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## CHAPTER FOUR STAKEHOLDER SURVEYS

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One of the preliminary and essential parts of research for the Valley of the Kings Masterplan was to identify and consult the stakeholders of the site. These parties have an interest in any future development of the Valley. The inclusion of their views and their “buy up” of any future schemes is essential to their successful implementation. Consequently, a comprehensive list of the stakeholders was identified and from this, a strategy devised on how best to collect their views. In Stage One we targeted visitors, tour guides, site staff, and the local community of KV. In Stage Two, a questionnaire was placed online on the Theban Mapping Project website at [www.thebanmappingproject.com](http://www.thebanmappingproject.com) and the views of visitors to the site were solicited.

### 4.1 Stakeholder Survey Stage One—Site Survey

In June 2004, we commissioned the Social Research Center of the American University in Cairo to conduct a survey of the selected stakeholders.

#### 4.1.1 Methodology

##### 4.1.1.1 Valley of the Kings Stakeholders

Fourteen major stakeholder groups were identified, and for the purposes of our survey the groups were subdivided by types.

- Archaeologists & scholars
- Egyptian Environmental Affairs Authority (EEAA)
- **Tourists<sup>3</sup>**
  - **Red Sea day trippers**
  - **Cruisers**
  - **Hotel groups**
  - **Solo/Individual/Backpackers**
  - **Repeat travellers**
  - **Egyptian nationals**
- **Tourism professionals**
  - **Tour operators**
  - **Tour guides**

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<sup>3</sup> Stage One survey targets in bold face

- **Taxi drivers**
- **Bus drivers**
- **Merchants**
- **Site staff**
  - **Inspectors**
  - **Maintenance staff**
  - **Guards**
  - **Cleaners**
  - **Toilet staff**
- Supreme Council of Antiquities (SCA)/Ministry of Culture (MOC)
- Ministry of Tourism (MOT)
- Security/Military
- City of Luxor Council
- **Local community**
- World Heritage Organization—UNESCO/ICOMOS
- World Monuments Fund (WMF)
- Donors/Sponsors

#### **4.1.1.2 Objectives of the Study**

The Valley of the Kings stakeholder consultation examined the opinions of tourists, tour operators, local vendors, KV staff, and the local community on the following issues facing the site:

- Congestion and crowding
- Quantity and quality of visitor services
- Maintenance
- Management
- Safety

The findings of the study will help in the design of the planned Visitors Center and the completion of the Valley of the Kings Masterplan.

#### **4.1.1.3 Study Design**

The study utilized both quantitative and qualitative approaches. The quantitative approach included self-administered interviews with visitors and tour guides. Because of time constraints, it was decided to conduct the study in June 2004. In order to have a representative sample, a week was

selected in this month and the interviews were conducted during that week. The interviews were conducted throughout the day (morning and afternoon). The interviewers made 610 interviews with visitors representing 44 different nationalities. In addition, 208 interviews were conducted with tourist guides. The qualitative approach consisted of six focus groups discussions. Two focus group discussions were conducted with merchants, two with KV staff, and two with local community residents.

#### 4.1.1.4 Study Instruments

Two questionnaires were developed for the quantitative study: one for visitors, the other for guides. The questionnaires collected information on:

- Background characteristics (sex, age, nationality, etc.)
- Perceptions of visitor services available at KV (shops, toilets, “tuf-tuf” train, parking, access to tombs, etc.)
- Suggestions to improve visits to KV

The questionnaires were developed by the TMP and the SRC and reviewed by Dr. Zahi Hawass of the Supreme Council of Antiquities. In addition to the Arabic version, the visitor questionnaire was translated into English, French, German, and Italian.

The discussions with focus groups covered the following points:

- The connection of participants to KV
- Participants’ opinions on the benefits and problems with KV
- Suggestions to improve the present situation at KV

Three interviewers were involved in each focus group discussion: a supervisor, a moderator, and a note-taker. The discussions were recorded using a cassette recorder.

#### 4.1.1.5 Fieldwork

##### 4.1.1.5.1 Recruitment of Staff

Six interviewers and two supervisors were recruited to work alongside the Conservation Manager of the TMP. Fieldworkers and office editors were selected from those with good past experience in such surveys.



Figure 42: Stakeholder Survey Staff

#### 4.1.1.5.2 Training

Training of the interviewers took place in the first week of June 2004. The training course consisted of instructions regarding interviewing techniques, field procedures, and a detailed review of items on the questionnaires. An orientation session met on the West Bank in Luxor before the fieldwork began. This consisted of a tour of the antiquities area, an introduction to the Valley of the Kings, and a brief presentation regarding the issues affecting the site.

#### 4.1.1.5.3 Main Fieldwork

The field staff consisted of one team. During fieldwork, the team was regrouped as necessary for quantitative and qualitative studies. Two supervisors were recruited for quality assurance. The fieldwork was conducted June 13-19, 2004. Table 8 represents the number of questionnaires completion by language over the fieldwork period.

	June 13	June 14	June 15	June 16	June 17	Total	%
<b>Arabic</b>	42	0	2	9	1	54	8.85
<b>English</b>	87	74	21	69	28	279	45.74
<b>French</b>	23	32	7	7	23	92	15.08
<b>German</b>	27	30	20	19	20	116	19.02
<b>Italian</b>	0	0	34	35	0	69	11.31
<b>Total</b>	<b>179</b>	<b>136</b>	<b>84</b>	<b>139</b>	<b>72</b>	<b>610</b>	<b>100.00</b>

Table 8: Completed Questionnaires by Language, June 13-17, 2004

#### 4.1.1.6 Data Processing

After the original data collection and field editing of questionnaires for completeness and consistency, special editors were recruited to carry out office editing and coding.

Data entry and verification started after one week of office data processing. The process of data entry—including editing, cleaning, and one 100 percent re-entry—was facilitated using PCs and a computer database program developed specially for this survey. Data processing operations for the questionnaires were completed by the end of June 2004. The focus group discussions were analyzed by a specialist in qualitative approaches.

##### 4.1.1.6.1 Quality Control Measures

The quality of the data collected was ensured by:

- Selecting qualified field staff
- Field editing (by supervisors)
- Field checks by general supervisors

- Office editing
- Re-entry of 100% of questionnaires

#### 4.1.1.7 Limitations of the Study

Because of restrictions on time, this study was conducted in the middle of June 2004. The timing and limited nature of the survey may affect the survey in the following ways:

- There are fewer visitors at this time compared to other months in the year, especially the cooler winter months (Table 4). The lower numbers of visitors influences visitor opinions regarding the adequacy and efficiency of available services at KV.
- A disagreement between guide and visitor opinion may occur. The guides' opinion reflects the satisfaction with services provided throughout the whole year, while the visitors' opinion is based only on one visit (in the majority of cases).
- A slight bias may result because this is a one-time survey. A less biased study design would have to represent all the months (or at least seasons) of the year.

Table 9 represents the visitor numbers during the period of the study and actual sample size and sample fraction of the visitors during each day of the fieldwork.

Type	June 13	June 14	June 15	June 16	June 17
<b>Adult Foreigners</b>	3162	3134	3842	2200	1300
<b>Student Foreigners</b>	150	212	140	150	159
<b>Adult Egyptians</b>	72	74	37	28	46
<b>Student Egyptians</b>	2	22	7	9	0
<b>Visitor numbers/day</b>	3386	3442	4026	2387	150
<b>Visitors surveyed</b>	179	136	84	139	72
<b>Sample Percentages</b>	5.29%	3.95%	2.09%	5.82%	4.78%

Table 9: KV Ticket Sales, June 13-17, 2004

#### 4.1.2 Characteristics of Respondents

For all respondents, the study questionnaire included questions about the date and time of the interview, age and gender of respondents, and size of the group. The guide questionnaire included additional questions about languages fluently spoken, education, residence, and work experience. In contrast, the visitor questionnaire included additional questions about the number of visits to Egypt, the number of visits to KV, duration of visit to Egypt and to KV, type of travel (independent or with organized group), the number accompanying the visitor, and the method of transportation to KV.

#### 4.1.2.1 Characteristics of Guides

- **Gender:** The majority of guides are male (92 percent).
- **Age:** More than one half of the guides (53 percent) are in their 30s; approximately 27 percent are younger, and 20 percent are older. The mean age of the sample is approximately 34 years.
- **Languages fluently spoken:** More than 64 percent of the sampled guides speak English, 26 percent speak German, 21 percent speak French or Spanish, 13 percent speak Italian, and small percentages speak other languages.
- **Education:** Most of the guides have graduate or postgraduate studies in Hotels and Tourism (56 percent), languages (43 percent), or archaeology (9 percent).
- **Place of residence:** Many of the guides (38 percent) live in Luxor, 40 percent in Cairo or Giza, 13 percent in the Red Sea governorate or Aswan, and approximately 6 percent in Lower Egypt.
- **Work experience:** More than a quarter of the guides (26 percent) have work experience of less than five years; approximately 40 percent of them have 10 or more years work experience. The mean number of years of work experience is eight years.
- **Number of visitors to KV:** Number of visitors in the group: Many of the groups are small. Approximately two-fifths of the groups (39 percent) have fewer than 10 visitors, and in about one-fifth have 30 or more visitors. The mean group size is approximately 17 visitors.

#### 4.1.2.2 Characteristics of Visitors

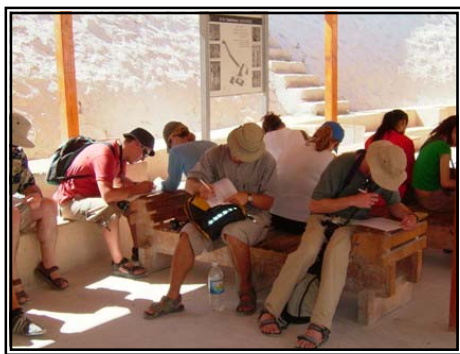


Figure 43: Visitors Completing Survey

- **Country of origin:** The distribution of sampled visitors according to their country of origin shows that the majority are Europeans, and that Germany and Great Britain have the largest shares (17 percent and 14 percent, respectively).
- **Gender:** The results show that the sample is evenly distributed by gender (47 percent of the visitors are male and 53 percent are female).
- **Age:** The majority of visitors (about 70 percent) are 20-49 years old. About 4 percent are less than 20 years of old, and a quarter is 50 or more years old.

- **Number of visits to Egypt:** More than four-fifths (82 percent) of the visitors are visiting Egypt for the first time and only about 18 percent visited Egypt more than once. The mean number of visits is 1.7.
- **Number of visits to KV:** Approximately 89 percent of the visitors are visiting KV for the first time and only 11 percent visited it before. The mean number of KV visits is 1.5.
- **Alone or with family/friends:** Most of the visitors are visiting Egypt with their families or friends (47 percent and 40 percent, respectively). The mean size of the number accompanying the visitor is 5.4 people. Only 13 percent of the visitors came alone.
- **Independent or with organized group:** More than four-fifths (83 percent) of the visitors come to Egypt as part of an organized group. The mean size of the group is 18.8 people. Approximately 17 percent of the visitors came to Egypt independently.
- **Duration of visit to Egypt:** Almost all visitors (97 percent) spend less than three weeks in Egypt. The mean duration of their visit is about 12 days.
- **Duration of visit to Luxor:** Approximately two-thirds of visitors spend only one or two days in Luxor. The mean duration of their visit to Luxor is 3.4 days.

Country of Origin	
Germany	16.9%
Great Britain	14.1
Italy	11.8
France	10.8
Egypt	7.2
Australia	4.3
Netherlands	4.3
USA	4.1
Spain	3.4
Belgium	3.1
New Zealand	2.5
Austria	1.5
Ireland	1.5
Korea	1.3
Switzerland	1.3
India	1.0
Slovakia	0.8
South Africa	0.8
Japan	0.7
Mexico	0.7
Saudi Arabia	0.7
Taiwan	0.7
Argentina	0.5
Colombia	0.5
Denmark	0.5
Iraq	0.5

Malaysia	0.5
Sweden	0.5
Yugoslavia	0.5
China	0.3
Greece	0.3
Lebanon	0.3
Poland	0.3
Russia	0.3
Bulgaria	0.2
Canada	0.2
Gambia	0.2
Kenya	0.2
Lithuania	0.2
Morocco	0.2
Pakistan	0.2
Portugal	0.2
Serbia	0.2
Ukraine	0.2
<b>Gender</b>	
Male	46.8
Female	53.2
<b>Age Category</b>	
<20	3.9
20-29	32.7
30-39	21.5
40-49	16.8
50+	25.0
<b>Number of Visits to Egypt</b>	
1	82.0
2	10.0
3	3.0
4+	5.0
<b>Mean = 1.7</b>	
<b>Number of Visits to KV</b>	
1	89.0
2	6.2
3	1.6
4+	3.1
<b>Mean = 1.5</b>	
<b>Alone or with Family/Friends</b>	
Alone	13.0
Family	47.3
Friends	39.7
<b>Number of Relatives/Friends</b>	
1	23.5
2	40.0



3	10.2
4 +	26.3
<b>Mean = 5.4</b>	
<b>Independent or with Organized Group</b>	
Independent	17.0
Organized group	83.0
<b>Number in Group</b>	
<10	31.6
10-19	21.3
20-29	24.2
30-39	15.2
40-49	5.1
50+	2.7
<b>Mean =18.8</b>	
<b>Duration of Visit to Egypt (days)</b>	
<7	4.1
7-13	44.5
14-20	48.8
21-27	0.7
28+	2.0
<b>Mean =12.1</b>	
<b>Duration of Visit to Luxor (days)</b>	
1	33.3
2	33.1
3	12.3
4	4.4
5+	16.9
<b>Mean = 3.4</b>	

Table 10: Background Characteristics of Visitors

#### 4.1.3 Perceptions of the Valley of the Kings

Visitors and guides were asked their opinion of services inside KV. Both the visitor questionnaire and the guide questionnaire collected respondents' views concerning shopping, transportation, management of visits to tombs, toilets, and crowding inside KV.

##### 4.1.3.1 Shopping

Table 11 presents the visitors' and guides' views regarding the shopping area, number of shops, availability of merchandise, size of shops, and the experience of shopping in KV. The findings indicate that visitors are more satisfied with the shopping situation in KV than are the guides. Around four-fifths of visitors found the shopping area, number of shops, availability of merchandise, and the size of shops to be appropriate. Despite this result, only 70 percent of visitors enjoyed the

shopping area. Regarding guides' opinion on shopping at KV, slightly more than 40 percent of guides found the shopping area appropriate. These results imply that satisfaction with shopping area at KV is related to the length of experience with the KV. Guides, with more experience than visitors, are less satisfied, visitors who visited KV more than once are also less satisfied with shopping in KV than first-time visitors.

	Visitors					Guides
	Visits to KV		Ind.	Group	Total	
	One	2+				
<b>Is the shopping area in an appropriate location?</b>						
Yes	81.6%	75.4%	83.0%	80.3%	80.9%	57.5%
No	18.4	24.6	17.0	19.7	19.1	42.5
<b>Is the number of shops appropriate?</b>						
Yes	81.1	74.6	80.2	80.3	80.4	89.9
No	18.9	25.4	19.8	19.7	19.6	10.1
<b>Is the merchandise available appropriate?</b>						
Yes	80.9	78.6	82.6	80.1	80.6	60.2
No	19.1	21.4	17.4	19.9	19.4	39.8
<b>Is the size of shops appropriate?</b>						
Yes	82.9	81.0	80.7	82.9	82.7	60.8
No	17.1	19.0	19.3	17.1	17.3	39.2
<b>Did you enjoy the shopping area?</b>						
Yes	71.1	64.4	67.4	70.9	70.4	-
No	28.9	35.6	32.6	29.1	29.6	-
<b>Do you think that the shopping area is appropriate?</b>						
Yes	-	-	-	-	-	42.2
No	-	-	-	-	-	57.8

Table 11: Opinions about Retail Outlets at KV

#### 4.1.3.2 Transportation

Visitors were asked how they came to KV on the day of the survey. Table 12 indicates that the majority (71.3 percent) came by coach and that 11 percent used a taxi. A noticeable percentage (17.7 percent) used other means of transportation such as bicycles, donkeys, private vehicles, etc. The results also indicate that visitors who travelled independently are more likely to use a taxi (34.6 percent) or other means of transportation (35.6 percent) than a coach (29.8 percent).

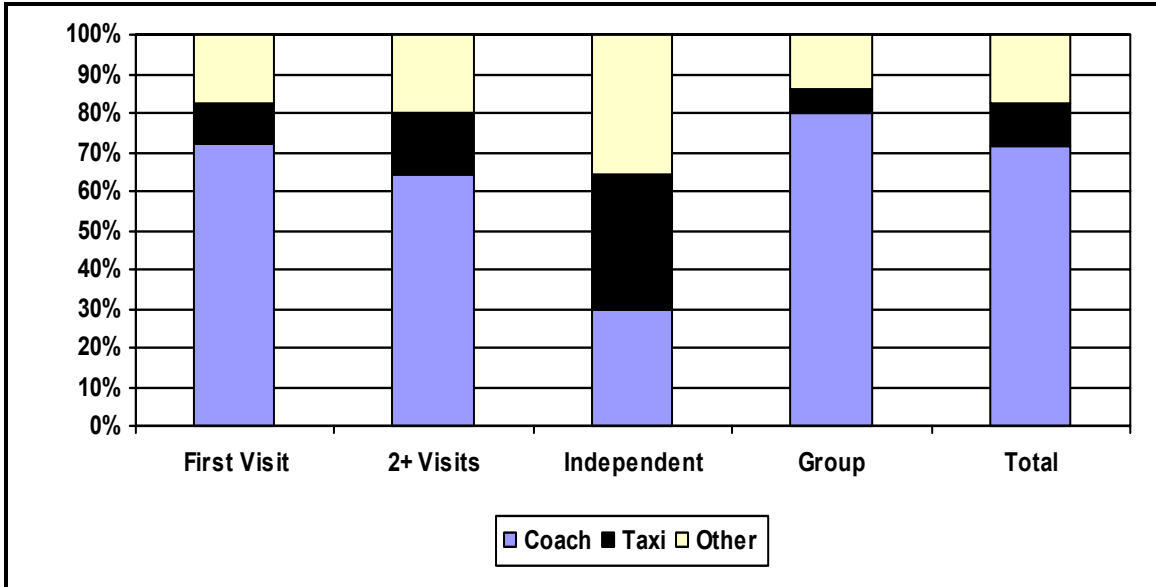


Table 12: Method of Transportation to KV

Both visitors and guides were asked their opinion on the bus park location and the “tuf-tuf” (a small train used inside the KV). Table 13 presents these results. The findings indicate that guides find more problems with transportation than do visitors. When asked about the suitability of the bus park location, slightly more than half of guides and 92 percent of visitors said it was in a suitable position. Around 75 percent of guides and 35 percent of visitors said that the bus park has an environmental impact on KV (pollution and/or noise). The results also indicate that the majority of guides (77.8 percent) and visitors (94.3 percent) saw the “tuf-tuf” train as an appropriate service for KV.

Despite these results, 53.8 percent of guides and 11.1 percent of visitors thought that the appearance of the “tuf-tuf” train is not appropriate for the KV. Moreover, slightly less than a quarter of visitors and two-thirds of guides said that the “tuf-tuf” train caused pollution and/or noise in KV. Minor differentials are observed in the visitors’ responses by the number of visits to the KV and the type of visitor (alone or with group).

	Visits to KV		Visitors			Guides
	One	2+	Ind.	Group	Total	
<b>Is the bus location appropriate?</b>						
Yes	92.8%	88.7%	88.6%	93.1%	92.4%	52.1%
No	7.2	11.3	11.4	6.9	7.6	47.9
<b>Does the bus park cause noise and pollution?</b>						
Pollution	28.5	32.2	29.8	29.0	28.9	58.1
Noise	15.4	18.6	11.7	16.9	15.4	49.7
No	65.2	59.3	63.8	64.4	65.2	26.7
<b>Is the “tuf-tuf” train an appropriate service for KV?</b>						
Yes	94.8	90.5	94.0	94.2	94.8	77.8
No	5.2	9.5	6.0	5.8	5.2	22.2
<b>Is the appearance of the “tuf-tuf” train appropriate?</b>						
Yes		82.5	88.8	88.7	89.6	46.2
No		17.5	11.2	11.3	10.4	53.8
<b>Does the “tuf-tuf” train cause pollution and noise?</b>						
Pollution	15.1	18.6	11.6	16.6	15.1	50.5
Noise	12.1	10.2	11.6	12.4	12.1	50.5
No	77.7	78.0	80.0	77.0	77.7	33.7

Table 13: Opinions about Transportation at KV

#### 4.1.3.3 Management of Visits to Tombs

Visitors were asked about the number of tombs they visited on the day of the survey and the time they spent inside KV. Table 14 shows that the majority of visitors visited three tombs (69 percent) and around one-fifth of visitors visited four or more tombs. The mean number of tombs visited was 3.35. However, repeat visitors were more likely to enter four or more tombs compared with first-time visitors (30.2 percent compared to 20.9 percent).

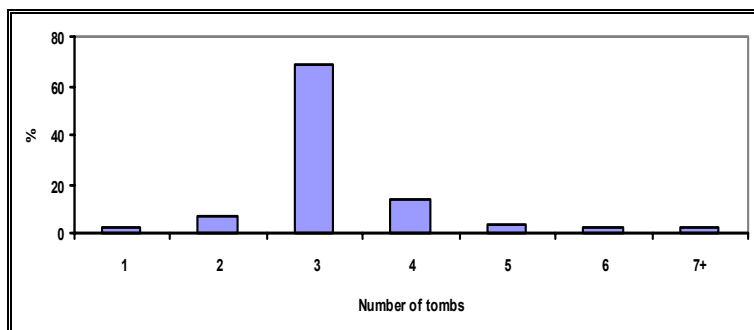


Table 14: Number of Tombs Visited

Slightly less than one-third of visitors spent between 90 minutes and two hours in their visit to the KV. In addition, Table 15 reveals that less than two percent stayed less than half an hour and 17.2 percent stayed more than two hours. On average, the visitor stayed 108.6 minutes inside the KV.

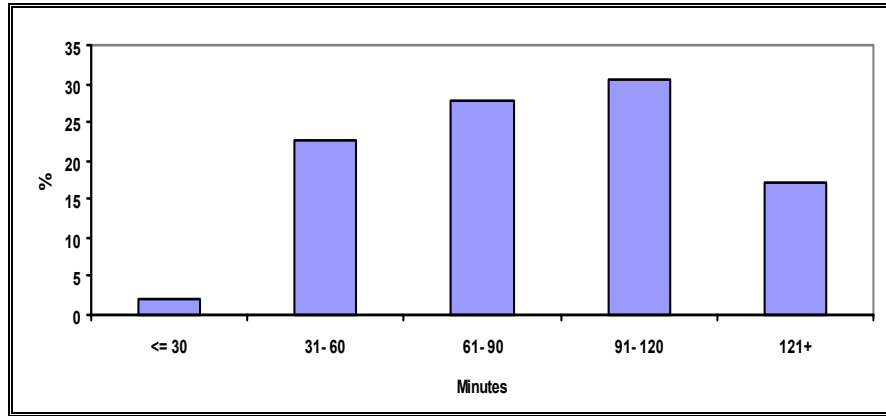


Table 15: Duration of Visit to KV

Guides and visitors were asked about the opening hours, the number of visitors, and the environment inside the tombs in the KV. Around four-fifths of guides and slightly more than 90 percent of visitors said that the opening hours of the tombs were appropriate (Table 16). When asked their opinion on the numbers present in the tombs, 86.2 percent of guides and 46.8 of visitors said the tombs were crowded. The internal climate in the tombs is considered uncomfortable (hot and/or humid) by 86.3 percent of guides and 54 percent of visitors.

	Visitors				Guides	
	Visits to KV One	Two+	Ind.	Group	Total	
<b>Are the opening hours of the tombs appropriate?</b>						
Yes	93.6%	91.4%	92.9%	93.5%	93.4%	83.9%
No	6.4	8.6	7.1	6.5	6.6	16.1
<b>Are the tombs crowded?</b>						
Yes	45.2	60.3	34.4	49.3	46.8	86.2
No	54.8	39.7	65.6	50.7	53.2	13.8
<b>Were the tombs hot and humid or comfortable?</b>						
Comfortable	45.1	53.1	63.0	42.5	46.0	13.7
Hot	43.0	34.4	28.0	44.9	42.0	68.4
Humid	25.2	25.0	17.0	27.0	25.2	55.3

Table 16: Opinions on Visit to KV

#### 4.1.3.4 Toilets

The toilets in KV consist of one mobile porta-loo. Visitors and guides were asked questions regarding the suitability of the system, the location of the porta-loo, and whether they experienced queues at the toilets. The findings (Table 17) indicate that guides have more complaints about the system of toilets than visitors have. Partially, this result is due to the time of the survey. The survey was conducted in June, a month when the number of visitors is low. Two-thirds of the guides and one-quarter of the visitors found the porta-loos and their location suitable. The majority of guides (86.5 percent) and one-third of visitors experienced queues at the toilets. Again, this result is partly due to visitor opinion being based on their limited experience (and the day of their visit), while guides' answers reflect a longer experience of the site.

	Visitors				Guides	
	Visits to KV		Ind.	Group	Total	
	One	Two+				
<b>Is the porta-loo toilet suitable?</b>						
Yes	74.5%	61.8%	78.4%	71.8%	73.1%	34.2%
No	25.5	38.2	21.6	28.2	26.9	65.8
<b>Is the location of the toilet suitable?</b>						
Yes	80.5	74.1	76.7	80.6	79.8	38.3
No	19.5	25.9	23.3	19.4	20.2	61.7
<b>Is there a queue of persons for the toilet?</b>						
Yes	32.2	41.5	38.4	32.0	33.2	86.5
No	67.8	58.5	61.6	68.0	66.8	13.5

Table 17: Opinions of Toilet Facilities in KV

#### 4.1.3.5 Visits to Tombs

Guides were asked about the tombs they visited on the day of survey to assess the tombs more likely to be visited and, therefore, under pressure from visitor numbers. The majority of guides (82.9 percent) visited the tomb of Rameses V and Rameses VI (KV9) (Table 18). Two-thirds of guides (65.2 percent) visited the tomb of Rameses III (KV 11), and slightly more than half (51.9 percent) visited the tomb of Rameses IX (KV 6). More than a third of guides (38.1 percent) of guides visited Rameses IV (KV 2). Other tombs were visited by minor percentages of guides. Over seven percent of visitors claimed to have visited closed tombs, probably because of misremembered tomb numbers or pharaohs' names.

KV 9 Rameses V & VI	82.9%
KV 11 Rameses III	65.2
KV 6 Rameses IX	51.9
KV 2 Rameses IV	38.1
KV 15 Seti II	16.0
KV 16 Rameses I	8.8
KV 62 Tutankhamun	8.3
KV 14 Twosret & Setnakht	6.1
KV 1 Rameses VII	3.3
KV 4 Rameses XI (currently closed)	2.2
KV 43 Thutmes IV	2.2
KV 5 Sons of Rameses II (currently closed)	1.1
KV 17 Seti I (currently closed)	1.1
KV 35 Amenhetep II (currently closed)	1.1
KV 3 Son of Rameses III (currently closed)	0.6
KV 8 Merenptah (currently closed)	0.6
KV 10 Amenmeses (currently closed)	0.6
KV 47 Siptah	0.6

Table 18: Tombs Visited by Guides during Survey

Table 19 summarizes the answers of guides when asked “what was the most enjoyable part of your group’s visit to KV,” and the answers given by visitors. A significant percentage of guides and visitors gave general answers, such as “the tombs” (around 30 percent of visitors and 23 percent of guides). Complementing what was observed in Table 19, Rameses V & VI (KV 9) was mentioned by a high percentage of guides and visitors: just over half the of guides (51.8 percent) and about third of visitors (29.7 percent). Eight percent of visitors and 25 percent of guides felt that the tomb of Rameses III was the most enjoyable part of their visit to KV. Table 19 shows that parts of KV were mentioned by some visitors that were not mentioned by guides. There were limited responses from visitors about certain surprising aspects of their experience, such as “the guides are very good,” “going to the Valley by donkey,” “walking around the Valley and visiting the ancient theatre.”

**Visitor:** Which part of the visit did you enjoy most today?  
**Guide:** Which part of the visit do you think the tourists enjoyed the most?

	Visitors				Guides	
	Visits to KV		Ind.	Group	Total	
	One	Two+				
KV 1 Rameses VII	0.4%	-	-	0.5%	0.4%	-
KV 2 Rameses IV	5.4	9.6	5.7	5.8	5.8	15.9
KV 5 Rameses II	0.4	1.9	-	0.7	0.6	-
KV 6 Rameses IX	-	-	-	-	-	8.7
KV 7 Rameses II	2.5	1.9	1.1	2.7	2.4	-
KV 8 Merenptah	-	-	-	-	-	2.6
KV 9 Rameses V & VI	30.2	25.0	20.6	31.6	29.7	51.8
KV 10 Amenmeses	0.2	-	-	0.2	0.2	2.1
KV 11 Rameses III	8.5	5.8	8.0	8.2	8.2	24.6
KV 14 Twosret & Setnakht	0.4	-	-	0.4	0.4	4.1
KV 15 Seti II	1.8	3.8	3.4	1.7	2.0	6.7
KV 16 Rameses I	3.6	7.7	1.1	4.6	4.0	5.6
KV 17 Seti I	0.4	-	-	0.5	0.4	7.2
KV 20 Thutmes II	0.2	-	-	0.2	0.2	0.5
KV 34 Thutmes III	-	-	-	-	-	11.3
KV 35 Amenhetep II	-	-	-	-	-	3.1
KV 43 Thutmes IV	-	-	-	-	-	0.5
KV 47 Siptah	0.4	-	2.3	-	0.4	2.1
KV 57 Horemhab	-	-	-	-	-	2.1
KV 62 Tutankhamun	8.0	13.5	4.6	9.4	8.6	8.7
Tombs in general	31.5	17.3	40.2	27.7	29.9	23.6
Tombs that are now closed	-	-	-	-	-	1.5
Tombs containing mummies	0.2	-	-	0.2	0.2	-
“Unspecified Rameses tomb”	1.1	1.9	1.1	1.2	1.2	-
Reliefs & colours	2.7	1.9	3.4	2.7	2.8	7.2
“The walk around the Valley”	0.2	-	-	0.2	0.2	-
“Going to Valley by donkey”	0.4	1.9	2.3	0.2	0.6	-
All of the Valley	16.1	17.3	17.2	15.9	16.1	10.8
The guides	1.6	5.8	4.6	1.4	2.0	-
The Ramesseum	-	-	-	-	-	2.6
Boat trip to West Bank	0.4	-	-	0.5	0.4	-
Egyptian people	0.9	-	1.1	0.7	0.8	-
Stories & history	0.9	-	3.4	0.2	0.8	-
Building & design	-	1.9	-	0.2	0.2	-
“Tomb no 3”	-	1.9	1.1	-	0.2	-
“Ancient theatre”	-	1.9	-	0.2	0.2	-

Table 19: Most Enjoyable Aspects of Visit



#### 4.1.4 Stakeholder Suggestions

The final question on both the visitor and guide questionnaires is deliberately phrased as an open question, to allow participants to contribute their own views regarding the future direction of management plans for the Valley of the Kings. We asked, “In your opinion, how could we improve a visit to the Valley of the Kings?” The number of responses received was staggering and covered many diverse areas in the operation of the site. In order to assess these contributions, we have subdivided the responses into five main categories and one miscellaneous section:

- Visitor Services
- Site Infrastructure
- Visitor Management
- Site Information
- Tomb Access
- Miscellaneous

##### 4.1.4.1 Visitor Services

Table 20 deals with suggestions for improving general services in the Valley. What is overwhelmingly demanded by both guides and visitors are facilities for refreshments: a cafeteria, snack shop, or cold-water sales. In fact 44 % of the guides raised this as a particular concern, and among visitors, 25 percent noted the lack of any refreshment facilities. The harsh environmental conditions at the site, not only in June, when the survey took place, but also throughout the year, strongly influenced suggestions received regarding the improvement of the visitor experience. Furthermore, some visitors suggested making umbrellas and hats available (1.9 percent). (Whether these were to be sold or rented was not made clear.) However, the provision of goods and services such as drinks, umbrellas, and hats could be a lucrative source of funding-profit for vendors.

Other noteworthy areas of concern included a higher profile for the Valley through promotional campaigns, the provision of enhanced medical services—which was particularly singled out by the guides (5.1 percent)—and the overall improvement of visitor services throughout the site.

	<b>Visitors</b>	<b>Guides</b>
Reopen the cafeteria to provide refreshments	13.7%	42.4%
Provide medical services	0.3	5.1
Improve the general services	1.1	3.5
Make water available	11.3	2.5
Improve cleaning of KV, spraying insects	0.3	2.5
Promotion campaign for KV	0.5	0.5
Sell mobile cards/film	-	0.5
Provide visitors with umbrellas & hats	1.9	-
Provide & improve transportations	1.1	-
Provide staff for services & protection	0.5	-
Re-instate the car ferry	0.3	-
Provide free tissue in toilets	0.3	-

Table 20: Stakeholder Suggestions-Visitor Services

#### 4.1.4.2 Site Infrastructure

Options suggested for improving the infrastructure of the site from both the guides' and the visitors' points of view, focused on the provision of effective sun protection and clean and readily available toilets (Table 21).

Over 45 percent of the guides felt that the provision of more and/or larger rest houses and shelters would improve the visitor experience. Concern about protection from the sun was also expressed by almost one-fifth (19.4 percent) of the visitors. In second place was the desire for clean and accessible toilet facilities. Over one-third of guides (35.9 percent) mentioned this and over one-eighth (13.2%) of the visitors felt improvement was needed.

Additional concerns raised by the guides were the need to find a replacement for the "tuf-tuf" train (eight percent) and the need to re-design entrance gates to deal with large numbers of visitors (3.5 percent). Visitors, however, were more concerned with lighting systems in the tombs, with approximately four percent of the visitors asking for an enhanced system of illumination, compared with just half a percent of guides. This is probably due to the recently introduced guiding ban within the tombs, which means that the guides no longer enter the tombs. The effect of this ban is felt by about one percent of visitors who suggested that an audio guide system be made available for the tombs; something, which, not surprisingly, no guide felt, needed to be introduced. Finally, a more

radical solution was suggested by some to negate the impact of large numbers of visitors to the site. This was the provision of replicas of key tombs or a complete copy of the entire Valley.

	<b>Visitors</b>	<b>Guides</b>
Provide clean toilets	13.2%	35.9%
Provide shaded places	14.3	32.8
Provide waiting places/larger rest houses	5.1	12.6
Improve frequency of train/select more suitable place/improve it	-	8.1
Replace the “tuf-tuf” train with an electric train	0.3	8.1
Open new entrance gates to avoid overcrowding	-	3.5
Pave roads to tombs	0.5	3.5
Larger & more organized parking area	-	2.0
Provide machines to absorb humidity in tombs	-	1.5
Widen the entrance and exit gate	-	1.0
Construct two-way path network for the disabled	0.3	1.0
Improve lighting system in tombs	3.8	0.5
Improve quality of merchandise in shops	0.5	0.5
Provide mains supply of water	-	0.5
Build a replica to decrease the number of visitors	0.3	0.5
Construct a wooden path	-	0.5
Re-position shops to car park for improved access	0.5	0.5
Audio guides in tombs needed	0.8	-
Train should enter valley	0.8	-
Bazaars should sell Egyptian products/ with appropriate prices	0.5	-
Decrease number of shops	0.5	-
Provide public utilities & infrastructures	0.3	-
Install security cameras	0.3	-

Table 21: Stakeholder Suggestions—Site Infrastructure

#### 4.1.4.3 Site Management

The treatment of their visitors while at the Valley of the Kings is a pressing concern to many of the guides, with almost a quarter (23.8 percent) concerned at the way in which merchants, freelance traders, and site staff interact with the visitors (Table 22). This concern, however, does not appear to be shared by the visitors; less than five percent of visitors (4.1%) raised issues relating to negative

interaction with traders, staff, and local people. The future location of the bus park in relation to the electric train starting point is an important consideration to over two percent of guides (2.5%).

	Visitors	Guides
Stop sellers and hawkers from annoying visitors	0.5%	16.2%
Stop guards accepting money from visitors for photography	0.3	6.6
Provide drop-off point closer to train	0.5	2.5
Control prices in shops	0.3	2.0
Reduce presence of armed forces	-	1.0
Educate sellers on how to deal with visitors	0.8	1.0
Ban smoking for all, including staff	0.3	0.5
Prevent guards from annoying visitors	2.2	-
Prevent commissions	0.8	-
Improve customer service	0.3	-

Table 22: Stakeholder Suggestions—Site Management

#### 4.1.4.4 Site Information

The need to improve the present signage in the Valley was raised by many of the guides (Table 23). The key areas of concern are the numbers of boards currently available for guiding, with almost one-fifth (19.7%) suggesting more information panels. However, the visitors were less concerned with the provision of information panels, with only three percent raising the matter, along with only two percent expressing any concern with the level of general signage throughout the Valley. Interestingly, the visitors suggested the need to have the information panels produced in multiple languages (2.2%), a concern the guides did not share. A small percentage of guides (one percent) suggested providing additional information for the visitors in the form of site information leaflets.

	Visitors	Guides
Increase number of information panels outside tombs	3%	19.7%
Improve signage in the valley	2.2	9.6
Provide information booklets	0.5	1.0
Provide guides for Egyptian visitors	2.2	-
Make the information panels available in different languages	1.9	-
Ensure guides are of a high standard	1.3	-
Provide information film in different languages	0.3	-
Provide library	0.3	-

Table 23: Stakeholder Suggestions—Site Information

#### 4.1.4.5 Tombs and Ticketing

Issues surrounding access to the tombs are of obvious concern to many guides and visitors, and they produced a large number of suggestions and comments (Table 24). The main proposal was to open more tombs, both those currently closed for restoration and those, which have never been made available for the public to visit. This was cited by 22 percent of guides and six percent of visitors. In addition, longer opening hours, especially in the summer months, was suggested by 13 percent of guides and five percent of visitors.

The interior conditions of the tombs were also of concern, with the provision for environmental controls suggested by four percent of guides and seven percent of visitors. Other tomb protection strategies included the control of visitor numbers within a tomb (four percent of guides, 1.3 percent of visitors), protecting all the opened tombs with protective glass screens (5.1 percent of guides, 0.5 percent of visitors), and the enforcement of the camera ban within the tombs (5.6 percent of guides). In contrast, six percent of visitors felt that they should be allowed to use cameras and video cameras without further payment.

Concerning the current ticketing system in the Valley, several suggestions were made to alter present procedures; these included redesigning the current tickets (5.1 percent of guides, 0.5 percent of visitors), the inclusion of the tomb of Tutankhamun on the current entry ticket (1.1 percent of visitors), and an increase in the number of tombs available on one ticket (1.6 percent of visitors).

Three percent of tour guides felt that the present schedules of tour companies would benefit from an arrangement of schedule sharing in order to avoid overcrowding at certain times of the day

and particular days of the week. The issue of controlling visitor flow was also raised by one percent of the guides, who suggested the use of timed tickets.

	Visitors	Guides
Open more tombs/reopen closed tombs	6.5%	22.2%
Increase the opening hours for tombs particularly in summer	5.4	13.6
Enforce camera ban inside tombs	-	5.6
Protect all opened tombs with glass screens	0.5	5.1
Better ticket design/tomb entry system	0.5	5.1
Install air-conditioning systems in all tombs	7.0	4.0
Control visitor numbers	1.3	4.0
Arrange tourist schedule between tourism companies	-	3.0
Allow the use of cameras/video without payment	6.5	3.0
Organize visitor flow in tombs	0.5	3.0
Increase number of ticket windows available	-	2.5
Construct a two-way path network	-	1.5
Change kiosk place to be in front of KV/Tutankhamun	-	1.5
Decrease number of tombs per ticket	-	1.0
Pre-select tombs when buying tickets	-	1.0
Provide time-coded tickets	-	1.0
Allow guides in tombs	1.9	1.0
Increase number of tombs per ticket	1.6	1.0
Provide better mobile telephone network coverage	-	0.5
Improve security inspection	-	0.5
Tickets should include price of train	-	0.5
Raise the price of tickets & allow entry to all opened tombs	-	0.5
Ticket should include Tutankhamun tomb	1.1	-
Ticket should include all tombs	1.1	-
Egyptians should pay same ticket price as foreigners	0.8	-
Re-open the tomb of Seti I, KV 17	0.3	-
Allow the purchase of permits	0.3	-
Reduce the price of tickets	0.3	-
Provide different ticketing levels	0.3	-
Prevent talking inside tombs	0.3	-
Reduce queues	0.3	-
Arab visitors should pay reduced price for tickets	0.3	-

Table 24: Stakeholder Suggestions—Tombs and Ticketing

#### 4.1.4.6 Miscellaneous

The responses in Table 25 were difficult to categorize and have therefore been placed under the heading “miscellaneous.” However, they do offer several insights into the workings of the Valley, including the sentiment shared by one-tenth (10.8 percent) of visitors who feel that the site is perfect as it is and should be left unaltered; only 0.5 percent of guides shared this view.

	Visitors	Guides
Ensure high standards among all KV staff	-	8.6%
Improve conservation of tombs	-	2.5
Enforce ban on foreign guides	-	1.5
Stop the “tuf-tuf” drivers selling postcards	-	1.5
Improve salary and work conditions of guards	-	1.5
Stop police intervening in guides’ work	-	0.5
Ensure that guides follow the rules	-	0.5
No improvement needed	10.8	0.5
Leave it natural & do not modernize it	0.5	-
Close the Valley to visitors	0.5	-
Facilitate travelling to Egypt	0.3	-
Plant palm trees	0.3	-
Reduce the temperature of the water in the toilet	0.3	-
Reduce pollution and noise	0.3	-

Table 25: Stakeholder Suggestions—Miscellaneous

#### 4.1.5 Analysis of Qualitative Data

As discussed in the introduction, six focus group discussions were conducted, two with merchants, two with workers at KV, and two with local community residents. In general, the focus group discussions investigated the experience of the participants with KV and their suggestions to improve services there.

##### 4.1.5.1 The Merchants

Two focus group discussions were conducted with merchants. Ten sellers participated in the two groups (five in each one). On average they have been working in these jobs for 11 years; one had worked as a souvenir seller for 30 years. All of the traders working at the Valley operate on annual contracts from Luxor City Council.



Figure 44: Merchant Area

The following questions were asked during the discussion:

**A. Are you satisfied with your business?**

A common feeling of dissatisfaction about work conditions was recorded among all the respondents. Some of the complaints are:

- There is no cafeteria
- The toilets are far away from the shopping area
- Vendors are not allowed to sell water bottles and soft drinks
- The shelters over their outlets are insufficient
- Mosquitoes are a persistent problem and the city council should use insecticide early in the morning before opening
- The retail area is not clean
- The bazaar is not sheltered from the sun
- Tourist guides mistreat the sellers and advise the tourists only to buy from shops whose owners the guides like
- The authorities impose a fine if a trader exceeds his unit's defined area
- The authorities take traders handcuffed like criminals to jail if the fines are not paid

Typical quotations from merchants: "The tourism police treat us like drug dealers if they find a bottle of water with us."

"FIFA has the right to refuse our request to organize the Football World Cup 2010; I can't find anything well organized in Egypt to be proud of."



**B. What are the changes you have noticed in the last few years?**

The traders in the focus group discussions found conditions in previous years better than the present day because then they were allowed to sell water and soft drinks. Furthermore, visitors now buy goods directly from local factories and not from the retail shops. As a result, the merchants' goods are left in the sun for long periods and are ruined. The respondents also mentioned the constant attention from tourism police who are now posted outside the Valley.

**C. Is the market suitable, and how can it be improved?**

As seen from the above responses, the market is thoroughly unsuitable. It needs such basic services as toilets, a cafeteria, umbrellas, constant spraying of insecticide, regular cleaning, and specific times set aside by guides for tourists to shop before or after their visit in the Valley.

**D. Are you satisfied with your income? What are the problems you face with the tourists, and how can they be solved?**

With regards to income, the merchants all claim to be satisfied. They claim to have no problems with the tourists; their problems are with the guides, who always hurry their groups past the retail area. One of the respondents said: "I overheard one of the guides tell his group in English to be wary of the shopkeepers, because they are all thieves and have infectious diseases. He thought that we are uneducated and couldn't understand him."

Some of the participants said their income in the past was more than now. They observed that tourist guides take the groups directly to factories to get commissions, but that factories are illegal, while the retail shops at KV are legal. One respondent suffers monetarily because he and his partner cannot work at the same time, as the authorities do not allow two persons in a shop.

**E. What does KV represent for you?**

KV is very important for the merchants and represents for them:

- The only source of income and work for those without industrial or agricultural opportunities
- Their national heritage, historical civilization, and impressive ancient history
- A great landmark to be proud of

**F. How can the increasing number of tourists be dealt with in the future?**

The antiques sellers in the focus group discussions mentioned many ways to improve the KV in the future. Some of these suggestions are:

- The parking lot should be widened and expanded
- All the shops should have the same size and appearance
- Each shop should specialize, its wares: one sells galabeyas, another drinks, etc.
- The shopping area should be covered
- The bazaars should be parallel to each other
- The conditions of the shop licenses should be designed more in the sellers' favour
- The place should be tidy
- Toilets should be available
- The Valley should be opened at night
- A sound and light show could be produced

#### 4.1.5.2 KV Staff



Figure 45: KV Staff

Two focus group discussions were conducted with workers at the KV, one with seven supervisors and the other with seven workers. The supervisors' focus group discussion included the guards' supervisors, cleanliness supervisors, and inspectors. The workers' focus group discussion included restorers, restorers' assistants, guards, cleanliness workers, and an electrician. The following points were covered during the discussions:

#### **A. Are you satisfied with your job? How could the work conditions be improved?**

##### **Supervisors:**

Although the supervisors were generally satisfied, they had a few complaints:

- They work continuously for 12 hours a day
- The number of guards is inadequate
- Restorers lack necessary chemicals and trained assistants
- Tombs need cooling systems
- As white cement is now prohibited, they are forced to use lime and the natural powder from the hills, which is more difficult, and harkens back to the time of the pharaohs
- The cleanliness supervisor asked for more equipment and ashtrays

One supervisor remarked: “Here we deal with tombs, which is totally different from temples; they need special treatment, but we can’t find the appropriate materials or trained workers.”

### **Workers:**

The workers harbour the following concerns:

- They work continuously for 12 hours a day
- They are exposed to dangerous materials
- The system of awarding bonuses is unfair
- Some work without contracts and therefore have no benefits
- They have no official papers from the tourism authority
- They have no medical insurance or pension plan
- There are no vacations; they must gain permission from the supervisors for days off
- Some have worked unpaid for the last four months
- They lack tools and equipment
- The ventilation system in the tombs borders on being dangerous
- The system of rotating guards is inadequate

Two representative quotations from workers in KV: “I went to Luxor city to issue my new ID card, but they told me you have to stamp your papers, the authority in Cairo told me that they can’t stamp my papers because I’m a temporary worker, is that fair?”

“I have been working as an antiquities restorer for 21 years now; I know everything about my work, wooden scaffolds, ceilings, walls, ladders, chemicals, and the repair mixture. We work in very bad conditions, the deepness of the tomb could be 300m, the amount of oxygen is not sufficient. But if we talk about our rights or complain, they threaten us, we just need some fairness, we just need our rights.”

### **B. How many hours do you work?**

#### **Supervisors:**

A guards’ supervisor does not have specific working hours. They usually inspect the tombs every two or three hours. The other respondents typically work for about nine hours a day.

**Workers:**

Guards do not have specific working hours; they are on duty for 24 hours, and then rest for 24 hours. The rest of the respondents work for about nine hours a day.

**C. Are you satisfied with your income, and how has the Valley changed over time?**

**Supervisors:**

The supervisors claim to be satisfied with their income. Of the changes that have occurred in the Valley over time, the supervisors mentioned:

- The new shelters
- The restorers now have a laboratory and work more scientifically
- There are glass walls in the tombs to protect the walls
- The tombs' gates are now well-designed
- There is now a computer in the inspector's room
- The road to the tomb of Thutmes III is now wider
- Technical improvements: electricity in the tombs now working on three lines, not only one as before
- Two inspectors pass by daily and report on the restorers' work

**Workers:**

None of the workers is satisfied with the salaries and consider the income insufficient. The changes that have happened in the Valley and mentioned by the workers include:

- Glass protection screens in the tombs
- The wooden scaffolds
- Improved electricity supply
- Improved cleanliness
- The area is now highly secured

**D. What problems concern you in the work?**

Both supervisors and workers mentioned the lack of transportation for the employees to the KV as a main problem. In addition, workers again cited the low salaries.

**E. Do you notice any increase in the number of tourists?**

Supervisors and workers both observed an annual increase in the number of tourists to KV.

One respondent remarked: “There are more tourists in winter than in summer, but generally speaking there is an increasing number of tourists every year, and there are many new nationalities.”

#### **F. How do you deal with the tourists, and do you have problems with them?**

##### **Supervisors:**

Three of the respondents have no direct link to the tourists, but the rest mentioned that the main problem with the tourists is the use of photography, particularly flash photography, inside the tombs. They feel this is the fault of the guides, who do not tell their groups that flash photography is prohibited. The solution they suggest is to prohibit all cameras inside the tombs. The respondents also mentioned the fact that the guides do not tell their groups that Tutankhamun’s tomb requires a separate ticket, forcing people to go all the way back to the main gate to get tickets. This is an avoidable inconvenience, which is particularly hard on elderly people.

##### **Workers:**

None of the respondents has a direct link to the tourists.

#### **G. How can the increasing number of tourists be dealt with in the future?**

##### **Supervisors:**

The supervisors discussed many points, some technical, and made the following suggestions:

- A cooling system inside the tombs is needed
- Limit number of visitors for each tomb per day
- Open more tombs
- Widen the parking area
- Have more coordination between the East and West Bank tourist convoys
- With regards to the Japanese project (Visitors Center) and its services: toilets, cafeteria, panorama, etc.

#### **H. Do you think that the number of open tombs is adequate?**

The respondents agreed that the number of open tombs and the visiting hours are adequate. They commented on the future Visitors Center’s large screen production that will provide information about the Valley and its tombs, enabling the tourists to decide which tombs they want to visit.

Workers suggested that more tombs be opened in the winter.

### **I. What would you like accomplished in KV?**

#### **Supervisors:**

- Make the tourists feel comfortable
- Find a good solution for the ticketing system, either writing details of a visit on the ticket, or making guards use a small punch, but do not tear the ticket
- Have a first aid station

#### **Workers:**

- A cafeteria
- Shelters with more fans
- More glass walls inside the tombs
- Cooling inside the tombs
- Modern cleanliness equipment

#### **4.1.5.3 Local Community Residents**

“One essential element in improving the encounter between tourists and local populations lies in the participation in and, ultimately, control over the protection and management of sites by the local people themselves, as well as their sharing in the profits which derive from tourism... Ways must be found to develop tourism so as to preserve both the cultural and natural resources, whilst also inviting the substantive participation of local communities; that is, a tourism which can be part of sustainable development.”

UNESCO, 1996

Two focus group discussions were conducted in two hamlets: al-Hassasna and al-Sawalem, both in al-Qurna. Five villagers attended each of the focus group discussions. The participants were farmers, alabaster sellers, traders, etc. None of the participants worked in KV. The following points were covered during the focus group discussions:

#### **A. Do the tourists who visit KV come to your village?**

Most tourists visit the village, the alabaster factories, and the agricultural area. Some eat lunch in small restaurants, take photographs, buy gifts, and walk around the village. A small number ride horses and camels.

These visits are considered an important source of the participants' income. They also know about the tourists' ideas, culture, and attitudes.

One of the shop owners said: "Tourism generates a lot of job opportunities; in my shop I hired five or six people. They find jobs away from governmental authorities, which is good for the national economy."



Figure 46: Modern Qurna

### **B. Have you ever visited the Valley and the tombs?**

In the al-Hassasna focus group discussion, only one of the respondents had visited the Valley and the tombs before. The rest had seen the Valley from outside, but had never been to the tombs.

In the al-Sawalem focus group discussion, all of the participants had visited the Valley more than once, either with their families and relatives or to meet tour guides and drivers. One of the traders, an archaeology student, had visited the Valley more often than the others.

### **C. Do the tour buses affect your village?**

Some respondents said that tour buses have a positive effect on their village and they want more of them. Others mentioned the effect of bus exhaust fumes, noise, and general environmental safety.

### **D. What can be done to enhance visitor satisfaction in KV?**

When asked to suggest ways to improve the situation at KV, the participants mentioned many necessary services and more general suggestions:

- Cafeteria
- Toilets
- First aid centre
- Phone booths
- Road signs
- Fire station
- Lining the road with trees
- Extending the working hours into the night

- Sound and light show
- Determining specific times to have tourists visit the alabaster factories and bazaars

**4.1.6 Conclusions & Recommendations**

As discussed above, the purpose of this study was to collate the views of the stakeholders of the Valley of the Kings. The study successfully collated the views of over 600 visitors and 200 guides and included holding in-depth discussions with over 30 site workers and community residents. We can happily state that we have achieved our goals. But more than that, we received remarkable support and enthusiasm for the masterplan from a large percentage of the stakeholders we consulted.

What nearly all the consultations indicated was the high regard in which the Valley is held by visitors and the local community alike. The overwhelming majority of visitors had positive things to say about KV. This can be seen in Table 26, which shows that over 80 percent of visitors would pay a return visit.

<b>Would you visit the Valley of Kings again?</b>					
	<b>Visits to KV</b>				
	<b>One</b>	<b>Two+</b>	<b>Ind.</b>	<b>Group</b>	<b>Total</b>
Yes	80.4%	93.7%	82.3%	81.9%	81.9%
No	19.6	6.3	17.7	18.1	18.1

Table 26: Visitor Satisfaction

The ground swell of goodwill highlighted by this survey is a valuable tool in the successful implementation of the Valley of the Kings Masterplan. The utilization of this resource will result in a more successful implementation and guarantee the long-term success of the plan.



**The main proposals gleaned from this survey are:**

- The provision of a cafeteria
- Improved toilet and shelter facilities
- The night opening of the site
- Improvements to the retail facilities
- Improved conservation of the tombs
- Improved cleaning of the site
- Amendment of ticketing procedures
- Improvement to visitor flow

**4.2 Stakeholder Survey Phase Two—Online Survey**

In October 2004, we launched the second part of our stakeholder consultation. This was an online survey placed on the Theban Mapping Project website at [www.thebanmappingproject.com](http://www.thebanmappingproject.com).

**4.2.1 Methodology**

Fourteen stakeholder groups were identified in 4.1.1.1 above. The goal of the online survey was to target the academic community, repeat visitors to KV, visitors to the Theban Mapping Project website and the wider international community.

The opinion of these stakeholders was sought on the following issues facing the site:

- Perceptions of KV
- Quantity and quality of visitor services
- Role of the Visitor Centre
- Recommendations for the future

The study by its nature (online self-administered questionnaire) was only quantitative. We made announcements through various email and web-based communities, including the Egypt Exploration Society (EES), Egyptologists Electronic Forum (EES), Amun Yahoo Group, university mailing lists, including University College London (UCL) and the American University in Cairo (AUC). We also mailed requests to TMP newsletter subscribers.

An announcement was also made on the front page of the TMP website, soliciting contributions (the website receives an average of five million hits monthly, and was therefore ideally suited to attract repeat visitors to KV and other interested parties).

**TMP Website Announcement:**

Last year (2003), the Theban Mapping Project was asked by Dr. Zahi Hawass, Secretary General of the Supreme Council of Antiquities, to take the lead role in developing a masterplan for managing the Valley of the Kings.

In antiquity, the valley was the burial place of the Egyptian elite for over five hundred years, and for the last three thousand years it has been the focus of attention from scholars, travellers and tourists. Today, after centuries of damage and looting, the valley is facing its most severe challenge: its future preservation hangs in the balance. Unless swift, radical and all-encompassing action is undertaken, we may see the destruction of this site within the next twenty-five years. The problems facing the valley today come predominantly from human intervention, but in addition, there are natural threats that have to be managed. The sheer number of visitors brings countless problems, ranging from damage to the fabric of the site to issues surrounding the provision of tourist facilities appropriate to the site and the visitors.

The first stage of developing this masterplan is a consultation process involving as many interested parties as possible and we are particularly interested in the views and suggestions of previous visitors. Therefore, we invite you to take part in our online survey.

The questionnaire had 25 questions, some closed but most with open answers, and appeared in English, the language of the TMP website. A copy of the questionnaire appears in Appendix II. The study remained on the website for six months and, when it was closed, 504 questionnaires had been submitted. Coding of the data was carried out in the Cairo office of the TMP by intern Joseph Lehner.

Throughout the following results from the Online Survey, we have given typical examples of comments and suggestions received.

Figure 47: Screen Capture of Online Survey

## 4.2.2 Background Characteristics of Respondents

### 4.2.2.1 Country of Origin

The spread of contributors to the online survey covers 39 countries (Table 27). Of these, the United Kingdom (47.62%) and the United States of America (15.48%) dominate the responses received. This is to be expected as both the questionnaire and the TMP website are written in the English language. Other English-speaking nations also figure highly with Australia and Canada both contributing 4.76% and New Zealand 0.99% of the completed surveys. This gives the English-speaking nations a total share of over 73% of responses. This must be taken into account when considering the data. However, the fact that so many other nations contributed is encouraging and further studies could target the under-represented nations.

United Kingdom	240	47.62%
United States	78	15.48%
Netherlands	26	5.16%
Australia	24	4.76%
Canada	24	4.76%
Germany	14	2.78%
France	11	2.18%
Italy	11	2.18%
Belgium	8	1.59%
Spain	6	1.19%
Denmark	5	0.99%
New Zealand	5	0.99%
Sweden	5	0.99%
Egypt	4	0.79%
Ireland	4	0.79%
Poland	3	0.60%
South Africa	3	0.60%
Afghanistan	2	0.40%
Czech Republic	2	0.40%
Greece	2	0.40%
Israel	2	0.40%
Japan	2	0.40%
Norway	2	0.40%
Portugal	2	0.40%
Russia	2	0.40%
American Samoa	1	0.20%
Chile	1	0.20%
Croatia	1	0.20%
Dominican Republic	1	0.20%
Hungary	1	0.20%
Latvia	1	0.20%
Malta	1	0.20%
Mexico	1	0.20%
Slovenia	1	0.20%
Switzerland	1	0.20%
Turkey	1	0.20%
Uruguay	1	0.20%
Zimbabwe	1	0.20%
Blank	4	0.79%
<b>Total</b>	<b>504</b>	

Table 27: Background Characteristics—Country of Origin

**4.2.2.2 Gender**

The sample is slightly skewed in the representation of females: 56% of respondents were female and 43% of the responses were male. The remaining 1% left the question blank.

Female	283
Male	215
Blank	6
<b>Total</b>	<b>504</b>

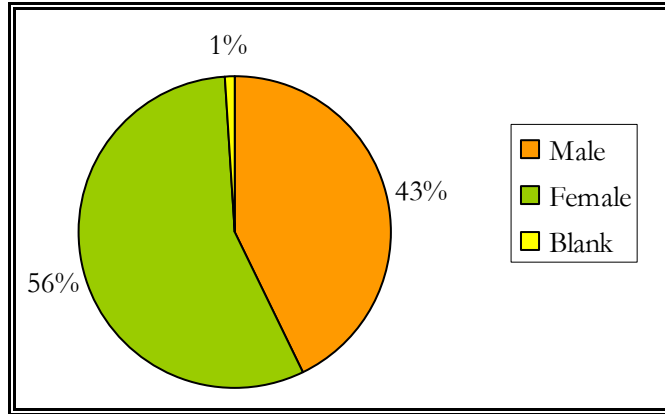


Table 28a and b: Background Characteristics—Gender

**4.2.2.3 Age**

The majority of respondents were in the age ranges 26-45 (42%) and 46-65 (43%). This is consistent with the community that was targeted.

13 - 17	8
18 - 25	34
26 - 45	214
46 - 65	217
66+	22
Blank	9
<b>Total</b>	<b>504</b>

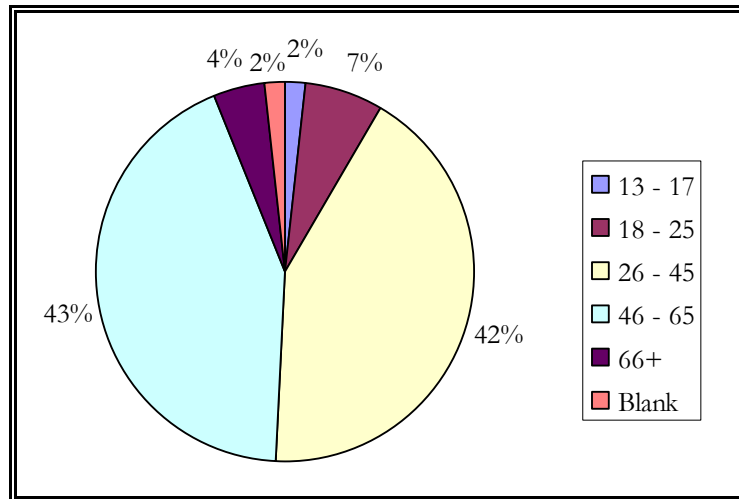


Table 29a and b: Background Characteristics—Age

#### 4.2.2.4 Number of Visits to Egypt

A large number had only visited Egypt once yet many respondents had made multiple visits including 19 (3.77%) who had been over 20 times. The number who have visited more than 10 times is over 10%. This is clearly an audience who will have strong views on any plans for KV.

1	223	44.25%
2 to 4	153	30.36%
5 to 9	74	14.68%
10 to 14	26	5.16%
15 to 19	9	1.79%
20 +	19	3.77%
<b>Total</b>	<b>504</b>	

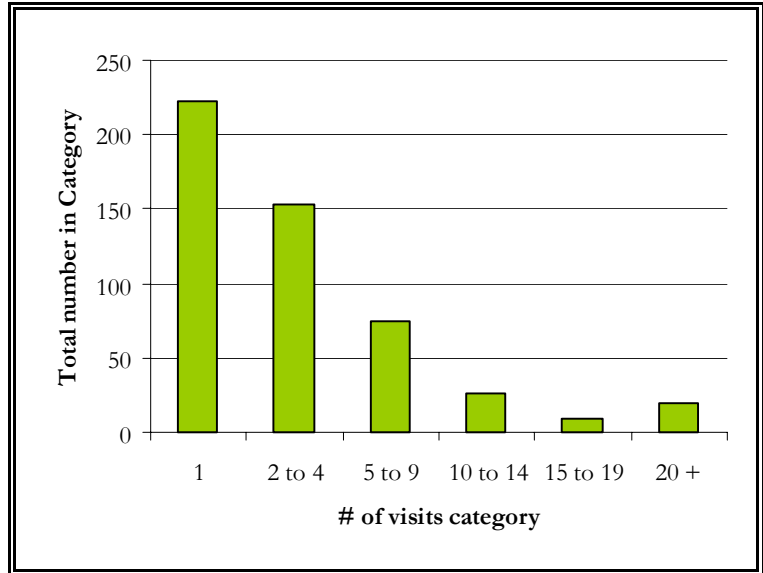


Table 30a and b: Background Characteristics—Visits to Egypt

#### 4.2.2.5 Visits to KV

With visits to KV, the results mirror the findings for visits to Egypt. Overwhelmingly most respondents had only visited KV once (44.84%). However, we also had a significant group (6.35%) who had been more than 10 times.

0	8	1.59%
1	226	44.84%
2	81	16.07%
3	48	9.52%
4	28	5.56%
5	28	5.56%
6 to 10	53	10.52%
11 to 15	13	2.58%
16 to 20	7	1.39%
21+	12	2.38%
<b>Total</b>	<b>504</b>	

Table 31: Background Characteristics—Visits to KV

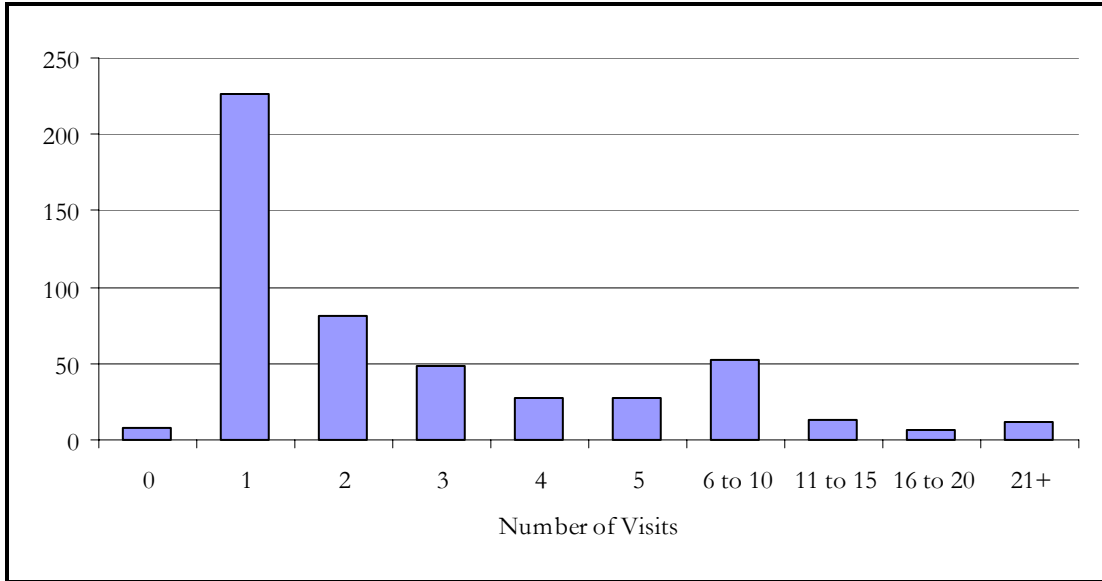


Table 32: Background Characteristics—Visits to KV

**4.2.2.6 Last Visit to KV**

For the majority the last visit to KV was within the last two years (57.14%); however, a sizeable number had not visited for over five years (18.26%). This is important to consider, as a considerable change in visitor numbers has occurred over this time.

2005	16	3.17%
2004	208	41.27%
2003	64	12.70%
2002	42	8.33%
2001	36	7.14%
2000	20	3.97%
1999 - 1990	73	14.48%
1989 - 1980	14	2.78%
1979 - 1970	2	0.40%
1969 - 1960	1	0.20%
1959 - 1950	2	0.40%
Blank	26	5.16%
<b>Total</b>	<b>504</b>	

Table 33: Background Characteristics—Last Year of Visit

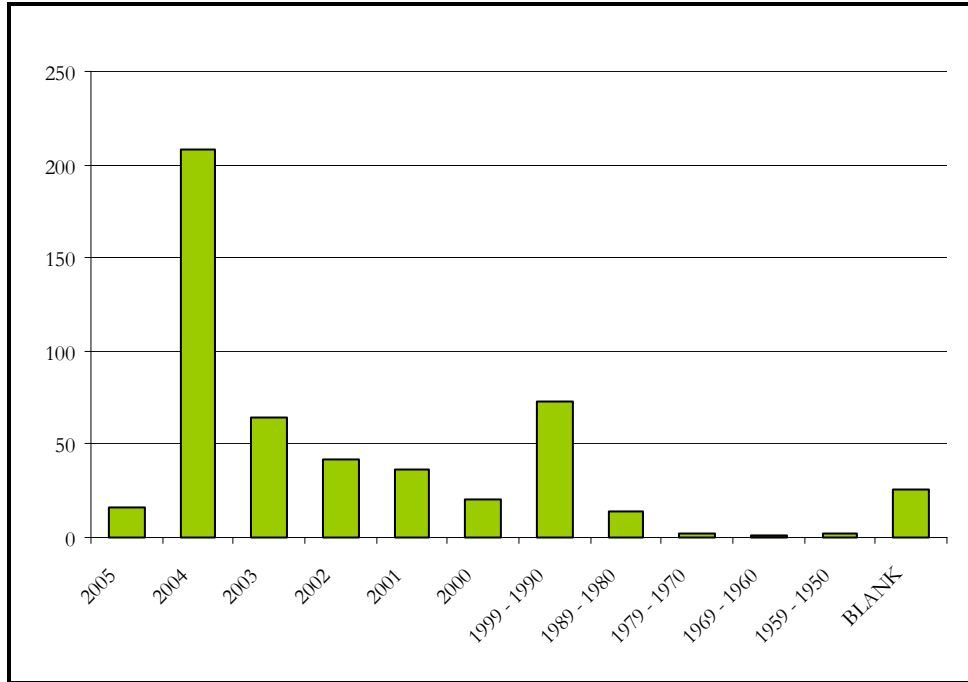


Table 34: Background Characteristics—Last Year of Visit

**4.2.2.7 Type of Traveller**

This is the principal difference between the stakeholder survey carried out in KV and the online survey. Here we have a roughly even split between independent travellers (51%) and group travellers (47%), compared with 17 % and 83% respectively in the previous study in KV. Again, this is due to the nature of the target audience.

Independent	255
Group	238
Blank	11
<b>Total</b>	<b>504</b>

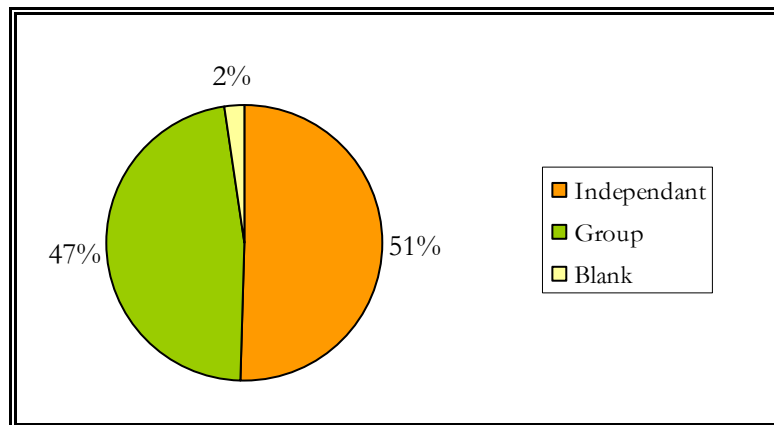


Table 35: Background Characteristics—Type of Traveller



#### 4.2.2.8 Mode of Transport to KV

Visitors were asked how they travelled to KV on their last visit. Only 48% did so by bus, compared to 71% in our onsite survey. This change is due to the large sample of independent travellers in this survey. What is encouraging is that some 12% of visitors used a non-polluting alternative to the motor vehicle, whether by foot, bicycle, or donkey.

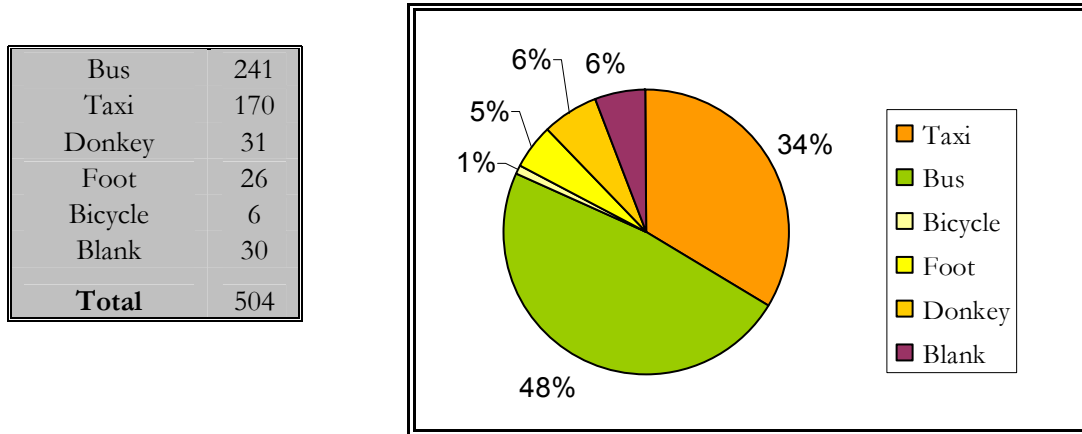


Table 36a and b: Stakeholder Perceptions—Transport to KV

### 4.2.3 Perceptions of the Valley of the Kings

#### 4.2.3.1 First Impressions

Overwhelmingly, the responses are positive. Visitors are overcome by awe, enthused, and feel that reality exceeds their expectations. However, negative issues and statements arise as well. Typical responses include:

- “Desolate and barren when you block out the tourists.”
- “What a difference between 1978 and 2004. What a crowd!”
- “I’d wanted to go there all my life. I just stood in amazement. It was wonderful and everything that I had expected.”
- “Everything I had ever imagined and more. However, it was swamped by large organized tour groups, and I was worried about their impact on the tombs and surrounding landscape.”
- “While some parts definitely looked wild and untamed, a great portion of it seemed to have been modified for the convenience of visitors. The West Valley, however, seemed almost totally wild.”

4.2.3.2 Shopping Area



Figure 48: KV Vendors & Tourists

A large percentage (45%) disliked this area and the experience of walking through it to reach the tombs. This was mirrored in many comments received about the level of harassment and intimidation, experienced when passing through the vendors. This should be compared to the 70% who enjoyed the shopping area in the previous poll.

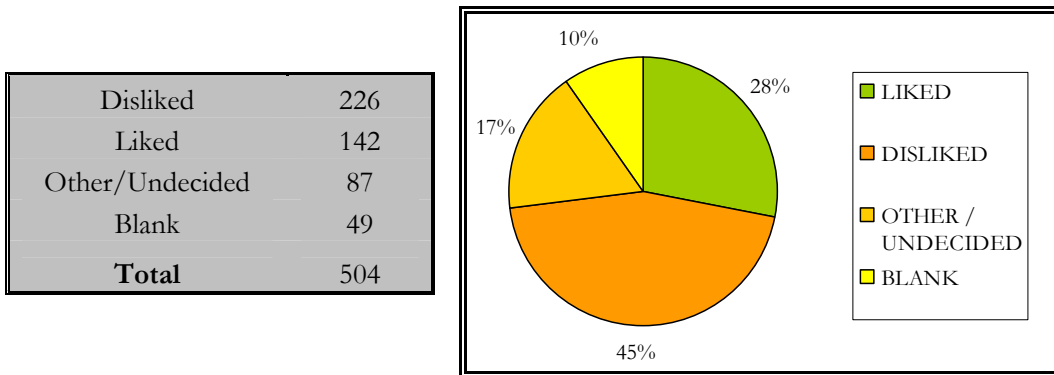


Table 37a and b: Stakeholder Perceptions—Shopping Area

4.2.3.3 Parking Area

There is a sure pattern of like and dislike among the visitors; however, many of the individuals appear to recognize the “necessary evil” of having a parking area. Some people focused on the fact that the parking lot should not detract away from the experience of the visit, but that without the parking area the visit may not have been possible. Many suggested moving the area farther away to protect the Valley and enhance the sense of place. Those individuals, with responses marked as “other,” chose to answer the question with suggestions irrelevant to the asked questions, or experienced the parking area but with no real feelings towards it—neither liking nor disliking the parking. Overall, 49% of those surveyed liked it.

Liked	247
Disliked	135
Other	55
No comment/Blank	67
<b>Total</b>	<b>504</b>

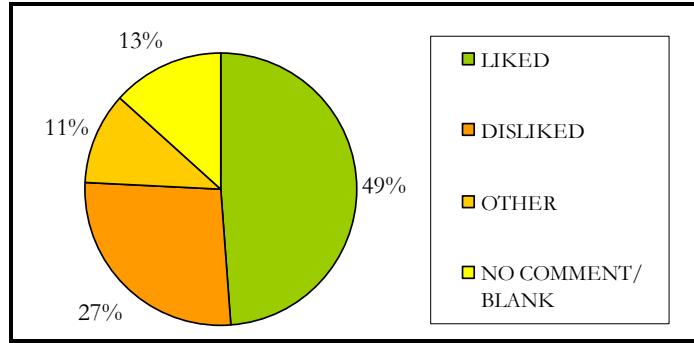


Table 38: Stakeholder Perceptions—Parking Area

**4.2.3.4 Transport within KV**

A similar pattern to the responses on parking emerges here with the views on the “tuf-tuf” train that transports visitors from the parking area to the security entrance. Most respondents were unconcerned with it (32%) or in fact approved of it (57%). However, those who did not approve (18%) were very vocal in their condemnation, as illustrated below.

- “Visitors should be strongly encouraged to walk the short distance. I appreciate there are those unable to walk for whom transport may be needed but there is a big difference between ‘can’t walk’ & ‘can’t be bothered to walk.’”
- “Diesel train is a novelty but a little electric tram on rails would be better for the environment it’s in, i.e. fumes & vibrations.”
- “Too touristy. Should remove Disney style trains and hawkers stands. No respect for history or cultural importance of site. Dirty. Too much litter.”

Liked	289
Disliked	69
Did not use/Other	53
No comment/Not applicable	93
<b>Total</b>	<b>504</b>

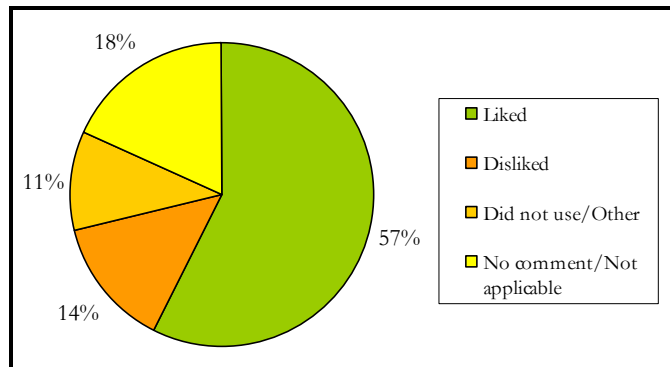


Table 39: Stakeholder Perceptions—Transport within KV

#### 4.2.4 Visitor Management

“I would hate to see more tourist buildings. Part of what I loved about my visit, was how you can imagine how it was (KV) in the past.”

##### 4.2.4.1 Ticketing and Admissions

###### Ticket Sales Location

We asked the question: *Currently tickets can only be purchased at the entrance to the Valley. Would you like to see ticket sales elsewhere? If so, where?*

51 percent of respondents felt that ticket sales would be beneficial in other areas. Their suggestions included:

- An additional booth within KV
- Main ticket office on West Bank
- Ferry terminal, East or West Bank
- In Cairo, Luxor, etc., at other antiquities sites & museums
- In hotels and cruise boats
- Travel agents
- On the internet
- Tourist Information centres in Egypt and/or overseas

Yes	258
No	157
Other/not applicable	41
Blank	48
<b>Total</b>	<b>504</b>

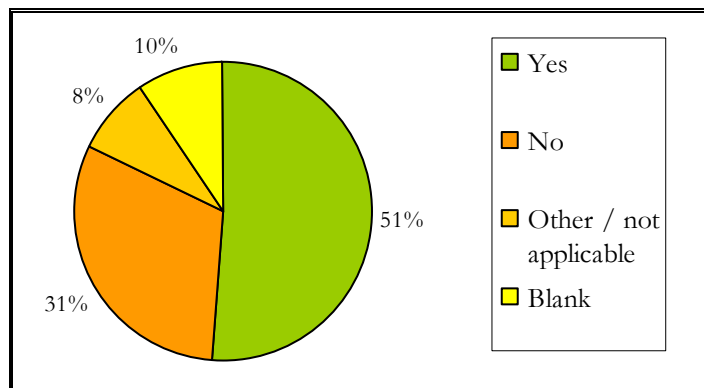


Table 40: Stakeholder Perceptions—Ticket Sales Location

We also asked: *Would you be willing to pay a greater admission charge?*

A large majority (71%) were happy to do this, although many added the caveat that the increased charges should go towards the conservation of the site.

Yes	353
No	52
Undecided	73
Blank	26
<b>Total</b>	<b>504</b>

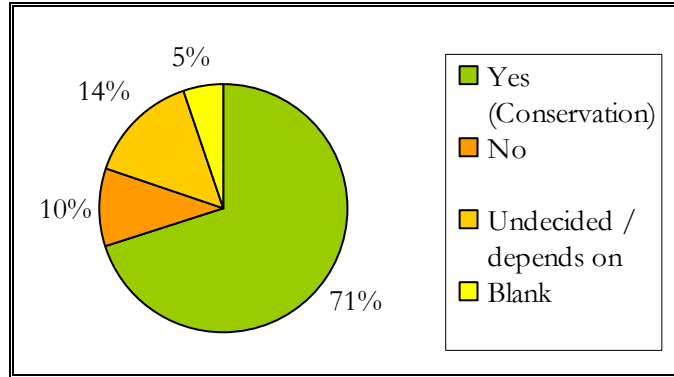


Table 41: Stakeholder Perceptions—Admission Charge Increase

On the matter of the opening hours we asked: *Are the opening hours of the tombs convenient? What changes could usefully be made?*

67 percent were happy with the current system; however, many asked for increased hours in the evenings especially through the hot summer months.

Yes	337
No	63
Undecided	52
Blank	52
<b>Total</b>	<b>504</b>

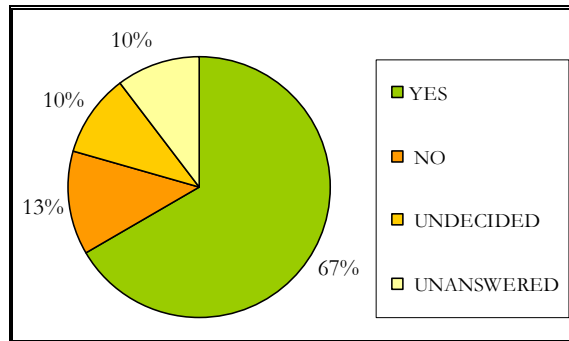


Table 42: Stakeholder Perceptions—Opening Hour Sufficiency

#### 4.2.4.2 Tomb Visits

We asked: *On your last trip, how many tombs did you visit?*

Just over half the sample (51.97%) visited three or fewer tombs. This is in contrast to 69% who visited three or fewer tombs during our onsite survey.

0 Tombs	4	0.79%
1 Tombs	11	2.18%
2 Tombs	17	3.37%
3 Tombs	230	45.63%
4 Tombs	89	17.66%
5 Tombs	44	8.73%
6 Tombs	53	10.52%
7 Tombs	14	2.78%
8 Tombs	7	1.39%
9 Tombs	18	3.57%
10 Tombs	5	0.99%
11 Tombs	1	0.20%
12 Tombs	8	1.59%
14 Tombs	1	0.20%
15 Tombs	1	0.20%
20 Tombs	1	0.20%
<b>Total</b>	<b>504</b>	

Table 43: Stakeholder Experience—Number of Tombs Visited

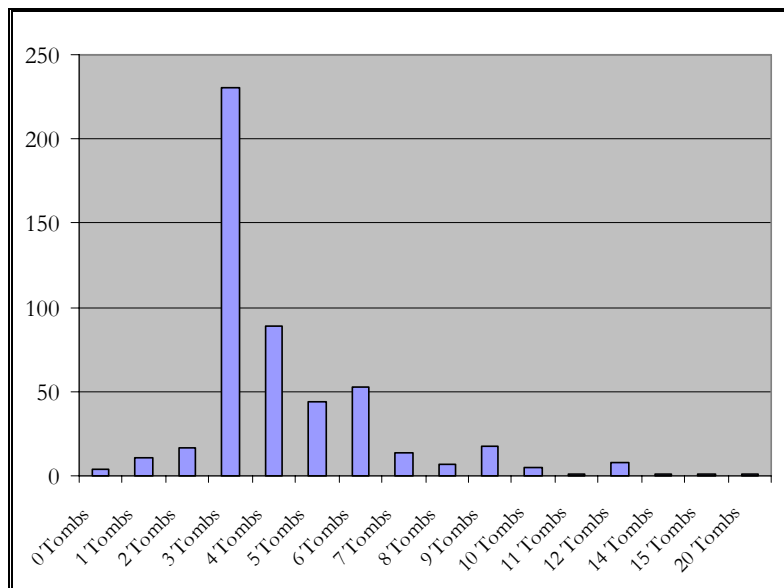


Table 44: Stakeholder Experience—Number of Tombs Visited

**Length of visit**

We asked: *How long did you stay in the Valley of the Kings?*

Here we found a large difference with our KV sample, with 42% of respondents spending over three hours in KV compared with an average visit of 108 minutes for the onsite respondents. Furthermore, 21% of those answering the online questionnaire spent more than half a day visiting KV. Here we are dealing with a core of regular, well-informed, enthusiastic visitors.

1 - 2 Hours	151	29.96%
3 - 4 Hours	214	42.46%
>/= 1/2 Day	34	6.75%
1 Day+	76	15.08%
Blank	29	5.75%
<b>Total</b>	<b>504</b>	

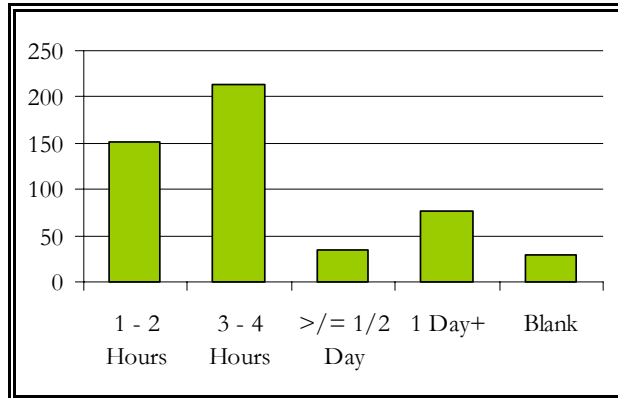


Table 45: Stakeholder Experience—Length of Visit to KV

**Crowded Tombs**

We asked: *Did you find the tombs crowded?*

The responses here show a clear split in opinions. We have an almost equal number of those who felt the tombs were crowded as the ones who considered them not crowded or were undecided in their opinion. Some typical responses from visitors who had found the tombs crowded are:

- “Everyone is clustered around about three tombs—where the large groups go”
- “Crowded—too many in a given tomb at one time”

Yes	167
No	171
Undecided	145
Blank	21
<b>Total</b>	<b>504</b>

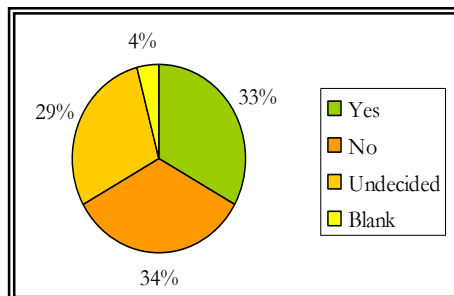


Table 46a and b: Stakeholder Perceptions—Crowded Tombs

**Tomb Conditions**

We asked: *Did you find the tombs hot, humid, or comfortable?*

Here again we see opinion almost evenly split between those who found the tombs comfortable (46%) and those that found them hot and humid (44%). What we are seeing here is a result of the views expressed over a long period of time both by first-time visitors and the more experienced visitor who will avoid the peak periods.

Comfortable	235
Hot	144
Humid	77
Undecided	28
Blank	20
<b>Total</b>	<b>504</b>

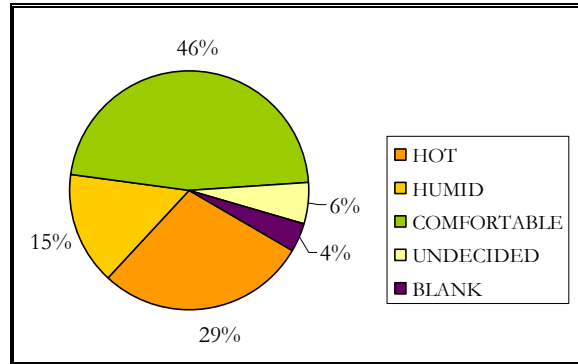


Table 47: Stakeholder Perceptions—Tomb Conditions

**Lecturing**

We asked: *Guides are not permitted to lecture in the tombs. Do you approve of this restriction?*

This restriction, which was first brought into force in 2002, has the seal of approval of 64% of the responders.

Yes	335
No	119
Undecided	34
Blank	16
<b>Total</b>	<b>504</b>

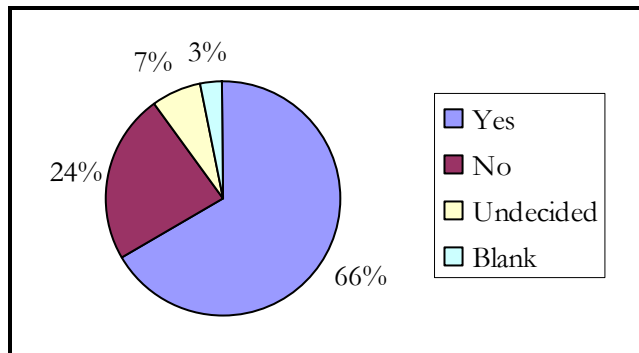


Table 48: Stakeholder Experience—Guide Ban



**Photo Ban**

We asked: *Did the photography ban in the tombs affect your visit?*

Again we see that the ban has general approval with 62% saying it did not affect their visit. However, many felt that the rules were easily broken, as evident from the following comments:

- “For a few Euros to the attendant you can take all the photos you want.”
- “It seemed to me that the tourists took very little notice of the guards and continued with flash and touching walls.”

Yes	153
No	310
Undecided	41
<b>Total</b>	<b>504</b>

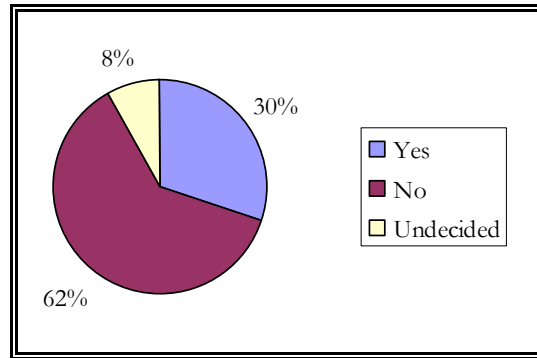


Table 49a and b: Stakeholder Experience—Photo Ban

**4.2.4.3 Site Facilities**

**Security**

We asked: *Were security procedures appropriate?*

67 percent felt that site security was appropriate.

Yes	342
No	84
Undecided	55
Blank	23
<b>Total</b>	<b>504</b>

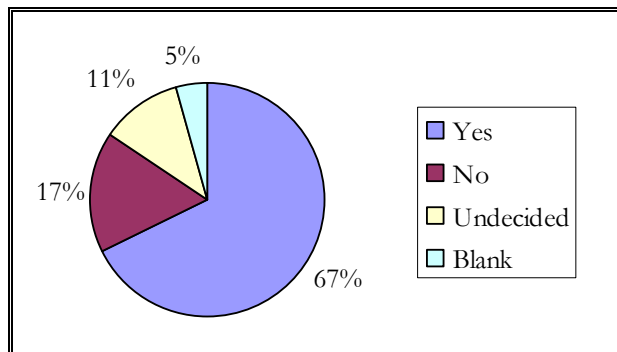


Table 50a and b: Stakeholder Perceptions—Appropriate Security

## Bathrooms

We asked: *Were the bathroom facilities suitable?*

Of those that used them, a majority felt that the bathrooms were not suitable and need replacing as well as a change of location. However, a large number (32%) did not see or use them.

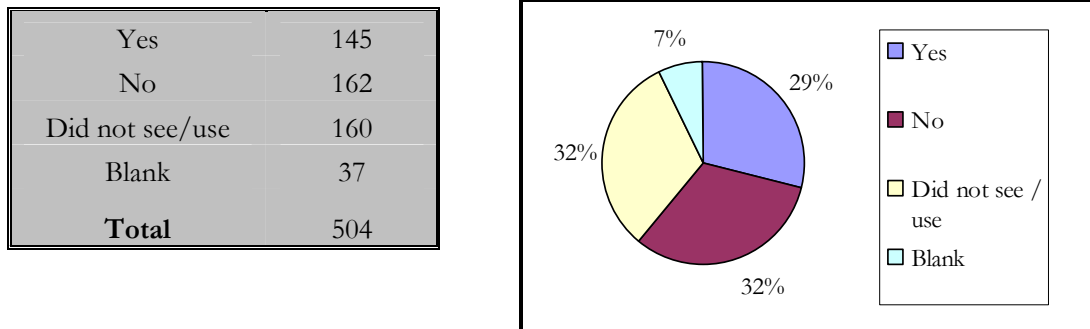


Table 51a and b: Stakeholder Experience—Suitable Bathrooms

### 4.2.5 Conclusions & Recommendations

Many of the suggestions and comments received in the online survey mirror the concerns of the participants in our earlier KV study. They call for better site facilities including a new cafeteria, new toilets and improved shelter for visitors. They want to see extended opening hours in the summer months and a solution to running the gauntlet of the vendors in the present retail area. They want new options for the purchasing of tickets and a guarantee that funds will be used for conservation of the site. However, the responses we received were in more detailed than previously and have, therefore given us a greater insight into the views and wishes of the many stakeholders of KV. One recurring request is that information about KV and the tombs currently open should be made available on the internet and at selected locations in Luxor and that site specific information should be made available in KV.

- “Lack of shade and lack of official guidebooks.”
- “After the car park, etc., KV is beautiful. In places, it remains almost desolate even when busy. Do not spoil this impression!”
- “Fantastic for ruins but signage and control over site rather lacking.”
- “How intrusive the tarmac can be.”
- “Need more signage encouraging people to visit tombs at the end of the Valley.”
- “Explanations on signs and tickets why numbers must be restricted to save the tombs.”

Considering all this, it is positive to note that when questioned whether one would consider returning to the Valley, an overwhelming 92% of the population surveyed says they will “absolutely,” “definitely,” “surely,” etc., be coming back; many had, in fact, already booked tours or trips.

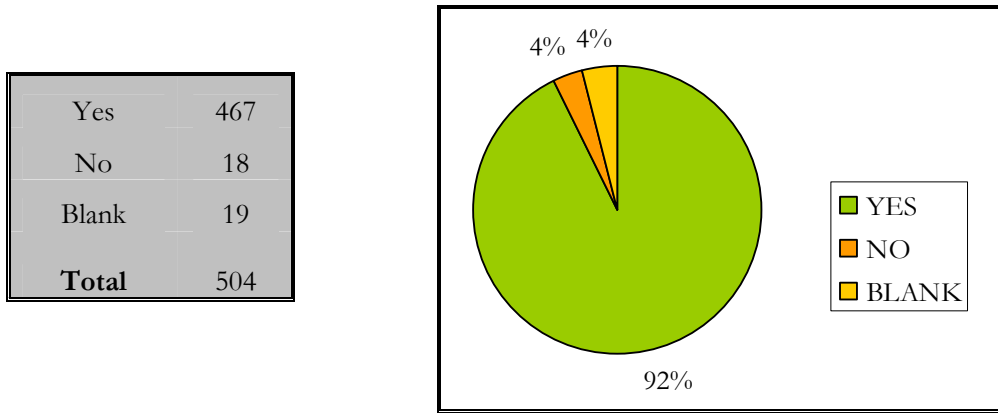


Table 52a and b: Stakeholder Experience—Return Visit

### 4.3 Other Stakeholders

There are many stakeholders involved in the future of KV (section 4.1.1.1). Due to time and financial constraints this report has not been able to solicit the views of all of the organizations and individuals connected with KV. What follows below is a review of these bodies and their relationship with KV.

The Ministry of Culture, of which the Supreme Council for Antiquities is a part, bears the primary responsibility for Egypt’s monuments. The SCA is a large, bureaucratically complex organization that currently employs over 19,000 people. Many of its administrators believe that only by making the SCA a separate ministry (as is done in several other archaeologically-rich countries), substantially scaling down the size of its staff, and introducing regular, professional programs of training, will it become up to the task of protecting Egypt’s rich patrimony.

The Ministry of Tourism is responsible for encouraging and managing tourism in Egypt, and as such, its primary goal has been to bring as many tourists to Egypt’s monuments as possible. There is nothing inherently antithetical about the goals of the SCA and the Ministry of Tourism if there is close cooperation between them, but this has not usually been the case.

The Governor of Luxor City Council is responsible for the co-ordination of the activities of government ministries in Luxor. He sits with the ministries on the High Council of Luxor. As such,

its decisions on road building, water, sewage, electrical supplies, and the growth of local villages impact directly on the archaeological monuments.

The Ministry of the Interior controls the Tourism and Antiquities Police who are responsible for the security of tourists on archaeological sites and the protection of archaeological monuments from theft and vandalism. They have a direct say in matters such as opening hours of sites and crowd control with sites.

International organizations such as Unesco, while appearing to have no direct role in the management of KV, have a powerful role to play in influencing public perceptions of cultural heritage and in brokering responsible behaviour in government ministries. Pressure can be put to bear if inappropriate decisions are made and training and guidance provided for site staff.

Tour agencies within Egypt and externally are a powerful lobbying group, often with direct access to government ministries. They can have a huge impact on site conservation and they are an essential part of any future planning of visitor numbers and access controls.