Roots tourism, applied to the Greek communities in Egypt, A Touristic Historical study

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ARTICLE INFO	Abstract

The roots tourism is regarded one of the significant tourism patterns. It is a well-known pattern throughout the world and one of the resources of tourism income. In addition, it is being regarded an indirect advertising tool to Egypt and helps in reviving the historic tourism for the communities that lived before in Egypt. This pattern could be regarded also as a good message from Egypt to all who lived before on its soil. Thus, the idea of this research crystallized to address the topic of roots tourism and its positive impacts on Egypt, particularly for the Greek communities, the focus of this study.

This study aims to apply the roots tourism to the Greek communities, who stay in Alexandria since ancient times. The Greek community arrived to Egypt since the Paranoiac late period until Modern History of Egypt.

The research followed an analytical descriptive method and a questionnaire was distributed to a random sample of tourist guides, who speak in Greek language, in addition to experts and officials of the tourism authorities, and also some of the Greek communities in Egypt.

The study concluded that many Greeks, who still live in Egypt, could be regarded as a marketing tool for the roots tourism in Egypt, and that the Egyptian government applied some of these initiatives in order to promote the roots tourism. Thus, according to a theoretical and field research, this study produced many recommendations, the most noteworthy of them is the importance of expanding the advertising campaigns and promotional materials for the Greek communities in Egypt to attract more tourists to Egypt as a tourism destination.

Introduction

The roots tourism is a modern pattern with a considerable economic impact and an important growing motivation for people to travel across the world. There are various reasons that drive individuals and families to return back to the place where they belong, such as rediscovering their roots, searching for identity, spirit of belonging, discovering the family history and retrieving memories. So that, the term of "Roots Tourism" was found to significant the travel to places related to the individual, his family, relatives or the origin of his ancestors.

Although it is difficult to obtain the exact numbers of root tourists, some countries are collecting such numbers. The roots tourism represents 25% of international travelers. For instance, by tracking roots tourism, it was found that 213000 flights, cost 101 million Dollars, travel annually to Scotland transporting people who search for their ancestors. Similarly, the reports allude to that about million American tourists visit Ireland annually to check their roots. A study, authorized by the World Tourism Organization in 2018, concludes that about 619 million international flights to the European union, grossing 406 billion Dollars, as 24% of total were of certain purposes including; visiting friends and relatives, religious purposes and pilgrims outside the European Union. Hundreds of thousands of youth American Jews are visiting Israel for pilgrims call "Born in Israel". These numbers differ from a place to another, but it seems that this pattern can achieve considerable profits and create many business opportunities for local economies. From the economic view, it is known that roots tourism can promote the subjective well-being and quality of life.[1]

The Egyptian government, as the first country in the world to welcome the foreign communities that lived on its land, sought to enable the descendants of these communities to retrieve their roots in an initiative launched in 2017 in a cooperation with Greece and continued for 5 versions until 2022.[2]

Egypt has many cultural and archaeological components related to the Greco-Roman period since the antiquity. In modern age, the Greek style of architecture and the Greeks themselves are clearly demonstrated in Egypt, especially Alexandria where live about 5000 Greeks until now. The correlations between Egypt and Greece are well established throughout the history, as the Greek communities in Egypt were between the first communities that called for evacuating the British occupation from Egypt, in addition, Greece did not withdraw its guides from Suez Canal company during its nationalization, in contrary to the situation of other countries.

Research Problem

Although Egypt has many archaeological components related to the roots tourism and the Greek communities since the ancient ages, there are defects in the marketing policies about this touristic pattern. Therefore, many questions arouse:

- What is the definition of roots tourism and its importance?

- How is the availability of Greek roots components in Egypt?

- How did both sides, the Egyptian and the Greek, apply the initiatives of retrieving the roots?

- What are the problems that face the roots tourism in Egypt?

Research aims

This research aims to:

- Defining the meaning of roots tourism and its importance.

- Highlighting the initiative of retrieving roots and its different versions.

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[1] Tomczewska-Popowycza, Natalia (2022). *"The many names of "Roots tourism": An integrative review of the terminology" Journal of Hospitality and Tourism Management*, Volume 50, Pages 245-258.
[2] Ministry of Emigration and Egyptian Expatriate's Affairs, 2018, see: http://www.emigration.gov.eg/DefaultAr/Pages/achivementdetails.aspx?AchCode=22

- Detecting the components of roots tourism, applying to the Greek community.

- Studying the problems that disrupt the practicing of roots tourism in Egypt.

Research methodology

The researcher followed an analytical descriptive methodology to collect the data of research from different resources include books, journals and reports, then collecting the initial data through a questionnaire included three aspects, then was discussed in a seminar for a sample of teaching staff of different faculties of tourism and hotel management to be validated and guaranteeing the consistency of its aspects.

The Origin of Roots Tourism

It could be called as roots tourism, homesickness tourism, pilgrimage tourism, existentialism tourism and return to past tourism. It is called also the sustainable tourism because it occupies, actually, areas of great impact on the visitors, who reconsider visiting them again. Roots tourism could be termed, as well, as Genealogy tourism and forms a part from tourism market for people connected with ancestral land, connections of relativity and affinity, in order to reconnect with their past and going forward following the steps of their ancestors. The roots tourism is widespread in the countries that suffered from mass exoduses during a specific historical period. The roots tourism emerged in coincidence with the mass tourism after the desire of discovering the fatherland, keeping the kinship ties, affinity, connecting the past with present and promoting the social and cultural correlations between the communities, whether locally of abroad, and finding the individual and family identity. On the other hand, the technological evolution influenced the different aspects of life and the emergence of globalization resulted in facilitating the travel by the availability of cheap flights, what led to a great development in the science of Genealogy, as the genealogists used their media evolution in reconstructing their family stories and searching for the fatherland.[3]

The Definition of Roots Tourism

Roots tourism is defined as "the tour that being made by migrants and their grandsons to visit the communities of their ancestors, relatives, families and friends in order to spend their leisure time and explore the culture of their ancestral community.[4] The roots tourism strengthens the conception of "Home" through visiting the ancestral land and integrating into local people to find for themselves a second home for achieving their desire in returning back to homeland and acquiring the feeling of solidarity with people who still live there and supporting them to promote in the homeland.[5] Roots tourism in known also as the historic place of the individual who is connected emotionally with it as being motivated to return back to construct positive memories and became concerned. Although he is uncommitted to return back, his visit enables him to discover the origin of his existence, detecting his identity and providing him with dignity.[6] Bronz[7] identifies the roots tourism as a place reunite a person spiritually with his ancestors and stimulates the social ties with local people.

[3] Cohen, E.(2004). *Preparation, Simulation, and the Creation of Community: Exodus and the Case of Diaspora Education Tourism. Tourism, Diasporas, and Space,* eds. T. Coles and D. J. Timothy, Routledge: pp. 124–38.

[4] Handley, F. (2006). *Black to Africa: Issues of Hosting "Roots" Tourism in West Africa. African Re-Genesis: Confronting Social Issues in the Diaspora*, eds. J. Havisor and K. MacDonald, Left Coast Press Inc: pp. 20–31.

[5] Appadurai, A. (1996*). Modernity at Large: Cultural Dimensions of Globalization.* University of Minnesota Press, pp232-364.

6 Adam, J.(2008). *Forced Migration, Adat, and a Purified Present in Ambon Indonesia*. Ethnology 47 (4): 209–25.

7 Bruner, E. M. (1996). *Tourism in Ghana. American Anthropologist* 98(2):290–304.

It could be also defined as a type of existential tourism that concerns with people who live outside their homeland, but they are obligated to visit their original home searching for identity and belonging.[8] As well, it could be defined as symbolic expressions about loyalty and the desire of belonging to the ancestral land and returning back to the homeland.[9]

The importance of roots tourism

The importance of roots tourism is to activate the social, cultural and friendship relations with the local people inside the homeland through the following points:[10]

- Working on consolidating certain conceptions such as identity, authenticity, citizenship, loyalty and affinity.

- Creating the feeling of proximity and cultivating the basic values and conceptions.

- Helping in integration with the local people and promoting the economic status of their relatives.

- Keeping the family, economic and social ties with their homelands, due to the successive technological developments.

- Consolidating the social status by visiting the ancestral land.

- Promoting Egypt as distinguishable tourism destination.

- Helping in adapting to living conditions.

The components of roots tourism

The components of roots tourism are as the following[11]

- Showing the Egyptian touristic destination in a better mental image, as Egypt possesses many temptations and various attractive elements, including the natural, cultural, recreational, sport, environmental and archaeological elements, which qualify Egypt to be a distinguishable touristic destination and present a competitive image to Egypt, locally or internationally.

- Commemorating the welcoming of Egyptian people to the foreign communities, which lived before in Egypt, to support the feeling of infinity and friendship. In addition, enabling the contact with their relatives could lead to receiving more foreign groups, who were living in Egypt.

- Launching special activities, events, ceremonies, festivals and celebrations that could achieve many aims, including the social, cultural, sport, recreational and artistic goals, in addition to creating an atmosphere of joy, happiness and loyalty. This reflects also the authenticity and identity of the touristic destination.

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8 Baldassar, L.(2002). *Visits Home: Migration Experiences Between Italy and Australia*. Melbourne University Publishing, .pp152-174

9 Ali, N., and Holden, A.. (2006). *Post-Colonial Pakistani Mobilities: The Embodiment of the "Myth of Return" in Tourism.* Motilities 1(2):217–42.

10 Little, W. E.(2000). *Home as a Place of Exhibition and Performance: Mayan Household Transformations in Guatemala*. Ethnology 39(2):163–81; Cohen, Preparation, Simulation, and the Creation of Community, pp.124-38.

[11]Rabinowitz, D. (1997), *Overlooking Nazareth, The Ethnography of Exclusion in Galilee*. Cambridge: Cambridge University Press, pp280-305 ;

١١مادي، الفيتوري عمر، و المبروك، عادل حسين. (٢٠٠٩). الحفاظ على التراث التاريخي المعماري والعمراني. ندوة: الحفاظ على التراث الحضاري في الوطن العربي بين النظرية والتطبيق، البتراء: المنظمة العربية للتنمية الإدارية، ١ – ٤٣.

- Preserving the legacy by conservation the historic sites and archaeological monuments, which belong to different historic ages, as they reflect the culture of people and their history. Thus, this legacy represents the cultural identity and privacy, connecting between past and present and helping in returning to roots by activating the cultural, social and environmental elements. And also, by encouraging the spiritual and existential aspects, and authenticating the different aspects of life.

 - Highlighting the historic ages, which witnessed the Greco-Roman existence and regarded an opportunity to exchange the Egyptian and Greek arts and culture, inside or outside the country with a great interest from the state.

- The interest of Egyptian government in supporting the Greek-Egyptian relations and the diplomatic proximity with Greece, in order to receive more groups from Greece, what influenced, positively, the Greek existence in Egypt, expanding the Egyptian-Greek economic relations and increasing the Greek investments in different domains.

The Greek existence in Egypt, throughout the history:

The term of community found since introducing the foreigners to Egypt. The term of Greek community in Egypt means the Greek families and personnel who migrated to Egypt and settled in to establish their own community and service foundations.[12]

Greek community is among the most dynamic foreign communities in practicing the different social and economic activities,[13] as this community played a prominent role in all economic, social and political aspects. The Greeks migrated to Egypt since antiquity, The Greek community arrived to Egypt during late period of ancient Egypt, as the king Psamtik I (26th dynasty) employed many Greek troops as mercenaries, who asked from the king to be paid by certain minted weights. Thereby, the coins were invented by the 7th century B.C. The invasion of Alexander the great to Egypt is considered a turning point in the history of Egypt, marking the end of Pharaonic era and the beginning of Greco-Roman period in Egypt.[14]

Later, many Greeks migrated to Egypt, counting about 300000 persons, as most of them stayed in north of Egypt in Alexandria where the Greek laws prevailed. Alexandria included Egyptian, as well, and was not confined only to Greeks.[15]

In recent history, the numbers of migrants maximized after the Greek revolution of 1821, when it became necessary to organize the Greek communities in Egypt, in addition to preserving their culture and language. The Greeks in Alexandria establish their first community in 7th May 1843, while the Greek community in Cairo found in 1856. Then the Greek communities spread reaching 32 Greek communities in different cities of Egypt.[16] The Greek communities continued to live there throughout the historic ages and by 1940 the Greek population there was about 250000 individuals.

١٢ النشار ، السيد السيد (٢٠١٦) " دور الجالية اليونانية في صناعة النشر بالإسكندرية في النصف الاول من القرن العشرين، المجلة الدولية لعلوم المكتبات والمعلومات . ص ٢٨٩

١٣ الطنطاوى ، عصام (٢٠١٩)" عمارة الجالية اليونانية في القاهرة: ١٨٠٥ ــ ١٩٥٢ م" مجلة اتحاد الجامعات العربية للسياحة والضيافة ، المجلد ١٧ ــ العدد ٣ ، ص٨٦

14 ; Hölbl, G. (2001), *History of the Ptolemaic Empire*, translated by Tina Saavedra, London: Routledge , p.139.
١٤ فرح، أبو اليسر (٢٠٠٢) تاريخ مصر في عصري البطالمة والرومان. عين للدراسات والبحوث الإنسانية والاجتماعية. ص ٢٣٣-٢٧

15 Lloyd, A. (2000), "*The Late Period*." In Ian Shaw (ed.), The Oxford History of Ancient Egypt, 364–387. Oxford: Oxford University Press, p. 378.
١٦ فوده، فاطمه طاهر عبدالخالق، و أحمد، نبيل عبدالحميد سيد، (٢٠٢٠) تنظيم الجالية اليونانية في بورسعيد ١٨٥٩ ـ ١٩٥٦ م. مجلة القراءة والمعرفة، عدد٢٢٥ ، ص٢٨٩ .

The Greeks integrated into the Egyptian society through their national community with a special educational system and private activities of services and projects. Thus, the Greeks established their own associations, sport clubs, theatres, hospitals, schools and religious institutions. Throughout a century, they produced scientists, authors, merchants, industry men, craftsmen, businessmen and workers. In addition to their social and trade activities, the Greeks had a considerable scientific, media and cultural impact on the Alexandrian society, including issuing the books and newspaper.[17]

About the activities of Greek community, the Greeks worked everywhere in Egypt, and from the most notable commercial activities is the cotton trade as the major traders of cotton in the markets of Al-OQOUD and Mina EL-Basal. Perhaps the most visible evidence of the Greek economic activity is that they possessed about 35% of the total stocks of banks and companies of different nationalities and types. As well, the Greeks worked in the banks, such as the commercial bank of Egypt.[18]

The movies of Egyptian cinema reflect also the Greek existence and its penetration through the Egyptian society, as the Greeks became a part from the daily life of Egypt. Thus, the old movies depicted the presence of Greeks living in neighborhoods, such as the movies of "Antar and Liblib" and "Salama Fi Kheir".[19]

The Greek communities had a key role in promoting their personnel by establishing about than 80 schools, 10 hospitals, 55 churches and 20 charities providing their aids to poor and needy people in Egypt.[20]

El-Masry alludes to the presence of the political role of Greek communities in Egypt through their calls to evacuate the British occupation in 1951,[21] their reactions to different events, and sending telegraphs to Egyptian officials to express their support to the Egyptian people and their demands. The support of Greeks is visible also during the nationalization of Suez Canal, when all the countries withdrew their naval guides except Grece, which was between the countries which supported Egypt.

In the other side, the culture heritage as a result of the Greek attendance in Egypt can be noticed through the ancient path of Alexander the great path and his temple in Siwa. Recently The Greek center clubs since 1910, Greek cathedral of Alexandria and Al-Safa Palace which was constructed in 1887 by the Greek Count "Stephen Zizinia" in Alexanderia, this historical place nowadays belongs to the presidency palaces of Egypt.[22]

The initiative of retrieving the roots:

Amer points to that the initiatives are regarded documentary tools for the correlations between different countries.[23] The initiative of retrieving roots aimed to attracting this community to return back home and recall their memories. The Ministry of Emigration and Egyptian Expatriate's Affairs launched abroad the initiative of retrieving the roots in Greece

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[17] النشار ، السيد السيد دور الجالية اليونانية في صناعة النشر بالاسكندرية في النصف الاول من القرن العشرين، المجلة الدولية لعلوم المكتبات والمعلومات . ص ٢٨٩-٢٩٠.

[18] فوده، فاطمه طاهر عبدالخالق، و أحمد، نبيل عبدالحميد سيد. (٢٠٢٠) تنظيم الجالية اليونانية في بورسعيد ١٨٥٩ - ١٩٥٦ م.مجلة القراءة والمعرفة، عدد٢٢٥ ، ص ٢٨٧

[19] الطنطاوى ، عصام (٢٠١٩) عمارة الجالية اليونانية في القاهرة ، م" مجلة اتحاد الجامعات العربية للسياحة والضيافة ، المجلد ١٧ – العدد ٣ ، ص٨٧

[20] الزفتاوى، أحمد السيد عبدالسلام. (٢٠١٨) "الجمعية اليونانية بدمياط وإدارة أملاك الكنيسة. مجلة بحوث الشرق الأوسط، عدد ٤٤. ص٣٤١

[21] المصري، فوزي السيد السيد. (٢٠٠٩) الجالية اليونانية بالإسكندرية ١٩١٤ - ١٩٥٣ م .المجلة العلمية بكلية الآداب، ع ٢٢ ,ج ٣ ،ص ١٣٢٠.

[22] https://www.presidency.eg/EN/القصور-الرئاسية/قصر-الصفا/

[23] https://www.abou-alhool.com/arabic1/details.php?id=38517

officially on October 2017, to be the first initiative of its kind all over the world in order to present Egypt as the first country to welcome the foreigner communities on its soil. The first version of this initiative was implemented on April 2018 in Alexandria governorate, which included visiting many touristic and religious sites by the Greek and Cretan groups with about 250 persons descent from the communities that lived there before, in addition to their old residents.[24]

The second version of the initiative was dedicated to Egyptian doctors in England, beside Greek and Cretan doctors on November 2018, the third version of 2019 in Australia aimed to promote the commercial relations between the Egyptian, Greek and Cretan communities that live in Australia. The year of 2019 witnessed also the 4th version of this initiative included youth people from these three countries in order to enforce the historic and cultural relations by focusing on the shares links and challenges.

The 4th version included visiting Alexandria, Cairo, the Egyptian parliament and the new canal of Suez to highlight the efforts of the Egyptian state to manage the most important water channel in the world.[25]

This initiative highlights Egypt as a country of peace and investment, and emphasizing the strength of Egyptian-Greek relations which originate from the ancient times, and promote these relations between both nations in all fields including the mutual economic correlation and witnessing a remarkable development in trade.[26]

The initiative aims also to recall the popular welcome of Egyptian to the foreign communities, which live in Egypt before, and recalling the traditions which fused together throughout the time to form the conscience of nations, highlighting the landmarks of both countries, using the soft powers and the experiences of Egyptian and Greek communities abroad, and exchanging the experiences in favor of developments in both countries.[27]

SW0T analysis for internal and external environments to implement the initiative of retrieving roots and promoting the roots tourism

Strengths	Vulnerabilities
- The generous nature of Egyptian people - What left by the Greeks, which could be used as components for roots tourism. - The ancient Egyptian and Greek inscriptions. - The monumental sites. - The Greek clubs, which still found in Egypt. - The path of Alexander the great in Egypt. - The Greek schools and hospital, which still found in Egypt. - The monasteries and churches, which belong to the Orthodox Greek church. - The impact of Greeks on the Egyptian community. - Enhancing the relations between Egyptian and Greek nations.	-Scarcity of tour guides, who speak in Greek language. -The ignorance of most tour guides and worker in the field of tourism about the history of foreign communities in Egypt. -Inefficiency of marketing and promotional plans of the Egyptian destination. -The expensive tourism programs that relate to a certain tourism pattern, if compared to the other tourist destinations.

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[24] http://www.emigration.gov.eg/DefaultAr/Pages/achivementdetails.aspx?AchCode=22

[25] Ministry of Emigration and Egyptian Expatriate's Affairs (2021) see: http://www.emigration.gov.eg/DefaultAr/Pages/newsdetails.aspx?Artid=1301

[26] مبادرة إحياء الجذور https://www.abou-alhool.com/arabic1/details.php?id=38517:

[27] http://www.emigration.gov.eg/DefaultAr/Pages/achivementdetails.aspx?AchCode=22

- The popular welcome to these communities.	
Opportunities	**Threats**
- Encouraging the Greeks to visit the home land of their ancestors. - Enhancing the Greek investments in Egypt. - Exchanging the Egyptian Greek experiences. - Increasing the Greek trips to Egypt. - Making promotional advertising to Egypt in Greece.	- The instability of the world political situations. - The widespread of global pandemics. - The successive economic crisis. - The lack of integrative tourist destinations.

Methodology

1. Statistical analysis and results

This section contains the statistical analysis as well as the results of the data gathered from the questionnaire.

2. Data collection and Sample

The quantitative approach was used in the study investigation. The statistical analysis aims to determine the importance of ancestors tourism, the extent to which Greek ancestors tourism components are accessible in Egypt, the degree to which Egyptian efforts to revive Greek ancestors tourism have had an impact on the revitalization of ancestors tourism, the difficulties in revitalizing ancestors tourism in Egypt, and suggestions for revitalizing ancestors tourism for the Greek communities in Egypt. In order to accomplish these goals, the researchers sent a questionnaire to 300 academics and Ministry of Tourism and Antiquities staff between January and February 2023 using the purposive sample, as indicated in Table No (1). In order to reach at the results, the collected data were examined using SPSS V.22 software.

Table (1): Distribution of questionnaire

Item	Distributed	Obtained	Excluded	Valid	Response rate
No.	300	225	-	225	75%

3. Reliability

To ensure the validity of the research instrument, the reliability of the questionnaire was assessed using Cronbach's alpha. The results demonstrate that Cronbach's alpha for all axes coefficients is greater than 0.7, as shown in Table (2). A Cronbach's alpha level of 0.7 or above is regarded as adequate, according to Taber (2018). Based on these findings, the study's questionnaire seems to have strong reliability.

Table (2): The Cronbach's alpha

No.	Study Axes	No. of items	The Cronbach's alpha
1	The importance of ancestors tourism.	8	0.727
2	Greek ancestors tourism attractions in Egypt	8	0.827
3	The effect of Egyptian efforts to revive Greek ancestors tourism on the revitalization of ancestors tourism	6	0.780
4	The challenges facing revitalizing ancestors tourism in Egypt.	9	0.70
5	The suggestions for revitalizing ancestors tourism for the Greek communities in Egypt.	9	0.842

4. Respondents' opinions towards the importance of ancestors tourism

Table (3): Respondents' opinions towards the importance of ancestors tourism

No	Items	Mean	SD	Frequencies %				
				1	2	3	4	5
1	Visiting the land of the ancestors and instilling values.	4.63	0.52	-	-	1.8	33.8	64.4
2	Tourism promotion for Egypt.	4.50	0.54	-	-	2.2	45.3	52.4
3	Revitalizing historical tourism.	4.54	0.57	-	-	4	38.2	57.8
4	Instilling the concept of belonging.	4.50	0.56	-	-	3.1	43.6	53.3
5	Achieving rapprochement between family and friends.	4.51	0.59	-	-	4.9	39.6	55.6
6	Consolidate the relationship between place and people.	4.47	0.56	-	-	3.6	45.8	50.7
7	Discover the culture of the ancestral community.	4.48	0.55	-	-	2.7	46.2	51.1
8	Maintaining social and political ties.	4.33	0.64	-	0.9	7.1	49.8	42.2
	Overall mean	4.49	0.33					

*1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree.

The results in table (3) are displayed as follows:

- The percentage of acceptance for the statement **"Visiting the land of the ancestors and instilling values"** was 98.2%, with 64.4% strongly agreeing and 33.8% reporting agreement. 1.8% of the sample indicated neutrality. In contrast, no one refused the statement. The standard deviation was 0.52 and the mean value was 4.63. This suggests that the statement was strongly accepted by responders as one of the importance of ancestors tourism.
- The percentage of acceptance for the statement **"Tourism promotion for Egypt"** was 97.7%, with 52.4% strongly agreeing and 45.3% reporting agreement. 2.2% of the sample indicated neutrality. In contrast, no one refused the statement. The standard deviation was 0.54 and the mean value was 4.50. This suggests that the statement was strongly accepted by responders. This suggests that the statement was strongly accepted by responders as one of the importance of ancestors tourism.
- The percentage of acceptance for the statement **"Revitalizing historical tourism"** was 96%, with 57.8% strongly agreeing and 43.6% reporting agreement. 4 % of the sample indicated neutrality. In contrast, no one refused the statement. The standard deviation was 0.57 and the mean value was 4.54. This suggests that the statement was strongly accepted by responders. This suggests that the statement was strongly accepted by responders as one of the importance of ancestors tourism.
- The percentage of acceptance for the statement **"Instilling the concept of belonging"** was 96.9%, with 53.3% strongly agreeing and 38.2% reporting agreement. 3.1% of the sample indicated neutrality. In contrast, no one refused the statement. The standard deviation was 0.56 and the mean value was 4.50. This suggests that the statement was strongly accepted by responders. This suggests that the statement was strongly accepted by responders as one of the importance of ancestors tourism.
- The percentage of acceptance for the statement **"Achieving rapprochement between family and friends"** was 95.2%, with 55.6% strongly agreeing and 39.6% reporting agreement. 4.9% of the sample indicated neutrality. In contrast, no one refused the statement. The standard deviation was 0.59 and the mean value was 4.51. This suggests

that the statement was strongly accepted by responders. This suggests that the statement was strongly accepted by responders as one of the importance of ancestors tourism.

- The percentage of acceptance for the statement **"Consolidate the relationship between places and people"** was 96.5%, with 50.7% strongly agreeing and 45.8% reporting agreement. 3.6% of the sample indicated neutrality. In contrast, no one refused the statement. The standard deviation was 0.56 and the mean value was 4.47. This suggests that the statement was strongly accepted by responders. This suggests that the statement was strongly accepted by responders as one of the importance of ancestors tourism.

- The percentage of acceptance for the statement **"Discover the culture of the ancestral community"** was 97.3%, with 51.1% strongly agreeing and 46.2% reporting agreement. 2.7% of the sample indicated neutrality. In contrast, no one refused the statement. The standard deviation was 0.55 and the mean value was 4.48. This suggests that the statement was strongly accepted by responders. This suggests that the statement was strongly accepted by responders as one of the importance of ancestors tourism.

- The percentage of acceptance for the statement **"Maintaining social and political ties"** was 92%, with 42.2% strongly agreeing and 49.8% reporting agreement. 7.1% of the sample indicated neutrality. In contrast, 0.9% refused the statement. The standard deviation was 0.64 and the mean value was 4.33. This suggests that the statement was strongly accepted by responders. This suggests that the statement was strongly accepted by responders as one of the importance of ancestors tourism.

- As a result, the study sample highly agreed on the importance of ancestors tourism. The average mean for this axe was 4.49 at the strong agreement level, with a standard deviation of 0.33.

5. Respondents' opinions towards the Greek ancestors tourism attractions in Egypt

Table (4): Respondents' opinions towards the Greek ancestors tourism attractions in Egypt

No.	Items	Mean	SD	Frequencies %				
				1	2	3	4	5
1	The ancient temples in the Greco-Roman era.	4.21	0.69	-	-	15.6	48	36.4
2	Historical tracks.	4.01	0.72	0.4	1.3	19.1	55.1	24
3	Historical characters.	4.04	0.67	-	0.4	19.1	56.4	24
4	The architectural style.	4.03	0.76	-	0.9	24.9	44.4	29.8
5	Ancient Greek writings.	3.91	0.68	-	0.4	27.1	53.3	19.1
6	The participation of the Greeks in the historical events in Egypt.	3.88	0.72	-	1.3	29.3	49.8	19.6
7	Monasteries and churches belonging to the Greek Orthodox Church.	4.12	0.69	-	-	18.7	50.7	30.7
8	Egyptian society was affected in the modern era by the activities of the Greek community.	3.80	0.77	-	4	30.2	48	17.8
	Overall mean	3.99	0.48					

*1= Not available at all, 2= Not available, 3= Somewhat available, 4= Available, 5= Highly available.

The results in table (4) are displayed as follows:

- The majority of the sample reported the availability of **"The ancient temples in the Greco-Roman era in Egypt"**, at a rate of 84.4%, with 36.4% highly available and 48% available. 15.6% of the sample indicated that it is available to some extent. In contrast, no

one rejected the statement. The standard deviation was 0.69 and the mean value was 4.21. This indicates that this element was highly available as one of the tourist attractions of the Greek ancestors in Egypt.

- The **"Historic Tracks"** item had 79.1% availability, with 24% highly available and 55.1% available. 19.1% of the sample indicated neutrality. In contrast, 1.7% rejected the statement. The standard deviation was 0.72 and the mean value was 4.01. This indicates the availability of this item as one of the sights of the Greek ancestors in Egypt.

- The **"Historical characters"** item had 80.4% availability, with 24% severely available and 56.4% available. 19.1% of the sample indicated that it is available to some extent. In contrast, 0.4% rejected the availability of this item. The standard deviation was 0.67 and the mean value was 4.04. This indicates the availability of this item as one of the sights of the Greek ancestors in Egypt.

- The **"Architectural Style"** item had 74.2% availability, 29.8% highly available, and 44.4% available. 24.9% of the sample indicated that it was available to some extent, while 0.9% reported that it was not available, the standard deviation was 0.76, and the average value was 4.03. This indicates the availability of this item as one of the sights of the Greek ancestors in Egypt.

- The availability of the phrase **"Ancient Greek Writings"** was 72.4% available, 19.1% highly available and 53.3% available. 27.1% of the sample indicated that it is available to some extent. In contrast, 0.4% reported that the item was not available. The standard deviation was 0.68 and the mean value was 3.91. This indicates the availability of this item as one of the sights of the Greek ancestors in Egypt.

- The percentage of availability of the element **"Participation of the Greeks in the historical events in Egypt"** was 69.4%, 19.6% was highly available, 49.8% was available, and 29.3% of the sample indicated that it was available to some extent. On the other hand, 1.3% reported that it was not available. The standard deviation was 0.72 and the mean value was 3.83. This indicates the availability of this item as one of the sights of the Greek ancestors in Egypt.

- The availability of the **"Monasteries and churches of the Greek Orthodox Church"** item was 81.4% available, 30.7% highly available and 50.7% available. 18.7% indicated that it is somewhat available. In turn, no one refused the availability of this item. The standard deviation was 0.69 and the mean value was 4.12. This indicates the availability of this item as one of the sights of the Greek ancestors in Egypt.

- The availability of the item **"Egyptian society was affected in the modern era by the activities of the Greek community"** was 65.8%, compared to 17.8% highly available and 48% available. 30.2% of the sample indicated that it is available to some extent. In contrast, 4% refused its availability. The standard deviation was 0.77 and the mean value was 3.80. This indicates the availability of this item as one of the sights of the Greek ancestors in Egypt.

- As a result, the study sample strongly agreed on the availability of tourist attractions for the Greek ancestors in Egypt. The mean for this axis was 3.99 at the level of strong agreement, with a standard deviation of 0.48.

6. Respondents' opinions towards the effect of Egyptian efforts to revive Greek ancestors tourism on the revitalization of ancestors tourism

Table (5): Respondents' opinions towards the effect of Egyptian efforts to revive Greek ancestors tourism on the revitalization of ancestors tourism

No.	Items	Mean	SD	Frequencies %				
				1	2	3	4	5
1	Strengthening relations between the two peoples.	4.34	0.71	0.4	-	11.6	41.3	46.7
2	Reviving the popular celebration of the foreign communities that used to live in Egypt.	4.15	0.70	0.4	-	16	51.6	32
3	Returning to the customs that have blended over the years to form the conscience of peoples.	4.09	0.69	0.4	-	16.9	55.1	27.6
4	Learn about the features of the two countries	4.26	0.72	0.9	-	11.1	48.4	39.6
5	Benefiting from the soft powers and experiences of the Egyptian and Greek communities abroad.	4.15	0.71	0.4	-	16.4	50.7	32.4
6	Exchange of experiences to serve the development goals of the two countries.	4.25	0.68	0.4	-	11.1	51.1	37.3
Overall mean		4.20	0.48					

*1= Not affect at all, 2= Not affect, 3= Affect some extent, 4= Affect, 5= Strongly affect.

The results in table (5) are displayed as follows:

- The percentage of acceptance for the statement **"Strengthening relations between the two peoples"** was 88%, with 46.7% strongly affect and 41.3% reporting affect. 11.6 % of the sample indicated some extent effect. In contrast, 0.4% found that this statement not affect. The standard deviation was 0.71 and the mean value was 4.34. This suggests that the statement was strongly accepted by responders. This suggests that the statement was strongly accepted by responders as one of the effects of Egyptian efforts to revive Greek ancestors tourism on the revitalization of ancestors tourism.

- The percentage of acceptance for the statement **"Reviving the popular celebration of the foreign communities that used to live in Egypt"** was 83.6%, with 32% strongly affected and 51.6% reporting affects. 16% of the sample reported affects some extent. In contrast, 0.4% refused the statement. The standard deviation was 0.70 and the mean value was 4.15. This suggests that the statement was strongly accepted by responders. This suggests that the statement was accepted by responders as one of the effects of Egyptian efforts to revive Greek ancestors tourism on the revitalization of ancestors tourism.

- The percentage of acceptance for the statement **"Returning to the customs that have blended over the years to form the conscience of peoples"** was 82.7%, with 27.6% strongly affect and 55.1% reporting affect. 16.9% of the sample reported affect some extent. In contrast, 0.4% refused the statement. The standard deviation was 0.69 and the mean value was 4.09. This suggests that the statement was strongly accepted by responders. This suggests that the statement was accepted by responders as one of the effects of Egyptian efforts to revive Greek ancestors tourism on the revitalization of ancestors tourism.

- The percentage of acceptance for the statement **"Learn about the features of the two countries"** was 88%, with 39.6% strongly affect and 48.4% reporting affect. 11.1% of the

sample reported affects some extent. In contrast, 0.9% refused the statement. The standard deviation was 0.72 and the mean value was 4.26. This suggests that the statement was strongly accepted by responders. This suggests that the statement was strongly accepted by responders as one of the effects of Egyptian efforts to revive Greek ancestors tourism on the revitalization of ancestors tourism.

- The percentage of acceptance for the statement **"Benefiting from the soft powers and experiences of the Egyptian and Greek communities abroad"** was 83.1%, with 32.4% strongly affected and 50.7% reporting affect. 16.4% of the sample reported affect some extent. In contrast, 0.4% refused the statement. The standard deviation was 0.71 and the mean value was 4.15. This suggests that the statement was accepted by responders. This suggests that the statement was strongly accepted by responders as one of the effects of Egyptian efforts to revive Greek ancestors tourism on the revitalization of ancestors tourism.

- The percentage of acceptance for the statement **"Exchange of experiences to serve the development goals of the two countries"** was 88.4%, with 37.3% strongly affected and 51.1% reporting affect. 11.1% of the sample reported affects some extent. In contrast, 0.4% refused the statement. The standard deviation was 0.68 and the mean value was 4.25. This suggests that the statement was strongly accepted by responders. This suggests that the statement was strongly accepted by responders as one of the effects of Egyptian efforts to revive Greek ancestors tourism on the revitalization of ancestors tourism.

- As a result, the study sample highly agreed on the importance of ancestors tourism. The average mean for this axe was 4.20 at the strong agreement level, with a standard deviation of 0.48.

7. Respondents' opinions towards the challenges facing revitalizing ancestors tourism in Egypt.

Table (6): Respondents' opinions towards the challenges facing revitalizing ancestors tourism in Egypt.

No.	Items	Mean	SD	Frequencies %				
				1	2	3	4	5
1	The lack of Greek-speaking tour guides and tourism workers	4.53	0.58	-	0.4	3.1	39.1	**57.3**
2	The lack of extensive knowledge among the guides and tourism workers about the history of foreign expatriates in Egypt	4.30	0.62	-	-	8.9	52	**39.1**
3	The instability of the global political situation.	4.23	0.70	-	1.3	12	48.9	**37.8**
4	Weak marketing and promotional plans for the Egyptian tourist destination.	4.28	0.69	0.4	0.9	8.4	50.2	**40**
5	The successive economic crises.	4.37	0.59		0.4	4.9	52	**42.7**
6	The high prices of tourism programs specific to a specific tourist pattern compared to other tourist destinations.	4.40	1.47	0.4	1.3	7.1	50.2	**40.9**
7	The spread of global diseases and epidemics	4.32	0.65	-	1.3	6.7	51.1	**40.9**
8	Deficiencies in the exploitation of tourism resources and the poor level of quality in some tourist services facilities.	4.30	0.67	-	1.8	7.1	50.7	**40.4**
9	The lack of integrated tourist destinations.	4.19	0.76	0.4	2.7	11.1	49.3	**36.4**
	Overall mean	4.32	0.42					

 *1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree.

The results in table (6) are displayed as follows:

The percentage of acceptance for the statement **"The lack of Greek-speaking tour guides and tourism workers"** was 96.4%, with 57.3% strongly agreeing and 39.1% reporting agreement. 3.1% of the sample indicated neutrality. In contrast, 0.4% refused the statement. The standard deviation was 0.58 and the mean value was 4.53. This confirmed that the statement was strongly accepted by responders as one of the challenges facing revitalizing ancestors tourism in Egypt.

The percentage of acceptance for the statement **"The lack of extensive knowledge among the guides and tourism workers about the history of foreign expatriates in Egypt"** was 91.1%, with 39.1% strongly agreeing and 52% reporting agreement. 8.9% of the sample indicated neutrality. In contrast, no one refused the statement. The standard deviation was 0.62 and the mean value was 4.30. This confirmed that the statement was strongly accepted by responders as one of the challenges facing revitalizing ancestors tourism in Egypt.

The percentage of acceptance for the statement **"The instability of the global political situation"** was 86.7%, with 37.8% strongly agreeing and 48.9% reporting agreement. 8.9 % of the sample indicated neutrality. In contrast, 1.3% refused the statement. The standard deviation was 0.70 and the mean value was 4.23. This indicates that the statement was strongly accepted by responders. This confirmed that the statement was strongly accepted by responders as one of the challenges facing revitalizing ancestors tourism in Egypt.

The percentage of acceptance for the statement **"Weak marketing and promotional plans for the Egyptian tourist destination"** was 90.2%, with 40% strongly agreeing and 50.2% reporting agreement. 8.4% of the sample indicated neutrality. In contrast, 1.3% refused the statement. The standard deviation was 0.69 and the mean value was 4.28. This suggests that the statement was strongly accepted by responders. This indicates that the statement was strongly accepted by responders. This confirmed that the statement was strongly accepted by responders as one of the challenges facing revitalizing ancestors tourism in Egypt.

The percentage of acceptance for the statement **"The successive economic crises"** was 94.7%, with 42.7% strongly agreeing and 52% reporting agreement. 4.9% of the sample indicated neutrality. In contrast, 0.4% refused the statement. The standard deviation was 0.59 and the mean value was 4.37. This suggests that the statement was strongly accepted by responders. This confirmed that the statement was strongly accepted by responders as one of the challenges facing revitalizing ancestors tourism in Egypt.

The percentage of acceptance for the statement **"The high prices of tourism programs specific to a specific tourist pattern compared to other tourist destinations"** was 91.1%, with 40.9% strongly agreeing and 50.2% reporting agreement. 7.1% of the sample indicated neutrality. In contrast, 1.7% refused the statement. The standard deviation was 1.47 and the mean value was 4.40. This suggests that the statement was strongly accepted by responders. This confirmed that the statement was strongly accepted by responders as one of the challenges facing revitalizing ancestors tourism in Egypt.

The percentage of acceptance for the statement **"The spread of global diseases and epidemics"** was 92%, with 40.9% strongly agreeing and 51.1% reporting agreement. 6.7% of the sample indicated neutrality. In contrast, 1.3% refused the statement. The standard deviation was 0.65 and the mean value was 4.32. This suggests that the statement was strongly accepted by responders. This confirmed that the statement was strongly accepted by responders as one of the challenges facing revitalizing ancestors tourism in Egypt.

The percentage of acceptance for the statement **"Deficiencies in the exploitation of tourism resources and the poor level of quality in some tourist services facilities"** was 91.1%, with 40.4% strongly agreeing and 50.7% reporting agreement. 7.1% of the sample indicated neutrality. In contrast, 1.8% refused the statement. The standard deviation was 0.67 and the mean value was 4.30. This suggests that the statement was strongly accepted by responders. This confirmed that the statement was strongly accepted by responders as one of the challenges facing revitalizing ancestors tourism in Egypt.

The percentage of acceptance for the statement **"The lack of integrated tourist destinations"** was 85.7%, with 36.4% strongly agreeing and 49.3% reporting agreement. 11.1% of the sample indicated neutrality. In contrast, 3.1% refused the statement. The standard deviation was 0.76 and the mean value was 4.19. This suggests that the statement was strongly accepted by responders. This confirmed that the statement was strongly accepted by responders as one of the challenges facing revitalizing ancestors tourism in Egypt.

As a result, the study sample highly agreed on the challenges facing revitalizing ancestors tourism in Egypt. The mean for this axe was 4.32 at the strong agreement level, with a standard deviation of 0.42.

8. Respondents' opinions towards the suggestions for revitalizing ancestors tourism for the Greek communities in Egypt

Table (7): Respondents' opinions towards the suggestions for revitalizing ancestors tourism for the Greek communities in Egypt.

No.	Items	Mean	SD	Frequencies %				
				1	**2**	**3**	**4**	5
1	Preserving the sustainability of the ancient Greek buildings.	4.55	0.56	-	-	3.6	38.2	**58.2**
2	Preserving the Greek architectural character in Egypt.	4.46	0.56	-	-	3.6	46.7	**49.8**
3	Encouraging Greeks to visit places where their ancestors belonged.	4.51	0.57	-	-	4	40.9	**55.1**
4	Preserving Greek customs and traditions within the Egyptian society.	4.25	0.73	-	0.9	14.7	42.7	**41.8**
5	Raising awareness of returning to the roots in Egypt.	4.40	0.60	-	0.4	4.9	48.9	**45.8**
6	Doing a promotional campaign for Egypt in Greece.	4.45	0.61	0.4	-	3.6	45.8	**50.2**
7	Increasing Greek tourism investments in Egypt.	4.42	0.65	-	1.8	4	44.4	**49.8**
8	Creating tourism programs for the Greek communities and their families to increase their belonging to Egypt.	4.48	0.57	-	-	0.4	44	**52**
9	Providing Greek-speaking tour guides.	4.52	0.57	-	-	0.4	39.6	**56.4**
	Overall mean	4.45	0.40					

*1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree.

The results in table (7) are displayed as follows:

The percentage of acceptance for the statement **"Preserving the sustainability of the ancient Greek buildings"** was 96.4%, with 58.2% strongly agreeing and 38.2% reporting agreement. 3.6% of the sample indicated neutrality. In contrast, no one refused the statement. The standard deviation was 0.56 and the mean value was 4.55. This confirmed that the statement was strongly accepted by responders as one of the suggestions for revitalizing ancestors tourism for the Greek communities in Egypt.

The percentage of acceptance for the statement **"Preserving the Greek architectural character in Egypt"** was 96.5%, with 49.8% strongly agreeing and 46.7% reporting agreement. 3.6% of the sample indicated neutrality. In contrast, no one refused the statement. The standard deviation was 0.56 and the mean value was 4.46. This confirmed that the statement was strongly accepted by responders as one of the suggestions for revitalizing ancestors tourism for the Greek communities in Egypt.

The percentage of acceptance for the statement **"Encouraging Greeks to visit places where their ancestors belonged"** was 96%, with 55.1% strongly agreeing and 40.9% reporting agreement. 4 % of the sample indicated neutrality. In contrast, no one refused the statement. The standard deviation was 0.57 and the mean value was 4.51. This indicates that the statement was strongly accepted by responders. This confirmed that the statement was strongly accepted by responders as one of the suggestions for revitalizing ancestors tourism for the Greek communities in Egypt.

The percentage of acceptance for the statement **"Preserving Greek customs and traditions within the Egyptian society"** was 84.5%, with 41.8% strongly agreeing and 42.7% reporting agreement. 14.7% of the sample indicated neutrality. In contrast, 0.9 % refused the statement. The standard deviation was 0.73 and the mean value was 4.25. This suggests that the statement was strongly accepted by responders. This indicates that the statement was strongly accepted by responders. This confirmed that the statement was strongly accepted by responders as one of the suggestions for revitalizing ancestors tourism for the Greek communities in Egypt.

The percentage of acceptance for the statement **"Raising awareness of returning to the roots in Egypt"** was 94.7%, with 45.8% strongly agreeing and 48.9% reporting agreement. 4.9% of the sample indicated neutrality. In contrast, 0.4% refused the statement. The standard deviation was 0.60 and the mean value was 4.40. This suggests that the statement was strongly accepted by responders. This confirmed that the statement was strongly accepted by responders as one of the suggestions for revitalizing ancestors tourism for the Greek communities in Egypt.

The percentage of acceptance for the statement **"Doing a promotional campaign for Egypt in Greece"** was 96%, with 50.2% strongly agreeing and 45.8% reporting agreement. 3.6% of the sample indicated neutrality. In contrast, 0.4% refused the statement. The standard deviation was 0.61 and the mean value was 4.45. This suggests that the statement was strongly accepted by responders. This confirmed that the statement was strongly accepted by responders as one of the suggestions for revitalizing ancestors tourism for the Greek communities in Egypt.

The percentage of acceptance for the statement **"Increasing Greek tourism investments in Egypt"** was 94.2%, with 49.8% strongly agreeing and 44.4% reporting agreement. 4% of the sample indicated neutrality. In contrast, 1.8% refused the statement. The standard deviation was 0.65 and the mean value was 4.42. This suggests that the statement was strongly accepted by responders. This confirmed that the statement was strongly accepted by

responders as one of the suggestions for revitalizing ancestors tourism for the Greek communities in Egypt.

The percentage of acceptance for the statement **"Creating tourism programs for the Greek communities and their families to increase their belonging to Egypt"** was 96%, with 52% strongly agreeing and 44% reporting agreement. 4% of the sample indicated neutrality. In contrast, no one refused the statement. The standard deviation was 0.57 and the mean value was 4.48. This suggests that the statement was strongly accepted by responders. This confirmed that the statement was strongly accepted by responders as one of the suggestions for revitalizing ancestors tourism for the Greek communities in Egypt.

The percentage of acceptance for the statement **"Providing Greek-speaking tour guides"** was 96%, with 56.4% strongly agreeing and 39.6% reporting agreement. 4% of the sample indicated neutrality. In contrast, 3.1% refused the statement. The standard deviation was 0.57 and the mean value was 4.52. This suggests that the statement was strongly accepted by responders. This confirmed that the statement was strongly accepted by responders as one of the suggestions for revitalizing ancestors tourism for the Greek communities in Egypt.

As a result, the study sample highly agreed on the suggestions for revitalizing ancestors tourism for the Greek communities in Egypt. The mean for this axe was 4.45 at the strong agreement level, with a standard deviation of 0.40.

9- Correlation analysis

A. The relationship between ancestors tourism attractions availability and the importance of ancestors tourism

Table (8): The relationship between the causes of climate change and sustainable tourism practices in tourist and archaeological sites

			Ancestors tourism attractions availability	The importance of ancestors tourism
Spearman 's rho	**Ancestors tourism attractions availability**	Correlation Coefficient	1.000	0.272[**]
		Sig. (2-tailed)	.	0.000
		N	225	225
	The importance of ancestors tourism	Correlation Coefficient	0.272[**]	1.000
		Sig. (2-tailed)	0.000	.
		N	238	238
**. Correlation is significant at the 0.01 level (2-tailed).				

The results in table (8) indicated that there is a direct positive relationship between the ancestors tourism attractions availability and the importance of ancestors tourism (Sig. = 0.000 < 0.05). This means that the greater availability of the ancestors tourism attractions, the greater the importance of ancestors tourism. Simple regression was used to calculate the effect as follows:

Table (9): Effect of the ancestors tourism attractions availability on the importance of ancestors tourism

Model		Un standardized Coefficients		Standardized Coefficients	Adjusted R square	t	Sig.
		B	Std. Error	Beta			
1	(Constant)	3.667	0.178			20.561	0.000
	The ancestors tourism attractions availability	0.207	0.044	0.299	0.085	4.679	0.000

a. Dependent Variable: The importance of ancestors tourism

The results in table (9) indicated that the independent variable (The ancestors tourism attractions availability) affects the dependent variable (the importance of ancestors tourism). So, the ancestors tourism attractions availability interpret 8.5% of the importance of ancestors tourism.

B. The relationship between the suggestions for revitalizing ancestors tourism for the Greek communities in Egypt and the effect of Egyptian efforts to revive Greek ancestors tourism on the revitalization of ancestors tourism

Table (10): The relationship between the suggestions for revitalizing ancestors tourism for the Greek communities in Egypt and the effect of Egyptian efforts to revive Greek ancestors tourism on the revitalization of ancestors tourism

			The suggestions	The effect of Egyptian efforts
Spearman's rho	The suggestions for revitalizing ancestors tourism for the Greek communities in Egypt	Correlation Coefficient	1.000	0.478[**]
		Sig. (2-tailed)	.	0.000
		N	225	225
	The effect of Egyptian efforts to revive Greek ancestors tourism on the revitalization of ancestors tourism	Correlation Coefficient	0.478[**]	1.000
		Sig. (2-tailed)	0.000	.
		N	225	225

**. Correlation is significant at the 0.01 level (2-tailed).

The results shown in table (10) confirmed that there is a direct positive relationship between the suggestions for revitalizing ancestors tourism for the Greek communities in Egypt and the effect of Egyptian efforts to revive Greek ancestors tourism on the revitalization of ancestors tourism (Sig. = 0.000 < 0.05). This means that the suggestions for revitalizing ancestors increase the effect of Egyptian efforts to revive Greek ancestors tourism on the

revitalization of ancestors tourism. *To calculate the effect, simple regression was used as the following:*

Table (11): Effect of the causes of climate change on climate change consequences on tourist and archaeological sites

Model	Un standardized Coefficients		Standardized Coefficients	Adjusted R square	t	Sig.
	B	**Std. Error**	**Beta**			
1 (Constant)	1.672	0.316	0.474	0.223	5.286	0.000
The suggestions for revitalizing ancestors tourism for the Greek communities in Egypt	0.569	0.071			8.040	0.000

a. Dependent Variable: The effect of Egyptian efforts to revive Greek ancestors tourism on the revitalization of ancestors tourism.

The findings in table (11) showed that the independent variable (The suggestions for revitalizing ancestors tourism for the Greek communities in Egypt) affects the dependent variable (The effect of Egyptian efforts to revive Greek ancestors tourism on the revitalization of ancestors tourism). So, the suggestions for revitalizing ancestors tourism for the Greek communities in Egypt explain 22.3% of the Egyptian efforts effect to revive Greek ancestors tourism on the revitalization of ancestors tourism.

Result

the study sample highly agreed on the importance of ancestors tourism. The average mean for this axe was 4.49 at the strong agreement level, with a standard deviation of 0.33.

the study sample strongly agreed on the availability of tourist attractions for the Greek ancestors in Egypt. The mean for this axis was 3.99 at the level of strong agreement, with a standard deviation of 0.48.

the study sample highly agreed on the importance of ancestors tourism. The average mean for this axe was 4.20 at the strong agreement level, with a standard deviation of 0.48.

the study sample highly agreed on the challenges facing revitalizing ancestors tourism in Egypt. The mean for this axe was 4.32 at the strong agreement level, with a standard deviation of 0.42.

the study sample highly agreed on the suggestions for revitalizing ancestors tourism for the Greek communities in Egypt. The mean for this axe was 4.45 at the strong agreement level, with a standard deviation of 0.40.

Recommendations

according to theoretical and field research, this study recommends with the following:

- Expanding the advertising campaigns and promotional materials across the Greek communities in Egypt, in order to attract more tourists to the Egyptian touristic destination.

- Organizing many conferences and meetings, to promote the Egyptian tourism and support its status in the international tourism scene, particularly the roots tourism.

- Developing the websites of the ministry of tourism and the Egyptian Tourism Authority and preparing the promotional materials and publications to present Egypt and its touristic status.

- Designing a creative promotional plan, aiming to attract more numbers from the Greek tourists to Egypt.

- Intensifying the participation in international tourism forums between Egypt and Grece, and preparing different campaigns between both countries.

- Displaying the real touristic image of Egypt abroad, and showing its ability in attracting more Greek tourists.

- Developing new tourism programs for the Greek tourists during their visit, inviting them to visit Egypt and encouraging them to visit its tourism and archaeological sites.

- Highlighting the opportunities of tourism investment in Egypt and the mutual cooperation between Egypt and Greece.

- Providing sufficient and integrative for the Egyptians who live abroad to enable them to advertise for the touristic destinations in Egypt.

- Providing special tourism offers for the Greek tourist during his visit to Egypt.

- Designing tour programs for the people of Egyptian origins abroad and encouraging them to visit its touristic sites.

- Preparing creative marketing plans for the main touristic markets in Egypt, and the other promising markets.

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سياحة الجذور تطبيقاً على الجاليات اليونانية في مصر دراسة تاريخية سياحية

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معلومات المقالة	الملخص
الكلمات المفتاحية	تمثل سياحة الجذور أحد الأنماط السياحية الهامة المعروفة لدى دول العالم فهي تمثل أحد مصادر الإيرادات السياحية كما أنها تعتبر أداة من أدوات الدعاية الغير مباشرة لمصر في الخارج والعمل على أحياء السياحة التاريخية للجاليات التي كانت تعيش على أرضها سابقا وتكون بمثابة رسالة طيبة من مصر لكل من عاش على أرضها ومن هنا جاءت فكرة البحث الذى تناول سياحة الجذور وخصوصا الجالية اليونانية محور الدراسة وتأثيرها الفعال لمصر.
سياحة الجذور؛ المجتمع اليوناني؛ المجتمع المصري؛ السياحة التاريخية.	تهدف الدراسة إلى تطبيق سياحة الجذور علي الجاليات اليونانية التي استقرت في الإسكندرية منذ القدم حيث عرفت الجالية اليونانية تاريخياً طريقها لمصر خلال العصر المتأخر لمصر القديمة من خلال التجارة كما استعان الملك بسماتيك الأول (الأسرة السادسة والعشرون) بمجموعات كبيرة من اليونانيون المرتزقة، ويمثل دخول الأسكندر الأكبر مصر عام ٣٣٢ ق.م نقطة تحول كبري في تاريخ مصر، إذ هاجر الكثير من اليونانيين لمصر معظمهم استقروا في في الاسكندرية، واستمرت تلك الجاليات خلال العصور التاريخية المختلفة وبحلول عام ١٩٤٠ بلغ عددهم حوالي ٢٥٠٬٠٠٠ يوناني.
(JAAUTH) **المجلد ٢٤، العدد ٢، (٢٠٢٣)، ص ٣٤٥-٣٦٦.**	من خلال المنهج الوصفي التحليلي تم توزيع استمارة استبيان على عينة عشوائية من المرشدين السياحيين المتحدثين باللغة اليونانية والخبراء والمسئولين بالأجهزة السياحية الرسمية وكذلك بعضاً من الجاليات اليونانية المقيمة في مصر. توصلت الدراسة على أن هناك العديد من اليونانيون مازالوا يقيموا على أرض مصر والذين يعتبروا الأداة للتسويق لسياحة الجذور في مصر كما أن الدولة قامت بتطبيق تلك المبادرات لتنشيط سياحة الجذور.

بناء على الدراسة النظرية والميدانية تم اقتراح عدد من التوصيات منها ضرورة العمل على التوسع في الحملات الإعلامية والمواد الترويجية للجاليات اليونانية المصرية لجذب المزيد من الحركة السياحية الوافدة للمقصد السياحي المصري. |