

THE ROLE OF HERITAGE TOURISM IN ECONOMIC DEVELOPMENT, A Study Case OF THE BEDOUIN VILLAGE IN MATROUH GOVERNORATE ⁽¹⁾

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Abstract

Domestic Product (GDP) in Egypt. The transition to decentralization in tourism sector is Tourism sector contributes nearly 40% of the service earnings and about 15% of gross one of to investigate benefits of decentralization in the field of tourism in general, and in the most important systems that enables residents in local communities to participate effectively in managing their affairs. Considering this respect, the idea of establishing a Bedouin Village in Matrouh Governorate was born. So, Heritage Tourism became an important economic trend in Egypt. The current study aims heritage tourism in specific. It focuses on the geographical potentialities of the study area and how to gain economic, social, and cultural benefits from them to provide what is needed for the Egyptian Society. The study suggests that this pattern should be beneficial and developed. Rather, it will be circulated in all villages and cities of Egypt through a long-term strategic plan to stimulate tourism and eliminate all obstacles against its progress, in order to create new job opportunities and strengthens the local economy. [Bul. Soc. Géog. d'Égypte, 2022, Special issue, PP. 123- 157]

Key Words: Heritage Tourism; Decentralization; Bedouin Village; Matrouh Governorate.

1) Introduction:

Matrouh Governorate is in the Northwest Corner of Egypt. It extends from kilo 61 West of Alexandria Governorate to the Egyptian-Libyan boundary, 450 kilometers long on the Mediterranean Coast, and extending Southwards at a depth of 400 kilometers. It is the second largest governorate in Egypt after the New Valley Governorate (Fig. 1).

(1) This research was presented at the Twenty-ninth International Colloquium on the Sustainability of Rural Systems of the International Geographical Union, hosted by the Egyptian Geographical Society and Menoufia University in Egypt, from February 28 to March 4, 2022.

The research is divided into three parts, each one includes an area with the possibilities of exploitation in the governorate: the first is interested in studying the Bedouin village in Marsa Matrouh, and the second shows the mass graves of the genus who died during World War II in Al-Alamein area, the third part is concerned with the study of the Mountain of the Dead area in Siwa Oasis.

The researcher aims to clarify the role of heritage tourism as an economic resource and tourism activity and the need to generalize it in Egypt and the Arab world, especially since it is less expensive than other types of tourism.

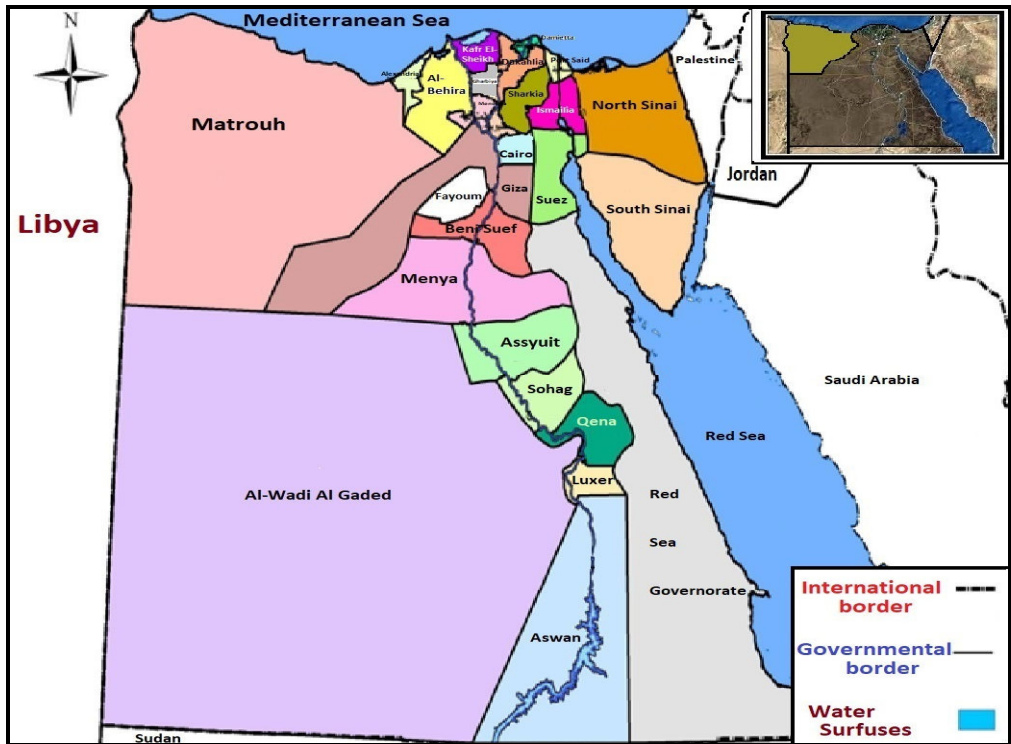
Focusing on the relationship between Heritage Tourism and the Geographical Factors affecting it, the researcher aims to show the relationship between the state and the private sector in the field of tourism activity, where the tourism industry has attracted attention as a source of income beyond the amount of money spent on its investments, as “spending on the world's tourism sector has exceeded spending on armaments” (Lundeberg, 1977, p. 270).

This can be traced through:

- The role of the Egyptian state in how to develop its tourism activity, represented by Heritage Tourism in one of the desert border governorates to develop and sustain the resources available to it.
- The popular role of the people of Matrouh tribes is specifically offered to preserve the heritage of their ancestors, which is represented by all the tools, vocabulary of life, customs, traditions, and types of food, in addition to the distinctive Bedouin uniform, which the people of Matrouh governorate are keen to always wear and occasions and protect them from extinction in the light of the march of civilization.
- Educating workers in the field of Heritage Tourism about the need to display Tourist Heritage places and their environmental products through the expansion of E-Marketing Programs.

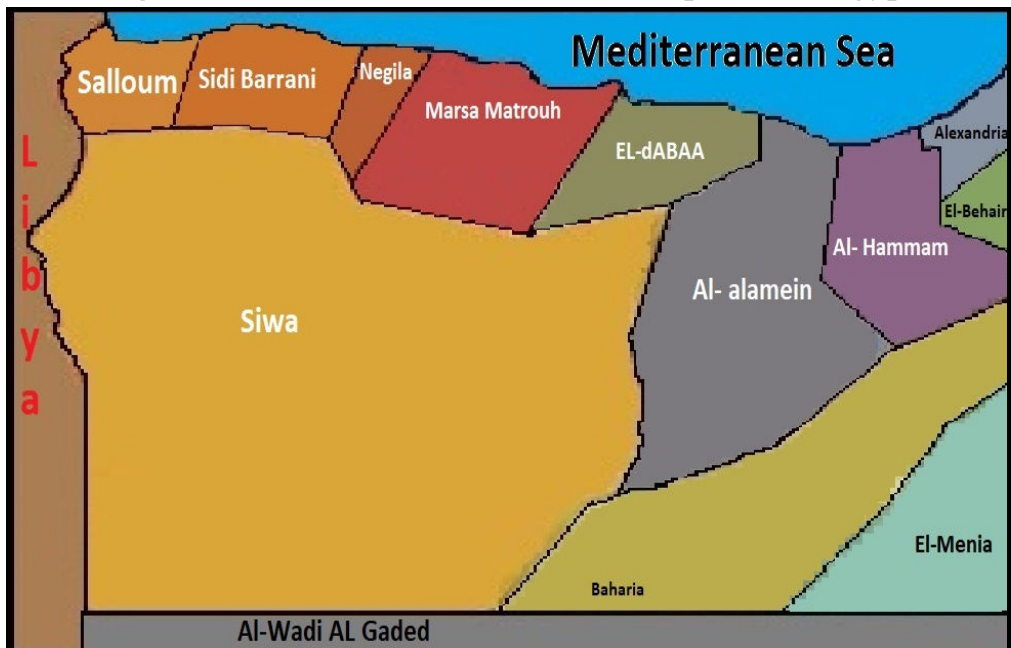
1.1) The Study Area:

The governorate occupies about 155.6 square kilometers (i.e. represents 16% of the total area of Egypt). The governorate consists of eight Administrative districts, distributed from East to West as follows: El-Hammam - Al-alamein- El-Dabaa - Marsa Matrouh – El-Negaila – Sidi Barani – El-Sallum and then Siwa to the south of them (Fig. 2). Marsa Matrouh town is the capital of the governorate located on the Mediterranean Coast amid its road between Alexandria and El-Sallum, and linked to Siwa and Bahariya with a road of 300 Km length.



Source: C.A.P.M.A.S (Arab Republic of Egypt) 2016.

Figure 1. Governorates of the Arab Republic of Egypt



Source: www.Matrouh.gov.eg (2016).

Figure 2. Administrative map of Matrouh Governorate

1.2) The Study Approaches and Methods:

The researcher adopted the Spatial analysis approach that aims to highlight the spatial differences in the distribution of elements of the phenomenon study, in addition to detecting inflexible imbalances in development plans and variation in the size of problems and priorities of planning intervention” (Moselhi, 1994, p.55). Besides, the regional approach is used to determine and identify three areas of Heritage Tourism within the governorate of Matrouh: Marsa Matrouh town, Alamein area, and the Oasis of Siwa.

1.3) The study relied on three methods:

- **Field Study:** The researcher paid a field visit to the heritage tourism sites of both the Bedouin Heritage Village and the Museum of The Governorate in Marsa Matrouh, and the Heritage War Museums in Al-Alamein, in addition to the Mountain of the Dead and the Salt Lake of Siwa Oasis.
- **Cartographic Method:** Through some maps showing the distribution of heritage tourist places in the reserves.
- **Photographic Method:** By placing explained photographs of the areas concerned within the study.

1.4) Data Sources:

Official data were compiled from the publications of the Central Agency for Public Mobilization and Statistics, the website of the Egyptian Ministry of Tourism and the website of the Urban Planning Authority.

The researcher applied a questionnaire on March 26, 2019, containing 54 items, concerning details in the tourist spots of the study area.

The previous studies interested in heritage tourism include:

- **Hamid study:** addressed archaeological sites in terms of planning and rehabilitation, in addition to adopting a future strategy for the development of these tourist sites.(Hamid, 2002).
- **Ajaj study:** Heritage Tourism and ways of developing it and taking care of the historical development of the study area over time, as well as studying the reality of the state of heritage tourism, ending with the development plan for the development of the tourism reality in Nablus governorate. (Ajaj, 2007).

- **Al-Nahar study:** Heritage Tourism, as well as studying the importance of transforming monuments related to antiquities into a tourist product, in addition to analyzing the impact of the global and local dimension in the field of Heritage Tourism in the Hashemite Kingdom of Jordan. (Al-Nahar 2011).
- **Hayawi study:** Addressed the historical development of archaeological sites in Najaf governorate, and the impact of geographical factors in the origin and distribution of these sites, ending with the development of general references for the development of archaeological sites. (Hayawi, 2013).
- **Heiti Study:** “Addressed sustainable development and the goals to be achieved in the Arab World and addressed the concept of development in general and the concept of economic development and referred to the goals to be achieved in the Arab World, and then completed his study by developing proposals that the Arab Countries should be supported with joint efforts”. (Al-Heiti, 2009, p13).
- **Al-Saeed Study:** Addressed the concept of tourism, the distribution of Coastal Reserves in Egypt, and the geographical factors affecting them, and studied the economics of tourism activities in those reserves, elements of Tourism Spending, and types of employment in the tourism sector, and finished his study with recommendations for decision makers in Egypt in order to maintain this important activity”. (Al-Saeed, 2010, p.322).
- **Awad and others' study:** Concerned itself with the geography of the North Coast and its Western importance. “The status of tourism services in the Western Region, and their development and obstacles, and the tourist patterns that suit their nature and the Northwest Coast region has ended”. (Awad & Abo Talib and Ghareeb, 2018, p.1).
- **Tawfiq and Wahdan Study:** Presented research for a proposed strategy to develop the preservation of archaeological heritage and support hospitality in Siwa Oasis. The areas, including the cemeteries of Mount El Mouti, as well as monitoring the reality of hospitality activity, has also studied Hospital Tourism, and the research ended with laying the foundations and planning criteria for the development of hotel areas in Siwa. (Tawfik & Wahdan, 2018).
- **Zeitoun Study:** Talked about tourism and the future of Egypt, and began by defining and defining the importance of tourism in Egypt, then she explained the most important features and main objectives of the Tourism development Strategy in Egypt, how tourism investment and its incentives and geographical

factors affect the development of Tourism in Egypt, ended with monitoring the most important problems that are facing Tourism, developing solutions and proposals in order to solve those problems in the future. (Zaitoun, 2002).

- **Ismail Study:** Focused on Tourism Development in Egypt, and presented the research during the sixteenth annual conference (the effects and ways to confront societal crises resulting from the events of the Arab Spring, and explained at the beginning of the research as the Concept of Tourism, and Tourism Activation, then the role of the Tourism Sector in Egypt and the most important Sources of Tourism Income in the Egyptian Economy, ended with a study of the economic and social effects of the Tourism Sector in Egypt. (Ismail, 2011).

2) Geographical factors affecting Heritage Tourism in Matrouh Governorate:

Tourism development is a new type of different developments, which in turn affects overall developments, “where tourism development can be defined by upgrading and expanding tourism services and their needs to achieve the greatest possible rate of Tourism growth at the lowest possible cost, through a short- period of time”. (Kafi, 2006, P.106).

“The Tourism product is sold mainly based on material services and wealth that are inherently not yielding a return rather than the path of tourism, such as the temperate climate, the beauty of nature and the existence of historical sites and archaeological wealth”(The Council of Ministries, 1988).

“Scientists, Researchers, International Bodies and Organizations have developed multiple definitions of tourism, including that they mean taking advantage of vacations or leisure time to enjoy natural or cultural sources or temptations in an area somewhere far from the usual residence, often including the form of residence chosen by the tourist “. (Kamel, 1995, P.18).

Sustainable Heritage Tourism is intended for Matrouh Interests in attending cultural events and events that take place in the study area, such as parties and competitions held in the Bedouin village and the accompanying art exhibitions of handicrafts, as well as fashion exhibitions, folk food, fine arts exhibitions, parties and folklore competitions held annually.

The state issued Republican Resolution No. 550 of 2018 to form a committee to manage the World Heritage Sites, and the committee is dedicated to developing a strategic vision for the management, preservation, development,

maximizing potential and utilization of World Heritage sites in sustainable development plans, “and this is the first time that Egypt has formed an integrated committee covering all relevant ministries to develop an integrated strategy for the management of Egyptian sites registered as a World Heritage in the United Nations Educational, Scientific and Cultural Organization (UNESCO)”(National Planning Institute, 2019, P.150).

Hence, the state has provided many incentives with tourism investment, including:

- 1- Exempting some tourism projects for 10 years, which can be increased for the next five years from the profit tax after the approval of the Egyptian Cabinet.
- 2- Full exemption from stamp duty on capital as well as on registration conditions for tourism construction contracts up to the date of implementation of the project.

Table (1) Evolution of the number of tourists coming to Egypt according to the purpose of arrival (January 2016-2017)

Tourism Purpose	January 2016	%	January 2017	%
Recreation Tourism	343729	94.5	517624	95.1
Cultural tourism	2105	0.6	3179	0.6
Medical Tourism	2806	0.8	4238	0.8
Conference Tourism	1754	0.5	2649	0.5
Study and training	1403	0.4	2119	0.4
Express Travel	12748	3.5	14083	2.6
Total	363545	100	543892	100

Source: Central Agency for Public Mobilization and Statistics, Monthly Bulletin of Tourism Statistics, January 2017, p. 8. (And ration from researcher’s account).

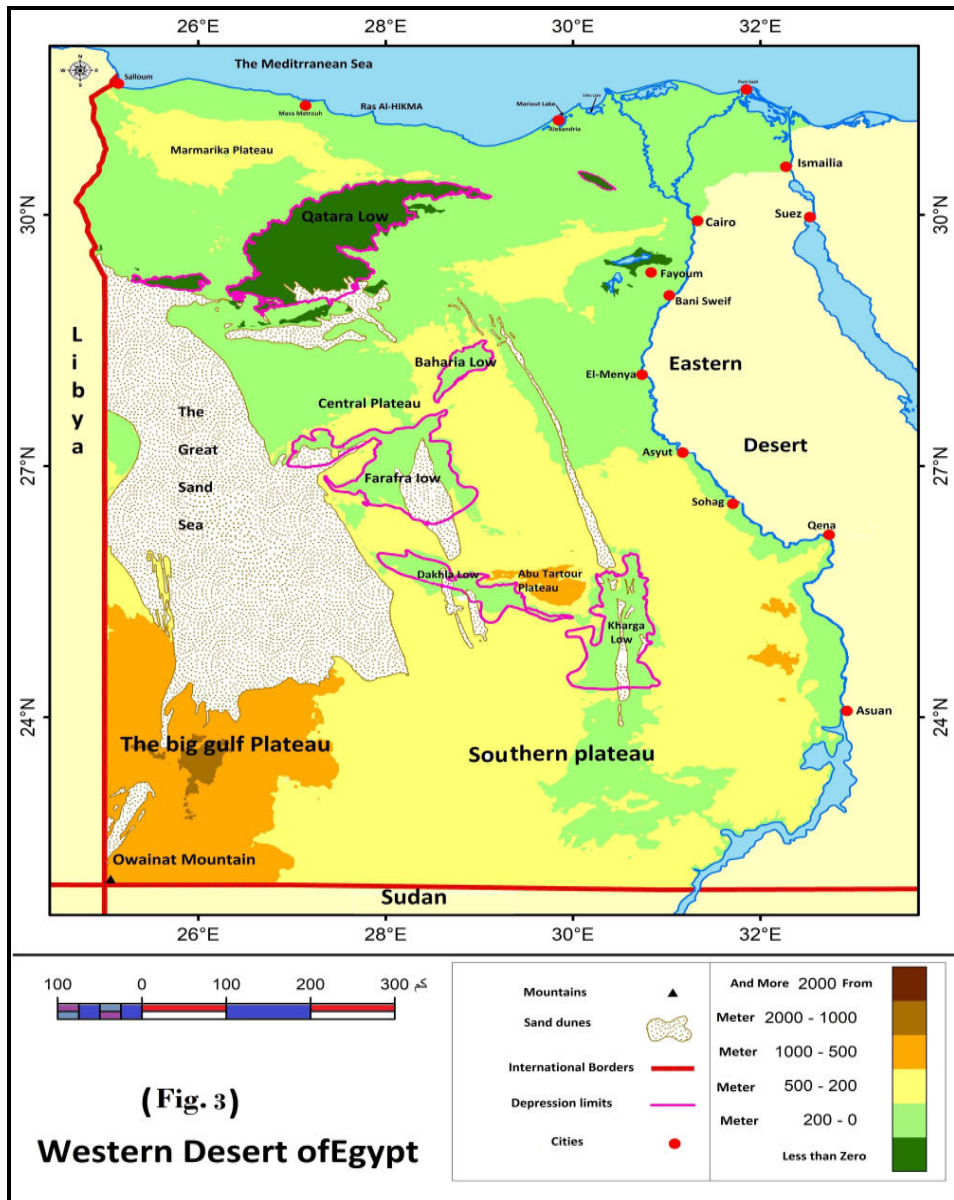
From the previous table, it is noted that the share of cultural and medical tourism has decreased compared to recreational tourism and express travel tourism. It also notes the similarity between the percentage of tourists coming to Egypt between (January 2016 - January 2017), except for the high percentage of recreational tourism for incoming tourists, which was at the expense of the percentage of fast trips.

There are many Geographical factors affecting Egyptian tourism in general and in the Governorate of Matrouh in particular.

2.1) First: Natural Factors.

2.1.1) Location:

The value of geographical location has a clear impact on the popularity of tourism, which is naturally due to its easy contact with the rest of the world. “Thus, the Northwest Coast of Egypt is one of the Coasts of a distinguished nature, as its development has become an urgent necessity in the recent period as an important national project”. (Awad, 2018, P.1).



2.1.2) Climate:

The temperate climate is an important factor in Tourist attractions, whether for International or domestic tourism. “The tourist determines the areas to visit in the light of the appropriate climate for his needs and movements within the region, although the ideal climate for recreation does not exist in any region of the world”. (Darwish, 1999, P.146). The following are two tables to find out the temperatures in some meteorological stations in the governorate.

Table (2) Average temperatures (Celsius) in some weather stations in Matrouh Governorate

The station	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept	Oct.	Nov.	Dec.
Marsa Matrouh	12.8	13	15.1	17.4	20.1	23.3	24.9	25.5	24.3	21.6	18.1	14.4
Salloum	13.6	14.3	15.5	18.1	20.9	24.5	25.9	26.2	24.8	22.4	19.1	15.2
Sidi-Barani	12.9	13.7	15.3	17.5	19.9	23.4	25	25.6	24.4	21.7	18.3	14.6
Al-Dabaa	12.4	11	14.9	17.5	20	23.5	25.1	25.7	24.1	21.7	18.4	14.1

Reference: Youssef Abu Al-Hajjaj and others: Geography of Egypt, Supreme Council of Culture, Geography Committee, Egyptian General Book Organization, Cairo, 1994, p. 126.

It is noted that the lowest average temperature is recorded during the winter months, especially in January and February, which are the least attractive months for tourism in the Northwestern Coast of Egypt, and therefore most of these tourist places depend on that period in conducting their annual maintenance.

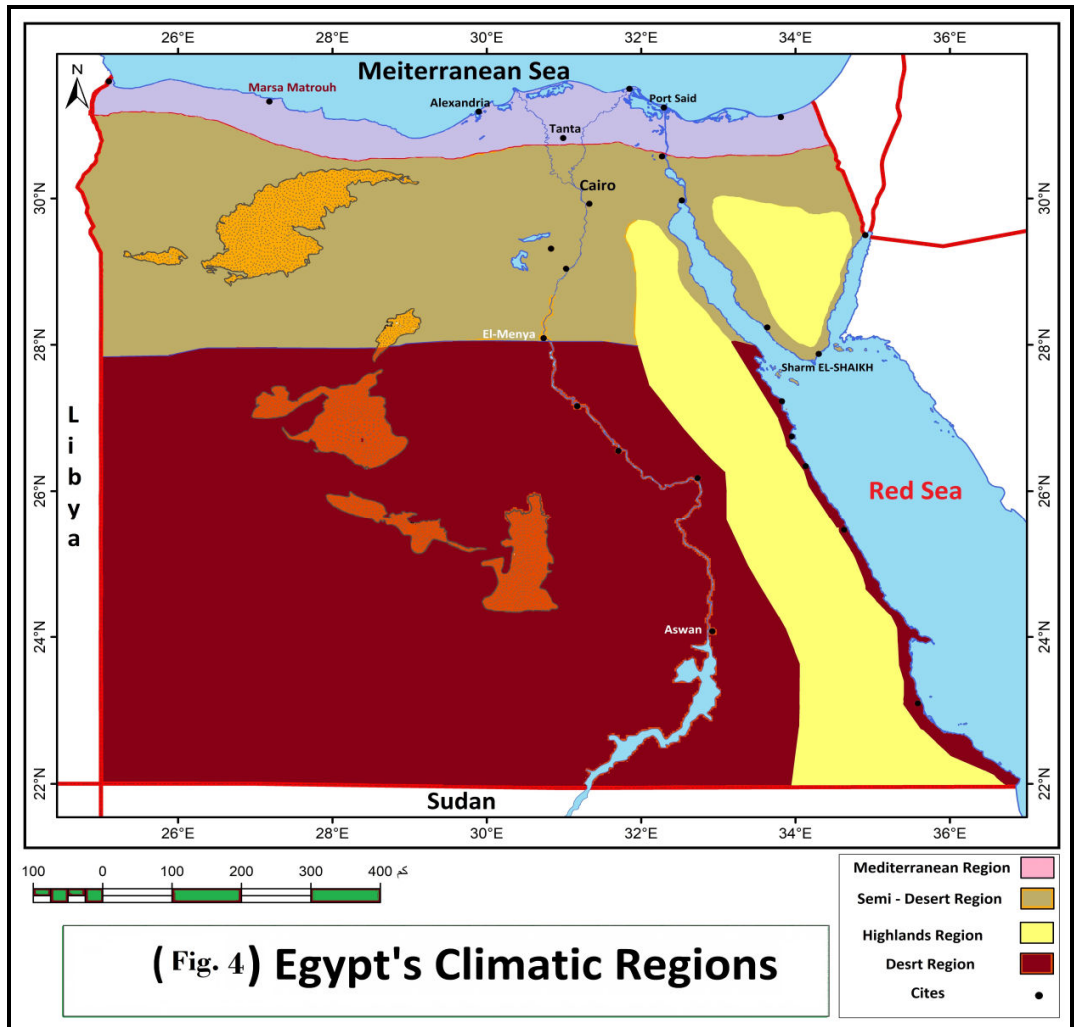
The following table shows the monthly averages of temperatures (minimum and maximum) at Matrouh Airport Station.

Table (3) The monthly averages of temperatures (Maximum and minimum) at Matrouh Airport in 2016

Matrouh Airport Station	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept	Oct.	Nov.	Dec.
Mini.	11.4	11.2	12.3	14.5	18.4	21.2	23	23.1	22.3	16	11.5	10.9
Max.	18.3	20.7	21.9	26.7	30.8	33.2	34.4	35	30.7	25.2	19	18.3

Source: Central Agency for Public Mobilization and Statistics, Statistical Yearbook, Geography and Climate, 2016.

From the previous table, it is noted that the maximum temperatures recorded at the Matrouh Airport Station during the summer months (June to August) did not exceed 35 degrees Celsius, and the lowest temperature during the same period reached about 23 degrees Celsius, meaning that they are lower than most of the interior governorates due to their occurrence in the Mediterranean climate. Trace this with the map of the following climatic regions.



“Matrouh Governorate suffers from the phenomenon of seasonal tourism, as tourists flock to the governorate in the summer, which represents the peak of the tourist season due to the reliance on the beach tourism pattern, while the tourist season remains low in numbers for the rest of the year, not commensurate

with the nature of the elements of tourist attractions in the governorate”. (Abdel Salam, 2020, P.135).

2.1.3) Natural Caves:

They are Cavities in rock structure extend either on Coastal Cliffs or below ground level, included in regions of limestone formations.

2.2) Second: Human and Economic Factors.

Tourism activity has now witnessed a remarkable Economic and Social Development, contributing to National income and effectively addressing the problem of unemployment through large numbers of people, especially at the age of young people. The direct Economic impacts are clearly demonstrated through income and tourism transfers, as well as on the creation of employment opportunities for young people.

“Tourism is considered one of the labor-intensive industries, in contrast to what is prevalent in other industries, in addition to the fact that the youth component of university and higher institute graduates represents the nature of employment associated with this industry, which helps alleviate the problem of unemployment in society”. (Ministry of Tourism, 1996, P.106).

“The Economic importance of tourism is also rising in some countries as a source of National income, and for some countries it is the first source, as the Tourism income of Mexico, for example, constitutes about 68%, while it does not constitute more than 18% of the income of the Arab Republic of Egypt”. (Kamel, 1995, P.18).

“Tourism is linked to the popularity of seventy industries and service nutritious and complementary, in addition to what it generates on the Results of Taxes”. (Gomaa,2000, P.17).

“Tourism, in addition to being a humanitarian phenomenon with Economic, Cultural and Human influences, has recently become one of the most important industries on which many countries of the world depend on, and is also an important manifestation of its promotion and progress and an indispensable basic means of propaganda and information”(Ismail, 2011, P.1254).

The following table shows the population distribution of two districts of Matrouh Governorate.

Table (4) Geographical distribution of the population of Marsa Matrouh and Siwa (urban/rural) 2016

Marsa Matrouh	Urban	74898
	Rural	23828
	Total	98726
Siwa	Urban	10948
	Rural	4015
	Total	14963
Governorate (Total)	Urban	139774
	Rural	83649
	Total	223459

Source: Central Bureau of Statistics, 2006

From the previous table, it is noted that the Urban percentage in Matrouh Governorate has reached 62.55%, and it is also noted that the Urban percentage has reached 75.8% of the total population of MarsaMatrouhcenter, while the Rural percentage has reached 24.2%.

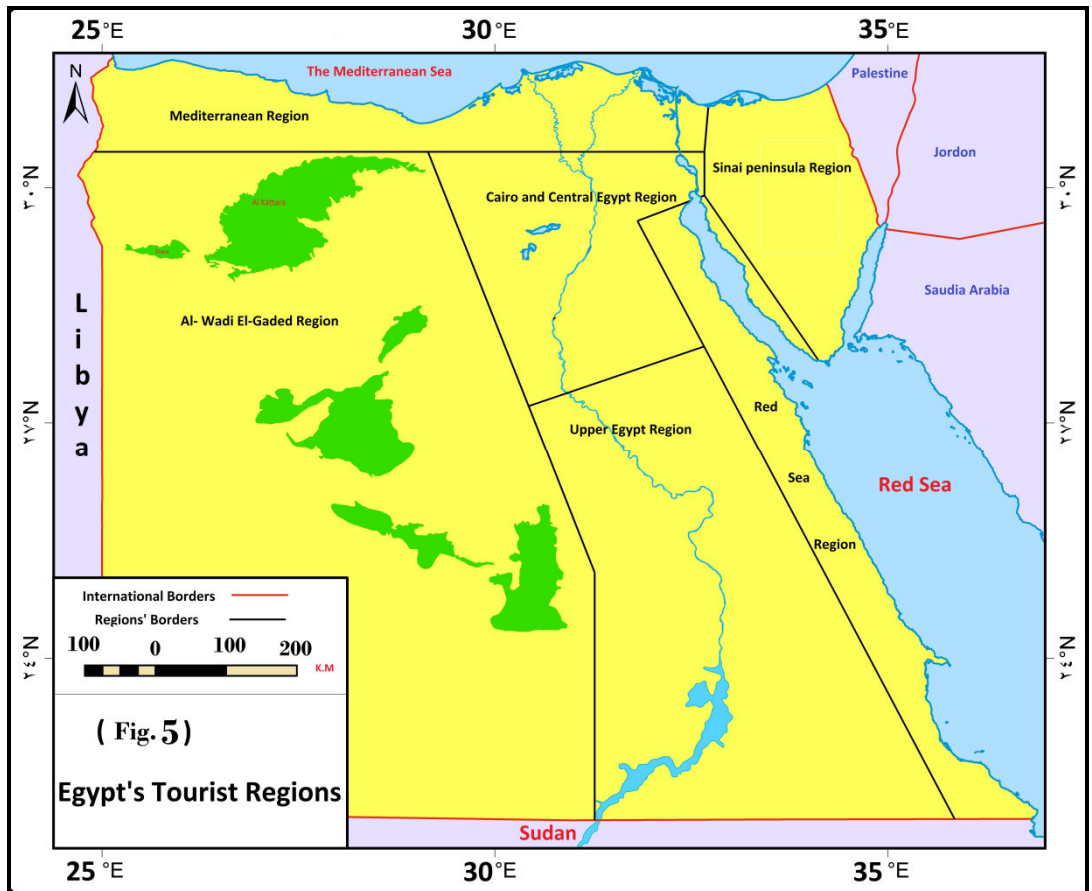
The following are the most important human factors that affect Heritage Tourism in the governorate:

2.3) Cultural Factors: (tourism visiting monuments and historical places).

This type of tourism is considered one of the most important purposes of tourism and traditional tourism, and is characterized by certain countries in the world, it is represented in visiting monuments and archaeological and historical places, and is considered the finest type of tourism as it attracts older people, intellectuals and scientists. Countries that sponsor this type of tourism must focus on antiquities and historical places, develop them and provide Integrated Services". (Al-Assali, 2016, PP. 46-47).

"Monuments are an important part of the World's Architectural Cultural Heritage, as the wide range of stone monuments includes modern historical monuments, stone buildings and structures". (Mohamed, 2013, P.166).

The individual's goal is to learn new customs and traditions, to watch art exhibitions, folklore performances and to visit the sites of religious and archaeological thresholds. (Al-Humairi & Al –Hawamdeh, 2006, PP.94,135).



2.3.1) Popular Folklore:

“Social and cultural life are the spirit and aroma of civilizations and the nature of people's morals and customs, where folklore and handicrafts of a local nature and religious rituals, the colors of purely local food and the colors of singing, music, folk dance, folk and local musical instruments, local industries, Bedouin housing models, winter poetry house and porters, are all relational environmental components in their characteristics, and characterized by originality”. (Al-Humairi& Al –Hawamdeh, 2006, P.135).

2.3.2) Psychological Factors:

“It is expressed by the personal characteristics and qualities that drive the individual to participate in tours to discover experience, increase knowledge, general culture and love of discovery”. (Al-Humairi& Al –Hawamdeh, 2006, PP.95).

2.3.3) Medical Tourism:

“Medical Tourism accounts for 5-10% of World Tourism traffic, including seawater treatment, climate use, mineral or hot water, sand burial, solar environmental treatment or old prescriptions”. (Al-Saeed, 2010, P.322).

“Medical tourism is also a type of tourism that generates a large income because the tourist's stay for treatment is medium or long, and his expenses are high, especially if the country in question has the ingredients for Medical Tourism“. (Al-Assali, 2016, P.41).

2.3.4) National Festivals:

“The last century witnessed the emergence of many cultural and folk festivals that represent the customs and traditions of people. Cultural festivals may reflect part of the regional, local and national system of society, and take their character and vocabulary from the system of that life society. The majority of these festivals have recreational features, they may include different events accompanied by musical rhythms, slavery and drumming”. (Al-Humairi& Al – Hawamdeh, 2006, PP.136-137).

2.3.5) Transport and Transportation:

“As for transportation as a component of the tourism infrastructure, this element represents a strong link between the destination and the tourist” (Abdel Hakim & El-Deeb, 1995, P.84.).

● **Main road axes in Matrouh Governorate: (General Authority for Urban Planning, 1991, P.1).**

There are five main road axes serving the governorate, which are as follows:

- 1) The axis of the coastal road from Alexandria to Marsa Matrouh and then Salloum, and it runs parallel to the Mediterranean Sea.
- 2) The axis of the Cairo-Alexandria Desert Road: It is connected to the previous axis, about 20 km from Alexandria.
- 3) The axis of the road that starts from the 76th kilometer on the Cairo/Alexandria desert road and runs to the northwest on the right bridge of Al-Nasr Canal.
- 4) The Marsa Matrouh / Siwa axis: it connects the Coast with the Southern borders of Matrouh Governorate, inside the Western Desert.

5) El Alamein / Bahariya Oasis Corridor: It serves the oil fields of the Western Desert, reaching Giza / Bahariya Oasis.

2.3.6) Prices:

“Low prices in a country push tourists to enjoy the services provided at the lowest prices, as well as the currency difference in conversion leads to the influx of tourists which leads to tourist spending”. (Al-Assali, 2016, P.34).

“The spending that tourists make on various tourist and non-tourist goods and services during their stay in the host country, is one of the most important factors affecting the tourism activity” (El-Roby, 1985, P.63) “and with the lack of detailed data in the field of tourism, this situation leads to depriving public official authorities and sector strategies, as well as limiting the ability of Companies working in the field of tourism to formulate sound planning for their business, and reduce social awareness of the importance of tourism as one of the elements of Economic growth as a major source of employment”. (Ministry of State for Environmental Affairs, 2007, P.13).

2.3.7) Employment:

“Tourism is a labour-intensive industry, as opposed to other industries, in addition to the fact that the youth component of graduates of universities and higher institutes represents the nature of employment associated with this industry, which helps to alleviate the problem of unemployment in society”.(Ministry of Tourism,1996, P.106).

“The total number of direct tourism workers in Egypt has evolved from 82,133 in 1982 to 263,600 in 1996, and the number of employees of tourism hosting institutions has evolved from 22,636 to 116705 in the same period, an estimated fourfold”.(Var & Imam, 2001, P.194).

Consequently, tourism activity has now witnessed remarkable Economic and Social development, contributing to National income and effectively addressing the problem of unemployment through large numbers of the population, especially at the age of young people.

The following table shows the distribution of hotels, tourist villages, guests, and their employees, as well as the revenues that accrue to the sectors responsible for them.

3) Problems facing the development of sustainable heritage tourism in Matrouh:

“The tourism industry in developed countries is enjoying a tremendous development and diversity in methods and means of performance, which has led to high Economic growth rates, but developing countries, including Egypt, continue to suffer from some problems to achieve a balanced share with their tourism components” (Hamdan, 2000, P.517). “With the lack of detailed data in the field of tourism, this situation deprives public officials and sector strategies, limits the ability of tourism companies to formulate proper business planning, and reduces social awareness of the importance of tourism as a component of economic growth as a major source of employment”. (Ministry of State for Environmental Affairs, 2007, P.13).

“The period from 2005 to 2010 witnessed the prosperity and growth of the Egyptian Tourism Sector, but the January 25, 2011, revolution and the subsequent violent and terrorist incidents led to the deterioration of the Egyptian Tourism Sector”. (Ministry of Culture, 2010, P.119).

Hence, Matrouh Governorate suffers from a low share of foreign tourism, despite its enjoyment of natural and human geographical advantages, with low prices for transportation and residence costs, as is the case with the Tourism Sector in Egypt.

The problems facing the development of Heritage Tourism in Matrouh are summarized in the following elements:

- Weak Tourism marketing and promotion in the study area.
- Heritage Tourism has been affected by political determinants, the most important of which is political terrorism, which lasted for more than two years, since the outbreak of the revolution of January 25, 2011, until the beginning of 2014.
- Heritage Tourism in the study area, like other Economic activities, was affected by the spread of the Corona disease, which prevented the movement of internal and external tourism from 2019 until the beginning of 2021.
- “The heritage buildings must be signed on the map of the area according to their classification according to their associated heritage value”.(Ministry of Culture,2010, P.29).

-“The natural factors represented by the climate and the underground water level contribute to the activity of weathering processes on the Archaeological Buildings” (Mohamed, 2013, P.172).

-“Problems related to the severe lack of infrastructure and the possibility of transforming the Matrouh study area into smart cities. The process of transforming cities into intelligence requires the development of smart vision, goals and strategies that are translated into projects, followed by the development of communications infrastructure (data and networks) to build a set of applications that will make the city intelligent”. (Al-Qadi & Al-Iraqi , without publication year, p.12).

- Problems related to the low level of Tourism services, whether in establishments or places of visit.

-The shortage of cadres working in the Tourism Sector in general and in Matrouh Governorate in particular, despite the expansion in establishing tourism schools and colleges, and government or private hotels.

- Egyptian tourism was negatively affected by the global crises, including the Russian-Ukrainian war.

- Lack of interest in training for local workers in the field of tourism, especially foreign ones, to keep pace with recent developments in tourism services.

- The necessity of expanding the Bedouin isolation resorts (of which the Bedouin village in Matrouh is a model).

4) Tourist attractions in Matrouh Governorate:

“Sustainable Cultural Heritage Tourism is an important tourism activity and will increase the capacity of the Tourism Sector to grow and prosper” (National Planning Institute, 2019, P.1).

“The largest rural communities - in the Egyptian desert - are located on the Northwest Coast, especially in its intermediate administrative sections of the coastal region (Matrouh - El-Dabaa) and the sections attached to the ancient floodplain (Burj Al Arab) southwards. Since most of the Egyptian Coasts are located in the main deserts of Egypt, so we find that it accounts for local summer tourism and provides facilities for international tourism, including the Northwestern Coast, which prolongs the stay period of tourists, and thus increases incomes from the Tourism Sector”. (Moselhi, 1991, P.18).

Tourism as a service Economic activity is one of the main activities that are concerned with the Cultural Heritage, thus identifying its main features and finding solutions to improve it. Heritage Tourism in Matrouh is a record of the history of the province and defines its cultural identity to date. Heritage Tourism in Matrouh increases the flow of tourism, thereby increasing the income and creating new jobs, by encouraging domestic and foreign investment.

There are many forms of Heritage Tourism in Matrouh, between physical forms represented in the Rommel Museum, the Bedouin village and the Mountain of the Dead in Siwa, as well as the scenic landscapes in its various regions, and intangible forms such as cultural and folk heritage and the holding of annual festivals.

Matrouh Governorate is characterized by its important historical character, as its antiquities vary from the Pharaonic era until the modern era. It is surprising that incoming tourism from outside Egypt is keener to follow up on any changes that take place in those areas than those interested in the field of Heritage Tourism than Local Tourism.

4.1) First: The most important heritage monuments in Marsa Matrouh:

“Marsa Matrouh and its immediate territory are one of the main development areas in the region because of its advantages, possibilities and mechanisms for supporting development throughout the North Coast “(General Authority for Urban Planning, 1991. P.1).

4.1.1) The Bedouin Village in Marsa Matrouh:

- **The idea of establishing a Bedouin Village:**

The idea of establishing the Bedouin village began at the beginning of 2003, when Sheikh Attia Sheta and his brother opened the village in 2016 in the presence of the project owners, representatives of the Ministry of Culture and some tourism companies, in addition to some tribal sheikhs in the governorate.

The researcher visited the Bedouin village and questionnaire was on March 26, 2019.



Figure 6. Entrance to the Bedouin Village

Figure 6 shows the entrance gate to the Bedouin village, which is about two meters in length, and about three meters in width. Above it is a sign with the name of the village written on it. As for the village wall, it is decorated with colorful drawings that show what it is rich in.

- **The location of the Bedouin village:**

The Bedouin village is located about 7 km West of the city of Marsa Matrouh, and therefore the center of Marsa Matrouh is in the middle of 6 centers in the governorate, 3 to the East of it, which are (Al-Hamam-Al-Alamein-Al-Dabaa).

And three to the West of it are (Nujaila – Sidi Barani - Salloum), and to the South of them lies Siwa, and therefore the location of the Bedouin village is distinct in relation to the center of Marsa Matrouh in particular and to the Matrouh governorate in general, and this led to its easy access, making it one of the most important ingredients for the success of any Economic project.

One of the most important factors in choosing the location of the village is that it is within the property of the owner of the idea of establishing the project and that it is located on the road to Agiba Beach, which is the most famous beach

in Matrouh Governorate and the entire Northern Coast, in addition to its proximity to the hotels of the city of Marsa Matrouh. In spite of this, the Bedouin Village suffers from the lack of interest of the governorate and the Ministry of Transport to put up guiding boards that inform tourists of the distance and directions for the village, while attention is focused only on beach tourism.

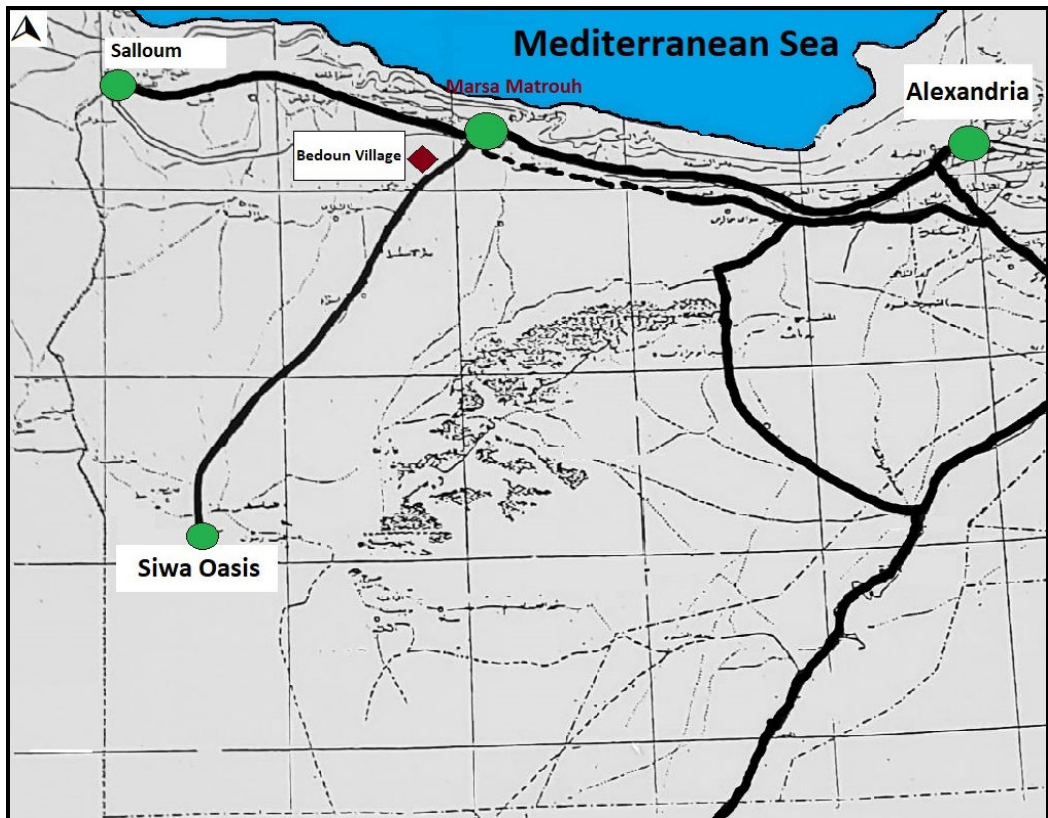


Figure 7. Location of the Bedouin Village

- **The area of the Bedouin Village:**

The area of the Bedouin Village is 12,352 square meters, and it takes a semi-regular geometric shape closer to a rectangle, its average length is about 154.4 meters, which represents the depth of the village from its main entrance to the interior, while its width is about 80 meters and represents the front of the village on the main road.

The village will be expanded in the future with an estimated area of five acres within the property of the village owner if the number of visitors to the village increases, especially as it represents the Bedouin Heritage Village which is the only one in the county.

- **E. Marketing to visit the Bedouin Village:**

There is no - so far - a website for the Bedouin village that displays everything that is new in the village or shows videos of the most important festivals held in the village, which is one of the most important types of tourism in the village in addition to visiting the Salt Cave. This specialization gives the project great importance. However, it is the Ministry of Culture that serves the village by promoting it through the Ministry's Website, especially with the lack of facilities provided by the Ministry of Tourism, the most important of which are licensing problems, as well as the great neglect of the governorate and local media in spreading the celebrations that are held in the village.

- **The prices for entering the Village:**

The prices of entering the Bedouin Village vary for Arabs and foreigners, while the prices are fixed for Egyptians, here are the village entry prices:

- Egyptians: 20 Egyptian pounds.

- Arabs: from 50-100 Egyptian pounds or its equivalent, according to the tourist season.

- Foreigners: from 100-150 pounds, depending on the tourist season.

The average number of visitors to the village ranges from 10 to 50 people, depending on the tourist season, but there are discounts offered for group reservations (tourist groups). The percentage of Egyptians coming to the Bedouin village is almost equal to non-Egyptians (Arabs and foreigners). And the most foreign communities delegated to the village are Europeans from Italy and Greece. After the completion of the next expansion by adding 5 acres (previously referred to), rooms will be established for the accommodation of tourists.

- **The seasonality of the visit:**

- The seasons of visiting the Bedouin village for Egyptians and non-Egyptians vary during weekdays as follows: The days of Egyptians' visit to the Bedouin village are concentrated on three days of each week (Thursday, Friday, Saturday), and they represent weekend holidays for many state workers in the public and

private sectors. As for the non-Egyptians (foreign Arabs), the visiting days are concentrated between the days (Sunday to Wednesday), and there are no daily holidays during the week.

- The seasons for tourists visiting the village during the months of the year also vary as follows: The most attractive months for Egyptian tourists are (July-August), which represents the summer school vacation period. As for non-Egyptians, they wish to visit the village in the autumn and early winter season (October-November-December). There is an annual holiday during the months (January-February), during which maintenance works are carried out (rehabilitation of internal roads - restaurant - attention to afforestation - restoration Fences - salt cave.

- **The meals provided:**

The employees of the Bedouin village restaurant provide lunch, which are types of popular food that the governorate is famous for and including pigeons, and the average value of the lunch is approximately 200 Egyptian pounds or its equivalent in other currencies.(Fig.8) shows a pigeon tower located near the back wall of the village, where large numbers of pigeons are raised, which is one of the most favorite meals in the village.



Figure 8. Pigeon Tower in the Bedouin Village

- **The workers in the village:**

The number of workers in the Bedouin village is 8, and they are from Matrouh Governorate

- **Village Zoo:**

An interior area of the Bedouin village has been allocated to create a mini-zoo that includes (7) species of birds and wild animals, and the number will be increased with the new expansions, some of these animals are local (such as the gazelle), and from non-domestic and imported birds (the peacock).

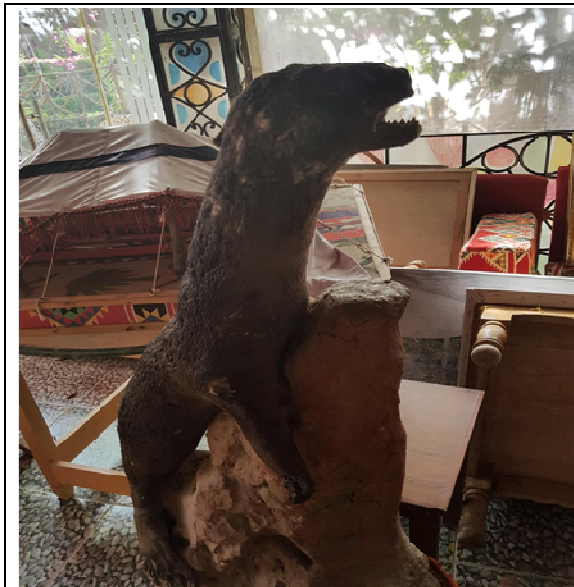


Figure 9. A model of a stuffed animal in a Bedouin Village

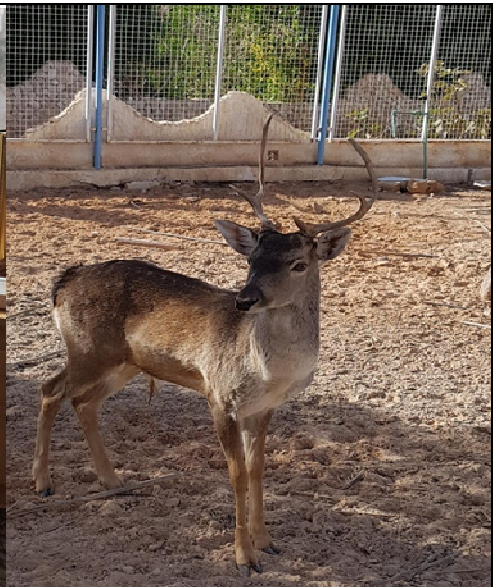


Figure 10. The mountain antelope in the Bedouin Village garden

Figures 9 & 10 illustrate some of the animals in the village. **Figure 9** shows the wild deer, which is of great importance in the governorate, especially since the image of the deer is the symbol of the governorate and appears on its flag. An area of land in the village has been designated as a zoo with several animal species. As for the **Figure 10**, it represents a model of one of the stuffed animals and **Figure 11** shows a peacock with colorful feathers, and many tourists are keen to take pictures of it.



Figure 11. Peacock bird in the Bedouin Village garden

- **Bedouin Artifacts Gallery:**

In the village there is an exhibition for the sale of Bedouin handicrafts, including woolen artifacts of clothes and bedspreads, in addition to decorative utensils.

4.1.2) The Salt Cave

The area of the salt cave is 300 square meters, and it cannot be expanded, and the owners of the project believe that the space is large and sufficient, to accommodate all tourists, and the Salt Cave is renewed every year during the annual stopover (January and February) of each year. The cave contains about 10 tons of crushed rock salt purchased from Siwa, where the average price of a ton of rock salt is 500 Egyptian pounds. The function of the salt cave, as mentioned by the executive director of the Bedouin village, is to treat about 18 types of diseases, including: thyroid, psoriasis, arthritis, sinusitis, asthma, eczema, in addition to cases of anxiety (negative energy), allergies, colds, flu, congestion, ear infection, fever and rhinitis. It is a unique experience that aims to cleanse the human body of toxins, revitalize the body and enhance the general health of the body through inhaling raw salt dust that cannot be seen with the naked eye. This

cave was established by experts in physical therapy technology, and it was established below the level of the village land. This type of treatment is old and well-known in Europe, and sick cases are received from one in the afternoon until the evening period decided by the village administration, where each patient is assigned 5 continuous sessions for 45 minutes each day (in exchange for 75 Egyptian pounds), during which the patient relaxes on a chair and can plant his feet or parts of his body inside the coarse salt in the floor of the cave, and then inhaling the salt pod to treat respiratory diseases, and contacting salt with salt is useful in treating skin diseases and allergies. There are straws in the cave and air conditioning commensurate with the space of the cave and those who frequent it.(Fig.12) shows the salt cave in the village (The researcher visited the Salt cave on March 26, 2019).



Figure 12. Salt Cave in the Bedouin Village of Matrouh

4.1.3) Cleopatra Bath:

One of the most famous tourist attractions in the province is a rock in the Mediterranean Sea about 50 meters from the beach. It is a private bath of Queen Cleopatra VII, the last king of the Macedonian family that ruled Egypt from the death of Alexander the Great in 323 BC until the occupation of Rome in 30 BC. It houses some of the excavations of the Antiquities Authority, and this bathroom is located in the middle of the water and can be accessed by passing a set of rocks, and its importance has increased during the last quarter century after being taken care of by the operators of the beach tourism sector in the Governorate.

4.1.4) Egyptian Fleet Museum:

This fleet was established during the Ptolemaic Era and the remains of its ruins are still found in the lake just west of the port.

4.1.5) Coptic Church:

That church was established in the early Coptic Era and has archaeological inscriptions (icons), and that church is called (Marina Monastery) and it is located 65 km west of Alexandria.

4.1.6) Temple of Ramses II:

This temple was discovered in 1942, and this temple includes many inscriptions written in the ancient Egyptian language (hieroglyphs), and the credit for the discovery of this temple is attributed to the Scientist Labib Habashi, may God have mercy on him.

4.2) Heritage Tourism in Al-Alamein Region.

“Tourism is an industry intertwined with many industries and services that feed and complement it, so the revival of tourism leads to the recovery of all these industries and services, estimated at about 52 industries and in some studies estimated at 70 industries” (Ecladios, 2001, P.191).

Al-Alamein Area is a worthy place to visit in Matrouh Governorate, as it includes the tombs of World War II soldiers and officers, including those of the Commonwealth, Germany, and Italy, as well as the War Museum, which shows the course of the Battle of Al-Alamein.

Many tourists, especially Europeans, visit Al-Alamein, although these visits are concentrated in October each year during the annual celebrations in Al-

Alamein city for victims of the first and second flag battles in the presence of representatives of the Axis countries, allies and delegations from other countries.

The Governorate has been interested in establishing high-end infrastructure in the field of paving roads and water and electricity systems, especially the Coastal strip, and is trying to reach the interior despite the presence of millions of mines laid during that war, and Egypt is striving to access mine maps through the countries participating in World War II to provide modern equipment for the clearing of these lands under the supervision of the Ministry of International Cooperation for those areas, which covers an area of about 175,000 acres (Mines and Remnants of that war).

4.1.1) Rommel Museum:

Matrouh Governorate is very interested in the development, growth and revitalization of the Rommel Museum, which reflects the events of World War II, which used the Alamein area as part of that war. This museum is known as Rommel's hideout as a cave carved into rocks to draw up World War II plans.

Through his field study at the Rommel Museum, the researcher recorded several illuminated photographs indicating that Rommel was leading the battle himself with his soldiers on the battlefield directly rather than through an operating room. The researcher also witnessed the presence of a modern statue made of porcelain to the right and placed inside a small cavity on the wall manufactured by a number of technicians at the Military Museum of the Citadel (Cairo) and included in the museum. In the museum's half, there is a compass, a Rommel coat, a Nazi flag, and a box, as well as six maps of sites on the Northwest Coast of Egypt and areas of Libya that were used during the war.

The museum also contains a wood model of Rommel's office with two illuminated maps, in addition to a number of helmets for German soldiers and officers, and a copy of a German newspaper yellowed by the time factor, and when exiting the cave there is another cavity in the wall containing models of German tanks and aircraft, and at the end of the corridor there is a photograph of the German commander Rommel and next to him his own dog, which is said to have preceded his execution about a month ago⁽¹⁾. (Fig.13) shows the entrance to Rommel Cave in Matrouh Governorate, who was a commander of German forces during World War II and was drawing battle plans from inside.

(1) The researcher made a field visit to the study area from 22-28 March 2019 during the scientific trip to the Geography Department at Menoufia University.

4.1.2) Commonwealth Cemetery:

This cemetery is located south of the paved road in front of Al Alamein tourist rest house. It includes 7,367 cemeteries of victims from Britain, New Zealand, Australia, the Union of South Africa, Greece, France, India and Malaysia, who are buried in individual cemeteries. While there are the names of 11,945 soldiers whose remains were not found, some of them were written on the walls at the entrance to the tombs.



Figure 13. Entrance to Rommel Cave in Matrouh Governorate

4.1.3) German Cemetery:

The German's Cemetery was built in October 1959. This Cemetery is located about 3 km west of the Al-Alamein Rest House. It overlooks the Mediterranean Sea, where it is located on a high hill. The number of victims of that cemetery is estimated at approximately 4,280 people. It was designed by a German engineer named Robert Tesegler, who divided it into 8 rooms, including

7 rooms, each containing 600 soldiers, and the eighth was allocated to the 80 unidentified soldiers.

4.1.4) Italian Cemetery:

“Located 5 km West of the German cemetery, the Italian cemetery is technically and architecturally luxurious than other tombs in the two flags. The cemetery houses a chapel, a mosque, a museum, and a tourist hall called the Memory Hall, with an estimated 4,800 victims, not to mention the estimated 38,000 victims swallowed up by the Mediterranean”. (Matrouh Governorate, without publication year, P.10). The tomb was designed by Italian engineer Paolo Kashia on January 9, 1959.

4.1.5) Marina Alamein Museum:

With an area of approximately 800 square meters, the Egyptian government established it with the participation of a group of countries including the United States of America and Poland in 2003, and includes approximately 500 artifacts containing statues, pottery pots, bronze coins and remains of Ancient Buildings.

4.3) Third: Heritage Tourism in Siwa Oasis.

4.3.1) Oasis of Siwa:

-Siwa (Shali) - in the Pharaonic language - is one of the cities in Matrouh Governorate, located at +17 m above sea level. Despite its ancient civilizations, Heritage Tourism does not enjoy the same type of recreational beach tourism in the governorate. The Oasis has its own customs, traditions, and dialect that made it an important factor for internal and external tourist attractions as well.

-The Oasis has other attractions such as palm trees on the sides of fresh and salt lakes and sand dunes, in addition to the presence of many ancient cities built of mud, and a number of them remain immortal until now since the Greek, Roman and Pharaonic times. Due to the location of the Oasis within the Western Desert, its continental climate makes it difficult to visit it during the harsh winter months and extremely hot summer, and therefore the direction of movement is during the two Moderate Seasons (Spring and Autumn).

-The number of shops at the entrance to the Oasis has increased, both to serve the people of the Oasis, as well as to serve the tourists coming to the Oasis, in addition to cafes. There are also many hotels, pharmacies, a post office and an Oasis hospital. The Ministry of Communications has also provided the main

mobile network services (Vodafone - Orange - Etisalat), but the signal strength disappears whenever we head outside the oasis through the surrounding Western Desert.

- The Oasis is famous for the presence of the Temple of Amon - Greek in origin.
- The East of Siwa city, which was buried there according to the ancient Egyptian religion.

4.3.2) Mountain of the Dead:

This mountain includes many Pharaonic tombs, which are likely to belong to the 26th Dynasty, carved in the rock, (Fig.14) was taken from the top of the Mount of the Dead in Siwa on March 24,2019, which is the highest point in the Oasis, and includes many ancient tombs dating back more than 3000 years. The Oasis is also characterized by white sand, which is used for sand baths to treat many skin diseases and rheumatism, and the white sand is one of the most important areas of natural heritage in the governorate.



Figure 14. From the top of the mountain of the dead in Siwa Oasis

-The most important springs in the Oasis: among the most important natural springs in the Oasis are Hammam Cleopatra, Ain al-Arayes, Fintas, Mallol and

Hamwat. They are sulfur springs that is distinguished by their unique chemical composition for the treatment of digestive and respiratory diseases and skin diseases (such as vitiligo). The eyes are also one of the most important natural heritage areas in Egypt in general and in the Matrouh Governorate, in particular.

5) Results of the Study:

- Activating the role of popular participation, especially the private sector, in tourism investment.
- Providing support to the owners of tourism projects, especially heritage, by reducing fees and taxes.
- Putting guiding signs on the main roads to show the distance between cities and those tourism projects.
- Interest in defining the places of Heritage Tourism in Matrouh through the educational curricula for the different educational stages.
- Expanding the sending of student trips to heritage areas, where the students develop the National Belonging.
- Expand the decentralization of tourism, especially in the border governorates, including Matrouh.
- Raising the Societal Awareness of the culture of coexistence with the desert and adapting it to Sustainable Development.
- Encouraging the private sector to invest in the transport sector, which represents the most important infrastructure services needed to activate Heritage Tourism in the governorate.
- Working on many new methods to strengthen the relationship of the tourist with the various elements of tourism.
- Preventing the practice of any work that negatively affects the places where tourists are located and that leads to the presence of a source of pollution, whether audio, visual or sensory.

6) Recommendations of the Study:

- The role of localities should be activated in following up on tourism projects in Matrouh Governorate.

- Achieving financial decentralization and providing support for tourism projects in the governorate, as it is the main factor for the success of tourism projects and the achievement of sustainable development goals for those projects.
- The state provides basic infrastructure at cost prices only, to be collected over a period of at least ten years.
- Recording Matrouh Governorate within the World Heritage Lists, such as Cairo, this was registered in those lists in 1979.
- Providing qualified human and financial resources to preserve the heritage in the governorate and protect it from demolition, removal or tampering with heritage areas.
- Preventing urban expansion in heritage areas and applying the laws of nature reserves to those areas through a comprehensive inventory of heritage buildings and museums and documenting that information in an advanced electronic system.
- Establishing development plans aimed at developing the tourism e-marketing in the governorate in a scientific manner locally and globally, and major companies specialized in this field, even if it is required to seek the assistance of expertise from outside Egypt in this field.
- Thinking about implementing the project to connect the Nile water to Matrouh governorate, as it was connected to Sinai through Al Salam Canal, and it is called Al Salam Canal 2, to reach El Dabaa and from there to the city of Marsa Matrouh.
- Making development plans that reduce the expected damage with the rise in sea levels in the coming years due to expected climate change.
- Addition of a course for students in schools entitled (Tourism in Egypt), which includes a tourist atlas of the Egyptian governorates, and the maps, figures and digital data inside are classified according to the types of tourism, provided that the data is renewed every three years.
- Providing support from the Ministry of Youth for educational trips to raise the national sense of Archaeological Sites.

- Provide libraries (to view photos and videos) for documentaries through the use of information technology and the Internet, through which the tourist can identify models of the areas to which he or she can go.
- Stimulating domestic, Arab and foreign investments in tourism, particularly (Heritage Tourism).

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