

HU-BTU Fifth International Conference on Heritage Conservation and Site Management "Cultural Heritage and Sustainable Development: A Tourism Perspective" Aswan, 8-11 December 2017

Abstracts of Papers

Author:	Ahmed Mansour
Title:	The Island of Philae: An Open Heritage Museum of Ancient Writings, Reflections on the Social and Religious Role of Ancient Writings
Abstract:	<p>Writing is considered an important component of the cultural heritage of ancient Egypt. Indeed, the tolerance of the Egyptians towards the foreign communities was abundantly clear in securing their freedom of religion and language. In other words, Egypt believed, more than 3000 years ago, in what today is termed 'multiplicity'. Thus, documenting those writings assist in adding a vital component to the cultural heritage of Egypt, promoting innovative touristic itineraries on the island, and to raise the public awareness to conserve it for next generations</p> <p>Philae has a long history of multi-ethnic pilgrimage. In the Ptolemaic period, pilgrims came from Egypt, North Africa, Crete, Greece and Asia Minor to worship the goddess of Philae. This broad spectrum of visitors probably reflected the long importance of the island.</p> <p>After a preliminary survey, it is revealed that the ancient writings are: Hieroglyphic, Demotic, Meroitic, Greek, and Coptic. These writings are scattered all over the Island, therefore, the island can be considered an open-heritage museum of ancient writings. A rich archive of graffiti has been preserved on the walls of the temples of Philae. Among them are inscriptions written mainly in demotic and Greek that date to the fourth and fifth centuries.</p> <p>The aim of this paper is to consider/declare the Island of Philae as an open-heritage Museum of ancient writings. I will discuss the above mentioned writings through three main entries: Date of their appearance, reasons of their existence, and an exemplar of each type. Finally, a suggested solution will be presented to conserve the ancient writings for the sake of sustainable development using the digital heritage approach.</p>

Author:	Ahmed Nakshara
Title:	Visual Storytelling of Heritage Sites, Tanis in Petrie's Archives as a Case Study
Abstract:	<p>Since every archaeological site has two stories to be told, the first is the old one when the original people were living there, and the second is the modern when somebody comes and discover the place. This paper is an attempt to tell the story of Tanis' excavation through photographs from its excavators' archives. I</p>

intend to deal with Petrie's Archives as a model for the proposed interpretation resources.

William Flinders Petrie is the father of Egyptian archaeological photography, and the pioneer of discovering Tanis. During his relatively short stay at Tanis in 1884, he took many photographs not only of monuments but also of his local workforce. This has provided us with many faces of the local inhabitants with captions of their names and much other information. Many families that have been mentioned in Petrie's archives, still live at Tanis nowadays, like Bakhshish, Timras, Dafani, etc.

As long as, interpretive facilities are divided into two main kinds; the non-personal interpretation that depends on published, electronic materials or alike, and the personal interpretation that lays upon the interpreter's shoulders, I am here proposing either the former or the latter interpretation method for many of those photographs accompanied by their captions and some short stories, aiming for a better interpretation, leading to a better understanding, hence a better appreciation of the place, to reach our ultimate aim which is local community engagement.

Author:	Ahmed Moustafa
Title:	Sustainable Communities in the Cultural Context "Participation Outcomes"
Abstract: <p>Tangible and intangible cultural heritage had always referred directly or indirectly to the human production and its significance attached to communities. Broadly speaking, culture and community are two interconnected management issues that reflect the image of any specific country and its inhabitants. The interaction relation between culture and community members' creates a set of values, which influence the individuals and the public experiences, and positively reflects on the socio-economic and socio-cultural dimensions of communities' sustainability.</p> <p>On one hand, arts and cultural activities can contribute to community development and reflect by sequence on communities' quality of life, which is considered an important aspect of the sustainable development. On the other, participation in arts and cultural activities contributes to increasing the awareness of the cultural property and its history, and to preserving the cultural heritage.</p> <p>This paper illustrates the definition of terms like culture and identity in relation to arts and investigates the underlying meanings of different concepts. It addresses the values of art, culture and identity, which are deeply rooted in the composition of the community and the impact of the participation in arts and cultural activities on the quality of life of community members.</p>	

Author:	Alexandra Skedzun-Safir, Peter Schneider
Title:	All Mapped Out: Digital Cultural Heritage, Mapping and Chances for Urban Storytelling
Abstract: <p>The possibilities of heritage interpretation and communication has taken in recent years an additional turn with the advent of digital cultural heritage, with the digitization of heritage and improved accessibility in social media. In history discipline, digital mapping is increasingly employed, with the advantage of rendering research results easily (and democratically) accessible through the internet. This paper explores the possibilities of storytelling through digital mapping.</p> <p>Examples of research conducted by Skedzuhn on 19th century topography in Florence will be employed to demonstrate the links between different historic sites. The digital mapping here offers the possibility to</p>	

compare different functional layers within a city, rendering the historic layers visible, and linking the contents of different structures, possibly with emerging otherwise unknown connections between various phenomena. Mapping in this case provides a visual demonstration of historic layers, with the option to add at a later step new functional layers to that map, and creating an open access to other researchers. Historical research is often represented as a top down approach when addressing heritage values, but does a different type of method exist?

Digital mapping as a tool for interpretation is appealing as it can be used as a participatory method as part of awareness raising methods for heritage values, where different individual, local, or national cultural values can be communicated. Taking into account of integrating a change in heritage values, maintaining thus an openness to different processual qualities of societies and their cultural values.

Author:	Aliaa R. Youssef and Norhan H. Salem
Title:	Combining and Analysing Different Stages and Generations of Oral Cultural Heritage; Programmes with Elder People Category
Abstract:	<p>There are many ways to preserve our cultural heritage, definitely our memory give interpretations of the past, present and the future. Therefore oral history circles are tools in creating a diverse of programmes in heritage sector referring to individuals' value in oral traditions skills, local knowledge, practices, and expressions as well as what behind the stories of objects and artefacts associated with their cultural heritage.</p> <p>It is not an easy mission to target the elderly audience (+55) in the cultural and educational activities, our focus through this programme is to target this category especially. The programme could be like away of development for the national tourism if it would be applied in a museum or an archaeological site, compared with the same programme if it would be applied in a national library or non-urban organization or any institution that we could make this category involved in these activities like the youth.</p>

Author:	Amr Al Qamary, Yasmin Bayoumi
Title:	Cultural Economy Utilization; between the Reproduction of Handicrafts, Tourism and Capitalism, the Case of Esna
Abstract:	<p>This paper aims to examine the approach of cultural tourism reproduction in Upper Egypt and questions the current models for cultural economy. The cultural 'product' as a reproduction of a life style that was once born out of localized, temporal needs where people of the Nile valley utilized resources that they can reach to address these needs. While most admired physical artifacts and constructions respond to ruling class and hegemonic stratum, some traces remains for normal traditions, daily activities and production routines of the majority. But what would happen if they are forcefully reproduced? What if they no longer relate to the localized needs nor resources? What if this cultural 'product' is mainly desired by the global explorers who seek to experience ancient ways of life? The reproduction of such activities can bring valuable 'foreign income' to those who may perform these activities... or those who hire them. Such a change in economic model changes 'cultural-life-style' cycle which serves in capitalism reproduction exploitation cycles.</p> <p>Esna city center has various historical elements of hegemonic heritage; Khnum temple of ancient Egypt, Wekalet El Geddawy and El Emary Minaret of Islamic Egypt. This paper highlights the intangible history of</p>

crafts and activities in it and explore their possible economic cycles, specifically the ancient oil-grinder (El Ma'sara). It is currently operated by an 80 year old grandparent, who has two sons whom don't have any apparent desires to revive, maintain, or inherit this activity, but maybe pushed to do so. Reflections and comparisons on Luxor development model and previous interventions proposals to Esna will be considered in the formation of the new generations' ideology with a criticism for the capitalistic exploitation of the 'cultural product' that can hollow out the cultural activity as it appropriates resources to the service of local community.

Author:	Aya Abd El-Moneim, Nourhan Ali, Naglaa Abd El-Razek, Mahmoud Fathy, Dina Saleh and Ahmed Elyamani
Title:	A Study on the Surroundings of Sednaoui Al-Khazendar Historical Building in Khedivial Cairo and Proposals for Improvement and Development
<p>Abstract:</p> <p>This research is a part of an integrated study based on the building of Sednaoui El-Khazendar in the Khedivial historic Cairo, this building that dates back to the early 20th century has a unique architectural style as it was designed by the famous French architect Eiffel (designer of Eiffel tower in Paris). In the first part of this study (presented in another research), the building was examined, the causes and symptoms of damage were observed, plans for its treatment, restoration and reusing were proposed. Because the building does not breakdown from its surrounding area; studies have been done on the high scale of the building, an inventory of problems was done, an appropriate solutions were put and this is the objective of this research, the most important problems of this area were: the existence of several neglected historical buildings suffering from infringements, the spread of street vendors randomly around the building, Traffic congestion, high pollution rates, lack of adequate road signs, lack of proper traffic routes or rest places for people, and there is no consideration for hand kept people.</p> <p>Studies have been done to identify the area, its history, the factors that affected or still affecting it and the results of this effect, on the other hand the available components that can achieve the desired improvement were proposed, and developed proposals that may help in the development and upgrading were put, such as reusing of historical buildings in an integrated functions with the proposal for reusing of Sednaoui itself, and solutions for the problem of street vendors by studying similar cases in other countries, such as France, Italy and Belgium, the redistribution of green areas were proposed, and finally the development of streets and corridors and the creation of traffic routes considerations for healthy people and others with special needs.</p>	

Author:	Basma Ibrahim, Esraa Mashaly and Ahmed El Seragy
Title:	Comparative Analysis of Regeneration and Conservation Approaches of Deteriorated Historical Center in Southern and Northern Mediterranean Cities
<p>Abstract:</p> <p>One of the most significant problems in the Mediterranean cities is the deterioration of historical areas. The Location of the Mediterranean – between three continents-is very distinctive and had resulted in a great heritage of a great diversity. Millions of tourists come to the Mediterranean region every year for visiting the historical areas. The enormous rise in archaeological tourism in the region has put services for visitors in conflict with the care of the sites. This, along with other reasons, had led to severe deterioration of the historical areas in the region. The conservation process of these areas is of a great importance as they represent the identity of people, they tell us how men lived in the past, they carry historical messages, and have become an important economic resource.</p>	

The Mediterranean cities follow different conservation approaches of historical areas; this research studies two different approaches of southern and northern Mediterranean cities, and evaluates the results of each of them. The pursues of the research is to clarify the general reasons of deterioration of the historical areas of the Mediterranean region, to show the importance and the results of historical areas conservation, and to compare between different conservation approaches followed by two different Mediterranean cities.

This field is broad and all the previous points are of a great importance; however this research will focus on the comparative analysis of conservation approaches in southern and northern Mediterranean cities.

Author:	Bushra Nabas
Title:	The Role of Uncomfortable Heritage in Sustainable Development
<p>Abstract: Cultural sustainability is fostered by heritage, which is what societies decide to inherit and pass on to future generations. Therefore, heritage is always viewed with positive associations. However, we cannot choose only the glorious and pleasing facet of history; confronting the uncomfortable and shameful is a must, since all aspects of history are an important constituent of collective memory and history of mankind.</p> <p>The topic of this paper addresses this understudied and essential type of heritage, that is uncomfortable heritage and how -if utilised properly through adaptive reuse- it can majorly contribute to the three pillars of sustainability; social, environmental and economic.</p> <p>The research undertakes a qualitative approach to conduct a comparative analysis of three flak towers and bunkers that were constructed during the Third Reich era in Germany and Austria as an example of uncomfortable Nazi heritage, and showcase how all buildings are contributing to the sustainable development of the societies in different aspects.</p> <p>The cases are:</p> <ol style="list-style-type: none"> 1. A tower in Vienna: now an aquarium and a zoo welcoming more than 350,000 visitors in 2009. 2. A bunker in Hamburg: now a functioning energy plant producing electricity for the adjacent neighbours, in addition to a historic exhibition and a cafeteria. 3. A bunker in Berlin: now a private art collection gallery that attracted more than 320,000 visitors from 2008-2016. <p>After analysing the history of the cases, and the process each case undergone to develop it into a project that benefit the society, the research concluded that; even with buildings that are associated with atrocious history, with the proper management and tools, sustainable development is attainable and very profitable in all three aspects;</p> <p>Social: as the heritage and history will be passed to the future generations.</p> <p>Environmental: by reusing existing buildings and materials.</p> <p>Economic: by attracting visitors and creating revenues.</p>	

Author:	Dalia Khattab, Hashem Sallam, Alessandra Macedonio, Islam Yaser
Title:	Enhancing Disaster and Risk Preparedness in the Museum of Islamic Art, Cairo
<p>Abstract: The research paper proposes blueprint measures to enhance the disaster and risk preparedness in the Museum of Islamic Art (MIA), Cairo. The methodology used includes direct observation, both structured/semi-structured and informal interviews, and literature review. Methods include hazard</p>	

identification and comparison with disastrous incidents in similar museums.

Throughout the research paper, an analysis of the existing management systems of the MIA, focusing on existing DRM or emergency plans, is conducted. With the results of this analysis, proposals and recommendations for a future development of a DRM plan are made based on the existing literature about the subject. The guidelines for developing a DRM plan and the recommendations made can be applicable to other similar cultural institutions both in the Middle East and in the world.

The choice of the Museum of Islamic Art as the case-study of the paper is due to the fact that the Museum has layers of cultural significance not only in local but global levels: its location, architecture, past-history and collections per se would be enough to prove its value. In addition, the massive international and local response to the collateral damages of the 2014 attack has added to the museum a new international platform of values.

An analysis and evaluation of the Museum and concerned stakeholders' response to the attack is also reviewed. Furthermore, a comparative analysis with the Iraqi National Museum in Baghdad, the Egyptian Museum in Cairo and Malawi Museum in Menya, Upper Egypt has been discussed. Therefore, the recommendations made can be implemented for cultural institutions in countries that currently face conflicts.

The initiative of the paper, therefore, is the first step to tailor a disaster risk management plan for MIA in the future. Hopefully the paper will inspire and be a reference for heritage institutions, sites and the local community.

Author:	Dina M. Ezz El-Din
Title:	Creating Public Engagement to Cultural Heritage in the Site of Qubbet El-Hawa through Storytelling
Abstract: <p>Cultural heritage strongly affects our sense of identity, our loyalty, and our behavior. It is therefore very influential in the development of social groups. To engage public interest's in cultural heritage, a variety of programs are used. The care and continuous development of a historical site allows its significance to be revealed and retained, and accordingly secures its future. Storytelling helps to sustain individual and group identities through plays that use historical information. Hence, storytelling sessions are means to provide entertaining and educative interactions, as well as to develop tourism marketing for the historical site and the tourist destination.</p> <p>The site of Qubbet El-Hawa on the western bank of the Nile at Asswan is known for its elite ancient Egyptian cemetery. It consists of rock-cut tombs that date back to many successive periods starting from the Old Kingdom onwards. The tomb owners were high officials who were responsible for royal expeditions to the south. Their tombs are characterized by the autobiographical inscriptions which tell about the journeys to Nubia. Some of the burials are very finely decorated and introduce fascinating details of the lives of these nomarchs.</p> <p>The objective of this study is to examine the possibilities of using storytelling as a means of attracting public engagement in cultural heritage in the site of Qubbet El-Hawa at Asswan. It also aims at developing and marketing tourism destinations there.</p>	

Author:	Esraa Alhadad and Tinatin Meparishvili
Title:	Cultural Heritage Tourism as an Innovative Catalyst of Local Development: Strategies and Actions
<p>Abstract:</p> <p>It has always been the matter of dispute, whether tourism has a positive effect on a cultural heritage site, a topic that has been recently gaining a lot of attention of scholars and policy- makers alike. When we initiate this discussion, it is important to think about the following questions: why was the cultural heritage site created primarily? Was it intended to be an abstract object, something maintained by locals for its artistic/cultural/historic values or was it originally meant to be exploited and used by the community? What is the central focus for us, as the conservators and heritage managers: the well-being of the community by maintenance and sustainable development of the heritage site, or preservation of the site as a distant object, away from the locals and abandonment of its original use? Is the focus the Site or the Community, or the Site for the Community and other way around? Where is the golden mean between advantageous and disadvantageous tourism?</p> <p>This paper will answer the questions, arisen in the paragraph above, by providing cases studies about the heritage sites in Western and Eastern Europe, discussing how tourism transformed communities, decreasing unemployment level, improving accessibility of heritage sites, developing infrastructure and raising awareness of the cultural value of regions.</p> <p>As a recommendation, the paper will discuss how the previous experiences can be used for boosting sustainable tourism development on the Elephantine Island in Aswan for the favor of the community by recommending the appropriate strategies and actions to achieve a successful sustainable development.</p>	

Author:	Engy El-Kilany and Mohamed Abdel-Ghany
Title:	The Conservation of Siwa Intangible Heritage through the Reduction of the Social and Cultural Negative Impacts of Tourism
<p>Abstract:</p> <p>Tourism is one of the world's fastest growing industries as its influence could be remarked mostly everywhere. As it has positive impacts, it has also negative impacts. Most negative impacts occur as upshot of various tourist activities. They may not be visible on time but emerge on the long range.</p> <p>Cultural negative impacts might be attested in values, beliefs, moral behavior, and arts of host communities. While traditions decline, loose of identity, crime rate increasing, social conflict and materialism may be regarded as negative results of tourism industry that have social effect on the host communities.</p> <p>Culture heritage is a collection of the ways a community is able to pass on their lifestyle from generation to generation. They can include customs, practices, places, monuments, objects, artistic expressions, and values. Cultural heritage is often expressed as either intangible or tangible. The intangible heritage need much effort for conservation since it is more prone to the rapid ideological evolution the world passed by.</p> <p>This paper aims to conserve the intangible heritage of Siwa oasis through the reduction of social and cultural negative impacts of tourism. This study follows an analytical and deductive methodology to achieve its aim.</p>	

Author:	Fatma Keshk
Title:	From Storytelling to Educational Curriculums: Producing Creative Narratives for Archaeological Heritage
<p>Abstract:</p> <p>In the past few years, there was an increasing interest from many scholars and institutions involved in archaeological fieldwork in Egypt to organize outreach activities including storytelling sessions and other activities with the local communities living in the surrounding of archaeological sites. At the same time, there were some initiatives taken by the Egyptian Ministry of antiquities to engage with the young students through customized museums' visits in the aim of enhancing the links between heritage outreach, educational institutions and general audiences. Nevertheless, these important steps towards increasing the knowledge on archaeological heritage is still lacking a guiding methodology.</p> <p>Increasing local knowledge on the values of archaeological heritage in Egypt is absolutely one of the major steps towards sustainable development of local communities. Based on experience of more than 10 years of encounter with local communities in Sinai, Aswan, Western Delta, Eastern Delta and even in Nubia, I started in May 2016 working on an ongoing research entitled: "Knowledge of Archaeological Heritage in Egypt".</p> <p>This research aims to present a thorough review on the current state of heritage knowledge in Egypt between various groups of people, to study the local differences affecting this knowledge and finally to suggest an initial guiding framework for current and future heritage outreach projects.</p> <p>This paper aims to present a summary of the ongoing research of "Knowledge of Archaeological Heritage in Egypt", with a special focus on case studies from some of the archaeological sites in Aswan such as Elephantine Island, the Fatimid Cemetery of Aswan and Bigge Island</p>	

Author:	Gehane Nabil Zaki
Title:	Storytelling as a Tool for Social Development and Community Outreach in Museums and Heritage Sites
<p>Abstract:</p> <p>The art of storytelling is considered as one of the most ancient kinds of arts which preceded different forms of art such as written or recorded stories. Oral storytelling encompassed in itself different types of arts such as acting that combines gestures and expressions as well as improvisation and instant ad hoc narration.</p> <p>Moreover, oral storytelling is one of the primeval tools of human's communication that appeared far before media and any other kinds of social communication. Besides, it has been the main tool of the transmission of oral history from one generation to another.</p> <p>Accordingly, nowadays oral storytelling is frequently used as an effective means of social development and community outreach. It is efficiently utilized as a means to accomplish many objectives related to community outreach such as:</p> <ul style="list-style-type: none"> • Reevaluation of values and attitudes amongst different members of the community. • Motivation for young people and students to learn school subjects in an interesting and informal way by converting rigid school information to interesting and interacting stories. • Enhancing school children's creativity and communication skills and improving self-confidence among them. <p>In this regard, museums and heritage sites, which are the incarnation of human's stories throughout the time, are the best milieu to apply the art of storytelling and effectively utilize it for social development.</p>	

Indeed, this may create an emotional relationship between audience and heritage content. It may also contribute to convert museums and heritage sites to be the best places for informal learning.

Thus the aim of this research is to experiment the storytelling technic as a basic tool to enhance social development amongst local communities at heritage sites. It will shed light on the researcher's participation as a freelance storyteller in a summer camp which has taken place in one of the heritage sites at a popular district in historic Cairo, and in which she has applied the storytelling technic on children and young youth from the local community. The researcher will present the advantages and disadvantages of the whole experience and will end by giving recommendations about the best practice of using the storytelling technic as a tool for social development.

Author:	Haitham Samir
Title:	The Imperative of the Cultural Landscape Approach in Managing Changes of Heritage Sites. A Special Reference to the Egyptian Context
Abstract: <p>Cultural landscape is currently included in the recent literature as a new approach to urban conservation. It stresses on investigating the link between the physical forms of heritage, the natural environment, and the sociocultural evolution that resulted in a layering of expressions and changes through history.</p> <p>The purpose of this paper is to focus on the importance of integrating the cultural landscape approach in our conservation practices not only as a concept but also as a tool, which enables policymakers to manage heritage sites. The aim of this paper is to explain in what way the notion of cultural landscape may constitute a tool for understanding our heritage and reshaping the urban conservation practices based on managing the present change rather than freezing the past.</p> <p>Though the text is mainly of theoretical character, conceptual references are made to the Egyptian context and cases, which present significant representation of layering of heritage and interactions between natural environment and cultural forces. The paper points to the significant potential of cultural landscape approach in understanding the changing role of heritage sites in our cities and how to synergies socio-economic development and conservation in order to maintain these places in a sustainable way. Attention is also made to the possible tools applied with this approach. It seems necessary to incorporate the cultural landscape concept in policymaking, taking into account the difficulties in the conservation of cities' heritage sites.</p> <p>A coherent applicable approach is proposed, which may be useful to different levels of public authorities and organizations and also helpful to practitioners in the field of heritage management, with respect to natural, social and cultural implications of heritage projects and activities conducted by them.</p>	

Author:	Hamida A. Mohamed and Moataz A. Marie
Title:	How will Web and Social Media Usage Affect the Future of Museums? Case Study: The Museum of Islamic Art in Cairo
Abstract: <p>Social media has the ability to reshape the way in which museums are viewed. The introduction of new multimedia information systems, based on Web and social media usage, enables museums to redesign</p>	

their traditional products and promote new cultural experiences.

The main aim of this study is to diagnose the current situation of the Museum of Islamic Art in Cairo concerning using web and social media tools, as well as exploring the use of social media by art museums and their effectiveness as marketing tools. The review of literature will cover the reasons to use social media in museums, effective social media usage, barriers to the usage of social media sites such as Twitter and Facebook, and tools that can be used to measure the impact of social media. A qualitative methodology will be selected because it allows for in-depth data collection directly from participants. Semi-structured interviews with probing questions are used throughout the interview process. Qualitative interviews with museum staff members will be conducted to gain in-depth understanding of the use of web and social media.

Based on the findings of the current study, the researchers will recommend strategies for strengthening visitors' awareness, comprehension, and engagement with the museum using social media tools.

Author:	Hanan Ismael
Title:	From College to Mosque: Tabia in Aswan as an Egyptian Heritage
Abstract: <p>Aswan is one of the most strategic sites in Egypt not only during the Pharaonic period but also in the modern times. Mohammed Ali recognized the importance of its location in south Egypt. That was why he ordered, in 8 August 1821, the construction of the second military college in Aswan. Also there, many races are fused together to form a strong Egyptian army that would be able to protect the state.</p> <p>The remains of the college were documented by the UNESCO in 1959 as an important part of the Egyptian heritage. However, in 1969-70 President Nasser ordered the construction of Badr mosque— better known as Tabia mosque – in the same place to commemorate the Battle of Badr. The removing of the remains of the old buildings and the construction of the new mosque reformed the population in the area and formed new inhabited areas in Aswan.</p> <p>The mosque was opened during the presidency of Sadat in 1974. It follows the Mamluk style of art and architecture. This area is one of the highest in Aswan, which makes the mosque visible from different sites in the city. And due to its importance, the governorate opened a new street to connect it directly with the corniche. Since its construction, for many years, all religious festivals and occasions are to be celebrated there.</p>	

Author:	Hanan Ismael
Title:	Returned to the People: The Transformations of Egyptian Royal Palaces into Museums
Abstract: <p>While Egypt is most famous for its Pharaonic remains, it was also greatly enriched by spectacular palaces built during the reign of the Dynasty of Muḥammad 'Alī (1805-1952). These palaces cost a fortune to build and maintain, a large part of which was paid for from public funds. After the 1952 Revolution, most of these palaces were confiscated and became the property of the Egyptian government. Some of them were turned into historical museums presenting Egyptian élite life as it had been lived inside.</p> <p>Once opened to the public, the palace museums attracted many visitors. This paper examines how three</p>	

different types of these palaces – ‘Abdīn Palace (Royal palace), Farouq Rest House in Helwan (King’s rest house), and Manial Palace (Prince’s palace) – functioned as museums in post-revolutionary Egypt, and how heritage functioned in the process of building the modern Egyptian nation state in the 20th century. These three palaces were opened as historical museums because of their historical, architectural and artistic values announcing the arrival of a completely new era. The important symbolic functions of the palaces are reflected in the involvement of the highest politicians in the opening ceremonies. However, these palaces are not now commonly on the tourist itinerary, but they are still part of the cultural program of Egyptian school classes.

Author:	Maissa Moustafa, Esraa Alhadad, Mariam Dawood, Nesma Ahmed
Title:	Cultural Heritage and Sustainable Development in Aswan, Case Study: Elephantine Island
<p>Abstract:</p> <p>Elephantine Island at Aswan Governorate is one of the unique archaeological sites in Egypt representing a historical timeline of Egypt starting from 3000 BC. Moreover, its location adjacent to two Nubian villages - Kotti and Sew- with their inhabitants, who were not obliged to be displaced after the construction of the two dams of Aswan, makes the island a distinctive cultural site where tangible heritage and authentic intangible heritage are mixed together. Nevertheless, the site suffers from negligence and poor interpretation, which on the one hand made the domestic and international tourists unaware of the major significance of the site. On the other hand, the local community is deprived from any kind of development. In this case study, the authors try to spot the main issues and opportunities of the cultural heritage zone on Elephantine Island.</p> <p>The first part of the paper discusses the significance of Elephantine with regard to its location at the south of Egypt. In the second part the authors are concerned with analyzing the current status of Elephantine by approaching the island from different perspectives, especially from the point of view of tourism and the local community. The third part is dedicated to answering the questions raised by the authors for better interpretation of the site.</p> <p>Finally, the fourth part contains the conclusion and the recommendations on how to better understand and protect the site in order to create sustainable tourism on the site by involving the local community. In addition, the authors make recommendations for the site regarding the carrying capacity and safety risk plans. Last but not least, a marketing campaign for the island is suggested, too.</p> <p>The methods used in the analysis are mainly reviewing literature about Elephantine Island, making interviews with visitors and the local community (not only on Elephantine Island but also on other sites as Dahshur Necropolis), as well as making interviews with technical specialists. The authors also used the latest technology to make a better interpretation for the site, this includes the creation of a clip with a virtual reconstruction for the ruined monuments. Moreover, the authors used GIS web mapping by measuring the site's monuments coordinates and creating the website http://cultmap.culnat.org/abu</p>	

Author:	Mariam Dawood
Title:	Environmental Sustainable Development in Historical Cities
<p>Abstract:</p> <p>This paper introduces sustainable development in historical cities through environmental projects that have socio-economic impact on the cultural heritage and the local community. There are several areas in</p>	

Historic Cairo that suffer from the underground water problem and lack of waste management.

The chosen area for this paper is Al-Khalifa Street in Historic Cairo. Most of the cultural heritage sites of this street are shut down due to its conservation condition. The cultural heritage monuments in Al-Khalifa Street suffer from underground water and these monuments turned into landfills by the local community due to the slackness of the municipality. The underground water and the waste problems are not just affecting the cultural heritage, but also affecting the environment and the public health of the people.

This paper will present some solutions for the waste management and underground water problems in Al-Khalifa Street. These solutions are environmental projects that have socio-economic impact on the local community and improve the situation of the cultural heritage conservation. The underground water problem could be solved by treating the underground water and using it in irrigating the public parks of the area. Additionally, the treated water could be used for the plants on the roofs of the houses in the area, and start promoting urban agriculture. The waste problem could be solved by raising the awareness of the community of its severity of the public health and affecting the cultural heritage monuments in the area. The landfill strip in Al-Khalifa Street should be cleaned and converted to a public park that will be irrigated from the treated underground water which will bring future tourism to the area

Author:	Matías Muñoz Hernandez
Title:	Sustainable Tourism or Selling Places? Effects of the UNESCO World Heritage Site Nomination in Valparaíso and Hoi An.
Abstract:	<p>The strategy of promoting culture through city image is strongly related with UNESCO strategy to develop particular cities through their World Heritage Program. This research focuses on heritage infrastructure and the entanglement with cultural investment, which are based in specific buildings commonly constituted as highly cultural valuable assets.</p> <p>This research takes two independent case studies to compare the demographic, economical and social effects on Valparaíso, Chile and Hoi An, Vietnam after their nomination as a World Heritage Site. The results on both cities are contrasted analysing the slots distribution of the heritage sites and their activity before and after the nomination.</p> <p>The findings of this study show that the nomination's positive effects on tourism depends on the empowerment of the local government to manage the heritage site, additionally it is restricted to the political context of each country. Therefore, the nomination from UNESCO does not guaranty a positive contribution in terms of city branding. On the contrary, an inefficient administration of the heritage site can originate an overexploitation of the site and a redistribution of the demographic characteristics.</p> <p>In the end, the nomination for World Heritage Site represents touristic benefits for the city but also holds complex responsibilities on the strategy to sell the city/town brand. It appears that recognising the global plan of the UNESCO World Heritage Site in a national and local sphere context is the most effective way to transmit an authentic experience for the tourists, ensure the sustainability of the cultural investment and respect the interests of the local community.</p>

Author:	Moataz Marie and Heba Zaki
Title:	Enhancing Pro-Environmental Behavior at Heritage Sites: The Effect of Place Attachment
Abstract:	

With growing insight into sustainability issue, the tourists' pro-environmental behavior in cultural heritage sites became a vital topic to discuss. Yet, visitors' sustainable behavior in heritage sites has not been sufficiently investigated. It has been hypothesized that individuals with higher level of attachment to a place were more likely to protect this place.

To bridge this gap, the current research aims at examining the influence of multidimensional place attachment construct on pro-environmental behavior of tourists at the district of Old Cairo. The review of literature will encompass pro-environmental behavior and place attachment with its four dimensions (place dependence, place identity, place affect and social bonding) at heritage sites. A quantitative methodology will be selected. A structured questionnaire will be used to collect data from both domestic and international tourists about their attachment to old Cairo district, their site-specific responsible heritage behavior and finally, presents their relationship as proposed hypotheses.

Based on the findings of the current paper, the researchers will provide recommendations to activate visitors' attachment to heritage sites, fostering their environmental behaviors and discuss practical implications for the managers of these sites.

Author:	Mohamed Abdelhady
Title:	Cultural Heritage and Socio-Economic Development
Abstract: In the last decades culture heritage sites, all over the world play a relevant role in socio-economic development of societies at local and international scales for this reason, their public and international importance increases because they became an important attraction factor in the international touristic movement and policy. The cultural heritage sites in Egypt and other countries are not less important than the other cultural heritage sites because they have long history and great archaeological, artistic, economic plans for developing the local societies. The present scientific study aims at focusing the light on the various values of cultural heritage and at the construction of socio-economic development in Egypt and other countries which have historic treasures. The increased and recognized archaeological sites in these countries can offer services and international relations, which support the national incomes, jobs for young people as well as a better quality of life.	

Author:	Mohamed Ismail
Title:	Digital Dissemination Strategies for Cultural Heritage
Abstract: Digital is the application of information and technology to raise human performance. On March 31, 2017, the number of Internet users was more than 3.7 billion people. By 2020, it is estimated that there will be more than 5.6 billion global mobile subscribers, and the global mobile data traffic will reach 30.6 exabytes per month, up from 3.7 exabytes in 2015. Cultural heritage institutions should keep up with this revolution in its documentation and dissemination processes to become part of the digital age. By starting with creating a digital strategy and applying it in the right way, cultural heritage institutions can identify the right digital initiatives, by knowing the impact of each possibility and choosing the right	

direction, in order to achieve the digital goals of the institution.

This paper aims to explain the digital dissemination strategy concept, and its phases, showing some examples from the Center for Documentation of Cultural and Natural Heritage (CULTNAT) of using data visualization techniques for disseminating the heritage information, as well as showing three different dissemination channels and the suitable content forms for each channel.

Author:	Mohamed Badry and Azza Abdel Maqsooud
Title:	The Manifestations of the Mediterranean Diet in Egyptian Tangible and Intangible Heritage
Abstract: <p>The Mediterranean diet was inscribed in 2013 on the UNESCO Intangible Cultural Heritage list. Although this inscription was exclusively restricted in some European states, the researchers can estimate some of its manifestations within the forms of living heritage in Egypt.</p> <p>This paper shed light on some examples from Egyptian cities, where people indirectly apply the Mediterranean diet including various actions such as traditional food, crafts, social practices and construction. It presents recommendations, which help in linking culturally and economically between the Mediterranean diet-related activities and the Egyptian cultural identity. This linkage will contribute in raising the awareness among Egyptian local communities of the intangible cultural heritage significance and urge them to preserve it.</p>	

Author:	Nancy Nabil
Title:	Monitoring Quality of Urban Life as Entrances to Heritage Sites Management
Abstract: <p>Recently, a global trend among both individuals and urban researchers has appeared, the so called "Quality Of Urban Life (QOUL)". It aims to pay attention to qualities not only quantities when developing communities in order to curb the negative effects of globalization and the rapid growth movement, which forced communities to pay attention to quantities only.</p> <p>It has been argued that the aim of any QOL program must be to enhance the individual self-image and provide environments increasing individual's opportunities to control aspects of his/her life that are influenced directly by the individual's <u>values</u>, <u>believes</u>, and <u>frames of reference</u>.</p> <p>Given that, individual's cultural heritage is a container of his/her values, it can play an effective role in enhancing individual's quality of living and in restoring the sense of pride and satisfaction. At the same time, it is important to argue that community cultural heritage can contribute to sustainable development through enhancing community series which represents different generations of a specific community.</p> <p>In addition, according to ICOMS we are living in the urban century as a result of this rapid growth the world has experienced, which has led to the deterioration of the urban environments, destruction of natural resources (land and water bodies) as well as cultural resources (cultural heritage as non-renewable sources).</p> <p>Given all of that, we are in an urgent need to save our cultural heritage, if we need to raise our quality of living and restore the sense of life satisfaction. From this point comes the importance of having a monitoring system tracking changes happening in the quality of life level, especially in those heritage sites to be the base for any development effort.</p>	

Author:	Nashwa M. S. Solieman
Title:	Integration of Graeco-Roman Heritage in our Contemporary Life
<p>Abstract:</p> <p>The most recent definition of cultural heritage embodies all material evidence of civilization. In the Greco-Roman Era, Egypt as a major center of Mediterranean civilization gradually lost much of its originality for example: tradition, well preserved for centuries, became mixed with other traditions and cultural traits.</p> <p>The Greek culture of Egypt characterizes the intellectual atmosphere of the time. The Hellenization of native Egyptians was undoubtedly the most prominent cultural change that should not be underestimated. The affinity with Graeco-Roman cultural heritage in our contemporary life could be traced through a wide range of aspects like the general obsession with learning foreign languages and enrolling our kids in foreign language schools, the use of Julian calendar and the current names of the months, Eating with a fork and the 3 course meal (starter, main dish, desert), Inspiration for modern democracies and the republican system, reminiscent of some architectural styles and the use of concrete, mortar or cement. Even the ideas of the central heating system, efficient highways as well as mass entertainment structures like stadiums, theatres, etc. were the ancestors of their modern counterparts. The scope of this paper is to shed light on Greco-Roman contribution to our nowadays life.</p>	

Author:	Nermine Moustafa Ahmed
Title:	The Power of Puppets in Storytelling and its Cultural Influence on Museum Experience Design and Heritage Sites
<p>Abstract:</p> <p>The purpose of this study is to examine the possibility of making use of the popularity of puppets, and the love of storytelling in designing museum experiences that result in increasing the engagement of museum visitors & increasing the visitors' rate in the Egyptian museums, based on the cultural influence they might have. The study will include theoretical & practical parts that aim at reaching this target, through collecting all the data that can help in this goal.</p> <p>In this study the researcher will trace the history of puppets, starting from the earliest known of them till nowadays, shed light on the most famous puppeteers & puppet-makers in Egypt & worldwide, and examine some examples from Egyptian & International museums that uses puppets.</p> <p>The study will also discuss the concept of storytelling, and explain how it is related to the design process. It will include fieldwork & analysis to measure the opinions of people and to see what they expect from museums, and whether or not integrating puppets in museum practices in Egypt will be interesting to them, and how can it be achieved in creative ways that will be mainly inspired from their answers.</p> <p>The study aims at creating an enjoyable experience in museums, to attract visitors and engage them in creative ways.</p>	

Author:	Nevine Nizar Zakaria
Title:	What 'Intangible' May Encompass in Egypt's Cultural Heritage? Sustainable Measures for the Safeguarding of Intangible Cultural Heritage (ICH) of Egypt
<p>Abstract:</p> <p>Despite that Egypt's Constitution of 2014 paid unprecedented attention to cultural issues, asserting the State's commitment to protect and preserve the cultural heritage of Egypt, but there is a clear absence for</p>	

the 'intangible' heritage as a cultural asset of the Egyptian Heritage.

Egypt's intangible cultural heritage (ICH) is still not fully defined or even explained in policies or strategies. There is no consideration has yet to be brought in safeguarding and promoting the ICH of Egypt in the new cultural visioning strategy of Egypt to reconstruct the entire cultural system towards the sustainable development 2030. This reveals the lack of recognition for the core values and standards of Egypt' ICT as a reflection for cultural and repository of social identity and diversity.

Safeguarding Egypt's ICT requires much more than creating inventories or supporting documentation, it needs reviewing of laws and legislations related to cultural heritage, establishing administrative bodies, reformulating cultural policy and promoting awareness and dialogue among the cultural leaders, most importantly, encouraging public participation in the identification and interpretation of ICH of Egypt as living Heritage.

Author:	Noha kamel
Title:	Assessing Cultural Awareness Towards Heritage Sites Among Local Communities for Sustainable Tourism Development: The Case of Qaitbay Castle in Alexandria
Abstract:	<p>Cultural heritage is essential to attract tourists to tourism destinations. It is a source of pride for the nation and evidence of its originality. Heritage sites are significant tourist attractions and important generator for national income. However, some heritage sites are lately being exposed to negative exploitation which may cause destruction. Therefore, understanding the value of heritage sites as a fundamental part of the tourism industry is required. Cultural awareness is the way through which the heritage sites can be preserved and protected.</p> <p>Qaitbay Castle is one of the most important heritage sites in Egypt. In spite of that, it has recently witnessed many negative practices by residents and those who manage it. These practices are not appropriate with its great historical value. Therefore, the main purpose of this paper is to assess the general awareness and attitudes of the local community towards Qaitbay Castle as a significant historical place in Alexandria. It discusses the relation between tourism and cultural heritage and the importance of preserving heritage to promote tourism. The study also investigates to what extent the local community appreciates the tourism activity and its economic, environmental and socio-cultural benefits it can bring to their lives. Finally, the study presents some suggestions that may contribute to create more awareness among Alexandrian community to make them a part of the tourism development process.</p> <p>In order to achieve the objectives of the study, a survey was designed and conducted. This survey targeted a random sample including: general public, service providers, managers in heritage institutions, students and taxi drivers. The findings of the study concluded that a good perception of the cultural value of Qaitbay Castle is needed in order to preserve it. The concerned authorities must look carefully at their practices and operations to promote tourism activities without destroying heritage sites.</p>

Author:	Ossama Abdel Meguid
Title:	Aswan: A Bridge between Culture and Nature Landscapes "Aswan and Sustainable Development Goals"

Abstract:

Within the framework of the Sustainable Development Goals (SDGs) adopted in September 2015 by the United Nations, the international development agenda refers to culture for the first time. This has been lauded by UNESCO as “an unparalleled recognition”. The safeguarding and promotion of Cultural heritage is an end in itself, and at the same time it contributes directly to many of the SDGs — safe and sustainable cities, decent work and economic growth, reduced inequalities, the environment, promoting gender equality and peaceful and inclusive societies. The indirect benefits of culture are accrued through the culturally-informed and effective implementations of the development goals.

If the SDGs are grouped around the economic, social, and environmental objectives as the three pillars of sustainable development, then culture and creativity contribute to each of these pillars transversally. The economic, social, and environmental dimensions of sustainable development, in turn, contribute to the safeguarding of cultural heritage and nurturing creativity.

Cultural heritage — both tangible and intangible — and creativity are resources that need to be protected and carefully managed. They can serve both as drivers for achieving the SDGs as well as enablers, when culture-forward solutions can ensure the success of interventions to achieve the SDGs.

Aswan, part of UNESCO’s Creative Cities Network, is an example of how Crafts and folk arts has given new momentum to the city, using culture, education and innovation. Besides strengthening civic culture, social equity and peace, especially for its young girls, the city attracts thousands of tourists and generates income and employment through a range of folk events and a popular craft market.

In Aswan, a project to safeguard intangible heritage trained craftspeople, especially young girls, in the ancient craft such as basketry making. The project also established the sustainable practice of using the indigenous and ubiquitous palm trees. Such an effort furthered environment goals and ensured income generation, besides safeguarding the intangible heritage element of basketry making.

Author:	Osama Amer, M. del Consuelo Diez Bedmar, Fernando Martinez Hermoso
Title:	Convert a Field in Teaching and Learning Space Heritage of the Past and Present: Contributions from the Project Qubbet El-Hawa

Abstract:

The present work is part of the Spanish Multidisciplinary Project in Qubbet el-Hawa (West Aswan), funded by the Ministerio de Ciencia e Innovación and developed by the Universidad de Jaén. In collaboration with the Ministry of Antiquities.

Originally, this project had clear that the traditional archaeology was not going to be the unique field of work; conservation together with local, rural and social development with the tourism as the main strategic sector of the community of Garb Aswan were the other two pillars.

In this sense, the latter plays an important role because incorporates a strong cultural dimension, in which "the culture is defines not only as an accessory dimension of the development, but also as a part of the society itself and as an internal force for its development", as it was defined by AECl (Spanish Agency for the International Collaboration in 2009.

In order to get those goals, it was created a multidisciplinary team in which the results of the own archaeological research are constantly transferred to the society through the Didactic of the Social Sciences and the architecture, that, in this case, works to displays and musealize the site.

In this work, we will present the results and the impacts obtained in the first phase of the study, in which,

departing from the state of the archaeological site, together with the strength and weak points from the touristic and didactic points of view. All this elements have been discussed with the local authorities of the Ministry of Antiquities in order to facilitate the access and to adapt the site to convert it in a tool for the knowledge, not only with maps, leaflets, pamphlets and posters of the site (until know non-existent), but also with tools and educational resources (with the elaboration of itineraries and didactic guides addressed to different ages, cultural level, heritage interests and time for the visit) that convert that site in a learning-teaching space of the past and the present from multiple views, beyond the traditional touristic visit, giving a strong social utility. Thus, the project turns into a cultural project for the development.

Author:	Osama Ibrahim
Title:	Monitoring Heritage Site Management: Interpretation and Presentation as a Driver for Heritage Conservation
<p>Abstract:</p> <p>Interpretation and presentation programs offered at cultural heritage sites (CHSs) make a major contribution to their conservation. However, it is important to know how successful such efforts are through monitoring the management processes. Literature emphasizes that interpretation and presentation efforts at CHSs lack scientific evaluation criteria for these processes. CHS managers require an effective and reliable evaluation tool to enable effective monitoring process. The International Council on Monuments and Sites (ICOMOS) Charter for the Interpretation and Presentation of CHSs – widely known as the ‘Ename Charter’ – defines seven fundamental principles for the interpretation and presentation of CHSs in heritage conservation efforts, which could underpin an evaluation tool.</p> <p>This paper develops a checklist for evaluating interpretation and presentation program effectiveness based on ICOMOS principles designed to contribute to sustainable CHS conservation. Through qualitative content analysis of the ICOMOS Charter, a checklist to evaluate the effectiveness of CHS interpretation and presentation programs in its conservation was developed to help CHS evaluators and managers to monitor the management processes. Consensus on the checklist was developed through a Delphi study with heritage professionals from ICOMOS members.</p>	

Author:	Raymond Aquino Macapagal
Title:	Native House Restorations and Rituals Toward More Sustainable Community-Based Tourism in the UNESCO World Heritage Batad Rice Terrace Cultural Landscape
<p>Abstract:</p> <p>In light of contemporary threats to the cultural landscape of the UNESCO World Heritage Rice Terraces of the Philippine Cordilleras, steps have to be taken in order to safeguard the indigenous heritage of this area while ensuring the socio-economic development of the peoples living therein.</p> <p>This project aimed to fulfill both needs through a community-based tourism endeavor anchored on the tangible and intangible cultural heritage resources of the UNESCO-inscribed Batad Rice Terrace Cultural Landscape. Through a participatory approach and employing local craftsmen, three traditional houses of the indigenous Ifugao locals were adaptively restored and outfitted for use as tourist lodging. For the inauguration of the houses, “housewarming” rituals (pahang) led by the last remaining mumba’ih (shamans) of Batad were performed, with members of the community in attendance. In order to prepare the owner-families of these houses for hosting tourists, selected members were individually trained in running a homestay.</p> <p>This high-quality, low-impact program is seen to be the most ideal strategy for remote, marginal mountain</p>	

areas like Batad. In the current context of extractive mass tourism to the Philippine Cordilleras, this case presents an alternative which can bring more benefits to the indigenous peoples living in these ancient landscapes.

Author:	Rehab Mohammad Masoud
Title:	Language Museums as a Tool for Intangible Heritage Sustainability
Abstract: <p>Language museum is a very recent concept innovated within the field of sociolinguistics. It is used mainly for reserving local and indigenous languages, and balancing cultural diversity in multi-lingual and/or multi-cultural societies for political reasons. However, the concept of language museum can very well serve the purpose of heritage sustainability in general, and intangible heritage sustainability in particular through a deeper understanding of lingual artifacts produced by a given culture/s throughout history.</p> <p>This paper introduces the concept of language museum as a tool for intangible heritage sustainability with a special focus on Aswan as a unique area with multi-lingual resources. The paper proposes: "The National Language Museum", in application of the named concept, providing a description of the proposed language museum in terms of concept, goals, collections, activities and role in sustaining intangible heritage.</p>	

Author:	Riham Arram
Title:	Khedival Cairo, The Old Capital or the New Touristic Destination?
Abstract: <p>Khedivial Cairo, the modern capital, established according to Ismail pasha's order during the 19th century inspired for long time writers, architects, and artists. Although, it was the main cosmopolitan city in the Middle East, it is threatened, since the last five decades, by the uncontrollable growth which led to major socio- spatial conflicts. The beautiful city that used to embrace theaters, shops, lights and shopping arcades is also the city of informal settlements, spatial segregation and most of all social disorder. The city center, incorporating all the ministries, hotels, Historic buildings, banks and commercial centers, became crowded to an alerting point. It was the sign of a rapid deterioration of the integrity of the city.</p> <p>In 2016, a decree for the establishment of a new capital brought hope back to the scene. However, this is another challenge added to the wealth of great challenges of Khedivial Cairo. The notion of relocating all the Ministerial and Institutional entities to the new administrative center will have definitely its impact on the old capital. Will the old capital fall into chaos, informality and social disorder? Or will this move be the opportunity to eliminate crowd and give breath to the old city permitting its cultural heritage to shine again?</p> <p>The article discusses the potential opportunities hidden in every challenge facing khedivial Cairo while shifting the administrative center to the New Capital, and how those problems could be softly transformed into catalyst for social development of the city if cultural Heritage within was well preserved and properly reused.</p>	

Author:	Samar El Kasrawy and Iten Elrouby
Title:	Applying Gamification to Raise Awareness of Cultural Heritage in Egyptian Museums
<p>Abstract:</p> <p>Gamification can be defined as the "use of game design elements in non-game contexts" (Deterding et al, 2011, p.1). Gamification is used to increase the motivation and engagement of users. One of the problems that face museums is that the displays are passive and non-engaging. During the last decade there have been several attempts to revolutionize the concept of museums as being a static transmitter of history and cultural heritage into a dynamic, educational and entertaining institution.</p> <p>The aim of the study is to investigate the possibilities to incorporate the gamification approach in Egyptian museums to raise awareness of cultural heritage. This will be achieved by using a quantitative research method. A questionnaire will be designed and distributed among the focus group of this research namely young people to examine the effectiveness of gamification to raise awareness of cultural heritage in museums.</p> <p>The results show that gamification is an effective tool to increase awareness of cultural heritage in museums. It also became clear, that gamification can be also used to provide the intended educational experience that has to be conveyed by museums combined with entertainment using emerging technologies to reach young people.</p>	

Author:	Sema Refae and Haitham Hussein
Title:	Impact of Heritage Conservation on Tourism: A Case Study of Rijal Alma Village – Aseer – Abha – Saudi Arabia
<p>Abstract:</p> <p>Saudi Arabia represented by Saudi Commission for Tourism & National Heritage (SCTH) has several initiatives in conserving historic sites to promote tourism. The paper is assessing what happened in Rijal Alma Village in the Aseer mountains at Abha to enhance tourism. Trying to find the linkage between the conservation and tourism through the paper methodology of a comprehensive analysis of the cause of Rijal Alm Village and then assessing the impact of this conservation plan on tourism.</p> <p>According to the Assessment results, the paper will suggest the model of Rijal Alm Village be implemented in a different part of the kingdom. After understanding the link between conservation and tourism with the relation, of the socio-economic impact happened in Rijal Alm. By exploring what the positives and negatives are? Then suggest and propose to (SCTH) the analysis and assessment of Rijal alma project and its validity to be a model for other historical sites in the Kingdom.</p>	

Author:	Shaza G. Ismael and Mary M. Kupelian
Title:	Pilgrimage Tourism in Egypt as Introduced by Non Biblical Journey
<p>Abstract:</p> <p>“A land where Saint Joseph, the Virgin Mary and the Baby Jesus, as well as many prophets lived: a land that has been blessed with the precious blood of martyrs spilt throughout the centuries” The words said by his holiness Pope Francis to the general audience are to be considered a turning point in the future of cultural and heritage tourism to Egypt. The Non-Biblical Holy Journey to Egypt is to be considered a unique example of international heritage documented throughout the generations in many historical sources.</p>	

This paper will try to introduce a new approach to this pilgrimage tourism combining the needs of different types of tourism coming to Egypt. It aims to expand the tourist cultural map of Egypt through tangible and intangible heritage included in this journey as well as introducing new sites to encourage the repeated visits. This journey can have its positive impact on the future of culture, tourism and heritage in Egypt

Author: Sherein Akeil and Israa Barakat

Title: Towards Sustainable Heritage Areas in Egypt by Optimizing Strategies and Policies for Adaptation with Sea Level Rise Impacts

Abstract:

The heritage areas carry the identity and culture of our past nations. They tell us what happened to our great ancients and how they obligated the cruel circumstances for their hard living. Heritage buildings remind us with our great roots, which reflect on their architecture and spaces that should be maintained to remain for our next generations.

Coastal sectors are dynamic and vital areas from many sides, such as culture, trade, creation, tourism and etc. Now they suffer from many social, urban, environmental and economic issues. Many of heritage building in coastal zones are existed nearing to shoreline.

The existence of any environmental issue influences negatively on human and buildings, especially sensitive ones. The risk of climate change is one of these environmental threats. It becomes a dilemma since the last fifty years, with its appeared evidences. It is confirmed by certainty of the international community on the issue of global climate change. Due to the increased concentrations of greenhouse gases in the atmosphere, it works on continuation of high temperature, which is a source of drought, extreme events and rising level of seas. These impacts work on losing each of lands, tourism cultural aspects, natural heritage, agricultural productivity, availability of fresh water, public health, social and economic mobility, changes in the fisheries patterns, coastal recreation areas, and finally coastal navigation. Also, these impacts increase the unemployment, negative immigration, energy demand, diseases and etc.

So far, all responses methodologies for global climate change are followed mechanisms of mitigation or adaptation policy with climate change risks, or together, which have focused on use of market to make use of carbon more expensive, application of environmental standards, building codes, management of energy and water through design and clean use, in addition to proposing incentives and laws to improve land management, reducing intensity and direct to green areas inside and outside the building. Also, these responses must be included within program implications of disaster reduction with a series of decisions in case of floods and other events. There are many adaptation options in urban planning such as urban density adaptation, land use change, institutional adaptation, sustainable development, increasing green areas, practical ecology, and managing laws. Many of leading cities in the world have started to meet the need to adapt to climate change, which moved towards green cities and clean energy. Effective adaptation in urbanism needs to be supported by strong policies, a set of incentives to ensure real implementation, stakeholder's participation, strategic environmental assessment (SEA), and other interventions. But there are some adaptation barriers such as poor understanding of effects, uncertainty to occur, focusing on short- term adaptation costs rather than long-term costs and difficulty of obtaining stakeholder decision on one table.

All of previous Adaptation mechanisms at coastal urban areas should be worked on historical areas, in addition to enhancing mechanisms at the historic building (conservation, rehabilitation, preservation,.....). So these areas need an urgent interfere to raise the sustainability indicators when developing it.

Author:	Souzan Ibrahim
Title:	Social Development Through Storytelling at Heritage Sites and Museums
<p>Abstract:</p> <p>The usage of storytelling could develop community and bring inhabitants together, which achieve social unity as many literatures argue. Storytelling at heritage sites and museums enable everybody's contribution, which in turn creates opportunities for people from different social classes and levels to educate and work together.</p> <p>This involvement generates a certain social change between people like bringing better behavior between participants in these sites and institutions, connect people at an emotional level by bringing alive their own story together, regardless of their cultural background. Sustainable development would be an easy target after adopting a powerful storytelling method.</p> <p>People get used to practice storytelling as a fundamental phenomenon in our culture through the ages. Due to Its ability to add flavor to the fact, increase the interest of knowing, motivate the thirst of knowledge and kindle the appetite of understanding the subject. In total it is the best way to communicate and realize social development.</p> <p>Recently museums and heritage sites are using storytelling method especially in interpretation field. Museums' objects are main part of the cultural and natural heritage, which could reveal the tangible and intangible cultures, by the narration of the relevant stories. Every object has a story, sometimes many. Explaining through stories is essential and innovative for better understanding. Today's digital and social technology has opened new opportunities to tell digital stories, which considered relative new, but it helped in offering new tools and environments for expression.</p>	

Author:	Walid Mostafa Abdel Aziz
Title:	The Role of Traditional Knowledge in Sustainable Development and the Importance of Protecting it
<p>Abstract:</p> <p>Traditional knowledge can be summed up as a body of knowledge and beliefs transmitted from person to person and from generation to generation through oral traditions and tradition practices .This traditional knowledge held by regional and local communities and linked directly with all elements of traditional culture expressions such in the form of music, dance, song, handicrafts, designs, stories and artwork. Knowledge represented in know-how and skills is one of the most effective aspects of any economic growth, especially in the field of industries, whether this knowledge is related to modern industries or old and traditional industries.</p> <p>This article discusses traditional knowledge of local society and public people embedded in Craftsmanship, and its role in sustainable community development and the importance of protect it through keep it in effective knowledge cycle between persons and generations in order to guarantee of continuance that traditional industries and craftsmanship . The researcher will first present the traditional knowledge and other related terms that are often used in an overlapping or interchangeable manner. Afterword, the researcher will explain why traditional knowledge is an important element in sustainable community development .Then, the researcher will addresses policy and legal challenges faces protecting traditional knowledge, such challenges could affects, on one hand the identity and tradition of people, and on other hand effects on community sustainable development. At the end, researcher will set up recommendation aims to involve the community in documenting their traditional knowledge in effective knowledge cycle as</p>	

a methods to protect it from extinction.

Author:	Zeiad Magdi and Marwa Ali
Title:	Music as an effective Method of Heritage Conservation
Abstract: <p>Music is believed to exercise great power over the human character and behavior, and at the same time is a means of emotional communication. The power of music leaves the realm of the myths and becomes a subject of philosophical investigation.</p> <p>The most important questions about heritage conservation are simple ones. Can music emerge as a tool for the revival of cultural heritage? And if so, how? The Musical Documents could be a tool for social development through storytelling at heritage sites and museums.</p> <p>Music contributes as a documentary in the inference of the form and nature of the heritage during a certain era throughout history from the ancient historical times through the era of the Greeks and till the end of the modern era. Scientists have found several ways like musical equation programs to convert that music to equations of different frequencies by which we can imagine the form of architecture in those ages.</p> <p>To recapitulate, what we have here is an exposition of how music can open horizons to deal with the ability of testing the relationship between different kinds of music and architectural heritage. Of further interest in this regard is how music can be a way of documentation, for example, from analyzing Greek Musical Notes we can get an imagination of the heritage skyline of architectural symbols of heritage.</p>	

Author:	Zeina Baydoun and Haitham Samir
Title:	Old Jeddah Rehabilitation Initiatives as Catalysts for Economic and Social Development
Abstract: <p>Jeddah is considered as the gate to Makkah and one of the significant cities in Saudi Arabia, since many tourists and pilgrims pass through. Another important feature is its old historic heritage site "AL Balad", which has been recently designated by the UNESCO as a World Heritage Site. Plans for conserving and further developing and maintaining the area have been studied and some actions have already started.</p> <p>This paper seeks to study the impact of Jeddah rehabilitation initiatives on the economic and social development of the local community. To achieve that, a comparison of the site's economic returns is studied and analyzed. In addition, interviews with experts and managers of the area were conducted to question if this development will increase the positive impact on the site's economy and social development. Moreover, surveys have been distributed to residents of the area to better understand their social and economic reflection upon such initiative decisions for the enhancement of a sustainable development.</p> <p>The results show a promising step towards more sustainable economic and social impacts. The study also shed the light on the need of spreading both cultural and heritage awareness in order to grasp the involvement of the community in such projects and to speed up the development process of the site.</p>	