثري، مجلة جامعة شندي، العدد 9 ، جامعة الملك سعود، الرياض، 2010
- 16-محمد نايف الصرايره، السياحة التراثية ودورها في صناعة السياحة وتفعيل عملية استقطاب السائحين إلى الأردن، المجلة الدولية للتراث والسياحة والضيافة، المجلد 11 ، العدد 1 / 2 ، 2017
- 17-مصطفى محمود حسين أبو حمد، دور الدراما في رسم الصورة الذهنية للمقصد السياحي :دراسة مقارنة (مصر وتركيا)، مجلة كلية السياحة والفنادق، جامعة الفيوم، المجلد7 ، العدد2 ، سبتمبر. 2013

- 18- Arthur Filipe Araújo, the Role of Cinema on the Tourist Destination Image Formation Process: Opportunities and Challenges for the Tourism Stakeholders Conference Paper, University of Aveiro, 2012.
- 19- Connell, J, Film tourism - Evolution, progress and prospects. *Tourism Management*, 1007-1029, 2012.
- 20- Daniela Carlsara Kindon & Karen Smith, Tourists' experiences of Film Location: New Zealand as a middle earth, published online: 31 Jan 2007.
- 21- Elena A. Dzhand Zhugazova, Elena L. Ilinaa, Aleksander N. Latkin and Anna I. Koshelevava, Development of Creative potential of Cinema Tourism *International Journal of Environmental & Science Education*, vol. 11, No.11, 4015-4024, Plekhanov Russian University of Economics, Russia, 2016.
- 22- Gokce Ozdemir, Ozga Adam, *Film Tourism Triangulation of Destinations*, Yasar University, Agach Yol No: 35-37, Bornova-Lzmir, Elsevier Ltd., Turkey, 2014.
- 23- HUDSON, S., & RITCHIE, J. R, *Promoting Destinations via Film Tourism: An Empirical Identification of Supporting Marketing Initiatives*.

Received: August 15, 2019

Accepted: October 20, 2019