



Egyptian Heritage Music

Folk music in Egypt is composed of many varied types of musical expressions and specialized instruments, stemming from the multitude of the different peoples that call Egypt home. As such, it is impossible to generalize Egyptian folk music, as the identity changes drastically from the south to the north, and the east to the west. The beautiful tribal music of the Bedouins of Sinai is worlds away from the harmonious and string-instrument heavy sounds of the North Coast, as are the Nubian influenced melodies of Southern Egypt and the traditional beats of the Delta region. The wide diversity of folk music that is original to Egypt is a powerful testament to the country's widespread cultural richness.



Folk music is a vital backbone to the Egyptian identity, as the various instruments and performers carry with them a wealth of heritage that has been passed on through generations. The music, while also pleasing to listen and dance along to, is a unique link to old traditions and cultural beliefs and practices. Beginning in the 1950's and 1960's, with the introduction of pop music to the Egyptian musical scene, folk music

became increasingly marginalized and forgotten to the point where many urbanized Egyptians were completely unfamiliar with the traditional sounds of their roots.

In recent years however, Cairo has become the epicenter for a folk music revival, as part of a growing trend to preserve Egyptian musical heritage and ensure its continued presence in the future. With many cultural centers now playing host to folk music singers and performers, there is a steady stream of nightly shows throughout the year; bringing together the various sounds of Egypt for an increasingly larger following.

With so many types of folk music performances to choose from, it can be a little overwhelming to decide what shows to see! Luckily, there are certain music centers and

troupes that have come to the forefront of the revival movement in Cairo, as they have proven to be popular among audiences for their authentic – and often very lively – shows.

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 *Hilton Hotels & Resorts Opens Resort Overlooking Red Sea In Marsa Alam*

Hilton Hotels & Resorts has opened its first resort in Egypt’s Marsa Alam region. Hilton Marsa Alam Nubian Resort, a 370-room resort overlooking the Red Sea, is the seventeenth Hilton Hotels & Resorts property in Egypt. The resort is part of an integrated mixed-use development, which includes an entertainment village, a congress center and a residential town. Hilton Marsa Alam Nubian Resort is specifically designed to reflect the ancient history and heritage of the Nubian culture, which dominated this area of Egypt for centuries. Marsa Alam is emerging as a key leisure destination in Egypt. The 2001 opening of Marsa Alam Airport has seen tourism become increasingly important to this relatively unspoiled area. A favorite with divers as well as holidaymakers seeking peaceful tranquility, Marsa Alam is rapidly becoming a popular destination for travellers.

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The World Travel Awards Africa and Indian Ocean 2011

Sharm El Sheikh – Sept. 16, 2011



Under the auspices of the Ministry of Tourism, the World Travel Awards Africa and Indian Ocean 2011 will take place at the Savoy International Sharm El Sheikh resort on the RedSea. The awards are regarded as the pinnacle of achievement that a travel product could hope to receive and serves to acknowledge, reward and celebrate excellence across all sectors of the global travel and tourism industry. For several days, the travel professionals who promote Egyptian tourism in Europe, Russia, Ukraine will be focusing on Egypt’s tourism and experiencing its benefits in the Sharm El Sheikh resort. The WTA’s decision to hold this prestigious event in Sharm El Sheikh is a demonstration of their faith in the swift recovery of Egypt’s tourist industry. Also, the WTA is urging the travel trade and holidaymakers to follow suit by supporting Egypt’s tourism industry and Sharm El Sheikh in particular. In choosing Sharm El Sheikh, the WTA says Egypt’s remarkable resilience ensures it will bounce back. The WTA points to Egypt’s “incredible array of attractions from the Pyramids of Giza and the temples of Luxor to the spectacular diving and beaches of the Red Sea. The decision to support Egypt by continuing with the scheduled World Travel Awards event will contribute to a



fast tourism recovery and Sharm El Sheikh will prove an excellent host for the event. The Savoy is spread over 200,000 m² of lush tropical foliage, waterfalls and serene surroundings, and lies at the heart of the spectacular White Knight Beach. The area is renowned for its natural beauty, with a rich variety of flora and fauna, desert and majestic mountains. The hotel is 8 km from Sharm El Sheikh International Airport and a few minutes' drive to the center of Sharm and Naama Bay, which are served by shuttle buses, limousines and taxis. Mount Sinai, St. Catherine's Monastery, Dahab, the Coloured Canyon and Pharaoh's Island are within easy reach.

The World Travel Awards (WTA) was launched in 1993 to acknowledge excellence in the world's travel and tourism industry. World Travel Awards events are attended by senior executives from major travel companies, operators and destinations. They are universally regarded as top level networking opportunities. Votes are cast in more than 1,000 categories by 183,000 travel industry professionals, which include travel agencies, tour and transport companies and tourism organizations from more than 160 countries.

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Egypt To Host Official World Tourism Day Festivities



Egypt has been selected to host the prestigious United Nations' World Tourism Day which takes place every year *on 27 September*. This day is celebrated by the UN as a way to promote awareness among the international community of the significance of tourism and its social, cultural, political and economic values. The Egyptian city of Aswan will host the event under the theme, "Tourism – Linking Cultures."



The celebrations will feature a High-Level Think Tank, which will lead discussions revolving around the theme by leaders from the tourism industry, academia and media. "We are very honored to be hosting the official celebrations of World Tourism Day 2011 in Egypt. Tourism is one of the most important sectors of our society, representing 12% of our GDP in 2010 and responsible for one in every seven jobs. World Tourism Day is an excellent opportunity to raise awareness around the world of this vital economic sector and its contribution to social, economic and environmental well-being worldwide and in Egypt in particular," said the Minister of Tourism of Egypt, Mounir Fakhri Abdel-Nour. The event will take place at the Cataract Hotel, which is built in the Nubian Desert on the banks of the Nile.

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Calendar of Events



Un Ballo in Maschera

When: 22 - 29 September except 24
 Where: Main Hall Cairo, Opera House

One of the most famous operas by Giuseppe Verdi, the greatest Italian opera composer of the 19th century. The Opera is in three acts with text by Antonio Somma. It was completed in 1859 and tells the true story of Swedish King Gustavus III, who was shot in 1792 at a masked ball in Stockholm. As the censor in Naples protested that the assassination of a king could not be shown on stage, Verdi was forced to change the locale from 18th century, Stockholm to 17th century Boston and also the main character from King Gustavus III to Count Riccardo. *Un Ballo in Maschera* is a masterpiece of variety of style; it blends tragedy and comedy, lightness, drama and humor. The opera's success lies in its delicate balance of musical personalities. It is notable for the shortness and intensity of its principal arias and the absence of grand design. The opera begins with a short Prelude illustrated by ballet dancers. It includes many famous numbers; the tenor-aria "La rivedrà nell' estasi" in act I, the baritone-aria "Eri tu che macchiavi quell'anima" in act III and the soprano-aria, "Consentimi, O Signore" one of Verdi's simple but effective melodic arches.



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Abu Simbel Festival

When: 22 Oct 2011 (various dates)

Where: Abu Simbel Temple



During the Abu Simbel Festival crowds fill the temple at sunrise to watch the shafts of light creeping across the stone, illuminating the statues of Ramses, Ra and Amun. This spectacular sight happens twice a year, in February and October.

Other Dates: 22 Feb 2012

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