RiMe

Rivista dell'Istituto di Storia dell'Europa Mediterranea

Thematic walking tours in Alexandria as a way to discover its heritage: Case study of Italian heritage in Alexandria

Heba Mahmoud Saad

Special Issue

Between History, Archaeology and Cultural Heritage. Some results of the ASRT / CNR Bilateral Project 'History of Peace-building: peaceful relations between Est and West (11th - 15th Centuries)'

Luciano Gallinari - Ali Ahmed El-Sayed
- Heba Mahmoud Saad (eds.)

RiMe 3 n.s. (December 2018)

Special Issue

Between History, Archaeology and Cultural Heritage.
Some results of the ASRT / CNR Project 'History of Peace-building: peaceful relations between East and West (11th - 15th Century)'

Luciano Gallinari - Ali Ahmed El-Sayed - Heba Mahmoud Saad (eds.)

Table of Contents

Focus

Book Reviews

Editorial

Luciano Gallinari
(CNR - Istituto di Storia dell'Europa Mediterranea)

This Issue of the Journal *RiMe* celebrates its (first) 10 years of existence. In fact, the first volume was published in December 2008. Since then a lot of things have changed in *RiMe*.

Looking at its various volumes in a diachronic manner, we note that, alongside several more typically historical topics, the Journal has hosted several *Special Issues* with a monographic nature concerning other Humanities, such as Literature, or Disciplines at the boundary between Human Sciences and Exact Sciences, such as Architecture, for example.

Not to mention several incursions into the wide and interesting world of Social Networks or, again, Gamification and Public History.

The Journal has always paid great attention to a reliable and accurate dissemination of the results of Research in the civil society and, of course, in the Schools of all types and levels.

All this also in order to raise in the contemporary society the level of the debate on History and other Humanities, in the face of an ever-increasing risk of "presentification", and to make as many readers as

Con il presente numero la rivista *RiMe* festeggia i suoi (primi) 10 anni di esistenza. Infatti il primo volume uscì nel dicembre del 2008. Da allora molte cose sono cambiate in *RiMe*.

Osservando diacronicamente i suoi diversi volumi, si nota che accanto a numerosi temi più tipicamente storici la Rivista ha ospitato diverse *Special Issues* con carattere monografico riguardanti altre Scienze umanistiche quali la Letteratura, o discipline al confine tra Scienze Umane e Scienze esatte quali l'Architettura per esempio.

Per non parlare poi di diverse incursioni effettuate nel vasto e interessante mondo dei *Social Networks* o, ancora, della *Gamification* e della *Public History*.

La Rivista ha prestato sempre una grande attenzione anche a un'attendibile e accurata disseminazione dei risultati delle ricerche nella società civile e, ovviamente, nelle Scuole di ogni ordine e grado.

Tutto ciò anche al fine di innalzare nella società contemporanea il livello del dibattito sulla Storia e le altre Scienze Umane, dinanzi a un

possible can reach every content of *RiMe*, now accessible totally free of charge.

Precisely in accordance with the aims pursued since the the creation of the Journal 10 years ago.

In order to celebrate this first important Journal's anniversary in an even more appropriate way, we decided to adopt the Content Management System (CMS) "OJS". This choice is due to two of our objectives: 1) to adapt *RiMe*'s contents to parameters now very common at international level with regard to scientific Journals, and 2) to further increase the indexing and visibility of the essays hosted in it.

Currently, the last three issues have been uploaded to the new CMS, those marked "n.s.", i.e. "New Series" published in the last year, starting from December 2017.

Progressively all the previous 18 Issues will be uploaded in the new CMS, thus reaching a total of 27 Booklets.

rischio sempre crescente di "presentificazione", e di far raggiungere al maggior numero possibile di lettori ogni contenuto di *RiMe*, ormai accessibile in maniera totalmente gratuita. Proprio in ottemperanza delle finalità perseguite dalla creazione di questa rivista ormai 10 anni fa.

Per festeggiare in maniera ancora più adeguata questa prima importante ricorrenza della rivista, abbiamo deciso di adottare il Content Management System (CMS) "OJS". Tale scelta è dovuta a due nostri obiettivi: 1) adeguare così i contenuti di *RiMe* a parametri ormai molto diffusi a livello internazionale in riviste di carattere scientifico e 2) incrementare ulteriormente l'indicizzazione e la visibilità dei saggi ospitati in essa.

Attualmente sono stati caricati nel nuovo CMS gli ultimi tre numeri, quelli caratterizzati dalla dicitura "n.s.", ossia "nuova serie" pubblicati nell'ultimo anno dal dicembre 2017.

Progressivamente saranno inseriti nel nuovo CMS tutti i precedenti 18 numeri, arrivando così a un totale di 27 fascicoli.

Ad Maiora
Cagliari, 31 Dicembre 2018

Introduction

Luciano Gallinari
(CNR - Istituto di Storia dell'Europa Mediterranea)
Ali Ahmed El-Sayed
(Damanhour University, Egypt)
Heba Mahmoud Saad
(Alexandria University, Egypt)

This issue of *RiMe*, with which the Journal celebrates its (first) 10 years of existence, is once again, a *Special Issue*. In this case, it is dedicated to the topic of relations between Italy and Egypt and, more generally, between the Western World and the Islamic one in a chronological span that goes from the High Middle Ages to the beginning of the Modern Age, a theme at the heart of the Bilateral Project ASRT (Egypt) / CNR (Italy) "*History of Peace-building: peaceful relations between East and West (11th - 15th Century)*", financed for the years 2016 - 2017, whose scientific managers were, for the Egyptian side, Prof. Ali Ahmed Mohamed El-Sayed, from the University of Damanhour, and Dr. Luciano Gallinari, from the CNR-Istituto di Storia dell'Europa Mediterranea, for the Italian one.

The same historical and historiographic themes were discussed by Egyptian and Italian researchers in the context of three other workshops, two of which were organized in Rome in February and December 2017 ("Historiographic reflections on the medieval relations between Muslims and Christians"), and the third and last one in Alexandria ("Egypt and Italy: Cultural Heritage for Sustainable Tourism and Peaceful Relations") always in December 2017.

The volume contains some articles by Italian and Egyptian researchers of the above mentioned Bilateral Project that fit in the wake of themes already examined at the International Conference *Peace Building between East and West (XI-XVI c.)*, held in Cairo on 27 October 2016.

Alongside an essay dedicated to the important theme of the profound change recorded in the settlement policies in the Late Ancient and Early Medieval Mediterranean, strongly affected by the rapid and large expansion of Islam, there is another text that examines the stimulating figure of the Priest John in relation to the Crusades, from the dual Christian and Muslim perspective.

The third essay is dedicated to a theme of great importance: the relationship between the Roman Curia and the Mamluk Sultanate at the time of Innocent

VIII (1484-1492). A pope who played an anything but a secondary role also in the setting up of Christopher Columbus' "discovery" enterprise, also aimed at breaking that sort of "encirclement" sensation on the part of the Islamic World that Christianity felt at the end of the Middle Ages.

This volume also includes six other scientific essays, three by Italian researchers and three by Egyptian researchers dedicated to the theme of Cultural Heritage and its management for cultural tourism purposes in Italy and Egypt. I will not talk about them because it will be done by Prof. Heba Mahmoud Saad in her pages of this Introduction, but I will just say that the idea of this booklet and other initiatives that will take place in the next two years of the aforementioned Bilateral Project (2019 - 2020) came to me during a stay in Alexandria, Egypt, in October 2016 after meeting the aforementioned Prof. Saad who very kindly accompanied me on a tour of that beautiful Egyptian city.

On that occasion, we talked for a long time about the rich cultural heritage of our two countries and the idea of increasing scientific collaboration between us was born. This volume is a first, small piece of this collaboration, which confirms how this Journal can be a forum for discussion and debate on the important issue of Dissemination of Tangible and Intangible Cultural Heritage, which is one of the main aims of *RiMe* since its creation.

Finally, the volume contains an interesting archaeological essay dedicated to the medieval *villa* of Santa Gilla (or Santa Igia, in other sources) probably located within the lagoon of the same name a few kilometers from the Roman and Byzantine city of *Karales* located below a part of the centre of the current city of Cagliari. The author of this essay presents an interesting and stimulating proposal for the identification of this *villa*, attested in the sources from 1070 and seat of the judges of Calari, who were from an institutional point of view the most direct heirs of the previous Arconti / Giudici di Sardegna mentioned in the Byzantine and papal sources of the 9th and 10th centuries A.D.

The volume is closed by some Book Reviews of recent publications on Medieval and Modern History.

Luciano Gallinari

* * *

It is an honor to participate in the introduction of the special issue of *RiMe* journal which is dedicated to publish part of the results of the Egyptian-Italian (ASRT/CNR) research project entitled "History of Peace-Building: peaceful relations between East and West (XIth – XVth Century)"

The project focuses on the significance of the relations between Western Europe and the Islamic East and the efforts which were made towards peace-building from the eleventh to the fifteenth century, although that period was considered as the most serious stage in the conflict between the East and West, Islam and Christianity in the Middle Ages.

During the two-years of cooperation many activities and events were organized between the Egyptian and Italian partners: In October 2016, an international conference was organized by the Egyptian partners and was hosted by the Supreme Council of Culture aiming to compare the results of our research. It was followed by a workshop held in the Bibliotheca Alexandrina, in collaboration with the Italian Principal Investigator; Dr. Luciano Gallinari.

In February 2017, Prof. Aly El-Sayed and Dr. Abdallah Al-Naggar, two members of the Egyptian research team, visited Rome and participated in a workshop hosted by Istituto Storico Italiano per l'Età Moderna e Contemporanea. Another workshop was also organized by the Italian team headed by Dr. Luciano Gallinari between 10-15 December. During that workshop which was held in Rome, the Egyptian participation was represented by Prof. Aly Al-Sayed, Dr. Abdallah Al-Naggar and Mr. Ahmed Sheir.

Considering the international interest in heritage and the common heritage shared by Egypt and Italy; a special workshop was devoted for that topic in 17 December, 2017. During the workshop, which was held in Alexandria and organized by Prof. Heba Saad together with Dr. Luciano Gallinari, Egyptian and Italian researchers presented papers, focusing on heritage as an aspect of peace-building and potential for sustainable development.

The results of the Bilateral Project were disseminated by various publications. The first is a multilingual (English-Arabic-Italian-Hungarian) book, entitled *Relations between East and West - Various Studies: Medieval and Contemporary Ages*, which contains all papers compiled by both research teams. This volume contains 11 papers in addition to a preface. The papers were prepared by 6 Egyptian researchers, 4 Italians, and 1 Hungarian. The current issue of *RiMe* is the second publication containing 3 papers on history (2 Italian researchers and 1 Egyptian), 6 papers on heritage (3 Italian researchers and 3 Egyptians) in addition to 1 focus and 3 book reviews.

Within the next few weeks, the third publication will be issued in the form of a book which presents histories of peaceful coexistence between various people, empires, cultures and religions from the Middle Ages to the end of the 20th century. The authors examined the contact points of different cultures from the Byzantine Empire, through the Trebizond Empire period and into the Seljuk Sultanate. The book also presents insights into the peaceful coexistence between

Egyptian Copts and Muslims in the period from 1882 to 1952. Researchers from Egypt, Italy, Germany, and Hungary participated in this work.

Ali Ahmed El-Sayed

Peaceful relation between East and West is an important topic that attracted the attention of both Egyptian and Italian researchers to work on. Thus; a formal research project was established between CNR and ASRT entitled "History of Peace-building: peaceful relations between East and West (11th-15th Century). The current issue of *RiMe* is dedicated to publish some results of that project.

Leaving aside the first part of the Issue, already presented by Luciano Gallinari, I will focus on the second part of it which is dedicated to heritage since the Egyptian and Italian partners of the project believe that this wide and yet diverse aspect insures the deep relations between Egypt and Italy. The Italian contribution in the creation of the modern Egyptian heritage is unquestionable and the Egyptian heritage presented in Italy is irreplaceable; thus, heritage can provide a common ground for planning for the future. It ensures sustainable development of tourism and can strengthen the future relations between the two countries. Due to that importance of heritage a special seminar was organized in Alexandria in December 2017 to discuss Egyptian-Italian heritage and how it can be another aspect of peace-building between the two countries.

Many papers were presented in the seminar and 6 of them were chosen to be published in the current issue of *RiMe*. Sandra Leonardi's paper is entitled "*The cultural places' valorization through new models of tourism*" and it focuses on the sustainable tourism as one of the principles of economic development. The paper sheds light on new forms of tourism aiming at enhancing, integrating environmental sustainability of the landscape, cultural heritage and environmental resources by identifying their potential value and making them attractive.

Sara Carallo's paper which is about "*Digital Cultural Heritage and Tourism: Valle dell'Amaseno Web Portal*" presented a cultural heritage project executed in Valle dell' Amaseo to encourage the local community participate in the development of the cultural heritage. The project focuses on the census of cultural and environmental heritage and on the creation of tourist travel routes aiming at promoting sustainable mobility and improving accessibility through the proposal of alternative routes.

An innovative approach of using cultural heritage was presented by Luisa Spagnoli - Lucia Grazia Varasano in their paper "*Unused railways for a planning idea- A Tangible and Intangible Cultural Heritage*". They proposed the idea of the

transformation of two railways of Basilicata Region – the Lagonegro-Spezzano Albanese and the Matera-Montalbano Jonico, – which have a historical, cultural and environmental important value. The paper suggests that the reusing of these abandoned railways can have effects on the territory crossed, on the places, on the historical settlements, activating a special type of "experiential" tourism and other innovative forms of it. Such an experience can also represent an extraordinary Intangible and Tangible Cultural Heritage experience.

Another idea of using the tangible and intangible heritage for the benefit of tourism is proposed by Heba Saad in her paper "*Thematic walking tours in Alexandria as a way to discover its heritage: Case study of Italian heritage in Alexandria*". The paper sheds light on the role of the Italian community in the creation of both the tangible and intangible heritage of the cosmopolitan city; Alexandria. The paper presented thematic walking tours as a way to discover the vivid Italian heritage of Alexandria; proposing a wide range of themes to present that heritage and the different routes of such tours.

Heba Said and Sherine Hamid in their paper "*Community participation in heritage sites tourism planning: Case study Dahshur mobilization plan*" explained the essential role of community participation in the planning, development and conservation of heritage sites. They applied their study on one of the sites in Egypt; "Dahshur World Heritage Site" to investigate the local community participation. The study proved that the residents had a positive perception of the participation experience which empowered them to influence the decision making process, enhanced their quality of life, created job opportunities and improved their skills.

In her paper "*Italian Egyptologists through the Ages*" Reham El-Shiwy looked at heritage from a different prospective focusing on how part of the Egyptian heritage was discovered in the past by Italian archaeologists, explorers and missionaries. The paper sheds light on the efforts of famous Italians such as Ippolito Rosellini, Giovanni Battista Caviglia, Belzoni, Ernesto Schiaparelli, Silvio Curto and others; highlighting their findings in Egypt and discussing their participation in the field of Egyptology.

Heba Mahmoud Saad

Tematic walking tours in Alexandria as a way to discover its heritage: Case study of Italian heritage in Alexandria

Heba Mahmoud Saad
(Alexandria University, Egypt)

Abstract

Alexandria, the second capital of Egypt and its first harbour, the ever-flourishing city during ancient, medieval and modern times was always known as a cosmopolitan city. Its heritage is the result of the contributions of various communities throughout ages.

This paper aims to present the walking tours as a way to discover the vivid heritage of the city; focusing on only one example which is the Italian heritage. Therefore, the paper is divided into two parts; the first is discussing the aspects of the Italian heritage of the city; especially the Italian architecture. It sheds light on some of the famous Italian architects; presenting their achievements and the most important buildings they erected that still exist in good condition to be visited. Such buildings will be linked together in a route of walking tours that can best present the vivid Italian heritage of the city.

The second part is exploring how this heritage could be presented by walking tours, how the tours could be designed and examples of what could be offered in such tours.

Riassunto

Alessandria, la seconda capitale dell'Egitto e il suo primo porto, la città sempre fiorente durante i tempi antichi, medievali e moderni è sempre stata conosciuta come una città cosmopolita. Il suo patrimonio è il risultato del contributo di varie comunità nel corso dei secoli.

Questo articolo si propone di presentare le visite a piedi come un modo per scoprire il vivido patrimonio culturale della città, concentrandosi su un solo esempio che è il patrimonio italiano. Pertanto, il testo è diviso in due parti; la prima affronta gli aspetti del patrimonio italiano della città; in particolare l'architettura italiana. Illustra alcuni dei famosi architetti italiani, presentando le loro realizzazioni e gli edifici più importanti che hanno eretto e che esistono ancora in buone condizioni per essere visitati. Tali edifici saranno collegati tra loro in un percorso di percorsi a piedi in grado di presentare meglio il patrimonio italiano della città.

La seconda parte consiste nell'esplorazione di come questo patrimonio potrebbe essere presentato attraverso tour a piedi, di come potrebbero essere progettati i tour ed esempi di ciò che potrebbe essere offerto in tali tour.

1. Introduction

Merchants of Venice and Genoa constituted the largest foreign community in Alexandria since the 15th century. The Mamluk sultanate gave them many privileges that encouraged them to live and invest in the city. The Ottomans followed the same policy of encouraging the Italian merchants and Slim I signed a treaty with them in 1517 ensuring the same privileges they had during the Mamluk period and ensuring treating them with respect and fairness and not to force them on a certain trade in addition to the right of their consul to handle the affairs of his people (Ibrahim, 2013, p. 250). As a result, the Italian community remained present in the city during the Ottoman era.

During the 19th century Mohammad Ali wanted to make Egypt an autonomous power in the region, therefore, he adopted a policy of modernization that touched every aspect of Egyptian life. His vision for reviving Alexandria was coupled with grand projects such as Al-Mahmoudia canal, a new port, the arsenal, the expansion of the city and adding European quarters. He wanted to match the city with great capitals of Europe (Awad, 2008, p. 78). Consequently; he depended on European artists, architects, technicians and experts to complete his projects, among which many Italians were recruited. The successors of Mohammad Ali followed his steps and worked to fulfill his vision. As a result, between 1850 and 1950 the Europeans constituted more than 30% of Alexandria's population. The Greeks were the largest community, followed by the Italians in addition to other foreign communities such as French, British, Belgians, Russians, Maltese, Germans and Swiss (Awad, 1990, p. 72).

The Greeks and the Italians still maintain strong attachment to Alexandria as a homeland of some of their ancestors and the place of memories for generations that lived there. The other nationalities also have strong ties with Alexandria; especially those who have ancestors buried in Alexandria or Al-alamein as they lived there or were killed during World War II. All that encouraged Egypt to market "roots tourism" in Alexandria to encourage tourists who have ancestral connections with the city to come again and visit it. Such new trend can open a new market for tourism and can enrich heritage

tourism; as it will provide tourists with an experience to reconnect with the past and walk in the footsteps of their forefathers.

The heritage of the foreign communities in Alexandria is very rich, varied and worth attention. Moreover, countless themes could be created to present that heritage to tourists. Since Alexandria is a coastal city that is well-organized with horizontal roads, parallel to the coast, and vertical roads, perpendicular on it, walking tours could be a good option to discover the heritage of the city. Add to this, certain neighbourhoods were all inhabited by the foreign communities; therefore, walking tours in such districts would provide a chance to discover the heritage and have an additional experience such as trying local food and drink.

The present paper is featuring an example of using the heritage of the foreign communities in Alexandria to attract tourists. The paper is discussing the idea of offering thematic walking tours to present the Italian heritage in Alexandria. It shows how a thematic walking tour could be designed and applied and how a wider variety of other themes could be created and offered.

2. *The Italian heritage in Alexandria*

The Italian architects and artists who worked in Alexandria during the reign of Mohammad Ali and his successors left a great impact on the city's architecture. They played a dominant role in the reconstruction work after the British bombarded the city in 1882 and till 1920s they retained a monopoly in city planning. They had a vast influence on the urban structure of the city by giving it a complete European layout (Turchiarulo, 2014, p. 125). They worked for royal, governmental and private projects that varied between residential, religious and service buildings. In fact, compiling the names of Italian architects and their buildings is beyond the aim of the study, but listing some examples will help understanding the role of the Italians in Alexandria and the affluent architectural heritage they left.

Romero was the first Italian architect recruited by Mohammad Ali and he designed Ras al-Tin palace (pl. 1). Francesco Mancini worked for Ibrahim Pasha and his first achievement was the important commercial building Okalle Neuve. Then he redesigned the square known as "Place d'Armes" that was renamed "Place de Consuls" to reflect the growing power, wealth and influence of the foreign consuls (Awad, 2008, p. 79; Pallini, 2003-2004, pp. 4-6; Turchiarulo, 2014, p. 117). Pietro Avoscani designed the new seafront Corniche in addition to decorating the facades of many royal palaces. His work also included the health quarantine retention facility; Lazaretto, and the stock

exchange; Boursa of Minet al-Bassal (pl. 2)(Awad, 1990, p. 76; Awad, 2008, p. 79; Pallini, 2003-2004, pp. 6-7; Turchiarulo, 2014, p. 117).

Pl. 1: Ras al-Tin Palace

Pl. 2: Boursa of Minet al-Basal

Some of the Italian architects focused on residential architecture such as Filipo Pini who built many houses and villas in the Latin Quarter of Alexandria such as Casa Pini (pl. 3), Palazzino Luzzatto and Sursouk palace (pl. 4) (Awad, 1990, p. 80; Awad, 2008, p. 99). Antonio Lasciac also built many residential buildings in Rue Sherif, Rue Tawfik and Attarin district. Moreover, he designed a building for Karam brothers, a residential building for the Jewish community

in Rue Nabi Danial and Palazzino Aghion (pl. 5) in Rue Rossette in addition to other public buildings such as Ramleh Railway Station (Pallini, 2005, pp. 1-2; Awad, 1990, p. 82; Awad, 2008, p. 112). Similarly, Aldo Marelli built villa Bakr Pasha, villa Karam and villa Binder Nagel in addition to other public buildings for the Municipality of Alexandria such as; the police headquarter of Bab Sharki and the Fire Brigade Station of Kom el-Dekka (pl. 7) (Awad, 1990, p. 82; Awad, 2008, pp. 112-113).

Pl. 3: Casa Pini

Pl. 4: Sursouk Palace

Pl. 5: Palazzino Aghion

Pl. 6: Police headquarter of Bab Sharki

Although Ernesto Verrucci renovated Ras al-Tin palace and designed Haramlek palace in Montazah (pl. 7), he gained fame from his projects for the Italian community such as building Casa di Vittorio Emmmanuell III before his visit to Egypt and the monument of Ismail il Magnifico (pl. 8) (Pallini, 2005, p. 2, Awad, 2008, p. 184)

Pl. 7: Haramlek Palace in Montazah

Pl. 8: Monument of Ismail il Magnifico

The buildings established in the first half of the 20th century varied between service, religious and residential buildings. Giacomo Alessandro Loria was famous for building Cecil Hotel, the Italian hospital at Hadara (pl. 9), the Marine Italian hospital in Shatby, the Israelite hospital in Sporting (pl. 10) and many apartment buildings (Pallini, 2005, p. 3). Mario Rossi who was the chief architect for Awqaf left his fingerprint in Alexandria with religious buildings; as he built the mosque of Abou al-Abbas (pl. 11), the mosque of Ibrahim Pasha (pl. 12) and the mosque of Mohammad Koryyum at Ras al-Tin (Moussa , 1990; Dichie, 1992; Sidky, 1998; Pallini, 2005, pp. 3-4; Turchiarulo, 2009, 2013, 2014).

On the other hand, the fingerprint of his contemporary architect Riccardo Smith was a number of residential buildings and hotels, mostly in Mahatet al-Raml area (Awad, 1990, p. 83).

Pl. 9: The Italian hospital in Hadara

Pl.10: The Israelite hospital in Sporting

Pl. 11: Abou al-Abbas moasque

Pl. 12: Ibrahim Pasha mosque

These are just some of many examples of the tangible Italian heritage in Alexandria and the intangible heritage is of no less importance. It includes the Italian cuisine which is famous for pasta and pizza in many restaurants in Alexandria, some of which still have the original Italian recipe of the Italian founder of the restaurant. The Italian music is another intangible aspect of the

heritage of Alexandria, in addition to stories, Italian words in the Alexandrian dialect and Italian traditions. Such vivid heritage can be presented with a wide variety of walking tours in the city.

3. *Walking Tours in Alexandria*

Walking became a popular form of exercise that allows people to maintain a healthy lifestyle. In tourism; walking can fulfill recreation purposes and can ensure vivid and inclusive exploration of local communities. Walking tours therefore were introduced in tourism to highlight the heritage of a particular area and offer a rich experience of being in close relation with a certain community. Such tours were well-received since they discuss notable people, important events, local architecture, natural resources and touch the real lives of a certain area.

A walking tour is usually a loop; so it starts and finishes at the same location and usually lasts for about 2 hours. Moreover, it includes sufficient sites, stops or buildings to provide the most meaningful experience. Raymond S. Tabata mentioned that the nature of the tour depends on the approach used for its design:

✓ Some tours focus on the geographic approach by presenting the sites which are close to each others.
✓ Other tours focus on the thematic approach so the selection of the presented sites and events depends on the topic that links between them.
✓ The historic approach could also be used by linking the historic topics, events and sites according to their date.

Designing a walking tour goes through various steps that should be followed; to ensure the consistency and value of a tour (Veverka, 2001). The first step is to determine the purpose of the tour in order to indicate the components of tour and its intended participants. The purpose of the tour will also indicate the suitable approach to follow in its design. The second step is to determine the scale and length of the tour by choosing the geographic area it will cover, in addition to its duration. The third step is to determine the sites that will be visited and the information that needs to be presented on each one. This step will help choosing the best starting point for the tour, the most appealing sites, the compelling stories and events that should be highlighted and the important amenities that should be considered or included in the tour (such as washroom, sitting or rest areas, restaurants...etc.). The fourth step is to identify the stakeholder groups who can provide advice on the components of

the tour, accurate and up-to-date information about sites and events and financial help to support the tour in addition to help in marketing the tours. They can also monitor the changes in the needs of participants of the tours and help in offering alternatives. The fifth step is to determine the helping tools for each tour and the potential sponsors for them. Printed maps, leaflets and mobile applications for walking tours are among the helping tools for walking tours. The production and use of such helping tools could be funded by tourism agencies, chamber of tourism, hotels and restaurants, local retailers and governorates. The sixth step is marketing the tour and that could be achieved by a marketing campaign on various scales, using social media for promotion, distributing the walking tours' maps in visitors bureaus, hotels and restaurants or benefiting from the stakeholders and sponsors for marketing the tours themselves (A guide for Developing a Walking Map).

Such walking tours could be self-guided; but in order to get the heritage experience, the tourists should better be accompanied with a tour guide who is a front-line player in presenting the heritage and is responsible for the transformation of the tourists' visit from a tour into an experience (Blyablina, 2015, p. 18).

If we follow the thematic approach with consideration to geographic location of sites, so many tours could be suggested and offered such as: famous houses of Italians, Italian architects, the spiritual tour (religious buildings), the Italian downtown, the Italians in the Latin Quarter, Al-Manshyia square and its Italian roots, Gastronomy Italian tour…etc. The first thematic walking tour for example; "famous houses of Italians" could be made in Fouad Street (Fig. 1) and Mahatet al-Raml area (fig. 2) Each tour can include a number of stops to see various residential buildings; mentioning the Italian architect who built each one, the architectural and decorative style he followed, the famous families that lived in the building and some interesting stories about such families. The first tour could be started at Pinto house and ended at Fumaroli building, while the second could start and end at al-Raml tram station. Each tour can include one stop for resting and having a drink or a light snack. Such tours could be marketed with printed maps and leaflets that could be distributed in train stations, tourist information centers, travel agencies and restaurants. Moreover, social networks could also be used for marketing such tours and that will be appealing to a large segment of people who rely on social networks to get information. Needles to say that such walking tours would be of limited cost since no transportation is needed and new technologies could be used for marketing.

The websites for designing walking tours such as <www.mapmywalk.com> and <www.theclio.com> could also be used to design the tours and offer a

digital form of the map to be marketed by social media. Some of these sites provide mobile applications that facilitate using such maps and can attract more participants. It will offer them the chance to try the tour at their convenient time and provide the information they need while walking.

Scheduled walking tours could be organized by tourism companies not only for tourists and foreigners but also for the Egyptians; considering that a variety of tours should be offered to suit the needs of various segments of tourists and locals. Moreover, freelance tour guides can use thematic walking tours to show their creativity in creating innovative themes and providing unique and distinctive tours.

Fig. 1: Famous Italian houses' walking tour in Foad Street

Fig. 1: Famous Italian houses' walking tour in Mahatet al-Raml area

4. *Conclusion*

The rich heritage of Alexandria could be used for the benefit of tourism. The cosmopolitan nature of the city throughout ages and the variety of foreign communities that lived in the city shaped a unique heritage that is worth-seeing and deserves appreciation. Therefore, efforts should be exerted to present such heritage of the city in an attractive way for both the tourists and the locals. The proposed way in this paper; thematic walking tours, could offer a modern regenerated method to present the heritage with limited cost.

5. *References*

A Guide for Developing a Walking Map, Wisconsin Department of Transportation, N.D.:< https://wisconsindot.gov/Documents/travel/ped/pedmap-all.pdf> (20-12-2018).

Awad, Mohamed (1990) 'Italian Influence on Alexandria's Architecture (1834-1985)', *Environmental Design, Environmental Design: Journal of the Islamic Environmental Design Research Centre VIII*, pp. 72-85

– (2008) *Italy in Alexandria: Influences on the Built Environment.* Alexandria: Preservation Trust.

Blyablina, Anna (2015) *The Contribution of Guides in Developing Tourist Experiences during Historical Theatrical Tours: the Case of Stockholm Ghost Walk,* Master thesis, Mid-Sweden University.

Dichie, James (Yaqub Zaki) (1990) 'The Works of Mario Rossi at Alessandria', *Environmental Design: Journal of the Islamic Environmental Design Research Centre VIII*, pp. 94-101.

Heba, K.M. (2011) *Preserving Architectural Heritage in Historical Cities.* Cairo: Department of Architecture, Al-Azhar University.

Ibrahim, Nasera (2013) *Alexandria during the Ottoman Era: The Economic and Social Life.* Cairo: General Egyptian Book Authority.

Moussa, Magdy M. (1990) 'Mario Rossi and the Egyptian School of Architecture in Alexandria', *Environmental Design: Journal of the Islamic Environmental Design Research Centre*, VIII, pp. 102-105.

Pallini, Cristina (2006) 'Italian Architects and Modern Egypt', in Rabbat, Nasser (ed.) *Studies in Architecture, History and Culture*, Boston: The Aga Khan Program for Islamic Architecture at MIT, pp. 39-50.

– (2006) 'The Revival of Islamic Architecture in Egypt: some notes on the Italian Contribution (1898- 1953)', Proceeding of CAA 94th Annual Conference-Boston, 22-25 February.

Sidky, Ahmed (1998) 'Mario Rossi's Work in Awqaf', *Medina*, 3, July-September, pp. 62-69.

Tabata, Raymond S. (N.D.) *Thematic Itineraries: An Approach to Tourism Product Development.* Hawai: Sea Grant Extension Service - University of Hawai at Manoa, pp. 153-157.

Turchiarulo, Mariangela (2009) 'Building Styles brought to Egypt by the Italian Community between 1850 and 1950: The Style of Mario Rossi', in *Proceedings of the Third International Congress on Construction History.* Brandenburg University of Technology Cottbus.

– (2013) 'The construction of the Al-Mursi Abou al-'Abbas Mosque, Alexandria', in *2nd International Balkans Conference on Challenges of Civil Engineering. Tirana*: BCCCE - Epoka University, pp. 1084-1092

– (2014) *Building "in Style": Italian Architecture in Alexandria, Egypt- The Work of Mario Rossi.* Rome: Gangemi editore.

Veverka, John A. (2001) 'Planning interpretive walking tours for communities and related historic districts' <https://portal.uni-freiburg.de/interpreteurope/service/publications/recommended-publications/veverka_planning-interpretive-walkingtours.pdf> (20-12-2018).

6. Curriculum vitae

Heba Mahmoud Saad AbdelNaby is currently a professor of Islamic archaeology at the faculty of Tourism and Hotels, Alexandria University, Egypt. She obtained her PhD in 2004 and was a Fulbright scholar at Mary Baldwin University, VA, USA for the academic year 2007/2008. She also had a fellowship of George Washington University during the academic year 2016/2017.

Her research interests vary between Islamic Art, Islamic archaeology, Arabic inscription and heritage. She participated in many international conferences and published more than 24 articles and researches in Egyptian and international journals.