

“The natural and cultural heritage, diversities and living creatures are major tourism attractions. Excessive or poorly managed tourism and tourism related development threaten their physical nature, integrity and significant characteristics. The ecological setting, culture and lifestyles of host communities may also be degraded, along with the visitor’s experience of the place.”

ICOMOS, 1999

3.1 Tourism in Egypt

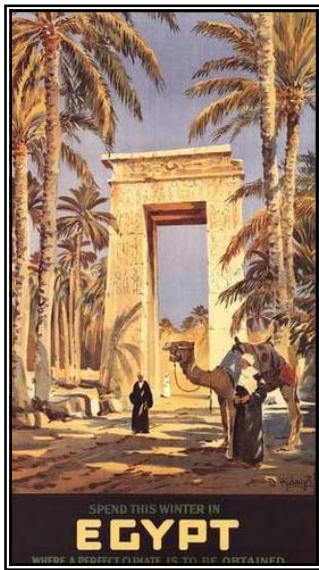


Figure 36: Vintage Travel Poster for Egypt

Historically speaking, tourism has been a key ingredient in Egypt’s economy for about the last two hundred years. However, over the last generation, tourism has become an essential component of the economy and is now the source of 45 percent of the country’s annual foreign currency earnings. Its contribution to GDP is significant and readily quantifiable, but what is more difficult to calculate is the contribution tourism makes to employment levels and, particularly, its indirect effect on industries such as transportation, construction, food & beverage, and recreation.

The growth in tourism has been unprecedented: in 1980, one million tourists visited Egypt and generated receipts of over \$300

million. By the year 2000, this had grown to 5.5 million tourists with total receipts topping \$4.5 billion. Moreover, in 2004, a record 8.1 million tourists visited Egypt, a 34.1 percent increase on the previous year, with revenues totalling around \$6.1 billion (Tables 2 & 3). Furthermore, it is the goal of the Egyptian government to increase the numbers of visitors to 9.5 million and raise cash receipts to \$10 billion per annum within the next five years.

A very sizeable investment has been made both by the public and by the private sectors in the infrastructure the tourist industry requires, and in all budgetary planning by the Egyptian government an assumption is made that this infrastructure will need to grow to accommodate an ever-increasing number of tourists. Millions of dollars are spent annually to encourage and promote tourism, most recently in neighbouring Arab countries, which now represent a growing sector of the Egyptian tourist market. It has been argued that a few “high-end” tourists would maintain and increase

tourism-based profits while imposing fewer pressures on the archaeological and natural resources. Egypt, however, has committed itself (due to ministerial decisions made decades ago) to the pursuit of mass tourism, and that pattern is unlikely to change in the near future. However, some diversification of the tourism product has occurred from the traditionally based cultural heritage tours, as summarized below.

The Egyptian Tourist Authority identifies 16 categories of tourist attractions & types of tourism:

- Pharaonic Egypt
- Graeco-Roman Egypt
- Coptic Egypt
- Islamic Egypt
- Diving Resorts
- Museums
- Safari
- Conferences
- Natural Parks
- Resorts
- Golf
- Nile Cruises
- Oases
- Modern Egypt
- Sports
- Therapeutic Tourism

3.1.1 Tourist Statistics

Year	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Total Arrivals (million)	3.133	3.896	3.961	3.454	4.797	5.506	4.648	5.192	6.044	8.100
% Increase		24.35	1.67	-12.80	38.88	14.78	-15.58	11.70	16.41	34.02

Table 2: Tourist Arrivals Egypt, 1995-2004

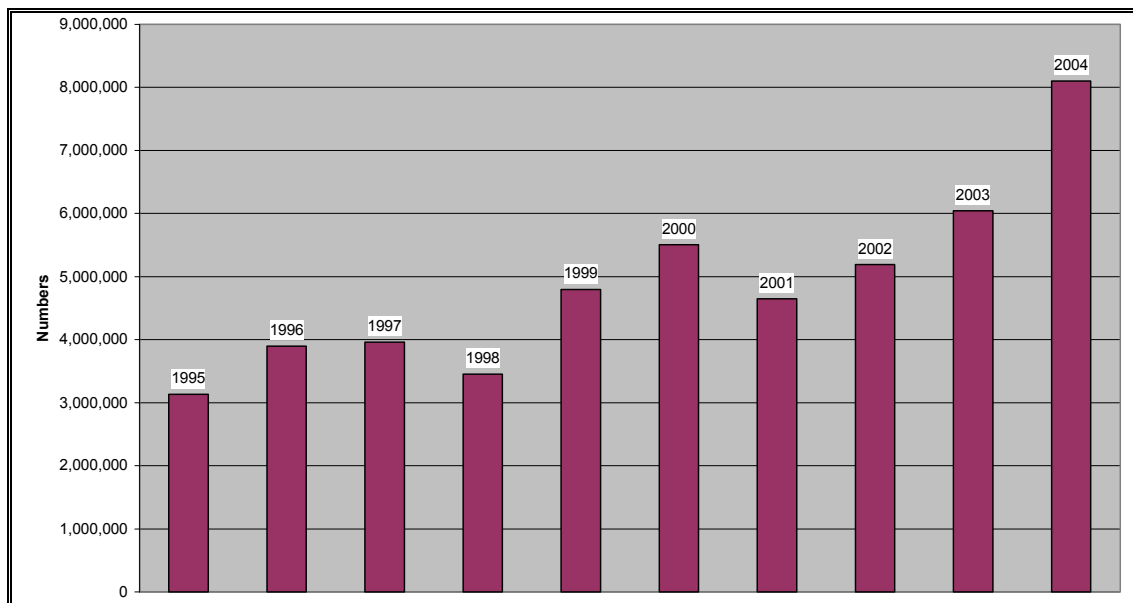


Table 3: Tourist Arrivals Egypt, 1995-2004

As discussed above growth of tourism has progressed at an unprecedented rate. Despite some setbacks in 1997 with the terror attacks on tourists in Cairo and Luxor the market recovered fairly quickly. Again, a small downturn was felt after the September 11th attacks in the USA in 2001 and during the ensuing Afghanistan and Iraqi conflicts, however the tourism product in Egypt has shown itself to be very resilient. More recent local events (bombings in Taba and Sharm el-Sheikh in 2005) have caused a slight dip in tourist figures, however again these have recovered quickly. Many have suggested that in light of global events such as the London and Madrid bombings tourists are suffering from terrorism fatigue and even through concerned by these events, will not let that affect their holiday plans.

3.1.2 Effects of Tourism

Until very recently growth in tourism was thought achievable without imposing any negative effects on Egypt's cultural heritage resource. Tourism was considered a non-consumable industry and was accepted as an essential component of the country's development strategy. In fact, it was regarded as essential to the success of Egypt's economy. With hindsight, this turned out not to be true; tourism *does* consume resources of the host nation, not just natural and human-made resources, but cultural ones, too. Cultural resources are finite and have to be managed like any other scarce resource. This new reality is one with which the Egyptian authorities are now having to deal. The goal of previous administrations re the archaeological heritage was to maximise revenue by a dual approach of opening more sites to visitors and promoting visits through advertising and high profile overseas tours of antiquities. This approach is now being challenged and revised by many.

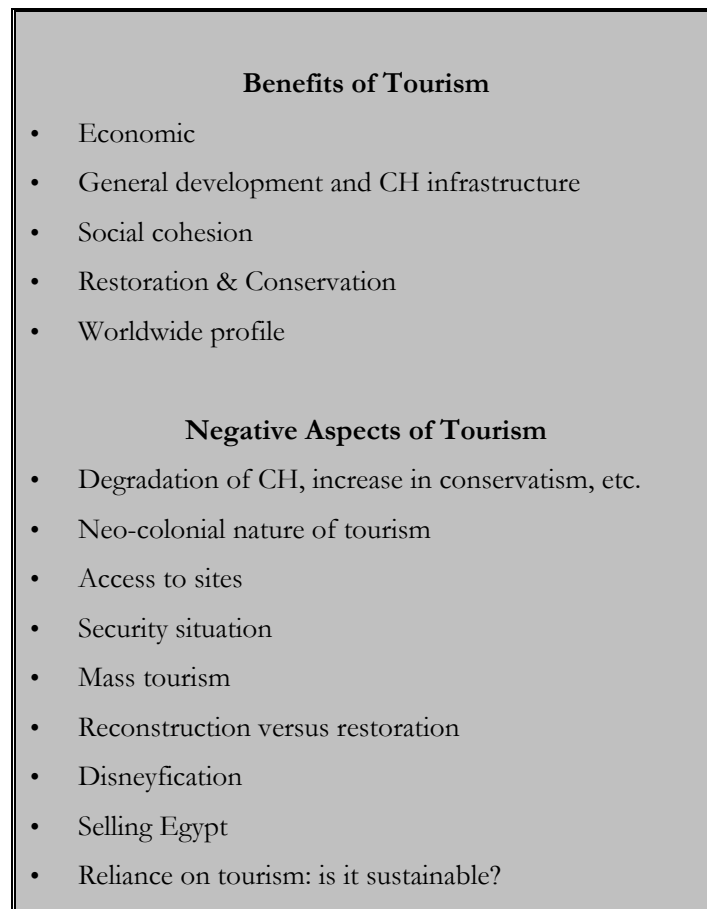


Figure 37: Tourism and Cultural Heritage in Egypt

Until very recently, Egypt had been slow to embrace change in the development of its tourism strategy. Many now however, are calling for a revised approach to tourism and the implementation of a code of practice for tourism. The following is an example of a proposal compiled by ICOMOS, which could be revised and remodelled for the Egyptian market:

- Comprehensive tourist development plans are essential as the pre-condition for developing any tourist potential.
- It should be a fundamental principle of any tourist development plan that both conservation, in its widest sense, and tourism benefit from it. This principle should be part of the constitutional purpose of all national tourist agencies, and of local authority tourism and recreational departments.
- A significant proportion of revenue earned from tourism should be applied for the benefit of conservation, both nationally and regionally.
- The best long-term interests of the people living and working in any host community should be the primary determining factor in selecting options for tourist development.
- Educational programmes should assist and invite tourists to respect and understand the local way of life, culture, history and religion. Tourism policy should take these factors into account.
- The design of new buildings, sites and transport systems should minimize the potentially harmful visual effects of tourism. Pollution controls should be built into all forms of infrastructure. Where sites of great natural beauty are concerned, the intrusion of human-made structures should be avoided if possible.
- Good management should define the level of acceptable tourism development and provide controls to maintain that level.

3.2 Tourism in Luxor



Figure 38: Modern Sign in Luxor

Luxor is a medium-sized town by Egyptian standards, with a population of approximately 150,000. Despite this, the town, because of its importance to the economy of Egypt, was declared a *medina* (city) by presidential decree in 1989. Until then, Luxor had been part of the al-Qurna administrative Governorate. Administratively, the City of Luxor also includes the five adjacent

villages (Karnak, Karnak al-Gadid, al-Qurna, Manshiyya and Awammiya) which swell the population to 360,000.

The presidential decree granting Luxor city status gives its bureaucrats a unique position in Egyptian politics, in that they report direct to the office of the President of the Republic, with authority over government ministries within the cities boundaries. This gives the governor a great deal of say in decisions affecting the future of Luxor.

The history of Luxor in many ways is also the history of international tourism in Egypt: as the tourist market expanded, so did Luxor. What was once a village has now become a city whose very existence is primarily dependent upon the continued growth in mass tourism. Luxor is one of Egypt's wealthiest cities; however, it is unlike the rest of Egypt, in that there is almost no other industry in Luxor's economic sector other than tourism. A large proportion of the population works either directly or indirectly in the tourism industry. However, much of the economic benefit from tourism in Luxor feeds into the overall Egyptian economy, not to the city of Luxor.

Tourist accommodations and facilities are mainly situated on the East Bank of the Nile, in four- and five-star hotels, and an ever-increasing fleet of cruise boats (currently over 225 boats operate on the Nile with a capacity of 12,300 rooms). Recently, however, there has been a flurry of small hotel construction on the West Bank. These hotels cater mainly to independent travellers and archaeologists working in the area. Figures 39a and b illustrate the changes made to the fabric of life in Luxor over the last 200 years.

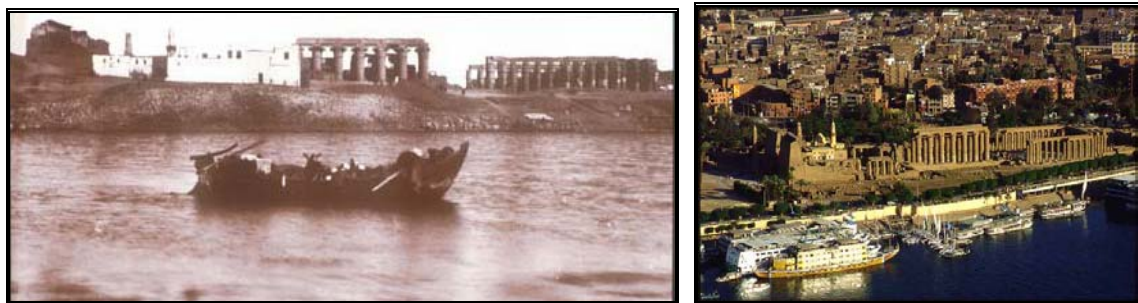


Figure 39a and b: The Changing Face of Luxor Temple

In 1976, the council of ministers issued Decree 134 designating Luxor a tourist zone, which requires that all new construction must be approved by the Ministry of Tourism. The two main tenants of the order state that:

- No urban or hotel development shall take place on the West Bank of the Nile, except for the relocation of people living above or near tombs

- Environmental protection/conservation zones shall be established around the monuments of both East and West Bank

These rules have been applied somewhat arbitrarily, in some cases construction is allowed close to the monuments and in other cases, buildings are demolished when constructed illegally. This construction does not directly affect KV, however it has had a detrimental effect on other parts of the West Bank, particularly the area around the memorial temples. Point one, referring to the relocation of people living close to the tombs, has been a contentious issue for many years. Several unsuccessful attempts have been made over the last century to move the inhabitants of Qurna, and as we go to press, a further attempt at relocation is due to take place.

“A more balanced interpretation of the archaeological past requires a management plan for the Luxor/West Bank archaeological zone which is sympathetic to the view that the ancient dynastic cemeteries were never the deserted places which notions of a national park or an open-air-museum attempt to invoke.”

Kees Van der Spek, 2006

Due to its importance to the overall economy of Egypt, Luxor has been the focus of many planning initiatives (Figure 40). Twenty years of planning for the future of Luxor have produced at least twelve separate plans for the city (that we are aware of). These cover such diverse issues as poverty eradication, job creation, heritage protection, tourism and urban planning. However, what they all have in common is a policy of segregation and specialization between districts and activities. One such concept is the goal to declare Luxor, an ‘Open-Air Museum’ or ‘Heritage Zone’. This has been actively promoted for the last five years, and if implemented would result in further isolation of visitors from the local community and the creation of ‘enclave’ tourism. Despite the fact that the stated goals of many of these plans and initiatives for Luxor are to protect the cultural heritage, to promote international tourism, and to further the interests of the local community.

These projects require a high level of co-operation between stakeholders if they are to be successful, each one should not just be consider on its own merits but on its broader implications for the community, the heritage and the future of Luxor.

1. 1979: Shankland Cox Partnership. *Luxor-Ancient Thebes. A Report to Unesco*
2. 1981: *Luxor West Bank Visitor Management Study: Possible Impact of Increased Tourist Numbers on the Tombs of the West Bank at Luxor*. P. Mora, G. Torraca, E. Schwartzbaum, E. Smith. ICCROM Mission Report: ICCROM, Rome
3. 1981: *Study on Visitor Management and Associated Investment on the West Bank of the Nile at Luxor*, interim report, two volumes. Presented to the Ministry of Tourism and Civil Aviation. Arthur D. Little International, Inc. in association with Shankland Cox Partnership, William R. Fothergill, Sherif M. El-Hakim, and Associates
4. 1987: Ministry of Housing. *Al-Imtidad al-'umrani li-madinat al-Uqsur*
5. General Organization for Physical Planning (GOPP). *Detailed Planning for the First Phase of Thebes New City* (in Arabic, undated)
6. High Council for the City of Luxor. Luxor 21. *Schedule for Development and Growth* (in Arabic, undated)
7. 1993: GOPP (Engineering and Consulting Office, APCO). *The Physical Extension of the City of Luxor*, fifth report, final report (in Arabic)
8. 1994: Luxor City Council/Engineering Consulting. *Masbru' dirasa tawatin abali al-Gurna fi mantiqa al-taref al-gadida gharb madinat al-Uqsur*
9. 1995: Camp Dresser & McKee International Inc. Secondary Cities Project, City of Luxor, Environmental Scoping Report (Arabic & English)
10. 1994: Ministry of Housing, Preliminary Report on the Conservation of the Cultural Heritage of Luxor (in Arabic)
11. 1999. Ministry of Housing/United Nations Programme for Development Comprehensive Development for the City of Luxor Project, 1996-2003
12. 2000 Abt Associates Inc and Ministry of Housing, Utilities and Urban Communities, The Comprehensive Development of the City of Luxor, 2000

Figure 40: History of Urban Planning Proposals in Luxor

3.3 Tourism in KV

The Valley of the Kings is by far the most visited SCA site in the Luxor area. Data is not available but it would be safe to say of that of the tourists visiting cultural heritage attractions in the city, 100% of them visit KV. It appears on almost all tourist itineraries and independent travellers single out the site for a visit. The figures for 2004 (Table 4) show that 1.8 Million visitors came to KV, approximately 5,000 per day on average. This is a rise of almost 40% on the attendance figures for 2003, whilst some of this is a recovery from the effects of global terrorism the underlying trend is for continued growth.

3.3.1 Tourist Statistics

	2000	2001	2002	2003	2004
January	204,434	157,034	77,468	142,448	173,517
February	87,876	186,767	111,298	135,948	185,326
March	186,431	186,364	128,461	108,135	199,088
April	178,434	166,260	113,321	60,931	190,274
May	120,068	102,029	78,583	47,486	129,840
June	74,621	65,311	48,089	45,370	86,862
July	81,471	78,393	67,574	74,999	109,441
August	109,409	98,772	93,236	118,663	143,300
September	121,752	96,102	18,365	122,619	138,000
October	166,485	72,232	135,393	159,133	190,958
November	155,944	50,166	16,950	161,273	175,913
December	118,469	58,399	121,533	154,532	136,171
Totals	1,605,394	1,317,829	1,010,271	1,331,537	1,858,690
% Change		-17.91%	-23.34%	31.80%	39.59%

Table 4: KV Visitor Numbers 2000-2004, by Month

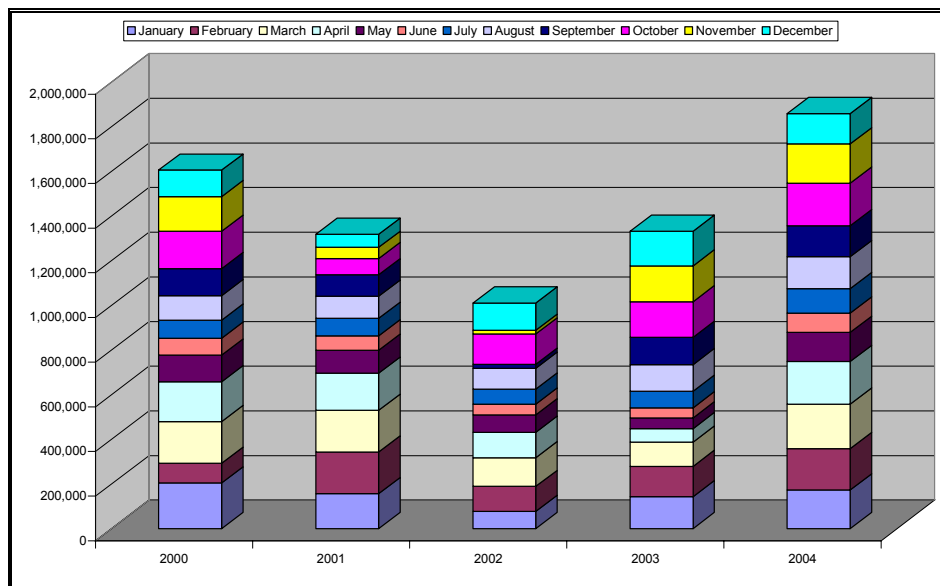


Table 5: KV Visitor Numbers by Month, 2000-2004

Month	Egyptian	Foreign	Total
January	19,927	153,590	173,517
February	18,302	167,024	185,326
March	10,462	188,626	199,088
April	7,169	183,105	190,274
May	1,817	128,023	129,840
June	1,462	85,400	86,862
July	2,440	107,001	109,441
August	3,511	139,789	143,300
September	2,624	135,376	138,000
October	1,683	189,275	190,958
November	5,463	170,450	175,913
December	6,478	129,693	136,171
Total	81,338	1,777,352	1,858,690
Average Daily Figure			5,092

Table 6: KV Visitor Numbers 2004, Egyptian & Foreign

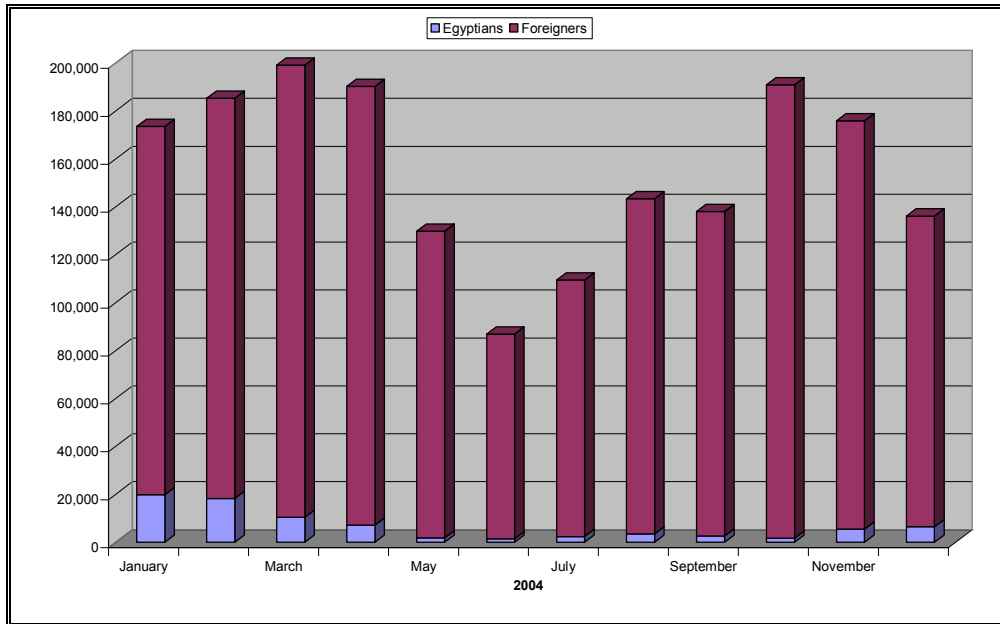


Table 7: KV Visitor Numbers 2004, Egyptian & Foreign

3.3.2 Effects of Tourism



Figure 41a and b: Entrance to KV, ca. 1910, 1996

As the images above show, the Valley of the Kings has dramatically altered in the last century. Mass tourism has had a huge impact on its physical and natural environment. The changes made to accommodate the rise in visitors have been substantial. These include:

- The widening of roads and pathways
- The construction of shelters, benches, rest houses and toilets
- The provision of cafeterias, security points and site offices
- The erection of signage

In planning for tourism in the Valley of the Kings, we must assume that visitor numbers will increase annually. Indeed, the Ministry of Tourism has stated that its goal is to have visitor numbers double and even treble within the next 10 years. To prevent irreversible damage to the monuments, a KV management plan must assume that the current rate of 7,000 visitors per day in KV will reach 15,000-20,000 per day by 2014. Therefore, facilities designed today must have extra capacity built in at the design stage.