

The Impact of Political Events on National Archaeological Heritage and Tourism Industry: Study Case of Egypt after January 25th, 2011

Sabry A. El Azazy

Abstract—Tourism plays an essential role in supporting the National Economy. Egypt was ranked as one of the most attractive touristic destinations worldwide. Tourism as a service sector affects political events and unstable conditions. Within the revolution of January 25th, 2011, tourism became below standards, and the archeological heritage sites were subject to threat. Because of the political tension and social instability, Egypt's tourism sector has drastically dropped. Currently, Egypt is working on overcoming the crisis caused by political unrest. However, it is expected to take a long time to get back to where it was, especially in terms of regaining the confidence of travelers in the country's ability to guarantee and maintain security and stability. Recently, many great projects have been done, such as; New Administrative Cairo Capital, New Suez Canal logistic project, New City of Al Alamin, New Grand Egyptian Museum, as well as other great projects that reflect positively on the tourism industry and archaeological heritage development in Egypt.

Keywords—Archaeology, archaeological heritage, attractions, national economy, political events, touristic destinations, tourism industry.

I. INTRODUCTION

EGYPT is located on the north-eastern side of Africa, and the south-western corner of Asia. Although Egypt is situated in Africa, part of Egypt is represented in the Sinai Peninsula in Asia. Sinai is considered as the bridge that connects Egypt with Asia. Egypt is known as the land of history and civilization extended to 7000 years. Egypt contains numerous archaeological sites that are renowned around the world and represent several historic time periods. Although Egypt is considered one of the essential cultural touristic destinations in the world, it needs more effort and attention in order to manage the archaeological sites, and preserving the cultural heritage, especially in light of the recent political issues and civil unrest. Additionally, Egypt is distinguished by its massive number of archaeological sites, as well as its extraordinary architectural and heritage attractions such as the great pyramids of Giza, Saqqara, Dahshur, Abusir, and Medium; the temples of Luxor, Aswan, and Abu Simbel; the valley of the kings, and the other great monumental sites that worth visiting [1].

World Tourism Organization indicated that cultural tourism became an essential resource for supporting the tourism industry, and it represents about 40% of all international

excursions. However, Egypt has many historical attractions, taking into consideration preserving monuments and heritage. Many efforts have to be taken for well-managing the heritage cultural properties and archaeological sites. The cultural heritage and the archaeological sites represent the origin of the human civilization and indicate to the cultural-historical development of humanity. The government works hard to achieve the balance among the opportunities of tourism development, cultural heritage conservation activities, and archaeological sites' management [1].

II. METHODOLOGY

Qualitative methods have been used as the overall approach to this study. Interviews and observation have provided the researcher with the required in-depth insight to the research subject. The main reason for choosing these methods was that the researcher was an employee in the tourism and hospitality sector; therefore, had the opportunity to visit all archaeological sites and touristic locations. Additionally, the researcher used various methods to conduct this research, depending on different interviews with tourism and heritage specialists working at the same building, as well as the researcher recorded notes and observations through time spent working in tourism sector within the political events of January 25th, 2011 that related to the research subject. In addition to work in the tourism field, the researcher was a lecturer of tourist guidance that allows visiting the different archaeological sites and historical landmarks in Egypt, as well as the researcher had the privilege to attend a vast number of meetings, conferences, and events that were focused on the research subject.

The primary purpose of the research is gaining information in order to develop theoretical research on how to effectively benefit out of those historical sights both economically and culturally. This research is throwing light on the importance of Egypt's vast cultural heritage and tourism industry that considers one of the most critical resources of National Income. The researcher aims at presenting further studies in a field related to tourism and archaeology using previous experience. This study provides the ability to achieve the main goals and objectives successfully.

Sabry A. El Azazy is Lecturer of Tourist Guidance, Egyptian Higher Institute for Tourism and Hotel Management, Ministry of Higher Education, Egypt (e-mail: sabryelazazy@hotmail.com).

III. THE SIGNIFICANT ARCHAEOLOGICAL SITES IN EGYPT CLASSIFIED IN THE WORLD HERITAGE LIST

Memphis and Its Necropolis from Giza to Dahshur

Memphis is located on the western side of the River Nile. The city was the capital of the Old Kingdom. It was the first capital of the first central governmental administration in ancient Egypt. The site included the great pyramids, tombs, mastabas, temples, and other extraordinary monuments. The site was considered one of the Seven Wonders of the World and classified in the World Heritage List by UNESCO in 1979. Additionally, the site included the temple of Ptah in Mit Rahina, sun temples in Abu Ghurab and Abusir, Apis temple in Memphis, the Serapeum, and Heb Sed temple in Saqqara. The temples had been surrounded by workshops of artisans, dockyards, arsenals, and residential neighborhoods. The necropolis of Memphis included the monumental area of Giza plateau, Zawyet Alerian, Abu Ghurab, Mit Rahina, Abusir, Dahshur, and Saqqara. The site contains the first complex monumental stone building in Egypt's ancient history, indicating the continuous development of the royal tombs, from its first shape "mastaba" to its perfect shape "pyramid" [2].

Historic old Cairo

Historic Cairo is one of the most famous ancient cities in the world. It is located in modern Cairo, with its famous old mosques, churches, schools, palaces, fortifications, castles, old agencies and markets, and other ancient historical landmarks. The city was constructed in the tenth century AD and reached the highest of its glory in the fourteenth century [3].

Ancient Thebes and Its Necropolis

Thebes is a magnificent ancient city in Upper Egypt that was the capital of Egypt during the Middle and New Kingdoms. This city witnessed the best ages of the ancient Egyptian civilization. It included significant ancient temples such as; Karnak Temple, Luxor Temple, Hatshepsut Temple, Temple of Madinet Habu, as well as Valley of Kings and Valley of Queens that included many significant tombs dedicated to kings, queens, nobles, and senior officials. The city is now called Luxor that is considered an open-air museum and included in the World Heritage List by UNESCO in 1979 [4].

Nubian Monuments from Abu Simbel to Philae

The vast area of Nubia from Abu Simbel to Philae is one of the most important historical landmarks of the ancient Egyptian civilization. This region included many magnificent temples such as; the temple of Ramses II at Abu Simbel, Temple of Isis at Philae, the temple of Kalabsha, the temple of Dandara, and other magnificent temples. The temples had been transported by UNESCO between 1960-1980, then these temples were saved from the rising of Nile water after setting up the High Dam at Aswan. The temple of Ramses II at Abu Simple was wholly carved in the rocky mountain. King Ramses II built it to commemorate his victory in the battle of Kadesh. This temple was designed with high accuracy that the

sun's rays are perpendicular to the statue of Ramses II in his sanctuary twice a year; one on his birthday, and other on his coronation day. Many international efforts had been made under the supervision of UNESCO to rescue these significant cultural landmarks as the most extensive archaeological rescue project in history. The region classified in the World Heritage List by UNESCO in 1979 [5].

Saint Catherine Area

The rugged mountain area of Saint Catherine is located in central Sinai; this region was named after the famous monastery of Saint Catherine. In this region is the mountain of Moses, where he received the Tablets of Law and the Ten Commandments. The monastery is located below Saint Catherine Mountain, the highest mountain in Egypt, near to Moses Mountain. The monastery was constructed in the 6th century AD by the Roman emperor Justinian. The monastery was fortified by a great wall for protecting the priests against any attack. The monastery included the sacred valley where the burning bush, significant library included different rare manuscripts, historic church, Fatimid mosque, unique icons, and other significant collections [6].

IV. THE IMPACT OF THE POLITICAL REVOLUTION IN 2011 ON EGYPT'S ARCHAEOLOGICAL SITES

After the political events of January 2011, Egypt faced various troubles and civil unrest that significantly affected Egypt's cultural heritage and the archaeological sites. The archeological sites were insufficiently secured and subjected to be threatened and looted. The archaeological sites were illegally excavated, and some looters attacked the cultural heritage locations [7]. In addition to the direct impact of security's absence on the archaeological sites within the political revolution in 2011, Egypt's cultural heritage is also affected by land grabbing and land appropriation. Some people attacked illegally on land related to the government to set up building projects. They divided the land into small pieces, resell it for construction or other profit purposes, and quickly built a wall around the land in the absence of security. This action directly affects the archaeological heritage and the historical landscape of the whole region. The government has to enforce the law to limit this phenomenon; otherwise, Egypt's archaeological sites will be looted, and the cultural heritage will be threatened. The government must to enforce the law against the offenders; without a strong central administration, many new buildings will quickly be set up, and the original monuments and documentation's issues will be lost forever [7]. However, the archaeological sites had been attacked by a group of people who are provided with newly developed machines and highly efficient weapons. They used some modern drilling equipment, geo-sonar machines, and archaeological reports to determine the possible sites for illegal excavations. The looters attacked the archaeological sites in the absence of security, breaking into the storage areas searching for gold and artifacts, as well as they looked for the mythical red mercury that believed to be buried in the ancient Egyptians' tombs giving the power and dominion for all

persons. The robbers illegally excavated in the archaeological sites, and they made holes and tunnels that are visible on Google Earth. This random action was leading to destroying the stratigraphy and losing the documented site information [7]. For example, the archaeological site from Giza to Dahshur and Abu Sir had been attacked after 2011 (Fig. 1). The looters illegally excavated in the monumental area, searching for the monuments and valuable artifacts. This region is rich with archaeological material, and the site was classified in the World Heritage List in 1979 [8].



Fig. 1 The monumental area showing the pyramids of Giza and Abu Sir (photo: Francesco Gasparetti, CC BY 2.0)

The archaeological site of Dahshur was attacked by some looters, they illegally excavated in the site (Fig. 2), and they dug many different holes and tunnels searching for antiquities and valuable artifacts (Fig. 3). As well, some people constructed a white block's graveyards, and they found a new cemetery in the absence of security in front of the pyramid of Amenemhat III (Fig. 4). People from nearby cities refused this action, and they worked hard together in order to protect the monumental area [22]. Additionally, the archeological site of Abu Sir was attacked by some looters. It was found at the site scattered remains of mummies' wrappings, piles of bones, and

other ancient materials of human beings that were buried here in the site [9] (Fig. 5).

In addition to the bones' remains and mummy wrappings that were discarded by the robbers, the site was illegally excavated (Fig. 6). Additionally, many archaeological sites had been attacked at San El Hagar (Tanis), Tell Dabaa, and Luxor [7]. As well as, the archeological sites attacked in Egypt, such as; Hierakonpolis, Tuna El Gebel, the open-air museum at Ashmunein, Fayum, and other places in the western desert oases, but some people and security officers success in repelling this attack [10].

The Antiquities Law No. 117, 1983 indicated to preserve antiquities and protect the archaeological sites. The Egyptian ministry of antiquities conducted a strategic plan in order to preserve the monuments and develop the monumental sites of Giza, Saqqara, and Dahshur in cooperation with local society, official executives, and site management [2].



Fig. 2 Piles of debris left by looters in Dahshur (Photo by S. Ikram)



Fig. 3 The illegal excavation near the pyramid of Amenemhat III at Dahshur, (photo: Tekisch, CC BY-SA 3.0)

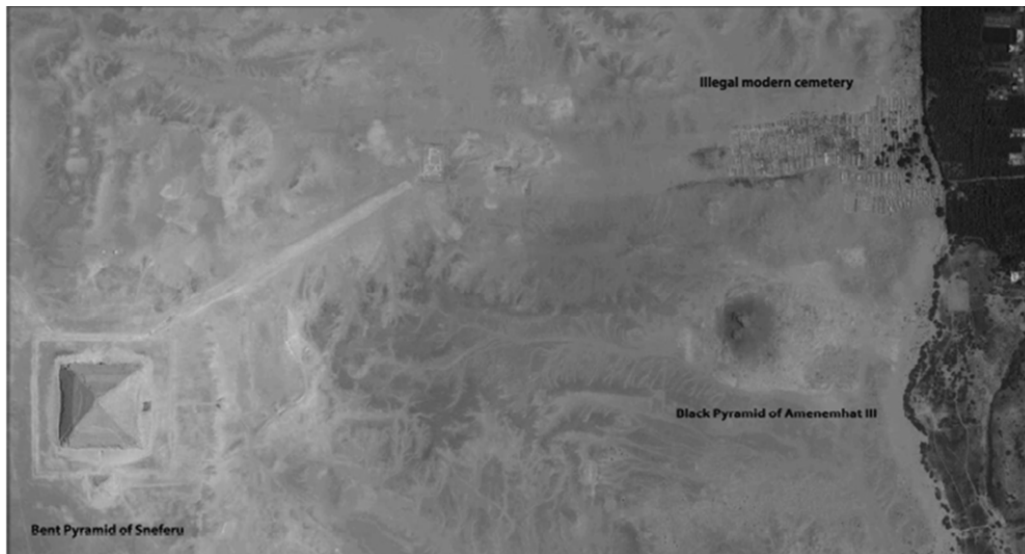


Fig. 4 Google Earth image of the illegal cemetery/looting at Dahshur, January 2015



Fig. 5 Human remains and pottery scattered from a looted tomb in Abusir, Egypt (Photo by S. Ikram)



Fig. 6 Holes left by looters in Abusir, Egypt (Photo by S. Ikram)

V. THE REPERCUSSION OF THE POLITICAL EVENTS ON EGYPT'S CULTURAL HERITAGE AND HISTORICAL LANDMARKS

During the political events of January 2011, the Egyptian cultural heritage was subjected to be threatened, with the

essential buildings attacked and looted. Many precious artifacts and unique monuments have been moved to the black market in different countries around the world. According to the International Coalition to Protect Egyptian Antiquities, the Egyptian antiquities that have been looted within the events of 2011 were valued at about \$ 3 billion [8]. For example, the Egyptian Museum in Cairo is located at Tahrir Square, the 2011 revolution headquarter (Fig. 7). The museum has been attacked by some looters, but the Egyptians formed a human chain to protect the Egyptian museum, and more efforts have been made to regain the stolen pieces [11].

Several objects have been recovered, such as; the statue of king Akhenaten was found within the trash close to the museum, broken wooden sarcophagus, different artifacts were discarded near to the museum, and other four statues were regained by police men's action [12]. The attack on the Islamic Art Museum in Cairo in 2014 resulted in destroying many valuable pieces and unique artifacts (Fig. 8). Additionally, the attack on the National Museum of Malawi in the city of Menia at Upper Egypt in 2013 resulted in looting all artifacts and collections. The robbers destroyed about 48 artifacts and looted about 1041 pieces, about 600 pieces have been recovered, and many efforts have been made to regain the other looted pieces [8].



Fig. 7 Egyptian Museum in Tahrir Square [12]



Fig. 8 The Museum of Islamic Art in Cairo was damaged by a bomb in 2014. It reopened in January of 2017. (Photo: Gérard Ducher, CC BY-SA 2.5)

Many efforts had been made to regain all artifacts and restore the destroyed pieces. Then the looted artifacts were recovered, and the other monumental objects have been restored as preparation to re-open the museum. [7]. As well as the arson attack on the Egyptian Research Council in 2011 resulted in destroying about 10,000 rare books, damaging more than 20,000, and the remaining archives are still unknown [13]. Furthermore, the attack on the Villa Casdagli in 2013 Simon Bolivar Square in Cairo downtown led to damaging the monument, as well as the Villa Kevork Ispenian on pyramids road in 2012 [14]. According to the World Bank and International Monetary Fund (IMF), there is a direct relationship between world heritage and tourism growth, leading to increasing the long-term GDP growth [15]. The world heritage does not only raise the economic value of the monuments, but it also has to be provided with international protection for the cultural heritage, and the local country's culture and tradition [16]. This protection is represented in preserving the country's cultural heritage and historical landscape, regardless of the new modern constructions that have been built over the original ones [17].

In addition to the attack on archaeological sites after 2011, some historical sites are affected by the smoke resulted in burning garbage near the archaeological areas [10]. For example, the ancient site of Masalla at Mataria, that was the ancient site of Iwn (Heliopolis). The site is affected by the pollution and part of which turned into a garbage dump. Next to this area are remains of a middle kingdom temple, and the whole region is affected by the underground water. In 2013 the monumental gate of Ramses IX of the Ramesside temple and another gate dedicated to Ramses II in the ancient region of Heliopolis, affected by arson fire by some people who wanted to control the site within these unstable times. Additionally, some people used part of this area as a parking lot and car wash area. However, the Egyptians later led a great campaign to clean up the ancient site from the garbage. This campaign is called "Egypt's Heritage Task Force" working in the times of crisis and civil unrest, focusing on the ancient sites, and dedicating great campaigns against any attack or violate on the Egyptian monuments [18]. Additionally, in 2012 the International Council of Museums (ICOM), with the assistance of the Egyptian Ministry of Antiquities, announced the Red List of the Egyptian Cultural Objects at Risk. ICOM admitted the emergency red list of the Egyptian cultural objects in order to preserve Egypt's cultural heritage sites that

are subject to risk and threat [12].

VI. THE PRESERVATION OF CULTURAL HERITAGE AND PROTECTION OF ARCHAEOLOGICAL SITES IN EGYPT

The illegal excavations increased as a result of the security's absence after the political revolution in 2011. These excavations had taken place around the monumental areas of Giza, Dahshour, Delta, Luxor, and other different archaeological sites in Egypt. The satellite images show the illegal excavations that had been made by the looters. Therefore, the Egyptian Parliament and interested parties asked the government to issue new laws and regulations to protect the archaeological sites and cultural heritage properties. Then, many efforts and studies have been done in order to register and digitalize the Egyptian Antiquities [11].

The Egyptian constitution committed to protecting the Egyptian Heritage according to the 12 and 49 articles, as well as the laws of UNESCO for protecting the national antiquities and cultural heritage. The Law of 1983 indicated that all antiquities are considered public property belonging to the government, not related to individuals. The law indicated to preserve the cultural heritage and archaeological sites; it also gives a grace period to regain the antiquities that may be possessed by the antiquities' dealers. Additionally, the international agreements are recommended for preserving the cultural heritage property in case of the wars and civil conflicts such as; the Hague Convention in 1954 that focus on protecting the cultural heritage property, as well as the UNESCO Convention in 1970 that prohibit the illegal trade of cultural heritage properties and antiquities [8].

During the events of 2011, the Egyptian citizens protected the Cairo museum by making themselves a human chain around the museum in order to protect the museum's artifacts and collections. In 2013 the Egyptians did their best to prevent the illegal excavation around the archaeological site of Giza, Dahshour, Abusir, and other different archaeological places in Egypt. Therefore, the National Committee of Egyptian Archaeological Sites was established under the supervision of the ministry of antiquities in order to protect the Egyptian cultural heritage and archaeological sites [8].

Additionally, in 2014, the Egyptian minister of antiquities agreed with the International Coalition to Protect Egyptian Antiquities (ICPEA) in the United States, in order to protect Egypt's cultural heritage and archaeological sites. Then, Egypt asked for regaining the Egyptian antiquities according to article 9 of the 1970 convention of UNESCO, and then the Cultural Property Advisory Committee (CPAC) responded to this request in June 2014 in Washington [8].

In March 2011, the list of missing objects from the Egyptian museum has been done by Egyptian Ministry of Antiquities and the Cultural Heritage Center, University of Pennsylvania. Several objects have been recovered to the museum. Additionally, in 2012 the ICOM, with the assistance of the Egyptian Ministry of Antiquities, announced the Red List of the Egyptian Cultural Objects at Risk. ICOM admitted the emergency red list of the Egyptian cultural objects in order to preserve Egypt's cultural heritage sites that are subject to

threat [12].

In addition to the international efforts that have been done to protect Egyptian Heritage, UNESCO discussed with the Egyptian ministry of antiquities to set up scientific strategies in order to protect the archaeological sites and preserve the cultural heritage. They suggested involving the local inhabitants to protect the historical, archaeological sites. Then, the local individuals who are living next to the archaeological sites are able to protect their heritage. They formed a human chain around the sites, and they made investigation stations for catching the robbers. Numerous efforts and multiple studies have been undertaken in order to regain the missing objects, as well as more highly effective strategies have been done for securing the archaeological sites and cultural heritage properties. Egyptians dedicated their campaigns on social media (Facebook, Twitter, WhatsApp, and others), focusing on protecting the archaeological sites and preserving the national cultural heritage [7].

The legal antiquities' trade was operated in Egypt before 1983, but later it became prohibited and a crime punishable by law [19]. Some images have been picked up by the satellite showing the illegal excavations in different places in the country, and the robbers made many holes and tunnels searching for gold and artifacts [20]. However, the satellites did not reveal the illegal digging under houses and other buildings. Additionally, many archaeological places had been attacked in this hard transitional period, such as; Saqqara, Giza, Delta, and Luxor [7]. The law no. 117, 1983 that was modified by law no. 3, 2010 is declared to preserve cultural heritage properties and archaeological sites [21]. On the other hand, it is difficult to protect the archaeological sites in the vast area of desert lands. For example, the long-distance from Giza to Saqqara and Dahshur is more than 23 km, and some parts in deserts. It is challenging to construct a high wall around this vast area and separate the archaeological zone from the urban settlements. Additionally, the Ministry of Antiquities does not have enough guards and security officers. The government must provide these sites with security systems, ask for assistance from the international community to enforce firm sanctions against the antiquities' dealers, as well as alerting customs and border guards to pay their attention towards the movement of the monumental objects [7].

The Egyptians dedicated multiple campaigns for protecting Egypt's cultural heritage. For example, they formed a human chain for protecting the Egyptian museum in Tahrir Square from looting. They also worked together to protect the archaeological sites at San El Hagar (Tanis), Tell Dabaa, Dahshur, Abushir, Luxor, and others [7]. Additionally, they did their best to clean Cairo's streets and decorated the streets with various graphic drawings. They also dedicated great campaigns on social media in order to protect Egypt's cultural heritage [22]. This action made continuous communication among the policymakers, community leaders, specialists, and archaeologists in order to protect our monuments and heritage [23].

VII. THE IMPACT AND AFTERMATH OF THE POLITICAL REVOLUTION IN 2011 ON EGYPT'S TOURISM INDUSTRY

Egypt faced successive political events after January 2011 that significantly affected the tourism industry in Egypt. According to the Egyptian Central Bank and the Central Agency for Public Mobilization and Statistics, the numbers of tourists who visited Egypt reached 14.7 million in 2010, with total revenue \$ 10.6 billion; 9.8 million in 2011, with revenue \$ 9.4 billion; 11.5 million in 2012, with revenue \$ 9.8 billion; 9.5 million in 2013, with revenue \$ 5.1 billion; 9.9 million in 2014, with revenue \$ 7.4 billion; 9.3 million in 2015, with revenue \$ 3.8 billion; 5.4 million in 2016, with revenue \$ 4.4 billion; 8.3 million in 2017, with revenue \$ 9.8 billion; and 11.3 million in 2018, with revenue \$ 12.6 billion. The total numbers of tourists who visited Egypt in 2018 were 11.3 million tourists; total revenue was \$ 12.6 billion, which is the highest tourism revenue in the history of Egypt in one year [24]. World Tourism Organization indicated that the number of tourists who visited Egypt from January to September 2019 reached 9.8 million tourists [25], and to 13.6 million tourists at the end of 2019 with growth about 21% from the previous year [26]. The Monetary Fund declared that tourism revenue reached about \$ 13.4 billion at the end of 2019 [27].

TABLE I
 NUMBER OF TOURISTS FROM 2010 TO 2019 (IN MILLIONS)

| Year | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|--------------------|------|------|------|------|------|------|------|------|------|------|
| Number of Tourists | 14.7 | 9.8 | 11.5 | 9.5 | 9.9 | 9.3 | 5.4 | 8.3 | 11.3 | 13.6 |

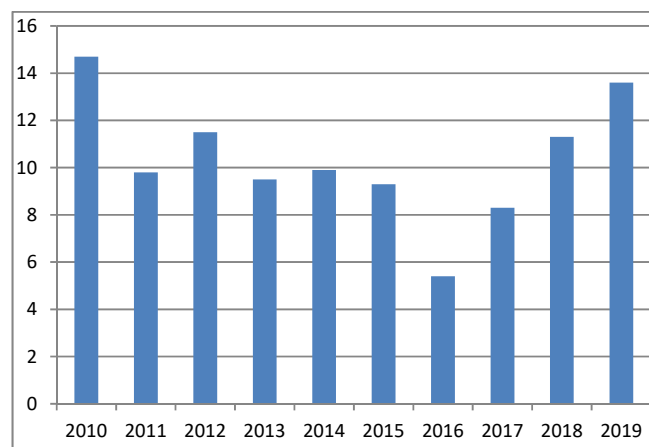


Fig. 9 Number of Tourists from 2010 to 2019 (in millions)

TABLE II
 TOTAL REVENUE FROM 2010 TO 2019 (IN BILLIONS)

| Year | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---------------|--------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| Total Revenue | \$10.6 | \$9.4 | \$9.8 | \$5.1 | \$7.4 | \$3.8 | \$4.4 | \$9.8 | \$12.6 | \$13.4 |

Obviously, Egypt faced successive political events after January 25th, 2011, and then June 30th, 2013 followed by attacks on the vital state institutions. These unstable events affect the tourism sector in Egypt significantly. The number of tourists declined during this period affects the other business

sectors that directly or indirectly rely on tourism such as; hospitality services, accommodation, transportation, travel, and excursions [28]. Additionally, the fall down of the Russian Airbus Plane in Sinai that affects Egypt's tourism sector in 2015 lead to the reluctance of the Russian tourists to visit Egypt, who were representing the vast majority of visitors to Sharm El-Sheikh Resort. As well, many tourists around the world did not intend to visit Egypt as a result of international warnings to avoid traveling to Egypt [28]. After 2011, the Egyptian economy dropped, and the number of tourists became under the standards. Recently, significant progress in tourism revenues and the number of tourists as a result of the active efforts and multiple significant projects have been constructed in Egypt [29].

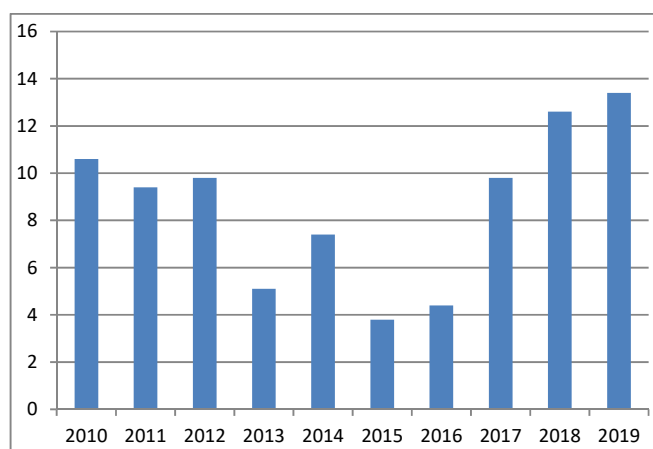


Fig. 10 Total Revenue from 2010 to 2019 (in billions)

Tourism in Egypt represented about 10% of Gross Domestic Product (GDP) before the political events of 2011, as well as tourism is one of the primary resources of the National Economy and Foreign Revenue of Hard Currencies. The tourists return back to visit Egypt, but below the level of pre-revolution of 2011, so many efforts have been done to advance the tourism sector and return back as before 2011 [8]. Recently, a new report has been issued by the World Tourism Organization (WTO), showing the growth of tourism during 2018/2019. The positive indicators of tourism during this year demonstrate the success of the Egyptian policy package to support the tourism sector [25]. However, the government did its best to achieve the state's security and stability, enhance tourism services, increase the rates of tourism development and infrastructure operations, encourage investment opportunities, create new tourism patterns, as well as credit and finance facilities. The recent report that has been given by WTO and the United Nations Economic Committee certifies that Egypt has become on the right track and regained its position as one of the essential destinations in the world. This certification was awarded according to the positive indicators towards tourism in Egypt in 2019, and the growth of number of tourists who visited Egypt during the first nine months of this year reached 9.8 million, and reached 13.6 million at the end of this year, increasing about 21,1% in comparison with

the same period of the last year. According to the state's stability and tourism development during this period, It is expected that the number of tourists in 2020 will exceed the numbers before 2011 [25].

It is expected the number of tourists will exceed 15 million tourists in 2020, up to 15% over the previous year, as a result of setting up a great projects in the tourism sector. Notably, tourism will return better than it was before the 2011 revolution. According to tourism reports, the total number of tourists who visited Egypt 2010 before the revolution 2011 was 14,7 million tourists with total revenue of around 11 billion, and total revenue in 2018/2019 reached 12,5 billion [30]. Additionally, numerous great projects will be set up in Cairo, Sharm El Sheikh, Hurghada, New El Alameen, New administrative Capital, and others. One of the most critical projects that will be opened in 2020 is the Grand Egyptian Museum. It is expected that the number of tourists who will visit the New Egyptian Museum will annually exceed 5 million visitors. Notably, the valuable complex of King Tutankhamun will be exhibited in the Grand Museum, and the unique antiquities of Tutankhamun were recently visited by 1.4 million tourists in the historical exhibition at the French Capital Paris. Additionally, multiple projects will be opened in 2020 such as; the National Museum of Egyptian Civilization, tourism development of Giza Pyramids area, the restoration work to the historical landmarks, and the recent archaeological discoveries in various places in Egypt [31].

According to the report that has been issued by the World Travel and Tourism Council in 2018, Egyptian Economy achieved significant growth, and Egypt has been classified as one of the most important countries in the rapid growth of the business sector. Tourism contributed to about 34% of the state's GDP in 2017. Therefore, many countries around the world lifted the travel ban to Egypt. These countries restricted their flights to Egypt due to the political events after 2011. However, tourists from all over the world re coming back to visit Egypt, and many direct flights head to the Red Sea resort, Sharm El Sheikh, Luxor, Aswan, and other places in Egypt [29].

VIII. THE RELATIONSHIP BETWEEN TOURISM AND ECONOMIC REFORMS

Egypt is one of the essential destinations in the world. Tourists prefer to visit Egypt to see the great history and civilization extended to 7000 thousand years. As for some attempts to support tourism, the government interested in developing tourism activities, opening touristic locations, and archaeological sites [11]. Additionally, excellent cooperation has been done among the local civil community, executives, archaeologists, and specialists from all over the world, and Egyptians who live near the archaeological sites and tourist places. This is the opportunity to make new laws and administration systems for running the tourism operation and determine the illegal constructions, and urban development that directly affected the cultural heritage and tourism attractions in Egypt [32].

Many efforts had been made to revive tourism depending on

economic and business reforms, as well as improving the state's security and stability. Therefore, tourism has made notable progress in 2018/2019 due to the economic and business reforms, investment opportunities, as well as security and stability in the country. Additionally, Egypt works hard to make a good relation with the other countries, negotiation skills and diplomatic relations to regain the trust of both tourists and investors, legislative law and security systems provided with all services and facilities that add to tourism sector [33].

In addition to the professional actions to improve security, economy, and other business sectors, Egypt is interested in managing all promotion methods and modern technology media aspects. For example, Egypt has a professional strategy for digital promotion in supporting digital sales and marketing. Egypt designed a promotional campaign called "This is Egypt" to encourage tourists from all over the world to come back to visit Egypt. This promotional tourism campaign has been awarded as the best in the Middle East among 63 participants in the international conference that has been held by the WTO in China. As for Egypt's vision of 2030, Egypt aims to support sustainable development and continued investment. Egypt focuses on tourism as one of the main recourses to support the national economy. During the recent period, the regional political events affected the tourism industry negatively. So the government has to do its best to support the tourism sector in the light of economic reforms and return security and then encourage the investors to set up their business projects in Egypt [33].

IX. PROPOSALS AND RECOMMENDATIONS THAT OUGHT TO BE DONE TO ENSURE LONGEVITY OF EGYPT'S CULTURAL HERITAGE

The specialists, archaeologists, executives, and civilians have to focus on protecting the archaeological heritage, especially within the conflicts that affect the cultural heritage and human rights, as one of their core ethical and professional responsibilities. Many efforts have been made to recover the looted antiquities, regain the seized lands, and remove the illegal buildings [34]. Additionally, the security system and site management have to be supported [35].

The government must to work hard to register the antiquities, and protect the archaeological sites; otherwise, the archaeological objects and historical documents will be lost forever [14]. To document the historical locations, archaeological sites, and monumental objects, it is supposed to be provided with geographical information system (GIS) data. These efforts are as a safeguard against any further illegal excavations, and the secretive selling of artifacts and monumental objects [36].

A security system must be installed in museums, storage places, archaeological sites, and other monumental buildings. Motion sensors, electronic alerting, and more modern technologies must be used for securing the cultural heritage property and archaeological sites.

Site tours to the archaeological sites and the cultural awareness among all people in society must be provided by

archaeologists, researchers, school teachers, or state officials [7]. Additionally, the local community has to participate in some programs and tourism activities concerning the cultural heritage, and historical landmarks [37]. Tourism depends on the cultural, archaeological heritage that provided the Egyptians with a lot of job opportunities and adding to the national economy, but tourism as a service sector is affected by the conflicts and unrest times. So without security, there are no tourists, no more foreign currencies, no job opportunities, no revenues, or investments. This is the main challenge to professional archaeologists, heritage managers, and tourism specialists to communicate with the local community in order to propose solutions and handle all obstacles, as well as involve the local community in decision making and tourism activities [38].

Egyptians have to know about their history and heritage and teach the new generations the civilization of ancestors. Moreover, the local inhabitants have to be involved in protecting their heritage and historical landmarks. Therefore, the state's stability will help to support the tourism and economy, and then reduce the economic problems that face the Egyptian society [39].

X. CONCLUSION

The value of the cultural heritage is represented in commemorating the past of the state history, cultural memory, and inherent identity. Cultural heritage is the legacy and identity that people received from the past and will pass on to the next generations. Nobody can coexist without identity, so any looting or destruction for the cultural heritage leads to disappearing of the culture and identity. The people have to know the facts of their history's past and teach the new generations the civilization of ancestors that formed their present pact and more further achievements [39].

Egypt faced successive political events after January 2011 that significantly affected its cultural heritage. The archeological sites were insufficiently secured, and the cultural heritage was subject to be threatened. The illegal excavations have been done in the absence of security in various archaeological places. The satellite images show the illegal digging that had been made by the looters, as well as it was found scattered remains of mummies' wrappings, piles of bones, and other ancient materials of human beings. The Egyptian Ministry of Antiquities conducted a strategic plan in order to preserve Egypt's cultural heritage and develop the monumental sites in cooperation with local society, official executives, and site management.

Additionally, the primary vital buildings have been attacked after the political revolution of January 2011. For example, the Egyptian Museum in Cairo was attacked by some looters. The Egyptians formed a human chain to protect the museum, and more efforts had been made to regain the stolen pieces. The attack on the Islamic Art Museum in Cairo in 2014 resulted in destroying about more than one hundred unique masterpieces and precious artifacts. In addition, the attack on the National Museum of Malawi in the city of Menia at Upper Egypt in 2013 resulted in looting all artifacts and collections. As well,

the arson attack on the Egyptian Research Council in 2011 resulted in destroying about 10,000 rare books, damaging more than 20,000, and the remaining archives are still unknown. The Egyptians led a great campaign to protect the cultural heritage and archaeological sites working in times of crisis and civil unrest.

Law No. 117, 1983, amended in Law No. 3, 2010, indicated to preserve the cultural heritage and protect the archaeological sites. The Egyptian Parliament asked the government to issue new laws to protect Egypt's cultural heritage. As well, the Egyptian constitution committed to protecting the Egyptian Heritage according to the 12 and 49 articles. Additionally, international agreements have been done to preserve the cultural heritage, such as; the Hague Convention for protecting the cultural heritage in 1954 and the UNESCO Convention 1970 that prohibits the illegal trade of heritage property. Additionally, the Egyptians dedicated many campaigns for protecting Egypt's cultural heritage. They worked together to protect the archaeological sites in Egypt. They did their best to clean Cairo's streets and decorated the streets with various graphic drawings. They also dedicated great campaigns on social media in order to protect Egypt's cultural heritage.

XI. RESULTS

The significant findings of this study are related to the fact that tourists and investors usually target safe destinations alongside with the quality of services, which Egypt has lacked since the revolution on the 25 of January 2011. Tourism plays an essential role in supporting the various sectors of society. During the events of the political revolution in 2011, tourism and other business sectors fell below the standards. Egypt has always relied on tourism as well as its archeological sites to raise the level of its economy, especially from the cultural tour visits to Cairo, Alexandria, Sinai, Luxor, Aswan, and others.

The political events affect the national heritage and tourism industry. Therefore, the vital buildings and heritage institutions have to be well-secured and set up out of the overcrowded cities. Tourism and archaeological heritage are two faces for one coin related to each other. Additionally, security and society's stability are the central core values of investment opportunities. However, due to the political tension and social instability, Egypt's tourism and business sector has dropped and became under the levels before 2011. Currently, Egypt is working on overcoming the crisis caused by political unrest. However, it is expected to take a long time to get back to where it was, especially in terms of regaining the confidence of travelers in the country's ability to guarantee and maintain security and stability.

Tourism development to the archaeological sites aims at achieving the progress to tourism sector, taking into consideration developing the natural and cultural attractions, using the modern technologies and professional human resources, as well as improving the infrastructure and tourism facilities. Additionally, tourism development depends on evaluating tourism resources, economic researches, social-cultural traditions, environmental civilizational attractions, administrative and organizational requirements, marketing and

promotion, public infrastructure, and other facilities and services. Egypt needs more attentions to make tourism flourish and encourage investment in the tourism sector.

REFERENCES

- [1] UKEssays.com. (2018). Heritage Tourism on Archaeological Sites in Egypt Tourism Essay. (online) Available at <https://www.ukessays.com/essays/tourism/heritage-tourism-on-archaeological-sites-in-egypt-tourism-essay.php> [Accessed 20 Jan. 2020].
- [2] Centre, UNESCO. (2020). Memphis and its Necropolis – the Pyramid Fields from Giza to Dahshur. (online) Web.archive.org. Available at: <https://web.archive.org/web/20190515090806/https://whc.unesco.org/en/list/86> (Accessed 20 Jan. 2020).
- [3] Centre, UNESCO. (2020). Historic Cairo. (online) Web.archive.org. Available at: <https://web.archive.org/web/20190412125234/https://whc.unesco.org/en/list/89/> (Accessed 20 Jan. 2020).
- [4] Centre, UNESCO. (2020). Ancient Thebes with its Necropolis. (online) Web.archive.org. Available at: <https://web.archive.org/web/20190519131508/http://whc.unesco.org/en/list/87/> (Accessed 20 Jan. 2020).
- [5] Centre, UNESCO. (2020). Nubian Monuments from Abu Simbel to Philae. (online) Web.archive.org. Available at: <https://web.archive.org/web/20190515090801/https://whc.unesco.org/en/list/88> (Accessed 20 Jan. 2020).
- [6] Centre, UNESCO. (2020). Saint Catherine Area. (online) Web.archive.org. Available at: <https://web.archive.org/web/20190410103353/http://whc.unesco.org/en/list/954> (Accessed 20 Jan. 2020).
- [7] Ikram, S., 2013. Cultural heritage in times of crisis: The view from Egypt, *Journal of Eastern Mediterranean Archaeology & Heritage Studies* 1(4): 366-371.
- [8] Smarthistory.org. (2020). Cultural heritage at risk: Egypt – Smarthistory. (online) Available at <https://smarthistory.org/cultural-heritage-egypt/> (Accessed 20 Jan. 2020).
- [9] Hanna, M. & Ikram, S., 2013. Looting Egypt: Abu Sir Al-Maleq. *Daily News Egypt* June 5- <http://www.dailynewsegypt.com/2013/06/05/looting-egypt-abu-sir-al-maleq>.
- [10] ECHO Website - www.e-c-h-o.org.
- [11] Halime, F., 2012. *Nytimes.com*. (2020). Revolution Brings Hard Times for Egypt's Treasures. (online) Available at <https://www.nytimes.com/2012/11/01/world/middleeast/revolution-brings-hard-times-for-egypts-treasures.html> (Accessed 20 Jan. 2020).
- [12] Thomas, S., 2012. *Traffickingculture.org*. (2020). Egyptian Museum in Cairo – Thefts and Recoveries in 2011 « Trafficking Culture. (online) Available at <https://traffickingculture.org/encyclopedia/case-studies/egyptian-museum-cairo-thefts-and-recoveries-in-2011/> (Accessed 20 Jan. 2020).
- [13] El-Aref, N. 2015. Al-Arish Museum badly damaged by Sinai violence, *Ahram* Online January 30 - <http://english.ahram.org.eg/NewsContent/9/44/121776/Heritage/Museums/AlArish-Museumbadly-damaged-by-Sinai-violence.aspx>.
- [14] Tresilian, D., 2014. Egypt's heritage crisis, *Al Ahram Weekly* Issue No. 1207, 24 July <http://weekly.ahram.org.eg/News/6818/32/Egypt%E2%80%99s-heritage-crisis.aspx>.
- [15] Lehr, D., 2014. Digging out of tourism downfalls: Egypt's archaeology takes the stage, *Huffington Post* December 17 - http://www.huffingtonpost.com/deborah-lehr/digging-out-of-tourismdo_b_6341104.html.
- [16] Keshk, F. 2011. Egyptian antiquities suffering due to turmoil at the top, *Egypt Independent* August 17 - <http://www.egyptindependent.com/news/egyptian-antiquities-suffering-due-turmoil-top>.
- [17] Huisman, D. J., 2012. Deep impact: What happens when archaeological sites are built on? *Conservation and Management of Archaeological Sites* 14(1): 60-71.
- [18] Hanna, M., 2013. Ancient Heliopolis under threat, *Daily News Egypt* June 19.
- [19] Waxman, S., 2008. *Loot: The Battle over the Stolen Treasures of the Ancient World*. New York: Times Books, Henry Holt, and Company,

- LLC.
- [20] Moustafa, N. 2014. Fear and looting in Egypt - visible from space, American Al Jazeera February 13 - <http://america.aljazeera.com/watch/shows/techknow/blog/2014/2/13/fear-andlootinginegyptvisiblefromspace>.
- [21] Ikram, S., 2011. Collecting and repatriating Egypt's past: Toward a new nationalism, in H. Silver (ed) *Contested Cultural Heritage: Religion, Nationalism, Erasure, and Exclusion in a Global World*. New York: Springer, pp. 141-154.
- [22] Hanna, M., 2013. What has happened to Egyptian heritage after the 2011 unfinished revolution? *Journal of Eastern Mediterranean Archaeology & Heritage Studies* 1(4): 371-375.
- [23] Varner, T., 2014. Saving cultural heritage, one tweet at a time, *Saving Antiquities For Everyone* -<http://www.savingantiquities.org/saving-antiquities-one-tweet-time/>
- [24] نزمين عفيفي. 2019. مصر تحقق أعلى إيرادات سياحية في تاريخها بـ12.6 مليار دولار Available at: <https://web.archive.org/web/20191006150137/https://www.elwatannews.com/news/details/4365667> (Accessed 20 Jan. 2020).
- [25] أسماء سمير , 2019. مصر تنصرد الوجهات السياحية الأعلى نموا في العالم: الجمهورية أون لاين. (2020). Available at: <https://m.gomhuriaonline.com> Accessed 20 Jan. 2020.
- [26] El-Alifi A., 2020. www.ahram.org.eg. Thursday 23 Jan. 2020. No. 48625.
- [27] جريدة المال. (2020). صندوق النقد يتوقع ارتفاع إيرادات السياحة في مصر لتقترب من 17 مليار دولار - جريدة المال. Available at: <https://almaalnews.com/%D8%B5%D9%86%D8%AF%D9%88%D9%82-%D8%A7%D9%84%D9%86%D9%82%D8%AF-%D9%8A%D8%AA%D9%88%D9%82%D8%B9-%D8%A7%D8%B1%D8%AA%D9%81%D8%A7%D8%B9-%D8%A5%D9%8A%D8%B1%D8%A7%D8%AF%D8%A7%D8%AA-%D8%A7%D9%84%D8%B3%D9%8A/?fbclid=IwAR3dHUDXRLxf6nEO4KqE6i9OfKmaNeZVSKLuLmHaPyeH9sBkOixNEmOqE> (Accessed 27 Jan. 2020).
- [28] Smith M., 2011. Reuters. (2020). Egypt tourist numbers to rise 5-10 pct in 2014 -minister. (online) Available at: <https://web.archive.org/web/20151117033514/http://www.reuters.com/article/2014/09/11/egypt-tourism-idUSL5N0RC3CF20140911> (Accessed 20 Jan. 2020).
- [29] Germany Lifts Taba Travel Ban, 2019 retrieved from <https://egyptianstreets.com/2019/07/01/germany-lifts-its-travel-ban-that-prevented-germans-from-visiting-tabat/?fbclid=IwAR2A5PoOzz8mNjrmjPGM3lWu8Sl4Pjr8XOYXIL61zefctO0cbIflft9FK8>.
- [30] Le Point Afrique, 2020. LiEgypte affiche ses ambitions retrieved from https://www.lepoint.fr/afrique/tourisme-l-egypte-affiche-ses-ambitions-10-01-2020-2357141_3826.php?fbclid=IwAR29SB03bgRAG89d9QTDGOYaVDNw0pGl2mBaJgdSVku0fY1w5lvqXl73csM#xtmc=batouti&xtmp=1&xtr=1.
- [31] Sanand S.R, 2020, Grand Egyptian Museum opening and ticket prices: Over 15 million tourists expected to visit Egypt in 2020. Retrieved from https://www.financialexpress.com/lifestyle/travel-tourism/grand-egyptian-museum-opening-and-ticket-prices-over-15-million-tourists-expected-to-visit-egypt-in-2020/1819295/?fbclid=IwAR2JrSsVrBNtAXCqUV0a3BT_chIwXxRkE VG0GZ7w4fSTBOH4gvKITOmcGo.
- [32] Brederova, B., 2014. *The Looting and Deliberate Destruction of Cultural Heritage during Social and Political Unrest of the 21st Century: The Search for Solution*. Unpublished Masters Dissertation, Reading: The University of Reading, Department of Archaeology.
- [33] Travel in Egypt, 2018. International, E., and International, E. (2020). *Travel in Egypt | Market Research Report | Euromonitor*. (online) Web.archive.org. Available at: <https://web.archive.org/web/20190402184821/https://www.euromonitor.com/travel-in-egypt/report> (Accessed 20 Jan. 2020).
- [34] Boyle, K., 2014. Egypt turns to technology in an effort to protect ancient treasures from looters, *The Guardian* June 1 - <http://www.theguardian.com/world/2014/jun/01/egypt-museum-theft-satellite-technology>.
- [35] Tassie, G. J. & Hassan, F. A., 2009. Sites and monuments records (SMRs) and cultural heritage management (CHM), in F. A. Hassan, G. J. Tassie, A De Trafford, L. S. Owens & J. van Wetering (eds.) *Managing Egypt's Cultural Heritage: Proceedings of the First Egyptian Cultural Heritage Organisation Conference on Egyptian Cultural Heritage Management*. London: Golden House and ECHO Publications, pp. 191-205.
- [36] Wolfenberger, J. 2014. *Avoiding the Mummy's Curse: How Museums Can Work to Raise Awareness and Prevent Looting in Egypt*. Unpublished Masters Dissertation. Pleasant Hill (Cal.): John F. Kennedy University.
- [37] El-Dorry, M.-A. 2011. Why do people loot? The case of the Egyptian revolution, *Al Rawi: Egypt's Heritage Review* 2: 20-21.
- [38] Aas, C., Ladkin, A. & Fletcher, J. 2005. Stakeholder collaboration and heritage management, *Annals of Tourism Research* 32(1): 28-48.
- [39] El-Aref. N. 2014. Protecting architectural heritage, *Al Ahram Weekly Issue No. 1194, 24 April* - <http://weekly.ahram.org.eg/News/6040/47/Protecting-architectural-heritage.aspx>