Using Heritage Sites at Bahariya Oasis on the Tourism Urban Development

Medhat Ahmed Shabaan Samra *

Abstract— **Throughout the tourism planning process for the Bahariya Oasis area, the current study aims to prepare this area to become an applicable model that converts the values of cultural heritage resources into economic values within the tourism industry and the establishment of tourism projects in this area. The Bahariya Oasis area is characterized by many Valuable regions that have not been included on the tourism map by the Egyptian government.**

    To achieve those objectives, the researcher adopted the 'Analytic-Descriptive Approach', as it is suitable for this study throughout reviewing the literature related to the research subject, describing the current situation, Monitor and documenting neglected tourist sites, and analyzing the obstacles to tourism development at the historic area, in order to reach a proposed plan to develop the sustainable tourism there.

I. INTRODUCTION

T HIS current study shall surpass the framework of interaction with the heritage sites within the concept of maintenance limited to the cultural and urban structure and the natural locations, towards dealing with these sites as a live fabric which includes a society with a life and an economy of its own. In addition, these resources with all of their historical, cultural, and natural values shall be maintained and protected as an untouchable priority to ensure the continuity and long-term use of these tourism projects and to ensure the implementation of the development bases under what is mentioned in the definition of the World Commission of Environment and Development WCED of 1987; thus, (the development shall meet the basic needs of the present generation without compromising the ability of future generations to meet their markets).

The different heritage sites are considered to be one of the most important sources of tourism, as the tourism industry concentrates significantly on the urban heritage sites out of realizing the complementary and reciproca l relationship between the heritage sites and tourism. In contrast, the heritage sites provide tourism with unique attraction elements and essential sources that participate in increasing the tourist turnout. As a result of the increasing demand for visiting heritage sites by tourists, there is an urgent need to develop the heritage sites of countries that depend on tourism as a significant source of income in their economy or countries seeking to create benefit from tourism. This shall be done to develop and diversify their touristic product so that they could increase their earnings from the tourism industry (1).

Hence, the importance of tourism planning for heritage sites emerges by finding balance at both the social and economic levels, as well as the natural and cultural heritage, by specific scientific bases, which shall adopt certain heritage management programs, plans, and policies as an approach in managing the (cultural and natural) heritage sites on the one hand, and in

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executing the proposed tourism projects on the other hand (2). That is to say, a tourist who visits heritage sites does not possess their heritage landmarks, but they acquire a unique human experience resulting from such a visit, which requires sound planning to ensure their coexistence of such experience.

II. SUSTAINABLE TOURISM DEVELOPMENT

Tourism Development is concerned with the extent of the facilities and services to meet the tourist needs (3). At the same time, Sustainable Tourism Development is defined as: "The development that meets and satisfies the current needs of tourists and host communities, in addition to ensuring the benefit of the future generations; thus, it is a method to manage the resources in a manner that achieves economic, social and aesthetic benefits, with the maintenance of the cultural heritage integrity and sustainability, the continuation of environmental processes and biodiversity, as well as the essentials of human life" (4).

A. Tourism Development Stages:

The process of tourism development in any area goes through several major stages. The first stage starts with a tourist group discovering a specified location. Then, a group of facilities and services appears with the increasing tourist turnout to those tourists. After that, the third stage begins with the massive concentration on these facilities and services in order to help those tourists and their increasing numbers. This stage is known as the "growth stage". This stage is considered one of the most critical stages in terms of the tourism impact on the area, especially the environmental impact and the resulting destruction of tourist attraction elements in the area, whether the cultural or the natural elements (5).

B. The Role of Tourism Development in the Heritage Sites Sustainability:

The remarkable growth in tourism has drawn attention to the urban heritage sites, as many people realized the excellent economic opportunities. That is to say; tourism has developed many cities rich in their historical and heritage buildings. (6) Even some parts of the European cities have been rebuilt by their unique architectural character. According to one of the tourist statistics, 80% of Paris, where tourism flourishes significantly, foreign visitors come to visit its ancient districts and buildings. (7) According to the global developmental concepts, tourism enhances the correlation between the heritage sites and social and economic development and their importance to the national identity. Therefore, cultural tourism has become one of the most sectors serving the old and heritage districts. Furthermore, under the World Bank report, the governments now shall identify the heritage sites that possess

the necessary characteristics to become promising destinations for cultural tourism. (8)

Out of the nature of the relationship between tourism and heritage, represented in maintaining the legacies with sound and sustainable management, paying attention to the heritage sits become an essential element of the components of cultural tourism, which represents 37% of the global tourism market according to the statistics issued by the World Tourism Organization. This ratio equals one-third of the total global tourist activity, which necessitates the planning for its tourism investment in order to ensure that the visitor has a valuable and enjoyable experience visiting these sites. (9)

III. BAHARIYA OASIS (CASE STUDY)

A. Spatial Relations:

The Bahariya Oasis area administratively follows Giza Governorate, connected spatially with several neighbouring regions. Hence, its geographical location helps it connect the Valley and Delta, including many historical monuments affecting the tourist attractions (Most of them are not included in the country's tourism records). In addition, its location is characterized by great importance for being an outlet from the south with Upper Egypt's governorates and an outlet from the north with Delta governorates. The province has gained the reputation of its geographical location over the different historical ages. It emerged as a civilized linking territory between the Nile Valley in the south and Delta in the north. Furthermore, the province has spatial relations with Cairo and Qalyubia provinces and exchanges many interests and business activities. Giza province is located within the Greater Cairo Region, which includes the governorates of Cairo, Giza and Qalyubiya.
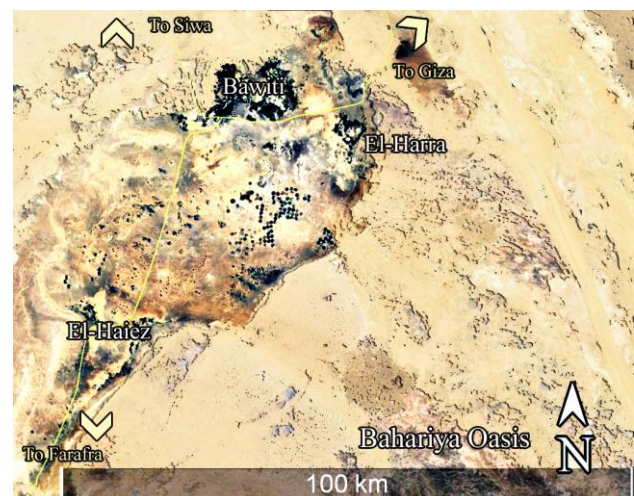

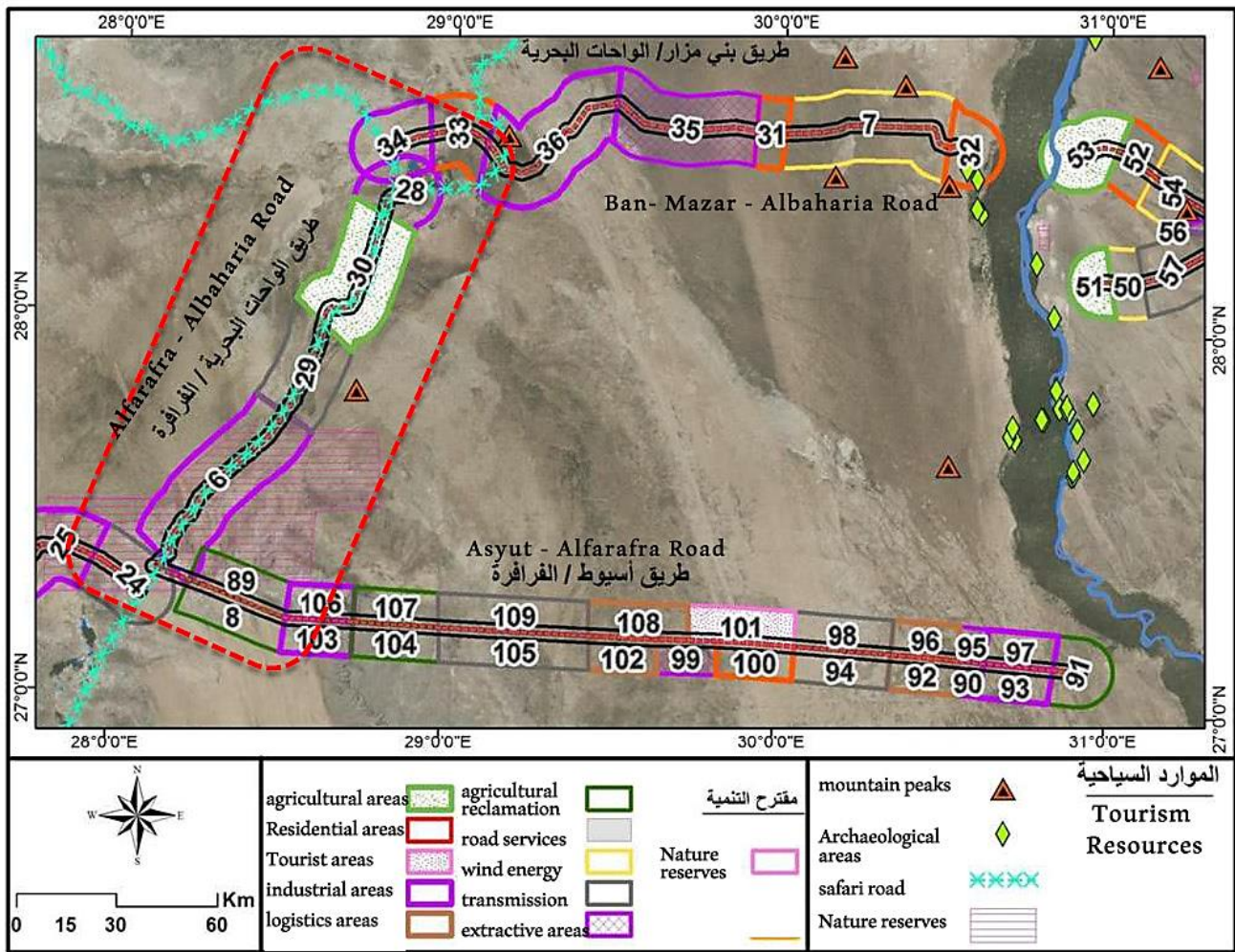
Figure 1: location of Bahariya oases

Figure 2: The government's proposal to develop the oasis area - the maps do not include archaeological areas of heritage and tourism in the region.

B. Bahariya Oasis Depression

The Bahariya Oasis is a relatively small depression located in the middle of the Western Desert, as it takes a north-east and south-west axis. This spatial closeness led to increasing its relation with the Valley. In addition, the proximity of Bahariya Oasis to Cairo and Giza impacted the migration of a number of their population to Cairo, as they settled in the "Berket Elphil" district at El-Saieda Zainab Division. (10)

As for the historical features of Bahariya Oasis, we find out that they are deeply rooted in history. The ancient Egyptians called it "Zezus" and sometimes the "Northern Oases" (i.e. Bahariya), which is their name in Arabic. The Arabs often called it "Bahnasa Oasis" because this town in Minya province was at the top of the main road leading to Bahariya Oasis from the Nile Valley.

C. Bahariya Oasis Reserve

The area of Bahariya Oasis in Giza Governorate was declared a natural reserve by the Prime Minister's decree of 2010 with 109 km². It includes three regions: Tala El-Dast and El-Maghrafa – El-Engliz Mountain (Mandishah) – Black Sahara. The global importance of the oasis area is attributed to being a scientific research area after discovering the second-largest dinosaurs in the world there and its richness of many natural, cultural, and civilized resources. (11)

D. Tourism Destinations in Bahariya Oasis

Here, we will mention some of the tourist areas for which tourists come to the Bahariya Oasis and the size of White Sahara, which constitutes the most crucial income source for the oasis inhabitants. The researcher monitors cultural tourism sites, whether included in Ministry of Tourism maps or those neglected. To document these sites and have them on the local and international map to contribute to the tourism marketing process. (15)

- The Tomb of (Abees – El-Moqaddes) is located on El-Faragy Hill. It is considered one of the oldest archaeological discoveries in the Bahariya Oasis.
- The Valley of the Golden Mummies: This valley is located 6 km from the Bawaiti on the road of the Farafra-Bahariya Oasis. It includes mummies for public persons covered with gold and decorated with God's drawings related to the other world, dating back to the Roman Era.

- Selim Palace Area: This area is a hill located at Bawaiti near the paved road that cuts into it. It includes several Pharaonic tombs as follows:
  - The first hill consists of the tomb of (Zed - Amoun - Aaf - Ankh): He was a great merchant during the Era of the 29th Dynasty of the New Kingdom.
  - The second one is Mohareb Palaces: It is located about one kilometre to the north of (Kebala) at the road's northern bank. It contains one of the most non-essential presents in the reserve
  - Sobi Hill Tombs: They were discovered by Dr. Ahmed Fakhri in the first half of the 20th century. The tomb features were effaced, thus, too challenging to be found; however, they were rediscovered under the inhabitants' houses in Al-Bawaiti.
- Temple of Alexander the Great: This temple is located north of the Palace. The temple was Bubye of a decree from Alexander the Great himself in honour of God Amun when he passed by Bahariya Oasis on his way to Siwa Oasis.
- St. George's Church: It is a church built between the 4th and 5th centuries A.D. in the Al-Hayaz area 40 km. It is believed that the church contained body remains (without head) related to one of the disciples of Jesus Christ.
- Deir Al-Ras: Deir Al-Ras is located in the Al-Hayaz area, about half a kilometer to the south of St. George's Church. Now, it is a group of ruins that are almost ground.
- Massouda Palace: It is a Roman fort located in the Al-Hayaz area separated by the regional road of Farafra Oasis from St. George's Church and Deir El-Ras.
- Ein El-Azza: IT is located 6 km to the south of St. George's Church and Massouda Palace, with a populated village on the west side of the road.
- El-Zawya Square: this square is located in Al-Qasr city centre, through which the commercial caravans are coming to the city used to pass in the ancient ages.
- The Old Market: It used to be the destination of the commercial caravans coming to Bahariya Oasis. It was used for daily trade and exchange purposes. Now, the location of the old market is abandoned and unused. (14)

White Sahara: Although this area is not located within the boundaries of Bahariya Oasis and is located in the Farafra Oasis area, it is the primary source of safari tourism for the Bahariya Oasis inhabitants, as they are the most involved inhabitants with this type of tourism and the most ones aware of its paths. The White Sahara is located in the northern part of Farafra Oasis. Its lower part consists of white chalk containing non-vertebrate fossils and shark teeth. These chalky rocks reflect the deep maritime sedimentation environment. The chalky columns and other columns in the form of mushrooms formed by wind sculpting factors spread on the chalk depression floor.

In addition, the area also contains aquatic springs and remains of old house ruins, which date back to the Roman Era, as well as pottery vessel remains. It is precious in terms of biological diversity, and it contains many species of rarely found and endangered plants and animals. Furthermore, it is considered a shelter for the Egyptian deer species, white deer and Barbary sheep. It contains distinct plant accumulations of the desert ecosystem and many archaeological areas, including a group of rare tombs and caves, remains of ancient mummies and prehistoric engravings, which are considered a nature reserve. (12)

IV. STRATEGY FOR SUSTAINABLE TOURISM DEVELOPMENT AT BAHARIYA OASIS

In light of the challenges of tourism development at Bahariya Oasis, taking into consideration the facts of tourism and heritage in the region, and because the overall objective of this study is to establish a developmental plan to develop tourism, this part of the study will propose a method which shall contribute to achieving sustainable tourism development in the region.

1 Objectives of the Proposed Plan:

The proposed development plan aims to achieve comprehensive and sustainable tourism development in the region with its economic, social, cultural and environmental dimensions through the optimum utilization of all available heritage resources. Thus, the development plan seeks to achieve the total objectives, which can be summarized as follows:

A) Economic Objectives:
1) To participate in the Gross Domestic Product GDP, raise the population's standard of living, and provide tourism employment opportunities.
2) To increase the number of tourists and the tourist accommodation rates and their spending.
3) To diversify the tourism product in the oasis and the accompanying tourism activities.
4) To attract investments and capital to establish tourism projects.

B) Social Objectives:
1) To get the local inhabitants involved in the social development.
2) To spread the tourism culture and the awareness of tourism importance and heritage maintenance.
3) To educate the inhabitants about the positive and negative impacts and results of tourism development.
4) To train tourist workers to work in tourism-based professions and jobs.
5) To maintain the society's customs and traditions.

C) Environmental Objectives:
1) To maintain the architectural and historical character of the place.
2) To maintain and upgrade the urban environment and prevent its deterioration.
3) To develop tourism resources and services.
4) To protect the heritage environment from any disorders resulting from the establishment of tourism projects. (16)

Golden mummy Museum

The Antiquities Inspectorate Museum

The Oasis Heritage Museum

Valley of the Golden Mummies

Temple of Alexander the Great

Qasr 'Allam

The Tomb of Amenhotep Huy

Temple of Ain El Muftella

Temple of Hercules

The Temple of Bes

Tombs of zed Amun Ef Ankh and Bannentiu

The tomb of Bannentiu

Figure 3. Part of the remaining heritage in Bahariya oases

2. The Proposed Development Plan for Sustainable Tourism Development at Bahariya Oasis Area

In the development of strategic guides to develop Bahariya Oasis Area and its heritage sites, the research depended on the most critical scientific and technical reports issued by UNESCO, as well as developing them through the following steps and procedures:

First: Social and Economic Procedures
Second: Urban and Developmental Procedures
Third: Technical and Technological Procedures

TABLE1
THE PROPOSED DEVELOPMENT PLAN FOR SUSTAINABLE TOURISM DEVELOPMENT AT BAHARIYA OASIS AREA

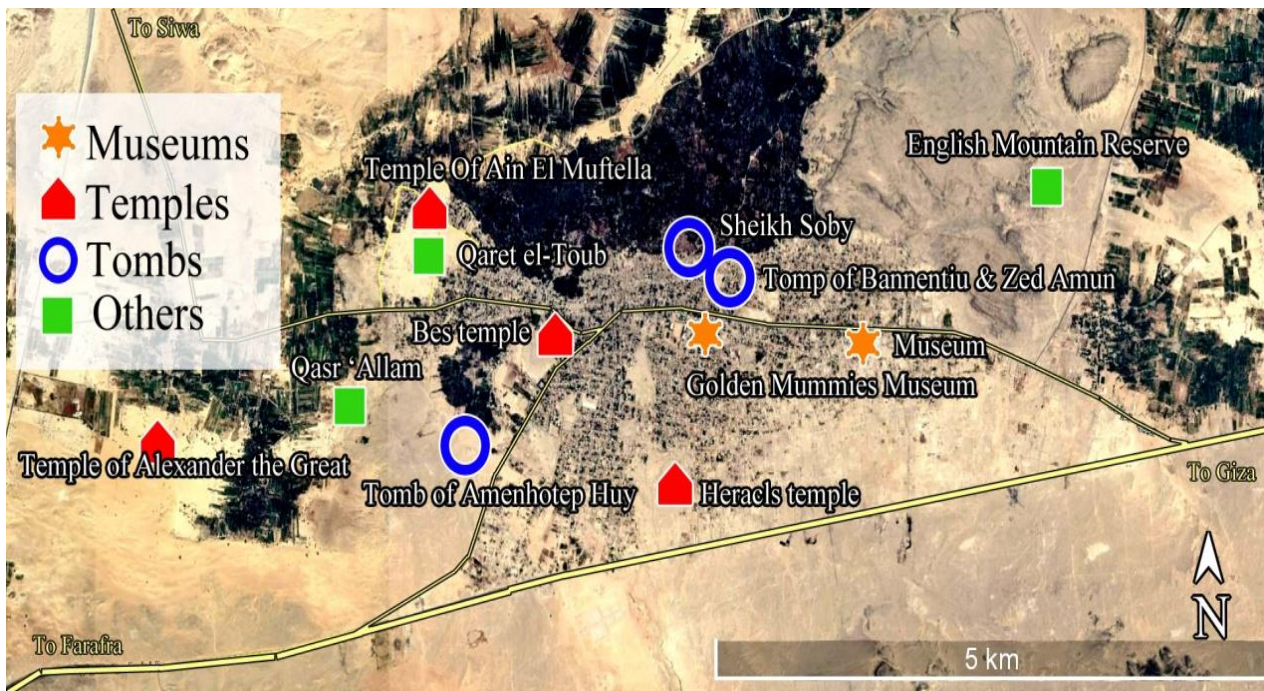| Social and Economic Procedures	Urban and Developmental Procedures	Technical and Technological Procedures
1) The preparation of economic programs in terms of funding and financial support for the project, as well as its related projects.	1) The preparation of a scientific study about the project's advantages and potential effects.	1) Using simulation programs to document and re-demarcate the heritage buildings in the region (in a three-dimensional format).
2) The preparation of the local community through educational, cultural and media programs to educate them about the importance of the architectural heritage and heritage.	2) Studying the possibility of exploiting the oasis area for artistic and heritage purposes such as museums, art galleries, and hosting celebrations and heritage festivals.	2) Using the Geographic Information Systems (GIS) and Tourism Information Systems (TIS) programs to establish a touristic marketing system for the region, which could be published on smartphones and used in global advertising campaigns.
3) Paying attention to the recreational activities, sports and qualitative competitions diversity, as well as providing opportunities for the tourists to learn more about the local lifestyle, customs and traditions.	3) The establishment of hotels and resorts suitable for the nature of the architectural heritage and the surrounding environment.	
4) The development of specialized management for the site with high efficiency expertise to ensure the project's quality, the continuity of its success, and its sustainability.	4) Benefiting from the old markets through their rehabilitation for the tourist activity.	
5) The importance of encouraging innovative and heritage industries due to their favorable benefits for the economy and their cultural influences on tourist activity.	5) Providing good services and facilities to the international specifications, road construction, transportation and modern communications.	

Figure 4: Observation and documentation of cultural and tourist heritage sites in the Bahariya Oasis area
Museums, Temples and Tombs: (Urban and Developmental Procedures) AND (Technical and Technological Procedures).
Others: Social and Economic Procedures

V. Conclusion

1. The Bahariya Oasis area possesses many tourist attraction elements, which collectively constitute a distinct tourist product. Nonetheless, it was found out that it suffers from many problems that shall be overcome by studying and evaluating the reality of urban heritage in the Bahariya Oasis. These problems are as follows:

-   The deteriorated condition of many buildings and heritage sites.
-   Additions and violations have distorted the general city view.
-   Negligence and a high proportion of abandoned houses in the city.
-   Usage of modern building materials in order to restore some buildings in the study area.
-   Shortage in some services.
-   Poor efficiency of infrastructure services.

2. The deterioration of the situation in Baharyia Oasis is due to the Forgotten Maps for heritage and tourist areas. Therefore, the research is considered a step to monitor and document these areas.

3. There are areas of a cultural tourist nature in Bahariya Oasis. These areas can be combined with the government's development plan, which helps to accelerate economic and urban growth.

4. Bahariya oases can be considered a model replicated in Egypt's rest of the Western Desert oases. It is similar to heritage areas that are not included on government maps. It is identical to the expected stages of development through sustainable tourism development.

5. Monitoring mentioned in the research can be used to prepare initial documents for the Ministry of Tourism to include them in the maps of attractions and tourism advertising. It can also be used to start preparing files for heritage sites for inclusion in the UNESCO World Heritage Preservation List.

6. Through the previous study in this research and field visits, a (land uses map) for the Bahariya Oasis region could be proposed as a road map for future projects to development. This map can start with the points shown in the following figure:
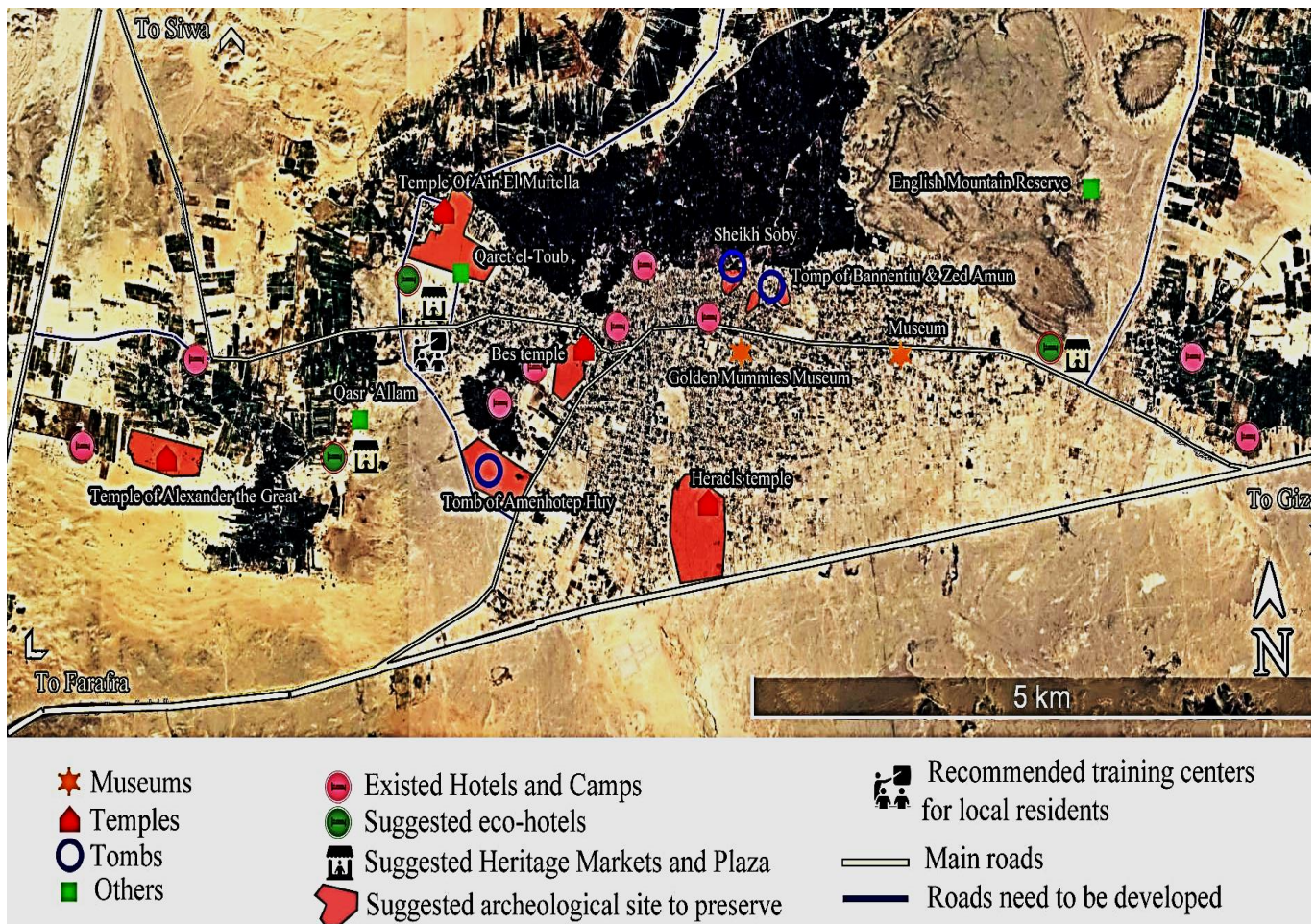

Figure 4: The Proposed Development Plan for Sustainable Tourism Development at Bahariya Oasis Area

VI. RECOMMENDATIONS

Based on the study findings and the researcher's awareness of the content of the Bahariya Oasis area of distinct urban heritage, as well as the importance acquired by the tourism development, the study recommends the following:

1) It is necessary to adopt the proposed development plan to achieve sustainable tourism development.
2) Recommending finishing UNESCO's Bahariya Oasis file and acknowledging it within the world's heritage sites.
3) To pay attention to the importance of relaying the heritage character and local materials in the rehabilitation processes and the architectural models and styles due to their direct impact on tourism promotion.
4) To activate the role of the Private Sector in tourism development and encourage tourism investment.
5) To set up an information database that includes all of the tourism elements in the region, based on the reality of the basic information available in the field of heritage and tourism fortune (e.g. the cultural, tourism and natural resources), as well as the tourism services, to create a model that shall be followed in application and employment within the rest of the cultural heritage sites of Bahariya Oasis.
6) To introduce the Tourist Information System (TIS) and other multi-technical systems to exploit cultural and natural heritage resources and manage tourist facilities in the region to keep up with this field's scientific progress and development.
7) To develop policies, plans and mechanisms that promote the development of tourism resources in the region, to create the sustainable development by introducing non-conventional patterns of the economy through investment in the tourism economy and to adopt the concept of tourism as an entry to the development in the heritage sites according to their economic benefits.
8) To expand the economic base in the region by establishing other industries related to tourism (e.g. handicrafts and traditional industries), hence achieving the objectives of economic and social development of local society.
9) To set up a geographic database at the Geographic Information System (GIS), including the natural and human tourist information in the area of study, based on the reality of the available data originating from maps, satellites, aerial images, GPS data as well as the essential information.

A. Recommendations for economic development:

- To develop and maintain handicrafts and traditional industries.
- To provide soft loans and encourage the local people to establish tourism projects in the city.
- To implement promotional programs in order to encourage commercial activity in the city, such as festivals, exhibitions and seminars about folklore, handicrafts and handmade products.
- To establish an integrated and balanced economic investment activity in the city, including using heritage buildings for various investments (services, crafts, entertainment, culture), without limiting them to one type of commercial activity.
- To conduct more studies to evaluate the economic feasibility of tourism employment projects and present them to businessmen, investors, and the local inhabitants.

B. Recommendations for Social and Cultural development:

- To improve the living conditions of the resident people by encouraging them to work in the traditional industries and professions as well as the tourism projects.
- To maintain the privacy of the particular residential areas and the important cultural sites for the society; and not to establish tourist services within these areas to keep the population's lifestyle, customs and traditions.
- To encourage the tourist activity in the city towards being consistent with the society's customs and traditions.
- To provide soft loans to the local inhabitants to maintain their homes and encourage them to stay there.

C. Recommendations for Urban and Environmental development:

- To maintain the city's heritage character at the execution of the repairs, maintenance and reuse processes.
- To maintain the buildings through the use of local materials.
- To pay attention to the capacity so that the mass tourism movement does not deteriorate the city's heritage resources.
- To consider the environmental planning through studying and the Environmental Impact Assessment (EIA) of the tourism projects and addressing the expected negative impacts. To plan the traffic movement by developing a system for traffic and transportation in the city, prevent the entry of cars and vehicles, and ensure the availability of adequate car parking lots.
- To re-plan the vehicles' paths within the city and leave some roads open to be used as touristic tracks only and visually attractive areas to guide the tourists and visitors as they pass by the city's most critical and prominent heritage features.
- To improve the quality and efficiency of the current infrastructure services and expand their capacity.

D. Recommendations for Legal development:

- To draft new laws and legislations to protect and maintain the heritage areas' decisions, standards and foundations regulating the construction and tourist employment processes to be listed as a global heritage.
- To update the national registry of heritage buildings in the region.
- To prepare a tourist classification list for the tourist facilities in the city (restaurants - heritage hotels - popular cafes - museums), according to their artistic and historical value.

- To pay attention to the laws and legislation related to construction and housing according to the heritage resources maintenance.
- To coordinate between the authorities concerned with tourism and heritage in the city.
- It is necessary for the State and the General Authority for Tourism and National Heritage to possess abandoned buildings with distinct historical and heritage value to restore, revive, and use them in tourist activity.

E. Recommendations for Tourism development:

- To work towards integrating the tourism service projects in the region to constitute an integral system of hotels, restaurants, and recreational and cultural services.
- To provide access points in the city to organize the movement of tourists and provide them with the necessary information and guidance.
- To develop tourist marketing methods and styles for the region within the international, regional and local tourism markets.
- To prepare urban plans for the tourism development projects within the framework of controls that consider the city's special urban and heritage features.
- To raise the capacity and efficiencies of the residents to work in the tourism sector.
- To improve the quality of current tourism services.
- To reorganize some squares in the city to become centres of tourist activities.

DECLARATION OF CONFLICTING INTERESTS STATEMENT:

"There are no potential conflicts of interest concerning the research, authorship or publication of his article".

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Title Arabic:

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استخدام المواقع التراثية بالواحات البحرية في التنمية العمرانية السياحية

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Arabic Abstract:

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تركز الاهتمام الدولي و المحلي في الاونة الأخيرة على السياحة الثقافية والتي تعتمد على ترويج واستغلال التراث الثقافي والحضاري للمدن ذات القيمة التراثية، ثم تطور المفهوم إلى السياحة الباحثة عن الانشطة الثقافية، فتتخذ شكل جولة دراسية طبيعية او ثقافية لزيارة المباني ذات القيمة وحضور الفعاليات الشعبية والانخراط داخل المجتمع المحلي المحيط بها، وتتوافق مع ذلك استراتيجية التنمية العمرانية للدولة في محور الواحات البحرية، فمع مساهمة المحور في خلخلة الكثافة السكانية بإقليم القاهرة الكبرى يساهم ايضا في تحقيق عائد تنموي مرتفع من خلال توفر موارد طبيعية وبشرية وسياحية مميزة، كما يتصل مباشرة بمناطق التنمية الجديدة والمناطق القائمة غرب وجنوب القاهرة الكبرى، وذلك بهدف التأكيد على الهوية الثقافية و الحفاظ على ملامح الطابع المحلي بصورة متكاملة مع صياغة برامج توضيحية تبرز اهمية وقيمة تراث المكان.

تتعدد البيئات الصحراوية في الصحراء المصرية والتي بها هضبة الجلف الكبير وجبل العوينات بما تحتويه هذه المناطق من مناظر طبيعية وحضارات ما قبل التاريخ، وتنتشر بهذه المنطقة وإلى جهة الشرق العديد من الواحات (الداخلة ـ الخارجة ـالبحرية ـ الفرافرة) والعيون المائية والآثار الفرعونية والرومانية والقبطية والعديد من الأديرة المهجورة. وكنتيجة لاختلاف البيئات الصحراوية بصحراء مصر وتعددها ولاحتوائها للعديد من الظواهر الطبيعية الفريدة تتعدد أنشطة الرحلات السياحية الصحراوية التي اشتهرت بين العديد من محبي المغامرة.

وتعد المواقع التراثية من أهم روافد السياحة، حيث تركز صناعة السياحة بشكل كبير على مواقع التراث العمراني انطلاقا من إدراك العلاقة التكاملية والتبادلية بين المواقع التراثية والسياحة، في حين تقوم المواقع التراثية بإمداد السياحة بعناصر جذب مميزة وموارد مهمة تسهم في زيادة إقبال السائحين عليها. ونتيجة لازدياد الطلب على ارتياد المواقع التراثية من قبل السائحين، أصبحت هناك حاجة ماسة لدى البلدان التي تعتمد على السياحة كمصدر رئيس ومهم في اقتصادها أو تلك التي تسعى لتطوير السياحة والاستفادة منها، نحو العمل على تنمية مواقعها التراثية، بهدف تطوير منتجها السياحي وتنويعه، لزيادة مكتسباتها من الصناعة السياحية.

ومن هنا تبرز اهمية التخطيط السياحي للمناطق التراثية بإيجاد التوازن على المستوى الاقتصادي، والاجتماعي والتراث الثقافي والطبيعي وفق أسس علمية تتخذ من سياسات وخطط وبرامج ادارة التراث منهاجا لها في إدارة مناطق التراث (الثقافي والطبيعي) من جانب والمشروعات السياحية المقترح وتنفيذها من جانب أخر.

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