

Equally important, the winter, apart from Port Said in spring, was the only season showing a statistically significant downward tendency of maximum temperature in some observatories (e.g. Damietta and Port Said). No positive trends were found in any of the observatories during this season.

Table 2: Trends of the seasonal and annual maximum and minimum temperature (°C per decade)

Variable	Station	Winter	Spring	Summer	Fall	Annual
Maximum	Alexandria	0,01	0,05	0.12*	0.11*	0,05
	Baltim	0,03	0,03	0.07*	0.11*	0.07*
	Dabaa	0.07*	0,05	0.12*	0.18*	0.14*
	Dakhla	0.08*	0.10*	0.13*	0,02	0.11*
	Damietta	-0.12*	0,05	-0,03	-0.06*	-0,05
	Dekhilya	0,01	0.11*	0.16*	0.14*	0.13*
	Jankales	0,05	-0,01	0.13*	0,05	0.10*
	Mersa Matrouh	-0.06*	-0,05	0.12*	0.07*	0.03
	Port said	-0.08*	-0.12*	0	0,03	-0,02
	Rossetta	0,02	0.06*	0.13*	0.12*	0.09*
	Sallum	-0,03	0,01	0.17*	0.16*	0.12*
	Sidi barrani	-0.09*	0.13*	0.15*	0.15*	0.16*
	Alexandria	-0,04	-0,01	0.12*	0.06*	0,04
	Baltim	-0.10*	-0,02	-0.12*	-0.18*	-0.15*
Minimum	Dabaa	0.13*	0.17*	0.18*	0.13*	0.12*
	Dakhla	0.08*	0,02	0.15*	0.10*	0.12*
	Damietta	0,12	-0.08*	0,04	0.16*	0.15*
	Dekhilya	-0.11*	-0.11*	0,01	0	-0.06*
	Jankales	-0,03	-0,03	-0.08*	-0.13*	-0.1*
	Mersa Matrouh	0.09*	0.10*	0.14*	-0,05	0.12*
	Port Said	0.07*	0.08*	0.16*	0,04	0.16*
	Rossetta	0,05	0	0.09*	0,02	0,05
	Sallum	0,05	0.09*	0.16*	0	0.10*
	Sidi barrani	0.13*	0.14*	0.16*	0.14*	0.16*
		*Significant at the level 0.05				

MINIMUM TEMPERATURE:

There is a general and clear tendency for the warming in minimum temperature at both annual and seasonal timescales (Table 2). As shown in, the annual trends are higher in the west of the coast, particularly in Mesra Matrouh, Dekhilya and Dabaa. Similar to maximum temperature, there is a western-eastern gradient because trends are stronger in the west and weaker in the east. Spring is the only season with insignificant trend in most of observatories. Unexpectedly, downwarding trends were only observed in El Arish at the eastern coast in both winter and spring. The clear warming trend of minimum temperature is compatible with the findings with other regional studies. For instance, a general upward trend was detected in annual and seasonal minimum temperature in Libya (El Kenawy et al. 2009) Israeli (Ben-Gai et al. 1999) during the second half of the 20th century. The increase in the minimum temperature is more homogeneous across the entire Mediterranean basin as has been demonstrated in various studies (e.g. Brunet et al. 2005)

REGIONAL TRENDS

MAXIMUM TEMPERATURE:

The regional trend of annual and seasonal maximum temperature was positive in the whole coast which came in agreement with the results of majority of the individual stations.

This confirms that the trends of annual maximum temperature in observatories reflect a regional rather than local behavior. It is also clearly observed that the annual regional increase of maximum temperature is mainly associated with the markedly increase of summer maximum temperature. This result coincides with the findings of Hasanean and Basset (2006). It is also clear that the regional trend of maximum winter temperature was insignificant. Additionally, the annual and seasonal trends are likely stronger in along Mediterranean coast in comparison with the overall warming trend found in Egypt, except for spring. Based on the results of previous studies (e.g. Brunet et al. 2005, Philandars et al. 2008; Ukasevic et al. 2005), a general increase was dominant in annual maximum surface air temperature in east of the Mediterranean basin, Italy, Greece, and the Balkans.

MINIMUM TEMPERATURE

Contrasting the regional Mediterranean trend with the annual and seasonal trends of minimum temperature in the whole Egypt showed a stronger warming trend in Egypt rather than the Mediterranean observatories for all seasons, specifically winter (Fig.6). In other words, winter gets warmer rapidly in continental observatories in Egypt with relative to the Mediterranean observatories.

INFLUENCES OF ATMOSPHERIC CIRCULATIONS:

MAXIMUM TEMPERATURE:

The trends of annual maximum temperature were correlated with the positive mode of the EA pattern and the negative mode of the EAWR. The correlation with the NAO mode is not statistically significant. Seasonally, the EA positive pattern is significantly associated with the upwarding trends of maximum temperature in summer and fall; meanwhile it is not significantly correlated with trend in winter. It is also clearly observed that the trends of maximum temperature in summer and fall were associated with the variability of the EAWR negative mode. The association between the EAWR and maximum winter temperature was evident but weaker than those of summer and fall. The variability of maximum winter temperature was strongly correlated with the NAO mode. The same finding was found for the whole Egypt (Hasanean and Basset 2006).

MINIMUM TEMPERATURE:

The positive mode of the EA pattern was clearly observed to influence the annual minimum temperature. The observed increase in minimum summer temperature is strongly associated with the positive mode of the EA pattern and the negative mode of the EAWR indicator. In fall, the trend of temperature was associated with the negative mode of the EAWR pattern. The correlation between variability of minimum temperature in winter and spring was weaker with all of the indices selected for this study. The observed trends may be attributed to a combination or joint effect of all these indices.

SUMMARY AND CONCLUSIONS:

Variability of annual and seasonal maximum and minimum temperature over the Mediterranean coast of Egypt was investigated using monthly data from 12 observatories. According to this study, a clear positive trend of maximum temperature in summer and fall is evident. This may affect summer tourism negatively. Thereby, tourism is encouraged to shift from the summer to spring and winter. In terms of minimum temperature, the significant downwarding trend was observed annually and in all seasons, with stronger decreasing in summer.

Regionally, the Mediterranean observatories in Egypt get warmer more rapidly than the whole country, particularly in summer and fall. On the contrary, the cooling trend was stronger in continental stations compared with coastal stations in all seasons.

The influence of East Atlantic pattern (EA) on variability of maximum and minimum temperature was more evident in the area of study with relative to all other indices, particularly to explain the strong warming trend of summer and fall for maximum temperatures and the cooling tendency of winter minimum temperature.

Climate change is one of the key issues in planning for a sustainable development of tourism in the Mediterranean region. More detailed research is still required to consider the effects of greenhouse warming on tourism in the Mediterranean, especially eco-tourism. Also, inter-ministerial dialogue to address potential influences of CO₂-induced climatic change on tourism must be a national priority in the future. Adaptation will be necessary to address these impacts. Although a wide range of adaptation options is available, more and extensive adaptation is still needed to reduce vulnerability. Moreover, education seems to be a vital means to increase awareness and communication actions about climate change causes, impacts and adaption for both public and private policy stakeholders.

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Appendices

Caption of Figures

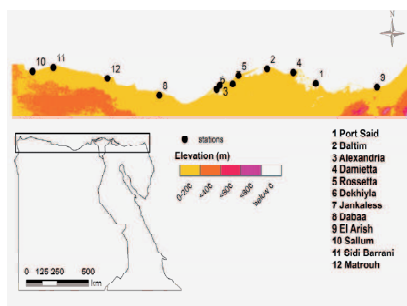
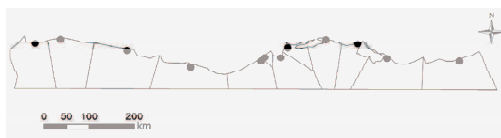


Fig.1 Location of the study area and spatial distribution of the observatories

(A)



(B)

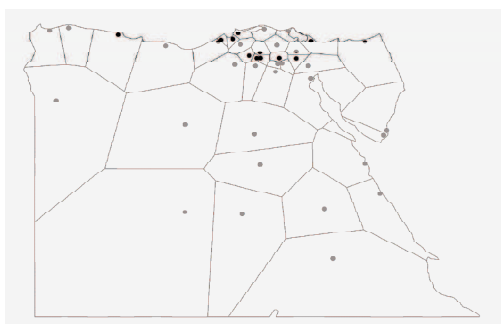


Fig.2. the Thiessen polygon for (a) the selected 12 observatories and (b) for Egypt

Caption of Tables

Table 1: Weather station characteristics

ID	Station Name	Latitude. (N)	Longitude.(E)	Altitude (m) above M.S.L
62300	Salloum	31° 34 '	25° 18 '	4
62303	Sidi Barrani	31° 27 '	25° 52 '	21
62306	Mersa Matroh	31° 20'	27° 13'	18,3
62309	Dabaa	30° 56 '	28° 28 '	17
62316	Dekhiyla	31° 08'	29 ° 48'	3,11
62318	Alexandria	31° 12'	29° 57'	3,4
62324	Rosetta	30° 24 '	30° 24 '	1,7
62325	Baltim	31° 33 '	31° 05 '	1
62330	Damietta	31° 28 '	31° 45 '	1,9
62332	Port Said	31° 17'	32° 14'	1
62337	El Arish	31° 04'	33° 49'	15
62342	Janklees	31° 49 '	30° 12 '	10

Table 2: Trends of the seasonal and annual maximum and minimum temperature (°C per decade)

Variable	Station	Winter	Spring	Summer	Fall	Annual
Maximum	Alexandria	0,01	0,05	0.12*	0.11*	0,05
	Baltim	0,03	0,03	0.07*	0.11*	0.07*
	Dabaa	0.07*	0,05	0.12*	0.18*	0.14*
	Dakhla	0.08*	0.10*	0.13*	0,02	0.11*
	Damietta	-0.12*	0,05	-0,03	-.06*	-0,05
	Dekhliya	0,01	0.11*	0.16*	0.14*	0.13*
	Jankales	0,05	-0,01	0.13*	0,05	0.10*
	Mersa Matrouh	-0.06*	-0,05	0.12*	0.07*	0,03
	Port said	-0.08*	-0.12*	0	0,03	-0,02
	Rossetta	0,02	0.06*	0.13*	0.12*	0.09*
Minimum	Sallum	-0,03	0,01	0.17*	0.16*	0.12*
	Sidi barrani	-0.09*	0.13*	0.15*	0.15*	0.16*
	Alexandria	-0,04	-0,01	0.12*	0.06*	0,04
	Baltim	-0.10*	-0,02	-0.12*	-0.18*	-0.15*
	Dabaa	0.13*	0.17*	0.18*	0.13*	0.12*
	Dakhla	0.08*	0,02	0.15*	0.10*	0.12*
	Damietta	0,12	-0.08*	0,04	0.16*	0.15*
	Dekhliya	-0.11*	-0.11*	0,01	0	-0.06*
	Jankales	-0,03	-0,03	-0.08*	-0.13*	-0.1*
	Mersa Matrouh	0.09*	0.10*	0.14*	-0,05	0.12*
	Port Said	0.07*	0.08*	0.16*	0,04	0.16*
	Rossetta	0,05	0	0.09*	0,02	0,05
	Sallum	0,05	0.09*	0.16*	0	0.10*
	Sidi barrani	0.13*	0.14*	0.16*	0.14*	0.16*
		*Significant at the level 0.05				

THE MARGINAL LAND AREAS

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Abstract

The idea that areas with high urban and natural value are economically self-sustainable is a reality in the north shore of the Mediterranean and are becoming one on the south.

If we would add some notes on the debate concerning the formation of urban areas and against inordinate abandonment extent depending on the degree of development of vast agricultural areas; we can state that:

1. In land management shows the need to plan a development of the areas that are progressively private young and economically active forces. In contemporary society, many planners are devoting themselves with the objective of preserving community territories. The urban planners in particular with reference to the ideas that first were of the Pre-Raphaelite, as Camillo Sitte, consider that the direct human contact and mutual support makes it valuable the urban environment. Prefigure and then design according to these concepts.

From this it follows that the management of leisure that characterizes our society leaves space and resources that can flow to areas distant agglomerations modern forms of tourism through closer to the needs of the next recovery, is now necessary to think the design of new urban areas that recover these values and use the new technologies such as those on energy saving.

2. Recognized even today the old nineteenth-setting:

- The employee is separated from his job, forced to sell it no longer has control. As the man is away from his work as it is by their fellows. To overcome this estrangement, it seeks to establish an intimacy of human experience, as a sacralized territory.
- The territory unusual, non-family has a positive role in human life, people are accustomed to risk, people "grow" across the unknown.

Starting from this vision is to demonstrate that the old urban area with rural far from the metropolis and the natural environment that surrounds him and that the urbanization gradually free today by human pressure, it becomes the occasion to break the isolation or separation requires that the metropolis and also becomes the occasion of human inner growth.

3. Become or may be incentive and opportunity to counter the economic imbalances between rich areas and less strong in the Mediterranean basin and contribute to the restoration of the rural economy. This is to provide sufficient economic instruments to ensure and enhance the harmonious development of areas marginal to modern agglomerations.

password: **slantini3**

Key words: economically self-sustainable

The project proposal

The city is the settlement where strangers can meet, discuss and necessarily coexist. The rural landscape is now in the contexts that are going to outline the areas concerned an aspect of the city as a whole. The city is the reality where the process of human activity reached its climax. The man-made land at different levels is an area where design and its planning at different levels can be found through rules

more current formulas for integrating man in his territory and in the historical context in which they live. This statement of principle is apparently justified in the opinion of the writer in a series of objective reality that we try to point out. In fact through the fabric of relations between the urban system and its territory is spread even more continuity in our times the area of coastline along the Mediterranean coasts in particular where it is located north is well established that the phenomenon has seen in a generation the shift of population from rural areas or to areas throughout the area, however, concentrated in urban centers. The use of the land begins to be framed in a vision of preservation of "good area". It thanks to the work of generations and generations of its inhabitants has reached a climax that may take in its current form. This can be more clearly through an image When you establish a link between the scene of a landscape and the road eg. Ideally you can think of the street as the sum of the evidence on which we can "walk", and from this look at a landscape alien "to know" that not only relates to a possible relationship with strangers, you can believe in the reality of strangers. Then its possible design a new reality that we can build a landscape, and that belongs to us. The idea that men to resemble the actors and the society at a stage that is inherent in our culture of *Theatrum mundi*. The creation of a public geography, has in other words, a close relationship with the imagination as a social phenomenon. The formation of the sense of public space enhances the ability symbolic of a society, because the image of reality and therefore what is credible is not tied to a daily check of the feelings of individuals. Conversely, the most compelling feature of the society is the emphasis of the community. The definition that the community is a neighborhood, a place found on the map, it seems perfectly plausible, given the atomization of the city occurred in the nineteenth century until the present day where the big cities that are posed to our attention coexist immigrant groups from other cultural realities that confrontation with the host culture for fear of losing identity tend especially in the first and second generation exacerbate some values in their external forms of origin's culture. Some sociologists such as Ferdinand Tönnies first among many have tried to grasp the significance of non-geographic communities opposing the community that existed in pre-capitalist world, or in traditional societies with society, with its division of work and classes unstable. Each community is something more than a set of habits, behaviors and attitudes toward others, collective identity is also a way to define who we are. From these considerations it follows that the local planning can not disregard the values and therefore the expectations of users. In other words, if the territory increasingly appears as an area that interfaces with the major population centers, is increasingly becoming a place where they have moved to the spaces that were previously included in the urban centers, and offering a range of services it can not stand only as a museum space that is separated from the urban dynamics, where we try to keep with painstaking precision an idyllic unspoiled space and every vestige of a past. Necessarily reflect the urban reality with which they interface.

Theoretical and methodological approach

Common sense suggests that the attribution of the same value of the social centers such as streets and city squares with glades of the forest must have something to do with the increasing absorption of the ego problems. Necessarily arise questions that guide this study. Social conditions which cause people to reveal their feelings to the next so as to create a supportive relationship? Under what conditions the men from their own creative resources to make expressive daily experience? It's a way to ask how and when people do naturally appeal to the energies that now seem remote in some detail how the spheres of art. In a vision of conservation, we can say that our society does not believe today that the impersonal atmosphere of personality can facilitate certain tasks, especially the revival of spontaneous feelings, without involving the active participation of society. The creation of a public geography, and the formation of a sense of public space that characterized the societies of the past due to an involution of the public, and the development of intimacy as a value, which is gradually becoming more important.

Each community is something more than a set of habits, behaviors or attitudes towards others, collective identity is also a way to define who we are. The problem is how to form these images, and as a planning time to the territory as a whole can be enriched with elements that they are the hinge of the project idea.

The protocols of storage in urban areas now make it possible to decompose for example, the superstructures of a historic building and to propose in case the request of the client is clear, a less formal evidence of structures of different ages affecting less. Similarly, the area is easy to propose a re-forested trees pioneer for example, in a territory abandoned by rural population for cases now known, to the detriment of those essences that the latest generations of farmers for instance used in the industry.

The designers of the land areas that are defined in various ways but in essence the legislature wants to preserve from decay and return to the community for a new use. Many are now examples of restocking arboreal disconnected from the historical context of a territory, and above all tied to a vision linked to their use. This refers to an example in Sicily, as a logical answer to the reforestation of large areas with tree essences alien to our history. The Eucalyptus case, is true among many to focus on the problem. One suggestion that wants to be a stimulus could be ash, and therefore justify groves of ash alternated with sumac shrub for example, as some sources we know the history of many areas of the coast of Palermo province.

You can find a justification for the upgrading and therefore the reconstruction of historic gardens in projects where it would seem want restore the fishpond "Maredolce Castle" (near the town of Palermo) with attached garden of delights, for example current and cogent today, because it is conceptually similar to an open air museum and find less justification in the opinion of the writer the management of large parks as mere museum areas where vehicular traffic through the paths, you can admire endangered alien plants to our culture and sensitivity so that overlook the majestic clumps of Mediterranean vegetation. Nearly one wanted to recreate the eighteenth century botanical gardens or zoos, which put on display in cages adjacent to the many different species. The search for collective themes that give dignity to the peripheral parts of the areas adjacent to cities, such as the coastal lookout towers that characterize the face of vast areas of vast sea areas is an important step towards the dual function. Characterize a region and provide cultural aggregative tools.

These examples do not want to be that opportunity to say that the planning of open space requires the setup project.

Aspects on biodiversity and biodiversity conservation or sustainable development

The most significant example of integration of environmental concern at the project level is definitely the assessment of environmental impact. This is a support methodology decision, the purpose of providing policy makers with the knowledge base necessary to consider and then incorporated into decision-making in the environmental impact of proposed initiatives, as well as preferences and objections of the interested public. This represents an evolution of standard methodology for design analysis and decision support to which the below is a brief mention.

The decision-making on individual projects and their alternatives, is based on the assessment of affordability typically performed by comparing systematically estimates of costs and benefits associated. This comparison is complicated when the implementation of the intervention can cause a change in the quantity and/or quality of supply of environmental goods. The causes of such difficulties can be traced to the fact that many environmental resources have a market price of reference and the complexity of operating environment and its connections to human activities.

the projects affect the throughput through the linear economy changing the flow of resources and waste hence the need recognized that their definition is preceded by an analysis that tests the impact on the mechanisms of exchange between economic and environmental areas.

Several methodologies developed as part of the traditional economic, the most common in practice are:

- Analysis of cost-benefit
- Cost effectiveness
- Multi-criteria analysis
- Assessment of environmental impact.

These methodologies aim to define a measure of project performance, where the environmental variables to be considered like any other and reduced the unit of monetary measure. However, the environmental impact assessment is aimed at overcoming the disadvantages of an assessment based solely on economic evaluation, and introduces a systematic attention to environmental issues related to the project implementation and moments of information and public participation. The opening to public participation is significant in several respects.

The analysis of the environmental effects of policies, plans and programs needed to implement an evaluation methodology to more abstract level than the single action or individual project. That which is defined as a systematic process to assess the environmental consequences of proposed actions, policies plans and programs in order to ensure that these consequences are adequately addressed from the earliest stages of decision-making on an equal footing economic and social considerations is called strategic environmental assessment.

There is no single approach to this but you can distinguish: one screening, one scoping, development and a comparison of the alternatives identified, a strategic evaluation of the report preparation, and evaluation.

One interesting contribution to the debate today focuses primarily be actions that are directed to nature conservation and a possible strategy, aimed at raising awareness of citizens in general and researchers in particular, the need to activate production processes compatible with environmental needs and develop interventions capable of regenerate degraded environments.

The need is just the man to revise and change his behavior, has led to the formulation of the concept of "active conservation" assisting to overcome the dichotomy between environment and anthropic environment in favor of the concept of a total environment with man as a promoter of positive action.

Paradoxically, this finding was not obvious, because in the debate that has developed there had been a radicalization of positions likely to lead to paradoxical events.

A precise knowledge of natural systems, both in dynamics and in the distribution, allows to overcome the separation between conservation and utilization of the resource by matching the two issues with a level of consumption compatible with the environmental system.

The sound management is therefore the objective of supporting, and in which protection, based on scientific knowledge of the issues that are the basis of environmental changes, remains a central issue in the face of destruction to and loss of natural resources.

Search parameters

It believes that we should propose a debate that could provide stimulus to a new class of design parameters that are proposed by a design vision organs may provide additional stimulus to implementation of operations on the territory.

We therefore suggest the stimuli are useful in developing protocols and programming conservation except for a few variants are configured in the following points:

effective to maintain and allow the use stead of a policy of restoration effective in mitigating the inherent vulnerability of the territory be shared unit and regularly updated specifically directed to the individual good.

Therefore, such as:

Analysis

Values	Criticality
<ul style="list-style-type: none"> - axis for ecological research (rivers, roads connecting rural) - rehabilitation of roads linking (paths with animals of the mountain, river or torrential lines) - exploitation of older building types through the use of new materials and finding a new vision of welfare housing while in the recovery of housing existing 	<ul style="list-style-type: none"> - deterioration and abandonment of lines of ditches Mountain - Abandonment of agricultural areas around the isolated country in areas related to the problematic sloping soil erosion - Excessive human pressure on natural areas are unique and rare (accommodation ...) - New construction as an alternative to ecological restoration in terms of the old population centers

Solutions	Rules and Constraints
Construction of urban continuity	Construction widespread

The problem that an approach that takes into account the evidence for how it is then exposed to diversify, and for the purposes relevant to develop around new elements.

What is happening today in the intent of local planning, the community has become a problem to be collective rather than an act collectively. The imaginary town has become the deterrent of any joint action. In the proposal could be included among the elements for an evaluation,

Then Example B:

Analysis

Values	Criticality
<ul style="list-style-type: none"> - Search space characterizing emotional relationships fully and openly (arousing commitment to joint actions) - Rehabilitation of roads linking the challenges of occurring as an alternative to a new and more articulated need for mobility - Making the old building types through the use of new materials and research capabilities congenial to new residents while in the recovery of housing existing 	<ul style="list-style-type: none"> -abandonment of agricultural areas around the isolated country in the recovery of an approach "from botanical garden" that promotes the image of what we were, - Situations that stimulate collective being, - Situations that stimulate a collective image, (reputed objects) - The constant search for authenticity, honesty, genuineness that unconsciously lead to new treatment works - Ecological restoration in terms of the old population centers in the vision of recovery of traditions and values that do not belong to communities.

Solutions	Rules and Constraints
Construction widespread and harmoniously integrated territorial	Construction widespread as urban continuity related to a need to create group (of wealth, values)

To justify the last table the proposal is considered to put in a new light one of the strengths of our reality landscape. Was not this the vision of the Great Cultural Tours that found an identity in the building harmoniously integrated in the territory of the southern regions of Europe, against territories seemed devoid of its identity?

Then set the planning criteria such as the following,
then as the proposal C:

Analysis

Values	Criticality
- Innovative manufacturing sectors (not only crafts or food)	- Relocation of SMEs without integration of supply chain
- Existence of research centers and technopoles territory,	- Productive specialization in traditional sectors uncompetitive on the global market,
- Research facilities aimed at enhancing relations of equality and trans border cooperation	- Situations that stimulate a collective image,
- Strategically located on the territory on the areas of confluence of river populated	- Inadequacy of infrastructure related to modern mobility

Solutions	Rules and Constraints
collective themes that give dignity to the peripheral parts (like the old coastal towers)	Construction widespread as urban continuity related to a need to create group

Opinion

In the opinion of the writer should ask each project idea on the management of non-urban areas, be they parks or nature reserves surround the building of the old rural communities, which present in their masterplan approach the issue of protection of individual elements (actually small rural hamlets .. with arboreal plants still retrievable .. positive measures introduced to protect the environment in cooperative contexts with carriers and human historical experiences different actions compatible for the re-development of the area by supplying users transboundary.

In view of a process in which new communities are being developed in large urban centers and who are carriers of values and sometimes interesting instances in the newness and freshness. In reality the Mediterranean coast with high human pressure away from large spaces that characterize other continents, and therefore can define their parks in a manner more suited to the maintenance of areas without anthropogenic pressure.

Conversely, we can and we must redefine the project area as not only the waterfront area of cities. Then an area we now call the park area that interfaces with urban areas, and continues to play the role it has played so far. Then in the planning stages of preparing an assessment of impact should be composed of:

- explanatory report
- technical report
- quantitative description of habitats and species of fauna and flora for which the sites have been designated
- analysis of direct and indirect impacts that the project produces on habitats and species of fauna and flora

- a) in the building phase
- b) a scheme
- c) in the medium and long term
 - mitigation measures and or compensation
 - alternatives considered
 - measures for verifying and monitoring the effects of the project.

It therefore reiterates that only a trans-disciplinary effort based on a common cultural language of today can be helpful to the growing development challenges that the changes we put in place. The change that is taking place on the shores of the Mediterranean basin can be seen both as a location for new masses of people into new metropolitan areas, both as new farming techniques.

Emerging issues related to change requires an allocation of new services for the qualification of local. This can only lead to new proposals for the redevelopment of areas now marginal in this context, the tourism for example that today even marginally interested in rural areas can only be significantly different from the set of values linked to simple revisiting of old and moldy countryside areas. So the task of planning involving all stakeholders in local development.

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A MODEL FOR SUSTAINABLE TOURISM DEVELOPMENT IN INLAND LATIN AMERICAN AREAS: THE CASE OF THE NORTHERN REGION OF NICARAGUA

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Abstract

Central American countries globalisation processes have improved macro-economic situations, as in the case of foreign debt, the same cannot be said for human development, where traditional societies have not had the capacity to respond to instruments introduced through the new knowledge society. Linked to this, tourism and services provide an opportunity to these countries because of the wealth of both their natural and cultural tourism resources. However, these developments must embrace sustainable models of tourism and to achieve this, tourism must not be presented as an end in itself, but rather as a tool for development. Here we apply the model for integrated tourism development to the area of study (Northern Region of Nicaragua, Las Segovias).

Key words: Sustainable development, integrated planning tourism, integral diagnosis.

INTRODUCTION

Many Latin American counties are amongst the least developed, as is the case of Central America, where Honduras, Guatemala, El Salvador or Nicaragua form part of what is known as the geography of poverty and inequality (Kanbur and Lustig 1999; Romero 2004).

Although the structural adjustment plans applied since the 1980s have made progress in correcting the major macro-economic imbalances such as inflation, public debt, etc., (IMF 2000; Gwartney and Lawson 2001), the social reality at a local and regional level is very different. Thus, the adjustment plans for the liberalisation of international markets, within the framework of the processes of globalisation of post-modern society at the beginning of the nineties, went beyond the power or capacity of governments to define and apply autochthonous economic and social policies, as is reflected in the case of Nicaragua (World Bank 1991; Vargas 2001; Avendaño 2000 and 2002).

Thus, the processes of globalisation of post-modern society have left these countries clearly on the side of the "loser regions" (Benko and Lipietz 1994), with the very limited response capacity of traditional local societies, whose socio-economic structures face difficulties in accessing the instruments of the new knowledge society.

Nevertheless, faced with this situation, attempts have been made over recent years to take advantage of the new economic trends, which include those linked to the tourism industry (Sánchez and Moreno 1999) as a significant system and instrument to encourage regional development (Mill and Morrison 1992; Gunn 1994; Sessa 1998; Hall 2000; López 2005). This offer takes the form of environmental (the region contains 10% of the planet's biodiversity) and cultural tourism products (the pre-Columbian and colonial civilisations).

However, in regional tourism development we should not fall into the contradictions deriving from the "developmentalism" that has repercussions for both environmental and socio-cultural aspects. All of this

has arisen from the application of strictly macro-economic and sectorial approaches, while tourism has a “polyhedral” and “transversal” character, especially in inland areas where the offer is represented by the territorial resources as a whole and the region’s sectorial activities, normally dominated by small businesses (Trejos 1999).

In this sense, many developing countries have mimicked developed areas, and have prioritised these macro-economic aims of tourism (Burns 1999), in many cases represented by the PASOLP tourism planning model developed by Baud-Bovy and Lawson (1998), offering products under the clearly exogenous formula of “holiday destinations”. Concerning this, authors such as Go (1998) or Vanhove (1998), point out the difficulties that these “enclave tourism” models have in developing countries since they practically ignore the local population. Concern has been expressed over this tendency in the United Nations Development Programme (UNDP 2000) which states that development efforts have often focused on the encouragement of economic expansion, while human development covers all the dimensions that contribute to defining the quality and welfare of human life in an interdisciplinary way. Likewise, the Development Plan to emerge from the World Summit on Sustainable Development held in Johannesburg in 2002 recognises the importance of integrating the three components of sustainable development (WTO 2001): economic growth, social development and protection of the environment.

Hence, the old polemic on tourism planning facing developing countries is once again brought up here: What should come first – tourism in the strictest sense or development? The answer is without doubt the latter. Therefore tourism must represent a way of encouraging, by means of integrated and sustainable strategies, the global development, while putting the aim of the society’s welfare before the strictly sectorial objectives of tourism.

Given the complexity of this approach (Murphy 1985), planning efficiency must be improved through greater participation of the local population so as to avoid endangering their viability, since social competitiveness is also involved alongside the economic issue (Aydalot 1986; Camagni 1991; Maillat *et al* 1995; Garofoli 1995; Storper 1998). How efficient this social competitiveness will be depends on the capacity of the social agents to act together and in agreement with the various institutions; valid in relation to this is the example to come from public institutions’ initiatives such as the European experiences of LEADER, PRODER, etc. (López 1999; López 2009), in which tourism activities are integrated into general measures for action, and present an integrated “bottom up” plan.

In this sense, the integrated tourism analysis, in the same way as certain economic approaches, shares cultural, social and institutional valuations; in other words the so-called “cultural turn” echoed in the economic geography of recent years (Grang 1997; Amin and Thrift 2000; Hall 2000; Moulaert and Sekia 2003), that gives a more thorough view of what human development should be. In this respect, cultural values can be efficient from an economic perspective, as they encourage, through their tacit knowledge in the relational and organisational sense (Von Krogh *et al* 2000), the transmission of the processes of innovation and management (Mariussen 2001; Malmberg and Maskell 2002), as well as bring values of solidarity (Throsby 2001) that in the end dictate the degree of economic success or failure enjoyed by a society.

Finally, this paper expands on the conceptual aspects of an integrated tourism model and its application in the Central American scenario, the case of the Northern Region of Nicaragua (Las Segovias), and presents the results of the integrated tourism diagnosis.

THEORETICAL AND METHODOLOGICAL APPROACH: APPLICATION NORTHERN REGION OF NICARAGUA

Based on the above, it is thus obvious that tourism initiatives lack of models and methodologies that match the characteristics of each territory and to the new notion of sustainable development, which would facilitate both territorial and social cohesion.

Against this background, the main objective is to attain a series of strategies by means of models that bring about improved development through integrated tourism systematisation, while. This involves carrying out an analysis and diagnosis in which the specific objectives are as follows:

To transform resources into products and strengthen existing.

- To match the product or products to the demand in order to establish the bases for greater competitiveness reinforced by training and new technologies.
- To propose territorial designs in accordance with the available resources.
- To identify "tourism environmental units" so as to prioritise exceptional projects
- To match tourism development to the territory's reception capacity.

Integrated tourism takes on importance as a result of the complexity and transversality presented by the business of tourism. This is reflected in both the territorial and socio-economic and cultural dialectic of the various spaces, where each area involved in this dynamic chooses a particular development model, thus significantly influencing the characteristics presented by the basic tourism resources of the area.

Consequently, this requires not only the territorial planning of potential tourism zones, but also the introduction of tourism planning models or methodologies based on integrated global strategies that foster development in general. In this way, we approach a conceptual position in which tourism is presented as an instrument for development rather than an end in itself. The weak socio-economic situation deriving from the decline in agricultural structures, together with the healthy aspect of tourism and service industries may help to generate synergies in other activities that to one extent or another form part of the tourist industry itself.

Tourism activity takes part in an integrated system, since tourism is constituted as a functional, dynamic system that is at the same time socio-economically and spatially complex, where a variety of elements interrelate in a constant process of readjustment. Thus, going beyond the simplification presented by the World Tourism Organisation (1994, 1999), which basically recognises the two elements of supply and demand, our perspective of development has a much broader dimension, integrating a range of different elements. In this line, the integrated tourism system is made up of two levels (Diagram 1), one of which, "A", includes a block of basic issues that represent the foundations of integrated tourism, amongst which we find territorial, demographic and socio-economic aspects. An analysis of these aspects should provide not only with information on the basic characteristics of these areas, but also their suitability to the territory where tourism model to be developed will be integrated. The second level "B" operates on the basis of level "A" and contains the "elements of the tourism system" in the strict sense of the term. Amongst these elements we highlight: tourism resources; markets, or demand; companies directly related to tourism and those that generate synergies; institutions, which should facilitate factors that reshape the resources.

In addition, the conceptualisation of integrated tourism development must also intrinsically include the following:

- The sustainability of resources, together with economic, social and environmental viability and profitability through productive qualification.
- The endogenous character of integrated development that forms part of sustainable development (Cunha 1988).
- An understanding that spaces are not of a closed nature, but that they participate in an "open system", although according to Dumolard certain internal characteristics are preserved (Gómez Mendoza, *et al* 1994).
- Participation, since integrated tourism development requires society in general and both public and private agents in particular.
- The carrying out of scalar approaches based on "tourism environmental units". Although the concept of the region includes much more than the territorial effects of the tourism activity. These "tourism environmental units" correspond to an area with a basic territorial resource, or

failing that, possess a minimum number of complementary territorial resources that enables the advancement of tourism within that space (López 1998).

Finally, eight phases make up the methodological planning process:

- a) Basic territorial demographic and socio-economic explorations; environmental explorations: landscapes, environmental and urban settings. Quality of basic natural resources.
- b) Analysis and diagnosis of the tourism setting on sub-regional and regional scales.
- c) Inventory, evaluation and potential of the tourism resources: quantification and distribution of resources, resource hierarchy; resource weighting; and index of tourism potential.
- d) Analysis of the factors that affect the state of resource development: Urban organisation and type of settlements; building type and morphology; urban morphologies and main areas of identity; traditional fabrics of society and new growth; communication and accessibility; tourism management.
- e) Socio-tourism explorations into demand: survey of demand (in situ); interviews by means of questionnaires with the main social and economic agents; telephone survey of travel agents in the main national markets; round table discussions, explanatory day conferences aimed at raising awareness; single-issue day conferences on potential products.
- f) Analysis and diagnosis of the tourism companies and on those companies that generate synergies on integrated tourism development: Diagnosis of tourism companies (state of infrastructures; diagnosis of human resources; sources of financing and level of technology; extent of environmental impact; degree of competitiveness, commercialisation and marketing); diagnosis of theme tourism on which the companies are based (present markets; potential markets; non-regulated offer); diagnosis of companies with possible synergies with tourism development.

The seventh phase:

- g) carries out a global diagnosis by applying a SWOT analysis and the final one
- h) a strategy proposal.

Application of the integrated tourism model in the Northern Region of Nicaragua: the departments of Estelí and Nueva Segovia

The study base in this research covers departments of Estelí and Nueva Segovia, located in the central northern region of the Republic of Nicaragua (Figure 1). These two departments both share a border with a third department, Madriz, and the three form an area known as Las Segovias. The three departments cover an area of 9,212 km² (Estelí 2,235 km², Madriz 1,602 km² and Nueva Segovia 3,123 km²) with a population of 430,953 inhabitants, which gives a population density of 46.78 inhabitants/km².

The main indirect research sources for the research into these territories were: the Ministry of the Environment and Natural Resources (MARENA); the Institute for Territorial Studies (INETER), topographical map 1:50.000 numbers 2855 II, 2856 I-II-IV, 2857 II-III, 2954 I-IV, 2955 IV, 2956 I-III-IV, 2957 I-II-III, 2958 II, 3 056 III-IV, 3057 III-IV, as well as the map of the administrative political division of Nicaragua, scales 1:750.000.

The Nicaraguan Institute for Municipal Promotion (INIFOM), the Nicaraguan National Statistics Institute. Associations referred to included ADESO Las Segovias, the River Estelí Basin Geographical Information Society (SICRE), The Nicaraguan Tourism Institute (INTUR), German Technical Cooperation (GTZ); the Centro-American Integration System (SICA) and FODESTUR (Fund for Tourism Development). The direct or field work resources included:

- a) Tourism resources. Fieldwork carried out during March, April and May 2002, producing an inventory with a total of 67 resources.
- b) The resources fieldwork was completed with contributions of the factors that reshape the offer in the study area.
- c) Concerning demand, a total of 842 questionnaires were administered to tourists in 67 hotel establishments in the departmental capitals of León, Granada, Managua, Estelí and Nueva

Segovia, and in the tourism complex in Montelimar, on the coast of the department of Managua, with a sample margin of error of +/- 6% for a satisfaction level of 95.5%.

d) Analysis of business structure

Integrated tourism diagnosis of the departments of Estelí and Nueva Segovia

Once an analysis had been made of the basic aspects and elements that make up the tourism system, we went on to conduct a SWOT diagnosis of both the items making up the basic aspects and those comprising the tourism system.

Synthesis of the diagnosis of the basic aspects

Given the conditions of the population, there is still to a large extent a subsistence economy, partly as a result of institutional weakness and scarce manoeuvrability on economic issues, which together with a fragile social structure (deficiencies in the family structure and social roles) make any progress most difficult. The property structure also has a major influence on this situation: the sharing out of land by the Sandinistas (Reinhardt 1987; Anibal 1993) aimed to achieve greater social justice, but did not take into account that the new structures generated, given that the conditions of production for essentially a coffee monoculture require vast stretches of land to be viable, were destined either to the new trend to sell land or to a "kitchen garden economy" with no guarantee of sustainability. However, positive aspects such as the importance of nationality, the disposition towards sociability and political organisation together with the existence of social support organisms were also in evidence.

Nevertheless, if the problems that give rise to poverty, in some cases extreme, are not solved, the risk of social tension appears. To this end, a more integrated approach to solutions on the part of the administration would be of great advantage.

In this sense, the economic structure is of vital importance to Nicaragua, and logically, also to the Northern departments. The burden of foreign debt, the interests on which constitute more than 15% of the fiscal expenditure budget (Avendaño 2000 and 2002) should not be forgotten. This situation creates foreign dependency that determines and conditions the economic dynamic. This is reflected in the trade gap, with the slowing down of exports due to low internal production and scarce diversification. Likewise, foreign dependency has led to limited government investment manoeuvrability, which has been most acutely felt in investment in services with a direct repercussion on social welfare, reflected in the poverty of the country and the region.

The high costs of resources for production and the comparative advantages given to industries located in free zones (Agosin 2001), together with a financial market that finds it difficult to raise capital and designate it to investment in production reflect a lack of competitiveness, especially in industry and agroindustry.

In spite of this situation however, Nicaragua, specifically the north, has natural resources that together with certain macro-economic aspects, economic liberalisation, reduction of the tax deficit, reduction in foreign debt and reduction of inflation (BCN 2000 and IMF 2000), are seen as clear strengths for future development.

Diagnosis of tourism system elements:

a) Territorial tourism resources and "tourism environmental units".

A total of 67 territorial tourism resources are to be found in the departments of Estelí and Nueva Segovia. If we apply the analytical integrated evaluation (López 1998), their total value amounts to 136.25, of which 44.67% are historical-monumental, 28.40% are natural-landscape, 24.37% craft and gastronomy, and 2.56% folklore.

This implies that from an intrinsic perspective, these resources present medium-lower values, particularly the natural and craft resources, although their low level of organisation and planning somewhat lowers their value to tourism (Diagram, 2 and 3). The final hierarchy of the resources is obtained by multiplying the number of resources by the square of the obtained hierarchy, which

for the study area reaches the value of 336. In this sense, one positive aspect is that the variety of resources and their geographical concentration enables us to propose a series of five "Tourism Environmental Units": The town centre of Estelí; Miraflores-Moropotente; Tisey- La Estanzuela and its immediate surroundings; the town of Condega and its surroundings; and the town centre of Ocotal.

Furthermore, clear opportunities are also revealed, such as the increasing international interest in the potential tourism products available in the North; a favourable climate; interest in the indigenous cultures; and administrative support.

b) The markets: demand

The most remarkable aspect regarding this factor is the lack of knowledge about the country and the Northern region by the tourist demand (Graphic 1 and 2). This is attributed to a long absence of tourist information offices, and the image of a country affected by conflicts, natural disasters, illnesses, etc. The demand, in other words, the tourist visiting the northern region does not value the services provided as highly as the self-evaluation made by the sector workers. Likewise, the low national demand for tourism services (lack of promotion of the inland market) is presented as a setback or a weakness. This means that the lack of product offer leads to a significant section of the potential demand remaining undefined. To this can be added serious problems attending the increase in demand caused by the lack of structured products, which at the same time should be accompanied by support in services (health, security, etc.) in order to achieve a high quality stay. Despite all these drawbacks, the North presents some very positive aspects, including the fact that the region's clients value the service received more highly than that received by clients in the Pacific region.

c) The companies

This factor is notable for its lack of business culture, and predominance of micro-companies (Graphic 3), and at the same time determined by the high cost of technology, the absence of which means that work is done with obsolete or old technologies. This low level of innovation presupposes the continuation of traditional practices with deficient organisation at work, often manifest in overworked staff. This, together with a poor tradition of business associations, leads to limited competitiveness between firms, the high costs of which foment the rapid disappearance of micro-companies. However, the commercial tradition is present in all the difficulties mentioned, and the possibility exists to create differentiating products by taking advantage of current legislation, although this legislation should be more realistic vis-à-vis the possibilities available to the local businessman or woman. The company is threatened by a series of problematics deriving from: the advantages provided in the free zones; the lack of organisational capacity; the slow pace of financial reform; the shortages in a code of good business governance. Deficient infrastructures are detected in the hotel and catering sector, particularly outside the departmental capitals and the gastronomic variety on offer is limited, despite the availability of many exotic local products. In part, this is due to a lack of knowledge by the population of these traditional values in the context of tendencies within the tourism demand. As for the administration, although laws do exist to encourage the tourism industry (Law 306, 1999), the requirements for very high minimum standards make them somewhat difficult to apply, to which must also be added the problems accompanying investment repayment.

The degree of commercialisation can be said to be low. This is affected by the few commercialisation channels available, the lack of experience in the sector and the lack of promotion. Likewise, the scarcity of companies and resistance to forming associations, with practically all business activity in the hands of two tour operators represent a major handicap for the local businessman or woman.

d) Factors that reshape the offer

The serious deficiencies in the way the territory is organised, in particular in the "Tourism Environmental Units" (TEUs), represent a major weakness. Likewise, there are no adequate "Main Identification Zones" (MIZs) or "Territorial Access Zones" (TAZs) in the town centres.

To this must be added the deficient road network, which shows very low densities especially in the main network, or the problems linked to water and infrastructures. Deficits in services are also significant, particularly in the scarcity of health services, due to low investment and high operating costs. On the other hand, the north to south axis provided by the Pan-American highway, together with low population density appear as important strengths for the North.

Nonetheless, certain aspects must be corrected because of the risk they present to tourism competitiveness, such as the lack of coordination, undisciplined town planning, and problems over investment prioritisation.

CONCLUSIONS AND PROPOSALS

In conclusion and as a strategy design we can summarise that although the physical-natural environment in the northern departments enjoys favourable aspects such as low seismic risk compared with other regions of the country, or a better climatic indices, the demographic and socio-economic situation of the area presents serious hurdles to a balanced endogenous and sustainable development, to which must be added grave economic and productive fragility marked by existing financing models.

Against this background, based as it is on a local endogenous and participative development approach, the integrated tourism model may well provide an instrument to facilitate socio-economic activity.

However, in order to make this development possible in the departments of Estelí and Nueva Segovia it is necessary to improve the quality of the environment and its surroundings by bringing the basic infrastructures up to standard in the departmental capitals and at the same time designing and strengthening the "Main Identification Zones" (MIZs). Likewise, the road connections between the main "Tourism Environmental Units" (TEUs) must also be improved. This must all be effected under a local management plan so as to apply the principles of sustainable development.

These actions may at the same time facilitate the development of tourism products of this character integrated with the other activities. Products that may be created in accordance with the existing resources and with the existing demand in the region are: cultural products associated with craft resources (leather in Estelí), pottery produced using pre-Columbine techniques (Ducuale), archaeological resources (El Cebollal, Apagüis) or murals (Estelí); nature/ecotourism in Miraflores-Moropotente or Tisey; agrotourism based on the resources of tobacco (Estelí) and coffee in Miraflores; or scientific tourism, given the tremendous potential in biodiversity and the already existing facilities both in Miraflores-Moropotente (Ortiz and Barzev 2000) and Tisey.

However, in order to activate and convert these resources into products, employee training must be promoted, business and management training must take place in the small and medium-sized businesses and business organisations, with a redefinition of the concept of the business network towards a strengthening of its "relations" factor that takes advantage of both the tacit knowledge that forms part of the cultural wealth, and the explicit knowledge to come from globalised knowledge and know-how.

The configuration of these products should be accompanied by communication and commercialisation activities, both of which present major deficits. To do this, tourism know-how must be created on various scales in order to place these receptor regions in the potential markets.

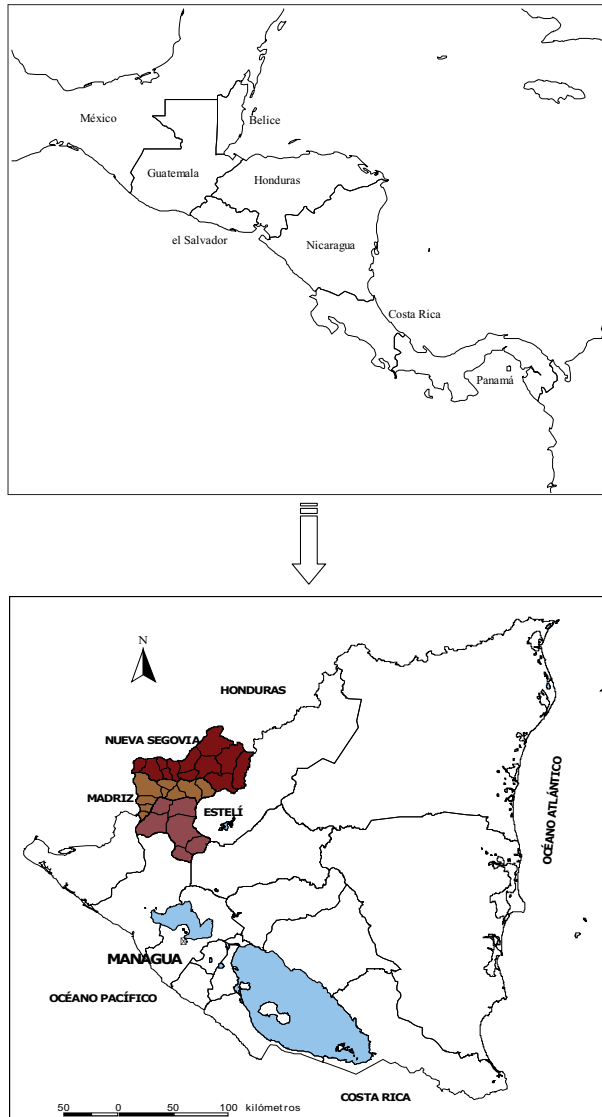
Finally, in order to successfully implement the above-mentioned aspects, tourism policy must be optimised by means of public-private cooperation and partnership formulas, together with a commitment to promoting a greater awareness and involvement of the population in the development of tourism. Of the steps to be taken in tourism development, we highlight the following: to set up council-run tourism departments in Estelí, Ocotal and Condega; to create a register of craftsmen and women, and craft industries, in line with Law 306 (Art. 4.10.5); to set up a Chamber for Regional Tourism in Las Segovias; to promote new business projects that will champion the figure of tourism entrepreneur, for which new financing programmes will be needed that commit to improved design, presentation and viability of the investment projects and supported by the loan cooperatives linked to NGOs, as well as to the traditional banking system.

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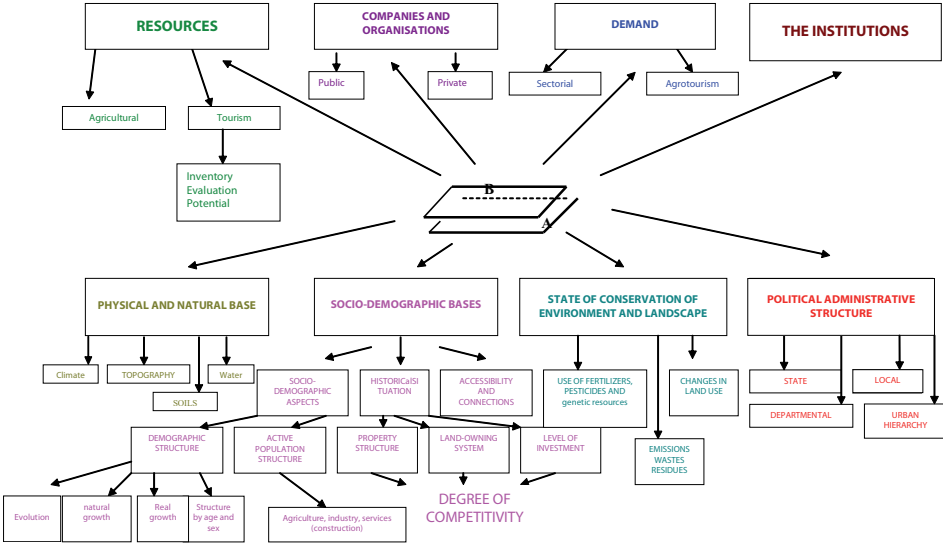
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Figure 1: Location of the area under study



Source: The Author. Laboratory for Studies, Organising and Planning of Tourism Areas. Universitat Jaume I. Castellón

Diagram 1: System of integrated tourism development



Source: The author

Diagram 2: Results of the evaluation of integrated tourism resources

Factors	Variable	Maximum score	Study of the area	%
Internals X	A- Intrinsic characteristics (specificity and singularity)	20	9.56	47,8
	B- Degree of arrangement and internal planning	10		
	B.1.- Infrastructures and degree of planning	(5)		
	B.1.1.- General infrastructure	(2.5)	0.71	14,2
	B.1.2.- Urbanization	(2.5)		
	B.2.- Tourist infrastructure and services	(5)		
	B.2.1. Signaling and information service	(2.5)		
Externals Y	B.2.2. Equipment and services	(2.5)		
	C-External accessibility	10	5.64	56,4
	D- Evaluation of the resource in the tourist market and volume of demand that it generates	10	3.40	34,0
TOTAL		50	20.31	40.62

Source: The author

Calculation of primary hierarchy

J: $X+Y \times 5$

50

J: Hierarchy

X: Internal factors

Y: External factors

50: Maximum score of the resource

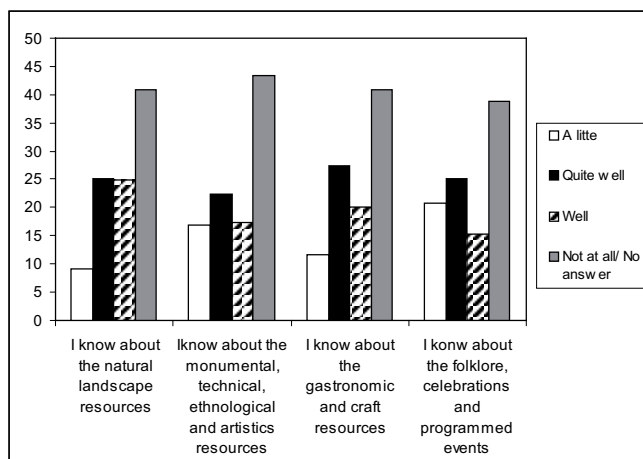
5: Maximum hierarchy of the resource

Diagram 3: The analytical and integrated evaluation of the tourist resources in the departments of Estelí and Nueva Segovia (by categories). Average value of the tourist resources.

Category	X Internal factors			Y External factors		Hierarchy index
	A	B		C	D	
		B1	B2			
Natural landscape	11.9	1.3	0.7	4.7	4.1	2.27
Historical monumental	7.9	0.8	0.6	6.1	2.3	1.77
Craft and gastronomy	11.1	1.1	0.8	5.6	5.1	2.37
Folklore and celebrations	7.5	1.2	1.2	4.5	3.0	1.74
Average total hierarchy	9.6	1.1	0.8	5.2	3.6	2.03

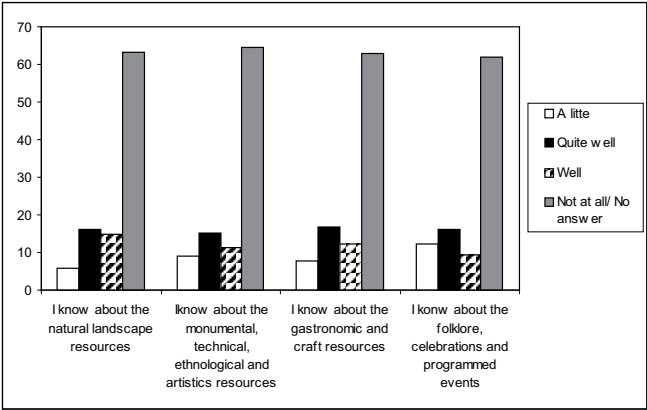
Source: The author.

Graphic 1: How well do you know the tourist resources of Nicaragua



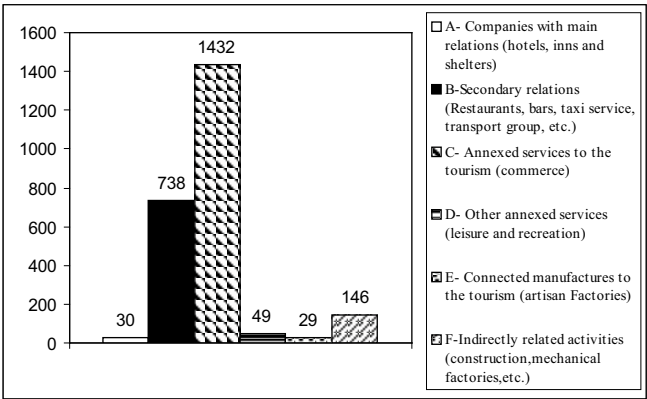
Source: Office for tourism studies (GETUR). Universitat Jaume I.

Graphic 2: How well do you know the tourist resources of the Northern Region of Nicaragua



Source: Office for tourism studies (GETUR). Universitat Jaume I.

Graphic 3: Companies related to the tourist activity. Departments of Estelí and Nueva Segovia



Source: The author. Instituto Nicaragüense de Fomento Municipal (INIFOM).

Local Economies and Rural Development

**THE SYMBOLIC INDICATION OF HERALDRY AS AN APPROACH TO ENRICH TOURISM SOUVENIR
(METAL BROOCH)**

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Abstract

The research is based on the benefit from the study of the symbolic indication of heraldry through well known civilizations on the Mediterranean Sea. The importance of the research comes from its offering of the study of an important part for the aim of the development of innovated designs for souvenir metal brooch with the aim of the awareness of the young of the importance of the artistic heritage which may link periods of times and nations together and arguing the young on necessity of keeping it.

For this purpose the research follows the analytic experimental method through six steps the research first offered an idea about heraldry offering through it the definition of heraldry as well as an idea about its inception and colors and then it handled the historical development of heraldry and the pharaohs civilization across the well known civilization of the Mediterranean sea starting by heraldry of the ancient Egyptian civilization which is marked by its simplicity in stripping and summarizing the symbol which serves the suggested input in the research then the Romanic and finally the study of heraldry of the mamlokia much deeper than others. Then thirdly it explains the kinds of heraldry whether it was official or private or others then it goes in four to the forms of heraldry with the simple or complex bodies showing in a table the forms. Then in five it deepened in the symbolic indication classifying it into symbols. In six it offers an experimental approach to invest what the research reached on the study of the symbolic indication of heraldry and its enriching the designs of souvenir metal brooch depending on what the symbol of heraldry marked by from stripping summarizing and this is attached with the philosophy of the abstract school which is a base for the treatment of heraldry symbols with the aim of reaching new designs for souvenir metal brooch taking for this some constructional basis and others. Taking in concern the basis and ingredients forming metal jewels for preparing the best design as deletion and adding and exaggeration and zoom in and out and finally offering the results of the application of the suggested input and also offered many recommendations hoping that it will take its concern of study.

Key words: The heritage, Tradition, handicrafts, Souvenir of Tourism, Design of Metal jewelry

INTRODUCTION

The inherent day for the remaining aspects of past life found undeniable effect for an ancient heritage that appears on the remaining manifestations of artifacts, coins and old buildings, to take some Heraldries symbols that draws attention to pay to watch this to question the continued existence and causes of proliferation and significance of its significance.

Heraldry is one of the most important monuments which tells the culture, customs and traditions and

systems of our society in an era of history, namely, (Mamluk). As they symbols or emblems, or seals that have been taken by the Sultans for themselves and those whom they trust the Mamluke, who were they referring to the emirate to show their qualities of strength and bully. Or to express what their assigned jobs or to be placed on all what they have to indicate the ownership and affiliation of them. (Christian, 1960,262).

The fact is that heraldry is not the result of the Mamluk era, but its historical roots stretch even further out of its inception, it goes back to the age of Pharaohs where it appeared in the form of badges associated with religious beliefs (Ahmed.F,1982,249). Heraldry has also emerged linked to other civilizations around the Mediterranean such as Greco and Roman civilizations, which came in the form of designed symbols on their coins of their currencies, (H.A. Seaby,1976,146)sometimes reflect the glorification of kings and highlights their achievements and the other on a record of specific events, and a third expressed the gods, (Esmaeel,1937,93). Heraldry emerged in the Islamic civilization in the form of banners and badges of wars a function of the victories and conquests of that era. Perhaps this is the historical depth over this great archaeological heraldry weight and high artistic value. (Ahmed.S,1982,23).

Heraldry were selected specifically as the subject of study in this research to its unique specificity of the idea of serving the research for the following:

- Heraldry is one of the elements that are rich in highly artistic which is shown in the diversity of the form between simple and compound, or the multitude quality of its symbols between that of animal plant and other inanimate objects as well as containing an element of writing especially in clerical heraldry, which include all the elements necessary for the formulation of a newly designed souvenir metal brooch "the topic of the research".
- Heraldry as an archaeological icons bear heritage of an era which is one of the most suitable souvenir elements that can be inspiring and in turn to give the souvenir metal brooch its importance as a souvenir that reflects our heritage.
- Great similarity in functionality between legal heraldry as badges used to denote the status of the owner, employment, or affiliation to the parent, and the souvenir metal brooch, which is also a sign placed on the chest for the roughly similar purposes.

From this point heraldry was chosen to be the focus of study in this research as it contributes in the development of this idea which is based on enriching the souvenir metal brooch by an archaeological value of the desire of those interested in archeology and heritage "tourists and visitors to our country" in the acquisition of it as a souvenir. This contribute in the preservation of this cultural legacy from loss and oblivion through the trading of these heraldry symbols as buckles placed on the chest as a sign of this inspired heritage.

Based on this the research problem is determined in the following question:

Can we benefit from the study of heraldry, and their heraldry symbols to Put an approach test to enrich the souvenir metal brooch with innovative designs combine originality and contemporary?

Research Terms:

Heraldry: Detects blazon of the word in the dictionary has found that the first two terms in the sense Range and mean rank or row (Saleem,1984) and the second sense means Heraldry and genealogy achieve and codification (Muneer, 1976).

Heraldry Mamluk is personal logo which bears a special meaning to take for himself at the Prince Sultan Tamir and unique to him solely because of the functionality that symbolizes the community holds in the royal court has taken the emblem refers to heraldry of knight or work (Y. Artin, 1982,12). The Sultan is used blazon symbolizes the special qualities of his name or whether the meaning of his name, and is often written blazon put him on all his or her property to indicate ownership and affiliation with (Mayer, 1933,7).

THEORETICAL AND METHODOLOGICAL APPROACH :

The research followed the pilot analytical method through six steps :

First: A note about heraldry;

Second: Analytical study for the design of Mamluk heraldry;

Third: Heraldry classification;

Fourth: The blazon symbolism of the of Mamluk's heraldry;

Fifth: An approach to a proposed pilot for the investment heraldry code to enrich designs of souvenir metal brooch.

First: a note About heraldry

The significance of old heraldry was different from that of the Middle Ages when they were linked to old beliefs and religions (ancient Egyptian fateful of fish as a symbol of life and symbol of the god Osiris and of the goddess Isis was symbolized by two fish facing each other with lotus flowers) (Gamal,1981,461). Also some tribes had banners bearing the images of their gods (Eagle emblem was chosen Force-day Hittites and the Greeks (Waheeb, 1976,126).

As for the middle ages heraldry were taken as logos of the jobs of the princes and also symbol of the strength and brave of the sultans. And often some of them contains the writing element, and they are also used as logos for the military groups with the purpose of distinguishing (Ali, 1998,116). Its importance reached the point that they became a right and a privilege owned by the princess and sultans only. As for the west heraldry were taken as logos for families and high ranked people and for the military groups or it came to symbolize an idea or a brave act or taken as logos for cities and countries (Ahmed.T, 1992,34).

And in spite of the important role of heraldry at this era it didn't have the suitable care of the Arab historians in the middle ages (Hassan, 1965,170). This showed that heraldry was a familiar thing for them so it was not worth for drawing their attention as the other common things at that time heraldry were engraved on the buildings of the sultans and princes and on their clothes and tools and were put on their own properties such as their kitchens of sugar and crops affairs and boats and flags and even on the clothes of the slaves, and on the cloth of horses, camels, swords, bows, pots and tools made of wood, metal or glass and others to show their ownership and it was also engraved on their currencies as a honor and privilege for them (Maisa, 1991,185). The importance of heraldry reached the extent that people draw heraldry of the sultan on their tools and hands if they admire their good actions (Ebraheem, 1980,324).

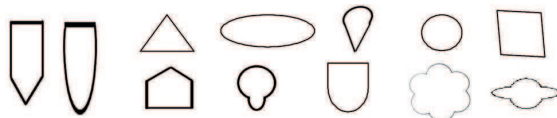
Second: Analytical study for the design of the mamlouk heraldry:

Heraldry is characterized by a unique design that is different from other badges and by analyzing the nature of the design of heraldry it was found that it has the following characteristics:

- Design specifications for the mamlouk heraldry:

The outer frame:

At the beginning heraldry were drawn without outside surroundings as heraldry of the well that appeared on the bridges of abub El Manga or as in flags and bladders then they became surrounded by a simple architectural frame which may be square, triangle or circle or tapered almonds at the bottom or labours or others and sometimes it contains two architectural forms or more.



Perhaps the choice of the artist for the architectural form for designing the outside of mamlouk heraldry came from his desire to achieve the following:

- Making the architectural frame simple makes the witness to concentrate on the content of heraldry;
- Making the architectural frame of heraldry helps in limiting the inside lines whether they are vertical or horizontal or leaning;
- The architectural frame is characterized by being of calculated area so it suits any decorative area that is put on it begins from houses and ends with currencies and passing the different antiques without making any disorder in vision by the its inside with what surrounds it;
- Flexibility in changing the architectural frame gives a big chance for variation in the forms of the outer frames of heraldry which gives a kind of distinguishing among them.

The inside division:

The flat inside area of heraldry may be divided into one area or two areas or three areas vertical or horizontal the largest of them is the middle which is called Shatta (Ahmed A, 1974,67).



Perhaps the artist's unification of the internal divisions for mamlouk heraldry comes from the fact that:

- achieving the artistic unity and an artistic control in forming heraldry;
- Giving heraldry a unique character distinguished by a sultan's seal;
- Creating a distinguished system for the ordering of the internal symbols on the surface of heraldry that gains balancing.

The formal content (the content of heraldry):

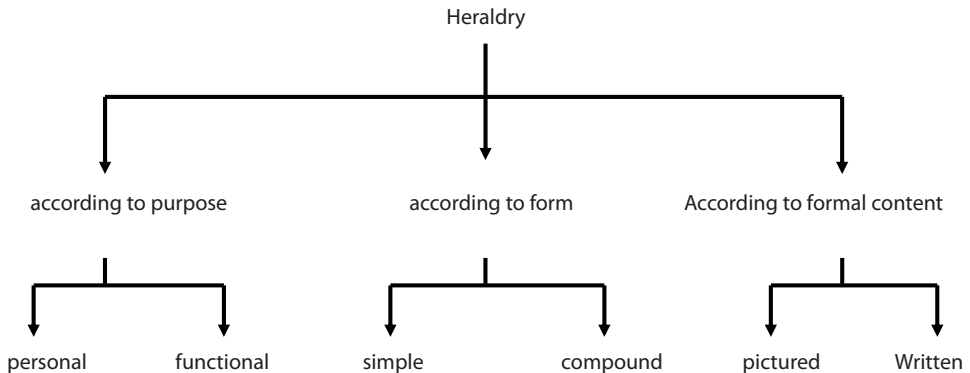
The formal content of heraldry contains a drawing of a specific thing which may be animal, a bird, a plant or a tool such as the sword or others (So'aad, 1986,176), the artist deliberately drafted the symbol of mamalouk heraldry various draftings to suit variety of jobs of the mamaleek as well as the variety of the surfaces on which heraldry were put on whether they were related to the internal or external of the building.

(Elfat, 1981,37). so they took into consideration that the designs of heraldry suits the designs of these antiques. He had allocated the top place or enclosed it with a complement decorations for the shape of heraldry or made an extension for it with the other neighboring decorations or others (Mohamed, 1990,298).

Colour:

Heraldry consists of one color or more from the same color or it can contain various colours. (Hassan, 1965,170) The use of color became common in heraldry so it is called in Persia (ring) meaning color. This aimed at distinguishing among the similar functional heraldry especially among those of the same job (heraldry color here is to distinguish the owner of heraldry from others).

The important colors of heraldry are yellow, brown, cream, green, white and red in addition to the color of heraldry itself which is the color of the antique on which it is placed on (Ahmed. A, 1974,93).

Third :classification of heraldry:**First : Classification according to purpose:**

Heraldry are classified according to the purpose of its use into two kinds:

Personal Heraldry:

It is a special heraldry to identify its owner whether he is a sultan or a prince and it is often drafted with a figure that symbolizes its character or to what he owns from qualities as strength and courage and others (Ahmed A, 1974,92). Or they may be drafted to reflect the meaning of its owner's name if his name has a meaning (as most of the names of the mamalouk's sultans and princes were names of things or animals in the turkey, Parisian and titarin languages. Examples of this are: Baybars which meant the leader of panthers, Kalawwn which meant the duck, Twghan which meant falcon. Their names also refers to qualities such as slar which meant the striker (Ahmed A,1974,89) Form No (1).

Functional Heraldry:

They are heraldry that refers to the position or rank that the prince occupy and they were often awarded by the sultan to the chosen princes from the mamaluk that were used in guarding and managing wars (Abu El Farag, 1960,92). Where the sultan chose from them those who are skilled, promote him and award him heraldry that refers to the position given to him (Hassan, 1966,22). Form No (2).

It is worthy mentioned that the names of the court jobs mostly came from compound words of two syllabus one is Arabic (which refers to the tool used in the work and it is often the symbol of heraldry that refers to the job as the cup, the sword...) the other is Persian which is the word (Dar) which means the holder which means the holder of sword of inkwell or cup and so on. And the word prince often preceeds the word prince and he is the one who orders and has the authority and is used as a name for the job or to refer to a rank (Maisa,1982,77).

Second-Classification according to form:**Simple Heraldry:**

It meant heraldry that have one motto or a symbol, That may be put on the (shatb) of heraldry or it may centre the outside of heraldry (on heraldry itself if it doesn't have a (shatb). And they were used by both the sultans and the princes. Examples are: heraldry of the lion heraldry of the eagle- the rink of the side twist and others (Ahmed A, 1974,87) Form No (3)

Compound Heraldry:

It meant heraldry that have more than one motto or symbols and they began by two signs from the era of the sultan Zaher Baybars albandkdary (658-667) (Ahmed A, 1974,92) then it ranged till the lonely heraldry contains nine symbols at the age of the sultan Al ashraf kaytabay (837-901).

From this we can say that compound heraldry were resembled at the beginning on the light of the personal heraldry for the sultan and the symbol which refers to his job in the court and then heraldry got rid of the personal motto of the sultan and became only containing the symbols that refers to their jobs which were varied by the transferring of the prince from one job to another, as it was accustomed that the princes didn't forget their simple jobs and positions but on the contrary they were proud of them (Martin, 1974,92) and this led to the multi symbols and this increases the ambiguity and complexion of heraldry. Form No (4).

Third: Classification according to formal content:-

Pictured Heraldry:

It meant heraldry that symbolizes their owners or their jobs through pictured symbols that refers to a certain known figure as the animal, the plant, intimate or tools or others from formal symbols. Form No (5).

Written Heraldry:

It is a kind of heraldry that were for the sultans only without the princes known as Shields or cartridges or written heraldry (Mayer, 1933,9). where heraldry mostly consists of circular shield or pear shape or lobular, often divided into three horizontal parts ad it didn't have any mark or pictured symbols as the other kinds but full of writings (Mayer, 1937,89)

The writing on heraldry consists often of some words that combine the name and the surnames of the mamlouks sultan, and some praising words. These words were written inside a frame and they may be in one line or three or more, (Abd El Raheem, 1986,261), where the surface of heraldry is divided into two parts or three or not divided at all. The words are ordered in unfixed manner where the upper part sometimes contains the sultans name, in the middle glorification of him and at the bottom calling for him. Form No (6).

Fourth: The blazon symbolism of the of the Mamluk's heraldry:

Every heraldry bears a special meaning that refers to the purpose of it and the following tables show the blazon symbolism of the of the Mamluk's heraldry. On the light of its kind of symbols whether they were animals, plants,birds or others:

THE Attached Tables

Table No. (1) : The blazon symbolism of heraldry with the symbols of animals





Shape	Symbolism	Classification	Heraldry	
	It was taken as a symbol of courage and composed force (Ahmed A,1974,85).	personal	The lion heraldry	1
	Fish was taken as a symbol of life in old ages and it was a motto for Isis and Osiris (Ahmed A,1974,87).	personal	The fish heraldry	2
	Heraldry of the job of (Ameer akhoor) who is the person who is in charge of animals (horses, mules, camels and others in the sultan's terms (El kalkashandy, 1913,461).	Functional (jobs of the sultan's services)	The horseshoe heraldry	3
	The sign of postal mule was taken by the princes in charge of mail distribution. And they took the mule as a symbol for them (Ahmed A,1974,78).	Functional (jobs of public services)	The mule heraldry	4

Table No. (2) : The symbolism of heraldry with symbols inspired from birds



Shape	Symbolism	Classification	Heraldry	
	It was taken a symbol of speed, accuracy and cleverness. It came in different shapes, as it was drawn with one single head turning to the right or to the left, or drawn with two heads and also it may be with one wing or two flattened (Doris,1989,133).	personal	The eagle heraldry	1
	Most of them came in abstract decorations and above surfaces of interfering bows or circles (Ahmed A,1974,87).	personal	The duck heraldry	2

Table No. (3) : The symbolism of heraldry with symbols inspired from plants

Shape	Symbolism	Classification	Heraldry	
	Some people see it as the Egyptian Lotus that was exposed to some kind of modifying and abstracting that gave it the shape of lily (Abd El Raheem,1986,222). And The French called it as Farancisa after being admired by it and after seeing it on the cloak of Louis the ninth.	personal	The Lotus or lily or Farancisa heraldry	1






	<p>Came a lot on artifacts either alone or combined. It goes back in origin to the Islamic era. As the Kalkashndy mentioned that the logo of the sultan of Yemen was a red flower in a white surface (Paul, 1964,22).</p>	personal	The flower heraldry	2
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Table No. (4) : The symbolism of heraldry with symbols inspired from tools

Shape	Symbolism	Classification	Heraldry	
	<p>Heraldry of the job of (Ameer dawadar) that means grasper of inkwell and it was the job of this in charge of the sultanic writings (Hassan,1965,519).</p>	Functional (Jobs of sultanic services)	The inkwell heraldry	1
	<p>It was taken as a symbol for the job of the prince (shrabdar) and he was the Legs of the sultan and he was chosen with great care from the honest employee (Paul,1964,24).</p>	Functional (jobs of sultanic services)	The cup heraldry	2
	<p>Heraldry of the job of (ameergmdar) he is the person who is responsible for the Sultan's clothing (El Maqreezy,1943,344). The gemdar is a compound word that means the holder of the clothes and it was a piece of cloth put on it another piece to look like the gamma and it was termed to be drawn as a square with high corners or a rhombus that resembles the piece of cloth (Hassan,1967,59).</p>	Functional (jobs of sultanic services)	Side twist (elbquga) heraldry	3
	<p>Ameer albandakar and he was in charge of managing wars and the bow was taken as a symbol for his job. It was found engraved on buildings in a vertical position alone or accompanied with two arrows on its right or left (Esin,1985,186).</p>	Functional (military services jobs)	Heraldry of a bow	4
	<p>Heraldry of the job (Ameer salihdar) is the job of the person who is responsible for overseeing the weapon dump cleaning and distributing them in war times (Abd El Raheem,1986,302).</p>	Functional (military services jobs)	Heraldry of the sword	5

Fifth: An approach to a proposed pilot for the investment of the code of heraldry to enrich the designs of souvenir metal brooch:

An approach proposed:

In the light of the previous study of the Mamluk blazons SCHOLAR tended to put the entrance to benefit from a pilot study to enrich the symbols Alrngkeh metal brooch, a newly commemorative designs combine originality and contemporary. the proposed entrance on two main axis:

The first axes: The design

This link is linked to the preparation of design of souvenir metal brooch and uniforms must be formulated in a special manner to ensure the following:

Distinctive characteristics memorial inspired by symbols of heraldry.

Suitability for formulation of the existing mineral composition of the metal pressing and wizards Balastenbat Alceccchelih handmade metal processors and different color.

To ensure this should be subject to the following:

- The design is based on the inspiration of the symbols heraldry all organic components and engineering and clerical.
- To be addressing those elements in the light of the investment basis the construction of a design like (delete, add, Shorthand, Abstract, etc) (Ehab, 1998,157:192).
- The formulation of the design introduced should be on the light of the awareness of the specifications of the designs for the shape of mamlouk heraldry which include (the general framework, the internal division, the graphic content) aiming at the originality of the design of the brooch and giving it the memorial capacity required.
- It is taken into account in the formulation of Construction Design that it is based on the basis of the component of the formulation of jewelry as its suitability in terms of aesthetic, technical and functional values as well as taking into account the economic and humanitarian factors. (Zainab, 1996,15:22).

The second axes: Drafting:

This axis is related to carrying out the ready design using for this some methods of metal forming according to the following steps:

The first step : the metal forming using the pressing nails:

The pressing stamps are prepared on the light of the prepared design which is inked in white and black and which on it the leading and cavernous spaces are fixed for designing the brooch. Product No (1)

The second step (Processing the compressed flat surfaces using manual metal forming).

Embodiment of the flat compressed surface of the brooch using visual methods to develop a handheld metal aesthetics unintended flat-ROM for the brooch in order to achieve innovation and modernity in its formulation This is done through the following methods. Product No (2).

Bending: Curvature of the slide is cleft in multiple directions with a view to impacting written decorative aesthetic resulted from operations for the overlay and juxtaposition and contact between those segments and compressed surface. Product No (3).

Wrapping: Slides are wrapped in trends and different axes to emphasize the linear rhythms, to reconcile and achieve aesthetic value.

Filing: Using filing on the outer edges of the compressed surface or some interior spaces forming it, taking advantage of the different diameters and volumes of different files with the purpose of creating rhythms iterative regular or irregular basis on the surface of the brooch.

Addition: metal surfaces in a different color type and body were Added, to flat-ROM to the diversity of formal color and aesthetic oversight in the newly created brooch.

The third step (color processing)

The deep spaces on the compressed surfaces are colorly processed using the following method:

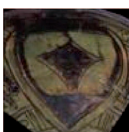
Oxidation using chemicals: Oxidation was used to effect gradual color changes between dark and light on the flat-ROM by interaction with chemicals, according to the special equations and we must take into account that the color of the metal varies with the duration of its stay in solution, giving the desired color effects that highlights the best areas in the deep of the flat-ROM. Product No (4)



Form No. (1) Personal heraldry



Form No. (2) Functional heraldry



Form No. (3) Simple heraldry



Form No. (4) Compound heraldry



Form No. (5) Pictured heraldry



Form No. (6) Written heraldry



Product No. (1)



Product No. (2)



Product No. (3)



Product No. (4)

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“ESTABLISHMENT AND REHABILITATION OF A SPECIALIZED ZONE THAT ACCOMMODATES THE LOCAL GLASS INDUSTRY AS ONE OF THE CRITICAL HERITAGE INDUSTRIES IN EGYPT”

Yasser Saeed Mohamed Bendary¹

PHD the Development of New Tourist Patterns Based on the Common Values of the Mediterranean Area

Abstract

Problem of the research:

1. Closure of many factories of local glass and deportation of many of its workers and technicians as a result of the lack of support to this ancient heritage industry.
2. Spread of the residential areas around these factories reduced the opportunities of their existence and development as a result of having the population.
3. The tourist areas lack single patterns of tourism and some small industries like the local glass.

Importance of the Research:

1. To maintain the identity of the region while optimally using the real resources in creating the relation between man, industry and place.
2. developing the local glass industry as one of the main heritage and tourist industries in Egypt.

Objective of the Research:

1. Contribution to prepare a study to establish and rehabilitate an area that accommodates the glass local glass industry as one of the main heritage industries as a contribution to establish a distinguished tourism pattern (through the tourist survival of these small industries), while preserving the pattern of the region and population, and exploiting its resources.

Hypotheses of the Research:

The scholar supposes that by establishing a specialized area to accommodate the local glass industry, this will contribute to maintain the identity of the region and contribute to develop the local glass industry as one of the main heritage and tourist industries in Egypt.

Key word: Establishment a specialized zone(Local Glass) in Egypt

INTRODUCTION

Under the decline of many heritage industries that are by nature the main tourist constituents in many of the world countries, it was necessary to pay attention to one of the most important and critical heritage industries in Egypt; namely, the local glass industry, which is one of the main constituents of the civilization heritage that the ancient Egyptian civilization left to us, and tourist is one of the most prominent speakers of the Egyptian civilization, with the attention of integrated Religion Tourism to show the elements of civil heritage as one of the modern tourism constituents in its distinction. As a result, the research paid attention to the study of rehabilitating and establishing a specialized area that accommodates this industry as one of the main heritage industries in Egypt.

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THEORETICAL AND METHODOLOGICAL APPROACH

The Research theory is based on the construction of a new pattern of integrated Relational tourism, which is the tourism of heritage industries (local glass industry) in Egypt, since it is one of the most critical heritage industries liable to die out as a result of negligence. It is a tourist industry although tourists in Egypt prefer it during their visits over the visit to other monumental areas. In addition, the attention to the new pattern of tourism would help maintain the identity of the region in terms of the establishment of an integrated area that combines the craftsmen, industry and tourists, which would contribute to keep a pattern of the heritage industries region, and would also contribute to use the true resources of this region well because such an industry would keep the place environment because its main resource of materials is the glass wastes including the bottles and packs. This would help to create a relation between man, industry and place.

Therefore, the idea of the research was based on two main principles as follows:

- Study of establishing an area to accommodate the local glass industry in Egypt.
- Study of the means to rehabilitate the area that accommodates this industry.
- First: studying the establishment of an area that accommodates the local glass industry:

This requires a preliminary combined study of the establishment components including (the selection and conditions of place, virtual area of the place work, required buildings, study of the requirements for the local glass industry)

- **Second: study of the means to rehabilitate the area that accommodates this industry:**

The research did not only examine the establishment of an area to belong to the workshop and factory owners, the study was also based on the consideration that it is important to have an area affiliate to a single department that can maintain this industry against deterioration and decline, and to enable that department to control the type of products and efficiency of the tourist service provided, and can rehabilitate and train the workers and technicians so that it can be able to compete in the international markets.

From this standpoint, we highlight the importance to rehabilitate the area in the way that matches the importance of its establishment.

Importance of integrated Relational tourism for the size of international tourism to Egypt and the Mediterranean countries:

Egypt is one of most prominent world tourist companies due to the abundance of its stock of heritage and natural tourist sites, since Egypt has one third the renowned monuments all over the world, so it is one of the main sources of the national income in Egypt because of the following:-

- Tourism in Egypt now represents a percentage of 11.3% of the gross domestic product.
- Tourism in Egypt represents 40% of the total Egyptian non-goods exports.
- Tourism in Egypt represents 19.3% of the foreign currency revenues.
- The number of tourists who visited Egypt reached more than 9.79 million tourists in 2007 AD.
- Egypt ranked the 58th internationally out of 124 countries on the indicator of tourism competitiveness.

With the importance of Relational tourism in the international tourism network, we note that the Arab countries don't pay attention to such tourism as follows:

- Tourism in the world becomes (Relational tourism represents 82% while the other tourism is representing 18%).
- Relational tourism represents only 42% of the total in the Arab countries, while the distant incoming tourism to it represents 58%
- In 2002 AD, the number of world tourists (714 million tourist) where the whole Middle East percentage of them is about only 23 million tourists.

- The expectations of the world tourism organization confirm that the percentage of Arab Relational tourism will decrease in 2020 from 42% to only 37%, while the percentage of distant tourism will increase to reach 63% .

All this lack of attention to Relational tourism and its Integrated, in spite of the expectations of the world tourism organization that the number of world tourism increase to one milliard tourists in 2010 and about 1561 million tourists in 2020, and the tourism revenues are expected to increase by 1550 billion dollars by 2010 and about 2340 billion dollars by 2020 AD. In addition, the international tourism and travel council confirmed that the tourism sector may save 10.5 million jobs, equal to 10 percent of the total manpower in the Middle East and north Africa in 2009 AD. In spite of all this, the share of Egypt out of the total international tourism is very low in spite of its large heritage and natural tourist sites and great treasures. In addition, the world tourism organization confirmed that the Arab Relational tourism is expected to increase by 2 and 6% this year, since the population who economize in expenditure as a result of the world financial crisis and fear the (H1 N1 flu virus) prefer to travel in the Arab region because of the limited spread. Therefore, the opportunity of Relational tourism in Egypt and the Mediterranean countries becomes possible and great as compared to the like in the other countries. Consequently, the importance of Relational tourism, especially for Egypt and the Mediterranean countries becomes clear in being more tourist revenue generating as indicated by numbers before, in addition to the positive effects of Relational tourism for the Mediterranean countries in increasing the cultural and social communication and increasing the commercial and industrial cooperation.

The tourism industry depends on a main core which is the attraction of tourists, and this core has become an art and science related to all service utilities in the single country and the means of attracting tourists varied, and are no longer limited to the visit of museums and monumental areas. In addition to the cultural and monumental tourism in Egypt, new tourist patterns appeared and have come to address wider categories of tourists all over the world including the religious tourism, therapy tourism, recreation tourism, sports tourism, art tourism, and festival and conference tourism.

As a result, this research dedicated attention to the cultural tourism of the civilized heritage of the crafts and heritage industries in Egypt in particular, and the Mediterranean countries in general due to the role of Egypt in discovering and developing these industries. By its coastal and desert borders, Egypt constitutes a main tourist attraction mass and selected to be the first center of attraction on the world tourism map since its location occupies the heart and nexus between the world continents. In addition, the geographic location of Egypt with its civil and historical depth as a cradle of ancient civilizations occupies a good position, which adds to its tourist presence a unique advantage that makes it an important and variable destination that attracts the movement of world tourism to satisfy the needs of the different nationalities whatever their cultures and tastes are.

Local glass industry as a main heritage craft industry with cultural tourist effect for the civil heritage and as an important source for the development of integrated Relational tourism in Egypt:

Local glass industry pays attention to the production of small glass art units by Blowing it (free blowing or blowing in moulds) by remolten the glass breaking wastes through melting, especially the waste color medicine glasses and soft drinks glasses (since their mixes are easily melted) in furnaces like those used by the ancient Egyptian in producing the old Egyptian glass, which imparted this industry with a distinguished heritage tradition (because it is like glass industry at the time of the ancient Egyptian civilization), and this is among the main attractions for the tourists because they see an ancient industry that is approximately similar to the ancient Egyptian glass industry .

The nature of these finished units are characterized by their small size and low quality because these furnaces and the holes from which the melted material will be taken are small, to maintain temperature in the furnace. In addition, they are full with air bubbles and impurities because of the bad melted materials

entering the furnace, which imparts it with unique nature in being like the ancient Egyptian glass with impurities and bubbles, which gives it original heritage form.

With the importance of such industry to Egypt "the origin of this industry" as one of the heritage crafts industries which tourists consider to be (inspirational form) for the Egyptian glass industry, because Egypt is the country of origin for such an industry in the ancient Egyptian times. The *Science* magazine published that glass industry began in Egypt in the Bronze Age; that is, approximately 1250 years BC, which got the tourist to enjoy the vision and watching of this craft and integrates with it as if he lives this era. With the importance of such an industry as a tourist heritage, it was our duty to pay attention to it, not only by paying attention to the presentation of the products of such an industry to tourists, but through the attention to the industry itself, especially with the decline of such industry. This got us to hope to establish an area that can accommodate this heritage industry which is the main and only savior from this decline. Among the main reasons for establishing a **accommodates** area that such a heritage industry to prevent the decline of this heritage industry is the following:

- Decline of many local glass factories and transformation of its activity into other activities because they are not able to face the (technical, management and financial) problems of industry.
- Many workers and technicians escaped this industry because of the lack of social or health care, especially with their suffering of heat and their direct treatment of melted glass and their lack of awareness or sufficient training to take all the required factors of safety.
- Lack of training authority for the coming generations, which generates a problem because the working and technical generations are not feed with new generations.
- Lack of technical or administrative supervisor on the producers of this industry, which results in technical, administrative and marketing deficit of these products that the competing ones.
- Increase of charges imposed by customs and taxes imposed on the products of such an industry, although it is a strategic manual industry for tourism, and the shortage of export support percentages by approximately 50% on the other glass industries.
- Lack of good and new marketing competing outlets.
- Lack of central area²⁾ where this industry can be concentrated, and some of the main local glass factories are based in the area of tombs in Cairo, which requires their transport to an area with good marketing and tourist qualifications.
- Movement of the residential areas around these factories reduced the opportunities of their presence and development as a result of the population.

Form and Nature of the current factories and workshops:

The form of current factories is like the old workshops in terms of area, since the area is within no less than 100 square meter and exceeds this. This contains in average four double furnaces (melting furnaces with small adjacent cooling rooms), while there is a place for cool decorating the surface of some products, and a place for the gas pipes and another one to store the materials and products, and simple formation tools are used (formation crucible, tweezers, scissors, steel squares, simple mould).

The production area is the same exhibition area for the products finished in the current situation, and products characterized by being small glass art units are produced, like cups- vases- urns- bead- lobes.

² ⁰ Although a compound area for the factories and workshops of ceramic in Egypt succeeded, they are mainly established to maintain the environment (using natural gas as a fuel), and the area was not accommodated as an accommodates area, although the combination of workshops and factories in one area succeeded.



Figure (1) some forms of the current workshops and factories



Figure (2) some forms of products of the local glass industry

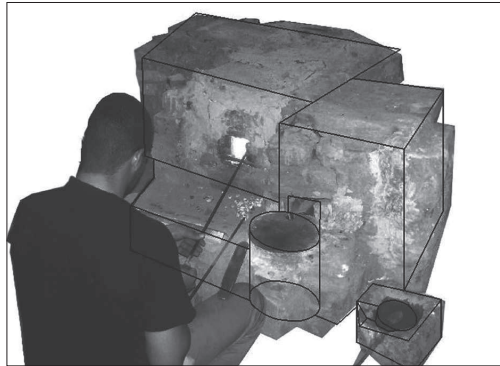


Figure (3) form that indicates a melting furnace with an adjacent cooling room

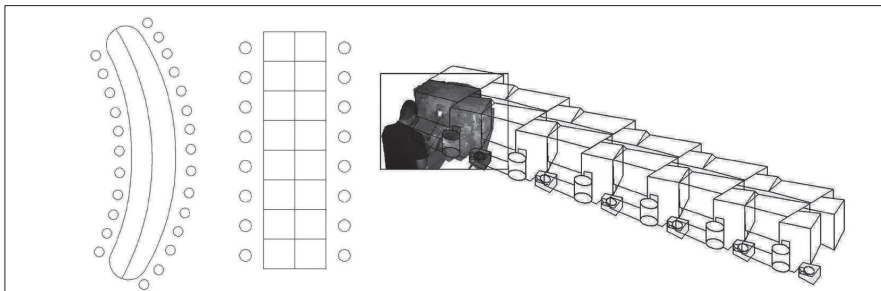


Figure (4) proposal for the form of a set of adjacent melting furnaces in the production area of the accommodates area

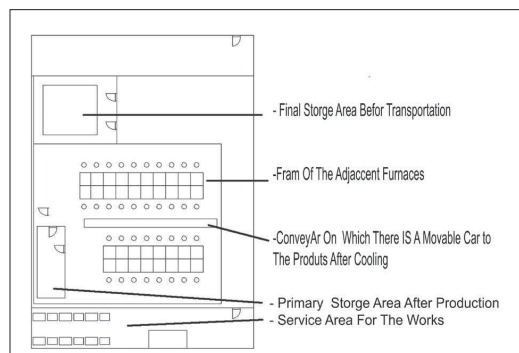


Figure (5) proposal for the production building for the accommodates area of the local glass