

Management the Elements of Heritage Tourism in Egypt" Backstage Tourism" Applied on Alexandria.

English Summary

The cultural and religious differences in the world have the greatest impact on the emergence of areas of historical authenticity and personal architectural excellence, and in this vein focused on the development of most countries of the world heritage areas, historic and belief in the historical continuum, there are now a worldwide trend to preserve the prevailing values of those historical roots, through the protection and preservation of monuments and historic areas of deterioration and decline, and restoration of what can be restored, and work on the physical development of these areas in order to preserve the cultural heritage to inform the society on the one hand and the importance of preserving the scene of important historical events and the future on the other hand.

From this premise, we find that the various efforts at the international level to preserve the historic buildings and buildings of architectural and heritage value has been extended to include the entire regions of the development, rehabilitation and functional again, and this trend has been, until recently, is to focus attention on the concrete part of the historic areas of only buildings of archaeological, or the same effect without taking into account the other components of the site and the biosphere, and which gives the overall impression the place, and highlight the interaction with the community at the destruction and limited. This study aims to the following: First, through theoretical approach: It is to shed light on the nature of programs and projects in the area of the conservation value and cultural heritage in developing countries where the challenge and exceeded coincide huge amount of needs and aspirations with the weakness and lack of economic potential, and with our many areas of value, which was and remains the focus of many projects and programs of conservation and development, and that success depended on the full awareness of the considerations and the various dimensions of both the physical, and economical.

Second, During the field study: the presentation of some of the experiences that took place in the city of Alexandria and the extent of their contribution to the development of the city, with a discussion of the positive and negative aspects in the evaluation of these tests. Which, for example, the area of KAIT BAY, and MANSHYA square these sites have been chosen because its consider the most important elements of tourism attraction in Alex and need our care.

Key Words: Heritage Areas, Conservation Value, Cultural Tourism and Integrated Tourism Development.