Evaluating Tourists' Behavior in the World Heritage Sites at Luxor

Hassan Saad Sanad [a]   **, Hossam Fouad Arafa**[b]**,**

Rehab Rabea Labib[c]

[a] Professor, Dean., Faculty of law, Minia University
[b] Associate Professor, Tourism Management Dep., Higher Institute of Tourism and Hotels, Luxor
[c] M.Sc. researcher, Tourism Studies, Faculty of Tourism and Hotel, South Valley University

Keywords	Abstract
Behavioral Intention, Luxor, Responsible Tourist Behavior, World Heritage Sites.	The main aim of this research is to investigate the behavioral intention before traveling, to evaluate tourists' behavior to determine to what extent they apply the principles of responsible tourism during traveling as well as evaluating tourists' behavior during visiting the world heritage sites. This research is mainly based on using a questionnaire as a quantitative method that targeted the tourists who visited the world heritage sites in Luxor. Accordingly, the researcher distributed two hundred and five forms;179 forms were returned, and twelve forms were canceled because of not completing the answers. Thus, about 167 forms were valid, completed, and were included in the analysis. Moreover, Statistical Package Social Science (SPSS, V.22) is used for data input and analysis in descriptive statistics. the results illustrated that the tourists have the responsible behavioral intention and the tourists, to some extent, followed the responsible tourism but they needed more awareness. Therefore, the supreme council of antiques, There must be fines for bad behavior and rewards for a good one to encourage protecting World heritage Site; There must be a determination and monitoring of environmental impacts of tourists activities; the archeological sites should control tourists and make sure that they obey all laws and regulations; the management of the archeological site should develop educational and awareness materials for tourists in the World heritage sites and encouraging stakeholders to cooperate for activating the cultural world Heritage Initiative to protect the monuments of Luxor.

1-Introduction

UNWTO (2011) predicted that international tourists will hit to 1.8 billion by 2030; so On the negative side, tourism's participation in global carbon dioxide emissions, its impact on Native peoples and heritage cultures, its changes on nature, "historical" landscapes, and buildings, and, on the positive side, tourism's role in boosting peace, transferring economic power, generating employment, and increasingly global inter-cultural relations (Font & McCabe,2017). As a result, sector that frequently reclaims the global economy, the tourist industry has the problem of minimizing its negative environmental effects (UNWTO&UNEP,2019). Given that the negative effects of tourism in visiting sites were frequently related to tourists' risk behavior (Pearce,2005).

In addition to Tourism, being a kind of consumption, the negative impacts of mass tourism in numerous places are considered that sparked considerable concern among the world community and a rising focus on the theme of sustainability for promoting and supporting alternative and ethical forms of tourism (Mingotto et al.,2020); hence, the tourism is needed to be more planned and organized to guarantee the sustainability of possesses for next generations. So that is found the responsible tourism achieve the sustainability.

The United Nations Educational, Scientific, and Cultural Organization (UNESCO) focuses on promoting the identification, protection, and preservation of cultural and natural heritage around the world that is of exceptional value to humanity. This is supported in the Convention concerning the Protection of the World Cultural and Natural Heritage, which was approved by UNESCO in 1972; As tourists are the main stakeholder in tourism so they should take the destinations in their accounts and have more responsibility to save the visited World Heritage; that was formed after World War II, when one of the world's most rich cultural sites, Ramses II Temple at Abu Simbel, was faced with destruction during the construction of the Aswan Dam in Egypt in 1959. The priceless archaeological remains were preserved because to a global campaign launched by UNESCO, which also sparked debate on the need for a global agreement to protect the world's key cultural and natural heritage sites. On November 16, 1972, UNESCO established a treaty concerning the world's natural and cultural assets. The convention's goal is to save the world's greatest universal value heritage sites, which belong to all of humanity Outstanding universal value denotes cultural or ecological significance that is so outstanding the crossed national boundaries and is of mutual purpose to current and future generations of all society. As a result, the entire international community considered the long-term preservation of cultural legacy to be vitally important (Santa-Cruz & López-Guzmán,2017; Dukil,2018).

1.2. Problem of the research

Tourists' behavior and their visit to world heritage sites may lead to defects and deterioration of these sites, which leads to the loss of their significant touristic and heritage components.

Description of the problem :

There are negative behaviors of tourists, including the following points:

1-Damage to some antiquities due to lack of controls or inappropriate treatment of tourists .

2- An increase in the flow of tourists to the cultural, historical, and archaeological sites could lead to the occurrence of cracks in the buildings as a result of increased humidity and a change in the atmosphere surrounding these sites .

3- Unorganized opening of cemeteries negatively affects them .

4- Writing on the rocks and distorting the historical writings in it .

5- Sitting on pillars of temples and riding on them.

Based on the aforementioned points, the main problem of the study lies in evaluating tourists' behavior in the World Heritage sites in Luxor.

1.3. The objectives of this research can be summarized as follows

1. Evaluating the behavioral intention before traveling.
2. Evaluating tourists' behavior to what extent they apply the principles of responsible tourism during traveling.
3. Evaluating tourists' behavior during visiting the world heritage sites.

1.4. Hypotheses of the research

1- Tourists have a low level of positive behavioral intention before traveling to the destination.

2. There is a positive correlation between behavioral intention before traveling and self-evaluate of the performance during visiting the world heritage site.

3. There is a positive correlation between responsible tourism principles and self-evaluate of the performance during visiting the world heritage site.

1.5. Significance of the research

The significance of the current research lies in its focus on evaluating tourists' behavior in The World Heritage sites, as these sites represent the most important elements of tourist attractions in Egypt. Moreover, this research could be significantly contributing because it seeks to instruct tourists on the need to preserve such heritage sites in order to ensure their sustainability for future generations.

2. Literature Review

2.1. Responsible Tourist behavior definitions

The responsible tourist behavior " Acting in a way that accounts for social and environmental concerns through one's choices in relation to tourism" (Gonzalez et al.,2009). According to the definition, a tourist may engage responsibly and leave a positive impact on the environment and society while on vacation by making social and environmental contributions. In addition, it is critical to encourage ecologically responsible tourism behavior among visitors in order to reduce negative impacts on environments and avoid environmental harm in tourist destinations while offering great tourist experiences (Addison et al.,2008). The authors defined many concepts in the context of responsible tourist behavior as follows:

2.1.1 Environmentally tourist behavior: It is critical to encourage eco-friendly tourist behavior to reduce negative impacts on environments and avoid pollution problems in tourism sites while delivering great tourist experiences. Researchers have identified various approaches to minimizing the negative environmental impacts of tourism, including planning and regulations and more stringent legislation enforcement (Davenport, 2006).

2.1.2. Ethical tourist behavior: that is concerned with ethical principles about destinations, hence contributing to the building of more positive perceptions and intentions (lee et al., 2017).

2.2. Behavioral intention definition

Kwok and Gao (2005) illustrated individuals were able to participate in a specific behavior when they had a positive intention to conduct the behavior. According to the theory of planned behavior, behavioral intention" refers to an indication of individual's ability to perform a specific behavior" (Niaura, 2013, p. 74). Ajzen (1991) argued that behavior intentions are the best way to predict a person's behavior and to reflect his or her willingness to perform a behavior. Thus, a strong intention to perform a behavior was highly predictive of execution of that particular behavior it indicates how much an individual is committed to performing a specific behavior, provided that the behavior is under their control. This research is interested in behavioral intention before traveling by collecting data about the natural environment of the destination, the lifestyle of the local residents, and environmentally friendly tours and places to stay.

2.3. Responsible tourism

South Africa National standard (2011,p.20) defined the term as the tourism sector possess a management strategy; and tourists take responsibility for protecting and conserving the natural environment, respecting and conserving local cultures and ways of life, and contributing to stronger local economies and a higher quality of life for local people. "Responsible Tourism" also aims to improve the quality of life in local communities by increasing socioeconomic advantages and improving natural resource management (Spenceley et al., 2002,p.8). Goodwin (2016) defined it as Responsible Tourism is about using tourism to make better places for people to live in and better places for people to visit, because great places to live in, with their natural and cultural heritage, are great places to visit.

2.4. The World heritage sites

When United Nations Educational Scientific and Culture Organization (UNESCO) realized that the threat to historical and heritage sites was growing, it became necessary to create world heritage sites to save, finance, promote, and implement preservation plans. On November 16, 1972, UNESCO established as convention concerning the world's natural and cultural assets. UNESCO defined the world heritage "World Heritage is the designation for places on Earth that are of outstanding universal value to humanity and as such, have been inscribed on the World Heritage List to be protected for future generations to appreciate".

2.4.1. The Importance of world heritage sites

In general, UNESCO emphasized both the conservation and utilization of World Heritage Sites. In other words, UNESCO's objective is to maintain WHSs in good shape for future generations while also making them as accessible to the public as possible. The strategy is ideal; nevertheless, it is obvious that increased visiting has seriously harmed the physical environment of WHSs, particularly those that are fragile and poorly maintained (Smith, 2002). According to Yıldırım and Turan (2012), the re-use or rebuilding of previous urban landscapes has become a widely available element of the current urban environment. In terms of tourism, several researchers

acknowledged that heritage is one of the most important and fastest increasing components of tourism (Alzua et al.,1998). Along with this phenomenon, visitors have been increasingly interested in consuming heritage during the previous 30 years (Ashworth &Tunbridge,2000).

2.4.2. States Parties to the Convention

UNESCO (2020) illustrated that States Parties are nations that have approved the World Heritage Convention. As a result, they agree to classify and appointed properties in their province for engagement on the World Heritage List. When a State Party selects a property, it provides information about how the property is guarded as well as a management plan for its preservation. States Parties are also allowed to defend the World Heritage values of the inscribed properties and are encouraged to report on their condition on a regular schedule. 194 States to the Convention as of 2020.

The top ten of states parties that have the biggest numbers of inscribed sits in world heritage sites China has 56 Properties, France 49 properties, Germany has 51 properties, India has 40 sites, Italy has 58 properties, Mexico has 35 properties, Russian Federation has 30 properties, Spain has 49 properties, the United Kingdom of Great Britain and Northern Ireland has 33 properties, Iran has 26 properties.

2.4.3. Numbers of world heritage sites

UNESCO divided the WHS into natural, cultural, and mixed; the list contained about 1154 sites, 43transboundary sites, 3 sites delisted, 52 sites in danger status,218 natural sites,879 cultural sites,39 mixed sites, and 167 states parties.

Table (1) Number of World Heritage Sites

Properties	Transboundary	Delisted	In danger	Natural	Cultural	Mixed	State Parties
1154	43	3	52	218	879	39	167

Source**: United Nations Educational Scientific and Culture Organization, 2019**

2.4.4. World heritage sites in Egypt

Egypt has seven World Heritage sites on the initial master list and Thirty-Two World Heritage sites on the temporary informative list. In Egypt, several World Heritage sites, as well as other protected sites (whether at the national level or those listed in the World Heritage checklist or the Temporary Indicative List of World Heritage Sites), suffered numerous conservation and management problems (Dukil, 2018);   On the other hand, Egypt has many archaeological sites that are able worthy of being placed on the World Heritage List, Despite 50 years of the Convention, 44 years since the list was established, and even 43 years since the creation of five; Egyptian archaeological sites on this list, but the list of nearly 1,150 international sites and There are only seven sites which have been annexed for more than a quarter of a century. seven sites are inscribed in world heritage sites as follows:

2.4.4.1. Abu Mena: is situated on the western edge of the Western Desert, which is previously a tiny town where Saint Mina's funeral is known by the Bedouins. The region is the largest Christian pilgrimage site in Egypt until the early Middle Ages. The region is located to the west of Alexandria, nearly parallel to Bahij station, where a clearly defined desert trail extends 12 kilometers south to the ancients (Ramzy,2004). Abu Mena was registered in World Heritage Sites in 1979.

2.4.4.2Historic Cairo: was included on the World Heritage in 1979, based on the recommendation of the International Council on Monuments and Sites; Historical Cairo comprised the historical Centre on the eastern bank of the Nile, with not less than 600 of the 7th and 20th centuries recognized monuments; is located in the center of Cairo's modern capital area, this is one of the oldest Islamic cities in the world and features notable mosques, schools, restrooms, and fountains. The historic city of Cairo is one of the most important and largest heritage cities in the world; As it is a lively city characterized by the richness of its urban fabric, in addition to the multiplicity of monuments and historical buildings, which reflects the long history of Cairo as a dominant political, cultural, commercial and religious capital in the Middle East (Gharib,2010; Larsen & Logan,2018).

2.4.4.3. Memphis and its Necropolis – the Pyramid Fields from Giza to Dahshur
One of the largest world heritage sites in the world is the Memphis site and Memphis was the capital of Egypt. Memphis town features King Khufu's great pyramid. It is the only remaining marvel among the world's seven ancient marvels. Memphis Archeological Area also includes 38 pyramids in Giza, Saqqara, Abu Sir, and Dahshur, with over 9,000 structures and tombs from the time of the First Dynasty until the time of the Greco-Roman Empire, Saqqara, Mit Rahina, and Dahshur (Baird-Naysmith, 2018; Yilmaz & Gamil, 2018) The site of Memphis and its cemetery were inscribed on the UNESCO List of World Heritage Sites in 1979.

2.4.4.4. Saint Catherine Area
Was included on the list in 2002; the monastery of Saint Catherine is situated in the South Sinai Governorate at the foot of Horeb Mount, where the commandments were received by Prophet Moose (peace be upon him). In addition to its fascinating environment, this hilly region has several monuments and religious places. The adherents of the three monotheistic religions believe that it is hallowed, and Muslims name it "mountain." Moses. In the Byzantine era, the monastery was established in the sixth century AD. It is the oldest Christian monastery that has up to today maintained its religious function. Its relevance is that, besides the huge collection of rare Christian texts and icons, it is a model for Byzantine construction (Amara, 2017).

2.4.4.5Wadi Al-Hitan
(UNESCO) registered Wadi al-Hitan as the first Egyptian natural reserve area to be included as a World Natural Patrimony in its World Heritage list in 2005, as well as its first and sixth Arab site to be listed as UNESCO's Natural World Heritage Site. Included are fossils of a widespread form of whale in the Egyptian Western Desert,

which let researchers learn about the stages of development in mammal life that have converted from a terrestrial creature to a marine organism throughout the years (Lim,2011& Gohar et al,2019).

2.4.4.6. The Nubian Monument from Abu Simbel to Philae
UNESCO showed The Nubian Monument from Abu Simbel to Philae contained several archaeological monuments like the Abu Simbel Temple of Ramses II and Philae Isis Temple, which were rescued from flooding by the construction of the High Dam. The Nubian Site was declared a World Heritage Site "Nubian antiquities" were the initial site of the World Heritage Site in 1979. They were transferred to their new site before the second waterfall but since the building of the High Dam. UNESCO started a global effort to rescue the flood-threatened areas of the dam and transfer them to a new protection place during the years 1960-1980 AD at the cost of 80 million dollars (Okasha,2010; Womack,2020).

2.4.4.7. Ancient Thebes with its Necropolis Thebes: was one of ancient Egypt's most famous and greatest towns. The site contained many archaeological monuments located on the eastern and west banks of the Nile; The east bank included the city of the living, as well as 14 temples, the temples of Karnak and Luxor being the most known. As for the West Bank, known as the city of the dead (the city of the dead), it contained ancient tombs and cemeteries such as the Kings' Valley and the Queens Valley, and burial temples like the Temple of Ramesseum, Ramses III Habu Temple, and the Queen Hatshepsut Mortuary Temple Deir of Bahari; The site of Thebes and its cemetery were registered on the UNESCO list of World Heritage Sites in 1979 (Hesham, 2019).

2.5. Luxor Governorate: is one of Egypt's governorates in the south. It is approximately 670 km from Cairo, Egypt's capital. This governorate merged elements of the past and the present. There are numerous Pharanoiac archaeological sites. Luxor Governorate is a governorate in Egypt's southern Upper Egypt region. Its cities and centers are spread across both banks of the Nile River. Its capital is Luxor, which used to be the city of Thebes, Egypt's capital during several Pharaonic eras. The governorate was established by Republican Decree No. 378 of 2009, which was issued on December 9, 2009. Luxor includes many monuments, the most important of which are the Luxor Temple, Karnak Temples, the City Museum, the tombs of the Valley of the Kings and Queens, funerary temples, the tombs of nobles, and other immortal monuments (SIS,2016)**.**

3. Research Methodology
To achieve the objectives of the study a quantitative approach was used. The Study targeted the tourists who visited the world heritage sites in Luxor. Questionnaires were employed in this study to reach out to the target sample during the period from September 2020 to March 2021 questionnaire is distributed on a random sample of tourists who visited the world heritage sites in Luxor. A total of 205 forms of the questionnaire were distributed. Only 179 forms were answered and returned, 12 of them were excluded because they were not completed. Consequently, about 167 forms were valid, completed, and were included in the analysis. Statistical Package Social Science (SPSS, V.22) is used for data input and analysis in using descriptive statistics**.**

4. Findings and Results:

Sample of the survey evaluates Tourists' behavior at heritage sites in the south valley, the researcher distributed two hundred and five forms;179 forms were returned back, and twelve forms were canceled because of not completing the answers. thus, about 167 forms were valid, completed, and were included in the analysis statistical analysis of the responses was carried out via SPSS v22. The researcher relies mainly on the descriptive analysis to get the means and the standard deviations for the sample categories and their elements in this section. The items are measured using a Likert-type scale. The study results start with a short demographic profile of respondents in terms of gender. The majority of the respondents were female (52.1%), rather than male respondents (47.9 %). the age bracket of 21 to 40 years has the greatest number of respondents (42.5%), followed by the age bracket of 41 to 60 years old (30.5%). the education level, 46.1% of the respondents are graduate degrees, whereas 21% of them are MSc/Ph.D. degree and Higher Education.

3.1. Descriptive statistics of the dimensions

Table (2) before traveling to research or gather information

Variables	SD	D	N	A	SA	Mean	standard deviation	Rank	Attitude
About the lifestyle of the host community	18	14.4	21	19.2	27.8	3.24	1.453	1	Moderate
About eco-friendly tours and hotels	23.4	9.6	15.6	24.6	29.6	3.22	1.523	2	Moderate
About the destination's natural environment	22.8	13.8	19.8	21	22.8	3.07	1.475	3	Moderate
Total Mean						3.18			Moderate

This table illustrates the means and standard deviation statistics for behavioral intention before traveling, the tourist has the intention to gather and collect information about the destination's natural environment, the lifestyle of the host community, and eco-friendly tours and hotels. The detailed analysis of the results provided in Table (2) shows the respondents' responses pertaining to behavioral intention before traveling "Before I travel, I like to research or gather information". The total rating results with a mean of 3.18. This reveals that most situations seem to mark on a scale of 1 and 5 in the middle of the range. Even so, most of the items showed a slightly higher mean than 3 indicating the Acceptability of the respondents on those items, as necessary for behavioral intention before the tourists' travel "before I travel I like to study or collect information". The highest mean values behavioral

intention before traveling emerged for the item "about the lifestyle of the host community" (mean = 3.24, standard deviation =1.453), followed by "about eco-friendly tours and hotels" (mean = 3.22, standard deviation =1.523), whereas the lowest mean value for this construct is for "about the destination's natural environment" (mean = 3.07, standard deviation =1.475).

Hypothesis 2: There is a positive correlation between behavioral intention before travelling and self-evaluate of performance during visiting the world heritage site.

Table (3) Pearson Correlation between behavioral intention before traveling and self-evaluate of your performance during visiting the world heritage site

		behavioral intention before travel	self-evaluate your performance during visiting the world heritage site
behavioral intention before you travel	Pearson Correlation	1	.955**
	Sig. (2-tailed)		.000
	N	167	167
self-evaluate of your performance during visiting the world heritage site	Pearson Correlation	.955**	1
	Sig. (2-tailed)	.000	
	N	167	167
**. Correlation is significant at the 0.01 level (2-tailed).			

As seen in table (3), there is a positive and significant relationship between behavioral intention before you travel and self-evaluate of performance during visiting the world heritage site when The value of Pearson correlation coefficient is (.955**- sig = 0.000). These results show that there is a strong positive relation between behavioral intention before travel and self-evaluate of your performance during visiting the world heritage site. This positive correlation indicates that as behavioral intention before travel increases, self-evaluate of performance during visiting the world heritage site increases.

Hypothesis 3: there is a positive correlation between responsible tourism principles and self-evaluate of the performance during visiting the world heritage site.

Table (4) Pearson Correlation between Responsibility towards communities and self-evaluate of performance during visiting the world heritage site

		Responsibility towards communities	self-evaluate your performance during visiting the world heritage site
Responsibility towards communities	Pearson Correlation	1	.900**
	Sig. (2-tailed)		.000
	N	167	167
self-evaluate of performance during visiting the world heritage site	Pearson Correlation	.900**	1
	Sig. (2-tailed)	.000	
	N	167	167
**. Correlation is significant at the 0.01 level (2-tailed).			

As seen in table (4), there is a positive and significant relationship between Responsibility towards communities and self-evaluate of performance during visiting the site. The value of Pearson correlation coefficient is (.900**- sig = 0.000). These results show that there is a strong positive relation between Responsibility communities and self-evaluate of performance during visiting the world heritage site. This positive correlation indicates that as Responsibility towards the community increases self-evaluates of performance during visiting the world heritage site increases.

Table (5) Pearson Correlation between Responsibility towards environment and self-evaluate of your performance during visiting the site

		Responsibility environment	self-evaluating of performance during visiting the site
Responsibility towards environment	Pearson Correlation	1	.946**
	Sig. (2-tailed)		.000
	N	167	167
self-evaluate of performance during visiting the world heritage site	Pearson Correlation	.946**	1
	Sig. (2-tailed)	.000	
	N	167	167

**. Correlation is significant at the 0.01 level (2-tailed).

As seen in the table (5), there is a positive and significant relationship between Responsibility towards the environment and self-evaluate of performance during visiting the world heritage site. The value of Pearson correlation coefficient is (.946**- sig = 0.000). These results show that there is a strong positive relation between Responsibility environments and self-evaluate of performance during visiting the world heritage site. This positive correlation indicates that as the responsibility environment increases, self-evaluate of performance during visiting the site increases.

Table (6) Pearson Correlation between Responsibility towards economic and self-evaluate of performance during visiting the world heritage site

		Responsibility towards economy	self-evaluate of performance during visiting the world heritage site
Responsibility towards economy	Pearson Correlation	1	.982**
	Sig. (2-tailed)		.000
	N	167	167
self-evaluate of performance during visiting the world heritage site	Pearson Correlation	.982**	1
	Sig. (2-tailed)	.000	
	N	167	167
**. Correlation is significant at the 0.01 level (2-tailed).			

As seen in table (6), there is a positive and significant relationship between Responsibility economy and self-evaluate of performance during visiting the world heritage site. The value of Pearson correlation coefficient is (.982**- sig = 0.000). These results show that there is a strong positive relation between Responsibility economic and self-evaluate of your performance during visiting the world heritage site. This positive correlation indicated that as the Responsibility economy increased, self-evaluate of performance during visiting the world heritage site increased.

3.4. Results

The majority of the respondents were Female; the age bracket of 21 to 40 years has the greatest number of respondents, the education level, 46.1% of the respondents are graduate degree; The highest mean value of behavioral intention before traveling emerged for the item "about the lifestyle of the host community"; tourists have a moderate level of behavioral intention before traveling so they should search and collect data about destinations where they visit. There is a positive correlation

between behavioral intention before travelling and self-evaluating for tourists' performance during visiting the world heritage sites.in other words when behavioral intention of tourists increase, the self –evaluating for tourists' performance in world heritage increase. there is positive correlation between principles of responsible tourism and self-evaluating for performance in world heritage sites, where The value of Pearson correlation coefficient is (.982;.946,.900)

4. Conclusion and Recommendations
4.1. conclusion

The main objective of the current research is to evaluate the tourists' behavior in world heritage sites. In addition, the research discussed the role of behavioral intention before traveling and its effect on the performance of tourists during their visit to world heritage sites and the role of principles of responsible tourism on the performance of tourists during the visit. responsible tourism plays an important role in conversing of the world heritage sites. The researchers hypothesized that tourists have a low level of behavioral intention before travel but the results approved they have a moderate level at a mean of 3.18, there is a positive correlation between the behavioral intention of tourists and the self-evaluation of performance during visiting these sites where The value of Pearson correlation coefficient is (.955) Moreover, the researches hypothesized that there is a positive correlation between the principles of responsible tourism and the self-evaluation of tourists where The value of Pearson correlation coefficient is(.900;.946;.982).

4.2. Recommendations

This study presents many recommendations for the Ministry of Tourism and antiquities, world heritage sites manager, and travel agencies:

4.2.1. Recommendations for Ministry of Tourism

1. Encouragement of innovative and creative approaches which foster the right environment for further development and application of responsible tourism.
2. Competent authorities may create a regulatory framework that encourages and enables the implementation of responsible behavior practices by tourism enterprises.

4.2.2. Recommendations for the Supreme Council of Antiquities and world heritage sites manager

1. There must be fines for bad behavior and rewards for a good one to encourage protecting the World Heritage Site.
2. There must be a determination and monitoring of the environmental impacts of tourists' activities.
3. The archeological sites should control tourists and make sure that they obey all laws and regulations.
4. The archeological site's management should develop educational and awareness materials for tourists in the World heritage sites.
   Recommendation for the ministry of antiques

5. Encouraging stakeholders to cooperate for activating the cultural world Heritage Initiative to protect the monuments of Luxor.
6. The website of the ministry of antiques should include more regulations for tourist activities to protect archeological sites.

3.2.3 Recommendations for travel agencies

Tourism programs should increase tourists' awareness of responsible behavior and encourage them to behave appropriately at world heritage sites.

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