

## **TOWARDS A BETTER QUALITY OF LIFE, PROPOSING A PROTOTYPE MODEL OF SUBSTITUTE ACCOMMODATION FACILITIES AT GAMALYAH IN CAIRO.**

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### **ABSTRACT**

Egypt has always been a tourist destination that depends on cultural tourism. Hotels were first launched in Egypt to cater for these types of tourists. Monuments of past civilizations were always attractions of cultural tourists from around the world. However, aside from these cultural landmarks, other Egyptian cultural features were neglected. Around Egypt, many destinations of historic and cultural themes are scattered. Many examples can be recalled in this scope in Fayoum and Cairo. One of the most prominent of these locations is at Gamalyah and its surrounding area that represents Fatimid Egypt. Likewise, in Europe, many locations are found. However, these locations are well maintained, restored and developed so as to accommodate B&B facilities. Every day, hundreds of thousands of tourists decide to choose B&B accommodations in favor of traditional hotel facilities (Gutting et al. 2017). Airbnb, one of the most famous operators that runs and manages these types of accommodations, reported that its capital investment has reached 450 million US\$ in 2017. Many researchers also investigated the Airbnb model, the motivations of buyers as well as other related topics. This research is focused on adopting a prototype Egyptian customized model of B&B taking advantage of cultural and historic districts in Cairo, i.e., Gamalyah. The customized model takes into consideration the cultural values differences, the financial constraints for such types of

accommodation and the change of values needed for collaborative economy concept development can permit for better quality of life for inhabitants in this area, using urban design among other frames to achieve the desired changes.

**KEYWORDS:** Sustainable development, Unique urban design, Micro job-activities, Integrated Tourism, Local policies making, B&B accommodation

## **INTRODUCTION**

Sustainable tourism is planning ahead, and in its purest sense, sustainable tourism is an industry committed to making a low impact on the natural environment and local culture, while helping to generate income and employment for locals. Global economists forecast continuing international tourism growth, ranging between three and six percent annually, depending on the location. As one of the world's largest and fastest growing industries, this continuous growth will place great stress on remaining biologically diverse habitats and indigenous cultures, which are often used to support mass tourism. Tourists who promote and practice sustainable tourism are sensitive to these dangers and seek to protect tourist destinations, and to protect tourism as an industry. (Kasim A. 2004).

**Integrated Relational Tourism (IRT):** Integrated Relational Tourism is a kind of tourism that stresses encounter and sharing, where the tourist experience consists of fostering customized contact of guests with the local hosting community by making visitors participate in the tasks, customs and way of life of the local community. (Naselli F. & Ruggeri G. 2007; Ruggeri G. 2010)

**Social Responsibility:** Corporate social responsibility encompasses a wide variety of business practices. Through the available information, two constructs for the degree of CSR of each hotel establishment are built. Both constructs include data regarding social aspects of a firm's activities, and other related to HR practices of the firm. These include aspects such as whether the firm has participated or has financed some social, environmental or cultural projects; whether the firm has some code of conduct in the area of corruption and bribery, or with regard to sex tourism; and whether the hotel has infrastructures for disabled people and others. (Fernandez & Santaló 2010).

B&B accommodations are very popular in Europe. To list, there are thirteen Mediterranean countries, which are: eight European countries or regions (Euro) five north-Africa or middle east countries (MENA regions) had participated in launching many IRT (Naselli F. 2012 a/b) and B&B projects around Europe and Mediterranean countries. There projects are in Italy, Spain and Greece (MENA, 2013). However, no initiatives of the same kind were seen in the North African Mediterranean countries so far.

## **HISTORY OF GAMALYAH**

Cairo has a complex history of domination that followed over the centuries, from 969 AC, when Gwadar traces the path of a quadrangular which were then built the walls of Cairo, until the arrival in 1798 of Napoleon's troops, Cairo is located in a particular area that draws in the Nile region in Egypt. The city is located in the place where the river, the primary element of communication, separating fans from the Valley and giving rise to the Delta. The city is the junction between three landscapes: the desert that covers the western two thirds of the surface, formed by the sandy expanse; the eastern, more rock, formed by mountains and hills sloping up to the Red Sea, and the fertile ground. The first is the urban core Fustat, word of Greek origin that means in Egyptian camp surrounded by a moat, and dates back the military camp Caliphs in 640 AD, used to lay siege to the ancient fortress of Babylon, Egypt, built by the Romans the place where the slaves deported from Babylon, had allocated. The fortress, during the siege, was a settlement and Greek, his conquest meant for Arabs the opportunity to create a strategic base for expansion throughout North Africa.

The form of the camp set up was very similar to the roman era and was ruled by general 'Amr ibn al-'As which has built in 642 A.D., the mosque named first Muslim place of worship on the territory of Africa. Around the mosque, as in the traditional conception of the matrix territory, expanded the settlements, which was divided into sectors, khitta, in which it settled about fifty tribes, reflecting social organization that was available from the center, consisting of the mosque, to the sides in a rigid schedule. The mosque of 'Amr had a fourfold importance because it did not represent only the center of worship but also performed duties of defense, justice and social aggregation. The new settlement had incorporated the remains of Babylon, which was inhabited by Coptic elite of officials and was preparing to become, for many centuries, joined later by the al-Qahira, the most important report and trade across the region.

At the Omayyad dynasty (661-750) followed that of Abbasids who, after having besieged Fustat, entered the north of the site, providing it with a new mosque, a palace headquarters of the government, and a market. This site took the name of Al-Askar and his move away from the previous wording was not grounds for expansion of the city but met a phenomenon typical of the history of the Muslim world, called "dynastic urbanism". This attitude was confirmed in the subsequent reign of Ibn Tulun (868 AD), the most famous Abbasid

governor, which used the premises earlier, but used a place already occupied by the graves of a Jew and a Christian cemetery in a strategic position at the foot of the hills Muqattam. Again, the territory was divided into lots and the mosque was built by Ibn Tulun became the center of social life. The name of the new site was al-Qata'i and inside, over the mosque, built a new royal palace, a major commercial avenue that linked these new places.

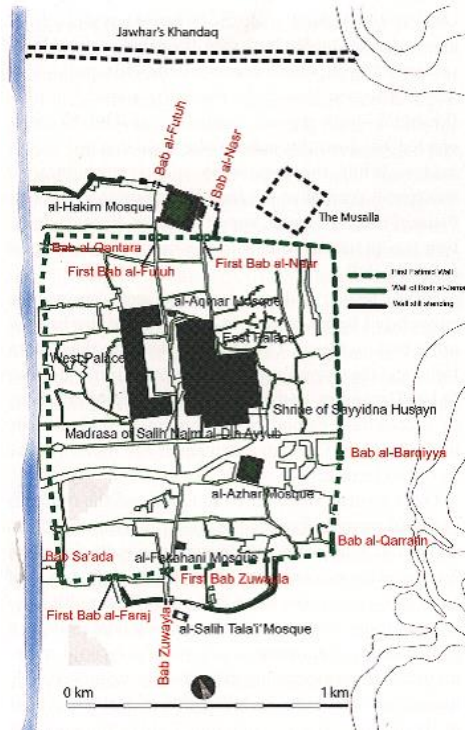


Figure 1: The area of Gamalyah (by the authors)

## AREA'S INFRASTRUCTURES

Although the area has an extensive network of services covering water supply, electricity and drainage to nearly all premises, these networks are overloaded and in need of maintenance.

In particular, the trunk sewer along the Sharia Port Said, acting as the principal collector for the area, is critically overloaded, creating a back flow which affects at least half the study area.

## **Water**

There is a General Organization responsible for the provision of potable water in the city. In general terms, the water distribution network reaches all buildings. In many buildings one tap serves a whole building and in others there is an extensive internal distribution system providing outlets to all individual dwellings. Accurate information on the extent of the network in the old city is hard to find and indeed may not exist.

However, the condition of this distribution network is poor, much of it requiring renewal and giving rise to very high losses in distribution.

## **Sewerage**

There is a General Organization responsible for sewerage systems in the old city which consists of drains and collecting sewers, connected to the Cairo main sewerage and wastewater system.

There are problems arising from the condition and capacity of this system which result in back flowing sewage being a recurring feature of many parts of Old Cairo. This is offensive to the senses, a danger to health and a factor in the deterioration of buildings.

## **Solid Waste**

Disposal in the old city is undertaken by private company operations collecting rubbish from places for a charge or fee and gaining further charge from the disposal of re-useable material for which there is a market but its effectiveness in the old city is diminishing for the following reasons:

- a) The amount of rubbish is increasing, and its potential value is declining.
- b) Overcrowding and the narrow streets in the streets is making the task difficult.
- c) There is confusion of responsibility in that the company collects the rubbish from the open spaces and market areas with easy accesses but not from buildings.

## **Roads**

Traffic is concentrated on a small number of streets. The density picture based on observations and not on surveys indicates that peak traffic density occurs at the following locations:

- a) Shari Al-Azhar.
- b) El Mashhad El Husseiny

- c) The old market areas.
- d) Some streets as el moa'az was re-planned to prevent the access of vehicles

### Urban Fabric

The urban texture of the study area is a homogeneous one, characterized by tight busy streets with continuous development, mostly of even height. Over these busy streets hover the much larger scale buildings of mosques with their towers and minarets. Certain buildings and spaces are so massive that they stand out as separate entities from the general texture of the study area.

These include:

- a) The al Hakim Mosque and the open area used for the garlic market inside the Bab al Futuh
- b) The al Azhar Mosque and its large open square
- c) Bab Zuweila Strong routes within this tight, 'urban grain make connecting links through the area and are intensively used, thus providing a clear differentiation from the mass of local streets. The most dominant route for pedestrians is the north/south spine running through the study area, from Bab al Futuh to the Mosque Zuweila, reflecting its historic development. There is a temporary brake in the continuity of the route as a result of the Sharia al- Azhar and the subsequent footbridge provided to separate vehicular traffic for pedestrians.

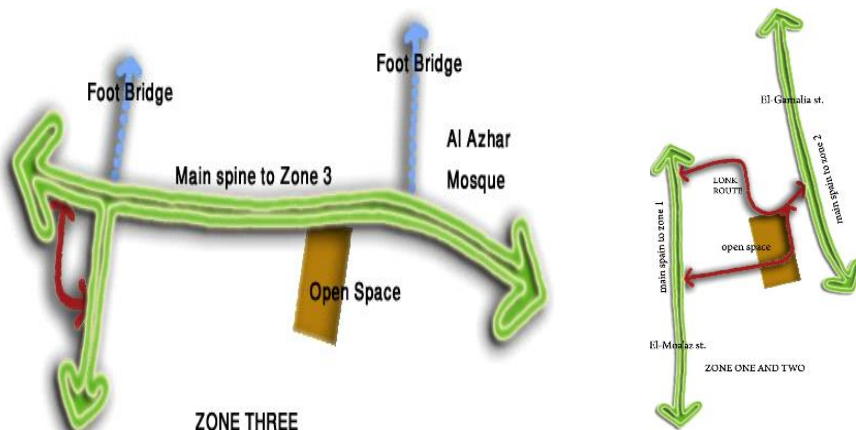


Figure 2, 3: The main circulation flows in the area (by the authors)

This route has the greater concentration of activities from the Street of the Tent Makers to the Bab al Futuh. There are also two sub-

routes, which in addition to vehicular traffic carry large numbers of pedestrians: one runs parallel to the main north/south spine from Bab al Nasr along the Sharia al Gamalyah and the other leads from Bab al Zuweila to the district of the Citadel.

## **LOCATION MONUMENT ANALYSIS**

Zone one centered on Sharia al –Moa’az Le-Din Allah covers the heart of Fatimid Cairo and is the site of the former Fatimid palaces, which were replaced by other major buildings during the Ayubid and Mameluk periods. Historically the zone demonstrates the development of the typical madrasa-mosque with attached mausoleum of the founder. Major public buildings and commercial structures prevail, with shop fronts often obstructing the view of important monuments. Due to the vicinity of Khan al-Khalili and the Sharia al-Azhar, this zone is the most frequented tourist area and, with its unique architectural heritage, represents a “showcase” of Islamic Cairo.

Zone two centered on Al-Gamalyah Street represents one of the finest and most homogeneous street scenes of the old city. It includes fine wakallas and sabil-kuttabs on the north-south spine of Fatimid Cairo, leading from Bab al-Nasr to the holy place of Hussein. The street is also a sub center for the adjacent housing districts, which are accessible through the many lanes branching off from the spine.

Zones one and two are interlinked by narrow streets as well as a number of individual and small groups-of historic buildings. Of particular significance is the Midan Beit El-Qadi, which acts as a strong link between the two zones.

Zone Three centered on the Ghouriya contains the buildings of the Mameluk Sultan al-Ghoury and a series of traditional squares. These originally extended from the Muski street South wards until the Mu’ayyad-complex and were cut by the Al-Azhar Street. To the east Al-Azhar mosque is adjacent to this zone, both a major tourist attraction and an important religious center

## **RESEARCH METHODS:**

### **5.1 target group and Sample:**

The target group of this study consists of private dwellings owners who are interested in tourism activities in Gamalyah. In this research, Egyptian tour guides and tour operators are also included in this sample.

### **5.2 Research Design:**



### 5.2.1 Secondary Sources.

This part aims to investigate the study model by developing the theoretical framework that will be used to guide the current research, to determine variables that will be measured, data collection tools of his research and statistical relationships that may exist between those variables. The following sources will be used in the theoretical study: books, magazines periodicals, Previous researches as well as internet websites.

### 5.2.2 Primary Sources:

This part aims, to verify and administer the data collection tools of the study, the participants as well as collecting necessary primary and secondary data.

## RESULTS AND DISCUSSION

Based on survey monkey and online sample size assessing software, a sample size of 310 was decided according to population size of both categories investigated, i.e., private dwellings owners and tour operators and guides. A questionnaire form of four questions highlighting both perception and utilization was distributed in personal interviews.

Eventually 100% of the forms were valid for analysis. Reliability and validity tests were run, and all questions included were tested using Alpha Cronbach test on SPSS version 20. The general reliability and validity of the questionnaire form was 0.882 which is higher than 0.7 accepted by Palent (2014). This value also refers to high reliability and validity.

Table 1: Demographic data of private dwellings owners/ tour operators and guides interviewees

	Operators	owners	
	100%	100%	
			Age
< 30	45.10%	48.80%	
31-50 years	51.60%	48.00%	
>50	3.30%	03.20%	

Table 2: Owners perception and utilization of Air BNB

<b>Chi-Sq.</b>	<b>%</b>	<b>Freq.</b>	I'm willing to use my private dwelling in air BNB.
*0.000	14.5	45	Strongly Disagree
	24.2	75	Disagree
	3.2	10	Neither Agree Nor Disagree
	33.2	103	Agree
	24.8	77	Strongly Agree
	100.0	310	Total
<b>Chi-Sq.</b>	<b>%</b>	<b>Freq.</b>	Air BNB can attract lots of lucrative business to me
*0.000	17.4	54	Strongly Disagree
	18.1	56	Disagree
	9.7	30	Neither Agree Nor Disagree
	31.3	97	Agree
	23.5	73	Strongly Agree
	100.0	310	Total
<b>Chi-Sq.</b>	<b>%</b>	<b>Freq.</b>	The architectural and cultural features, surroundings and locality support Air BNB activities.
*0.000	10.0	31	Strongly Disagree
	11.0	34	Disagree
	13.9	43	Neither Agree Nor Disagree
	39.0	121	Agree
	26.1	81	Strongly Agree
	100.0	310	Total
<b>Chi-Sq.</b>	<b>%</b>	<b>Freq.</b>	I already get business from tour operators and tour guides who involve my place within their tour itinerary
*0.000	13.2	41	Strongly Disagree
	12.3	38	Disagree
	11.3	35	Neither Agree Nor Disagree
	26.5	82	Agree
	36.8	114	Strongly Agree
	100.0	310	Total

Table 3: Tour operators and guides perception and utilization of Air BNB

<b>Chi-Sq.</b>	<b>%</b>	<b>Freq.</b>	I'm willing to recommend private dwelling in air BNB.
*0.000	14.8	46	Strongly Disagree
	24.5	76	Disagree
	2.5	8	Neither Agree Nor Disagree
	32.2	100	Agree
	24.8	80	Strongly Agree
	100.0	310	Total
<b>Chi-Sq.</b>	<b>%</b>	<b>Freq.</b>	Air BNB can attract lots of lucrative business generally
*0.000	18.1	56	Strongly Disagree
	17.4	54	Disagree
	10.6	33	Neither Agree Nor Disagree
	30.0	93	Agree
	23.8	74	Strongly Agree
	100.0	310	Total
<b>Chi-Sq.</b>	<b>%</b>	<b>Freq.</b>	The architectural and cultural features, surroundings and locality of private dwellings in Gamaleyah support Air BNB activities.
*0.000	9.3.0	29	Strongly Disagree
	11.6	36	Disagree
	13.8	43	Neither Agree Nor Disagree
	36.1	112	Agree
	29.0	90	Strongly Agree
	100.0	310	Total
<b>Chi-Sq.</b>		<b>Freq.</b>	I already send business and include Gamaleyah private dwellings within the tour itinerary.
*0.000	11.2	35	Strongly Disagree
	14.1	44	Disagree
	11.2	35	Neither Agree Nor Disagree
	29.0	90	Agree
	34.1	106	Strongly Agree
	100.0	310	Total

From private owners' points of view, it is obviously 58% of the owners's sample are willing to use their dwellings inAir BNB activities. Almost 55% of them believe that Air BNB can attract and may generate lucrative business for them, Around two thirds of the sample believe that architectural and cultural features of their places and their surroundings encourages the hosting of Air BNB guests and 63% already receive business from tour operators and guides who include their private dwellings within their tours itineraries. The results of Chi-Square test show high significance (0.000) for all questions included.

Table 4: Correlation between perception and utilization of Gamalyah Private dwellings within global Air BNB system.

P value	Owners Perception	Tour guides and operators Perception	
	45	46	Strongly disagree
	75	76	Disagree
	10	8	Neither agree nor disagree
	103	100	Agree
	77	80	Strongly agree
0.938929	310	310	
P value	Owners Usage	Tour operators and guides Usage	
	41	35	Strongly disagree
	38	44	Disagree
	35	35	Neither agree nor disagree
	82	90	Agree
	114	106	Strongly agree
0.860432	310	310	Total

From tour operators and guides point of view it can be concluded that 57% are willing to recommend private dwellings of Gamaleyah to gusts to stay in, almost 54% see that Air BNB is a lucrative business and can drive good business opportunities,65.1% or around two thirds of the sample prize the architectural and cultural atmosphere of Gamaleyah private dwellings and see that it support hosting guests of

Air BNB and 63.1% stated they already send business to and include private dwellings of Gamaleyah in their tour itineraries. The results of Chi-Square test show high significance (0.000) for all questions included.

Correlating the previous results pointed out some new findings. First is that there is a high correlation between owners of private dwellings and tour operators and guides in reference to perception on these dwellings and suitability for Air BNB business. A positive correlation was shown ( $p=0.938$ ) meaning that both agreed at 94% on this suitability as they perceived it. (see table 4).

This finding looks to be within the normal course of action, however, the correlation between actual usage and utilization of these dwellings among owners and tour operators and guides is shown to be ( $p= 0.860$ ) meaning that 86% of them are already using these dwellings to accommodate guest despite the fact that they are not enrolled formally within Air BNB booking system. The high correlation on both perception and utilization indicates the high feasibility and readiness of Gamalyeha dwellings to be in use by Air BNB global system.

## **PROPOSED MODEL**

The Venice model for B&B will be developed to use on the model of Malik and Cerlos (2012). The new model adopted takes into consideration the following complements:

- 6.1 Marketing (T.A.) site
- 6.2 Finance (Investment)
- 6.3 Culture exchange (Guide and Member Criteria)
- 6.4 Hospitality (Hotels and Subsystems)
- 6.5 Governmental Contribution (MOT) legislations
- 6.7 Social Contribution (Labor, Social Responsibilities)
- 6.8 Urban design fit of location.

## **CONCLUSIONS**

El-Moaz Street has considered one of the key tourist attractions of the city. It contains a great promenade that is lined restaurants, shops, cafes, bazars and streetscape amenities. Nowadays it is classified one of the most livable streets in Old Cairo. Table 1 summarizes the principles implemented in this example to achieve a successful sustainable street

Table 5: the principles implemented in the EL-MOAZ STREET example (by the authors)

PRINCIPLES	EL-MOAZ STREET
Diversity and Choice	5
Comfort and Streetscape	4
Safety	3
Liveliness	5
Environmental Quality	4
Economic Vitality	<u>5</u>
Total Evaluation of sustainable street (Maximum points 30)	26

POOR (2) GOOD (3) VERY GOOD (4) EXCELLENT (5)

### **RECOMMENDATIONS**

1. Upgrade the level of services, facilities and infrastructure, improve the living conditions and give a better picture of the population.
2. Use renewable energy and more sustainable street furniture.
3. Create more paths to maintain effective communication.
4. El-Moaz Street needs many activities and uses compatible with the level of social, economic and directed towards activities with economic value that is useful to the residents compatible with the character, such as traditional (copper work - the work of fabric).
5. El-Moaz Street needs service consistent with the character of the street represented in the communication centers, hotels and restaurants to serve tourists and visitors.
6. Promote heritage tourism and Egyptian heritage areas locally, regionally and internationally through fliers and informative tourist.
7. Establish a link in-between the two parts of the street to make communication between them.
8. Manage the activities and uses non-compatible with the heritage character of the area.
9. Regenerate the slums surrounding the area.
10. Develop the surrounding area to support the pedestrian tourism and business activities especially Eldarb Elahmar, to occur an increase in economic returns to the country.

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