



**Journal of Association of Arab Universities
for Tourism and Hospitality (JAAUTH)**

journal homepage: <http://jaauth.journals.ekb.eg/>



Evaluation of the Role of the National Museum of Egyptian Civilization (NMEC) in Stimulating Tourism to Old Historic Cairo

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ARTICLE INFO

Abstract

Keywords:

Museum; National Museum of Egyptian Civilization; Fustat ; Civilization Museum ; Historic Cairo ; Stimulating Tourism.

(JAAUTH)
Vol.24, No.2,
(2023),
pp. 414-436

The National Museum of Egyptian Civilization (NMEC) is a distinctive museum that reflects all stages of the Egyptian civilization development through different periods. Furthermore, it enjoys an excellent strategic geographical and historical location in the first capital of Islamic Egypt – Al-Fustat, and thus connected with the historical religious complex. Undoubtedly, this unique location has contributed to the stimulation of the tourism movement to old historic Cairo, and ensured the significance of the museum concerning both; collection and location.

Introduction

Indeed, the role of the National Museum of Egyptian Civilization is not limited to the exhibition of the various Egyptian treasures within its galleries and corridors¹, but its role has expanded to be a cultural and heritage complex with multiple services and activities that definitely contributed to the spreading of archaeological, heritage, cultural and social awareness².

No doubt that the National Museum of Egyptian Civilization in Al-Fustat enriched the Egyptian tourism sector, and contributed to the development of the area around the perimeter of the museum³, which adds a new role to the multiple roles played by the museum institutions represented in the development and the sustainability of the surrounding areas as an attraction sightseeing. This would target visitors on both regional and international scale and emphasizing that the National Museum of Egyptian Civilization is a unique competitive museum offering a comprehensive and inclusive view of the Egyptian history and gathering both tangible and intangible heritage⁴.

¹ المتحف القومي للحضارة المصرية، نشرة إخبارية يصدرها المتحف القومي للحضارة المصرية، العدد الأول، سبتمبر ٢٠٢١

² Mervat, M.A. (2022), "The Social Impact of The National Museum of Egyptian Civilization (NMEC)", *JTHH* 5 No.1, pp. 33-46.

³ Karim, K. (2019), "Re-considering Al-Fustat: Urban Development in Old Cairo in Reaction to Mega Projects", *SBE16-Cairo 2016*, Conference paper, April 2019, Researchgate.net.

⁴ Mahrous, Elsanadidy (2020), The National Museum of Egyptian Civilization and its Temporary Exhibition in 2017, *IJASWA* 3, issue 2, pp. 19-29;

Hence the importance of the research which revolves around the National Museum of Egyptian Civilization and how to keep it included in the tourism program, and how it contributed in enriching and developing the surrounding area represented in Old Historic Cairo⁵. All of this proves that culture and heritage play an important role in tourism development⁶.

The paper aims to identify the origin and importance of the National Museum of Egyptian Civilization. In addition to shed light on the museum's role in stimulating and revitalizing tourism to Old Historic Cairo. Finally, highlighting the tourist attractions surrounding the museum and designing a comprehensive tourism program for all potential attractions.

I. The National Museum of Egyptian Civilization

The National Museum of Egyptian Civilization (Fig. 1) is a prominent competitive museum which role branched out to become a comprehensive institution reflecting multiple cultures, covering different periods, and housing different facilities such as restaurants, theaters, libraries, kids' areas, bazars and educational programs⁷ (Fig. 2). All of these facilities make the museum a culture, scientific and entertainment platform more responsive and meet with the desires of the local and international societies which definitely contributed to the spreading of archaeological, heritage, cultural and social awareness⁸.

The museum was constructed in 1982, when the United Nations Educational, Scientific and Cultural Organization (UNESCO) adopted the idea of establishing two Museums; The Nubian Museum in Aswan, and the National Museum of Egyptian Civilization. Indeed, the idea turned into reality, and the museum was constructed in Al-Fustat⁹ by the Egyptian architectural designer Al-Ghazali Kassiba, and upon an area of 135 thousand square meters and housing 50,000 artefacts¹⁰.

Indeed, the museum enjoys a strategic and historic location connecting the museum with many surrounding archaeological sites¹¹, as well as a distinctive collection mirroring all aspects of Egyptian civilization¹².

Table (1): The Potential Tourist Attractions of the National Museum of Egyptian Civilization

1.1.The Museum Location	The museum enjoys a distinctive strategic geographical location in the heart of Al-Fustat, the first capital of Islamic Egypt, overlooking Lake Ain al-Sira (Fig. 3), a sulphate natural lake, which adds to the place the charm
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المتحف القومي للحضارة المصرية، ص. ٩.

⁵ Carolyn, L. and Morris, J. (eds.) (2007), *The History and Religious Heritage of Old Cairo. Its Fortress, Churches, Synagogue, and Mosque*, AUC Press, Cairo.

⁶ UNESCO world Heritage Center – Management of World Heritage Sites in Egypt, *Urban Regeneration Project for Historic Cairo*, First Report of Activities July 2010 – June 2012.

٧ المتحف القومي للحضارة المصرية، ص. ١ - ٩.

⁸ Mervat, M.A. (2022), "The Social Impact of The National Museum of Egyptian Civilization (NMEC)", in *JTHH* 5 No.1, pp. 33-46.

⁹ Wladyslaw, B.K. (2016), *Al-Fustat. Its Foundation and Early Urban Development*, AUC Press.

¹⁰ Abdel Moniem, A. (2005), The National Museum of Egyptian Civilization, Museum International, ISSN, 1350-0775, No. 225-226 (Vol. 57. No. 1-2), pp. 24-30; Eissa, M.A., (2014), A Letter or an Exercise? O. NMEC 107, *Chronique d'Égypte* 89, Fas.177, pp. 197-198.

¹¹ Mahrous, Elsanadidy (2020), The National Museum of Egyptian Civilization and its Temporary Exhibition in 2017, *IJASWA* 3, issue 2, pp. 20-22.

¹² Price, C. (2020), Museum Collection in Shaw, I. & Bloxam, E., *The Oxford Handbook of Egyptology*, Oxford University Press, Oxford., p. 1189; <https://nme.gov.eg/historical-timeline/>

	of nature, in addition to its presence on the path of the Holy Family and near many different archaeological sites rich with diverse of civilizations ¹³ .
1.2.The Royal Mummy Parade	The whole world witnessed the transferring of 22 royal mummy ¹⁴ from the Egyptian Museum in Tahrir Square ¹⁵ to their final residence in the National Museum of Egyptian Civilization in Al-Fustat through a magnificent procession that attracted the whole world in a majestic scene and at the highest level of organization accompanied with music and selected performances ¹⁶ (Fig. 4). This had a great impact on attracting large numbers not only of tourists but of those who are interested in the Egyptian Civilization as well.
1.3.Collection	<p>1.3.a.The Main Hall:</p> <p>It contains many distinctive pieces and artifacts¹⁷ (Fig. 5) where the visitor can get an integrated idea of the Egyptian Civilization and its most prominent achievements through its different various eras, starting from Prehistoric times and passing through the Pharaonic, Greco-Roman, Coptic and Islamic civilizations, and all the way to the modern and contemporary era¹⁸. In addition to the traditional and popular culture and legacies inherited by the Egyptians¹⁹.</p> <p>1.3.b.The Mummy Hall:</p> <p>The most important and unique hall among the halls of the museum (Fig. 5). It was specially designed to display the mummies of the Kings and Queens of ancient Egypt, and with imitation of the galleries of the Valley of the Kings²⁰ where these royal mummies were originally found.</p>

¹³ Eissa, M, A. (2014), A Letter or an Exercise? O. NMEC 107, Chronique d' Égypte 89, Fas.177, p. 199; Stevenson,A. (2015), *Between the Field and the Museum: the Ongoing Project of Archa*, p.109-118 ; Price, C. (2020), Museum Collection in Shaw, I. & Bloxam, E., *The Oxford Handbook of Egyptology*, Oxford University Press, Oxford., p. 1188;

الزق، يحيى شحاتة حسن؛ عيسى، محمد سالم (٢٠١٨)، دور التخطيط السياحي البيئي في استدامة المناطق الأثرية: دراسة حالة منطقة أهرامات الجيزة، مجلة اقتصاديات المال والأعمال، ع ٨ : الهيئة العامة للتخطيط العمراني، ٢٠١٥. ; وزارة الدولة لشئون البيئة، ٢٠٢٠ : الهيئة العامة للتخطيط العمراني، ٢٠٠٧.

¹⁴ Ikram, S. (1997), *Royal Mummies in The Egyptian Museum*, The American University Press, Cairo.

¹⁵ Alessandro, B. and Maria, S.C. (eds.) (2001), *The illustrated Guide to the Egyptian Museum in Cairo*, AUC Press.

¹⁶ Hussein, W. (2021), Egypt mummies pass through Cairo in ancient rulers' parade (BBC.NEWS). <https://www.bbc.com/news/world-middle-east-56508475>.

¹⁷ Monti, F, and Keene (2013), S., *Museums and Silent Objects: Designing Effective Exhibitions*. Farnham:Ashgate, p. 6-7 ; Price, C. (2020), Museum Collection in Shaw, I. and Bloxam, E., *The Oxford Handbook of Egyptology*, Oxford University Press, Oxford., PP. 1173-1186.

¹⁸ المتحف القومي للحضارة المصرية، ص. ١ - ٩.

¹⁹ Mahrous, Elsanadidy (2020), The National Museum of Egyptian Civilization and its Temporary Exhibition in 2017, *IJASWA* 3, issue 2, pp. 20-22.

²⁰ Hornung E. (1990), *The Valley of the Kings*, Timken Publishers, New York.

	<p>The mummies are exhibited in a way that befitting their position in a hall that houses 20 royal mummies from the 17th to the 20th dynasty representing 18 kings and 2 queens²¹.</p> <p>1.3.c.The Textile Hall:</p> <p>In 2022, the Egyptian Textile Hall (Fig. 6) was opened, corresponding with the presence of an archaeological dye (Fig. 7) located inside the museum's campus and dated to the Fatimid Era, which was discovered in 1932, and rediscovered during excavations on the museum's grounds in 2003-2004²².</p> <p>The Textile hall is one of the newest halls that was added and opened in the museum on the World Heritage Day. It displays 600 artifacts illustrating the development of the Egyptian fabric and its industry through periods²³.</p> <p>The hall also exhibits some of the belonging of Mohammed Ali's Family, such as the gowns of Queen Nariman, as well as some of the royal family jewelries, and some of the employees and servants' clothes of that period²⁴.</p>
<p>1.4.Eco Museum</p>	<p>Indeed, the National Museum of Egyptian Civilization cares about the environment and its preservation through recycling, and the using of the best efficient equipment and machines that consuming less electricity and water in order to preserve the environmental resources. Furthermore, the museum aims to reduce carbon impact for its severe effect on the environment. The aim is to turn the museum into an eco-museum²⁵ synchronize with the goals of the sustainable development strategy and the Egyptian vision in 2030²⁶.</p>
<p>1.5.Egyptian Crafts and Industries</p>	<p>In 2017, a preliminary trial opening was made for only one hall, in the presence of the general director of the UNESCO, known as the Hall of Egyptian Crafts and Industries. The hall is 1000 square meters and it included</p>

²¹ Harris, E.J and Wente, F.E (1980), *Atlas of the Royal Mummies*, Chicago: University of Chicago Press; Hawass, Z and Saleem.S. (2016), *Scanning the Pharaohs: CT imaging of the New Kingdom Royal Mummies*, AUC Press, Cairo-New York, p. 1-4.

²² المتحف القومي للحضارة المصرية، ص. ٨

²³ Mahrous, Elsanadidy (2020), "The National Museum of Egyptian Civilization and its Temporary Exhibition in 2017", *IJASWA* 3, issue 2, 2020, p. 23.

²⁴ المتحف القومي للحضارة المصرية، ص. ٩ - ١

²⁵ <https://nmec.gov.eg/eco-friendly/>

²⁶ Meguid, O.A, (2010). Museums, Culture and Sustainable Development. In S. Guzy, R. Hatoum, and S. Kamel (eds), *From Imperial Museum to Communication Centre? On the New Role of Museums as Mediators Between Science and Non-Western Societies*. Würzburg: Königshausen and Neumann;

الرفاعي، جيهان عبد اللطيف السيد (٢٠١٥)، السياحة البيئية كأحد أقطاب السياحة المستدامة في ضوء التغيرات المناخية المحتملة "مجلة مصر المعاصرة، مجلد ١٠٦ العدد ٥١٩ http://search.mandumah.com/Record/816351 ثريا، فرج الرميح (٢٠١٠)، السياحة المستدامة: المفهوم والاهداف، جامعة الفاتح.

	<p>four crafts; textile, wood, pottery and jewelry, and which would meet with the fact that Al-Fustat along its history had always been known as a craft center²⁷.</p> <p>The hall includes as well group of films and photos which highlight the distinctive character of the Egyptian crafts²⁸.</p>
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II. Historical and Archaeological Importance of Al-Fustat

The Greco-Roman rule in Egypt came to an end in 641 A.D., when the Arab Muslims army great leader Amr Ibn Al-‘As captured Alexandria. Upon the capture of Alexandria, the great general Amr Ibn Al-‘As chose a new site to settle his men near the Byzantine Fortress of Babylon²⁹, the new settlement received the name of Al-Fustat³⁰, where his army had camped during the siege of the Roman fort of Babylon.

Al-Fustat³¹ was located on the east bank of the Nile River, south of modern Cairo. It was the first Islamic capital of Egypt housing the mosque of Amr Ibn Al-‘As, also known as Taj al-Jawamia "The crown of mosques", which was built in 642 A.D. to be the first mosque ever built in Egypt and Africa. Nowadays, the remains of the city of Al-Fustat with its mosque mark the site of Old Cairo³².

The site was an important center of trade, commerce and crafts such as pottery craft (Fig. 8), textile industry, and leather tanning³³. It was occupied with a diverse population that included Muslims, Christians, and Jews.

Overtime, Al-Fustat grew in both size and importance, and it became a center of learning and culture until it was largely destroyed in the 10th Century³⁴. Currently, the site of Al-Fustat is being preserved and developed³⁵.

III. Historical and Archaeological Importance of Old Historic Cairo

Old Historic Cairo is an incredible distinctive historical place loaded with many notable archaeological sites, such as mosques and churches among other interesting archaeological attractions³⁶ characterized by its various architectural designs and artistic styles turning the city into an open-air museum near the National Museum of Egyptian Civilization (Fig. 9). Therefore, the existence of the National Museum of Egyptian Civilization would strongly help

²⁷ Mahrous Elsanadidy (2020), "The National Museum of Egyptian Civilization and its Temporary Exhibition in 2017", *IJASWA* 3, issue 2, pp. 23-24; ٢٠٢٠، الهيئة العامة للتنمية السياحية

²⁸ المتحف القومي للحضارة المصرية، ص. ٨.

²⁹ Sheehan, P. (2010), *Babylon of Egypt*. AUC Press, Cairo.

³⁰ Wladyslaw, B.K. (2016), *Al-Fustat. Its Foundation and Early Urban Development*, AUC Press.

³¹ George, T.S., *Fustat Expedition Final Reports* 8 Vols. American Research Center in Egypt 1965-1975; ALSayyad, N. (2011), *Cairo, Histories of a City*, The Belknap, Harvard University Press.

³² Carolyn, L. and Morris, J. (eds.) (2007), *The History and Religious Heritage of Old Cairo. Its Fortress, Churches, Synagogue, and Mosque*, AUC Press, Cairo.

³³ Mahrous Elsanadidy (2020), "The National Museum of Egyptian Civilization and its Temporary Exhibition in 2017", *IJASWA* 3, issue 2, p. 22.

³⁴ Wladyslaw, B.K. (2016), *Al-Fustat. Its Foundation and Early Urban Development*, AUC Press, pp. 58-70.

³⁵ Karim, K. (2019), "Re-considering Al-Fustat: Urban Development in Old Cairo in Reaction to Mega Projects", *SBE16-Cairo 2016*, Conference paper, April 2019, Researchgate.net.

³⁶ Carolyn, L. and Morris, J. (eds.) (2007), *The History and Religious Heritage of Old Cairo. Its Fortress, Churches, Synagogue, and Mosque*, AUC Press, Cairo.

in shedding light on the beauty and glance of old historic Cairo and achieving tourism development in the region³⁷ (Fig. 10).

Potential Tourist Attractions in the Area

The Mosque of Amr Ibn Al-‘As (Fig. 11), the first building erected in the new capital city Al-Fustat. Originally, it was nothing more than a large open court surrounded by mud brick walls and a roof made of palm branches³⁸. Over the years, the mosque had been restored, expanded and renovated many times to be almost replaced by a new large mosque marks the location of the original mosque and sustaining its historical significance. Nowadays, the mosque is entered through a portal located in the west side³⁹.

The Hanging – Muallaqa "Suspended" – Church (Fig. 12), Mar Girgis area is one of the most important areas in Old Cairo⁴⁰. It houses many churches such as the Hanging Church and Abu Serga Church. The hanging church was built over the cave in which the Holy Family took shelter during their journey in Egypt⁴¹. The church was known so because it was built over the Roman Fortress of Babylon. It is the most famous Coptic Christian church in Cairo, and most probably, the first built in Basilica style. The main body of the current church characterized with its notable timber wagon-vaulted roof covering its nave⁴².

Abu Sirga Church (Fig. 13), it was built after the Basilica Style and upon the martyrdom of the soldier-saints Sergius and Bacchus during the 4th century in Syria⁴³. Furthermore, the church enjoys significant historical importance as it is associated with the Holy Family's journey through Egypt proved by the existence of an underground crypt where the holy family reposed⁴⁴.

Ben Ezra Synagogue (Fig. 14), the oldest Jewish temple stands in Old Cairo among the Coptic Churches. The site is believed to be the place where Baby Moses's box was found in a very deep well at the back of the synagogue⁴⁵. Through centuries, the Synagogue received extensive restorations and renovations until it reached its present state⁴⁶.

One of the attractions at Ben Ezra Synagogue is the Genizah, a room that was discovered during reconstruction, and which revealed thousands of original documents reflecting political, economic and social conditions of Jews under the Arab rule of Egypt that is why the synagogue is also known as Al-Genizah synagogue⁴⁷.

³⁷ Karim K. (2019), "Re-considering Al-Fustat: Urban Development in Old Cairo in Reaction to Mega Projects", SBE16-Cairo 2016, Conference paper, April, Researchgate.net.

³⁸ Behrens-Abouseif, D. (1989). "Early Islamic Architecture in Cairo." In *Islamic Architecture in Cairo: An Introduction*, pp. 47-57. Leiden; New York: E.J. Brill.

³⁹ Creswell, K. A. C., *Early Muslim Architecture*. Vol. 1. Pt.1. New York: Hacker Art Books, 1979.

⁴⁰ Carolyn, L. and Morris, J. (eds.) (2007), *The History and Religious Heritage of Old Cairo. Its Fortress, Churches, Synagogue, and Mosque*, AUC Press, Cairo.

⁴¹ <http://www.coptic-cairo.com/oldcairo/church/sarga/sarga.html>

⁴² Butler, A. J. (1884), *Ancient Coptic Churches of Egypt* (Volume 1), Oxford at the Clarendon Press, p. 206-235.

⁴³ <http://www.coptic-cairo.com/oldcairo/church/sarga/sarga.html>

⁴⁴ Butler, A. J. (1884), *Ancient Coptic Churches of Egypt* (Volume 1), Oxford at the Clarendon Press, p. 181-204.

⁴⁵ Amitav, G. (1996), Fortifications and the Synagogue: The Fortress of Babylon and the Ben Ezra Synagogue, Phyllis, L. (ed.), Book Review, "American Journal of Archaeology", Vol. 100/4, p. 808.

⁴⁶ <https://arce.org/project/egypts-synagogues-past-present/>

⁴⁷ Stefan, C.R., (2000), *A Jewish Archive from Old Cairo: The History of Cambridge University's Genizah Collection* (London: Routledge).

Khan el-Khalili Bazar (Fig. 15), a market that was first established in the Mameluk era and it is full with different handmade crafts where the tourists can enjoy a walk through its alleys buying souvenirs⁴⁸.

Ain Al-Sera Lake (Fig. 16), is an attractive natural sulphate lake rich with minerals and which extends for 30 acres. The lake was formed as a result of series of earthquakes upon which the earth had burst causing underground water to rise to the surface⁴⁹. Unfortunately, the water suffers from pollution being mixed with sewage water, yet, if it was treated it would offer entertainment and meditation programs for the visitors as well as using it in healing purposes due to its richness with minerals and sulphate⁵⁰. Ain Al-Sera was covered with slums. Nowadays, it is greatly developed to offer an attractive destination with different services⁵¹.

Telal Al Fustat Park (Al-Fustat Hills Park) (Fig. 10), is one of the biggest and spacious green surfaces in the Middle East. It lies to the north of the museum, and near the religious complex. The park was built upon an area of 2 million km², and planted with million different types of trees after clearing out the slums. It is considered to be a comprehensive tourist green resort adding to the historical city of Al-Fustat an environmental importance serving and supporting the cultural one⁵². Indeed, the park would offer many entertainment activities related to the area and depending on its heritage. The aim is to connect the park with the surrounding historical sites through a grid of well-planned roads, parking area, and above all hotels providing panoramic view of the Archaeological and historical sites surrounding the area⁵³.

IV. Field Study

A questionnaire was made consisting of four axes, in which the first axe included 8 statements about the availability of basic services at the National Museum of Civilization in Al-Fustat. The second axis contained 7 statements related to the various benefits of visiting the museum, which stimulates and revitalizes tourism to Old Cairo. The third axis includes 5 statements about the challenges facing the museum in stimulating its tourism movement. The fourth axis contains 5 statements about the measures taken by the state to enhance the role of the museum in stimulating the tourism movement to Old Historic Cairo.

The questionnaire also included a question to the investigators and tourist experts about their proposals for achieving sustainable development in the region.

A *five-level Likert scale* was used in the study. The responses varied between (5 strongly agree or, 4 agree, 3 neutral, 2 disagree, 1 totally disagree). A total of 150 questionnaires were distributed to tourist guides and academics in tourism colleges and institutes, hotels, tourism experts and employees of the Ministry of Tourism and Antiquities. The number of the valid survey questionnaires was 138, about 92 % of the total number, a number of 12 invalid forms were excluded.

⁴⁸ Seif, O., Spencer, J. (1991). *Khan Al-Khalili: A Comprehensive Mapped Guide to Cairo's Historic Bazaar*. American University in Cairo Press; <https://www.memphistours.com/Egypt/Egypt-Wikis/Cairo-Attractions/wiki/Khan-El-Khalili>

⁴⁹ Ehsan, A. (2013), *Ain al-Sira Site Analysis*, AUC Press, pp. 5-10.

⁵⁰ Ehsan, A. (2013), *Ain al-Sira Site Analysis*, AUC Press, p. 5-6.

⁵¹ "Old Cairo's Ain el-Sira: From a slum area into tourist destination", *Egypt Today*, wed, 07 Apr. 2021. <https://www.egypttoday.com/Article/1/100636/Old-Cairo%E2%80%99s-Ain-el-Sira-From-a-slum-area-into>

٩-٨. المتحف القومي للحضارة المصرية، ص.

⁵³ Karim Kesseiba (2019), "Re-considering Al-Fustat: Urban Development in Old Cairo in Reaction to Mega Projects", *SBE16-Cairo 2016*, Conference paper, April 2019, Researchgate.net, p. 5, Fig. 3.

- **Data and Results analysis**

Statistical analysis software (SPSS Statistics V.22) was used for interactive data analysis, extracting frequencies, percentages, averages, standard deviation, coefficient of difference, as well as statistical correlation between variables using correlation coefficient.

- **Results and Discussion**

Stability and internal validity test for the study items (Cronbach alpha)⁵⁴: To verify the validity and consistency of the study sample, Cronbach alpha was used to measure the internal correlation of the study variables used. The results showed that its value ranged between (0.752 - 0.792), which is statistically acceptable, as shown in the following table.

Table No. (2) shows Cronbach's alpha coefficient for the questionnaire axes.

Reliability Statistics

	Axes – Items	N. of Items	Cronbach's Alpha
1	Availability of basic services in the museum	7	.792
2	Various benefits of visiting the Museum, which stimulates and revitalizes tourism to the historic Cairo area	7	.786
3	Obstacles facing the museum	8	.772
4	Procedures taken by the country to enforce the role of the museum in stimulating tourism to old Cairo	5	.752

The results indicate that Cronbach's alpha coefficient for the axes of the questionnaire is higher than 0.7, which reflects the validity of the questionnaire and its reliability in giving accurate and stable results if used in different circumstances.

- **Descriptive Analysis and Results**

The first axis: the availability of basic services in the National Museum of Civilization in Al-Fustat.

Table No. (3): The services available in the museum

Item	Strongly Agree	Agree	Neutral	Disagree	Totally Disagree	Mean	Standard Deviation
Cleanliness and security	106	32				4,708	,424
Galleries and halls	51	77	10			4.30	.597
Information about collection	64	52	10	2		4.36	.683
Educational, cultural, social services	62	69	7			4.40	.683
Tour guides with different languages	83	41	13	1		4.49	.697
Artifacts from different historical eras	70	57	7	2	2	4.38	.777
Kids workshops	49	58	25	5	1	4.08	.863
Employees behavior towards tourists	2	85	47	4		3.38	.571
Overall Average						4,271	0,363

⁵⁴ Cronbach's alpha is a measure used to assess the reliability, or internal consistency, of a set of scale or test items. In other words, the reliability of any given measurement refers to the extent to which it is a consistent measure of a concept, and Cronbach's alpha is one way of measuring the strength of that consistency.

- The results of Table No. (3) indicate that the general arithmetic mean of the opinions and responses of the sample towards the services available in the various museums of the National Museum of Civilization amounted to 4,271, at a standard deviation of ,363, which confirms that the sample in question agrees strongly according to the weighted arithmetic mean shown in the table No. (2) showing that:
- The cleanliness of the museum and the provision of security: the arithmetic mean of the sample's opinions towards this element was 4,708, and the standard deviation for it was 424.
- The spaces, halls and lobbies of the museum: the arithmetic mean of the sample's opinions towards this element was 4.30, and the standard deviation for it was 597.
- The available information about the museum's holdings: the arithmetic mean of the sample's opinions towards this item was 4.36, and the standard deviation for it was 683.
- The museum's educational, cultural and social activities: the arithmetic average of the sample's opinions towards this element was 4.40, and the standard deviation for it was 683.
- Availability of tour guides in different languages: the arithmetic mean of the sample's opinions towards this item was 4.49, and the standard deviation for it was 697.
- The presence and availability of artifacts from different historical eras: the arithmetic mean of the sample's opinions towards this item was 4.30, and the standard deviation for it was 777.
- Existence and availability of simulation training workshops for children: the arithmetic mean of the sample's opinions towards this element was 4.08, and the standard deviation for it was 863.
- The behavior of museum staff towards visitors: the arithmetic mean of the sample's opinions towards this item was 3.38, and the standard deviation for it was 571.
- Accordingly, the field study agrees with the theoretical study of (Mervat Maher and Mahrous Elsanadidy)

Table No. (4) the different benefits of visiting the National Museum, which stimulates and revitalizes tourism to the historic Cairo area.

Item	Totally Agree	Agree	Neutral	Disagree	Totally Disagree	Mean	Standard deviation
Increasing gains from foreign income	76	45	14	3		4.41	.761
Encouraging investment in tourism infrastructure	80	55	3			4.58	.541
Providing employment opportunities	72	50	14	2		4.39	.729
Stimulating and revitalizing promotion of tourism in the surrounding area	68	60	10			4.42	.626
Raising and increasing awareness of the cultural, tourism and civilizational importance of the museum	90	45	3			4.63	.528
Participating in various social activities	57	66	14	1		4.30	.677
Encouraging investment in tourism projects	79	50	7	2		4.49	.664
Overall Average						4.456	0,391

The results of Table No. (4) indicate that the general arithmetic mean of the sample's opinions and responses towards the various benefits of visiting the National Museum of Civilization and activating tourism for the historic Cairo area is 4.456, and a standard deviation of 0.391, which confirms that the sample under study agrees according to the weighted arithmetic mean shown in Table No. (2) The order from the point of view of the sample is as follows:

- Increasing material gains from foreign income: the arithmetic mean of the sample's opinions towards this element was 4.41, and the standard deviation for it was 761.
- Encouraging investment in tourism infrastructure: the arithmetic mean of the sample's opinions towards this element was 4.58, and the standard deviation for it was 541.
- Providing job opportunities for the local population: the arithmetic mean of the sample's opinions towards this element was 4.39, and the standard deviation for it was 729.
- Stimulating and revitalizing the promotion of tourism in the surrounding area: the arithmetic mean of the sample's opinions towards this element was 4.42, and the standard deviation for it was 626.
- Raising awareness of the cultural, touristic and civilizational importance of the museum: the arithmetic mean of the sample's opinions towards this element was 4.63, and the standard deviation for it was 528.
- Participation in various social activities: the arithmetic mean of the sample's opinions towards this element was 4.30, and the standard deviation for it was 677.
- Encouraging investment in tourism projects: the arithmetic mean of the sample's opinions towards this element was 4.49, and the standard deviation for it was 664.

Accordingly, the field study agrees with the theoretical study of (Mervat Maher and Abdel Moniem), confirming that there are many different benefits to visiting the National Museum, which stimulates and revitalizes tourism to the historic Cairo area.

Analyzing Table No. (5) Challenges facing the museum in revitalizing its tourism movement

Item	Totally Agree	Agree	Neutral	Disagree	Totally Disagree	Mean	Standard deviation
Lack of awareness and education of the local population	24	30	28	40	16	3.04	1.295
Exploitation of tourists	25	20	11	49	33	2.67	1.446
Lack of touristic services	19	20	19	53	27	2.64	1.332
Lack of information about the area and the museum	18	24	19	53	24	2.70	1.304
Shortage in marketing and promotion of Museum and its importance	30	31	24	34	19	3.14	1.373
Overall Average							

The results of Table No. (5) indicate that the general arithmetic mean of the opinions and responses of the sample towards the challenges facing the museum in activating its tourism movement reached 2.840, at a standard deviation of 1.153, which confirms that the sample

under study agrees according to the arithmetic mean indicated in Table No. (2) That the order from the point of view of the sample is as follows:

- Lack of awareness and education of the local population: the arithmetic mean of the sample's opinions towards this element was 3.04, and the standard deviation of the sample's opinion was 1.295.
- Exploitation of tourists: where the arithmetic mean of the sample's opinions towards this element was 2.67, and the standard deviation for it was 1.446.
- Lack of tourism services: the arithmetic mean of the sample's opinions towards this item was 2.64, and the standard deviation for it was 1.332.
- Lack of information about the region and the museum: where the arithmetic mean of the sample's opinions towards this element was 2.70, and the standard deviation for it was 1.304.
- Shortage in marketing and promotion of the National Museum of Civilization and its importance: the arithmetic mean of the sample's opinions was about 3.14, and the standard deviation for it was 1.373.

Based on this, the field study agrees with the theoretical study of (Mervat Maher) ensuring that there are many challenges facing the museum in activating its tourism movement.

Table No. (6) Measures taken by the state to enhance the museum's role in stimulating tourism to Historic Cairo

Item	Totally Agree	Agree	Neutral	Disagree	Totally Disagree	Mean	Standard deviation
Awareness programs for the local population	86	44	8			4.27	.856
Providing local income for the residents of the tourist area	47	51	30	10		4.10	.801
Involving and integrating local communities with the aim of improving livelihoods and reducing poverty	66	41	31			4.46	.645
Taking into account the cultural heritage, values, customs and traditions of the people of the region	72	40	26			4.54	.616
Inclusion of the museum in the agenda of activated tourism programs	43	41	22	32		4.34	.785
Overall Average						4.35	.538

The results of Table No. (6) indicate that the general arithmetic mean of the opinions and responses of the sample towards many of the measures taken by the state to enhance the role of the museum in stimulating the tourism movement to Historic Cairo. It reached 4.35 at a standard deviation of 0.538, which confirms that the sample under study agrees according to the weighted arithmetic mean shown in Table (2) that the order from the sample's point of view is as follows:

- Awareness programs for the local population: where the arithmetic mean of the sample's opinions was 4.27, and the standard deviation for it was 856.

- Providing local income for the population of the tourist area: where the arithmetic mean of the sample's opinions was 4.10, and the standard deviation for it was 801.
- Involving and integrating local communities with the aim of improving livelihoods and reducing poverty: The arithmetic mean of the sample's opinions was 4.46, and the standard deviation for it was 645.
- Taking into account the cultural heritage, values, customs and traditions of the people of the region: the arithmetic mean of the sample's opinions was 5.46, and the standard deviation for it was 616.
- The museum is included in the agenda of active tourism programs: where the arithmetic mean of the sample's opinions was 4.34, and the standard deviation for it was 758.

Accordingly, the field study agrees with the theoretical study of (Karim Kesseiba) showing several measures taken by the state to enhance the role of the museum in revitalizing the tourism movement to historic.

Table (7): Test the significance of the research axes (CHI-square test)

Item	CHI-Square	Sig
Museum Cleanliness and Security	93.681	,,***
Museum Halls and Galleries	49.609	,,***
Information about the museum collection	95.159	,,***
Museum Educational, Cultural, and social activities	50.130	,,***
Tour guides in different languages	115.333	,,***
Artifacts dates to different historical eras	159.319	,,***
Kids workshops	94.464	,,***
Employees behavior towards tourists	136.029	,,***
Increasing material gains from foreign income	94.058	,,***
Encouraging investment in tourism infrastructure	67.087	,,***
Providing employment opportunities for the locals	90.522	,,***
Stimulating tourism promotions in the surrounding areas	42.957	,,***
Raising and increasing awareness of cultural tourism and the civilizational importance of the museum	82.304	,,***
Participating in various social activities	88.145	,,***
Encouraging investment in tourism projects	116.899	,,***
Lack of awarness and education of the locals	11.130	,,***
Exploitation of tourists	29.971	,,***
Lack of touristic services	30.841	,,***
Lack of information about the area and the museum	30.333	,,***
Shortage in marketing and the promotion of the museum and its importance	5.261	,,***
Awareness programs for the locals	37.000	,,***
Providing local incomes for the residents of the tourist area	36.545	,,***
Involving and integrating local communities with the aim of improving livelihood and reducing poverty	36.236	,,***
Putting into consideration the cultural heritage, values, customs and traditions of the people of the region	47.473	,,***
Inclusion of the museum in the agenda of activated tourism program	129.855	,,***

*Correlation at a significant level of 0.05 or less

The results of Table No. (7) indicate that there are no significant differences between the opinions of the sample and their agreement on the statements mentioned in the table, where the level of significance was less than 0.05 for all statements. It activates tourism in the Old Cairo

area, and presents the challenges facing the museum in activating the tourism movement in the region, while presenting many measures taken by the state to enhance the role of the museum in activating the tourism movement in Historic Cairo.

Table No. (7) reflects the relationship between the availability of basic services in the museum and the many different benefits of visiting the museum, which stimulates and revitalizes tourism to the Old Cairo area.

Table (8): Analyzing the correlation coefficient (Pearson) between the study variables

Correlation

The various benefits of visiting the museum that stimulate and revitalize tourism to the Old Cairo	The availability of basic services in the museum			
533**	1000	Pearson correlation	The availability of basic services in the museum	Spearman
...	,...	Sig. (2-tailed)		
138	138	N		
1000	** ;533	Pearson correlation	The various benefits of visiting the museum	
...,	Sig. (2-tailed)		
138	138	N.		

*D at the level of 0.05 or less.

Through table No. (8) it is clear that there is a relationship between the availability of the basic services of the museum and the various benefits that stimulate and revitalize tourism to the Old Cairo area, as the level of significance reached 0,000, which is less than 0.05, at a degree of confidence of 99% and an error rate of 0.01. The correlation coefficient was 0.533, which indicates the direct relationship between the availability of basic services for the museum and the various benefits that stimulate and activate tourism in the Old Cairo area.

Table No. (9) The relationship between the challenges facing the museum in revitalizing its tourism movement and the measures taken by the state to enhance the role of the museum in revitalizing the tourism movement to Historic Cairo.

Measures taken by the country to enhance the museum's role in stimulating tourism to Old Historic Cairo	The challenges facing the museum in revitalizing its tourism			
,203*	1000	Correlation	The challenges facing the museum in revitalizing its tourism	Spearman
...	,...	Sig.		
138	138	N.		
1000	*,203	Correlation	Measures taken by the country to enhance the museum's role in stimulating tourism to Old Historic Cairo	
...,	Sig.		
138	138	N.		

Where the significance level reached 0,000, which is less than 0.05, at a confidence level of 99% and an error rate of 0.01. The correlation coefficient was 203, which indicates the direct relationship between the challenges facing the museum in stimulating its tourism movement and the measures taken by the state to enhance the role of the museum in stimulating the tourism movement to Historic Cairo.

Table (10) : The regression of the impact of the measures taken by the country to enhance the role of the museum in stimulating tourism movement to Historic Cairo confronting the challenges facing the museum in stimulating tourism movement to it.

Std. error of the estimate	Std. of estimate	Regression (R ²)	R.	N
.80633	.032	.041	.203	1

Through Table No. (10) we find that the coefficient of determination has a value of 041, while the corrected coefficient of determination was 032, and the decrease in the difference between them confirms the accuracy of the results at a standard error of 80633, and accordingly it can be concluded that the independent variable is the effect of the measures taken by the state to enhance the role of the museum in stimulating the tourism movement to Old Historic Cairo affects the dependent variable, which is the challenges facing the museum in activating the tourism movement for it by 3.2.

VI: Result

Several proposals and suggestions seek to open new markets to stimulate cultural tourism and visit the National Museum of Civilization:

First: Efforts made by the Ministries of Tourism and Antiquities:

They launched several initiatives to promote and revitalize cultural tourism, such as “Know Your Country”, which was launched during the month of December 2020 to raise citizens tourism awareness and enrich their knowledge and experiences with the tourism and archaeological potentials of their country.

Another initiative is “Our Story” targeting cultural development and community communication, and its aim was to develop tourism and archaeological awareness among school students at all educational levels: through the implementation of a number of visits to tourist and archaeological sites in the various governorates of Egypt, and during the visit they are linked to modern archaeological discoveries.

In addition to programs for tourist groups, while continuing the maintenance of archaeological holdings, and reducing the fees for visits to museums and archaeological areas, continuing to announce and promote recent archaeological discoveries, including their visits to activate the role of Egyptian tourism activation offices abroad in introducing the Egyptian tourism product and its distinctive characteristics.

The Egyptian state has also succeeded in recovering large numbers of smuggled antiquities outside the country in the recent period, in order to combat illegal trafficking in cultural property and recover smuggled antiquities, so 5,300 artifacts were recovered from America, France, Spain, Canada and others from the country.

Second: several suggestions to activate the visit to the museum

- Developing a plan to market the museum's services and activities internally and externally to increase the museum's resources.
- The need for coordination between tourism companies and museums in scheduling museum visits so as not to create a crowding crisis inside the museum.
- Conducting introductory seminars on cultural tourism areas, including museums, and spreading tourism culture to members of the local community.
- Paying attention to the road and transportation network to and from cultural tourism areas in general and the museum in particular, developing infrastructure and public facilities, and providing all tourism facilities and services.
- Coordination of tasks and roles between the competent authorities and ministries entrusted with the museum.
- Providing the necessary funding and support for the advancement and development of museums.
- spreading interest in teaching museology in schools, universities and institutes, in order to find specialized cadres later able to work on developing the museum profession.

Third: The results of the development and promotion of visiting the National Museum of Civilization:

- -Raising the level of tourism services, and increasing the tourism movement to Egypt.
- Attracting new segments of tourists and diversifying the Egyptian tourism product.
- Increasing tourism revenue and raising the standard of living for the local community.
- Increasing job and employment opportunities and increasing the number of tourist nights.
- Spreading the tourism culture among the members of society and improving the competitive position of museums and then including them on the tourism map.

VI Research results:**The study reached many results, including:**

- 1- Ensuring that Egypt is a distinct destination for cultural tourism.
- 2- Visitors agreed that the museum is one of the prominent elements of cultural tourism attractions, as it includes a number of different collections that testify to the civilization of Egypt.
- 3- Entrance fees to the museum were between very good and good, as visitors considered them symbolic prices suitable for all groups of society.
4. The information available about the museum's holdings was good and contained a full explanation and more detailed information. It contains all forms and times of civilizations, starting from the prehistoric era, passing through the Pharaonic era, then the Greek and Roman eras, up to the modern, Islamic and Coptic eras, until it became an integrated cultural museum.
- 5- The cleanliness of the museum and its holdings were between excellent and very good.

VIII. Recommendations:

- Preparing a media plan to spread awareness of the importance of cultural tourism and the significant role of the MTV in this matter.
- Developing the contribution of museums in spreading tourism and civilizational culture among children and youth.

- Implementing quality, definition and promotion programs to correct some misconceptions and positively influence the attitudes of individuals and increase their respect and appreciation for the museum.
- Raising awareness of the importance of the museum and its role in spreading culture tourism, and attracting tourists through various channels with the aim of attracting the activities of the public and private sectors and dedicating the support of officials, decision makers and various members of society.
- Providing catalogue for the holdings of the museum.

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Fig. 1: The National Museum of the Egyptian Civilization

(After <https://nmec.gov.eg/mission-vision/>)



Fig. 2: NMEC Facilities



Fig. 3: NMEC overlooking lake Ain al-Sira
(After <https://nmec.gov.eg/photo-gallery/>)



Fig. 4: The Royal Mummies Parade
(After <https://nmec.gov.eg/photo-gallery/>)



Fig. 5: Main Hall
(After <https://nmec.gov.eg/photo-gallery/>)



Fig. 6: Textile Hall

(After <https://nmec.gov.eg/egyptian-textile/>)



Fig. 7: Archaeological Dye

(After <https://nmec.gov.eg/photo-gallery/>)



Fig. 8: Al-Fustat Craft Center

(After <https://nmec.gov.eg/photo-gallery/>)

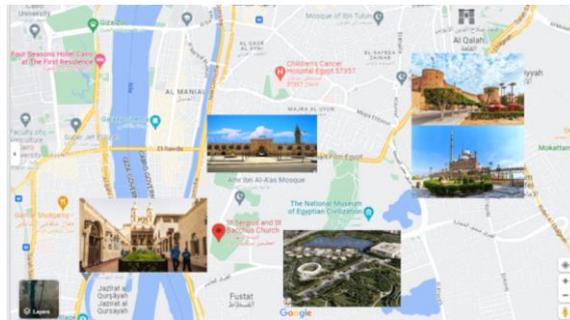


Fig. 9: Archaeological and historical sites surround NMEC



Fig. 10: Area developing surrounding NMEC
(After Karim, K. (2016), Fig. 3)



Fig. 11: Mosque of Amr Ibn Al-‘As

(After <https://egymonuments.gov.eg/monuments/the-mosque-of-amr-ibn-al-as/>)



Fig. 12: The Hanging Church

(After <http://www.coptic-cairo.com/oldcairo/church/mollaqa/mollaqa.html>)

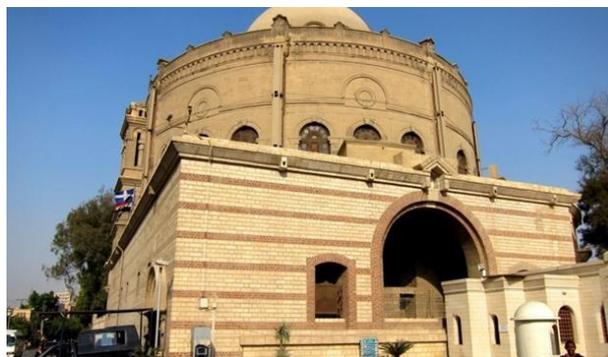


Fig. 13: Abu Sirga Church

(After <https://www.sis.gov.eg/Story/116390?lang=en-us>)

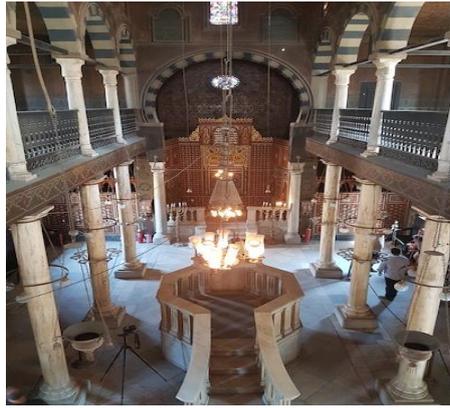


Fig. 14: Ben Ezra Synagogue

(After <https://arce.org/project/egypts-synagogues-past-present/>)



Fig. 15: Khan El-Khalili Bazar

(After <https://www.memphistours.com/Egypt/Egypt-Wikis/Cairo-Attractions/wiki/Khan-El-Khalili>)



Fig. 16: Ain Al-Sera Lake within the NMEC

(After Ehsan, A. (2013), p.25)



تقييم دور المتحف القومي للحضارة في تنشيط حركة السياحة للقاهرة التاريخية

أسيل نجاتي
تحية طلال
المعهد المصري العالي للسياحة والفنادق - مصر الجديدة

المخلص	معلومات المقالة
<p>يعد المتحف القومي للحضارة المصرية بالفسطاط متحفا عاكسا لجميع مراحل تطور الحضارة المصرية عبر العصور. وتقرده المتحف بموقعه الاستراتيجي الممتاز بأولى عواصم مصر الإسلامية مدينة الفسطاط وبالقرب من مجمع الأديان. ومما لا شك فيه ان موقع المتحف الفريد قد ساهم في تنشيط حركة السياحة للقاهرة التاريخية.</p> <p>ومما لا شك فيه ان افتتاح متحف الحضارة بالفسطاط أسهم في تنمية المنطقة حول محيط المتحف مما يضيف دور جديد الى الأدوار المتعددة التي تلعبها المؤسسات المتحفية متمثلا في تطوير وتنمية المناطق المحيطة بها ورواجها سياحيا مستهدفا بذلك جحافل الزائرين على النطاق المحلي والدولي على حد سواء باعتباره أحد المقومات السياحية الحديثة ضمن البرنامج السياحي للمنطقة، حيث ان المتحف القومي للحضارة بالفسطاط متحفا فريدا من نوعه كونه جامعا وشاملا لتاريخ الحضارة المصرية على مر عصورها ممتدا من العصور القديمة وصولا الى العصور الحديثة.</p> <p>ومن هنا ظهرت أهمية البحث في كيفية مساهمة المتحف القومي للحضارة بالفسطاط على اثناء وتنمية المنطقة المحيطة ووضعها على الخريطة السياحية المحلية والعالمية، وكيف ساهم في اضافة دور جديد وهو الدور التنموي الى الأدوار المتعددة التي تلعبها المتاحف. وهو ما يثبت أن الثقافة والتراث يلعبان دور هام في التنمية السياحية.</p> <p>ويهدف البحث إلى تسليط الضوء على دور المتحف في تحفيز وتنشيط السياحة لإدراجه ضمن البرنامج السياحي لإحياء القاهرة التاريخية الإسلامية واستعادة مكانة القاهرة كعاصمة تاريخية وثقافية وسياحية، وتحديد العقبات التي تواجه التسويق للمنطقة بالكامل لوضع الحلول والمقترحات التي تزيد من فرص الاستفادة من ذلك المعلم السياحي الجديد.</p> <p>وتوصلت الدراسة إلى ضرورة رفع الوعي المحلي والدولي بأهمية ومكانة المتحف القومي للحضارة بالفسطاط وتحويله للمنطقة من العشوائية إلى مقصد سياحي حضاري يضاهي أجمل المناطق السياحية في العالم، وذلك ضمن خطة الدولة المصرية لتنمية وتطوير المناطق التاريخية التي تسلت إليها العشوائية بفعل سنوات طويلة من الاهمال، وتحسين وضع الخطة الترويجية لتحفيز وخلق دوافع جديدة للجذب السياحي والمزيد من الفرص.</p>	<p>الكلمات المفتاحية المتحف؛ المتحف القومي للحضارة؛ الفسطاط؛ متحف الحضارة؛ القاهرة التاريخية؛ تنشيط السياحة.</p> <p>(JAAUTH) المجلد ٢٤، العدد ٢، (٢٠٢٣)، ص ٤١٤-٤٣٦.</p>