

**Adopting tracks with activities as a plan for managing  
visitors Heritage areas to achieve sustainable tourism  
"A case study in the old city of Rasheed"**

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**Abstract:**

Many heritage sites in Egypt were exposed to development threats, as a result, these areas were unable to Resilience and standing in front of Developmental variables .Historic city centers in the Middle East Suffer from lack of urban planning and sustainable heritage management and located under economic and social pressure changes. This impact is Noticeable on, both its natural and constructed aspects, where the low cultural awareness of the importance of the heritage component in these areas led to misuse, in addition to the unplanned demolition or replacement. The population increase led to Low level of services and increasing the burden on the infrastructure as well as the surrounding environment, which led to changes in the components of the natural environment such as air, soil and water, beyond that affected the built heritage environment.

With the global trend to preserve cultural, heritage, and civilizational - the early seventies of this century - the governments became interest in preserving and conservation heritage as an economic resource of high value that can be exploited and managed in order to achieve the principles of sustainable development approved by the United Nations and endorsed by the Egyptian state in its 2030 development plan. This research investigates and highlights the intrinsic value of heritage conservation in building a sustainable society; from an environmental, economic, and social perspectives. This research is applying the sustainable administrative method to heritage center city of “rosette”, and consider heritage trail activity as A key factor in the success of the visitor management plan.

**Key Words:**

heritage tourism; visitor paths; sustainable management of heritage areas; economic resources; billing environment; sustainable cultural “Heritage” tourism

### **Introduction**

Egypt is a developing country with limited industrial capabilities. Depend on its economy on natural, historical and heritage resources. It is not enough for Egypt, with its natural and cultural built Fortunes, to have only seven sites listed on the World Heritage List and thirty-two on temporary list. UNESCO threatened - after the January 25 revolution - By deleting six of the sites included in the list due to their exposure to direct threats due to insecurity, pollution and mismanagement of these sites (UNESCO, 2013; Daily News, May 20, 3013), which led to a decrease in the number of tourism and a change in its quality as a result of the lack of services and security in these areas, as well as the absence of a mechanism to promote and exposure to it.

The efforts of the new stat came to remedy these problems, as a desire to preserve its wealth and resources, but those efforts were insufficient for a number of reasons, some related to the lack of development plan of those areas, others beyond its control, such as development pressures, social changes, global economic changes, political orientations, etc....., which caused the consumption of cultural heritage assets the main resource for tourism in Egypt. In country like Egypt, rich with this amount of cultural site and architectural production, we must adopt a clear management plan for all heritage areas that approved by “The Supreme Council for Planning and Urban Development “according to Law 119 of 2008 “.

Does managing heritage areas as an economic resource in a sustainable way can be a tool for preserving cultural and historical heritage sites and help registering new areas on the World Heritage Lists??

The question is: does implementation of a visitor management plan which approved by many researches is sustainable tool in itself? to promote sustainable heritage tourism (SHT) In historical sites?? Or it depends on the local activities and hand crafts distributed on the trail Associated with Visitor management plan? Is making paths rich with attractions point and artisanal activities what promotes sustainable tourism in heritage areas??

By increasing economic returns and drawing the world's attention to the importance of heritage sites, tourism can be a positive force for world heritage preservation. For centuries cultural sites have “exerted great influence” upon our lives as they represent a “unique artistic achievement” and “illustrate a significant stage in history” that holds “exceptional testimony to civilizations which have disappeared” (Drost, 1996: 480).

### **Context**

The paper adopted a theoretical and analytical methodology aimed to collecting data and verifying literary terms for the subject under study in order to provide a practical tool to enhance the sustainability of heritage areas by using the stages of the sustainable management and its process then applying that to the paths which linking the different sites in the tourist destination, It works as a proactive approach to preserve these sites and put forward a visitor management plan based on the idea of “ heritage activities paths” that are based on the analysis the attractions elements in each sites, and population activities to inhabit them along the path, to create an economic boom that aims to conserving the sustainability of the area and enhance its resilience.

This will be done by defining the concepts of sustainable tourism, its objectives, the most important elements of sustainable management, and the itineraries “trails” of tourism trips. How to apply the standards of the global sustainable tourism council “GSTC” for Destinations to the itinerary’s “trails”. What are the available heritage resources? How should we deal with it through the sustainable development goals? How we can find Criteria to draw activities paths support the different sites of the tourist destination, support local resources, and enhance the value of the local community.

### **World Heritage Sites and Sustainable Tourism Development Goals**

Egypt signed and ratified the World Heritage Convention of 1972 with 127 countries, with the commitment of all member states to do all efforts to preserve their heritage sites under the supervision and control of UNESCO, UNESCO issues a list of World Heritage sites (WHS) is the most unique and exceptional universal values based on its historical, scientific, aesthetic and cultural characteristics. after the inclusion of any site on the World Heritage List, it gives the privileges of registration and information about it, which increases exposure to it and increases its importance to the international community, which means more tourist attractions and more revenue if it is monitored and managed in a good way, in addition to benefiting from UNESCO's expertise in conservation and financing operations projects in those areas.

The main problem in preserving the built environment with its heritage value be in the economic and social pressures that population suffers from, without finding a mechanism to control it, which leads to pressure on the value areas in a movement like stifling the breaths to try come out with the greatest benefit for stakeholder and residents in these areas Without the slightest awareness of its true value.

The existence of a conscious administrative system based on the balance between the three dimensions of sustainable development will lead to the preservation of these areas and raise the quality of life for their inhabitants, and thus increase their resilience and continuity, which is what the goals of sustainable development aim at.

In view of the increasing global demand for heritage and environmental tourism, we find that there are great opportunities to investment in this field. While preserving natural resources and build environment, retain the real estate assets that constitute the exceptional global value of these areas,

The development goals set by the United Nations and the idea of sustainability which all countries have committed themselves through several axes targeting the human - the environment - the economy. It make global change towards resources, especially heritage and cultural resources. In the field of tourism and heritage, we find that the” 2030” sustainable development plan - target 8-9 of the sustainable development goals - aims to “develop and implement policies aimed at promoting sustainable tourism that provide job opportunities and enhance culture and local products by 2030.

Adopting a management plan aimed at raising revenues only and improving the economic situation would destroy the assets of heritage sites, removing them from the focus of global attention, delaying the registration of new areas, depleting cultural resources, and deviating from the original purpose of sustainable development, which is continuity of the originality and enhancement resilience and The ability to withstand of these sites.....!!!, the solution then is to adopt a tool to manage heritage local activities depends on the concept of heritage tourism and special capabilities of the local population of those areas to achieve sustainability for the local community, and try to integrate the cultural heritage with the natural heritage, distribute these activities on visitor paths and public spaces through the visitor management plan towards different attractions point .

Tourism is one of the fastest growing industries in the world and an important source of foreign exchange and employment, while closely linked to the social, economic and environmental well-being of many countries, especially developing countries.



**✚ sustainable cultural "Heritage" Tourism (SCT) An Approach to Preserving Historic Sites in Egypt**

**• Definition of sustainable tourism**

The World Tourism Organization and the United Nations Environment Program define sustainable tourism as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, and the environment and host communities”

In addition, they say that sustainable tourism "refers to the environmental, economic, social and cultural aspects of tourism development, and an appropriate balance must be struck between these three dimensions to ensure its long-term sustainability."

The importance of sustainable tourism is also highlighted in SDG target 12.b. which aims to “develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products”.

In the outcome document of the Rio Conference, in paragraph 130, tourism is defined as a significant contribution to “sustainable development in its three dimensions” thanks to its close relationship with other sectors and its ability to create decent work and business opportunities.

Thus, Member States recognize “the need to support sustainable tourism activities that It ensures the observance, conservation and protection of the environment, the observance of wildlife, plants, biodiversity, ecosystems and cultural diversity and the improvement of the living conditions and livelihoods of the people of local communities by supporting the local economies of those communities and the human and natural environment as a whole and building capacities in this field. Member States also “call upon” to strengthen support for tourism activities sustainable and related capacity building activities in developing countries, in order to contribute to achieving sustainable development “The sustainable tourism “It refers to the environmental, economic, social and cultural aspects of tourism development, and an appropriate balance must be struck between these three dimensions to ensure its long-term sustainability.

in paragraph (131) Member States are encouraged to “promote investment in sustainable tourism, including ecotourism and cultural tourism, by ways that may include the establishment of micro, small and medium enterprises and access to finance, including through microcredit initiatives for the poor, indigenous peoples and local communities in high-potential areas.” Great for ecotourism.” In this regard, Member States also stress “the importance of developing appropriate guidelines and regulations, where necessary and in accordance with national priorities and legislation, with a view to promoting and supporting sustainable tourism.”

At the Johannesburg Summit, the launch of the “Sustainable Tourism - Eradication of Poverty” initiative was announced. This initiative was initiated by the World Tourism Organization in cooperation with the United Nations Conference on Trade and Development, with the aim of developing sustainable tourism as a force for poverty alleviation". And sustainable tourism refers to sustainable practices in the tourism industry, which is an ambitious way to recognize all positive and negative tourism effects alike and aims to minimize negative effects and maximize positive effects. Environmental on shrines, “Sustainability is the main ideology behind preserving historical and cultural heritage for present and future generations" (Chhabra, 2012)

• **definition of sustainable cultural tourism “Heritage” (SCT)**

When defining cultural tourism, we find that it is an integral part of heritage tourism, as the cultural stock of peoples- over time- constitutes the heritage that paints a specific picture for each people separately, and it is one of the most growing international tourism markets, Heritage is one of the most important tributaries of tourism, as the high turnout of tourists to heritage sites made this type of tourism constitute about 10% of the global tourism movement. The relationship between tourism and heritage is close relationship that cannot be ignored if we want to achieve sustainable development for both parties.

Because of that we consider The Cultural tourism or heritage tourism is the branch who take care about the site heritage culture, defined by the National Trust as “the experience of traveling to places and activities that represent the authenticity of people’s stories from the past and the present that include history, culture and natural resources”. The basic idea on which heritage tourism is based is to preserve the tangible and intangible heritage and local culture, share it with visitors, and reap the economic benefits from tourism. Perhaps the greatest benefit of cultural heritage tourism is to increase the opportunities available to diversify the economy and the ways of economic prosperity on which the host communities depend, through the development of cultural resources and traditional crafts, by creating a balance between the tourism sector and the rest of the sectors (economic, social, environmental).

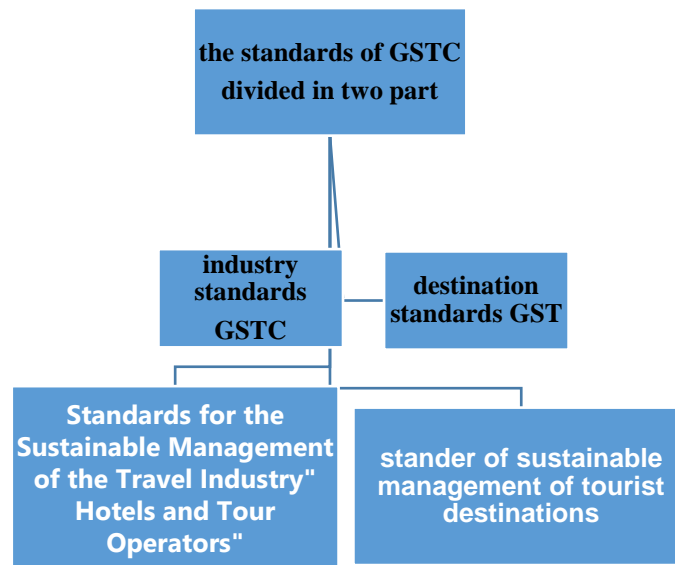
- **Global Sustainable Tourism Council (GSTC)**

“GSTC “Prepare serves standards as a global standard for sustainability in travel and tourism. The standards are used for education, awareness, policy-making for companies, government agencies and other types of organizations, measurement and evaluation, and as a basis for obtaining Certificates It is the result of a global effort to develop a common language around sustainability in tourism and is arranged in four pillars:

- sustainable management
- Social and Economic impacts
- cultural impacts

- Environmental impacts (including resource consumption, reduction Pollution, preservation of diversity biological and landscapes) (4)

Standards of GSTC has been built on decades of work and previous experience around the world, it takes into consideration many sustainable tourism guidelines and criteria from every continent and through its development processes, it has been consulted extensively around the world in both developed and developing countries, The standards were designed and developed to comply with the Alliance Standards Setting Code" ISEAL", ISEAL is an international non-profit organization that codifies best practice for the design and implementation of social and environmental standards initiatives.

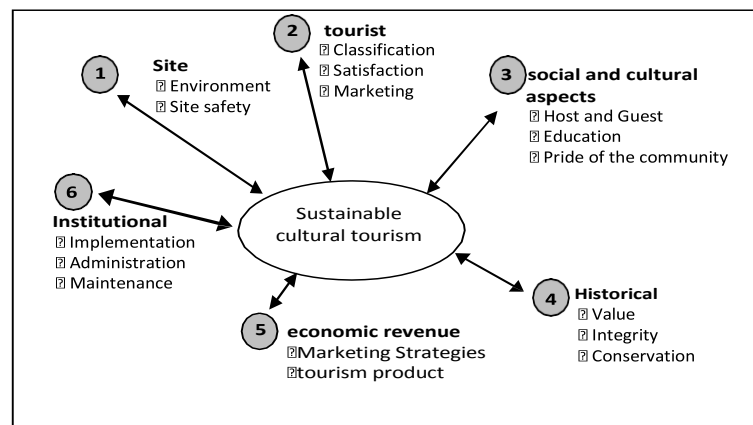


- **destination criteria GSTC**

Standards are the minimum, not the maximum that businesses, governments and destinations must meet to deal with social, environmental, cultural and economic sustainability. Since each tourist destination has its own culture, environment, customs and laws, the criteria are designed to be adapted with local conditions and supplemented by additional criteria for the location and activity.

Where Cultural and heritage tourism has become one of the most growing international tourism markets with increasing global interest in natural and built human heritage sites and with The United Nations growing interest of applying the goals of sustainable development to local communities without compromising their fundamentalism, it's become an urgent need to find an administrative tool that link local activities with the economic returns of the population while preserving The exceptional value of a World Heritage site or which will be registered. And this tool must address the impacts of Unexpected Development in heritage sites and attraction culture point.

in 1976 the basic awareness was directed to the importance of promoting cultural tourism, as the Charter of Cultural Tourism was adopted by ICOMOS In the presence of 18 international organizations follow appear concept of sustainable culture tourism (SCT)Through natural evolution of the concept of sustainability And reshaping the concept of cultural tourism in order to deal with contemporary relations and the global industry we live it now “There is a need for an approach that can combine heritage conservation, monitoring of tourism flows, and management of the social transformation expected to affect the host communities of these historic heritage sites.” (Barre, 2002) Therefore, in this research, we try to find an approach to develop activities along the paths between sites, keep it authenticator local communities and Harmonizes its development with authenticity through activities and crafts to generate revenue, raising its economic level .The research looks at the application of the concept “sustainable cultural tourism” which is “often seen as the key generator of the necessary resources needed to preserve and improve cultural heritage.”( chiabai et al,2013 ).



- **The Dimensions and Standards Necessary for succeed development sustainable cultural tourism**

Based on the definitions of the World Council for sustainable tourism and what came out of it later, we find that there are dimensions that have been approved by the Permanent Committee for sustainable tourism it must be consider when studying cultural tourism destinations in order to enhance sustainability and its success, which are:

**The first dimension: the location**

The location is the main and normal attraction of the tourist destination it should worked as economical resource, and Provide sustainable development, helps for larger Preserving cultural diversity, originality, feeling proud of local component Based on its culture and civilization (Skoglund and Svensson, 2010) because of given sites characteristic, historical, scientific and aesthetic qualities, the world heritage sites have universal value. However, the natural and environmental aspects of the site should be considered broadly, respecting its sustainability and treating it as a set of natural laws that direct us to use its resources to meet current and future needs.



**The second dimension: the tourist**

The tourist is the essence of any tourist activity, there is simply no tourism without a tourist and at the same time the tourist is the one who consumes the resources of the tourist destination. The ability to target the right tourist to the tourist destination is an essential step in the way of achieving the required sustainable tourism and in our case the target tourists are the educated tourists. The second step comes and is to start the process of education, guidance and awareness even before reaching the tourist destination, using all possible means. For that, Sustainable cultural tourism must call to a comprehensive vision, marketing and display bear the largest part in reducing the effects of negative and bring the effects positive.

The identification of the various current tourism patterns and use suitable market strategies and Effective to target the Cultural tourist is the essence of sustainable tourism.(Chiabai et al., 2013)

**The third dimension: socio-cultural**

The "socio-cultural" aspects of the destination constitute its cultural heritage as one of the main sources of tourist attraction also the diversity and safety of local communities. Local peoples and authentic communities have a vital role to play in preserving their identity, culture interests and their active participation in promoting sustainable cultural tourism. (Keitumetse, 2011)

In the era of globalization and the open world, the success of a tourist destination depends on its ability to maintain the elements of authenticity and safety, while meeting international standards in terms of quality of services, accommodation, professionalism and cleanliness. (Barre, 2002)

Cultural and heritage tourism is about experiencing a new life Outside the regular style and far from the normal life of the tourist, to live and enjoy a different social and cultural experience, and with all this we should preserve local cultural heritage and the cultural status of the indigenous traditions of the host communities and prevent them from facing any form of cultural shock Therefore Education and orientation is Become very important for maintaining the integrity of the cultural heritage of the host community which increases pride among the indigenous people for their values, customs and traditions.

**The fourth dimension: historical**

The historical origins of the destination are one aspect that give aesthetic properties and universal value, the tourist attractions site that contain historical point or buildings must be clarify those point and building This classification as a means of attracting more tourists and on the other hand can provoke conflicts between locals and foreigners and between the current and future generation in meeting economic and social needs under the requirements of conservation. Certainly, we must balance between preserving originality, value and meeting the requirements of local society, with taking into account the rights of guests and future generations.

**The fifth dimension: Economy**

The economic growth of most developing countries is the main reason for the determination to build a sustainable tourism because it depends on a local product Low cost, coming from heritage and culture.... Striving to create income-generating jobs, better life, and necessities to citizens, are all serious matters to build various types forms of tourism all over the world., " Historic and cultural sites should act as an economic factor, provide sustainable development and also help maintain and increase the cultural influence of the country. (Barre, 2002: 127)

The economic benefits for the large number of tourists are remarkable However, in the case of sustainable cultural tourism, appropriate marketing strategies must be adopted targeting the appropriate cultural tourist, and compromise must be reached between the economic community's pursuit of the tourist destination and the achievement of maximum parity and ability to preserve the destination's culture and historical assets. A compromise must be found between the economic community's pursuit of the tourist destination and the maximization of parity and the ability to preserve the destination's heritage culture assets, and to ensure that it maximizes The Local economic benefits by reducing leakage.

### **Sixth Dimension: Institutionalization**

The institutional dimension is the most important dimension that can determine the success of (SCT) This includes the management of the destination's real estate assets, services, infrastructure, accommodation, activities and every part related to the tourism industry (Keitumetse, 2011). Various traditional management systems have proven their limited ability to deal with the requirements of heritage, sustainability and value, especially in developing countries There is a need for new management systems that understand the meaning of sustainability and have the ability to recognize a different role to relevant stakeholders, aiming to achieve the highest level of interactions between decision makers and stakeholders Within the framework of the sustainability of assets and resources, and finally, Applicable management and continuous monitoring of tourism resources is a necessary tool to achieve the sustainability of heritage tourism destinations.

#### **Tourist paths**

##### **➤ concept**

They are the roads that link several basic tourist distention, and this distention are often the site In themselves for the traveler Most of them are satisfied with visiting only the destinations without leaving them and exploring the surrounding area or the rest of the points located along the path. The paths are one of the important elements used in encouraging and developing tourism,

as they are used to link small tourist cities and villages as they constitute a key role in local development. As it knows "As one of the forms tourism products that forms a chain of places that connected with each other, with high consistency way to saves the tourist effort and trouble, it usually located along the tourist attractions point. Tourism paths are product that can provide services needed by the tourist along the path such as food, rest, toilets and places of entertainment, in addition to guiding information and tools that allow him to identify the place and accessibility, in addition to the variety of types between natural, architectural and industrial. Tourist paths differ according to their components and functions within the heritage cities, Where it combines the fixed qualities and characteristics that it shares with other normal tourist paths, heritage paths had personal , individual character acquired from itself or from the point which it started and ended to it, the paths in the old cities used by the population to go and return, could activities on the path may differ according to its size And the Purpose, And the paths are often connected by nodes and points of contact, also varying in their function and size.

➤ **Kinds of tracks**

The paths and their meeting points such as squares and open spaces with their dynamic nature and various practices have formed the urban character and architectural character of the city over time, formed its multiple values and its unique personality. The Islamic city, in its nature, reflects the Islamic character of closeness and preservation of privacy, different from that with Roman cities, Bedouin communities, or European cities in the Middle Ages or modern times. paths and streets act as arteries for movement also limiter for the space and urban component, it enhancing visual perception and the formation the visual image drawing the memory of the city through series of mental images that make up them, and the paths can be divided according to their functions or size and the activities that take place on their sides to: Heritage Trails - Historical Trails - Recreational Trails - Cultural Trails - paths for the purpose of recreation and healing "therapeutic"

**Table 1: Indicators of success of tourist routes**

<b>Target factor indicators</b>	<b>success factor</b>
Ensure that all stakeholders are included and potential shareholders from the outset. involve the owners of the site in all stages of the process Waiver of conflict points and obtaining approvals	Owners Planning meat and property
Identify existing conditions and all problems for local community Collect Visitor needs and satisfaction surveys historical and cultural documentation	Monitoring and research project

**INTERNATIONAL JOURNAL OF  
MULTIDISCIPLINARY STUDIES IN ARCHITECTURE AND  
CULTURAL HERITAGE**

**VOLUME 5, ISSUE 2, 2022, 214 – 279.**

<p>The compatible of extent presented vision from the heritage point, with development plan of the state regarding the required and available resources during the planning stage</p>	<p>connection with state's development plan , allocated resources</p>
<p>Assigning a higher authority to have the last word, can influence the rest of the partner and has the authority to implement. Detected popular or local hero who can influence the local society, stakeholder and have respectful. Everyone must commit to at least three years in progress.</p>	<p>The active member of the influential force</p>
<p>The ability to apply realistic monitoring methods and the ability to constantly correct and adjust for them. Develop an educational training program for the site's administrative team and provide them with necessary skills, tools to enable dealing with the local community and tourists.</p>	<p>management and control</p>
<p>A new set of attractions and activities interested market segments. Increasing revenue, annual turnover and benefits for stakeholder</p>	<p>Marketing with new method " ideas Marketing, spreading cultures"</p>

➤ **The importance of connecting paths**

In order to achieve the goals of integration between tourist destinations, it must be linked by through paths, whether the goal is reaching the distention or providing service and tourism activities.

The importance of linking the squares by paths is based on a number of concepts of the meaning of the link and the goal, which are:

- **Historical and Heritage Link:** There are many sites with archaeological and heritage aspects, it is appropriate to Draw paths aimed to raising of heritage and history knowledge,

or visiting cultural heritage sites, connect these sites with services suits the heritage value of those points.... This concept applies to heritage areas, museums, Opera houses, theaters, buildings registered as an architectural style for artistic, historical and other reasons.....

- **Link semi-ready destinations:** There are a number of tourist destinations that are almost ready for visits and you need to work on highlighting them to identify and place them on the heritage tourism map, to link these areas, it must have a specific tourist path had been drawn connecting destinations to each other with rich paths with activities and services to highlight, market them.
- **Link to festivals and events:** The tracks are linked to a number of festivals, whether artistic, folk or religious, and at several levels, whether local, regional or international. These festivals and events are held at frequent intervals, and it is appropriate to take into account the drawing of tourist paths that link these events together to increase exposure to the influence of it.
- **Link by seasons:** There are areas that have certain seasons, summer, seasonal, quarterly or annual, and it is good to draw their paths and its timing, to achieve own Objectives happen and preach the desired interest for any tourist destination around it...



- **Link by specialty:** There are tourist tracks that care of specific segment with a specific specialization, such as conferences, the environment, entrepreneurship, education with all specializations. And all kinds of Sports or adventures Mountain climbing Paragliding... Diving... Camping

 **sustainable management for cultural heritage**

➤ **Definition and Concepts**

Sustainable Management Takes Concepts from sustainable development goals. Sustainability has three arms: The environment, human, and economy, by providing the needs of current and future generations of resources and working to sustain them and reduce their exhaustion. from here Sustainable management definition was born: It is the application of sustainable practices in the business categories, merchant activities, agriculture, tourism, industrial, society and environment, personal life, by administrated them with benefit way for the generation now and in the future.

Sustainable management is essentially because it is an important part of being able to successfully maintain competition in the various fields, in the field of culture and heritage, linked them with tourism, to riches sustainability, it's the goal of success. Local communities need sustainable management for its cultural assets to continue and the ability of them to continue and preserve their value for current and future generations.

Heritage resource management requires a number of practical administrative processes, directed towards preserving, exploiting and organizing heritage, to ensure that the comprehensive management is covering all heritage field and this is not achieved without sustainable comprehensive management, it was found that management processes sustainable for recreational are **contains ten operations:**

1. Planning Department the strategist.
2. Documentation and Registration Department.
3. Renovation and maintenance department.
4. Project management and heritage development.
5. Program management and visitor relations.
6. Protection and Security Department
7. The legal administration
8. Training Administration
9. Management media and Marketing

➤ **Strategic Planning:**

Planning is defined as: “a scientific practical tool and framework to making appropriate decisions and ensuring the continuity of service and development of cultural heritage resources.” Planning is an ongoing process, while planning in heritage management is the backbone, therefore, the management plan is roadmap guides those involved in heritage management; because it enables the responsible authorities to define the objectives to reached goals,

and how it is carried out in a systematic and organized manner in a specific time frame. And the absence of planning means confusion and randomness, wasting energies and money, with no planning we losing the right direction of management. The planning process is carried out by coordinating, mobilizing and investing energies in organized manner in order to achieve heritage resources and build expectations for the future. , Planning is a dynamic process (animated) provides scientific predictions of what is intended to be reached, and it is empirical and capable of follow-up and improvement with the change of data. Therefore, planning organized between conflicting interests effectively, it also facilitates resolution of conflicts or problems before they occur. If we acknowledge the empirical nature of planning, heritage managers must adjust their plans according to changing circumstances and needs. Therefore, many of the initial details of heritage management plans are necessarily subject to change, improvement, and modification. While the details of the plan enable Heritage managers working efficiently to achieve the objectives set in a satisfactory manner. While planning essence is based on higher and advanced step which explore the future, how is planning to manager Heritage sources?.....The basics that must be followed in management planning for cultural heritage, do not differ from the steps that are taken when planning for any other management, with the exception of some partial differences determined by the quality of cultural resources,

Planning usually begins with a basic question: How do we plan for heritage management? What are the challenges and problems that must be analyzed and taken into account during this?

While dealing with heritage there is always a conflict between the need to preserve and Desire for economic return, set by (leasek2010: 162 ) number of challenges in Visitors management plan :

**The main challenges to be addressed:**

- Increasing supply and overcoming urgent problems.
- Ability to treatment the changes in recreational behavior.
- Increase visitor’s expectations for services and products.
- Failure to recognize the importance of the intangible service experience.
- Inaccuracy of market and management data which decisions can be based on.
- The segmented nature of the sector both geographically and competitively.
- The growing need to demonstrate “value” and diversify the product offering.
- Imbalances within the sector regarding funding, admission fees and support
- Changes in management priorities and the need to reconcile organizational and managerial values and ideologies
- Limited management staff skills with a legacy of ineffective management.

- Large number of stakeholders (and conflicting goals) in many locations.
- Individual nature of the resources and needs for their conservation.
- Conflict in balancing achieve gales, preserving authenticity of resources.

From this presentation of the challenges mentioned (2010 after; lease) and its relationship to sustainable management processes, it is possible to determine the steps to be followed to build a sustainable management plan for the tracks.

➤ **The steps and stages to be activated to build a sustainable management plan for the tracks with activities**

□ **summation and analysis:**

1. Collection and analysis of historical background, exceptional universal values, and special data Belong to heritage sites and tracks of distention.
2. Collect demographic data and activities.
3. Inventory of the special needs of the tourist destination, including local services and tourism services
4. Inventory and collection of urban and architectural data
5. Analyzing the available possibilities and how to take advantage of them in solving the problems posed in the tourist destination.

**Procedures for preparation and community consultation:**

The preparation of the management plan requires collaborative effort consisting of number of specialists representing the main work team includes archaeologists, restoration, maintenance specialist, museum supervisor, Archaeological excavation workers and anthropology, historians, City planners and architects, with need to support the team with researchers involved in the work, in addition to involving an advisory group (local experts) and foreigners (women, men), to help the main team consists of : an environmental planner and a specialist in tourism development, with the need to involve those interested in heritage and local people, and consult the sheikhs and princes of tribes and clans within whose scope the heritage resources fall..

The association of planning with the tendencies and needs of citizens increases their motivation to adopt projects and programs of heritage management and the demand for them actively and dynamically, which affects the success of projects and programs positively, and the subsequent turnout of citizens for them with passion and in tersest., On the other hand, the failure to consult citizens in the planning stages leads to fact that the content of projects and programs is not related to what the citizens expected or hoped to achieve. As a result, these projects may falter or fail. Citizens do not accept these projects.

**Strategic planning process:**

- Setting the vision that we aim to reach by destination or tourist paths.
  - Setting goals for each sector involved in destination environment “Economic-Tourist-Heritage....
  - Setting policies for each activity to reach the international level of tourism, adhering to global standards to attract tourism at the local and global levels
  - Organizing and implementing: defining the administrative responsibility and developing an instruction booklet for each activity cycle from a technical and financial point of view.
  - Monitoring and evaluation: continuous monitoring to avoid deficiencies, and continuous improvement of popular activities.
- From above it is possible to deduce the success criteria of the management plan.

**• The criteria that must be met for the success of the management plan for the tracks with activities in the heritage areas:**

The administrative planning process that targets the itineraries of visitors in heritage tourist destinations must have long-term strategies and several criteria to ensure appropriate activities for culture and heritage, and capable to attracting capital investment and achieving the necessary sustainability and continuity for heritage sites. Therefore, the following criteria must be observed.

- That the plan adopts the integration of management’s work and the non-overlap authorities, functions and technical and administrative tasks.
- Prioritization addressing the most important problems, and discussing urgent and unfunded needs.
- Respect traditional societies and don't interference in their activities, and taking into account the possible adverse effects of the project.
- Plan must give priority to the principles of heritage preservation and protection.
- The importance of consulting elders and princes of tribes, clans, and influential notables in the groups (participatory planning).
- Continuous review any heritage resource plan “reviewed every two to four years”.
- Taking into account the five-year development plans of the state (national and local), by building objectives to Management the Heritage resources, or identifying future plans for urban growth, planning cities and industrial areas, or demographic changes (residential).
- Taking into account the action plan for contingent external factors, Such as financial allocations approved for the budget or legal obstacles and problems with landowners and others.

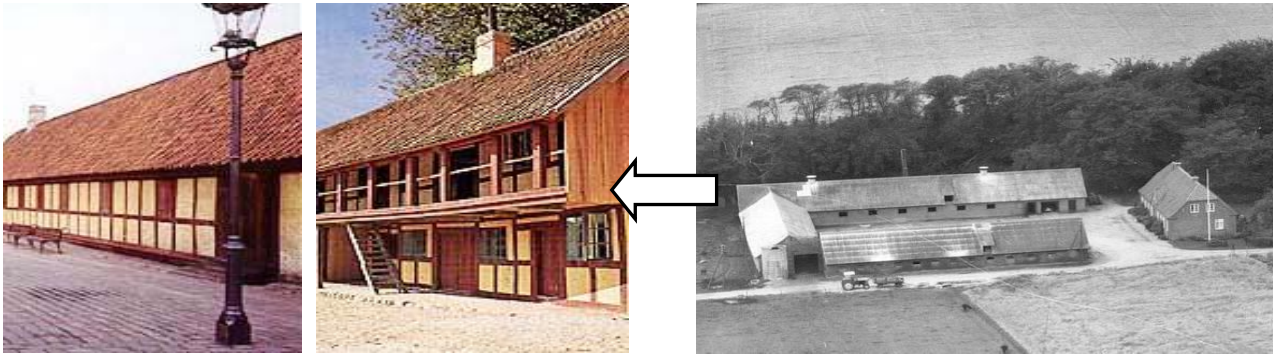


**Experiments Globalism:**

**❖ Western heritage trails:**

**1. The village of Den Gamle by in Aarhus, Denmark**

The experience of **Den Gamle by** reflects a unique concept in dealing with heritage and historical cities and how to turn them into an open museum, allowing the tourist to deal with them by experiencing different life. Through concretely experiencing different social, economic and service patterns, not only by seeing the traditional buildings. By reviving 50 rural homes and markets that represent rural life in Denmark and the cultural heritage that is subject to extinction as a result of time and social changes and rebuilding the entire structure of the village as a heritage model.



**Renovated, reconstructed and restored buildings in the village**



Simulating craft and industrial activities as they were in the city



Simulation of activities and daily life, an integrated presentation of the living and living elements of heritage dwellings

## 2. Itineraries Durham castle and City

Durham Castle and the cathedral is a World Heritage Site and one of 29 in the United Kingdom. The United Kingdom developed a management plan in 2006 and was updated in 2012. The 2006 Management Plan was the first to cover important basic aspects of management such as site boundaries and coordination, the inclusion of the Green Palace in the track and the establishment of a coordination committee, both of them were achieved.

**Aims of the management plan of the site:**

Description of site features-Description of people who may use the site-Describe the intangible heritage of the site - the ways in which people have lived, worked, worshiped and studied at this site for over 1000 years-Site Protection-Define a research framework for actions over the next 6 years ,The job, The management plan has been prepared Under the supervision of Durham County Council and the Institute of Early and Modern Studies in the Middle Ages in cooperation with the General Coordinator of World Heritage Sites on behalf of the World Heritage Site Committee and members of the locally elected committee and with the help of volunteers from common interests.

**Studies prepared to support management plans:**

The study of tangible values - the main intangible values Christian spirituality – music traditional Christiane- knowledge and education - university traditions - civic functions of Durham Castle - co-location groups - skills and crafts - creative, artistic and cultural expression - community - innovation and ambition-Study location and boundaries-Study the local community and study the quality of visitors - Risks and threats Weaknesses and strengths - Resources and analysis-fabric preservation-Drilling opportunities and challenge –Uses And the Events - Ownership and management - Access and traffic management - Textile work management and building maintenance - Registration, education and media work - Operational guidance, repairs, maintenance and alterations.

The work team determining advance paths around which activities and sites to visit have characteristics as consistent with requirements the target segment of the standing up Tracks: North Saints Trails - Durham Castle Tours - Cousin Library Tours. The freedom was also left to the visitor to plan To visit according to his capabilities, but within the limits of the management plan and pre-visit under the heading "Plan your visit" With important information provided Often about - Durham University - Durham Cathedral - And information on visiting points through the World Heritage Site Visitors Center (Durham Cathedral Museum, Cousin Library and Treasury, Antiquities Museum,

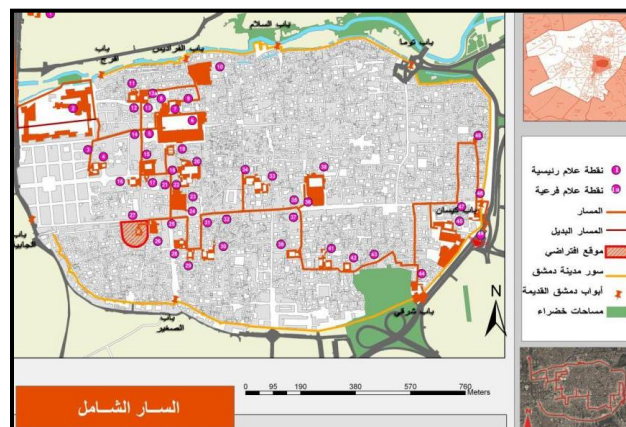
Durham Museum Art Collection Gallery, Oriental Museum, archives and private collections in the Green Palace Library

A group of sub-tracks has been presented, such as: Taste of times gone by - traditional food and drink trips - "Scenic Landscape" - Treasures - Take your family on a trip back

❖ **Arab heritage trails**

**1. Damascus Trails**

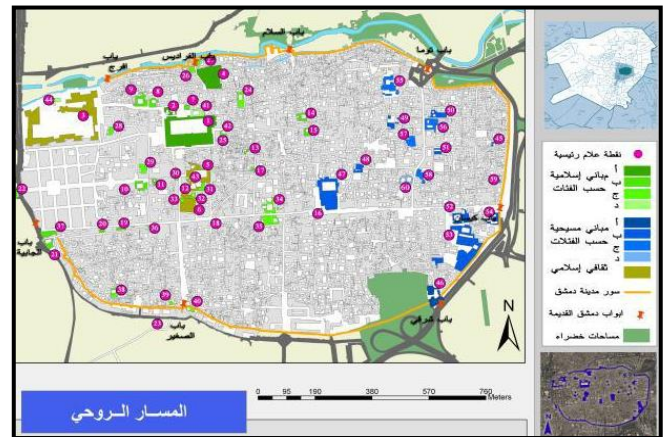
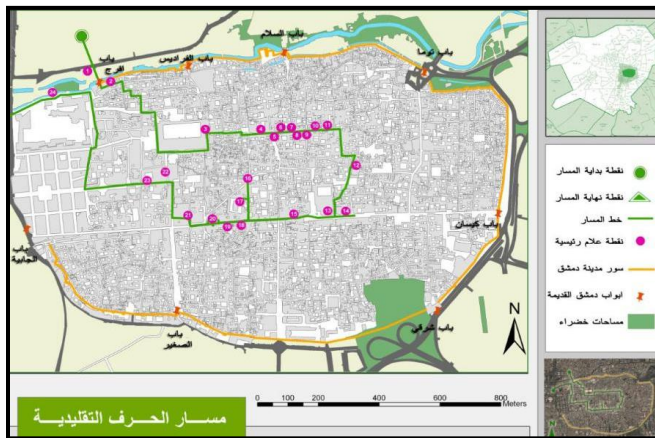
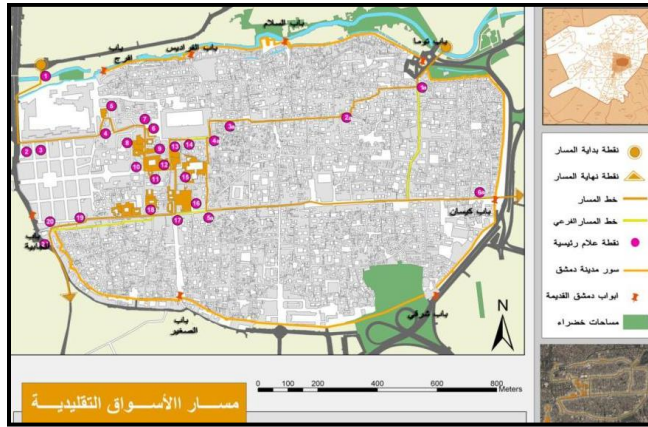
The city of Damascus is considered one of the most important world heritage sites and was registered in 1979 as the oldest inhabited capital in the world so far. The program was supported by the European Union in cooperation with the Ministry of Local Administration and the Ministry of Environment through the municipal administration ( MOM ) And the Directorate of the city of Damascus, These trails aim to introduce the city of Damascus and the cultural and civilizational richness it offers for tourism, In addition to prolonging the stay of the tourist in the city so that something new and diverse is presented in each path and he has the right to choose from the activities and products in this that are in line with his scientific, cultural and artistic interests, the historical paths project for the city of Damascus was launched in 2010.



**The proposed paths**

**Comprehensive path:** The one who focuses on getting rich the civilizational path of the city in full, and it is provides tourism with vivid evidence about the many stages that passed through the city of Damascus, while trying to show the historical, architectural and cultural richness that Damascus enjoyed throughout the ages. This is shown through the path that connects the east of the old city to its west, and one of the advantages of this path is that it embraces important sites and places that belong to other paths so that the tourist can through this path take a comprehensive idea of the old city as much as possible, so you will find in this path living evidence, historical sites and markets Traditional and distinctive crafts, in addition to presenting many important old buildings, thus achieving a general idea for the tourist about the old city as a whole..

**The famous traditional market path:** Which the city has known since ancient times is a path designed to Take visitors on a tour through of Various and important crafts in the places where the rare workshops are located, which enables the visitor to observe the craftsman in his workshop. The traditional crafts in the city of Damascus have an ancient history. The goal of the path is to shed light on these crafts that are still continuing to this day, to encourage their continuity and work to support them...



**The traditional craft path:** This path aims to display the traditional crafts that characterize the city of Damascus.

**Specialized Classic Track: It** shows the Hellenistic period, and the Classicism that passed through the city, where it shows the temple, the market, the gates and the rest of the monuments dating back to that period, through the regular plan of the city in that period Important streets, squares, temple, market and gates, and the rest of the monuments dating back to that period.

**Short visit itinerary:** Which provides a brief presentation of the route on the western side of the old city, and it facilitates the possibility of visiting a large number of important buildings in a short time, and therefore visitors to the city of Damascus during conferences, forums and workshops who want to get to know the old city can achieve this.

**Spiritual path:** Which includes religious monuments within the old city, and displays the path of religious buildings dating back to the Christian and Islamic ear.

## **2. Itineraries of Makkah Al Mukarramah, Kingdom of Saudi Arabia**

At the beginning of 2016, the Saudi Commission for Tourism and National Heritage in the Kingdom of Saudi Arabia formed a specialized committee of experts and specialists in cooperation with partners from tour operators and government agencies to eliminate randomness in the field of organizing trips to sites of Islamic history in Makkah Al-Mukarramah , It proposed new routes that include many historical and cultural sites in which Makkah Al-Mukarramah is abundant and targeted by many visitors,

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and adopts the organization of trips through what is known internationally as the “tourist bus.” Many important historical sites such as Jabal Al-Nour, Jabal Thawr and Mount Arafat are subject to survey studies and development projects that Commission for the Development of Makkah and the Holy Sites aims to achieve the goals of the initiative “The Kingdom of Saudi Arabia and the Destination of Muslims,”

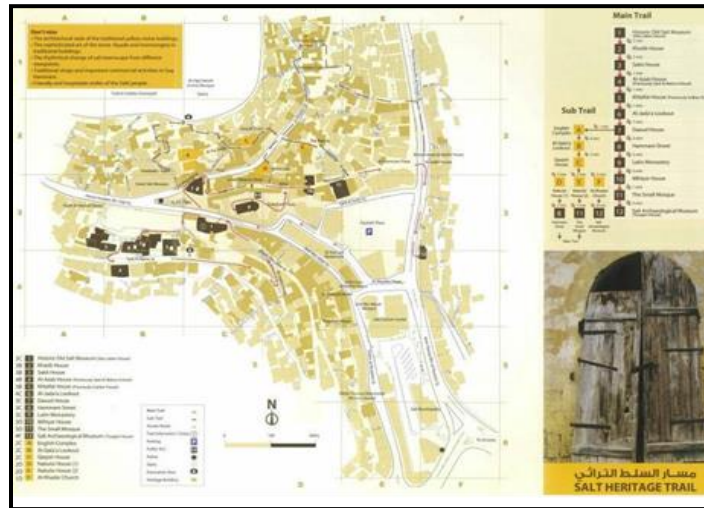
The Holy Capital Branch has also established 3 tracks for historical and cultural sites in the Holy Capital. These tracks were printed in both Arabic and English. The daily trip lasts for 6 hours in two shifts, morning or evening. The bus carrying visitors returns to the starting point. The new tracks are:

The Islamic historical tourist route: for two days, and it includes Jabal Al-Noor, Cave of Thawr, Musha’ar Muzdalifah, Jamarat, Al-Khayf Mosque and the exhibition of “Peace be upon you, Prophet “.





- **The cultural and natural heritage tourist route:** for one day, and includes Ain Zubaydah, Al-Saqqaf Palace, Bin Salman Palace, Makkah Museum and the Islamic Dinar.



- **The tourism, marketing and entertainment track:** for one day, and it includes the central markets of Makkah, malls and markets.

### 3. Itineraries Al-Salt heritage in Jordan

The Al-Salt Heritage Trail or the Tourist Trail is a pedestrian path located in the old town of Al-Salt in Jordan, linking Among the most important architectural and historical landmarks of the city, the Jordanian Ministry of Tourism and the Municipality of Salt began plan to developed and restored its buildings in 2010, where the heritage atmosphere in the area was exploited in a proactive step to revive the old city It is considered This project as the first of its kind in Jordan, it starts from the tourist gathering point in the tourist garage area then it moves to the center of Al-Hammam Street, it also included the implementation of the restoration of the facades of heritage buildings more than 150 years old,

private properties, and one of the most important features of this heritage path Al-Hammam Street - Great Salt Mosque - Small Salt Mosque - Al-Khidr Church - Al-Baltain Church - Salt History Museum (Abu Jaber House) - Salt Archeology Museum - Saket House-Salt Castle

### **The educational status “the city of Rashid”**

Rasheed is an ancient city dating back to the Paranoiac era before the First Dynasty, when “King Narmer” marched to unite Lower and Upper Egypt and clashed with the people of the region, who were called “Rakhito” (REKHETOU) meaning the common local people, and its Coptic name “RASHIT” its derived to its current name Rashid, in Ptolemaic period it was an important port on the Pulptiny branch and the city Pulptin, This is relation to the Roman temple, which was based on a hill south of the city, as well as many of its stones and columns were moved and used in the renovation and construction of the castle, ancient mosques and homes in the Mamluk era in the 16th and 17th centuries. Rosetta stone fended there, which was discovered by Officer Bouchard, one of the soldiers of the French campaign, who were in charge of restoring Qaitbay Castle and preparing it to repel the attack of the invaders, and they named it Saint Julian Castle. The stone was moved to Cairo and deciphered by the French scientist Jean-François Champollion to reveal the mystery of the hieroglyphic language and to give the city its local and international fame.

**Natural and geographical value:**

Represented by the unique location of the confluence of the Mediterranean Sea with the Nile River, which gave the city its urban, architectural and cultural characteristics and features, according to the Land and Water Environment Research Institute of the Egyptian Ministry of Agriculture; The rate of erosion at the mouth of the Nile in Rashid has reached its peak compared to other Egyptian beaches, where 60 acres are eroded annually. The eroded areas of the same area reached 733 acres from 1987 to 2000. As a result, the Rosetta was

Built Anti-erosion fenders in 1990 to protect its coasts about 5 kilometers length.

**Architectural and Urban Value:**

There are many ancient archeological buildings, both distinguished houses of Rashid merchants such as Al-Amassili House, as well as mosques such as Al-Mahali Mosque, which represents a unique architecture style and construction, next to them in the northern part ,is “ Qaitbay Citadel” the small sister of the Alexandria Citadel, and the remains of the walls and gates of the old city represented by The Abu Al-Rish Gate, the tombs of the saints such as the shrine of Sheikh Abu Mandour, and historical tombs, Rashid take striped urban fabric that differs from the compacted fabric of historical cities, and there is also a living example of the distinguished traditional commercial market rode call el- Kasbah combined with all the Islamic architectural characteristics .



**Rashid in  
the  
nineteenth  
century**



The urban space at  
that time was  
487,200 square  
meters



**Rashid in  
the  
eighteenth  
century**



First commercial port  
in Egypt in 1777  
The urban space at  
that time was 34,500  
square meters



**Rashid in  
the  
seventeenth  
century**



The urban space at  
that time was  
231,000 square  
meters



**Rashid in  
the  
sixteenth  
century**



Economic and political  
transition for Egypt,  
Rashid the second city  
after Cairo, urban  
space at that time  
189,000 square meters

**Historical value:**

Rashid is considered the first city after Cairo Which still retains a relative parts of its architectural character, it contains a lot of existing Islamic monuments dating back to Ottoman era, Which varies between civil, religious , military and social service facilities monuments, and accumulate historical layers dating back to the ancient Egyptian era, and this appears in the archaeological hill of Abu Mandour., the archaeological wealth is represented in the ancient houses, ancient mosques, the Qaitbay Citadel on the outskirts of the city, which had been Built by the noble Sultan Abu al-Nasr Qaytbay in 886 AH / 1482 AD, and “al-Tawabi” scattered on the sea coast, and the gardens of Edfina in the palace of the Khedive Abbas Helmy and the King Fouad , they Built in the Italian style, and the royal gardens, which contain rare species and species of trees and fruits

**Economic value:**

The economic importance of Rasheed emerged from the ancient era, as it was one of the important ports as a result of its unique location. Rasheed was famous for the manufacture of ships, yachts and the requirements required by that industry ... and the fertility of its soil made one of its names the country of a million palm trees.... Where Rasheed maintained large areas from palm cultivation in it, and the size of the beaches that overlook it enabled it to provide a wonderful economic resource from fishing and industries based on it.

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**Schedule2: The sustainable management matrix and its application to the city of Rashid**

● poor result      ● average result      ● good result

The desired results	Responsible sectors	guiding steps	sustainable management
Gathering historical information ● Tourist target market ●	The Ministry of Tourism and Antiquities	Inventory of all monuments in the heart of the city The requirements tourism	summation and analysis
Rashid City needs ● Rasheed Maintenance ● Development Plan 2018 ● Projects that will target ●	Ministry of Local Development	The needs of the local community and city Council	
development priorities, the sectors operating in them, ●	The Ministry of Planning	The comprehensive development plan of Rashid	
Exploit Crafts and cultural elements ● the return Economic ● The age and social division of the population ●	The Ministry of Industry  Packing and Statistics Center	Economic activities and craft Demographer of population Population and age groups	

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<p>Exploitation of heritage assets as an economic resource ●</p> <p>Laying the foundations and standards for the heritage area, ●</p> <p>Comprehensive master plan ●</p>	<p>National Organization for urban harmony</p> <p>Coordination Urban Planning Authority</p>	<p>A visual survey of the technical characteristics of the architectural, urban and crafts cultural strategic plan</p>	
<p>Determine appropriate economic activities to its heritage and historical value ●</p> <p>tourism target market segment ●</p> <p>Urgent services to the local community ●</p> <p>Services for visitors ●</p> <p>State plan and proposed projects ●</p>	<p>city Council</p> <p>Ministry of Tourism and Antiquities</p> <p>Organization for urban harmony</p> <p>coordination body (Traders - owner investors -...)</p>	<p>Consultation sessions</p> <p>Consultation sessions with stakeholders</p>	<p>Procedures for preparation and community consultation</p>
<p>Define roles and ●</p> <p>Develop a plan for follow-up and implementation</p>	<p>city Council</p> <p>Ministry of Tourism and Antiquities</p> <p>Ministry of Local Development</p> <p>Organization for urban harmony</p>	<p>Message and vision goals and policies</p> <p>Organizing and applying</p> <p>Follow up and evaluation</p>	<p>strategic planning stage</p>

❖ **summation and analysis**

➤ **Inventory of tourism possibilities and ingredients**

All the data in the tables were collected from the competent authorities, studied, analyzed, reviewed the plan of the needs of the local community and the city apparatus, and counted the economic activities and handcrafts and classified them to harmful and non-harmful to determine the most appropriate for the heritage value of the region.

The cultural tourism path was monitored on the Nile facade, linking between the city of Rashid and the Lesser Qaitbay Citadel in the north and Tell Abu Mandour in the south, with a length of 9 km.

- **Beach and eco-tourism** on the sea (natural areas, palm areas and sandy areas) Eco-Tourism

- **Leisure tourism** on the banks of the Nile River and the Nile Islands, heritage and cultural tourism for archaeological areas and buildings

- **Rural tourism** Like the tower manor at the bottom and the beautiful Adfina Gardens Area Rural tourism

➤ **Monitoring Historic potential: where it has**

- **Ancient mosques:**14 ancient mosques, such as Zaghoul Mosque (5985 AH - 1577 AD), Side Ali Al-Mohali Mosque (1134 AH - 1721 AD)



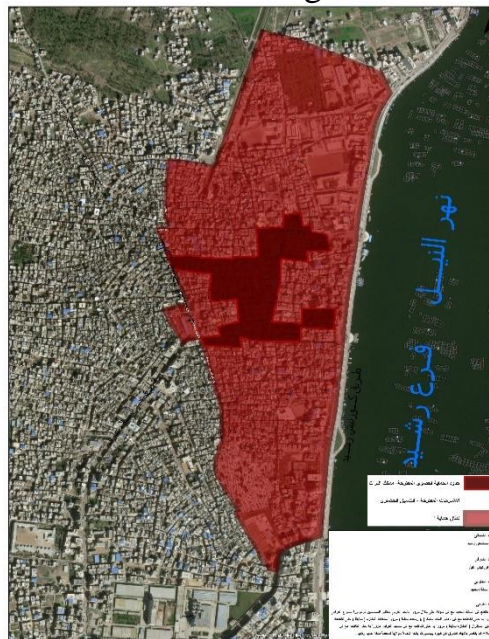
- **Antique houses:** There are about 32 archaeological houses established in the Mamluk and Ottoman eras in the city of Rashid
- **Little Qaitbay Castle** Which located on the northern side of Rashid about 7 km from the heart of cite

It was established during the period of Qaitbay in the year 901 AH 1500 AD. The Rosetta stone was found in it. in addition to the hill and the Mosque of Abu Mandour, the Gate of Abu al-Rishe, Rashid National Museum in house of Arab Kele

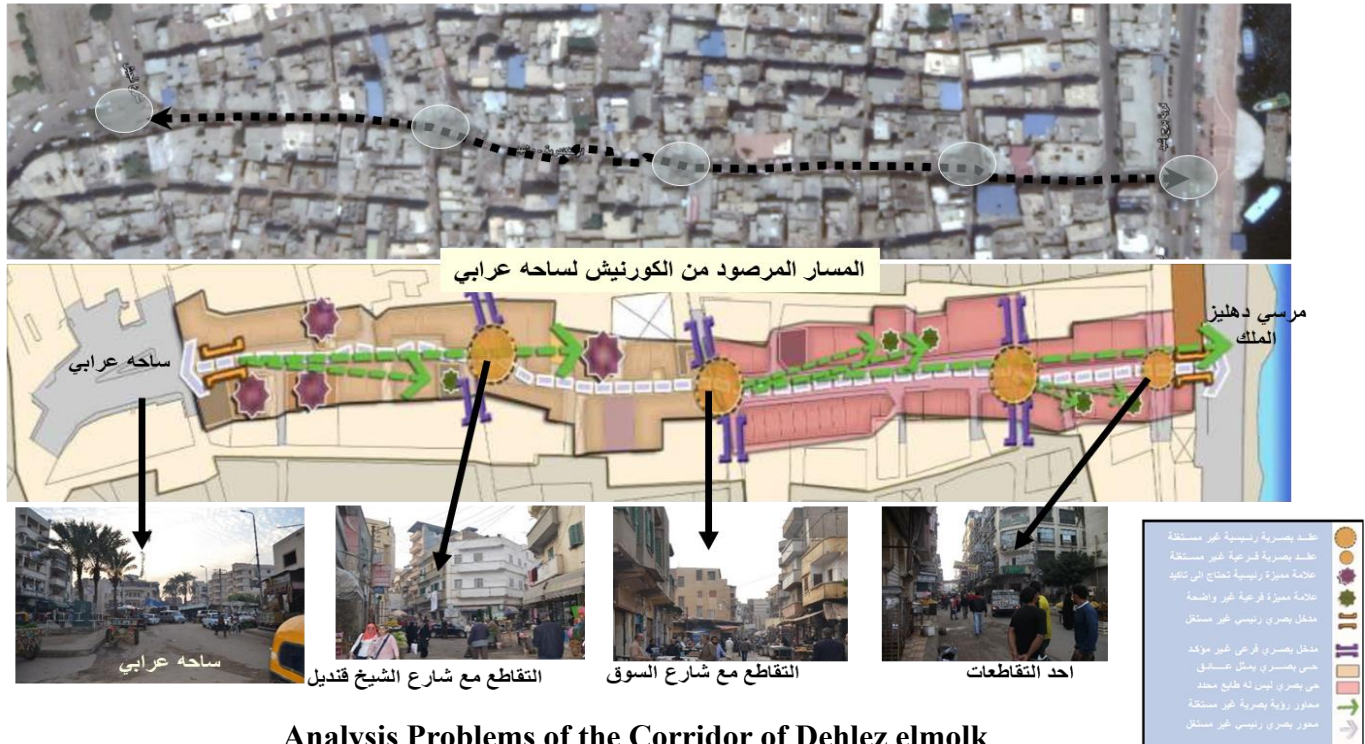
- **Historic downtown area "the Open Museum"**

The historical main streets in the heart of the old area were also monitored, visually analyzed, defined, and determinate its problems and possibilities, What We are confined to three main streets, one of them extends from north to south, which is the main market street, it's called "Elkasbah", it as a unique feature on the Islamic city.

And the streets are: Al-Mahali Street and branching streets- Sheikh Qandil Street and branching streets Dehliz elmolk Street.



➤ **Visual Inventory and analysis for all ingredients: we do that** for all the archaeological buildings, streets and spaces overlooking them in the historic heart of the city, as well as the Citadel area, Ezbet El-Borg, Abu Mandour Mosque, the archaeological site, and the excavations area.

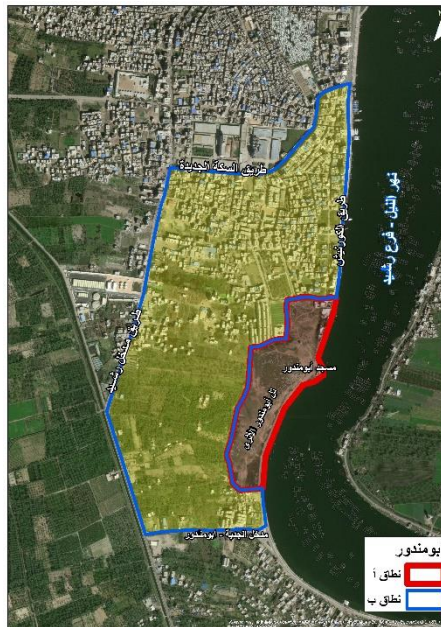


**Analysis Problems of the Corridor of Dehlez elmolk**

**The area of the Tal Abu Mandour Mosque**

The mosque was named by this name in relation to the God-knowing "Muhammad Abu Mandour", who was known as Abu al-Nadr for his strong eyesight. The lineage of Abu Mandour goes back to the Imam Muhammad ibn al-Hanafiya Bin Ali Bin Abe Talib “May God be pleased with him” from his wife, the Hanafi lady, whom he married after the death of Lady Fatima al-Zahra, the daughter of the” Messenger” may God’s prayers and peace be upon him, he is the brother of Hassan and al-Hussain.

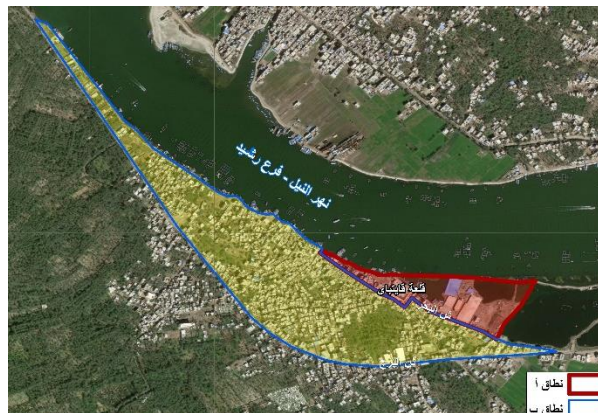
Knowing God came to Rashid in 991 AD from Iraq and lived in Rashid for 11 years, and built the mosque during that period, and he used to teach people The matters of their religion with ,him until his death in 1002 AD and in the era of Khedive Abbas Helmy II This mosque was renovated in 1321 AD, and in 1987 the Ministry of Antiquities registered the “Abu Mandour” mosque among the ancient mosques affiliated with the General Authority for Islamic Antiquities.



### **The castle area and the tower mansion**

Qaytbay Castle was established in 1482 AD, on the Nile branch, about 7 km away from Borg Rashid village and about 5 km before the mouth. After he built the Citadel of Qaitbay in Alexandria in the year 882 AH - 1478 AD, which called Qaitbay 1, he built Rasheed Citadel which called Qaitbay 2, as part of a series of forts and castles that were established to protect the Mamluk state from the danger of the Ottoman Empire.

The western side residents of the islands on the Mediterranean, Greece, and French called it the "Julian Castle" and also the "Square Castle" and Saint Julian's. Given the importance and danger of Rosetta's location on the Mediterranean and on the Nile, the Mamluk state was interested in fortifying the city with this castle.



➤ **Economic and demographic monitoring**

The population census according to the latest 2006 census is 98,344 males and 95,299 women with total of 193,643, most of them are of young and Middle Ages according to the age classification of the groups. It is expected that by 2017, the census will be 129,578 males and 125,566 women, where most of them are productive age, which calls for the craft inventory elderly workers and work on settling these activities, setting up educational craft workshops for the teaching of handicrafts from palm leaf, Dates-based industries, fishing, rice mills and product, and creating crafts and activities that support the original crafts.

❖ **Procedures for preparation and community consultation**

**City Council:** The proposed project plan and its suitability for the idea of converting Rashid into an open museum were discussed.

**The Ministry of Tourism and Antiquities:** Discussing the target market segment and Marketing plan, restoration possess.

**Ministry of Local Development:** Governorate priorities and targeted services the local community

**The national organization of urban harmony:** plan to reuse the historical and heritage buildings, visualize the heritage streets and paths to match the general atmosphere of the heritage value of Rashid. (**Traders - owners - residents - investors -...**)

**Economic activities** Fishing-based industries - palm-based industries - tourism-based commercial activities - boating industries

**Urgent services to the local community:** Transferring the fish market - transferring the vegetable market - the work of the new fishing port - development front water faced

**And services necessary for visitors** Accommodation - improving roads - recreational activities - cultural activities - different, easy and safe transportation methods

The comprehensive State plan development plan for the city of Rashid (2008)

❖ **stages of strategic planning**

**Message:** Rashid is a global city in terms of heritage tourism and archaeology site. Putting it on **vision:** butting Rosetta on World Heritage List, achieve Sustainability for heritage resources in Rasheed by turned her to open museum.

**Objectives:** Emphasizing the role of Rashid as an important cultural and civilizational Center-Achieving sustainable development for the heart of the historic city (achieving environmental, social and economic balances)-Raising the quality of life for local Communities-Preserving the ancient buildings - creating unique tourists experience - Emphasis on historical character of the city

**Policies:** Creating historical tourist itineraries that help reveal the heritage importance of the city and its architectural treasures-Settling local economic activities and raising their efficiency to reach the global level and distributing tourism services and activities on paths - establishment of events in the public spaces surrounding the attraction point - Making a diverse tourism program-Preserving and reusing archaeological buildings to ensure their sustainability-Facilitating the movement of pedestrians within the city and transferring activities harmful to the heritage and cultural value-Providing services to all stakeholders - the local community - tourists-Laying the foundations, standards and building requirements for the heritage as well as the surrounding -Developing the architectural technical characteristics of the historic heart of the city and

showing the strengthening of spatial and visual sequences-Using and employing public spaces in traditional (craftsman) or traditional commercial activities-Improving the visual image, removing the distortions that obstruct it, working on creating a marine path to encourage Nile tourism, by making a series of anchors along the river side from Abu Mandour Mosque to the Qitbay Castle, then the Golden Triangle offered for investment by the state, then Edko then Ezbet Elborg.



**Organizing and applying:** Organization and implementation include setting roles for each party, defining joint responsibilities and timetable for each stage of development, leading to follow-up and evaluation mechanisms with the aim of continuous improvement. It also includes preparing the available shrines through the Ministry of Tourism and Antiquities and proposing activities appropriate to the heritage value of the buildings through the Urban Coordination Organization in accordance with the services required for tourism and visitors,

with the work of a plan for the development and maintenance of internal roads (City Authority - Ministry of Local Development), linking internal roads with land and sea roads, and completing The proposed river marinas (Ministry of Transport and the Maritime Transport Authority) and we will put forward the regulation and implementation as a plan that conforms to the criteria of the World Committee for Sustainable Tourism to ensure that the criteria are applied to the tourist interfaces as well as the paths that lead to them.

- **schedule3: the six pillars of global sustainable tourism council (GSTC), applied on Rosetta.**

evaluation	<b>Expected contributions from creating the tracks</b>	<b>Current threats and problems</b>	<b>pillars</b>
positive high	Providing tourist services on the sides of the path Employment and reuse of historical buildings Raising awareness of the benefits of the new activities and the importance of exposure to the exceptional global value of the site The work of centers for handicrafts that are on the way to extinction Providing the tracks with festivities and craft and folk festivals	Lack of community awareness of the local community about the importance of the site The presence of inappropriate activities in historic heart of city The lack of a mechanism for the development of handicrafts in the sites The lack of activities attract tourism lack of exposure to the available Not employing historical buildings and qualifying them to receive visitors	Site
positive high	The project enhances the historical values of the site and works to disseminate them locally and globally Create specific visiting itineraries and easily reach the proposed areas of The number of visiting elements has been raised to 32 shrines, carefully chosen so as not to interfere with the	Lack of visitor centers and knowledge of the place for tourists There is no specific path or paths known to tourists The number of known and visited elements is very limited compared to the actual existence. Lack of tourist services from places of	the tourist



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	<p>preservation of historical monuments. the proposed paths consists of a specific nature that is compatible with the activities with the services provided</p>	<p>residence to tourist guides</p>	
average positive	<p>The project investigates and documents all indigenous and cultural aspects of the indigenous population Providing traditional crafts educational to local community Providing museums, Promote the fields of folklore and traditional cultural arts</p>	<p>Absence of any teaching materials related to the cultural heritage of the site Absence of any activities promoting traditional and indigenous cultural elements</p>	<b>society and culture</b>
positive high	<p>A management plan that follows up on tourist trips and makes sure that they do not affect the safety and authenticity of the historical site A plan for maintenance and follow-up of the heritage, historical elements Make a miniature historical model of the city (a model of an appropriate scale) in an Arab square with all the sights and paths that will be approved Presenting all the services and activities available at each visit point and route to enhance the experience of heritage tourism</p>	<p>The safety of the site is negatively affected by neglect, lack of maintenance, and the absence of a visitor management plan The very limited vision of the castle and its historical buildings - the absence of a media marketing plan for the heritage content of the old town</p>	<b>Historical Dimension "Authenticity and Peace"</b>
average positive	<p>Increasing the number of handicraft workers 3 times as now The tracks offer a variety of visit packages and programs to suit most levels, which is expected to raise the return on heritage operation to treble the current It is expected that the visit time will be extended at least four times for domestic tourism</p>	<p>The absence of bodies or unions working with the assembly, training and dissemination of handicraft The low economic return of the local community and its work in jobs that have nothing to do with heritage The number of visitors is low and visits are limited to domestic tourism</p>	<b>Economy</b>
very positive	<p>The proposal of a single entity that includes all the responsible authorities for "tourism, antiquities, local development, national organization of urban harmony" and Its head is the city device Suggest an annual maintenance plan for</p>	<p>There is no single entity responsible for organizing tourist trips, and linking it to the plan for the employment of shrines and the restoration of historical buildings. There are no monthly or even annual maintenance schedules for</p>	<b>institutional</b>

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	roads and buildings The importance of contracting with highly qualified maintenance companies is highlighted to Perform monthly maintenance and the annual	the building, tracks or roads connecting the tracks No plans for maintenance or restoration of antiquities.	
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The plan for the reuse of historical buildings registered in Rashid is divided into 3 parts:

**First: registered Archaeological religious buildings**

The proposal to reuse Archaeological religious buildings aims to reuse it in its original function, and activate spaces in front of them to host appropriate cultural activities, and work to integrate spaces with each other to give vitality to Rasheed by reviving its public spaces.

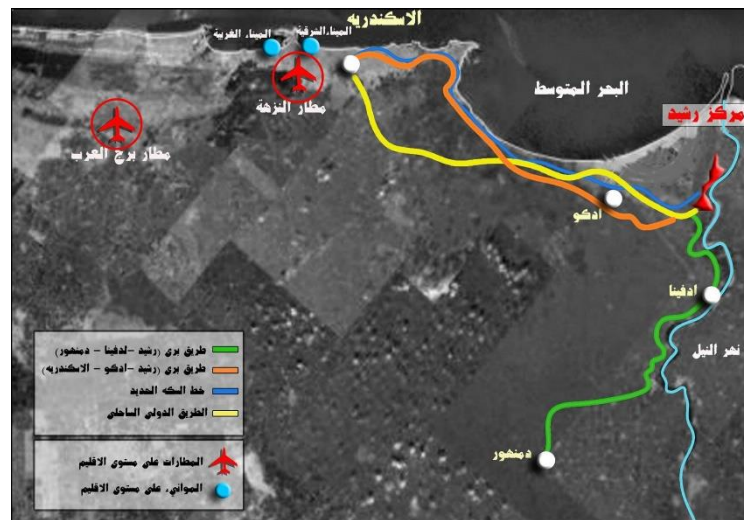
**Second: Registered Archaeological Houses:** The proposal to reuse the registered ancient houses aims to provide services that integrate with the tourism objectives for the city of Rashid, such as hotels, ceremonies for artists, and as places to organize workshops and lectures without violating the heritage value of the city and providing a return for the continuity of maintenance and development.

**Third: Various Registered Archaeological building:** Rasheed Gate – grinding Waqf Mahely - Azzouz Bath.

### Tourist trips

The division of trips depends on the presence of two main ways to reach Rashid:

**sea road** Coming from Alexandria to Edku to the Golden Triangle “introduced in the strategic plan” The river trip begins from Al-Boghazy to Qitbay castle, to El-Borg village, which is decided in the proposal to become a headquarters for hand crafts to palm leaf products, furniture, pendants and small souvenirs, to the new port and then the Freedom Port Then Dehli Elmolk port, then Al-Maadiya port, then Tal Abu Mandour port, and then to Adfina.



**Wild trail** from the new international bus stop outside the city via Abd al-Salam Aref Street to Oraby Square. The beginning of the journey starts from the visitor center, which is proposed to be settled in one of the buildings near Orabi Square, and then passes by Dehliz El-Malik Street until its intersection with Sheikh Qandil Street, then its intersection with “Qasbah” Al-Souk Street until Dehlis Elmolk port, then heading north to Al-Hurriya Square, the old and the new Museum, then the Market Street, passing through to the Al-Moshid Noure Mosque, the Al-Mahaly Mosque, or to the south, passing through Hammam Azzouz and Zaghloul Mosque, until the Abbasi Mosque, then the Abu Mandour Mosque, then back to Dehliz El-Molek, past the rice mills and the rest of the shrines in the south until the Mosque Orabi again, and return by bus to the new position. It is possible to go from Al-Hurriya Square, passing through Al-Jaish Street and continuing either south (to Sheikh Qandil Street, passing its shrines and heading to the Sheikh Taqy Al-Din Mosque and Mandily House, then heading to Orabi Square again) or north (to Zawiat Al-Basha, Abu Al-Rish Mosque and Abu Al-Rish Zawiat and then back to Orabi Square)

**Mixed trips** it is possible to exchange between land and sea routes from one marina to another as desired, as trips take place every hour from different marinas.

**Cultural tourism tracks with activities in the integrated tourism program**

It is noted from the sea lanes that they are characterized by the length of the journey and the diversity of anchorages from a large port to a small port, and often there are yards in front of it. Therefore, the arrival points must be reinforced with activities that attract tourists, as well as the path leading to them, in addition to services and clarity of the path.

**Sea paths:**

**Recreational path:** Alexandria - Golden Horn - New port - Marsa El Horreya – Adfina Gardens

**Heritage path:** Alexandria - the castle - the Dehlis Elmolke port - Abu Mandour - Adfina

**Wild paths:**

**entertainment path** Alexandria - Idko - Golden Horn - Edfina - Rashid "Heritage Garden"

**historical path** Alexandria - the citadel - the historic heart of Rashid – Adfina

**Mixed paths:**

**Mixed Wild-navel entertainment path** - New Port - El Horreya port - El Maadia port - Heritage Park "Orabi" - Fish Market

**Mixed navel- Wild Heritage path** - The Citadel - Al-Hurriya port, the Dehlis Elmolke port - Abu Mandour Mosque

**INTERNATIONAL JOURNAL OF  
MULTIDISCIPLINARY STUDIES IN ARCHITECTURE AND  
CULTURAL HERITAGE**

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**Table 4: The application of the success indicators of the tourist tracks to the heritage area of Rashid.**

Poor result ● average result, ● Good result, ●

Target factor indicators	success factor
It was completed Inclusion of all stakeholders and potential contributors from the start And the Waiver of conflict points and obtaining approvals From the official authorities and stakeholders ●	Stakeholder planning and ownership
It was completed historical and cultural documentation Then a detailed study of problems and conditions of the local community As well as the target market segment at the local and global levels and study needs ●	Monitoring and research project
Make sure The proposed vision of the path conforms to the heritage point and the state plan and monitor Required Resources In the short term and the long term ●	connection with state's plan for development and the adequate resources allocated
The adoption of a council for the management of heritage in the city that includes all parties and has the highest authority to take decisions A ministerial committee worked on him to put Rashid's heart on the World Heritage List ●	The active member of the influential force
The work of 4 systems, the first for continuous monitoring of antiquities and the extent of safety and authenticity, the second system for the maintenance of streets, roads and the urban perimeter of the third region for the management of the Nile docks, the fourth for the management of cultural activities, handicrafts, celebrations and seasons. Plans are reviewed every three years to evaluate ●	management and control
He made 8 packages of tourist visits, two cruise trips, the first from Alexandria and the second from the new port The work of 6 packages of land visits, starting from the new parking lot outside the city, in the Arab square, and branching out to different paths according to the plan set from ●	Marketing with a new method "Marketing ideas and spreading cultures"

### **Research results**

The research presented the concept of sustainable cultural tourism (SCT) as an approach that has ability to enhance forms sustainability of historical and cultural tourism in heritage sites

Using the definition of the global sustainable Tourism Council for (SCT) to enhance the concept of sustainability in heritage area, and applying the six pillars' principals have the ability to measure the efficiency of any tourism product "paths& trail" in promoting it.

Also proves that applying the concept of sustainable management ,is a factor of continuity and resilience of the areas of sustainable management.

The paper presents criteria for successes tourist itineraries as a tool which the visitor management plan is based on it, applied through a practical case study in the old city" heart of Rashid ". It is expected that the application of these criteria to any area, can be a good tool for administrative and economic for heritage areas .by Finding matrix for most important indicators of the success of the sustainable management plan depending on stages of sustainable management Table (1), and its application to the city of Rashid Table (4).

The possibility of applying the six pillars which the sustainability of tourist sites is built "according to the standards of the World Council for Sustainable Tourism" on the paths leading to those sites Table (2) ensure the success to those paths.

The sustainable management matrix has been applied to the administrative plan proses of Rosetta to see the extent to which its elements are achieved in the proposed management plan for the heart of Rashid City, Table (3)

**Recommendations**

- More detailed study should be carried out on the extent of the material and moral return for applying the idea of tourist paths to heritage areas.
- The elements of sustainable management are an effective tool that must be applied to the management of heritage areas.
- The elements of sustainable management are an effective tool that must be applied to the management of heritage areas, and we must study if it can achieve the UNESCO expectation of administration plan for listed sites
- The heritage and culture of a country must take seriously, because can be a source of good and quick economic returns because of its impact on world tourism.
- It is necessary to monitor independent budgets for the management of heritage, especially in a country like Egypt, which enjoys an unprecedented wealth in material and moral heritage.
- That the monitoring process in developing countries, should not be affected by Issues of ownership and administrative conflicts in and interests between government agencies.
- We should remove political away from Decision-making process for tourist destinations in developing countries
- Economic revenues should exceed the importance of preserving the historical and cultural heritage by bringing in renewable sources stemming from local culture for local population and their support for this heritage.



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