Towards new approach of tourism development of historical sites An Empirical Study for the El Darb El Ahmar area

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Abstract
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However, such improvement aimed to communicate tourists with inhabitants of historical place by introducing variety of outstanding attractions with the existence of living environment, which reflects the history, and culture of such places. The general methodology of the research based on several stages. The first phase is to study the lifestyle of the community of historical sites and their activities. Then highlighting the potentials and constrains of such areas through SWOT analysis. The second phase is addressing the potentials and resources of attractions with unique archaeological and cultural remains representing a sparkling potential market in tourism. The outcome will be scheme of tourism development of historical sites and involve the living environment of the area to achieve the objectives of this research. Such strategy applied on historical site with unique architectural style, including dynamic environment to reach the ideal plan for the study area.
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Keywords
Tourism Development- Historical Sites- El Darb El Ahmar
 نحو مدخل جديد لتنمية السياحة بالمواقع التاريخية
دراسة ميدانية لمنطقة الدرب الأحمر
د/ هشام جلال الشيمي
قسم الهندسة المعمارية - كلية الهندسة - جامعة فاروس - الإسكندرية - مصر

مقدمة

يعتمد المدخل الفكري الجديد لتنمية السياحة للمواقع التاريخية على تحسين الوضع الاجتماعي والاقتصادي للسكان الأصليين والمنطقة التاريخية السياحية، كما يحدث تفاعل بين السكان الأصليين والزوار.

تعد المنهجية العامة لهذه الدراسة من خلال تحليل المناخ الاجتماعي والاقتصادي والبيئي المؤثر على تطوير البيئة وتحقيق الهدف. من خلال تحليل وتحليل النتائج والتحليلات المتوفرة، أثرت الانتقادات الاجتماعية بشكل كبير على السكان الأصليين، وعلى النحو الذي يتبع تلك المرحلة تحليل النتائج السياحية للمنطقة، ثم قد المخطط للمنطقة التاريخية، مطرز بالمنطقة، وشبك الفضاء، وذلك رمزًا للنظام البيئي والاقتصادي المتأثر من المنطقة، الدرب الأحمر من خلال الخروج لمجموعة من النتائج أهمها أن سكان المنطقة هو الخلفية التاريخية والثقافية للمنطقة التاريخية. وأن التنمية السياحية الموثقة هي أحد الحلول الجاذبة للحفاظ على الآثار المستدامة للموقع.

بتطوير منطقة الدرب الأحمر، أحد مناطق المملكة المدنية المطلوب تطبيق المنهج الجديد لتنمية السياحة المستدامة لتعزيزه وتأكيده على الخريطة السياحية. وخرج البحث بمعالجة تاريخية من خلال منهجية تحليل النتائج القيمة، وضع جامعًا بيانات مستندة على الوضع الاجتماعي والاقتصادي للمواقع التاريخية، والتوصية بعمل تدريبية لتعريف سكان المناطق التاريخية بتقنية التعامل والتفاعل مع السكان، الزائرين.

الكلمات الكاشفة
تنمية السياحية - المواقع التاريخية - الدرب الأحمر
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قسم الهندسة المعمارية-كلية الهندسة-جامعة فاروس-الاسكندرية-مصر

المقدمة

يعتمد المدخل الفكري الجديد لتنمية السياحة في المناطق التراثية على تحسين الوضع الاجتماعي والاقتصادي للسكان الأصليين للمنطقة التراثية السياحية بما يحدث تفاعل بين السكان الأصليين والزوار السائحين بما يشعر السائح بوجود بيئة مرتبة بثقافة والتراث المنطقة تعتمد المنهجية العامة للبحث على دراسة الأثار السكانية للمنطقة التراثية ومعرفة أهم المشاكل الاجتماعية والاقتصادية والبيئية المؤثرة عليه لتجميع البيانات المتوفرة للمجتمع وتقييم النتائج من خلال تحليل بيها لمعرفة أهم استخدامات التراثية للتنمية المناطق التراثية من خلال تطور الوضع الاجتماعي والاقتصادي بما يعراض ذلك بناء مخطط الخطط السياحية للمنطقة التراثية مطور للمناطق السياحية للمنطقة التراثية تطور من خلال مخطط النتائج أهمها أن نظام المنطقة هو الخلفية التاريخية والثقافية للمنطقة التراثية وأن التنمية السياحية المتواكفة هي أحد الحلول الجدية للحفاظ على الإقبال السياحي

تعداد منطقة الدرب الأحمر هو أحد المناطق التراثية ذات الصلة باللهجة الجديدة لتنمية السياحة المستدامة للفن الديمغرافي والتنوع في نمط الحياة السياحة ومخرج بين المناطق المتواجدة في الحوار بين سكانها الأصليين ومجتمع السكان كأعمال التكوين والمساهم من أطراف النتائج إمضاها على سكان المنطقة هم الخلفية التاريخية والثقافية للمنطقة التراثية وأن التنمية السياحية المتواكفة هي أحد الحلول الجدية للحفاظ على الإقبال السياحي

الكلمات المفتاحية
التربية السياحية - المواعيد التاريخية - الدرب الأحمر

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Keywords
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Introduction
Tourism is a social and economic phenomenon that was accompanied with dramatic circumstances emerged clearly in the latter half of the twentieth century has become in many of the world's most important economic sectors in terms led to a change in work patterns and living standards and income distribution as the expansion of tourism activities accompanied by cultural changes and social, environmental and technology associated with the post-industrial And has made clear that the environment in which to grow the tourism of great significance to confirm the level of quality and success of the travel experience concerning the tourists and whether a natural environment such as land, water, plants or man-made and which includes the effects, and historic buildings, roads, etc. and in the absence of a clean environment for attracting tourists, tourism rarely succeed And within the scope of economic methods different to fit the environment in planning and environmental management of the different, the concept of sustainable development is best to face the negative aspects of development and to seek common ground in the future as the concept of sustainable development will continue to be thought leading to the development processes during the first century and the twenty in all economic sectors, including tourism sector
El Darb El Ahmar suffers from the weakness commonly found throughout Islamic Cairo (and many other historic city centres in developing countries), the combined result of a series of social economic and physical factors:
- Low family incomes and an economic base that often lags behind development in newer parts of Cairo
- A deteriorating housing core resulting from unrealistic planning constraints, pending demolition orders, limited access to credit and widespread insecurity of tenure
- Continue deterioration of monuments and historic structures
- The consequences of the 1992 earthquake and lack of public investment and regular upkeep of city infrastructure
- The absence of essential community faculties and services

1. Research Objectives:
1.1 The main objective:
The study aims to prepare a development plan for the region of El Darb El Ahmar includes a set of functional areas containing restoration on a range of tourism activities that can be formulated in the form of specific sites and areas and detailed programs can be put on investors
1.2 Secondary objectives:

- Study the current situation of the region and what is included in the geomorphologic data necessary for the preparation of the outline
- Development of the pillars and foundations of the region, schematic Acting on the basis of the overall strategic concept and proposed policies for development
- Develop a schematic program that contains the elements and the functional activities of the proposed scheme
- The preparation of several different planning alternatives in terms of thought and planning and achieving the targets laid down the foundations for the planning area

2. Methodology of the study

Overall strategy and development policies:

- Development of the region within the framework of the strategic concept of public and interactive relationships with national and regional levels
- Rely on the pillars of the initial planning emanating from the analysis of situation and target development in the simplest way
- Reliance on the policy of gradual growth cumulative

Cost-effective sustainable tourism development areas of the historic

Tourism development areas of the historical sites has a sustainable yield is in the range of themes of economic, environmental and social

- First, the economic return of tourism development areas of the historic
- Secondly, the environmental impact of tourism development areas of the historic
- Third, cost-effective social development of the tourist areas of the historic

The main elements of Methodology:

- a. Empirical study of the concept of tourism development through a review of the concept of development and mechanisms according to the application site area to be developed
- b. A Field Study of El Darb El Ahmar in terms of tourism potentials and opportunities for development through knowledge-dimensional heritage and tourism to the region and supporting the tourism development process
- c. An analytical study to extract tourism development scheme for El Darb El Ahmar through the analysis of areas of strength and weakness and learn opportunities through
3. WHAT is Heritage? (1)
Heritage means something that has been inherited. The word includes the concept of transmission from the past to the future. Heritage must be considered a legacy that we receive from our ancestors and have to pass on to future generations.

3.1 Cultural heritage:
It is the creative expression of a people’s existence in the past, near past and present. It tells us about the traditions, the beliefs and the achievements of a country and its people. There are two kinds of cultural heritage:
- Tangible: material heritage (it can be physically touched) such as: monuments, buildings, statues, paintings, objects.
- Intangible: deals with immaterial heritage such as: Music, dance, literature, theatre, languages, know-how, religious ceremonies, traditional performances.
It is common that a cultural heritage item combines one or more of the following categories:

1- Architectural works and monuments
2- Historical centers
3- Groups of buildings
4- Museums
5- Archives
6- Libraries
7- Archaeological sites
8- Cave dwellings
9- Cultural landscapes

Table (1) comparison between Cultural heritage and Natural heritage (1)

<table>
<thead>
<tr>
<th>TANGIBLE HERITAGE</th>
<th>INTANGIBLE HERITAGE</th>
<th>TANGIBLE &amp; IMMovable</th>
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<tbody>
<tr>
<td>Immovable</td>
<td>Movable</td>
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<tr>
<td>Architectural works</td>
<td>Monuments</td>
<td>Music</td>
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<tr>
<td>Archaeological sites</td>
<td>Historical centres</td>
<td>Dance</td>
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<tr>
<td>Historical centres</td>
<td>Groups of buildings</td>
<td>Literature</td>
</tr>
<tr>
<td>Cultural landscapes</td>
<td>Historical parks &amp; gardens</td>
<td>Theatre</td>
</tr>
<tr>
<td>Botanical gardens</td>
<td>Industrial archaeology</td>
<td>Oral traditions</td>
</tr>
<tr>
<td>Natural or maritime parks of ecological interest</td>
<td>Natural or maritime parks</td>
<td>Traditional performances</td>
</tr>
<tr>
<td>Geological and physical formations</td>
<td>Geological and physical formations</td>
<td>Social practices</td>
</tr>
<tr>
<td>Natural beauty</td>
<td>Natural beauty</td>
<td>Know-how</td>
</tr>
<tr>
<td>etc.</td>
<td>etc.</td>
<td>Crafts</td>
</tr>
</tbody>
</table>

3.2 Natural heritage includes:

1- Landscapes of natural beauty,
2- Geological and physical formations having scientific or aesthetic value,
3- Delineated areas that constitute the habitat of threatened species of animals and plants such as natural or maritime parks.
4. Mechanisms for the development of tourism to historical sites:
   a. Putting the region within the historic tourism program
   b. Media attention and advertising about the historical and monumental sites
   c. To provide network transport and support waiting areas surrounding the sites as loading points for tourists
   d. Providing the necessary services for tourists (toilets - houses gifts - cafeterias) and documentary films about the region
   e. Connecting the surrounding context to create touristic tours for the visitors and draw a clear map about its
   f. Establishing a distinct multi-level hotels in the vicinity of the historical area

Through studying the population demographics of El Darb El Ahmar it was found that the effective labor force constituted 62% in the age group (20-50) in this force and is considered a strong human

5. The importance of tourism development.

Tourism development is one of the objectives of economic development and comprehensive social because of their ability to improve the balance of payments and to provide jobs and create income-generating opportunities, as well as contribute to improving the style and pattern of social and cultural life of the general members of the community.

The growing interest in tourism push to increase its role in development in terms of promoting investment in the establishment of tourist projects in the framework of tax exemptions on imports of Tourism will also provide important opportunities for the contribution of States in the establishment of infrastructure projects in the country and the tourism sector is a pioneer in the creation of entanglements with the rest of the branches and the economic activities where forward and backward linkages of the sector.

Basis of the above can be pointing the importance of developing the tourism industry through:

a - improving the balance of payments: through the flow of foreign capital for investment in tourism projects, as well as through the good uses of natural resources and would achieve the tourism resources as a result of finding economic relations between them and other sectors in the country, coinciding with Mathsal by the state of economic benefits in terms of income earned from foreign currency from tourism demand for outbound tourism as well as internal, which contributes to increasing the gross national product of the state directly and indirectly and thus contribute to the process of economic construction as well as achieve the industry's recovery from large segments of society.

b - Providing job opportunities and solve the unemployment problem So that the expansion of the industry
Tourism and related projects would contribute to providing new job opportunities thereby reducing unemployment and thus lead to a high level of income and welfare of society and increase the rate of growth of spending tourists and the direct impact of tourism to provide jobs to be first of the tourism sector of the sectors associated with it.

c - Increasing the opportunities for profitable investment the state can identify broad areas for investment in this sector, including work on the exploitation of the good elements of the Advancement of reality tourism, where investment and employment of national capital and foreign direct it towards areas economically lucrative as owned by the private sector's ability to strengthen the competitive advantages of tourism projects and find possible means to attract tourists and the introduction of the best types of techniques and equipment and improve the methods and tactics that work here will require the supervision of the State to formulate comprehensive strategy one of the main elements of the terms of the private sector and its role in tourism development.

d - to achieve balanced development between regions result in tourist development to distribution and the establishment of tourist projects in new provinces of the country's different, especially as sites of cultural, archaeological and religious distributed between different parts of the country from north to south, which means a balanced development of the provinces, especially the underdeveloped them economically by finding work and improving the standard of living to the people of these areas and increase well-being of individuals and the exploitation of natural resources in the provinces, would entail the distribution of income between regions or provinces, and achieve a state of economic balance and re-distribution of income and the development of these areas as places to attract population and thus the possibility of reducing migration from underdeveloped areas to the more sophisticated as Tourism contributes to the recovery of human settlements served or where there is proximity to tourist infrastructure and also contribute to a deeper cultural awareness among citizens and stimulate the development of road network to cover new areas. Underdeveloped areas to the most advanced as contributing to tourism to revive the human settlements served or where there is proximity to tourist infrastructure and also contribute to a deeper cultural awareness among citizens and stimulate the development of road network to cover new areas.
Accordingly, we find that the interest in this sector and in several important tributary of the development process is the input for sustainable development, exploit the potential of the tourism industry and especially religion and give the home entitlements historical, as well as the development of the country's foreign relations as to improve the economic status of the State as a center of culture and radiation cultural and literary.

- As for religious tourism - is deemed an important economic resource at this time must accommodate the task of visitors and tourists and to find and create the infrastructure, equipment and accommodation and hospitality, considering that the holy sites can contribute in enhancing the general state budget and then lead to the recovery of income for large segments of society because of its foreign exchange contributes to the achievement of a supplier of hard currency will help stabilize the Iraqi currency and increase its value, thus improving the exchange rate, as well as the religious tourism her to do them is clear in the operation of labour and reducing unemployment and diversifying sources of national income - on the other hand can contribute to religious tourism in stimulating trade and increase the aggregate demand for goods and services, including increasing the size of the economic development and growth rates of per capita income and national income in the trade and services sector as well as that of this tourism is a source of the definition of civilization, Arab and Iraqi self and make it able to reverse the values high-end of the Muslim religion and society.

6. Tourism elements:
Tourism development is one of the most attracted approaches for cities that are rich with historical buildings or sites. For example UNESCO has listed Egypt as one of the first five countries that needed conservation as it contains one third of the Islamic heritage

6.1 Attractions:

5.1.1 Natural attraction:
Some of the countries are characterized by the distribution of historical buildings and sides along the city, which facilitate planning for historical trips and transform the city as an alive museum presenting different architectural styles and the identity of people lived there. This will lead to the activation of tourism.

6. 1.2 Manmade attraction:
Human resources who are presented in artisans' efficiency that appears in collection sold to tourists at the same time integrated social life, which interacts with tourists. For example, Luxor and Aswan in Egypt with their social life that attracts tourists in addition to recreational areas distributed along historical sites such as Bazaars, cafés and restaurants.
6.1.3 Attraction management and control:
It is considered one of the most important elements for tourism development, which are represented in the regulations, and laws set by governmental or nongovernmental organizations that are responsible for historical sites as touristic approach such as Tourism ministry, cultural ministry etc…

6.2 Facilities
They are group of services supported for touristic countries to serve tourists such as accommodation and supporting industries

6.2.1 Accommodation
Appropriate places for accommodation of tourists are very important and they must imply certain conditions:
- Different living standards to suites different types of tourists (Guest house less than 10 rooms- small hotel less than 100 rooms- large hotel over 100 rooms)
- To be as near as possible from touristic monuments

6.2.2 Supporting industries
Besides accommodation, the tourist will require a range of supporting industries. It includes catering and shopping, sport and recreation and entertainment. These facilities can be either the main attraction for certain classes of tourists or they can be supportive of the overall tourism industry in an area.
Support industry holds an important key to the success of a tourism destination. One important value lies in providing enough activity potential so that the length of tourist stays will be extended, and the longer tourists stay the more they spend

6.3 Services
Services must be supplied to historical sites or buildings and at the same time to serve accommodation of tourists, which attracts tourism such as transportation and infrastructure

6.3.1 Accessibility
To develop a destination for tourism, it has to be readily physically accessible. Physical accessibility largely depends on existing land use, infrastructure, and the location of access routes and possible modes of travel to and within the destination areas. Transportation face two main issues whether there are legible loading points or not, available parking areas for touristic trips or not. The second section different types of vehicles available and all can easily reach historical sites or some sites are not applicable by special types of transportations.
6.3.2 Infrastructure elements
The term infrastructure refers to all those built-in services, which are essential for modern social life and economic development; they include transport facilities such as roads, railways and airports, water supplies sewage, electricity and gas supplied for historical areas. How this distribution satisfies new requirements of inhabitants without affecting historical buildings badly accelerating its demolition. This facilitate movement of tourists through monumental buildings easily.

The transportation system improvement is one of the main reasons that have encouraged the development of recreational tourism. It has provided the means for more people (mass tourism) to travel and reach new destination which usually famous for its unique nature.

7. Barriers to Tourism Development:
Vary the ingredients for the tourism industry varying degrees of economic progress and civilization in the world and in Iraq surrounding the tourism industry, many of the obstacles and problems that led to the shrinking of the role of tourism in the areas of economic and social development and, although the contents of Iraq's resources and assets for the advancement by tourism, the tourism industry has not received the attention Required, there are a number of obstacles and challenges still facing tourism development should be addressed, including:

a - Lack of a clear strategy on tourism and the prospects of its development can be required to indicate the national level, regional and local levels in areas of economic, social, environmental and cultural heritage and the lack of visibility of tourism.
b- Lack of tourism development in the site development plans, which reduces the importance of continuing in the framework of the modest financial allocations for tourism, reflecting the lack of projects completed or planned and the poor performance of public policies in the adoption of a clear strategy for tourism.
c - Poverty is clear in the data and information, tourist information and statistics. Where the absence of a good system of information and tourism statistics.
d - the modest quality of facilities and services and the weakness or lack of basic facilities and services such as roads, electricity, telecommunications, and sanitation.
e - Humility and lack of educational institutions and the low level of qualification and training of the high proportion of staff and inadequate training programs, tourism and hotel for the advancement of the level of services and tourist facilities that require a qualified work force.

f - Humility, awareness of tourism and the failure of public awareness of the importance of tourism to most citizens.

g - Weak and inadequate and irregular land and sea transport, air and lack of access roads to the developer of all the sites and attractions.

h - Modest plans for promotion and marketing of tourism and lack of government funds allocated for marketing, research and statistics and tourism information.

e - Low and low level of hygiene in the cities and tourist areas of archaeological and inadequacy of public utilities and garbage treatment system under the low awareness of tourism.

l - Traditional tourism programs and non-existence of which stands a barrier to prolong the stay of tourists.

m - Neglect of the archaeological areas and urban cities, especially religious sites and historic buildings, there are shortcomings in maintenance and restoration, reconstruction and further exploration work, as well as the absence of a system programmer to visit and to increase and attract tourists to these areas.

n - Insufficient means to curb the smuggling of antiquities and historical objects or returned, helping to exacerbate the problem and undermine the tourist attraction.

Basis of the foregoing that the reality of tourism and antiquities in Iraq indicate the presence of real challenges to be faced, there are sites of archaeological mission threatened disappearance of a beacon of humpback in Mosul and Taq in the cities and twisted Samarra, as well as historical symbols of Arab and Islamic countries and the threat of the ongoing security of the tourist sites of religious and loss and loss of many of the pieces archaeological ancient in the foot and the weakness of the amounts allocated for expenditures for maintenance of monuments that were destroyed, as long military confrontation a lot of tourist facilities and archaeological and resulted in the fall and the collapse of many cities in the archaeological rich sites, the task that represents a turning point in Arab history and Islamic world and a landmark for the civilization of Mesopotamia and the Abbasid Caliphate and turn most of these sites to military sites.
Table (1) comparison between Tourism traditional development and Sustainable tourism development (1)

<table>
<thead>
<tr>
<th>Tourism traditional development</th>
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<tbody>
<tr>
<td><strong>General concepts</strong></td>
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<tr>
<td>Rapid development</td>
<td>Development occur on phases</td>
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<tr>
<td>No limits</td>
<td>Certain limits and capacity</td>
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<tr>
<td>Short-term</td>
<td>Long-term</td>
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<tr>
<td>Depends on quantity</td>
<td>Depends on quality</td>
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<td>Management of development</td>
<td>Management of development</td>
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<td>processes from the outside</td>
<td>processes by the local population</td>
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<td><strong>Development strategies</strong></td>
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<td>Development without planning</td>
<td>Planning first then development</td>
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<td>Comprehensive and integrated</td>
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<td>Focus on the establishment of</td>
<td>Taking into account the</td>
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<td>units for the holiday</td>
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<td>construction and planning of</td>
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<td><strong>Traditional urban building</strong></td>
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8. Case study El Darb El Ahmar: (6)

**Location:**
It is located at the Fatimid Cairo where it is bordered from the east with Mamluk's desert and Salah El Din's citadel while from west with El Megharbeleen and Port Said Street. From North with el Muez Street and forts of Salah El Din stretched from the citadel. While from the south bordered with El Sultan Hassan's Mosque and Mohamed Ali Street.
Fig (3) The notes and main axes of El Darb El Ahmar area

Fig (4) Visual orientation of the El Darb El Ahmar area
Historical background:
It was named "El Darb El Ahmar" due to accommodation of this area with Roman people with red faces who joined El Guhar's army to conquer Egypt at the beginning of the Fatimid reign.
The district represents the largest number of historical buildings in historical Cairo. It contains about 14 historical building representing most periods of the Islamic reign in Egypt which are considered one of the main sources of the cultural wealth.
Concerning the urban fabric of El Darb El Ahmar, it is homogenized where it is bordered by Ayyubid fortress, stretched along Bab El Wazir Street till the east at Bab Zewila.

Determinants to deal with historical characteristics of El Darb El Ahmar:
To study this area a matrix must be prepared to examine the multiple inputs to deal with the historical buildings there, which are:
1. History of the buildings
2. Structural system of each building
3. Value of historical buildings
4. Surrounding context
5. Visual continuity
6. Possible treatments
Characteristics of such area or sustainable development depends mainly on socio-economical aspects of the area for future development.

Sustainable development tourism of El Darb El Ahmar:
Sustainable development plan for El Darb El Ahmar depends on preserving monumental buildings and its relationship with contemporary socio-economic values, which means revitalization of the traditional values.

Urban conservation:
1. Converting the historical city and the urban fabric into new function, historical value and economic return by reusing the historical buildings to serve inhabitants and tourists at the same time through educational and cultural centers.
2. Providing fund for the management of buildings such as the reuse of school of Darb Shoughlan as socio-cultural center.
3. Designing public open spaces to be as a center of cultural events or meetings such as folk arts festival, children exhibitions.
4. Al Azhar Park is a practical model to convert the dilapidated areas to cultural centers for historical districts. The execution of the project took place without destroying archaeological sites.

5. The Ayyubid wall was considered as a linking element between Al Azhar park and El Darb El Ahmar and used as shopping elements for the historical district.

6. Residential buildings have been restored and reused to satisfy the inhabitants' needs.

9. Conclusions

1- By exploitation of cultural and historical tourism resources can solve many urban problems, and to ensure the continued development plans proposed, the captives population of those areas.

2- Study has introduced a new addition to this research to the fields of science and practice of urban development continued to deteriorating urban neighbourhoods through the exploitation of tourism development and conservation area.

3- The economy a major factor in urban planning studies for areas of heritage tourism in order to benefit the maximum value from their development, and development and the creation of economic value that is supportive of an area on the level of communities, and the heritage buildings.

4- Traditional areas of nature tourism need to raise the level of services and facilities and infrastructure, improving living conditions and give a better picture of the population because they are a key component of the region and constitutes the distinctive character of heritage.

5- Work to create areas of new housing for residents of the areas adjacent to the traditional heritage area, which could take advantage of the old residential areas either substitution or replacement of the terms of use or function.

6- El Darb El Ahmar area need to association system of activities and uses are compatible with the level of social, economic and directed towards activities with economic value is useful to the people of the region compatible with the character, such as traditional works (copper work - the work of fabric).

7- El Darb El Ahmar area need service activities consistent with the nature tourism heritage represented in the communication centers, hotels and restaurants to serve tourists distinctive visitors.

8- El Darb El Ahmar area need the services of its facilities and upgrade facilities, infrastructure, and use of meaningful employment hub for the historic Cairo and the development of areas adjacent right and left for development, creating a space additives.

9- Attention to activities and uses of nature, daycare and evening stage to support and develop an area of common goats future which creates life and movement within the region to maintain effective communication.
10. Proposals and practical recommendations to improve the rate of Tourism

A. In light of the situation and the problems experienced by the tourism sector and in part characterized by.

B. Elements of the tourist industry promotion of this sector generated income-generating opportunities and solve the problem of unemployment and the economy can improve by pointing a number of recommendations which they can bring development plans and operations of such a process (implementation capacity), which should be characterized by.

C. Identify the agencies responsible for environmental protection and natural resource development and through coordination between the Ministry of Tourism and the Ministry of Environment to preserve the cultural heritage (the effects of the museums and tourist sites of ancient and religious), as posed by the nature of importance as one of the elements of the environment and the necessity of protection and development.

D. Development of small-scale industries and craft heritage of nature and those associated directly with the support of the tourism industry and to identify sites for safe investment and tourism and provide the means to set up the pose of the importance of nutrition and links to tourism.

E. Support the infrastructure and the completion of the institutional structure - legislative and enforcement of laws regulating tourism.

F. To revive tourism promotion and organization, including the programming education official and popular, and the issuance of the tour guides, magazines, movies, guides, maps, as well as developing the use of visual aids, as well as the use of diplomatic missions at home and abroad and the establishment of periodic exhibits the potential of tourism, especially as the tourism promotion steps, represented by field survey of sites tourism and urban development schemes for their development and environmental studies and observation of population density, which means the proposal to establish Tourism Promotion Board to take it upon himself to this task, which requires the development of an integrated information base to ensure the availability of basic data accurate and specific about the elements of tourism and its components.

G. The Ministry of Tourism to identify and appoint investment opportunities to promote tourism and stimulate and activate the role of the private sector and businessmen to attract capital into profitable opportunities and to maximize the financial incentives and economic development in the field of tourism investment as well as the development of administrative facilities and shorten the time and the necessary actions in a framework of transparency for vacation tourism projects.
H. speed up the introduction of amendments to the regulation of tourism to become the organization of the Ministry of Tourism and Antiquities, bodies and departments in the provinces or regions organized organically works as a system-way marketing is able to keep pace with the rapid development of relations, international tourism requires the selection of elements of efficient and trained manpower and specialized.

I. Monitoring of the financial allocations necessary to proceed to the advancement of tourism in development plans and programs and development and through the survey accurately and comprehensively about the potential of tourism and ensure the participation of national and foreign expertise in this regard as well as supporting material resources of the General Authority for Antiquities and Museums and manuscripts in order to enable it to develop archaeological sites list to culturally appropriate level and increase the number of regional museums and the expansion of exploration and the maintenance and repair in the new areas of archaeological and historical list and reveal more of them and expand the size of tourism services and deepen its contribution to enrich the tourism in the country.

J. To improve the reality of tourism services and private systems and ways and means of transportation, internal and external communication. That requires the State an active and influential role.

K. activation of tourist activities and the preparation of programs and in coordination with the offices of travel and tourism, domestic and international adoption promotion and advertising as one of the most important elements of the marketing mix.

L. Festivals tourist - cultural and periodically in the tourist attractions and in coordination with authorities and relevant departments, both at the local level or international.

M. Tourism Training as a key element of the necessary elements of tourism development requires the expansion of the establishment of centers of tourism and hotel training to raise the level of tourism services.

N. to spread awareness among the citizens of the importance of cultural tourism and the use of media as one of the main sources of tourism in this, as well as work to improve the

O. Image of tourism in foreign campaign awareness and education is characterized by a comprehensive Balalmip the importance of archaeological sites to reflect the civilization
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6th June 2011  

Dear Dr Hisham Elshimy,  

Please accept this letter of invitation to attend the 4th International Urban Design Conference to be held at Surfers Paradise Marriott Resort and Spa, Gold Coast Australia from 21st – 23rd September 2011.  

The committee is happy to confirm the acceptance of your abstract as a poster presentation entitled: Towards new approach of tourism development of historical sites An Empirical Study for the El Darb El Ahmar area  

The theme for the Conference is Resilience in Urban Design through measures such as supported interconnectivity, appropriate densification within urban footprints, multiple transit modes and walkability, socially inclusive design, economic resilience, and adaptive built environments.  

The Conference program will focus on the following key topics;  
• Resilience in urban design  
• Sustainable infrastructure & transport  
• Population growth, densification & urban renewal  
• Ecocities & energy efficient, carbon neutral buildings  
• Responsive & inclusive public spaces & built environment  
• Effective governance & leadership  
• Tourism heritage  

In addition to an outstanding program, the Conference will provide the opportunity for delegates to network, share experiences and expertise, and further develop knowledge and skills.  

We look forward to meeting you at the 4th International Urban Design Conference for a first class meeting.  

Yours sincerely,  

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