

## **Developing the Archaeological Heritage Site in Tuna El-Gebel to Integrate into the World Heritage Tentative List**

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### **Abstract**

Egypt, in particular, features a number of natural, historical, and socio-cultural heritage sites from various times. Egypt has six UNESCO cultural World Heritage sites and one natural World Heritage site until 2023. Despite this, a number of cultural heritage sites are still awaiting a World Heritage designation. Unfortunately, urban and historical protection rules do not always safeguard heritage assets and do not ensure sustainable solutions. The aim of this research is to offer an approach to including an archaeological heritage site in Tuna El-Gebel, Minia Governorate, Egypt, on the World Heritage Tentative List. To do this, data was gathered from a sample of tourism and heritage management professionals, Egyptologists, and the Department of International Relations and Agreements, Ministry of Tourism and Antiquities. With the help of SPSS 25.0, several tests were used, including reliability tests, descriptive analytical approaches, Pearson correlation tests, and regression analysis.

The research identified a variety of results. The most significant one is that the archaeological heritage site in Tuna El-Gebel needs to be

considered for inclusion on the World Heritage Tentative List. Hence, those in authority must prioritize addressing the issue through sustainable development and conservation approaches, consequently having a significant impact on the economy, society, and tourism. The research recommended that there is a need to ensure that more of Egypt's unique and diverse historical and heritage sites are registered on the World Heritage List, in addition to providing the opportunity for international cooperation financially and technically in preserving and maintaining these sites which is what Egypt really needs.

**Keywords:** Archaeological Heritage Site, Tuna El-Gebel, World Heritage Tentative List, UNESCO.

### **1. Introduction**

The World Heritage Site should be a distinctive and unique landmark, in some way a geographical and historical place of particular cultural or physical significance, in order to be selected. It may represent a unique human achievement and serve as a guide to intellectual past on Earth (Allan *et al.*, 2017). According to Johansson (2015), the World

Heritage Site is a constantly contested location with a variety of values, conceptions, and disputed meanings combined with collective memories, place sensations and disputed identities. A World Heritage Site is an important site or region chosen by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) for its cultural, historical, scientific, or other significance and is safeguarded by international agreements. Sites are essential to humanity's common interests (Sullivan, 2016; UNESCO World Heritage Centre, 2023).

The cultural program categorizes and maintains the names of locations of cultural or ecological value to humanity's culture and common heritage. Under certain conditions, these places may qualify for financial support from the World Heritage Fund. The idea started when the UNESCO General Conference agreed to a plan called the Convention for the Protection of the World Cultural and Natural Heritage on November 16, 1972. Since then, 193 countries have agreed to the Convention (UNESCO World Heritage Centre, 2023).

The archaeological heritage site at Tuna El-Gebel, Minia Governorate, Egypt, was chosen for inclusion in the World Heritage Tentative List for the reasons that it is worthy of being nominated and inscribed on World Heritage sites. It has numerous characteristics that qualify it as a world heritage site due to its urban character and cultural identity from the recent past, and it is also likely to be included in the list of world heritage sites based on its credentials.

### Research Problem

World Heritage Sites are regarded as locations of great global worth for humanity since they belong to all peoples of the globe, regardless of area. Despite their prominence and diversity, Egypt's World Heritage Sites are not

being used for tourism in a manner commensurate with their stature and abundance of resources. These sites suffer from neglect and a lack of tourism development plans, as well as issues with restoration and archaeological drilling procedures, leading to a considerable number of such sites being placed on the danger list. Egypt is having difficulty registering world heritage sites due to the lack of a registration plan to enhance the number of Egyptian world heritage sites.

### Research Aims

The research aims to develop the archaeological heritage site in Tuna El-Gebel and integrate it into the World Heritage Tentative List. This research has several objectives

it intends to accomplish, as outlined below:

1. Illustrating the significance of heritage sites and highlighting the increasing awareness of heritage site management.
2. Analyzing the criteria influencing the success of Egyptian heritage site nomination files in preparation for inclusion on UNESCO's tentative list.
3. Identifying the concept of sustainability as a necessity for the preservation of the Outstanding Universal Value (OUV) of Egyptian heritage sites.
4. Examining the challenges facing management of these World Heritage Sites, the archaeological heritage site in Tuna El-Gebel, Minia Governorate, Egypt.
5. Studying the Tuna El-Gebel Nominating Process for the World Heritage Site List.

### Research Questions

**RQ1:** What are the steps for adding Egyptian heritage sites to the UNESCO tentative list in order to enhance the number of Egyptian heritage sites on the list?

**RQ2:** What are the steps of the Tuna El-Gebel Nominating Process on the World Heritage Tentative List?

**RQ3:** What are the practices for cultural heritage conservation in the Tuna El-Gebel area?

**RQ4:** What are the challenges for the archaeological heritage site in Tuna El-Gebel to integrate into the World Heritage Tentative List?

### Research Importance

Egypt is rich in historic sites with Outstanding Universal Value (OUV). However, only seven Egyptian heritage sites are on UNESCO's permanent list. The relevance of the research is focused on the need to work on adding additional archaeological heritage sites to the World Heritage List; this would have a significant cultural and tourist impact on the country. Furthermore, this will serve as an entrance point for getting international financial and technical assistance that will help with its preservation, which is exactly what Egypt requires.

## 2. Literature Review

### 2.1. Heritage definition

According to Gunlu *et al.* (2009), the definition of heritage is a broad term that encompasses cultural, natural, historical, architectural, archaeological, and geological elements. Heritage, according to UNESCO (2023), is what is experienced today, what humans have learned from the past, and what is preserved for future generations. Locations on Earth that have been inscribed on the World Heritage List due to their extraordinary significance to mankind and desire to be conserved for future generations are referred to as "World Heritage" sites. Since then, the meaning of heritage has been broadened to encompass all facets of culture, including the arts, language, and food (Hoff, 2020). The UNESCO designation strives to safeguard cultural qualities while also maximizing wider heritage benefits.

### 2.2. Heritage Sites

Heritage sites are places with distinctive urban and architectural historical characteristics, whether they date back to antiquity or the nineteenth and early twentieth centuries (National Organization for Urban Harmony, 2010). Heritage sites come in three different categories, including cultural heritage, natural heritage, and mixed heritage (Rouhi, 2017). The research will address explaining cultural heritage.

According to Kurin (2004) and Bolin (2019), cultural heritage is the legacy of tangible artefacts, intangible characteristics, and cultural assets that have been passed down from one generation to the next and are preserved today for the benefit of present and future generations. Cultural heritage, according to Bleibleh and Awad (2020), includes monuments such as architectural works, sculptures, paintings, inscriptions, archaeological structures, and cave dwellings; buildings such as clusters of individual buildings with a common architecture or location in the landscape; and sites such as man-made creations or the result of the coexistence of nature and man. From a historical, architectural, commemorative, artistic, ethnological, or anthropological point of view, cultural heritage should have exceptional global worth. Cultural heritage gives communities, groups, and people a feeling of identity and continuity, assisting them in conceiving of their surroundings and giving purpose to the way they interact with one another (UNESCO, 2007). Others covered the processing of information connected to cultural heritage in-depth and holistically, as indicated in Figure 1.

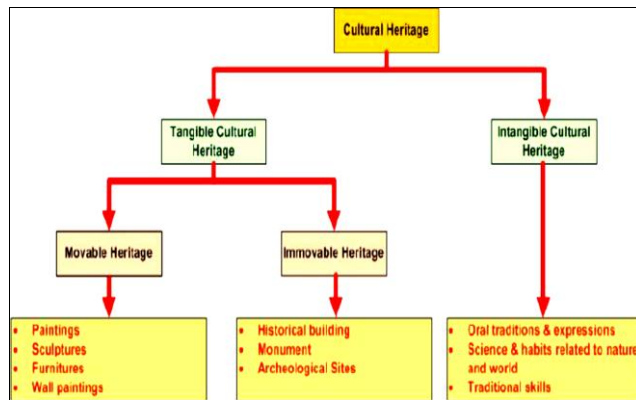


Figure1: Cultural Heritage classification (Kurniawan *et al.*, 2011).

### 2.3. The Egyptian heritage sites on the World Heritage permanent list

Despite the fact that Egypt has over one-third of the world's natural and physical monuments, just seven archaeological sites are on the UNESCO list (Samara & Saher, 2021). Abu Mena, Alexandria (1979); Ancient Thebes with its Necropolis, Luxor (1979); Historic Cairo, Cairo (1979); Memphis and its Necropolis—the Pyramid Fields from Giza to Dahshur, Giza (1979); Nubian Monuments from Abu Simbel to Philae, Aswan (1979); and Saint Catherine Region, South Sinai (2002) are the six cultural sites on the World Heritage List. Wadi Al-Hitan (Whale Valley), Fayoum, 2005 (UNESCO, 2022) is the only natural site on the World Heritage List.

### 2.4. The Egyptian heritage sites on the World Heritage Tentative List

As of 2016, Egypt had 34 properties on its preliminary list. Member states may maintain a list of preliminary sites that they may consider for nomination in addition to sites on the World Heritage List. Nominations for the World Heritage List are only accepted if the site is already on the list of candidates (UNESCO World Heritage Centre, 2023). In Minia Governorate, sites included on the tentative list of World Heritage sites include the Tombs of Beni Hassan and the Tombs of Tell El-Amarna.

The Tentative list is constantly changing and will be reviewed at regular intervals, allowing for the identification of additional locations. Sites must fulfill specified World Heritage conditions in order to be included on the tentative list (UNESCO World Heritage Centre, 2023):

- Justification of the site's worldwide importance (Outstanding Universal Value).
- Evidence of stakeholder participation and support.
- Detailed description of the site's extent and borders.
- Comparison with comparable places.
- Adequate management and protection systems.

### 2.5. The UNESCO's selection criteria for World heritage sites

As of the end of 2004, there were six cultural heritage criteria and four natural heritage criteria. In 2005, these requirements were merged into a single set of ten criteria. Nominated sites must have "Outstanding Universal Value (OUV)" and meet at least one of the ten criteria. According to UNESCO guidelines, any monument that is more than a century old is eligible for inclusion on the World Heritage List (UNESCO World Heritage Centre, 2023).

#### First: Cultural Criteria

1. It can be considered a manifestation of artistic brilliance created by humans.
2. It indicates an essential and shared human value across time in the global cultural realm, whether in the advancement of architecture or technology, the archaeological arts, city planning, or landscape design.
3. It stands as a singular or at the very least extraordinary, testament to a cultural practice of an enduring or extinct culture.

4. To be a prominent example of a type of building, architecture, technical example, or plan that illustrates an important stage in human history.
5. To be an exceptional example of traditional human practices in the use of land or sea water to reflect a culture(s) or human connection with the environment, particularly when it becomes vulnerable to irreversible damage.
6. Be immediately or visibly tied to world-changing events, living traditions, ideas, beliefs, or creative and literary works. (The Committee feels that this standard should be used in combination with other standards).

**Second: Natural Criteria**

7. Contain superior natural appearances or areas of exceptional natural beauty.
8. Eminent examples that represent the main stages of Earth's history, including the life record, are substantial to what is being done by geological processes in the development of its topography, features of the Earth's shape, or large physiography.
9. High-profile examples of environmental and biological going in processes of land development and development, coastal and marine fresh-water are ecosystems and local communities of flora and fauna.
10. This place has the most important and meaningful natural habitat for protecting the different kinds of plants and animals living here. It also has endangered species that are very special and important globally in terms of science and protecting the environment.

**2.6.Nominating process in world heritage site list**

Countries that have ratified the World Heritage Convention may submit nomination ideas for places on their territory to be considered for inclusion on UNESCO's World Heritage List. A country creates a preliminary list, which is a

forecast of its key natural and cultural heritage sites that will be offered for inscription in the following five to ten years. This is important because the World Heritage Committee will not consider a nomination unless the site is already on the list.

The World Heritage Center assists a state party in preparing a tentative list and selecting sites for a nomination filing. The material is extensive and full, and it has been given to advisory bodies for review. Three advisory bodies are mandated by the World Heritage Convention: ICOMOS, IUCN, and ICCROM. ICOMOS analyses cultural and natural sites; the IUCN provides expert conservation advice; and ICCROM gives expert guidance on cultural site conservation training initiatives. The World Heritage Committee meets yearly to decide whether sites should be included on the World Heritage List, delaying judgments and asking for more information before making the ultimate decision to enshrine a site once it has been nominated and evaluated. The Operational Guidelines for the Implementation of the World Heritage Convention specify the ten selection criteria that sites must achieve in order to be included on the World Heritage List. The requirements have been changed to just contain one set of 10 since 2004 (UNESCO World Heritage Centre, 2023).

Table 1: Tuna El-Gebel area was nominated by the study to be converted to the Tentative list of UNESCO for World Heritage.

Egyptian sites listed in the tentative list	Outstanding Universal Value Criteria									
	Natural Criteria					Cultural Criteria				
	(x)	(vii)	(ix)	(vii)	(vi)	(v)	(iv)	(iii)	(ii)	(i)
Tuna El-Gebel	not available					All Criteria are available except the fifth Criteria				

**The role of stakeholders on nominating process**

Stakeholders are individuals or organizations who will actively engage in the management plan or whose interests may be influenced favorably or negatively by what happens at the site (Li *et al.*, 2020). As a result, the stakeholder groups for the site should include the following, as stated in Table 2.

**Table 2: Key Stakeholders of the Site**

Public Sector	Private Sector	International Organizations
<ul style="list-style-type: none"> <li>- Ministry of Tourism and Antiquities</li> <li>- Supreme Council of Antiquities</li> <li>- Tourism Development Authority</li> <li>- Ministry Of Environment</li> <li>- Ministry of Culture.</li> <li>- Ministry of Housing, Utilities, and Urban Communities</li> <li>- Ministry of Local Development</li> <li>- Minia Governorate</li> <li>- Minia university</li> </ul>	<ul style="list-style-type: none"> <li>- Investors</li> <li>- Entrepreneurs</li> <li>- Local Residents</li> <li>- Travel Agencies.</li> <li>- Researchers and Scholars</li> </ul>	<ul style="list-style-type: none"> <li>- UNESCO</li> <li>- ICCROM</li> <li>- ICOMOS</li> </ul>

**2.7. Sustainable Tourism Development of Heritage Sites in Egypt**

Heritage tourism has grown to be one of the world's largest and fastest-expanding sectors of the tourism industry (Timothy & Nyaupane, 2009). Heritage places have an important role in urban and economic development, particularly in the fields of tourism, skill development, and crafts (National Organization for Urban Harmony, 2010). Sustainable tourism development means organizing and managing tourism in a way that protects nature, supports the economy, and respects society. It also involves taking care of the environment and cultural heritage (Graci & Dodds, 2010), so it is necessary to develop these areas by the following points (El Tohamy & AbdElatif, 2021; Madden & Shipley, 2012; Timothy & Nyaupane, 2009):

- Preserve the distinctiveness of the local cultural and social fabric, as well as local architecture and historical landmarks.

- Provide skilled practitioners with professional managerial capabilities in historic place conservation.
- Adapting heritage assets to the area's needs and generating employment possibilities to improve living conditions.
- Establishing a framework for efficient coordination of public and private sector initiatives and investments.
- Involvement of non-governmental organizations in development to raise public awareness about the value of the place and its preservation.
- Identifying tourism skills to better serve the community and attract visitors.

**2.8. Challenges to Egypt's heritage sites**

According to Ylmaz and El Gamil (2018), one of the main obstacles to Egypt's cultural sites being included on the World Cultural List is the following:

- Egypt has limited financial means for cultural site development and protection, and it depends on foreign aid and UNESCO support.
- A substantial percentage of officials and decision-makers, as well as the local population, are unaware of the importance of these cultural sites.
- Using formal procedures and local solutions for urban conservation in Egypt's historic districts. As a result, certain specific cultural values in these places have disappeared.
- The unnoticed effects of development projects on heritage, which have resulted in significant alterations in historical places regardless of the engagement of residents or local communities in the processes.
- There is no systematic plan in place to deal with Egyptian historic sites. All Egyptian authorities handle heritage sites in the same way, without taking into

account the diversity in the character of these monuments.

### 2.9. Benefits to Egypt from registering the site on the World Heritage Lists

The status of World Heritage Lists is seen as an enormous place at the global and national level, as well as influencing future planning decisions at the local level; the designation of World Heritage Lists tends to mean that the site will be able to change, usually leading to increased publicity and an increase in the number of visitors (Smith, 2018; Jimura, 2018). Benefits of having world heritage designation include:

- Identity: The globally recognized site is given a new identity. The designated site's extraordinary attributes are confirmed by its status.
- Funding: A worldwide organization provides funding to the place in order to preserve and safeguard it.
- Tourism: once the location is mentioned, it attracts interest from all around the world. Consequently, guarantees the country's economic gains.
- Protection during armed conflict: the place is shielded from destruction and abuse during armed conflict under the Geneva Convention.
- Availability of worldwide project management resources, since this will increase their willingness to take part in such initiatives.

## 3. Research Methodology

### 3.1. Description of the research area

Tuna El-Gebel is located 8 kilometers from Ashmounin and 20 kilometers from Mallawi, west of the Youssef Sea. The antiquities are located 3 km from Tuna al-Gebel hamlet. Since the late 1930s (Lefebvre, 1923–1924), Ashmounin inhabitants have utilized it to bury their dead. Tuna El-Gebel has 12 temples, 24 funeral homes, the temple of Bade-Osir, as well as Akhenaten's underground galleries and

border stele (Sami 1974). A collection of tombs shaped like temples can be found in the Tuna El-Gebel study area (Hawas and Sharkawy, 2005); the general arrangement is characterized as a front hall (Pronaos) followed by a temple (Naos) and an altar in front. This is the first instance of tombs shaped like temples in Egypt (Lembke, 2010). The temples of Paddikam and Petosiris are the most significant of them (Grimm, 1975). There are also a number of house-shaped tombs in the region, which typically have a front hall and a burial room with a funeral bed. One of the most important sources for researching the human models found in that area of the Egyptian provinces during the Roman era is this home. Additionally, it is the first time that graves in the shape of homes have been found in Egypt; the most significant of these buildings is perhaps Isadora House (Istituto Papirologico and Vitelli, 1989). The Ibis and Baboon cemeteries are also located at this location. The city's idol is the emblem of the deity Thoth. It is made up of four serdabs that have been engraved into the rock and contains thousands of baboon and ibis mummies (Nur Ed-Din and Kessler, 1996). The Roman water wheel, a two-story well with a steeple above it, is the centrepiece of Tuna El-Gebel and is considered one of the wonders of ancient architecture. In addition to the best-preserved border stela, the Akht-Aton stela is engraved in one of the rocks of the site before the approximately 8-meter-high Tuna El-Gebel cemetery entrance (Cadavène and Breuvery, 1836).

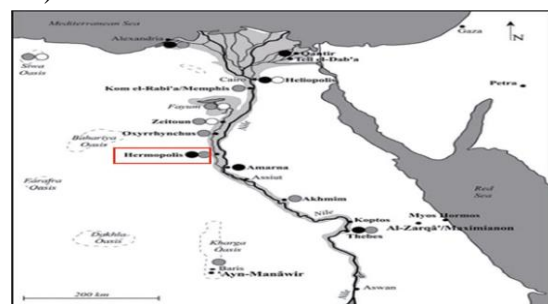


Figure 2: Map of Egyptian archeological sites including Tuna El-Gebel (Newton *et al.*, 2006)



### 3.2. Research approach

In this research, a descriptive-analytical approach was used. To achieve the objectives of the research, a questionnaire was prepared and distributed to a random sample of tourism and heritage management experts, Egyptologists, and the Department of International Relations and Agreements, Ministry of Tourism and Antiquities.

### 3.3. Data Collection

To collect data, an online survey was utilized, and it was created in a way that was relevant to the conditions in order to limit the number of incorrect replies. During the three-month period from July 2023 to September 2023, they were delivered to (96) tourism and heritage management professionals, Egyptologists, and the Department of International Relations and Agreements, Ministry of Tourism & Antiquities.

### 3.4. Questionnaire Design and Measure

The purpose of this research is to propose a method for including the archaeological heritage site at Tuna El-Gebel in the Minia Governorate, Egypt, on the Tentative World Heritage List. To accomplish this, a five-section questionnaire instrument was used. The first section provides the participants' socio-demographic information. The second section featured eight variables that represented the characteristics of the Tuna El-Gebel area that would become a world cultural heritage site. The third section contained six variables indicating the practices of cultural heritage conservation in the Tuna El-Gebel area. The fourth section had 15 variables that represented the requirements for developing the Tuna el-Gebel region in order for it to be listed as a world cultural heritage site. The fifth section featured 14 factors that represented the obstacles facing the development of the Tuna el-Gebel region. A three-point Likert scale was used to anchor the survey questions: "1 = disagree," "2 = neutral, and "3 = agree."

### 3.5. Reliability and validity analysis

Pilot research was used to conduct reliability and validity tests to ensure the suitability of the instrument and the consistency of the results. The research's validity reveals how effectively the obtained data covers the real field of examination. As a result, to ensure the validity of the instruments, the research adopted a standardized questionnaire from the literature, and the questions were cross-checked with research advisers and subject matter experts. To ensure the authenticity of the material, questionnaires were given to tourism and heritage management professionals, Egyptologists, and the Department of International Relations and Agreements, Ministry of Tourism and Antiquities. Experts provided critical feedback on the questionnaire's content, presentation, and organization.

Reliability means how consistent and stable a measurement is. It measures how well the different parts of a concept go together. A reliability of 0.7 or higher is considered good (Taherdoost, 2016; Tavakol & Dennick, 2011). Cronbach's alpha reliability was determined for four portions, as shown in Table 3. The reliability coefficients for all parts were 0.790 and the accuracy coefficient for all sections was 0.889, suggesting that the instrument is usable, according to the results of the tests.

**Table 3: Cronbach's Alpha Value**

Variables	No. of items	Cronbach's Alpha	Validity Coefficient*
The characteristics of the Tuna El-Gebel area to become a world cultural heritage site.	8	0.890	0.943
The Practices of Cultural Heritage conservation in Tuna El-Gebel area.	6	0.878	0.937
The requirements for developing the Tuna el-Gebel region in order for it to be listed as a world cultural heritage site.	15	0.865	0.930
The obstacles facing the development of the Tuna el-Gebel region.	14	0.825	0.908
<b>Total</b>	<b>43</b>	<b>0.790</b>	<b>0.889</b>

\* Validity coefficient =  $\sqrt{\text{Reliability coefficient}}$



To check whether the research measurements were reliable and consistent, the researchers used a statistical tool called Cronbach's alpha ( $\alpha$ ). The researchers checked how accurate the scales were, and the research found that their reliability ranged from 0.825 to 0.890 according to Cronbach's alpha. For all the questions in the questionnaire, the reliability was 0.790. This means that a Cronbach's alpha value greater than 0.7 is considered acceptable for each field. This shows that the validity coefficient is 88.90%, which means that the tested sample is reliable and valid.

### 3.6.Data Analysis

The statistical programme SPSS version 25 was used to analyze the data in accordance with the research's objectives. The information gathered from sample tourism and heritage management specialists, Egyptologists, and the Department of International Relations and Agreements, Ministry of Tourism and Antiquities, was analyzed using descriptive statistical methods. To define the characteristics of the research sample's members and their reactions to the research axes, a number of statistical techniques, including frequencies, percentages, mean, and standard deviation (SD), were used in the treatment. To determine the degree of relationship between the dependent and independent variables, Pearson's correlation coefficient was utilized. The relationships between the research's variables were also determined using the regression coefficient.

### Second Section: the characteristics of the Tuna El-Gebel area to become a world cultural heritage site

**Table 4: The characteristics of the Tuna El-Gebel area**

Variables	Mean	SD	Rank	Attitude
The Tuna El-Gebel area has unique historical, archaeological, and heritage value.	3.00	.000	1	Agree
The Tuna El-Gebel area has a group of archaeological buildings representing different periods from the Dynastic Era until the end of the Roman Era in Egypt	2.62	.700	7	Agree
The Tuna El-Gebel region represents a prominent example of the mixing of ancient Egyptian, Persian, and Greek-Roman arts and civilizations in different periods of Egyptian history.	2.81	.392	5	Agree

## 4. Results and Discussion

### 4.1. Descriptive Analysis of Research Variables

#### First Section: Respondent Demographic Characteristics

Figure (3) presents the findings and the distribution of educational attainment among the participants. The majority (62.50% of the sample's participants) earned a PhD, followed by those who earned a bachelor's degree (25% of participants), and just 12.50% of participants earned a master's degree.

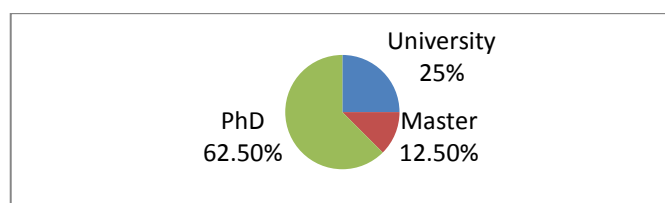


Figure 3: Educational level

Figure (4) depicts the number of years of expertise in tourism, heritage management, and international relations and agreements. The majority of sampled respondents (43.75%) spent more than 16 years, 25% spent 11 to 15 years, and 18.75% spent 6 to 10 years.

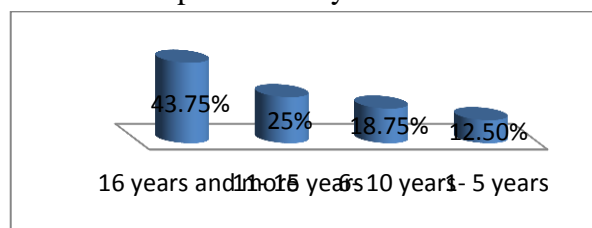


Figure 4: Years of experience

The Tuna El-Gebel region has a prominent and unique collection of tombs, funeral homes, and burial crypts.	2.99	.111	2	Agree
The Tuna El-Gebel area is a wonderful and unique example of using desert and mountainous nature to build tombs and dig basements.	2.56	.499	8	Agree
The architecture and views of the Tomb of Petosiris in Tuna El-Gebel are of high artistic value in terms of the quality of the views and the diversity of their themes.	2.94	.243	3	Agree
International interest from foreign missions in the Tuna el-Gebel region.	2.88	.332	4	Agree
The continued success of excavations and archaeological discoveries in the Tuna El-Gebel area.	2.75	.562	6	Agree
<b>Total Mean</b>	<b>2.82</b>			<b>Agree</b>

Table 4 shows the characteristics of the Tuna El-Gebel area to become a world cultural heritage site. The results show that the item "the Tuna El-Gebel area has unique historical, archaeological, and heritage value," displaying the highest mean value (M = 3.00, SD = 0.000), is followed by the item "the Tuna El-Gebel region has a prominent and unique

collection of tombs, funeral homes, and burial crypts" (M = 2.99, SD =.111). The item of "The Tuna El-Gebel area is a wonderful and unique example of using desert and mountainous nature to build tombs and dig basements" displayed the lowest mean values (M = 2.56, SD =.499).

**Third Section: The Practices of Cultural Heritage conservation in Tuna El-Gebel area**

**Table 5: The Practices of Cultural Heritage conservation in Tuna El-Gebel area**

Variables	Mean	SD	Rank	Attitude
The Tuna El-Gebel region attempts to preserve its cultural legacy.	2.50	.616	2	Agree
The Tuna El-Gebel area's cultural legacy gives the residents a sense of belonging and identity.	2.06	.662	6	Neutral
The cultural heritage conservation actions are based on studies completed in the Tuna El-Gebel region.	2.56	.612	1	Agree
The preservation efforts in the Tuna El-Gebel area acknowledge the exceptional value of its buildings.	2.25	.754	4	Neutral
Follow up on Heritage's current circumstance In the Tuna El-Gebel region; status reports for conservation are often issued.	2.31	.586	3	Neutral
Heritage conservation capacity-building training is provided at various periods.	2.19	.730	5	Neutral
<b>Total Mean</b>	<b>2.31</b>			<b>Neutral</b>

It's indicated in this table that the Practices of Cultural Heritage conservation in Tuna El-Gebel area items are: "The cultural heritage conservation actions are based on studies completed in the Tuna El-Gebel region" and "The Tuna El-Gebel region is attempting to preserve its

cultural legacy" with means of 2.56 and 2.50, respectively, of the respondents.

**Fourth Section: the requirements for developing the Tuna el-Gebel region in order for it to be listed as a world cultural heritage site**

**Table 6: The requirements for developing the Tuna el-Gebel region**

Variables	Mean	SD	Rank	Attitude
Availability of supportive policies to preserve and promote the sustainability of cultural heritage	2.62	.700	15	Agree
Localizing crafts and handicrafts based on environmental raw materials contributes to creating an economic climate that supports achieving	2.98	.136	3	Agree

economic, social, and environmental sustainability.				
The possibility of integrating the region with its historical and cultural components and linking it to a broader environment that contains other tourist components that contribute to diversifying the tourism product and refining the tourist experience for the visitor.	3.00	.000	1	Agree
Increasing the size of hotel capacity, especially environmental hotels that take into account the principles of sustainability and simulate the nature of the environment or region.	2.90	.375	6	Agree
Developing the level of tourism services and facilities and taking into account their coverage of the needs of different market segments (people with special needs).	2.99	.111	2	Agree
The symbiosis of tourism activity in the region with other economic activities and sectors to maximize value chains.	2.91	.401	7	Agree
The presence of a distinctive brand for the region and the development of a marketing strategy specific to the tourism product that characterizes the region.	2.81	.392	13	Agree
Working to raise the efficiency of workers in the tourism field in the region.	2.82	.525	11	Agree
Developing infrastructure services such as water, sanitation, and electricity services	2.88	.332	8	Agree
Providing superstructure services such as rest rooms, cafeterias, and all entertainment facilities.	2.81	.529	14	Agree
Availability of public health, security, and safety standards.	2.81	.392	12	Agree
Providing tourist transportation to serve visitors.	2.96	.259	4	Agree
Paving the road leading to the Tuna El Jabal area.	2.94	.243	5	Agree
Restoration of cemeteries and funeral homes.	2.88	.431	9	Agree
Placing information signs in different languages.	2.84	.500	10	Agree
Total Mean	2.88			Agree

Table 6 summarizes the attitudes, means, and standard deviation in relation to the descriptive research of the requirements for developing the Tuna el-Gebel region in order for it to be listed as a world cultural heritage site. The total mean score (2.88) revealed nearly positive sentiments towards the Tuna el-Gebel region's development requirements. Furthermore, the highest mean was for "the possibility of integrating the region with its historical and cultural components and linking

it to a broader environment that contains other tourist components that contribute to diversifying the tourism product and refining the tourist experience for the visitor," with a value of 3.00 and a standard deviation of 0.000. Whereas, the lowest mean value was the availability of supportive policies to preserve and promote the sustainability of cultural heritage, with a low mean value of 2.62 and a standard deviation of 0.700

**Fifth Section: the obstacles facing the development of the Tuna el-Gebel region**

**Table 7: The obstacles facing the development of the Tuna el-Gebel region**

Variables	Mean	SD	Rank	Attitude
The relevant body does not routinely monitor and assess the status of cultural assets.	2.63	.603	6	Agree
Travel agents and tour operators do not pay enough attention or care to protect and preserve our historical heritage for future generations.	2.63	.487	5	Agree
Stakeholders have conflicting perspectives on the protection of cultural heritage.	2.37	.603	10	Agree
The development of sustainable tourism is not supported by the promotion of	2.81	.392	1	Agree

the area's cultural assets.				
The community lacks value or appreciation for cultural heritage.	2.19	.812	13	Neutral
The lack of tourist guides in the region in different languages.	2.00	.871	14	Neutral
Lack of tourist brochures and maps about the area.	2.19	.638	11	Neutral
Human cadres are not qualified to work in the region.	2.19	.730	12	Neutral
The low scientific and cultural level of the local population in the region	2.44	.708	9	Agree
Lack of specialized tourism programmes to visit the region.	2.71	.658	4	Agree
The region lacks sufficient engagement from the government, private enterprises, and the local community when it comes to formulating development plans.	2.76	.588	2	Agree
The complexity of administrative procedures for developing the region	2.62	.487	8	Agree
Weak budgets are allocated for the development of the region.	2.75	.562	3	Agree
Deficiencies in services and facilities provided to tourists.	2.63	.700	7	Agree
<b>Total Mean</b>	<b>2.49</b>			<b>Agree</b>

The mean and standard deviations of the development-related challenges faced by the Tuna el-Gebel region are shown in Table 7. They varied from (2.81 to 2.00) in comparison to the mean of all instruments (2.49). With a mean score of 2.81 and a standard deviation of

0.392, the statement "the development of sustainable tourism is not supported by the promotion of the area's cultural assets" came in top. The phrase "The lack of multilingual tourist guides in the area" came last (M = 2.00, SD = 0.871).

#### 4.2. Pearson Correlation analysis

**Table 8: the correlation between the requirements for developing the Tuna el-Gebel region and the characteristics of the Tuna El-Gebel area**

		The characteristics of the Tuna El-Gebel area
The requirements for developing the Tuna el-Gebel region	Pearson Correlation	.784**
	Sig. (2-tailed).	.000

The characteristics of the Tuna El-Gebel area to become a world cultural heritage site are significantly correlated with the requirements for developing the Tuna el-Gebel region in order for it to be listed as a world cultural heritage site, according to table 8 (R = .784, p

≤.01). This suggests that as the requirements for developing the Tuna el-Gebel region increase, the characteristics of the Tuna el-Gebel area to be qualified for the World Heritage Tentative List will also increase.

**Table 9: the correlation between the practices of Cultural Heritage conservation in Tuna El-Gebel area and the characteristics of the Tuna El-Gebel area**

		The characteristics of the Tuna El-Gebel area
The Practices of Cultural Heritage conservation in Tuna El-Gebel area	Pearson Correlation	.827**
	Sig. (2-tailed).	.000

According to Table 9, there is a significant relationship between the practices of cultural heritage conservation in the Tuna El-Gebel area and the characteristics of the Tuna El-Gebel area to become a world cultural heritage site (R = .827, p ≤ 0.0001),

which indicates that as the practices of cultural heritage conservation in the Tuna El-Gebel area increase, the characteristics of the Tuna El-Gebel area to become a world cultural heritage site also increase.

### 4.3. Regression analysis

**Table 10: Simple linear regression analysis**

	R	R Square	Beta	F	Sig.	Results
Impact of the requirements for developing the Tuna el-Gebel region on characteristics of the Tuna El-Gebel area to become a world cultural heritage site	0.784 <sup>a</sup>	0.615	0.784 <sup>a</sup>	3.525	0.000	Accepted
Impact of the practices of Cultural Heritage conservation in Tuna El-Gebel area on The characteristics of the Tuna El-Gebel area to become a world cultural heritage site	0.827 <sup>a</sup>	0.684	0.827 <sup>a</sup>	7.407	0.000	Accepted

From the results in Table 10, the requirements for developing the Tuna el-Gebel region have an effect on characteristics of the Tuna El-Gebel area to become a world cultural heritage site by 61.5%, and the practices of cultural heritage conservation in the Tuna El-Gebel area have an effect on characteristics of the Tuna El-Gebel area to become a world cultural heritage site by 68.4%.

#### **4.3 Management Plan Framework for the Archaeological Heritage Site in Tuna El-Gebel**

Heritage site management has been defined as the successful organization, development, and upkeep of cultural assets using interpersonal skills and management methods (UNESCO World Cultural Centre, 2012). Heritage management, according to Alberti and Jessica (2012), is based on the principles, techniques, and practices of conservation, rehabilitation, reconstruction, renovation, revitalization, and restoration. Heritage management systems aim to provide guidelines for site conservation and tourism. These procedures, for example, restrict unsustainable tourism activities and preserve resident rights to ensure the long-

term survival of the site and its resources (Ashworth & Stephen, 2011; Sakdiyakorn & Sivarak, 2016). This issue of heritage management is frequently debated, with an emphasis on building cultural assets for tourist purposes (Bianca & Siravo, 2005).

#### **4.3.1. Vision**

Maintain, showcase, and elucidate the Tuna El-Gebel Archaeological Heritage Site as a priceless cultural and historical location that blends in with the surroundings and the local population while being bolstered by tourism amenities and services.

#### **4.3.2. Aims of the Management Plan**

- Keep a record of the site's current condition.
- Preserve the historical archaeological sites.
- Remove any existing distortions and reshape the nearby buildings.
- Improve infrastructure and tourism/visitor amenities in accordance with the heritage pattern.
- Encourage studies and excavations.
- Encourage community involvement, education, and awareness.

4.3.3. The Action Plan/Strategies

Table11: The Proposed Action Plan

Aim	Activities	Responsible	Partners	Funding
Keep a record of the site's current condition.	Use high-level strategies to record the site in its current state.  After the conservation and restoration operations have been completed, record and document the place.	Supreme Council of Antiquities Ministry of Tourism and Antiquities The National Center for Documentation of Cultural and Natural Heritage (CultNat)	Academics Technicians Local community	International funded projects.
Preserve the historical archaeological sites	Maintain, restore, Reconstruct, and Rehabilitate	Supreme Council of Antiquities	ICCROM Academic researchers Engineers	National funding
Remove any existing distortions and reshape the nearby buildings.	Restoring the aesthetic values of neighboring urban structures and ensuring that they are in keeping with the style of the Archaeological Heritage Site.  Preventing the development of structures that contradict architectural traditions.	Ministry of Housing, Utilities, and Urban Communities National Organization for Urban Harmony	Local community Artists	Ministry of Housing, Utilities, and Urban Communities Fundraising activities
Improve infrastructure and tourism/visitor amenities in accordance with the heritage pattern.	Putting in place the required tourism infrastructure  Paths are cleaned, prepared, and signalized.	Ministry of Tourism and Antiquities Tourism Development Authority Ministry of Local Development Ministry Of Investment	Entrepreneurs Local community	Entrepreneurs Creative Industries Investors Tourist Agencies
Encourage studies and excavations	Determine archaeological potential of the site and its surrounds by conducting a thorough archaeological survey of the region, including the buffer zone and beyond.  Encourage academic institutions and research facilities to perform excavations and studies in the region.	Ministry of Tourism and Antiquities Minia University		
Encourage community involvement, education, and awareness.	Organize lectures and workshops to educate the public on the value of cultural heritage and strategies for preserving it.  Engage people of the community in the execution of initiatives and activities aimed at safeguarding their cultural heritage.	Ministry of Tourism and Antiquities Tourism Development Authority Ministry of Local Development Minia University	Academics, Professionals, Local community	Fundraising Activities Community initiatives



## 5. Summary and Conclusion

Based on the information discussed earlier, the research concludes that it is a good idea to develop the archaeological heritage site in Tuna El-Gebel and include it on the World Heritage Tentative List. Tuna el-Gebel was a burial site in El-Ashmunien in ancient times. The tomb of Petosiris is well-known because it has pictures that combine Greek and Egyptian styles, the decorations on the outside of the tomb show pictures of farming and workers, which are influenced by Greek culture. However, the designs on the chapel next to it, including the four pillars, are all based on Egyptian traditions. To protect the Archaeological Heritage Site in Tuna El-Gebel, the file candidature as a World Heritage Site must be completed in order to be added to UNESCO's tentative list of World Heritage. As a result, the authorities in charge should work on its rehabilitation with all available sustainable development and conservation strategies, which will have a significant influence on the areas economic, social, and tourism aspects.

The purpose of this research is to present a methodology for integrating the archaeological heritage site in Tuna El-Gebel, Minia Governorate, Egypt, into the potential World Heritage List. To achieve that, the research used different tests, and the following results were obtained:

- The results of the research showed that one of the most important characteristics of the Tuna El-Gebel area to become a world cultural heritage site is that the Tuna El-Gebel area has unique historical, archaeological, and heritage value, and the Tuna El-Gebel region has a prominent and unique collection of tombs, funeral homes, and burial crypts.

- The research indicates that the best practices for cultural heritage conservation in Tuna El-Gebel are based on studies conducted in the region.
- The results of the research indicated that the main requirement for developing the Tuna el-Gebel region is the possibility of integrating the region with its historical and cultural components and linking it to a broader environment that contains other tourist components that contribute to diversifying the tourism product and refining the tourist experience for the visitor.
- One of the main obstacles to the development of the Tuna el-Gebel region is the lack of support for the development of sustainable tourism through the promotion of the region's cultural assets.

## 6. Research Recommendations

1. The government should revitalize historical areas by re-employing them, particularly in Egypt, to provide a comprehensive strategy to historical region neighborhoods based on reality, societal conditions, and Egyptian history.
2. The nomination file should be clear and consistent in terms of its purpose, information, arguments, and conclusions. Some might consider the use of a consultant to write the nomination file as the fastest and simplest way to ensure the inclusion of the proposed property. This step may lead to good results if the expert has accurate knowledge about the world's heritage and the property concerned, but it is not a prerequisite for a good file.
3. The Ministry of Tourism and Antiques should involve the public in the design of heritage sites. More effective public engagement is required in Tuna El-Gebel

- to solve the concerns of cost, security, transparency, and cultural understanding.
4. In Egypt, urban planning and administration of heritage assets should be reorganized to take place at the municipal level, where stakeholder interests and power structures are most evenly distributed.
  5. The Ministry of tourism and Antiquities should assess the relationship between the heritage and tourism sectors, as well as the local communities, in Tuna El-Gebel, Minia Governorate, Egypt.
  6. The Ministry of Tourism and Antiques should establish a management system for the World Heritage Site based on a plan and with input from all relevant or accountable agencies and entities. Governmental and legal framework.
  7. The Ministry of Tourism and Antiques should create conservation and rehabilitation plan frameworks based on a clear description of the World Heritage Site and its protected area in order to maintain and develop heritage treasures while also revitalizing the physical, social, and economic environment.

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