

## **Assessing Destination Competitiveness of El -Kab Town: A Sentiment Analysis Approach**

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### **Abstract**

El-Kab is one of the most significant and oldest cities in Aswan Governorate which involves archaeological landmarks of the ancient Egyptian civilization. It was belonged to the third region of Upper Egypt and it was also the capital of the region since Prehistoric periods. It was called Nekhen, Kom El-Ahmar and Hierakonpolis. It contains unique monuments, Narmer Palette which described the unification of Upper and Lower Egypt under leadership of King Narmer and a gold falcon head of the God Horus, which were preserved among the highlights of the Egyptian museum. Stemming from the importance of El-Kab town, this research highlights factors of competitiveness of El-Kab Town from a sentiment analysis approach of tourists' reviews on TripAdvisor website from 2012 till 2021. Moreover, it adopted a quantitative analysis of 250 questionnaires distributed among tourist guides and people working for El-Kab Town from January till April 2021. The crucial argument of this research paper is in becoming the first which suggests a destination competitiveness model to raise the competitiveness of El-Kab as an archeological town which will help decision makers in the Egyptian destination to put into consideration factors which affect competitiveness of El-Kab Town to enhance its tourism value. The study recommended constructing a chairlift to connect El -Kab town (Hierakonpolis) on the eastern side of the Nile River) with cemeteries on the top of the mountain at the same side and east of the Railway.

**Keywords:** El-Kab Town, destination competitiveness model, sentiment analysis, Trip Advisor

**Paper type:** Research paper

### ***Introduction***

Tourism has become an important source of national income for many destinations especially those with endowed resources. Therefore, paying attention to destination competitiveness became the target of decision makers within a destination as competitiveness is a crucial factor for the success of any destination (Newton,2004). In addition, (Hong ,2019: p.427) confirmed that identifying the main attractions at any destination is necessary to create comparative advantages and destination competitiveness. Furthermore, he clarified that destination competitiveness depends on endowed resources within a destination which called comparative advantage. On the other side, exploiting theses resources is called competitive advantage. Hassan (2000) assured that cultural diversity and historical relies have a significant impact on destination's competitiveness.

El Kab is one of the most important and oldest cities of ancient Egypt dedicated to the vulture goddess Nekhbet. Moreover, it is considered one of upper Egypt settlements with significant archaeological and historical landmarks of the ancient Egyptian civilization and remains of all periods (Dessoudeix,2008: p.755). It shelters prehistoric and pharaonic settlements, rock-cut tombs of the early 17th Dynasty (1550-1295 BC), remains of temples dating from the Early Dynastic period (3100-2686 BC) to the Ptolemaic period (332-30 BC), as well as part of the walls of a Coptic monastery. ([https://archiqoo.com/locations/el\\_kab.php](https://archiqoo.com/locations/el_kab.php)). Despite the historical importance of El Kab town, the site is still being excavated and less attention has been devoted to highly raise its competitiveness. Moreover, it doesn't have enough marketing efforts to reveal its competitive factors which contribute to put El Kab within the tourist attraction map of Egypt.

Stemming from the fact that many models are proposed for destination competitiveness but not all models can be applied on all destinations with different tourism positions, the aim of this paper is to propose a model to measure determinants of competitiveness especially in archeological sites .As applying a destination competitive model requires identifying what other destinations are doing and how they are performing (Ritchie and Crouch,2010: p.1060), this study will focus on various destination competitiveness models; the most well-known model of tourist destination competitiveness is that of Ritchie et al., (2000), the Goffi (2013) model and Hong (2019) model, adding further factors of their original competitiveness model. The output of this study is a proposed model of tourism destination competitiveness for archaeological sites.

### ***1. Tourism destination competitiveness***

Competitiveness is considered as a crucial element for tourism destination sustainability (Goffi,2013). Acquiring a competitive advantage for a destination isn't only related to the variety of products and services, but it's related to tourists' perceptions towards a destination also (Pike,2002). Buhalis (2000) linked between the long-term success of a destination and its competitiveness. Moreover, Buhalis (2000) assured that competitiveness is a significant element for achieving destination profitability. Many researchers found that competitive destination is a tourism area which attracts tourists and is continuously maintained to assure profitability and sustainability (Kennel &Anjos,2019).

Destinations should adapt Information and communication technology approach as it has an outstanding role in enhancing destination's competitiveness. Hassan (2000: p.240) illustrated that a destination with competitive attributes may contribute to a long-term sustainable tourism development. Moreover, Hassan (2000) declared these attributes include destination's climate, location, natural resources, and tourism awareness of indigenous. Ritchie and Crouch (2003) proved that tourism competitiveness is the ability to satisfy tourists with a memorable experience within the destination with the participation of indigenous for achieving tourism profitability and sustainability.

Indigenous has a vital role in enhancing destination's competitiveness as they contribute to tourists' experiences. From this perspective, Eraqi (2009: p.18) shed light on the importance of raising the degree of awareness of sustainable development for indigenous. Moreover, he clarified that 1. minimizing environmental costs, 2.the involvement of indigenous, and 3. supporting resources preserving approach contribute to sustainable tourism development in Egypt. This would justify the positive effect of competitive attributes and indigenous tourism awareness on destination competitiveness. Thus, the first and second hypotheses were established.

***H1: Destination attributes have a positive effect on its tourism competitiveness***

***H2: Indigenous awareness has a positive effect on destination competitiveness***

Competitiveness can be classified in objectively or subjectively measured variable (Goffi,2013: p.124). This study extends many applied models; the first is the model of Ritchie et al., (2000) which identified seven key determinants of destination competitiveness which are; key resources and attractors, tourism services, infrastructure, conditioning and supporting factors, tourism policy, destination management and demand. In 2010, declared factors which contribute to a destination competitiveness which are; physiographic and climate , culture and history of a destination ,market ties , accommodation facilities, food service ,transportation facilities ,monitoring tourist satisfaction ,financial support of public sector ,human resource development by stimulating education and training programs for employees in hospitality industry, tourism management ,crisis management and resource stewardship.Furthermore,they assured that there are many factors which influence tourists' motivations while travelling to a destination which are ;safety and security, the awareness and image of a destination ,cost /value of services and destination carrying capacity .This would propose the third hypothesis:

***H3: Infrastructure has a positive effect on destination competitiveness***

The second was the model of Dwyer and Kim(2003) which included the two elements which affect a destination competitiveness;1.Resources (natural resources ,inherited heritage, creative resources, supporting resources) which make verities for tourism products that attract tourists to a destination.2.Destination management which focus on improving the attractiveness of a destination and quality of service to satisfy tourists' preferences.

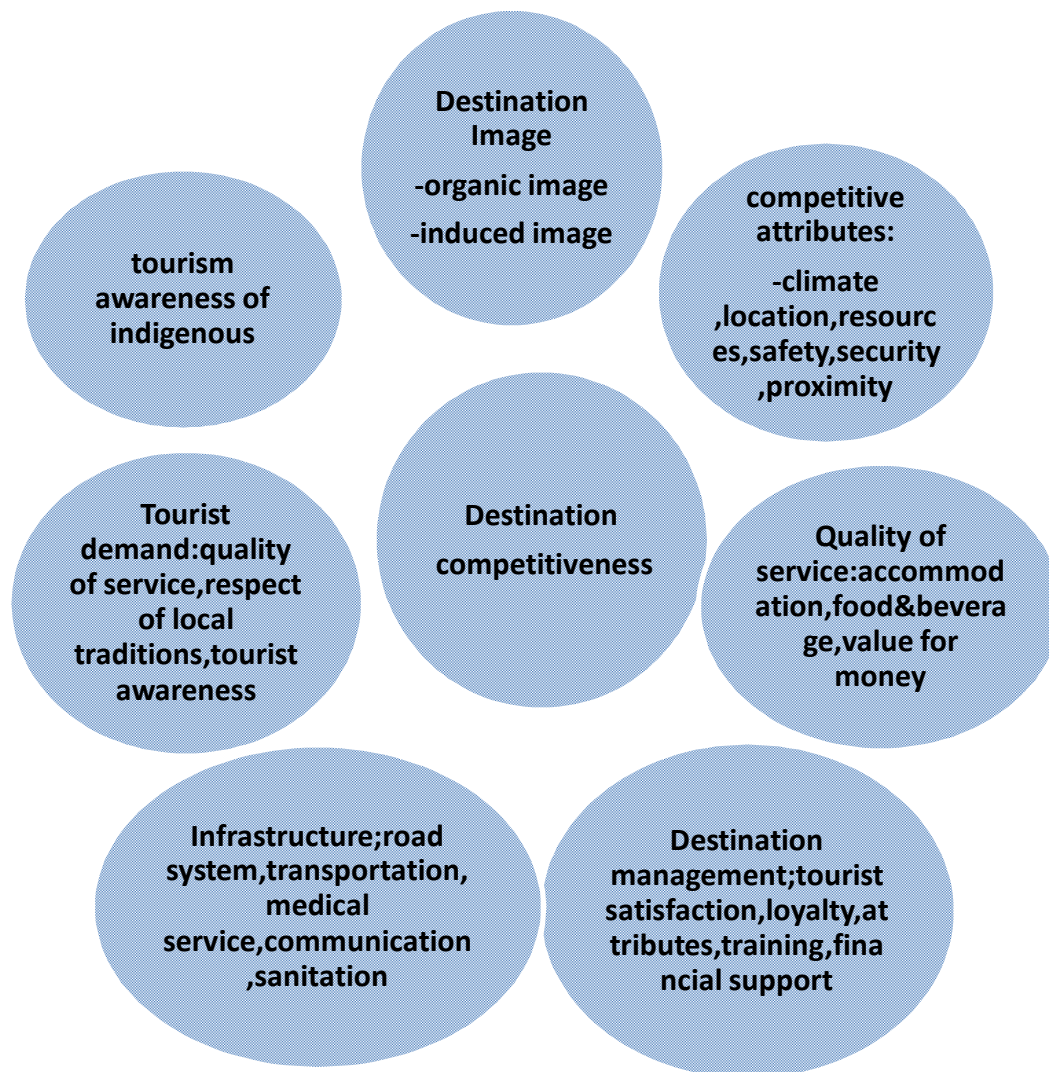
Goffi (2013) proposed a destination competitiveness model which handled the same key factors of Ritchie et al.,(2000) model but with more insights as the following; 1.key resources and key attractors (cultural attractors, leisure activities),2. tourism services (quality of accommodation ,food service ,tourist oriented services ),3.general infrastructure (quality of transportation services, quality of road system ,communication system ,accessibility of facilities by disabled persons, medical care facilities and sanitation ),4.conditioning and supporting factors (destination proximity to other

destinations, destination links with major origin destinations, value for money in all services ,presence of local businesses ,safety, environmental quality, supply of good and services , using of IT) ,5.tourism policy, planning and development (integrated approach to tourism planning, public sector commitment-operation between public and private sectors for tourism development) ,6.destination management (tourist satisfaction, tourism guidance ,effective market segmentation and monitoring tourism impacts), and 7.demand (tourist's interest in natural and cultural local heritage ,tourist's respect for local traditions, tourist's environmental awareness of a destination and "fit" between destination products and tourists' preferences).

The model of Hong (2019) identified six factors that influence destination competitiveness;1. Attractions of a destination which are divided into endowed attractions and cultural attractions,2. tourism services within a destination which are related to accommodation, food and different cuisines festivals .3. Demand conditions which are concerned with tourism awareness and tourists' perceptions of a destination.4. Infrastructure which includes easy access of a destination, transportation, good network, financial services, health care and tele-communication .5. destination management through managing website, human resources and marketing campaigns.6. Destination image which depends on services' prices and values, safety and security within a destination and indigenous hospitality.

Stemming from the fact that every destination has its unique conditions, the researchers proposed a model which is an extension of previous various models to determine factors that influence tourism destination competitiveness especially archaeological ones (Figure:1). The model involved seven determinants of tourism destination competitiveness; the first is; competitive attributes (climate, location, endowed resources, cultural resources ,safety and security and destination proximity to other destinations ).The second is; destination image which has a great impact on raising tourism destination competitiveness as induced image is formed before visiting the destination through miscellaneous promotional methods which motivate the tourist to travel to a certain destination .On the other side, organic image is formed after the real visit of a destination and experiencing its' attributes. The third is; tourism awareness which contributes much to destination involvement and profitability. The fourth is; tourist demand which is concerned with providing tourists with services which fit their preferences to make them satisfied and delighted with their experience with taking into consideration environmental awareness and respecting local traditions .The fifth is; destination management which puts into consideration the following factors to achieve tourism competitiveness ;developing destination attractiveness through promoting quality of service which in turn contribute to achieving tourist satisfaction and loyalty ,qualifying human resources working for tourism sector with tourism and hospitality training courses to upgrade their skills and co-operating with the public sector for exchanging different expertise and getting financial support. The sixth is quality of service which contributes to tourist's satisfaction and destination competitiveness. The seventh is infrastructure

(road system, transportation services, accessibility, medical care, communication systems).



**Figure (1)**  
**Destination competitiveness model**  
**(Source:Own elaboration)**

### ***2.El- Kab Town (case study)***

The scope of this study is focused on El Kab town to identify its archeological attributes and elements which contribute to its competitiveness. On the east bank of the Nile 23km north of Edfu is one of the oldest settlements of Upper Egypt. The ancient town of Nekheb was called Eleithiaspolis in classical times and comprises of monuments spanning periods of Egyptian history from Predynastic through to Ptolemaic. El-Kab and

its sister site of Hierakonpolis on the west bank of the river were the home of Nekbet, the vulture goddess of Upper Egypt. ( <https://egyptsites.wordpress.com/2009/02/02/el-kab/>,2019; Henry,1897)

### ***El- Kab in pre-dynastic periods***

El-Kab was the first capital in upper Egypt before the unification of northern and southern Egypt (Nour El Din,2010.p:170;Malek and Baines,1995:p.88). It is an Upper Egyptian town which lies on the east side of the Nile River at the mouth of Wadi Hillal which contains:1.a Ptolemaic rock-sanctuary dedicated to Seshmetet,2.The temple of Nekhbet consisting of two halls with Hathor columns and a rock-cut sanctuary,3. A small temple dedicated to Hathor and Nekhbet, built by Tuthmose IV and Amenhotep III, 4.A structure called locally el-Hammam (the bath), and 5.The vulture rock)(<http://institutes.leiden.edu> ; luc&Limme,2001:p.468 ;Claes &Huyge,2016)

It's located between Edfu and Esna (Nour El Din,2005: p.190) in the midway between Luxor and Aswan (Vermeersch,1978) about 80 Km south of Luxor and 15 Km north of Edfu on the east bank of the Nile. It's a one day visit from Luxor or you can combine it with a visit to the temple of Khnum in Esna or the temple of Horus in Edfu. ([our-egypt.com/em/travel-guide/upper-egypt](http://our-egypt.com/em/travel-guide/upper-egypt),2019 ; [www.egypt.edu](http://www.egypt.edu)).

It was called Nekheb in the Egyptian language; a name that refers to Nekhbet ;the white vulture goddess of Upper Egypt which was one of two deities who protected the pharaoh right back to the Old Kingdom (Capart,1948;Somers,1991). Al Kab and its sister site of Hierakonpolis on the eastern bank of the river were the home of Nekbet. El-Kab is the present name of the ancient site of Nekheb which was one of the oldest settlements of Upper Egypt.The ancient town of Nekheb was called Eleithiaspolis in classical times and involved monuments spanning periods of Egyptian history from Predynastic through to Ptolemaic. This site was first scientifically excavated by James Quibell at the end of the nineteenth century.(Vermeersch,1970;Quibell,1897)

### ***El- Kab in the early dynastic periods***

Excavations revealed that El Kab site has continuously been inhabited until the Graeco-Roman and Coptic era. From the onset of the Early Dynastic period onwards, the habitation gradually expanded and the accumulation of subsequent occupation layers led to the development of a large tell, which was probably very similar to the still partially preserved tells, for example, Edfu and Kom Ombo. Since 2009, a geophysical survey was conducted between the double walls area of El Kab and it revealed ancient remains of early kingdom settlement in El Kab which proved the historic significance of its location

(Rowland et al.,2009) .in 2012, A launching of another excavation campaign which aimed to explore the Predynastic occupation at Al Kab. (Claes et al.,2014; Hendrick et al.,2016)

### ***Historic importance of El Kab***

Since 1937, El Kab has been investigated by the Belgian Royal Museums of Art and History. More than 100 years of archaeological research have demonstrated the importance of the site already from the Early Dynastic period (c. 2900 BC) onwards and probably even earlier (Capart,1948). However, another research was primarily dedicated to the large religious and funerary monuments. The goddess of El Kab often carries the title of “the lady of the valley” or of “the double valley” as her domain extended over the edges of the Nile into the depths of the mountain of the east (Claes & Huyge,2016)

El Kab is the symbolic city of royalty of the south as it evolved;1. huge mud-brick walls of the town enclosure (11 m high, 12m thick,550 m long each side) which form a square that you can walk around from the outside Moreover, they contain ruins of temples, cemeteries and a sacred lake.2. The central temple is the oldest of the remains, with its origins possibly dating to the Early Dynastic Period. 3.The Temple of Thoth was constructed by Amenhotep II. 4.the adjoining Temple of Nekhbet built during the Late Period. It also contains;1. Tomb of Ahmose Pennekhbet (EK2),2. Tomb of Paheri (EK3),3. Tomb of Setau (EK4),4. Tomb of Ahmose, son of Ibana (EK5),5. Tomb of Rennu (EK7). (Malek and Baines,1995; Demas,1998: p.50; Luc & Limme,2008; Nour El Din ,2010: p.170)

The necropolis of El Kab provides a significant information about the ending of the 17<sup>th</sup> dynasty as it shelters several tombs which include unique military chronicles on the deportation of the Hyksos; notably from that of Ahmose son of Ibana and the beautiful tomb of Paheri .\_Furthermore, it involves the main temple which was dedicated to Nekhbet, the vulture goddess, who was one of the two titular goddesses of the Egyptian king. (<https://www.ucl.ac.uk/museums-static/digitalegypt/elkab,2019>) .According to the deity, construction and restoration of temples and buildings was accomplished by kings especially in the New Kingdom, especially Thutmose III and AmenhotepII. ( Rowland et al.,2009)

The funerary installations span all time periods, there is an extensive Predynastic cemetery, mastaba and tombs from the Old Kingdom and tombs from the First Intermediate Period, Middle and New Kingdoms. (<https://egyptartefacts.griffith.ox.ac.uk/node/,2019>). The current excavations in the

settlement area of El kab are of great significance. Indeed, stratified settlement sites are extremely rare in Egypt and El kab is one of the very few places known where the development of a large provincial town can be studied in detail over such a long period of time. Most other settlements in Egypt do not offer the same research possibilities as they are covered up by thick layers of Nile alluvium or deeply buried beneath modern villages and towns, while others have been completely destroyed. The archaeological work at El-Kab presents exciting research opportunities with regard to the understanding of early Egyptian settlement patterns and dynamics. It may elucidate the way in which a small prehistoric settlement in Upper Egypt gradually evolved and transformed into a fully urbanized society of historic times (Huyge,2013 ; [www.egypt.edu](http://www.egypt.edu),2015)

### ***El- Kab monuments among the highlights of the Egyptian museum***

1.*Narmer palette*; which contains some of the earliest hieroglyphic inscriptions which revealed the unification of Upper and lower Egypt under leadership of king Narmer. It showed the king wearing the red crown of lower Egypt on one side and wearing the white crown of upper Egypt on the other side (<https://egymonuments.gov.eg>,2019).(fig.2)

2.A superb gold falcon head of the god Horus (Radwan,2004:p.164).



Figure (2) Both sides of The Narmer Palette

(Source:<https://egymonuments.gov.eg>,2019).

### ***Cultural attributes of El- Kab***

- 1.the imposing remnants of the city walls of Nekheb (one of the very ancient capitals)
- 2.the four tombs belonging to local dignitaries which are well preserved and colorful which are;



- 2.1. Paheri ,C. 1480 BC which have lots of colorful scenes of daily life with interesting captions  
Of workers' banter
  - 2.2. Ahmos son of Ebana ,C.1500 BC (grandfather of Paheri) whose tomb declared his Biography declaring his role in the wars against the Hyksos at the start of the new kingdom
  - 2.3. Reneni,C. 1520 BC which is a fascinating tomb that has detailed scenes of women Lamenting over the dead .Moreover, it shows the Egyptian funeral rituals
  - 2.4. Setau,C.1160 BC. Who is local priest and the tomb has colorful scenes
- 3-the frescoes are amazing as they are displaying the buried person's life, family and friends in vivid colours
  - 4.colorful hieroglyphs that can be deciphered by tourist guide
  - 5.A couple of tombs off desert
  - 6.a few miles into the desert behind the tombs, there are a number of desert mini temples
  - 7.the temple of the local vulture goddess Nekhbet built by Amenhotep III .It is small but magnificent having reliefs with retaining vivid colors.
  - 8.The wadi has: the chapel of Thoth which is small and interesting, and the Ptolemaic temple of Hathor which looks damaged from a distance but the interior is beautiful and has interesting artwork.at the end of the wadi, there is the temple of Amenhotep III which has quality and high level of preservation and superb from inside.
  - 9.A walled complex with a small chapel called the bath "el-Hammam" (source: own elaboration,2020)

### ***El -Kab Proximity to other destinations***

El kab proximity to other destinations affects its competitiveness

\*a day trip in a taxi from luxor. Combined it with Tud,Moalla and Esna)

\*From luxor to aswan by car

\*Combination with a visit to Esna temple

\*luxor-El kab- Edfu (gebel el Silsila)

\*From Aswan to Luxor

\*Drive from luxor to Esna and hire felluca to El-Kab ( source: own elaboration,2020)

### ***3.Research methodology***

This study adapts a development mixed method in which the researchers use the results from one method to help inform the other method (Greene et al.,1989).Moreover, it adapts a sequential transformative strategy where the researchers expand the results of one method with another one (sequential).A mixed method research was employed to test hypotheses of research study. In a mixed research method, researchers depend on qualitative and quantitative data to develop solutions for the applicable study (Cresswell,2003:p.12).

### ***Data collection and procedures***

Data collection was performed using two methods;

**1. Trip advisor forums** as the researchers made a series of observations on electronic word-of-mouth of tourists concerning El kab town from 2012 till 2021 which clarified obstacles that negatively affect its competitiveness. Qualitative data were seen as accurate and precise. Competitiveness is measured using a survey data of tourists' viewpoints and perceptions (Cracolici and Nijkamp,2008). Destination positioning entails knowing how different market segments perceive a destination against competing destinations (Crouch ,2010:p.1060). from this perspective, a qualitative content analysis was performed searching for "El kab" word within 12 online forums which involved 100 virtual tourists' reviews from different countries within forums of the Nile river valley, Luxor , Aswan ,and El -Kab .

TripAdvisor is considered as an important reference for tourists seeking for advice while planning to travel and choose a destination and during their stay within a destination. Moreover, it contains a large database of tourists' reviews about different destinations. It has grown rapidly after the recent decades and became a large meeting point for all tourists seeking for travel advice and providing travel advices who are called "tourism destination experts". Opinion expressions are divided into:1. Explicit opinion which is expressed in a subjective sentence, and 2. Implicit opinion which is expressed in an objective sentence (Luo et al.,2013). Furthermore, Virtual tourists were divided into ;1.*Authors* who seek for advice ,and 2.*Advisors* who comment on others' posts and recommend a destination.

### **2. Tourist guides and people working for El -Kab Town:**

Although tourists can identify determinants of attraction and obstacles they face within a destination, they are less aware to determine standards of destination long-term competitiveness. As a result of that, the researchers depended on understanding stakeholders' viewpoints which help in raising destination competitiveness (Gomezeli and Mihalic,2008) through distributing 250 questionnaires which involved factors that affect El kab competitiveness as shown in (figure 1) to identify different viewpoints of tourist guides and people working for the area for a long time. The distribution process has been applied from January till April 2021. A quantitative analysis was performed to assess comparative factors which affect El kab long term competitiveness. (table:2)

### ***Measures***

This paper presents a step-by-step methodology for sentiment analysis approach of TripAdvisor which is used to measure variation of tourists' reviews about El kab town. Sentiment analysis is used to negotiate tourists' attitudes and their viewpoints about

destinations. The attitude may be their evaluation which is divided into 1. The emotional state of the tourist while writing a review, 2. The intended emotional communication (the emotional effect the tourist wishes to have on other tourists seeking for travel advice). It has many various names e.g.,” opinion mining, opinion extraction, sentiment mining, subjectivity analysis, affect analysis, emotion analysis, review mining.” (Bing,2012; Kolchyna et al.,2015)

The significance of sentiment analysis has appeared after the growing spread of social networks to inquire about destinations and giving advices in the form of travel reviews which contain negative or positive electronic word-of-mouth and in turn affect destination competitiveness. Sentiment analysis classifies textual expressions into two ways :1. Facts (objective expressions about destinations and their attributes e.g. “I visited El Kab town”, 2. Opinions (subjective expressions of sentiments, emotions, ratings e.g., “El Kab town is amazing” (Luo et al.,2013; Zytoon,2019).

Sentiment analysis is used to measure tourists’ opinions through Natural Language Processing (NLP), computational linguistics and text analysis. The main goal in sentiment analysis is to identify and categorize sources of textual expressions whether they are positive, negative or neutral (*sentiment identification*). Ren and Hong (2017) differentiated between 1.content analysis which refers to the process of quantifying and qualifying unstructured text data, 2.document -based sentiment analysis which refers to the process of analyzing sentiments or emotions within a document and 3.topic-based sentiment analysis which refers to the process of review extraction and analyzing sentiments at a topic level.

The survey tools were derived from the literature review (fig.1) which indicated factors which affect destination competitiveness. The study revealed that destination competitiveness is an independent variable and destination image, destination attributes, Indigenous awareness, tourism demand, destination management, quality of service, and infrastructure are dependent variables.

### ***Data analysis***

The study adapted a document-based sentiment analysis approach through an online free sentiment analyzer (Danielsoper.com) which allowed the researchers to conduct a sentiment analysis on tourists’ reviews written in English language within trip advisor forums. The system computes a sentiment score which reflects the overall sentiment tone or emotional feeling of tourists’ electronic word-of-mouth. Sentiment scores range from -100 to +100, where -100 clarifies a very negative or serious tone and +100 clarifies a very positive or enthusiastic tone. (Table:1)

This study used SPSS 22 (Statistical package for the social sciences) for a descriptive analysis for quantitative data which was performed to evaluate competitiveness of El Kab town (table :2). A numerical approach was followed to enable the researchers to compute statistics such as the mean and the standard deviation, through the SPSS program, to get information about the average of the sample.

## **Results**

1. **A sentiment analysis** was performed on TripAdvisor forums from 2012 till 2021; Forums of Nile River valley, Luxor, Aswan, Edu. Online tourists were divided into authors and advisors 70% of them were from the United Kingdom, 6% were from the United States of America, 4% were from Scottish borders, 6% were from Switzerland, 4% were from Finland, 5% were from Belgium, and 5% were from Australia. They were divided into various categories; solo, couples and family. Independent travelers, Destination experts for Luxor and contributors. most of them were interested in adding reviews, photos, reports, web shots and website links.

Table (1) sentiment scores of online reviews

Reviews	Sentiment scores of online reviews
Positive reviews	70% were positive (an enthusiastic tone)
Negative reviews	30% were negative (a serious tone)
Total reviews	100%

The table above revealed that 70% of tourists' online reviews about El kab town were positive and have an enthusiastic tone through subjective emotional expressions like; happy, amazing, wandering, taking photos, well preserved, helpful guardians, detailed guide, worth a visit, highly recommended ,interesting , vivid colors ,astonishing ,superb, enjoy it , very important ,historic ,very warm , toilets available ,ticket office available ,reasonable price ,excellent tour guide ,worth visiting ,obstructive, recommend a visit ,lovely site ,good view of the Nile ,include it in my report.

On the other side, 30% of tourists' online reviews were negative with a serious tone expressed through emotional words like; empty, rocky, barren, a lot of walking, baksheesh (tips), beaten track, unmetalled desert road, too tired to walk, very hot , not walkable , not worth going, too far, lazy guide, huge site , lack of water .

2- **A quantitative analysis** was performed trough distributing 250 questionnaires between tourist guides and people working for El kab area from January till April 2021. It adapted the model of destination competitiveness which contains 7 factors which were

evaluated through a five-point Likert scale which ranging from (1) not at all effective, to (5) very effective. Furthermore, 200 questionnaires were usable as 30 questionnaires were lost and about 20 questionnaires were uncompleted. From this perspective, the researchers analyzed 200 questionnaires. (Table:2)

**Table (2) Respondents' survey analysis**

factors which affect tourism competitiveness of El kab town	Frequency					(%)				
	1*	2*	3*	4*	5*	1	2	3	4	5
Competitive attributes (climate, location, cultural resources, safety, proximity)	-	16	-	22	162	-	8	-	11	82
Destination image	3	15	17	26	139	1	8	8	13	70
Tourism awareness of indigenous	10	10	32	82	66	5	5	16	41	33
Quality of service (accommodation, food& beverage, cost & value, guidance)	8	17	15	74	86	4	8	7	37	43
Tourism demand (tourist preferences, awareness, respect local traditions)	5	14	8	45	128	3	7	4	22	64
Destination management (attractiveness, tourist satisfaction, training courses for employees, financial support of public sector)	-	18	45	70	67	-	9	22	35	34
Infrastructure (road system, transportation services, accessibility, network, medical care, sanitation, communication system)	-	15	42	64	78	-	7	21	32	40

(1\*Not at all effective ,2\* Not very effective ,3\*Neutral,4\* Somewhat effective ,5\* very effective)

**Reliability and validity of measurements**

**(Table:3) Reliability statistics**

Cronbach's Alpha	N of Items
0.76	7

Cronbach’s alpha estimates 76% which indicates that the items of scale have a high level of consistency (reliability) as the acceptable values of alpha is ranging from 70% to 90% (Bland &Altman,1996).

## **T-test**

**(Table:4) One-sample statistics**

Factors which affect tourism competitiveness of El kab town	N	Mean	Std.Deviation	Std.error mean
Competitive attributes	200	4.2310	0.93205	0.06591
Destination image	200	1.5850	1.02373	0.07239
Tourism awareness of indigenious	200	3.6200	1.16134	0.08069
Quality of service	200	1.7050	0.99141	0.07010
Tourism demand	200	1.8950	1.22944	0.8693
Destination management	200	4.2250	0.93205	0.06591
Infrastructure	200	3.7750	1.36885	0.9679

## **4.Discussion and testing hypotheses**

1-The results clarified that the effect of competitive attributes on destination competitiveness is significant and the coefficient is positive ( $b=0.932$ ,  $P<0.001$ ,  $t=36.09$ ). This supports hypothesis1 which indicates that destination attributes have a positive effect on its tourism competitiveness. This result is consistent with previous studies by (Goffi,2013; pike,2002; Buhalis,2000; Lunius et al.,2015; hassan,2000; Eraqi,2009 and Ritchie &crouch,2003).

2.The results clarified that there is a positive significant impact of indigenious awareness on destination competitiveness ( $b=0.836$ ,  $P<0.001$ ,  $t=21,40$ ) which support hypothesis 2 which indicates that indigenious tourism awareness has a positive effect on destination competitiveness. This result is consistent with previous studies by (Eraqi,2009 and Ritchie and crouch,2003). Furthermore, it’s consistent with tourists’ online reviews on trip advisor about indigenious of El Kab town as they clarified the following;

\*The guardians are helpful and letting tourists wandering and taking photos, they were so proud of the ruins

\*Taxi driver speaks fluent English and have a list of “places to visit”-informant and gives a real insight about the area

\*The tour guide was excellent and co-operative-knowledgeable, reading hieroglyphs, helpful, friendly

\*Enjoying the life of ordinary Egyptians tending the land (their work at their little villages)

3.The results clarified that there is a positive significant impact of infrastructure on destination competitiveness ( $b=0.579$ ,  $p< 0.001$ ,  $t=9.99$ ) which support Hypothesis 3 which indicates that infrastructure has a positive effect on destination competitiveness. This result is consistent with previous studies by (Goffi,2013; Riche and crouch,2000). Moreover, it's consistent with tourists' online reviews about El Kab town and its infrastructure as they clarified the following;

\*The site is rocky and it's exhausting to walk from the gate to the vulture rock so you have to drive across the site as it's not walkable area even for the able bodied (figure 3)

\*The wadi with the chapel and two temples needs a vehicle. They lie approximately 4 Km inland by gravel road from tombs area

\*There are crumbled rocks

They demonstrated different means of transportation to reach the area like;

\*(Felucca and walking through fields crossing the railroad to the site)

\*Taxi (from Luxor )

\*Nile cruise

\*Train from luxor to Edfu and a car from Edfu to El-Kab

Many tourists mentioned various communication methods used to collect information before and during their visit to El Kab town like;

1.Egypt site (<https://egyptsite.wordpress.com>)

2.Tour Egypt (<http://www.touregypt.net>)

3.Google earth

4.Google map

5.webshots page (<http://community.webshots.com>)



Figure( 3) The rocky site of El Kab (source:albayan.ae,2020)

## **5.Recommendations**

- 1.constructing a chairlift to connect El -Kab town (Hierakonpolis) on the eastern side of the Nile River) with cemeteries on the top of the mountain at the same side and east of the Railway.
- 2.Extending the track of the chairlift to the end of the Nile River so that the tourist can see the old city and the Temple of Horus in the middle of it from the top of the mountain.
- 3.Establishing a well- equipped top station of cable cars and chairlifts
- 4.preserving historic tombs and the wall of the town and co-operating with foreign excavations for quick restoration of damaged monuments
- 5.providing the town with a cable car service and shuttle buses so as to ease the movement of tourists between rocky & uneven ground
- 6.providing the area with various means of leisure (cafeteria, restaurants, a well-equipped bus station )
- 7.providing tourists with interactive thematic maps about the location of the town
- 8.building air-conditioned rest houses to protect tourists from hot weather
- 9.Establishing bathrooms with means of hygienic systems
- 10.providing the area with various means of transportation to minimize costs while visiting it.
- 11.Involving local indigenous in the sustainable planning of the area
- 12.Providing guardians of the area with a well-equipped rest building for protecting them from bad weather and wild animals
- 13- co-operating with the ministry of interior forces for safety precautions of the area of El Kab town
- 14.producing documentaries about the significant history of the area
- 15.Renewing the signboards for cemeteries
- 16-Renewing Information boards of Cemeteries

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### تقييم التنافسيه السياحيه للمقصد السياحي (بالتطبيق على مدينة الكاب)

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### الملخص باللغة العربيه

تعتبر مدينة الكاب من اقدم واهم المدن الموجودة بمحافظة اسوان والتي تضم العديد من المعالم الأثريه للحضارة المصريه القديمه. تنتمى مدينة الكاب الى المنطقه الثالثه لصعيد مصر، حيث انها كانت عاصمه المنطقه فى عصور ما قبل التاريخ وقد اطلق عليها عدة مسميات من ضمنها (نخن)، (كوم الاحمر) و هيراقونوبوليس. تضم مدينة الكاب العديد من الاثار النادرة مثل لوحه نارمر والتي وصفت توحيد صعيد وشمال مصر تحت حكم الملك نارمر وكذلك راس صقر ذهبى للاله حورس، وتم حفظهما فى المتحف المصرى. يهدف هذا البحث الى ابراز عوامل التنافسيه السياحيه لمدينه الكاب وذلك من خلال تحليل اراء السائحين على الموقع الالكترونى للسفريات خلال الفترة من عام 2012 حتى عام 2021 وكذلك تحليل نحو 250 استمارة استقصاء تم توزيعها على المرشدين السياحيين والعاملين بمدينه الكاب من يناير الى ابريل لعام 2021. يتميز هذا البحث فى كونه اول من قدم نموذج يهدف الى رفع التنافسيه السياحيه لمدينه الكاب بصعيد مصر، وقد اوصت الدراسه بضرورة انشاء تليفريك وتوفير كافه التسهيلات للسائح لرفع تنافسيه المدينه وادراجها ضمن الخريطه السياحيه للمقصد السياحي المصرى.

**الكلمات الداله:** مدينه الكاب، تنافسيه المقصد السياحي، لوحه نارمر، الكوم الاحمر