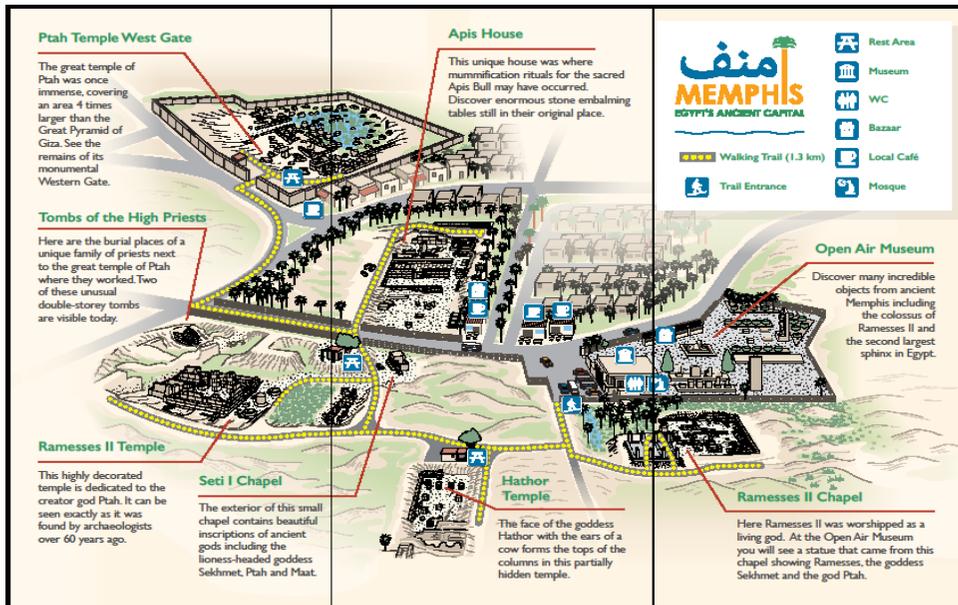


Socio-Economic Role of the Site Museums for Visitors and Local Communities An Applied Study on Memphis Site Museum (Mit Rahina)



Fatma Ahmed Soliman
Faculty of Tourism and Hotels
Helwan University
marryfa@hotmail.com

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**Socio-economic Role of the Site Museums
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(Mit Rahina)**

Abstract

Museums are playing essential roles as a culture center, another role for the artifacts and objects to collect, preserve the heritage, natural history, culture, monuments at archaeological sites, and more important is the role of the museum to develop the community.

More over Some museums focus on heritage protection functions by themselves, and manage the archaeological heritage of a region or nation.

The research is discussing some examples of the site museums around the world with their role for their community, and it gives a survey about the different site's museums and gives guideline for Egyptian museums to be as a house for tangible and intangible history for all community for both national and international.

This paper offers opportunity of bringing together local heritage communities and museum representation of their worlds and meaningful exhibits that both teach and promote their precious value.

Key words: Site museums, oral history, women's role, sustainability, handicrafts.

الدور الاقتصادي والاجتماعي لمتاحف
المواقع الأثرية للزائرين والمجتمعات المحلية
دراسة تطبيقية على متحف موقع ممفيس (ميت رهينة)

مستخلص

تلعب المتاحف أدوارًا متعددة ومختلفة من حيث تجميع وحفظ التاريخ والتراث والآثار، كما تلعب دورًا فاعلاً في الثقافة والآثار بالمواقع الأثرية وتؤثر في تطوير وتنمية مجتمعاتها.

نجد أن بعض المتاحف تأخذ على عاتقها مهمة حفظ الآثار وكذلك تقوم بإدارة المواقع الأثرية التراثية لمناطقها ومجتمعاتها.

البحث يتناول أمثلة من متاحف المواقع حول العالم ودورها لخدمة المجتمع المحلي والعالمى وتضع خريطة طريق لمتاحف المواقع بمصر ليصبح المتحف راعياً ومركزاً للتاريخ الملموس والتراث الباقي وممتد منذ أقدم العصور أى ما كان سواء محلياً أو عالمياً. تقدم هذه الدراسة جمعاً ما بين قيمة وأهمية المتحف وعالمه سواء محلياً أو عالمياً وكيف يكون المتحف مركزاً ثقافياً لتنمية المجتمع المحيط ومتفاعلاً مع جميع الزوار.

الكلمات المفتاحية: متاحف المواقع الأثرية، تراث شفهي، دور المرأة فى مجتمع المتحف، تنمية مستدامة، صناع الحرف.

List of Abbreviations:

AERA: American Egyptian research association

Ancient Egypt Research Associates Established 1988 By Dr Mark Lehner To Advance The Archaeological Research, Conservation, And Training In Egypt Focus On Ancient Settlement And The Archaeology Of The Giza Pyramids Plateau.

EEAA: Egyptian Environment Affairs Agency.

FAO: Food and Agriculture Organization of the United Nations

ICOM: international center council of museums.

IFAO: Institut français d'archéologie orientale.

ICBS: International Committee of the Blue Shield

MOA: ministry Of Antiquities.

UN: united Nations.

UNESCO: United Nations Education, Science and Cultural Organization

USAID: United States Aid.

ICOM: international council of museums, 1946.

Methodology:

The paper has academic Literature review from academic papers, journals, and books about site museums around the world and examples from Egypt , also field visits to some of the site museums at Japan as practical field study then feed-back from the society with semi structure reviews with the local community and the international visitors, also the researcher could participate in some of the local events and held lectures with the stakeholders such as Tour guides, secondary school students and handicrafts and ladies from the surrounding area of the site museum.

Moreover, the researcher could get analytic numbers about the visitors of the site museum of Memphis and the force labor around the city as reference to use for improving the impact of the role of the Memphis site museum.

Objectives of the research:

- Allows the larger community to better understanding the diverse of the communities and create opportunities for locals to see themselves as living and dynamic people with their history.
- The museum provides the opportunity to be acting as a local resource representing its community to be with active action and make it as; (A Museum is everything for everybody).
- Makes the museums in Egypt as collective house for the intangible and oral history of their sites to raise awareness of protecting history and art of the country.
- Makes the site museum more accessible for native visitors and international visitors.
- Economic benefits from good marketing about the sites and open more jobs around culture tourism.

The Debates about the Museum and Its Function:

The definition of a museum has been improved, parallel with the society development, which explains that the museum started with private collection to be as the cabinet of wonders then became as a place to study, researches and entertainment as we can see in new museums to enjoy heritage and to be more enjoyable.

“Museums and Intangible Heritage” was the theme of ICOM’s General Conference in Seoul, 2004, (<http://icom.museum/the-vision/museum-definition>), 2020), and Memphis is rich city with intangible history but most of the researchers concentrate on the tangible history so we need to high light the value of the intangible history as important as the tangible history. According to the World Report on Human Development 2004, cultural liberty is an essential but unexplored element of human development. (World Report on Human Development 2004).

Museums have always had to modify how they worked, and what they do and did, according to their context plays powerful social-economic role, and political imperatives that surrounded them specially the site museum where they are part of the nation memories.

Site museum functions:

One of the most important type of museums is the site museum, where it is established at the natural context of archaeology sites and surrounded by the community.

Moreover, site museum is where its society still enjoying living history around them while they don’t know a lot about their behavior and its meaning of it even though sometimes the security prevent them from visiting the site museum because they think that the museum just for tourists, so this paper will explain the use of site museum and how can reward the museum’s community and make back to be culture center for domestic& international visitors.

Egypt is one of the ancient civilizations in the whole world as it has its organized administration system since 3100 B.C when the ancient Egyptian built Memphis to the official capital and still one of the main rich sites and tourist visit the site museum as part of the classical pyramid's day itinerary as Egypt famous for culture tourism which is about **40%** of the service industry and one of the main sources of hard currency with about **19.3 %** and sharing about **7%** of the local revenue whatever direct or indirect and can be raise to reach 11.3%(magazine of tourism researches, special edition. Awareness about tourism and its economic effect, Adela Ragab) ministry of tourism, Mohamed Yahia Rashed (Ministry of Tourism, 2019).

Objectives of the research:

- Socio-economic benefits of the Site museum for the community.
- Highlight the site museum of Mit Rahina and its values between the other archaeological sites at the city.
- Use Mit Rahina site museum (Memphis) as good practical example of sustainability and developing life for its community around the museum as portfolio for the other site Egyptian museums
- Collect the oral history and intangible heritage of Mit Rahina.
- Use Mit Rahina site museum to raise awareness about illicit trade of antiquities because the people live around the archaeology and history around them everywhere in the city.
- Make Memphis site museum as center school for archaeology and excavation in situ.
- Make a new department at the technical school for handicrafts and restoration nearby the city to give chance to raise the value of handicrafts and restoration process.
- While Gail Dexter Lord considered the Museums are culture accelerators because museums accelerate our cultural awareness in three ways:
- Collecting objects from the site of the museum and protect at the museum

- Interpreting the changes and rooted back some of traditions around the site.
- Exhibiting works of art (Barry), which can be extra benefit added to the museums values.
- Collective memory of the intangible history and objects
- Social benefit by simulate the country life around the museum.

The history & the role of the museums:

First the idea of the Museum was built as an institute for scholars was founded at Alexandria about 280 B.C by Ptolemy II (SOTER), later it was early used in English as institutions where libraries moreover senses of building to display objects first recorded since 1680 (<http://www.businessdictionary.com/definition/socio-cultural-environment.html>, 2020)

The idea of a museum at Japan started as coffee shop at the ground floor while the second floor had unique objects return back to 17th and 18th century where is the second floor to collect objects to exhibit, study and discuss about.

So the first function gives the definition of a museum in Japan focus on Education and research through the collection, conservation and display of material (Ohtsuka, Japanese museums past and present), Museums have always had to modify how they worked, and what they did, according to the context, the power of plays, and the social-economic, and political imperatives that surrounded them.

The word museum changed a lot within history and according to the human generation shifts and industrial or digital shifts of human activities around the world.

Nowadays, there are about 55,000 museums around the whole world in 202 countries (Mishra, (2015).)

Recently the definition of a museum has been improved, parallel with the society development as the museum idea started with private collection which was called **the cabinet of wonders** in the western world then became as a place to study, research and entertainment as we can see that at the function of in new museums to make culture heritage sites and museums acting as a place for knowledge for informal education center and on the other hand entertainment.

The functions of the museums are varied because the museum let us learn, see, hear, smell, interact and feel the past with several tools which we should handle it as perfect as we can to reach the highest level of use of it and outcome with positive economic and social impact.

Clifford describes the museum as a “contact zone” (Clifford, 1997) then ((<http://icom.museum/the-vision/museum-definition>), 2020) “Museums and Intangible Heritage”.

Memphis is rich city with intangible history but most of the researchers concentrate just on the tangible history which gives them opportunity to hunt objects, so we need to high light the value of the intangible history as important as the tangible history. (ICOM, 1946.)

Then furthermore 2004 According to the World Report on Human Development, cultural liberty is an essential but unexplored element of human development. (Laliberte culturelle dans un monde diversifie] World Report on Human Development , Economica, 2004, PNUD)

ICOM 2007 updates the definition of the museum paralleled with the realities of the global museum community as the museum according to the ICOM statues, Austria on August 24th, 2007

(A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and

intangible heritage of humanity and its environment for the purposes of education, study and enjoyment ((<http://icom.museum/the-vision/museum-definition>), 2020)

Site museums should be located to serve the projected attendance population and at least should be large enough to accommodate the estimated building square footages defined in the Feasibility Study and Business as Heritage Center and to allow for some flexibility in design.

In Egypt, there are so many values can be used to benefit on socio-economic life of the city and the country in total income because it is one of the international attractions.

Examples of Japanese site museums:

The site museums in Japan are considered as culture center where can preserve history as example the ethnographic museum of Minpaku, at Osaka prefecture , for such a museum which could forum several researchers and send them to different destinations around the world to record, document, rewriting and observe some communities to help them for protect their heritage as what happened at west African history (Takezawa, December2016) moreover researchers could collect this heritage, to revise an old fashioned cultural view of the African past so the a researcher and representative of the museum of ethnography could help to save the history and refresh the culture there and protect it for next generations.

Another very active museum at Lake Biwa the museum of Lake Biwa, when the museum start to raise awareness about the surrounding areas and a mission to solve the problem of pollution and collect the natural history of Japan especially at Lake Biwa area by forming a special community's group called (**Hashikake Groups**) means the bridges, bridges to connect all the communities together.

Moreover at Lake Biwa museum could create interest for the species around the lake such as Mrs. Yoshioka Aisako who spent about 20 years now doing researches about the Lake Biwa Swans and the museum could make an exhibition for her search so she became a member of the museums community.

Lake Biwa museum supports researcher who he was a retired police officer and joined the museum family, the police man loved natural history so he did great researches about the animals lived around the lake millions years ago and start to collect historical objects from the area around Lake Biwa and also makes a lot site activities.

Therefore the museum has great potential role to make so much benefits can be offered by the society through researches, participation, exhibition programs and events as the museum is collective memory of the past for improving the future.

Since 1990s Japan joined, UNESCO signed the decree of protecting the heritage by increasing the concern with the community in different ways to protect the heritage whatever tangible or intangible as memory of the world.

Roles of the site museums at Japan:

- Protect and collect Languages in danger as five or six languages at the southern island.
- collect the Audio visual heritage
- Globally important agricultural heritage by co-operation with FAO
- Protect the GEOPARKS by the global Geoparks networks(mountains , active volcanoes, rice fields, etc,,)

We can notice that the concern from protecting the tangible heritage starts to transfer to the intangible heritage as living heritage for the local Arabian markets or culture landscape such as the local stories, festivals, food, costumes and traditions.

That can comply with the 17 goals of UN to transform our world for sustainable development.

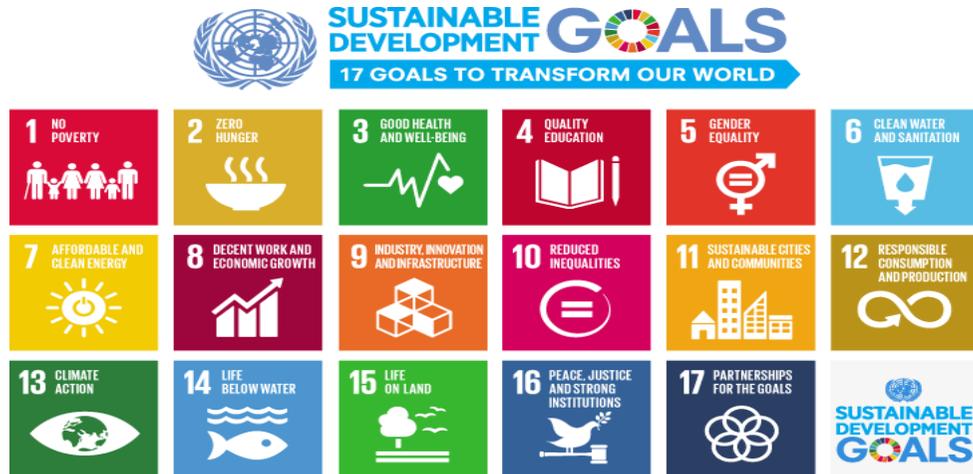


Chart NO.1. 17th goals of UN for sustainable development

Especially site museums can be the place of communicating ideas about socio- cultural achievements of one's own tradition, or of other people and site museum can be part of the harmony of sustainability.

Examples of site museums in Egypt:

Site museums in Egypt spread around the whole country according to the nature of the locations and its heritage, some examples such as at Tanis Site Museum, Karnis Site Museum ,Wadi Hittan Museum as natural history museum, Imhotep Site Museum, Karnak Site Museum, crocodile museum, Aswan Museum, Nubian Village As Living Site Museum, Siwa ethnographic museum, sunken treasures of Alexandria, also some special sites where they got their own museums such as Churches as example Saint Catharine museum.

One of the effective site museums in Egypt is the Nubian site at Aswan where Nubian established site museum to represent their tangible and intangible heritages , in Addition it is very good

Example in Egypt to represent living history of the community to explain it to visitors.

Dr. Ossama Abdel Maguid who was one of the partners who involved in the project of the Nubian site museum who stressed on the role of the museum which must do first step and courage the surrounding area to be part of the museum community through several techniques by attracting its community in first to create its own community spaces and have chance to take off for outreach programs which could do great change in one of the most famous Egyptian ethnic groups at GHARB SOHEL, Aswan he said that to outreach a community you must.

“In-reach community to the site museum”.

The site museum of Memphis as world heritage site:

The criteria of the site museum is to represent relationship between excavation and museum in the same site where is often assumed to be linear with artifacts removed from the field and transferred to a museum.

- Site museums should be located at the same sites where the archeology discoveries to serve the projected attendance population and at least large enough to accommodate the estimated building square footages defined in the Feasibility Study and Business as Heritage Center and to allow for some flexibility in design.
- The site and the museum each designate a space of heritage whose limits adapt and transform themselves, occasionally overlapping when a heritage space takes on the characteristics of a museum.
- It is clearly highlight the importance and the unique character of the museum in its function of interpretation, the site museum theme finally concludes us concerning the missions of the museum: memory and its challenges to a museum (Kodiak, 2011.).

- Cultural conditions of “living together” on the other hand has 2 important axes around which the museum re-evaluates its place and role within the global society (Mgomezulu, 2004,).

The Configuration of the site museum must also be able to support the museum building, required parking, driveways, and other support services which means facilitate all service around it, more over museum must consider the level of the environmental sources such as wetland, vegetation, and topography to understand the needs of the site museum to improve its circumstances. (<http://www.kodiakmaritimemuseum.org/programs/Kodiak-Museum-Site>, 2011.)

The socio-economic role of the site museum:

Social: Means the beliefs, customs, practices and behavior that exists among society (<http://www.businessdictionary.com/definition/socio-cultural-environment.html>, 2020) Which is called social community.

As wide word for community it's all human on the earth planet are community starting form family as the form of simple community to the groups of people sharing borders or interests. Therefore, the Museum has its own society so the museum has culture community.

Economic: Economy Means that we try to achieve our goals in the market as group of buyers or sellers of goods or services most of the economics involves analyzing what happens in the market in certain period of time in which (GDP) 1increases, another term related to the economy is the Business Cycle which includes production, distribution and consumption of goods and services at all levels within a society and innovative ways to keep⁽²⁾.

¹⁾ gross domestic product (GDP)

²⁾ Memphis, Michigan, Memphis, Texas, Memphis, Missouri, Memphis, Indiana, Memphis, Alabama, Memphis, Nebraska, Memphis, Mississippi, Memphis, Florida, Memphis, New York/ AND Egyptian Memphis.



Chart 2. Business cycle of goods & services

Investigating Historical & Archeological importance sites at Memphis:

Egyptian Memphis is the first city to carry this name and now there are 11 cities called Memphis around the world (<http://historic-memphis.com/memphis/memphis-11/memphis-11.html>), n.d.) So the name is popular for some visitors especially western tourists who are familiar with the name Memphis at the United states where Elvis Presley (1935-1977) one of the most famous singers at the states who is called the king.

There are so much interest from the historian and archaeologists at Memphis (Mit Rahina) because it was the oldest administration united capital of Egypt since 3100B.C.

There are great interest from Archaeologist all the time at Memphis and later on By the beginning of 1908 The excavations at the site were started by Petrie then followed by 1956 by Philadelphia University then resumed between 1983 till 1984 by Egypt Exploration society an finally the field school operated by AERA.

That it gives several values and make it so important both the site and its museum, such as historical, Social and religious importance.

Egyptian Memphis is the first official capital of the United Kingdom in Egypt 3100 B.C, First central government in all over the world and it has so many kings, queens, priests, travelers with rich tangible and intangible history as it used to be cosmopolitan city for everybody.

It has one of the main mythology of creation in Ancient Egypt, where was formed one of the main triads as family consists of (GOD Ptah, Goddess Sekhmet and God Nefrutum)

God Ptah the god of crafts and was presented as a standing man in the form of a mummy holding composite scepter consists of key of life (Ankh), walking stick(WASS) and the DJED pillar which is representing the back bone of God Osiris.

Goddess Sekhmet the strong wife who protects God RAA and she was the strong image of Hathor and got the forum of lioness face and woman's body.

God Nefrtum the God of resurrection and lotus blossom and ointments.

Social-Cultural Significance of Mit Rahina(Memphis) site museum:

Dr. Jeffery mentioned that “Petrie said that "Can't talk about Egypt without mentioning Memphis as we can't mention history of Italy without Rome". (Jeffery D.G.& L.L Giddy, 1985)

Memphis history started with the beginning of the ancient Egyptian civilization and when Egyptian were forming the first administration system in the whole world which can be even before the political system as a religious city where one of the main

mythology of the creation raised in this city and the objects at the museum related to its rich history.

As Jeffery said Memphis has special location on the roads for internal and external trade (Jeffery, 2001) and considered as cosmopolitan port (kamel, 1985) and center for a refuges, as well as a training camp of the Egyptian military forces.

This great city was neglected since long time especially after the Arab arrival to Egypt. Also, Arabs had been completed the destruction activities, after the Roman period, especially with the founding of the Fatimid capital Cairo in 969 A.D.; Memphis was used as a quarry reusing the blocks of granite, marble and Egyptian alabaster were transferred from the remained monument to reuse at the New city. (Jeffrey, . (2001))

The potential value of the city of Memphis:

Those values can be used to raise the income and improve the community of the city and give a lot of enjoyment for its visitors and users

1. **Political Value**
2. **Religious Value and spiritual values**
3. **Commercial Value**

1- -Political value: Memphis is the main city of coronation of Ancient Egypt kings so when Alexander the great (332 B.C) wanted to be easier acceptable he respected the value of the temple of GOD Ptah as the first political acceptance of him as the king of Egypt as the new Pharaoh.

- Another thing was discovered at the site to explain the importance of the city within the Greek period that the Greek Egyptian used to have fashion of modeling terra-cotta heads representing the different foreign races, (Archaeology foreign studies archaeological report ,, 1907-1908 edited)(to show the different type of inhabitants, their races and explains that the city has great

value to attract the foreigners to stay at it to because they are at the main administration city of the country where is the temple of God Ptah, as it was also protected by the food sources, and water from the Nile which gives it a chance to be very important port and to be access to the political center of the whole country.

- the site of Memphis has numerous archaeological digs beginning in the 19th century, involving Flinders Petrie and Auguste Mariette since 19th A.D where are a lot of archaeological sites and ruins of several temples return back to old Kingdome fifth dynasty(2392-2289 B.C) till the Greco Roman period(3000: 30 B.C).
- Within ARAB era Memphis got its importance as main port and part of Helwan governorate as Ali Mubarak mentioned.
- It is called Mit Rahina museum or Memphis museum and some old textbooks called it the museum of Ramses II (sharkawy)(Which was discovered 1887, the open-air museum of Memphis is considered the first open air museum established by the ministry of Antiquities 1958.

2. The religious and spiritual values:

- The city has its own mythology of creation of the universe by its main God PTAH.
- Oral history of the city can tell about prophet Yousef that this city where he raised up, and they believed that the city includes his palace and also his prison where he was arrested and spent in it the most critical time within his life.

According to an interview with local old lady called OM EL SAAD, who spend all of her life in the city of Memphis and she used to bake bread and sale it to the villagers also making butter to people from the rich cream of the fresh milk, because Memphis still farm land and such activities gives her chance to hear and learn some of the traditions and habits from everywhere around the site of Memphis to tell us about them.

Om El SAAD said that if there is any difficult times for somebody in the village he tries to recover and to facilitate his wishes, she mentioned(the habit in the city used is to go to visit the prison of prophet Yousef which is must visit for new married ladies for blessing or for solving problems so they go and walk around it 7 times, clock wise to get positive power to recover or solve their problems and still welcome locals every Friday to recharge their souls with positive power) (Fig1).



Fig 1. Prophet Yousef prison, spiritual value (author)

There are several traditions that the community of Memphis do, which are rooted back to the ancient Egyptian traditions and believes, such as this habit of ladies who married but delayed to get babies so they go to the high priests' tombs area where there is underground water in the monument (Fig.2), another popular habit that The ladies go down to wash themselves by this water to get blessing to be pregnant; they still do that till 1970s and 80s, as one of the old ladies added(the community believes so much in such traditions) which is rooted to the ancient Egyptian traditions and believes, believe in religious power because the high priests place.



Fig 2. High priests tombs in the city of Memphis, spiritual value, Samr Mahmoud

Another influence of the past on the city that Still one of the Arab mausoleum which recycle the old temples so we can see the connection between the past and recent as the bottom step to enter it is an original granite block with the cartouche of king Ramses II (Fig3,4)



Fig.3, 4 The mausoleum of KOM EL FAKHRY 11th century with a recycled lentil carried name of RAMSES II form of the old temples.(author)

As Om Samir(1) said that SIDI EL FAKHRY was the barber of Prophet YOUSEF, also the typical translation of the name El Fakhry rotted back to God Ptah who was the God of handicrafts and he was responsible of forming human from clay and pottery (فخار foukhar in Arabic word).



Fig 5. Celebration of EL Fakhrary @researcher

- Also we can still see some of the ancient traditions such as Offering Rituals which still take place for one of the Muslim mausoleums is called El Fakhrary who was one the nobles or in Arabic (EL ASHRAF)² that is the same since ancient Egyptian history, such as The scribe of Turin N. 57033,5(years 24–25 of Ramesses III)⁶ noted on III Smw⁷ that an ox was slaughtered as an offering to Ptah. Lamps on this particular day were used for work in the Royal Tomb and, thus, it seems that men were working despite the offering ritual, The ox may have been intended for an offering ritual attended by the entire community or crew. (Jauhiainen, n.d.)

Every year mid of SHABAN in Lunar calendar there is a popular festival where the community of Mit Rahina cook special meal called Mabroma with soap of goose stock and distribute then share the food with each other.

¹)old lady from Memphis community.

²) El Ashraf members descending from prophet's Mohammed family, it means Nobles

At Memphis there is a main family considered the main sponsor of the event as they provide the city with free space and buy the ducks, put the ornament consists of colorful lamps, and invite the whole city to celebrate together, it's so close to the ancient Egyptian scenes on the offering to the soul of the deceased at Saqqara tombs where are full of lambs, geese and food as the geese was one of the main symbols of God **RAA**.

Conclusion of such traditions and habits reflects the bond of the society and that is easy to work with them as groups to raise awareness and improve their lives.

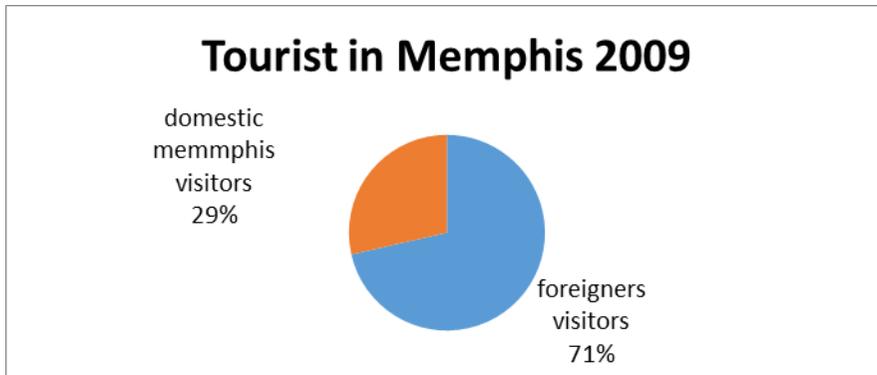
3. **The economic value:** The location of the city as the neck bottle of the country and nearby the NILE and its rich history reflected on the activities of the city, which gave it chance to be a cosmopolitan city with different type of inhabitants and it used to be the life city of the kings who built the great old Kingdom pyramids (Saqqara, Dahshur, Abou sir, Giza pyramids and Abou Rawash pyramids, 2850:2340 B.C).

- The site museum gives us chance to reconstruct the history of the human past. some of the most useful information for us comes from objects were discovered at the sites and exhibited at the museum.
- Another source of collecting history is the oral history which is so rich and we can know from the ethnic old people of the city.
- The museums should play effective role for sustainability to give more benefits of the community as one of the great examples in MEXICO Museos en Culiacán, Sinaloa (established eighth of December 1995).

Through connection by the director of the museum Ms. Diana (Ana Graciela Bedolla Gilles) she mentioned that she could make women around the museum feels home even if they have family problems with their families with good welcoming atmosphere and teaching some new crafts and even come to chat together or exhibit

their art and entertainment with knowledge space (Museos en Culiacán, n.d.) (As a culture center).

Nowadays Memphis site museum is part of the tourist attractions It is hoped that travel & tourism can contribute an estimated EGP413.2 billion by 2025 and employ 3,790,000 people (1)



Graph 3. shows the visitors of Memphis site museum before Arab spring

- Memphis was chosen as one of the world heritage sites according to the Criteria of UNESCO to designate the site as world heritage site, which includes several criteria to choose it as world heritage site because Memphis has so many values, such as historical, artistic, religious, spiritual, social and economic values.
- Memphis has 7 archaeological sites surrounding the site museum , Those sites raises the value of the museum as part of the context of the museum and can help us to give good example of an open air site museum to represent a masterpiece of human creative genius.
- When it was opened the visitors paid 2 Egyptian piasters to enter, so the price raised by the time as 2019 price fee as table no.1

¹) Data from the World Tourism and Travel Centre for 2015) (Travel & Tourism Economic Impact 2015 Egypt, Rochelle Turner Head of Research rochelle.turner@wtcc.org ©2015 World Travel & Tourism Council)

Table no.1. shows the ticket list of Memphis site museum 2019/2020

Entrance price	Egyptian & Arab visitors (adult)	10 L.E
	Egyptian & Arab students	5L.E
	Foreign visitors (Adult)	80 L.E
	Foreign students	20 L.E
Free entrance	-----	-----

SWOT analyses for the situation at Memphis site museum**Table 2. SWOT analyses of the situation of Memphis city**

Strength	Weakness
1-Heritage site 2-Great history as the oldest administration city 3- the city of the pyramids builders 4-Rich handicrafts 5-Talented crafts men 6- great location with international visitors 7- enough space around the museum to use it as open air culture center(Taha Housin house) 8- rich intangible oral history. 9- ambitious staff	1-Lack of resources at the city. 2- No public transportation. 4- lack of Media and promotion about the site for local. 5- lack of awareness from the high level of managers.
Opportunities	Threaten
most of archaeology missions are foreign missions. Part of the tourist itinerary. Clever staff but needs authority decision making to communicate. So many schools around the city.	Under ground water bad roads Security staff not well trained to support the local community to come to the museum. Lack of health care in the city Pollution No fresh suitable water for food or drink

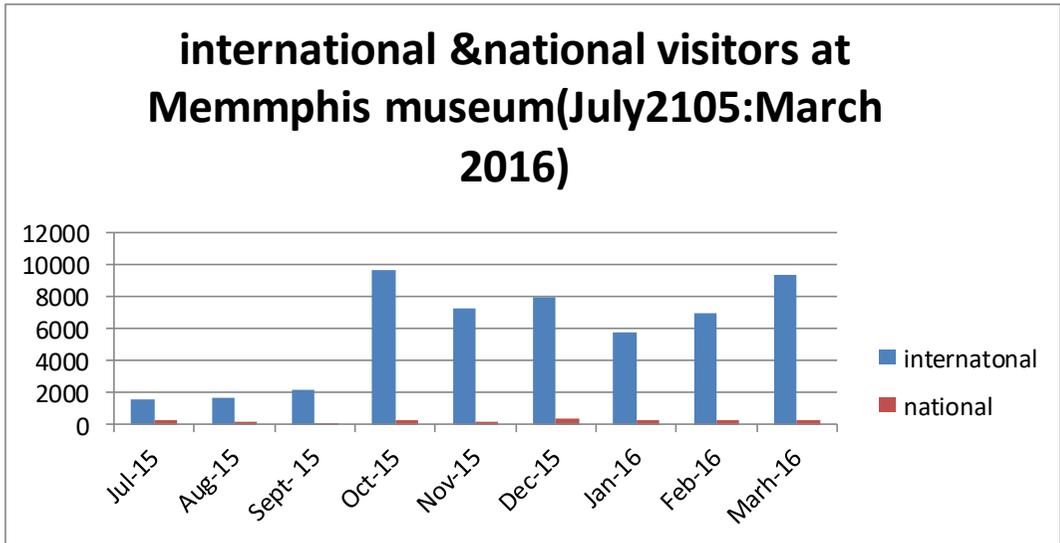


Chart 4 shows the international and national visitors at Memphis museum

Through the chart it's clear that most of the visitors are tourist not domestic visitors except within school time especially on December.

The best of developing Memphis site museum to care for whole community of the museum who ever international or national chart no.3.



Chart 4. Stakeholders of the site museum of Memphis

Stakeholders of Memphis site museum:

Memphis as one of the most important historical cities in Egypt has several stakeholders who are contributing and have their influence on the site and the museum.

There are several stakeholders who are interact and have their own power on the site museum such as visitors (whatever national or international), staff; teachers, students, NGO'S, women, and artisans, merchants and each one of them complete the vision of the stakeholders.

More lucky the foreign excavations have been done with foreign missions and with the terrorism political conflict that make it difficult from the interior affairs to give easy access to the local community which is the main target of the development of the site museum and its surrounding area, with thesis it was perfect to high light stakeholders who must work all together to reach the target of the impact on social and economic progress.

Nowadays the community are very clever because they raised in such rich art and history atmosphere which enhance their taste to make so many crafts related to the raw material around them, The crafts they do mainly from their raw material available around the city such as Papyrus, palm tree, manual carpets, carving statues and carving art pieces as a native talent **chart. 4**.

As example a local artist who grow at Memphis near by the archaeology sites and love to carve his own pieces from different stones such as Basalt, marble, or limestone he is very skillful, he can be part of the direct museum community as live show for the international visitors or training for artist Figure 6.



Figure 6. Some production of the local artists at Memphis

Women's role at the site museum of Memphis:

Woman is the most active member in the community who plays very effective role according to her nature, because woman is the one transfer the oral history, keep the traditions, safe the tangible and intangible history, and keep the food identity as carrier of the identity.

Women keep a lot of traditions and habits which related to the history such as in Japan in one the local museums at Shigga prefecture working as some women are volunteers at the museum, they work to teach the local community one of the material culture which is the folding cloth art (froshiki)to teach how to use cloth

instead of plastic for making bags or cover even hats instead of waste of the cloth material to raise awareness about environment and teach about recycle materials.

At Memphis are about 11320 women at the village, While there are only 2 female inspectors at the museum chart 5.

At Memphis there are several roles of woman at the museum in both sides direct as curators or indirect as supplier and relatives or sailing goods and carry the traditions, example at Memphis's ladies who wish to have baby they company her to a place where she washes her bottom and wish to have the baby and the place so scary so they believe in its power and some of them got the baby after that.

This place is the tombs of the high priests from the middle Kingdome.

Some of the old movies shows when there was no faience around the museum married ladies who delay to get babies they break clay pottery on the statue of king Ramses II (¹).

AFTER interview with some local women from Mit Rahina site museum community could figure out that women very hard worker as some of them support their families by working to make and produce some handicrafts, sale some food, baking bread or produce some of the local butter, cheese and do home delivery and deals with labors at the site museum as well too.

¹)FILM chat by the river Nile, Naguib Mahfouz

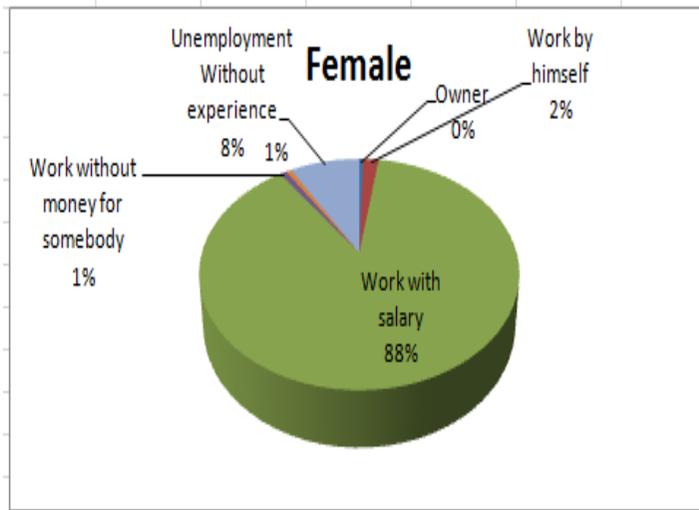


Chart 5 shows woman power at Memphis 2017

Some other women working with the museum itself as restorer or curator.

one of the main women roles in the community that they are carrier of the intangible history and use the local and row material for art and useful production Fig 7



Fig 7 local ladies with their art local production from palm date trees.

The local custom of Ladies at Memphis is a special dress called Malas, also distinguish with special bread called Merhrah (Fig.8)

Moreover and no doubt women are hard workers by working with some of the NGO'S to improve their economic problems also they produce some of local food (cheese, bread, butte etc....) at home and sale to the local community. The survey explains that site museum always exhibited the artifacts excavated from the same site or related monuments such as the rescue artifacts near the site also the site museum not always open air but can be in door as Imhotep to have controlled-exhibition **or living** site museum as the Nubian village **figure 8**.



Fig. 8. Special kind of bread baked by women at Memphis

Recommendations and field study:

- The culture center for the whole city.
- Source of keeping, preserving and protecting the tangible and intangible history.
- Museum can be the collective memory archives for its people as Memphis has so rich documents from different historical eras.
- Improving skills of its communities to learn languages or learn about legal excavations.
- Preserve the handicrafts and improve them to be part of the sales of the museum products.

- Museum can be a good source for economy as part of the harmony of tourism.



Fig9.10.11 Natural and raw material of papyri& palm tree products (author)

- Museum must be part of raising awareness, through education programs for different categories at the city such as schools, crafts men, sales men, security and curators.
- Can be a place to show the real identic character of the country through different activities, events, food...
- Improve the quality of life of the local community by supporting the development projects for health and clean environment.
- Enhance the handicrafts and protect them from extinction fig 9.10.11
- Create new activities to deal with the cultural landscape.



Fig.12 Lecture at the high school at Memphis by the author.

- Add more destinations to the Archaeological and culture, tourism by enriching the visitors' experience as the city includes 7 sites not only the site museum so can be a local project to simulate the countryside houses and offer some activities to teach how life in the old capital of Egypt and hous launch or events for visitors of the city to spend more time in the historical city.
- Create more jobs for the local to serve the visitors by local crafts who are very clever such as Imn who is a native Memphis inhabitant and makes beautiful statues but he sale it out of the city while the museum can make good live show to the visitors in front of the museum.



Fig.13. Local crafts man from Memmphis community, author

- Engage the community with the site museum and cooperate with NGO'S who are as many as example Fagnnon crafts center. Fig 14,15.



- **Fig 14, 15 Egyptian Artist Mohammed Alwy (fagnoon owner) (Memphite area) NGO, author**
- Enhance the tour guide experience to create new attractions to visit, so the author could with connect both AERA who held the training course at the sites and the syndicate of tour guides to announce about the new sites they don't know about them as tour guides have the power of the word. Fig 14.



• **Fig.16 Author handling a lecture for guides about Memphis**

- Establish ICBS (International Committee of the Blue Shield) center and ANCBS (Association of National Committees of the Blue Shield)The multiplication of attacks against cultural heritage is driving the international heritage community to strengthen its solidarity and effectively coordinate international help for the protection of heritage all over the world specially at the time of conflict.
- Moreover, if the authority of the museum care about and raise site museum value for the visitors because it's considered one of the most effective type of museums for the community and for the visitors because it plays great role for culture sustainability as a result that site museums are coming from community to be under service for its community.

Conclusion

- 1- Memphis is a unique site and full of values such as political, historical, artistic, economic and social values.
- 2- Memphis local authority need to improve its infra-structure as the city as no public transportation or tourist buses from down town, no fresh water to drink in the city, not enough hospitals for health care
- 3- Domestic community willing and wait co-operation as they are waiting to feel that they are part of such culture resources and wish to visit the museum which has so many resources to contribute to the museum whatever direct or indirect.
- 4- International visitors need to improve the services to courage them to reach the site museum by themselves and to create new events and activities to attract them around the year as urban museum.
- 5- Capacity building (staff) need to have and engage with the domestic visitors with positive way as head master of the high school at the city wish to co-operate with the museum for field tours.
- 6- Co-operation between all entities around the site museum easy to create more economic and social interaction.
- 7- Government should change and put suitable law to help local to co-operate with the Antiquities to protect the history and heritage.
- 8- Museum should go outreach to achieve in reach the museum because there are hundreds of NGO'S around the area who ready to support the museum community with clear strategy.
- 9- The museum must use some of its resources to maintain and be part of improving its programs and services.
- 10-Improve the online interaction through strong website and regular activities and events for all visitors.
- 11-Memphis as important attraction should be more effective for economy and social life of the inhabitants of the city and stakeholders.

Appendix

Chart No.1. the 17 Goals of UN for Sustainable Development.

Chart 2. Business Cycle of Goods & Services.

Graph 3. Shows the Visitors AT Memphis Site Museum before Arab Spring.

Chart 4.Stakeholders of the Site Museum of Memphis.

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Chart 4. Shows the International and National Visitors at Memphis Museum.

Table No.1 shows the Ticket List of Memphis Site Museum 2019/2020.

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Fig 2. High priests tombs in the city of Memphis, spiritual value, Samr Mahmoud.

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Fig 5. Celebration of EL Fakhrany @researcher.

Fig 6. local women with their art local production.

Fig 9,10,11. Natural and raw material of papyri& palm tree products (author).

Fig 12. Lecture at the high school at Memphis by the author.

Fig 13. Local crafts man from Memmphis community, author.

Fig 14,15. Egyptian Artist Mohammed Alwy (Fagnoon owner) (Memphite area) NGO, author.

Fig 16. Author handling a lecture for guides about Memphis.

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