



The Role of Intangible Cultural Heritage in The Development of Tourism in Aswan Governorate

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Keywords

Heritag tourism
Intangible Cultural Heritage
Aswan governorate

Abstract

A significant source of wealth for all people worldwide, cultural heritage elements allude to the commonalities among members of society. Travelers' interest in various cultures, performing arts, crafts, rituals, cuisine, natural and cosmic interpretations is growing. The most developed nations in the world do a lot of work to study and promote their cultural legacy to boost tourism. The research sought to determine the role of intangible cultural heritage in the development of cultural tourism in Aswan governorate. Using SPSS v25, 251 questionnaires for residents of Aswan or surrounding areas, employees in the tourism sector, government/local officials and researchers/those interested in cultural heritage and others in Aswan were as part of the study's descriptive analytical technique. The results clarified that there are motives for developing the intangible cultural heritage in Aswan governorate, the most important of which are providing job opportunities for young people in Aswan governorate with various educational qualifications, offering a non-traditional tourism product in the governorate, and maximizing the social and economic benefits for local communities. , The study suggested using modern technological means in the management and development of intangible cultural heritage. Moreover, establishing a heritage library containing several manuscripts in various arts, as well as books and magazines that contain elements of the intangible cultural heritage of Aswan governorate is vital.

1. Introduction

An important factor in the growth of tourism is intangible cultural assets. It is exhibited through traditions, festivals, music, songs, dances, tales, myths, customs, legends and antique crafts. There has been a growing connection between culture and tourism, making them an inseparable entity. There is a growing interest in culture and cultural programs, including those that revolve around intangible cultural assets (Filipović, 2018).

Aswan, one of Egypt's most popular tourist attractions, has become more well-known in the field of cultural tourism after being proclaimed the capital of African culture. With a wonderful tangible heritage that includes rich cultural treasures, historical sites, indigenous cities, and unique natural landscapes, Aswan has gained widespread recognition as a magnificent tourist destination. Additionally, the city is rich and has important archives for intangible heritage, which are represented in the well-known traditional crafts, well-liked traditions, folk art, and many other artistic forms of Aswan culture (Belal and Zakaria, 2022).

Aswan was declared the "Capital of African Culture and Economy" by President Abdel Fattah El-Sisi in 2017. In accordance with Egypt's Vision 2030 and National Strategic Plan for Egypt 2052, the General Organization for Physical Planning (GOPP) established future development and vision projects for the Aswan Governorate in May 2017. Road development and beautification, new hotel and ecotourism hotel building, handicraft villages in Abu Simbel, Edfu, and Com Ombo, as well as the creation of river marina berths, were among the initiatives included in the vision.. There were no projects pertaining to cultural tourism or human capital in Aswan; instead, all of the suggested projects focused on the traditional tourism, industrial, and agricultural sectors. On the other hand, Egypt's Vision 2030 outlined goals to attain sustainable development in the tourism industry, such as creating training facilities and enhancing human skills for tourism employees. Develop cultural enterprises such as theaters, movies, music, and traditional crafts; use marketing and funding to preserve and advance heritage crafts (El-Khadrawy et al., 2020).

Research problem

Aswan governorate has many intangible cultural heritage elements that enable it to achieve a competitive advantage. However, the development of cultural heritage tourism is not included in the development plans in Aswan governorate. The governorate's tourism development plans' weaknesses which hinder the use of this cultural heritage, which can be economically employed and exploited within the components of the tourism product. Moreover, there are shortcomings in activating the elements of folk heritage in the governorate, such as rituals, celebrations folklore and shortcoming in exploiting the heritage handicrafts that are unique to the governorate.

Research questions

RQ1: What is the role that cultural heritage tourism plays in preserving cultural and social patterns, customs, and traditions?

RQ2: What is the role of heritage Folk and handicrafts as an important tool in the process of cultural communication between the tourist and the culture in Governorate?

RQ3: What are the elements of intangible cultural heritage in Aswan Governorate?

RQ4: What is the role of intangible cultural heritage in the development of heritage tourism in Aswan Governorate?

RQ5: What is the role of the heritage conservation authorities in supporting intangible cultural heritage of the governorate?

RQ6: What are the challenges facing the development of intangible cultural heritage tourism in the Governorate?

Research Objectives

The Objectives of research are summarized as follows:

1. Describing the role that cultural heritage tourism plays in preserving cultural and social patterns, customs, and traditions.
2. Highlighting the role of heritage Folk and handicrafts as an important tool in the process of cultural communication between the tourist and the culture in Governorate.
3. Highlighting the elements of intangible cultural heritage in Aswan Governorate.
4. Determining the role of intangible cultural heritage in the development of heritage tourism in Aswan Governorate.
5. evaluate the role of the heritage conservation authorities in supporting intangible cultural heritage of the governorate.
6. Identifying the challenges facing the development of intangible cultural heritage tourism in the Governorate.

Research Significance

This study is important because it highlights the role of intangible cultural heritage as a tool for diversifying the tourism products in Aswan Governorate and the role that cultural heritage tourism plays in making about social and cultural transformations within local communities in a way that preserves cultural and social patterns, customs, and traditions. Furthermore, emphasizing the value of folk heritage and handicrafts as a means of facilitating cultural exchange between visitors and the governorate's culture, as well as maximizing the utilization of traditional handicrafts and their marketing for the travel industry.

2. Literature Review

2.1. Background of Heritage Tourism

Heritage-based tourism is expanding at a pace of 15% worldwide, according to the World Tourism Organization (WTO, 2009). Therefore, heritage tourism has the potential to serve as a vehicle for heritage conservation; it can generate interest and appreciation that could act as a catalyst for its preservation. Furthermore, once locals recognize that a location has cultural or historical significance—or at the very least, has demonstrated its economic worth, their interest in heritage may inspire them to take action to preserve it. As a result, heritage tourism is thought to include aspects of a place's natural history, history, and live culture that are valuable to the community going forward (Soliman, 2017).

2.2. Heritage Tourism Definition

The term "heritage tourism" describes the utilization of both material and immaterial aspects of the past and present as tourism resources. Intangible cultural elements like language, festivals, music, religious rituals , food, and so forth are included, as are all concrete, built cultural elements like castles, historic structures, cathedrals, homes, museums, farms, and archeological artifacts. These days, the heritage sector also honors landscapes that depict the lives of various individuals (Meha et al., 2020).

Cultural heritage-based tourism is tourism that is centered around a region's culture, specifically its history, art, architecture, religion, way of life, and everything else that makes up that region's unique identity.cultural/heritage tourism surely promotes international communication and cross-cultural understanding. Additionally, heritage tourism gives acknowledged cultural heritage materials and assets political and

commercial worth, which strengthens the case for its preservation (Kalla and Metaxas, 2024).

2.3. Types of Cultural Heritage

United Nations Educational, Scientific and Cultural Organization (UNESCO) defines cultural heritage in two ways: tangible cultural heritage and intangible cultural heritage. There are three types of tangible cultural heritage: immovable (monuments, archeological sites, historical buildings), mobile (paintings, sculptures, coins, manuscripts), and undersea (shipwrecks, underwater ruins, and towns) (Cosovic et al., 2019).

International conversations over the existence, value, meaning, and character of intangible cultural heritage (ICH) have increased significantly since the Convention for the Safeguarding of the Intangible Cultural Heritage was ratified by UNESCO in 2003. Its emphasis on the importance of widespread participation in ICH activities by communities, groups, and individuals was one of its major contributions. A "new paradigm" for preserving ICH as a model of pluralistic involvement for individuals, groups, and cultural communities has been made available by the 2003 Convention. Additionally, cultural groups were positioned nearer the safeguarding center in an effort to lessen the state's total authority to detect and preserve ICH (Dang et al., 2021).

A. Tangible Cultural Heritage

The term "tangible cultural heritage" describes tangible items that are created, preserved, and passed down through the generations in a civilization; these artifacts are actual and tangible and can be seen or handled. Historical structures and locations, monuments, and artifacts are examples of tangible cultural legacy. These items are also significant to archaeology, architecture, and science (Amali et al., 2022).

Examples of Tangible Cultural Heritage

There are Examples of Tangible Cultural Heritage as follows: (Soliman, 2017).

- Monuments include architectural masterpieces, monumental paintings and sculptures, archeological features or buildings, inscriptions, cave dwellings, and feature combinations that are very valuable from a historical, artistic, or scientific perspective.
- Complexes are collections of distinct or related structures that, due to their architecture, coherence, or landscape integration, have extraordinary universal worth from the perspectives of history, art, or science.
- Locations: man-made or a mix of natural and man-made structures, as well as places like archeological sites that are exceptionally valuable from a historical, artistic, or perspective.

B. Intangible Cultural Heritage

An important part of protecting Intangible Cultural Heritage (ICH) is being played by UNESCO. UNESCO has been working since 1952 and continues to this day. Following the realization that numerous traditions and practices in numerous small communities worldwide had vanished, particularly in the areas where in the age of globalization. Furthermore, many nations have signed the UNESCO convention to safeguard ICH and its international decree, which was a crucial step. However, since then, the protection of ICH has gained significant importance, and many researchers and practitioners have focused more on this issue (El Gamil, 2017)

The definition of ICH is "the artifacts, and information that attest to the cultural identity of groups and occasionally individuals within society." Cultural identity (ICH) is a non-material concept that encompasses the customs, traditions, knowledge, stories, crafts, and other performances that are passed down from one generation to the next (Summak et al., 2024).

Aswan is situated approximately 899 kilometers south of Cairo in Upper Egypt. As of September 20, 2018, the UNESCO website lists Aswan as a creative city because of its distinctive and rich culture, which dates to pre-pharaonic times. Nubian women use local materials that are unavailable elsewhere to conduct their handicrafts. Their resources include local trees, palms, and crops, as well as other natural resources including clay mud, non-calcareous stones, and some limestone. The palm tree is highlighted by Nubians who create artistic forms using palm goods like wicker, Aerjon (palm branch). The most popular crafts are weaving baskets and mats from palm fronds and ceramics. In Nubia, crafts are done by families. The skills of these crafts are taught to Nubian children by their mother, particularly the girls (Moubarak and Qassem, 2018).

2.4 The Advantages of Intangible Cultural Heritage

There are many advantages of intangible cultural heritage as follows (Gigauri and Devidze, 2019):

- ICH-based tourism can provide local communities' intangible cultural heritage a new lease on life and revive it.

- ICH can give and reinforce a sense of continuity and identity.

- ICH can help local communities improve their economic and social well-being by creating jobs and allowing them to participate in the production, upkeep, and provision of genuine goods to tourists.

- ICH can support cross-cultural communication and promote cultural respect for one another.

- ICH can promote sustainable development by using creativity and cultural authenticity as means of obtaining resources.

- ICH may boost tourists' interest in locations even if they are seasonal and unappealing geographically.

- ICH can encourage communities to re-establish themselves in isolated, deserted areas so they can display their true culture in its natural setting.

- ICH can considerably lessen the detrimental impact of globalization, which tends to obliterate cultural diversity, if properly managed; Initiatives aimed at reviving the local cultural heritage can be funded with the money received from ICH-based tourism.

- ICH may present a chance to empower women and increase the local community's capacity

2.5. Aswan Governorate and Heritage Tourism

One of Egypt's most popular tourist sites is Aswan, which boasts a variety of attractions, including Aswan High Dam, Nasser Lake, monuments, temples, nature reserves, and islands strewn along the Nile. Aswan is renowned for its healing zones, which include sand burials. Many full-service hotels, floating hotels between Aswan and Luxor, and eco-tourist motels at Gharb Sohail and Abu Simbel are also located in Aswan. Additionally, it provides a rich cultural experience by lodging in Nubian guesthouses in the Nubian Village in Gharb Soheil. In addition to cultural tourism, Aswan offers a variety of other forms of travel, including adventure travel in the deserts, sports tourism, medical tourism, scientific tourism, and fishing tourism. Aswan is also home to a railway station and an international airport (El-Khadrawy et al., 2020).

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recognition as a magnificent tourist destination. Additionally, the city is rich and has important archives for intangible heritage, which are represented in the well-known traditional crafts, well-liked traditions, folk art, and many other artistic forms of Aswan culture (Belal and Zakaria, 2022).

2.6. Aswan's Intangible Cultural Heritage

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2.7. The Nubian Heritage

A lot of the visual and creative elements of the Nubia were influenced by the environment and led to advances in both the arts and industries. Inherited civilization from his surroundings, the Nubian creator's thoughts are a cohesive tapestry of societal values, rituals, and beliefs, and the way he illustrates all of this is governed by established conventional lines, gathered by society, and he used it to inform the standards he used to create his artistic and aesthetic works. Perhaps this is what gave Nubian man his inventiveness. It is distinguished by the variety and depth of the ornaments and hues that rely on the range of materials, as well as the various performance techniques he used to complete his pieces, particularly the wicker pieces and the vibrant architectural wall decorations (Wajih, 2019).

-Nubian languages

Outsiders typically cannot comprehend Nubian; a distinctive language used only for internal communication among the Nubian people. Because the Nubians feel safe speaking in private among themselves, this exclusivity strengthens kinship ties within the community. Through intergenerational contact, religious rites, and oral traditions, the Nubian language's continuous use supports the preservation of Nubian culture. Language serves as a cultural barrier, preventing foreign traditions and customs from influencing Nubian culture, particularly in southern Egypt where there is little opportunity for direct contact with outsiders. This limited range of communication has strengthened group identity and decreased openness to outsiders, allowing Nubian culture to persist beyond generations (Wicaksono, 2024).

-Nubian Weddings

The social custom of prohibiting marriage with non-Nubi individuals is upheld by the Nubi community in Egypt to preserve cultural identity and the continuance of customs. This approach fosters internal cohesion while acting as a social mechanism to defend the community's language, customs, and cultural history from outside influences. By restricting cross-cultural unions, the ban on marriage with non-Nubi people creates a strong social structure that protects the community's cultural uniqueness and aids in its adaptation to outside forces. This custom acts as a safeguard, making sure that outside factors don't lessen the distinctive qualities of Nubi ancestry. It also supports the community's overall objective of maintaining its cultural heritage and passing along its traditions to future generations. The practice demonstrates the community's dedication to preserving its identity in the face of

outside obstacles by continuously accomplishing this goal (Wicaksono and Hassan, 2024).

-Nubian cuisine

A significant aspect of every nation's culture is its cuisine. The taste of Nubian cuisine is distinct. You may enjoy the best Nubian food, and it's astonishing that tourists from many countries who want to sample the traditional recipes and drinks that the Nubians are known for make up most of the patrons of Nubian restaurants. In contrast to Egyptian cuisine which is rich in its range of recipes more akin to Sudanese than Egyptian, Nubian food is distinguished by its own culinary styles that are significantly different from other cuisine. Among the most significant Nubian dishes are: Nubian bread, kapeed bread, fetti bread, jakud, al kashid, okra(wekka) and soreed fetti (nubian bread with red sauce) (Taha et al., 2023).

-Nubian Art

One of the most abundant forms of folklore is Nubian painting. It originates from the local environment and Nubian traditions. Through the Nubian traditions, customs, ideals, and feeling of place, art is intimately connected to all facets of Nubian life. Nubia was added to the UNESCO list as a World Heritage Site because of its distinctiveness in language, customs, traditions, handicrafts, and other areas. Nubian art is distinguished by its propensity to emphasize the unique navigation of the job as much as possible, as well as its propensity for abstraction and symbolism in addition to realism. In truth, the symbols and their connotations vary depending on the southern tribe or region (Fewella, 2021).

-Folklore and Music

Music is typically played during Nubian rites, such as zikr (religious celebrations) and aragid (for weddings). They typically center on the performers' engagement with the audience through singing and applauding (such as in a kaff dance), accompanied by their traditional instruments, which include the tar, kisir, tanboura, and noggara (El Gamil, 2017).

-Nubian Dress

One of the most significant aspects of Nubian society is their traditional attire, which is ingrained in their culture and sense of self; they continue to wear the same garment that was passed down from their forefathers. Men wear broad white (Gallabiyah), wrap a piece of transparent fabric called "Emaa" around their head with a hat made of cotton thread, and wear a wide, open-chested, wide-sleeved, short, above-knee robe in white called "Araakki," which is made of light, transparent cotton fabric with narrow holes. Women dress in "Gergar," which is composed of holed black transparent cloth embellished with drawings of vegetables and geometric forms. Brightly colored gowns are worn underneath. They cover their heads with a shawl or veil (Taha et al., 2023).

3. Research Methodology

3.1. Research Design

The current study used the descriptive-analytical approach in which they tried to describe the role that cultural heritage tourism plays in preserving cultural and social patterns, customs, and traditions. As well as highlighting the role of heritage Folk and handicrafts as an important tool in the process of cultural communication between the tourist and the culture present in Conservation. This study aims to highlight the elements of intangible cultural heritage in Aswan Governorate. Moreover, it aims to determine the role of intangible cultural heritage in the development of heritage tourism in Aswan Governorate, Evaluating the role of the heritage conservation authorities in supporting intangible cultural heritage of the governorate. Identifying

the challenges facing the development of intangible cultural heritage tourism in the Governorate. In this approach, the researcher is trying to describe the subject of the study, analyze the data, and compare, explain, and assess, hoping to reach meaningful generalizations to increase and enrich knowledge on the subject.

3.2 Data collection

The study used the descriptive analytical approach, where a questionnaire was prepared and distributed to a random sample (251) residents of Aswan or surrounding areas, workers in the tourism sector, government/local officials, researchers/those interested in cultural heritage, and others in Aswan. The statistical analysis of the responses was carried out via SPSS v25. Data has been collected through questionnaires that were prepared in an approach that is relevant to the situation so a

3.3 Measures

To fulfill the research, aim for determining the role of intangible cultural heritage in the development of heritage tourism in Aswan Governorate. To achieve that, this study employed a method of descriptive analytical methodology by using a questionnaire tool. "

3.4 Questionnaire

A survey consisting of seven sections was used as a data collection tool. The first section includes residents of Aswan or surrounding areas, workers in the tourism sector, government/local officials, researchers/those interested in cultural heritage, and others in Aswan and their demographic characteristics (current profession/activity, gender, age, educational level, and years of experience). The second section included five variables that represent the most important elements of intangible cultural heritage in Aswan Governorate. The third section included three variables representing assessing the importance of intangible cultural heritage in Aswan. The fourth section included 11 variables representing motivations for developing the intangible cultural heritage in the governorate. The fifth section included 11 variables representing the role of stakeholders in supporting intangible cultural heritage. The sixth section included 6 variables representing the role of intangible cultural heritage in the development of heritage tourism. The seventh section included 8 variables representing obstacles that limit the development of intangible cultural heritage in the governorate. The questionnaire items were anchored according to the Five-Point Likert Scale: "1 = strongly disagree", "2 = disagree", 3 = neutral", "4 = agree", and "5 = strongly agree". Some earlier references, such as Saeed and Al Atrees (2024) and Moubarak and Qassem (2018), served as the basis for the questionnaire phrases.

3.5 Determining the Population/ Sample

The target population for this is across various residents of Aswan or surrounding areas, workers in the tourism sector, government/local officials, and researchers/those interested in cultural heritage. The number of respondents who residents of Aswan or surrounding areas, workers in the tourism sector, government/local officials, or researchers/those interested in cultural heritage. Totaling 2510 respondents. The researcher used Stephen K. Thompson's equation to calculate the sample size from the next formula:

$$n = \frac{N \times p(1-p)}{\left[\left[N-1 \times \left(d^2 \div z^2 \right) \right] + p(1-p) \right]}$$

Source: (Thompson, 2014)

:Where

(251) (n) Sample size

(2510) (N) Indicates Population size

(Z) Confidence level at 95% (standard value of 1.96)

(d) Error proportion =0.05

(p) Is the probability 50%

As a result, a sample of is 251 residents of Aswan or surrounding areas, workers in the tourism sector, government/local officials, researchers/those interested in cultural heritage were selected randomly. All the responses were obtained valid.

3.6 Data Analysis

In this section, the researcher relied mainly on the descriptive analysis to get the means and the standard deviation for the study constructs along with their items. The items were measured using a Likert-type scale as follows.

3.7. Data Validity and Reliability

3.7.1 Data Validity

To validate the data collection instrument used in this study in terms of its readability, format, and ability to measure the study's constructs, the researcher distributed the questionnaire instrument to residents of Aswan or surrounding areas, workers in the tourism sector, government/local officials, researchers/those interested in cultural heritage, and those who have specializations and expertise in the field of this study. The questionnaire was then updated and refined to reflect the comments and suggestions received by the domain experts. Moreover, the experts showed interest and interacted with the researcher concerning the questionnaire instrument, which adds to its validity.

3.7.2 Data Reliability

Before proceeding with further analysis, the reliability testing was led to ensure consistent measurement across various items in the questionnaire. Indeed, the reliability of a measure indicates the stability and consistency of the instrument. Consequently, this method determines reliability through examining the internal consistency of the research instrument such as questions (items) in the questionnaire, which are normally presented. Cronbach's alpha is one of the most frequently applied metrics to measure a scale's reliability, in which its index ranges from 0.0 to 1.0. Researchers should target a value closer to 1.0, as the alpha value proves that the instrument of the study is strong and consistent. However, it's important to note that in social sciences the threshold value of 0.7 is considered acceptable (Refaat, 2024).

Table (1) Cronbach's Alpha value

Variables	No. of items	Cronbach's Alpha Value	Validity Coefficient*
Assessing the Importance of Intangible Cultural Heritage in Aswan	3	0.747	0.864
Motivations for developing the intangible cultural heritage in the governorate	11	0.864	0.930
The Role of Stakeholders in Supporting Intangible Cultural Heritage	11	0.991	0.995
The Role of Intangible Cultural Heritage in the Development of Heritage Tourism	6	0.850	0.922
Obstacles that limit the development of intangible cultural heritage in the governorate	8	0.904	0.951
Total	39	0.888	0.942

Validity coefficient = Reliability coefficient *

To measure the internal consistency and reliability of the study's constructs. Cronbach's alpha (α) measure was used. The scales' reliability were measured, and the Cronbach's Alpha of all scales in Table (1) ranged from 0.747 to 0.991, and for total questionnaire items was 0.888. This indicates an acceptable Cronbach's Alpha value for each field, whenever the Cronbach's Alpha value is acceptable if it's more than 0.7.

Section one: The most important elements of intangible cultural heritage in Aswan Governorate.**Table (2) The most important elements of intangible cultural heritage in Aswan Governorate**

Elements of intangible cultural heritage in Aswan Governorate	Freq		Percent		Rank
	Yes	No	Yes	No	
Nubian language - folk stories and tales	181	30	85.5	14.2	1
Nubian dances - Nubian songs	172	39	81.5	18.5	4
Nubian marriage customs - Nubian hospitality	177	34	83.9	16.1	2
herbal medicine - agriculture on the banks of the Nile using traditional methods	155	56	73.5	26.5	5
Nubian handicrafts - perfume and oil industry	173	38	82	18	3

Table (2) shows that the most important elements of intangible cultural heritage in Aswan Governorate are the Nubian language—stories and folk tales at a rate of 85.50%, followed by Nubian marriage customs—Nubian hospitality at a rate of 83.90%, and herbal medicine—agriculture on the banks of the Nile using traditional methods—comes in last rank among the most important elements of intangible cultural heritage in Aswan Governorate at a rate of 73.50%.

The results agreed with Moubarak and Qassem (2018) who stated that Aswan is a creative city because to its distinctive and rich culture, Nubian women use local materials that are unavailable elsewhere to conduct their handicrafts.

Section two: Assessing the Importance of Intangible Cultural Heritage in Aswan**Table (3): The important of intangible cultural heritage in Aswan**

	Freq	Percent	Mean	Std Deviation	Attitude
Not at all Important	3	1.4	4.67	0.693	Very Important
Slightly Important	3	1.4			
Important	49	23.2			
Very Important	156	73.9			
Total	211	100.0			

Table 3 shows the importance of intangible cultural heritage (such as the Nubian language, folk tales, handicrafts, and traditional celebrations) in shaping the unique .% identity of Aswan city by 73.9

The results agreed with Saeed and Al Atrees (2024) who explained that intangible cultural assets, and innovation is crucial for economic great benefits from the tourist sector and can support the preservation of these cultural manifestations, reinforcing pride and identity.

Section three: Motivations for developing the intangible cultural heritage in the governorate**Table (4) Motivations for developing the intangible cultural heritage in the governorate**

Variables	S D	D	N	A	S A	Mean	Std Deviation	Rank	Attitude
Aswan Governorate possesses numerous elements of intangible cultural heritage.	0	1.4	3.8	55	39.8	4.33	.620	7	Strongly agree
Intangible cultural heritage contributes to achieving sustainable economic development and providing job opportunities.	0	5.2	10.4	42.2	42.2	4.21	.832	10	Strongly agree
Intangible cultural heritage contributes to increasing local community income and foreign currency earnings.	0	2.8	10.4	47.4	39.3	4.23	.748	9	Strongly agree
Folklore and handicrafts are an important tool in the process of cultural communication between tourists and the culture present in the governorate.	0	0.5	4.3	46	49.5	4.44	.602	1	Strongly agree
Intangible cultural heritage is a tool for diversifying the tourism product in Aswan Governorate and attracting new segments of visitors.	0	0.9	6.6	41.7	50.7	4.42	.660	2	Strongly agree
Variables	S D	D	N	A	S A	Mean	Std Deviation	Rank	Attitude

Nubian heritage is a non-traditional tourism product.	0	1.9	9	42.2	46.9	4.34	.722	6	Strongly agree
Intangible cultural heritage contributes to strengthening social ties and communication between future generations.	0	0.9	5.7	49.3	44.1	4.36	.636	4	Strongly agree
Nubian cuisine is one of the elements of intangible cultural heritage that is being exploited for tourism.	3.8	5.2	9.5	45	36.5	4.05	1.006	11	Agree
The Aswan International Festival for Culture and Arts contributes to stimulating tourism in the governorate.	0.5	1.4	9	43.1	46	4.33	.738	8	Strongly agree
Preserving traditional knowledge and skills from extinction and loss.	0	3.3	5.2	44.1	47.4	4.36	.731	5	Strongly agree
Intangible cultural heritage contributes to strengthening and consolidating local cultural identity.	0.5	0.5	3.8	49.3	46	4.40	.635	3	Strongly agree
Total Mean						4.32			Strongly agree

Table No.4. presents the means and standard deviations of Motivations for developing the intangible cultural heritage in the governorate, where the means ranged between (4.05–4.44) compared with the total instrument mean for the domain (4.32). The item “Folklore and handicrafts are an important tool in the process of cultural communication between tourists and the culture present in the governorate.” ranked first with a mean and standard deviation (mean = 4.44, standard deviation = 0.602) compared with the total instrument mean and the standard deviation. The item "Nubian cuisine is one of the elements of intangible cultural heritage that is being exploited for tourism." ranked last, reaching a mean (4.05) and the standard deviation was (1.006) compared with the mean and standard deviation of the total instrument.

The results agreed with El Cheikh (2016) that the Nubian community's lifestyle and customs have also undergone noticeable changes as a result of the tourism industry.

Section four: The Role of Stakeholders in Supporting Intangible Cultural Heritage

Table (5) The Role of Stakeholders in Supporting Intangible Cultural Heritage

Variables	S D	D	N	A	S A	Mean	St. Deviation	Rank	Attitude
Supporting and organizing festivals and cultural events that celebrate intangible cultural heritage.	19	7.6	7.1	42.2	24.2	3.45	1.425	11	Agree
Establishing interactive centers or exhibitions to showcase aspects of intangible heritage.	18	8.5	5.2	33.2	35.1	3.59	1.485	2	Agree
Holding special seminars to raise awareness of the importance of intangible cultural heritage to the local community.	17.5	7.6	9.5	37	28.4	3.51	1.425	8	Agree
Developing the capacity of human resources working in the intangible heritage sector.	18.5	7.6	4.7	37	32.2	3.57	1.470	4	Agree
Issuing promotional materials that include all forms of intangible cultural heritage.	19.9	6.6	4.3	40.3	28.9	3.52	1.471	7	Agree
Providing material and moral support to traditional craftsmen and artists.	20.4	7.1	6.6	32.7	33.2	3.51	1.513	9	Agree
Integrating elements of intangible heritage into educational curricula at various levels.	19	8.5	7.6	36	28.9	3.47	1.465	10	Agree

Variables	S D	D	N	A	S A	Mean	St. Deviation	Rank	Attitude
Using modern technologies to document and disseminate heritage (digital platforms and smartphones).	19.9	7.1	4.3	37.4	31.3	3.53	1.491	5	Agree
Promoting responsible cultural tourism that respects and preserves local heritage.	19.4	6.2	4.3	36.5	33.6	3.59	1.488	1	Agree
Emphasizing the role of scientific research in the process of heritage development and protecting it from extinction.	19	7.6	4.3	41.2	28	3.52	1.452	6	Agree
Total Mean						3.53			Agree

Table (5) presents the means and standard deviations for ratings for the Internet of Things application in tourist services at the hotels, ranging from 3.45 to 3.59. Compared to the overall mean of 3.53, the statement "Promoting responsible cultural tourism that respects and preserves local heritage." achieved the highest ranking (mean = 3.59, SD = 1.488). Meanwhile, the statement "Supporting and organizing festivals and cultural events that celebrate intangible cultural heritage." ranked last (mean = 3.45, SD = 1.425), indicating limited the Role of Stakeholders in Supporting Intangible Cultural Heritage.

The results agreed with Saeed and Al Atrees (2024) that the promotion, conservation, and dissemination of intangible cultural assets are made possible by tourism. It is essential to make sure that communities, organizations, and individuals are involved in the creation and execution of tourist policies and programs

Section Five: The Role of Intangible Cultural Heritage in the Development of Heritage Tourism

Table (6): The Role of Intangible Cultural Heritage in the Development of Heritage Tourism

Variables	S D	D	N	A	S A	Mean	Std Deviation	Rank	Attitude
There is a clear interest in intangible cultural heritage tourism.	15.2	10.4	24.2	25.6	24.6	3.34	1.358	5	Neutral

There are plans to support intangible cultural heritage tourism.	15.6	11.8	28.9	20.9	22.7	3.23	1.348	6	Neutral
Variables	S D	D	N	A	S A	Mean	Std Deviation	Rank	Attitude
Preserving intangible heritage is a priority for heritage tourism development.	4.3	6.2	16.6	32.2	40.8	3.99	1.100	4	Agree
Intangible cultural heritage tourism is one of the drivers of sustainable development.	3.3	3.8	12.3	30.3	50.2	4.20	1.019	3	Strongly agree
Intangible cultural heritage tourism represents an important element in preserving cultural heritage in the era of globalization.	3.3	1.9	10.4	28	56.4	4.32	.971	1	Strongly agree
Intangible cultural heritage tourism contributes to economic and social development.	3.8	2.4	1.7	32.7	54	4.31	.978	2	Strongly agree
Total Mean						3.90			Agree

Table No. 6 summarizes the attitudes, means, and standard deviation in The Role of Intangible Cultural Heritage in the Development of Heritage Tourism. The overall mean value of 3.90 showed The Role of Intangible Cultural Heritage in the Development of Heritage Tourism. In addition, the greatest mean was "Intangible cultural heritage tourism represents an important element in preserving cultural heritage in the era of globalization.," with a value of 4.32 and a standard deviation of 0.971, while the lowest mean value was for "There are plans to support intangible cultural heritage tourism," with a low mean value of 3.23 and a standard deviation of 1.348.

The results agreed with Talaat (2015) that the Nubian group is one that draws a lot of tourists because of its distinctive customs and architecture. The research reveals that most of the Travelers wanted to try to live the experience the customs, culture, and way of life of the local population.

Section Six: Obstacles that reduce the development of intangible cultural heritage in the governorate

Table (7): Obstacles that reduce the development of intangible cultural heritage in the governorate

Variables	S D	D	N	A	S A	Mean	Std Deviation	Rank	Attitude
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The lack of a marketing plan to promote intangible cultural heritage.	0.9	3.3	10	26.1	59.7	4.40	.869	4	Strongly agree
Lack of awareness of the importance of intangible heritage within society.	1.4	3.3	7.6	30.3	57.3	4.39	.873	5	Strongly agree
Variables	S D	D	N	A	S A	Mean	Std Deviation	Rank	Attitude
Lack of adequate coordination and cooperation among relevant stakeholders.	0.9	1.4	8.5	25.6	63.5	4.49	.789	2	Strongly agree
Lack of awareness-raising plans to revive and promote heritage within universities and schools.	1.4	1.9	9.5	26.5	60.7	4.43	.850	3	Strongly agree
Technological developments have led to a failure to preserve intangible cultural heritage.	3.3	5.7	17.5	25.1	48.3	4.09	1.087	8	Agree
Difficulty in effectively documenting and preserving some elements.	1.4	4.3	14.2	29.4	50.7	4.24	.947	6	Strongly agree
Shotage of funding and allocated resources, and the absence of a support system and interest in developing intangible cultural heritage.	0.9	1.9	7.1	26.5	63.5	4.50	.789	1	Strongly agree
The Limited number of technical cadres in Aswan Governorate who Who are in charge to develop intangible heritage by presenting different types of arts.	3.8	5.7	12.8	28.9	48.8	4.13	1.083	7	Agree
Total Mean						4.33			Strongly agree

Regarding this table, the respondents see that obstacles that decrease the development of intangible cultural heritage in the governorate and the most obstacles are: “Lack of funding and allocated resources, and the absence of a support system and interest in developing intangible cultural heritage.”, “Lack of adequate coordination and cooperation among relevant stakeholders.” and “Lack of awareness-raising plans to revive and promote heritage within universities and schools.” with mean 4.50, 4.49 and 4.43 respectively.

The results agreed with Moubarak and Qassem (2018) that many programs and governmental and non-governmental groups in Aswan oversee motivating handicrafts workers to carry on their work and transfer their expertise to the following generation. In contrast, Aswan's traditional crafts are in danger, and many artisans are having trouble finding customers for their goods.

Pearson Correlation analysis

Table 8: Correlation between Motivations for developing the intangible cultural heritage in the governorate and Assessing the Importance of Intangible Cultural Heritage in Aswan

		Assessing the Importance of Intangible Cultural Heritage in Aswan
Motivations for developing the intangible cultural heritage in the governorate	Pearson Correlation	.733**
	Sig. (2-tailed).	.000

As seen in the table (16), there is a positive and significant relationship between Motivations for developing the intangible cultural heritage in the governorate and Assessing the Importance of Intangible Cultural Heritage in Aswan. The value of the Pearson correlation coefficient was (.733* - sig = 0.000). These results showed that there is a strong positive relation between Motivations for developing the intangible cultural heritage in the governorate and Assessing the Importance of Intangible Cultural Heritage in Aswan. This positive correlation indicates that as Motivations for developing the intangible cultural heritage in the governorate increases, and the Importance of Intangible Cultural Heritage in Aswan increases.

Table 9: Correlation between The Role of Stakeholders in Supporting Intangible Cultural Heritage and The Role of Intangible Cultural Heritage in the Development of Heritage Tourism

		The Role of Intangible Cultural Heritage in the Development of Heritage Tourism
The Role of Stakeholders in Supporting Intangible Cultural Heritage	Pearson Correlation	.803**
	Sig. (2-tailed).	.000

As seen in the table (9), there is a positive and significant relationship between The Role of Stakeholders in Supporting Intangible Cultural Heritage and The Role of Intangible Cultural Heritage in the Development of Heritage Tourism. The value of the Pearson correlation coefficient was (.803** - sig = 0.000). These results showed that there is a strong positive relation between The Role of Stakeholders in Supporting Intangible Cultural Heritage and The Role of Intangible Cultural Heritage in the Development of Heritage Tourism. This positive correlation indicates that as The Role of Stakeholders in Supporting Intangible Cultural Heritage increases, and The Role of Intangible Cultural Heritage in the Development of Heritage Tourism increases.

4. conclusion

Local cultural heritage is a strategic asset in promoting tourism, encompassing traditions, art, architecture, and cuisine that offer an authentic experience for tourists and serves as a differentiating element that enhances the attractiveness of tourist destinations. In addition to attracting tourists, culture-based tourism is also important for preserving heritage and maintaining community identity. Aswan government has many elements of intangible cultural heritage such as Oral traditions and forms of expression, performing arts (Singing, Dance, and Music), Social practices and rituals, knowledge and practices related to nature and traditional crafts But it became clear

through the questionnaire that agriculture on the banks of the Nile using traditional methods—comes in last rank among the most important elements of intangible cultural heritage in Aswan governorate.

There is a strong positive relation between Motivations for developing the intangible cultural heritage in the governorate and assessing the importance of intangible cultural heritage in Aswan. This positive correlation indicates that as motivations for developing the intangible cultural heritage in the governorate increases, and the Importance of Intangible Cultural Heritage in Aswan increases. Moreover, there is a strong positive relation between the role of stakeholders in supporting intangible cultural heritage and the role of intangible cultural heritage in the development of heritage tourism. This positive correlation indicates that as the role of stakeholders in supporting intangible cultural heritage increases, and the role of intangible cultural heritage in the development of heritage tourism increases.

5. Recommendations

1) Recommendations directed to the Regional Authority for Tourism Promotion in Aswan Governorate

- Incorporating intangible cultural heritage elements into tourism programs to market and promote them to tourists.
- Designing brochures, booklets, and websites that include all types of intangible cultural heritage and their locations.
- Creating a virtual online museum that includes all the components of the governorate's intangible cultural heritage.
- Supporting and organizing festivals and cultural events that celebrate intangible cultural heritage.

2) Recommendations for the Ministry of Tourism and antiquities and Ministry of Culture

- Using modern technological means in the management and development of intangible cultural heritage
- Activating the role of scientific research in the process of reviving and developing cultural heritage and protecting it from extinction.
- Emphasis on including the topic of cultural property protection in educational and training Programs
- Developing Aswan cultural tourism, Based on strategies and programs aimed at engagement of the local community, enhancing their quality of life through economic growth, urban regeneration, and participating in cultural events.

3) Recommendations for the Associations Specialized in Heritage Protection

- Spreading awareness and motivating the community to participate in developing cultural heritage.
- Conducting inventory and digital documentation of heritage and preparing records in which all information is recorded.
- Establishing a heritage library containing several manuscripts in various arts, as well as books and magazines that contain elements of the intangible cultural heritage of Aswan governorate.

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دور التراث الثقافي غير الملموس في تنمية سياحة التراث بمحافظة اسوان

الكلمات الدالة

السياحة التراثية

محافظة أسوان

التراث الثقافي غير

الملموس

المستخلص

تُعدّ عناصر التراث الثقافي مصدرًا هامًا للثروة لجميع شعوب العالم، إذ تُشير إلى القواسم المشتركة بين أفراد المجتمع. ويتزايد اهتمام المسافرين بمختلف الثقافات، والفنون الأدائية، والحرف اليدوية، والطقوس، والمأكولات، والتفسيرات الطبيعية والكونية. وتبذل أكثر دول العالم تقدمًا جهودًا كبيرة لدراسة تراثها الثقافي والترويج له لتعزيز السياحة. يسعى البحث إلى تحديد دور التراث الثقافي غير المادي في تطوير السياحة التراثية في محافظة أسوان. وباستخدام برنامج SPSS الإصدار ٢٥، طُبّق ٢٥١ استبيانًا على سكان أسوان والمناطق المحيطة بها، والعاملين في قطاع السياحة، والمسؤولين الحكوميين/المحليين، والباحثين/المهتمين بالتراث الثقافي، كجزء من أسلوب الدراسة الوصفي التحليلي. أوضحت النتائج وجود دوافع لتنمية التراث الثقافي غير المادي بمحافظة أسوان، أهمها توفير فرص عمل للشباب بمحافظة أسوان من ذوي المؤهلات التعليمية المختلفة، وتقديم منتج سياحي غير تقليدي بالمحافظة، وتعزيز الاستفادة الاجتماعية والاقتصادية للمجتمعات المحلية. واقترحت الدراسة استخدام الوسائل التكنولوجية الحديثة في إدارة وتنمية التراث الثقافي غير المادي، وإنشاء مكتبة تراثية تضم عددًا من المخطوطات في مختلف الفنون، بالإضافة إلى الكتب والمجلات التي تحتوي على عناصر التراث الثقافي غير المادي لمحافظة أسوان.