

Please read the instructions printed at the end of this form. One of these sheets, suitably completed, should be attached to the assessed work of each candidate.

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|--|--|------------------|-------------|----------------|--|-------------|----------|----------|-------------------------|----------|
| Unit Title | 14 Cultural tourism | Unit Code | G733 | Session | | Year | 2 | 0 | 0 | 9 |
| Centre Name | | | | | | | | | | |
| Candidate Name | | | | | | | | | | |
| Evidence: You need to produce an INV... | SM in two diverse international destinations. | | | | | | | | | |
| | Centre Number | | | | | | | | Candidate Number | |

| Criteria | | Teacher Comment | Page No. |
|--|---|---|----------|
| <p>AO1.1: You provide a brief description of the reasons for the travel experience and provide only limited examples of the movement of cultures, internal and external features and motivational theory, showing minimal knowledge and understanding;</p> <p>[0 1 2 3 4]</p> | <p>AO1.2: you provide a description of the reasons for the travel experience, with internal and external features, including travel motivation and the movement of cultures; there may be some omissions but an understanding of the areas is clearly conveyed;</p> <p>[5 6 7]</p> | <p>is a keen student - very interested in the middle East. This work is exemplary. Displays thorough knowledge, skills & understanding. This investigation compares Egypt & Wales (Cardiff) - is quite outstanding.</p> | |
| <p>AO2.1: You apply some knowledge and understanding in your brief description of how religions, traditions and customs have helped define the culture of your two chosen destinations, with only little attempt at comparison and showing a lack of detail, including some omissions and inaccuracies; your use of terminology is not always accurate and written communication lacks detail in accuracy and content;</p> <p>[0 1 2 3 4]</p> | <p>AO2.2: you apply knowledge and understanding when comparing how religions, traditions and customs have helped define the culture of your two chosen destinations, with some references to your own views and attitudes; there are some inaccuracies and omissions; you present materials suitably with appropriate use of some terminology and your understanding is conveyed through use of appropriate language;</p> <p>[5 6 7 8]</p> | <p>Again - although wordy - at times a little repetitive - covers all the issues to such depth! Maximum Marks achieved for demonstration of understanding use of Terminology. This is a very good AS Geography. History link in geography well.</p> | |
| | <p>AO1.3: you provide a comprehensive assessment of the reasons for travel motivation, the movement of cultures and visiting, along with a detailed and logical account of cultural movements; you demonstrate thorough knowledge, skills and understanding.</p> <p>[8 9 10]</p> | <p>Mark 10</p> | |
| | <p>AO2.3: you apply thorough knowledge and understanding effectively in your detailed explanation of both destinations, demonstrating how religions, traditions and customs have helped define the culture, relating this to your own values and attitudes; you present your work logically, showing use of appropriate terminology and your meaning is clear and accurately conveyed.</p> <p>[9 10 11 12]</p> | <p>Mark 12</p> | |

| Criteria | | Teacher Comment | Page No. |
|--|--|--|-------------------|
| <p>AO3.1: You undertake some research from limited sources, which may not be clearly identified, to gain information to assess the importance of cultural heritage at your two chosen destinations; your research is not always relevant or effective, and the findings are not appropriately used in the analysis;</p> <p>[0 1 2 3 4 5]</p> | <p>AO3.2: you provide evidence of research, from a variety of sources which are mostly relevant, in producing your analysis of the importance of cultural heritage at your two chosen destinations; you use most of the findings of your research to address the major issues of cultural heritage;</p> <p>[6 7 8 9]</p> | <p>As there are Mark Bands 4?</p> <p>critique his research is convincing the bulk of a presentation bibliography list is incrementally added (the comments are clearly very thorough & detailed. Must be a maximum!).</p> <p>Mark</p> <p>B</p> | |
| <p>AO4.1: You provide a brief evaluation of the cultural impacts of tourism on the traditional ways of life in your two chosen destinations; there are omissions and limited detail, with little attempt at producing a conclusion;</p> <p>[0 1 2 3 4 5]</p> | <p>AO4.2: you provide an evaluation of the cultural impacts of tourism on the traditional ways of life in your two chosen destinations; there are some omissions but the impacts of tourism are clearly covered for both destinations and you are able to support your conclusions;</p> <p>[6 7 8 9 10]</p> | <p>re-define his focus. AOK many times - we do have about repetition: but to link in with AOK mentions lots of extra details on re-visiting previous streams of thought explanations. He was so motivated throughout it was a joy!</p> <p>Mark</p> <p>15</p> | |
| <p>Total/50</p> | | <p>50</p> | |
| <p>If this work is a re-sit, please tick</p> | | <p>Session and Year of previous submission</p> | <p>Jan / June</p> |
| <p>Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website (www.ocr.org.uk). A completed Centre Authentication form CCS160 must accompany the MS1 when it is sent to the moderator.</p> | | <p>Please tick to indicate this work has been standardised internally</p> | |

Guidance on Completion of this Form

- One sheet should be used for each candidate.
- Please ensure that the appropriate boxes at the top of the form are completed.
- Please enter specific page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
- Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.

Assessment Objective 01: Introduction to cultural tourism:

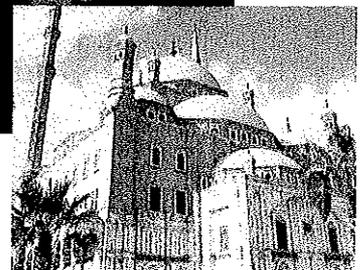
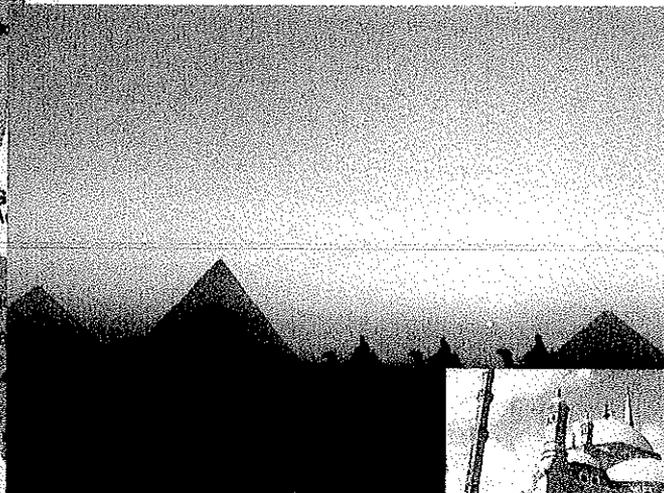
Egypt:

For my cultural tourism coursework, the destinations I have chosen are Egypt and the capital of Wales, Cardiff.

I have chosen Egypt for a number reasons. One is from my personal experience. Although I have been there only once I was able to explore the heritage and culture of the country. I had experienced the ancient ruins of this magnificent country; ever since I was young I had a strong interest in Ancient Egypt and archaeology. However after experiencing the Arabic and African culture of this region, I have since taken a great interest in the culture and history of the Arab World and strong interest in the modern day politics of the Middle East as a whole. So much so that I hope to study Middle Eastern Studies at university. So visiting Egypt has been a strong motivator for me. When I went to Egypt I was on a Nile cruise package deal so I wasn't restricted to just one place, but was able to travel around the middle and south of the country. I was able to discover different cultures within the country by visiting places such as Aswan that is part of the region called Nubia, which has some of its own cultural aspects. I was also able to experience the Arab souks (markets), take a boat trip on a Fallujah, witness Arabic music and dancing and more. Tourism has boosted Egypt's culture as many visit to see the ancient sites and heritage of the country, which today is still seen by many Egyptians as their identity despite thousands of years of change and development of today's culture their. Egypt has a strong religious aspect to it with it being a mixed nation with both Islam and Christianity present their, not to mention the religious significance of Mount Sinai in the Sinai Peninsula (north-east Egypt). It is also the Hollywood of the Middle East, with the highly successful Egyptian Cinema. And it is not a 'typical' Arab country due to its mixed ethnicity, religion and impact of its ancient past onto today's society. It is because of this that Egypt is a very diverse cultural tourism destination.

*strong
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Below is a map of Egypt, a picture of the Pyramids of Giza.

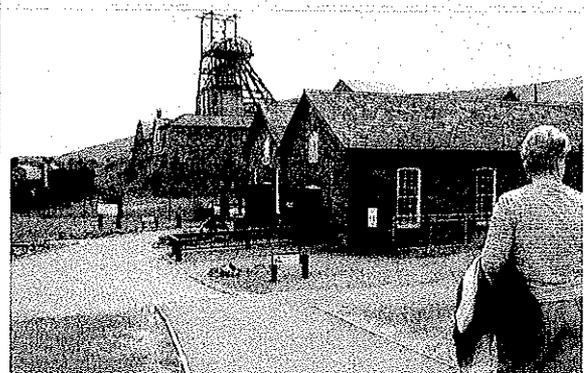
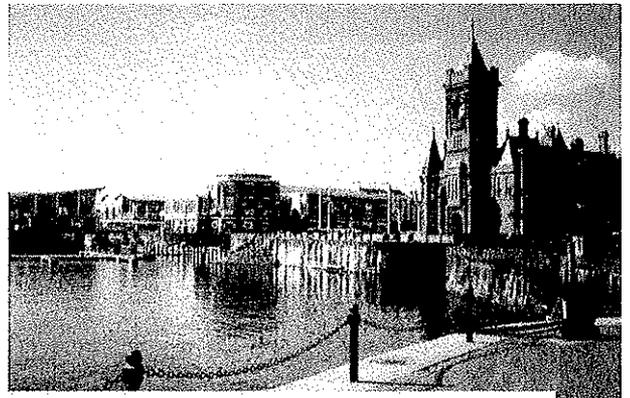
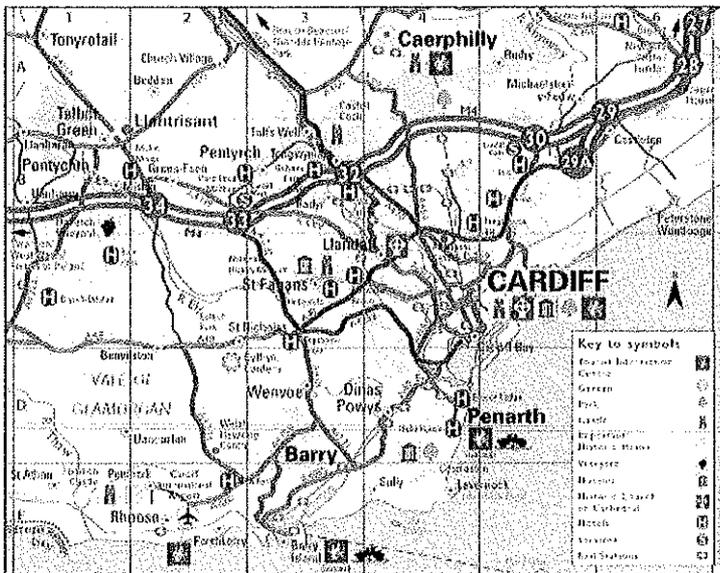


Cardiff, Wales:

For my second destination I chose Cardiff. I chose this for a number of reasons. Firstly, when visiting relatives in southern Wales I have often visited Cardiff, so I have been there a number of times. The thing I like a lot about Cardiff is that it is not the typical British city we as Englishmen would think of, because whilst it is still in the UK it is in another country. Wales has a different culture, history and even a different language although only a third of a million people in Wales speak it as the mother tongue. As a result of Cardiff being the capital, it acts as a centre and representation of the culture making it an ideal place to go to discover culture. In addition to this due it being the country's capital and it being part of Great Britain two cultures meet; the Welsh one and British culture/identity that has developed over the centuries (e.g. language). So Wales is culturally diverse just like Egypt. Cardiff is near the South Wales Valley which in past century and more has been used as a port to transport coal and other industrial goods. As a result Cardiff is a very historical city as it was once very industrialised just like Leeds and Bradford and that has helped in bringing up the culture as it was only in the late 1980s that Cardiff started to experience the regeneration that we see today in the more modernised city, so it is still a strong part of Welsh culture. As well as this is the presence of the Welsh language that you will notice throughout the city on menus, road signs and attractions; although English is predominantly the main language; Welsh is the first written language at the Welsh National Assembly. Because of Cardiff's growing significance it has attracted many to move to the area so its culture is becoming a lot more diversified through religion, ethnic groups and trade, as well as the effects of the regeneration schemes. Like Egypt, Cardiff has many historical attractions such as Castell Coch and the Big Pit, which have influenced today's culture and led to the city becoming a favoured destination for those seeking cultural tourism.

*Interesting,
engaging &
well explained
MB3.*

Below is a map of Cardiff, an image of Cardiff Bay and the Big Pit Mining Museum:



Definitions of Cultural Tourism:

Through conducting research I have found the following definitions of cultural tourism...

Source: en.wikipedia.org

Cultural tourism' (or **culture tourism**) is the subset of tourism concerned with a country or region's culture, especially its arts. It generally focuses on traditional communities who have diverse customs, unique form of art and distinct social practices, which basically distinguishes it from other types/forms of culture. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle. It is generally agreed that cultural tourists spend substantially more than standard tourists do. This form of tourism is also becoming generally more popular throughout Europe.

- I like this definition and chose it for a number of reasons. Firstly, it is depth, not just explaining it basically but the different forms cultural tourism can appear in. It also gives a wide variety of examples as well, and explains where it is becoming popular. I think that some of the words are not that clear such as 'subset', making it in some ways harder to understand. It also at time can waffle on a bit, which can lead to confusion and problems in properly understanding it.

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Source: culture-routes.lu

Cultural Tourism is essentially that form of tourism that focuses on the culture, and cultural environments including landscapes of the destination, the values and lifestyles, heritage, visual and performing arts, industries, traditions and leisure pursuits of the local population and host community. It can include attendance at cultural events, visits to museums and heritage places and mixing with local people. It should not be regarded as a definable niche within the broad range of tourism activities, but encompasses all experiences absorbed by the visitor to a place that is beyond their own living environment. (ICOMOS, ICTC, 2002)

- This too, I find, is a well defined explanation. I chose it because like the previous it gives a wide variety of examples, explaining that cultural tourism isn't just one type of tourism, but there are many varieties within it. I think that in some ways it is better than the previous one as it is a lot more concise, fitting in more meanings and explanations in fewer words. It can be understood a lot more as it doesn't waffle on and incorporates a clear understanding through the words used.

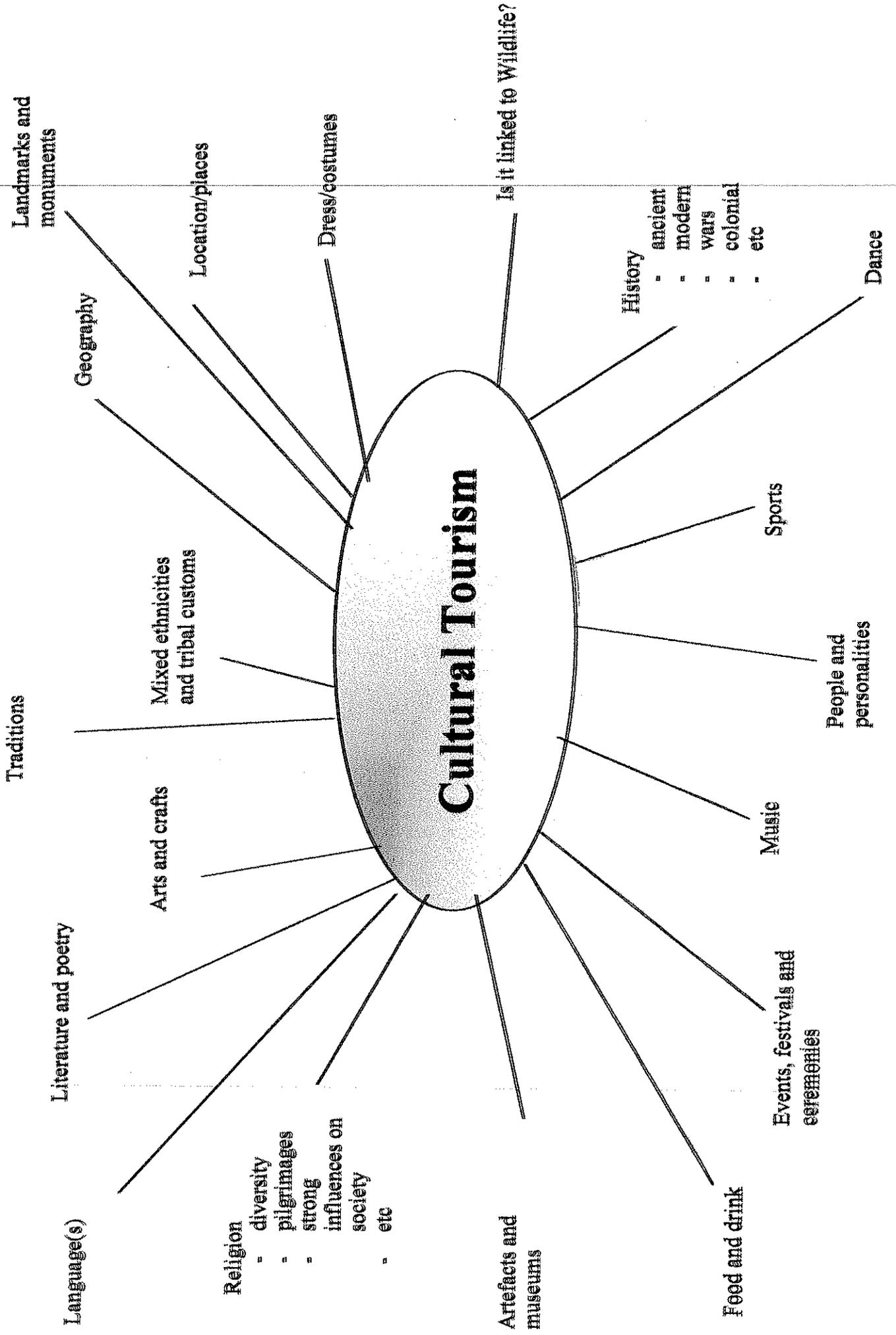
Source: wsrn.sccs.swarthmore.edu

"Cultural tourism is a genre of special interest tourism based on the search for and participation in new and deep cultural experiences, whether aesthetic, intellectual, emotional, or psychological"

- I chose this one because it uses a complicated language to explain what cultural tourism is. However, it doesn't really get the point across to me as it is too complicated, whilst being too short. It doesn't explain by what it means when it says things such as 'aesthetic' and 'emotional'. It uses these complicated terms but doesn't explain more depth on how they are associated with cultural tourism as these terms alone are not restricted to tourism and can be used to talk about anything.

To me the second one is my favourite definition. It is straight to the point and doesn't waffle on telling me directly what cultural tourism is. It also gives examples and explains using a clear and understanding language which I can take in.

MB3. Interpretation
a commentary on
definitions.



Language

-Although Arabic is the official language which is spoken throughout the Arab World, Egypt has developed a slightly different version of it. And as a result of Egypt's media and film industry it has become the standardised Arabic throughout the world

Different tribes and ethnic groups

- Nubia – an ethnic region of Egypt and Sudan where a majority of people are coloured – many call it the start of 'black Africa'. Millennia ago it was a kingdom which was conquered by Ancient Egypt.
- The Arab Bedouin that live nomadic lives in the desert particularly in the Sinai

Geography

- The Nile – 95% of the population live near it.
- The Sahara desert
- Agriculture dependence on the annual Nile floods
- The Sinai Peninsula – Mount Sinai.
- The Nile Delta
- Lake Nasser
- Egypt is the crossroad between Asia and Africa

Arts and crafts

- Hookahs (pipe)
- Cotton
- Alabaster
- Papyrus
- Linen
- Fragrances/scents
- Jewellery (silver, copper, bronze and gold)

Food and drink

- Shai (tea)
- Karakade
- Pitta bread
- Kushari.
- Fava beans

History

- Ancient history – monuments, tombs, temples, pyramids
- Modern Arab history – Islam, the Nasserist Era, Suez Crisis, British/colonial rule, Arab-Israeli Conflict

Events/festivals

- Suez Victory Day International Film Festival
- Religious – Christmas, Ramadan, Easter
- Arabian Horse Festival

Architecture

- Ancient Egyptian architecture
- Modern Islamic and Arabic architecture

Transport

- National railway from Alexandria to Aswan
- Air travel - EgyptAir

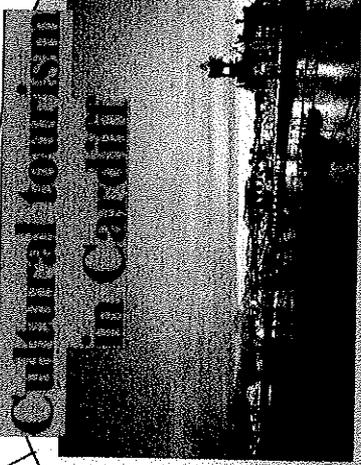
Religion

- Mixed – Sunni Islam and Coptic Christianity
- 90% Muslim
- Events – Ramadan, al Hajj, Christmas

Cultural tourism in Egypt



MBS 2020



Events/festivals

- Cardiff festival of Music
- Welsh Proms
- Cardiff International Food & Drink Festival
- Cardiff Harbour Festivals

Food and Drink:

- Cosmopolitan city – Italian, Lebanese, Greek, Indian and more
- Brains beer
- Welsh Black Beef
- Salt Marsh Lamb
- Cawl (meat and vegetable stew)
- Sheppard's Pie

Languages:

- Welsh language
- Although English is the dominant language Welsh is still used in TV programs as well as on menus and road signs

History

- Once a prosperous maritime port
- Pierhead Building – once the administrative building of Cardiff's docks
- Medieval times and French occupation – Cardiff Castle and Castel Coch
- Cardiff history of a once very industrialised city.
- History of Cardiff during Britain's industrialisation.
- Local economic landscape forced to change because of Thatcher's deindustrialisation in the 1980s

Geography

- Close to the South Wales Valleys that attracts many seeking Welsh nature
- The Bristol Channel – due to Cardiff's position on the coast it has led to much maritime trade which has both created and affected the Cardiff culture
- Not centrally situated in Wales.

Religion

- Cardiff is very religiously diverse
- Site of the first British mosque
- Cardiff Cathedral
- Mixed Christianity – Anglican and Catholic
- Has one of longest existing Muslim communities in the UK

Sports

- Millennium Stadium
- Rugby
- Cardiff City FC

Music:

- Welsh traditional music
- National Orchestra of Wales based in Cardiff
- English-Language Welsh pop – Tom Jones

Handwritten note: 1963

Assessment Objective 01: Travel Motivators for going to Egypt:

Climate:

One of the main reasons as to why many tourists visit Egypt is because of the weather/climate. As you would expect it is warm all year round due to the majority of Egypt with the exception of the Nile Valley and Delta is desert; a majority of the attractions and settlements in mainland Egypt are literally in the middle of the Sahara Desert. However Egypt like any other place in the world is seasonal with temperatures being slightly lower during the winter. Egypt has two seasons; a mild winter from November to April and a hot summer from May to October. The peak visitor seasons, unlike many other places in the world is during the winter as temperatures are more bearable to those from cooler countries such as the UK as opposed to the summer temperatures. This would be more attractive for the Grey market who will most probably suffer from health problems if they go in the summer.

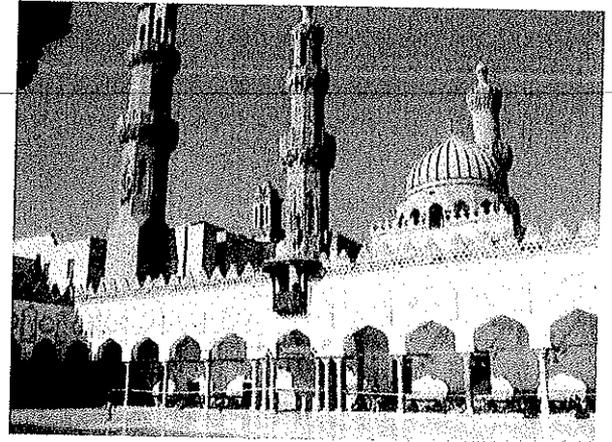
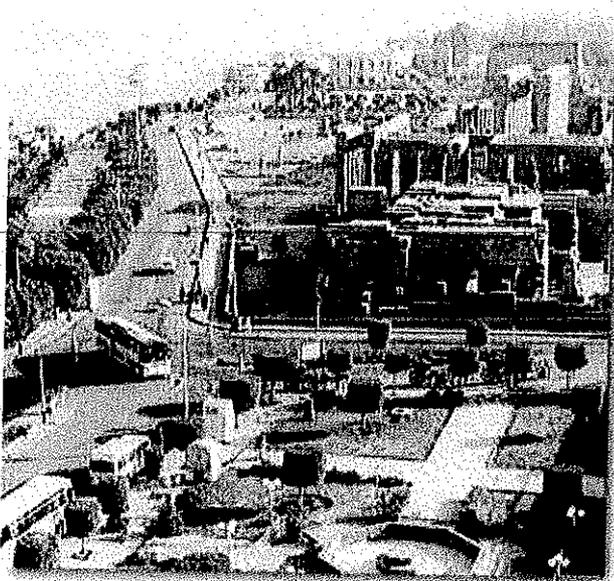
However temperatures vary between the two seasons depending on where in Egypt you visit. In coastal areas and places like the Sinai Peninsula temperatures range between an average minimum of 14° C in winter and an average maximum of 30° C in summer cooler than the inland region. This is one reason why the coastal city of Alexandria is popular for tourism during the summer. In the inland areas between the Delta and Sudanese border the temperature in winter can reach 18° C, whereas as in summer it can double reaching a maximum of 41° C, making it very unbearable during the mid afternoon, as I had experienced while there. Because of the vegetation and fertile land surrounding the Nile if you are staying in a Nile city (90% of Egypt's population lives within ten kilometres of the Nile), a lot of the heat will be contained at night, but if you are in the desert itself temperatures during the winter can drop below 0° C

Egypt is also an attractive destination as it hardly rains there. The nation only receives eighty millimetres precipitation annually, with all of it falling in winter mostly in the coastal regions.

Attractions and Cultural Heritage:

Egypt's tourism industry is the main source of revenue and it has flourished due to the marketing of its ancient sites that since the 1920s has attracted many to visit the country. Many markets have developed as result of this such as the Nile cruise market that organise package holidays allowing tourists to explore the temples and tombs that scatter the south between Luxor and Abu Simbel. Unlike visiting Cairo, this type of holiday allows visitors to explore a wide area of Egypt and access different regions.

It is because of historical sites, that the south of the country has prospered as there are not many other forms of unique cultural attractions. Luxor, in general is a major historical site to visit, with it hosting the Valley of the Kings (tombs of the Pharaohs), Luxor Temple (pictured below), Luxor Museum, Karnak Temple (the largest temple complex in the world), and more. Cairo, is well known not just as the capital, but for it being close to the site of the Great Pyramids of Giza, one of the Seven Wonders of the World. It also has the famous Egyptian Museums that houses many of Egypt's treasured relics and artefacts including King Tut'ankh'Amun's mask.



Although Egypt's tourism primary motivator is its historical sites and attractions, it does house other attractions as well. Due to Egypt's long history it's culture has been heavily influenced by the Greeks, Persians, Romans, Turks and more. However it is Islamic and Arabian culture that are very prominent amongst the people.

The Arabic art of belly dancing, the real thing not a watered-down version, is an inseparable part of Egyptian culture, with it playing a key role in ceremonies such as weddings as well as social gatherings. This art can be found all over Egypt, and is often offered as an excursion for package holidays. Islamic architecture is another motivator, as Egypt is full of this type of art due to its Islamic history, especially with Cairo once being one of the capitals of an Islamic dynasty. It's appeal isn't restricted to Muslims, with many types of tourists going to Egypt to marvel at such historic and religious art that can be found in places like Europe and Eastern Asia.

MB3
dotan

Besides the grand mosques, many of Egypt's traditional hotels, gathering places and luxurious houses are modelled on symbolism through the use of materials such as mosaic and marble. Although this is common throughout the Islamic world it is a key element of preservation in Egypt, with many sites being maintained and even new buildings being constructed using the same styles and materials. Some of these sites include the Mosque of al-Azhar (Cairo), picture above-left, and the Cairo Marriott Hotel. In general many Muslims are attracted to Egypt due to its Islamic history; although it is not a country full of the most holiest sites such as Mecca and Medina in Saudi Arabia, it is rich with history. Egypt's many grand mosques especially those in Cairo reflect Cairo being the Islamic centre of Egypt as well as a symbol of the spread of Islam across Northern Africa, so many are attracted who want to explore the history of their religion.

The country is also known for many cultural products. Whilst in Egypt I had visited alabaster (pottery) places, papyrus prints, where they print artwork onto the oldest type of paper in history, and a place where they create a wide range of luxurious scents. In addition to this Egypt is renowned for spices, herbs and more.

personal knowledge
MB3

The Sinai Peninsula is full of Egyptian culture as well, despite the main settlement of Sharm el-Sheikh, being a more westernised beach resort. Sharm el-Sheikh is viewed by many outsiders to be the main coastal resort in Egypt with many knowing it is an Egyptian Blackpool, due to how popular it is with British tourists. The Arab Bedouin tribes live here and

visitors are given opportunities to visit them and be giving tours, and experience how they live their nomadic lives in the desert. These examples along with many more are perhaps the most important travel motivators for which appeal to a wide range of tourists to go to Egypt.

Festivals:

Egypt's two main religions Sunni Islam and Coptic Christianity (even though it is minority) influence many of the country's festivals. Easter and Moulid an-Nabi are such dates when many celebrations take part in the street with the latter celebrating the birth date of the Islamic Prophet Mohammed. More nationally-defined events take place as well such as Suez Victory Day on October 24. It celebrates the victory of nationalising the Suez Canal and defending it from Britain, France and Israel in 1956. Although it was a political act by then-President Nasser, many of the motives behind it included Arab nationalism and Egyptian self determination. As a result to many it is seen as a triumph against their old occupiers in securing their freedom and culture.

Egyptian Cinema is known as the Hollywood of the Middle East with it expressing Egypt's and Arabia's culture, and one event that is created from this is the International Cinema Festival. Situated in Alexandria and Cairo, it allows many nationals as well as foreigners to experience new films. Though, Egypt is stereotypically associated with camels, it is a place and people that take great pride in its different breeds of Arabian horses. The Arabian Horse Festival shows off these horses not so much as race horses, but more as cultural horses, illustrating their present and past roles in Egyptian society. This attracts many tourists who are fascinated by the stories of Arabian knights riding on horseback across the region decades and centuries ago. MB3

Although a vast majority of Ancient Egyptian society/culture was removed by the spread of Christianity, Egypt's expresses its millennia-old culture through festivals such as the Pharaonic Race, supposedly based on a run that took place in the ancient times. One particular event that attracts many is the Ramses Festival. The Ramses temple of Abu Simbel in Nubia was designed so that twice a year the sun would shine in and illuminate the inner chamber highlighting statues of the three main gods. These days a festival is held to coincide with the event, with it influencing larger numbers of tourists to visit the site at these times in the year. Overall there is a real diversity in Egypt's festivals.

Accommodation:

Although Egypt is considered by many to be a developing country it covers just about all ranges of accommodation. One key aspect of Arabic culture is hospitality towards visitors, even though a majority will expect tips, but that only is because most of the lower staff employed (e.g. doormen, waiters, cleaners, etc) come from underprivileged backgrounds. Most of five-star hotels such as the Old Cotaract (Aswan) are located only in the main cities and towns that receive the most tourism. However, star ratings are not so much an issue in Egypt as they are in other places with most low-budget hotels being known to be maintained beyond expectations. It is mainly the foreign-owned hotels that get the 4/5 star ratings, whereas locally-owned get less. In general most of the top range includes several restaurants, a pool, relaxation facilities and more. However, whilst they may seem westernised a lot of the hotels' architecture is based on an updated version of the Islamic one, so visitors will still experience the culture. Lower grade hotels will often have a more socio-cultural sense as they will be more integrated in society instead of having their own complex. Hotels are the main accommodation in Egypt and they motivate many to come due to the luxurious services and facilities a lot of them poses. MB3
understand distinct & clear

As well as hotels, the Nile cruises are accommodation as well. Just about all of them are 4/5 star with their main customers being Westerners, Far-East Asians and Gulf Arabs. However, although most are owned by multinational corporations, a majority of the staff will be Egyptian. From my experience of visiting Egypt, when aboard the Nile cruise LTI MY Alyssa, with the exception of tour guides and one staff member the staff were all Egyptian. As well as the hotels many of the cruises' architecture is based on Nile themes such as paintings of the plants and animals, so there is still a cultural sense aboard. Cruises are unique to Egypt and although they don't represent that much culture they are utilising the main source of Egypt's cultural movements through the eras which is the Nile River. It is the luxury and elegance of cruises that also motivates many people to use this type of accommodation.

MB3.
Cruises
discussio

Although not renowned throughout the land, villas are available in coastal resorts such as Sharm el-Sheikh and Hurghada. However, most villas are not culturally-based, but rather more designed in a western fashion as opposed to using Egyptian culture as a theme. These destinations are examples of westernisation produced by a non-western government to attract many visitors from the West, as it often the main tourist market. This prominent market is the result of most western countries being developed and whose people have a lot more disposable income, which in turn allows them to take more holidays than other nations. Along with this it fits with the idea that the weather motivates many visitors to come to Egypt for the sun and climate as opposed to the culture, something that has led to many coastal destinations becoming beach resorts. The government wants lots of Egyptians to become involved in the tourist industry due to poverty and to limit leakage as result there is a lot more emphasis on providing serviced accommodation to tourists.

MB3.
fabulous

MB3
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explained
using covered TFI
terminology

Within Egypt though there are some accommodations that are modelled around the culture. Take for example the Basata resort is a place where all the accommodation is primarily made out of local materials and has many features that are associated with Bedouin dwellings. It is situated on the coast of the Gulf of Aqaba, near where many of the Egyptian Bedouin are so there is a strong sense of culture here. It attracts many backpackers as it is relatively cheap and it has a strong cultural appeal. It represents a strong connection with preserving the Egyptian environment and is designated an 'ecolodge' by the Egyptian government, who since 1997 has had a special committee is preserving the environment and promoting ecotourism. This is because it uses local material and recycles most of its waste food by giving it to animals that they farm.

MB3
examples

Bars & Restaurants:

Compared to other places Egypt's culture plays a major influence. For example bars are more of a rarity as consuming alcohol is against Islam, which is the main religion in Egypt, despite alcohol being first invented by the Ancient Egyptians. However, alcohol is available in bars and restaurants but for primarily tourists/foreigners only, Egypt even has its own brands of beer. However, Egypt's renowned drinks such as shai (tea) and karkaday are things that attract many tourists. These are drinks that are native to the local culture and are consumed as a product of daily Egyptian life. Shai, is the country's natural beverage and is often the stuff you will see Arabs drinking in very small glasses and is their alternative to drinking pints of beer. Karakaday is a deep-red infusion of hibiscus flowers. It is more commonly found in the south in places such as Luxor and Aswan and is often offered to tourists as welcoming when they first arrive. These drinks are often served in bars and Arab coffeehouses. These are the Arab version of a pub where many Egyptians gather and socialise whilst often drinking shai and smoke from hookahs, which are the long pipes you see Arabs smoking from. These places attract a lot of tourists to flock to Egypt as it is a main stage venue for such a cultural experience. One is pictured below.

MB3
explained

the highest incidences of road fatalities per miles driven in the world. Many coaches carrying tourists have overturned or fallen off cliffs, something the Sinai has become notorious for.

There are two very efficient ways of travel though. EgyptAir, is the country's premier airline and provides sufficient domestic services and allows many foreigners as well as the local Egyptians to fast travel across the country; if you are in Sharm, you can take a day-trip to Cairo or Luxor. Many flights are used by tour operators between Aswan and Abu Simbel for those on Nile cruises. Abu Simbel is where the famous temple of Ramses II is, but because it is a hundred kilometers behind the Aswan High Dam, cruises can't travel to it. I myself took a flight there and it only took ten minutes, literally.



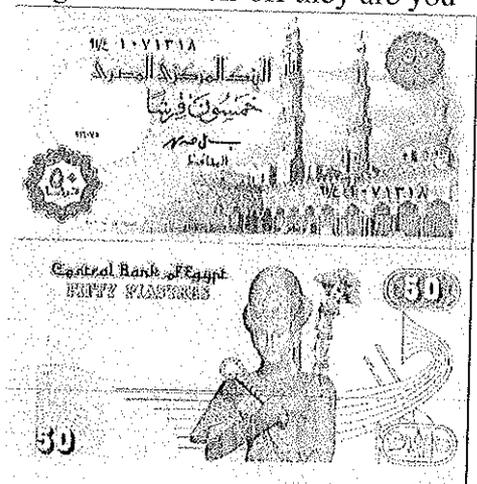
Most of Cultures.

The other major transportation is the railway. The railway has been a main form of transportation since the late 1800s when the British introduced it, today it covers most of the major destinations with it having its own identity as a modern-cultural transport. The mainland railway from Alexandria down to Aswan is the best form of transport for visitors because it is relatively cheap, of a reasonable standard and takes you directly where you want to go.

Currency and exchange rates:

Though Egypt is an Arabic country and a member of the Arab League it has its own national currency which is the Egyptian Pound. However, due to it being a developing country it uses other currencies as well. If you visit tourist areas such as Luxor and Aswan it is possible to buy many products such as food, souvenirs and other small items with UK Sterling and US Dollars. However, it is recommended that you take mainly Egyptian Pounds as if you go to places such as restaurants, accommodation, bars, etc, depending on how well-off they are you will most probably have to pay using only Egyptian Pounds.

As for the exchange rate, when I visited Egypt back in mid-2007 it was roughly EGP 10 to £1. Egypt doesn't suffer from high inflation so to Egyptians 10 EGP is worth far, far more than £1. A friend of mine took the main rail express from Luxor down to Aswan in 1st class for only £3. Be aware though of where you are travelling to as the prices of products may rise depending on where you are; things will cost more in more popular places such as Cairo, whereas less popular places such as Edfu products are more likely to be cheaper. However, due to the ongoing economic crisis the exchange rate has decreased with it now being EGP 7.97 to £1. However, nonetheless this still does attract a wide range of tourists as local products in Egypt are still a lot cheaper than other long-haul destinations in the world.



MB3 detail again

Security:

Ever since the 1940s Egypt has played a dominant role in the Middle East. Today, the Middle East is plagued by many conflicts including the Iraq War, Afghanistan War, rise of radical Islamism and most importantly the Arab-Israeli Conflict. Due to Egypt having a secular government, which is viewed these days by many to be too pro-Western, there has been much resentment. As a result ever since the 1980s Egypt has been country hit by many terrorist attacks, most of which are aimed at foreigners.

The most significant in recent history was the Luxor Massacre in November 1997, where 63, mostly tourists, were gunned down at the famous Hatshepsut Temple in Luxor. Because Egypt's economy relies heavily on tourism, it has in place strong security measures in place in tourist areas. More recently Egypt has been condemned across the Arab and Muslim world for its conductance during the War on Gaza, in Palestine that neighbours Egypt. As a result the foreign office stresses that in the wake of the conflict that Egypt is under extreme risk of terrorist attacks against foreigners. Already there have been large demonstrations against the West in major cities, it is vital that foreigners especially Britons avoid such protests.

Middle Egypt (between Luxor and Saqqara), has been declared a no-go zone for foreigners due to a strong Islamic militant presence there. As a result there are certain areas of the country that are off-limits to foreigners. Due to kidnappings in south-west Egypt at the crossroad of the Egyptian, Libyan, and Sudanese borders you may have to get a travel permit. However, Egypt has a relatively low crime rate, lower than the UK, and there is plenty of efficient security in place to deter terrorism.

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Assessment Objective 01: Travel Motivators for going to Cardiff:

Climate:

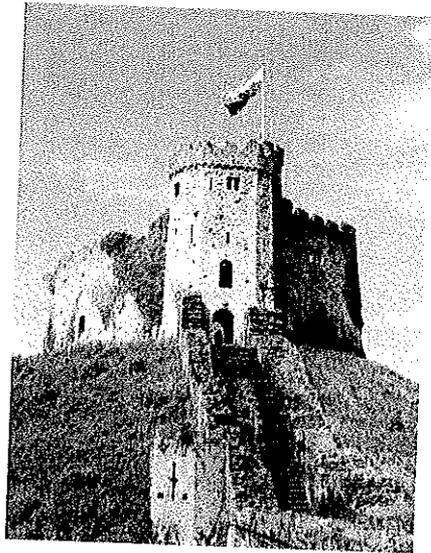
Cardiff is the capital of Wales situated in the UK, and because of its size, Cardiff doesn't have a contrasting climate in comparison to other places in Britain. As with the rest of the UK Cardiff experience unpredictable weather. Cardiff has a mild temperate maritime climate that means summers are mild and wet, whilst winters tend to be mild. Because the city is situated on the coast it also has a maritime climate where it receives many prevailing winds blowing in south-west off the Atlantic Ocean. So as a result it may feel colder in Cardiff than it does in other places further inland.

Although these factors don't influence people to visit the city, its relatively dry climate does. Compared with most of Wales it has less rainfall with an average rainfall of 1,065 millimeters annually. It is also quite mild with an average January temperature of 4.5 °C and an average July temperature of 16 °C. So you can argue that this change in climate compared to other parts of Wales influences people to go to Cardiff. So it attracts those who want to seek a more 'warmer' climate when visiting places in the UK.

MB3.
Detail
through

Attractions and cultural heritage:

Wales maintains a strong diverse element in its cultural attractions it offers to tourists. For example it places a lot of emphasis on both medieval and modern history, as they are key elements of the Welsh as well as Cardiff identity. For example there is Castell Coch, which was constructed/reconstructed in the 19th century from an old 13th century castle. Although this site was originally established by the French, its destruction (which led to it being later reconstructed) by Welsh rebellions symbolizes past cultural fighting and patriotism. Cardiff Castle is another symbol of Welsh heritage. These are great places for those seeking cultural enrichment as well as educational trips, as they teach a great deal of Welsh history.



Margaret Thatcher's deindustrialization in the 1980s had a significant impact on those in Cardiff in South Wales as most workers were employed in industry, especially mining. The Big Pit Museum just outside Cardiff is an attraction where visitors' can be given a tour inside a derelict mining complex by former miners, employed by the museum. This attraction symbolizes the modern industrial heritage that Cardiff was once at the centre of and still today remains a significant aspect of the Welsh culture, despite Cardiff's modernization/regeneration.

Cardiff is renowned for its performing arts; although it was once a heavily industrialized city, like most UK cities at one time it had a strong class structure. As a result this heritage derives from the upper class that was once very prominent in Cardiff. Such venues include the City Hall, which's architecture along with many famous Welsh performances, has made it a cultural icon within the city. A new attraction that houses

these cultural arts that I have visited is the new Wales Millennium Centre in the heart of the redeveloped Cardiff bay. Although I haven't been into the actual theatres the entrance is decorated with many Welsh works of arts and although it is a new attraction it symbolizes Welsh culture. As a result many are drawn to Cardiff to see it arts, as it is the cultural capital of Wales, ideal for those who have interests in traditional music. ✓

Many visit Wales to see the sports it specializes in, especially rugby. Although, rugby was created in England, Wales' successes in both regional and the national teams have made it a key element of Welsh culture and patriotism. As a result sites such as the Millennium Stadium and Cardiff Rugby Football Club are very popular for tourists who seek to learn more about rugby's significance in Welsh culture and Heritage. ✓

Many visit Cardiff for its political institutions as well. For example, because the city is the capital of Wales, it houses the Welsh Assembly which is their government. Today, it is in a newly-built site that was part of the Cardiff Bay Redevelopment Scheme. However, it does house some of the Welsh culture. For example just about every sign in the building the first language on it is Welsh, when only a third of a million of the Welsh population speak it.

Festivals:

Cardiff hosts quite a few festivals that attract lots of visitors as well. Perhaps the most major event is the Cardiff Festival of Music. This is where an annual two-week festival takes place around September where different music acts perform in Cardiff. The music tends to cover a mixture of Welsh music as well as traditional composers Brahms and Haydn. Overall its intention is to express everything that is Welsh through heritage and offer visitors from outside of Wales to experience the culture in full swing, definitely appealing to those seeking cultural enrichment. ✓

Another event that coincides with Cardiff's performing arts are the Welsh Proms, a week-long event which includes six major orchestral concerts annually. These are performed by the Welsh Symphony Orchestra. These are great motivators for those seeking classical music. Wales often hosts many of its famous performers as well in its festivals such as Tom Jones and Bryn Terfel. These attract many who are fans of such performers to observe the Proms.

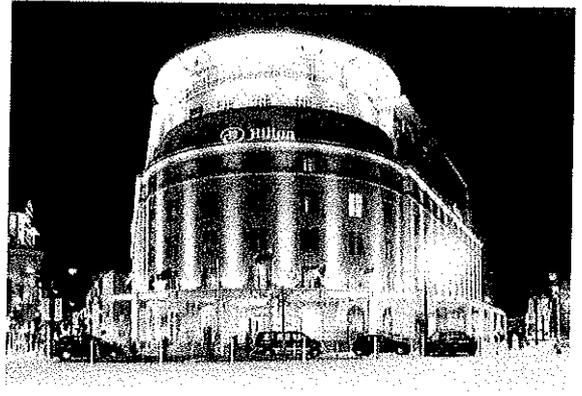
Cardiff has many other festivals and events such as the Cardiff International Food & Drink Festival. Here many cultural foods are on offer and it does reflect Cardiff's identity as a growing cosmopolitan. So this is one way in which it expresses this aspect that is now becoming a part of Cardiff's culture, allowing visitors to properly see what the modern Cardiff today is. ✓

The Cardiff Bay is becoming a major venue for festivals. For example there is the Classic Car Rally where they celebrate and show off old motor cars and boats. There is also the Cardiff Harbor Festival designed to motivate families to experience music, simulated sea battles, and pirate competitions. So Cardiff shows a real diversity in not just its types of festivals but the type of people it aims to motivate to come to the city. ✓

Accommodation:

Due to Cardiff being the capital of a developed country there is a wide range of accommodation varying from youth hostels all the way up to grand luxurious hotels. Although Cardiff is a capital, 1-3 star hotels don't cost too much and a lot of people who visit Cardiff prefer to use chain hotels such as Travel Inn and spend more on attractions and dining. However, Cardiff is visited by a large number of people because of its luxurious 4 and 5 star hotels such as Cardiff Marriott and Hilton. Their luxurious facilities and services such as dining, deluxe rooms and conference facilities attract many businesses to meet and in general attract many affluent tourists. Along with many others, Cardiff's continuing development is making its accommodation reflect more of London's.

As well as this Cardiff features many guest houses and bed & breakfasts. They tend to attract tourists who visit Cardiff to seek out the culture as a majority of the hotels are westernised and feature few cultural aspects native to Cardiff and Wales. Despite this though a larger majority of tourists favour hotel accommodation instead, primarily because of their location in relevance to Cardiff's attractions.



Cardiff also has a strong appeal towards campers as there are several campsites. Sites such as Llandow Caravan Park features self-servicing facilities such as water supply, toilets, disposals and more. Although this may seem very little it does symbolise Cardiff's heritage as the park is situated in the Vale of Glamorgan, amongst the great beautiful valleys just outside Cardiff. This accommodation is ideal for those seeking to explore Welsh nature and is also popular with families.

Cardiff also offers self-serviced accommodation such as apartments and small houses. They attract many who want to live in a modern standard way as most on the market have been furnished to a high standard in keeping with Cardiff's modernisation. These have often appealed and drawn couples to visit Cardiff and have become known as ideal places for newly-weds to spend their honeymoon there. However, although Welsh cottages are a cultural accommodation that are often more popular in the north of the country, Cardiff does have a cottage market. These cottages often lack modern technology compared to the others and situated commonly on the outskirts of Cardiff towards the countryside. However, although most of them will be old they are preserved and maintained efficiently and often attract those seeking to explore the culture.

Visiting friends or relatives is also another motivator for going to Cardiff. Due to it being situated in the UK, it is more likely that UK residents will know someone who lives in or near the city. This is attractive as it means they won't have to spend anything on accommodation and can spend more on other products such as attractions, restaurants and more. Whenever I have visited Cardiff I have been staying at my relatives in Swansea, a coastal city near Cardiff, which has allowed us to spend more on attractions and going out.

Cardiff, due to its various museums and attractions, often attracts backpackers and educational groups to visit the city. As a result Cardiff has many hostel accommodations aimed at attracting these types as well as other tourists.

Bars and restaurants:

Cardiff is a cosmopolitan and westernised city. So as a result it offers a wide variety of bars and restaurants that motivate tourists to visit the city. However, despite these mixed cultures, Wales has its own cultural cuisine and because Cardiff tries to model itself as the centre of Welsh culture you can often find Welsh food in restaurants. Although more contemporary restaurants outweigh traditional Welsh ones most serve popular cultural cuisine such as Welsh Black Beef, Salt Marsh Lamb, Cawl (meat and vegetable stew) and Rarebit. As well as this, many Welsh restaurants pride themselves on using Welsh produce wherever possible, creating a more cultural atmosphere when it comes to cuisine such as Mimosa Bar & Kitchen, situated in Cardiff Bay which is one of the main restaurant centres in the city.

Excellent
dishes
local
MB 3

The Armless Dragon is a modern restaurant that specialises in contemporary Welsh cuisine and has gained a stunning reputation for its excellence in cultural food. Fusing the best of Welsh and international cuisine such as, Welsh Black Beef, rabbit, pigeon, guinea fowl, the restaurant allows visitors to experience Welsh culture but in a 21st century atmosphere. So as well as attracting tourists seeking culture it attracts those seeking other pleasures such as high-quality dining or to hold business celebrations.

Although Cardiff is becoming notorious for selling its cuisine through a contemporary fashion, it is the capital of the country and like Leeds or London it is very ethnically diverse. Some like to go to Cardiff to try out all the different ethnic restaurants such as Lebanese, Greek, Mexican, Indian, Italian and more. The Positano Italian Restaurant is a prime example of multi-ethnic dining in Cardiff. The restaurant offers well-prepared traditional Italian cuisine made from original Naples recipes, such as lobster, spaghetti, marinated steak and more. So Cardiff also models itself as a centre of different cultural cuisines and like Welsh, a lot of people visit Cardiff for its higher quality dining.

MB 3
Japan

In terms of bars and clubs, Cardiff is also an ever growing centre for attracting tourists who are in search of such pleasures. Cardiff's contemporary culture has a strong nightlife element in it with many high quality bars and clubs situated in the popular tourist areas of the city. In Cardiff Bay alone there is the Terra Nova, Salt, Ba Orient and more that house a wide range of drinks in luxurious and attractive facilities; most have the famous Welsh beer Brains, which is seen as a part of the culture. There are also many clubs that are great in motivating younger tourists to go to Cardiff. Cardiff even aims to attract gay tourists by having many gay-orientated clubs and bars as well.



Transport:

Transport to Cardiff is very accessible to UK residents. Because of it being a hub of many things, not to mention a national capital, it is easy to access. One form of transport there is through the UK national railway. Because in the UK all the rail lines connect up to each other wherever you are you will be able to get to Cardiff through using only rail

transport. This is was reason why Cardiff is attractive because whilst it is in the UK you can travel there without having to drive and it is very popular for rail transport with it having the 10th busiest central station. This is therefore very attractive for business workers who don't want to drive to Cardiff, especially when most of business cities are linked up by railway.

Due to the UK having a well developed infrastructure and with major motorways leading to Cardiff, the city is very exclusive to road transport. This is perhaps one of the most popular forms of transport for UK residents for many reasons. They don't have to hire a car like they most probably would abroad and they don't have to learn to travel on the other side of the road either. It also means they don't have to spend much on travel as opposed to rail or air. The M4 connects Cardiff to many other major UK cities such as Bristol, Bath, London and more.

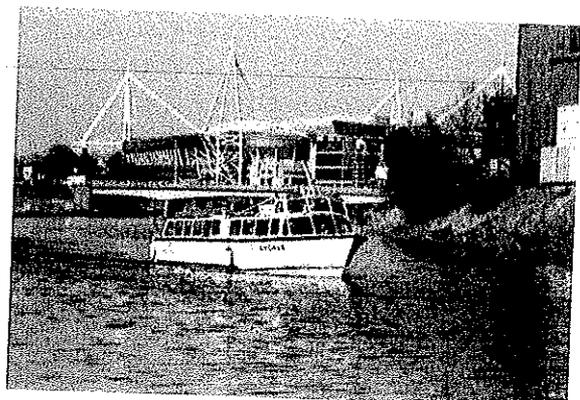
If there are people who live in far away UK places such as New-Castle or Glasgow it is possible to get flights to Wales which will only last half an hour to an hour. Because Cardiff is a growing inbound destination it has a well-developed main airport that can easily accommodate UK domestic travellers. This has been ideal for people who want to get to Cardiff using a straight and quick route. There are many airlines that carry out domestic flights to Cardiff such as British Airways, Easyjet and more, all of which offer relatively low prices. If you are travelling domestically then it is budget airlines such as Easyjet and Ryanair that are the most popular. Also because Cardiff aims to attract a lot of inbound visitors it has a developed international airport that accommodates many both British and foreign airlines including Continental and US Airways. Such airline services to Cardiff reflects the city's popularity as a growing international tourist destination.

As for travel within the city itself, that is well developed as well. Rail transport plays a major role in getting around Cardiff too as the city has its own suburban rail metro system. This connects up all the major areas such as residential areas, business sites, tourist attractions, etc. As a result tourists as well as local commuters can easily access different areas of the city, whether they are close by or on opposite sides of the city, it is an ideal transport that has attracted many to go to Cardiff.

As with most major cities in the UK, Cardiff has a highly developed bus system. As well as providing most of the routes around the city for all types of customer it provides direct links between Cardiff International Airport and the Central Station with major accommodation areas. So it is very appealing for those who have arrived by non-road transportation as they can be taken straight to where they want to be, making it all the more appealing and motivating for tourists.

For many tourists who visit Cardiff, if they are staying outside of the central areas, may not want to drive in as Cardiff has at times become known for harsh congestion. As an alternative tourists can use the city's park & ride services. This is another transport that attracts visitors, however the only disadvantage is that they operate only on weekends.

Due to Cardiff being a coastal city it has a waterbus services that can transport visitors every one hour to different parts of the city such as from the City Centre to Cardiff Bay. In a way this is a cultural transport as it symbolises Cardiff's heritage as a port and maritime city. Many view it more as an attraction as the bus



system does the exact same purpose, and it is most probably because of this as to why it has become popular over the years.

Currency and Exchange rates:

There is absolutely no need to worry about currency and exchange rates when visiting Cardiff if you are a UK resident. Because Wales is part of the UK it uses the exact same currency. Prices aren't a problem either as they will pretty much mirror those in UK destinations. However, because Cardiff is a governance capital then things such as accommodation and restaurants may cost more, but this is something that is common throughout major tourist destinations in Britain.

When regarding international visitors coming to Cardiff it is important to address the exchange rate, especially in light of the global economic crisis. It was believed that many were deterred from coming to the UK before the crisis due to the poor exchange rate with their currencies however today many foreigners get a better exchange rate with their currencies. For example the US\$ has an exchange rate of £0.71 to \$1; this exchange rate used to be lower for the dollar. This was also seen with the Euro, with it now being £0.89 to every 1 Euro. So as a result all though it may deter many UK residents taking outbound trips, it has the opposite effect on inbound visitors, with Cardiff becoming a more attractive city for foreigners.

MB3.
economic
attractiveness

Security

Due to Cardiff being a UK city/capital, it has often been viewed as a threat to terror, due to the UK's involvement in the Middle East. However in wake of 2005 London Bombings, Cardiff's security has been heightened and the city is viewed by many to not be under potential threat. Cardiff also has a relatively low crime rate, with it maintaining an effective police force. There are no concerns over law, as Cardiff shares almost the exact same law system as England. Overall, it can be argued that many visit Cardiff because of its effective security and safety.

Movement of cultures in Egypt:

Whilst many Egyptians view themselves as having their own national culture, ranging from the monuments and tombs of Ancient Egypt to their agricultural dependence on the Nile, a number of other cultures has influenced modern Egyptian society. It is important to remember that during the 1950s and 60s Egypt was the heart of Arab nationalism; Egypt is one of many Arab countries, with its modern borders having been created by Western empires, so as a result it shares many cultural aspects with others such as Jordan and Sudan and visa-a-versa. However, it is because of these borders that separate the once united Arab World, that have led to different cultures being influenced by other non-Arab cultures.

Cuisine:

Egypt was once ruled by the Ottoman Empire (1517 – 1798), as a result, like I briefly mentioned in the travel motivators, there are a lot of Turkish restaurants as well as a Turkish influence in Egyptian cuisine. The same can be said for the French rule that followed; all countries that ruled over Egypt respected the religion and many aspects of its culture, however the movement of cultures was unavoidable especially under British rule.

Imperial influences

British rule lasted throughout most of the 19th century, with Egypt becoming a sovereign state by 1922. However, it wasn't until 1954 that Egypt was 'properly independent', as the British in effect controlled the government of Egypt, having installed a pro-British monarchy before leaving. In 1954, Gamal Abdel Nasser became the President of Egypt, having overthrown the monarchy in a bloodless coup in 1952. It was his Arab nationalism and opposition to the West that removed all British control from Egypt; however Britain's influence of Egyptian culture hadn't been removed and still exists today.

Many who visit Egypt, as well as many Egyptians themselves, are fascinated by the discoveries of Pharaoh Tombs, especially the Valley of the Kings at Luxor. Modern Egyptology was founded mainly by British, French and Italian archaeologists such as Howard Carter (discovered the tomb of Tutankhamen) and Giovanni Belzoni (discovered many temples in Upper Egypt including the renowned temple of Abu Simbel). As a result although such relics and artefacts are purely Egyptian, the fantasy of exploration and digging up the ancient past is very much as Western-created influence. The prime reasons as to why this has happened is due to these countries once being empires that exerted great influence over Egypt, not to mention all the resources and financing to carry out such ventures, something the Egyptian government back then lacked.

Today this has had a deep impact of the national culture as many Egyptians have become more patriotic from this, with many seeking higher education so they can

either work on exploring newly found sites and artefacts, and in general so they can give tours of famous sites to tourists. In addition to this it was the West who deciphered the Ancient Egyptian Hieroglyphs (language), so as a result Egyptologists today are now able to explore more and understand more about Ancient Egypt. So this is one major cultural influence that the West has had on Egypt.

Infrastructure:

In general the role of the British Empire in ruling Egypt up until 1922 and its strong political and economic ties with Egypt after it had a profound effect on the infrastructure in the Arab country. Like I mentioned in travel motivators, the infrastructure of the country has been heavily influenced by external cultures. For example the creation of the railways was heavily influence during the early/mid 1800s by the French who sought to use it to connect vital parts up such as the newly-reconstructed Suez Canal and major control centres such as Alexandria and Cairo. Today, although it is still used to transport goods, it has developed into an effective form of public transport around the country and is considered a major part of Egyptian transport. This effective railway system has been one of the reasons why many choose to visit Egypt.

In addition to infrastructure, the French architect Ferdinand de Lesseps reconstructed what was once an ancient canal that was no longer viable for the new mechanized transport ships. As a result after years of reconstruction it was opened in 1868. The Suez Canal divided the Sinai Peninsula from the mainland and it became by far the shortest route between Europe (Mediterranean) and Asia; the only other route was around the whole African continent. As a result the Suez Canal Company, which managed the canal, received an incredible amount of money each year from ships passing through. However, the Egyptians never saw this money as even after independence from the British, the company was still under Anglo-French control. This led to great discontent towards the Egyptian government, who could have used the money to improve Egypt's economy and society. The pro-Western government was overthrown in 1952 by the military Free Officers. In 1956, due to his desire to radicalize Egypt's development and fulfill ambitious economic projects, President Nasser nationalized the canal.

This led to a military confrontation with Britain, France and Israel, which was viewed by many at the time as the old empires trying to re-establish control in Egypt. Through the US and UN what became known as the Suez War ended, with Egypt ever since holding the canal under government control. Today the money is used to fulfill new economic projects in Egypt, and although it is still a relatively poor country it is believed it would be a lot poorer without the canal. Therefore it is viewed by many as being a part of Egyptian culture, not just as a symbol of victory against the West, but also as a wealth provider. Many consider this Nasser's greatest achievement as an Arab nationalist with the event securing his place as an admired leader who stood up for Arabic culture. As a result he is considered a cultural icon even to this date and the Suez Canal acts as a legacy and representation of the importance for Arabs to protect their cultural identity, not to mention Egyptian and Arab pride. So yet again this was another Western creation that has become a part of modern Egyptian culture.

Westernised destinations:

Throughout the modern era since Egypt became a republic back in 1954, the government had sought to attract a wide variety of customers, not just those seeking cultural enrichment. Because of Egypt's climate it made it very ideal for those who were seeking relaxation tourism. However this had been problematic due to the Arab-Israeli conflict, which for Egypt was between 1948 and 1979, in which the Sinai Peninsula became a major battle zone and was at one point occupied by Israel for over a decade. Also, Egypt saw problems in trying to secure popular support from people such as conservative Muslims, believing that such as destination based on western principles shouldn't be allowed. However after the Egyptian-Israeli peace settlement on 1979, it made it more easier.

Sharm el-Sheikh is one such destination that focuses specifically on relaxation tourism instead of cultural enrichment and is very westernized. In fact the city was first developed into a more-westernized settlement by the Israelis during the Sinai occupation after the 1967 War, in which they took over the Sinai, but it was handed back to Egypt as part of the peace settlement. Israel is a state that is strongly influenced and has good ties with the US, as result the country is highly westernised. Instead of removing these developments, the Egyptian government pursued a continuation of them. Ever since then unlike other parts of Egypt, the coastal city has developed an efficient infrastructure along western standards. The city has also diversified itself a lot in term of restaurants including Italian, Turkish, Greek, Lebanese and more. Theses have not just shown Egypt's modern culture to be merely influenced by the West but by other cultures moving in the form of restaurants and cuisine.

Whilst Sharm maintains some of its traditional cultural aspects such as coffee houses it has many other externally-influenced dining and entertainment facilities. In addition to what I had mentioned about the other restaurants, Sharm is also the centre of westernised nightlife, something that has created conflict with the traditional Muslim conservatives. Though Sharm has only a few clubs such as the Cigar Divan and star Music Bar, both of which are heavily influenced by the West, it is considered revolutionary for an Islamic-majority country. Yet again this shows how westernised Sharm is becoming.

The resort has also developed scuba-diving facilities so visitors can explore the beautiful corral reefs that can be found in the Red Sea, something that has becoming a strong travel motivator for tourists going to Sharm. It provides some of the most stunning underwater scenery and warm water making this an ideal place to dive. In addition Sharm has become popular for many other water sports such as diving, snorkeling, wind surfing, para-sailing, boating, and even canoeing. This form of tourism isn't typically Egyptian or Arab, but is more of an Australian-influence, yet again showing a diverse movement of cultures into Egypt.

Accommodation:

Sharm is also the centre of high quality 5-star hotels. Similar to Cairo, it has many famous brands such as Marriott, the Ritz and more. These are designed to cater and

Good
Contrast
MB3
was discuss

accommodate for mainly foreigners as a the deluxe hotels, as mentioned in travel motivators, are often foreign-owned and have a strong western appeal such as using western cuisine and serving alcoholic drinks. As a result this is clearly showing that there is strong Western influence in accommodation.

The cruises are also reasonably westernised as well; the cruise I was on had similar services such as a pool, sunbathing deck, gym, spa, and other services that mirrored that of a western hotel. Most of the cuisine we was served was European. So because the cruise market did mainly focused on American and Europeans, this cruise culture which is now a part of the modern Egyptian culture is arguably yet another western influence.

MB3
awareness
of westernising
influence re
Tourism

Products:

In general the improved western relationships with Egypt have led to more trade occurring between the two and because Egypt is a country that prides itself on secular and equal leadership there are many western products that can be found in Egypt. In places such as Cairo you will find restaurants such as Mc Donald's and Pizza Hut; I myself saw some of these whilst traveling through Luxor. Instead of wearing the traditional Arabic garments, you will notice that many of the men will wear more westernised clothes such as t-shirts and jumpers; this is common amongst the younger generations as when I was in Egypt I saw a clear difference between the generations. I noticed that the more older generation wore the traditional Arab garments, however this variation depends on the affluence of a particular area; if it is a farming community for example most men despite their age will wear traditional garments. The chances are, as I found whilst there, is that when you visit shops you will find lots of products such as coca cola, water, chocolate, etc, will be in Arabic, but this shows that they western/foreign products have fully integrated into Egyptian culture.

Personal
Observations
related to
well linked
MB3

Film industry and media:

Egyptology has helped promote the creation of many Hollywood block busters such as the Mummy (1998) and Lawrence of Arabia (1962). These have led to many visitors going to Egypt seeking out the culture. In turn these films have had a profound effect on Egyptian culture, with many marketing attractions based on themes similar to these Western-made films. Lawrence of Arabia, was a hit film and although a majority of it was filmed in Jordan, it greatly promoted Egyptian Hollywood actor Omar Shariff, who has become an Egyptian icon. He along with many other Egyptian stars have led to Egypt adopting many western film standards, with its own film industry becoming more westernised whilst trying to maintain a traditional Arab sense.

Besides Hollywood, Egypt's media or news broadcasting has been greatly influenced by the West. This occurred during the 1990s, when Al Jazeera, the first properly 'free' news service in the Arab World was launched, heavily influenced by western media styles. Although it was in Qatar, it was broadcasted to Egypt, where it received incredible viewing and support. Although Nasser had advocated free media, under Hosni Mubarak the then and now Egyptian President, media had been strongly

controlled by the government. As a result of this new 'free media' the government ✓
faced growing opposition and today there is increasing freedom from government
control. The previously tight controls on state TV and radio gave way to even and fair
coverage of all political parties involved in the Egyptian presidential election of 2005,
a first for Egyptian media. So this is a growing cultural integration from the West into
modern Egyptian culture.

AM MB3!

Movements of cultures in Cardiff:

Cardiff is a city that is situated in Britain, a western country. However, although Cardiff itself is considered western it can be argued that because Cardiff is the capital of Wales, that England (the more dominant part of the UK) has had a cultural influence on the city. It must also be remembered that Cardiff is becoming an ever increasing cosmopolitan, with many ethnic groups migrating to the city bringing their own separate cultures through various products such as cuisine and restaurants.

Religion:

Due to Cardiff being now considered to be a continuing growing cosmopolitan it has many ethnic groups living in it, which has led to an increase in religious diversity. Cardiff has long been an attractive area for Catholics. Since 1922 Cardiff has included the suburban cathedral 'village' of Llandaff, whose bishop is the Archbishop of Wales. There is also a Roman Catholic cathedral in the city called the Llandaff, this has proven to be a great attraction in those exploring religion. It is must be noted that because of the unification of England that Wales has once been portrayed as mainly and Anglican nation. So in essence this spread of a different sect of Christianity shows that Cardiff's culture is partly based around a diversity of religions.

In addition to Christianity Cardiff is also a centre for Muslims, with it having one of the longest-established Muslim populations in the UK. Because Cardiff was once a very industrialized port, it attracted many ships from the Islamic World. This was started by Yemeni sailors who settled in the city during the 19th century, so in all fairness there has been diversity in the city's religions for quite some time. In fact Cardiff was the site of the first ever UK mosque, the Al-Manar Islamic Centre which was opened in 1860. Today, due to continuing growth of the Muslim population in Cardiff there are many mosques in which tourists can freely visit at given times. So religion has had a strong cultural impact on the Cardiff culture as it has allowed visitors to explore different religious sites to increase religious understanding.

Useful
Cardiff's
link to
Egypt
emphasis

Restaurants/cuisine:

Like I mentioned previously in travel motivators Cardiff has a real diversity in its restaurants and cuisine. This is primarily due to different ethnic groups immigrating to Cardiff who seek to set up restaurants; Cardiff includes many such as Lebanese, Greek, Mexican, Indian, Italian and more. Cardiff's cosmopolitan cuisine is mainly of Italian influence. Many of these offer a wide range of Italian native foods such as lobster, spaghetti, marinated steak and more, all of which have made this culture noticeable and has had a profound effect on Cardiff's culture as a whole. It is believed that this culture movement came about also because of increased trading when Cardiff was a central UK port. Cardiff's Islamic and Hindu population have also influenced the creation of many Indian-based restaurants as well, yet again symbolising the belief that Cardiff's culture is greatly influenced by other cultures.

As I also pointed out in travel motivators there is a number of festivals and events that in many ways represent these cultural movements into Cardiff. For example, when regarding restaurants and cuisine, the International Food & Drink Festival is the perfect event. This is where both residents and visitors get to sample different cultural tastes, with it expressing the effects of other cultures on Cardiff.

Due to Cardiff being a popular place for English holiday-makers much of the cuisine has been influenced by many typical British ones such as fish and chips and a full English breakfast. Many argue that instead of Wales having its own fully separate cuisine, it shares the 'British cuisine' with England, Scotland and Northern Ireland.

Accommodation:

It is somewhat hard to identify the movement of cultures for this as Cardiff is a western city. However, then again, it must be remembered that because Cardiff was once a very industrialised and a port city where accommodation such as luxury 5-star hotels would have been a rarity. It can therefore be argued that the redevelopment schemes to change and modernise Cardiff during the 1990s had a westernised impact, in other words a more English-American-European form of westernisation. Many of the 5-star hotels such as the Hilton have many luxurious facilities such as multiple restaurants, gym and spa facilities, as well as conference facilities. It is doubtful that such accommodation would have existed when the city was much industrialised, when business was a lot more primary than tertiary. So it can be argued that westernisation in terms of business and improved standards of accommodation have affected Cardiff's accommodation significantly. It must be remembered that many of 4 and 5 star hotels in Cardiff are chain hotels owned by non-Welsh companies such as the Hilton which is owned by the American Conrad Hilton.

Besides this range of hotels Cardiff over the recent decades has received a lot more 2/3 star hotel chains such as Travel Inn and Travelodge, which are also owned by non-Welsh companies. It is therefore also arguable that this too is another form of non-Welsh culture that is affecting and integrating itself into modern Cardiff culture. After all, these days many visitors such as families who do travel to Cardiff do stay in such a type of accommodation, so it has a strong cultural impact on Cardiff.

Music:

Wales does have traditional and heritage music, however other musical influences especially in the US have penetrated and somewhat altered Cardiff's culture. It was the success of rock and pop bands during the 1960s in England that led to the emergence of bands of the same genre in Wales, especially in Cardiff. The reason why such music acts from Wales had failed to be properly successful or get anywhere in the first place was due to the Welsh hold on its traditional music, which primarily consisted of singing in Welsh. No-one outside of Wales who was into genres such as pop and rock didn't want to hear a band singing in Welsh, so as a result this English influence made many bands form who sang in English. Although there were Welsh-language bands, they were hardly considered mainstream on an international level, if not a UK level. So as a result the English culture of pop and rock music heavily

influenced the emerging and modern music in Wales, leading to many successful bands emerging from places like Cardiff such as the Manic Street Preachers.

This influence has become known as English-language Welsh pop, with Tom Jones emerging as the head of this new genre in the 1960s. More recently Overall this English influence has altered and even created a new type of cultural music with the Cardiff culture, as Cardiff isn't only a popular place where bands emerge from but also because it holds many rock and pop consorts as well as festivals.

Shopping:

As the capital city of Wales, Cardiff is the main engine of growth in the Welsh economy. One of its growing areas and ambitions of tourism development is the shopping industry. When in Cardiff, I went into shopping malls such as Capitol Centre and others and it made me feel like I was in Florida. The luxury, multi-storey and modernized shopping centre hardly makes you think that 30 years Cardiff used to be heavily industrialized. It offers many popular UK high street brands such as HMV, H&M, Zara and more. However although it contains European and UK shops it is styled like a US shopping mall. This therefore shows that some of the US culture, in terms commercialization, has moved into and changed the modern culture of Cardiff.

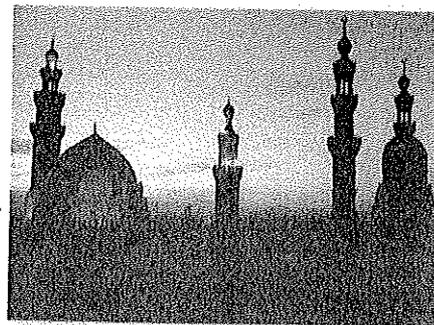
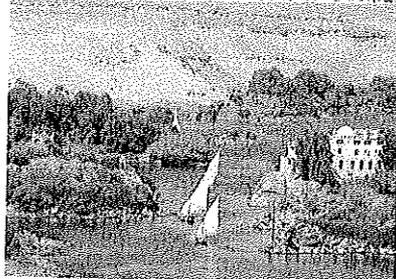
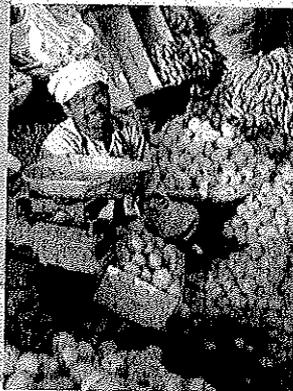
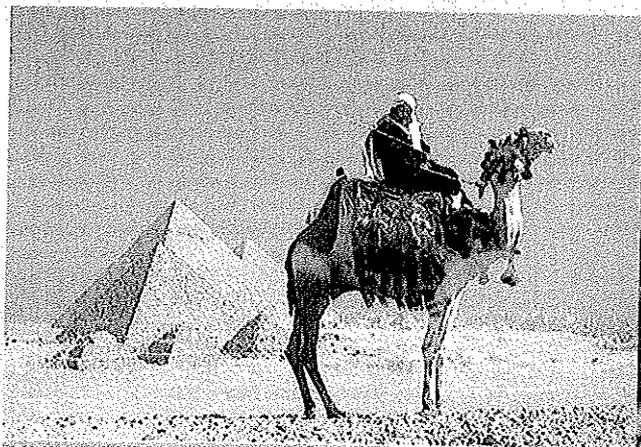
Language:

In general it must be remembered that most Welsh speak English these days as their first language, if not their only one. The 2004 Welsh Language Use Survey showed 21.7% of the population of Wales are Welsh speakers, however this does not mean they spoke it as their first language. Although you may see the Welsh language on road signs and information booklets, a vast majority if not all of Cardiff's population speak English. The main reason as to why this has developed is because of England's unification with Wales. In the Victorian era, much of the Welsh upper class spoke English, as Britain became more united and with Cardiff being a major port English soon spread as the common language to speak as many other nationalities would pass through Cardiff, with English being the predominant second-language to many foreign merchants and sailors. As a result of redevelopment and increased tourism ever since the mid-1980s English has now pretty much replaced the Welsh language as the dominant language not just in Cardiff but throughout most of Wales.

This advancement has become so 'threatening' to Welsh heritage that in 1993 the Welsh Language Act made Welsh and English equal official languages. This was also introduced to reinforce equality as many were ill-treated in employment because they didn't speak English, like most companies did. So overall the English language has had a widespread effect on the culture of Cardiff.

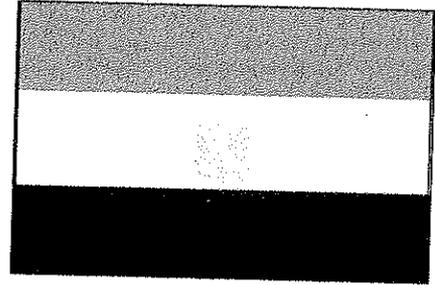
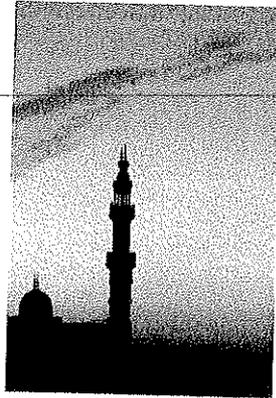
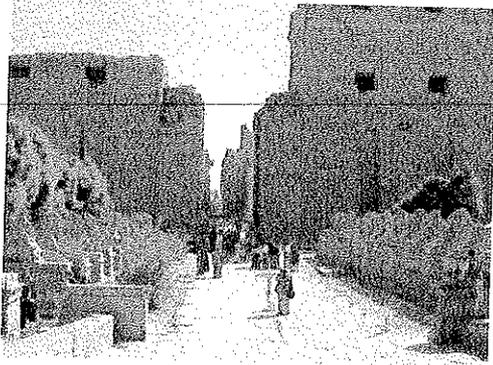
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Your Etiquette Guide To



Egypt

Assessment Objective 02: An explanation of how religions, traditions and customs have helped define the culture at my two chosen destinations:



Egypt:

Egypt's modern day culture displays many aspects of globalisation and western influences however Egypt still exerts most of its culture from the influence of its traditional cultures ranging from its status as the world's first super power in the ancient times, to the arrivals of Christianity and Islam, to its development as an Arab nation during the Crusades. As a result the nation has developed it into its main tourism export with many flocking to Egypt to explore its rich culture.

Language:

Believe it or not there are two languages that make Egypt popular for tourists, something that isn't unique to Cardiff. Ancient Egypt was the first recorded civilisation to develop a written language which consisted mainly of hieroglyphs, pictures. Throughout the ages when archaeologists and explorers arrived in Egypt to uncover spectacular civilisation millennia old, translating ancient texts proved problematic and hindered the understanding of the ancient civilisation. It was only with the discovery of the Rosetta stone in 1822 that allowed Egyptologists to unlock the mystery of the language. The stone was part of a tablet that had multiple translations including Ancient Greek which by then had already been deciphered. It was the French linguist Jean-Francois Champollion who deciphered the hieroglyphs and ever since Egyptologists have been able to translate most if the ancient scrolls and writing all the wall of the tombs, temples and monuments. It is because of the language that many now visit Egypt to explore its ancient history.

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Below is a typical set of hieroglyphs written on a wall of a tomb and beside is a translation of the Ancient Egyptian alphabet.



| | | | | |
|---|---|---|---|---|
| A | B | C | D | E |
| F | G | H | I | J |
| K | L | M | N | O |
| P | Q | R | S | T |

As you can see these are only basic translations as words can't be simply translated through using this alphabet alone because you will notice that a lot of the hieroglyphs are missing on the wall. However, this language is nonetheless recognized by many as a part of the Egyptian culture as even though a different language is used today by Egyptians it is nonetheless a historic heritage. Many of Egypt's cultural and tourism products often features the themes of Ancient Egypt including the use of hieroglyphs to spell out names and places on gifts designed to give to tourists. Many visit Egypt so they can be given a tour of the ancient sites and given some understanding of the history of the country. We were often told by our guide at various sites what certain hieroglyphs stood for and their implications.

Today the main language spoken in Egypt is Arabic. This came about to Egypt in the Arab invasion and spread of Islam in 639AD and by the 12th century it had replaced all the other languages including Coptic derived from the spread of Christianity centuries earlier. It should be noted that the destruction of the Ancient Egyptian civilisation as a living culture was the result of the rise of Christianity to the region that saw the deaths of hundreds of thousands who wouldn't conform to the new religion. For thirteen centuries now Arabic is spoken by both Muslims and Coptic Christians in Egypt with it being the official language. The fact that Arabic is spoken throughout the Arab world, not restricted to Egypt not to mention the language was originally a product of tribes in the Arabian Peninsula, doesn't make it a unique aspect of Egyptian culture. However, like I mentioned earlier in AO1 Egyptian Arabic varies from that of others.

Egyptian Arabic is not that much different from the other types; if an Egyptian was to do go and visit a Saudi or Iraqi for example, it is likely they would understand each other. Egyptian Arabic is only phonologically different as in the same written language is used like there is a separate Welsh language in Wales, but uses the English standard of writing. The reason as to why Egypt's is different is due to its modern history since the days of the late Prophet Mohammed. These included the fact that whilst Islam became the dominant religion of the nation Coptic Christianity still remained and its language became assimilated into Arabic. The various rules over Egypt including Turkish, French and British also had a profound affect on the language. It must also be remembered that the Ancient Egyptian language through speech also had some influence on the development of the modern language. So in a sense it is arguable that Egypt has its own language.

Egyptian Arabic is also seen by many to be the 'leading' Arabic as like I had mentioned also in AO1 that it has had a foreign influence on all Arabic countries. Since the times of development in the 1950s and 1960s the Egyptian Cinema has developed to create many Arabic films that have been exported across the Arab world. In turn this has had an affect on the language of many Arabs across the region. Many argue that because of Egyptian Arabic's strong influence that it is now labelled as the 'basic Arabic'. This sort of Arabic is the one that is used in any language book/tour guides for traveller; if you bought a guide to Jordan or Morocco the chances are it would use this Arabic. This cultural aspect of Egypt has also had a strong effect beyond the immediate region, most universities that teach Arabic as a course often teach Egyptian Arabic. So this language has had a very strong cultural impact within Egypt and beyond. Below is an example of Egyptian Arabic in an Egyptian newspaper.



Novelty but
 This is what I've always wanted to go to study in Arabic!

MB3
views
experience

Many regard Arabic as a very artistic language looking at the newspaper above it looks more like art than writing with many regarding it as poetic language. Below this are some basic tourist tips in speech as you can see the Arabic is written in English using the sounds. I remember using such terms whilst in Egypt to speak to local shop owners; at times I got mixed up and they realised this but nonetheless respected me attempting to speak their language. I never attempted in Cardiff for the simple matter that just about everyone there spoke English as their first language. I learnt that whilst the majority speak English it is always a sign of respect to try and attempt to speak their language. Even if you get it wrong they won't be offended but will appreciate your attempt and willingness to embrace their culture. Below are some language tips from the guidebook I used when visiting Egypt.

| | |
|-----------------|--|
| Aiwa (or) na'am | - yes |
| La | - no |
| Shukran | - thank-you |
| Afwan | - You're welcome |
| Min fadlak (m) | |
| Fadlik (f) | - please |
| Aasif (m) | |
| Asfa (f) | - sorry |
| Inshallah | - god willing (a famous saying common amongst all Arabs no matter what their religion) |

Religion:

Like with the modern language the religion isn't solely native to Egypt. Although Cardiff may be known to hold a large Muslim community in the UK it is nothing compared to the size of that of Egypt's religions, not to mention that Egypt's modern day culture has heavily been influenced if not still very dependent on it today, a trait Cardiff does not share.

The three Abrahamic religions—Judaism, Christianity and Islam—are legally recognized in Egypt. As the world's first monotheistic culture, interpretations of religion have influenced Egyptian society since antiquity. Whilst Cardiff has communities that consist all three of these religions it is nowhere near as rooted as Egypt not to mention situated in a region where they all emerged from, which can be viewed in many respects. The Jewish community in Egypt is probably the oldest one outside of Israel. Modern day Aswan is said to be home of the first synagogue. At one time, there were forty synagogues in Egypt. Even under periods of Islamic rule, Egyptian Jews enjoyed peace and security throughout most of Egyptian history. However it was the British Mandate of Palestine and subsequent creation of the Jewish state of Israel in 1948 that has created much tensions between Muslims and Jews. Prior to British rule in Palestine, A majority of Palestinians were ethnically Arab Muslims. The creation of a non-Arab state led to the destruction of the Palestinian homeland leading to a mass exodus of Palestinians into neighbouring Arab countries including Egypt. Ever since what has become known as the Arab-Israeli Conflict a cause in which to re-establish a Palestinian state from occupied territories, has led to much hostility between the two religions. Just after the creation of the state many Egyptian Jews faced racist attacks and persecutions leading to many fleeing the country. Many Egyptians argued/suspected that Egypt's failure to win the first Arab-Israeli War in 1948 was because of dealings with the Jews in Egypt. As a result there is only a few hundred Jews remaining, but the synagogues of Alexandria and Cairo are a testament to Jewish heritage in Egypt, maintain a particular aspect of Egypt's religious heritage. Such sites are regularly visited by Jews, especially those from Israel who, due to the 1979 peace treaty, can freely travel to the Arab neighbour. However because many speculate there are perhaps no more than two hundred Egyptian Jews that festivals are a rarity.

Coptic Christian Church:

As I have regularly mentioned Coptic Christianity, whilst being a minority in Egypt, is also a heritage as it was first post-Pharaonic religion in Egypt and for centuries was the dominant religion. It is also important to note that this sect of Christianity is native to Egypt, despite its foundings having been based on Jesus Christ who spend the majority of his life in Palestine. The full name of the religion is the Coptic Orthodox Church of Alexandria, where there is the largest concentration of Christians. Christians in Egypt range from 15% to 20% of the total population today. Coptic Christianity still remains firmly an Egyptian-based religion and makes Egypt unique culturally as it is a nation with its own religion that has lasted for the better part of 2000 years, somewhat similar to Cardiff and Wales because it has its own sect of Christianity which is the Church of Wales. However it is not as disguisable as Coptic Christianity in Egypt is. Its architecture in regards to Coptic Churches is also unique with many looking similar to mosques, symbolising Egypt's religious diversity. Although the religion is still a minority it defines a lot of Egypt's culture through its various festivals held.

They have many festivals including many that Cardiff recognises including Christmas, Easter. All of these are recognised and declared official holidays by the Egyptian government. Both these festivals are very similar to what we are used to with the former celebrating the birth of Christ and the latter mourning the death and celebrating the resurrection of Christ. One difference from Cardiff's celebrations of Christmas is that they observe the so-called "the fast of Christmas" a forty three days fast. Although such festivals are what makes the Church more apparent and stand out more, they are hardly a specific element of defining Egypt's culture due to it being overshadowed by Islam. However, Muslims recognise and sometimes get involved with such festivals as Jesus is nonetheless regarded as a prophet by Muslims. Most festivals are presided over by Pope Shenouda III the patriarch of the Coptic Church, so unlike Cardiff that has the Archbishop of Llandaff, there is an actual figurehead who takes part in the festival. This makes Egypt culturally unique as because the Coptic Church is native to Egypt then the Pope is always there, compared to other sects such as Catholicism that is spread over lots of countries.

Islam:

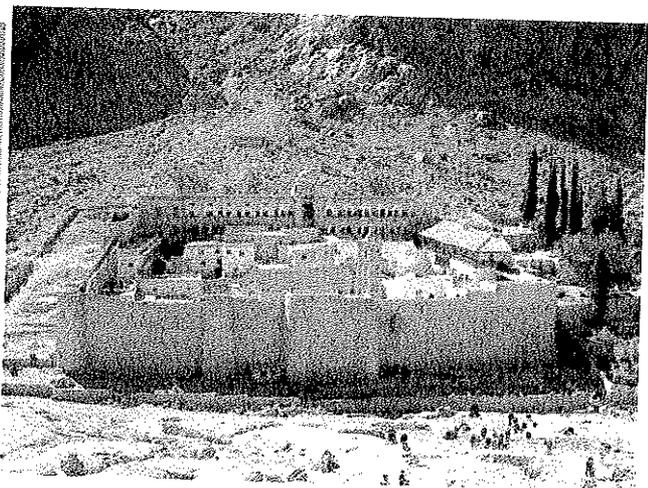
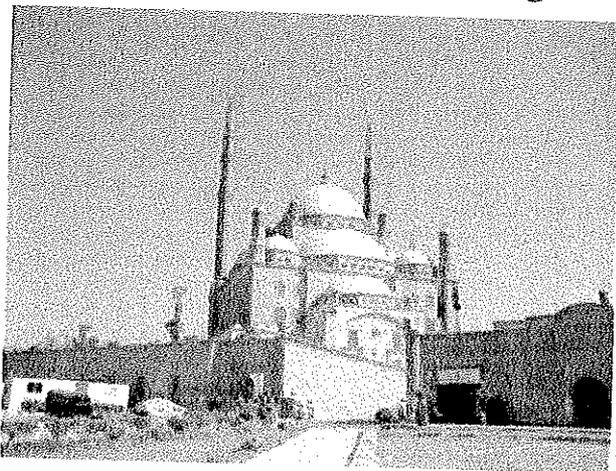
Sunni? Islam is the dominant religion in Egypt today. Most Coptic Christians converted to Islam in the 7th century as a means of escaping persecution from Arabs who had invaded to spread the new-found religion. Cairo became the capital of several Islamic caliphates (leaders/Islamic scholars who claim to be direct descendants of the Prophet Mohammed), empires, and dynasties. Islam has been designated as the state religion since 1980; however Egypt does still respect the rights of Christians, seeing it as a vital element of Egyptian heritage and culture. Muslims comprise about 80-85% of the total population of roughly 80 million Egyptians today. Whilst this religion is not native to Egypt its place in the culture does in many ways differ from that of other predominantly Islamic countries.

In places such as Saudi Arabia and Yemen Islam is strictly enforced with Sharia Law and where women have to be covered up at all times when going out. However, due to various government policies especially under Nasser and Sadat who sought a more secularist state and to give full education to women Islam isn't so vigorously enforced with women enjoying more equal rights than most other Islamic countries. It is because of this that more women are attracted to go to Egypt than other places in the region. Based on my opinion and views regarding the Middle East, I consider this an important attitude in attracting tourism and in no way is threatening to the culture.

Like Coptic Christianity there are many Islamic festivals and events held in Egypt. Most Islamic festivals follow the Islamic lunar calendar whereas Christian festivals follow the solar calendar. As a result days vary each year for festivals when comparing it to a western calendar which often creates

confusion between non-Muslim westerners. Ramadan is the most common and important Islamic festival which consists of the entire ninth month of the Islamic calendar and celebrates the time The Qur'an was first revealed by Mohammed. The month-long festival consists of rigorous fasting (no smoking, food or drink) between daylight hours. Because of Egypt's geographical location and climate activity such as working is reduced and it is often not a good time for foreigners to travel. Many Muslims will be insulted if they see outsiders eating or drinking in public, it is not illegal to do so but is frowned upon. This is something Cardiff residents won't do as Islam is a minority religion in a predominant secular society. Also many cafes and restaurants will as a result be closed during daytime. One cultural aspect of this towards outsiders is that if they are able to fast for even a day they will earn great respect from Muslims. Other Islamic festivals include the feast of Eid el-Fitr which celebrates the end of Ramadan where the restaurants will be up of Egyptians and the streets are full of festivities such as stalls selling art crafts. Such events are held to a large scale in Cairo and Luxor where visitors can see Islamic culture in a full festive mood.

Due to Sunni Islam having been the mainstream religion for over 1300 years there are many sites that attract visitors and define Egypt's religious identity. Many believe that because Egyptians take much pride and devotion in religion that it affects the national culture as a whole such as greetings, eating, social customs and more. As a result of Egypt having two noticeable religions it helps further in separating its culture from that of any other Islamic country such as Saudi Arabia who has only one religion, show some degree of religious diversity like Cardiff. Between 969-1171 Cairo was the Islamic capital of Fatimid Islamic Caliphate, the fourth and final Islamic dynasty. The Islamic rule led to the creation of many mosques and Islamic sites, most notably in Cairo earning it the nickname 'The City of A Thousand Minarets'. Many sites that make Cairo renowned as a religious attraction include the famous Mohammed Ali Mosque which is pictured below. Egyptians take a lot of pride in art and architecture and this is evident in their religious sites and is a testament to Egypt's culture. Many of these cultural aspects reflect foreign rule over Egypt; if you look at the mosque it bears resemblance to Turkish mosques. So Egypt's Islamic architecture is a mixture of Arabic and Turkish, amongst other things.



Cairo has that many attractions that are focussed on religion that many visit Egypt to view such historic sites. Egypt's isn't like Saudi Arabia that draws many Muslims to visit because of its holy sites including Mecca and Medina. Such visits are often undertaken through the Hajj, the holy pilgrimage in which every able-bodied Muslim must undertake at least once in their life. The Hajj has no relation to Egypt in terms of sites, but Egypt nonetheless has a culture that is defined by its diversity in religion, something that makes Egyptian's religious identity unique.

Egypt also has a strong connection to the Bible with many stories such as Mary and Joseph's flight to Egypt and Moses and the Israelites fleeing from the Pharaoh out of Egypt. These are stories that are often resided by Egyptians regardless of their religion in social gatherings. Both Islam and Christianity are derived from Abraham, the biblical figure who showed his devotion to God by

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willing to sacrifice his son. As a result all these religions share common beliefs and stories; Muslims view Jesus Christ as a prophet but not as the main one or the last one sent by God, which to them is the Prophet Mohammed. One site which defines this as a part of Egypt's religious diversity is Mount Sinai in the Sinai Peninsula. This is supposedly where Moses brought down the ten commandments and today at the foot of it is St Catherine's Monastery which is a Christian Greek Orthodox site but is often visited also by Jews and Muslims due to its multi-religious connotations. Many are attracted to such a place to gain an understanding of their religion and its origin. It can be argued that Egyptians embrace religion more making it a significant part of their culture because a lot of biblical references refer to Egypt and because parts of it are considered as part of the Holy Land. Originally it is supposedly built around the Burning Bush in which Moses received a vision from God.

It also remains a testament to the Crusades. The Crusades were a number of campaigns fought primarily between the Catholic Church and Muslims over dominance of the holy city of Jerusalem and the Holy Land. Initially the Muslims who inhabited Palestine at the time were caught by surprise by the invading Christian armies but over time the Muslims fought back and eventually led to the removal of Christian Crusaders from the region. These are stories that are often the topic of many social gatherings amongst Muslims and is seen as a key event in their religious history. Although the monastery was constructed long before the Crusades Egypt was a battleground through various crusades with many Christian armies taking control of the monastery. So this site, now a UNESCO World Heritage Site, is considered a major religious place for both religions, with everyone regardless of their religion allowed to enter it.

Traditions:

Food and drink:

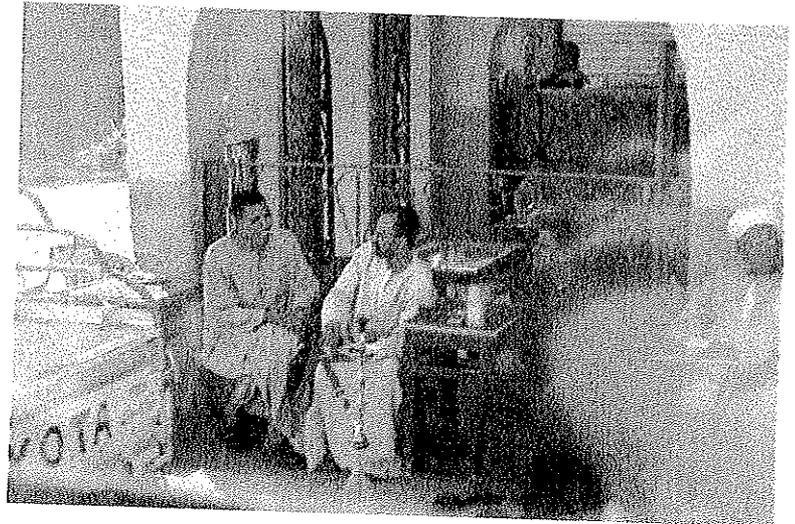
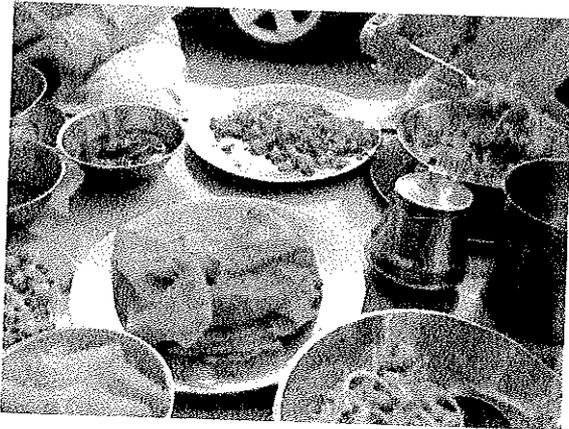
One thing that defines Egypt's culture is food and drink. Globalisation since the 1980s has led to many foreign-brand products appearing in Egyptian stores. Whilst in Egypt we visited many stores to buy bottles of water, something that you need in such a hot climate especially in Summer. When visiting they often had lots of products such as Coca Cola and western crisp brands such as Lays. However, despite this penetration by another culture Egypt still retains a lot of its traditional food and drink. This western penetration is very prominent in Cardiff due to the globalisation and redevelopment that has taken place there.

One such traditional drink is shai, which is an Egyptian/Arabic tea. As a predominately Islamic country Egypt gives alcohol a low profile, compared to Cardiff which seems to pride itself on such drinks. Shai is considered as much a part of Egypt as tea is in Britain, but it is quite different. Tea is considered an Arab drink, a tradition embraced across many Arab countries, but Egypt treats it as the national beverage. The tea is generally made by boiling leaves and served black and sugared to taste. Many places where they serve these will use tea bags to appeal to westerners whereas as the traditional version won't use these. As I have experienced it is not a good idea to drink all of it to bottom as you will end up getting tea leaves in your mouth, a taste westerners are not used to. Shai is often served in coffeehouses, known as Abwas and is often the drink used by the Bedouin in the Sinai Peninsula.

Abwas are considered cultural attractions in Arab countries with them playing an important role in everyday Egyptian life. They serve the same purpose as pubs and bars do in Cardiff as social gathering places where Egyptians socialise with each other. Most of these serve shai, abwa (coffee) and iced karkade. They are also iconic for their hookahs, or sheeshas, as they are traditionally known in Egypt. These are long water pipes where a special kind of tobacco mixed with molasses which allows the smoker to experience a more distinctive taste and aroma. It is possible to experience different tastes such as mint and apple-flavoured tobacco. Although spread across the Arab World, it

is more associated with Egypt due to it being inseparable part of Egyptian café culture and the fact that Egypt receives the highest inbound tourism than any other Arab country, so as a result due to foreign perception it is an Egyptian product. Egyptians also pride themselves on making it as a craft and are often bought by tourists, decorated in their traditional Arabic style.

The Egyptian drink Karkade reflects the influence religion exerts over traditional and is a premier product of Egypt's culture; fruit-based drinks. It is a deep red infusion of hibiscus flowers, a plant that is commonly grown and natural to the Nile Valley. As I have experienced these are most popular in Upper Egypt between Luxor and Aswan and is drank hot or cold. I had it on a number of occasions whilst there as it almost as culturally common as shai. It is often offered as a greeting to foreigners arriving; the first thing I received when boarding my cruise was someone offering me a glass of Karkade.



Egypt cuisine ranges from the native traditional dishes to many international delicacies. Basically Egyptian cuisine is the mixture of Greece, Turkey, Lebanon, Palestine and Syrian food culture yet it tastes different which gives Egypt's culture a uniqueness because no other country shares this combination. Bread is the main item of Egyptian food, eaten with all meals and the most common form of bread used by the Egyptians is 'Pitta'. Bread is considered perhaps the most important food to Egyptians. There is an old saying in Egyptian society that Egyptians care little about politics and government but will become outraged if they run out of bread. The other most important item of Egyptian cuisine is fava beans, which are often boiled or mashed with the vegetables and spices, something else culturally Egyptian is known for.

Egypt cuisine is mainly known for its flavour and use of fresh ingredients. Molokhiyya is a popular green leafy summer vegetable, which Egyptians widely used in making variety of dishes along with other vegetables. So they have many cultural side dishes as well. Rice along with bread is the food of Egyptian main courses i.e. lunch and dinner. Among the national dishes of Egypt is Ful medames which is the national dish often eaten at breakfast. Another popular traditional dish is Kushari. It is also a national dish and consists of base of rice along with black lentils, chickpeas (a food first used by Egyptian), macaroni and garlic, vinegar and spicy tomato sauce as the topping. All of these are cultural cuisines that are for the most part native to Egypt due to its multi-cultural influence and to its agricultural products.

The religious identity of Egypt also has an affect on its food and drink. Alcohol is available in Egypt partly to accommodate foreigners, but under Islam it is not allowed so although Egypt produces its own brand such as Al-Saqqara for foreigners, it is hardly considered a part of their culture. Its sale is all together prohibited in places such as the Western Desert and Middle Egypt. The sale of alcohol is often in places that are foreign owned; the cruise I was staying on was owned

by a German company. In fact, because some of Egypt's law is influenced by Islam, public drunkenness is totally unacceptable and the sale of alcohol is prohibited no matter what business during Ramadan. Most of the meat served will be Hallal, Muslim meat too where the animal has to had been killed in a particular way in order for it to be consumed. In addition to Ramadan restaurants and the selling of drinks and food are severely limited throughout the day and is a religious tradition not to eat or drink as part of the fasting. Although Cardiff does have a sizeable Muslim community Ramadan is still observed but the effects are no where near as visible as they are in an predominantly Islamic country such as Egypt.

Arts and crafts:

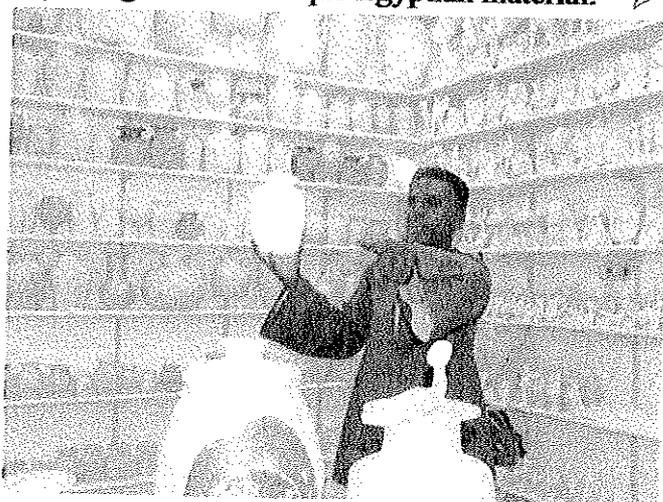
Egypt also produces and is known for a number of arts and crafts, a cultural trait that is more influenced by its ancient history than its Arab and Islamic culture. Like with Cardiff most traditional products are hand made instead of manufactured often using local materials. Glass and pottery are a traditional craft made since the time of the Pharaohs and are still used today in Egyptian life. Glass plates, vases and candle-holders are hand-blown mainly using Muski a unique Egyptian material.

As for pottery, it is considered a lot more traditional. Most of the pottery that can be found is used to store products such as water and grain proving to be a tool of ancient Egyptian life but is still produced to act more as home decoration.

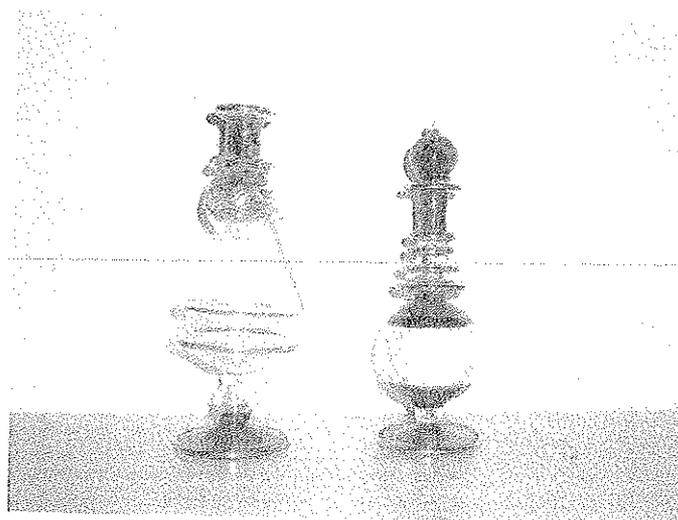
Throughout Egypt's long history many pottery products have been made from alabaster.

Alabaster is a form of pottery, something that has been unique of Egyptian culture since the ancient times, its something that cannot be found in Cardiff where it tends to focus more on wood and jewellery products, and is often considered an art as well, due to its distinctiveness from other pottery. When in Egypt we visited an alabaster workshop where they just didn't make vases but also Ancient Egyptian souvenirs such as statues,

and they showed us the qualities of the Egyptian product. If you shine a light inside a vase made of thin tinted-fine grained gypsum alabaster it will illuminate it, which is why it is sometimes used for lamp shades. Thick hard calcite alabaster is also hard to break, we were demonstrated this through a rather extreme method; the Egyptian who owned the workshop slammed it on the floor without telling us what would happen. This material used to make traditional products has been viewed as a long-time trait of Egyptian culture.



Egypt also is a place where scents are made especially in South around places such as Aswan. When I visited Aswan we bought some of these scents from a scent store called Abu Simbel Perfumes Palace, despite it being in Aswan. Unlike the scents we are accustomed too these focus more on healing scents rather than fragrances; Egypt's has for as long as it has existed has prided itself of curing health issues through herbs and scents. As a result these products are a testament to Egypt's history when it comes to medicine. If you look at the separate sheet called "The Treating and Healing Oils", you will see which each scent is designed to do in terms of healing. We got this sheet when we bought the scents. So from looking at it you can see that Egypt has a strong medical/herb-based

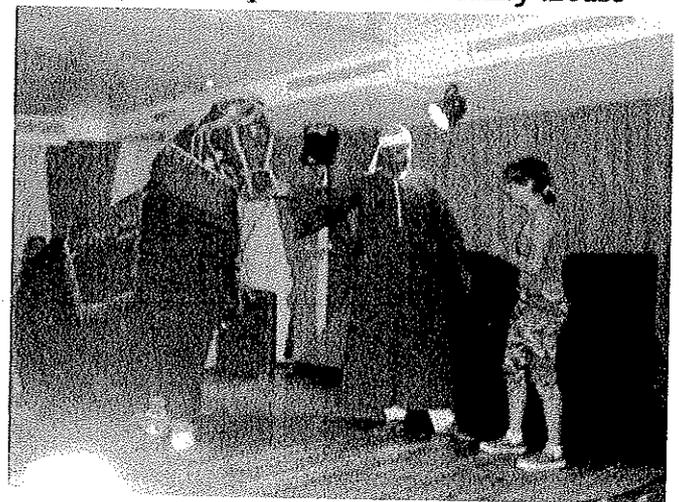
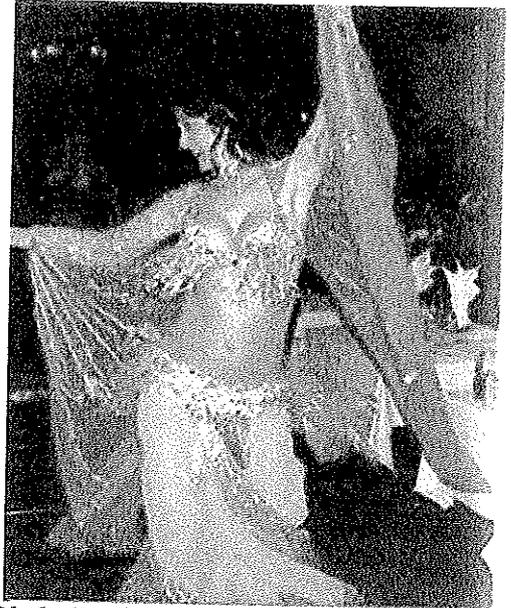


tradition. To the left is a photo I have taken of a perfume bottle and a scent candle holder that I bought from Egypt, just look at the artistic design of it.

The Sinai Bedouin are descended tribes from the Arabian Peninsula who live a nomadic life travelling around the Sinai herding goats, camels and sheep as way of life. 'Bedouin' is plural for 'bedu' meaning 'desert dweller' in Arabic. In particular Bedouin jewellery is a traditional product that they have long worn especially women. Because of the tourism trade, many Bedouin get involved through giving Sinai guides and selling jewellery. Although not sold in such a manner as Egyptian tribes Cardiff too is a place where Welsh gold is used to make modern day jewellery. Egypt's ancient empire which spanned most of the Levant was full of wealth due to the vast gold mines Egypt possessed, and although they have been exhausted considerably since then they have still influenced Egypt's production of jewellery. Egyptian jewellery is a more prominent craft compared to that of Cardiff due to it having existed a lot longer and because it has a lot more gold mines than Cardiff or Wales has for that matter. Bedouin jewellery consists of mainly metal products such as chains and artistic coins conversely to the rings and necklaces produced in Cardiff. It reflects greatly on Egypt's ancient history as a land of metals including copper, bronze silver and even gold. Such jewellery is often shown off by women through other Egyptian traditions such as Belly Dancing and in general their Bedouin dresses.

Dance and music:

Egypt has long been a centre of music and dance, something that like most other things is the result of the country's founding over five millennia ago. Because of its age and relevance many of these traditions have been exported abroad to other Arab and non-Arab countries. One particular famous dance which everyone would have heard of is belly dancing. However, modern belly dancing, which started originally in Pahaonic times, owes more to Arab and European influences today. The very name of this dance is western with its true Egyptian Arabic name being Raqs Baladi. Conservative Muslims over time have discouraged many women from taking up a profession with many foreigners now performing it, viewing it as more as a symbol of prostitution. However for the time being it is still an Egyptian tradition. Belly dancing involves mainly women dancers dancing to a particular music in an erotic fashion designed to express both to sexually arouse the viewer as well as the dancer. It is designed mainly as a form of entertainment and can be compared to the Western modern-dance pole dancing which can be found in nightclubs in places such as Cardiff, as it serves the same purpose. Because it is a dance around entertaining both male and females there are male belly dancers, but these are a rarity today as this art as become known more as a female-only art, which it really always has been. Belly dancing today can often be seen in Egyptian nightclubs and other entertainment facilities and despite it being both affected by westernisation and social Islamic fundamentalism, it still a key component of the culture.



Egypt's crossroad location of different culture has led to expressing much different ethnic music as its overall culture. One such form is Saiyidi music. This is found in Upper Egypt especially in Aswan and is something I have had the benefit of witnessing. It involves a nahrasan (two-sided drum beaten with sticks) and a mismar sayidi (a wooden cross between a flute and a trumpet). It is somewhat seen as a Nubian tradition as in the area around Aswan, where we were given a presentation aboard our cruise, is part of Nubia. Another aspect to this is that horses are trained to dance to it, but because we were aboard a ship and animals weren't allowed on board, so two Egyptians were dressed as a horse and danced to the music; the photo on the left shows this. So although it was adapted to meet safety requirement aboard ships, if it is held onshore they use actual horses. It involves lots of dancing around, with a tradition being to try and get everyone involved instead of just using performers, so it is a very interactive cultural aspect.

Another cultural music of Egypt is Bedouin Music in which there are two types; one belonging to the tribes close to Libya in the Western Desert and another belonging to the tribes of the Sinai to the east. Both are unique in that they perform songs recounting old intriguers, activities and stories to a strong rhythmic accompaniment. This fits in well with the perception that Arabic is a poetic language. Because it is about stories it will vary, but they will include giving example such as Bedouin using Arab swords to recount battles and participation of a large number of people. It gives visitors the opportunity to further their understanding of Egyptian Bedouin culture and Islamic history as many traditional stories revolve around the retelling of their ancestors battling in the Crusades.

Role of women:

The role of women Egypt is another factor regarding tradition. In Egypt today there are mixed opinions on how women are treated in mixed society. On the one hand during the 1960s and 1970s women enjoyed more liberties such as being able to walk the streets unveiled in clothes similar to that of the West at the time. This was at a time when Egypt's politics and society were a lot more focussed on secularism. Under Egyptian monarchy rule women had traditionally held the role of performing household tasks and taking care of the children, having rare opportunities for contact with men outside of the family. However since the 1952 Revolution and formation of a secular government and constitution women have experienced many social changes especially in education. Under Presidents Nasser and Sadat new liberties were given to women such as longer education and access to higher education including university. This remains the case today, with the Egyptian government holding a stance of gender equality, with them maintain Egypt as an international centre of education for women across the Islamic world who are unable to attend higher education due to discriminative laws in their native countries.

The problem nonetheless with Egypt is that it is still an Islamic country and the idea of Islamism (political Islam) whilst being opposed by the government has a growing effect on women in society. Whilst I was in Egypt I saw many unveiled women who didn't even wear a hijab (headscarf), but there were also many who did. Problems with religious conservatism because of such new reforms has sparked fear that women are socializing with men with practices such as veiling and gender segregation at schools, work, and recreation have become commonplace. Many women are also fearful of Islamic fundamentalism which has risen in Egypt, especially in Middle Egypt. In many other countries such as emergences especially in Afghanistan and Iraq have seen the illegal executions of hundreds of women, for failing to cover up in Islamic clothes and for working outside the house. It is therefore arguable that many women abide such strict rules because of fear.

Nonetheless though today more Egyptian women are becoming employed in non-agricultural businesses. In 1990 women accounted for more than 12 percent of all industrial workers; most female factory workers work in textiles, food processing, and pharmaceuticals, and today many

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women particularly in Cairo don't just work in the tertiary sector but also head their own companies and TV chat shows, something that is strongly discouraged in other regional countries. In my opinion this may be portrayed by many as weakening the religious culture, but I prefer to view it as an enhancement for the culture as in opening more doors and allowing more people to enjoy it. I believe that a culture isn't solely dependent upon roles in society based on religion. We have seen that religion plays a low-key when it comes to Cardiff but it still has a very wide heritage culture.

Social customs:

Dress:

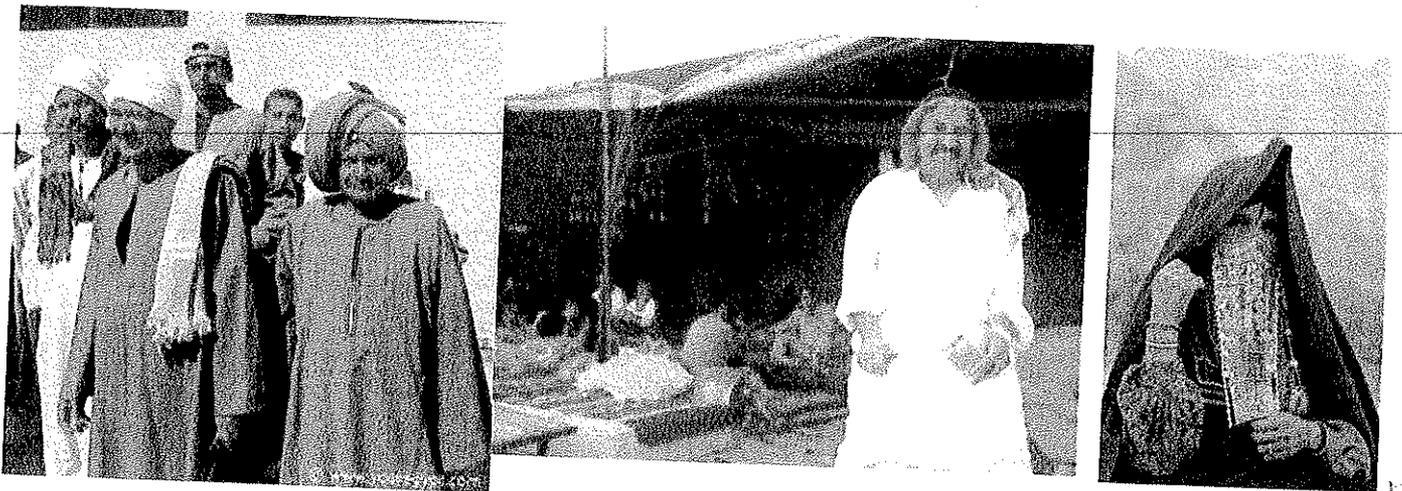
Egypt's culture is so diverse and different from the culture of Cardiff, that it has had a profound effect on the social customs of the Egyptian people. Islam and Qu'ran are central to the Egyptian family that are Muslim, where some in Cardiff may be religious only in the sense that they visit church on Sundays, Islam has a very fervent influence on Muslims. Many Muslims are devout, with many of their living ways such as eating, dress and education being base around it. One such cultural custom heavily influenced by religion is dress. Not strictly enforced by law in Egypt, it is a strong custom that all Egyptians should dress modestly, covering their legs and shoulders up. Unlike, the western belief that such customs apply to women only, this custom applies to both genders. It doesn't really matter as to what clothes are worn whether it is a dress, trousers or t-shirt so long as they cover up these parts of the body. Egyptians who don't strictly abide this custom will certainly do so when visiting religious sites such as mosques and churches, where in mosques all visitors whether Muslim or not will have to remove their shoes. This is something visitors will have to do as well, as whilst it is considered a custom to have one's legs and shoulders covered up, it is not strictly enforced on visitors, whilst in specific places it may be frowned upon. Such a custom doesn't exist in Cardiff where people are free to wear clothes that show legs and shoulders without revealing such perceptions. It is also unlikely given religion's lower profile in Cardiff that visitors won't have to wear more formal clothes.

Islam's influence on dress has more of an effect on women. Due to the return of Islam playing a more dominant role in society more and more women wear the hijab, which is the headscarf, and the veil. The veil is actually less commonly worn in Egypt; whilst there I saw some wearing the hijab but not many who wore the veil. Another distinction with female dress which our Egyptian tour guide pointed out was that women who wear all black are married or widows and those that don't are single. It is a known belief that western women wear more 'revealing' clothing when travelling to warm-climate destinations. As a result some Egyptian men, especially in poorer/ more run-down areas of Egypt perceive such women as prostitutes which has led to scandals and harassment in the past. Women are okay not to wear the hijab and they are not frowned upon, but it is nonetheless recommended that they wear more appropriate/less revealing clothing.

Cultural dresses:

Egypt's multiple cultures; Arabic, Egyptian and African have all had an effect on the cultural dress. There is no one dress effectively, unlike Cardiff, with there being multiple types depending on people's backgrounds. The basic one that most are accustomed to seeing is the gallibaya, which is a long shirt worn to the ankles by Egyptian men. This has descended down mainly from Egypt's agricultural history, with most of Egypt's peasants and working class wearing them. Throughout the agricultural areas (not the big cities) you will see many of all ages wearing it as casual wear. In addition some will wear a turban made of shaal (fabric). It is believed that the most devout Muslims will have their head covered but today most Egyptians wear it for a different purpose. Whilst in Egypt you will notice that a lot of the men who wear them that they will be creased, this is because many soak it in water before they go out to work to keep their heads cool. This overall will be the

most common traditional dress you see in Egypt and it is often a sign of class as it will be seen more in less wealthier areas, whereas in more affluent parts many will wear more westernised clothes.



New Illustration
MBS

Another dress is that of the Bedouins. Unlike the influence of gallibaya dress, because of Bedouin culture it is not influenced by crop farming in the Nile Valley. Instead it has been heavily influenced by their desert dwelling and mirrors more of the common dress that is worn in the Arabian Peninsula and the Levant. Because Bedouin abide strongly by their culture their dress is often worn, especially given the climate they live in. They wear similar garments as the gallibaya with it being a long shirt like and open-robe called a kibr either to keep warm during winter evenings or as a more formal dress for formal events and ceremonies. The main distinction is that they will often wear a kaffiyeh, which is an Arab headdress common throughout the region often accompanied by an agol which keeps it in place. It is designed to keep the sun off one's self, something that there is much of when living in the desert. One similarity with Bedouin women is that they tend to wear clothes almost identical to that of other Egyptian women. The only addition is that they often wear jewellery around their veil of around their body, this mirrors the traditional jewellery crafts that the Bedouin make.

Greetings and gestures:

Egyptians also have different gestures and communications than say people in Cardiff. Different signs can mean different things in a foreign society and this is the case in Egypt. Visitors must be aware of the different functions of the two hands. In Egyptian society, use of the left hand is used for 'unclean' functions such as going to the toilet and removing shoes. It is therefore considered unhygienic if you use your left hand to eat, believing that you shouldn't make contact with your left hand and mouth. You should also avoid passing things to Egyptians with your left hand and shaking them by the left as it is considered an insult, as it often can be if used in Cardiff as well. The right hand should be used more when communicating with people as it is perceived as more successful.

Greetings are very similar to that of Cardiff, except for one thing. Many Egyptians will greet foreigners by handshaking but is done mostly between males; if female foreigners are present some Egyptians may shake hands to show a sign of respect, but generally this isn't a part of the social customs of Egypt. Eye-contact, as with western society, is essential in greeting each other and this plus a smile helps develop a friendly relationship. More commonly between Egyptians and other Arabs, they will greet each other with a kiss on one cheek and then the other while shaking hands, men with men and women with women. Such a greeting is not used in Cardiff and is considered by some there to be somewhat homosexual. To many this may seem similar to the French greeting, but this greeting is recognised as the general Arab greeting used across the Arab world. In any greeting

between men and women, the woman must extend her hand first. If she does not, a man should bow his head in greeting. Either way this shows that despite religions role in society that men and women still greet one another.

Other gesture can include giving sweets and pastries as gifts when invited around to an Egyptian's house. This is often common if someone establishes a good friendly relationship with someone. It is not a good idea to take flowers around as they re often given as gifts for weddings, illnesses and funerals. If you visit homes you will most likely be visiting a large number of people as family is a strong social belief with a lot of families consisting of both nuclear and extended. This is because many Egyptians look after their elder relatives, as part of a traditional Egyptian family. To me this a good value as in many other countries a lot of old age people are not that well taken of by there relatives, whereas in Egypt no matter what gender they are given a high profile and looked after a lot more. So if you are invited to an Egyptian's house be prepared.

Egyptians are known for their hospitality; their haggling is mainly the result of baksheesh, something I will talk about later and is often a form of gaining respect. One such gesture of hospitality is smoking. When in Egypt I saw that everywhere Egyptians smoked a lot with cigarettes. One social custom is that if an Egyptian gets a cigarette out in the presence of others it is a must custom that they offer those around them one even if they don't know the; I was offered a cigarette by an Egyptian policeman stood on the dockside at Edfu. I was only stood close to him and didn't even know him and therefore found it weird that I was being offered by someone I had never met. Hospitality will also be shown through offering visitors things such as a boat ride on a felucca or a seat at a café. It is important that you reply nicely even if you want to recline because they will repeat there offer and take it as an offence if you reply hostility. Hospitality is very closely linked to Egyptian perception of morals and that anyone who doesn't show such as is not viewed upon positively.

Baksheesh:

Baksheesh is an Egyptian, if not Arabic social custom. This often occurs in the more traditional markets (souks), but due to Egypt's tourism it will occur just about everywhere where there are famous tourist attractions. In places such as this there are no listed prices instead you have to haggle with the store/bazaar owner on the price. It descends from the times when currency rarely existed where people would instead trade different things. Baksheesh is also where Egyptians will carry around items asking tourists if they want to buy it. My tip from experience is that you should at first ignore them or say 'no thank you', ideally in Arabic (I'aa shukren) in which they will keep making offers by way of lowering their price. To many visitors it is seen as irritable but is a social art that the Egyptians have practised for centuries. Be warned: whenever you visit a temple or heritage site you will go in a different route to the one you will use to exit. Exits are deliberately designed so you have to walk through what is known as a small 'merchant quarter' by which you will then be ambushed by many merchants. Although it may seem irritable in my opinion it is good because its allows you to directly interact and experience an Egyptian social custom. Baksheesh is also a way by which many Egyptians earn money which can include tips. Whenever you go to temples and sites there will be 'wandering' Egyptians who will target themselves at lone tourists and give them a small tour expecting a tip at the end. On the one hand this can be annoying because you can't really freely wander and explore the sites without being approached. On the other hand many Egyptians live in poverty and don't receive much money so it is a way of living to them.

Along with this assessment is a small booklet I have made called 'Your Etiquette Guide to Egypt' which strongly focuses on the Egyptian social customs and traditions and how to be prepared to go about navigating Egyptian society if you were to go to Egypt.

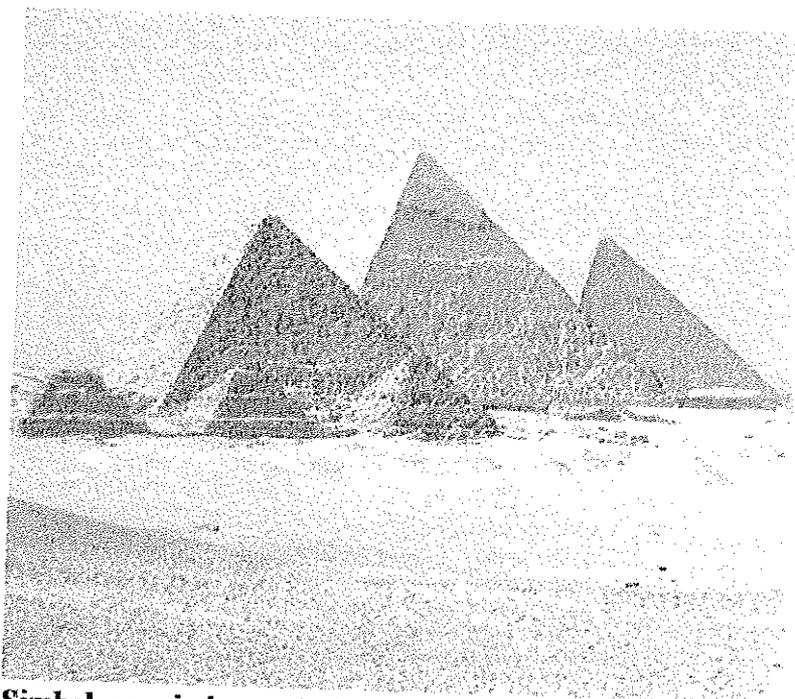
You can also find some questionnaires I have got two people to complete who have visited Egypt. It allows us to explore from other first hand experiences as to what impacts Egypt and its culture has had on foreign visitors.

Cultural Heritage:

The Great Pyramids of Giza:

This section regards what sort of attractions are a testament to Egypt's culture and heritage and how they are appealing and attract those seeking cultural enrichment. Unexpectedly, the main reason why Egypt's tourism has flourished is because of the attractions and sites surrounding its ancient history. Unlike Cardiff, Egypt is teeming with heritage attractions with earning the status as a historical visit capital for those interested in history. Ranging from the millennia old temples of Karnack and Abu Simbel to the Great Pyramids of Giza, from the tombs of the ancient Pharaohs to the gigantic statues that still watch over Egypt, it is perhaps the haven of ancient history. I have only been to Egypt once and that was only for eight days but it has to have been the best experience of my life so far; to stand at the entrance of Abu Simbel with the statues of Ramses II towering above, to actually go inside ancient tombs, all of it was very amazing.

Such appeal has made Egypt a hotspot for historic visits and because the entire country is a heritage gold mine it has attracted UNESCO. In fact UNESCO creation back in 1946 was heavily influenced by Egypt's heritage sites, with over 12 sites. President Nasser's ambitious project to revolutionise Egypt's economy during the 1950s and 60s sought the creation of a high dam at Aswan. However, the dam would lead to the flooding up of a section of the Nile in Nubia, in effect creating a lake (modern-day Lake Nasser). Many historic sites including the island fortress of



Philae and renowned Temple of Abu Simbel were in jeopardy. UNESCO worked hard with the Egyptian government during the 1960s to have these sites removed bit by bit and reassembled higher up so they wouldn't be lost. It was one of the longest, delicate and expensive rescues ever paid for. Many of these places I have visited don't look as though they have been moved. When you visit Abu Simbel you are given the impression it was there the whole time without noticing neither the cutting marks nor the fact that the hill it is built into is man-made. I personally support the removal of heritage sites from their original location, whilst it may destroy the authenticity of these sites it must be remembered that Egypt at the time desperately needed economic development and today the Aswan High Dam stands as a testament to Nasser's reform to try and modernize Egypt. Besides when visiting such sites you fail to remember such things, losing yourself in the magnificence they give off. Whenever I reflect on my visit to Egypt I keep forgetting that half the places I went to weren't originally there.

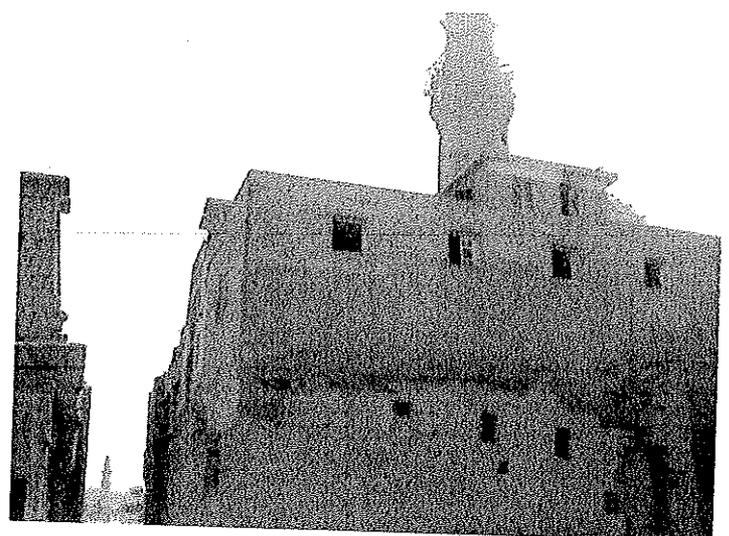
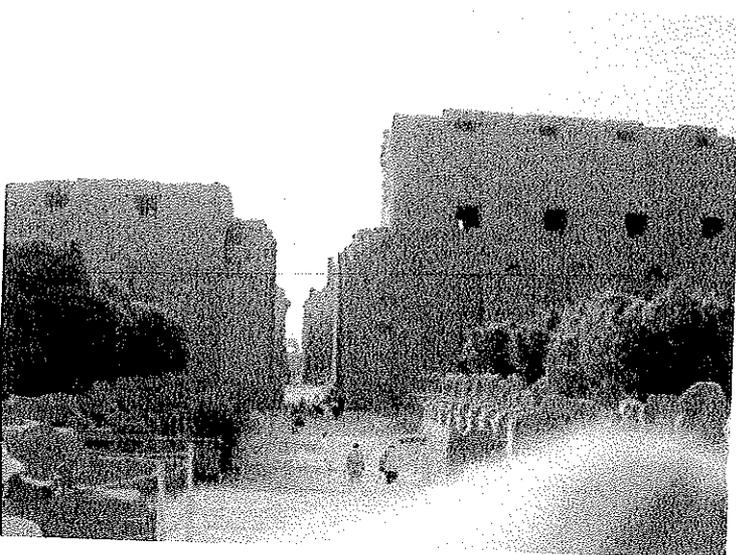
Egyptians themselves, despite having undergone many cultural changes since the ancient times, do take great pride in their ancestors and the legacy they left behind. Our Egyptian guide kept telling us

that a normal Egyptian patriot wasn't so much a patriot in the sense as his Arab and religious identity, nor in iconic leaders, but more in their ancient heritage. One such site that is famous is the Great Pyramids of Giza. The site is seen by many as the face of Egypt as whenever people hear the word Egypt, it is often the pyramids that come to mind. Cardiff has nothing like this magnificent man-made spectacle, the closest it has is the Cardiff Castle and that is dwarfed both in size and popularity. Both designated as a UNESCO World Heritage site and a Wonder of the World many flock to Egypt to marvel at the architectural feat. The only problem, as I experienced, is that all the pyramids are in the north of the country and that most of the tombs and historic temples are in the south. As a result package tours are often split between the two; Nile cruises don't travel the full length of the Egyptian Nile between Cairo and Luxor due to the threats posed by militants in Middle Egypt where decades ago ships had been fired upon leading eventually to such trips being disbanded.

Giza itself is the head of pyramids across the world with it being a complex of five pyramids, with the site itself having existed for over 5000 years. Using Ancient terminology it is the necropolis (royal burial ground) of Memphis, a capital of Ancient Egypt. Each pyramid is built for just 'one' person; obviously the bigger the pyramid the higher the status of the leader buried was. The alignment of the pyramids refers greatly to the forerunner religion. From an aerial view it shows an alignment that is supposed to represent creation and the afterlife. The Great Pyramid, the largest, is that of Pharaoh Khufu; it is renowned for being the largest man-made structure for over 3,500 years and is the main tourist attraction of Giza, standing at 146 metres high. The fact that most of the material used to make all of these pyramids came from different parts of Egypt's empire represents a bringing together of cultures in this magnificent architectural feat. It is believed that without the pyramids Egypt would be nowhere near as popular; it can be argued that Cairo has become the capital and prospered more than other places due to the number of tourists coming to visit Giza. The passages inside are at times very thin and cramped and it is therefore not recommended for claustrophobics.

Besides the pyramids many are also attracted by the Sphinx, which stands guard over the site. It is the earliest known monument in Egypt (circa 2500 BC.). Unlike the pyramids it wasn't large nor strong enough to resist desert erosion; when found by the French in 1800 its body was covered with sand up to its head and most of its facial features distorted. Today the Sphinx, particularly the switched arms, has been redeveloped so it remains preserved for all to see. Overall it along with the pyramids stands as one of the greatest architectural achievements of all time and is often the prime reason why people want to visit Cairo.

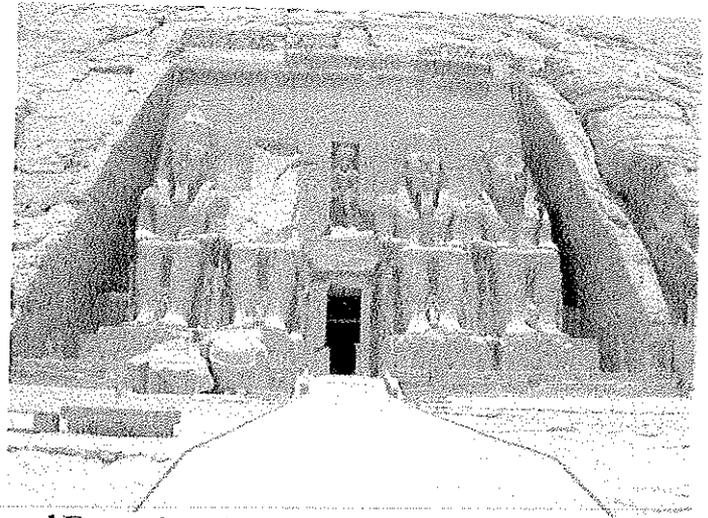
Luxor:



The great temples that scatter Egypt, especially between Luxor and Abu Simbel also hold cultural heritage. Like the pyramids they too are recognised as magnificent achievements in architecture with most being UNESCO World Heritage sites. It was for this principle reason that I chose to take a Nile cruise round the south instead of visiting the pyramids at Cairo. One such site is Karnack Temple at Luxor, the largest temple complex in the world. When I was there it was like walking into an ancient city due to its size. Like all temples in Egypt it is designed to house and respect the multiple deities Ancient Egypt has, some are built to house a few whereas as some are made specifically for one. Karnack is one of these with it being known specifically as the Temple of Amun, known by many to have been the King of the gods. When you go in it is like visiting the Vatican of Ancient times; there are huge statues depicting pharaohs, large carvings of Amun and statues (e.g. the Avenue of Sphinxes as you enter) and a grand Hypostyle Hall. A hypostyle hall is a large, often open, room full of towering columns. Although you will find them in just about all large temples there are not as many nor as tall as those found at Karnack. From visiting Karnack I was told by my guide that a large spread out column head represented an open papyrus reed which therefore doesn't have a ceiling above it, whereas a column head with a closed reed would have a ceiling above it. In fact Karnack has 134 massive columns arranged in 16 rows in the Hypostyle Hall. 122 of these columns are 10 meters high. Besides the giant walls and columns it also has a number of pylons which are like giant entrance gates which look like to giant walls with an entrance in the centre. When I was up close to them it was hard to believe that they were so huge; the picture on the left above is one I took at the entrance. Look at their size compared to that of the visitors; you will also see the avenue of sphinxes. It is arguable by many that it is the second most visited site in Egypt after Giza; the fact that it is situated in Luxor, home to Luxor Temple, The Colossi of Memnon, Valley of the Kings and other sites makes it a focal point for those seeking cultural heritage as Cardiff is sometimes viewed as a centre for Welsh heritage sites. Overall Karnack is yet another testament to the great ancient civilization which is regarded by many Egyptians as the forerunner of their society. The temple shows another great architectural feat the Egyptians possessed with many being fascinated by the timing at which it was built not to mention its size.

Abu Simbel:

It is literally impossible for me to go through every single ancient site as Egypt is the epicenter of ancient heritage and architecture. However, another temple I will talk about and one that I have visited myself is that at Abu Simbel. This temple was first discovered half covered up by sand due to it having being repeatedly deposited by the Nile during the annual floods; the floods and deposition by them have been the main cause for sites eroding and damage, not to mention getting covered up by sand. One relatively weird story we were told whilst in Luxor was that a mosque was accidentally built on what was thought of at the time as firm land, after expeditions and Egyptology it was discovered it had been built on top of Luxor Temple, you can see this in another photo above I took whilst there. At Abu Simbel it took some time to not get rid of the sand blocking the exterior but from the interior as well. This wasn't the end of its problems though; the temple was in directly in the way of the Aswan dam project and needed moving. The temple itself was disassembled piece by piece, with extreme delicacy and reassembled higher up ground like a jigsaw puzzle. Overall it proved to be an overwhelming success with its reputation receiving a boost from the worldwide media coverage of its moving at the time. Arguably because of this it has become a more popular site for tourists. When



visiting Abu Simbel I saw no sign of cut or saw marks in any part of the temple, in fact it looked like it had always been there instead of 61 meters below the water of Lake Nasser which now lies before the temple.

The Great temple itself was built to dedicate the Pharaoh Ramses II, renowned as the greatest Pharaoh there was with him being an imperial conqueror regarded by many as the Napoleon of the time. The remarkable thing about the temple is its exterior although three of the four statues are relatively intact they are great colossal monuments depicting Ramses II. Another remarkable thing as I discovered whilst there is that the temple houses a tablet with the first ever peace treaty signed between two super powers; the Egyptians and the Hittites. It also shows a connection between Ancient Egyptian architecture and their belief of the sun and stars as representing gods as well. The temple was built so that twice every year the sun would shine all the way through the centre corridor of the temple. On 22nd February and 22nd October, the first rays of the morning sun shine down the entire length of the temple's interior to illuminate the back wall of the innermost shrine and the statues of the four gods seated there. It is truly a magnificent spectacle, although I have never seen it first hand, with it showing, like the layout of the pyramids, the precision of Egyptian architecture to fit their religious beliefs. The settlement of Abu Simbel has only this one ancient site (including the Temple of Hathor right next to the Great temple) and has prospered a lot due to tourists travelling by coach and air from places such as Aswan to visit it. Overall I think that it was of the highlight of my trips there, as it was one of, if not the main site that had motivated me to go to Egypt. Egypt is truly the capital of cultural heritage architecture and sites, with many package holidays having been designed to accommodate those seeking such ventures. I advise all those who do seek this that they take a Nile cruise package holiday as you are given full tours to sites and by travelling by cruise around the south of Egypt you can access many fascinating places.

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Cultural Attractions:

Film/International Film Festival:

Egypt also houses some of its own attractions that very much still remain a part of its culture today and in many respects helps to export it abroad. As I have mentioned repeatedly Egypt is unique in the sense that it has a developed film and cinema industry on par with ones such as Bollywood of India, and that whilst Cardiff has a well developed television industry it has nothing like a film industry like that of Egypt. Such attractions have defined the very culture of the region with it establishing Egyptian Arabic as the basic/standardized Arabic of the Middle East, and have influenced many other countries such as the UAE and Syria into developing their own industries. The Egyptian film and cinema industry itself started initially when filming was first invented as a form of entertainment, which in part was strongly influenced by the West. However, Egypt was able to make its cinema its own and underwent a 'golden age' in the 1940s and 50s. After 1961, it had mostly become nationalized by the Nasser government and there were more censorship rules, however things didn't go too bad. Due to Nasser's spread and popularity regarding Arab nationalism across the Arab World many directors dedicated films to Arab nationalism including propaganda movies such as support for Algerian rebels fighting for freedom against French occupation during the 1960s, as well as support for the Palestinians and re-telling of the rebellion years against British occupation in Egypt. However the 6-day war of 1967 was a devastating defeat to Arab nationalism with the joint armies of Egypt, Syria and Jordan under Nasser defeated by Israel. Today it is the main reason why the conflict in the Middle East remains unresolved. Climaxing in Nasser's death in 1970 and appointment of Anwar Sadat as successor with a pro-Western stance, Arab nationalism slowly moved away from the screens of many Egyptian cinemas. Many today regard either 1967 or 70 as the death of Arab nationalism and since then the Egyptian film industry has moved back to showing more westernised films. However, during the 1990s and today many films are directed against the government of President Hosni Mubarak, which has been repeatedly condemned by the

people for issues such as corruption, turning Egypt into a police state, failed capitalism and a betrayal to the Arab cause in Palestine. It is therefore justified to say that the film industry is a tool of political opposition and has created films such as 'Nasser 56', retelling the 1956 Suez Crisis as a means of restarting Arab nationalism as a means of political opposition. In 2006, the film *Awkat Faragh (Free Times)* was released depicting the decline of hope amongst Egypt's youth regarding poverty and unemployment that is rife in Egypt.

Egypt, as an Islamic country, has always faced 'restrictions' when producing films, not so much by the government, but more by many Muslim conservatives. Famed Egyptian director Youssef Chahine of a Christian-Lebanese origin, was renowned for breaking such taboos by using gay/homosexual themes in some of his work, especially in 'Alexandria... Why' in which the plot revolves around two young men, one Egyptian, the other European who fall in love during World War II. Today, kissing between both genders has become less of an issue as it once was with the film industry becoming ever more westernised.

Egypt houses a film festival each year called the International Film Festival. Although there is one in Alexandria the main spotlight is focused on Cairo, having started since 1976 and being the first film festival of its type to take place in the Middle East. Many outside movie producers and directors saw it fitting as Egypt had become the cultural capital of the Arab world through cinema and filming. The festival itself doesn't just show off the successful productions made by Egyptian directors but many Hollywood films too drawing many famous actors across the world including Samuel Jackson, Christopher Lee, Nichol Kidman, Angelina Jolie, Peter O'Toole (highly popular amongst Egyptians for his star role as T.E. Lawrence in the 1962 epic *Lawrence of Arabia*), and more. The screening of many national and international films has drawn many to visit Cairo every year. Whilst Cardiff too also has a film festival each year unlike Egypt a lot more emphasis is placed on Hollywood movies and not on locally produced films as Wales doesn't really have a well defined film industry

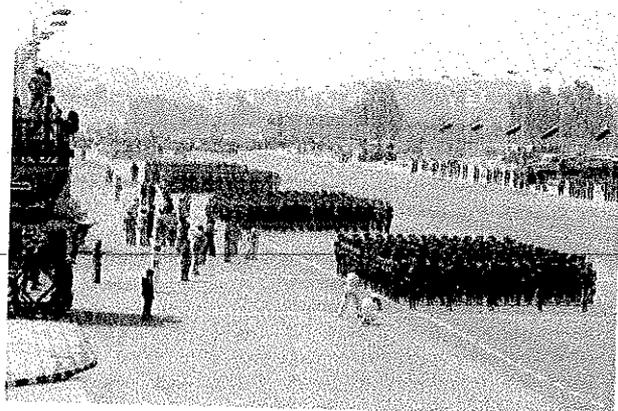


October 6th Independence Day:

Contrasting hints egyptian
MB'S

Although Egypt's doesn't re-enact battles despite it being a centre of many conflicts such as the battle of El-Alamein between Britain and Germany in WWII, it does have a military parade. Egypt's National Day on October 06 is a day of military parades, fly-bys and non-stop patriotic songs and is very similar to Suez Victory day held the same month. Egypt's National day isn't defined by its independence in 1922 or emergence as a republic in 1953, but because of the October War. On October 06 1973, President Sadat launched a surprise military offensive on Israeli-occupied Sinai by sending troops and fighters across the Suez Canal, which since 1967 was the ceasefire border. It took the Israelis completely by surprise inflicting mass casualties. Egypt set forth reclaiming parts of Israel whilst Syria launched another front on Israel. Many historians argued that if the US hadn't sent a military airlift to aid Israel the country would have been severely defeated. In the end Egypt had managed to only reclaim the east bank of the Suez Canal, but the war had marked a great Arab success in proving that Israel was not invincible as it had effectively proclaimed itself during the 1967 war. It also allowed Sadat to negotiate with Israel on a position of strength leading to the peace treaty in 1979. However, whilst October 06 is regarded by many Egyptians as a fortunate and victorious day years later it became also a tragedy.

Each year after 1973 Sadat organised a military parade to take place in Cairo to commemorate the



war, in 1981 whilst attending one a military truck stopped in front of the stand where he was. A number of soldiers opened fire on him and other viewers; one even ran up and shot Sadat at point blank range. The Egyptian president was assassinated believably for his treaty with Israel and the assassination carried out by Muslim fundamentalists marked the start of the rise of radical Islamism. Many argue that the rise in the ideology was set to destroy Egypt's culture as the main assassin shouted 'death to the Pharaoh' as he shot Sadat.

The assassination also saw a number of radical Muslims wage a conflict in Asyut (Middle Egypt) in which 68 policemen and soldiers were killed. Despite these events Egyptians still do commemorate the day with celebrations and a positive atmosphere. The same stand is used by current President Mubarak to view the parade, but each soldier will also turn their head and salute the Grave of the Unknown Soldier which lies across the road where the assassination took place where Anwar Sadat is buried. Overall, the event allows those interested in military to view that of Egypt's who have the 11th strongest armed forces in the world. It allows many to see a coming together of military cultures as Egypt still uses weaponry they got from the Soviets such as rifles, tanks and jet fighters as well as the more modern American hardware such as HMMVs and combat ware. Overall, these prove to be great patriotic cultural attractions for Egypt.

The Treating and Healing Oils

41-SANADALWOOD: It is a healing pain cream which extracted from sandalwood tree. For neck pain, shoulder pain muscles pain, arnea and rheum.

One spoon of sandal and one spoon of face cream or mint and rub.

42-MUSK: This oil for headache and migraine. 4 drops at forehead and rub.

43-ROYAL AMBAR: For dry skin, apply it two times a day.

44-EUCALIPTUS: The base of vex rub cure the nasal allergy. 4 drops in your finger and rub under the nose and for coughing, reducing fever and asthma 10:15 drops on your chest.

45- MINT: Is extracted from the paper mint leaf. For healing flu, sore throat and the lungs.5:9 drops in boiling water.

46-LAVANDER: 100%of pure oil for treating insomnia, anti stress and relaxation. 8:10 drops on the palm of the hand and to be inhaled several times before sleeping.

47-BLACK CUMMIN OIL: Treating the stomach problems such as indigestion, diarrhea 3:5 drops with any hot drink except coffee.

48-ROCKET OIL: Rich the roots of the hair with (A-D) vitamins for brightness, strength and eliminating dandruff. 10:12 drops on the scalp.

49-LETTUCE OIL: For burning the carbohydrates and fats in the body. Three drops with any drink before the meal.

50- CLOVES OIL: For toothache and inflammation of the gum few drops in a piece of cotton.