TOWARDS A CREATIVE SUSTAINABLE FUTURE FOR HERITAGE DESTINATIONS: A CASE STUDY OF LUXOR, EGYPT

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ABSTRACT

Many countries are beginning initiatives to address the battle between conservation, utilization, and sole reliance on tourism. Heritage destinations are re-profiling to safeguard their sustainability in the market. In this respect, culture is likely to play an increasing role in new sustainable tourism experiences development. The current research aims to explore issues within this context. It studies the development plan for Luxor city, located in southern Egypt, its objectives, and the difficulties that may face this plan implementation. The research also tackles the reopening ceremony of the Avenue of Sphinxes as a case study that was implemented as part of the development plan of the city of Luxor, studying the effectiveness of this development plan as well as the approach of sustainable creativity applied. Thus, qualitative research is used through the focus group technique to collect the needed data from key tourism stakeholders, in which the final sample consists of eight focus groups with five participants in each. Content analysis is conducted and the findings are shown at the end, where four themes are identified. The results highlight future recommendations and development options for the Luxor destination within creative, sustainable boundaries.
Keywords: creative, sustainable, heritage, tourism, development, destination.

1 INTRODUCTION

At a time when distances between the vast world's borders are narrowing in all fields: informational, environmental, cultural, media, and commercial, and many issues and events are dealt with from the perspective of globalization and one village, many countries, regions, and administrative systems still suffer from a gap in coexistence and dealing with the current era's vocabulary. As a result, preparing for and planning for future requirements is essential [1].

The main problem is in translating studies, research, plans, and development goals into an interactive reality among all participating parties. This problem is not caused by a lack of technology, competencies, studies, plans, and research, lack of funding, deliberate bad faith, or unwillingness to realize and reform. Transparency in knowledge and awareness of expected initiatives, as well as consistency in policy execution (independent of who is in charge), which we might call the implementation gap, the lack of clarity of vision, or the administrative system's bureaucracy [2].

The United Nations Development Program's (UNDP) comprehensive development project for Luxor, founded in collaboration with the Ministry of Housing, Utilities, and Urban Communities, is an example of the implementation gap between the aspirations of the international community, government departments, advisory expertise, the investor, and the ordinary citizen in Luxor. In all phases of the project, starting with the stage of reflection and progress to the research stage, then to the funding stage, the implementation stage, the follow-up stage, and finally, the continuity stage. The actual progress of the first stage of the project, which ended with defining the initial vision for the project, was presented at a global international conference on 17 July 1997 [3], where all parties selected were invited to discuss and guide the advisor through the next stages. With the events of Luxor held in

November 1997, the first phase ended, with the consultant submitting the preliminary concept for the complete development project. Despite the efforts, research, and accomplishments achieved to this point, several issues and obstacles manifested themselves as isolated administrative islands [4].

This research paper aims to look at Luxor's comprehensive development project as an example of multiple international and national bodies, experts, consultants, and citizens working together to create a self-sufficient community based on Luxor while also providing a distinct heritage and tourism product that is commensurate with the international value of Luxor's cultural heritage. The paper discusses the implementation gap that exists in setting the general lines of the vision, despite the effort, because of the marginalization of a major party, Luxor residents, at a time. when the project explicitly states that the vision is dependent on making Luxor city residents the primary beneficiaries of the vision, as well as the fuel and those who work. The research will go through the opening ceremony of the Sphinx Avenue in Luxor, to present a case study on the development plan that was implemented in the city of Luxor, studying the effectiveness of this development plan applying the creative sustainable approach.

2 LITERATURE REVIEW

In contemporary tourism activity, heritage should often be involved as a major tourist product [4]. Heritage tourism attracts more investment to a region with a wide variety of manmade and natural inheritances [5]. The economic significance of heritage resources and cultural destinations has become a vital component in the economic well-being of many destinations. Consequently, sustainable tourism is recognized as promoting the future survival of tourism destinations [4].

In this section, opinions from previous literature and articles will be presented on several points that revolve around the goal of the research. These points included: creative sustainable tourism, Luxor governorate tourism and sustainable renovation, and finally, the opening ceremony of the Sphinx Avenue in Luxor.

2.1 Creative sustainable tourism

Humanity is defined by two characteristics: creativity and sustainability [6]. The principles of creativity and sustainability are used in a variety of fields. These concepts hold different thematic perspectives. When it comes to tourism, creative cultural industries have created items, services, and activities that convey people's ideals, symbols, and ways of life in a particular country [7]. When it comes to the tourism context, sustainability refers to practices and policies aimed at improving and stabilizing the quality of life in a nation [8].

Tourism destinations are seeking to raise new technologies to reduce unsustainable consumption. Many global entities are engaged in green innovation, driven by research and development. Creative tourism helps in developing innovative approaches for sustainable tourism development. In reviewing creative tourism, four aspects have been reoccurring activities: (1) active participation, (2) creative self-expression, (3) learning, and (4) linking to the local community [7]. Creative tourism initiatives seek to construct new ideas and paths, contributing to cultural vitality. It also seeks to serve local collaboration, exchange, and development. Hence, heritage tourism activities have been applied in emerging destinations to develop creative, sustainable modes [8].

The desire of tourists to experience differences through the culture of others is often thought to be a major challenge for host societies in tourist areas. Local communities should have the lion's share in keeping the authentic values of heritage, as they are the owners of

most of the tourism resources within a decision. Tourists, preservationists, and community members all benefit from the community-building strategy. It has been revealed that heritage tourism enhances the socio-cultural and economic benefits of the local community and assists environmental conservation initiatives. That, in turn, boosts sustainable tourism development.

"Cities are hubs of innovation and human ingenuity – and potential centres for transformative action to implement the Sustainable Development Goals and build a zero-carbon, climate-resilient and socially just world". Under the rule of the Egyptian President, the Egyptian community seeks to fast-track the process of balanced sustainable development in the country's governorates to achieve Egypt's 2030 Vision (localization of the country's sustainable development goals). Various initiatives and effective partnerships are set forth to support the efforts to provide a decent life for Egyptians.

2.2 Luxor governorate and sustainable renovation

The governorate of Luxor is situated in Upper Egypt's southernmost section. It includes the cities of Aswan, Qena, Suhag, the Red Sea governorates, and Luxor. Luxor's developments are dated back to the pre-history eras. The city is one of the world's most renowned and magnificent cities. It is the city of one of the earliest civilizations. The city has a long history (dynasties of human history up to the present day), having witnessed the splendour of man's arts and knowledge 7,000 years ago. Luxor has attracted the attention of international organizations concerned with human heritage, including UNESCO. The governorate has been designated as an open museum as part of a comprehensive development strategy.

According to the Luxor Governor, Luxor is witnessing massive developments, exemplifying that the political leadership is paying attention to all governorates as per Egypt's Vision 2030. It adopted a national program for urban development, building new green and smart cities while improving the infrastructure of existing cities. He also mentioned that the Nile Corniche, which stretches for 1.7 km, and the lighting of the West Bank's mountains are among the development initiatives. A new tourist marina will be built in the Karnak Hospital area; the governorate signed a protocol with the Ministry of Housing-affiliated Central Agency for Reconstruction to carry out Luxor's development projects. Luxor is the world's largest open-air archaeological museum.

Luxor is starting to revamp its tourism industry. Several projects are underway as part of the governorates' long-term development strategy. For example, the el-Murayes area, southwest of Luxor, has been selected to establish an international tourist marina, holding 260 floating boat capacity. The Luxor Temple's surrounding area is embracing the construction of the Mosque of Abu Hagag with an open area around the temple and the mosque. The Nubian village is established in the south of Luxor to revive its heritage. Over 1.2 km of streets are being assimilated as old shopping centres in Europe. The Savoy Bazars, a unified mall, is being rebuilt to become the city's largest complex of tourist shops and bazaars. The El-Karnak pavilion is being built, which will clear the temple yard of informal settlements. The reopening of Luxor's Avenue of Sphinxes is occurring, linking Luxor and Karnak temples. These developments are remarkable projects that will go down in history.

The governor is also working to renovate the train station in the city. Roads are also being constructed on the city's outskirts to facilitate entry and exit of tourist buses, thus increasing the number of all means of transportation. Luxor International Airport is being built within the same transportation setting. This airport is to compete with Cairo International Airport in terms of capacity compared.
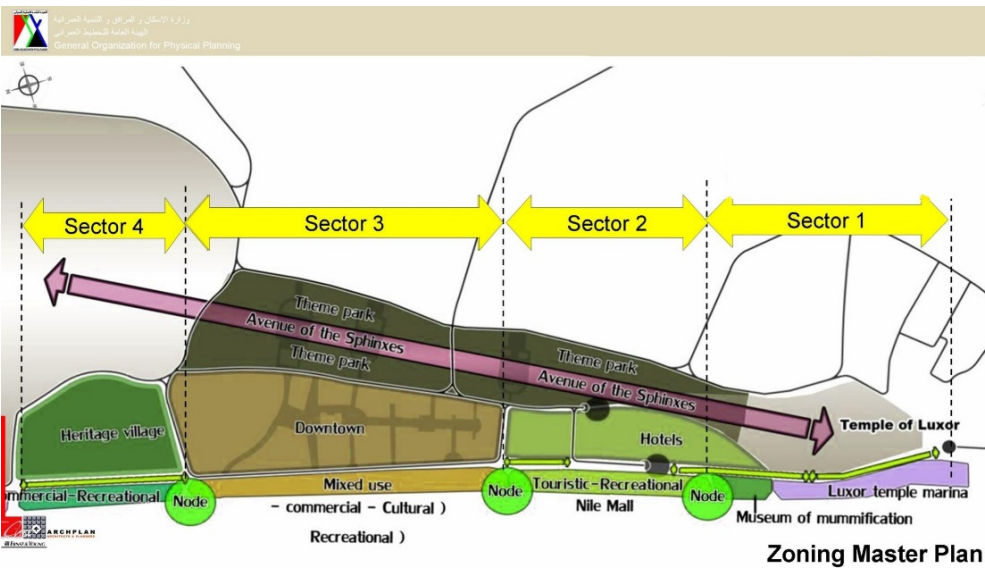
Figure 1: Luxor city zoning master plan. *(Source: General Organization for Physical Planning (GOPP) Egypt. https://cuipcairo.org/en/directory/general-organization-physical-planning-gopp.)*

The Esna Tourism Promotion Campaign was started in Luxor by the US government and the Egyptian Ministry of Tourism and Antiquities as part of the US government's support for the preservation of hundreds of cultural heritage sites around Egypt. Esna, Luxor is home to several tourist attractions, including ancient Egyptian temples and a Coptic Orthodox monastery. This collaboration will promote Esna as a top tourist destination to tour operators, investors, and the public. This project seeks to put Esna back on the tourism map, attracting and allowing global investment opportunities.

These projects are in partnership with the Ministries of Tourism and Antiquities and other various global entities. The projects that are taking place in Luxor Governor are revitalizing cultural tourism. With these developments, the region will see an increase in job creation and increased public and private investment.

Table 1: Sustainable development projects in Luxor.

Development projects
1: Restoration of the Avenue of Sphinxes
2: Development of the destination resort of El-Toad
3: Development of the new community of New Luxor
4: Infrastructure service for New Luxor and El-Toad
5: Establishment of high-value agriculture
6: Creation of an open museum and heritage district in Luxor city

2.3 The opening ceremony of the Sphinx Avenue in Luxor

In November 2021, a legendary celebration of the opening of Sphinx Avenue (Road of the Rams), the oldest historical passage in the world, was launched. The event attracted the whole global market, developing a strong interest in the ancient Egyptian civilization. Guests from all over the world, local and foreign, were in attendance during the event.

About 200 international media correspondents accredited in Egypt attended this huge and legendary party to cover this legendary celebration. The celebration witnessed the screening of a documentary film about the Luxor governorate, entitled "Luxor Secret", displaying the city of Luxor, its most prominent monuments, and tourist attractions. It was presented by a group of artists, members of the Luxor local community, and archaeologists who discussed the religious diversity in Luxor and the various tourist activities in Luxor, such as balloon tours, Nile cruises, local market shopping, and sports and entertainment activities. The film concluded with a message from the Minister of Tourism about Luxor, in which he reassured everyone, saying, "Our country is safe".

The current minister of tourism and antiquities said: "By this legendary celebration, today we not only announce the launch of the Sphinx Venue but also the completion of the German University in Cairo's visual identity work (GUC) and its implementation by the Engineering Authority of the Armed Forces". This is to emphasize how Luxor represents a vibrant tourist destination through tourism activities, sending a message of security and safety to the whole world [9].
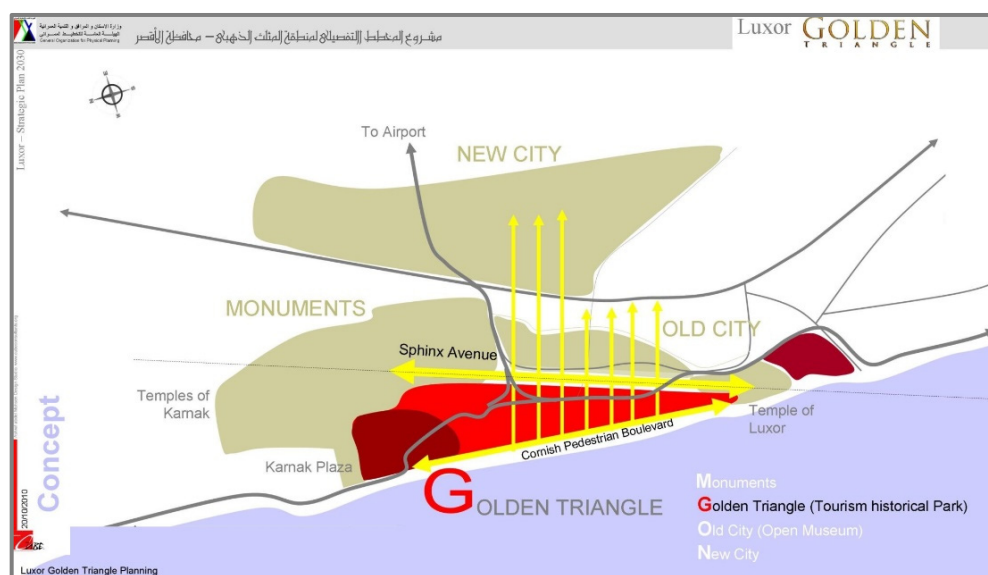

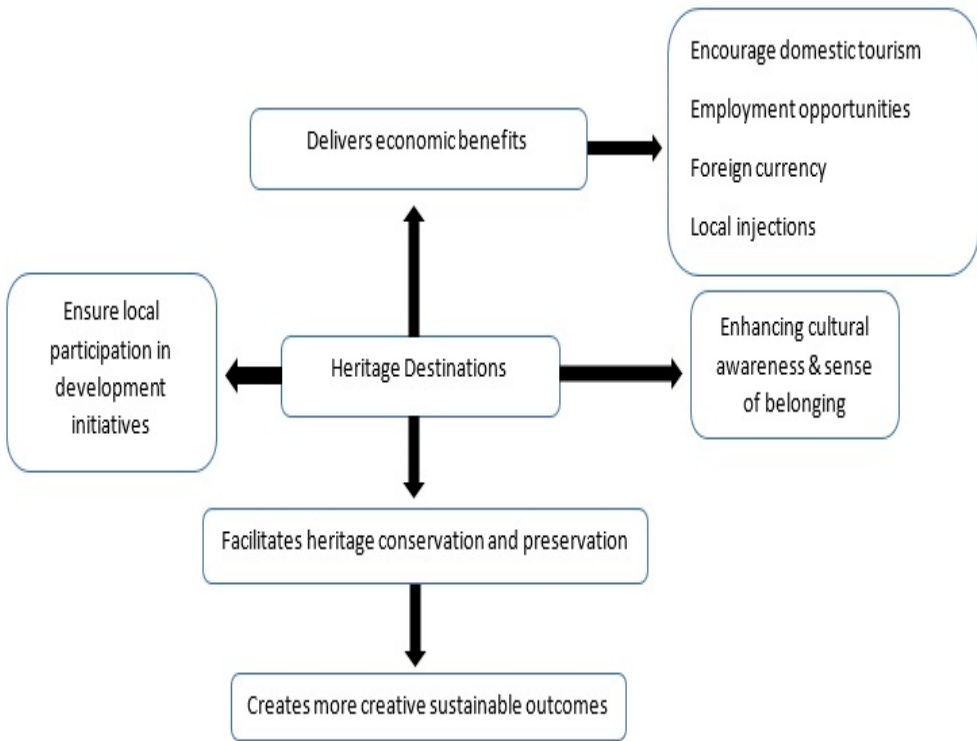Figure 2: Urban development of Luxor open museum and surrounded sites. *(Source: General Organization for Physical Planning (GOPP) Egypt. https://cuipcairo.org/en/directory/general-organization-physical-planning-gopp.)*

Figure 3: Conceptual framework. *(Source: Adapted from [10].)*

3 METHODOLOGY

This research depends on an inductive approach in which qualitative data is collected to achieve its aim, which is to study a development plan for the city of Luxor, its objectives, and the difficulties that may face in the implementation of this plan. Qualitative data is gathered using focus groups. The focus groups are structured and hold focused discussions among small groups of people. The usage of focus groups holds many advantages, such as being useful for providing in-depth information in a relatively short period [11].

The participants of the focus groups are key stakeholders in Luxor's tourism. They include Egyptian tourism and cultural authorities, including the Egyptian tourism authority (ETA), the Ministry of Culture, which sponsors cultural events through the Cultural Development Fund Sector, the Foreign Cultural Relations Sector, in addition to the Promotion of Cultural Tourism Committee in Luxor, and the Manager of the Karnak Temple, as well as UN-Habitat executive director and foreign tour operators. Accordingly, the focus group sample size of this research is eight focus groups, with which each focus group having five participants.

The data collection took place a couple of weeks after the opening ceremony of the Sphinx Avenue in Luxor, in November 2021. In addition, the analysis of the qualitative data is done using the Nvivo program, in which content analysis is done. Content analysis is a method or instrument used by the researcher, along with other methodologies and tools, as part of an integrated strategy known as the "inventory" approach in media studies [12].

Table 2: Participants demographics.

Focus group	Participants	Gender	Age	Date
Focus Group (1)	Participant 1	Male	43	3 November 2021
	Participant 2	Female	39	
	Participant 3	Male	35	
	Participant 4	Male	37	
	Participant 5	Female	41	
Focus Group (2)	Participant 1	Female	25	5 November 2021
	Participant 2	Male	29	
	Participant 3	Male	33	
	Participant 4	Female	34	
	Participant 5	Male	27	
Focus Group (3)	Participant 1	Male	30	10 November 2021
	Participant 2	Male	35	
	Participant 3	Male	34	
	Participant 4	Male	31	
	Participant 5	Female	30	
Focus Group (4)	Participant 1	Male	23	12 November 2021
	Participant 2	Female	53	
	Participant 3	Male	49	
	Participant 4	Female	18	
	Participant 5	Female	20	
Focus Group (5)	Participant 1	Female	19	17 November 2021
	Participant 2	Female	21	
	Participant 3	Female	22	
	Participant 4	Male	26	
	Participant 5	Female	24	
Focus Group (6)	Participant 1	Male	27	20 November 2021
	Participant 2	Female	28	
	Participant 3	Male	27	
	Participant 4	Male	27	
	Participant 5	Male	28	
Focus Group (7)	Participant 1	Male	50	25 November 2021
	Participant 2	Female	45	
	Participant 3	Male	46	
	Participant 4	Male	47	
	Participant 5	Female	45	
Focus Group (8)	Participant 1	Male	28	29 November 2021
	Participant 2	Male	29	
	Participant 3	Male	36	
	Participant 4	Male	55	
	Participant 5	Male	53	

4 QUALITATIVE ANALYSIS

Qualitative analysis targets answering seven questions, which are the following:

- Q1: What were the specific development proposals in the "Development Plan for the City of Luxor" (CDCL)?
- Q2: How far have the recommended strategies by CDCL been implemented on the ground?
- Q3: What are the coming plans of the Committee for the Promotion of Cultural Tourism in Luxor?
- Q4: How did the reopening of the Avenue of Sphinxes positively affect the tourism sector in Luxor?
- Q5: What are your expectations for the flow of tourism to Luxor in 2022?
- Q6: What are the challenges ahead for local authorities in Luxor in 2022?
- Q7: How can tourist destinations be transformed into hubs of creativity and human ingenuity to achieve the Sustainable Development Goals?

4.1 Focus group systematic data analysis process

The focus group sessions are recorded to aid in the analysis. The focus group data is analyzed using the method of content analysis. This analysis is a systematic approach to gaining meaning from communicated material. The approach seeks to reorganize, classify, and evaluate themes and concepts [13]. Content analysis provides an understanding of the phenomenon. The researcher listened to the recordings and began to take notes on the groups' responses. Codes were attached to phrases, sentences, or whole paragraphs connected to a specific setting. These codes aided in the discovery of themes and patterns of ideas. The researcher identified quotes to facilitate subsequent analysis by identifying all of the text associated with a particular elicitation or a specific question. Then, the researcher constructed a diagram for analysis of the focus groups in a question-by-question format, grouping codes into meaningful clusters while amplifying quotes and finally, describing findings, using quotes to illustrate responses. Therefore, according to the majority of the supporting code, the theme emerged.

   After the analysis was done, four main themes were identified, in which each theme consists of different codes. These are themes of development plans for the City of Luxor, coming plans of the Committee of Promotion of Cultural Tourism in Luxor, reopening of the Avenue of Sphinxes, and challenges of local authorities in Luxor.

4.2 Theme of development plans for the city of Luxor

Development plans for the city of Luxor is the first theme identified by the focus groups. This theme consists of four codes, which are: Luxor citizens, completed projects, development proposals, and creativity and human ingenuity.

4.2.1 Luxor citizens

The development of Luxor city could not take place without the contribution of the city's citizens. This could be represented in the following evidence: "The role of Luxor citizens and the business sector will be the foundation for fulfilling the city's long-term ambition for comprehensive development" (Focus Group: 1 – Participant: 1) and "It is necessary to have actual and effective communication and interaction with the people who live in Luxor to implement the future vision and the comprehensive development of the city, and this

development is required at all levels and requirements, including urban, social, economic, and service levels, as well as with international bodies, administrative bodies, and investors participating in the vision" (Focus Group: 1 – Participant: 2).

4.2.2 Completed projects
Luxor city is starting to open new projects related to the development plans, starting by developing the infrastructure, renewing old touristic attractions, and creating new projects. The evidence related to these points is shown in the following quotations: "The infrastructure development of Luxor has also been completed" (Focus Group: 1 – Participant: 2), "The project of restoring the Great Hall of Columns in the Karnak Temple, developing lighting systems, and restoring the 14-column hall of the Great Hall of Amenhotep III and Luxor Temple was also completed" (Focus Group: 2 – Participant: 3), "The event of reopening the Great Sphinx Street in Luxor was to promote Luxor as the largest open museum in the world, and one of the most important achievements of Luxor city development plans" (Focus Group: 3 – Participant: 5), and "There is a project such as a cable car between the ancient temples and tombs in the east and west, to enjoy the magic of Luxor from the sky, along with the special balloon trips" (Focus Group: 3 – Participant: 5).

4.2.3 Development proposals
Other projects are being planned but still do not take place in reality. Examples could be shown as follows: "The environment, whether natural or man-made, has always been the cornerstone of its vision based on travel safety, quality of service, and responsible behaviour. Therefore, one of the development plans was collective transportation lines for citizens between cities in the eastern and western lines of the governorate, with 64 buses per day" (Focus Group: 1– Participant: 1), "Luxor is also planning several future projects on the governorate's property, which it hopes to undertake in the next few years if financial resources or investors are available. Several notable projects are now being developed to benefit the inhabitants of Luxor Governorate in the areas of service, entertainment, and tourism" (Focus Group: 4 – Participant: 5), "The city of Luxor's growth strategy is represented in several projects, including the completion of the 'Revival of the Pharaonic Rams Road' project, as well as the construction and revitalization of Luxor's world-class tourist marinas in the east and west" (Focus Group: 5 – Participant: 1).

4.2.4 Creativity and human ingenuity
Creativity represents the main factor that enhances development and encourages the increase in tourism rates. The evidence for this is represented in the following quotations: "Tourist destinations could be converted to hubs of creativity if we put great attention into developing the arts, cultural and creative industries, diverse expressions, and imagination" (Focus Group: 1 – Participant: 3), "We work to create creative tourism experiences that have the following characteristics: This social dimension is appreciated by tourists looking for vibrant experiences. Qualified consumption, includes experiences that allow tourists to learn new skills. Tourist involvement includes active participation and interaction with the local context and communities, making tourists co-creators of their experience" (Focus Group: 2 – Participant: 2), "The development and urbanization of cities also represent a successful root of creative tourism activities" (Focus Group: 3 – Participant: 1), and "Creativity is emerging as a key element in differentiating a destination's tourist offer and increasing its competitiveness. Therefore, I suggest making cooperation between the governmental and private sector for the aim of developing the tourism destinations and the whole tourist governments" (Focus Group: 4 – Participant: 5), "Managers and policymakers should

recognize that creative tourist experiences are the result of a co-creation process based on creativity, in which all actors must collaborate. Policymakers involved in this process should strive to create a creative local environment and plan initiatives to develop the creative skills of local people and local tourism businesses through activities such as creative development workshops and training courses, among others" (Focus Group: 5 – Participant: 4).

4.3 Theme of the coming plans of the Committee of Promotion of Cultural Tourism in Luxor

The coming plans of the Committee of Promotion of Cultural Tourism in Luxor is the second theme identified by the focus groups. This theme consists of two codes, which are: global coordination and marketing plans.

4.3.1 Global coordination
One of the successful ways of increasing the tourism rate is depending on global coordination. This point is represented as follows: "The committee intends to broaden the Bridge of Civilizations initiative, which invites artists from various markets exporting tourism to Egypt to create artworks inspired by Ancient Egyptian civilization" (Focus Group: 1 – Participant: 1), "Our committee plans to host about eight artists from around the world to work on tourism promotion abroad" (Focus Group: 1 – Participant: 4), and "The committee's coordination with some countries, including Italy, Belgium, France, and Holland, to hold a mini B2B tourism exchange in Luxor is one of the creative sustainable ideas. We are currently arranging with them the idea of hosting a group of tourism companies from each country so that we can create a mini tourism exchange instead of the ones that have been cancelled due to the pandemic" (Focus Group: 3 – Participant: 3).

4.3.2 Marketing plans
The Committee of Promotion of Cultural Tourism in Luxor also depends on different marketing plans to increase the tourism rate, which is shown as follows: "The committee has begun planning events to attract tourists to various Egyptian destinations in general, and cultural tourism in particular" (Focus Group: 3 – Participant: 1), "Due to the city's rapid development, tourism companies altered their tourist programs to extend or expand tourists' stays in Luxor to enjoy the avenue and the city" (Focus Group: 1 – Participant: 2), "Also, learn from Europe's good practices and various tourist destinations that rely on domestic tourism during times of crisis, particularly during the current pandemic, which helped them absorb its negative economic ramifications. Domestic tourism is encouraged through various marketing activities" (Focus Group: 3 – Participant: 2).

4.4 Theme of reopening of the Avenue of Sphinxes

The reopening of the Avenue of Sphinxes is the third theme identified by the focus groups. This theme consists of two codes, which are: tourism in Luxor and the effect of the event.

4.4.1 Tourism in Luxor
The reopening of the Avenue of Sphinxes has had a great effect on tourism in Luxor. This could be represented in the following evidence: "My expectations are very high. I believe that if the rate of spread of the Omicron variant around the world slows, tourist traffic to Luxor could increase by 100% 'sooner'" (Focus Group: 3 – Participant: 4), "I expect cultural tourism to grow more in 2022" (Focus Group: 4 – Participant: 4), and "The city's tourism flow is currently very good. We are seeing for the first time that Russian tourists with a high

spending average are beginning to participate in cultural tourism, which is very important. We should keep in mind that the Russian market has always been known for recreational tourism, but this shift in trends is an encouraging sign" (Focus Group: 5 – Participant: 1), and "Domestic tourism should account for a significant portion of total tourism revenue. In the current winter season, Egyptian tourists' average spending is approaching that of their foreign counterparts. Many Egyptian families are drawn to visit Luxor, where they engage in a variety of tourist activities, including visits to various archaeological sites, which increases their cultural awareness and sense of belonging" (Focus Group: 5 – Participant: 2), "In 2021, Luxor received approximately 2.5 million tourists. Around 97,000 foreign tourists and 36,000 Arab and Egyptian tourists visited Luxor in winter 2021, and tourist visits increased significantly in December and January 2021" (Focus Group: 5 – Participant: 3), "Demand for tourism in Luxor increased ahead of the event, as cultural events are the primary tourism marketing tool and present an opportunity for destination marketers to help position their destination among competitors" (Focus Group: 5 – Participant: 5).

4.4.2 The effect of the event

The opening of the Avenue of Sphinxes has other effects, which could be shown as follows: "The event was covered extensively by 120 international channels as well as 82 journals and magazines. In addition, 65 features were produced on Luxor and its worth, promoting the city as the world's largest open museum. This widespread media coverage resulted in a 28% increase in demand for cultural tourism as well as a price increase of 18%" (Focus Group: 2 – Participant: 2), "The Luxor event is a timely reminder of human civilization's extraordinary achievements, but it is also a reminder of the fragility of our bond with the natural world" (Focus Group: 4 – Participant: 1), "It is important to note that the infrastructure that was built alongside the avenue plays an important role in marketing tourism, particularly in connecting the coastal governorates with Luxor, Aswan, and Suhag" (Focus Group: 4 – Participant: 5), and "The reopening of the Avenue of Sphinxes aids in the operation of effective collaboration among various policymakers, which improves the quality of local and sustainable development policies" (Focus Group: 5 – Participant: 2).

4.5 Theme of challenges of local authorities in Luxor

The fourth theme identified by the focus groups is the challenges of local authorities in Luxor. This theme consists of three codes, which are: training system, prices, and cultural tourism.

4.5.1 Training system

Despite all the development plans that have been implemented in Luxor, a well-established training system is required, especially during the period of coronavirus. This is shown as follows: "The most difficult challenge is maintaining coronavirus precautionary measures. We must complete the training system not only in ministry-controlled facilities but also in one-and two-star tourist facility directly under the control of the local government" (Focus Group: 3 – Participant: 4).

4.5.2 Prices

One of the main challenges that need to be solved is applying more control over prices. The following evidence showed this point as follows: "The main challenge is related to maintaining the minimum prices of hotels" and "One of these challenges is represented by the difficulty in controlling prices" (Focus Group: 1 – Participant: 4).

4.5.3 Cultural tourism

Although cultural tourism is a very good way of attracting more tourists, it is still a serious challenge in Egypt, this is shown in the following quotations: "Additionally, we do not focus on transforming cultural tourism to prioritize quality over quantity and on attracting high-spending tourists back to Luxor" (Focus Group: 2 – Participant: 5) and "The less dependency on domestic tourism represents one of the serious challenges, accordingly we can encourage the domestic tourism if we focus on the cultural tourism" (Focus Group: 3 – Participant: 3).

5 CONCLUSION

Luxor is a great city that introduces the ancient Egyptian civilization region and represents the main cultural tourism destination in Egypt. Luxor holds over 800 archaeological sites and shrines of the most magnificent human heritage. The current research aims to study a development plan for the city of Luxor, its objectives, and the difficulties that may face in the implementation of this plan. The research also studies the reopening ceremony of the Avenue of Sphinxes as a case study of the development plan that was implemented in the city of Luxor, studying the effectiveness of this development plan and studying sustainable creativity in the city of Luxor.

   Accordingly, seven main questions have been developed to collect primary and qualitative data through focus groups. A content analysis was done and four main themes were developed with their codes, which are represented as follows: Theme of Development Plans for the City of Luxor (Theme of Development Plans for the City of Luxor, Theme of the Coming Plans of the Committee of Promotion of Cultural Tourism in Luxor, Theme of Reopening of the Avenue of Sphinxes and Theme of Challenges of local authorities in Luxor), Theme of the Coming Plans of the Committee of Promotion of Cultural Tourism in Luxor (Global Coordination and Marketing Plans), Theme of Reopening of the Avenue of Sphinxes (Tourism in Luxor and The Effect of the Event) and Theme of Challenges of local authorities in Luxor (Training system, Prices, and Cultural tourism).

6 IMPLICATIONS AND RECOMMENDATIONS

The paper aims to study creative sustainability. The results indicated that this approach may greatly assist in the evaluation of priority proposals and projects with the shortest to ensure consistency, directions, results and recommendations across all planning and development efforts. Based on the results, the recommendations were made as follows:

- The need for interaction and use of the residents of Luxor by governments and decision makers for development projects.
- This recommendation is for decision makers and governments to complete the initial projects in the development stages before starting actual developments, for example completing the infrastructure development first before starting new projects.
- The necessity of having proposals for development, its dimensions, and its cost, to study it well at the beginning before starting it.
- Attention should be paid to creativity, as creativity represents the main factor that enhances development and encourages the increase in tourism rate.
- Interest in including a number of international cooperations, because it helps to include the largest number of different cultures in development, and each country will encourage its citizens to come and see these developments.
- Developing plans for global and local marketing of developments also helps the coming plans of the committee of promotion of cultural tourism in Luxor.
- Opening new projects or developing closed projects is an important reason for the increase in the number of tourists in the country, as happened in the project to reopen the

Avenue of Sphinxes, so decision makers should pay attention to the redevelopment of existing projects before starting new projects.

- Paying attention to international stations to transmit all the developments that occur, helps to increase the awareness and knowledge of foreigners and tourists about these developments, and increases the percentage of tourism.
- A well-established training system is required for participants on development projects.
- Develop a specific budget for development projects to study the cost and search for ways to finance these projects, to reduce the risk of increasing prices and costs.
- To give domestic tourists the same attention that is given to global tourists, we can encourage the domestic tourism if we focus on the cultural tourism.

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