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Enhancing the Cultural Tourism in Aswan City from Perspectives of the Special Needs Tourists

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Keywords

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Abstract

The cultural tourism in Aswan city is would move towards becoming more accessible for special needs tourists. This current study has focused on how to promote and to develop Aswan city, throughout determining the constraints, in addition to clarifying the factors enhancing Aswan city to be a cultural tourist destination accessible for all. And try to identify and explore the needed skills and requirements of the tourist guide as s/he is one of the significant factors in enhancing the special needs cultural tourism in Aswan city. A quantitative research method has based on a structured questionnaire of a special needs tourist was used. The findings of this paper have demonstrated that the attractions of Aswan are not completely accessible to special needs tourists from their point of view.

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1. Introduction

Special needs tourism is one of the fastest-growing and profitable markets in tourism, about 650 million people worldwide are now had a form of disability. This number is estimated to create a large possible group of customers of the tourism industry by 2030 (Small and Darcy, 2011; Darcy, 2012; UNWTO, 2013).

In spite of what Egypt possesses of tourism attractions, especially the cultural and historical heritage which is not available to many countries in the world, as Egypt abounds about 35% of the total monuments in the whole world, in addition to the natural and climatic conditions (Ramadn, 2000). Special needs tourism is a modern product that does not get what it deserves as a globally growing product, which increases the integrated range of tourism in Egypt to fit with what Egypt possesses of the fundamentals tourist attractions and human abilities (Abo Bakr, 2000). The study of Abo Bakr (2000) showed the lack of services and facilities needed by the disabled tourist in Egypt such as infrastructure, transportation, accommodation, and attractions.

Mahmood et al. (2010) confirmed that special needs tourism is a new horizon for Egyptian cultural tourism, which is not challenging to use in increasing the national income and open new markets. It needs more care, although Rashed and Hanafi (n. d) stated that cultural tourism has been one of the original kinds of tourism since foreign expeditions in Egypt about the 19th century, and it is still preserved the largest slice of the tourism industry in Egypt.

Aswan represented an important international winter resort and a major tourist destination (Abu Al Majd, 2003; Nagar and Altouhamy, 2017). The tourist guides play a significant role in this effort, as their role as ambassadors of the city according to their qualifications; and have a strong influence on the tourist's satisfaction and the success of the tour (Ap and Wong, 2001; Huang et al., 2010; Melia, 2012; Mweiwa and Chilembwe, 2014). Therefore, enhancing the participation of the special needs tourists in the cultural tourism in Aswan city is of great importance to the tourism industry.

2. Research Problem

Mahmood et al. (2010) demonstrated that one of the barriers to visit Egypt is the lack of heritage sites with the necessary, suitable facilities for special needs tourists, in addition to the lack of the trained staff including the tourist guides. Although Aswan represented as a significant international winter resort and a major tourist destination, restricted research or no research has done to

ascertain the special needs tourists' participation in the cultural tourism in Egypt in general and Aswan city in particular. Therefore, this current study tries to promote and to develop Aswan city through determining the constraints, in addition to clarifying the factors to enhance Aswan city to be a tourist destination accessible for all. Furthermore, to clarify the requirements of the tourist guide as an important factor in enhancing the special needs cultural tourism in Aswan city.

3. Research Significance

Aswan the international destination in southern Egypt, its cultural heritage is one of the major tourism attractions. One of Aswan's principal developments of cultural tourism is to attract a new group of special needs tourists through encouragement and providing them with accessible services and activities. And promote them to enjoy the experience of the cultural tourism equal to the able-bodied tourists, therefore ensuring tourism for all in the cultural heritage sites of Aswan city is of great significance. However, little or no research has done on enhancing cultural tourism for tourists with special needs in Aswan city.

4. Research Objectives

- 1- To determine the constraints that hinder the participation of the special needs tourists in the cultural tourism in Aswan city.
- 2- To clarify the factors these enhance the participation of the special needs tourist in the cultural tourism in Aswan city.
- 3-To elucidate the necessary skills and requirements of the tourist guide to encompass their guiding work to these groups of special needs tourists, to enhance their participation in the cultural tourism in Aswan city.
- 4-To recommend solutions to improve the role of the tourist guide to enhance special needs cultural tourism in Aswan city.

5. Research Questions

In order to achieve the objectives of the study, a study questions were formulated as follows:

- 1-What are the constraints of the special needs people participation in cultural tourism in Aswan city?
- 2- What are the factors to enhance special needs cultural tourism in Aswan city?

3-What are the important requirements of the tourist guide to enhance the special needs cultural tourism in Aswan city?

4- What are the recommended solutions to improve the role of the tourist guide to enhance the special needs cultural tourism in Aswan city?

6. Literature Review

6.1. Tourism for People with Special Needs

The encouragement of special needs tourism offers key business opportunities (UNTWO, 2013), and countries that want to increase their incoming travel markets must understand the special needs of tourists with disabilities (Var et al., 2011). The growth of tourists with special needs trips can create more job opportunities and generate billions of revenues. Special needs tourists are in high possibility to become vital sources to generate incomes for the tourism industry, as the demand from the disabled market is valued to increase from 744.3 million trips to 861.9 million trips by the year 2020, which is equivalent to an annual growth rate of 1.64% (Anuar et al., 2017).

Correspondingly, Mahmood et al. (2010) revealed that Arabic tourism loses milliards of dollars by not paying attention to this type of tourism. If only 10% (3 million visitors) of the total number of special needs persons visited Arab countries, with a minimum expenditure of 1000 dollars/ person, the total expenditure of this group can enhance Arabic tourism and create thousands of job opportunities on an annual basis.

6.2. Definition of special needs tourism

There are a variety of terms related to special needs tourism (Alén et al.,2012) such as universal tourism, disabled tourism, disability tourism, barrier-free tourism, social tourism, tourism for all, and accessible tourism for all, the most preferred term instead of disabled tourism is accessible tourism (Vila et al.,2011). Darcy and Dickson (2009:32) have defined accessible tourism as: “Enabling people with access requirements including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed products, services and environments”.

This definition is comprehensive of all persons comprising people traveling with children in prams, people with disabilities, and seniors. It recognizes the significance of accessible tourism demand a process deal with three chief values: independence, equity, and

dignity (Darcy and Dickson, 2009). According to Eichhorn and Buhalis (2011) and Popiel (2014) accessibility depends on the type of disability, it can divide into three main measures;

Physical accessibility, which relates to people with a physical disability, often needs the use of wheelchairs or walking aids and frequently demanding other accessibility such as realigns, lifts, and ramps.

Sensory accessibility, which applies to people with visual, hearing disability, or other similar disabilities like persons need special services such as visual signs, tactile signs, labels audio-visual systems, warning sounds for lifts and crossing.

Communication accessibility; relates to persons who have difficulties in reading, writing, hearing, and speaking. Furthermore, people who come from different cultural backgrounds need some explanation or additional information.

6.3. Types of Special Needs People

6.3.1. Person with Disabilities

Persons with Disabilities (PwD) create the world's largest minority group. It is estimated to increase nearly 1.2 billion by 2050 (Boes, 2014), owing to increased life-span, decreases in communicable diseases, developed medical technology, and improved child mortality (Yau et al., 2004). Special needs tourists have significant characteristics; they often go together with family, friends, and caregivers. Additionally, they stay longer than their able-bodied equivalents at the destination. They usually demand more services that lead to expending more money per day, as well as the participation of special needs people in tourism moderates the undesirable effects of the sector's seasonality, as they have more free time and prefer to travel in the low season to avoid crowds (Chikuta, 2015).

6.3.3.1. Definitions of disabled people

There are various definitions have known to describe the disabled such as; disabled persons, people with a disability, persons with disabilities, and special needs people. The convention of the rights of persons with disabilities defined the disabled as "people who have long-lasting physical, mental, intellectual, or sensory disabilities which communicated with various barriers that may hinder their full and effective involvement in society on an equal basis with the others" (Bergier et al., 2013; Furmanek, 2014).

The World Tourism Organization (UNWTO) (2005) clarified that the term “disabled person” means any person whose full and effective participation in society on an equal basis with others in travel, accommodation, and other tourism services hindered by the obstacles in the environment they are in, and by attitudinal barriers. Persons with disabilities include those who have long-term physical, mental, intellectual, or sensory impairments. In addition to others who encompassed in this group owing to problems in accessing tourism products and services are; persons with temporary disabilities, people with crutches during a short-term period, the senior, persons carrying luggage, small children, pregnant women, and people who are big or small in size (UNWTO, 2005).

According to the Egyptian Act of persons with disabilities, the person with disabilities still defined from the medical model only (Taha, 2018). As law no 10 of 2018 defined special needs persons as “everyone has stable complete or partial deficiencies, whether physical, mental, or sensory, which prevents him to participate fully and effectively with society on an equal basis with others”. Mahmood et al. (2010) used the term special needs people to classify diverse types of disabilities, as it sounds softer and does not stress discrimination. For this purpose, it would adopt in this study.

6.3.2. The seniors

Seniors represent a significant group of tourists; the definition of senior is vital in the tourism industry (Prideaux et al., 2001). Names such as baby boomer, the senior market, the mature market, the gray market, young senior generation, and older people have been used to describe the aging adult tourists (Patterson, 2006), one of these definitions is the term seniors use for those 55 years of age or older, and non-seniors are those under 55 but over 15 years old, seniors are into subgroups: younger seniors are those 55 to 64 years and older seniors 65 and older (Alén et al., 2012).

6.3.3. Other types of special needs people

Many groups would be categorized as special needs people, for example, environments designed to be inclusive of pregnant women, people with broken limbs, families with prams, travelers with heavy luggage, and shoppers with trolleys and workers safely going about their duties, people with low vision (Darcy and Dickson, 2009; Mora et al., 2015).

6.4. Cultural tourism

Cultural tourism is regarded as the original form of tourism considering its roots in the Grand Tour from the 16th century onwards shows. In the 20th century, however, the culture had terminated to be objective for tourism: tourism is culture (Richards, n. d; Mousavi et al., 2016). In overall economic activity, culture has become a significant element of creating a value chain; this role had indicated in tourism activity by visiting museums, galleries, and cultural heritage sites (Topler et al., 2017). It is estimated to be a chief factor in the tourism and leisure industry growth (Richards, n. d). It is one of the largest yield sectors surpassing the recognized mass tourism market and numerous further niche markets (Boes, 2014).

6.4.1. Definition of cultural tourism

Silberberg (1995:361) has defined cultural tourism as “visits by persons from outside the host community motivated wholly or in part by interest in the historical, artistic, and scientific or lifestyle/heritage offerings of a community, region, group or institution”.

6.4.2. The participation of persons with special needs in cultural tourism

The United Nations Convention on the Rights of People with Disabilities (2006) article 30 has defined the cultural life as an essential part of any person’s citizenship, whether it be recreation, leisure, the arts, sport, or tourism; it is the motivating part of people’s lives where they struggle to express themselves away from the daily reality of their existence. Cultural life had identified as a very vital part of the life of disabled persons (Darcy and Dickson, 2009; Darcy and Taylor, 2009; Darcy et al., 2010).

Hamed and Hema (2015) declared that it is significant to provide special needs people access to heritage places that give the opportunity to enjoy those sites while ensuring independence and dignity for all users entering and using the site. Similarly, Oladokun et al. (2014) confirmed that the special needs participation in cultural tourism activities is still negligible.

According to T-- Guide Newsletter (2014) that from the perspective of special needs visitors who participated in a survey offered by the T-Guide project clearly expressed (100%) that the ability to travel and participate in cultural activities is of great significance, heightening the need for increased service provision in these respects. When persons with disabilities take part in cultural events, they get hold of the same benefits as the rest of the

community. Furthermore, the participation of special needs tourists in cultural tourism is therapy since it would improve people's quality of life (Darcy and Taylor, 2009).

Special needs people should also have equal access to cultural tourism activities due to immeasurable benefits resulting from participation. Cultural tourism had contributed to the satisfaction of basic human needs for creative self-expression; it helps to promote full health and longevity of life, emotional, mental, physical, and social, it provides a cure to the strains and tensions of life, an avenue to abundant personal and family living, reduces self-destruction and anti-social behavior, develop effective citizenship and vitalizes democracy (Oladokun et al., 2014).

The study of Allan (2013) revealed that the desired tourism activities of 49.2% of special needs respondents were the initially choice historical and cultural attractions; therefore, this result needed to be interpreted with attention owing to, the main tourist attractions sites in Jordan are historical and cultural attractions (Allan, 2013). Also, senior travelers accounted for 32% of all travelers who visited historical sites or museums and also constituted 33% of all cultural travelers in the United States (Gladwell and Bedini, 2004). Mahmood et al. (2010) argued that tourists with special needs could open new markets for tourism in Egypt.

6.4.3. Barriers facing special needs tourist in cultural tourism

People with special needs needed a higher level of accessibility (Popiel, 2016). Furthermore, they tend to have similar travel motivations as non-disabled people, such as the need for a change of environment and to see and experience new things (Vila et al., 2015). Additionally, they face many practical and social obstacles that can inhibit their full involvement in tourism, and meeting problems, they face more challenges before and during a trip than the able-bodied persons, which involves more than buying a ticket, accommodation reserve, or paying for a package tour (Yau et al., 2004; Popiel, 2016).

Hamed and Hema (2015) stated that access to some heritage sites is a challenge confronting special needs people during their tourist trips. As well, Ioannidis and Vozikis (2007) expounded that the participation of people with disabilities (PwD) in cultural activities, unlike other social events, has a distinctive characteristic related to the restrictions caused by the nature of the cultural environment that is the topology of the archaeological site, and the

constructions. Barriers exist at various levels, such as (Ioannidis and Vozikis, 2007):

- Organizational issues: such as lack of staff or absence of support for access improvements.
- Physical issues: such lack of accessible signage and information, narrow paths and entrances, loose or uneven path surfaces, steep slopes and long distances, steps, lack of seating and shelter, lack of accessible toilets, and baby changing facilities.
- Intellectual issues: such as multifaceted or text-only information.
- Social and cultural issues: means that advertising does not promote access, inaccessible website, and the lack of information shared with the local community.
- Financial issues: for example, charges for activities like guided tours, the cost of traveling to and from a site.

In the context of cultural and heritage sites of Egypt, it is stated that the maximum of sites is very difficult for special needs tourists, as they are either high on the cliffs or very massive and large (Mahmood et al., 2010). Moreover, Hamed and Hema (2015) declared that most of the ancient Egyptian tombs have numerous narrow rough flights of stairs, rough slopes, narrow doorways, and sometimes narrow spaces between pillars and chambers. Consequently, many tourist attraction sites such as Aswan are difficult to access for the disables (Mahmood et al., 2010).

6.4.4. Enhancing the participation of special needs tourist in cultural tourism

Enhancing the cultural activities in a region, destination or establishment should accomplish by taking all suitable methods to confirm that special needs people have access to materials and cultural activities inaccessible designs. Through facilitated the use of sign language, Braille, augmentative and alternative ways, means and modes of communication and all other ways, and means and formats of communication selected by special needs persons (WTO, 2013).

According to the international accessibility standards, the heritage site should be accessible for all persons and especially for special needs people with consideration to keep the safety of the visitors (Amen et al., 2015). The principles of universal design can act as key-knowledge for accessibility planning of cultural tourism destinations (Darcy and Dickson, 2009; Darcy et al., 2010).

The Center for Universal Design defines universal design as “the products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design” (Darcy and Dickson, 2009:34), it includes (Darcy and Dickson, 2009; Darcy et al., 2010; Boes, 2014):

- Equitable use: the design is useful and marketable to people with diverse abilities.
- Flexibility in use: the design accommodates a wide range of individual preferences and abilities.
- Simple and intuitive use: use of the design is easy to understand, regardless of the user’s experience, knowledge, language skills, or current concentration level.
- Perceptible information: the design communicates necessary information effectively to the user, regardless of ambient conditions or the user’s sensory abilities.
- Tolerance for errors: the design minimizes hazards and the adverse consequences of accidental or unintended actions.
- Low physical effort: the design can be used efficiently and comfortably and with a minimum of fatigue.
- Size and space for approach and use: Appropriate size and space are provided for approach, reach, manipulation, and use regardless of the user’s body size, posture, or mobility.

The accessible tourist experience should solve the problems, which may be encountered by visitors with special needs in their movement; by providing physical access to all parts of the building encompassing its initial entrance, pathways, hallways, and chambers. It should involve the freedom and feasibility of historic sites and heritage buildings such; museums and other sites of historical, cultural, and religious significance (Ramli and Arous, 2014; Hamed and Hema, 2015). It should be considered the information provided to deaf or blind visitors in audio or written forms via display screens. It would have suitable tribute outside services such as wheelchairs or other devices for visitors with special needs (Ramli and Arous, 2014).

As related to staff, Zdenka and Valentina (2014) assumed that most of the tourism staff poorly know the needs of the disabled and their way of life; tourism workers often place people with disabilities in medical treatment facilities in spas. That can be disturbing for guests with disabilities, who wish to treat like every other guest on vacation. For this reason, Bi (2006) clarified that improving staff attitudes towards tourists with disabilities are significant as providing

accessible facilities. Positive staff attitudes may help to improve the shortage in inaccessibility of facilities in the tourism industry.

The World Tourism Organization (WTO) (2005, 2013) assured that the staff of tourism establishments should be prepared to understand, know, and address the needs of special needs tourists. Also, they should obtain appropriate training regarding special needs persons' rights. It should include employees who know how to communicate with persons with sensory disabilities, be qualified to treat people with disabilities with courteousness and efficiency, offer complete information on services and facilities available, and facilitate access to non-accessible services, in addition to having a duty to provide accessible information for persons with disabilities about mobility aids, technical devices, and assistive technologies, including new technologies and other forms of assistance.

6.4.5. The tourist guide as a significant factor to enhance the special needs cultural tourism in Aswan city

Various studies have elucidated the dynamic role of tourist guides in the tourism industry. They are the most important front line employees, fundamental interface, and also they are in charge of the all-inclusive impression and satisfaction with the tour services provided by the host destination and its visitors (Ap and Wong, 2001; Huang et al., 2010; Melia, 2012; Mweiwa and Chilembwe, 2014; Çetinkaya and Öter, 2016; Nguyen, 2015; Kabii et al., 2017).

Tourist guides occupied a very distinguished position in the tourism industry; therefore, they are ambassadors of tourism destinations (Çetinkaya and Öter, 2016). Subsequently, the performance of the tourist guides has chief responsibility for the satisfaction of the service quality, improvement of the image and reputation of the host destination, and the possible intention of the tourist re-visit to the same site (Ap and Wong, 2001; Huang et al., 2010; Melia, 2012; Mweiwa and Chilembwe, 2014; Cetinkaya and Oter, 2016; Nguyen, 2015; Kabii et al., 2017).

Further, they provide the "moment of truth" for visitors; and the ability to make or break their tour (Zhang and Chow, 2004; Melia, 2012). Also, they perform as buffers amongst tourists, the social environment, transport arrangement, interpretation, and treatment of problems, isolate visitors from problems and make a safe environment for tourists (Zhang and Chow, 2004).

6.5. Definition of the tourist guide

There are various definitions of a tourist guide; there is no single identified description of tour guides due to the complex nature of tourist guides' functions (Mweiwa and Chilembwe, 2014). An internationally accepted definition of the tour guide had attributed by the European Federation of Tourist Guide Associations (EFTGA). As stated by EFTGA a tour guide is "a person who guide groups or individual visitors from abroad or from the home country around the monuments, sites and museums of a city or region; to interpret in an inspiring and entertaining manner, in the language of the visitor's choice, the cultural and natural heritage and environment" (Ap and Wong, 2001:551; Huang et al, 2010:6; Melia, 2012; Mweiwa and Chilembwe, 2014:31).

In addition to The World Federation of Tourist Guides Association (WFTGA) defined the tourist guide as a tourist guide (TG) is "the person that possesses a license issued or recognized by the appropriate authority in the country concerned, or where the national legislation of the country concerned does not provide for such license, has received in-depth guide training leading qualification and/or recognition by the appropriate local, regional or national authority, as well the one who guides visitors within that specific country or area of that country in order to provide special information and explanation on matters involving with the history, archeology, monuments and works of art, cultural development, natural beauty, places of interest, and in general any matter which may promote the country for the purpose of tourism" (Huang et al.,2010; Melia,2012; Nguyen,2015).

6.6. Roles and skills of the tourist guide with special needs tourist

Tourist guide played different roles can be summarized such as; information giver, source of knowledge, mentor, surrogate parent, pathfinder, leader, mediator, culture broker, entertainer, ambassador, animator, actor, buffer, catalyst, caretaker, communication link, companion, concierge, conduit, consultant, demonstrator, director, disciplinarian, dragoman, educator, entertainer, expert, facilitator, group integrator, host, informal educator, instructor, middleman, moderator, navigator, organizer, presenter, path-breakers, public relations representative, teacher, animator, interpreter, travel agents' representative, tour organizers, and translator (Dahles,2002; Kiprutto et al.,2012; Cetin and Yarcana,2017).

A skillful tourist guide is one of the most valuable assets of a tourism company (Cetinkaya and Oter, 2016). According to Hu

(2007) and Nguyen (2015), one of the key elements contributing to the success of the tour program is the skill of the tourist guide. Zhang and Chow (2004) analyzed and proposed 20 service quality attributes to rate tourist guide performance in Hong Kong. The six most significant service quality attributes were punctuality, the ability to solve problems, having knowledge of the destination, being honest and trustworthy, and being informed of safety regulations.

Many previous studies have suggested that tourist guides' professional competencies consisted of three sub dimensions, including; Professional knowledge, professional skills, and professional attitude (Ap and Wong 2001; Lin et al., 2017). The three dimensions of professional competencies are the basic qualifications of tourist guides and the base for tourist guides' advanced career development (Lin et al., 2017).

Chekanyia (2015) elucidated that although people with disabilities are now capable of traveling, the tourist guiding industry fails to have progress cater to tourists with disabilities. A few tourist guides have the necessary experience to deal with these types of tourists to overcome the obstacles facing them and work to solve their problems; in addition to that, there are no training programs that qualify the tourist guide to deal with the special need tourists (Abo Bakr, 2000). Mahmood et al. (2010) pointed out that tourist guides do not mind having one or two members within their groups, though they will cause a delay in the trip, they are not ready to guide a group combined only from them as it consumes more time and effort, so they thought in a professional way.

According to Ambrose (2015), tourist guides must know how to prepare and cope with the different needs which may encounter tourist guides to meet the demands of tourists with disabilities. The qualified tourist guides who have these skills will be an asset to destinations and attractions of a country or city that are looking to offer a better, more inclusive welcome to their guests.

Tourists with special needs do rely on the tourist guide when they are traveling after the family and friends that are usually being their companions. They expect some sensitiveness and knowledge not only about the usual cultural information given; but also to advise them where to go and helping them to find the right answers to their special needs (Carvalho, 2018). They have to be well informed about the accessibility of the visited places to reduce the barriers confronted by visitors with special needs (Chikuta et al., 2017; Carvalho, 2018).

The respondents of the survey accomplished by the T-Guide project identified a range of barriers in their experience of guided

tours, which related to the accessibility of sites, but also important to the performance way of the tourist guide, in terms of the pace of speech, terminology and explanations used, room for questions and interaction, all of which influenced visitors' satisfaction with a tour (T Guide Newsletter, 2014). The great majority of tourist guides participants of the survey reported basis had to do with the preparation of a tour for special needs tourists, such as checking the accessibility of a site in advance, the management of the group and catering for different needs and preferences, also significantly their own attitudes and reflection that it may be hard to change conventional practice to accommodate differentiated needs (T- Guide Newsletter, 2014).

Furthermore, sympathy and kindness are an important characteristic expected from a tourist guide when dealing with special needs people, as well as information is given about culture and art, also the tourist guide has to be able to give such information about accessibility which will allow the client to feel safe and sure to be able to maximize the visit taking into account the presented limitations (Carvalho, 2018). Of great importance, the capability of a tourist guide to adapt to new situations and needs when guiding a visitor or a group of special needs tourists can influence a lot the success of a tour; the tourist guide should also be informed in advance about the particular mobility conditions of the visitor, to be able to prepare the visit in a proper way (Carvalho, 2018).

In addition to designing, equipment and facilities adopt the universal design principles that could be used by tourist guides through undertaking their duties. For example, the facilities can have Brails that will cater to information sources for tourists with visual disabilities. Moreover, sound booths, textile exhibits, and interpretations center for the cultural sites. Besides, the vehicles that the tourist guides use need to be accessible to the tourists with disabilities allowing them to board as the able-bodied tourist can. Also, additional equipment should be kept at the tour guiding facilities which include wheelchairs, crutches, walking sticks, and portable ramps (Chikuta et al., 2017).

6.7. Aswan as a special needs cultural tourist destination

Aswan is one of the main tourist destinations for cultural tourism; recently it had gained importance as it was declared to be the capital of African culture. It is one of the most important tourist areas in Egypt, which had rich in cultural heritage, and fundamentals attractions such as, warm sun, and desert, pure atmosphere, and

weather, landscapes, Nile, and modern landmarks which gave it wide fame from ancient times as an international winter tourist destination in the world. Also, it makes a site for many types of tourism, such as therapeutic tourism, adventure tourism, Nile tourism, and cultural tourism (Abu Al Majd, 2003; Nagar and Altouhamy, 2017).

The city of Aswan is the gateway to the south, where it was a center for trade exchange with Nubia and Central Africa from ancient times; it has combined ancient Egyptian civilizations, Greek-Roman civilization, Christian civilization, and Islamic civilization; also it has a wonderful view of the Nile River and is an ideal starting point for the Nile cruises. Likewise, it gives a rich cultural experience where to learn the Nubian culture, to enjoy the purchase of spices, henna, souvenir, and handmade African goods all in the Aswan markets (Nagar and Altouhamy, 2017).

According to (Eraqi, 2007) the concept of a tourist destination seen as a structure comprised of cultural, historical, and natural dimensions; these formations of local traditions, regional culture, language, identity, history of the region, historical development, and influences, geographic location, landscape features. These elements influenced and created the unique traits characterizing and differentiating each tourist destination; this had depicted in Aswan city where there were many tourist attractions, characterized by diversity and attractiveness varied amongst the following; natural tourist attractions such as the location of Aswan which is considered as a natural capital resource and a fundamental resource of its national resources. Besides, the climate which is a hot desert climate; characterized by high temperatures in the summer, mild-warm winters, high annual and daily temperature, rare rain, low humidity, and sunny weather (Faraj, 2016), in addition to human resources and infrastructure services, as well as, tourist fundamentals attractions of cultural tourism in Aswan City.

Aswan is one of the oldest cities not only in Egypt but also in the whole world; it has lots of monuments testifying about its long-lasting. It contained numerous monuments, which have witnessed the various stages of the history of Egypt from the prehistoric periods till the contemporary era. The most noticeable tourist sites are from different periods started with ancient Egyptian monument such tombs of Qubbet el-Hawa and the monuments of the Island of Elephantine, Ptolemaic periods such as the monuments of Philae Island, Christian period such as the monastery of St. Simon, Islamic period such the cemetery of Aswan, and finally the modern age such Plants Island

and the High Dam (Abu Al Majd, 2003; Nagar and Altouhamy, 2017).

7. Methodology

The study tried to discover the constraints that prevent the participation of special needs tourists in cultural tourism in Aswan city. On the other hand, the study tried to highlight the factors enhancing the special needs tourist to participate in cultural tourism in Aswan city. Also, the research aims to identify the requirements of the tourist guide with tourist with special needs. This study adopted a quantitative research method based on a questionnaire dedicated to the tourist with special needs; as a consequence, the quantitative research method is a study including the use and analyses of numerical data using statistical techniques (Nayak and Singh, 2015). It has based on the measurement of a quantity, or amount (Kothari, 2004). It aimed to produce statistically consistent data, and quantitative data typically is in numerical form such as; averages, ratios, or ranges. It is useful when carrying out a large-scale needs assessment (Nayak and Singh, 2015).

7.1. Research Population and the Sample

A total of 300 questionnaire forms were distributed among special needs tourists during their visit to Aswan city, but only 230 questionnaires were collected. It is important to highlight that, for this study, the total population was not known since statistics of special needs tourists who visited Egypt are not readily available As Kaoud (2016) clarified the absence of accurate official statistics on special needs tourism in Egypt; the small number of tourists coming to Egypt from that segment; lack of data on the whereabouts of that segment.

7.2. Collecting Data

Collecting data for this study was obtained through the use of both primary and secondary data. These two means were used to collect as much information as possible to answer the study questions and to achieve the study objectives.

7.3. Primary Data

Primary data has collected by using a structured questionnaire containing both close and open-ended questions; to provide in-depth analysis, high accuracy, and reliability in answering the study questions. The drafted questionnaire was given to supervisors in the field for corrections that incorporated their comments, corrections, and suggestions.

Questionnaire of the special needs tourist designed of three sections. The first section of the questionnaire was dedicated to the demographic characteristic of the respondents, while the second section was about data related to the visit to Aswan city. And the third section was about enhancing special needs cultural tourism in Aswan city. The questionnaire ended with an open-ended question to elicited comments from the participants.

The version of the questionnaire was developed based on the measurement items using a five-point Likert-type scale (1 = strongly disagree; 5= strongly agree) and items using a five-point Likert-type scale (1 =extremely unimportant; 5= extremely important). The data collection period was carried out over a five-month period from October 2019 to February 2020. It was the period of high season in Aswan city.

7.4. Data Analysis Techniques

Statistical Package for Social Sciences (SPSS) version 20.0 was used to analyze data of the questionnaire survey including descriptive statistics which comprises tables, frequencies, percentages, mean, and altitude.

7.5. Reliability and Validity of Statistics

Validity and reliability are vital to consider in quantitative research (Long and Johnson, 2000). Validity refers to the accuracy and trustworthiness of; instruments, data, and findings in research, it is tied to the validity of instruments. Furthermore, reliability refers to whether or not getting the same answer by using an instrument to measure something more than once (Nayak and Singh, 2015). To verify the reliability and the validity of the measurement items, Cronbach’s alpha value has used for the questionnaire.

As shown in Table 1, the statistical analysis of the questionnaire displays that the reliability scale is .907 and validity scale is .952. The estimated value of Cronbach alpha for the items of the research was higher than 0.7 which indicated that the current study variables are reliable and there is internal consistency between them.

Table 1: Reliability and validity of the survey of the tourist with special needs

Table (1) Reliability and validity of the survey of the tourist with special needs

Cronbach’s Alpha	Validity	Number of items
.907	.952	30

8. The findings and discussion

After analyzing the questionnaire of special needs tourist, the following results were extracted:

8.1. First section: the personal data

Table2: The personal data of the respondents

Table (2) the personal data of the respondents

	Valid	Freq.	%
1- Nationality	French	4	1.7
	British	2	.9
	Espanola	6	2.6
	American	10	4.3
	Japanese	2	.9
	Arabian	2	.9
	Egyptian	198	86.1
2- Gender	Other	6	2.6
	Male	116	50.4
3- Age	female	114	49.6
	Less than 20 years	48	20.9
	21-40 years	124	53.9
	41-60 years	38	16.5
4- Educational level	More than 60 years	20	8.7
	High secondary school	80	34.8
	Bachelor	66	28.7
	Master	8	3.5
	P.H.D	4	1.7
5- The type of disability	Other	72	31.3
	Physical disability	76	33.0
	Sensory disability	64	27.8
	Intellectual disability	32	13.9
	Communication disability	20	8.7
	Hidden disability	12	5.2
Total	Ageing adults	26	11.3
	Total	230	100.0

From the statistical analysis of the personal data of the respondents, the numbers of respondent's nationality show that 198 of respondents are Egyptians with a percentage of 86.1%, whereas 4.3% of respondents were Americans besides the lowest percent of

respondents 9% was the same for who holds British, Japanese and Arabian nationalities. Also, the statistical analysis of the questionnaire shows that questionnaire respondents 116 male with percent 50.4% and 114 female with 49.6% percent. The age distribution shows that the majority of the respondents were from 21-40 years with percent 53.9% and respondents with percent 8.7% were more than 60 years. Furthermore, the educational level of the respondents reveals that 34.8% of respondents received high secondary school, 28.7% of respondents hold a bachelor's degree, while 4 respondents accomplished Ph.D. with percent 1.7%. Moreover, the types of disabilities of the tourists who visited Aswan city after the analysis of data reveals that 76 respondents with percent 33.0% have a physical disability, 64 respondents with percent 27.8% have a sensory disability. While 13.9% of respondents have an intellectual disability, 11.3% were aging adults, 8.7% of respondents have communication disability, and 12 respondents with percent 5.2% have a hidden disability.

8.2. Second section: data related to the visit to Aswan city

This section was dedicated to identify data related to the visit of the tourist with special needs to Aswan city such; the number of times of visits, reasons of visit Aswan city and the acquaintances during the trip to Aswan city.

8.2.1. (6-The number of times to visit Aswan city)

The findings indicated that the majority of respondents 76.5% visited Aswan city for one time, 16.5% of respondents visited Aswan city from 2-4 times, 4.3% of respondents visited Aswan city more than five times and only .9% of respondents visited Aswan city five times (Fig.1).

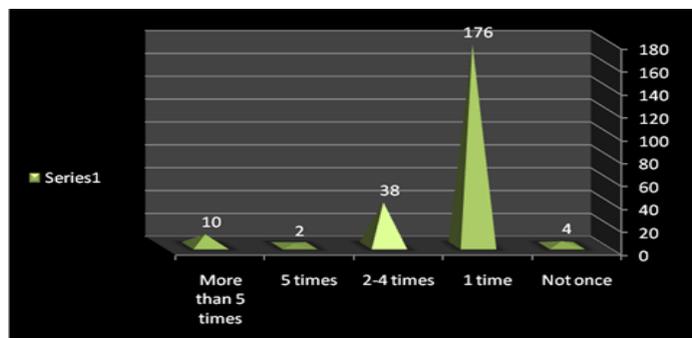


Fig (1) the number of special needs tourist visits to Aswan city

8.2.2. (7-The acquaintances of the special needs tourist during the visit to Aswan city)

The findings from the answers of respondents revealed that 30.4% of respondents traveled with organizations for persons with disabilities, also 28.7% of respondents traveled with family members, and 27.0% of respondents traveled with friends, while 10.4% of respondents traveled alone, in addition to, 3.5% of respondents accompanied by colleges. Various studies revealed that most people with disabilities have a habit of not to traveling alone; they traveled with friends and family members (Darcy and Buhalis, 2011; Mora et al., 2015; Ramli and Arous, 2014; Kaoud, 2016).

8.2.3. (8-The main reasons for the visit to Aswan City)

The percentage 50.4% of respondents visited Aswan city for culture, 40.0% of respondents for health and recreation, and 7.0 % for attending a conference, congress, seminar, and other forms of educations, the purpose of the visit of 1.7%of respondents were for business reasons. Only .9% of respondents visited Aswan for visiting relatives and friends. The study of Allan (2013) revealed that the largest portion 49.2% of respondents was favored to engage in different historical and cultural attractions and activities, in terms of preferred tourism activities.

8.3. The third section of the questionnaire

The statically analysis of this section revealed the constraint which faced tourist with special needs during their visit to Aswan city, beside it clarified the factors that enhance the visit to Aswan city. In addition to the essential requirements of the tourist guide to carry out their duties and enhances the participation of tourist with special needs in cultural tourism in Aswan city. Finally, an analysis of the recommended solutions from the perspectives of the tourist with special needs was illustrated.

8.3.1. (9-The constraints to special needs people participation in cultural tourism in Aswan city from the perspective of the special needs tourist)

Table (3) The constraints to special needs people participation in cultural tourism in Aswan city

Constraints	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	Attitude
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%		
Lack of Transportation Accessibility	20	8.7	30	13.0	26	11.3	58	25.2	96	41.7	3.78	Agree
Lack of Accommodation Accessibility	14	6.1	26	11.3	38	16.5	60	26.1	92	40.0	3.83	Agree
Lack of Tourist Guiding Service for Special Needs People	20	8.7	28	12.2	28	12.2	50	21.7	104	45.2	3.83	Agree
Lack of Attractions Accessibility	16	7.0	24	10.4	24	10.4	62	27.0	104	45.2	3.93	Agree
Lack of staff and lack of support for accessibility improvements	14	6.1	22	9.6	48	20.9	62	27.0	84	36.5	3.78	Agree
Lack of the equipped special needs facilities such lack of accessible signage and information, narrow paths and entrances, loose or uneven path surfaces, steep slopes,etc.	20	8.7	16	7.0	38	16.5	52	22.6	104	45.2	3.89	Agree
Lack of safety and medical facilities	34	14.8	50	21.7	50	21.7	48	20.9	48	20.9	3.11	Neutral
Price or cost is a constraint to	48	20.9	46	20.0	56	24.3	54	23.5	26	11.3	2.84	Neutral

Constraints	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	Attitude
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%		
special needs participation												
Lack of accessible information about aswan city such as the inaccessibility of advertisements and inaccessible websites.	38	16.5	38	16.5	58	25.2	70	30.4	26	11.3	3.03	Neutral
Dimension1											3.55	Agree

Table 3 shows respondent responses on the extent of the agreement or disagreement on the constraints being faced by special needs people in participation in cultural tourism in Aswan city. Findings indicate that majority of respondents (72.2%), 45.2%, and 27% of the respondents strongly agreed and agreed respectively with the statement of lack of attractions accessibility and 7.0% strongly disagreed. Abo Bakr (2000) and Kaoud (2016) confirmed that there is a lack of the necessary infrastructure in recreational places, as well as museums and historical sites are not adequately prepared to receive this type of special needs people.

Moreover, table 3 also reveals that (67.8%) of the sample confirmed that lack of the equipped special needs facilities such lack of accessible signage and information, narrow paths and entrances, loose or uneven path surfaces, steep slopes,, etc. are constraints to special needs people participation in cultural tourism in Aswan city as 45.2% and 22.6% of respondents strongly agreed and agreed respectively, while 8.7% of responses were strongly disagreed.

Out of the total sampled population(66.9%) which represent the majority, 45.2% and 21.7% of respondents were of the opinion that strongly agreed and agreed that lack of tourist guiding service for special need people constraints to special needs people participation in cultural tourism in Aswan city, while 8.7% of respondents strongly disagreed. Mahmood et al. (2010) argued that one of the constraints

of tourists with special needs is the lack of trained staff including tourist guides. Also, the study of Oladokun et al. (2014) indicates that 84.5% and 15.5% strongly agreed and agreed that the lack of tourist guides for special needs people at tourism and recreational destinations is a constraint. These findings indicate that there is a need for tourist guides who have special education to communicate activities to special needs people in the study area.

Another identified constraint from data on table 3 is the lack of accommodation accessibility is a constraint to special needs people participation in cultural tourism in Aswan city with a percent of (66.1%), equally 40.0% and 26.1% of the respondents strongly agreed and agreed, while 6.1% of the respondents strongly disagreed. Results from table3 also reveal that majority of respondents (66.9%) 41.7% and 25.2% of the respondents strongly agreed and agreed respectively with the statement of lack of transportation accessibility while 8.7% of the respondents strongly disagreed.

It was pointed out in the studies of (Mora et al., 2015; Popiel, 2016) that the inaccessible accommodation, transportation, and attractions represent constraints towards the participation of special needs people in tourism. The study of Abo Bakr (2000) and Kaoud (2016) showed the lack in the services and facilities needed by the disabled tourist in Egypt such as; lack of transportation, accommodation and tourist attractions.

Furthermore, (63.5%) of the total respondents, 36.5% of the respondents strongly agreed, 27.0% agreed and only 6.1% of the respondents strongly disagreed with the statement of lack of staff and lack of support for accessibility improvements. Zdenka and Valentina (2014) elucidated that most of the employees in tourism poorly know the needs of the disabled and their way of life. This can be very disturbing for guests with disabilities, who wish to be treated like every other guest on vacation. Also, the studies of Abo Bakr (2000) and Kaoud (2016) highlight that lack of qualified staff in the tourism sector who deals with this segment in a correct manner that does not harm them, as well as preparing society to accept this type of tourism. Bi (2006) explained that positive staff attitudes may help to improve the shortage in inaccessibility of facilities in the tourism industry.

It could also be inferred from this table that 21.7%, 20.9%, and 14.8% of respondents were neutral, strongly agree, and strongly disagree respectively with the statement "Lack of safety and medical facilities". Also 25.2% of respondents giving a neutral answer about the statement "Lack of accessible information about Aswan city such as the inaccessibility of advertisements and inaccessible websites".

while 16.5% strongly disagreed, and 11.3% strongly agreed. The study of Oladokun et al. (2014) illustrated that the majority 86.4% and 9.1% of the respondents strongly agreed that lack of sufficient information will not make them take part in recreation and cultural tourism activities in the study area.

While 24.3% of respondents given a neutral answer about the statement “price or cost is a constraint to special needs participation”. Although financial issues, such as charges for activities, like guided tours, cost of traveling to and from a site considered as barriers face the special needs people in cultural activities (Ioannidis and Vozikis, 2007).

8.3.2. (10-Factors enhancing the special need cultural tourism in Aswan city according to the special needs tourist)

Table (4) Factors enhancing the special needs cultural tourism in Aswan city

Factors	Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Mean	Attitude
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%		
The tourist guide influence positively on the experience of	10	4.3	12	5.2	18	7.8	102	44.3	88	38.3	4.07	Agree
The attractions of Aswan city are accessible for special needs people	6	2.6	4	1.7	16	7.0	110	47.8	94	40.9	4.23	Strongly agree
Cultural tourism activities equipped with special needs people facilities	14	6.1	8	3.5	24	10.4	90	39.1	94	40.9	4.05	Agree
Medical facilities	10	4.3	8	3.5	32	13.9	94	40.9	86	37.4	4.03	Agree

Factors	Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Mean	Attitude
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%		
and safety are guaranteed for special needs people												
The good treatment of residents of Aswan city towards tourists with special needs	4	1.7	-	--	16	7.0	96	41.7	114	49.6	4.37	Strongly agree
Dimension 2											3.75	Agree

Table 4 clarifies the factors to enhance the participation of special needs tourists in cultural tourism in Aswan city. Data from table 4 indicates that the majority of the respondents (91.3%), hence 49.6% and 41.7% strongly agreed and agreed with the statement that the good treatment of residents of Aswan city towards tourists with special needs while 1.7%strongly disagreed. Further, table 4 shows (88.7%) of respondents 47.8% agreed and 40.9% strongly agreed that the accessibility of the attractions of Aswan city for special needs people, which are an important factor to enhance the special needs cultural tourism in Aswan city while 2.6% strongly disagreed.

Moreover, (82.6%) of the total sample, 44.3% of respondents agreed and 38.3% strongly agreed that the tourist guide influence positively the experience of special needs people while 4.3%strongly disagreed. Tourist guides have a great opportunity to help tourists for having a good experience and understanding of the destination’s cultural heritage sites and historical background (Çetinkay and Öter, 2016). Findings from data collected in table 4 shows that majority (80%) of the respondents 40.9% were strongly agreed and 39.1% agreed respectively with statement “Cultural tourism activities equipped with special needs people facilities ” while 3.5 % of the

respondents disagreed with the statement. It implies that it is a vital factor to enhance the special needs cultural tourism in Aswan city. Oladokun et al. (2014) shows that majority 90.9% and 9.1% of the respondents were of the opinion that they will take part in recreation and cultural tourism activities provided destinations are equipped with special needs facilities.

The response on the statement that medical facilities and safety are guaranteed for special needs people indicate that majority (78.3%) of the respondents, 37.4 % strongly agreed and 40.9% of the respondents agreed with the statement and 3.5% of the respondents were disagreed.

8.3.3. (11-The important requirements for the tourist guide in enhancing special needs cultural tourism in Aswan city)

Table 5: The important requirements for the tourist guide in enhancing special needs cultural tourism in Aswan city according to the special needs tourist

The requirements	Extremely unimportant		Unimportant		Neutral		Important		Extremely important		Mean	Attitude
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%		
Make a flexible response to your special needs	2	.9	4	1.7	2	.9	11	48.7	11	47.8	4.41	Strongly agree
Highly trained of the special needs requirements	--	--	--	--	14	6.1	10	44.3	11	49.6	4.43	Strongly agree
Respect guests	--	--	--	--	2	.9	9	41.7	13	57.4	4.57	Strongly agree
Always available to offer help	--	--	--	--	2	.9	10	45.2	12	53.9	4.53	Strongly agree
Friendly and communicative	--	--	--	--	8	3.5	10	44.3	12	52.2	4.49	Strongly agree
Feeling comfortable with the tourist guide	--	--	6	2.6	2	.9	9	41.7	12	54.8	4.49	Strongly agree
Customary with accessibility	--	--	--	--	14	6.1	8	37.4	13	56.5	4.50	Strongly agree

The requirements	Extremely unimportant		Unimportant		Neutral		Important		Extremely important		Mean	Attitude
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%		
features and facilities at the site (lifts, ramps, parking, toilets, touching objects)												
Have personal characteristics (polite ,honest ,trust worthy ,sense of humor)	--	--	-	--	4	17	9	40.9	13	57.4	4.56	Strongly agree
Have knowledge with your special needs (attention extent / proper communication techniques/language level)	--	--	-	--	4	17	8	36.5	14	61.7	4.60	Strongly agree
Dimension4											4.51	Strongly agree

Table 5 shows the opinion of the respondents based on the extent of the important requirements for the tourist guide in enhancing special needs cultural tourism in Aswan city. Findings in Table 5 indicate that majority of respondents (99.1%) strongly agreed with the statement of respect guests as 57.4% see it as extremely important and 41.7% see it as important. The opinions of (99.1%) 45.2% and 53.9% of respondents are important and extremely important respectively on the statement "always available to offer help".

The requirements of the tourist guide to enhance special needs cultural tourism in Aswan city are to have personal characteristics (polite, honest and trustworthy, sense of humor) is important as (98.3%) of the respondents were strongly agreed on it. Hence, 57.4% of respondent's opinions are extremely important and 40.9% of respondent's opinions are important and none of respondent's opinions are extremely unimportant.

Results in table 5 reveal that most of the respondent's opinions represent (98.2%) strongly agreed that has knowledge of the special needs of the disabled tourist (attention extent / proper communication techniques/language level) is an important requirement for the tourist guide in enhancing special needs cultural tourism in Aswan city, the opinions of 61.7% are extremely important and 36.5% are important.

Table 5 also shows that the opinions of (96.5%) 44.3% and 52.2% of the respondents are important and extremely important with the statement of friendly and communicative. Also, make a flexible response to the special needs of the tourist is extremely important based on the respondents' answers as (95.7%) 48.7% important and 47% extremely important, while 9% of respondent's opinions are extremely unimportant with the statement.

Results in Table 5 reveals that (93.9%) respondents strongly agreed that the important requirements for the tourist guide in enhancing special needs cultural tourism in Aswan city are to be highly trained of the special needs requirements as 44.3% see that it is important and 49.6% of respondents show that it is extremely important. None of the respondent's opinions are extremely unimportant with the statement. A majority (93.9%) of respondent's opinions about the statement customary with accessibility features and facilities at the site (lifts, ramps, parking, toilets, touching objects) 56.5% are extremely important and 37.4% important. Findings show that respondents strongly agreed with that statement.

Also, feeling comfortable with the tourist guide is considered an important requirement for the tourist guide in enhancing special needs cultural tourism in Aswan city. Hence, the majority of respondents (87.5%) strongly agreed with that statement as 41.7% of respondent's opinions are important and 54.8% of respondent's opinions are extremely important.

8.3.4. (12-The recommended solutions to enhance the role of the tourist guide in special needs cultural tourism in Aswan city)

The purpose of this question was to gather any additional suggestions from the respondents of the questionnaire. Most of the responses could be concluded in the following recommendations:

- Providing adequate roads for persons with physical disabilities.
- The presence of a sign language interpreter during the trip.
- Taking into account the delivery of information and the explanation must be simplified to suit people with mental disabilities.

- Attention to all kinds of disabilities that exist in the tourist group.
- Increasing awareness of the tourist guide with all kinds of disabilities.
- It is important that the tourist guide has a wide knowledge of the needs of each category of people with disabilities according to the type of disability.
- -Providing training courses for the tour guide on the needs of people with disabilities according to the type of disability.
- The tourist guide should play his role as leader of the tour group and not be distracted from the tourist group or move away from it.
- Designing discounted trips for people with disabilities.
- Training the tourist guide on how and methods of communication suitable for persons with disabilities according to the type of their disability.
- Providing ease, flexibility, and arrangement of viewing sights in the itinerary.
- Attention to the role of the tourist guide in communicating information.
- Improvement of the facilities for special needs people in the historical and archeological sites and providing ramps, equipped, bathrooms, wheelchairs, and audio explanation, tactile objects, replicas of the monuments pieces for the visually disabled tourists.

9. Conclusion and Recommendations

9.1. Conclusion

According to special needs tourists, the constraints of participation in cultural tourism in Aswan city are; lack of transportation accessibility, lack of accommodation accessibility, also lack of tourist guiding service for special needs people is a constraint that hinders special needs tourist from participation in cultural tourism in Aswan city. Besides lack of attractions accessibility due to the difficult nature of the archeological monuments and attractions of Aswan city; hence, there is a need for more improvements to be more accessible such as creating equipment and facilities adopt the principles of universal design, in addition to lack of staff and lack of support for accessibility improvements, and lack of the equipped

special needs facilities. So efforts should be made to improve and remove these constraints and barriers.

The study found that the significant factors to enhance the participation of special needs tourists in cultural tourism are presented in; the most significant factor was the good treatment of residents of Aswan city towards tourists with special needs. In addition to the accessibility of attractions of Aswan city, equipped cultural tourism activities with special needs people facilities. Besides, the tourist guides influence positively on the experience of special needs people as they are essential elements of the success of a tourism experience. Also, guaranteed medical facilities and safety for special needs people are significant factors to support special needs cultural tourism in Aswan city.

The skilled tourist guides could be an advantage and one of the significant factors to enhance participation of special needs cultural tourism in Aswan city, hence special needs tourist reflected this in their opinions. As related to the requirements of the tourist guide are; to make a flexible response to the special needs of these types of tourists. It is significant for the tourist guide to be highly trained in the special needs requirements, respect guests, in addition, to be always available to offer help, friendly and communicative as sympathy and kindness is an important characteristic of the tourist guide. Moreover, feeling comfortable with the tourist guide as special needs tourists do rely on the tourist guide when they are traveling after their family and friends, as well as being customary with accessibility features and facilities at the site which will allow the client to feel safe, having personal characteristics such as; polite, honest and trustworthy, and sense of humor. Besides having knowledge of their special needs as they would be well informed about the accessibility of the visited places to reduce the barriers confronted the visitors with special needs. Also, it is important to have knowledge of the way of performance, in terms of the pace of speech, used terminology and explanations, and allowed opportunity for questions and interaction.

9.1.2. Recommendations

This study suggested a set of recommendations for different organizations:

9.1.2.1. Recommendations for the tourism ministry

- Educating and training the personnel of cultural heritage sites to increase their awareness about how to deal with special

needs tourists because this is of major importance for tourists with special needs.

- Providing access to the cultural heritage sites of Aswan city that includes ramps, wheelchairs, instruction labels, tactile objects, replicas, equipped the exhibition halls with sign language interpretations for tourists with hearing disabilities and audio interpretations to visual disabilities.
- Creating an accessible website equipped for the special needs persons to recognize the cultural heritage of Aswan city and to help them to make clear the circumstances of accessibility of the sites they wanted to visit.
- Printing brochures, maps, and guide books in Braille for tourists with visual disabilities to provide information on historical and cultural sites.
- Supplying the visitor centers of the cultural heritage sites with sign language interpretations for tourists with hearing disabilities and audio descriptions to visual disabilities.
- Creating a campaign to increase the awareness of the inhabitants of Aswan city about special needs tourists.

9.1.2.2. Recommendations for travel agencies

- Providing and improving means of transportations of the group of visitors with special needs.
- Supplying tourist guides with technological tools to enhance their performance.
- Adjusting the appropriate schedule and adopted enough time during the tours of special needs tourists.

9.1.2.3. Recommendation for faculties and institutions of tourism and hotels

- Providing a curriculum about how to deal and communicate with different types of disabilities.

- Increasing the awareness of the students about special needs tourists.

9.1.2.4. Recommendations for tourist guide syndicate

- Providing training programs to increase awareness about special needs people and their needs. The training programs shall comprise the following:
- Awareness of the significance of the special needs of tourists.
- Communication skills to fill the gap between the tourist guide and the special needs tourist.

- Education courses on sign language.

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