

The role of Egyptian museums in achieving sustainable development requirements

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introduction:

The end of the twentieth century witnessed a great development at the international level in the field of museum sciences. Museums are no longer simply galleries of artworks and antiquities; Rather, it has become a fundamental educational, social and political role in shaping the emotional, cultural and social sense of the individual. From this standpoint, most countries view museums as educational, sociocultural institutions and places to implement cultural and social activities for the public visiting the museum through thoughtful programs and activities presented according to a specific social, cultural and political agenda.

All researchers and curators agreed on the multiplicity of museums functions and their roles in society, and these jobs were classified into: traditional jobs represented in preservation, display and maintenance, and other social, cultural and educational functions, which have the greatest impact on the amendment and participation in the current social and political events that our Arab community in particular is going through. The whole world. And we've all noticed recently.

The emergence of the concept of sustainable development and its connection with all different aspects of life, which emphasizes that meeting the present generations for social stability and prosperity cannot be at the expense of future generations. We have also followed up on international and local calls for the need for all state institutions to participate in achieving sustainable development.

Accordingly, this research aims to discuss the possibility of activating the role of Egyptian museums to achieve the requirements of sustainable development through educational and museum education programs that

aim to achieve the environmental, societal and economic dimension of sustainable development.

First, the definition of museums:

The museum in the medieval dictionary is “the location of artistic or archaeological artifacts and the collection is museums.” (A) The museum in the English language (Museum) is a word taken from Latin and its Greek origin (Mouseion), a place associated with the nine gods of wisdom (Muse), who are the daughters of the deity (Zeus) Zeus when The ancient Greeks. (?) And they are the nine sisters who are not the ones who have seen singing, arts, poetry and sciences; that is, the patron goddesses of all the arts.

It is preserved and displayed for the purpose of education and culture. Whereas, the American Museums Organization defined it as "a permanent institute of community service that does not aim at material interest, and opens its doors to the general public for the purpose of study, learning and fun.

It is clear from the definition of museums that they have become, at the present time, an institute of arts, a center of culture and a school for different arts, in addition to being a means of entertainment and fun. Today's museums are not stores for preserving valuables, but rather are scientific, cultural and social institutions that provide information and solutions to many contemporary problems and issues. In their different types, despite this difference, they share general objectives, including: collection, preservation, maintenance, making room for researchers, and educating the public at different ages and cultural interests.

Museums functions:

1. Collecting museum samples in the field, either by excavation in the case of archaeological specimens, or by hunting in the case of natural history museums, or by collecting, buying and gifting in relation to samples of folklore and art museums.

2. Preserving and maintaining exhibits that represent the essence of the heritage that the ancestors left for their children to benefit from and preserve it, add to it and find in it its roots and cultural identity.
3. Exhibiting museum collections, there may be excellent materials in the museum, but they are not used because they are not well displayed, so the exhibits must be selected and presented in an appropriate format with adequate explanation and arranged in a logical order, and the exhibits must be organized in order to make the visitor enjoyable Visit and repeat it many times.
4. Conducting museum research and studies, as museums provide the appropriate atmosphere for research and benefit from the museum's field experiences, and from its collections to document those research.
5. Spreading culture and spreading cultural awareness, as the museum surpasses many other educational institutions because of the opportunities it offers for the visitor to discover by himself, see and perceive the exhibits, which makes them more firm in his mind than if they were described to him in any other publications or media and education. These previous jobs are the traditional jobs of museums, but with the development and multiplicity of museums, many cultural, social, psychological, educational and economic functions have been added to these functions, and museums have developed their roles and functions in order to be able to fulfill their social and cultural duties for their different audiences.

The social functions of museums:

(Daabs, 2004) believes that the museum's social functions are to shed light on the nature of life that man used to live in different eras, with clarification of the form of relationships within the family, and to shed light through arts and drawings on people's lives, and their way of life while highlighting the role of women and men and participation In social life, explaining the depth of the various links between the individual and society.

And (Sandel, 2009) believes that the idea that there is a social function for the museum has gained great acceptance in the recent period, and behind this was the methods of organizing museums and how to understand them, there is a belief that museums have the ability to be active players in social change, and that they affect the lives of individuals.

He states (Yanni, 2000) that museums are essential for the survival of the identity, the preservation of collective memory, the affirmation of social values and their reinforcement. They are also the cultural embodiment of certain aspirations of a society. Therefore, museums must be an expression of the same social context that is in greatest need. A social society that carries out the task of preserving objects of cultural value for the sake of successive generations, as the work of museums is part of the culture of society and its mission becomes to educate people socially and culturally.

The economic functions of museums:

The economic functions are mainly represented in the museum's revenues, which represent a source of financial resources that contribute to supporting the national income, as well as the association of antiquities with the tourism sector, which provides job opportunities for a large sector of human resources, which helps in improving social conditions.

Environmental functions of museums:

The museum's environmental function aims to increase environmental awareness, especially in the early stages of childhood, where values, attitudes and behavior are formed in this period more quickly than in other stages of life, so the museum works to increase awareness of the environment and its problems, which is positively reflected on children and their immediate environment such as home, parks and with friends To achieve a kind of balanced relationships that achieve environmental security. Also, by conducting lectures and cultural meetings that discuss environmental issues and try to find solutions to them while presenting the best means to preserve the environment.

Accordingly, it becomes clear that the social, economic and environmental functions of the museum are the same dimensions of sustainable development that the global and local voices are now calling for to achieve it. Therefore, the museum must fulfill them as one of the institutions supporting the state to achieve sustainable development, which all its institutions have called for to join hands and work to achieve it both in its place.

Concept of sustainable development:

Perhaps the notion of development has become today a common focus of most human sciences and their applications. The Declaration on the Right to Development adopted by the United Nations in 1986 defined the development process as: an integrated process with economic, social, cultural and political dimensions aimed at achieving continuous improvement in the well-being of all people and all individuals that can be Through it the realization of human rights and fundamental freedoms. There are many definitions of sustainable development. The definition agreed upon is sustainable development in development that meets the needs of the present without diminishing the ability of future generations to meet their needs.

The term sustainable development was formally launched by the Prime Minister of Norway Harlem Brundtland in the year 18 AD in the report of our common future, where sustainable development was defined as "development that meets the needs of the present without compromising the ability of future generations to meet their needs.(?) "

Sustainable development is a term generally associated with a technical and economic realization that preserves the natural capital, which includes natural and environmental resources, which in turn requires development in all state institutions, including museums, of course, and even infrastructure, with the need for adequate risk management and the

lack of knowledge and information to ensure equality in wealth. Between present and successive generations.

The dimensions of sustainable development can be divided into four basic dimensions: the economic, human (social), environmental and technological dimensions. Each of these dimensions has goals that must be achieved in order for the sustainable development process to take place. These goals are:

A. Objectives of the economic dimensions of sustainable development:

- 1- Satisfying the basic needs by increasing production and improving its level in order to meet the basic needs of the great majority of peoples.
- 2- Correcting the imbalance in the income distribution structure to ensure the elimination of differences between classes of society.
- 3- Raising the standard of living. The size of the standard of living is usually inferred through the average per capita income, as it is associated with the structure of population increase, the method of distributing the national product, and the qualification of the human element.
- 4- Working to reduce the unemployment problem.

B. Human Dimensions Goals for Sustainable Development:

On the human level, sustainable development seeks to stabilize population growth, and to stop the flow or encroachment of individuals into cities, by developing the level of health and educational services in the countryside, and achieving the greatest amount of popular participation in development planning. Accordingly, the human dimension of sustainable development requires:

- 1- Supporting national action plans and programs to alleviate poverty, increase per capita income, and enhance the role of women. Capacity building, youth support, giving greater importance to vocational education, appropriate training and proper management of human resources.

2- Supporting awareness campaigns to explain the sustainable development goals in schools, universities and local communities.

C- The objectives of the environmental dimensions of sustainable development:

- 1- Protecting the natural resources needed to produce food and fuel. From protecting the soil to protecting the lands designated for trees and protecting the fisheries. With the expansion of production, the needs of the increasing population are met.
- 2- Water conservation. It calls for improving water quality and limiting withdrawals from surface water to a rate that does not disrupt the ecosystems that depend on this water, and limiting withdrawals from groundwater to the rate of their renewal.
- 3- Protecting the climate from global warming by preventing the destabilization of the climate, or the geographical, physical and biological systems or the destruction of the ozone layer protecting the Earth as a result of human actions.
- 4- Introducing the concept of green economy and green development into the culture of the producer and the consumer, so that environmental standards become one of the most important conditions that must be met in the hour in order to enter the market, and prevent the entry of a commodity that does not take into account the environmental dimension when producing it to the local or international markets.
- 5- The necessity to include environmental concepts in the components of the curriculum and textbooks, where environmental information is entered or by linking the content to appropriate environmental issues, or by directing the entire course curriculum that is environmentally oriented, so that it is studied as an independent academic curriculum. Therefore, preserving the environment is one of the dangers that threaten it. It is the responsibility of everyone who lives on Earth with the aim of rebuilding it and not causing the destruction of the elements of life there. This goal will only be achieved by the human person himself and with the participation of all state institutions in this work without exception.

Results:

- The research concluded on the importance of the social, economic and environmental role of museums, through the museum activities and programs presented to the various audiences, which aim to raise awareness among all segments of society, and to advocate the need to preserve the environment, increase the economic resources of the individual and society, consolidate social concepts and values, and try to solve Contemporary problems in new and innovative ways, all in an attempt by museums to contribute to achieving the universally agreed requirements of sustainable development.

Recommendations:

- 1- The researcher recommends the necessity of the participation of all ministries concerned with museums, such as the Ministry of (Antiquities - Culture - Environment - Agriculture and Water Resources) and others in strategic planning for sustainable development in Egypt.
- 2- The researcher recommends the importance of announcing the sustainable development goals and their importance, in all media, whether planned or audible, and also via the Internet for everyone, so that the sustainable development goals and their requirements reach the largest possible number of people.
- 3- The researcher recommends the necessity of cooperating with museums in their various sectors and with other state institutions, such as schools, universities and civil associations, to join hands and work together in order to achieve the goals of sustainable development.
- 4- The researcher recommends realizing the goals and topics of sustainable development within the school curricula at different age stages, whether in the form of study units, or as a separate curriculum, taught for the different stages, and aims to increase awareness of the importance of achieving sustainable development goals in society.

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