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Assessing the Role of Handicrafts as a Tourist Attraction in the New Valley

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Abstract

handicrafts are an integral part of the tourism experience, as they represent local traditions and indigenous peoples. Many countries benefit from handicrafts as part of their tourism and heritage identity. As for the New Valley Governorate, the handicrafts sector operates at a level far below its potential as a tourism product. This research aims to assess the role of handicrafts as a tourist attraction in the New Valley governorate. To achieve the objectives of this study a quantitative approach was applied. The targeted population of this study was the foreign and Egyptian tourists in the New Valley governorate. A questionnaire was distributed to a sample of tourists during the period from April to June 2023. The offline (paper) questionnaire was distributed to collect the primary data for this study. A total of 258 questionnaires were collected from the sample of the study. The collected data were analyzed using the statistical package for social science (SPSS V. 25), The results indicated that there are a big importance of handicrafts and there is a lack in using handicrafts as a marketing tool in the New Valley from both ministry of tourism and handicraft's centers in the new valley. The research introduces suggestions to enhancing the use of handicrafts as a marketing tool.

1. Introduction

The handicraft sector is an important part of the culture, economy and development of every country. Handicraft products are among the oldest legacies in the world. Because of its traditional value, it bears the roots of the ethnic originality of a particular region (De Silver and Kundu,2012). Handicrafts have an important and supportive role for tourism, there are many reasons why tourists buy craft products, because of the memory that the tourist writes down by sharing their experiences through what they trade in videos, photos and products purchased, so the image of the destination and the tourist destination that the tourist intended will remain. Relevant in the minds of tourists, friends and relatives for life (Hieu,2017).

There is an important role led by heritage to build integrated and interconnected cultural foundations. This role has the primary credit for building a society with preserved cultural identity, values and traditions. This role motivates us to increase awareness and interest in cultural heritage, and the previous studies of (Marouf,2006). It is the sector that represents the welfare and cultural enrichment of the society in its normal activities and has a cultural impact for the society towards material changes (Deepak and Kruja,2020).

The handicraft sector needs attention from the government, as it is one of the promising sectors in employment and the economy. It needs a view from the government to transform this industry into a well- regulated industry (Bhat and Yadav, 2017). As globalization increases, products are becoming more and more a commodity (Khan and Amir,2013). Handicrafts This sector is an aesthetics that appeals to the observer yet can be used as well as antiques (Deepak,2008). Hence, the communities of traditional craftsmen and their products can no longer be viewed in isolation or in isolation from global market trends and competition (Khan and Amir,2013).

The handicrafts sector in the New Valley Governorate represents a tangible cultural heritage of exceptional value, as it is the nucleus of tourism in the oasis environment , The heritage in the New Valley represents a great resource for tourism development and creating a tourist attraction again because the region is famous for its rich history and character, a tradition that is firmly established in the minds of many visitors to the world, and what is displayed in the exhibitions in which the governorate participates (General Administration of Production and Economic Affairs in the Governorate of New Valley,2019).

This research aims to assess the role of handicrafts as a tourist attraction in the New Valley governorate. and the objective of this study are;

- 1- highlighting the importance of handicrafts in the New Valley.
- 2- identifying the most important types of preferable handicrafts of tourists in the New Valley.
- 3- Determining the challenges and obstacles facing the use of handicrafts as a tourist attraction in the New Valley.
- 4- Highlighting the role of handicrafts and how to exploit them to attract tourists to the New Valley.

Questions of the research:

- 1- What are the importance of handicrafts in the New Valley?
- 2- What are the most important types of preferable handicrafts of tourists in the New Valley?
- 3- What are the challenges and obstacles facing the use of handicrafts as a tourist attraction in the New Valley?
- 4- How are using handicrafts as a tourist attractions in the New Valley?

2. Literature Review

2.1. Definition of Handicrafts

The concept of Handicrafts are described as a profession or craft that requires manual skill and is the craft that creates something handcrafted, for example carving, weaving and painting(Yina,2012). Shojanoori et al.(2015).indicated that handicrafts are a process based on manual use in their manufacture. As mentioned by Shirinbakhsh, et al (2012) Crafts and traditional arts are an important part of our traditional culture. Indeed handicrafts are more than just marketing traditional cultural goods. It is the social structure, it is a means of producing works of art or simple used goods, and it is a means of producing simple used goods or works of art. In fact the traditional handicraft is the object, the representational objects of specific social groups and the physical framework of symbols(Abdelrazik,2018).Handicrafts are a unique expression of a particular culture or local community, through local craftsmanship and materials, and visitors and tourists often acquire these products because they feel their connection to the traditions and culture of the country, and handicrafts are an important productive sector and commodity exports to many developing countries and with the intensification of globalization, Products are becoming more and more commercial in nature, (barber and krivoshlycova,2006).

2.2. Importance of Handicrafts:

There is great benefit for many countries from handicrafts, as they are considered part of cultural tourism, and they represent a cultural heritage and a tourist tributary that represents the customs and traditions of the local population, and handicrafts represent an experience and a memory that remains stuck in the minds of visitors to the places they visited (Mustafa,2011). The importance of handicrafts praises through the important role that this sector represents in the modern era for many countries, as it is an important pillar on which the national income is based, in addition to that it is one of the most important factors helping to support and develop the tourism sector in the country (Hassan and Bouziane,2016).

2.3. The Role of handicrafts in tourist attraction process:

There was a vision of one of the previous scientific studies that indicated to the need to pay attention to the promotion of handicrafts so that tourists can be encouraged to visit Egypt through the establishment of shopping weeks and the work of advertising and promotional campaigns to demand the purchase of handicraft products that distinguish one country from its counterpart from other countries(Al- Bakri,2004).

One of the previous studies indicated that if these products had an impact on the tourist image on the part of the tourism offer have an impact on the tourism image on the part of the tourism offer, they also help in marketing the unique tourism image of

the tourist destination, and accordingly, the host country can promote itself with these products that can express the national character of the tourist country (Akhras,2019).

One study also pointed out the important role of craft centers as a main source of attracting cultural tourists, as well as preserving traditional crafts and achieving sustainability by reviving and refining the skills of modern generations in this field. However, traditional arts or handicrafts often do not receive appropriate attention (Abdou,2019).

2.4. Tourist Attractions in the New Valley

The natural and heritage components of the New Valley oases vary between moving sand dunes, desert and rock formations, and prehistoric caves, in addition to springs, wells and ancient heritage places. The vast desert has a special attraction, especially for backpackers, adventure tourism and long travel (Ahmed,2017).

Regarding the most important things written about the affairs of Egyptian oases in the Western Desert, it is a small oasis, but it possessed the uniqueness of its natural beauty. The talk here is about the Farafra Oasis, which includes the largest natural reserve in the White Desert (Al-Tadawi, 2011).

A museum and theater of white beauty, in which you see the sun with the red twilight at sunset and the sand in harmony to form a natural painting, the desert world of sculptures and natural forms, even the water springs that provide water for the animals and pastures that live in the “Ain al-Saru” reserve. Ain al-Makfi and Ain al-Khadra “All these factors helped classify it as a tourist attraction for foreigners from all over the world. The Reserves Authority), which reported that more than 40,000 tourists flock there annually (Al-Tadawi, 2011).

There are tourist attractions that are the basic components of the tourism product in the area, whether natural or man-made, without tourist attractions, there is no need for other tourism services (Benckendorff,2001).

2.5. Elements of Tourist Attractions

The oases of the New Valley Governorate, which are classified from west to east: Farafra, Dakhla, then Kharga. Each of these oases contains many tourist attractions such as natural sites, archaeological sites and ancient rural villages dating back to different periods of history (from prehistoric times to modern times), as well as water flowing from wells or natural springs, these wells, which extract trapped water, can be ancient or modern, and were dug by the Egyptians and Romans. (Vivian,1990). The natural and heritage entities in the New Valley oases vary from moving sand dunes and desert and rock formations and caves of late ages dating back to prehistoric times, in addition to springs, wells, and ancient heritage places. The vast desert has a special attraction, especially for backpackers, adventure tourism and long travel (Ahmed,2017).

Industrial development in the New Valley depends on several areas, the first of which is the industries based on dates, and the environmental industries associated with palm trees such as arabesques and timber from waste. Agricultural as well as carpets, kilims and ceramics are all included in the tourist attraction process. Where the residents of the New Valley enjoy distinct customs and cultures, which is the product of human interaction and compatibility with the surrounding environment, which is reflected in the arts and crafts, and this image is in the form of its unique industries such as palm

products, pottery products, kilims and carpets decorated with folkloric patterns mixed with the cultural and heritage aspects of the people of the valley With natural colors extracted from environmental raw materials from sand and mountains (Ahmed,2017).

2.6. Tourist Traffic in the New valley:

The following tables show the tourism statistics of the number of foreign and Egyptian tourists, in addition to the number of tourist nights. according to statistics from the next tables, it can be stated that:

- the number of foreign tourists in the new valley was raised by 92% in the year 2021 from 1850 tourists in 2020 to 3546 tourists in 2021.
- the number of tourist nights of foreign tourists in the new valley was raised about 88.4 % in the year 2021 from 3094 nights in 2020 to 5890 nights in 2021.
- the number of Egyptian visitors in the new valley was raised by 15% in the year 2021 from 21483 visitors in 2020 to 24756 visitors in 2021.
- the number of tourist nights of Egyptian visitors in the new valley was raised about 15%% in the year 2021 from 42966 nights in 2020 to 49302 nights in 2021.
- the average length of stay of both foreign and Egyptian tourists in the new valley are 2 nights.

Table (1)Number of foreign tourists in the New Valley (2017 /2021)

Years	No of foreign tourists	Changes %	No of Nights	Changes %	average length of stay
2017	1248	-	2.752	-	2.2
2018	552	56%	804	71%	1.5
2019	848	54%	1696	111%	2
2020	1850	118%	3.094	82.4%	1.72
2021	3546	92%	5890	88.4%	1.6

Sources : Egyptian tourist Authority , The New Valley Office, unpublished statistics from 2017 to 2021

Table (2)Number of Egyptian tourists (visitors) in the New Valley (2017 /2021)

Years	No of Egyptian tourists	Changes %	No of Nights	Changes %	average length of stay
2017	26641	-	53282	-	2
2018	19090	28%	38180	28%	2
2019	20424	7%	40848	7%	2
2020	21483	5.2%	42966	5.2%	2
2021	24756	15%	49302	15%	2

Sources : Egyptian tourist Authority , The New Valley Office, unpublished statistics from 2017 to 2021

3. Methodology

3.1. Population and Sample:

This study aims to evaluate the role of handicrafts and their impact on the process of tourist attraction in the New Valley. To achieve the objectives of this study a quantitative approach was applied. The targeted population of this study was the foreign and Egyptian tourists in the New Valley governorate. A questionnaire was distributed to a sample of tourists during the period from July to September 2023. Offline (paper) questionnaire was distributed to collect the primary data for this study. A total of 258 questionnaires were collected from the sample of the study.

3.2. Survey Instrument

The instrument used to collect data is referred to as a questionnaire; It consists of a series of questions to obtain information from respondents. The form was distributed to a randomly selected group of tourists who visited the New Valley. Most of the questions in the form were closed, and there were many important questions about the tourist experience of visiting the governorate in each section of the questionnaire. There were three sections to the questionnaire. The first section dealt with personal information. The second section covers the topics of the process of purchasing handicrafts by tourists to support tourism and handicrafts in the New Valley. The third part was a model for evaluating the role of handicrafts as a tourist attraction in the New Valley. A five point Likert scale ranging from 1 as strongly disagrees to 5 as strongly agree, was used for the measurement.

3.3. Data Analysis

The collected data were analyzed using the statistical package for social science (SPSS V.25) The researcher used frequencies, percentages, mean, standard deviation, correlation analyses, chi-square regression tests, to provide a comprehensive description of the sample in terms of the questionnaire. Cronbach's Alpha test to measure the internal consistency between questionnaire statements, and then to determine the degree of reliability of the tool.

3.4. Reliability and Validity

3.4.1. Validity

The researcher presented the questionnaire to a group of tourists coming to visit the New Valley to learn about their tourism experience within the governorate. This was to validate the data collection instrument used in this study in terms of its readability, format, and ability to measure the study constructs. After receiving comments and recommendations from responding tourists, the questionnaire tool was updated and improved. In addition, there was a response and interest in the questionnaire tool and they interacted with the researcher, which increased its validity.

3.4.2. Reliability

The reliability test was conducted to ensure accurate measurement across a range of questionnaire form items. In general, a scale's dimensions are to be reliable when it achieves value (α) over 0.7. It is clear from the next table that the value of Cronbach's alpha coefficient amounted to (0.901), which is closer to the correct one, and it is a value that shows that the questionnaire has a high degree of stability.

Table (3) Cronbach's alpha equation to measure the reliability of a questionnaire

SMA	Variance	standard deviation	Alpha Cronbach
3.112	738.541	27.176	0.901

4. Results

The sampled group consisted of a total of 258 participants. results and statistical analysis of the field study were mentioned as follow:

Demographic data analysis:

Table (4) demographic data of the sample respondents

Demographic Factors		No. of respondents	% of respondents
Nationality	Egyptian	156	60.50%
	German	30	12%
	Swiss	14	5.42%
	Italian	12	4.7%
	French	10	4%
	American	6	2.3%
	Sudanese	6	2.3%
	Saudi	4	1.6%
	Chinese	4	1.6%
	S. African	4	1.6%
	Australian	4	1.6%
	Syrian	4	1.6%
	Dutch	2	.8%
Canadian	2	.8%	
Total		258	100%
Gender	Male	142	55%
	Female	116	45%
Total		258	
Age	Less than 20	2	8.0%
	20-40	186	72.1%
	41-60	58	22.5%
	More than 60	12	4.7%
Total		258	
Education	High School	4	1.6%
	Bachelor	136	52.7%
	Postgraduate	70	27.1%
	Other	48	18.6%
Total		258	
	Student	20	7.8%

Job	Governmental	50	19.4%
	Private job	142	55.0%
	Other	46	17.8%
Total		258	

Table(4).shows the results of demographic data of respondents. In terms of nationality of the respondents,. It can be noted that the majority of the sample was Egyptian (60.50%), followed by Germans (12%), then Austrians (5.42%) Italian (4.7%). These results highlighted the high rate of arrival of Egyptians, Germans, Austrians and Italian, to the New Valley, according to the study sample. With regard to the gender, about 142 (55%) were males and 116 (45 %) were females. Regard to age Categories, about 72.1% of the respondents' age ranged between 20- 40 years. The second age group included those of 41-60 years old(22.5%) While the age groups of less than 20 years and more than 60 years represented the lowest percentage of the sample. According to educational level of the respondents, Bachelor's degree comes first (52.7%),followed by postgraduate studies (27.1). concerning to occupations, It is clear from the table shown above that about 55% of the sample works in private jobs, and about 19.4% works in government jobs.

Number of tourists' visits to the New Valley

It is clear from the next table that the majority of sample of the study(70.5%) visited the New Valley before once time, while 17.8% of the sample visited it more than three times.

Table (5) Number of visits to the New Valley by tourists

The number of visits	Frequency	Percent	Ranking
Once	182	70.5	1
Twice	16	%6.2	3
three times	14	%5.4	4
more than three times	46	%17.8	2
Total	258	100%	

The extent of interest of tourists in buying souvenirs and handicrafts from the New Valley:

It can be stated from the next table (6) that 88.4% buy handicrafts as souvenirs during their trip to the New Valley, while only 11.6% of not interested in the process of buying handmade products during the visit.

Table (6) Interest of visitors and tourists in buying souvenirs and handicrafts from the New Valley

response	Frequency	Percent	Ranking
Yes	228	%88.4	1

No	30	%11.6	2
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Evaluation of handicraft products and their importance in the process of attracting tourists to the New Valley:

It turned out that 96.1% of respondents affirm the importance of the role played by handicrafts in the tourism attractions process for the governorate.

Table (7) Evaluation of handicraft products and their importance in the process of attracting tourists to the New Valley

Response	Frequency	Percent	Ranking
Yes	248	%96.1	1
No	10	%3.9	
	258	%100	

Planning method the tours to the New Valley:

The data shows that most tourists plan to visit their tours to the New Valley through the Internet and social media social by 32.47%, then by travel agencies (24%).

Table (8) planning methods the tours to the New Valley

Response	Frequency	Percent	ranking
Through the Internet and social media	120	46.5	1
by travel agencies	88	34.1	2
Others	50	19.4	3
Total	258	100%	

It is noted from the next table (9) that the sources of information about the new Valley governorate arranged as: Social media (53.53%) of the respondents use social networking sites to obtain information about the New Valley. Then friends and family (19%) and travel agencies (10%)

Table (9) source of information about the new valley

Response	Frequency	Percent	Ranking
Social media	182	%53.53	1
friends and family	64	%18.82	2
travel agencies	34	%10.00	3
international websites	28	%8.24	4
TV ads	14	%4.12	5
Other	10	%2.94	6
Books and magazines	8	%2.35	7
Total	340	%100	

The data shown in Table No. (10) That 34.64% of the tourists obtained information about handicraft products in the New Valley through social media, then 32% was through websites and the Internet, which means from these results the important role of the Internet in providing information about the tourist destination and products Handicrafts out, and the response of a sample of tourists who formed their information through friends and families was recorded at 13%. Then the data shows the lowest statistic, recorded at 12.7%, which they learned about through travel agencies, radio and television means.

Table (10) sources of information about handicraft products in the New Valley

Response	Frequency	Percent	Ranking
Social media	124	%34.64	1
Websites and the Internet	114	%31.84	2
friends and family	64	%12.85	3
travel agencies	34	%9.50	4
Other	20	%5.59	5
Radio and television	20	%5.59	6
Total	376	%100	

Descriptive Statistics of the Study:

The importance of handicrafts in the New Valley:

According to Table No. (11), a sample of respondents from tourists who visited the New Valley evaluated the important of handicrafts in relation to the tourism and handicraft sector in the New Valley as follows:

The association of handicrafts with the culture of society and the heritage of the local environment in the New Valley came in the first place (M= 4.16), followed by the contribution of handicrafts in improving the image of the New Valley as a tourist destination in the second place (M= 4.13), and the third importance comes to the contribution of handicrafts to local development in the New Valley, (M= 4.05).

This results achieve the first objective and the first question the research, in terms of highlighting the importance of handicrafts in the New Valley.

Table (11) the importance of handicrafts in the New Valley

	Products	Mean	standard deviation	Rank
1	A source of income from foreign Currencies	3.52	1.448	9

2	The prices for handicrafts in the New Valley are reasonable.	3.64	1.328	8
3	Handicrafts in the New Valley is one of the most important tourist attractions.	3.83	1.437	7
4	Contribute to improving the standard of living of the local population in the New Valley	3.88	1.390	6
5	Contribute to increasing the percentage of jobs in the New Valley	3.92	1.401	5
6	New Valley handicrafts have the quality of the original product.	3.96	1.455	4
7	Contribute to the local development in the New Valley.	4.05	1.386	3
8	Contribute to improving the image of the New Valley as a tourist Destination	4.13	1.366	2
9	New Valley handicrafts are linked to the community's culture and the heritage of the local environment	4.16	1.449	1
Total		3.899	0.044	

Types of preferable handicrafts of tourists in the New Valley:

According to Table No. (12), the top five handicraft products that tourists prefer to buy when visiting the New Valley, were as follows: Porcelain and wicker products came in the same interests as the tourist, as it ranked first (M=4.12), then came in the second place products of pottery utensils. (M= 4.11). Followed by natural sand paintings in the third rank (M = 4.03), followed by carpet and kilim products in the fourth rank (M = 3.99). Four other handcrafted products recorded the lowest results in terms of popularity and demand for them by tourists in the New Valley, as follows: Wood carving products ranked first (M = 3.96), followed by arabesque industry products in the second place (M = 3.84), followed by plastic arts products in the third place (M = 3.81). Bedouin dress came second. Finally with a weighted average (M = 3.40).

Table (12) the types of preferable handicrafts of tourists in the New Valley

	Products	Mean	Standard deviation	Rank
1	Carpet and kilim products	3.99	0.931	5
2	wicker products	4.12	0.679	1

3	Porcelain	4.12	0.855	2
4	Crockery	4.11	0.729	3
5	Sand drawing	4.03	0.729	4
6	Woodcraft	3.96	0.986	6
7	Fine arts products	3.81	0.993	8
8	Arabesque products	3.84	1.02	7
9	Oasis dress	3.40	1.09	9
	total	3.93	0.596	

This results achieve the second objective and the second question of the research, which is to identify the most important types of preferable handicrafts of tourists in the New Valley.

Obstacles and challenges facing the use of handicrafts as a tourist attraction in the New Valley:

According to Table No. (13), there are obstacles and challenges facing the use of handicrafts as a tourist attraction in the New Valley arranged as follows: At the first "Not participating in the handicraft exhibition" (M=4.16), then "Not organizing handicraft events and exhibitions in the New Valley" (M=4.13), then "Lack of marketing tools for handicrafts in the New Valley" (M=4.05), then "Lack of logistical support and a lot of government for craftsmen to develop the product"(M=3.96), and "Lack of marketing tools for travel agencies in the New Valley(M=3.88).

This result achieved the answer to the third question of the research, in terms of the challenges and obstacles facing the use of handicrafts as a tourist attraction in the New Valley.

Table (13) Obstacles and challenges facing the use of handicrafts as a tourist attraction in the New Valley

Products	Mean	standard deviation	Rank
Not participating in the handicraft exhibition.	4.16	1.449	1
Not organizing handicraft events and exhibitions in the New Valley	4.13	1.366	2
Lack of marketing tools for handicrafts in the New Valley.	4.05	1.386	3
Lack of logistical support and a lot of government for craftsmen to develop the product.	3.96	1.401	4
Lack of marketing tools for travel agencies in the New Valley	3.88	1.390	5
The Ministry of Tourism is not interested in handicrafts in the New Valley	3.66	1.320	6

The Ministry of Tourism does not market New Valley Handicrafts on websites and online marketing tools	3.64	1.328	7
The government's lack of interest in developing handicrafts in the New Valley.	3.61	1.330	8
The geographical location and the long distance of the New Valley from Cairo and the tourist destination	3.52	1.448	9
The low quality of handicrafts in the New Valley.	3.19	1.326	10

Using Handicrafts as a tourist attraction in the New Valley:

Table No. (14) showed how using Handicrafts as a tourist attraction in the New Valley according to the sample of the study. The answers of respondents arranged as: "Participation in international exhibitions of handicrafts held outside the New Valley" in the first rate (10.45%), followed by the responsibility of the Ministry of Tourism to promote and introduce the New Valley at a rate of (10.35%), then "Participation in international exhibitions of handicrafts held inside Egypt achieved the third place, recording (9.78%), followed by the fourth place "organizing events and events. annually for handicraft marketing in the New Valley" (9.40%), and " Use Internet marketing and social media tools to market handicrafts in the New Valley" (9.31%).

Hence, the results of those support both the fourth objective and questions, which is Highlighting the role of handicrafts and how to exploit them to attract tourists to the New Valley.

Table (14) Using Handicrafts as a tourist attraction in the New Valley:

Response	Number	Percentage	Rank
Participation in international exhibitions of handicrafts held outside the New Valley	110	10.45	1
The Ministry of Tourism promotes the New Valley	109	10.35	2
Participation in international exhibitions of handicrafts held inside Egypt	103	9.78	3
Organizing events and events annually to market handicrafts in the New Valley	99	9.40	4
Use Internet marketing and social media tools to market handicrafts in the New Valley	98	9.31	5
Travel agencies must arrange tours to the New Valley	95	9.02	7
Developing the quality of handicrafts in the New Valley	92	8.74	8
Designing websites to promote handicrafts in the valley	86	8.17	9
Developing the level of human resources and craftsmen	85	8.07	10

Right price for quality New Valley craftsmanship	81	7.69	11
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5. Discussion and Recommendations

5.1. Discussion:

This study aims to evaluate the role of handicrafts and their impact on the process of tourist attraction in the New Valley. To achieve the objectives of this study a quantitative approach was applied. The targeted population of this study was the foreign and Egyptian tourists in the New Valley governorate. A questionnaire was distributed to a sample of tourists during the period from April to June 2023. offline (paper) questionnaire was distributed to collect the primary data for this study. A total of 258 questionnaires were collected from the sample of the study.

The results showed that the majority of respondents were male, aged between 20-40 years, and held higher educational degrees. Most of the tourists tended to buy souvenirs of handicrafts, and most of them recorded their visit to the New Valley for the first time. Statistics also reveal that the majority of tourists are very interested in purchasing handicrafts and souvenirs during their visit to New Valley Governorate, which means that there is a positive impact of handicrafts on the tourist attraction process. The results of the study also revealed to us that the majority of the sample affirmed the importance of the role that handicrafts play in the process of tourism revitalization in the governorate. The results shows that most tourists plan to visit their tours to the New Valley through the Internet and social media social then by travel agencies. the sources of information about the new Valley governorate arranged as: Social media and friends and family. The most source of information about handicraft products in the New Valley through social media, websites, the Internet, and friends and families. the most types of handicraft products that tourists prefer to buy when visiting the New Valley, were as follows: Porcelain and wicker products, pottery utensils, natural sand paintings and carpet and kilim products.

The results also indicated the importance of handicrafts in the New Valley as; The association of handicrafts with the culture of society and the heritage of the local environment in the New Valley came in the first place, followed by the contribution of handicrafts in improving the image of the New Valley as a tourist destination in the second place. There are obstacles and challenges facing the use of handicrafts as a tourist attraction in the New Valley arranged as follows; "Not participating in the handicraft exhibition", then "Not organizing handicraft events and exhibitions in the New Valley", then "Lack of marketing tools for handicrafts in the New Valley". according to using Handicrafts as a tourist attraction in the New Valley according to the sample of the study arranged as: "Participation in international exhibitions of handicrafts held outside the New Valley" in the first rate , followed by the responsibility of the Ministry of Tourism to promote and introduce the New Valley.

5.2. Recommendations

Recommendations for tourism managers and craft managers

- The Ministry of Tourism and Antiquities must properly market

handicrafts internally and externally, provided that these activities within the country include tourist markets, hotels, craft centers, airports, museums, festivals, exhibitions, ports and public parks. As for foreign marketing, it is represented in foreign participation in international exhibitions, conferences and markets through the Egyptian embassies

- The Ministry of Tourism should pay attention to making tourism programs, provided that they include a visit to the New Valley
- Coordination with the ministries concerned with the participation of the New Valley handicraft products in all border exhibitions, festivals and cultural excursions programs, which paves the way for the promotion of tourism and handicrafts. Regarding the influence of exhibitions on how to find foreign markets.
- The Ministry shall coordinate with the Governorate Office, Culture, Education and Technical Education regarding the development of training programs to develop the skills of artisans, especially the younger generations. In order to ensure that this sector is provided with skilled labor for the continuity and exchange of experiences and craftsmanship skills in various environmental products and industries, in a manner that does not contradict with preserving the identity, concept and originality of the product.
- Managers of tourism and handicraft centers should develop awareness among their employees and supply them and provide them with continuous training .
- The cooperation of all concerned institutions in creating channels of communication between craftsmen and these parties through the establishment of technical forums in the workplace. This would lead to the exchange of knowledge and the transfer of experiences.
- Tourism managers and handicraft centers must properly market handicraft products in a way that suits the demographic differences of tourists and their needs and requirements.
- Handicraft centers should develop environmental products and traditional industries in line with modern technology while preserving the characteristics of the environmental handicraft product in a way that preserves the heritage identity and shows its features in a way that bears the nature of the oases environment.
- The Ministry of Tourism should develop tourism services in order to meet the demographic differences of tourists and their changing needs and requirements.

Recommendations for the New Valley Governorate and the Ministry of Culture

- The handicrafts sector is one of the necessary and important means in developing the national income. Therefore, the General Court of the

New Valley Governorate and the Ministry of Culture must maximize the utilization of the human, natural and material resources of the surrounding environment and benefit from the historical and artistic heritage of the surrounding community.

- The Ministry of Culture and the New Valley Governorate must support and encourage handicrafts to provide them of all kinds with good and appropriate specifications.
- They must cooperate with the various ministries of education towards paying attention to educating the community about the importance of handicrafts and creating new markets and products, by improving the methods of presentation and the method of packing some handicraft products, while maintaining excellence in the quality of handicraft products.
- The Ministry should open outlets for selling and distributing the products of young artisans, which contributes to attracting tourists.
- The Ministry should pay attention to establishing a research center for history, heritage, environmental crafts and folklore, specialized in all craft fields (engraving on stone and wood - arabesques - copper and ivory - seashells - embroidery - printing - fashion).
- The Ministry of Culture should cooperate with artisans and handicraft centers in employing modern technology to renew design and colors with handicraft work.
- Encouraging the establishment of craft villages and benefiting from previous experiences in this field.
- Thus, we can say that through the previous recommendations, we can achieve a boom and harmonious development that preserves the basic features of the handicraft product and emphasizes the importance of handicrafts mixed with the characteristics of the oases environment by supporting tourism on the land of the New Valley.
- Through these products, we can maximize the benefit of the oases community, which is rich in its heritage and its natural and human components, in the process of attracting tourism to the destination.

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تقييم دور الحرف التراثية كأحد عناصر الجذب السياحي بالوادي الجديد

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المخلص

تشكل الحرف اليدوية جزءاً لا يتجزأ من التجربة السياحية، فهي تمثل التقاليد المحلية والشعوب الأصلية. قد تستفيد العديد من الدول من الحرف اليدوية كجزء من هويتها السياحية والتراثية. أما بالنسبة لمحافظة الوادي الجديد، فإن قطاع الحرف اليدوية يعمل بمستوى أقل بكثير من إمكاناته كمنتج سياحي. وهنا يهدف هذا البحث إلى تقييم دور الحرف التراثية كأحد عناصر الجذب السياحي في محافظة الوادي الجديد. ولتحقيق أهداف هذه الدراسة تم تطبيق المنهج الكمي واستهدفت الدراسة السائحين الأجانب والمصريون في محافظة الوادي الجديد، حيث تم توزيع استبيان على عينة من السائحين خلال الفترة من أبريل إلى يونيو 2023. وقد تم جمع 258 استبانة من عينة الدراسة وتم تحليل البيانات باستخدام برنامج الحزمة الإحصائية للعلوم الاجتماعية (SPSS V.25)، وأشارت النتائج إلى أن هناك أهمية كبيرة للحرف اليدوية، وهناك نقص في استخدام الحرف اليدوية كأداة تسويقية في الوادي الجديد من كل من وزارة السياحة ، المراكز السياحية والحرفية بالوادي الجديد. ويقدم البحث مقترحات لتعزيز استخدام الحرف اليدوية كأداة تسويقية في الوادي الجديد.

الكلمات المفتاحية: الحرف اليدوية، الجذب السياحي، الوادي الجديد