

## **Dark Tourism as a new Trend in the Egyptian Tourism Industry "Challenges and Opportunities"**

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### **Abstract:**

While touring new places, tourists are exposed to new sites, new civilizations, as well as new cultures. For some people, having a week on a cruise ship or a vacation in a beach resort is a favorable choice, while for some others visiting places that represent suspense, excitement and horror is another choice. All these practices of visits have entered the field of tourism under the term of "Dark Tourism". In Egypt, there are many places that can be exploited for implementing dark tourism as a new trend in the Egyptian tourism industry. The research's core problem emerges from the fact that Egypt has many dark tourism sites of attraction, but they are not well exploited. This paper is built on one hypothesis which is promoting dark tourism in Egypt will result in creating a variety in the Egyptian tourism product and consequently increasing the number of dark tourists' to Egypt.

Therefore, this paper examines the concept of dark tourism and its different categories, shed light on the Egyptian sites of attraction that can help in promoting dark tourism in Egypt and identify the focus areas of the proposed strategy for promoting dark tourism in Egypt. The paper depended on some methods including review of literature and questionnaire forms distributed to a number of travel agencies and tourism experts in Egypt (October 2016: February 2017). The findings revealed that dark tourism can be promoted in Egypt throughout implementing a strategy depending on three basic factors, which are determining the target market of dark tourism, creating variation in the Egyptian dark tourism programs and finally increasing the advertising campaigns.

Relevant recommendations are given.

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Key words: Dark Tourism, Black Spots, Warfare Tourism.

## **Introduction**

While tourists travel commonly to see a beautiful landscape or to enjoy the great civilizations of a certain country, there is another category of tourists who travel to experience something unusual *e.g.* a concentration camp where thousands of people were tortured to death, a natural disaster zone that has been broadcasted across television screens, a haunted place that is full of suspense and excitement (Kendle, 2008). This illustrates how some people became fascinated with death, disaster and bizarreness. Consequently, this fascination entered the realm of tourism today and numerous sites of death, mystery and disasters began to attract millions of visitors from all over the world, *e.g.* Auschwitz Concentration Camp in Poland where thousands of Jewish citizens faced cruel death, Anne Frank's House in Netherlands, where Anne Frank and her family faced death and Arlington National Cemetery in the USA in which many American public figures and celebrities are buried. All these practices and more have been considered as a pattern of tourism and became known as "Dark Tourism" (Heisel, 2013). Egypt includes many dark tourism sites of attractions, but they are not well exploited. Instances of these attractions in Egypt include warfare sites, genocide sites and some places that are believed to be haunted. The problem of the study emerges from the fact that despite Egypt has many dark tourism sites of attraction, they are not well exploited and as a result of that no dark tourists are attracted to Egypt. This research will help in creating a new trend in the Egyptian tourism industry, which is dark tourism throughout shedding light on the key factors for promoting dark tourism in Egypt. The importance of this research focuses on some significant issues *e.g.* dark tourism as a new trend in the Egyptian tourism industry and one of the important means that aims at creating a variety the Egyptian tourism product, creating a strategic for promoting dark tourism in Egypt and shedding light on the role of travel agencies in Egypt, as well as the Egyptian tourism bodies in order to successfully promote dark tourism in Egypt. Hence, the objectives of this research aim at identifying the concept of dark tourism and its categories, identifying the suggested sites of dark tourism in Egypt and identifying the focus areas of the proposed strategy for promoting dark tourism in Egypt. The research depends merely on one hypothesis, which is promoting dark tourism in Egypt will help in creating diversity in the Egyptian tourism product and consequently increasing the number of dark tourists' to it.

## Review of literature

### 1- The Concept of Dark Tourism:

The term "*Dark Tourism*" was firstly coined in the middle of the nineties, by both of Professor 'John Lennon' and Professor 'Malcolm Foley' at the University of Glasgow in Scotland (Niemela, 2010). While some people are quick to say they had never been involved in something with a name like dark tourism, the scope is broad and the one might be a dark tourist without realizing that (Foley & Lennon, 2000). Dark tourism is defined as traveling to macabre places e.g. battlefields, genocide sites and haunted buildings (Copeland, 2011). However, this is not the sole definition of dark tourism; dark tourism can also be defined as:

1. The tourism that involves visiting places that represent horror, suspense, suffering and disaster e.g. the killing fields of Cambodia and Rwanda, where many people were executed (Pickover, 2013).
2. The tourism that involves the representation of inhuman acts that are interpreted for visitors in a number of places around the world (Foley & Lennon, 2000);
3. The tourism that includes visiting exhibitions which have a real or a recreated death, suffering or the seemingly macabre as a main theme.
4. The tourism that involves traveling to the sites and places that are connected to a certain kind of disasters or those places which witnessed death or atrocities e.g. places of genocide (Borthwick, 2013).
5. The tourism that includes visiting the sites that are connected to death and horror, as well as misery and catastrophe (Molokac & Molokacova, 2011).
6. Traveling to a location wholly or partially motivated by the desire for actual or symbolic encounters with death, particularly, but not exclusively violent death (Copeland, 2011).
7. The tourism that attract a certain category of tourists who are fond of visiting sites of death, disasters and destruction (Sharpley & Stone, 2009).
8. A type of tourism where tourists visit the historical places that witnessed some events characterized by being somber and grim.

There are some other terminologies that can be used alternatively with the term dark tourism e.g. *Atrocity tourism*, *Morbid Tourism* (Bissell, & Mackay, 2009), *Black Spot Tourism* and *Thanatourism*, which was coined from the old Greek word *Thanatos*, that means death (Slayton, 2006). From dark tourism, some other related terminologies emerged e.g. "*Dark Tourists*" and "*Black Spots*". *Dark tourists* are the tourists who are fond of visiting dark tourism sites of attraction for the purpose of identifying them and knowing their exciting and bizarre nature (Isaac & Cakmak, 2013). *Black Spots* or *Dark Spots* are dark tourism's sites of attraction that are

characterized by being perilous places or sites of extreme horror (Phelan, 2010; Trikha, 2011) and the more thrilling the place is, the more interesting is the dark tourism journey (Joly, 2010). Dark tourism is now considered as one of the important new trends in the tourism industry, particularly of the twenty first century's contemporary leisure (Dalton, 2014). This is the result of the new era of leisure that the world is now entering, when quality rather than quantity became the focus of researchers, policymakers and managers. Many factors helped in spreading dark tourism around the world and one of them was the media which played an apparent role in raising people's awareness about global atrocities and was one of the important factors that led to the appearance of dark tourism as a new leisure activity (Elkington & Gammon, 2013 and Williams, 2008). White and Frew (2013) stated that dark tourism is now becoming a growing phenomenon as well as an emergent area of scholarly interests. On the other hand, Isaac & Ashworth (2012) stated that traveling to places associated with death is not a new phenomenon, because many people for a long period of time have the tendency to travel to the sites that are linked, in one way or another, with death, suffering, violence and disaster. Furthermore, the human nature is considered one of the motivations that prompt people to book dark tourism tours for the purpose of being an eyewitness of suffering. This makes people more eager to understand how other people live through catastrophe and showing sympathy to victims. Statistics proved that there is a growing number of people who are eager to visit dark tourism sites of attraction, for instance in 2010 about 800,000 tourists visited the Jewish Museum in Berlin which chronicles the Holocaust, while Ann Frank House in Netherlands and the Alcatraz Prison in the USA receive more than one million visitors annually (Reheen, 2011).

## **2- Categories of Dark Tourism:**

Dark spots have been classified into dangerous places, haunted places, and places of torture and fields of death (Bittner, 2011). Hence, dark tourism has been categorized into hardship tourism, warfare tourism, genocide tourism and horror tourism (Stone, 2012). There is also another categorization of dark tourism, which classified dark tourism into disaster tourism, battlefields tourism, genocide tourism, cemeteries/grave tourism, and ghost tourism (Garcia, 2012; Fonesca *et al.*, 2016).

### **2/1 Disaster Tourism:**

It is a type of tourism, where tourists visit the sites of either a natural disaster or an industrial disaster or both of them. Disaster tourism gives the tourist a chance to see the outcomes and the negatives of the occurred disaster (Nagai, 2012).

### **2/2 Battlefield Tourism:**

It is the tourism that involves visiting places where wars and battles took place (Kuukasjarvi, 2006) e.g. visiting the sites of Hasting battle, Bannockburn Battle, in Britain, as well as visiting the sites of Isandlwana battle, Blood River battle in South Africa and Second World War Memorials in Netherlands (Venter, 2007; Gieling; Eo Ong, 2016). Therefore, battlefield tourism is also known as "*Warfare Tourism*" or "*Killing-fields Tourism*" (Ashworth, 2004; Helal, 2005). Battlefield Tourism is not only confined to visiting wars and battlegrounds, but also includes visiting the cemeteries of war victims and the military museums that commemorate these events e.g. visiting the Imperial War Museum in London, which commemorates the history of the First World War (Kuukasjarvi, 2006).

### **2/3 Genocide Tourism:**

It is the tourism which includes visiting places where genocides and cruel killings took place, as well as visiting the sites that witnessed rough sufferings led to death (Libett, 2013). The foremost international genocide tourism attractions are for instance Ground Zero in the USA where the terrorist attacks of 11<sup>th</sup> of September 2001 took place, Nanjing Massacre Memorial Hall in China which marks the anniversary of Nanjing massacre (Stone, 2012), the Killing Fields of Cambodia where 17,000 person were executed, the Tuol Sleng Genocide Museum in Cambodia which chronicles the genocide of torturing more than 15,000 person to death (Libett, 2013) and the Crime Museum in London which displays photographs and sentences of the British criminals e.g. Jack the Ripper (Evans, 2013).

### **2/4 Ghost Tourism:**

It is the tourism that involves visiting places that are supposed to be haunted or those which are claimed to be controlled by a supernatural power e.g. haunted building and castles. Ghost tourism is also the tourism that involves all the related visits to the other world. This illustrates how these tours have a kind of metaphysical interpretation and thrilling experiences (Garcia, 2012).

### **2/5 Cemeteries Tourism:**

It is the tourism where tourists can visit famous graves and cemeteries e.g. city cemetery of Krakow in Poland, the national graveyard of Budapest in Hungary (Pecsek, 2015) and the mausoleum of Saint Thomas Becket in Canterbury Cathedral in England (Simkin, 2014), who faced King Henry the Second and prevented his encroachment upon the church (Guy, 2012).

### **3- Dark Tourism Destinations in Egypt:**

The fascination with Egypt sprouts a tremendous height throughout history, and the passion for the ancient Egyptian civilization was and still in increase. The Egyptian land is full of many places which are full of excitement, mystery and bizarreness, which can give Egypt the opportunity to be a distinguished dark tourism destination. Instances on these places are those which witnessed wars, genocides, massacres and horror. Promoting dark tourism in Egypt will only be confined to three categories, which are: warfare tourism, genocide tourism and ghost tourism, which represent the tourism product of dark tourism in Egypt.

#### **3/1 Warfare Tourism Destinations in Egypt:**

##### **3/1/1 The Mortuary Temple of Ramesses the Third - Luxor:**

The Mortuary Temple of Ramesses the Third (1184-1153 BC) in the west bank of Luxor is one of the important structures of the New Kingdom. Apart from its size, architectural and artistic importance, the temple is probably best known for being the source of some inscribed relieves and sculptures that depict the advent and defeat of the sea peoples of the Libyans and Phoenicians during the rule of Ramesses the Third (Romey, 2003; Golia, 2010; Peters, 2011).

##### **3/1/2 Abukir Bay - Alexandria:**

Abukir Bay in Alexandria witnessed the Battle of Abukir Bay in 1798, which was one of the most violent navy battles over history as it lasted for a whole day between the French and English forces. The battle ended by the destruction of the French naval fleet where the majority of its ships were totally damaged and the others were seized (Sharaf Eldin *et al.*, 2013).

##### **3/1/3 The English Mountain - Bahariya Oasis:**

The English Mountain, which is located at Bahariya Oasis, witnessed the military actions happened in Bahariya Oasis throughout the world wars' years. It goes back to the era of Williams; the British captain who stationed in this area during the First World War. It includes the ruins of the First World War's British fortress that was established to observe the movements of the Libyan Sanusi tribes and soothe ruins of some buildings of the British soldiers (Sampsell, 2006).

##### **3/1/4 Mansoura National Musuem – Mansoura:**

The Mansoura National Museum is considered a living testimony to steadfastness and sacrifice made by the Egyptians during their heroic resistance to the French military crusade led by King Louis the ninth in Egypt in 1249. This museum was originally the house of Fahrul-Din Ibn al-Qadi, the chief judge in Egypt. It was converted in to national museum including statues and paintings of Louis the ninth's crusade in Egypt, in

addition to 46 piece assets e.g. invader's weaponry, military gear, King Louis's helmet and the chair that he was offered to jail. There are also sculptures and busts of King Louis the Ninth and Prince Toran Shah in addition to a painting displays the major battle in the city of Mansoura. The museum's paintings and sculptures were made by Egyptian artists who wanted to commemorate a significant chapter in the history of Egypt throughout the Islamic era

(<http://fineart.anamil.net/En/MusemsDetailsE/9>).

### **3/1/5 Muhammad Anwar El- Sadaat Museum – Alexandria:**

It is a unique museum in Alexandria, located over 260 meters in the complex of Alexandria library. It was established to mark the anniversary of the former Egyptian president 'Muhammad Anwar El- Sadaat' and chronicles an important era in the modern Egyptian history. The museum displays some of president El- Sadat possessions e.g. medals, his personal radio, his personal pipe, his personal cloak, his library, his personal books, a collection of his suits including the suit that he was wearing in the moment of his assassination and a collection of Arabian swords. The museum also includes some rare visual recordings and a short story written by president El- Sadaat himself

(<http://www.bibalex.org/en/Center/Details/sadatmuseum?Keywords=>).

### **3/1/6 The Alabaster Tomb – Alexandria:**

The Alabaster Tomb is located at the northern side of 'Lateen Tomb' in Al Horaya Road in Alexandria. Archaeologists suppose that this tomb is a part of 'Sema' or the 'Royal Tomb", which is the tomb of Alexander the Great in particular (Venit, 2002).

### **3/1/7 Heliopolis Military and War Memorial Cemetery – Cairo:**

Heliopolis War and Memorial Cemetery of Cairo goes back to the period when a Middle East command set up in Cairo shortly before the outbreak of the Second World War. There are now 1,742 Commonwealth casualties of the Second World War buried or commemorated in the cemetery and 83 war graves of other nationalities. The pavilions at the entrance to the cemetery house the Heliopolis Port Tewfik Memorial to almost 4,000 men who served and died with the Indian Army during the First World War in Egypt and Palestine. The pavilion at the rear of the cemetery houses the Heliopolis Aden Memorial to more than 600 men of the Commonwealth forces who died in the defense of Aden during the First World War and who have unknown graves

(<http://www.cwgc.org/find-a-cemetery/cemetery/2018702/HELIOPOLIS%20WAR%20CEMETERY>).

### **3/1/8 Chatby Military and War Memorial Cemetery – Alexandria:**

The Cemetery is located in the main Alexandria cemetery complex. It was used for burials until April 1916. There are now 2,259 First World War burials in the cemetery and 503 from the Second World War. The cemetery also contains war graves of other nationalities, some of which date to 1882. The Chatby Memorial stands at the eastern end of the cemetery and commemorates almost 1,000 Commonwealth servicemen who died during the First World War ([http://webcache.googleusercontent.com/search?q=cache:vG3ajHakOnUJ:www.cwgc.org/search/cemetery\\_details.aspx%3Fcemetery%3D10702+&cd=1&hl=ar&ct=clnk&gl=eg](http://webcache.googleusercontent.com/search?q=cache:vG3ajHakOnUJ:www.cwgc.org/search/cemetery_details.aspx%3Fcemetery%3D10702+&cd=1&hl=ar&ct=clnk&gl=eg)).

### **3/1/9 Hadra War Cemetery - Alexandria:**

This cemetery was established in April 1916 when it was realized that the cemetery at Chatby would not be large enough. This cemetery was extended for the Second World War burials, including 1,700 First World War burials in the cemetery and 1,305 from the Second World War. It also contains war graves of other nationalities and some non war burials ([http://www.cwgc.org/find-a-cemetery/cemetery/54600/ALEXANDRIA%20\(HADRA\)%20WAR%20MEMORIAL%20CEMETERY](http://www.cwgc.org/find-a-cemetery/cemetery/54600/ALEXANDRIA%20(HADRA)%20WAR%20MEMORIAL%20CEMETERY))

### **3/1/10 Alamein War Cemetery – Alamein:**

Alamein War cemetery is located at Alamein village at a distance of 130 km in the west side of Alexandria. It consists of the Commonwealth Cemetery, the Italian Cemetery and the German Cemetery. The cemetery was designed by 'J. Hubert Worthington' and includes 7367 grave involving 281 graves of unknown soldiers made of limestone, porcelain and marble. The cemetery involves the Cremation Memorial which commemorate the soldiers who were burnt in Alamein War in 1941, the Cross of Sacrifice, a memorial of the 1941 south African invasion's victims of Sri Lanka (Commonwealth War Grave Commission: El Alamein and the War in Western Desert), a memorial for the victims of the ninth Australian invasion and a memorial for Italian and German soldiers at the western side of the cemetery (A Field visit to Alamein War Cemetery).

### **3/1/11 Alexandria Naval Unknown Soldier Memorial – Alexandria:**

The Alexandria Naval Unknown Soldier Memorial is located in Alexandria. It was built under the rule of 'Muhammed Ali', and was originally a memorial to Khedive 'Ismail'. In 1946 the Egyptian president gave his orders about transforming this place to a memorial of the unknown naval soldier under the leadership of the Egyptian Navy (Said, 2015; Dessouki 2016).



### **3/1/12 Cairo Unknown Soldier Memorial – Cairo:**

Cairo Unknown Soldier Memorial is the most visible landmark of Nasr city district in Cairo (Gado, 2010). The memorial was designed in 1974 upon the request of the former Egyptian president 'Mohamed Anwar El-Sadaat' for the purpose of honoring and commemorating the Egyptians and Arabs who lost their lives in the Egyptian war of 1973. The site also was chosen for president El-Sadaat's tomb after his assassination in October 1981. This memorial is also the venue of the Egyptian military celebrations *e.g.* the celebrations of the sixth of October (Meital, 2015).

### **3/2 Genocide Tourism Destinations in Egypt:**

#### **3/2/1 Tell Al-Robb "Mandis" – Dakahliya:**

Tell Al robb is one of the most important hills in Lower Egypt, particularly located at the town of Sinbilaween in Dakahliya governorate. It witnessed one of the cruelest genocides that took place in the time of the 5<sup>th</sup> dynasty which was the result of destructing a 4<sup>th</sup> dynasty Pharaonic museum. The remnants of 35 skeletons of the genocide's victims were found in this area and it was noticed from the shape of the skeletons that they were resisting strongly against their foes (Lxxv, 2000).

#### **3/2/2 Caracalla Hall - Alexandria:**

Caracalla hall is located in Alexandria and it was basically an equestrian club. It was the place in which one of the most violent massacres occurred in 215 AD, and became known as Caracalla Massacre. The story of this massacre goes back to the desire of Empire Caracalla to avenge himself on the people of Alexandria who used to mock and deride him. Recently, a large number of humans' and animals' skeletons were found as the remnants of this brutal massacre (Twinger, 2010).

#### **3/2/3 Zuwayla Gate - Cairo:**

Zuwayla gate is the southern gate of Cairo and one of its main important gates (The Monuments in The Vicinity of Bab Zuwayla Cairo, 2013). It was also the place of executing criminals, for instance on the 13<sup>th</sup> of April 1517, Zuwayla Gate was the place where Sultan Toman Bay was executed in front of the Egyptian crowds (Thompson, 2010; Al Mubaidin, 2014).

#### **3/2/4 Al-Azab Gate – Cairo:**

Al-Azab Gate is associated to a famous massacre in the Egyptian history, which is the citadel's massacre. This massacre was ordered by 'Muhammed Ali' in 1811, so that he could get rid of the Mamluks' existence in Egypt. It was a real violent massacre, where the passage of Al-Azab Gate and the citadel's patio were filled with a huge number the Mamluks' corps (Ziemeck, 2004; Amer, 2015).

### **3/2/5 Denshawai Museum – Al-Minufiyah:**

The Denshawai Museum of Al-Minufiyah was established in 1999 to commemorate the Denshawai Incident, which was the outcome of the dispute that occurred in 1906 between some British military officers and the people of Denshawai village. The museum is dedicated to commemorate the Egyptian peasants who killed a number of British officers in 1906 and also to mark the anniversary of the seven Egyptian peasants who were hanged on 26 June 1906 by the British forces (Carcanague, 2012).

### **3/3 Ghost Tourism Destinations in Egypt:**

#### **3/3/1 The Valley of the Kings' Ghosts and King Tutankhamun's Curse:**

The Valley of the Kings is located in the eastern bank of the Nile's river in Luxor. Because of its high archaeological value, it was considered as one of the important world heritage sites at UNESCO (Weeks & Hetherington, 2006). On the other hand, the Valley of the Kings is considered one of the places that witness some paranormal and supernatural phenomena. Many tales were being told about the existence of ghosts of the Egyptian Pharaonic kings and nobles wandering at night in the desert of the New Valley. Many people claimed seeing a Pharaonic king's apparition riding his chariot and wearing his golden collar and Pharaonic dress. The archaeologists who work in the Valley of the Kings always say that they feel the existence of something paranormal in this place. Furthermore, some strange phenomena took place in this area, which claim the existence of the curse of pharaohs in it (Vandenburg, 2004).

#### **3/3/2 King Akhenaton's Ghost – Minia:**

The Egyptian Pharaoh 'Akhenaton' ruled Egypt in the 8<sup>th</sup> dynasty of the modern kingdom. He made a real religious and cultural revolution in the period of his rule, (Jackson, 2011) e.g. monotheism. In mysterious circumstances, Akhenaton was killed by the monks, who suffered a lot during his rule. After his death, they cursed him and obliged him to wander in the desert of Tell Al-Amarna as a ghost (Caldecott, 2001).

#### **3/3/3 Baron Empain Palace – Cairo:**

Despite the wonderful design of Baron Empain Palace, it is claimed to be haunted. There are rumors that claim hearing voices for the transfer of the furniture of the palace in the middle of the night and the lights that turn on suddenly in the back yard of the palace and die suddenly as well. The doorman of a building in front of the palace said that ghosts only appear in this palace at night and do not allow anyone to remain inside it for a long period of time. He also said that the existence of ghosts is true. The

evidence on the doorman's claim was what happened in 1982, where many passers-by saw smokes emitting from the main room of the palace, then in the afternoon the glows of fire were soon extinguished without anybody's intervention (Cook, 2012).

**Research Methodology:**

A mixed methodology was used which incorporated both primary and secondary data collection. The secondary sources were discussed above and included different books, theses, dissertations, periodicals, work papers, journals' articles and internet websites. The primary data depended on distributing two questionnaire forms. The first one was (150) questionnaire form directed to a random sample of travel agencies "Category A" in the Egyptian cities of Cairo, Alexandria and Mansoura. The number of the retrieved valid forms was (129). The second questionnaire form was directed to a random sample of 20 tourism experts represented by the Ministry of Tourism, the Egyptian Authority for Tourism Development, the Federation of Tourism Chambers and the Egyptian Tourism Board. The number of the valid retrieved forms was (14). The findings of the two questionnaire forms are presented below. Although this sample is not statistically significant, because of the difficulty in determining the actual size of the total community, it is important to provide broad indications to major directions, with the aim of knowing different points of view and suggestions about dark tourism as a new trend in the Egyptian tourism industry. A pre-test was carried out to test wording, layout and completion time. After the questionnaire was adjusted, it was eventually carried out in five months. The obtained data were analyzed by using the SPSS program (Statistical Package for the Social sciences). These methods helped in collecting more data for reaching a specific conclusion depending on data analysis. Field research was also carried out through visiting some Egyptian dark spots e.g. Al-Sadat Museum, Alamien Cemeteries, Mansoura National Museum and Alexander Palace in Mansoura.

**Discussion:**

**Part one: The questionnaire form of travel agencies in Egypt:**

**Table (1): Organizing dark tourism tours by travel agencies in Egypt**

Code	Opinion	Frequency*	Percent
1	Yes	4	3.10
2	No	125	9.90
	<b>Total</b>	<b>129</b>	<b>100</b>

\* More than one answer is valid

Table (1) shows that the majority of travel agencies in Egypt representing (96.90%) did not organize dark tourism tours, which means that there was no actual implementation of dark tourism in Egypt.

**Table (2): The proposed tourism patterns that can be added to the travel agencies in Egypt**

Code	Tourism Patterns	Frequency *	Percent
1	Dark Tourism	99	76.74
2	Other tourism patterns	30	23.26
	<b>Total</b>	<b>129</b>	<b>100</b>

\* More than one answer is valid

Table (2) shows that the majority of travel agencies in Egypt representing (76.74%) like to add dark tourism as a new pattern to their tourism programs, for creating a kind of diversity.

**Table (3): The chosen pattern of dark tourism that can be added to the tourism programs of travel agencies in Egypt**

Code	Dark Tourism Patterns	Frequency *	Percent
1	Warfare Tourism	98	75.97
1	Genocide Tourism	30	23.26
1	Ghost Tourism	28	21.71

\* More than one answer is valid

Table (3) shows that the majority of travel agencies in Egypt like to add warfare tourism in their tourism programs representing (75.96%), because of the existence of many war sites in Egypt.

**Table (4): Egypt as a Dark Tourism Destination**

Code	Items	Response												Mean	Relative Weight	Item Direction	Ranking
		5 Totally Agree		4 Agree		3 Neutral		2 Disagree		1 Totally Disagree		0 Don't Know					
		F	%	F	%	F	%	F	%	F	%	F	%				
	Egypt is considered an important Dark Tourism Destination	19	14.73	58	44.96	21	16.28	12	9.30	3	2.33	16	12.40	3.23	64.65	Neutral	4
	Dark Tourism attracts the International Tourists	47	36.43	47	36.43	9	6.98	8	6.20	1	0.78	17	13.18	3.62	72.40	Agree	2

Dark Tourism attracts the Domestic Tourists	5	3.88	19	14.73	38	29.46	34	26.36	16	12.40	17	13.18	2.32	46.36	Disagree	6
Egypt has an enough number of Genocide sites	13	10.08	27	20.93	20	15.50	29	22.48	5	3.88	35	27.13	2.29	45.89	Disagree	7
Egypt has an enough number of Ghost Tourism Sites	7	5.43	22	17.05	22	17.05	33	25.58	10	7.75	35	27.13	2.05	41.09	Disagree	9
Egypt has an enough number of Warfare Tourism Sites	57	44.19	42	32.56	66	4.65	77	5.43	22	1.55	15	11.63	3.78	75.50	Agree	1
Can Genocide Tourism attract the highest percentage of Dark Tourists?	13	10.08	20	15.50	22	17.05	41	31.78	8	6.20	25	19.38	2.33	46.67	Disagree	5
Can Ghost Tourism attract the highest percentage of Dark Tourists?	9	6.98	18	13.95	22	17.05	37	28.68	12	9.30	31	24.03	2.09	41.71	Disagree	8
Can Warfare and Tourism attract the highest percentage Dark Tourists?	51	39.53	41	31.78	99	6.98	88	6.20	33	2.33	17	13.18	3.60	72.09	Agree	3
<b>Egypt as a Dark Tourism Destination</b>													<b>2.81</b>	<b>56.2</b>	<b>Neutral</b>	

\* More than one answer is valid

Table (4) presents the respondents' points of view about Egypt as a dark tourism destination, which are indicated as:

- Regarding the respondents' views on "Egypt is considered an important dark tourism destination", the majority of the views were neutral representing (64.65%) of the relative weight.
- Regarding the respondents' views on "Dark Tourism attracts the international tourists", the majority of the views agreed on that, representing (72.40%) of the relative weight.

- Regarding the respondents' views on "Dark Tourism attracts the domestic tourists", the majority of the views disagreed on that, representing (46.36%) of the relative weight.
- Regarding the respondents' views on "Egypt has an enough number of genocide tourism sites of attraction", the majority of the views were neutral, representing (45.89%) of the relative weight.
- Regarding the respondents' views on "Egypt has an enough number of genocide tourism sites of attraction", the majority of the views were neutral, representing (45.89%) of the relative weight.
- Regarding the respondents' views on "Egypt has an enough number of ghost tourism sites of attraction", the majority of the views disagreed on that, representing (41.09%) of the relative weight.
- Regarding the respondents' views on "Egypt has an enough number of warfare tourism sites of attraction", the majority of the views agreed on that, representing (75.50%) of the relative weight.
- Regarding the respondents' views on "Can genocide tourism attract the highest percent of dark tourists?", the majority of the views disagreed on that, representing (46.67%) of the relative weight.
- Regarding the respondents' views on "Can Ghost Tourism attract the highest percent of Dark Tourists?", the majority of the views disagreed on that, representing 41.71% of the relative weight.
- Regarding the respondents' views on "Can warfare tourism attract the highest percent of dark tourists?", the majority of the views disagreed on that, representing (72.09%) of the relative weight.

Eventually, the general views were neutral about "Egypt as a dark tourism destination", representing 56.26% of the relative weight.

**Table (5): The most important site for Genocide Tourism in Egypt**

Code	Site	Frequency*	Percent
1	Tell all Robb at Dakahliya	5	3.88
1	Caracalla Hall in Alexandria	21	16.28
1	Zuwayla Gate in Cairo	103	79.84
1	Al- Azab Gate in Cairo	48	37.21
1	Monastery of Martyrs in Sohag	9	6.98
1	Denshway Museum in Al-	28	21.71

\* More than one answer is valid

According to table (5), the majority of the respondents agreed that 'Zuwayla Gate' in Cairo will be the foremost site of attraction for genocide tourism in Egypt, representing (79.84%) of the relative weight.

**Table (6): The most important site for Warfare Tourism in Egypt**

Code	Site	Frequency*	Percent
1	The Mortuary Temple of Ramesses the third in Luxor	37	28.68
1	The English Mountain in Bahariya Oasis	41	31.78
1	Abukir Bay in Alexandria	35	27.13
1	Mansoura National Museum in Mansoura	29	22.48
1	Muhammad Anwar Al- Sadaat Museum in Alexandria	57	44.19
1	The Vaults of Al-Montazah Palace in Alexandria	32	24.81
1	Al- Chatby Cemetery	17	13.18
1	Alabaster Tomb in Alexandria	17	13.18
1	Heliopolis Military and War Memorial Cemetery in	58	44.96
1	Chatby Military and War Memorial Cemetery in	37	28.68
1	Hadra War Cemetery in Alexandria	31	24.03
1	Alamein War Cemetery in Alamein	91	70.54
1	Alexandria Naval Unknown Soldier Memorial in	35	27.13
1	Cairo Unknown Soldier Memorial in Cairo	40	31.01
1	Port-Said Martyrs Memorial in Port Said	14	10.85
1	Ten Israeli Soldiers Memorial in Ariesh	10	7.75

\* More than one answer is valid

According to table (6), the majority of travel agencies' managers in Egypt agreed that 'Alamein War Cemetery' in Alamein will be the foremost site of attraction for warfare tourism in Egypt, representing (79.84%) of the relative weight.

**Table (7): The most important site for Ghost Tourism in Egypt**

Code	Site	Frequency*	Percent
1	Valley of the Kings in Luxor	33	25.58
1	Tell Al-AMarana in Minya	19	14.73
1	Baron Empain Palace in Cairo	101	78.29
1	Alexander Palace in Mansoura	12	9.30

\* More than one answer is valid

According to table (7), the majority of travel agencies' managers in Egypt agreed that 'Baron Empain Palace' in Cairo will be the foremost site of attraction for ghost tourism in Egypt, representing (78.29%) of the relative weight.

**Table (8): Other proposed sites of attraction for Dark Tourism in Egypt**

Code	Site	Frequency*	Percent
1	Salah Al-Dien citadel in Cairo	1	0.78
1	Qaitbay citadel in Alexandria	1	0.78
1	Sixth of October Panorama in Cairo	1	0.78
1	The Bar Lev line area in Suez	1	0.78
1	Tabat Al-shagara area in Ismailia	1	0.78

\* More than one answer is valid

Table (8) shows that the other dark tourism proposed site from the respondents' points of view are Salah Al-Dien citadel in Cairo, Qaitbay citadel in Alexandria, Sixth of October Panorama in Cairo, The Bar Lev line area in Suez and Tabat Al-Shagara area in Ismailia. These sites presented (0.78%) of the relative weight for each one of them.

**Table (9): The focus areas of the dark tourism's promotion strategy in Egypt**

Items	Response										Mean	Relative Weight	Item Direction	Ranking		
	5 Totally Agree		4 Agree		3 Neutral		2 Disagree		1 Totally Disagree						0 Don't Know	
	F	%	F	%	F	%	F	%	F	%					F	%
Promoting dark tourism should rely on the pricing	3	20.00	2	13.33	6	40.00	4	26.67	0	0.00	0	0.00	3.27	69.33	Agree	11
Promoting dark tourism should rely on finding the right target market	6	40.00	4	26.67	5	33.33	0	0.00	0	0.00	0	0.00	4.07	81.33	Agree	2
Promoting dark tourism should rely on imitating other countries' dark tourism programs	2	13.33	9	60.00	4	26.67	0	0.00	0	0.00	0	0.00	3.87	77.33	Agree	4
Promoting dark tourism should rely on affecting the other dark tourism markets' share	0	0.00	4	26.67	9	60.00	2	13.33	0	0.00	0	0.00	3.13	62.67	Neutral	12
Promoting dark tourism should rely on the competitive advantage of Egyptian dark spots	2	13.33	12	80.00	1	6.67	0	0.00	0	0.00	0	0.00	4.07	81.33	Agree	2
Promoting dark tourism should rely on the large agencies for	2	13.33	5	33.33	5	33.33	2	13.33	0	0.00	1	6.67	3.50	70.00	Agree	9



attracting a large number of dark tourists																	
Promoting dark tourism should rely on attracting tourists and managing black spots in Egypt	3	20.00	7	46.67	3	20.00	1	6.67	0	0.00	1	6.67	3.86	77.14	Agree	5	
Promoting dark tourism should rely on organizing one tourism program for all the dark spots in Egypt	2	13.33	2	13.33	4	26.67	5	33.33	2	13.33	0	0.00	2.80	56.00	Disagree	13	
Promoting dark tourism should rely on cutting down the marketing costs	3	20.00	5	33.33	2	13.33	3	20.00	2	13.33	0	0.00	3.27	65.33	Neutral	11 Rep	
Promoting dark tourism should rely on increasing the sale of the Egyptian black spots' products and services	2	13.33	8	53.33	4	26.67	1	6.67	0	0.00	0	0.00	3.73	74.67	Agree	7	
Promoting dark tourism should rely on looking for new dark tourism markets	4	26.67	6	40.00	5	33.33	0	0.00	0	0.00	0	0.00	3.93	78.67	Agree	3	
Promoting dark tourism should rely on estimating its cost	2	13.33	8	53.33	4	26.67	0	0.00	0	0.00	1	6.67	3.86	77.14	Agree	5 Rep	
Promoting dark tourism should rely on looking for a small portion of the dark tourism market and increasing it	5	33.33	7	46.67	2	13.33	1	6.67	0	0.00	0	0.00	4.07	81.33	Agree	2 Rep	
Promoting dark tourism should rely on protecting the current position of dark tourism's products and services that are accompanied by good promotional campaigns	4	26.67	4	26.67	7	46.67	0	0.00	0	0.00	0	0.00	3.80	76.00	Agree	6	
Promoting dark tourism should rely on the tourist's perception of the Egyptian dark spots' value	2	13.33	9	60.00	3	20.00	0	0.00	0	0.00	1	6.67	3.93	78.57	Agree	3 Rep	
<b>The Focus Areas for Promoting Dark Tourism in Egypt</b>													<b>3.69</b>	<b>73.73</b>	<b>Agree</b>		

\* More than one answer is valid

Table (9) presents the respondents' points of view on the focus areas of the dark tourism's marketing strategy in Egypt, which are indicated as:

- Regarding the respondents' views on "Promoting dark tourism in Egypt should rely on the pricing", the majority of the views agreed on that representing (69.33%) of the relative weight.
- Regarding the respondents' views on "Promoting dark tourism in Egypt should rely on finding the right target market", the majority of the views agreed on that representing (81.33%) of the relative weight.
- Regarding the respondents' views on "Promoting dark tourism in Egypt should rely on imitating other countries' dark tourism programs", the majority of the views agreed on that representing (77.33%) of the relative weight.
- Regarding the respondents' views on "Promoting dark tourism in Egypt should rely on affecting the other dark tourism markets' share", the majority of the views were neutral representing (62.67%) of the relative weight.
- Regarding the respondents' views on "Promoting dark tourism in Egypt should rely on the competitive advantage of the Egyptian dark spots", the majority of the views agreed on that representing (81.33%) of the relative weight.
- Regarding the respondents' views on "Promoting dark tourism in Egypt should rely on the large travel agencies for attracting a large number of dark tourists", the majority of the views agreed on that representing (70.00%) of the relative weight.
- Regarding the respondents' views on "Promoting dark tourism in Egypt should rely on attracting tourists and managing black spots in Egypt", the majority of the views agreed on that representing (77.14%) of the relative weight.
- Regarding the respondents' views on "Promoting dark tourism in Egypt should rely on organizing one tourism program for all the dark spots in Egypt", the majority of the views disagreed on that representing (56.00%) of the relative weight.
- Regarding the respondents' views on "Promoting dark tourism in Egypt should rely on cutting down the marketing costs", the majority of the views were neutral representing (65.33%) of the relative weight.
- Regarding the respondents' views on "Promoting dark tourism in Egypt should rely on increasing the sale of the Egyptian black spots' products and services", the majority of the views agreed on that representing (74.67%) of the relative weight.
- Regarding the respondents' views on "Promoting dark tourism in Egypt should rely on looking for new dark tourism markets", the

- majority of the views agreed on that representing (78.67%) of the relative weight.
- Regarding the respondents' views on "Promoting dark tourism in Egypt should rely on estimating its cost", the majority of the views agreed on that representing (77.14%) of the relative weight.
  - Regarding the respondents' views on "Promoting dark tourism in Egypt should rely on looking for a small portion of the dark tourism market and increasing it", the majority of the views were neutral representing (81.83%) of the relative weight.
  - Regarding the respondents' views on "Promoting dark tourism in Egypt should rely on protecting the current position of dark tourism's products and services that are accompanied by good promotional campaigns", the majority of the views agreed on that representing (76.06%) of the relative weight.
  - Regarding the respondents' views on "Promoting dark tourism in Egypt should rely on the tourist's perception of the Egyptian dark spots' value", the majority of the views agreed on that representing (78.57%) of the relative weight.

Eventually, the general views agreed on that there an availability of creating a strategy for dark tourism in Egypt, depending on some basic key factors", which are determining the target market of dark tourism, creating a variation in the Egyptian dark tourism programs and finally increasing the advertising campaigns.

**Part two: The questionnaire form of the tourism experts in Egypt:  
Table (10) Countries that can compete Egypt for dark tourism**

Code	Country	Frequency	Percent
1	USA	5	33.33
1	UK	1	6.67
1	Germany	5	33.33
1	Poland	6	40.00
1	Romania	4	26.67
1	Rwanda	2	13.33

\* More than one answer is valid

According to table (10), the majority of tourism experts in Egypt agreed that 'Poland' is the country that can strongly compete Egypt for dark tourism, due to the existence of the Jewish concentration camps and Holocaust buildings in it (Libett, 2013).

**Table (11) Success factors of dark tourism in some countries**

Code	Success Factor	Frequency*	Percent
1	The variety in dark tourism sites of attraction	11	73.33
1	The existence of the enough services and requirements that dark tourists need	10	66.67
1	The variety in dark tourism programs	5	33.33
1	The reasonable prices of dark tourism programs for all ages	7	46.67

\* More than one answer is valid

According to table (11), the majority of the respondents agreed that the variety in dark tourism sites of attraction' is the most important dark tourism success factor representing (73.33%) of the relative weight, then the existence of the enough services and requirements that dark tourists need representing (66.67%) of the relative weight, then the existence of reasonable prices of dark tourism programs representing (46.67%) of the relative weight and eventually the variety in dark tourism programs representing (33.33%) of the relative weight.

**Table (12) The other patterns of dark tourism that can be applied in Egypt**

Code	Patterns	Frequency*	Percent
1	Disaster Tourism	4	26.67
1	Political Tourism	1	6.67

\* More than one answer is valid

According to table (11), the majority of the respondents agreed that two other patterns of dark tourism can be applied in Egypt, which are *disaster tourism* including places of accidents e.g. famous airplanes crashes and vehicle accidents representing (26.67%). They also mentioned to the political tourism representing (6.67%) as another pattern of dark tourism that can be applied in Egypt through visiting the Egyptian squares that witnessed famous political events (Nagai, 2012).

**Table (12) The important factors for carrying out an effective strategy for promoting dark tourism in Egypt**

Code	Factor	Frequency*	Percent
1	Setting up an internet website including all the Egyptian dark tourism sites of attraction	3	20.00
1	Utilizing the Web.2 including the different forms of social media	5	33.33
1	Offering the essential services and requirements for the dark tourists	1	6.67
1	Offering varied prices for the Egyptian dark tourism programs	4	26.67
1	Offering varied Egyptian dark tourism programs	3	20.00
1	Organizing marketing campaigns for dark tourism in Egypt	2	13.33
1	Utilizing audio-visual advertising tools for promotion	1	6.67
1	Participating in the international tourism conferences and exhibitions	1	6.67

\* More than one answer is valid

According to table (12), the majority of the respondents agreed that the most important factor for carrying out an effective strategy for promoting dark tourism in Egypt is utilizing the Web.2 including the different forms of social media representing (33.33%), then offering varied prices for the Egyptian dark tourism programs representing (26.67%), then setting up an internet website including all the Egyptian dark tourism sites of attraction as well as offering varied Egyptian dark tourism programs representing (20.00%) for each one of them, then organizing marketing campaigns for dark tourism in Egypt representing (13.33%) and eventually participating in the international tourism conferences and exhibitions, offering the essential services and requirements for the dark tourists as well as utilizing audio-visual advertising tools for promotion representing (6.67%) for each one of them.

**Table (5) the responsible authority for organizing dark tourism programs in the Egyptian dark spots**

Code	Authority	Frequency *	Percent
1	The Egyptian travel agencies "under the cooperation of the Egyptian association for tourism promotion"	10	66.67
1	The tour operators in the other dark tourism countries	1	6.67

*\* More than one answer is valid*

Table (5) shows that the responsible authorities for organizing dark tourism programs in the Egyptian dark spots are the Egyptian travel agencies "under the cooperation of the Egyptian association for tourism promotion" representing (66.667%) as well as the tour operators in the other dark tourism countries representing (6.67%).

**2.6 Do you expect a successful future for dark tourism in Egypt?**

**Table (5) The future of Dark Tourism in Egypt**

Item	Response										Mean	Relative Weight	Item Direction		
	Totally Agree		Agree		Neutral		Disagree		Totally Disagree					Don't Know	
	F	%	F	%	F	%	F	%	F	%					
Do you expect a good future for Black Tourism in Egypt?	-	-	8	53.33	6	40.00	1	6.67	-	-	-	-	3.33	66.60	Agree

According to table (5), the majority of the respondents expect a successful future for dark tourism in Egypt, as the percentage of the respondents who agreed on that was the highest representing (53.33%).

**Results:**

This study revealed some significant results as indicated in the following points:

- The existence of the Egyptian dark tourism product in Egypt.
- Three categories of dark tourism will be promoted in Egypt.
- Dark tourists will be attracted to the Egypt.
- The existence of dark tourism destination in various places in Egypt including Cairo, Alexandria, Luxor Dakahliya, Minufiyah, Port Said, Arish, Ismailia, Suez, Sohag and Minia.
- The uniqueness of the Egyptian dark spots will encourage the tourists to visit Egypt.

- Dark tours in Egypt will depend on the large travel agencies in Egypt.
- Many travel agencies in Egypt are enthusiastic to organize dark tourism programs.
- Dark tourism in Egypt will create a variety in the Egyptian tourism product.
- Dark tourism in Egypt will create new job opportunities for the Egyptian youths.
- Dark tourism in Egypt will be an opportunity toward achieving tourism development in many Egyptian areas, which will lead to achieve profitability and consequently enhancing the national economy.
- Dark tourism marketing strategy will depend on three basic factors, which are determining the target market, creating variation in dark tourism programs and finally increasing the advertising campaigns.

By visiting some dark spots in Egypt, it was found out that these sites can really do help successfully in promoting dark tourism in Egypt. This is because of the distinguished nature of the Egyptian dark spots and the unique characteristics they have, as for instance being scary, grim and somber. People who work in these sites do not know the concept of dark tourism and tourists who visit these sites *e.g.* Alamiem cemeteries come in specific times of the year for visiting the graves of their buried relatives, but they have never been included in dark tourism programs.

By implementing SWOT analysis on dark tourism destinations in Egypt, some important facts have been identified, as indicated:

**1- Strength:**

- The existence of the Egyptian dark tourism product, presented in the destinations of warfare tourism, genocide tourism and ghost tourism.
- The uniqueness and high quality of dark tourism sites of attractions in Egypt.
- Dark tourism in Egypt will create variety in the Egyptian tourism product.
- Dark tourism in Egypt will result in attracting a new category of tourists to Egypt *i.e.* dark tourists.
- Dark tourism in Egypt will help in enhancing the authenticity and national identity of many people through warfare tourism.
- The preparedness of many travel agencies in Egypt for organizing dark tourism programs.

- The availability of creating an effective marketing strategy for dark tourism in Egypt depending on the large travel agencies in Egypt.

**2- Weaknesses:**

- Many Egyptians do not know what dark tourism is.
- Dark tourism can be strange or unusual tourism pattern for many Egyptian local residents.
- There is no available information about the Egyptian dark spots.
- Not all categories of dark tourism will be applied in Egypt.
- No Egyptian travel agencies are specialized in organizing dark tourism tours.
- The lack of a well-skilled labor for dark tourism.
- The lack of promotional campaigns for dark tourism in Egypt.
- Tourists can not be welcomed in some dark tourism destinations *e.g.* the countryside's destinations.

**3- Opportunities:**

- An opportunity for creating a variety in the Egyptian tourism product.
- An opportunity for creating new job opportunities for the Egyptian youths.
- An opportunity for helping Egypt to enter the international competition as a dark tourism destination.
- An opportunity for scholars to consider Egypt as a new dark tourism destination.
- An opportunity for achieving the tourism development in many Egyptian areas.
- An opportunity for maximizing the Egyptian tourism profitability.
- An opportunity for enhancing the national economy.

**4- Threats:**

- The existence of environmental problems *e.g.* pollution in many dark tourism destinations in Egypt.
- The increased international competition represented in various dark tourism destinations in the USA as well as Europe and Asia.
- Many dark tourism destinations need a strong tourism development strategy, including infrastructure and accommodation services.
- The cultural gap between dark tourists and local residents in some areas.
- The unstable price of the Egyptian pound is a threat not only for dark tourism, but also for many other types of tourism.



**Conclusion:**

Dark tourism is a new trend in the global tourism industry, which achieved a major success in many European, African and Asian countries. There are many dark spots in Egypt that can be exploited for promoting dark tourism in Egypt, represented in places of wars, genocides and horror. Dark tourism in Egypt can successfully be promoted by implementing a strategy consisting of three basic factors, which are determining the market of dark tourists, creating variation in the Egyptian dark tourism programs and increasing the advertising campaigns for drawing the attention to this new trend of tourism in Egypt. As a result of promoting dark tourism in Egypt, the number of tourists visiting Egypt will be increased and this will reflect positively on the whole Egyptian tourism industry as well as the Egyptian Economy.

**Recommendations:**

**a- Travel agencies' Recommendations:**

- 1- The necessity of the existence of Egyptian travel agencies specialized in organizing varied tourism programs for the Egyptian dark tourism destinations, depending on the variation of dark tourism programs, determining the target market of dark tourism in Egypt and maximizing the promotional campaigns.
- 2- Travel agencies in Egypt must have the enough skilled labor *e.g.* tour guides, tour leaders and tour programmers who have a good acquaintance with dark tourism.
- 3- The Egyptian travel agencies must offer varied dark tourism programs including different prices for encouraging tourists to visit the Egyptian dark spots.
- 4- There must be a successful cooperation between with the Egyptian travel agencies and the international travel agencies in the other dark tourism countries, to benefit from their previous experiences.
- 5- There must be a successful cooperation between the Egyptian travel agencies and the Egyptian Ministry of Tourism to carryout a successful plan for attracting many nationalities to the dark spots in Egypt.
- 6- Travel agencies in Egypt must convene meetings and organize workshops with tourism experts to discuss the new trends in tourism *e.g.* dark tourism and look for new ideas for attracting dark tourists to Egypt.

- 7- Travel agencies in Egypt must pay their attention to the domestic tourism market by offering varied dark tourism programs with reasonable prices.
- 8- Travel agencies in Egypt must successfully cooperate with the Egyptian Ministry of Tourism for increasing the dark tourism's marketing and advertising campaigns e.g. presenting multilingual footages and documentaries about the Egyptian dark spots.
- 9- Travel agencies in Egypt must depend on Web.2 represented in the different forms of social media for marketing Egyptian dark tourism, because of the significant role they play in spreading the information.

**b- Egyptian Ministry of Tourism Recommendations:**

- 1- The Egyptian Ministry of Tourism and its related bodies e.g. the Egyptian Tourist Authority, the Egyptian Tourism Development Authority and the Egyptian Tourism Federation must carry out a precise study about the Egyptian dark spots and tackle any problem related to them.
- 2- There must be a successful cooperation between the Egyptian Ministry of Tourism and the Egyptian Ministry of Antiquities concerning the destinations that can be exploited for promoting dark tourism in Egypt.
- 3- The Egyptian Tourism Board must establish a detailed database about all the Egyptian dark spots and their different patterns.
- 4- There must be a successful cooperation amid the Egyptian Ministry of Tourism, the Local Tourism Authority, the local organization and the private sector bodies to prepare the Egyptian dark spots for the tourists e.g. improving both of infrastructure and superstructure in the Egyptian dark spots that lack these services.
- 5- There must be a successful cooperation between the Egyptian Ministry of Tourism and the Egyptian Tourism Chamber to shed light on the Egyptian dark spots and prepare successful tourism programs for them.
- 6- There must be a successful cooperation between the Egyptian Ministry of Tourism and the Egyptian Ministry of Antiquities for providing a specialized tour guides for Dark Spots in Egypt.
- 7- The Egyptian Ministry of Tourism must take part in the international conferences and exhibitions e.g. *ITB "Internationale Tourismus-Börse Berlin"*, to shed light on the Egyptian dark spots in such important gatherings.
- 8- The Egyptian Ministry of Tourism must be keen on presenting annual statistics about the numbers of dark tourists in the other

- countries and compare them with the number of Dark Tourists in Egypt.
- 9- There must be a successful cooperation between the Egyptian Ministry of Tourism and the Egyptian Ministry of Education to raise students' awareness about the new trends in the tourism industry *e.g.* dark tourism.
  - 10- The Egyptian Ministry of Tourism, the Egyptian Tourism Board and the Egyptian Tourism Federation must be keen on promoting dark tourism as a new trend in the Egyptian tourism industry, throughout organizing training courses, workshops and conferences about dark tourism in Egypt.
  - 11- There must be a good number of communication channels between the Egyptian Ministry of Tourism and the Egyptian travel agencies through increasing the numbers of meetings, conferences and symposia that discuss the different categories of Dark Tourism in Egypt.
  - 12- There must be a successful cooperation between the Egyptian Tourism Board and the Egyptian Tourism Federation for identifying the target market of dark tourism and attracting it successfully.
  - 13- The Information and Decision Support Center of the Egyptian Ministry of Tourism as well as the Egyptian Tourism Federation must publish periodicals about the new trends in the Egyptian tourism *e.g.* dark tourism, so that proper decisions can be taken and accordingly numbers of dark tourists can be increased.
  - 14- The Egyptian Ministry of Tourism must pay its attention to the process of tourism marketing in general and dark tourism marketing in particular through increasing the different forms of marketing and advertising campaigns.
  - 15- The Egyptian Ministry of Tourism and the Egyptian Tourism Board must set up a website for dark tourism in Egypt.
  - 16- The Egyptian Ministry of Tourism and the Egyptian Tourism Board must be keen on considering Egypt as a dark tourism destination in the international website of dark tourism "[www.dark-tourism.com](http://www.dark-tourism.com)".
  - 17- The Egyptian Ministry of Tourism and the Egyptian Tourism Board must utilize different forms of social media for marketing dark tourism in Egypt, as they play a significant role in informing a large number of people about the Egyptian Dark Spots.
  - 18- The Egyptian Ministry of Tourism must endeavor to establish a national museum to chronicle the history of the Egyptian criminals

and the punishment they faced, as it plays an important role in attracting a large number of dark tourists.

- 19- The Egyptian Ministry of Tourism must sign cooperation agreements and protocols with the foundations that can benefit from the Egyptian dark spots e.g. movie production companies that can produce documentaries about Egyptian warfare and genocide destinations as well as horror movies in the Egyptian Ghost Tourism Spots.
- 20- The Egyptian Ministry of Tourism must cooperate with the Ministry of Higher Education for establishing an academic research center about dark tourism.
- 21- The Egyptian Ministry of Tourism must carry out dark tourism researches in order to benefit from the other countries' experiences in this trend.
- 22- There must be government spending programs that aim at helping travel agencies and the Egyptian tourism bodies in activating dark tourism in Egypt.

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السياحة السوداء كأحد الاتجاهات الحديثة في صناعة السياحة في مصر  
"الفرص والتحديات"

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تُعتبر العلاقة بين السياحة والأماكن التي شهدت أحداثاً مثيرة وغامضة ليست بالحديثة، حيث ترجع هذه العلاقة إلى فترة زمنية طويلة، حينما تواجدت الأماكن التي عُرفت بأحداثها وتاريخها المثيرين، وهذا ما دفع شريحة معينة من السياح إلى زيارة مثل هذه الأماكن، بهدف مشاهدتها والتعرف على أحداث الإثارة والعنف والمعاناة والظواهر الغريبة التي حدثت بها. فبجانب الأنماط السياحية المعتادة، يظهر نمط السياحة السوداء، والذي يعتبر نمطاً فريداً يتميز بشريحة معينة من السياح محور اهتمامهم هو زيارة الأماكن التي شهدت أحداث الرعب والقتل المثيرة، والتي تمثل المنتج السياحي لهذا النمط. هذا، وتتمحور مشكلة البحث حول وجود العديد من المواقع التي يمكن استخدامها كمقاصد للسياحة السوداء في مصر، ولكنها ليست مستغلة الاستغلال الأمثل. اعتمد البحث على فرض واحد وهو أن تفعيل السياحة السوداء في مصر سوف يؤدي إلى خلق تنوع في المنتج السياحي المصري وبالتالي زيادة أعداد السياح الوافدين إليها. يهدف البحث إلى التعرف على مفهوم السياحة السوداء وأنواعها المختلفة وكيفية تسويقها في مصر. وقد اعتمد هذا البحث على الدراسة النظرية، من خلال الرجوع إلى الكتب والمراجع والدوريات التي تناولت المشكلة موضع البحث، إضافة إلى الدراسة الميدانية من خلال توزيع استمارات استقصاء موجهة إلى مجموعة من شركات السياحة "فنه أ" في مصر وأخرى موجهة إلى مجموعة من خبراء القطاع السياحي في مصر، وذلك في الفترة من أكتوبر ٢٠١٦ حتى فبراير ٢٠١٧. وقد تم تحليل النتائج من خلال برنامج الحزمة الإحصائية للعلوم الاجتماعية "SPSS"، ثم تم استخلاص النتائج واقتراح مجموعة من التوصيات.

الكلمات الدالة: السياحة السوداء - مقاصد السياحة السوداء - سياحة الحروب.