



TOURISM DEVELOPMENT IN PROTECTED AREAS A CASE STUDY OF AL-MOEZ STREET IN CAIRO

Prof. Nashaat Essayed Mortada
Professor of Hotels Studies
Faculty of Tourism and Hotels
Fayoum University
nashaatdom@hotmail.com

Dr. Susan Bakry Hasan
Assist. Professor of Tourism
Studies
Faculty of Tourism and Hotels
Fayoum University
suzzanbakri@yahoo.com

**Dr. Farouk Abdel-Naby
Hassanein**
Lecturer of Tourism Studies
Faculty of Tourism and Hotels
Fayoum University
faroukttlh@yahoo.com

ABSTRACT

Nature reserves are a means of conserving natural and cultural treasures which, if lost, they can never be restored for its importance. Several international organizations cater for nature reserves, in 1966 Tourism and Conservation Authority was established. It belongs to the International Union for Conservation of Nature (IUCN) which caters for nature reserves and their management. With the growing attention paid to environment, the year 2002 was declared the 'International Year of Tourism and Environment', in accordance with a decision taken by the Economic and Social Council of the United Nations in 1998. Later on, this decision was approved of by the General Assembly of the United Nations.

The problem expounded in this study is the wide gulf between theory and practice when a certain area is declared 'protected'. An example is the 'Nile Islets' which were declared a nature reserve in accordance with a political decree that was not based on any environmental survey or study of the area. Moreover, the classification of the protected areas in Egypt is not accurately defined. There is considerable overlap between protected areas, and it is evident that most of them suffer from lack of organization, management and protection. many important historical, archaeological and rich cultural heritage sites Egypt suffer remarkable deterioration. Some have completely fallen apart, and some vanished or sacrificed to the bulldozer.

This research aims at: (1) deciding the criteria and considerations required to declare a certain area 'a nature or cultural reserve' and the comprehensive tourism development needed; (2) evaluating the current condition (status quo) in the protected area of Al-Moez Street in Cairo.

Methodology includes: (1) The Descriptive Analytical Method, (2) Case Study Method, (3) Survey Method, (4) Deductive Method, and (5) Analysis of the primary and secondary data related to the field of study using the statistical program SPSS - V - 11.

Research findings have revealed that the criteria and principles of the sustainability of urban and tourism development of Al-Moez Street have been taken into consideration to a reasonable extent. This is also confirmed by the findings of the statistical analysis and the positive and negative aspects that have been observed by a team of work who paid frequent visits to the area.

Key words

Cultural Tourism Protected Area Criteria of Protected Area



INTRODUCTION

Due to the vital importance of the natural and cultural heritage and the necessity to conserve it, international conservation organizations such as the International Union for Conservation of Nature (ICUN) in 1948, the United Nations Environment Program (UNEP), the World Wild Fund (WWF), and the United Nations Education, Sciences, and Cultures Organization (UNESCO) have been established. These organizations embrace governmental and non-governmental bodies which try to conserve and promote the treasures of nature and assure their sustainability for posterity. They also seek to increase the environmental awareness of people in different countries and cater for the organization and management of nature reserves. Many countries have signed several international agreements to preserve the world's natural and cultural heritage and the diversified wildlife; such as Bonn agreement in 1979 (Ali, 2001, P: 79).

In Egypt, the concept of conserving natural resources and maintaining environmental activities in the ecosystem, is in fact a sound reaction to the far-reaching impact of population explosion and technological revolution which damage the environment and deplete its resources. Aims of establishing nature reserves should not be confined to conserving natural resources, these reserves should be exploited as economic projects that can possibly generate considerable profit to cover at least some of the running expenses. Gates of the reserves should be open to the people to avail themselves of their varied benefits and defend their existence, development and sustainability. (Mohamed, Undated).

Cultural tourism is one of the most important fields of conventional tourism through which individuals attempt to get acquainted with new things and widen their knowledge and culture by visiting foreign countries, cities or sites in their own country or abroad in order to know the characteristics of their people, their arts and crafts, their products, customs, traditions and industries through visits to historical and archaeological sites, museums, participating in cultural activities, carnivals, festivals, enjoying the various shows and performances available such as folklore dancing, singing and music and sharing the local people their way of life (Ali, 2008, P: 2).

The main concept of our research springs from the fact that conserving our cultural heritage is a national duty and a necessity to maintain the cultural identity of society in view of the prevalent conception of globalization. Cultural identity can be regarded an important source of tourism if it is well-preserved and displayed in conformity with international criteria. The research also takes into consideration the aims of the Arab Institute for the Development of Cities, to maintain their Arab identity and preserve their cultural heritage.

FIRST: CRITERIA FOR DEFINING NATURAL AND CULTURAL RESERVES

1.1 CONDITIONS AND SPECIFICATIONS

Several conditions and specifications must be available to declare an area 'a nature reserve'. (Ghada, 2003, PP: 185 – 187):

1. The area should have a distinguished ecosystem. (diversity of fauna and flora, etc.)



2. Geophysical factors such as geological areas and natural springs must be present.
3. The area should be of special importance to ecotourism.
4. The availability of archaeological sites.
5. The area should be important to long-term scientific researches.
6. If the area is in need of protection because of some hydrological factors such as the soil, water, local climate, etc.

1.2 DIMENSIONS USED FOR DEFINING PROTECTED AREAS

Sherman and Dixon refer to the different dimensions used to define nature and cultural reserves. They are summed up as follows (**Dixon and Sherman, 1997, PP: 52-55**) :

1.2.1 ECONOMIC DIMENSION

Nature reserves are plots of land allotted for purposes different from those used for ordinary human purposes. They usually require tremendous expenditure to perform their function. It is therefore necessary to have strong justifications to designate an area as a nature or cultural reserve in order to convince different categories of the public of its importance for development. The establishment and maintenance of these protected areas constitute heavy economic burdens on developing countries. Moreover, these countries are in many cases incapable of designing protected areas and providing them with the infrastructure and essential services. Devising plans and programs to develop these areas also requires considerable financial resources which are not available. Developing countries also lack qualified and well-trained administrative personnel capable of running these areas. It is also true that if the revenue generated by these areas is limited, economists and investors decline to participate, but if the revenue is substantial, it would be easy to make decisions for the selection of locations and designating them protected.

Protected areas assuredly generate profit which sometimes varies considerably. Some of them generate profit after a considerable length of time, others after a short time and are highly desirable. It is therefore possible for businessmen, economists and investors to participate in making decisions for the selection of the locations of protected areas.

1-2-2 POLITICAL DIMENSION

Pressures for the establishment of protected areas are exercised by groups, either from within the country, such as universities, researchers, local communities, environment protection societies, the media and political parties, or bodies outside the country such as foreign governments and international organizations. A well-known case is that of Borollos Lake in the north east of the Delta, which was declared a nature reserve in 1998, in the aftermath of serious environmental degradation and the pressures of local community, mass media and researchers.

It is noticed that advocates of establishing nature reserves are usually met with opposition from owners of industries which depend on the natural resources in these areas, or from other groups that desire to exploit them for their own benefit and depend on the enormity of their political pressure. In developing countries such opposition groups have close relations with



decision makers, and consequently can stand against the establishment of protected areas. In the absence of any opposition, protected areas are encouraged to continue and flourish. A budget is allotted to them and their activities are defined.

Literature refers to the fact that politics interferes with reaching decisions concerning environment, particularly the selection and definition of nature reserves. However, previous studies indicate that the political factor has a weaker impact than the economic factor. Economic analysis of the direct and indirect benefits of protected areas is a very influential tool in defining areas suggested to be nature reserves.

1.3. CRITERIA USED FOR DEFINING PROTECTED AREAS:

Certain criteria are implicit from legislations used for the selection of protected areas in some countries such as United Kingdom, Canada, and Egypt; which furthermore are an evolution of each other and all approved of by IUCN. These conditions are stated as follows (Ratcliff, 1977, P: 261; Eagle, 1984, PP: 67 – 73; Hend, 2000, P:10; Ghada, 2007, PP: 23 – 34):

1. Uniformity or discrepancy in land shape and type

This is often decided by geologists and soil scientists who are interested in the distinguishing physical features of the location and its terrain including high mountains, sand dunes, slopes of mountains, etc.

2. Importance of environmental activities

This means the study of the soil morphology, its texture, consistence, depth, layers and physical properties of water. The aim is to know the quality of the location and its distinguishing features such as its landscape, the fauna and flora, shelters and resting places for migratory birds and animals, etc.

3. Importance of different plant and animal species

Since they represent relative or competitive advantage from area to the other.

4. Properties of natural shelters and their diversity

Here it is important to know the fauna and the flora of each country, the locations they favor and the different ways that can be used to protect and preserve them in their natural habitats.

5. Biodiversity

The stability and sustainability of any ecosystem depend on biodiversity within this system.

6. Scarcity

Scarcity has three levels, the local, the regional and the international. For example, at the local level, the Canadians divide Canada by means of maps (scale: 1 : 50000), each map represents an observation station. Plants and mammals are considered scarce if they are observed and recorded in less than 140 stations. For another group such as reptiles and fish, observation in less than 5 stations is considered a measure of scarcity.

7. Area

The idea of Geographical isolation confirms the fact that the greater the area of the protected area, the better. The wider the area, the more the numbers of different species and



the less the rate of their extinction. Some carnivorous animals and birds such as tigers and eagles, require extensive areas of forest land to satisfy their daily needs.

8. Importance of the protected area for education and research

Education and research are one of the main reasons for establishing nature reserves. Availability of natural resources, means of transportation and facilities for educational purposes is essential in a protected area. Each location should also have a research center.

9. The aesthetic and cultural values of the location

The aesthetic value of the location is usually increased by the diversity of terrain, fauna and flora, water streams, high mountains and cliffs and other natural properties. They also include the distinguishing, cultural, artistic and historical features of the area.

10. Socioeconomic criteria: these include the revenue of tourism, job and investment opportunities, training, and the acceptance of the local community to the concept of protection. They also include the social and economic benefits that can be generated and their impact on raising the social standard of the local community, and achieving the recreational aims of visitors.

SECONDLY: ECOTOURISM PLANNING AND THE CHALLENGES OF TOURISM DEVELOPMENT IN ARCHAEOLOGICAL AREAS AND HISTORICAL SITES

2.1 PRINCIPLES OF ECOTOURISM PLANNING OF ARCHAEOLOGICAL AND HISTORICAL DESTINATIONS

The principles of ecotourism planning in archaeological and historical destinations are as follows (Ahmed, 1998, PP: 263 -265; Nesreen, 2007):

2.1.1 CONSERVATION OF BUILDINGS AND ARCHAEOLOGICAL SITES THROUGH:

- Raising the practical value of the functionally neglected archaeological buildings by practicing tourist activities in them, and providing funds for their reservation and restoration.
- Preserving the original functions of the archaeological buildings in use, so that the area does not lose its value.
- Handling each archaeological building in accordance with its condition and its need of preservation, restoration and protection.
- Removal of negative effects and encroachments on the archaeological sites.
- Visual enhancement of the archaeological buildings and surrounding archaeological sites with protective walls.
- Controlling building activities in areas surrounding archaeological sites.
- Preserving the privacy of residential areas, their social activities, customs, traditions and local culture by refraining from providing them with tourist services.
- Preserving economic activities and abstaining from replacing them with tourist services.



2.1.2 DEVELOPING URBAN AREAS SURROUNDING THE ARCHAEOLOGICALSITES BY:

- Controlling the use of land.
- Controlling strategy and policy of development.
- Handling causes of negative impacts such as overcrowding, air and visual pollution, etc.
- Providing the area with the necessary infrastructure.
- Ameliorating the social and economic framework.

2.1.3 ACHIEVING THE REQUIREMENTS OF TOURISM DEVELOPMENT BY MEANS OF:

- Carrying out tourist projects in the area.
- Gradual development of tourism by defining stages for tourism development in the area.
- Encouraging the kind of tourism that conforms to the conditions of the archaeological sites, and giving members of the local community the opportunity to participate in the running of tourist services in the area.

2.2. CHALLENGES FACING THE REHABILITATION PROJECTS OF THE ARCHAEOLOGICAL AREAS

Projects for the revival of archaeological sites confront many challenges which are not confined to a certain area, but are common to all archaeological areas around the world. In most cases it is not possible to separate these challenges, as one challenge can generate another or aggravate its impact. Challenges facing projects for the revival and rehabilitation of archaeological sites are as follows (**Waleed and Mansour, 2008, PP: 4-6**):

2.2.1. ORGANIZATIONAL CHALLENGES

These are great challenges because they are related to the area of land and its ownership. Archaeological sites had been founded a long time ago and conformed then to the environmental, social and cultural norms that were prevalent at the time of their construction. Now they do not accord with the standards and trends of our modern age, or the suggested function after their restoration. Most archaeological sites lie in overpopulated districts similar to villages or small towns where ownership of land or buildings has become very limited. Moreover these sites are very old and it is improbable that they will be provided with the infrastructure necessary for modern development.

2-2-2 LEGAL CHALLENGES

These challenges result from lack of legislation to protect archaeological sites and their surroundings and prevent house owners from pulling down buildings unless they comply with



the rules and regulations related to dilapidated houses. There are also no laws to prevent fragmentation of house or land ownership.

2.2.3 URBAN CHALLENGES

These challenges are common in the archaeological areas that have not been entirely deserted. Sometimes architectural elements that do not conform to the common architectural style of the area, such as concrete structures or modern building techniques, are introduced. Some archaeological areas have been encroached upon by randomly built houses, and parts of some archaeological buildings have been sacrificed to the bulldozer to develop the infrastructure, particularly roads.

2.2.4 SOCIAL CHALLENGES

When residents of archaeological areas found it difficult to meet all the requirements of their daily life in their old homes, they were driven to move to modern urban areas, and because of their ignorance of the cultural and archaeological value of their old homes, they left them in shambles, or rented them to members of the lower middle class to practice their menial jobs in them. This eventually led to the degradation of important heritage sites.

2-2-5 ECONOMIC CHALLENGES

All the above-mentioned challenges accumulate and overlap in a way that makes possible solutions difficult in view of the fact that most countries do not provide the necessary funds for the conservation of old inestimable buildings in archaeological areas in addition to unawareness of the economic value of these archaeological areas, the revenue they can generate and the investment and job opportunities they can offer. Experience has shown that the participation of the local communities in setting plans for the development and restoration of heritage areas is an important factor of success. Moreover, lack of knowledge of the economic benefits that can be reaped from developed and restored heritage areas discourages owners to participate in their conservation, restoration and sustainability.

2.3 TYPES OF LAND OWNERSHIP IN THE HERITAGE AREAS

The common type of land ownership in the heritage areas is private ownership characterized by limited fragmentary plots that have passed from one generation to another according to laws of inheritance. Some plots of land are owned or have long ago been confiscated by the public sector. There are a few privately owned plots of land that are relatively large. (Waleed and Mansour, 2008, P: 6).



THIRDLY: LESSONS LEARNT FROM ARCHAEOLOGICAL AND HISTORICAL SITES

Glimpsing some cases of development in heritage and historical sites, one can implicit the ability to overcome the previous mentioned challenges as follows:

3-1 To solve the problem of ownership we can see the shared responsibility as in:

- Public Sector Ownership

The general sector undertakes development and offers parts of the heritage areas for investment. An example is the Kark Castle Square in Jordan.

- Public sector ownership developed by the private sector

The private sector hires a heritage building from the general sector, restores and rehabilitates it. Marrakech Museum in Morocco is an example.

- Joint ownership (Private sector and General sector)

The heritage buildings or areas belong to the private sector, but the general sector undertakes development and then offers parts of the heritage area for investment. The Ji heritage village in the Patraa area in Jordan is an example.

- Joint ownership (local community and an investor)

An investor contracts with local owners of a heritage area for development, and then offers parts of it for investment. Here, we have two distinguished cases, Tiba Zaman Hotel in Jordan and Warzazat Hotel in Morocco.

3-2 To achieve and make balance among legal, political, socioeconomic benefits; some policies were formulated and consecutive procedures were taken in the aspects stated below:

- Creation of investment opportunities.
- Creation of job opportunities.
- Preserving the social order.
- constraining social replacement

FOURTH: EXPERIENCE OF AL-MOEZ STREET IN CAIRO

1-4 POBLEMS OF CULTURAL HERITAGE SITES IN EGYPT

As a result of the rapid urban changes, urban heritage in Egyptian cities has been suffering serious problems for many years. These problems can be summed up as follows: (www.annabbaa.org)

1. Disintegration of the traditional urban and social structure in the heritage sites.
2. Lack of maintenance of buildings.
3. Degradation of the infrastructure.
4. Continual social change which drove the original occupants to leave their homes to be replaced by people whose social, economic and cultural values are different and inferior.
5. Lack of the necessary tourist facilities to conserve heritage sites.

2-4 AL-MOEZ STREET; THE CASE OF THIS CURRENT PAPER AS A RESERVE OF WORLD HERITAGE SITES

Reserves of World Heritage are selected on account of their natural and cultural resources that are of global interest. They include areas containing relics of natural history, unique architectural heritage or mines. They also include areas that have rare plant or animal species. (Hend, 2000. p: 14).

Al-Moez Street is one of the important Islamic sites in Egypt. A variety of Islamic monuments and historical buildings are located herein. The area has had its name (Al-Moez Street) as affiliated with the Leader Al-Moez Li-Deen Allah Al-Fatimi, who entered Egypt by 356H / 969 A.D and then Egypt was ruled by Al-Fatimi rulers. The street is considered as the most great Islamic open air museum in the world. It is a panorama of the Islamic, military, religious, social, educational and architectural monuments dated to consecutive Islamic states. Now, Al-Moez Street is an outstanding tourist attraction that is accessible to many flocks of visitors per day.

PROJECT OF DEVELOPING AL-MOEZ LI-DEEN ALLAH AL-FATIMI STREET

(Ragai et al, 2008, www.egyptv.com; www.islamichistory.net; www.almersyoon.com; www.islamicctourism.com)

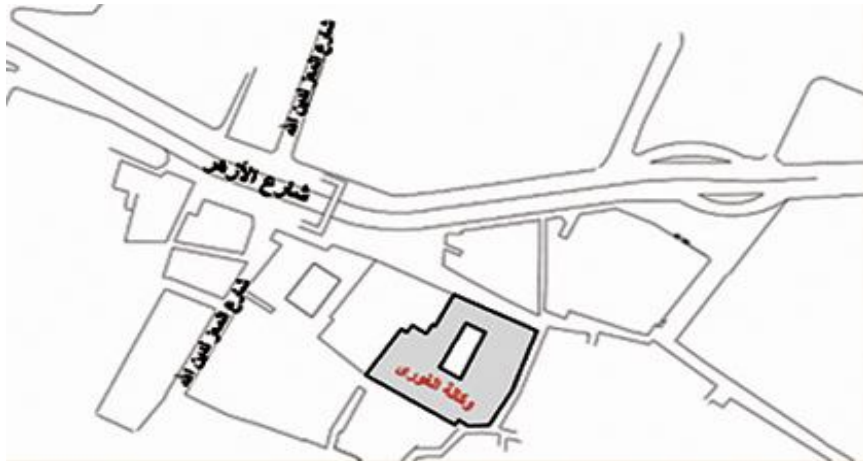


Figure (1): The Layout of AL-Moez Li-Deen Allah Al-Fatimi Street

- **Brief historical background about efforts to develop the area**

Developing Fatimid Cairo began in 1993 as a part of a comprehensive project to achieve sustainable development of Islamic and non-Islamic heritage sites in Egypt. Invaluable archaeological sites in the area were suffering remarkable degradation, and restoration and rehabilitation work was a necessity to salvage them.



Studies on the area were made in collaboration with the United Nations Development Program, and the project was financed by the Egyptian Swiss Development Fund and many other Egyptian governmental bodies and ministries. In 1998, a plan to enhance the area was carried out. According to this plan 34 archaeological monuments on both sides of the Street from Al-Fotouh (Conquest) Gate to Zuwayla Gate were restored, in addition to 67 rare monuments adjoining the Street. The second step was to develop the Street itself by reconstructing the basic infrastructure.

- **Reasons for carrying out the project**

The street was not on the tourist map of Cairo, so this great restoration project was carried out to include it as an important landmark of the city.

- **Aims of the project**

The project aims at restoring and developing Al-Moez Li-Deen Allah Al-Fatimi Street in view of the Islamic, military, religious, social, educational and architectural monuments it contains. It is a part of a comprehensive plan to restore and salvage 517 Islamic monuments that were partly damaged during 1992 earthquake.

- **Importance of the project**

The project is of special importance because Al-Moez Street lies in the heart of the ancient historical part of Cairo. The Egyptian government regarded the salvage and restoration of Cairo's historical monuments a national project worthy of meticulous care and attention. Therefore, 850 million Egyptian pounds were allotted for the execution of the project by the Ministry of Culture in collaboration with other ministries, the Governorate of Cairo and governmental bodies concerned.

- **Measures taken**

- Thirty-five million pounds were spent on the salvage of 135 monuments, including mosques, madrasas (schools), and Sabiel-kottabs. The project was expected to be completed and inaugurated in October 2008. The 1 km. Street will be a tourist attraction that opens only for pedestrians by day. Side streets and alleys will be accessible by means of stairs and ramps. At night the Street will be open for cars and commercial activities.
- The infrastructure was rebuilt at the expense of the local administrative departments.
- The Ministry of Culture has made integrated plans for the Street in collaboration with local people. The local community has also contributed to the development and rehabilitation of some important historical Islamic buildings.
- The Street will be provided with electronic gates which can be opened in case of emergency during the day. It will also be provided with lavatories and tourist facilities.
- Activities in the Street should be compatible with its historical importance and on friendly terms with the environment that should be free from pollution, vibrations and inflammable materials.



FIFTH: THE FIELD STUDY OF AL-MOEZ LI-DEEN ALLAH AL-FATIMI STREET

Results of the study have been depended on:

- Designing and distributing questionnaire forms on the responsible authorities affiliated with development of the area.
- Relatively half of interviewed experts are men power in departments of the Supreme Council of Antiquities and the rest of other authorities.
- The study teamwork's field observation for the street.
- Finding Mean, Standard Deviation and Standard Error of findings resulted from SPSS program. Moreover numeric values (yes = 1; No = 2) were given too.

5.1 RESULTS OF THE STUDY BASED ON INTERVIEWED EXPERTS

Many specialists have been included such as the General Administrator of Islamic and Coptic Monuments in the Supreme Council of Antiquities.

5.1.1 CRITERIA OF DECLARATION OF RESERVES

Table (1): Statistical Findings of Criteria Concerned Declaration of Reserves

Item	Main Mean	Mean (the Supreme Council of Antiquities)	Mean of other responsible authorities	Main Standard Deviation	Main Standard Error
1- Criteria of reserve declaration have been taken into consideration.	1.00	1.00	1.00	0.00	0.00
2- Political Dimensions & criteria	1.85	1.80	1.90	0.37	0.12
3- Socioeconomic Dimensions & criteria	1.20	1.20	1.20	0.41	0.13
4- Scientific Dimensions & criteria	1.35	1.40	1.30	0.49	0.16
5- Aesthetic & urban Dimensions & criteria	1.10	1.20	1.00	0.31	0.07

Source: Based on the Study's SPSS Program

Form the previous table it is clear that there is general agreement- since little dispersal among views of experts – that Criteria of reserve declaration have been taken into consideration. The main Mean value estimated (1.00), the Standard Deviation is less than one (0.00). It may be said that the general Mean degree is representative for the that of population so as to the value of the Standard Error is exactly zero.

Aesthetic and urban Dimensions and criteria has the first center. The Value of Mean is (1.10). Socioeconomic Dimensions & criteria came in the second position with estimated Mean degree (1.20) and Political Dimensions & criteria are the last one by general Mean value (1.85) which is near to the alternative No. These results are compatible with Dixon and Sherman (1997) saying that the economic conditions and criteria proceed the others.



The interviewed experts stated conflicted comments as follows:

- ✚ Al-Moez Street is not reserve, but considered as a world heritage.
- ✚ Development and restoration operations' follow up reports are sent to the UNESCO. Moreover, a semi-year field visit to the area is carried out by a committee of the UNESCO.
- ✚ The Egyptian Tourism and Culture Ministries declared that Development and restoration responsibility of the area is wholly concise to them. So, the UNESCO's Office in Cairo is abstained from conducting periodical, field, and inspective tours to the area since mid of year 2006.

5.1.2 CRITERIA OF PRESERVATION CONNECTED TO MONUMENTS AND HISTORICAL BUILDINGS

Table (2): Findings Attributed to Preservation of Monuments and Historical Buildings

Item	Main Mean	Mean (the Supreme Council of Antiquities)	Mean of other responsible authorities	Main Standard Deviation	Main Standard Error
1- Enhancement of practical value of functionally neglected heritage buildings.	1.45	1.40	1.50	0.51	0.17
2- Maintaining of archaeological buildings' original functions.	1.15	1.20	1.10	0.37	0.12
3- Refunction, maintenance, and restoration operations are unique and suitable for buildings	1.15	1.20	1.10	0.37	0.12
4- Sacrifice to bulldozer any intrusions on archaeological areas.	1.10	1.20	1.00	0.31	0.07
5- Visual ameliorate of heritage buildings and surrounding areas.	1.20	1.20	1.20	0.41	0.13
6- Availability of zones for archaeological and historical buildings	1.35	1.20	1.50	0.49	0.15
7- Controlling the architectural and land use operations close to the heritage area.	1.55	1.40	1.70	0.51	0.16
8- Preservation of privacy of residential areas.	1.50	1.40	1.60	0.51	0.16
9- Maintaining of traditional economic activities.	1.15	1.20	1.10	0.37	0.12
10- Recovering or mitigation of negative impacts resulted from traffic congestion & different sources of pollution.	1.15	1.20	1.10	0.37	0.12
11- Providing elements of infrastructure.	1.10	1.10	1.10	0.31	0.10
12- Establishment of tourist projects.	1.20	1.10	1.30	0.41	0.13
13- Gradual tourism development	1.25	1.20	1.30	0.44	0.14
14- Encouragement of community-based tourism.	1.50	2.00	1.00	2.23	0.50

Source: Based on the Study's SPSS Program



Form the previous table it is clear that there is general agreement- since little dispersal among views of experts – on achievement of Criteria of preservation affiliated with archaeological and historical buildings, except those concerning community-based tourism and participation of local community in tourism development. The main Mean value estimated (1.50) which is near to the alternative (No) and the Mean degree of the Supreme Council of Antiquities is completely fitted with the alternative (No) by score (2.00). Meanwhile, the Mean value of other authorities is estimated (1.00) quite equal to the alternative (Yes). This great dispersion is asserted by the Standard Deviation is bigger than one with value (2.23).

The interviewed experts mentioned some comments on this part as follows:

- ✚ Ameliorating function of heritage buildings of Al-Moez street is in limited level and the restoration operations are funded from the Supreme Council of Antiquities in accordance with law.
- ✚ Coloring buildings to enhance the layout of heritage buildings of Al-Moez street and to avoid occurring the visual pollution.
- ✚ Zones of heritage buildings are matching up with their importance.
- ✚ Privacy of residential areas is kept by increasing archaeological awareness among local people and refraining tourist facilities from taking place there.
- ✚ The traditionally appealing economic activities are kept and the other activities are prohibited.
- ✚ Efforts to avoid or mitigate pollution are concise to prohibiting movement of vehicles through Al-Moez street and get the traditional mills away from the area.
- ✚ Availability and quality of infrastructure elements existed by changing sewage, electricity, and water networks.
- ✚ The five-star restaurants and extension of tourist facilities to increase the time of tourist tours in Al-Moez street are the outstanding proposed feasibility studies of tourism development in the area.

5-1-3 DETERMINATIONS AND CHALLENGES OF DEVELOPMENT IN AL-MOEZ STREET

Table (3): Findings of Challenges of Development' Operations in Al-Moez Area

Item	Main Mean	Mean (the Supreme Council of Antiquities)	Mean of other responsible authorities	Main Standard Deviation	Main Standard Error
1- Regulative obstacles of land ownership (private or public)	1.35	1.20	1.50	0.49	0.15
2- Legislative obstacles concerning rules of land use and activities permitted in the area	1.35	1.20	1.50	0.49	0.15
3- Architectural and urban problems of modern designs of buildings & uncontrolled urban extensions	1.25	1.20	1.30	0.44	0.14
4- Challenges of replacement and settlement of strangers in the area and immigration of local people	1.60	1.50	1.70	0.50	0.16
5- Economic constraints connected to shortage of funds and absence of awareness of economic benefits of development the area	1.55	1.50	1.60	0.51	0.17

Form the table (No. 3), it is obvious that most of answers are close to the alternative (No), and it is assured with comprehensive agreement from respondents since the determined dispersal among views of experts.

The interviewed experts mentioned some comments on this part as follows:

- ✚ Land use obstacles are overcome in accordance with law.
- ✚ Importance of issuing legislations of land uses and allowed activities in the area.
- ✚ Necessity to strategic plan to control the overcrowd of people colonies in the area.
- ✚ Replacement of local people by others is great challenge of development in Al-Moez Street.
- ✚ Determinations of funds are little, since the Egyptian Government is the main responsible to manage sources of money for restoration and preservation operations.
- ✚ Other problems caused by:
 - Dealing with people in the area during development operations.
 - Unawareness of the importance of enhancement the area.
 - Uncontrolled tourist visits to Al-Moez Street and intrusion on historical buildings.
 - Some mills refuse the development of the area.



5-1-4 JOINT OWNERSHIP AMONG PUBLIC SECTOR, PRIVATE SECTOR , AND LOCAL COMMUNITY

Table (4): Findings of Joint Ownership

Item	Main Mean	Mean (the Supreme Council of Antiquities)	Mean of other responsible authorities	Main Standard Deviation	Main Standard Error
1- Public Sector has Ownership and Development	1.50	1.40	1.60	0.51	0.16
2- Public Sector Ownership and the Private Sector has responsibility of development	1.90	1.80	2.00	0.31	0.07
3- Joint Ownership and development of Private and Public Sectors	1.35	1.40	1.30	0.46	0.16
4- Joint Ownership and development of Private Sector and Community.	1.60	1.60	1.60	0.50	0.16

Most of all responses refer to the great role of the state and the modest efforts of the private sector and the local community of participation in restoration and development the area. This is assured by statistical findings in table 4. Most of them are near to the alternative (No = 2). However, there are some historical entities owned by joint ownership.

5-1-5 EXPECTED SOCIOECONOMIC BENEFITS ON LOCAL COMMUNITY

Table (5): Statistical Findings Connected with Socioeconomic Benefits

Item	Main Mean	Mean (the Supreme Council of Antiquities)	Mean of other responsible authorities	Main Standard Deviation	Main Standard Error
1- Availability of Jobs and mitigation of unemployment.	1.30	1.30	1.30	0.47	0.15
2- Reducing rates of immigration outside the area.	1.70	1.60	1.80	0.47	0.15
3- Extension of Development Zones and Creation Opportunities of Investment	1.25	1.30	1.20	0.44	0.14
4- Maintaining of Social Strata and Mitigation of Social Replacement of Local People in the Area.	1.35	1.40	1.30	0.49	0.16

Based on interviews with experts new opportunities of employment are expected in the area. The statistical findings presented in table no.5 point at more details about the agreement of respondents and reality of their answers. Most case studies represented in this current



study show that Socioeconomic benefits are always taken into consideration in development architectural and historical sites.

5-2 THE RESULTS OF FIELD OBSERVATION

The results depend on the visits of the study's teamwork to the area as scientific supervisors for the student of Tourism Studies Department; Faculty of Tourism and Hotels- Fayoum University. They can be divided into two main broad categories as follows:

Disadvantages

- The air pollution resulted from cars of men power and the process of polishing the floor of the Al-Moez Street
- Until achievement of this study, there is shortage in providing infrastructure facilities to the area.
- Some buildings have fractures and cracks
- problems attributed according to visits of students to the street such as drawing, distortion of historical buildings.
- Lack of notice boards guiding to and inside the Al-Moez Street .
- The overcrowd and density of residents on the two sides of the Al-Moez Street, although the fifth-meter width of the street.
- The improper behaviors of local people towards visitors and tourists coming to the area. For instance, the pull visitors over to buy souvenirs.
- No space between most buildings and street.
- viewpoint of Some experts who see burdens on converting Al-Moez Street to an open-air Islamic museum, because this requires evacuate local people and let their residences to be sacrificed to the bulldozer.

Advantages

- Some parts of Al-Moez Street are well developed. The best example is the area in the front of the Al-Hakim Mosque, since here are evergreen trees, pavement of street, lighted up buildings, etc.
- Existence of a variety of shops that sell souvenirs affiliated with different historical eras and ages. This promote the Egyptian Tourist Product.
- The sparkling and fabulous scenery of the Street in night which is based on underground lighting system.
- Availability of traffic men and security guards in every place.



SIXTH: RECOMMENDATION OF STUDY (as being suggested broad indicators of development in historical and architectural sites)

Based on Delphi Technique of the study's teamwork, literature reviews and lessons benefited from case studies mentioned in this paper, and points of view affiliated with experts and specialists responsible for development and restoration at Al-Moez Street ; the study can recommend some procedures to be taken at the area as follows :

1- THE JOINT RESPONSIBILITY OF RESTORATION AND DEVELOPMENT AMONG ALL STAKEHOLDERS INTERESTED IN AL-MOEZ STREET AS FOLLOWS:

✚ The public sector

- issuing legislations and rules regarding reservation in Al-Moez Area.
- Setting quite urban master plans in the area.
- Empowerment to state administrative agencies to achieve aims of development in architectural and historical area of Al-Moez.
- Provision of infrastructure and availability of basic facilities in the Al-Moez urban zone.
- Conducting periodic programs of historical and architectural awareness for local people of Al-Moez.
- Encourage investment in development heritage sites in the street.
- Support private sector in marketing business of the site.

✚ The private sector

- Funding investment, restoration, and reuse projects of Al-Moez Street.
- Formulate and implement master plans and programs regard to the area.
- Stepping up efforts of promotion to the Al-Moez urban district.

2- ADOPTING TOTAL ENVIRONMENTAL VALUE CONCEPT IN MANAGEMENT OF THE AL-MOEZ AREA.

2-1 Direct Use Value (DUV)

Direct use value refers to benefits that occur from direct use of the heritage assets in Al-Moez Street .

2-2 Indirect Use Value (IUV)

Indirect use value derives from services that the a heritage site provides, in addition to and separately from; direct use value. Another meaning is the role which Al-Moez site plays in the production of a market commodity.

2-3 Option Value (OV)

Option value is the value obtained from retaining an option on the future Tourist use of Al-Moez Area.



2-4 Existence Value (EV)

Existence value is the value conferred by survival of Al-Moez heritage site. This value is derived from knowledge that something exists in the area. Thus, people place a value on preservation and restoration of distinguished heritage sites, even if they do not expect to see them. Existence value represents an attempt by the respondents to channel flows of value to others, about whom they care.

2-5 Bequest Value (BV)

It is the value of preserving Al-Moez heritage site for future generations. Bequest value is developed from knowledge that something is being passed on to one's descendants.

2-6 Discovery Value (DSV)

It is unknown value of presently undiscovered dimensions of Al-Moez architectural resource.

2-7 Non Human Value (NHV)

The value of Al-Moez heritage sites in their own right, distinct from their value to human society.

2-8 Altruism Value (AV)

The value which is based on development of Al-Moez heritage sites, in the belief those other individuals than local people of the area, are able to enjoy experiencing these sites.

2-9 Private Opportunity Cost (POC)

The market value of opportunities foregone, as a result of restoration and development of significant archaeological sites in Al-Moez area.

2-10 Social Opportunity Cost (SOC)

The total environmental value of opportunities foregone, including private, opportunity cost (POC); because of restoration and development of worthy archaeological sites of Al-Moez area.

2-11 Passive Nonuse Value (PNV)

The sum of bequest, existence, and altruism values

$$PNV = BV + EV + AV$$

2-12 Use Value (UV)

The sum of direct use value, indirect use value, option value, and discovery value.

$$UV = DUV + IUV + OV + DSV$$

2-13 Total Economic Value (TEV)

The sum of direct use value, indirect use value, option value, discovery value, bequest value, and existence values. It includes both use value and passive nonuse value.



$$\text{TEV} = \text{DUV} + \text{IUV} + \text{OV} + \text{DSV} + \text{BV} + \text{EV}$$

2-14 Total Environmental Value (TNV)

The sum of nonhuman value and total economic value.

$$\text{TNV} = \text{NHV} + \text{TEV}$$

References in Arabic

- 1- Ahmad E-Galad (1998): "Tourist and Environmental Planning: Theory and Applications", Alam Al-Kootob, Cairo, Egypt.
- 2- Ragaei Hussein, Ayman Monaem, and Hussein Ahmed (2008): "Historical Cairo Development Project", Culture Ministry, Cairo, Egypt.
- 3- Ali Al-Kaym (2008): "Cultural Tourism in Syria and Nowadays Challenges", Sanaa, Yemen.
- 4- Ali Hamed (2001): "Tourism and Egyptian Environment", Cairo, Egypt.
- 5- Ghada Abdul Allah (2003): "Tourism and Environment", Lectures at Faculty of Tourism and Hotels, Fayoum University.
- 6- Ghada Wafik (2007): "Natural Reserves in Egypt: Case Study on South Sinai", Ph.D. Thesis, Faculty of Tourism and Hotels, Fayoum University.
- 7- Hend Nour (2000): "Environmental Administration in Natural Reserves: Case Study of Ras Mohamed Reserve", Master Thesis, Faculty of Economics and Political Sciences, Cairo University, Cairo, Egypt.
- 8- Mohamed Ibrahim (Undated): "International Conference of Culture and Development", Alexandria Bibliotheca, Alexandria, Egypt.
- 9- Nesreen Rafik Laham (2007): "Tourism Planning in Heritage Sites: Evaluating of Environmental Impacts", First edition, Dar Al-Nile Publisher, Cairo, Egypt.
- 10- Waleed Ibn Kassab and Manssour Al-Souidan (2008): "Integrated Urban and Tourist Planning in Heritage Sites", Tourism Supreme Authority, Saudi Arabia.

References

- 1- Dixon John A., Sherman, Paul, B, (1997): Economics of Protected Areas: A New Look at Benefits and Costs, London: Earth Scan publications LTD.
- 2- Eagles, Paul. F (1984): The Planning and Management of Environmentally Sensitive Areas, London.
- 3- Ratcliff, (1977): A Nature Conservation Review, Cambridge University, Press Cambridge.
- 4- www.annabaa.org, accessed in October, 2008.
- 5- www.egypt.com, accessed in October, 2008.
- 6- www.islamichistory.net, accessed in October, 2008.
- 7- www.almersyoon.com, accessed in October, 2008.
- 8- www.islamictourism, accessed in October, 2008.

Appendix: Pictures of the site



Picture (1): Old Wall of Cairo and Traffic Congestion Close to Al-Moez Street



Picture (2): Development Indicators at the Beginning of Al-Moez Street (Al-Fotouh Gate)



Picture (3): Development Signs in Front of Al-Hakim Mosque



Picture (4): A Public W.C. as a Part of Development in the Area



Picture (5): Responsibility of Lighting Historical Buildings is empowered to Misr Company for Sound, Light and Cinema



Picture (6): Instructions of Traffic are Outstandingly Definite at Al-Moez Street



Picture (7): Restoration Process of a Historical Building at Al-Moez Street



Picture (8): Selling a Variety of Fruits as an Example of Commercial Activities in Al-Moez Street