

**IMPORTANCE TO PROVIDE TOURIST SERVICES  
DEVICES IN THE ARCHAEOLOGICAL AREAS  
(ELMOAZ LEDIN ALLAH STREET)**

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**ABSTRACT**

El Moez Ledin Allah Fatimid street tourist site go to it people from all over the world on the basis that turned into a museum open to the effects of the Islamic through the ages of successive making it a tourist destination has a particularly attractive The research shed light and direct warning on the ways services that deal with tourists in his country and assured her as familiar with the technical and financial aspects of these methods to provide tourist services of food and beverages so that they are appropriate to the nature of the times in providing services and in orderly.

Researcher studying machines provide food and beverages in terms of the types and modus operandi as well as countries that have already been used before in order to be suitable with incoming tourists from these countries has demonstrated the following results:

- 1 - The street vendors are causing some problems for merchants and their proportions some tourists.
- 2 - The tourist deal with the ATM available in the region, making them easily deal with the food and beverage machines if they are available in this street.

**KEYWORDS:** Food and Beverage, open air museum, Vendors, vending machine,

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## 1.Introduction

El Moez Ledin Allah Fatimid street tourist site go to it people from all over the world on the basis that turned into a museum open to the effects of the Islamic through the ages of successive making it a tourist destination has a particularly attractive him tourist fragrant history so it must submit to the visitor in an integrated manner in which you can provide a service tourist at a high level and of the services that attaches researcher interest in the services associated with food and beverages provided to tourists during the visit on the basis of submitted properly and is suitable for niche maximum effect , which he called historians street greatest apartment and put Kan essence of Sicilian commander who opened between Cairo and Azhar . the street, which contains a lot of mosques bend in front of the greatest builders and the schools that reflect the nature of the Egyptian nation of tolerance and openness to the other also includes the greatest hospitals era where he was treated the patient and distract him medicine, food , clothing, and I knew these hospitals Balbimarsstan , and what it tells thirst humans and animals in the heat of summer , known then tract , who was racing on the residence of the sultans and princes also Koranic schools and agencies that were receiving traders coming from Arab and African countries . The research highlights and equipment at country which the tourist and to clarify the types that can be provided in the archaeological areas to achieve a fair and decent services .

### a. The research problem

The research problem lies in the establishment of the archaeological open-air museum in the region Street goats without the presence of a system of tourist services of food and beverages properly and in keeping with the nature of the archaeological area and left to the individual solutions for sellers which marred the effect to tourists .

### b.The research Objective

The research aims to shed light and direct warning on the ways services that deal with tourists in his country and assured her as familiar with the technical and financial aspects of these methods to provide tourist services of food and beverages so that they are appropriate to the nature of the times in providing services and in an orderly.

### c.The importance of research

Find works to prevent street vendors are unregulated and abusive to the public as a museum open form is also working on promoting tourism in this region by providing units for tourist services ( food – beverage ).

Search also works to make the tourist amused during the visit without any anxiety or tension by providing their needs appropriately Museum Open Street goats

Open Alvatmiyon Egypt at the hands of Alqaúdjohr Sicilians and the first thing thought of the establishment of the new state rule of Egypt with all its history and glory and then become the capital of the state that stretches from Syria and the Hijaz and Yemen to North Africa . and teaching religious doctrine and political state was the Al-Azhar mosque university and mosque. And took the essence of Sicilian Cairo doors, in the northern wall door two door of victory and the door Fotouh and the southern wall door adjacent two Papa Zuwaila make between the door Fotouh and Bab Zuweila street stretched between these gates as shown in Figure ( 1) and fired historians and travelers by the street name the greatest or street Cairo, street did not stop growing with time causing a ripple northward outside the door Fotouh and south of the door Zuelhala erected Sayeda Nafisa .

Able Antiquities Authority Ministry of Culture restoration of a large number of Islamic monuments located Street Moez Ledin Allah Fatimid kidneys separately and included restoration number of mosques and special schools as well as hospitals and public water fountains work in this area several years in a row to complete the achievements progression of the project and after the project became the region containing the relics of the character of historic distinctive announced the Ministry of Culture that the region archeological Street goats became a museum open ready for the visit includes a major impact as a way and Book Abdul Rahman Ktkhaddh as well as the School princely and a lot of mosques with domes and minarets high , such as the Mosque of Sultan Mohammed bin Qlaon and a lot of relics that have been restored did not have the space to display.

The researcher believes that the Ministry of Culture Opened Museum neglected an important element and threw this task to ransom solutions from vendors so interested in that role research that neglected the ministry and directing to what he should do to solve this problem .



Figure 1 shows Elmoaz Idin Allah Street

## 2.The current form of Museum Services

the tourist during his visit to Long Street , such as our museum this to rest and eat what it needs from the foods and drinks to fill assuage his hunger and extending energy to complete the trip , do not find him , but street vendors who go back door to work indiscriminate they entered to offer their services are unregulated and warped to the place as well as contrary to the nature of the archaeological area during Touring wagon to provide Kosheri wraps around people from the locals eat their food and characterized cart popular character in terms of format and presentation as shown in Figure ( 2 )

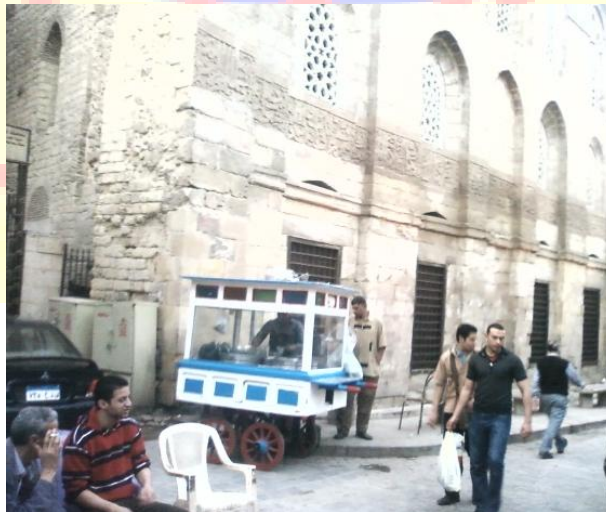


Figure 2 - a . shows the vehicle to provide food the Republic ( Kosheri )



Figure 2 - b . shows cart Kosheri and around people

In this area of slums in the provision of services observe the provision of water to passers - by individually voluntary self-help to the residents of the neighborhood or to one of the owners of shops in the steel rustproof as shown in Figure ( 3)



Figure 3 shows a metal pot to provide water to passers - by

The shops that offer dishes at home not only so she added other activities to increase their profits and provide its customers drinks They established additional modules as a natural extension of the stores and are not compatible with the nature of the archaeological area , which gives an opportunity to shop the other to follow this method of random and appears evident in the form of (4)



Figure 4 shows the shop to provide the People 's Food and Beverage

### 3. Proposed solutions from the perspective of the researcher

The Researcher proposes to solve this problem fits the culture of the tourist habits, that devices and equipment that provide food and beverage services available in the tourist environment so the Ministry of Culture work to provide that equipment like the following equipment:

#### a. A vending machine

is a machine which dispenses items such as snacks, beverages, alcohol, cigarettes, lottery tickets, cologne, consumer products and even gold and gems to customers automatically as shown in figure (5) , after the customer inserts currency or credit into the machine, Vending

machines have gone through significant changes and innovations. Many machines are evolving to accept credit cards and companies are now able to monitor a machine's state from afar.

Classic gumball machines led to people packaging items in small capsules that can be dispensed one at a time from such machines. Larger capsules can be dispensed by claw crane machines.

While most vending machines cannot be stacked on top of each other, the vending machines are designed to operate while stacked on a countertop.

Another innovation is self-service, standalone Automated Retail stores, for example with a touch screen. Once a product is purchased the robotic arm delivers it into the pickup box and charges the consumer's credit card.

In the area of service vending machines other innovations include internet kiosks and DVD vending. Cashless vending now allows consumers to use debit cards or precharged "keys" such as the U-Key for added convenience. Vending is a multi-billion dollar industry.

To prevent injuries or death from tipping or striking the machine, most modern snack vending machines equipped with spirals to hold products contain lasers near the access door at the bottom. If a purchased item does not break the laser beam when falling, the spirals will automatically turn, usually three times to ensure that a product will fall. If this still does not occur, the customer will be asked to make another selection or will be refunded their money, it's types as follow:



Figure 5. showing A vending machine

### **b. Bulk candy and gumball vending**

Bulk candy machines are mechanical machines that vend a handful of candy, a bouncy ball, or perhaps a capsule with a small toy or jewelry, for one or two coins as shown in figure (6). The items may be unsorted; in that case what the customer exactly gets is subject to chance. In other instances, the customer is guaranteed a specific type of candy.

The gross margins in the bulk candy business can be quite high gumballs, for instance, can be purchased in bulk for 2 cents apiece and sold for 25 cents in the US. Gumballs and candy have a relatively long shelf life, enabling vending machine operators to manage many machines without too much time or cost involved. In addition, the machines are typically inexpensive compared to soft drink or snack machines, which often require power and sometimes refrigeration to work. Many operators donate a percentage of the profits to charity so that locations will allow them to place the machines for free.

Bulk vending may be a more practical choice than soft drink/snack vending for an individual who also works a full-time job, since the restaurants, retail stores, and other locations suitable for bulk vending may be more likely to be open during the evening and on weekends than venues such as offices that host soft drink and snack machines.



Figure 6. showing Bulk candy and gumball vending machine

### c. Cigarette vending

Cigarettes were commonly sold in the United States through these machines, but this is increasingly rare due to concerns about underage buyers. Sometimes a pass has to be inserted in the machine to prove one's age before a purchase can be made. In the United Kingdom, legislation banning them outright came into effect on October 1, 2011.<sup>[2]</sup> In Germany and Czech Republic, cigarette machines are still common.

Since 2007, however, age verification has been mandatory in Germany - buyers must be 18 or over. The various machines installed in pubs and cafés, other publicly accessible buildings and on the street accept one or more of the following as proof of age: the buyer's identity card, bank debit card (smart card) or European Union driver's license.



**d.Full-line vending**

A full-line vending company may set up several types of vending machines that sell a wide range of products as shown in figure (7). Products may include candy, cookies, chips, fresh fruit, milk, cold food, coffee and other hot drinks, bottles, cans of soda, and even frozen products like ice cream. These products can be sold from machines that include coffee, snack, cold food, 20-oz. bottle machines, and glass-front bottle machines. In the United States, almost all machines accept bills with more and more machines accepting \$5 bills. This is an advantage to the vendor because it virtually eliminates the need for a bill changer. Larger corporations with cafeterias will often request full line vending with food service.



Figure 7. showing Full-line vending machine

**4.States that have used such devices**

Find the study exposed to countries that use these devices and that comes from us tourists too like America, Australia, China, Hong Kong ,India ,Japan and Netherlands as follows:

**a.USA**

The food and beverage vending market is over \$40 billion in sales in the USA alone. Vending machines are typically installed in space constrained locations visited by many people but with few or no dining options. Over 1.4 million vending machines currently serve coffee and hot beverages, cold drinks, candy/snacks, and cold food items to USA consumers. Unlike traditional vending machines which are stocked with just one type of item, EatWave can serve an entire

meal of hot food, snacks, and cold beverages, providing flexibility of food selection to consumers as well as a high return on investment to machine owners

#### **b.Australia**

In Australia, where gemstones are commonly mined, vending machines selling gemstones have appeared. The machines, usually converted candy machines.

#### **c.China**

Vending machines can be found in many places in China. Many vending machines are also built in China.

#### **d.Hong Kong**

Hong Kong has one of the highest number of vending machines in the world. Vending machines there are known as . Due to high labour cost and limited space, vending machines have been introduced to Hong Kong. Majorities of the vending machines are in the public, with some in the shopping centres and schools.

The majority of vending machines in Hong Kong are stocked with drinks, snacks. Besides that, some vending machines are stocked with cases and accessories for mobile phones and cameras, umbrellas, cosmetics, and so forth.

The vending machines in Hong Kong allow the customer to pay by cash, credit cards and Octopus cards, a type of smart card.

#### **e.India**

Vending machines are not very common in India and are usually found only in major cities or along some national highways.

Vending machines are used to sell snacks, beverages, condoms, public transit tickets, gold and diamond jewellery and change for currency notes.

#### **f.Japan**

Japan has the highest number of vending machines per capita, with about one machine for every twenty-three people, Japan's high population density, relatively high cost of labor, limited space, preference for shopping on foot or by bicycle, and low rates of vandalism and petty crime, provide an accommodating environment for vending machines. While the majority of machines in Japan are stocked with drinks, snacks, and cigarettes, one occasionally finds vending machines selling items such as bottles of liquor, cans of beer, prepared food, iPods, pornography, live lobsters, fresh meat, eggs and potted plants.

The first vending machine in Japan was made of wood and sold postage stamps and post cards as shown in figure (8). About 80 years ago, there were vending machines that sold sweets made by the "Glico Company". In 1967, the 100-yen coin was distributed for the first time, and vending machine sales skyrocketed overnight.



Figure 8. showing first vending machine in japan

### **g. Netherlands**

A common feature of snack bars in the Netherlands is known as the automatiek or more commonly the automaat and is similar to an automat. It consists of a wall lined with coin operated machines. Each has a vertical row of little windows, with a (usually hot) snack behind each, e.g., a croquette, a frikandel or a hamburger. Usually the automatiek is part of a larger establishment and will sell a broader range of food and drinks not suitable for vending machines at a counter. The automatiek is there to service customers that do not want to, or can not, wait to be serviced by a person at the counter. However, some snack bar chains' business focus mainly on the automatiek, such as FEBO as shown in figure (9).



Figure 8. showing Avending machine in Netherlands

## 5.Results

Researcher conducted a poll on the proposal for food and beverage machines Moez Ledin Street God فشمى the poll, a number of traders who operate in the area and their responses were as follows:

- 1 - The street vendors are causing some problems for themselves and their proportions some tourists who يفدوا the Ali region.
- 2 - The tourist Anaaml the ATM available in the region, making them easily deal with the food and beverage machines if they are available in this street.
- 3 - traders showed interest in tourism in the saying, you should do anything which could raise the turnout to visit the region and the convenience of tourists, he was a guest on us.

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