

Revitalizing Tourism



Tourism industry in Egypt is considered one of the most diverse industries in the world. Egyptian history is varied, long and interesting. It involves numerous courtiers and many religions from all over the world, which facilitate for culture and religious tourism. Egyptian heritage is unique, rich and spread all over the country. On top of all that Egypt has pristine long beaches and wonderful weather all over the year. The location of Egypt in the heart of the world makes it a popular and quite easy to reach destination. Egyptian beaches and desert facilitate for adventure tourism such as scuba diving, sailing, and desert safari.

In
Egypt

There is no doubt that the tourism sector is extremely important and vital to the Egyptian economy. According to the reports of the ministry of tourism, there are more than 6,000 companies in the tourism industry with an investment of more than US\$ 26 billion (in 2013). Tourism sector is the most privatized in the Egyptian economy (73% of the investment is private), this is why it is the target for the foreign direct investment, FDI. After 2011 revolution, the tourism industry has badly hit, and left the industry in crisis. Tourism industry in Egypt provides 12.6% of direct and indirect jobs, 11.3% of Gross Domestic Product, GDP and 9% of foreign currency receipts in the financial year 2013/2014

Egyptian government is targeting to double the tourism sector in size by financial year 2017/2018, and to redouble it by 2020. To achieve this, it requires a successful implementation of a clear strategy, which includes the following

- Development of existing tourism sectors
- Development of new tourism sectors
- Advancing quality control system
- Building capacity and infrastructure
- Building public support
- Implementing a comprehensive sustainability strategy to serve future generations

Acclaiming urban/architecture's role towards community and the development of our beloved country, and from our accountability, obligation and responsibility towards Egypt we are introducing the problem to graduating students. First to realize and document the aspects of a serious national problem and second to be obliged to carry the responsibility of creating a better homeland through good practice as architects and urban designers.

The Process

Essential information and fundamental studies

Students were asked to work in groups to study the mechanism of tourism industry in general and specially in Egypt. Targeting solid and reliable information about the following:

- Types of tourism
- The green and responsible tourism
- Local problems
- Potential
- Threats and limitations

In parallel and on an individual bases, students critically study the architecture/urban international design project to improve tourism and decide what type of project they want to peruse in this context.

Project space program and site selection

Every individual student proposes a project. Preparing a space program for every individual project requires utilizing the information and the findings of the first stage. The outcome of this stage will be materialized in a specific space program, which reflects an individual vision towards **Revitalizing Tourism with a Responsible Approach**. Site for the proposed project will be selected/chosen in this stage.

Architecture, context and the community

The architecture developed should help in revitalizing tourism in Egypt celebrate in terms of **program, function and expression**. It must benefit from the **site and community potentials** and seek **innovative, realistic solutions**. Architecture solutions should reveal awareness to the **limitations and the threats of the context**. The architecture produced should reflect the student's knowledge and capabilities gained over the years of their studies.

