



Effective Use of Authenticity Value as a Catalyst for Coastal Intermediate Cities Development: A Case of Al-Quseir City, Egypt

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Abstract

The concept of Authenticity refers to a property's ability to ensure, preserve, and sustain its cultural value over time. In recent years, the UNESCO World Heritage Center has worked to create a conceptual framework that would provide criteria for evaluating, conserving, and managing urban heritage. Coastal cities are attractive destinations for both inhabitants and visitors all over the world. Further, intermediate coastal cities are considered to have a critical and significant basis in developing substantial economic and social interactions. Therefore, this research aims to examine the potentials and values of intermediate coastal cities in Egypt to identify practical guidelines that may efficiently enhance cities' development taking Al-Quseir city as a case study, one of the most promising coastal cities. Based on profound theoretical and analytical studies, the authenticity concept was studied and analyzed composing a list of indicators that illustrate the value of coastal cities. Followed by an analysis of Al-Quseir city and examining it against the authenticity adopted indicators. In addition to evaluating the Al-Quseir strategic plan to determine to what extent it contributes to enhancing the value of the city's authenticity. Moreover, this study will offer an assessment framework by which the development of Al-Quseir city could be assessed.

Keywords: Authenticity, Coastal cities, Authenticity value indicators, Al-Quseir City.

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1. Introduction

Port cities and their historic centers have historically been the most important settlements in the world. They have a lot of resources and potential. As a result of their port activity, several cities grew up. Veenboer emphasizes how ports helped small towns grow into cities, and how cities flourished or declined together. Throughout history, every coastal city had a port that sustained the city [1].

The Red Sea port cities have served as milestones and transit points on international trade routes and, subsequently, pilgrimage routes. The Red Sea, in its topographical, geographical form, position, climate, and marine life, is more than just a coastline front; it is an important component of Egypt's human history, civilization, and legacy. The nature of the Red Sea itself greatly impacts the legacy in this region [1], [2].

Al-Quseir city is located on the Red Sea coast, and its origins may be traced back to the presence of an old harbour. The pharaohs and Romans utilized it as a commercial port, as well as a religious centre for a number of mosques and shrines, and as a gathering place for Muslim pilgrims. It features multiple coral reefs, making it a unique scuba diving site.

The concept of authenticity has gained popularity in order to create a balance between conservation and development approaches [3]. Nowadays, authenticity is known as a concept through which the complete tangible and intangible values of heritage are reflected; hence, in order to sustain authenticity, heritage values must be authentically and credibly expressed via a number of connected qualities [4]. Hence the research reviewing the elements and components necessary for expressing the authenticity value, in order to control and manage developments of intermediate coastal cities.

Al-Quseir's hidden potential is not being effectively promoted because there is little interest from tourists in visiting the city. Most visitors take a day trip to the shopping, pick up souvenirs, and take in the coastal marine attractions like coral reefs. Heritage is being ignored. The Golden Triangle development proposal emphasizes the growth of heavy industry more than it does authenticity and preserving the city's history. Moreover, the overall strategic plan for Al-Quseir city does not include a thorough and clear strategy for how to maintain the city, the city's current state is poor, and the city's continued degradation of this heritage region diminishes its Possibility of signing it on the world tourism map.

This research aims to investigate the development processes of coastal cities based on authenticity value indicators. Accordingly, it examines the major challenges facing the development of Intermediate coastal cities, moreover, identify the potentials and values for enhancing the development processes within Al-Quseir city.

1.1. Methods and Materials

The research methodology for developing the proposed framework for intermediate coastal cities is composed of three main parts as presented in figure 1.

Part one: Literature review and theoretical framework

Theoretical studies and analysis were conducted covering the concept of authenticity and its indicators deduced by the UNESCO World Heritage Center. The studies focus on the integration of the concept and its impact on coastal cities. Accordingly, a list of indicators that can measure the authenticity value of cities to upgrade was adopted.

Part two: Al-Quseir case study analysis

In this section, the selected case study has been studied and analyzed to refine the city potential list defining the most important values.

Part three: An analytical study conducted to identify a practical framework.

An analytical study was conducted aiming to define the authenticity indicators in Al-Quseir city for addressing the situation of the city context, also their weights are to be concluded to determine the development interventions priorities. Furthermore, evaluate Al-Quseir strategic plan, this analysis illustrates the role of plan within the value enhancement of the city.

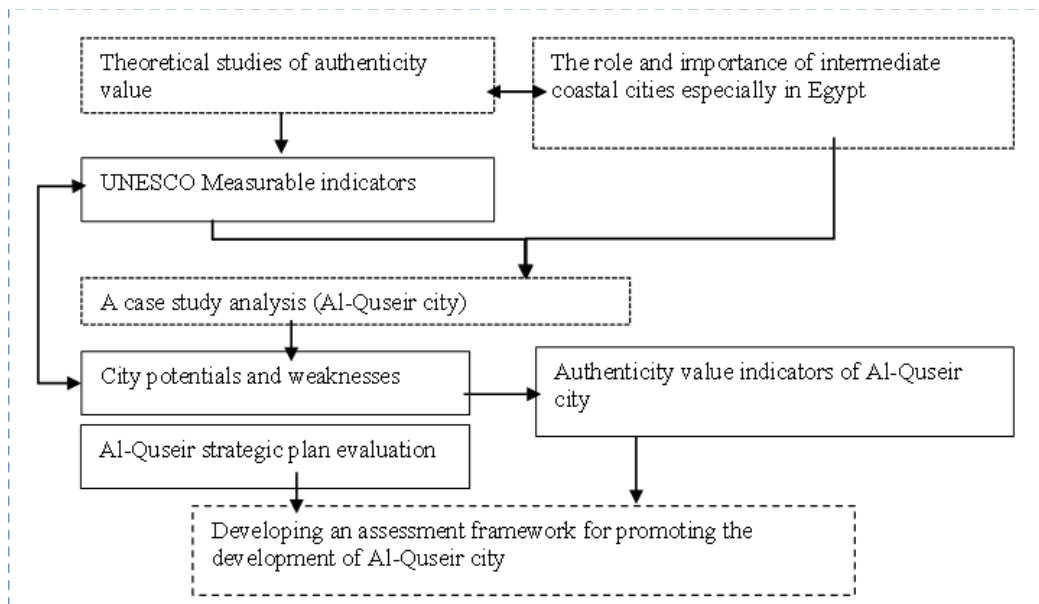


Fig. 1. Research methodology.

2. Authenticity

Authenticity is a relative concept with many aspects that may be examined and quantified in both historical and social dimensions. Authenticity is directly linked to the history of monuments and may be viewed as a historical and heritage resource that must be

viewed in connection to the monument's other physical realities, such as the site, form, and building technology [5].

2.1. Outstanding universal value definition

According to UNESCO World Heritage Centre Outstanding Universal Value means: *"cultural and/or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity."*

To be categorized as having Outstanding Universal Value, a property must also fulfil the criteria for authenticity, as well as have a suitable protection and management system in place to assure its preservation [6].

The significance of a location, site, or monument should be assessed as a requirement to any conservation initiative. The process of investigating and evaluating the meanings and values of locations, components, and collections is defined as significance assessment. It consists of three major steps: first, examining the object or resource; second, knowing its history and context; and third, determining its value for the communities that developed and/or care for it [7].

2.2. Authenticity Concept in Conservation/ Development

The concept of authenticity is critical to the process, which has become a global concern of the conservation profession since the 1972 UNESCO World Heritage Convention, which defines authenticity as the main and necessary condition of heritage. The Nara Document on Authenticity, published in 1994, emphasizes this, indicating that "authenticity appears as the important qualifying criteria concerning values [7], [3].

Authenticity is commonly defined in terms of a matrix of aspects of authenticity, including location and setting, form, materials and design, use and function, and "immaterial" or essential qualities. These elements combine to generate the composite authenticity from which importance is obtained [8] .

The concept of authenticity was used to build a tool that would assist in understanding and measuring it. The Raymond Lemaire International Center for Conservation adapted this direction of the Nara Document and characterized it in a grid in which aspects and dimensions indicate 'an axis' [4] as shown in figure 2.

Aspects ↓	Dimensions →	Artistic	Historic	Social	Scientific
Form and design					
Materials and substance					
Use and function					
Tradition- techniques- workmanship					
Location and setting					
Spirit and feeling					

Fig. 2. The Nara Grid based on the Nara Document on Authenticity [4]

According to the Grid values are classified as:

Artistic Value: It represents the aesthetic features as well as their sensory experience. Its characteristics may be seen in aesthetic components, ornamentation, and attention to shape, colour, texture, and smell. It is also reflected in the senses of the area and its surrounds. It is also found in the site's harmony with its surroundings.

Historic value: contains the different stages the site has been through since its origin, as well as how it links to a specific or a set of characters, stages, events, or activities. It also includes rituals, traditions, memorials, and associated legends.

Social value: refers to the characteristics that have made a location a focus of spiritual, political, national, or other cultural attitudes for a majority or minority group.

It is significant in the definition of cultural identities, social structures, rituals, skills, and livelihood activities of the residents, as well as the inhabitants' interactions with the place's past.

Scientific value: is defined by examining the processes and workmanship engaged in its development, as well as its link with various materials, structure, and manufacturing procedures. It represents the extent to which the location may give further significant scientific knowledge [4].

2.3. Authenticity Indicators

According to UNESCO and Nara document there are six main indicators to explore and assess the authenticity as listed below, which adopted by this study for evaluating coastal city's value.

- **Form and Design;** is the composition of natural and cultural elements comprising the form, plan, and spatial organization of a property.

- **Materials and Substance;** within a property include the construction materials of the building, immediate surrounding area of the building itself, highways, fences and other structures.
- **Use and Function;** Is the degree of continuity of original or significant uses in a property. A historic area and its surroundings form a coherent whole including associated human activities and constructions.
- **Traditions, Techniques and Other Forms of Intangible Heritage;** is displayed in the way people have fashioned their environment for functional and decorative purposes.
- **Location and Setting;** is the place where the significant activities that shaped a property took place. And is the physical environment within and surrounding a property.
- **Spirit and Feeling;** although intangible, is evoked by the presence of physical characteristics that reflect the historic scene[9], [5] .

3. Profile of coastal cities in Egypt

The length of the Egyptian coast is approximately 1150 km on the north by the Mediterranean Sea. From the east, the Red Sea is 1850 km, and the Nile River and some lakes penetrate through it [10].

The coastal cities in Egypt are located into 4 zones, as shown in figure 3 these areas are:

Zone (1): Cities on the Red Sea Coast

Zone (2): Cities on the North Central Coast (Northern Delta)

Zone (3): Cities on the Northwest Coast

Zone (4): Cities located on the coast of Sinai.

The Red Sea Governorate (6 cities), which are from north to south (Ras Ghareb, Hurghada, Safaga, Quseir, Marsa Alam, Shalateen [10], [11].

The existing urban structure is defined by high urbanization, with cities housing around 96.5% of the governorate's total population. The governorate's urban pattern is the scattered pattern of distributed towns along the Red Sea coast. As shown in table 1

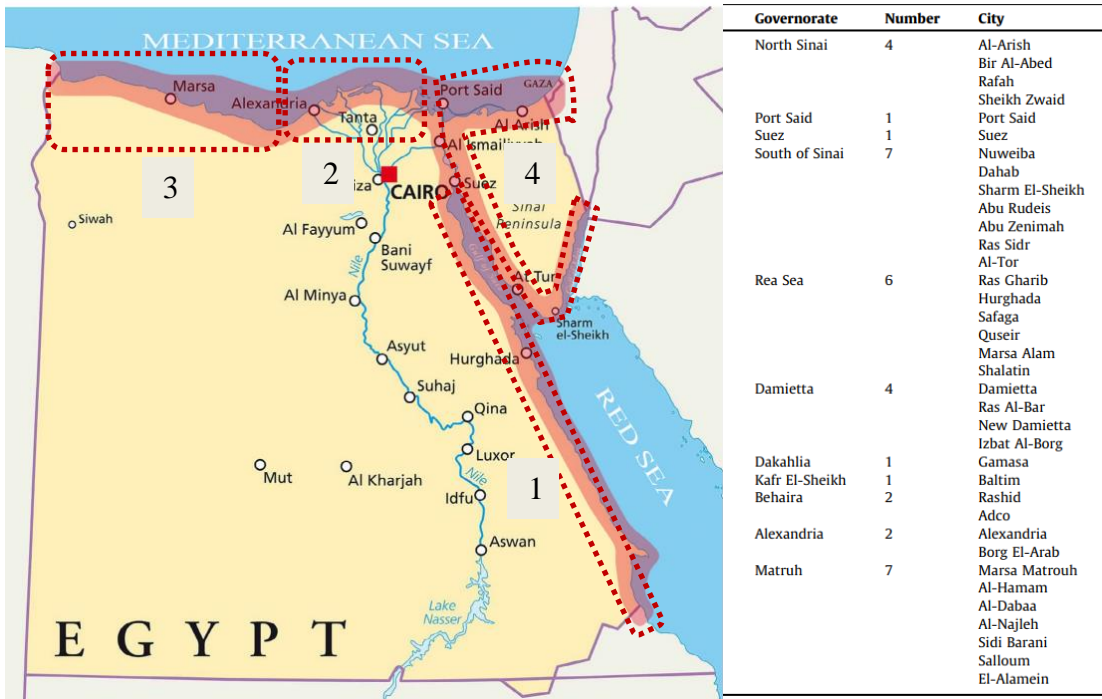


Fig. 3. The Egyptian Coastal zones – Authors based on [10], [11]

Table 1. Basic information for Red Sea cities [11]

N	City	Area (acre)	Population	Density (person/acre)
1	Ras Ghareb	909160	41272	0.05
2	Hurghada	141134	190632	1.35
3	Safaga	231812	49358	0.21
4	ALQusair	233716	46747	0.20
5	Marsa Alam	62594	4883	0.08
6	Shalateen	73780	11430	0.15

3.1. The Hidden potentials of Coastal Intermediate Cities:

With about 22% of Egypt's population, 40% of industrial and tourism development activities, and port infrastructure, coastal areas are strategically essential [10]. The Egyptian coastal areas and intermediate cities also contain a wide range of qualities that can help to long term development, as listed below:

- Globalization and its influence on the coastal intermediate city: As intermediate coastal cities, may help to resolve relevant challenges by clarifying our own identities.
- Regulate the interaction between those cities and their neighbours: intermediate cities might organize their relationship with coastal areas and nearby cities by enhancing their connections to other cities overseas and rationalizing transportation networks.

- Creating new varieties of mobility inside it: taking use of its size and location on the Mediterranean coast and beaches.

- Provide economic and human solutions: Coastal intermediate towns should offer more diversified and integrated solutions within the context of their perimeters and economic spatial and human solutions [12].

4. Al-Quseir city as Intermediate City


The reason for **choosing Al-Quseir city** as a case study is the exposure of the Red Sea, in addition to the increased deterioration resulting from neglecting intermediate cities in the past years.

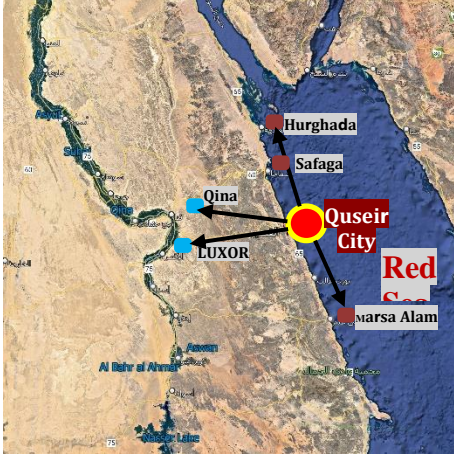
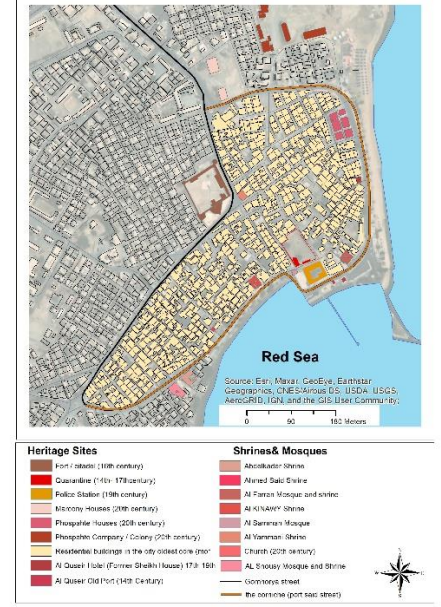
Besides the proposed development plan for The Golden Triangle that is located on the coastal road connecting Egypt’s eastern borders to the north all the way to the southern border. (*the borders of Safaga in the north and the borders of the city of al-Quseir to the south and west. The triangle’s area stretches over 155 square kilometers (60 square miles) up to the borders of Qena*) [13].





4.1. Al Quseir city Potentials





Al-Quseir city is a tourist destination with a history that spans several centuries. Al-Quseir city has a strong historical background, heritage sites, and historical buildings with a waterfront that express the extent of the city's authenticity and can be used to attract tourism investment, in addition to the tourism potential inherent in its distinguished coastal environment. As a popular tourist destination, the city has several attractions, which will be included in a table 2.




Table 2. Tourism potential of the city of Al-Quseir.




Potentials		Features	
Tourism destination	Marine resources (Coral reefs)	Al-Quseir is surrounded by biodiverse coral reefs beaches, which considered a special tourist attraction as shown figure 4.	 <p>Fig. 4. barrier reef in Al-Quseir city</p>
	Dive sites	Al-Quseir is one of the diving sites in the Red Sea, because of the wonderful coral reefs, and it is a favourite destination for divers. Moreover, its ability to hold water sports competitions.	
	Tourism sites & pleasant climate	Al-Quseir City is full of a large number of heritage buildings, which still bear many distinctive archaeological features. Furthermore, it has a pleasant climate, clear waters all year.	

Potentials	Features	
<p>Geographic Location</p>	<p>Al-Quseir is one of the oldest cities on the Red Sea Coast. It is located 138 kilometers south of Hurghada, 139 kilometers north of Marsa Alam as shown figure 5. And is linked to Upper Egypt through an old commercial Route.</p>	 <p>Fig. 5. Location of Al-Quseir City</p>
<p>Historic Context / The ancient seaport of Al-Quseir</p>	<p>The historic core of Al-Quseir is characterized by a high concentration of historic buildings there are five heritage sites that represent different building types and buildings of architectural and cultural value as shown figure 6.</p> <p>Ancient Egypt: Al-Quseir was established in the ancient Egyptian era and was known as Tao. Its port was used by Queen Hatshepsut to send ships to receive goods, especially gold.</p> <p>Greco-Roman Period: In the 1st Century B.C. a town was established at Al-Quseir El Qadim 8 km to the north of Quseir where revealed a port that flourished until the 4th Century A.D.</p>	 <p>Fig. 6. Distinctive characteristics of the historical core of Al-Quseir city</p>
	<p>Islamic Period until: 18th Century: The Muslim Arabs used it to connect with pilgrims to Mecca for trading. Old Quseir's ports on the Red Sea has been destroyed by a Portuguese fleet During the war with Mamluk in the 1540s. Ottomans reconstruct Al-Quseir (current location); they built the Ottoman fort to protect trade and pilgrim's route. During French Occupation, it played an essential role in resistance & weapons transfer from Hejaz to Upper Egypt. According to the establishment of Suez Canal in 1869, it lost its importance as the major port in trade & pilgrim.</p>	

Potentials		Features	
Heritage sites	The Fort	<p>The Fort: overlooks the bay from which the pilgrim movement began. It has been constructed during the Arab and Ottoman government by the end of 16th Century. It could have used a defensive fort to protect the pilgrims when they passed after the French conquest, the building is constructed of stone masonry and the vaults are made of brick as shown figure 7. currently use as a museum.</p>	 <p>Fig. 7. View of Quseir fort</p>
	The Quarantine	<p>The Quarantine: This building is associated with the period between 1775-1801 when it was used as a quarantine and a grain store for Muslims who used Al-Quseir as a port of departure for their pilgrimage as shown figure 8. There is a mosque incorporated with the fence of the building.</p>	 <p>Fig. 8. view of the Quarantine</p>
	The police station	<p>The police station: it was the city hall; it is housed in a historic building with a distinguished location overlooking the harbor. It was built during the period between the 15th to 17th centuries as shown figure 9. Present status is deteriorated and needs to be conserved.</p>	 <p>Fig. 9. overlook of location The police from the harbor station</p>
	The phosphate Co Houses The Marconi Co Houses	<p>The phosphate Co Houses: There are six houses overlooking the Corniche (Port-Said Street) as shown figure 10. In 1912 an Italian engineer, Emilio Cortese, discovered phosphate along with other minerals in Al-Quseir and founded a small Italian colony based on an Italian phosphate company, where the Italians established a hospital, an elementary school, a</p>	 <p>Fig. 10. The Phosphate Houses Built by the Italian Company in 1920</p>

Potentials	Features	
	<p>church as shown figure 11, administrative house as shown figure 12, few housing buildings and a radio station. The houses' designs reflect several architectural values which are exemplified by the use of internal courtyards, some of the houses are used as utilities by the Egyptian Government nowadays.</p> <p>The Marconi Co Houses: There are three buildings built in the first half of 19th century represent a distinguished European style. They are now occupied by the telecommunication organization.</p>	 <p data-bbox="848 481 1159 515">Fig. 11. The Church 1938</p>  <p data-bbox="798 719 1209 786">Fig. 12. The Administrative house abandoned</p>
<p>Shrines and Mosques</p>	<p>Shrines and Mosques: the presence of number of sizable shrines and mosques, reveal the enormous geographical spread of the pilgrimages who passed through the town in recent centuries. The inscription on these buildings of the names of sheiks from different countries, such as Somalia, Yemen, Saudi Arabia. Morocco. India, and Tigrur (West Africa), reflects the cosmopolitan nature of the city. Many non-Egyptians of Muslim religion settled in Al-Quseir indicating the city's role in international trade. Sheikh Abdel Kader shrine (18 and 19th century) as shown figure 13. Al Samman Mosque: 16th -17th century, the Minaret has a different character than common minarets of mosques where it is a tower more than a minaret. It is bearing wall constructed by rubble stones as shown figure 14.</p>	 <p data-bbox="780 1106 1177 1172">Fig. 13. Inner court with plant of Sheikh Abdel Kader shrine [2]</p>  <p data-bbox="794 1595 1217 1662">Fig. 14. The tower has Al Samman Mosque</p>

Potentials		Features	
Architectural Character of old Residential Houses	Construction material	<p>Construction material: The main construction built by traditional methods as it shown in figure 15 is bearing walls (limestone) and wooden ceiling from palm tree trunks.</p>	 <p>Fig. 15. Construction system [2]</p>
	Houses entrances	<p>Houses entrances: entrances through one or two steps are common treatment in residential houses, it maximum heights is two floors and the continuous horizontal skyline as shown figure 16. The main composition of the main facade of the house is a door in the middle surrounded by windows on each side. Above the door on the second floor are three openings: one in the middle, which leads to a wooden balcony that is above the entrance.</p>	 <p>Fig. 16. Main façade of the house [2]</p>
	Outdoor staircases	<p>Outdoor staircases: Most residential stairs are made out of wood nailed to the exterior walls, with spaces between the boards typically about one meter. In buildings where two families occupy two different floors, these stairs connect the upper floor unit directly to the street. as shown in figure 17.</p>	 <p>Fig. 17. Stairs connect the upper floor</p>

Potentials	Features	
Doors and windows	<p>Doors and windows: The doors had two panels with metal ornaments on them, and a screen in the fixed upper fanlight and a wooden ornament in the lower opening. as show figure 18. Windows are made of two louvered shutters; they have upper and lower parts that open separately.</p>	 <p>Fig. 18. Ornate doors</p>
Balconies	<p>Balconies: Most of the balconies are constructed of timber, and they extend outside the external walls of the building. Balcony handrails take different shapes. The (X) shape is a common treatment for baluster as shown figure 19.</p>	 <p>Fig. 19. wooden Balconies</p>
Rawashines/ Ornament s/ Wind Catchers	<p>Rawashines: it is cover the opining of the facades with wooden structure on the window or balconies, it used instead of mashrabias, Islamic architecture in old Cairo, (a projected wooden structure that allows people to see outside without being seen) as shown figure 20 that reflect the association with cultural traditions.</p>	 <p>Fig. 20. Rawashines structure</p>
	<p>Color: most of Al-Quseir buildings are painted yellow color reflects the desert, there is also blue, green and brown which reflect sea water has been used in the wooden works such as doors and windows.</p> <p>Ornaments: wooden rawashine were the often use of ornaments and it differs from one building to another, it is providing identical character. In addition, there are some ornamental units such as the journey pilgrimage.</p> <p>Wind Catchers: Some buildings in Al-Quseir include wind catchers, which have ducts that are found in the internal space, and an upper wooden roof to let air circulate from outside to inside spaces.</p>	

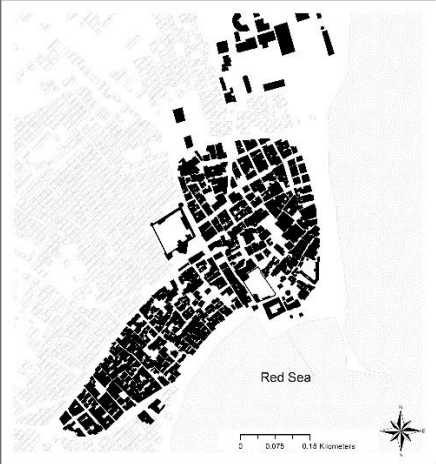


Potentials		Features	
	Compact Tissue / Old streets & alleys	<p>Compact Tissue: The historic center of Al-Quseir city is important for expressing local identity, with narrow streets, a major souq area, mosques, and the waterfront. As a model of a Muslim city as shown in figure 21.</p> <p>Old streets & alleys: The different scales of streets with hierarchy from the Islamic era, which is ascending from Hara to Atfa to Zugag to Darb and the Kasabah, the common sense in the urban spaces and streets in Al-Quseir city is intimacy as shown in figure 22.</p>	
	Old streets & alleys The corniche	<p>Also, there is a reason behind the narrow composition of the streets where it acts like a tube where the wind accelerates forming wind currencies in the hot weather.</p> <p>The corniche: forms the city's eastern boundary, it retains a symbolic quality and continues to serve as a gateway for all approaching the city from the sea of the eastern part of it (Port-Said Street).</p>	
Urban tissue of the historic	The old route	<p>The old route between Quseir and Qift (Qena): The road known as the Valley of the Baths, it used by the ancient Egyptians to transfer trade from the Nile Valley to the shores of the Red Sea. It dates back to the time of Queen Hatshepsut, and it was named for the Queen's baths located on both sides of the road. as shown figure 23.</p>	

Fig. 21. Urban Fabric of The historic core of Quseir cit

Fig. 22. A narrow street in old Quseir

Fig. 23. The old route between Quseir /and Qift showing traces of ancient Egyptian inscriptions on the hills surrounding the route

Source: [14,15, 16, 17, 18, 19, 20, 21, 12, 22, 1, 23, 24]

4.2. Authenticity value evaluation in Al Quseir

Analysing, determining, and understanding Authenticity value in Al-Quseir is crucial to assess the significance and Determining the appropriate decision in the city's development process. The table 3 shows the Authenticity value evaluation in Al-Quseir city through specifying existing values and their current condition.

Table 3. Authenticity value analysis in Al-Quseir

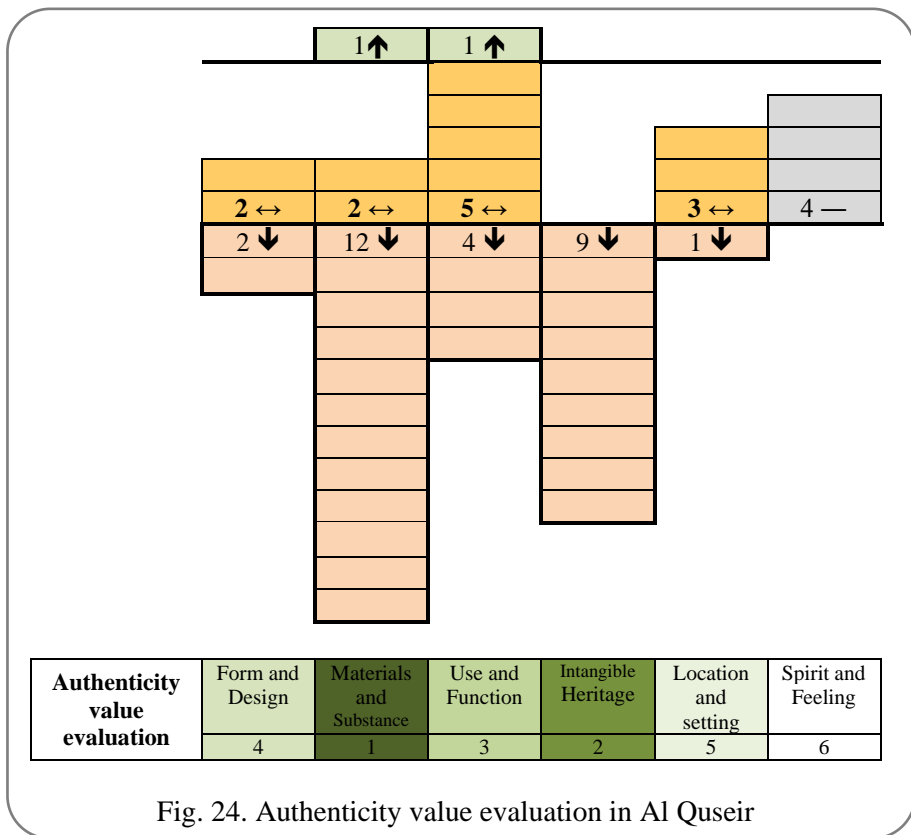
Authenticity Al-Quseir City potentials		Form and Design	Materials and Substance	Use and Function	Forms of Intangible Heritage	Location and setting	Spirit and Feeling
Tourism destination	Geographic Location			↔		↔	
	Coral reefs			↔		↔	
	Dive sites			↔		↔	
	The seaport	↔					
Heritage Sites	The Fort		↑	↑			
	The Quarantine police station		↓	↓			
	The phosphate Co Houses		↔	↔			
	The Marconi Co Houses		↔	↔			
	Shrines/Mosques		↓	↓			—
	Architectural Character	Construction material		↓		↓	
Houses entrances			↓		↓		
Outdoor staircases			↓		↓		
Doors/ windows			↓		↓		
Balconies			↓		↓		
Rawashines			↓		↓		
Color			↓		↓		
Ornaments			↓		↓		
Wind Catchers			↓		↓		
Urban tissue	Compact Tissue	↔					—
	Old streets/alleys	↓					—
	The corniche	↓					—
	The old route (Quseir/Qena)					↓	

Key	↑	Improving	↔	Stable	↓	Deteriorating	—	No clear trend
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4.3. 4.3 Assessment of Al-Quseir authenticity Value (AV) based on the main 6 indicators.

The following is a summary of the evaluation of Authenticity value in Al-Quseir city. This comparison checks on whether these indicators are degraded the most and need an intervention to conserve the value of the city. According to the graph authenticity indicators classified descending from the most degraded (materials and substance) in the first place to (spirit and feeling) in the last place as shown in figure (24). So, the research concludes that the priorities of development action plans in Al-Quseir city can be categorized according to the authenticity indicators as follows:

- 1- materials and substance (with (-12 point) (+1 point))
- 2- Intangible Heritage (with (-9 point))
- 3- Use and Function (with (-4 point) (+1 point))
- 4- Form and Design (with (-2 point))
- 5- Location and setting (with (-1 point))
- 6- Spirit and Feeling (no clear trend)



4 The current weaknesses of the Al-Quseir

The focus will be on the most essential present conditions of the city's heritage buildings, routes, and any factors which could weaken its authenticity value and prosperity as a tourist destination, where it was noted that no plan was prepared for the city after the strategic plan for Quseir 2017, which indicates neglect for that city, which if attention is paid to it and its current problems are addressed, it may be strengthened its value and the most essential current conditions will be presented as follows:

- The deterioration of the urban structure of most areas in the buildings in the historic core in poor condition, and difficulty accessing emergency services [25] defects are the result of age and overuse, and the neglected traditional buildings and most of them abandoned [23].

- Most of the residents of the old buildings migrated to the north of the city, where services and facilities are available

- Private funding for rehabilitation and maintenance of the buildings is limited, partly because doubts exist over the continued tenure of buildings, and also because householders have very limited incomes [18].

- In cases where restoration work has been done with cement patches that are inadequate with building materials and unsupervised whether by the beneficiaries or from governmental bodies who are not sufficiently aware of the rehabilitation This has led to further deterioration. [18], [19]

- The deterioration in the condition of the Quseir-Qena Route, which has great historical significance, the occurrence of many accidents and a complete interruption of services on it, as well as the lack of a communication network or fuel supply stations along the road. [24]

- The ancient seaport of Quseir is not working and stopped

- The present infrastructure of Quseir suffers from protracted neglect, particularly the sewerage supply systems. [2]

- Water Supply System: There were complaints also about the unavailability of freshwater. [2], The water of the main line feeding the houses is not suitable for human use due to the deterioration of the network and also because the water from condensate is desalinated water, and there are deprived areas within the old city of Quseir of the water network [25]

- Sewerage System: The city does not have an official sewage system, but sewage goes into trenches in front of each house and is then emptied by municipality workers. This method is not very effective, and there is a lot of pollution and flies because of it [2] [25], Sometimes, there is a problem with sewage overflowing from the trenches, which can cause structural damage to buildings [18].

- The absence of tourist activities within the city helps to keep the tourist in the city for a long time. There is no blue way on the city's Corniche [25]

- Weak role of the private sector in establishing investments in the city. [25]

- Phosphate land footprint occupancy a large area of the city, which is a bonded, and its location is unique.

5 The strategic plan for the city of Quseir 2017

Al-Quseir's general strategic plan for the year 2032 was prepared to determine the development strategy that leads the city to a proposed vision in the urbanization, local economy, and infrastructure sectors, and is based on it being a development center in the golden triangle, environmentally friendly, mining, and tourism activities, and achieving the vision's predictions will enhance the city's degree of urbanization and enhance the value of authenticity with the components of urban heritage in it, as stated in the table 4, and overcome the weaknesses that might damage the city's components.

Table 4. The extent to which the strategic plan for the city of Quseir contributes to enhancing the value of the city's authenticity and overcoming its weaknesses

weaknesses of Quseir city	Strengthen/potential of Quseir city	General Strategic Plan – Al Quseir City, Red Sea Government
- The poor condition of the traditional buildings in core city	- Urban tissue of the historic core of Quseir	- Developing deteriorated areas in the heart of the city, while providing them with facilities and infrastructure. - The urban renewal of the old urban area to preserve real estate wealth and enhance its value, and thus attract activities to the region that lead to its prosperity. The renewal can take place on two levels: <ul style="list-style-type: none"> • The first: the level of the building in terms of renewing the facades, repairing pipes and entrances, and developing semi-private spaces to enhance their effectiveness • The second: the level of the urban environment by replacing new buildings instead of dilapidated ones, adding public spaces such as squares and green
neglect of the heritage sites inside city	- Heritage Sites	
Most of the old buildings abandoned	- Architectural Character of old Residential Houses	
Lack of vitality within the old core city	- Old streets & alleys	
Restoration work is done using inadequate building materials		

Table 4. The extent to which the strategic plan for the city of Quseir contributes to enhancing the value of the city's authenticity and overcoming its weaknesses

difficulty accessing emergency services		<p>spaces, opening new streets or pedestrian paths, adding parking spaces, developing the commercial area, and repairing the infrastructure.</p> <ul style="list-style-type: none"> - Carrying out the necessary replacement and renovation for the deteriorating buildings. - Improving the visual image of the city and its urban environment - Reuse of buildings and lands and the effective use of city assets - Improving the core of the city and making use of it for services and entertainment - Not to carry out vertical condensation in those areas - Providing skilled labor in maintenance - Rarefaction in some areas and opening axes for movement - Regulating traffic and facilitating access to emergency services.
- Limited funding for the rehabilitation of the historic core		<p>Providing funding from government agencies in partnership with the private sector to meet the needs of the city, but no funding related to heritage and natural areas was mentioned</p>
-The deterioration in the condition of the Quseir-Qift Route	- The old route between Quseir and Qift (Qena)	- It was not mentioned in the city's strategic plan
- The ancient seaport stopped working	- The ancient seaport of Quseir	- Exploiting the ancient seaport and reviving it
Not promoting the city's tourist attractions	Tourism destination	- Increasing the city's tourism energy with tourism projects
The lack of sufficient land plots to establish hotels inside the city	Geographic Location	- Establishing a Bedouin crafts area, a commercial area, malls, and an exhibition for local products
- Currently few hotels are located within the city	Dive sites	- A tourist investment center as one of the heads of the golden triangle. - Establishing a safari center and diving centers

Table 4. The extent to which the strategic plan for the city of Quseir contributes to enhancing the value of the city's authenticity and overcoming its weaknesses

Absence of facilities for tourism activities	Marine resources (Coral reefs)	- Establishment of tourism companies and offices and tourist transport - A developmental tourism activity that does not depend on beach tourism only, but also on environmental, heritage, cultural tourism and safari trips
There is no blue way on the city's Corniche	The corniche	- Tourist blue way on the seashore
There is no airport within the city of Quseir		The city is served by four civil airports, which are the closest airports to the city and are located at the level of the region, of which three are international airports, which are Hurghada, Luxor and Aswan airports. And starting to establish a new international airport in the city of Marsa Alam located 60 km north of the city of Marsa Alam
unavailability of freshwater		- Supplying the old areas deprived of the water network
People suffer from diseases because of the desalination of water		- Completion of a new desalination plant - Completing the replacement of part of the old network by implementing home connections to benefit from it, but the city still suffers from dependence on the desalination plant
There is no official sewage system		
The horrible smell emitted due to the primitive methods		- Complete the sewage project - Reducing pollution and improving the natural environment and managing it sustainably
Weak role of the private sector in establishing investments		- It was not mentioned in the city's strategic plan
Occupying space from the city's distinctive site in abandoned phosphate lands		

6 Results

The research developed a practical framework to enhance the development initiatives in Al-Quseir city. The proposed framework could be applied as a guiding tool if considered during the planning and design process of Al-Quseir city. As presented in table 5 the Architectural Character is the first development priority to conserve the city identity, followed by the heritage site that includes non-repeating value, respectively y, followed by indicators, Urban tissue, and Tourism destination.

Although the strategic plan outlined a strategy for managing the city's historic center, there is a glaring gap in the monitoring and documentation of historic landmarks and buildings that have distinctive urban and architectural characteristics, as seen in the following points:

- The reuse of heritage sites as one of the city's unique characteristics to encourage their preservation and maintenance for their sustainability is not included in the plan.

- The plan includes for replacing the old buildings in the old core with new ones. If the land uses are modified such that it becomes an open museum as a tourist attraction, it will be better for it to survive for future generations as a heritage inheritance.

- The plan should have emphasized that while allowing emergency services access, no actual harm should be done to the core's historic structures.

- A unavailability of technical experts to address issues on the historic Quseir-Qena route, which has been highlighted as one of the city's heritage routes.

- Despite the abandoned phosphate land's outstanding dimensions and location for tourism development, the plan made no recommendations on how to manage it.

Table 5. Framework for development priorities that may efficiently enhance the value of Al-Quseir city.

Authenticity Value		Development priorities	Form and Design	Materials and Substance	Use and Function	Forms of Intangible Heritage	Location and setting	Spirit and feeling
			4	1	3	2	5	6
Tourism	4	Geographic Location			D		D	
		Marine resources (Coral reefs)						
		Dive sites						
		The ancient seaport of Quseir						
Heritage Sites	2	The Fort		B	B			
		The Quarantine						
		The police station						
		The phosphate Co Houses						
		The Marconi Co Houses						
		Shrines and Mosques: the						
Architectural Character of	1	Construction material		A		A		
		Houses entrances						
		Outdoor staircases						
		Doors and windows						
		Balconies						
		Rawashines						
		Color						
		Ornaments						
		Wind Catchers						
		Urban						
Old streets & alleys								
The corniche								

Authenticity Value Development priorities	Form and Design	Materials and Substance	Use and Function	Forms of Intangible Heritage	Location and setting	Spirit and feeling
	4	1	3	2	5	6
The old route (Quseir/(Qena)			C		C	

- Letters refer to the descending order of priorities.

- The strategy plan included no mention of international competitions or water sports promoting the city.
- The plan aims for revitalizing and reusing the historic Quseir port so that it may keep functioning as a seaport (as an approach to the city from the Red Sea coast).

7 Discussion

According to the authenticity value analysis to Al-Quseir city It became clear that the city is worth preserving due to its potentials. The research indicated that the city has many heritage, Artistic, social and scientific values besides the location importance that carries many unique elements. The proposed framework may help Experts, specialists, and academics in making decisions related to development and conservation of Al-Quseir city.

This research discussed a new perspective for coastal cities development and heritage value conservation that based on the evaluation of authenticity and the identification of values and attributes.

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