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## Community Participation in Heritage Sites Tourism Planning: Case Study Dahshur Mobilization Plan

Heba M. Said - Sherine Abdel Hamid

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**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

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

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### Table of Contents

Luciano Gallinari <i>Editorial</i>	5-6
Luciano Gallinari - Ali Ahmed El-Sayed - Heba Mahmoud Saad <i>Introduction</i>	7-11
Giovanni Serreli <i>Continuity and catastrophes in the evolution of settlement in Late Antique and Medieval Sardinia</i>	13-26
Ahmed Mohammed Abdelkawi Sheir <i>From a Christian Saviour to a Mongol Ruler: The influence of Prester John's Glamor on the Muslim-Crusader Conflict in the Levant, 1140s-1250s</i>	27-43
Anna Maria Oliva <i>Il sultanato mamelucco d'Egitto e Siria e la Curia pontificia negli anni di Innocenzo VIII. Prime ricerche</i>	45-77
Sandra Leonardi <i>The cultural places' valorization through new models of tourism</i>	79-89

Sara Carallo <i>Digital Cultural Heritage And Tourism. Valle Dell'amaseno Web Portal</i>	91-107
Luisa Spagnoli - Lucia Grazia Varasano <i>Unused railways for a planning idea. A Tangible and Intangible Cultural Heritage</i>	109 - 127
Heba Mahmoud Saad <i>Thematic walking tours in Alexandria as a way to discover its heritage: Case study of Italian heritage in Alexandria</i>	129-143
Heba M. Said - Sherine Abdel Hamid <i>Community Participation in Heritage Sites Tourism Planning: Case Study Dahshur Mobilization Plan</i>	145-164
Reham El Shiwy <i>Italian Egyptologists through the Ages</i>	165-189

#### Focus

Maily Serra <i>Archaeology and topography of Santa Gilla (Cagliari) in medieval times: a new proposal for location through GIS. First notes</i>	191-244
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#### Book Reviews

Antonio López Amores <i>Albareda, Joaquim - Herrero Sánchez, Manuel (eds.) (2019) Political Representation in the Ancien Régime. New York and London: Routledge</i>	247-253
Giovanni Sini <i>Basso, Enrico (2018) Donnos terramagnesos. Dinamiche di insediamento signorile in Sardegna: il caso dei Doria (Secoli XII-XV). Acireale - Roma: Bonanno Editore</i>	255-260
Luciano Gallinari <i>Igual Luis, David - Navarro Espinach, Germán (coords.) (2018) El País Valenciano en la Baja Edad Media. Valencia: Publicacions de la Universitat de Valencia</i>	261-265



## 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 (XI<sup>th</sup> – XV<sup>th</sup> 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 20<sup>th</sup> 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 (11<sup>th</sup>-15<sup>th</sup> 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' Amaseo 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



## Community Participation in Heritage Sites Tourism Planning: Case Study Dahshur Mobilization Plan

Heba M. Said - Sherine Abdel Hamid  
(Alexandria University, Egypt)

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### *Abstract*

Community participation is essential in the planning, development and conservation of heritage sites, it maximizes the positive impacts of tourism activities and minimizes its negative impacts, which leads to the site conservation.

Community participation in heritage sites was applied in Egypt through the MDGFund program *The Dahshur World Heritage Site Mobilization for Cultural Heritage for Community Development*. This study investigated the local community perception of the participation process and the benefits they gained from it using a quantitative approach. A questionnaire was designed and distributed to 250 of the local people, 195 questionnaires were valid to be analyzed using SPSS 23.0.

The results showed that the residents had a positive perception of the participation experience, it empowered them to be a part of the decision-making process, enhanced their quality of life, created job opportunities and improved their skills.

### *Keywords*

Community participation; Heritage Sites; Local Residents; Perception.

### *Riassunto*

La partecipazione della comunità è essenziale per la pianificazione, lo sviluppo e la conservazione dei siti del patrimonio, massimizza gli impatti positivi delle attività turistiche e riduce al minimo i suoi impatti negativi, che portano alla conservazione del sito.

La partecipazione della Comunità ai siti del patrimonio è stata applicata in Egitto attraverso il programma MDGFund *La mobilitazione per il patrimonio culturale per lo sviluppo della comunità nel sito del patrimonio mondiale dell'umanità di Dahshur*. Questo studio ha esaminato la percezione della comunità locale del processo di partecipazione e i benefici che ne hanno tratto utilizzando un approccio quantitativo. Un questionario è stato progettato e distribuito a 250 persone locali, 195 questionari erano validi per essere analizzati usando SPSS 23.0.

I risultati hanno mostrato che i residenti hanno una percezione positiva dell'esperienza di partecipazione, li ha resi capaci di far parte del processo decisionale, ha migliorato la loro qualità della vita, ha creato opportunità di lavoro e migliorato le loro capacità.

### *Parole chiave*

Partecipazione della comunità; Siti di Patrimonio culturale; Residenti; Percezione.



1. Introduction. - 2. Community participation definition. - 3. The importance of community participation. - 4. Stakeholders. - 5. The principals of community participation. - 6. Types of community participation. - 7. Factors influencing community participation. - 8. Community participation in Dahshour development plan. - 9. The empirical study. - 10. Results. - 11. Conclusion and recommendations. - 12. References. - 13. Curriculum vitae.

### 1. Introduction

Heritage is more than the sum of recognized objects that deserve to be protected; it is a territorial system where the relationship between the physical heritage and human actions is an integral whole (Cimadomo, 2015, p. 89). Therefore, it should be understood as a 'capital of place' to be promoted, expressed and developed as a tourist destination (Cimadomo, 2015, p. 89). To do so, it is necessary to compare the area's identity with the place's potentials to develop it without any loss of identity.

Hence, the protection of cultural heritage is not only the responsibility of state authorities, but also local communities can and should have an active role in this process, due to their historical knowledge of how the community adapts to change and being the group the most affected by tourism. They should be actively involved in all the planning and development phases, from identification to regeneration to management; this foster a sense of shared responsibility towards the site, (Cimadomo, 2015, p. 94) especially that they are expected to become an integral part of the tourism product (Rasoolimanesh - Jaafar, 2016, p. 4).

Thus, community participation is important to develop the heritage site and its surrounding area as tourist destination, that benefit the local communities, while prioritizing sustainable conservation of the site itself (Rasoolimanesh - Jaafar, 2016, p. 5).

Furthermore, community participation in the planning process help avoiding some of the negative impacts of tourism and maximizes its positive impacts (Rasoolimanesh - Jaafar, 2016, p. 5). It also creates a collective interest in the sustainability of the development and increases the sense of belonging of the local residents who become partners in the tourism development of the site. That is why community participation in the tourism planning process is advocated as a way of implementing sustainable tourism (Okazaki, 2008, p. 511; Mitchell, 2001, p. 140).

Nevertheless, the community participations in tourism development and planning, especially in the developing world, could be tokenistic.



Consequently, some international organizations, like various department of the UN, may interfere to encourage genuine efforts in adopting community participation in the planning and development of heritage sites, studies are needed to know how successful these efforts could be especially from the locals' point of view.

## 2. *Community participation definition*

Community is identified as the group of people who share a geographic area and are bounded together by common culture, values, race, or social class (Pacione, 2009, p. 686). In World Heritage Sites (WHS) destinations, a community is the residents within a WHS area who are instrumental in reviving the WHS (McCloskey *et al.*, 2011, p. 7).

In this context, McCloskey *et al.*, 2011 defined Community participation as the relationship established by the members of the community, through their collaboration to achieve common goals and make the community a better place to live in.

Tosun, 2005 considered community participation as a tool to design tourism development, in such a way that intended beneficiaries are encouraged to take tourism development matters into their own hands through mobilizing their resources, defining their needs, and making their own decisions about how to use tourism to achieve their goals. Hence, community participation as a tourism development strategy is based on community resources, needs and decisions, it depends on the members of host communities as main actors of development (Tosun, 2005, p. 336). This definition emphasis on the right of the local community to be a partner in the tourism planning and development process in their communities.

Okazaki (2008) defined community participation as 'a process of involving all stakeholders (local government officials, local citizens, architects, developers, business people, and planners) in such way that decision-making is shared'. This definition specified the parties who should be involved in the participation process and have the right to take tourism development matters into their hands, through utilizing their potential resources and being informed about tourism development issues.

To conclude community participation is not only about achieving the more efficient and more equitable distribution of material resources, it is also about sharing knowledge and capitalizing the learning process on resident's self-development (Okazaki, 2008, p. 511), to enable them to participate in the decision-making process of tourism planning and development including

sharing the benefits and determining type and scale of tourism development in their localities (Tosun, 2005, p. 338).

### *3. The importance of community participation*

Community participation is essential to realize sustainable development because it is a great motivator to protect heritage sites. (Tosun - Timothy, 2003, p. 3) it can reduce the conflicts between the needs and interests of residents, economic development and heritage site conservation (Su - Wall, 2014, p. 150).

Community participation is essential for the success of heritage conservation as it increase resident's awareness about the resources in their community. It also takes into consideration the interests of local residents and guarantee they get an equitable share of the affluent (Malek - Costa, 2015, p. 288) which could be in the form of direct revenue, employment, infrastructure or housing ownership (Jaafar - Rasoolimanesh, 2015, p. 157).Accordingly it contributes in improving their quality of life, increase their sense of belonging and pride, develops social networks, and raise their understanding of the value of heritage site. In sum, community participation provides residents with a range of opportunities to participate effectively in tourism planning activities (Rasoolimanesh - Jaafar, 2016, p. 5; Ghoneim, 2009, p. 92).

On the other hand, Community participation is a tool to support developer's performance as it gives them viable information about the local resources and conditions which provide them with better understanding of the heritage site area. This leads to accurate decisions and efficient role and responsibility division, to ensure that every partner fulfill his part in the process (Mostafa, 2011, p. 26). Therefore, community participation is the link between the planner and local residents which assure the plan implementation, sometimes hindered by the local residents resistance (Kruk - Hummel - Banskota, 2007, p. 57), and raise the level of local tolerance, that is defined as the scale of tourist activities that local Community can accept before the social negative impacts of tourism begin to happen (Okazaki, 2008, p. 512; Tosun - Timothy, 2003, p. 3).A study held by the world bank showed that the community participation Contributed to the success of the programs funded by the bank in Asia, Africa, South America. (Kruk - Hummel - Banskota, 2007, p. 69).

Moreover, Aref-Redzuna, 2009 referred to the importance of community participation in capacity building since it empowers the local residents to be involved in the different stages of conservation and tourism planning in their community, which develop their accumulated experiences, provides them with

the opportunity to acquire new skills and discover their leadership skills and boost their self-realization. Additionally, community participation decrease the dominance of the elite and the exemption of residents through turning them into real stakeholders and partners in the planning process (Kazem, 2004, p. 32; Ghoneim, 2009, p. 93).

Furthermore, community participation reinforce the democratic system through incorporating local people in the decision making and enhancing the practices of good governance, to minimize the gap between the communities and decision makers (Tosun, 2005, p. 335; Kalia, 2004, p. 13).

#### 4. Stakeholders

Community participation is the action of working with people in the community for the benefit of the community. In such an arrangement, the connections and interactions between community members are important to create strong bonds and relationships. (Rasoolimanesh - Jaafar, 2016, p. 3)

The stakeholders in community participation refer to all the parties that have interests in the site and should benefit from the development process in the area, as well as those who possess the necessary information and resources for the planning and development process. In other words stakeholders are all the parties who can influence or may be influenced by the tourism development in the area (Abdel Ghani, 2007, p. 6);this include the central government, local authorities, planners, developers, private sector, public sector, the national civil society, the media, the tourists,, non-governmental organizations, labor unions, political parties, community leaders and most important the local residents(Abdel Ghani, 2007, p3; Tuson - Timothy, 2003, p. 4; Rasoolimanesh - Jaafar, 2016, p. 4)

All the involved stakeholders must work together, on the ground of their common interests, to attain their objectives and to overcome the obstacles that face the planning and conservation of the heritage site. Thus, the involvement of all stakeholders realize the collaborative problem solving, helps getting the approval of all concerned parties, redistribute the power equally among all parties to prevent the control of certain groups over the decision making process, and ensure the fair distribution of benefits and costs (Halpern, 2009, p. 30; UNEP, 2004, p. 11).

The selection of stakeholders must be a comprehensive, non-biased procedure that put into consideration the organizational and social settings in the community. Also, it must respect the power relations to determine the more influencing groups in the community, further it must perceive the predisposition of each party to participate in the process and its capabilities in

order to identify the necessary training and technical support programs, and to determine the role of each party during the participation process (Caribbean Tourism Organization, 2006, p. 67). It is also important to study the land use patterns and the available resources to define the actual and future gains for each party. In addition, the points of conflicts and the points of agreement must be determined to realize a consensus between the stakeholders.

After determining the stakeholders, effective communication among them becomes necessary, it starts with good knowledge transfer and information exchange, as each party has its own database and needs specific information to implement its role; community participation facilitates the integration between these data bases. Communication could be done through workshops, meetings, exhibitions, questionnaires, publications, workgroup, focus groups, local residents' surveys or interviews. To be effective this process should use the appropriate method to communicate with each group (El Assar, 2013, p. 309; Mahmoud, 2011, pp. 134-146).

However, the interest conflict between different stakeholders could hinder the community participation process, therefore it is crucial to manage these conflicts effectively and to reach a consensus among all parties. This is possible through allowing stakeholders to express their point of view explicitly, supporting communication channels and building good relationships among all parties. It is also important to anticipate these conflicts using stakeholder analysis that helps to understand the dimensions of the conflicts and their reasons (Caribbean Tourism Organisation, 2006, p. 67).

##### *5. The principals of community participation*

The absence of a standardized community participation process may be desirable, since producing standard steps for the community involvement process, may severely limit the flexibility necessary to satisfy community requirements and to meet actual site conditions (Tosun, 2005). However, community participation must be based on a number of principals to ensure its success.

The first principle is the multilateralism; as all the involved parties must believe in the importance of their collaboration despite of their differences. Central government must embrace the community participation approach as the re-alignment of political and economic power at the locals. Governments must also provide the freedom of speech to all citizens, and consider local residents as equal partners (Kazem, 2004, p. 33; Wafik, 2005, p. 61, Mostafa, 2011, p. 38; Morad, 2012, pp. 22-28; Fahmy, 2011; Mahmoud, 2011, p. 135; Omar, 2014, p. 23). Community participation doesn't only aim to realize social

development but also to improve the sense of partnership between the community and the government (Wisansing, 2008, p. 49)

Second, empowering communities to fairly redistribute benefits and costs; the participation process must be equitable, credible, transparent and realistic (El Assar, 2013, pp. 289-290)

Third, re-structuring public administration system and the decentralization of the political, administrative and financial powers of central government, as community participation aims to power redistribution. Additionally, legislative and organizational frameworks must be set to organize and clarify the path of community participation and regulate the conflict settlement (Omar, 2014, p. 24).

Fourth, Providing the adequate resources to support the local bodies and elaborate them with the necessary skills; educating local communities about their history is a vital prerequisite to familiarize them with their heritage (Yung, 2013, p. 460)

Fifth, Knowledge management: participation is also about the sharing of knowledge and making all necessary information available for all parties (Kazem, 2004, p. 18; Wafik, 2005, p. 61; Mostafa, 2011, p. 38; Morad, 2012, p. 22; Fahmy, 2011, p. 80; Mahmoud, 2011, p. 134; Omar, 2014, p. 24)

Generally, Capacity building for participation could be done on three levels: The individual level which is the development of skills and capabilities to enable residents to take control of their own lives. The communal level which is raising the ability of the community to make decisions about tourism development which require a community level training. And the organizational level which is relevant to building the organizational capabilities of the local organizations that aim to make changes that help professionals to do their jobs (Aref - Redzuna, 2009, p. 68)

#### *6. Types of community participation*

Several researchers have identified various types of community participation. In the tourism context, Tosun, 2006, p. 495, identified three types of community participation: coercive participation, induced participation, and spontaneous participation. Coercive community participation is the lowest level of participation in which residents have no power over the course of the tourism development. Their involvement is predefined by powerholders who determine the range of activities they do, the residents themselves have no actual opportunities to make their voices heard and they receive few economic benefits. In induced community participation, although local residents have a say in the heritage management and tourism development process, they have not any actual control over the decisions made by those in positions of

authority who determine whether the opinions of residents will be accepted or rejected and how they will affect the planning and development process. This type of participation often takes the form of public hearings and usually occurs late in the development planning process, after most issues have already been resolved and decisions have been made. Unlike spontaneous participation where local residents have the power to make decisions and control the development process; it is the highest level of community participation, it can generate trust, ownership, and social capital among the residents (Tosun, 2006, p. 495; Zhang - Cole, 2013, p. 470; Rasoolmanesh - Jaafar, 2016, p. 5).

### *7. Factors influencing community participation*

The degree of community participation in the heritage sites tourism planning and development is influenced by a variety of factors that might be categorized in three main factors: motivation, opportunity, and ability (Jebson - Ragsdell, 2014, p. 345; Gruen - Osmonbekov - Czaplewski, 2005, p. 40). Motivation concerns residents' willingness and interest to participate in the planning process, this depend on their expectations about the impacts of tourism development on their community. Positive impacts of tourism encourage the community to participate in tourism and heritage conservation programs. Therefore, community participation in heritage sites depends on the concerns, interests, and perceptions of residents regarding the impacts of tourism development (Jebson - Ragsdell, 2014, p. 344; Gruen - Osmonbekov - Czaplewski, 2005, p. 40; Hung - Sirakaya-Turk - Ingram, 2011, p. 278). Also, the knowledge and awareness of the value of the site motivate local residents to participate in its planning and conservation. (Hung - Sirakaya-Turk - Ingram, 2011, p. 278)

Opportunities refer to preconditions, such as the political will, rules, and channels that make the residents' participation possible (Gruen - Osmonbekov - Czaplewski, 2005, p. 42). The extent to which local political structures allow and facilitate the participation for community members influences their level of participation (Aas - Ladkin - Fletcher, 2012, p. 29). In most developing countries, political structures are centralized and decision-makers do not share power with the public which constrains community participation (Marzuki - James, 2012, p. 590; Rasoolimanesh - Jaafar, 2016, p. 6). Eventually, residents will participate in tourism planning and development to the extent to which they believe that local authorities will allow them (Hung - Ingram, 2011, p. 278; Rasoolimanesh - Jaafar, 2016, p. 6).

The third factor is the ability of the community to participate in planning tourism development; this depends on their knowledge, skills, and financial resources. Therefore, training and educating local people, improve their awareness and readiness for involvement (Rasoolimanesh - Jaafar, 2016, p. 6).



According to Tosun, 2005 the dynamics of developing countries hinder the community participation in planning and development. Even with a high degree of community participation, the dominance of local elite on major industries and lands will turn any participation into tokenistic with a few benefits for local people (Tosun, 2005, p. 345).

Further, the intensity of community participation is not adequately addressed in developing countries. Local people may be encouraged to participate but they might lose their enthusiasm, or the participation process might fail due to concerns beyond the community's control, such as the political and economic instability prevailing in many developing countries. On the other hand, Residents in the less developed areas tend to prefer the involvement in the economic activities and benefit sharing over involvement in the decision-making processes (Tuson, 2005, p. 34; Rasoolimanesh - Jaafar, 2016, p. 7).

The historical, political and economic situations in many developing countries may recommend the support of some push factors to overcome the latter obstacles. For example, the various departments of the UN, WB, International Monetary Fund (IMF), European Union (EU), World Tourism Organization (WTO), international tour operators and multinational companies, etc. can encourage governments in developing countries to initiate participatory tourism development strategy via financial and monetary aids, and consultancy services. They can provide the governments of developing countries with loans and aid to finance participatory initiatives in tourism. They can also share their experience and give free consultancy services to establish non-governmental organizations in local tourist destinations to encourage local people to take part in tourism development (Tosun, 2005, p. 345). As was the case in Egypt, during the joint program between UN and several Egyptian governmental authorities in Dahshour.

An MDG fund and UN program aimed to improve the social and economic conditions of the Dahshour community through realizing an adequate tourism development that contributes to the conservation and sustainability of the heritage site. Several measures were taken to ensure community participation in the planning process. This research aims to evaluate this experience from the local's point of view.

#### *8. Community participation in dahshour development plan*

Dahshour municipality lies south of Saqqara and about 40 KM of Giza city, it is consisted of five villages: Dahshour, Manshiet Dahshour, Zawiet Dahshour, Manshiet Kaseb and Mazgouna.(MDGF, 2013, p. 2)

Dahshour is situated on the Giza Plateau and comprises an integral section of the UNESCO World Heritage Site Memphis, and its Necropolis with three

individual pyramid structures: The Bent Pyramid, the Red Pyramid, both constructed by Snefru, and the Pyramid of Amenmhat III, the seasonal lake of Birket Dahshour, and its associated ecosystems. (MDGF, 2013, p. 2)

In addition to its cultural attractions, Dahshour has natural and rural resources such as the interface of the desert with the lush, fertile rural landscape, the ancient canals, the date groves, fruit orchards and the Berket Dahshour seasonal marshland. Its villages are distinctive in nature with friendly local people. (MDGF, 2013, p. 2)

Despite of this unique mix of natural and cultural resources that provide great potential to become a high-quality tourism holiday and resort destination easily reachable from Cairo, Dahshour had never been considered as tourist destination, its economics depended on the agriculture as the main source of income. A socio-economic study carried out by ILO-SFD (International labor organization and Saudi Fund for Development) showed that economic activities in the five villages comprising the Dahshour area are characterized with limited size revenues and profits, and limited capacity for job-generation. Dahshour's community suffered from high level of poverty. (MDGF, 2013, p. 2)

The MDG Achievement fund<sup>1</sup> initiated a program to support Dahshour's local community through enhancing the tourism attractiveness in the area, in participation with other UN agencies (ILO, UNDP, UNESCO, UNIDO, UNWTO)<sup>2</sup> and National partners (Ministry of Antiquities, Supreme Council of Antiquities, Ministry of Environment, Egyptian Environmental Affairs Agency, Ministry of Tourism, Tourism Development Authority, Social Fund for Development and Industrial Modernization Center).

The joint program was entitled "Mobilization of the Dahshour World Heritage Site for Community Development", it aimed to protect the area of the Dahshour pyramids and its ecosystem while fostering sustainable development, to manage cultural and ecological resources and to generate revenues for the locals, through expanding employment opportunities in UNESCO world heritage sites, building capacity for cultural management and protection of world heritage cultural assets. In addition, the program aimed to increase public awareness of the social value of world heritage sites and the importance of natural resources. Finally, it aimed to provide forums for cross-cultural

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<sup>1</sup> MDG achievement fund is a UN program set up 2007 with a contribution from the government of Spain to the United Nations system; committed to eradicating poverty and inequality and challenging people's life around the world.

<sup>2</sup> United Nations industrial development organization; United Nations World Tourism Organization



exchanges (MDGF, Strategic Framework for Sustainable Tourism Development of Dahshour, 2012, p. 8)

Full participation and involvement of the local community and other stakeholders and Effective public-private sector partnership were considered essential pre-requisites for successful implementation of the plan. The essential role of the local government was to provide a Win-win situation for the local community, at the same time enhancing the appeal of the Dahshour's natural and cultural heritage. The program considered local communities as the real owners, of Dahshour's heritage, who should have a rightful place in every decision-making process, and it predetermined the benefits the local community should gain from the program (MDGF, Strategic Framework for Sustainable Tourism Development of Dahshour, 2012, p. 8).

#### *9. The empirical study*

The study is investigating the point of view of the Dahshour local residents about the community participation experience held by The MDG Fund program by answering the following questions:

- Did the local community get the perceived gains from the development process?
- Do local residents think their opinions were taken into consideration during the planning process?
- How does local community evaluate the participation process?

To answer these questions a quantitative approach was applied. A questionnaire was designed and given to tourism planning experts to evaluate the consistency and relevance of the questions to the study. Also, to test the relevance of the questionnaire and the clarity of the sentences, it was distributed to a focus group of 20 employees in Dahsour tourism development association (that was established as a result of the program), these employees were fully aware of the program and knew all its details. As a result, some questions were omitted or modified .250 questionnaires were handed to the local residents in Dahshour heritage site, 196 of which were valid to be analyzed using SPSS 23.0. descriptive and regression analysis.

#### *10. Results*

The demographic features of the sample as shown in table (1) that 68.4% of the sample was between 20-30 years old, 62.8% of the sample was female and 37.4% males. The majority of the sample (50%) received high university education.

Age groups	Percentage
20-30 years	68%
31-40 years	25%
41-50 years	6.6%
Gender	Percentage
Males	37.4
Females	62.8
Educational level	Percentage
University Education	50%
Intermediate Education	44.9%
Postgraduate studies	6.1%

Table (1): demographic features

Willingness to work in tourism	Percentage
Yes	79.1%
No	20.9%
Perceived advantages of working in tourism	
Better career	88.8%
More income	78.5%
Stable work	28%
Dealing with tourists from different nationalities	18.1%

Table (2): Attitude of the local residents towards tourism

\*The possibility to choose more than one answer in the perceived advantages question

Table (2) shows that residents in Dahshour had a positive attitude towards tourism, as 79.1% of them was willing to work in the tourism industry. The most important advantage from their point of view was having a better career with percentage of 88.8%, followed by earning more income with a percentage of

75.5% of the responses. 28% because it is a stable work, 18.1% prefer it because it gives them the opportunity to deal with different nationalities.

The MDG fund program applied various techniques to ensure the community participation in the mobilization plan of Dahshour, as shown in table (3).

How residents knew about the program	Percentage
Seminars held by the program managers	58.7%
Meetings organized by NGOs about the program	28%
From neighbors and friends	8.3%
Some advertisements were put in the main squares	5.1%
Incentives provided to the residents to encourage them to participation	
Meals	53.6%
Transfer allowance	44.3%
No incentives provided	17.9%
Cash allowance	11.2%
Accredited certificates of the training courses	5.6%
The role of the community members in the program	
Collecting the necessary information to prepare the plan	46.9%
Proposing tourism projects that will be included in the plan	29.1%
Organizing seminars to raise the community awareness	19.9%
Organization of training courses	16.3%
Implementation and monitoring of the projects included in the plan	4.6%
Putting down a code of ethics for tourist to follow	3.6
Training fields provided by the program	
small projects Management	73%
Handicrafts	60.7%
Participating in preparing and implementing the plan	50%
Guiding	27.6%
I have not got any training courses	27%
Computer skills	16.8%
Customer services	12.8%
Foreign languages courses	11.2%
Hotel and tourism services	5.6%

Beneficiaries from the training courses provided by the program	
The residents willing to work in tourism	83%
NGOs	50%
Municipal board members	9.2%
Representatives of governmental organizations participating in the program	5.6%

Table (3) The participation techniques applied by the program

\*The possibility to choose more than one answer

The local residents (58.7%) knew about the program mainly, through meetings held by its managers. While 28% knew about it through the seminars held by NGOs. That demonstrated the important role of NGOs in informing Dahshour community about the program because of its ability to reach residents and motivate them to participate in the program.

The program encouraged local residents to positively participate in the planning process, playing different roles, the most important role played by the community members was gathering information needed to prepare the plan with percentage of 46.9%. The community members had also a role in suggesting tourist projects (29.1%). Others participated in implementing and monitoring projects set-up through the program (16, 3%). Some members of the community also played other roles such as organizing seminars to raise awareness of the community members (19.9%) and writing a code for tourists clothing and behavior (3.6%).

The program presented incentives to local residents to encourage them to participate in the planning process such as meals 53%, transfer allowance 44.3%, cash allowance 11.2%. Getting accredited certificates of the training courses as an incentive for participation 5.6%, while 17.9% of the responses said they had no incentives at all.

The results in table (3) also showed that the three main fields the residents were trained to were: management of small projects (73%), handicrafts (60.7%) and training on how to participate in the plan preparing and execution the plan (50%). In addition to training on tourism guidance, computer skills, customer services, foreign languages, and hotel and tourism services. However, 27% of responses said that they did not receive any training programs.

The results showed that the community members are the most beneficiaries of the training courses provided by the program with percentage of 83% of the responses, followed by the NGOs with percentage of 50% of the responses.

Benefits received by community members through the program	Percentage

Training courses to improve skills	73%
Infrastructure projects (roads - water stations - sewage - hospitals, etc.)	21.9%
Job opportunities	5.6%
Establishing SMMEs	2%
Environment cleanliness and waste recycling	20.4%

Table (4): The benefits of the program outcomes to the local residents

\*The possibility to choose more than one answer

Results in table (4) provide an answer to the first research question, the local residents thought that the greatest benefit they got from the community participation process was the training courses that helped them to improve their skills (73%), infrastructure projects in the area (21.9%), the environment cleanliness and waste recycling (20.4%) that indicates that community participation contributed to the wellbeing of local residents and improved their quality of life, and it provided them with job opportunities (5.6%). These findings emphasize on the positive impacts of community participation.

The advantages of the program	Percentage
The program allowed the community members to express their opinions about the projects that would be implemented in the area.	71.9%
It helped in protecting the environment and cultural heritage.	44.4%
It provided job opportunities	22.4%
It established infrastructure projects (roads - water stations - sewage - electricity)	8.7%
How far the residents' suggestions were put into consideration	
Yes	67.7%
No	32.3%

Table (5): community perception of the program

\*The possibility to choose more than one answer

Table (5) presents an answer for the third research question, that local people have a positive perception towards the program. 71.9% found that the program gave them an opportunity to express themselves and have a say in the projects in the area, 44.1% indicated it was a great help to protect the environment which is a major requirement in heritage sites. 67% felt that the suggestions people made to participate in the program were implemented and taken into consideration, that indicates that they felt their voice was heard and that they

could influence the decision making process in their community, which answer the second research question.

#### 11. *Conclusion and recommendations*

This study investigated the perception of local residents towards the participation in the planning of tourism development in Dahshour Heritage Site. The mobilization of Dahshour program initiated by the MDG fund and Un adopted the community participation approach, The type of community participation was the induced participation. As the program team organized seminars and meetings for the local residents to introduce themselves, they offered incentives to encourage them to participate, they worked with the NGOs to inform the residents about the program as they can reach to local people easily and can communicate with a large group of them, the planners organized training courses to educate and improve the resident's skill in different field related with the development plan goals such as handicrafts, small enterprises management, courses to improve the skills needed in tourism induced jobs, local residents had an influential role in decision making and played several role in preparing for the plan. As a result local community benefited from the development of the site in terms of the improvements of their environment, quality of life and employment that is consistent with Rasoolimanesh- Jaafar, 2016, p. 5; Ghoneim, 2009, p. 92 that the gains from the community participation could be in the form of infrastructure or better quality of life. The local residents felt that their voices could be heard, and that they could be a part of the development of their community, so they felt that they are real partners in the decision-making process (Kazem, 2004, p. 32; Ghoneim, 2009, p. 93). Although the economic benefits that the community gained from the program were limited, due to the tourism crisis in Egypt during the last years, the local residents had a positive perception of the participation outcomes, as they appreciated the other gains they had, especially the training courses that allowed them to develop their skills. This contradict Rasoolimanesh-Jaafar (2016, p. 7) that local people in less developed areas would be more interested in sharing the economic benefits than being involved in the planning process. The study also showed that the lack of knowledge and education in less developed areas is not a major obstacle in the community participation as it could be overcome through seminars and training courses, so the training increased the residents' readiness for involvement (Rasoolimanesh-Jaafar, 2016, p. 6)

Generally, the results are consistent with Tosun, 2005 that the UN and other international organization could play an effective role in supporting community

participation in the planning and development process in the developing countries, by collaborating with the governmental authorities and encouraging the local residents.

Community participation in tourism heritage sites is essential to guarantee the effectiveness of tourism planning and development in heritage site conservation and improving the social assets in the less developed areas. That could be a good motivator for governments to adopt the community participation approach as a path to heritage sites conservation. They should benefit from the previous experience of the international organizations and disseminate it to other heritage sites, using the knowledge and skills they gained from collaborating with these organizations.

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### 13. Curriculum vitae

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