البحث الأول _ مشترك عنوان البحث

Inclusive Management Aspects of Saqqara Heritage Site in Egypt

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Abstract

Traditional management approaches of commonly used in managing cultural heritage tourism sites have tended to be top-down. Depending on Inclusive Management Theory, they need to be replaced by more sustainable methods for the management of heritage sites which are inclusive and cover three aspects: participation, partnership and cooperation. Stakeholder participation in both decision making and planning and in the economic and social benefits of tourism should be considered. Partnership between private, public and non-profit sectors should be a major aim of managing any cultural heritage site. Moreover, cross-border cooperation between autonomous political entities should be achieved. The literature review culminates in a conceptual framework that reflects those three aspects.

This paper evaluates management approaches at a world-famous cultural heritage site in Egypt, Saqqara, which bears unique heritage assets and is considered one of the most important heritage sites in the country. It is an immense necropolis of ancient Egypt that located south of Cairo and west of the ancient city of Memphis. It was used as a burial ground for thousands of years. The paper also investigates whether managers of Saqqara site use Inclusive Management Theory aspects in order to understand the power play between stakeholders involved in their planning and development, the ways in which various stakeholders can be more involved in tourism planning and heritage conservation and management.

The research uses grounded theory methodology through the application of Inclusive Management Theory. Data collection involves document analysis of literature on IM theory, direct observation conducted by a group of expert managers of other heritage sites, interviews with Saqqara managerial level, and interviews with Saqqara inspectors. The results reveal strengths and weaknesses in the management approach of Saqqara heritage site. The paper concludes that management approaches used in Saqqara hardly adopt inclusive management aspects of heritage sites. It is recommended that management of Saqqara should focus on procedures and activities that cover the three aspects of inclusive management of heritage sites to be more effective.

Key Words: Cultural Heritage Site (CHS), Inclusive Management (IM), Participation, Saqqara, and Traditional Management.