

Heritage and Tourism in the Time of Crisis: Egypt as a Case Study

Heritage Tourism Contexts (AHAC7016)
Week 10

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Introduction

- Culture at Risk – Scholar fights archaeological looting in Egypt (2014)



Looting of the Egyptian Museum Cairo during the Arab Spring 2011

- Police secures the Egyptian Museum
- BBC coverage of the looting in 2011:
<https://www.bbc.co.uk/news/world-middle-east-12442863>



Influence on Tourism



■ In contrast 2006 – very crowded

■ 2015 – empty →



Egypt and Tourism

- <https://qz.com/africa/1077425/egypts-tourism-looks-to-revive-after-years-of-sluggish-growth/>

Egypt's tourism has declined since the 2011 uprising



Establishing new markets

- Increase Egyptian tourism by reconnecting Egyptians with their pharaonic heritage



Establishing new markets

- ❑ Increase Egyptian tourism by reconnecting Egyptians with their pharaonic heritage
- ❑ Community archaeology and heritage projects (Amarna Visitor Centre)



Heritage preservation problem recognised

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Cultural Heritage and Development in Egypt

The Arts and Humanities Research Council (AHRC) of the United Kingdom and the Science & Technology Development Fund (STDF) of Egypt are pleased to announce a joint call for Research Grant proposals addressing the theme of 'Cultural Heritage and Development in Egypt'. Funding of up to £350K is available per project and awards will be expected to have a maximum duration of 36 months.

Egypt is host to some of the world's most important historical sites and monuments and a diverse range of histories, dialects and cultures. Yet these assets – so central to Egypt's identity, social cohesion and future growth – are currently under threat by a range of factors such as urbanisation, climate change, criminal activity and population growth.

The aim of this call is to allow researchers from the UK and Egypt to work collaboratively on research projects, which address key challenges related to Egypt's cultural heritage. Proposals are invited under three thematic areas:

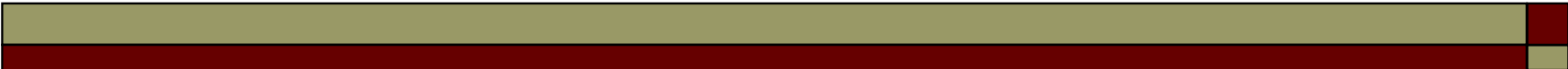
- Archaeological conservation: building a sustainable future for Egypt's cultural heritage
- Museums, libraries and archives: revenue generation, skills development and heritage preservation
- Intangible heritage

Guidance on the scope of the call, additional information on the thematic areas and the application process can be found below under '[Further Information](#)'.

The AHRC's involvement in this call is funded by the [Newton Fund](#) programme. The Newton Fund is an initiative intended to strengthen research and innovation partnerships between the UK and emerging knowledge economies.

Engagement projects

D		E	F
Preserving Egypt's Cultural Heritage			
Principal Investigator	Holding Organisation	Grant title	
Dr Eva Panagiotakopulu	University of Edinburgh	Past environments, future challenges: Fossil insects and the preservation of environmental evidence from Egyptian archaeological sites	
Professor Caroline Rooney	University of Kent	Egypt's Living Heritage: Community Engagement in Re-Creating the Past	
Dr James Moore	University of Leicester	Sounds from a Threatened Suburb: Developing a People's History of Heliopolis as a Route to a Sustainable Urban Future	
Dr Neveen Hamza	Newcastle University	Sustainable Green Markets, regenerating the urban historic core to sustain Socio-Cultural heritage and economic activities	
Dr Ilona Regulski	The British Museum	Sustainable solutions towards cultural heritage preservation in the Asyut region.	
Dr Magda Sibley	University of Sheffield	"Belle Epoque " Cairo Museums Itinerary (BECAMI)	
Dr Mohamed Gamal Abdelmonem	University of Wolverhampton	Virtual Reality of Medieval Culture: Collaborative Network for Cultural-Feed Virtual Heritage (CfVH) platforms of medieval Cairo	



Establishing new markets

- ❑ Increase Egyptian tourism by reconnecting Egyptians with their pharaonic heritage
- ❑ Community archaeology and heritage projects
- ❑ Push on new excavation in order to revive tourism
- ❑ promote religious, medical and luxury trips
- ❑ develop new markets in India, China and Eastern Europe (especially Russia)
- ❑ Egypt's largest public lender (National Bank of Egypt – NBE) extended grace period for loans granted to customers in tourism industry to counteract slump in tourism numbers