

In a developing country like Egypt, which has a small manufacturing and servicing sector, indirect coefficients for the tourism sector will be relatively low. This is because many of the goods and services required for the industry have to be imported from overseas. The other reason for this to happen is the overseas dominance of control over the majority of establishments in the sector. The propensities of the different sectors to import on the first round of expenditures range from 65% for the duty free sector to virtually zero for small hotels and tour operators that are affiliated locally (Table 5)

Table (5) Egypt Tourism Industry Propensity to Import on the First Round of Expenditures

Percentage of First Expenditure Round spent outside Egypt per \$100	Tourism sector
1.07	Small Shops
1.43	Transport
1.56	Restaurant
14.80	Handicraft
16.67	Tours, Amusement
17.94	Accommodation*
20.84	Internal Air
49.75	Clothing
65.48	Duty Free
75.33	Wholesale

*Ranges from \$34 for chain hotels to \$0 for small one and two star hotels.

The sectors with the highest first round import propensities exhibit the weakest leakages with the local economy and add little value to the goods imported, and as a consequence are characterized by relatively low indirect RIG's and REG's. The accommodation, restaurant and other service sectors, which tend to purchase supplies and services locally, exhibit large coefficients. However, the case of the accommodation sector reveals quite clearly the weakness of grouping into sectoral categories which have first round import propensities ranging from 34% of total expenditures (for large hotels) to zero for very small hotels. The average propensity to consume (estimated to be 0.85) is assumed to be constant across the population receiving income directly or indirectly from tourism. Thus the size of the induced coefficients will inevitably be dependent on the value of the direct and indirect income generation characteristics of the various sectors. As there is no data available on the propensity to consume, or the pattern of resident expenditure in Egypt, a range of estimates was used to test the sensitivity of the model to variations in this component. The tests revealed only slight sensitivity.

Total RIG coefficient for the tourism sector range from 0.52 for the handicraft sector (52% of revenue earned by the firm in this sector becomes local income in the form of salaries, wages or rent), to 0.269 in the internal air sector. Standardized REG's range from 1.32 jobs in handicraft (for each 10,000 LE earned by the firm in this sector) to 0.44 for duty free. This significant difference between standardized and un-standardized REG's in many tourism sectors reflects their reliance upon part time labor.

Within the non-tourist sectors, REG's are highest in the finance and government sectors and are lowest in the distributive sectors. The similarity between standardized and un-standardized coefficients is a consequence of the fact that most jobs are of a full time nature. RIG's range from 0.627 for the finance sector to 0.158. This variation in values, as in the tourism sector, primarily relates to labor intensiveness, ability to create local linkages, and the value added content of the sectors concerned.

Overall, these results are similar to those presented by Liu and Var (1982), who in their Canadian based study found that the total RIG for the accommodation sector was exceeded only by those for the restaurant, communications and utility and finance sectors. The coefficients they drive are, however, considerably larger than those presented here.

Sectoral variations of the values of RGRG coefficients are much smaller than that found in the RIG's and REG's. Within the tourist industry, RGRG's vary in size from 0.158 for tour operators to 0.382 for restaurants as displayed in table (6)

Table (6) Government Revenue Generation Coefficients for Egypt Tourism Industry per \$1 turn over

Total		Induced		Indirect		Direct		Industry Sector
Incl., trading	Exclud trading	Incl., Trading	Exclud., trading	Incl., trading	Excluding*b trading	Including*a trading	Industry Sector	
0.030	0.022	0.034	0.093	0.097	0.163	0.169		Internal Air
0.203	0.249	0.056	0.084	0.026	0.029	0.121	0.136	Handicrafars
0.203	0.240	0.043	0.065	0.058	0.065	0.102	0.110	Transport.,
0.198	0.221	0.026	0.038	0.010	0.012	0.162	0.171	Duty Free
0.193	0.221	0.036	0.054	0.020	0.021	0.137	0.146	Apparel
0.189	0.382	0.039	0.058	0.057	0.068	0.093	0.256	Rests & Bars
0.165	0.329	0.039	0.059	0.047	0.055	0.079	0.215	Accommod.,
0.177	0.185	0.028	0.042	0.045	0.065	0.054	0.078	Tour Operators
0.109	0.173	0.020	0.029	0.021	0.035	0.068	0.109	Retail shops

*a Including trading functions (electricity, government services and utilities) and non trading (taxation, duties).

*b Excluding trading functions

In other words, for every dollar of tourism revenue earned by restaurants, 38 cents of gross government revenue is generated. In turn, it is estimated that approximately 40 cents in every dollar received by the government will leak from the national economy (Milne 1985). The picture changes somewhat when trading functions are removed from the calculations, and only the governmental taxes are taken into consideration. In this case, the internal air, land transport, and handicraft sectors generate the most revenue.

The direct components of the RGRG's depend upon the basic operational characteristics of the sectors. Revenue generation (including the trading functions) will be largest in sectors which rely heavily on utilities, electricity and services supplied by the government in their daily operations. Direct figures (both including or excluding trading functions) also indicate the degree to which a sector imports its supplies directly from overseas and the level of taxation to which it is subject. At the indirect and the induced levels, factors such as the ability to establish backward linkages with the local economy, and the overall income generation capabilities of the sectors, will play the major role in determining coefficient size.

Differential Multiplier at the individual Firm Scale

Sectoral analysis, such as the one undertaken above, can hide as much as it can reveal. While this type of analysis reveals the ability of certain groups of firms to generate local income and employment, it inevitably blurs distinctions between individual firms. A study at the individual firm scale is required if factors such as firms size and industrial organization are to be considered when evaluating income and employment generation capabilities.

The major determinants of variations in the ability to generate local incomes and create linkages with the local economy are the size of the firm and its organizational and ownership characteristics (Hoare 1985), work done within the sector (Liu and Var 1982) and within other economic sectors. Gilmour 1974, Keeble 1969; Lever 1974; McDermott 1979; Taylor and Woods 1973, generally support the hypothesis that small firms will be more linked to the local economy than their larger counterparts. As a consequence, smaller firms are shown to generate relatively more local income and employment opportunities. Larger operations are also generally shown to be more cost efficient due to economies of scale, such operations are characterized as being more capital (and less labor) intensive than their smaller counterparts.

At the same time organizational, and, in particular, the ownership characteristics of firms will affect their ability to generate local income and employment (Lever 1974; Liu and Var 1982; O'Farrell and O'Loughlin 1981; Taylor 1978). The general conclusion reached is that simply organized, small locally owned businesses will have a more localized input linkage orientation, and will have larger RIG and REG coefficients, than larger, often overseas controlled firms. Small local firms will have few contacts outside the region and will rely heavily upon local inputs, therefore, any profits made will normally flow back into the local economy. On the other hand, larger, overseas controlled enterprises will tend to rely on imported goods and services. A large portion of profits obtained by these firms is often repatriated to their bases outside the destination.

The multivariate analysis of (Liu and Var 1982; Taylor and Wood 1973) has shown how closely intertwined these issues of size, organizational complexity and ownership type. The differing coefficients presented in table (6) reflect the fact that the size and organizational structure of a firm will directly affect its ability to generate local income, employment and direct government revenues in Egypt. Within the accommodation sector the large hotels are owned and operated through a joint venture (or some symmetrical form) between the government and the international hotel chain consortiums that control these hotels day to day operations. The relatively small amount of local income and employment generated is a reflection of the enterprise's high propensity to import, and its relatively capital intensive operations. It must also be noted that a portion of any profits will leak out of the country to the overseas interests of the international chains. Hotels (both large and small) that are locally owned, are heavily labor intensive, and rely almost totally upon local suppliers of goods and services. If trading functions are included, the large hotels generate the most government revenue (a function of the hotel's high electricity and utilities requirements). However, in terms of pure taxation (non-trading) revenue generation, the hotel is the weakest performer in the sector. Similar trends emerge within the tour operation sector. The large firms that are controlled by overseas interests and exhibits comparatively low RIG's and REG's. The majority of its profits and a great deal of its operating expenditure leaks from Egypt. The incorporation of computer assisted booking systems as well as accounting software has reduced the number of employees required. The differences in RGRG's are most marked in this sector with non trading coefficient ranging from 0.097 for the large operations to 0.183 for local operations (see table 7).

Table (7) Income, Employment and Government Revenue Generation Coefficients within the Accommodation, Tour Operation and Handicraft Sectors.

Without Trading* b	With Trading* a	UNSTD	STD	Total RIG	Sector Category
					Accommodation
0.136	0.317	0.77	0.70	0.366	Int., 5 Star Hotels*c
0.171	0.343	0.79	0.70	0.459	Local 5 Star Hotels
0.205	0.371	1.35	1.02	0.505	Int./ local, 4 star hotels
0.197	0.306	1.74	1.48	0.552	Local 1,2&3 Star hotels
					Tour Operators
0.097	0.130	0.32	0.25	0.146	Int., Large*c
0.183	0.245	1.69	1.16	0.428	Local
					Handicrafts
0.164	0.193	0.56	0.49	0.388	Large
0.244	0.287	3.20	2.45	0.767	Small

*a Including trading functions

*b Excluding trading functions

*c Denotes overseas ownership

Both large and small operations in the handicraft sector have relatively high RIG's and REG's when compared with other sectors. However, the small operations have a far greater ability to generate local income and employment than do their larger counterparts. Small operations are labor intensive, often relying on part time workers and sell crafts which are made with little mechanized resources. Their heavy reliance on local materials creates strong linkages with the local economy.

The largest handicraft enterprises import many of the materials or even finished products they require from overseas. Their production operations tend to be more capitalistic not depending on workers. Almost all firms within the sector are locally owned; consequently profit repatriation is not a deciding factor in the relative sizes of the coefficients.

This firm scale analysis confirms the findings of the literature cited above. The size of the RIG's and REG's is inversely related to the increasing levels of overseas control, organizational complexity and firm size. Smaller, locally owned enterprises also generate more tax (non-trading) revenue for the local government. If the analysis had been carried out at the sectoral level only, the value of the study would have been lessened

Conclusions

The study showed that Archer model and a simple survey can replace the tedious, expensive input/output data required for the assessment of multipliers and to analyze the economy wide effects of tourist expenditures. These effects can and should be measured at both the sectoral and individual firms scale.

Recommendations

1. A preferential treatment in terms of taxation and exemptions should be given to local other than overseas affiliated tourism and hospitality operations for the following reasons:

- a. Total RGRG ranges between 2.46 including trade functions and 2.26 excluding this function, which means that every one dollar of tourism investment generates an average of 2.36 dollars in other industries in Egypt.

- b. Total RIG for hotels are (0.505 and 0.525) for large international versus small local hotels, (0.482 and 0.146) for large tour operators versus small ones and (0.767 and 0.388) for large versus small handicrafts and bazaars. The figures abovementioned gives evidence that small tourism businesses are more productive in terms of creating employment opportunities than their counter parts large scale operations with overseas ownership
- c. Total Employment opportunities created amount to 2.75 for each \$10,000 round of which 1.30 belong to hotels, 1.15 belong to handicrafts and bazaars and 0.574 belong to tour operators. This assessment is somehow different from the previous estimates of Wahab (1992) (2.75 jobs per each hotel room).

2. From a more specific overview, this study has shown that small local tourism and hospitality operations are more capable of generating both income and employment opportunities.

APPENDIX

$$RIG\ Ya = \frac{W(1-h-tw) + P(1-tp) + F(1-tw) + \sum_{i=1}^{i} Sai\ Yi}{Da}$$

$$REG\ E1a = \frac{V + S11E1 + S12E2 + S13E3 + S14E4}{D1a}$$

$$RGRG\ G1a = \frac{G + S11G1 + S12G2 + S13G3}{D1a}$$

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ILLEGAL TOUR GUIDANCE IN EGYPT TOWARDS DEVELOPING A SCALE FOR EVALUATING THE PERFORMANCE

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Abstract

This study aims to develop a scale for evaluating the performance of illegal foreign tour guides in Egypt according to the perception of foreign tourists. In order to attain this goal, a self-administered questionnaire was conducted between a convenient sample of foreign tourists belonging to different nationalities (Russian, Polish and German). It was distributed at different places in Egypt (Luxor, Hurgada, and Cairo) during the period (February- June, 2009). From 250 questionnaires which were distributed, only 107 were answered. Only 105 questionnaires were valid and complete.

The survey instrument consists of the following sections: Section one, measures surveyed profile (gender, age, education, profession, nationality); Section two: a scale of 34 variables was divided into five axes. The likert scale was used with three points: 1) I agree, 2) I strongly agree, 3) I Disagree. The first axis measures the reasons for which international tourists used the illegal foreign tour guide; the second axis measures the technical skills of the illegal tour guide in the eyes of international tourists; the third axis measures the personality traits of illegal tour guides; the fourth Axis measures the degree of familiarity of illegal tour guide to the Egyptian destination, the negative impact of illegal tour guide on the Egyptian destination and the role of silent tour guide during the trip and the fifth Axis measures the evaluation of the experience of tourists with illegal tour guides and what is related to the decision making process in the next trip regarding the possibility to use the Egyptian Tour guide.

Data extracted have been tabulated and analyzed using SPSS 11.0 statistical package. Statistical tests of the package were applied.

The results revealed that the most important two reasons for preferring the illegal tour guides during the trips are the proficiency of foreign languages of the illegal tour guides, and the cultural difference between international tourists and the Egyptian tourist guide, whereas the negative image of the Egyptian tour guide represented the least important one.

The negative past impression composed by tourists about the illegal tour guide could be considered as a real reason behind the thought of using an Egyptian tour guide in the next trips; the believe that the Egyptian tour guide is better than the foreign tour-leader with regard to carrying out the task of guidance about his country and supporting the decisions which could be taken by the Egyptian authorities regarding the control of the work of foreigners in the field of translation and tour guidance in Egypt.

In spite of the high level of skills of the illegal tour guides, tourists agree that the Egyptian tour guide is the most competent to explain the monuments of his country.

Key Words: Tour guidance, illegal tour guide, foreign tour leader, foreign languages, tourist experience, travel agencies.

INTRODUCTION

Al Sissy (2003, p.90) indicated that tour guidance is considered as one of the complementary activities of the tourism industry, which requires high efficiency and sufficient scientific expertise.

Zhang and Chow (2004, P.81) referred that the success of tourism industry depends very much on the performance of tour-guides in each destination.

Black & Weiler (2005, p. 31-32) explained that licensing is the final mechanism to be reviewed that may improve guide performance. He adds that the intention of licensing is often to restrict a profession to those who are considered competent to delimit the scope of practice for a particular profession.

According to the Egyptian law, a tourist-guide (operating in Egypt) must be an Egyptian citizen and travel agencies are not allowed to deal with anyone who is not registered (Salem, 1992).

Before establishing faculties of tourism and hotels in Egypt, there was not what is called (a tour guide). In fact this profession was engaged by a group of individuals called (dragomen) who were fluent in foreign languages and had some information about the archeological sites in which they lived nearby (Kheir, 1991).

At that time, travel agencies operating in Egypt found that there is a need to raise the level of tour guidance service provided to tourists during the seventies. So they recruited foreign tour leaders in order to accompany and explain to them in the historical sites. There is no doubt; these persons are distinguished by their fluency in foreign languages, in addition to the cultural compatibility between them and the tourist groups. Till that time there were no problems, because there was no alternatives "Egyptian tour guides" (Shakrah, 2008).

The travel agencies would hire a licensed Egyptian guide to accompany tourists on the tour and even give them a salary. But the guide was just for show, what we call a "silent guide", which is something, hated in the business today as foreign tour leaders and in other cases people obtained a translation permits do the mission of explaining to tourists in the historical or archeological sites. The "silent guide" was necessary because, the Egyptian law prohibits anyone from guiding unless they have a license from the ministry of tourism (Seddek, 2009).

According to Egyptologist Aladdin Khalifa "An executive member of the world federation of tourist guide associations" WFTGA" and its official representative for Africa, and a tour-guide for more than 15 years, that illegal guiding is at the top of the "WFTGA's agenda", as numbers believe it brings down the overall standards of the profession)Ahmed, 2006(.

Tour-guiding has received relatively little attention in the tourism literature and there is a dearth of empirical research in this field. The authors found that the subject of illegal tour-guiding in Egypt was not at all treated by researchers. This Exploratory study aims to develop a scale for evaluating the performance of illegal foreign tour guides in Egypt perceived by foreign tourists.

OVERVIEW LITERATURE

The importance Of The Role Of The Tour Guide

According to WFTGA (the world federation tourist guides association), a tour-guide, is the person that passes a license issued or recognized by the appropriate authority in the country concerned, or, where the domestic legislation of the country concerned doesn't provide for such license, has received in-depth guide training leading to qualification and / or recognition by the relevant local, regional or national authority, is as well the one who guides visitors within that specific country or area of that country in order to provide special information and explanation on matters relating to the history, archeology, monuments and works of art, cultural development, nature beauty, places of interest and in general any matter which may promotes the country for the purpose of tourism (El Sharkawy, 2007).

According to article no. 1 of the Law 121 /1983, tour guide is the person who explains and guides tourists in the archeological sites, museums, exhibitions for a fee (El Sheikh&Abdel Fattah, 2002).

According to this article, the legislator Links between the license of the Ministry of Tourism and the registration in the tour guides Syndicate as it includes the inadmissibility of the practice of the profession

of tourist guides unless, the individual obtains a permit from the Ministry of Tourism and who is registered in the tour guides Syndicate (Salem, 1997).

We could deduce that there are two main conditions in order to practice the tour-guidance in general. First, a license issued or recognized by the appropriate authority in the country concerned; second, professional efficiency. The difference between the missions of the tour guide and tour leader is clear. So, the later doesn't have the right to explain to and guide tourists in the archeological sites, museums, exhibitions.

Ap and Wong, (2001, 551) clarified that tour guides are one of the key front-line players in the tourism industry. Through their knowledge and interpretation of a destination's attractions and cultural, and their communication and service skills, they have the ability to transform the tourists' visit from a tour into an experience.

Salazar (2006) indicated that the role of the tour-guide is evolving and shifting from the logistical aspect to the facilitation of experience, from the pathfinder to the mentor role, away from leadership towards mediating and away from outer towards the inner-directed sphere, with the communicative component becoming the centre of the professional role.

Tour-guides may be the most maligned people in the world of travel. They are called the shepherds of the industry, as they herd tourists around safety and try to ensure that they return with fond memories of their holiday (Mason, 2008).

Tour-guides act as "buffers" among tourists, arranging transportation, interpreting, handling problems, insulating travelers from difficulties, and making the environment safe for tourists because they act as intermediaries between tourists and unknown environment (Zhang and Chow, 2004).

Tour-guides have been described as information givers, sources of knowledge, mentors, surrogate parents, pathfinders, leaders, mediators, culture brokers and entertainers, tour guides help tourists to understand the place they visit (Reisinger, 2006).

Tour-guides, through their knowledge and understanding of a destination's attractions and culture and through their communication skills, transform tourists' visits from tours to experiences (Reisinger, Robert, 1994).

Service industries are highly dependent on contact employees who exert a strong influence on the service quality as perceived by the customers. Moreover, the function of the tour-guide within the group is considered to be indispensable by the tourists themselves, and the quality of the tour-guide can be crucial variable, his or her presentation can make or break a tour (Wang et al, 2000).

It has been suggested that a modern tour guide has five roles: leader capable of assuming responsibility, educator to help the guest understand, the places they visit; public relations representative who extends hospitality and presents the destination in a way that makes visitors want to return, host who can create a comfortable environment for the guest, and conduit (Ap and Wong, 2001).

Pond indicates that these five roles may appear as separate roles, but they are in practice interwoven and synergetic (Christie and Mason, 2003).

According to Al Houry (2002, 134-135) there are three types of responsibility that tour guide has to do, the first one is the direct responsibility which could be personal, so that it could be related to his feelings towards his home country, as he has to convey a positive and real image about it, its values, traditions and heritage. This is related to personal and direct contact with members of the tour-group and the information he provides to them. Regarding the second type of responsibility, it is considered as an indirect one, where the tour guide has to contribute to achieving the objectives of tourism development in the region or country.

Last, the technical responsibility, means the match between the real services provided and the anticipated ones according to the agreed program in the destination. This responsibility is related to the observance and the accuracy of the tour guide himself (Mokablah, 2000).

I see that the most important type of responsibility is the first one. One could say that the illegal foreign tour guide could not do it as he considers tour guidance as a business in itself. Besides, he doesn't have any good feeling towards the country as it is not as his homeland and in most cases; he could deliberately deform the image of the destination in which he works according to his political or religious background.

According to Article 15 of Law 121/1983, the tour guide has to take into account his professional conduct, the principles of honor, honesty and integrity and to do all his duties imposed on him by the law of tour guides and the regulation of professional ethics, its traditions and internal regulation of the Egyptian tour-guides syndicate (Kheir, 1991).

In fact, one could say that, the tour guide plays a crucial role not only for making a successful tour but also to compose a good image about the destination in general. So, a good and well-prepared tour guide is considered as a necessity in order to realize a competitive advantage to the destination. In fact, the person who does these difficult missions must hold the nationality of the country concerned.

El Batouty (2007) indicated that tour guidance in Egypt is a matter of national security. In order to maintain it, we have to select tour guides carefully and not to permit to anyone who would like to practice this profession, unless he has a permit from the ministry of tourism according the law which requires holding the Egyptian nationality.

Qualities Required In The Tour Guide

A guide, as a representative of his / her country, is obliged to be culturally literate meaning one who provides a skilled, knowledgeable presentation, informs, interprets and highlights the surroundings and maintains objectivity and enthusiasm in a courteous and polite manner (El Sharkawy, 2007).

The professional tour-guide association of San Antonio suggests that the secret of success of being a tour-guide is "..... loving the subject and the people we present it to ". That is having a passion for your subject and taking an interest in each guest in essence, the work of a tour guide not only involves the transmission of information, but also presents it in an interesting and sincere manner (Ap and Wong, 2001).

Pond (1993) suggests that guides need the following qualities: broad based knowledge about the area they are guiding within, enthusiasm, commitment to life-long learning, empathy and sensitivity for people, flexibility, pride in serving others and the ability to interpret by painting mental pictures. She argues that some of these qualities could be developed through training (Christie and Mason, 2003).

Tour guides should have an out-going personality with well-preparation and lots of hard work, keeping open every possible way to improving his / her knowledge background (El Sharkawy, 2007).

Al Sheikh & Abdel Fattah, (2002, 33) added also that the tour guide must be medically fit and not suffering from any disabilities or handicaps.

Al Dary (2002, 159) mentioned that the tour guide must have a good Physical and psychological capacity to withstand hardships.

There are four dimensions of intercultural communication competence which must be required in the tour guide. Three dimensions comprise specific "micro" behaviors; nonverbal behaviors (e.g., careful listening, direct "eye" contact), topic/ content behaviors (e.g., sharing information about self, seeking topics of mutual interest) and conversational management behaviors (e.g., asking questions, speaking clearly, answering questions ". The fourth, a communicative function dimension, comprises more macro" behaviors (e.g., showing interest, being friendly, being polite) (Leclerc, and Martin, 2004).

On assume that illegal foreign tour guide could not have the mentioned qualities. So his performance could be weak in comparison with the national tour guide who passes difficult exams in order to get the license of tour guidance. We could not imagine that travel agencies tend to employ these unqualified persons who could be a threat to their activity in the long term even they are proficient in foreign languages.

THE METHODOLOGY

This research investigates international tourists visiting Egypt during the period (February-Mai, 2009) and who used the illegal tour guides during their trips in the historical sites. direct interviews were conducted either by the researchers themselves or by tourism professionals (operation manager, Samer Al sharqawy , Grand tour travel agency, Egyptian tour guides, receptionists at Hurgada`s hotels) of a convenient sample of tourists belonging to three different nationalities: Russian, German at different regions en Egypt (Hurgada, Luxor, Cairo).

From 250 questionnaires which were distributed, only 107 were answered. Only 105 questionnaires were valid and complete. Data extracted have been tabulated and analyzed using SPSS 11.0 statistical package. Statistical tests of the package were applied.

Questions of study:

- 1) What are the main reasons for using the illegal tour guide in Egypt?
- 2) What is the image of the Egyptian tour guides in the eyes of foreign tourists?
- 3) What is the perception of international tourists regarding the technical skills and the personality traits of illegal tour guides?
- 4) Does the illegal tour guide deform deliberately the image of the Egyptian destination?_

Hypothesizes:

- 1) There is no significant difference between respondents` nationalities regarding the reasons of using illegal tour guides in Egypt.
- 2) There is no significant difference between respondents` nationalities regarding their perception of the technical skills and the personality traits of illegal tour guides.
- 3) There is no significant difference between respondents` nationalities regarding their perception about the familiarity of illegal tour guide to Egypt.
- 4) There is no significant difference between respondents` nationalities regarding their decision making process in the future trip.
- 5) There is a significant correlation between the fifth axis and the other axes.

RESULTS AND DISCUSSIONS

The results revealed that more Females (53.33%) than males (46.67%) have answered the questionnaire. Regarding age, about more than the third of the sample was between 18-35 years old (34.2964%) followed by those between 36- 45 years old with 26.67% whereas persons between 46- 55 years old represented about one fifth of the total sample.

Regarding marital status, the majority of respondents are married with 60.95%. Whereas single ones represent about one fourth followed by widow with about 9%. Regarding education, more than half of them have the bachelor degree, and about one fourth has secondary school education, PHD represents the least grade obtained with 4.08%.

About half of them are officers followed by liberal profession with about one fourth of them. Respondents who have the German nationality represent about 41%, followed by Russian with 30.48% and Polish with 28.57%.

About one fourth of respondents visited Egypt three times followed those visited it only once (23.53%) and twice (18.63%).

The Reliability Coefficient Of The Scale

In order to examine the consistency of the questions of the questionnaire we used the Cronbach's Alpha. It is revealed that the coefficient of consistency for all the variables of the five axes is 0,938. This result indicates that all variables of study are very consistent. The factor of reliability of them is 0,969. This explains that there is a high rate of reliability in answers of respondents.

In details, we found that the first section has a degree of consistence of ,820 followed by the second section with ,819, the third section with ,879 , the fourth section with ,494 and the fifth section with a degree of consistence of ,609. It is revealed that all sections have a high degree of consistence except the fourth one which has an average degree of consistence.

Standard Deviation And Means Answers Of The Scale

It reveals that the tendency of respondents' answers on the sentences of the scale is the agreement except the sentence number two (The negative image of the Egyptian tour guide was the direct reason behind my preference of the foreign tour-leader), sentence number nineteen (I feel that the incorrect information provided by the foreign tour-leader is a deliberate manner) and sentence number thirty (I feel that the existence of the silent tour guide is important during the trip).

Table no.1: Means and standard deviation

	Means	Standard deviation	Tendence
Section one	1.751	,58	Agreement
Section two	1.927	,407	Agreement
Section three	1.943	,482	Agreement
Section four	1.756	,495	Agreement
Section five	1.874	,413	Agreement

The Main Reasons For Using The Illegal Foreign Tour Guides In Egypt

Regarding the first axis, which reflects the reasons for selecting the illegal tour guides. The table below shows its variables. It seems that the first variable (Language proficiency is considered as the main reason for my preference of the foreign tour-leader instead of the Egyptian tourist guide) has the least Coefficient of variance with 0.3 followed by the fourth variable (The cultural difference between me and the Egyptian tourist guide is considered as one of the reasons of my preference of the foreign tour-leader), the fifth variable (The choice of the foreign tour-leader was based on the program, prepared by the travel agency organizing the tourist trip in Egypt and not based on a special recommendation by members of the tourist group), the third variable (I feel in safety and confidence with the foreign tour-leader in comparison with the Egyptian tourist guide) and the second variable (The negative image of the Egyptian tour guide was the direct reason behind my preference of the foreign tour-leader).

In fact, one could say that the most important two reasons are the proficiency of foreign languages of the illegal tour guides, and the cultural difference between international tourists and the Egyptian tourist guide, whereas the negative image of the Egyptian tour guide represented the least important one.

Mr. Samer El Sharqawy (2008), operation manager of Grand Tour, Egypt stated that the level of Egyptian tour guides represents a big problem as the reports of tour groups come negative in many cases. So, travel agencies are obliged to employ the alternative (the illegal tour guide).

Table no.2: The main reasons for using the Illegal foreign tour guides in Egypt

Descriptive Statistics			
Coefficient of variance	Mean	N	
0.395885859	1.980952	105	S1
0.478683911	1.580952	105	S2
0.456366755	1.695238	105	S3
0.422542188	1.728155	103	S4
0.437672563	1.771429	105	S5
		103	Valid N (listwise)

The Correlation Between The Fifth Axis And The Other Axes

The table above shows that there is a significant correlation between the fifth axis (The perception of tourists of the illegal tour guide) and the reasons behind using an illegal tour guide (.401**), the perception of tourists of the technical skills of illegal tour guide (.411**), the personality traits perceived by them (.458**).

In fact, the most significant correlation registered is between it and the fourth axe (.520**). As mentioned before that the majority of cases` answers were the agreement, so one could deduce that the negative past impression composed by tourists about the illegal tour guide regarding lack of the experience with the Egyptian destination in addition to the lack of sufficient knowledge of the customs and traditions of Egyptian society, the intention of some illegal tour guides to deforms deliberately the image of the Egyptian destination, the silent tour guide’s intervention to correct the information provided by the foreign tour-leader all these could be considered as real reasons behind the thought of using an Egyptian tour guide in the next trips, the believe that the Egyptian tour guide is better than the foreign tour-leader with regard to carrying out the task of guidance about his country and supporting the decisions which could be taken by the Egyptian authorities regarding the control of the work of foreigners in the field of translation and tour guidance in Egypt.

Table no. 3: The correlation between the fifth section and the other sections

		Reasons	skills	Personality	Illegal tour guide and the Egyptian destination
The perception of tourists of the illegal tour guide after living the experience	Pearson Correlation	.401**	.411**	.458**	.520**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	104	104	104	104

** Correlation is significant at the 0.01 level (2-tailed)

The Difference Between Nationalities Regarding The Fifth Axes

The tables below show the results of ANOVA one-way. It seems that there are significant differences between respondents` answers regarding their nationalities as follows:

- The first axis: There are significant differences between polish and German from one part and between Russian and German from the other hand, whereas there was no significant difference between Polish and Russian.
- The second Axis: There are significant differences between polish and German from one part and between Russian and German from the other hand, whereas there was no significant difference between Polish and Russian.

- The third axe: There are significant the Russian from the one hand and polish and German from the other hand, whereas, there was no significant difference between German and Polish.
- The fourth axis: There are significant differences between polish and German from one part and between Russian and German from the other hand, whereas there was no significant difference between Polish and Russian.
- The fifth axis: There are significant differences between polish and German from one part and between Russian and German from the other hand, whereas there was no significant difference between Polish and Russian.

In fact, the previous findings may be due to the cultural rapprochement between the Russians and Polish, which was significant from the results of the axis except the third one.

Tables no. 4: The difference between nationalities regarding the fifth axes

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Reason	Between Groups	4.589	2	2.294	7.703	.001
	Within Groups	30.381	102	.298		
	Total	34.970	104			
skills	Between Groups	1.294	2	.647	4.150	.019
	Within Groups	15.902	102	.156		
	Total	17.196	104			
Personality	Between Groups	6.916	2	3.458	20.550	.000
	Within Groups	16.996	101	.168		
	Total	23.912	103			
Culture	Between Groups	2.771	2	1.386	6.235	.003
	Within Groups	22.666	102	.222		
	Total	25.437	104			
Egyptian	Between Groups	2.433	2	1.216	8.132	.001
	Within Groups	15.107	101	.150		
	Total	17.540	103			

CONCLUSION

This exploratory study aims to develop a scale for evaluating the performance of illegal foreign tour guides in Egypt according to the perception of foreign tourists.

The results revealed that the most important two reasons for using illegal tour guides are the proficiency of foreign languages of the illegal tour guides, and the cultural difference between international tourists and the Egyptian tourist guide, whereas the negative image of the Egyptian tour guide represented the least important one.

There is a significant correlation between the fifth axe (The perception of tourists of the illegal tour guide after living the experience) and the reasons behind using an illegal tour guide, the perception of tourists of the technical skills of illegal tour guide, the personality traits perceived by them. In fact, the most significant correlation registered is between it and the fourth axe.

The negative past impression composed by tourists about the illegal tour guide could be considered as a real reason behind the thought of using an Egyptian tour guide in the next trips; the believe that the Egyptian tour guide is better than the foreign tour-leader with regard to carrying out the task of guidance

about his country and supporting the decisions which could be taken by the Egyptian authorities regarding the control of the work of foreigners in the field of translation and tour guidance in Egypt. In spite of the high level of skills of the illegal tour guides, tourists agree that the Egyptian tour guide is the most competent to explain the history of his country, besides they support the decisions which could be taken by the Egyptian authorities regarding the control of the work of foreigners in the field of translation and tour guidance in Egypt.

RECOMMENDATIONS

According to the results of the field study, we recommend the following:

- More coordination between the Ministry of Tourism and the Egyptian universities to take advantage of students in the foreign languages departments, who have the desire during periods of leave for training on the work of tourist guidance against lucrative financial incentives to motivate them to work in the field of tour guidance after the end of the study. Send the graduates of universities of the rare language sections in the Egyptian universities to study abroad to attend training courses to master the language.
- Teaching rare foreign languages in the faculties of tourism and hotels in order to fill the gap in foreign rare languages.
- Organizing advanced training courses to raise the efficiency of Egyptian Tour guide in dealing and to identify the cultural characteristics of the people of the tourism generating countries to Egypt in order to deepen the understanding between the Egyptian guide and foreign tourists and to minimize the negative effects of cultural difference.
- Encouraging the travel agencies and tour-operators to employ the Egyptian tour guides and persuade them with their good level of linguistic and technical skills through the continued development of the relationship between the Egyptian tour guide syndicate and these travel agencies.

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THE ROLE OF VISION MEDIA IN DEVELOPING THE TOURISTIC AWARENESS AT THE ARCHAEOLOGICAL SITES ON CANAL CITIES

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Abstract

Egypt was known throughout its history as a destination for tourists and travelers since it was visited by »Herodotus« during the ancient time, when he got surprised because of the vast difference between Egypt and his homeland. Egypt maintained this image throughout the middle and modern history. However, the discovery of the Pharaonic antiquities long time ago has added a special charm to Egypt, besides its unique religious and cultural monuments. On the other hand, Egypt enjoys a geographical location, and a moderate climate all the year-round, along with its smooth vast coastlines, and beaches with its unique treasures of coral reefs, providing Egypt with advantages of a competitive edge.

Egypt enjoys various fields of tourism attraction, the most important are archeological or cultural tourism as one of the oldest types of tourism in Egypt, where the landmarks of the ancient civilizations are visible to the naked eye, an incarnation of the nations that constructed these civilizations since the dawn of history. Despite the multiple types of tourism, and Egypt's cultural tourism remains the unrepeated, unique and non-competitive component of tourism as Egypt possesses one third of the world's known monuments. Besides cultural and archaeological tourism, many tourism attraction types have come into existence and addressed broader segments of tourists across the world, including recreational tourism, beaches tourism, religious tourism, therapeutic tourism, eco-tourism, sports tourism, golf tourism, safari tourism, desert tourism, yacht tourism, and maritime tourism in addition to festivals tourism, and cultural events and finally conferences and exhibitions tourism.

Because of the significant role of tourism in the national economy, the Ministry of Tourism should develop a plan to increase the capacity of the Egyptian tourism to become globally competitive, increase its share in pushing forward the national economy and attract more tourists to the Egyptian market. The ministry also should diversify the tourist destinations to attract tourists from non-traditional markets as well as increasing the number of hotel rooms.

The modern technology in communication and media has a great effect on the process of attracting attention to cultural and archaeological features in Egypt. This research concentrates on the lack of cultural and archaeological awareness in Egypt, with special stress on the Suez Canal Zone. The objective of the research is to study the impact of visual media, represented by TV channel 4 in the Canal Zone, on developing citizens' awareness about cultural and archaeological sites in their surroundings.

The research covers the following :

- The importance of media in tourism industry, television.
 - Depicting the cultural and archaeological distinctive of the Canal Zone.
- The research will conclude with an empirical and analytical study and a presentation of the most important results and recommendations.

Key words: Archeology, Media, E-Marketing, Tourism, Awareness.

INTRODUCTION

Tourism plays a leading role in Egyptian economy since Egypt has one third of the world's monuments and it has a great geographic location. It is bordered by the Mediterranean sea in the north and the red sea in the south. these extended beaches could be used in increasing the number of tourists attractions .also water tours could be held to generate a revenue to Egypt .the Nile could be a great place through paying attention by beautifying it and promoting it nationally and internationally.

There is no doubt that tourism is a great industry if it is used properly since it coordinate with many other industries to develop. these industries are in all economical fields(agriculture ,industrial, transportation ,building, construction, banking, etc...).

The tourist activity is reflected in all sorts of other activities and if tourists arise all other industries would arise. There is a close connection between the development of the tourists activity and the flourish of the economy for the longer the tourists stay the more hard currency Egypt obtain to aid in the process of development.

The activity of media and advertisement plays a vital role in tourists promotion of Egypt. The tourist association should pay attention to this factor since it is one of the most important factors for no matter how good the tourists product , without the promotion it worth nothing.

Egypt suffers a great lack in using modern technological tools for tourists promotion that is why the tourists association should have its own site on the internet and should spread flyers all over airports and ports. These flyers should include data about the most important tourist features and how to access it with all the recreational activities available.

Egypt is the most diverse in terms of cultural heritage. It has been the birth place of all worlds' major religions. The interchange of cultures over thousands of years has resulted in some of the best historical monuments and cultural mix. Famed for archaeological rarities of immense beauty such as Egypt undoubtedly forms an extremely attractive and diversified tourism product which has something to offer to tourists from all walks of life.

But there is lack in technolonies and high-capacity storage media which growing market daynamics that raise information.

There are three characteristics that all effective tourism information systems have:

- Each channel in the system has its own function.Travellers use different channels to get different kinds of information,there is no doubt that technology has produced transformation in all aspects of daily life and tourism is no exception, espicially tourism marketing.
- all the information channels used in the system relate to each other.A tourism informatin system is like a nouvel because it has many differnet parts tied together by the theme.Even thought the system's channels serve different functions is providing information,they are all tied together by the projected message.
- All channels used in the system are interdependent.the channels are used to communicate with tourists.

There is a new kind of technology like internet technologies which can also contribute to the improvement of current products on offer or development of new products and services that redefine the company's strategic position. The Internet also gives tourist attractions such as museums and galleries wider format options for electronic presentation and show web collections which are physically impossible to construct.

THE IMPORTANCE OF MEDIA IN TOURISM INDUSTRY, TELEVISION

The modern technology in communication and media has a great effect on the process of attracting attention to cultural and archaeological features in Egypt. This research concentrates on the lack of cultural and archaeological awareness in Egypt, with special stress on the Suez Canal Zone. The objective of the research is to study the impact of visual media, represented by TV channel 4 in the Canal Zone, on developing citizens' awareness about cultural and archaeological sites in their surroundings.

It is familiarly said that tourism can be 'media-induced'. It might also be argued that the tourist experience is multiply 'induced', if we must, with numerous contexts and dimensions of both culture in a wider, secondarily-produced fashion, including media, commerce, and so on; as well as the lives of individuals themselves as contexts that may 'induce' experience, decisions, and so on, across and individual's life. As tourism is a component of culture generally, it is with regard to this embrace, and the dynamo ice of individuals' own lives, that this paper seeks to contribute to our making sense of the tourist experience, and where, if at all, the media may fit.

There are a multitude of tourist practices and an extended range of available media. Tourism and media have numerous connections overlaps and disjunctions, and character of media studies and tourism/t studies has similar character. Not least, mobility, including global mobility [although tourism is familiarly more local], is similarly unevenly embedded across these activities and disciplines. The media are involved with promoting emotional disposition, imaginative and cognitive activity across a wide band of life. Tourism makes sense as an imaginative process, too, involving certain comprehension of the world, that may be narrowly drawn in relation to everyday desires, and/or more broadly felt and 'informed'. But how that is informed is of course problematic. How do contact with friends, the more prevailing experience of previous times of being a tourist, relate across possible media actions, subject and influences?

In terms of tourism, as the tourist is both audience and consumer in a wider sense, it is valuable to reflect on the increasingly critical debate on consumption in the production, communication and circulation of 'desire'. Baudrillard argued the importance of 'strategies of desire' through which consumers' – pace tourists' – needs are mobilized, provoked, their nascent interest captured in a process of consumption before consumption. These strategies, he argued, consist of the signs on which the value of products are conveyed in the process of what they have to inform or to contextualize in terms of tourism, or of being and tourist, or doing tourism, is interplayed and interwoven, across wider arenas of consumptions, as exemplified in advertisements.

Cars and mobility, lifestyles and life choices; fashion and different lifestyles and in diverse components of the world that may include holidays; films and television classics and characters; body upgrades and survival. Tourism of these are not explicitly, or even implicitly, about tourism. Similar components may be identified in popular magazines.

Table – Approaches to studying Tourism and the Media

Themselves and Perspectives	Key conceptual issues
<p>Marketing/Consumer Behavior Approaches</p> <p style="text-align: center;">↓</p> <p>Positivist/Media effects and Optimization</p>	<p>Traditional tourism marketing models have presented media as channels for getting information to the consumer. Pre-trip information creates images of the destination and so directs consumer choices. The image formation process is linked to consumer behavior and attempts to explain how image change can occur. The media is identified as a stimulus factor that can influence consumer images of the destination.(Baloglu & McCleary 1999; Crompton 1979; Gartner 1997; Gunn1972; 1999).</p> <p>The focus of such studies is on media effects on consumers, on determining the extent to which media messages shape images of destinations and on consumer expectation and satisfaction. The main emphasis of such enquiries is on the decoding stage and audience reception of the communication process. This research approach also includes studies on the impact of new information communication technology and the opening up of new channels for consumer marketing that offer new avenues of interactivity, feedback between consumers and marketers and the simulation of the vacation experience through virtual reality. The diffusion of media products is making it easier for people to experience events is integrating the media product as major feature of the actual tourism product (Acland 1998; Rojek 1998). The expansion of online 'bloggers' and the community of travelers who share their tourism experiences online has attracted the attention of mainly media researchers with respect to clarifying the used and gratification experienced by tourists in recording recalling and retaining their vacations.</p>
<p>Sociological/Cultural Studies Approaches</p> <p style="text-align: center;">↓</p> <p>Critical Cultural/Media Resistance</p>	<p>This perspective examines the social relations and cultural significance of image creation and production in tourism. The function and role of the media communications in tourism is reviewed to uncover the power relations embedded in their representations of society. Looks at post-modern critiques of the tourist gaze as a manifestation of consumer culture. Issues of tourism images as constructed and constructing phenomena that makes the industry a 'communicator and shaper of society's ideology'. The impact of the system representation that tends to subjugate individual and national identity, Cultural values and lifestyles (Cohen 1979; Dann 1995; Hollinshead 1999; MacCannell 1976; Morgan & Pritchard 1998). This strand of research that mainly utilizes postcolonial critiques of tourism representations has gained prominence with the publication of research in leading tourism journals.</p>

It can be inferred that the extent to which the media reinforce and sustain stereotypical representations of destinations and their peoples may impress prescribed perceptions of reality on their audience. Tourism representations are particularly important since the advertising messages may disclose more about 'social codes which act on tourism' than actual tourists' behavior. Advertising texts utilizes the feedback and responses of various groups in society to create advertisements and then these are used for the 'stories which tourists will make up about their own experiences.'

DEPICTING THE CULTURAL AND ARCHAEOLOGICAL DISTINCTIVE OF THE CANAL ZONE

Historical Outline:

It is Historically recorded that Egypt was the first country to dig a man-made Canal across its lands to connect the Mediterranean Sea to the Red Sea Via the River Nile and its branches. The first canal was dug under the reign of Senausret III, pharaoh of Egypt (1874 B.C.); the canal of Nechao II (610 B.C.); the canal of Darius I (510 B.C.); the canal of Ptolemy II (285 B.C.); the canal of the Romans (Emperor Trajan 117 B.C) and the canal of Amir El-Moemeneen (642 A.D) following the Islamic conquest to Egypt.

It continued to exist for scores of years but later filled up with sand and debris. During the French campaign of 1798, Napoleon Bonaparte thought of linking the two seas directly by means of a navigational canal. He commissioned his chief engineer Le Pere to study the idea, but his engineers did not support; believing that

the Red Sea level was higher than that of the Mediterranean sea and accordingly the idea was cancelled. In 1854 the French diplomat Ferdinand De-Leseps managed to convince Khedive Said Pasha, governor of Egypt, to sign a concession with the Egyptian government to dig the Suez Canal. On April 24, 1859 the digging of the Canal began and continued for ten years. More than 1.5 million Egyptian workers took part, and more than 120,000 of them lost their lives due to the prevailing severe conditions of shortage of food, water and spread of epi-demic diseases among them.

STAGES OF DIGGING THE SUEZ CANAL

On March 19, 1862, the Mediterranean waters poured into Lake Tumsah. On 18 March 1869, Mediterranean waters reached the Bitter Lakes. On August 15, 1869, the Mediterranean waters and the Red Sea waters met together forming this vital waterway. Digging this gigantic project lasted for 10 years through which 74 million cubic meters of sand were excavated at a total cost of 369 million French francs (LE 14.2 million)

INAUGURATION OF THE SUEZ CANAL

On November 17th, 1869 the Suez Canal was opened for international navigation during the reign of the Khedive of Egypt, Ismail Pasha. The inauguration ceremony was attended by Kings and Royalties of Europe, upon head of them was the Empress Eugene of France. The celebration was also attended by the nobles of the world for whom banquets and means of accommodation and comfort were secured.

NATIONALIZATION OF THE SUEZ CANAL

On July 26th, 1956, late president Gamal Abdel Nasser announced the nationalization of the Suez Canal; an announcement that restored Egypt's sovereignty and bought back the Canal to its legitimate owners. This was followed by the tripartite aggression on Egypt in a move by the French company and its supporters to retake the Canal. Egypt kept defending its land and its canal as deemed approved and admitted by all laws, customs and international conventions. Egypt got victorious and the aggressive troops withdrew from the Canal Zone.

ESTABLISHING OF THE CANAL'S CITIES

The digging of the Suez Canal has effect of establishing three cities, i.e. Suez, Port said and Ismailia. They are considered among the most formidable places in Egypt, based on their distinctive geographical location that enables them to rank as high as possible among tourists sites. The state should give due care to these three cities through the media to occupy its due place on two touristic map.

Suez Canal is considered the most important navel route in the world that linked the contents easily. The need appeared to establish new cities on the canal to share in serving the navigation and construct civil building to accommodate the workers. These new cities enjoyed a great touristic location that made them sources of attractions to tourists from all over the world. These cities contains cultural heritage for example in Portsaid has an outstanding and Strategic Location coastal Island Linking the Mediterranean and the Red Sea at the Northern entrance of Suez Canal. Port said Enjoys A geographic Location individual. This Location Port said Key Role in international triad and middle East based triad in Particular. (Splendid Weather) Warm in Winter and nice in Summer Sun shine all the year round

TOURISM ATTRACTION

Nice weather all the year around a beach with length of 30 km grade fine sands free Surrounds the city from the Northern boundaries on the side of the City El Manzala Lake extends alongside the city. It has nice natural scenes. fish and birds .The sweet water of Al Manzala Lake meets the salty water of Mediterranean at el Jamil bridge this point attracts those who wants to enjoy photos and fishing other tourism aspect is tennis Is land.Also Port said has great distinctive touristic features that allow it to occupy a great place on the touristic Map.

TOURISTIC FEATURES OF CANAL ZONE

KOBAB BUILDING:

The first important place is the port building which is known as Kobah building that has a distinctive artistic feature which is unique and could be used to promote the touristic activities through establishing touristic national project that narrate the story of the canal is exemplified in the statue of Delisips which constitute a great part of the canal history that the state should aim to propagating to all the world. The important of the canal is seen in the saving it achieves in distance and in vessels operating cost. Saving in time should be stressed as well. The Suez Canal contract was awarded to Delisips through his intimate relation awarded with the wali in Egypt. The fact that the canal has a European origin helps in promoting it, as well as, all the cities located on it, to the western people. The tree cities enjoy a great chance in being a source of tourist attraction and it should be used to generate work chances for the youth of the area.

De Lesseps STATUE:

The second place we can talk about is De Lesseps Statue it was made by Emmanuel Fremiet 17000kg 19.50m Height It has arrived to Port Said harbor Separated in 9 parts fixed in its Place in October 1899, Mr. Ferdinand Delisips, who was born in France on 19th November 1805 in a well known family with a heritage in diplomacy. He started his career in Lisbon, then in 1932 came to Alexandria and was appointed the Council General of France in Egypt. After retiring from French diplomacy, he devoted his wife to study the Suez Canal project. He read all about it and he had his chance in Saied reign to obtain the preuialiage of digging the Suez Canal in 1854. He died in 1894.

THE LIGHTHOUSE

The main sites of ancient port saed: the Lighthouse, the old light house constructed after digging the canal with 20 meter height, it was constructed in 1868 with 5.6 heights. The building has pentagonal shape painted with two colures black & white for daylight pilotage.signaling a flash light every 30 seconds.

And Port said have many distinctive places as:

General View for Port Said harbor

Marine Club in Port Said

Tourist Walkway on Port Said shore

Tourist Walkway in Palestine Street

General View for Port Fouad

General View for Sues Canal Villas

Village Places in Port Said

Port Said has many Gardens

Port Said has two Museum

National Museum overlooking Suez Canal

Military Museum narrating heroic Patriotic action of Port Said
Latin Cathedral at Sharq ditrict founded in 1934
Italian Church at Shark district
Islamic complex at Port Fouad
Al Farouk Mosque
Al Tawfiky Mosque
Al Abbasy Mosque

TOURIST ATTRACTIONS IN ISMAILIA

Ismailia has so many distinctive features that qualifies it to be one of the main tourist sites in Egypt.

The most important features are; the climate which is moderate all year long, the location since it is located on the sides of Suez canal and it has a view on El-Morah lakes and El-Temsah lakes, and it is distinctive since it is located in contents; Asia and Africa. It has so many varied sorts of tourism, In Ismailia, one of the main locations that could be used to create a touristic attraction is the guidance building which is one of the greatest building. It was established by Delisps for his navigators. The building is rectangles in shape and it was built according to the Gothic style which was influenced by the designs of houses and places, in the Monalouki and Ottoman reign. The building is surrounded by a Fence with four facades. The main is the south-East façade that has a front of a wooden ceiling with wooden crowns that carries tyares of the gothic style that was copied by the French during the curosides. This style is found in all the facades around the building.

Around the building there is a garden built upon the Atomic type. The ceiling is decorated with the brown and yellow color which was known in the Islamic world from the age of El-Zaher bay pars in Damascus. The outer roof for this front is decorated with pink bricks that give a lonely connection in the Islamic building. The bricks are with edges that hold semi-circulars units of porch in and they are placed in lines and connected from above with a wooden drapzine full of semi-circular loops in the above part of these are triangle leaves. The same decoration existed in all the other three facades. Delisips Residence is now a museum that contains all his belongings and it is one of the major touristic attractions in Ismailia. It represents a distinctive Archture design for it was built according to Gothic style that appeared in France from 1000:1500 A.D. and it became one of the main features of European buildings

The mosque of Abbas Helmei The Second was built in 1898. The founder of the mosque ruled Egypt as the seventh amongst Mohamed Ali family, he ruled form 1892-1914 A.D. Due to the existence of the Suez Canal and the Ismailia stream, He built his mosque to encourage people to come to live in it. The mosque is built on the Islamic style.

Monument Museum:

It has many varied Pheronic, Roman, Coptic, and Islamic monuments.

Deliseps Museum:

It has the personal belongings of Deliseps like his diaries and his car.

El-Shagarah heights:

It was the head quarter or Israeli forces in October was 1973.

Soldiers Monuments:

include the remains of the allied solider from first world war and it has a view on Suez Canal.

Catholic Church that was built in 1930:

It has rare treasures and it has a Byzantine Features.

El-Malah Gardens:

It has so many rare plants and palm trees and it is a great green landscape.

Common wealth symmetries:

It contains the remains of the allied soldiers from second world war.

Clubs, Beaches and Resorts:

Many of those tourist locations are viewing water sides of lakes in Ismailia, like El-Naurs, El-Gandoul, and El-Fayrouz. Ismailia social club, El-Montazah Club, El-Shagrah, Golf Club and Dafa Club exclusive for Suez Canal.

ARCOLOGICAL ATTRACTIONS

El-Maskhoutha highs is actually Baratton city, i.e., the place to worship Atton.

It is one of the most important attractions in Ismailia, that goes back to the Middle Dynasty, Greco-Roman period.

El-Sahbah and El-Ezbah (16) heights:

It has traces of heksaus, Greco-Roman. It is one of the attractions in Ismailia.

El-naymah and El-gamalien heights:

they are located south of Ismailia - Suez road, south of Nefesha. They are located on the stream of Pheronic Canal "Nekaw".

ElKantorah Gharb district :

It is located on the Belosian branch of the Nile. It is the Castle of Basmatic the third in the 26th family.

Fayed District:

It has sepraium village that was a port on the Red Sea during the Greek period.

El-Heer heights:

that used to protect Egypt from the East borders. It has three historic castles, the first is traced back to Pheronic period, the second is traced back to the Patlamic period, and the third is traced back to the Roman period.

The above mentioned are nothing but samples of the rich tourist sites that characterize Ismailia.

SHEDS LIGHT UPON THE PROBLEMS FACING MEDIA IN COVERING THE CULTURAL AND ARCHAEOLOGICAL SITES AND SUGGESTING WAYS TO SOLVE THEM.

The research will treat the problem of the lack of tourist and archeological awareness in canal zone and how to solve this problem through modern technological ways.

CONCLUSION:

Out of what has been discussed in this research, it is clear that Ismailia has a splendid texture of features that gives it a wide chance to be placed on the marketing map of tourism in Egypt. It has a wonderful combination between old and modern attraction features. It has the Suez Canal with all its historic significance, wars that left its marks on that land and the people. Yet, all these tourists' attractions need huge efforts from all responsible organs to form the driving force of tourist activities in Ismailia and Port Said.

The researcher recommends the following:

Choosing the sites of establishing any form of tourist facilities to be accessible to tourists.

Providing tourist agencies with all sorts of media productions to aid in promoting tourist activities.

Establishing, recreation and entertainment places to provide additional types of activities.

Establishing a committee responsible for promoting the activates through advertisement and all sorts of publications.

Constituting a network among all sorts of tourist attractions and placing these sites online.

Projecting all types of documentaries that have information about places of tourist significance all over media.

Organizing local and international competitions about types and features of tourist attractions.

Enabling civil institutions and arts lovers to contribute in promotion tourist activities.

learning tourist sites to daily life through publishing the important dates in history for the public.

At last its recommended that building of kobh should be turned into A national Museum that include all the belonging of the Suez Canal and tells the story of the Digging of the Canal, also it should contain some Local the exemplify the history of local Community in Port said and Ismaieleh and Suez to give the Tourist chance indulge in the local Culture.this Museum is Atouristic attraction that would generate a huge revenue to aid the economic and serve Employing the Youth.Local Community would benefit from this Project as well.

I address the Egyptian people ,especially people of port said to reinstate the statue of delicipes to its original place for it is a part of the Egyptian history since we can never change history and the project he created still aid in the Egyptian finance .also the great location of the statue on the canal could be used as a tours attraction.

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THE CONTRADA SCALERI. AN EXAMPLE OF NATURALISTIC ITINERARY IN THE HEART OF SICILY

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Abstract

The consequences of globalization phenomena (like standardisation) carried to a reconfiguration of the territory and of *objects* that composed it, in the so called *network society*. Everything moves with constantly growing speed, leading to an increasing reduction of distances and to the encounter/crash of different places and cultures, to a storage of concepts like identity, tradition, human relationships, inland areas and local communities.

Today, as a reaction to these changes, the tourist seems to be interested in the old meaning of journey, in the rediscovery and revaluation of classical forms of tourism, searching the contact and the dialogue with nature, local cultures and inhabitants; besides, he's more interested in open spaces than in closed museum. Therefore, the *territory* becomes the first indispensable element of the *Integrated Relational Tourism*, because it encloses a priceless cultural and environmental heritage that needs to be known. The general strategy of the actors of local development should be built on the principles of growth, employment and sustainability, prosecuted through a balanced use and a greater valorisation of resources that aim to increase the attractiveness of rural, inland or marginal areas.

The purpose of this paper is to propose a revaluation of an internal area of Sicily, in the territory of the municipality of Santa Caterina Villarmosa (in the Province of Caltanissetta) through the creation of an *ecomuseum* in the Integral Natural Geological Reserve of "Contrada Scaleri" (actually under the protection of the Regional Province of Caltanissetta).

The territory of Santa Caterina Villarmosa has a strategic and very favourable geographical position. It's at the centre of the island and can become a strategic node in the communications and transfers between the city and the western and eastern localities. Consider, for example, what we witness the archaeological excavations of "Cozzo Scavo", the natural source of water of "Contrada Fiumara" or the excavation of the "Filo delle Rocche" and his morphological particularity, etc.

The importance of the *Scaleri's* Reserve (actually, and since its creation, in degrade and almost inaccessible) originates from the geomorphologic studies of the erosion process of waters on the gypseous rocks, along with the chemical, physical and structural features of a huge series of stones, which are still almost unknown to science. The most common rock fragments inside the reserve are the "scannellature" (rills), between 2 and 20 mm large. Very rare are the deposits of stone fragments with a round surface and in gradual state of deterioration, representing *karst* phenomena in small scale.

Key words: Globalization, Identity, marginal areas, Ecomuseum, IRT

INTRODUCTION

Over the last few years, the world has realized that the phenomenon of globalization is not just about economics. On the contrary, it has affected every aspect of our daily lives. In fact, it is enough to think of the speed of the media, of the immediate impact of each event across the globe, of the so called "network society", of the crisis of representations and of the "time-space compression" (refer to: Harvey 2002).

The consequences of globalization phenomena (like *standardisation*) carried to a reconfiguration of the territory and of *objects* that composed it, to a different perception of the importance of places, space and scale (refer to: Castree & Gregory 2006, p. 128) and to a possible change of the meanings of *spatialization* and spatial practices on aesthetic, political and social level.

In the *network* everything moves with constantly growing speed, leading to an increasing reduction of distances and to the encounter/crash of different places and cultures, to a storage of concepts like identity, tradition, human relationships, inland areas and local communities.

Inevitably, this leads to the loss of traditional points of reference, to the abandonment of rural areas, of buildings, monuments and symbols on which local identity was forged.

This discourse relates closely to the Mediterranean area, that all along has been the forge of new experiences, a cross-road for cultures, peoples and civilizations; but in recent years, it has had to cope with the increasingly progressive disappearance of the inland areas, of the ancient rural communities, of human relationships, giving way to the anonymity and the isolation of new global cities.

Today, as Zygmunt Bauman argued (2001), we need to focus on the collective dimension of these processes: on the current limitations and difficulties of realization which meets the requirement of a liveable community for everybody; a request to be considered, however, as a fundamental exigency and need.

Just due to the dissolution of the "real" communities (rural, crafts, traders, etc.), Bauman (2001) speaks of insecurity, of loss of the idea of community. At that point the same members of the communities are trying to invent new "artificial" communities and new "artificial" identities which exacerbate the sense of insecurity and lack of freedom.

As a reaction to these changes, the traveller seems to be interested in the old signification of journey, in the rediscovery and reevaluation of classical forms of tourism, searching the contact and the dialogue with nature, local cultures and inhabitants; besides, he's more interested in human activities (as well as cultural activity), in open spaces than in a closed museum.

Therefore, the *territory* becomes the first indispensable element of the *Integrated Relational Tourism*, because it encloses, inside him, a priceless cultural and environmental heritage that needs to be known. The general strategy of the actors of local development should be built on the principles of growth, employment and sustainability, prosecuted through a balanced use and a greater valorisation of resources that aim to increase the attractiveness of rural, inland or marginal areas.

THE ECOMUSEUM: A NEW PERSPECTIVE FOR HERITAGE PRESERVATION

The concept of ecomuseum is closely linked to that of *Integrated Relational Tourism* as both have as their object the territory (not just in the physical sense, but also as a story of people who live there and of the signs of tangible and intangible assets left by those who lived there in the past), the heritage preservation (assets and activities), the sustainability, the direct relationship with local community (see: Gili 2007). And this is where it (being a project and not an institution) differs from the classical concepts of "museum" or "open-air museum" (concepts which the ecomuseum has been repeatedly associated to in the past).

So far by the widespread notion of "*antiquarium*", the museum becomes territorial resource and engine of development for local economies. In the ecomuseum there is a recovery of memory and of traditional culture proper of agricultural civilization from which we descend and now superseded by modern technologies. The memory which ecomuseum tries to recover is not just an element of the past, but a link between the past, present and future which prevents, against the background of our "fluid modernity", everything becoming instant, a moment, an isolated flash (refer to: Summary Document of "*Incontro Nazionale Ecomusei, Biella 2003*", www.ecomusei.net).

Today museums undergo a major change and their current role is increasingly distant from the original.

From the traditional idea, centred on the object and on a function primarily conservative and illustrative, the museum switches to a new approach with the public. The focus shifts to the subject who is the visitor with its experience and its memory. The museum's role is redefined to civil society and it becomes the place where compare the new subjectivities and build the identities of community (see: Carta 1999). Thus, in 1980, Georges-Henry Rivière processes the definition of ecomuseum (further developed by Hugues De Varine, director of the ICOM-International Council of Museums) and it is designed as "a mirror in which the population looks to recognize, where it looks for the explanation of the territory to which it is attached", "an expression of man and nature", "an expression of time and an interpretation of space", "a laboratory, insofar as they contribute to the study of history and the present of population and its environment". In this perspective "it is a place for storage, insofar as it helps to build and to give value to natural and cultural heritage of the population", "a school, insofar as the people involved in projects for study and preservation, urging them to hear and bear the problems of their own future" (Primi 2006, 3).

The ecomuseums, initially, were designed as tools to protect the traces of rural society in a time when urbanization, new advances in technology and the resulting social changes represented a real risk of complete oblivion of a millenary cultural heritage.

Since the late nineties, when in addition to economic reasons concerning the globalization we are witnessing at the levelling of local identity, this "planning", this "social process", as we consider the ecomuseum, seems the only possible way for the exploitation of identity and territorial development, in the spirit of cooperation and sustainability (Primi 2006, 4).

It is no longer enough to invest money in projects, establish a protected area, place in a museum photos or artefacts ripped from their original place, or closed within a limited area which, by its nature, needs to be outdoors, continue to evolve and perhaps ruin: this is part of nature's law.

In the case presented in this paper, regarding the proposal to create an ecomuseum in the rich territory of Santa Caterina Villarmosa, almost all of the elements taken into consideration have been objects of protection, European projects, natural reserves, etc. But, from the photos, is possible to see the present state of degradation.

The proposal then becomes a hope, so that this infinite variety, in a so limited area, can regain its original splendour, becoming also a resource for the population (which often ignores the goods in its possession). Indeed, in this case, the ecomuseum would include a path made of a particular geomorphological, archaeological, landscape viewpoint together with those concerning the most typical food and wine and local craft products (such as embroidery).

SANTA CATERINA VILLARMOSA

The territory of Santa Caterina Villarmosa (less than 6000 inhabitants), in the Regional Province of Caltanissetta (located about 18 kilometres Northwest from Caltanissetta, 115 kilometres Southeast from Palermo, 120 kilometres West from Catania), rises on an internal hilly area, located 606 meters above sea level. It has a strategic and very favourable geographical position, at the centre of the Island and can become a strategic node in the communications and transfers between the city and the western and eastern localities.

The Municipality of Santa Caterina (so called for the devotion to Santa Caterina of Alexandria) was founded with *licentia populandi* in 1572 (or in 1604) by Giulio Grimaldi, Baron of the Feud of "Risigallo". Under Spanish rule was added the appositive "Villarmosa" (> lat. *Villa Hermosa*), which means "beautiful country". The territory of the country has remained uninhabited until the early seventeenth century. The only building still exists, which is to go back to times preceding the foundation of the country (late fourteenth/early fifteenth century), is a building, in the historic centre, with a beautiful portal with lancet window.

THE INTEGRAL NATURAL GEOLOGICAL RESERVE OF CONTRADA SCALERI

The Integral Natural Geological Reserve of "Contrada Scaleri" (Fig.2) falls within the territory of the Municipality of Santa Caterina Villarmosa and it was established by the "Decreto Assessoriale n. 587 del 01/09/1997"; with the same decree it was consigned under the protection of the Regional Province of Caltanissetta.

The Reserve is located about 2 kilometres East of Santa Caterina Villarmosa and about 22 kilometres North from the Provincial Capital of Caltanissetta. Its configuration consists of a gentle slope that descends towards the valley traversed by the river "Vaccarizzo" (where there is also a *Site of Community Importance* of the "Rete Natura 2000"). The Reserve covers an area of 11.25 ha and includes two areas: the area "A" of 3.75 ha is only for scientific purposes; the area "B", of 7.5 ha, is considered as pre-reserve.

The importance of the area originates from the geomorphologic studies of the erosion process of waters on the gypseous rocks, along with the chemical, physical and structural features of a huge series of stones, which are still almost unknown to science. The most common rock fragments inside the Reserve are the "scannellature" (rills) in shape of meander, between 2 and 20 mm large; shapes of covered karst ("Rundkarren") and "mammellonature" (clay hills). Very rare are the deposits of stone fragments with a round surface and in gradual state of deterioration, representing karst phenomena in small scale.

The karren are complex sculptures that characterize the rock surfaces that are formed through the action of the processes of solution and secondly of degradation. They are small forms that are set on the surfaces of limestone and evaporite; they present a wide range of types and sizes, depending on the different lithological characteristics, the shape and slope of the rock surfaces, the presence or absence of soil and climatic conditions (Macaluso *et al.* 2001).

In Sicily the karren shows a wide distribution and variability of forms that can be considered unique in the whole Mediterranean basin. In the evaporite rocks of the areas of Sicily, and particularly in the plaster, there is a bewildering variety of types of forms of relief that seems to not have the same in other areas in evaporites of our planet.

Therefore these areas, which are still largely unknown to most researchers, can be regarded as extraordinary laboratories for geomorphological and environmental research and also as ideal gymnasiums for the naturalistic-environmental teaching, where walkers can experiment with photography and macro photography (Macaluso *et al.* 2001).

While there is no doubt that many landscapes detect different forms of human impact, in particular those of deforestation and denudation of the rock to soil erosion caused by agriculture and pastoralism, secondly these landscapes continue to innovate to a series of natural phenomena that takes place in different spatial and temporal scales. It follows that this exceptional naturalistic and environmental heritage embodies an extraordinary scientific, cultural and educational potential.

Actually the Reserve is in a condition of total degrade, destruction and almost inaccessible.

THE LAVATOI OF CONTRADA FIUMARA

The "Lavatoi" [> it. *lavare* = to wash (washbasins)], located on the edge of town in "Contrada Fiumara", represent a rare example of rural architecture dating from the mid-nineteenth century (Fig.6, 7). The "Fiumara" (> it. *fiume* = river) is among the oldest natural sources of water, with a high concentration of limestone. It was the principal source of drinking water for all inhabitants even until sixty years ago. The area in which it stands is rich in archaeological remains of considerable importance, which span from prehistoric times to the Byzantine and Arabic. For this reason, it is argued that in that place have been oldest pools on which, later, were built what can be observed today.

The two pools, built in stone of Syracuse (finely carved by premises master stonemasons, maybe the same or the heirs of those who worked on the facade of the Cathedral of seventeenth century), are distinguished

by the shapes and the transverse grooves, more evident in that located in the Northwest of the pediment of the clearly neoclassical prospectus on which, in the past, had to rise to a sort of sink; this pool is rectangular and, in a edge, is still visible a layer of lava rock on which were rubbed the clothes. The other, situated southeast from the first has a square shape and still serves as a drinking trough for animals. The cobbled, which covers the entire area containing the washing, seems fine squared, with some slight dips toward the centre, from which the water flowed into a kind of underground pipes today completely destroyed.

Of refined elegance seems the triangular pediment in the top of the boundary wall of the entire structure which, as the frontispiece of an Ionic temple, looks westward in the direction of the country.

The "*Fiumara*" has been restored (less than ten years ago) but now it is abandoned to the devastating fury of road tankers, trucks, bulldozers and vandals who are destroying the substantial architectural features.

THE ARCHAEOLOGICAL SITES

The area between Caltanissetta and Santa Caterina Villarmosa records a remarkable concentration of ancient human sites, which attest the frequentation of the area from the prehistoric age until the late imperial age (e.g.: *Cozzo Scavo*, *Filo delle Rocche*, *Contrada Monaco*, *Monte Fagaria*, *Monte Sarmo*). These are mostly settlements on high ground that controls the Salso River, the ancient Imera River, as in the case of Monte Fagaria, or the upper reaches of the Salito River, which is a tributary of the same Imera River. The two rivers, however, have always constituted important lines of commercial communication and political-military penetration into the inner area of the Island.

The site of "*Cozzo Scavo*" (area on archaeological constraint since the 07/09/1996 with the "*Decreto Assessoriale n. 7587 ai sensi della Legge 1089/39*") is located, in the Southeast from the modern centre, over a hill that belongs to a topographical context in which a frequentation from prehistoric times to the middle Ages is documented. This is an important elevation of friable sandstone with pyramidal shape which, from 563 meters above sea level, overlooks the valley marked by the Salito River, on which has developed a terraced town that must have lived his period of greatest frequency during the fifth-fourth century BC.

The excavations (that have unearthed three areas) have affected the eastern side of the summit of the high ground where, in the past, a series of clandestine excavations had partially revealed sections of walls attributable to possible buildings. *Cozzo Scavo* is resulted a Hellenized indigenous centre, perhaps also occupied by Punic mercenaries in the fourth century BC, given the large number of materials (coins and pottery) attributable to a Semitic environment. Today the site (which has always been known to the people for the legend that saw it as a quarry for a big treasure), fenced and closed to the public, is in a state of total neglect.

The "*Filo delle Rocche*" is a mountain range, in the West-Southwest of the country, which reaches 845 meters impeding the view beyond. The site is historically important for archaeological presences never enough documented and for its morphological particularity. In fact, it is a sort of boundary wall where, at the top, it is possible to find a little rural chapel near an ancient legendary cavern. This mountain, and all the elements that belong to it, has always been an integral part of the identity of population.

Another area of archaeological interest nearby Santa Caterina Villarmosa (about 10 kilometres North, but within the territory of Petralia Sottana in the Province of Palermo), winding along the ridge which forms the watershed between the basins of the Platani, Salso-Imera and Salito Rivers, is that of the ancient Feud of *Recattivo* (and of the nearby *Monte Chibbò*, *Cozzo Tutusino*, *Cozzo Terravecchia di Cuti*). This area is important for the presences of the Greeks (fifth and fourth centuries BC) and Romans (Vassallo 1990).

The Feud of Recattivo is still a true rural village that has maintained its characteristics: a large farm (below which it is still possible to see cave tombs of the Roman period), the entrance door in the township, the church, etc. . All these areas are largely unknown, apart from the Feud of Recattivo.

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THE RELATIONSHIP AS AN “ATOUT” IN BUILDING UP THE TERRITORIAL THEMATIC ITINERARY OF DEVELOPMENT “THE KNIGHTS AND PILGRIMS PATH” IN SICILY¹

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Abstract

“A real voyage of discovery is not looking for new lands but looking with new eyes”.

Marcel Proust describes with extraordinary sensibility what today we could use as a precise definition for a tourism bearing strong relationship features. “Knowledge” and “Journey” have always been connected to the very deep nature of human being. The implementation of this connection can be and sometimes has been set up through what can be called the territorial thematic itinerary evaluation. This means a process aiming at integrating the building up of knowledge of the historical functional patterns of a territory that takes care of what has been known and unknown sites (at urban, regional or even over-regional level, built as a subsidiarity principle applied to the cultural territorial heritage); the activation of initiatives linked to the local economic background towards the different components of tourism industry; a communication/divulgate system able to link together the first two components in a synchronic osmotic exchange supporting the process through feedback cycles (fruition/management/development/evaluation/maintenance of the involved cultural heritage system).

Two are the main declared objects:

- offer a qualified tourism through a thematic itinerary able to overcome the barriers of globalization and mass tourism, and to establish an immediate synergy between the voyager and the place visited, which is full of different elements (the land, the inhabitants and local identity);
- promote the evaluation of inland territories abolishing the clear economical discrepancy between the cost and the inland areas (Gulotta 2004).

For a cultural association dealing with thematic itinerary, the Knights of the Holy Sepulchre and the Pilgrims are a “privileged” access key to put the above-mentioned strategies into effect.

The journey to the Holy Land goes from Northern to Southern lands and seas, whose “piece of landscape” goes from the extreme Northern Europe to the Holy Land and Jerusalem, the capital of Christianity. It’s an itinerary involving cities (Palermo and Piazza Armerina in Sicily) as radiating and structured centres (*hospitalia*, welcoming places, devoted to the cult and representativeness) while the territory gives the sense of passing-by. Slow tourism and, as a consequence, contemplative (in opposition to the increase of

¹ The paper has been developed with the contribution of the following members: Rosalia Ceruso (Graduate in Science and technology of art: theoretical approach and interpretation value), Stefania Mutoli (Expert in tourism marketing: Principle elements of the itinerary), Romina Sirchia (Graduate in Demoethnoantropolocal Heritages: principle elements of the itinerary and network to promote the territory), Maria Elvira Merlo and Laura Lo Mascolo (translation).

today speed, as well analyzed by Harvey), where the itinerary becomes integrating part of the emotion at leaving time.

Having in mind these ideas, Itimed Association wants to suggest ancient parts of itinerary connected to those pilgrim's paths, trying to give value to the walking dimension, halting-places and the enjoyment of the thematic cultural heritage.

All this aims at focusing the attention towards Sicilian medieval time.

Key words: Thematic itinerary, sustainable tourism, local economies, relationality, hinterland's development

INTRODUCTION

In 2007 Itimed² starts meditating on the possibility of activating a thematic itinerary aiming at the development of new forms of cultural tourism.

The research and the experimental activities carried out in Sicily underline the existence of the Cultural Heritage and its territoriality due to its particular interpretative reading.

The "wide" thematic field in which this idea has been set is that of the journey seen as a "Pilgrimage", which is here used with its meaning of an *aiming walk*, far from everyday life, and, in this sense, the pilgrimage can be seen as a discovery or re-discovery Journey. In fact as Sorrentino (2006) said pilgrimage could be defined as a journey (real or metaphorical) that involves memory or spiritual research.

Furthermore, this meditation has its origin reading Marcel Proust (1998): "*A real voyage of discovery is not looking for new lands but looking with new eyes*". The author describes with extraordinary sensibility what today could be used as a precise definition for a tourism bearing strong relationship features.

The very old origins of routes and pilgrimages are essentially connected to a religious and spiritual meaning of the act of walking³.

What really here is important, is the relationship that this type of journey can establish with the places involved.

The "Path" and the intermediate stops are important elements of this aiming walk, linked together in a logical-functional way as a kind of map of the territory that gives a sort of *orientation* to the path itself.

So the places along the path are able to create in the visitor an "intuitive" ability to interpret, that leads to an intangible net.

Another feature of the aiming walk is its ritual meaning: myth builds reality, rite perpetuates it and presents several analogies that strengthen relationships among the visitors-pilgrims with the large heterogeneity of its final destinations.

With no doubt Pilgrimage is a rite to which each culture gives its own significance according to its symbology and its own concept of the world. It has taken up different forms and meanings according to the needs it had to face during the centuries, the economical structure, the environment and the social conditions. Nevertheless it is also "autonomous" from historical circumstances, that is to say, it was able to keep its main characteristic of continuity despite of various inner breakages.

Nowadays, the reduction of time, risks and travelling costs, as well as the loss of primitive spiritual value in different cultures induce pilgrimage to mingle with mass tourism.

Itimed promotes a thematic path called "The Holy Sepulchre Path" that ideally and physically goes from

² *The Cultural Association Mediterranean Itineraries was born from the meeting of different professional figures, having the same ambitious aims: to exploit, to defend and promote cultural itineraries in order to save the memories and territories of the Mediterranean communities and actually promoting a durable development. The dialogue between the oriental and western culture together with the Euro-Mediterranean co-operation, fundamental themes of the European Union, are the foundation of Itimed project.*

³ *You can historically distinguish two types of pilgrimage: devotional and penitential.*

Sicily to Jerusalem and would like to activate again, through an efficient communication system, the inner symbology of these places. The aim is to re-establish the ritual value of the journey, in connection with the holiness of places and historical buildings.

AIMS AND THEORETIC-METHODOLOGICAL APPROACH

The path project "The Holy Sepulchre Path" aims to connect Sicily to an important destination as Jerusalem through an invisible line symbolized by its own cultural heritage, re-establishing the stages of a complex, historical and architectonical identity.

Compared (for example) to Santiago path, human resources play a strategic role within the territorial system under Itimed analysis. The welcoming system (that takes care of both technical and emotional aspects) supports the relationship and communication system (not less important) and leads to the "revelation"; who moves the operating lever of "acknowledgement" is the "messenger", the news bearer, that helps to discover and see with different eyes.

The material and immaterial symbology along the path produces a multi-sensorial harmony that leaves the real "Sign" in the visitor's mind and creates a strong connection with the territory and sites.

Mainly two are the declared aims of this approach:

1. offer a qualified tourism through a thematic itinerary able to overcome the barriers of globalization and mass tourism, and to establish an immediate synergy between the voyager and the place visited, full of different elements (the land, the inhabitants and local identity);
2. promote the evaluation of inland territories abolishing the clear economical discrepancy between the cost and the inland areas.

This paper (which coincide with the association activity) shows how these preliminary remarks have been applied to the fulfilment and the enjoyment of the complex cultural itinerary, not yet entirely accomplished, and tries to underline the theoretical-practical connections that generate the trinomial shown in the following scheme chart.

The scheme chart shows an analytical-operational outline that supports the whole project and links the interpretation of the historical-artistic character of the territory with specific development actions in order to improve the attractive power of the system itself.

A territorial branding strategy is conceived through a complex analysis of the Sicilian "cultural territory" features. *The Greater London Council* strategy is a fundamental basic reference for our approach.

Specific strategies have carefully been prepared and tested to create new cultural districts with opening out purposes but, mainly, aiming at bringing back to life abandoned urban areas or underused architectural heritage⁴.

A model intervention strategy that leads towards a strong integration between cultural and touristic industry was studied at the beginning of the '80s. In 1987 the first works were built with the private and public financial contribution. A mixed partnership was formed on the initiative of Glasgow District Council. The Glasgow Action, in carried out a strategy to improve the city and its industrial tourism image based on better environment conditions and on the cultural offer increase. A strong urban marketing campaign started, based on the heritage and the city cultural activity promotion. At the same time, a very important Congress and Exhibition Centre was set up, and was created a close network of relationships with the "artists associations" to give a cultural contribution to the city, especially during summertime, with international music festivals, street dance and theatres, on the basis of a three year planning.

⁴ Unlike the Anglo-Saxons case, Sicily is like a sponge full of cultural inheritance also in its inland areas; the Middle Ages are a determining period for the "territorialisation" of the Island; it is a period that requires special attention and it is considered a semantic "hinge" between the ancient world and the modern development of the island.

One of the major limits of the policies adopted depends from the separate interventions, which have prevented the harmoniously utilization of the whole resources of the territory. To sum up it would be useful to exploit all the other resources of the territory at our disposal (natural and gastronomic, etc) starting from the most "precious" one, which could become its "brand".

To increase the economical impact of this process, the exploitation of all the resources should be coordinated and coherent with research, training, accessibility and incoming services and, moreover, with the characteristics of the local socio-economical system.

THE HOLY SEPULCHRE PATH: DEVELOPMENT ITINERARY

In the research⁵ Itimed has undertaken to build up the development itinerary, the Holy Land is the ending point of the path and at the same time the starting point, the origin.

The interpretation that allows the making of the itinerary uses the theme of the pilgrimage/path to locate the subjects (Cultural Heritage, the territorial organism of connection of the urban itineraries) linked by human resources, history and cultural inheritance.

The holy places joint by this invisible line are all strictly (and still at the present time) connected to the Holy Land and to the Holy Sepulchre of Jerusalem. For instance, the Capitular church of S. Cataldo in Palermo, original and suggestive palatine chapel belonging to Majone of Bari, is the place where Knights were probably conferred knighthood on, and afterwards has become hospice of the Holy Sepulchre for several centuries. The little church of S. Cristina La Vetere which still nowadays stands along the ancient medieval road of the Pilgrims, who used to find here hospitality on their way to the Holy Land. Included in the itinerary, the Oratory of S. Caterina d'Alessandria at Olivella with decorations by Serpotta, which according to the legend, was the Sinibaldi's family house where S. Rosalia was born. Since 1946 the building became the head office of the Italian Sicilian Liutenancy of the Equestrian Order of the Holy Sepulchre and therefore the place where still today all the humanitarian activities in favour of the Holy Land are promoted and developed.

Going through the inner part of Sicily the path leads to the historical centre of Piazza Armerina, where the Church of S. Andrea Grant Priory of the Holy Sepulchre of Jerusalem is the *ónfalos*, the central point of the itinerary.

The drawing up of the interpretation plan for this site has met many difficulties in terms of attraction due to the prevalent presence of the near "Villa del Casale" which at the moment is the only brand on the territory. On the coast, cities involved are Trapani with the *Church of Immacolata Concezione* and Catania with the Capitular Church of S. *Giuliano*. Moreover, the Order of the S. Sepulchre is also present with other churches in different Sicilian towns, as Messina with the *Church of Santa Croce* (no longer existing).

Furthermore, there are many other churches which represent pilgrimage destinations as the Church of S. *Nicolò Regale in Mazara del Vallo* (TP), the Church of SS. *Pietro e Paolo a Casalvecchio Siculo* (ME).

As it clearly appears, in consideration of the extent and the complexity of the itinerary along the whole regional territory, the fulfilment and the development of the research cannot depend only on the cultural association, but it's necessary to establish each time a partnership with the local institutions and *intelligenzie* that show interest and are able to share the aims and the goals suggested by Itimed.

THE CENTRALITY OF THE INTERPRETATION VALUE

The need of a wide analysis of "resources", as much as possible adherent to the peculiar characteristic of the territory, makes the use of a "processor" of collected information fundamental in order to edit an interpretation plan of the cultural heritage (Carter 2001).

⁵ We should point out that the development process of the thematic itinerary is already active in Palermo and will soon be active in Piazza Armerina, after having been located territorial resources; the other stops of the itinerary (Catania, Trapani e Mazara del Vallo) are being carefully prepared through the building up of the interpretation plan.

The interpretation tends to build up again the “sense of the sites” (Carter 2001); once the theme has been established and the “subjects” located, the most delicate moment (that could determine the success or the failure of the strategy) is to give back *cultural value* to the entire itinerary.

Throsby (1999) ascribes cultural value to those elements which are part of the human experience, in which the entire community identifies itself. He also defines “the cultural capital” a *stock* of cultural value incorporated in a good which could be material or intangible. “Interpreting our Heritage” by Freeman Tilden (1957) gave birth to the main theory on the subject in the 50’s in the United States; the author focuses his attention on the principles and motivations of the success on the basis of touristic attraction of American naturalistic parks. The theory tries to find out the motivation that induce a tourist to appreciate or not a site according to his or her expectations⁶. At the same time the author suggests practical principles on how to draw the interpretation plan:

- build up an offer made up of a set of recognizable network system;
- establish welcoming mechanism that create in the visitor a sort of “revelation” that could positively influence his previous idea about the site;
- organize a system that could favour the relational exchange between the site and the visitor (including local inhabitants and not only commercial trades) in order to let the visitor enjoy the local atmosphere;
- organize the information in such a way that the visitor could intuitively be oriented during the itinerary (posters, maps, leaflets, etc.).

The final goal of the realization of this process is the development of the sense of the site (Carter 2001), which implies two direct consequences:

- increase of the intrinsic ability of relational system;
- increase of the general attractiveness of the territory.

A NETWORK TO PROMOTE THE TERRITORY

The idea of a “network” as a representative model substitutes and develops the scheme of the “systems”, (intended as an area) and characterized by an idealization of the space itself that, in this way, appears as homogeneous and stable. It involves the idea of discontinuity and increases with no limits the points of view, highlighting all the meanings presented at both micro and macro level.

These analytical entities have to communicate among themselves through analytical-conceptual organization, but also through rethinking the infrastructural systems. In this way it is important a study of Sicilian hinterland seen as a virgin territory on which make restoring and promotion. It could be useful to transform these micro-centralities in dynamical realities, in order to determine their “development” towards the coasts and in order to create a whole structure able to produce an organic structural fruition.

In this way the internal part of the region can show its own central role, not only representing a service area for the urban zones, but also creating a parallel and inverse flux that moves from micro-centralities to centralities.

The semiotic *carrè* shows the relation among four elements organized in three logical couples: contrary (centrality/micro-centrality, coast/hinterland); correlatives (centrality/coast, micro-centrality/hinterland); contradictions (centrality/hinterland, micro-centrality/coast). The couples of contradictions underline a two-way correspondence that determines a dialogic space of fruitful “ambiguity”.

Itimed extends its activity exactly to this domain. The hinterland development is a direct consequence of the relation between micro-centralities and the coast.

⁶ It is important to underline that the interpretation process is purely subjective, so it cannot be considered scientifically univocal: in other words the same input can stir up in the tourist/visitor different reactions as far as emotion, consciousness, knowledge and acquired “revelation” are concerned (Carter 2001).

ELEMENTS OF A DEVELOPMENT ITINERARY

“Medieval Pilgrimages influence the meaning of territory. Pilgrimage, that in the *iter Hierosolymitanum* was armed and used an *Orden Militari* [...], is a Christian appropriation of space.” (de Giovanni-Centelles 2008,80). Thus pilgrimage is a way of controlling territories; nevertheless, each form of control, in order to be efficient, needs a deep knowledge of territories and places. It's from this kind of knowledge that derives the possibility of making long and dangerous trips, that through Europe lead to Santiago of Compostela, Rome or Jerusalem. The presence in Sicily of the Equestrian Order of Holy Sepulchre, since the high Middle Ages allows the building of an ideological bridge. In this way it's possible to join Sicily to the Holy Land, passing over cultural and geographical differences to get to a deep and much more useful multicultural identity: the Mediterranean Area.

As the Path represents a strict and direct relation with the territory and its places, it could be defined with some analytical elements that show articulation and complexity. For each analysed element we will give a synthetic definition and show some significant example in order to highlight the processes from which the path was born. In the end, the deep interpretation of the path origins from the synergy of these elements.

Places and Territories

“It doesn't exist a more important place for the meeting of the biological man and the social one than the space, which is an eminently cultural object that varies according to societies, cultures and historical periods; it is oriented and full of ideology and values.” (Le Goff 1990,50). A culturally connoted place is above all a *lieu*, in which the link with the territory is reinforced by human behaviour and by its memory or, in one word, by culture itself. In this sense, “the word culture is closely related to the words territory and landscape”, being these last laboratories *en plein air* in which “...the sample of answers that [community] gave itself to cover its needs” (Cedrini 2007,15) materializes. In this regard, it is important the analysis of the *lieux de mémoire* carried out by Hartog. The scholar underlines that the place “is never simply determined: it is built and should be built again without break [...] in the end, the place of memory is defined by its being a crossroad in which all the path of memory crossed” (Hartog 2007,165). The idea that comes up is that of a relation between the space and who lives in it, intended both in synchronic and diachronic senses. This is the way with which we can define the term “territorialisation”.

To fully understand this approach we can consider San Cataldo's church. Its history determines a space reading related to the presence of several cultures and also of meanings. It is located in a neuralgic point of the urban area, near *Quattro Canti*. Since 1937, the church has been entrusted by the Curia to the Equestrian Order of Holy Saint Sepulchre of Jerusalem. For this reason the chapel, as first step of the path, represents the crankshaft of promotion of other historical and important, but less known, sites as the church of S. Cristina La Vetere.

Material and intangible Cultural Heritages

All the representations of civilization pertinent to artistic or to ethnoantropological field are a significant part of the concept of cultural heritage in order to preserve and promote it. Generally we tend to give the status of cultural heritage to everything is tangible, concrete and prompt. But also the knowledge of songs, legends, working techniques is a significant part of the definition itself.

Recently UNESCO (2003) has attributed a certain importance to this subject approving the “Convention for the Safeguarding of the Intangible Cultural Heritage”. With these basis the idea of developing Sicilian hinterland was born with a wide cultural and territorial meaning.

For example, Piazza Armerina represents a typical daily tourism area; despite of the rich Cultural Heritage, it is only the “*Villa del Casale*” that is really promoted and visited, instead of promoting also the other material and intangible heritages. The Grand Priory of Saint Andrew, a great example of Sicilian medieval building of 1100, represents the first priory that the church of the Holy Sepulchre of Jerusalem had in Sicily

and is still run by the Equestrian Order. It is really important the rite of indulgences during the Holy Friday, celebrated since 1144 in the same way every year; this ceremony attracts numerous visitors and believers. Really interesting is also the religious feast of *Piazza Vecchia*, on the 3rd of May (as in the Norman period), during which the Papal Vexillum, found by the citizens after the town had been destroyed by William II, is taken in procession.

Local economy and local human resources

The construction of a picture as much as possible aware of the (potential or expressed) economic “strengths” and planning that affect a particular territory is crucial to connect the thematism to the implementation of virtuous productive flywheels that would like to invest in cultural resources. Individual entrepreneurs, associations at various levels, government and the people entrusted with historical memory may form the connection between the strategy of interpretation and actions/policies for development.

Let’s take the case of Mazara del Vallo; this centre was born as a Phoenician commercial colony during the IV century; in the old part of the town traces of the Islamic culture are still visible, even though, during the Norman period, the city was deeply modified according to its shape and to its strategic position, Mazara is characterized by an important harbour, from which all the economic activities take place. The city has a high percentage of foreign citizens, above all Tunisians, employed in most part in the fish industry.

In this context, among the other churches, there is S. Nicolò Regale that has a structure similar to that of S. Cataldo’s in Palermo and of the Holy Trinity of Delia in Castelvetrano. It represents an important step related to pilgrimages and to the presence of the knights. Even if a peculiar promotion should be done for this building, it could be very useful the closeness to the museum of the Dancing Satire in S. Egidio’s desecrated church (in Sicilian– Norman style), which is about only 300 m away from it and also close to the cathedral.

Since the museum is a very well known tourist attraction it could be an opportunity to realize economic development projects aimed at upgrading the possessed cultural heritage.

THE ROLE OF RELATIONALITY AS ABOUT RESOURCE IN THE ITINERARY DEVELOPMENT

As seen, the components of the suggested interpretation plan are:

- identify sites that could become part of the itinerary;
- collect data about cultural heritage;
- identify local resources that could affect economic planning;
- assist with the implementation of the path itself.

The process of interpretation cannot be considered finished at this time.

A further elaboration is needed to select and direct our analysis towards the communication of acquired “interpretation”.

At this point the physiological activities and events promoted must synergistically lead to the strengthening of interpretation (the meaning of places) and to the development of the brand of the “ Holy Sepulchre Path.” Recalling the pattern of Figure 1 we see that the column that represents the analytical level of the relationship between interpretation and relationality is two-way, that is to say that there are some feedback that get information from the interpretation plan in order to express possible different relations, addressed to those people involved in the training and enjoyment of the path. In a sense you can think of different standards of *ciblée* relationality.

The standard or basic level of relationality can be represented by the welcoming service that takes place in the sites. The visitor is welcomed by appropriately trained people who have been provided with the necessary knowledge to be able to report the events and cultural contexts of the places, based on a logical-diachronic history, as a product of communicative-relational most modern methods of effective communication.

The welcoming activity provides also an important dialogical phase stimulated by different parallelisms and comparisons (when possible with the situation of the territory where the visitor comes from) used during exposition. This level of relationality is used by Itimed in the fruition of the Capitular Church of San Cataldo which pushes its reputation up to the representation of the brand in some events in Palermo promoted by the local government. For a so famous monument an interpretative-communication strategy, as above described, has been successful in terms of "revealing" action (Carter 2001) for the visitors⁷.

There is a second and more complex level that relates interpretative users and places; this has been experienced for the reopening of the church of Santa Cristina La Vetere to tourist use after twenty years of non usability⁸. In this case, the reopening involved an attempt to reconstitute a relationship between the cultural heritage and urban background: *via dei Pellegrini* (containing probably a part of the walls of the ancient Punic Palermo) which is already perceived as a "testimony" of the basic theme of the path. In this case the interpretative research gave as result an exhibition and a conference in the present lane (degraded and not properly used). The final aim is the experience of the first level of relationality, and the show of a new (potential) image not only of the monument itself but also of a part of the city connected to it. In this case the invitation of the local government and local enterprises aimed to build all resources available that could be involved, since the first programming phases.

A third application level relates to a particular mode of use urban itinerary, in this case⁹ the suggested model of interpretation puts together a successful urban path of the knights and pilgrims with a group sport activity based on intuitive orientation called Orienteering. Here visitors are encouraged to build their own "revelation" of places¹⁰, through the mechanism of the "game".

Therefore relationality offers visitors something that goes far beyond the mere information: on one hand it offers the possibility to deeply understand the meaning of a place, on the other gives the opportunity for a total immersion in a space and to make a *quête* of main values inseparable from their identity. The step from information to a direct relationship with the space is enshrined in the freedom of being able to follow not the path but his own path, choosing to move on a road or through a maze of narrow streets, stopping to observe details, and recognizing himself in the surroundings. From a relational point of view the Path of the Holy Sepulchre or the Itinerary of the knights and pilgrims is a guideline, a goal to achieve in its totality, through the slow flowing of time.

7 As testified by some comments left by visitors, that return the value of relational experience. Some of these are published on the association itimed.blogspot.com.

8 The reopening of Santa Cristina is very complex and deserves a specific treatment, above all with regard to the relationship between the cultural heritage and today's city.

9 It was one-day event called "On the track of the Knights".

10 Orienteering is a discipline born in the Nordic countries in the early twentieth century. At the beginning it was performed in natural contexts but after it also applied to urban settings; one of its features is to involve people of a wide age range (from teenagers to elderly).

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SEARCHING FOR A MODEL OF QUALITY OF THE WORLD HERITAGE PROPERTIES OF SICILY

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Abstract

^{1*}In the last decades a deep interest in the cultural and artistic heritage has modified their value, their role and their importance.

Although in the past, cultural heritage were only regarded as archaeological, artistic, monumental and historical testimonies to protect, today they also represent an active factor of development and socio-economic growth, as well as a "significant element generating values, memories and identifications" aimed at promoting the cultural tourism.

Actually, more and more often the expression "Heritage Tourism" indicates those forms of fruition that derive from the awareness of the value of the artistic heritage leading to know, to understand and to interact with the places by realizing their cultural value.

Therefore, the purpose of developing new trends of production and consumption of goods and services, has involved the valorization of such goods.

Several international documents confirm this interest in the artistic heritage, such as the "European Convention of the landscape", the "Convention of the European Council", the Cracovia's "Charter of the restauration" of 2000, the "Convention concerning the Protection of the World Cultural and Natural Heritage" adopted by UNESCO.

The last one is an international document signed, till now, by 186 States Parties supporting financially and intellectually the protection of the World Heritage.

Sicily, represents one of the principal regions of the South of Italy characterized by an high concentration of environmental and cultural heritage of great value.

Between them are the five sites recognized property of the humanity and registered in the World Heritage List promoted by UNESCO, this fact points out the great environmental and cultural importance of these places.

In order to valorize and to promote the great value assumed by the World Heritage Properties recognized in Sicily, it is necessary to focus the attention on the level of quality offered, as well as on the guardianship, maintenance and management of the cultural property.

According to the principles HERITY- l'International Organization for Quality Management of Cultural Heritage - a quality management of the cultural property, must respect material and immaterial values and all the shared rules for granting their best learning.

Therefore, a quality management of the cultural property (Quagliuolo, M. 2001) *must pursue its maintenance within a compatible and sustainable development, involving measures planned for knowledge, maintenance, and fruition of cultural goods for the community.*

This study, beside the necessary theoretical reflections, proposes an attempt to evaluate the quality of the Sicilian cultural sites registered in the World Heritage List adopted by UNESCO (*Valle dei Templi, Villa Romana del Casale, Siracusa e la Necropoli rupestre di Pantalica, Isole Eolie, le Città tardo barocche del Val di Noto*) and it is based on the

*1 * Thanks Doctor M. Quagliuolo, Secretary-General of HERITY International, for his availability and the suggestions provided. The authors of this study are the only responsible for its content.*

HERITY model. Two types of survey have been used: a questionnaire of self-assessment given to the managers and a questionnaire given to the visitors.

Its main aim is to provide information on visitors' satisfaction, to evaluate the points of strength and weakness of the structures taken in examination, to provide complete and reliable information on the services offered, the management and the quality of the Sicilian World Heritage Properties.

Key words: Management of quality, cultural heritage, HERITY, preservation, fruition

INTRODUCTION

Italy, and particularly the South, has a vast historical and artistic heritage which has a fundamental importance in the tourist sector, but the necessary services to make such resource enjoyable, are insufficient, since, up to the 90s, the politics directed to the sector of the cultural heritage, have been mainly aimed at their maintenance and guardianship.

Only if the territory offers valid attractions, the enterprises that lend their own products and services to the tourists can flourish, so they essentially depend on the ability of the "competent authorities" to preserve and to valorize such attractions.

Therefore, the necessity to reach a good management of the cultural heritage (Di Bello, R. 1998) has pointed out the urgency to adopt specific measures aimed at recovering and valorizing cultural heritage in order to sustain the socio-economic development of the territory.

Cultural heritage, and particularly the World Heritage, not only stimulates economic activities, but serves as an educational tool which contributes to the cultural and social growth.

(Augustoni, A. 2005) The binomial culture and development is represented by the Cultural District, that is the social and economic relationships existing among the circumscribed areas, in which the integration of the exploitation of the cultural heritage, of the production and of the infrastructures creates a process of inclusion of the social component inside the economic development.

According to Pietro Valentino (2001), the *Greater London Council*, in the 70s, underlined how the cultural sector could influence the economic development. The elaborate model introduced the concept of "integration", since it foresaw the connection between the cultural sector and the connected sectors.

On account of these considerations, this study develops in the following parts a model of measurement of the quality of the management of the cultural heritage.

In particular, this study deals with the Sicilian sites which have been included in the *World Heritage List* elaborated by UNESCO but which don't represent a cultural factor able to sustain the economic development of the territory yet.

This analysis is based on a revision of the data divided in four dimensions identified by HERITY: *value, communication, preservation and services offered* and obtained by carrying out a survey among the visitors and a questionnaire of self-assessment reserved to the managers of the cultural sites taken in examination.

The objectives are to provide information about the satisfaction of the visitors, to underline the different judgments of visitors and managers and to analyze the points of strength and weakness of every site.

All these aspects are necessary to improve and to define an »industry of the culture and of the cultural services«, as well as to guarantee the return and a turn over of the tourists and to find new markets demand.

THEORETICAL AND METHODOLOGICAL APPROACH

The Convention of the World Heritage, held in Paris in 1972, has introduced the definition of Cultural and Natural Heritage, and has granted the commitment of 145 countries to preserve their own sites, by

recognizing to those of particular value the title of «World Heritage».

Every cultural or natural heritage included in the list, besides the criteria of *authenticity*, has to respond to the criteria of inscription adopted by the Committee ². In April 2009 the World Heritage Convention has been ratified by 186 States Parties and have been recognized 689 cultural properties, 176 natural properties and 25 mixed properties.

Italy, with 44 sites included in the list of UNESCO, is the country that boasts the greater number of World Heritage Properties with a value that overcomes of over nine times the world average equal to 4,8 (890 sites for 186 countries) and represents the principal country with the greater number of criteria which motivate the inscription of the World Heritage List.

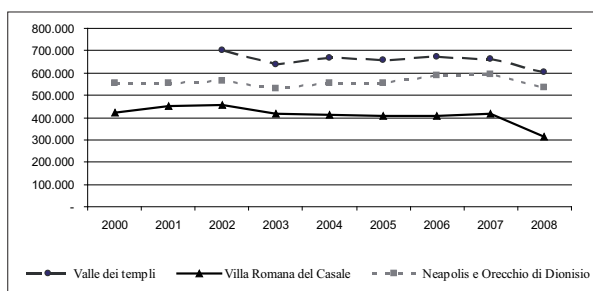
Regarding the distribution of the World Heritage in Italy, Sicily and Calabria, with 5 sites for regions are, after Tuscany, the regions that boast the greater number of sites in Italy. The Sicilian sites recognised World Heritage, as it results from the figure 1 that indicates their geographical position, are:

- *Area Archeologica Valle dei Templi*, Agrigento: archaeological site included in 1997 according to the criteria(i), (ii), (iii) and (iv);
- *Villa Romana del Casale*, Piazza Armerina: archaeological site included in 1997 according to the criteria (i), (ii) and (iii);
- *Isole Eolie*: natural site included in 2000 according to the criteria (i), archipelago of volcanic origin made up of the following islands: Alicudi, Filicudi, Lipari, Panarea, Salina, Stromboli and Vulcano;
- *Città tardo barocche del Val di Noto*: cultural site of historic buildings and ensembles and rural settlements included in 2002 accordin to the criteria (i), (iii), (iv) and (v) and constituted by eight cities: Caltagirone, Militello in Val in Catania, Catania, Modica, Noto, Palazzolo, Ragusa and Scicli;
- *Siracusa e la Necropoli rupestre di Pantalica*: rock art site included in 2005 according to the criteria (ii), (iii), (iv) and (vi). The site includes two different parts: the Necropolis of Pantalica and the ancient Siracusa, that includes Ortigia.

The figures 2 and 3 show, respectively, the distribution of the flows of visitors and the percentage of their variation from 2001 to 2008.

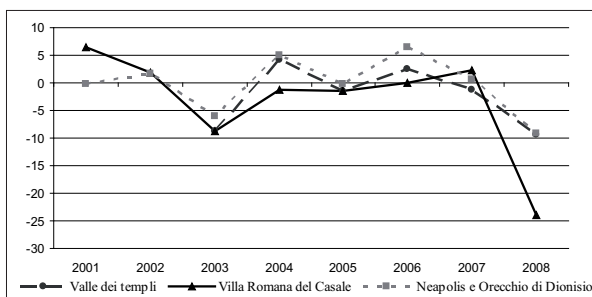
It has not been possible to obtain data regarding the *Isole Eolie* and the *Città tardo barocche del Val di Noto*, because of the lack of a checked access.

Figure 2- Flows of visitors - absolute values -period 2000 - 2008



² See whc.unesco.org

Figure. 3 Flows of visitors - percentage variation - period 2001 – 2008



Source: own elaboration based on data provided by Regione Sicilia – Assessorato Beni Culturali, Ambientali e Pubblica Istruzione

Data regarding the *Valle dei Templi* are reliable only beginning from 2002, since in precedence a part of the site was freely visitable.

In particular, the figures 2 and 3 show that in the considered period, the general number of the visitors of the Sicilian sites is decreased, recording an oscillating flow.

However, what mostly strikes, is the reduction recorded in 2008, above 9% in the *Valle dei Templi* and in the *Zona Archeologica della Neapolis e Orecchio di Dionisio*, reaching in the *Villa Romana del Casale* 24%.

The notable reduction of the tourist presences in the *Villa Romana del Casale* is mainly due to the works in progress that did not allow the complete visit of the site.

Therefore, it is necessary to improve the tourist offer in order to attract old and new flows of visitors. It is also necessary to focus on the competitiveness, by aiming at the quality of the services offered, at the quality of the management and at the exploitation of the cultural heritage.

There are different models of Quality Management that could be used for appraising the cultural heritage, such as the models of certification, the models TQM or of excellence, the system of evaluation HERITY. This models of «certification» allow to a third part to certify, for the benefit of the potential partners, that the »system of management« satisfies certain requirements defined by a norm (for instance ISO 9000).

Models TQM are similar to the precedents, but they use more advanced models, that allow to appraise not only the simple correspondence to basic requirements but the real level of quality of the organization. They are used for the assignment of prizes and international comparisons (for instance EFQM).

The system of evaluation HERITY is the system of certification of Quality of the Management of Cultural Heritage internationally approved and also adopted for the sites of the World Heritage. It is a model:

- *multidimensional*, since it describes the level reached by a place of visit in the four sectors of the value of the cultural heritage, of its state of preservation, of its communication and of the services offered;
- *multiscope*, since it is directed to the needs of the public, of managers of the site and of the other stakeholders;
- *multi-perspective*, since there is the contribution of different sources such as the managers's self-assessment, the public opinion and an international expertise

The score reached, for every sector, on a scale by one to five is affixed in the place and on Internet and it is represented through a target. Every cultural site taken in examination gets the HERITY certification if gets a score at least 4/20 and at least 1/20 for sector. The measurement of the performance reached in the management of the cultural heritage, through the use of the HERITY target, focuses in a more

effective way the attention on the point of view of the fruitor, that assumes a role of primary importance in the sector of the cultural heritage. Such methodology focuses also the attention on the maintenance, an element that defines the role and the purpose of the management of a cultural heritage.

In order to measure the performance reached in the management of the Sicilian World Heritage Properties, the model which has been applied adopts the division of the aspects to analyze in the four anticipated dimensions indicated in the model HERITY: *value, preservation, communication and services offered*, this model has provided specific information for every area fundamental to the analysis of the management of a cultural site. Moreover, the measurement of these four dimensions has been obtained both by the point of view of the fruitor and by that of the managers. In fact, the data have been got through two sources: a questionnaire to the visitors and a questionnaire of self-assessment destined to the managers of the sites taken in examination.

The general score assigned to every cultural site has been got by attributing an inclusive score ranging from 1 to 5 for every area. The assignment of the score to every dimension has been determined by admitting the relative variable that the authors believed that they ascribe to different areas and by assigning the same importance to every variable.

The cultural properties selected for the carrying out of the survey are three on five: *Valle dei Templi* (Agrigento), *Villa Romana del Casale* (Piazza Armerina) and *Siracusa e la Necropoli rupestre di Pantalica*, excluding the *Isole Eolie* and the *Città tardo barocche del Val di Noto*, not being, as already reported, places with a checked access.

With reference to the cultural site in Siracusa, the survey for logistic motives has been applied only to the *Zona Archeologica della Neapolis e Orecchio di Dionisio*, that contains more than the half of the cultural heritage with a access checked that represent the World Heritage Property in Siracusa.

First source: questionnaire for the visitors.

The questionnaires have been given only to the visitors at the conclusion of the visit of every site. The number of the questionnaires for every cultural heritage has been established according to the flow of the visitors recorded in the three years preceding to the survey. As a result, the distribution of the number of the visitors has been directly proportional to the flow of the public.

The general quantity of compiled questionnaires is inferior to the anticipated aim of the survey, but however it is sufficient to evaluate and to analyse statistically the data, both at the level of general sample, and at the level of the single cultural site.

The questionnaire, specially designed and made also available in english language, has been structured with questions with closed answers, to allow to people interviewed a very easy compilation.

The questionnaire achieves two fundamental objectives: the first one is to define the socio-demografic profile of the visitors (sex, age, title of study), to individualize if they belong to some cultural association and the motivation of their visit.

The second aim focuses on the four dimensions indicated in the HERITY model. So, 28 questions have been inserted regarding the judgment on the quality. In particular:

- 7 concerning the value: Beauty and importance of the cultural heritage in the site, originality, evocation of the past, guardianship and exploitation, concentration of cultural heritage in the same area, accessibility and facility of attainment of the cultural site;
- 5 concerning the preservation: state of maintenance and maintenance of the integrity, environmental control, system of videosurveillance, realization of inside runs compatible with the environment, maintenance of the initial characteristics;
- 5 concerning the transmitted communication: cultural enrichment provided by the visit, popularization of the artistic patrimony, informative panels and brochures, technological innovation of the offices of information, presence of direct and recorded testimonies;
- 11 concerning the services offered: Number of the days and visiting hours, availability to provide

information by phone, online and at the entry of the site, efficiency of the services of transport, access to the heritage online, wait for the purchase of the ticket in the centre, accessibility and inner indicative system of signs, facilitated access for disabled consumers, cleaning of the environment, service of audiovisual projections and of driven visits, level of reception, courtesy and competence of the personnel, spaces devoted to the bookshop.

Data required by the following questions are qualitative.

Second source: questionnaire of self-assessment destined to the managers.

The questionnaire of self-assessment destined to the managers too, achieves two objectives. The first one is to know the general data of the cultural heritage (typology, subject owner, type of management, manager of the site, formality of realization of the management of the site and the realization or less of projects destined to improve the site). The second objective is similar to that of the questionnaire given to the visitors but presents more questions:

- 19 concerning the value;
- 18 concerning the preservation;
- 9 concerning the communication;
- 33 concerning the services offered.

RESULTS OF THE SURVEY

Profile of the people interviewed

The distribution for sex, age and title of study (table 1) shows, with reference to the sex, a prevalence of males (60,73%) in comparison to the females (39,27%).

It is remarkable to notice the elevated percentage of interviewed men (70,71%) near the *Villa Romana del Casale* in comparison to that one in the two other cultural properties.

Table 1. Sex, Age and Qualification of respondents total and for every site – relative distribution

	Neapolis	Valle dei Templi	Villa Romana del Casale	TOTAL
SEX				
Male	58,70	48,65	70,71	60,73
Female	41,30	51,35	29,29	39,27
AGE				
1 --25	21,74	2,70	21,21	15,07
26 -- 55	54,35	67,57	65,66	63,93
> 56	23,91	29,73	13,13	21,00
QUALIFICATION				
Middle School certificate	8,70	9,46	22,22	15,07
School leaving certificate	56,52	36,49	42,42	43,38
Degree Certificate	28,26	45,95	35,35	37,44
Other	6,52	8,11	0,00	4,11

The age of the majority of the people interviewed is inclusive between the twenty-six and the fifty-five years. Besides, the table 1 shows in the *Valle dei Templi* a low presence of young people interviewed with an age inferior to twenty-five years (2,70%) for visitors over 56 years. This could reveal a greater attraction for the site by more elderly people and the scarce interest by the young ones. Instead, in the *Villa Romana del*