



شبكة المعلومات الجامعية
التوثيق الإلكتروني والميكروفيلم

بسم الله الرحمن الرحيم



MONA MAGHRABY



شبكة المعلومات الجامعية
التوثيق الإلكتروني والميكروفيلم



شبكة المعلومات الجامعية التوثيق الإلكتروني والميكروفيلم



MONA MAGHRABY



شبكة المعلومات الجامعية
التوثيق الإلكتروني والميكروفيلم

جامعة عين شمس

التوثيق الإلكتروني والميكروفيلم

قسم

نقسم بالله العظيم أن المادة التي تم توثيقها وتسجيلها
علي هذه الأقراص المدمجة قد أعدت دون أية تغيرات



يجب أن

تحفظ هذه الأقراص المدمجة بعيدا عن الغبار



MONA MAGHRABY



Cairo University

ARCHITECTURE AND TOURISM: USING ARCHITECTURE AS MEANS OF PROMOTING TOURISM AND PRESERVATION OF CULTURAL IDENTITY

By

Yomna Ahmed Bahgat Abdellatif Shahin

A Thesis Submitted to the
Faculty of Engineering at Cairo University
in Partial Fulfillment of the
Requirements for the Degree of

**MASTER OF SCIENCE
in
Architectural Engineering**

FACULTY OF ENGINEERING, CAIRO UNIVERSITY
GIZA, EGYPT
2020

**ARCHITECTURE AND TOURISM: USING
ARCHITECTURE AS MEANS OF PROMOTING
TOURISM AND PRESERVATION OF CULTURAL
IDENTITY**

By

Yomna Ahmed Bahgat Abdellatif Shahin

A Thesis Submitted to the
Faculty of Engineering at Cairo University
in Partial Fulfillment of the
Requirements for the Degree of

**MASTER OF SCIENCE
in
Architectural Engineering**

Under the Supervision of

Prof. Dr. Hisham Sherif Gabr

Prof. Dr. Ahmed Mohamed Shalaby

.....
Professor of Architecture

Department of Architectural Engineering
Faculty of Engineering, Cairo University

.....
Professor of Architecture & Urban
Development

Department of Architectural Engineering
Faculty of Engineering, Cairo University

FACULTY OF ENGINEERING, CAIRO UNIVERSITY
GIZA, EGYPT
2020

**ARCHITECTURE AND TOURISM: USING
ARCHITECTURE AS MEANS OF PROMOTING
TOURISM AND PRESERVATION OF CULTURAL
IDENTITY**

By

Yomna Ahmed Bahgat Abdellatif Shahin

A Thesis Submitted to the
Faculty of Engineering at Cairo University
in Partial Fulfillment of the
Requirements for the Degree of

**MASTER OF SCIENCE
in
Architectural Engineering**

Approved by the Examining Committee

Prof. Dr. Hisham Sherif Gabr,

Thesis Main Advisor

Prof. Dr. Ahmed Mohamed Shalaby,

Advisor

Prof. Dr. Aly Hatem Gabr,

Internal Examiner

Prof. Dr. Basil Ahmed Ibrahim Kamel,

External Examiner

- Prof. of Architecture at AUC University

FACULTY OF ENGINEERING, CAIRO UNIVERSITY
GIZA, EGYPT
2020

Engineer's Name: Yomna Ahmed Bahgat
Abdellatif Shahin

Date of Birth: 29/11/1991
Nationality: Egyptian
E-mail: yomna.bahgat@gmail.com
Phone: 0100 1430255
Address: 184A El Yasmine Green Land
Registration Date: 1/3/2014
Awarding Date:/.....
Degree: Master of Science
Department: Architectural Engineering



Supervisors:

Prof. Dr. Hisham Sherif Gabr
Prof. Dr. Ahmed Mohamed Shalaby

Examiners:

Prof.Dr. Hisham Sherif Gabr (Thesis main advisor)
Prof. Dr. Ahmed Mohamed Shalaby (Advisor)
Prof. Dr. Aly Hatem Gabr (Internal examiner)
Prof. Dr. Dr. Basil Ahmed Ibrahim Kamel
(External examiner)
-Professor of architecture at the AUC

Title of Thesis:

ARCHITECTURE AND TOURISM: USING ARCHITECTURE AS MEANS OF PROMOTING TOURISM AND PRESERVATION OF CULTURAL IDENTITY

Key Words:
Architourism; Contemporary; Culture; Branding

Summary:

The study examines the role of contemporary architecture and its image in adding value to the heritage / cultural tourism aiming to help revitalize Egypt's tourism. This is explored through relevant literature reviews as well as questionnaire surveys. Questionnaires surveys conducted, through practical work, on a sample of expert panels, junior architects and community dwellers revealed that people were attracted to the locally flavored contemporary and traditional architecture rather than to the architecture which has no local flavor of its set country.

DISCLAIMER

I hereby declare that this thesis is my own original. I further declare that I have appropriately acknowledged all sources used and have cited them in the references section.

Name: Yomna Ahmed Bahgat Abdellatif Shahin

Date:

Signature:

DEDICATION

I dedicate this work to my beloved family, my father, mother and brother, for their continuous support and encouragement to complete this work. I would also like to give special dedication to my dear late grandmother for the love she gave us all. May Allah rest her soul in peace.

ACKNOWLEDGMENTS

First and foremost, thanks to Allah, to whom I relate any success in achieving any work in my life. I would like to express my deep gratitude to Prof. Dr. Hisham Sherif Gabr, Professor of Architecture - Cairo University for giving me the honor to supervise this thesis, his continuous guidance, meticulous supervision and tremendous enthusiasm. He did not spare any effort to read every word in this work. I wish to extend my deepest appreciation to Prof. Dr. Ahmed Mohamed Shalaby, Professor of Architecture & Urban Design - Cairo University, for his faithful help, support and encouragement during this work. Last but of course, not least, I would like to express my deep thanks to all who participated in this research to make it come to reality. I give my sincere thanks to you all.

TABLE OF CONTENTS

DISCLAIMER	I
DEDICATION	II
ACKNOWLEDGMENTS.....	III
TABLE OF CONTENTS	IV
LIST OF TABLES.....	IX
LIST OF FIGURES.....	X
NOMENCLATURE	XIII
ABSTRACT	XIV
CHAPTER 1 INTRODUCTION.....	15
1.1. OVERVIEW	15
1.2. PROBLEM STATEMENT & RESEARCH SCOPE	16
1.3. RESEARCH QUESTION	16
1.4. RESEARCH HYPOTHESIS.....	16
1.5. RESEARCH AIM AND OBJECTIVES	16
1.6. BACKGROUND AND RATIONALE	17
1.6.1. Architectural aspects in regards to culture	17
1.6.2. Globalization and tourism.....	17
1.6.3. Some architectural aspects in regards to tourism.....	18
1.7. THESIS FRAMEWORK	19
1.7.1. Phase I:.....	19
1.7.2. Phase II:	19
1.8. CHAPTERS ORGANIZATION SUMMARY	21
CHAPTER 2 LITERATURE REVIEW	24
2.1. INTRODUCTION.....	24
2.2. TOURISM CONCEPT IN RELATION TO ARCHITECTURE	24
2.2.1. Definition of Tourism	24
2.2.2. The touristic destination dimensions	25
2.2.3. Tourist destination model	25
2.2.4. Updates in tourism trends	26
2.3. CULTURAL TOURISM	30
2.3.1. Defining the term ‘cultural tourism’	30
2.3.2. The Cultural/Heritage Tourism Travelers: A Snapshot	30
2.3.3. Culture as a Travel Motivator	31
2.3.4. Cultural Tourism Benefits.....	33
2.4. MODERN ARCHITECTURE AND TOURISM.....	33
2.4.1. A tool in tourism while preserving the cultural identity	34

2.4.2.	Architourism	34
2.4.3.	Contemporary Architecture	35
2.4.4.	The movement of Contemporary Architecture	35
2.4.5.	Contemporary Architecture and Tourism Promotion	35
2.4.6.	Contemporary Architecture as a Temporary Event	36
2.5.	BRANDING IN ARCHITECTURE AS RELATED TO TOURISM	39
2.5.1.	Branding concept in Architecture:	39
2.5.2.	Triangular interrelationships between the city, image & the society	39
2.5.3.	Importance of tourists to city branding/re-branding	40
2.5.4.	Lessons for city branders	41
2.6.	VISUAL COMMUNICATION AND DESTINATION MARKETING IN REVITALIZING TOURISM	42
2.6.1.	Touristic Gaze and the media effect	43
2.6.2.	Carriers of the city image.....	44
2.6.3.	Destination marketing.....	45
2.7.	CONCLUDING SUMMARY	46

CHAPTER 3 THE USE OF CONTEMPORARY ARCHITECTURE AS A TOURIST ATTRACTION47

3.1.	INTRODUCTION.....	47
3.2.	CASE STUDIES PARAMETERS CHOICE.....	48
3.3.	CASE STUDIES -SPAIN	48
3.3.1.	Case I: Guggenheim Museum	49
3.3.2.	Case II: Torre Agbar	50
3.4.	CASE STUDIES -ITALY (MILAN)	50
3.4.1.	Case I: Galleria Vittorio Emanuele.....	51
3.4.2.	Case II: Torre Velasca	52
3.4.3.	Case III: Fondazione Prada	53
3.4.4.	Case IV: La Torre Arcobaleno	54
3.4.5.	Case V: UniCredit Tower	55
3.4.6.	Case VI: Bosco Verticale.....	56
3.5.	CASE STUDIES - UAE.....	57
3.5.1.	Case Study I: Burj Al Arab.....	57
3.5.2.	Case II: Burj Khalifa.....	58
3.6.	CASE STUDIES - FRANCE	59
3.6.1.	Case I: Pompidou Centre	59
3.6.2.	Case II: Louvre	60
3.7.	CASE STUDY ON MODERN BUILDINGS INSPIRED BY THE SHAPE OF THE PYRAMIDS OF EGYPT	61
3.7.1.	The Rock 'n Roll Hall of Fame, Cleveland, Ohio	61
3.7.2.	Luxor Las Vegas, Las Vegas, Nevada	62
3.7.3.	Future Eco-pyramid	63
3.8.	ADVERTISING & BRANDING IN ARCHITECTURE FOR TOURISM PROMOTION CASE STUDIES.....	64
3.8.1.	The tourist gaze on Barcelona.....	64
3.8.2.	Singapore City	66

3.9.	SITUATION ANALYSIS IN EGYPT	69
3.9.1.	Egypt's Place in the World regarding tourism	69
3.9.1.1.	Egypt tourism, then and now	70
3.9.2.	Egypt Visual communication and Image Marketing	70
3.9.2.1.	The film media portrayal	70
3.9.3.	How is the media affecting the touristic flow to Egypt?.....	73
3.9.4.	Egypt's plan for a Modern brand	76
3.9.4.1.	Buildings taking from its local culture.....	76
3.9.4.2.	Case study: CoFuFun.....	77
3.9.4.3.	The Grand Egyptian Museum	77
3.9.4.4.	Egypt builds a new capital city to replace Cairo.....	79
3.9.4.5.	Modern Egypt alongside Historic Egypt.....	83
3.10.	CONCLUDING SUMMARY	85
CHAPTER 4 METHODOLOGY		87
4.1.	INTRODUCTION.....	87
4.2.	SURVEY OBJECTIVE	87
4.2.1.	Survey conduction	87
4.2.1.1.	Pilot Questionnaire	88
4.2.1.2.	Experts panel questionnaire.....	88
4.2.1.3.	Final Questionnaire.....	88
4.3.	PILOT QUESTIONNAIRE SAMPLE	89
4.3.1.	Introduction.....	89
4.3.2.	Architectural Study Questionnaire (Pilot Draft Sample)	90
4.4.	EXPERTS PANEL QUESTIONNAIRE RESULTS.....	97
4.4.1.	Introduction.....	98
4.4.2.	Experts panel results categorization.....	98
4.5.	FINAL QUESTIONNAIRE SAMPLE	98
4.5.1.	Introduction.....	99
4.5.2.	Architectural Study Questionnaire (Final Distributed Questionnaire Sample)...	99
4.6.	CONCLUDING SUMMARY	111
CHAPTER 5 SURVEY STUDY RESULTS AND DISCUSSION		112
5.1.	INTRODUCTION.....	112
5.2.	ORGANIZATION OF THE CHAPTER	113
5.2.1.	Section I: Demographic Data.....	113
5.2.1.1.	Age	113
5.2.1.2.	Sex	114
5.2.1.3.	Nationality	114
5.2.1.4.	Job	114
5.2.2.	Section II: Tourist destination model.....	115
5.2.2.1.	Travel motivators.....	115
5.2.2.1.1.	Collected survey data	116
5.2.2.1.2.	Travel motivators (table 5.2) data analysis.....	116
5.2.2.2.	Architecture style appeal	117
5.2.2.2.1.	Collected survey data	117
5.2.2.2.2.	Architecture style appeal (table 5.3) data analysis	117
5.2.3.	Section III: Visual communications and marketing, city branding and architecture role	118
5.2.3.1.	Touristic gaze and visual influences	118
5.2.3.1.1.	Collected survey data	118

5.2.3.1.2.	Touristic gaze and visual influences (table 5.4) data analysis	119
5.2.3.2.	Destination selection factors	119
5.2.3.2.1.	Collected survey data	119
5.2.3.2.2.	Destination selection factors (table 5.5) data analysis	120
5.2.3.3.	Building Function	120
5.2.3.3.1.	Collected survey data	121
5.2.3.3.2.	Building function (table 5.6) data analysis	121
5.2.3.4.	Building external surroundings factor.....	121
5.2.3.4.1.	Collected survey data	121
5.2.3.4.2.	Building external surroundings factor (table 5.7) data analysis.....	122
5.2.4.	Section IV: Application of all four point of tourism revitalization.....	122
5.2.4.1.	Introduction	122
5.2.4.2.	Architecture role in branding.....	122
5.2.4.3.	Data categorization	123
5.2.4.4.	Prototyping perception of sample buildings according to users.....	123
5.2.4.5.	Data survey collected regarding the questionnaire images appeal	123
5.2.4.6.	Building (A) Figure 5.2	124
5.2.4.6.1.	Building (A) (table 5.8) preference rating data collection	124
5.2.4.6.2.	Building (A) (table 5.8) preference rating data analysis.....	124
5.2.4.6.3.	Building (A) (table 5.9) Design appeal type rating data collection	125
5.2.4.6.4.	Building (A) (table 5.9) Design appeal type rating data analysis	126
5.2.4.7.	Building (B) Figure 5.3.....	127
5.2.4.7.1.	Building (B) (table 5.10) preference rating data collection	127
5.2.4.7.2.	Building (B) (table 5.10) preference rating data analysis	128
5.2.4.7.3.	Building (B) (table 5.11) Design appeal type rating data collection.....	129
5.2.4.7.4.	Building (B) (table 5.11) Design appeal type rating data analysis	130
5.2.4.8.	Building (C) Figure 5.4.....	130
5.2.4.8.1.	Building (C) (table 5.12) preference rating data collection	130
5.2.4.8.2.	Building (C) (table 5.12) preference rating data analysis	131
5.2.4.8.3.	Building (C) (table 5.13) Design appeal type rating data collection.....	132
5.2.4.8.4.	Building (C) (table 5.13) Design appeal type rating data analysis	133
5.2.4.9.	Building (D) Figure 5.5	134
5.2.4.9.1.	Building (D) (table 5.14) preference rating data collection	134
5.2.4.9.2.	Building (D) (table 5.14) preference rating data analysis.....	135
5.2.4.9.3.	Building (D) (table 5.15) Design appeal type rating data collection	136
5.2.4.9.4.	Building (D) (table 5.15) Design appeal type rating data analysis	137
5.2.4.10.	Building (E) Figure 5.6.....	137
5.2.4.10.1.	Building (E) (table 5.16) preference rating data collection	137
5.2.4.10.2.	Building (E) (table 5.16) preference rating data analysis	138
5.2.4.10.3.	Building (E) (table 5.17) Design appeal type rating data collection.....	139
5.2.4.10.4.	Building (E) (table 5.17) Design appeal type rating data analysis.....	140
5.2.4.11.	Building (F) Figure 5.7	141
5.2.4.11.1.	Building (F) (table 5.18) preference rating data collection.....	141
5.2.4.11.2.	Building (F) (table 5.18) preference rating data analysis	142
5.2.4.11.3.	Building (F) (table 5.19) Design appeal type rating data collection	143
5.2.4.11.4.	Building (F) (table 5.19) Design appeal type rating data analysis.....	144
5.2.4.12.	Building (G) Figure 5.8	145
5.2.4.12.1.	Building (G) (table 5.20) preference rating data collection	145
5.2.4.12.2.	Building (G) (table 5.20) preference rating data analysis.....	145
5.2.4.12.3.	Building (G) (table 5.21) Design appeal type rating data collection	146
5.2.4.12.4.	Building (G) (table 5.21) Design appeal type rating data analysis	147
5.2.4.13.	Building (H) Figure 5.9	148
5.2.4.13.1.	Building (H) (table 5.22) preference rating data collection	148
5.2.4.13.2.	Building (H) (table 5.22) preference rating data analysis.....	149
5.2.4.13.3.	Building (H) (table 5.23) Design appeal type rating data collection	150
5.2.4.13.4.	Building (H) (table 5.23) Design appeal type rating data analysis	151
5.2.4.14.	Building (I) Figure 5.10.....	151
5.2.4.14.1.	Building (I) (table 5.24) preference rating data collection	151

5.2.4.14.2.	Building (I) (table 5.24) preference rating data analysis	152
5.2.4.14.3.	Building (I) (table 5.25) Design appeal type data collection	153
5.2.4.14.4.	Building (I) (table 5.25) Design appeal type data analysis	154
5.3.	CONCLUDING SUMMARY	155
CHAPTER 6 CONCLUSIONS & RECOMMENDATIONS		157
6.1.	CONCLUSION	157
6.2.	IDEAS FOR FUTURE RESEARCH	159
6.3.	RECOMMENDATIONS	160
REFERENCES		161