Historical Areas Community Visioning
3D Model

(Introducing the Community Visioning as an effective tool for promoting sustainable tourism development in historical areas)

Abstract: Historical areas of the world are areas with unique urban fabric; including cultural patterns, traditions, and lifestyles associated with a place (Inskeep, 1991). The importance of such locations all around the world is very well recognised as the world cultural heritage that should be preserved for the future generations as well as for the current ones. However, these areas are already facing the threats of globalisation and the tourism industry especially in developing countries. Conservation as a process is of crucial importance for the survival, and the preservation of the world historical areas. However, after more than decades from promoting conservation the doubts regarding the efficiency of the process within the development limitation of the developing countries have been recognised. The need for an innovation through which integration can be applied aiming to affectively promote the conservation process.

The paper provoked the ability of sustainable culture tourism to introduce sustainable development to historical areas; having positive effects on social, culture and economic dimension thus providing the ignition for the sustainable development process of the area. However, to practically promote sustainability there is a need to utilise the appropriate, practical, and simple sustainability tool. The paper argued the ability of ‘Community Visioning’ to achieve the required sustainability objective, not only that but utilising the tool the paper innovated a model for applying the required ‘sustainable culture tourism development’ defined as the 3D community vision model (3DCV Model).

In a practical attempt to examine the applicability of the model the paper conducted a survey targeting the representatives of a historical destination community defined as hosts, guests, and the historical dimensions. Aiming, to define the degree of consistency and integration of vision that can be achieved among the defined 3 dimensions of the historical destinations.

Key Words: Sustainable culture tourism, community visioning, sustainable development, historical conservation
1. Introduction (Conservation and Tourism)

At 1974 conference on 'Tourism and Conservation Working Together', it was emphasised that tourism has become a major element in man's demand upon land. If ill-planned, it can cause severe damage to heritage; but if well-planned, it can support and encourage the efforts of conservation (Travis, 1992).

Conservation can be seen of crucial importance for the survival, and the preservation of the World culture heritage. A bad restoration can be detrimental, as demolishing a building. Provision has to be made for experts to contribute in such a delicate field (Fsadni and Selwyn, 1997). Although conservation depends upon the support of visitors, and visitors demand build facilities; the balance is delicate, but is required (Mills, 1993). Historical towns are attractive to visitors because they are of a different scale to other towns, and have a wealth of historical features not present in many large cities or new towns. Conservation tools give additional controls over development, thus preserving such historical features for the future and current generations. The objectives are allied but not the same. Whereas conservationists concerns are around preservation of culture aesthetic, natural beauty, landscapes, art, attractiveness and heritage. Tourism must stress the differentiation of cultures, climate, and build environment, as the main reason upon which tourism motivation is based (seeking new adventures and experience of the World). Leading us to a very important reality regarding, the main functions of the conservationist in tourism are: to define what is worth conserving, to interpret it, to be aware of and responsive to culture change, and to correct the excesses of the show business in our midst (which constitutes the tourist industry). Tourism can help achieving conservation objectives in tourism destinations, provided that it is carefully managed (Barke and Newton, 1995).

The conservationist is a scholar or a scientist, the tourist professional mostly is the commercial operator. The conflict in viewpoints will always be expected, but they have to learn to work together, guided by the requirement of the success for both. In the other hand it has to be fully realised that the conservation process itself is not without its doubts being: comprehensive, multi discipline, non-beneficial, time and money consuming process and not an end product. However, the benefits of the process are precious and invaluable by all means. Among the most successful conservation approaches is the ‘community-based’ bottom-up approach. It is a reverse of the long-held top-down conservation strategies which tended to be techno-cratie and denied local people direct benefits of their participation in conservation (Sindiga, 1999).

After more than a decade from promoting conservation the doubts regarding the efficiency of the process within the development limitation
of the developing countries have been recognised. The need for an innovation through which integration can be applied aiming to affectively promote the conservation process. The paper argues the ability of sustainability to catalysis the conservation process and to represent it in a more efficient action oriented applicable process.

2. Sustainable Tourism Development

Sustainable tourism development is set forth to be a delicate balance between the requirement of the tourism sector through promoting sustainable tourism and those of the host community through the need to promote sustainable development (El-Barmelgy, 2002). Such delicate balance is required where as expressed through reviewing the most popular definition of the two terms conflicts are expected. On one hand we have ‘Sustainable Tourism’ defined as ‘the ability of gaining maximum possible economic benefits through the satisfaction of the tourist while still being able to safeguard the tourism destination assets including: environmental, cultural biodiversity, and heritage’ (author after; Kripendorf, 1993; Reynolds, 1993; France, 1999; Hall, 2000; Holden, 2000; and others). The tourist satisfaction itself is a package that in most cases has to deal with the culture exchange; to have contact with local communities. As a way of releasing the conflicts and minimising the threats tourists need to be recognised by local communities as guests.

On the other hand comes the development of the host community or better portrayed as the local communities. The part of the sustainability term dealing with such issue is recognised as ‘sustainable development’. The most popular definition of the term is ‘meeting the needs of the present generation without preventing future generations meeting their needs’ … as introduced by the famous Bruntland Report of 1987. Considering the fact that sustainable development is an going process rather than an end product, the main aim of the process can thus be stated as: the development that consider the sake of the local communities through, satisfying their needs while maintaining the community assets for the sake of both the current and future generations.

Thus the problem is about lowering the ladder, and narrowing the gap between the host process (sustainable development process) and the guest community (sustainable tourism process). The ‘host – guest’ theory since provoked by Smith in (1995) has rather been a sort of rhetoric speech rather than an applicable model. We guess the time now has been better than ever for operationalising such theory and putting it into action through the ability of introducing or promoting sustainable tourism development. In 2001 the WTO published one of its finest contribution attempting to define sustainable tourism development for the sake of both the guests (tourists) as well as the hosts (local communities), stating that
‘sustainable tourism developments is a development that meets the needs of present tourists and hosts regions while protecting and enhancing opportunities for the future’, (WTO, 2001: internet data).

Based on the former analysis, the paper provokes the ability of sustainable tourism development to promote and develop a sort of development that satisfies the needs of both the host as well as the guest communities. In order to prove such possibility there is a need to prove that both hosts and guests communities can get together in a developing a vision that can comprises the needs of both sides together and to be able to measure the degree of integrity of such vision.

2.1. Sustainable Culture Tourism Development

The main concern of this paper is to search for an applicable action oriented approach for promoting sustainable development in historical areas and heritage sites. In the former parts the paper have managed to put forth its argument concerning the ability of sustainable tourism to act as a catalyst through which development can be introduced to such sites, without diminishing the importance of the local communities forming an essential part of the urban fabric of such destinations. Heritage sites or conservation sites are usually unique in a way or another, offering a sort of a culture and social fabric that is cased in a historical package forming a unique tourism destination. Such uniqueness in dealing on a multi dimensional model where we have culture sensitivity, historical sensitivity, and social and built environmental sensitivity, calls in a way or another for a highly sensitive form of tourism. One that integrate such sensitivity in the required process while still maintain the wider objective of the process involving those of the hosts and guests, current and future generations. The former interpretation introduce us to the authors idea regarding the definition of the term ‘sustainable culture tourism as a sensitive form of sustainable tourism that acts on a 3 dimensional scale (hosts, guests and historical assets) seeking a dynamic and unique balance for achieving the needs of the current generation without diminishing the chances of the future generation to achieve their own needs’. Such interpretation of the term defines the need for a tool that can measure the ability to obtain such balance on the proposed 3 dimension of the process.

Earlier the paper provoked the need to achieve integration in vision among the host and guest communities of a destination, as a fundamental requirement for the achievement of sustainable tourism development of the destination. The further interpretations of the term ‘sustainable culture tourism’ add to the previous vision a third dimension which is the historical assets of the destination. Based on which the paper composed its innovation regarding the need for a three dimension model of
integration having in its base the host-guest communities and where the 3 dimension is to represent the historical dimension defined by the paper as the 3D Community Visioning Model (3DCV Model).

2.2. Sustainability Tools and the Visioning Process

Krippendorf, the father of the term sustainable tourism in 1993 urges the tourism professionals community, tours operators, stake holders and others to stop the rhetoric speech about sustainable tourism, and the ongoing debates around its definitions and interpretations. Stated that:

“I think the special issue is that we really have to come to action, and to measurable action, in the field of sustainable tourism. We have to develop - and the researchers should work together on this with the industry and with the state - a really practical and simple way of measuring and thus promoting sustainability”

(Krippendorf, 1993:58)

Since then the term sustainability tools has started to gain interest among the tourism industry for the sake of developing practical tools for promoting sustainability. El-Barmelgy (2003) reported on the development of the sustainability tools through a comprehensive study that concluded the tools to comprise three levels: processes (long-term tools); instruments (short term tools); and models (specified tools). One of the most efficient tools for promoting sustainability all around the world can be argued to be public participation. Where the global transformation from centralisation and, top-down processes to localisation and, bottom-up processes. However, public participation is not without its doubts especially within the context of the developing countries. In 2002 China provided us with a new tool which can be seen as the nature development of the public participation known as public dialogue (Loh, 2002). Recently, visioning as a tool has been in the focus of interest of the industry, as a practical tool through which public dialogue can be utilised in forming the required vision of the tourism destination community.

3. Community Visioning and Historical Preservation

Visioning is a process through which communities envisions the future they want, and plans how to achieve it (Green et el., 2008). Through meaningful public involvement, communities identify their purpose, core values and visions of the future. Accordingly, these values and visions are then transformed into manageable and feasible set of community goals and action plan (Green et el., 2008). Visioning as a tool can be set to be efficient over various levels. Comprising global visions, national vision, regional vision, and local action areas vision, however, all of these visions have roots and direct relation to strategic future action plans. Among the most successful models is 'The Oregon Model'. The model (figure, 1) can be best described as a comprehensive
community visioning process aiming to answer four questions on a four steps process: 1. profiling the community (where we are now?); 2. analysing the trend (Where are we going?); 3. creating the vision (where do we want to be?); and 4. developing an action plan (how do we get there)? Green et al. (2008) introduced a ten step process for a successful vision:

- forming a committee; find local sponsors; identify community boundaries; specify the planning/target period; give the process a name; decide how to structure the process; prepare a budget and raise funds; publicize the visioning process; identify and recruit participants; and organise the initial events (Green et al., 2008). Community visioning is both a tool and a product. The tool gives the community the opportunity to express what they value and to develop a consensus on what they would like to change or preserve. The product of these discussions is a vision statement. This product the vision statement is important as it helps the community to keep on the track for achieving their vision. Some specialist sees the statement as the compass that guides the process through its ups and downs (relevant political, economic and social changes). If the statement is truly community developed and supported, changes in these landscapes will have little impact. There are many approaches to organise and develop a vision, no matter which approach we have adopted to create our vision, we must always remember that all projects are works in progress and that there is no one single formula when it comes to the creation of a community vision. However, there are a number of points that might needs to be considered before launching a community visioning project such as:

- every community is unique
- geographic limits needs to be specified
- leadership and the locality of the process
- visioning is not an economic development
- outcomes are not predetermined
- visioning should be fun, creative and interactive
- the wider context of the community
- wealth/ poverty not important
- citizens participation
- inventory techniques as guides
- community visioning is a challenging process

---

1 Internet data: Plan Endorsement Community Visioning Standards — www.state.nj.us/dca/division/osg/docs/communityvisioningstandards
To conclude, community visioning is a three part participatory process that engages community representative parties in developing a consensus:

- on what they want their community to be,
- where the community seems to be heading, and
- what has to be done to correct that trend to achieve the desired common vision.

Based on the former analysis the paper aims to adopt the visioning tool for investigating the ability to have an acceptable consistency rate among the pre-defined 3 dimensional model (3DCV-Model) for the sustainable culture tourism development of the historical cultural destinations.

4. Community Visioning 3 D Model .. Case Study Fatimid Cairo

The paper chooses ‘Fatimid Cairo’ as a representative case study having one of the most valuable culture, social and historical fabric not only on the national scale but on the global as well (Mills, 1993). Thus the case study would represent us with an applicable situation regarding the innovation of the paper introduced in the 3 Dimensional Model (3DCV-Model). In order to define the communities representing the 3 dimension of the model a comprehensive study was conducted based on the literature reviews and number of site visits to the case study area. The result of the study results in defining the destination community as follows:

- **The First Dimension (The Host Dimension)**
  This dimension is to represent the local community of the destination. The study of the area has revealed the local community to comprise the local resident of the area as well as the shops/workshop owners. Both of them form the host dimension of the destination.

- **The Second Dimension (The Guest Dimension)**
  This dimension is clearly represented by the tourism attraction of the area. The glare of the area as an international tourism destination forms a consistent tourist market to the area. The tourist typology attracted to the area is on the top leader where we can find the eco-tourist and the culture-tourist on the international level. Also the area has it share of glare on the national level having a firm market of the national tourist.

- **The Third Dimension (The historical Dimension)**
  The historical dimension of the area represents one of the Worlds’ most spectacular vernacular architecture areas. The area comprising historical buildings culture and social values that through history have developed one of the world’s finest vernacular architecture areas.
4.1. The Visioning Strategy and Tools

Based on the former analysis and studies put forth by the paper advocated the **most appropriate** strategy for forming the development vision of the area will be through conducting:

- a number of public dialogue meetings on the host dimension;
- questionnaires on the guest dimensions; and
- field survey and site visits for the historical dimension.

However, due to the limitation of the paper and its main objective in presenting an innovative model for introducing sustainable development to historical area rather then developing a concrete vision; the paper emphasise the **most reliable and valid** strategy would be through conducting a number of questionnaires involving:

- the local residents and the shops/workshops owners representing the host community;
- the national and international tourists representing the guest community; and
- the tourism academic and professionals representing the historical dimension.

The paper is to represent its vision based on available secondary data for the area conducted by the author; however the interpretation of the data is to present the primary work for this paper. The main aim of this study would be to investigate the consistency of the vision for the three dimensions on two levels. If the outcome for the three dimensions turn out to show a high consistency rate, then that would prove the paper argument concerning the ability of tourism to act as a catalyst introducing sustainable development to historical areas.

4.2. The Host Dimension Vision (local community)

The host dimension is formed by the local residents and the workshop/shops owners of the area. Such clustering forms the first layer of the sampling strategy. Further cluster is to cover the different districts of the area for the residents and the various types of shops/workshops. Also the sampling is to comprise further stratus aiming to stratify the sampling community baring in mind the size limitation thus aiming to adopt the most efficient strategy in order to insure maximum possible reliability and validity for the survey data. The sampling strategy set to be a multiple clustered stratified random sampling.

4.2.1 Local Residents Survey

Figure 2, reports on the survey findings regarding the independent variable of the sampling community. The Gender variable shows a male to female ratio 67% to 33% respectively which a representative and expected ratio taking in consideration the fact regarding the percentage of
working females in the Egyptian community. The second variable considering the age categories showing a maximum representative category (59%) between the ages of 23 to 60 years which represents the labour active category thus the decision power group of the community. Also with good representative rates for the other categories: 5% ages varying 15-18; 25% ages varying 18-22; and 11% over 60 years. The third dependent variable considering the living period of survey case in the area results in having: 1% less than 5 years; 15% between 5-10 years; and 84% over 10 years such result ensure the efficient of the survey cases where most of the respondents have lived in the area for more than 10 years. The results of the analysis of the independent variables have shown the success of the sampling strategy to target and achieve the most representative respondents (case studies) thus insuring the maximum validity and reliability for the survey results and finding within the predefined survey limitations.

4.2.2 Shops/Workshops Owners

The second questionnaire on the hosts dimension is to deal with shops and workshops owners. Figure 3, reports on the results of the survey independent variables. The first variable is to report on the time of

Figure 2, Reporting on the residence survey independent variables
(Source: author based on survey data)

Figure 3, Reporting on the shops and workshops survey independent variables
(Source: author based on survey data)
engagement in the business. The result shows that over 85% of the respondents have been in their business for over 10 years, while 8% have been in the business between 5-10 years, and finally 7% for less than 5 years. The second variable reports on the stability of the business where we find that: 87.5% have been able to maintain their business while 12.5% have changed their business. The third variable reports on the percentage of the respondents that live and work in the area the results were 62.5% does not live in the area, 1.1% lives in the area for less than 5 years, and 36.4% lives for more than 10 years. The findings of the independents variables clarify certain issues such as:

- the degree of commitment between the shops/workshops owners to the local community of the area more than 87% of the sample have been in the business for more than 10 years without any changes;
- the fact that around 37% of the respondents lives and work in the area; and
- the stability of the work community expresses the degree of saturation and stability sustained by the local community of the area.

The results clarifies the fact that the shops/workshops owner is part of the area host community and that their vision is of crucial important for the success of any development in area, thus increasing the reliability and validity of the survey results.

4.3. The Guest Dimension Vision (Tourist community)

The Guest dimension is formed by the lists of guest to the area. Such lists were set to comprise both national, Arab and international tourists. The sampling strategy set to be a multiple clustered stratified random sampling.

4.3.1 Tourist Survey

The tourist survey represents the guests’ dimension of the destination community. Figure 4, reports on the findings of the survey independent variables. The first variable shows an equal ratio regarding the gender of

![Figure 4, Reporting on the Tourists survey independent variables](Source: author based on survey data)
the visitors thus both gender are equally represented in the sample. The second variable reports on the nationality of the visitors to the area as follows: 2.6% Egyptian visitors, 5.3% Arabs, and 92.1% international tourists. The third reports on the reason of the visit where tourism scored 68.8%. The forth variable report on the trend for repeating the visit to the destination the results were as follows: 48% of the respondents are on their first visit, 17.3% on the second visit, 10.7% on their third visit, and 24% stated that they have visited the area many times.

The findings of the survey independent variables clarify that:

- The efficiency of the survey sampling strategy covering the various survey clusters and strata.
- The importance of the guest dimension as an effective dimension of the destination community.
- The glare of the area as an international tourism destination having its main visitors as international tourists.
- The high percentage of visits repetition is an indicator for the uniqueness of the area on the international tourism market and stresses again on the importance of guest community.

4.4. The Historical Dimension Vision (Destination Historical Fabric)

The Historical dimension is to represent the destination monuments, building and history, i.e. the historical destination total fabric. According to the survey strategy and the paper limitation the study is to target the tourism professionals and academic community as best safe-guardians and representatives of the destination historical vision. The sampling strategy set to be a multiple clustered stratified random sampling.

4.4.1. Tourism Professionals Survey

![Bar chart showing gender distribution of experts: 68% male and 32% female.]

![Bar chart showing academic professionals distribution: 30% academics, 40% professionals, 30% academics & professionals.]

![Bar chart showing types of experts: 50% planners, architects, tour operators, 30% urban designers, NGO's.]

Figure 5, Reporting on historical dimension independent variables
(Source: author based on survey data)

The professionals’ survey represents the historical dimension of the 3DCV Model. Figure 5 reports on the findings of the survey independent variables. The first variable representing the respondents’ gender scored 68% male experts and 32% female experts which is an acceptable
percentage. The second variable percentage of academic experts to professional ones the scores were as follows: 50% academic, 27.5% professionals, and 22.5% both academic and professionals. The third variable reports on the types of expertise of the respondents were; 57.5% planners, historical experts, architects, and urban designers; 20% tour-operators experts; and 22.5% NGO’s experts.

The findings of the independents variable proved to the efficiency of the survey strategy in forming a representative sampling community thus increasing the validity and reliability of the survey results.

5. The 3D Community Vision Survey …. Results
Proving the efficiency of the sampling strategy and the representativity of the community sample on the model three dimensions the next step would be to report on the findings of the consistency of the visions among the 3 dimensions:

5.1. The Community Vision …. Step 1: where we are now?
The respondents of the predefined three dimensions were asked to report on a defined set of dependent variables. These variables were set through pilot study on the three dimensions investigating the main issues. Further developments have been carried out by the author to interpret and formulate the variables in the form of a closed type questionnaire were the respondents were asked to respond upon the degree of effectiveness of each variable considering the current situation of their historical area. Among the variables are:

- Problems regarding litter and garbage collection systems
- Vehicles high density and conjunction problems
- Inaccessible roads and pedestrian paths
- The degree of noise pollution within the area
- Preservation and maintenance of historical buildings
- Street sellers problems within the area
- Pedestrian and vehicles bridges visual effects
- Changes to the elevations of the historical buildings
- Disturbing vehicles and pedestrian paths with goods
- Violation on side walks by buildings and shops
- Size and style of lampposts
- Hanging clothes and laundry on historical buildings
- Signage problems on buildings and streets
- Changes to colours and textures of existing buildings
- Style and character of the area new buildings

(Author based on pilot interviews)
The answer of these questions according to ‘Oregon Model’ is set to answer the first question for formulating a community vision which is; \textit{where we are now}? Figure 6, reports on the respondents’ scores of the questionnaire in a graphical representation.

Figure 6, Step1: survey results .... where they are now? 
(Source: author based on survey data)

Figure 7, represents an interpretation of the survey findings reported in figures 6, where the scores were graphically represented on a radar graphic chart. The advantage of this type of charts is that it transforms the ratio scale of the scores in to the form of areas. These areas represent the host, guest and historical dimensions of the 3DCV Model. Based on

Figure 7, Consistency Rate for the 3DCV Model (part1: where we are now?) 
(Source: author based on survey data)
calculation and interpretation of these graphs the following findings were concluded:

- The consistency rate achieved on the three dimensions (host, guest and historical was 39%.
- The host and guest communities have scored a higher consistency rate of 68%
- The consistency rate achieved between the guest and the historical dimensions was 46%.

(Calculation based on survey results)

5.2. The Community Vision …. Step 2: How do we get there?
Utilising the same strategy of step1 this part of the paper reports on the results of the survey the degree of consistency among the defined 3 dimensions of the model. A second group of variables were composed utilising the former strategy; aiming to determine to what degree the various dimensions of the model can agree about certain solution regarding their vision. The answer of these questions according to ‘Oregon Model’ is set to answer the forth question for formulating a community vision which is; how do we get there?

Figure 8, reports on the respondents’ scores of the questionnaire in a graphical representation. Among the finding of the study is the high degree of agreement between the host communities (residence and shop/workshop owners) responses. On the other side the same was found on the guest and the historical dimensions.
Figure 9, presents the radar graph interpretation of step 2 results. Based on which the following results were calculated:

- The consistency rate achieved on the three dimensions (host, guest and historical) was 52%.
- The score achieved between the host and guest communities is so close scoring 56%.
- The consistency rate achieved between the guest and the historical dimensions was as high as expected 76%.
- However the highest achieved consistency rate was achieved within the host community between the residence and the shops/workshops owners scoring 81%.
  (Calculation based on survey results)

6. Findings and Conclusions

- The achieved consistency rate of the survey steps 1 and 2 although below expectations but still shows the ability to form a wider vision among the defined 3 dimensions of the historical destination community, scoring a total consistency rate of 39% and 52% respectively.

- However, the highly achieved consistency rate among the host – guest communities dimensions clarify that the reality of the model has a base that consist of the host and the guest in 2D while the 3D is the
historical dimension. Such presentation defines the case concerning the difficulties of conceiving the historical dimension within the community vision.

- Such difficulty is explained bearing in mind the academic and professional trend of that dimension compared to the human dimension social and culture interaction trends of the other two dimensions. The 68% consistency rate scored between the host – guest communities on the human 2D confirm such conclusion.

- On step 2 still the consistency rate for the guest and host community is much higher achieving (81%) which is a logical result thus proving the validity of the survey results and confirms the paper results regarding the base of the 3D model being composed of the host – guest communities.

- Another finding of the survey concerning the relation between the representative of the historical dimension and that of the guest dimension. The results prove that the consistency among these two dimension to be more coherent than the result between the historical dimension and the host community. But since the historical dimension is presented by academic and professionals than again this result is verified where the tourist important (guest community) is more important than the local people (host community) which is not true and forms a bios that has to be always expected considered and readjusted.

- The paper has managed to present an applicable model for formulating a community vision in historical areas. However, the achieved scores can only be considered as guide due to the paper and survey limitations.

**Points for Further Studies**

The paper through the adopted model has proved the ability to formulate a model; however, the contents of the vision and the process for achieving the vision are valid points for further studies.

**References**


Hall, C.M. and Butler, D. (1995) In search of Common Ground: Reflections on sustainability,


Plan Endorsement Community Visioning Standards – www.state.nj.us/dca/divisions/osg/docs/communityvisioningstandards