

The sustainable coastal tourism development of the heritage areas in Alexandria

Case Study (Abu Mina Archaeological Zone - Qaitbay Citadel Area)

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Abstract:

Many countries have been able to develop their coastal tourism resources by relying on sustainable designs for areas of heritage value, as there is a close relationship between the urban design of heritage areas and the coastal tourism sector, and sustainable urban design provides cities with distinctive attractions at a time when tourism depends on visiting those heritage areas. From this, a feeling emerged of the need to study the relationship between sustainable tourism urbanization and areas of heritage value and to reach a strategy to deal with it and preserve it and highlight the technical and historical aspects in it.

The research sheds light on the various strategies used to deal with sustainable coastal tourism in heritage areas by studying methods of achieving sustainable urban development in coastal tourist areas, specifically those with urban heritage and the challenges facing these areas, in addition to studying the mechanism for evaluating that development. As a case study, a city was chosen Alexandria, and specifically the areas of "Abu Mina archaeological and Qaitbay Citadel", to be studied through: Analyzing the current situation and knowing the most important problems facing these areas and studying and analyzing the proposed methodology for steps to achieve sustainable tourism development. So that we can benefit from them in our existing situation, and try to reach the most successful solutions in the urban development of these areas to achieve sustainable tourism development while preserving the urban and architectural heritage.

Keywords:

development, tourism, sustainable, heritage, areas

Introduction :

Heritage in its various forms is the memory of peoples and a source of pride in their identity and history. However, heritage in the present era has gone beyond this formal and symbolic position, to occupy a distinguished position as an important factor in human development in its various dimensions. Thus, the issue of preserving tangible and intangible heritage and rehabilitating it has become one of the issues The urgency that calls for the attention of governments, peoples, the international organization, interested parties, and civil society associations.... This interest has escalated to enhance the efforts made to preserve the cultural and civilizational peculiarities of peoples in light of the continuing advance of the sweeping current of globalization, which seeks to standardize human culture and finish off local

customs and traditions To calculate a unified pattern of thinking, work and interaction with cosmic phenomena....Tourism development is a complex component process, manifold, comprising multiple overlapping and interactive elements. Many countries have been able to develop their tourism resources by relying on sustainable designs for areas of heritage value where there is a relationship A document between the urban design of heritage areas and the tourism sector, providing sustainable architectural design Cities with distinctive attractions At a time when tourism depends on visiting these heritage areas by tourists, this urbanization can give those heritage areas the character of sustainability and continuity.

Research problem:

The multiplicity of problems and challenges facing sustainable coastal tourism development in heritage areas, whether they are "environmental - urban - economic - traffic - social and cultural" challenges, with the absence of clear steps to deal with these problems and challenges.

Research goal:

The main objective :

Reaching systematic steps to deal with sustainable coastal tourism in heritage areas to create a homogeneous urban environment that interacts with the various changes of the surrounding natural environment

Secondary goals:

- 1- Studying the challenges facing sustainable coastal tourism in heritage areas.
- 2- Studying the strategies used to deal with sustainable coastal tourism in heritage areas.
- 3- Studying the methods of achieving sustainable coastal tourism development in heritage areas.
- 4- Studying the mechanism for evaluating sustainable tourism development for coastal cities, specifically for heritage areas

Research Methodology :

Through the objectives of the study, the research methodology was formed to reach the main goal through the integration between:

First, the theoretical approach includes: - the main concepts (sustainable development - sustainable urban development - sustainable coastal tourism development - heritage areas in coastal cities).

Second, the analytical approach, which includes: - The impact of coastal tourism on the heritage environment, whether negatively or positively - as well as knowledge of the challenges it faces and the policies used to deal with them, in order to derive development mechanisms that can be tested with an applied study

Third, the applied approach, which includes: - Applying the mechanisms deduced from the analytical study to the area specified in the field of study, in order to develop a proposal for comprehensive systematic steps for sustainable urban design that achieves tourism development in coastal cities.

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