

ENHANCING TOURISM DESTINATION COMPETITIVENESS OF HAWARA ARCHAEOLOGICAL SITE

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ABSTRACT

Hawara archaeological site, located in the Fayoum governorate in Egypt, is without hesitation the most important site belongs to the Pharaonic 12th Dynasty in the whole country. In spite of the diversity of heritage assets and the authentic experience Hawara archaeological site could provide, the number of inbound tourists visiting it is minimal. This paper aims to investigate how to enhance the competitiveness of Hawara as a tourist destination by finding out its major comparative advantages and how to develop them into competitive advantages. A triangulation of methods were used to achieve this aim including document analysis, semi-structured interviews, and direct observation, as qualitative methods and questionnaire as quantitative method.

It is concluded that major comparative advantages of Hawara as a tourist destination were determined, major issues facing the site and affects its competitiveness were analyzed and a set of recommendations are addressed for relevant stakeholders.

KEYWORDS: Archaeological Site, Authenticity, Competitiveness, Hawara, Heritage Tourism, The Fayoum.

INTRODUCTION

Egypt is bestowed with diverse archaeological assets which can be exploited in the field of tourism. This diversity can be clearly shown in the monuments of the Fayoum governorate which belong to all episodes of Egyptian civilization. Historically, the Fayoum has played an essential role in every culture that has swept through Egypt from the Ancient Egyptians to the Greeks and Romans to the Coptic Christians and finally the Muslim Arabs. However, the Pharaonic Middle Kingdom is exceptional; it literally represents the golden age of the Fayoum. Great prosperity came to the

region and the lake, *Mr-Wr*¹ “the Great Sea” whose water level has drastically increased and it was enlarged artificially and expanded by the Nile through Yusuf Canal. The water was used to carryout drainage and land reclamation.²

Hawara archaeological cemetery site, 9 km to the southwest of the Fayoum town, the capital of the Fayoum governorate, is considered the major Middle Kingdom site that belongs to the 12th Dynasty not only in the Fayoum governorate but also in the whole Egypt. The site lies at the desert edge north of the point where a branch of the Nile, Bahr Yusuf, enters the Fayoum depression.³

The site, which was excavated since the Prussian expedition of Richard Lepsius in 1849⁴, contains an extensive cemeteries ranging from the Middle Kingdom till Roman times.

Major monuments include the pyramid complex of Amenemhat III (the mudbrick pyramid and the Labyrinth), the famous Fayoum Portraits⁵, tomb of Sobek Neferu⁶, 30th-Dynasty tomb of Ankh Ruty; however, in this paper, the Middle Kingdom complex components of Amenemhat III

¹ Wb. II, 97. For detailed philology see: Ibrahim Abd El-Sattar and Osama Ibrahim (2013) Names Allocated to the Fayoum Region in Ancient Egypt, *Abgadyat*, vol. 8, 2013.

² Osama Ibrahim (2019) Hydrology of the Great Fayoum Depression till the 12th Dynasty: Archaeological and Philological Evidences of Artificial Water Entry. *Minia Journal of Tourism and Hospitality Research* Vol. (8), No. (2/1); Osama Ibrahim and Ibrahim Abd El-Sattar (2011) Major Historical, Archaeological, and Religious Features of Fayoum Region during the Old Kingdom, in: Pirelli, R. (ed.), *Natural and Cultural Landscapes in the Fayoum*, Proceedings of the International Colloquium 31st October – 2nd November 2010, UNESCO – Cairo, 139-151.

³ Osama Ibrahim and Eleri Jones (2011) *Enhancing the Competitiveness of Ecotourism Destinations: The Fayoum Region in Egypt*. October 10, 2011, ISBN-10: 3846505676, ISBN-13: 978-3846505670, LAP LAMBERT Academic Publishing. Website: <http://www.amazon.co.uk/Enhancing-Competitiveness-Ecotourism-Destinations-Fayoum/dp/3846505676>.

⁴ Lepsius, R. (1849). *Denkmäler aus Ägypten und Äthiopien*, II, 11-30, Berlin; for further details of the site excavation work see: Petrie, W.M.F. (1889). *Hawara, Biahmu and Arsinoe*, Field & Tuer, London; Petrie, W.M.F. (1890). *Kahun, Gurob and Hawara*, Field & Tuer, London; Petrie, W.M.F., Wainwright, G.A. and Mackay, E. (1912). *The Labyrinth, Gerzeh and Mazghuneh*, British School of Archaeology in Egypt and Egyptian Research Account, 18th Year, Bernard Quaritch, London.

⁵ For detailed information about the Fayoum Portraits see: Petrie, W. M. F. (1911). Roman Portraits and Memphis (IV), London; Henning Wrede (1982). "Mumienporträts". *Lexikon der Ägyptologie*. Vol. IV. Wiesbaden: 218–222.

⁶ For detailed information about NeferuSobek see: Gillam, Robyn (2001). "Sobekneferu". In: Redford, Donald B. (ed.). *The Oxford Encyclopedia of Ancient Egypt, Volume 3*. Oxford: Oxford University Press: 301; Zecchi, Marco (2010). Sobek of Shedet: The Crocodile God in the Fayyum in the Dynastic Period. *Studi sull'antico Egitto*. Todi: Tau Editrice.

represents the major comparative advantage never repeated again in the whole country - contrary to the relics of other historical periods. Therefore, in Late Antiquity, the complex was considered as one of the wonders of the world. Major features of the Middle Kingdom unique complex includes: the pyramid of king Amenemhat III and the famous Labyrinth temple.

The builder of Hawara brick Pyramid was king Amenemhat III, the last great king of the 12th dynasty (about 1855-1808 BC), who's economic and religious vigorous policies gave more attention to the Fayoum oasis than had those of his predecessors. To the south of the pyramid, the site contains also a famous temple built by Amenemhat III in the second half of his reign. It has been called Ankh-Amenemhat and later is identified with the Labyrinth by the classical authors.⁷ It forms a large cult complex (approximately 120 by 300 m.), in which the king was worshipped as a god.⁸

In spite of this diversity of heritage and the authentic experience Hawara archaeological site could provide, the number of inbound tourists visiting it is minimal and not relevant to its significance as it is suffering from lack of proper preservation and promotion. Therefore, this paper aims to investigate the cultural significance of Hawara as an archaeological site and how to enhance its competitiveness through cultural heritage tourism. This, in turn, provides tourists with extraordinary authentic experience through revitalizing the past and deepening the sense of place among tourists. Moreover, it helps achieve a proper site conservation and promotion and explore the major obstacles facing Hawara as a competitive heritage tourism destination. In a word, this paper investigates how to enhance the competitiveness of Hawara archaeological site as a tourism destination.

2. CULTURAL HERITAGE TOURISM

National Trust for Historic Preservation identified cultural heritage tourism as: *“travelling to experience the places and activities that authentically*

⁷ Herodotus visited the site in the 5th century BC. and described the Labyrinth as a complex with 3000 rooms connected by winding passages. Then, Strabo visited the temple about 25 BC. and described the temple. Though Pliny the Elder never saw the temple himself, he explained a detailed report on what the Labyrinth might be. Lloyd, A.B.(1970). The Egyptian labyrinth, *Journal of Egyptian Archaeology*, vol.56: 81-100.

⁸ Arnold, D. (1979). Das Labyrinth und seine Vorbilder, *Mitteilungen des Deutschen Archäologischen Instituts Kairo*, vol.35: 1-9; Arnold, D. (1980). Labyrinth, *Lexikon der Ägyptologie III*: 905-908; For further readings on the Labyrinth see: Uphill, E.P. (2000). *Pharaoh's Gateway to Eternity, The Hawara Labyrinth of King Amenemhat III*, Keagan and Paul, London.

represent the stories and people of the past and present. It includes irreplaceable historic, cultural and natural resources".⁹ In addition to job creation, the benefits of cultural heritage tourism are many; it generates many economic benefits such as new business and higher property values, improves the quality of life, preserves tangible and intangible culture, initiates cross cultural interaction and international meetings, and builds community arrogance and local art forms.¹⁰

The National Trust for Historic Preservation developed five guiding principles to create a sustainable cultural heritage:¹¹

1. Collaboration.
2. Find the fit between a community and tourism.
3. Make sites and programs come alive.
4. Focus on quality and authenticity.
5. Preserve and protect resources.

3. DESTINATION COMPETITIVENESS

Dwyer and Kim affirm that the notion of destination competitiveness should be consistent with the notion of competitiveness in the international economics and international business literature, especially when developing a framework suitable for tourism research.¹² The world today is full of competitiveness 'today we live in a world of relentless, unceasing competition' asserted Ritchie and Crouch¹³ when reviewing the meaning of the word 'competitiveness'. They conclude that competitiveness means jobs, wealth, improved living conditions and an environment in which residents can prosper. In spite of the concept 'competitiveness' appears to be simple, there seems to be no generally accepted definition for it.¹⁴

However, Dwyer and Kim criticize the literature on competitiveness, asserting its usefulness in highlighting the various determinants of 'firm' or 'national' competitiveness without addressing the particular considerations appropriate to determining 'destination' competitiveness. Depending on perspectives from various disciplines, they emphasize that competitiveness is a multi-faceted concept. However they explained that,

⁹ National Trust for Historic Preservation (2011) *Cultural Heritage Tourism 2011*, Fact Sheet, Washington, DC, 1-11, P.1.

¹⁰ Collin, P. (2008) *Backstage Tourism*. Alexandria Tourism Workshop - December 2008, Alexandrian Library, Alexandria.

¹¹ National Trust for Historic Preservation, 1.

¹² Dwyer, L. and Kim, C. (2003) Destination Competitiveness: Determinants and Indicators. *Current Issues in Tourism*. 6(5), 369-414.

¹³ Ritchie, J.R.B., and Crouch, G.I. (2003). *The Competitive Destination: A Sustainable Tourism Perspective*. CABI Publishing, UK, 11.

¹⁴ Ritchie and Crouch, *The Competitive Destination*, 11.

from a macro perspective, the ultimate goal of competitiveness is to improve the real income of the local community.¹⁵ They agree with Buhalis (2000)¹⁶ that destination competitiveness is associated with the economic prosperity of residents of a given country; thus, the concept encompasses all social, cultural and economic variables affecting the performance of a nation in international markets. This meaning has been clearly reflected in the competitiveness definition by Kozak (2004: 72), cited in Jones and Haven-Tang, 2005).¹⁷ He defined competitiveness as:

The degree to which a nation can, under free market conditions, produce goods and services that meet the test of international markets, while simultaneously maintaining and expanding the real income of its citizens.

Although the understanding of competitiveness is initiated on research in the goods-producing sector, the service sector dominates today, incorporating many industries such as: insurance, banking, education, health services, consulting, transportation, and tourism. The tourism product includes the whole destination experience which, in turn, includes several individual services such as accommodation, transportation, attractions, entertainment, recreation and food services.¹⁸ Hassan (2000) also emphasizes that tourism destinations involve a multiplicity of industries, such as hospitality, transportation and entertainment, which contribute through their value-added activities to the overall competitive position in the marketplace. Thus, destinations can achieve success and high market growth and therefore become more competitive due to successful value-added programmes.¹⁹

3.1 COMPARATIVE ADVANTAGE AND COMPETITIVE ADVANTAGE

In order to understand the competitiveness of tourism destinations, therefore, it is necessary to consider the basic elements of comparative advantage and the more advanced elements that constitute competitive advantage.²⁰ Destination planning and development should focus on the unique comparative advantage of that destination as many comparative

¹⁵ Dwyer and Kim, Destination Competitiveness, 369-414.

¹⁶ Cited in: Dwyer and Kim, Destination Competitiveness, 369-414.

¹⁷ Cited in: Jones, E. and Haven, C. (2005). Tourism SMEs, Service Quality and Destination Competitiveness. In: Jones, E. and Haven, C. eds. *Tourism SMEs, Service Quality and Destination Competitiveness*. (pp. 1-24), CAB International, UK and USA.

¹⁸ Ritchie and Crouch, *The Competitive Destination*, 15.

¹⁹ Hassan, S. (2000). Determinants of Market Competitiveness in an Environmentally Sustainable Tourism Industry. *Journal of Travel Research*, Vol. 38, 239-245, Sage Publication, Inc.

²⁰ Ritchie and Crouch, *The Competitive Destination*, 16.

advantage attributes are critical to the development of sustainable tourism destinations such as climate, location, natural resources, tourism awareness among local people besides the other attributed that relate to the destination development, such as accessibility, facility/land use requirements, environmental and carrying capacity constraints, infrastructure and labor availability.²¹

While comparative advantages involve assets available to a destination, competitive advantages relate to the destination's ability to use these assets effectively over the long term. Therefore, the matter doesn't relate to how much assets a destination is endowed but how a destination can utilize these resources much more effectively.²² According to Hassan, a destination success in sustaining its competitiveness in the market place becomes a function of turning the destination's comparative advantages into a competitive market position.²³

Dwyer and Kim emphasize that in order to achieve competitive advantage for tourism industry of any given destination, it must guarantee that its overall 'appeal' and the tourist experience offered are excellent and superior to that of the competitor/alternative destinations opened to potential tourists. They also assert that both comparative and competitive advantages are important for the maintaining competitiveness of destinations.²⁴

3.2 SERVICE QUALITY AND DESTINATION COMPETITIVENESS

Destinations are required to compete globally in reaching experienced consumer tourists with high quality travel services.²⁵ Quality can be defined as a classification term used by tourists to describe their construction of a tourist experience. It may mean 'excellence', a matching of experiences to lived experience, a perception off getting value for one's money. Quality of a product or service is its ability to satisfy the needs of the consumer. In a tourist destination, the tourist must be regarded as a consumer; hence, service quality in tourism simply means the ability to achieve tourist satisfaction.²⁶ Thus, quality exists only when a product or service meets the customer's needs and expectations. Therefore, the

²¹ Hassan, *Determinants of Market Competitiveness*, 239-245.

²² Ritchie and Crouch, *The Competitive Destination*, 16.

²³ Hassan, *Determinants of Market Competitiveness*, 239-245.

²⁴ Dwyer and Kim, *Destination Competitiveness*, 369-414.

²⁵ Hassan, *Determinants of Market Competitiveness*, 239-245.

²⁶ European Commission (2000a). *Towards Quality Rural Tourism Integrated Quality Management (IQM) of Rural Tourist Destinations*. Enterprise Directorate-General Tourism Unit, Brussels, 2000.

individual elements constituting a strategy based on quality ‘standards’ must be founded on a profound understanding of the customer/tourist.²⁷

The importance of quality in the tourist industry has risen to an extraordinary level because of the change in tourists’ behaviour towards quality issues as tourists now tend to be aware of quality standards, and the growth of the numbers of new tourist destinations all over the world.²⁸ For example, due to the increasing popularity of natural or adventure sport tourism, total quality management will become a hot issue in relation to sport tourism.²⁹ On the other hand, the importance of service quality has made customers more sophisticated and demanding and the connection between service quality and variables such as investment return, costs, productivity, sales growth, prices, customer satisfaction and loyalty has been the root for much current research.³⁰

In a word, the importance of quality in tourism industry has already been well recognized. Tourists now tend to be aware of quality, and the trend towards genuine experiences emphasized that the provision of quality products and services is essential for the tourism sector to survive in an increasingly competitive business environment.³¹ Thus, quality is among the most critical aspects for strategic management of tourism destinations.

Jones and Haven-Tang asserts that customer/tourist satisfaction is the main performance indicator of service quality that is actually delivered to consumers through tourism services, thus, it is extremely important for tourism enterprise survival as a promotional tool resulting in return visits and word of mouth publicity.³² Tourism products/services are usually, as mentioned before in the characteristics of tourism product, intangible and therefore difficult for customers to recognize immediately as they travel to a location where the service quality is offered.³³ Several researchers have found that it costs about five times as much in time, money and resources

²⁷ European Commission (2000b). *Towards Quality Urban Tourism Integrated Quality Management (IQM) of Urban Tourist Destinations*. Enterprise Directorate-General Tourism Unit, Brussels, 2000.

²⁸ Camison, C. (1996). Total Quality Management in Hospitality: an Application of the EFQ Model. *Tourism Management*, 17(3), 191-201.

²⁹ DeKnop, P. (2004). Total Quality, a New Issue in Sport Tourism Policy. *Journal of Sport & Tourism*, 9(4), 303-314.

³⁰ Jones and Haven, *Tourism SMEs*, 1-24.

³¹ Douglas, L. and Connor, R. (2003) Attitude to Service Quality: the Expectation Gap. *Nutrition & Food Science*, 33(4), 156-172.

³² Jones and Haven, *Tourism SMEs*, 1-24.

³³ Khan, M. (2003). Ecotourists’ Quality Expectations. *Annals of Tourism Research*. 30(1). 109-124.

to attract a new customer as it do to retain an existing customer.³⁴ Therefore, improvement of service quality and tourist satisfaction has become a necessary strategy in making destinations more successful and competitive.³⁵ Customer satisfaction and loyalty can be guaranteed through high quality tourism services. Providing value for money for the tourists is essential for long-term destination survival.³⁶

4. METHODOLOGY

This relatively complex theme could be best studied using triangulation approach. Qualitative methods will depend on document analysis to trace the rich history of Hawara from ancient times till now and unstructured interviews with 10 selected tourism experts and governmental officials in charge of tourism and archaeological sites in the Fayoum. These experts will be asked about their opinions to enhance cultural heritage sites competitiveness using Hawara Destination as a case study. Finally, direct observation to the major issues Hawara faces as a tourist destination is also implements.

Quantitative methods depend on questionnaire forms to survey inbound tourists' perceptions towards the major obstacles they face when visiting Hawara archaeological sites.

5. RESULTS AND DISCUSSION

Documents revealed a wealth of literature about Middle Kingdom sites in Egypt and Hawara site. Content analysis was used to figure out the major comparative advantages of Hawara site that can be used to enhance its competitiveness as a tourist destination.

5.1 COMPARATIVE ADVANTAGES OF THE MIDDLE KINGDOM ARCHAEOLOGICAL SITE OF HAWARY

While the exploitation of the Fayoum by the kings of the Old Kingdom has been almost restricted to mining and quarrying activities,³⁷ the Middle Kingdom was considered the golden age of the region. Abd El-Maksoud

³⁴ Pizam, A. and Ellis, T. (1999) Customer satisfaction and its measurement in hospitality enterprises. *International Journal of Contemporary Hospitality Management*, 11(7), pp. 326-339.

³⁵ Yuksel, A. and Yuksel, F. (2001) Comparative Performance Analysis: Tourists' Perceptions of Turkey Relative to Other Tourist Designations. *Journal of Vacation Marketing*, 7(4), pp. 333-355.

³⁶ Robledo, M. A. (2001) Measuring and Managing Service Quality: Integrating Customer Expectations. *Managing Service Quality*, 11(1), pp. 22-31.

³⁷ Osama Ibrahim and Ibrahim Abd El-Sattar, *Major Historical*, 139-151.

explained that this economical and political revolution was due to the transition of the capital, during the 12th dynasty, to Ethit-Tawy in the middle of Egypt (El-Lisht village now in Giza). Thus, the economical policy of the 12th dynasty kings revealed a stunning interest in the nearby Fayoum.³⁸

Jordan emphasized that a good deal of building up and down the land was undertaken by the 12th dynasty kings who returned to the royal tradition of pyramid burial occurred in the Old Kingdom constructions. Senusert II built his pyramid at El-Lahun while Amenemhat III constructed his pyramid at Hawara. Those kings have greatly developed the Fayoum region; dams and canals with sluices were built to control the Nile's flooding to the depression. Thus, Qarun Lake had been used as a reservoir of river water. Vast areas have been reclaimed, as a result, for rich agricultural land.³⁹

In 1843, Lepsius excavated the site and attempted to get in the pyramid. He mapped walls that he thought belonged to the large mortuary temple south of the pyramid which he identified as the legendary Labyrinth.⁴⁰ 40 years later Luigi Vassalli tried again to get in the pyramid. However, Petrie succeeded in 1889 to penetrate into the galleries and the burial chamber of the pyramid but, with the collaboration with Wainwright and Mackay, the chief attention of his excavations was directed not only the pyramid but also the much ruined huge temple whose extent and splendid constructions had already so fascinated the travelers and writers of antiquity that they called it the Labyrinth, and to the cemeteries which proved exceptionally rewarding in finds. More recent excavations by the department of Antiquities were made in the area of the cemeteries.⁴¹

In the mid-1950s, Naguib Farag discovered the remains of an almost entirely destroyed pyramid which the famous Egyptian archaeologist Labib Habashi had already located in 1936. A pink granite sarcophagus has been found in this pyramid which bears, to the great surprise of the archaeologists, the name of Princess Neferuptah.⁴²

³⁸ Abd El-Maksoud, E.A. (1999) *The Fayoum Civilization and its Monuments*. ElSaher Publications, Egypt: Qena. [Note: this reference is an Arabic one], 60.

³⁹ Jordan, P. (1976) *Egypt the Black Land*. Phaidon Press Limited, Oxford.

⁴⁰ Lehner, M. (1997) *The Complete Pyramids*. Thames and Hudson Ltd, London.

⁴¹ Habachi, L. (1977) Hawara. *Lexikon der Agyptology (LA)*. (II), pp. 1072-4; Verner, M. (2001) *The Pyramids: The Mystery, Culture, and Science of Egypt's Great Monuments*. Grove Press, New York.

⁴² Verner, *The Pyramids*, 12.

5.1.1 HISTORICAL SIGNIFICANCE

The name Hawara was thought to be derived from an ancient Egyptian word (*Ht – Wrt*) which means "the Great Mansion". The ancient town lies 9 km to the southwest of El-Fayoum town, at the desert edge north of the point where a branch of the Nile, Bahr Yusuf, enters the Fayoum depression.⁴³ The builder of Hawara brick Pyramid was king Amenemhat III who's economic and religious vigorous policies gave more attention to the Fayoum oasis than had those of his predecessors. He had a temple dedicated to Sobek, the crocodile god, in Shedet (Greek Crocodilopolis). After the construction in Dahshur had ended, he decided to abandon the royal necropolis near Memphis and build himself a new tomb in the Fayoum. He chose a site near the village Hawara.⁴⁴ In Hawara, in addition to the pyramid, the site contains also a famous temple which is identified with the Labyrinth by the classical authors and extensive cemeteries ranging from the Middle Kingdom till Roman times.⁴⁵

Amenemhat III's long and peaceful reign (c.1831-1786 BC) is considered the cultural climax of the Middle Kingdom. He was the son of Senusert III whose building activities were numerous in the whole country especially in the Fayoum. A huge structure in Biahmo, featuring two colossal quartzite seated statues of the king facing onto the lake, a large temple dedicated to Sobek at Kiman Fares, a pyramid complex at Hawara have been constructed during his reign.⁴⁶ The history of the site seems to begin with the construction of the pyramid by the king who took a particular interest in the development of the Fayoum region.⁴⁷

5.1.2 SITE MONUMENTS

THE PYRAMID COMPLEX OF AMENEMHAT III

The name pyramid of Amenemhat III, which was built in the traditional 12th dynasty way, remains unknown⁴⁸. It has a mud brick core and a casing of fine white limestone. The entrance was placed directly in the casing, on the south side of the pyramid, very close to the southeast corner. A descending corridor with a stairway led north. It was enclosed with limestone and provided with barriers and underground corridors that turned

⁴³ Abd El-Maksoud, *The Fayoum Civilization*, 64.

⁴⁴ Verner, *The Pyramids*, 12.

⁴⁵ Habachi, *Hawara*, 1072-4.

⁴⁶ Shaw, I. (2000) *The Oxford History of Ancient Egypt*. Oxford University Press, Oxford.

⁴⁷ Habachi, *Hawara*, 1072-4.

⁴⁸ According to Dodson (2006) the pyramid of Amenemhat III in Hawara was called "Ankh-Imn-m-hat" which means "Amenemhat Lives".

several times around the pyramid's axis before finally reaching the burial chamber.⁴⁹

Despite the fact that Amenemhat III built another brick pyramid at Dahshour, he seems to be buried at Hawara; a second burial place was prepared beside the coffin of the king to contain the body of his daughter Neferu Ptah until her own tomb had been completed.⁵⁰ The burial chamber is exaggeratingly strengthened by the builders who followed several precautions. They dug a rectangular hole in the rock subsoil, lined it with limestone blocks, and thus formed the side walls of the burial chamber. Then they lowered into the hole a quartzite block weighing more than a hundred tons which completely filled the chamber. A rectangular hole was carved into that block to receive the quartzite sarcophagus decorated with niches. On the quartzite block rested three massive blocks of the same material, laid next to one another, as in the ceiling of a chamber.⁵¹

Moreover, the builders of the pyramid have considered extra strengthening over the flat ceiling of the burial chamber. A saddle vault of pented blocks of limestone weighing more than 50 tons has been constructed. Over them another massive mud brick vault about seven meters high has been built to resist the enormous pressure of the pyramid's mass. In spite of all these precautions robbers penetrated the burial chamber, plundered it and burned the king's inner wooden coffin. In the burial chamber, Pertie discovered the remains of a second wooden coffin and an alabaster alter bearing the name of Princess Neferuptah.⁵²

- **THE TOMB OF NEFERUPTAH**

It is situated two kilometres to the southeast of Hawara Pyramid. It was later given the form of a pyramid. Neferuptah pink granite sarcophagus has been discovered there in 1956 containing the remains of her body and of her rich funerary equipment, everything much perished by subsoil water except the objects made of stone and precious metals.⁵³

It was initially thought that Neferuptah had been buried with her father due to the discovery of remains of a second wooden coffin and an alabaster alter bearing her name in the king's burial chamber, however, her name was found on the sarcophagus in the tomb southeast of the pyramid and was also on other objects from her burial equipment. The body itself was

⁴⁹ Verner, *The Pyramids*, 12.

⁵⁰ Habachi, Hawara, 1072-4.

⁵¹ Verner, *The Pyramids*, 13.

⁵² Verner, *The Pyramids*, 13.

⁵³ Habachi, Hawara, 1072-4.

not found there, however, a few pieces of the mummy's binding were discovered on which microscopic remains of skin were found.⁵⁴

• THE LABYRINTH

Petrie excavated the ruins of an extensive and well-structured temple complex in front of the south side of the king's pyramid, probably the Labyrinth mentioned by ancient travelers, such as Herodotus, Diodorus Siculus, Strabo, and Pliny. According to Diodorus, Daedalus was so impressed by this monument during his journey through Egypt that he decided to build a labyrinth for Minos in Crete on the same model.⁵⁵

In spite of frequent attempts, by Petrie, Michalowski, Lloyd and others to elicit the former aspect of the Labyrinth from the Greek descriptions, it remains difficult to reconcile the texts with the few surviving remains of the temple. Apparently, the construction of the temple was started by Amenemhat III, but several inscribed fragments record the name of the early deification of Amenemhat III, each successive king added his own monument to honor his great predecessor.⁵⁶

The layout of the temple could not be precisely constructed because of the severe destruction; however, it probably consists of an inner part with sacrifice hall which was in the back part of the temple near the south side of the pyramid. In front of it was the complex of columned halls, columned courtyards, porticos, colonnades, chambers, and passageways. To the south lay another extensive open courtyard.⁵⁷

The unusual size of the Labyrinth (28 000 m²) indicates that it was not an ordinary temple. Strabo mentioned that the temple housed a number of halls as many as there were provinces (nomes) in Egypt (42 nomes) to house the major gods representing these nomes inside the temple each one in a separate chamber. Petrie has discovered the remains of limestone statues of two gods, Sobek and Hathor, in the halls supposed to have been honored by the deities of these provinces. During the excavation of the irrigation canal which cuts through the temple remains, a limestone statue of Amenemhat III has been uncovered. Eventually, the whole temple complex, the pyramid and a small north chapel were surrounded by a rectangular enclosure wall which is entered by a causeway like the valley temple. However most of this part has not been excavated yet.⁵⁸

⁵⁴ Verner, *The Pyramids*, 13.

⁵⁵ Verner, *The Pyramids*, 13.

⁵⁶ Habachi, Hawara, 1072-4.

⁵⁷ Verner, *The Pyramids*, 13.

⁵⁸ Verner, *The Pyramids*, 13.

- **CEMETERIES**

Pits and tombs to the north of the pyramid: In a vast area to the north of the pyramid, the pits and rock-cut chambers of Middle Kingdom officials were found, most of them had been robbed, and many had been reused from the 23rd dynasty onwards there are only few traces of New Kingdom date.⁵⁹

Crocodile Burials: Mummified crocodiles personifying the god Sobek, the principle god of the Fayoum region, were buried 500 m to the northeast of the pyramid.⁶⁰

Greco-Roman Tombs: The best-preserved discoveries of the cemeteries of Hawara were made, however, in the Greco-Roman tombs, the mummies being provided with a portrait of the dead in the form of a mask or of a painted tablet, the so-called Fayoum Portraits.⁶¹

It is concluded from content analysis of the available documents on Hawara that the site entertains the following major comparative advantages:

- It is considered the most important Middle Kingdom archaeological site in Egypt.
- Hawara Pyramid – the main attraction of the site – is made of mudbrick. Therefore, it is a miracle that it still exist till now.
- It is the largest mudbrick pyramid in Egypt.
- The Unique internal layout.
- Its location is ideal - the closeness to the Fayoum town.
- The Labiranth is the lonely temple example of its kind.
- The site is the major source of the famous Fayoum Portraits – a historical added-value.

5.2 MAJOR ISSUES FACING HAWARA SITE AS A TOURIST DESTINATION

The unstructured interviews with tourism experts have been taped, transcribed, translated into English. Major implications were extracted from the sorted data and classified into the following themes:

1. Accessibility
2. Signage
3. Toilets
4. Tourist Information Office or outpost
5. Restoration and Excavation
6. Environmental Impact
7. Ambulance Services

⁵⁹ Habachi, Hawara, 1072-4.

⁶⁰ Habachi, Hawara, 1072-4.

⁶¹ Habachi, Hawara, 1072-4.

8. OTHER PROBLEMS

The themes were then compared with direct observation to the site. Two visits were conducted and the emerged themes from the unstructured interviews were compared to and modified with facts of direct observation. Analysis to the gathered issues is summarized in the following table (1).

Table 1: The Major Issues Facing Hawara Archaeological Site as a Tourist Destination Depending on the Results from Unstructured Interview and Direct Observation:

Indicators	Issues
Accessibility	<ul style="list-style-type: none"> ◦ There is a reasonable asphalt road from Fayoum Town leading to Hawara site. ◦ Fayoum ringroad is made the visit to Hawara site easy.
Signage	<ul style="list-style-type: none"> ◦ There is just one unclear and insufficient sign on the road. ◦ The site sign is useless.
Toilets	<ul style="list-style-type: none"> ◦ No close toilets. ◦ Police toilet can not be exploited by tourists.
Tourist Information Office	<ul style="list-style-type: none"> ◦ No Tourist Information Office. ◦ There is a police escort check point.
Excavation	<ul style="list-style-type: none"> ◦ The site is in an essential need to be excavated. ◦ Excavation work of Polish-Egyptian mission and that of SCA stopped without clear reasons. ◦ Lack of Funding.
Restoration and Environmental Impact	<ul style="list-style-type: none"> ◦ Underground water level represents a threat to the pyramid and may cause its collapse. ◦ Sand is covering the Labyrinth and the burials surrounding the pyramid.

Indicators	Issues
Ambulance Services	No ambulance services are available close to the site.
Other Problems	The site suffers from a lack of sufficient protection against robberies.

5.3 HAWARA SITE MANAGEMENT STAKEHOLDERS

It was very important too to investigate the major stakeholders who are responsible for managing Hawara Archaeological Site as a tourist destination. The following figure (1) summarizes those major stakeholders:

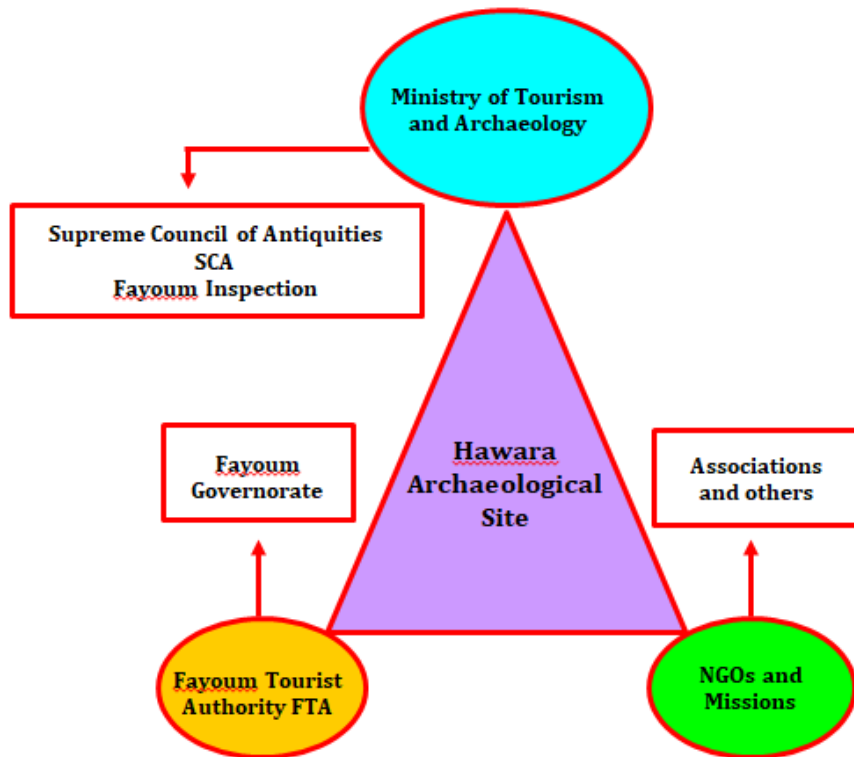


Figure 1: Major Stakeholders of Hawara as a tourist destination

6. CONCLUSION

It is concluded that in order to make forward the development of Hawara archaeological site, revitalize its rich history, enhance its competitiveness as a tourist destination, activating cultural heritage tourism in the site is necessary. The emerging issues facing the development of cultural heritage tourism have to be studied and careful orchestration of key stakeholders through the development of consensus on an appropriate action plan to resolve all of these obstacles has to be implemented.

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