



Tourism Development of Abd El-Majid Pasha Seif Al-Nasr Palace In El Minya (Egypt)

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Abstract

Egypt has a wealth of archaeological heritage palaces, which qualifies it to be a leading country in palaces tourism. The Minya Governorate, which is blessed with a large abundance of palaces and heritage buildings dating back to different periods of time, is not properly exploited, and which possesses the elements of international tourist palaces, as it can compete greatly in the field of palace tourism. Palaces tourism is seen as a kind of heritage-focused tourism that caters to tourists with specialized interests. Germany is the most well-known nation that is drawn to this style of tourism. It is also one of the tourism types that attracts numerous visitors from all over the world due to its distinctive style. One of the most prominent palaces that can be developed and exploited for tourism is the palace of Abd El-Majid Pasha Seif Al-Nasr, which is considered an archaeological wealth because it crossed the 100-year barrier of construction, in addition to its excellent architecture and the importance of the historical events that passed through it. This research aims to cast light on one of the historical places and a unique palace in El Minya governorate as an example of Palaces Tourism.

Keywords: Palaces Tourism – El Minya Governorate - Palace of Abd El-Majid Pasha Seif Al-Nasr

Introduction

The historical and touristic importance of Minya comes from the fact that all ages of the Egyptian history: Old Kingdom, Middle Kingdom, New Kingdom, Greco-Roman, Coptic and Islamic periods, have left great and everlasting monuments everywhere (Study in Egypt, 2020). Minya includes many archaeological areas and important tourist attractions, including the Area of Antiquities of Ashmonin - northwest of the center of Mallawi and the area of antiquities of Bani Hassan, which is located south of the city of Minya about 20 kilometers, in addition to the area of Deir Jabal Al-Tayer, which includes one of the itineraries of the Holy Family, as well as the area of antiquities of Bahnsa, which is located 16 km from the center of Bani Mazar, an ancient archaeological city where many of the papyrus dating back to the Greco-Roman era were found. (Alam Eddin, 2021) By the end of the 19th century and the beginning of the 20th century, the upper-class families in Minya governorate big landowners, merchants and senior officials built splendid palaces and houses in the districts and villages of the governorate. Among the most

prominent palaces are those of AlSharaia family in Samalout, Al-Abdelrazik family in Beni-Mazar and Seif El-Nasr family in Mallawi (Al-Minya governorate portal, 2018). These palaces and houses, chiefly built in the district capitals and a few of them in the villages, are a mixture of local and foreign styles, especially italicized. Some of them were subsequently and until now used as public services. Also, some magnificent buildings were built for governmental use, like Minya Secondary School, the headquarters of Minya governorate, which was originally a museum and Banque Misr. The architectural and decorative forms of these palaces and houses vary according to their location and styles (Abullah, n.d.). Palaces tourism is one of the most important types of expensive tourism and it has fans in large numbers throughout the world, Palaces are large and often extravagant buildings that serve as the home of royal dynasties that ruled vast territories of land. Steeped in history, palaces are common in popular fairy tales and fables, and are therefore often fascinating to the general public. Thus, it is not surprising that given the chance, many people would like to visit a palace. Many former royal residences have been converted to museums and are now open to the public, and have become popular tourist destinations (Sen Nag, 2019). Egypt is one of the most important countries that possess historical palaces which tells different events from the history linked to the world (Ashraf, 2018). With a large number of heritage palaces in Minya Governorate, it is possible to develop this type of tourism there (Abdullah, n.d.).

Minya was seldom ever listed in travel guides during the nineteenth and early twentieth centuries since it was not a must-see location for tourists. However, the peak of the city occurred in the first half of the 20th century when it emerged as a winter resort for Cairo residents travelling to their neighboring farms. It is also one of the few cities in Upper Egypt that has a great architectural legacy from the twentieth century (Saif, 2015). The wealthy families of the Minya Governorate, including large landowners, businessmen and senior officials, constructed magnificent palaces and homes in the governorate's districts and villages at the turn of the 20th century. The palaces of the Al-Sharaia family in Samalout, the Al-Abdelrazik family in Beni-Mazar, and the Seif El-Nasr family in Mallawi are some of the most notable (Abdullah, n.d.).

Minya Governorate is one of the governorates that includes a large percentage of historical monuments and palaces (Abdul Ghaffar, 2017). The establishment of some European-style palaces appeared, which began to be associated with modern imported Western styles and to abandon the traditional local character. Thus, a huge stock of European-style palaces arose in Egypt in general, as well as the Minya centers in Upper Egypt. And that in the period between (1850 to 1952) (Abu Ela, 2015).

The Problem of the Study

Minya Governorate, with its various centers and villages, has a great variety of historical relics and cultural heritage, but tourism industry is very limited. The majority of tourism patterns in Minya are available but we didn't give it any interested. Although there are a large number of palaces based on different styles that combine local and foreign styles, they are left to be demolished, removed, or used for public services or governmental uses, in addition to poor exploitation and investment in tourism, and a lack of sense and awareness of historical and cultural significance.

Importance of the Study

The development of tourism activity needs the cooperation of all elements, capabilities and efforts working in the field of tourism, so any planning for tourism development should aim to develop programs for the use of places, areas and materials tourism, and then develop them to be excellent tourist centers that attract tourists to them. The study aims to develop the palaces of the Minya Governorate and use them as a tourist destination, to benefit the country by increasing national income, raising awareness of the region's historical importance of this cultural heritage and enjoying it as a leisure activity.

Objectives of the Study

The aims of this study are to

- 1.Focus on the importance of tourism development and defining palaces tourism and the characteristics and benefits of each.
- 2.Clarifying the importance Abd El-Majid Pasha Seif Al-Nasr Palace and how to exploit it to make it an important tourist attraction in El Minya governorate.
- 3.Analysis of the obstacles and opportunities of the palace.
- 4.Suggest a plan for Rehabilitation, employment and restructuring of Abd El-Majid Pasha Seif Al-Nasr Palace for tourism use.

Methodology of the Study

Descriptive and analytical research focusing on the obstacles and opportunities available in Abd El-Majid Pasha Seif Al-Nasr Palace to be a tourist destination.

Tourism Development

The process of establishing and maintaining a tourist sector in a specific place is known as tourism development. The process of creating strategies and plans to expand, develop or promote tourism in a certain place may be summed up in the simplest terms as tourism development (Abir and Khan, 2022). It is a web of methods, theories and research designed to grow the travel and tourist sectors of underdeveloped nations or economies (Abdelli, Mansour and Nabila, 2020). Establishment of new forms and types of accompanied by an increase in tourists (Tryma and Salnikova, 2021). Planning and implementing into action initiatives aimed at growing the tourist industry (Saner, Saner-Yiu and Filadoro, 2019). Combination of strategies and tactics intended to boost, advance and/or advertise tourism in a particular location (Chen and Wu, 2020).

Importance of Palaces Tourism

Palaces tourism involves viewing a historical site as well as a representation of the ideas and ideals of dominant groups. Because the particular technique failed to capture the essence of the palace's tourism culture, holistic approaches must be used to comprehend the uniqueness of the structure (Saboonchi,2021). Palaces tourism is a very special product of the tourism industry, belongs to cultural tourism mainly and the tourist looking for it is always characterized by high culture and the search for living with those destinations with a distinct architectural style, which witnessed historical events that had a great impact on the history of the country that includes that palace and loves to see the holdings of unique artistic value that these palaces include , it is a tourist with a high level of spending compared to the rest of the tourist segments (Shawqi, 2021).

Palaces tourism is one of the most important types of expensive tourism, it has fans in large numbers worldwide and Egypt is one of the most important countries that have historical palaces, telling different events from the history associated with the world (Shawqi, 2016). Palaces tourism is a pattern that flourishes in Europe, India and China, and it is associated with city tourism and cultural and historical tourism programs and the tourist looking for that type of tourism is characterized by a high spending rate, a pattern that can be supportive of cultural tourism in Egypt due to its rich treasures (Shawqi, 2021).

Palaces tourism is economically an added value to the revenues of the tourism sector, as entry prices to this type of tourist attraction are always expensive around the world and the most prominent countries that attract this type of tourism are Germany (Shawqi, 2021).

The palaces are considered evidence of the civilization of the place and its importance in that it tells the current generations some of the culture and arts of the people of the region in the past, In addition to that it is attractive to all segments of society from children, youth and the elderly, children and young people stand in front of what they see and hear about the history and heritage of ancestors, and a number of elderly people explain to their children and grandchildren the methods of traditional construction and the names of materials used in daily life with happiness and openness (Al Arab, 2022).

Rank	The Palace	Location	Annual Visitors
1	Forbidden City (Palace Museum)	Beijing, China	15,340,000
2	Louvre	Paris, France	9,334,000
3	Grand Palace	Bangkok, Thailand	8,000,000
4	Palace of Versailles	Versailles, France	7,527,122
5	Topkapi Palace	Istanbul, Turkey	3,335,000
6	Winter Palace (State Hermitage Museum)	Saint Petersburg, Russia	3,120,170
7	Tower of London	London, United Kingdom	2,894,698
8	Schönbrunn Palace	Vienna, Austria	2,870,000
9	Alhambra y Generalife	Granada, Andalusia, Spain	2,315,017
10	Shuri Castle	Okinawa, Japan	1,753,000

Source: (Sen Nag O. (2019)

F1. The 10 Most Visited Palaces in The World in 2019

An Example of the Development of Palace Tourism in Egypt

Baron Palace

The Baron Empain Palace in Heliopolis, Cairo, is a singular architectural wonder that remained uninhabitable for a very long time (Nagib, Hammoud, Refai and Bourhan, 2020).

With its Indian design and tower, Baron Empain's palace stands out in the desert terrain, apart from the rest of the city. The palace symbolizes its owner's great status and is a significant landmark in Heliopolis' urban environment. The palace of Baron Empain is the most visible landmark in the capital, attracting groups of walkers on the street with its distinctive and inventive design.

Edward Louis Joseph Empain founded it between 1907 and 1911. Empain was a Belgian merchant who received the title "Baron" from King Albert II of Belgium in recognition of his economic services. This masterpiece was commissioned to French architect Alexander Marcel (Ministry of Tourism and Antiquities, n.d.).

With the assistance of some Egyptian partners, Baron Empain established Heliopolis, which served as a gathering place for people of all races, genders and religions. They were eager to select a prestigious group of engineers and architects of different nationalities to design and construct the area, giving it a distinctive character and lifestyle of modern European civilization, beginning with the design of roads, streets and buildings with distinctive designs, as well as many gardens (A.S.H.A., 2020).

The palace has been in risk of being neglected for many years since Baron Empain's death on July 22, 1929 and his once-singing gardens have been reduced to rubble. The palace was therefore in risk of being neglected for many years, during which time its gardens fell into disrepair and its successors' efforts were dispersed, though some of them attempted to purchase and invest in the palace (State Information Service, 2019).

A significant turning point in the history of the palace occurred in 1993, when it received official recognition as an archaeological landmark. In 2005, the Ministry of Housing bought the Baron Palace and donated it to the Supreme Council of Antiquities. However, restoration efforts ceased after January 2011 and resumed with President Sisi's support, at a cost of about 175 million pounds. The Baron Palace was restored by strengthening its ceilings structurally, restoring them, finishing its facades, cleaning and restoring its ornamental components, and fixing any gaps in its doors and windows. The Baron's Palace was reopened on June 29, 2020, following completion of the renovation process (Medhat, 2022).

Antiquities Protection Law

According to Law No. 117 of 1983, Article 9 of the Antiquities Protection Law, the owner of the impact may dispose of it in any kind of behavior after obtaining a written approval from the Authority in accordance with the procedures and rules issued by a decision of the Minister concerned with cultural affairs, provided that the disposal does not result in the removal of the impact outside the country. The provisions of possession set forth in this Law shall apply to the person to whom ownership or possession of the effect is transferred in accordance with the provisions of this Article or by inheritance.

In all cases, the Authority shall have priority to obtain the object of disposal in return for fair compensation and the Authority shall have the right to obtain what it deems to be antiquities or to recover the effects extracted from architectural elements held by merchants or possessors in return for fair compensation (Moussa, 2017).

According to Law No. 117 of 1983, Article 30 of the Antiquities Protection Law, The Authority shall be exclusively responsible for the necessary maintenance and restoration work for all monuments, sites, archaeological areas and registered historical buildings. The Ministry of Endowments, the Egyptian Endowments Authority and the Coptic Endowments Authority shall bear the expenses of the restoration and maintenance of the archaeological and historical properties registered with them. The Authority shall also bear the expenses of the restoration of historical buildings registered in the possession of individuals and other bodies, unless the reason for the restoration has arisen from misuse by the holder as determined by the competent standing committee, in which case the holder shall bear the value of the restoration expenses. The Chairman of the Board of Directors of the Authority may, after the approval of the competent standing committee. To license specialized scientific bodies and missions to perform restoration and maintenance operations, under the supervision of the Authority and may also license in writing for specialized individuals (Marefa, n.d.).

The Concept of Rehabilitation of Historical Areas

It is a commonly used policy that is sometimes seen in the renewal of historical areas and the application of many flexible solutions to improve the conditions of life in the historical area, such as increasing building density, improving existing services and providing new services required to preserve the old character. Many methods have been devised to decrease the tension between two parts of this trend: the first refers to the necessity for change in the historical region in order to refresh and rehabilitate it, and the second refers to the preservation of its historical character within this change. Among the solutions are the preservation of the external facades of buildings located in outdoor commercial areas, as well as the transformation of the building into a new setting distinct from what it was before, using current technologies and components (Almughany, 2018).

The Importance of Rehabilitating Historical Destinations

The significance of rehabilitating tourist attractions in cities stems from a variety of factors, the most important of which being that cities, in general, serve as entrances to tourist destinations such as Tourist attractions, archaeological sites, beaches, and parks are all available. Tourism services and amenities are the mainstay of attractions. Many cities have their own attractions, which include museums, archaeological regions, theatres, palaces, retail malls, hotels, recreational facilities and legacy relayed from the physical components of architectural buildings, social life and urban elements that represent energy and movement. This contributed to the economic benefit mechanism of the movement's commitment to the rebuilding of city cores with tourism attractions (Ibrahim and Mustafa, 2017).

Mallawi Center Palaces

Mallawi is an Egyptian city and the center of the Minya Governorate in Upper Egypt (El Minya Governorate, 2018). The word “Malawi” is derived from the word “Mru” in the hieroglyphic language and “Menlawi” in the Coptic language, both of which mean the warehouse of things or the storehouse. It was said that Malawi is a very old country located on the Nile and the Nile takes the shape of a curve, i.e. (Mallawi) (Al-Komi, n.d.; Ibrahim, 2019).

Mallawi is home to numerous old palaces with distinctive ornamental and architectural elements (Mohamed and Mahmoud, 2021).

Palace of Abd El-Majid Pasha

One of the most important families that settled in Mallawi (Al Seif Al-Nasr), whose estate is still named after them and the custom of the wealthy to build luxurious palaces and mosques, was one of the most famous members of this family (Irfan Pasha Seif Al-Nasr) the owner of the most famous mosque in the city of Mallawi, The mosque, which is famous for its magnificently designed columns and minaret, which is considered a masterpiece and is considered one of the antiquities that have survived the archaeological massacres. On the contrary, the Ministry paid attention to it (Mamdouh, 2014). In addition to the palace of Irfan Pasha Seif El-Nasr, which witnessed the most famous trial in Upper Egypt, which is the trial of the “Khatt Al-Saeed” trial. It was headed by Judge Mustafa Bey Seif El-Nasr, to whom the palace subsequently passed and then to his brother Abdelaziz Pasha (Alam Aldeen, 2016).

Abd El-Majid Pasha Saif al-Nasr son of Sheikh Muhammad Al-Ridi was the alderman of Mallawi and a member of the National Assembly, and it was said that he belonged to the tribe of the great companion Al-Zubayr Ibn Al-Awwam ,who ordered the construction of the palace, which was the largest and largest palace in Mallawi (Riyadh, 2020). On the outside of his palace, he built a water fountain engraved with Quranic verses and some poetry. Abd El-Majid Pasha also had another palace west of the city that he donated to become Abd El-Majid Pasha Seif Al-Nasr Hospital for Chest Diseases. The hospital still retains a large part of its originality as a masterpiece. Abd El-Majid Pasha also built a mosque to commemorate his trail bearing the same name as the street (El-Majidi) (Mansour, 2016).

The Location and Vicinity

Abd El-Majid Pasha Saif Al-Nasr Palace is located in the center of Mallawi city. It overlooks Saif Al-Nasr Street with its eastern facade, on the north side Riyadh Street, on the south side Al-Shuhada Street and on the western side Ahmed Mahmoud Street, the palace surrounds the urban areas on four sides (Abu Ela, 2015). With an area of 2618 m (Al-Khamisi and Omar, 2020).

Establishment and Registration in The Ministry of Tourism and Antiquities

The Abd El-Majid Pasha palace was designated a historic monument on 3/7/2002, and the Ministry of Antiquities’ Department of Islamic and Coptic Monuments has been in charge of it ever since (now labelled as the Ministry of Tourism and Antiquities). Abd El-Majid Pasha constructed the palace in 1333 AH/1912 AD. European architectural styles have had a significant effect on the palace’s structural design and decorative aesthetic (Mohamed, Mahmoud and El-Nabarawi, 2021).

Description of The Palace as a Tourist Attraction

1. The Palace's Interior Description

The palace has three floors; the first floor is made up of a great hall that is surrounded by little side chambers (Al-Bassiouni, n.d.). The majority of its architectural and ornamental features were removed, and it was painted. The Sons of Kuraim Company, who are the palace's present proprietors, own it; it is now utilized as a carpet storage facility. An outside double staircase that leads to the palace's main hall may be used to access the second floor. This level consists of a rectangular hall that is bordered on the northern and southern sides by side rooms. Both the architectural layout and the interior design of the third floor are comparable to those of the first. It comprises of a central hall that is encircled on the northern and southern sides by side chambers (Abd El-Ilah, 2009).

2. The Exterior of the Palace is Described Architecturally

The most characteristic of the palace from the outside ,there is the presence of an inscription on the face of the staircase on a plaque written in prominent with poetic verses that include: "In the sky of the two gardens, Dar Gharqad has faded in the worlds, and tomorrow its history is in the verse of poetry in Glory is a clear sultan, O home of Abd El-Majid, enter it in peace and security (Al-Minawi, 2022). In addition to, documenting the date of construction of the palace (Mohamed et al., 2021).

The palace included features from numerous architectural styles, such as Renaissance, Gothic and Baroque, as shown by the large and sunken blocks on the eastern and northern facades. This characteristic had an impact on many neo-Renaissance palaces, particularly those from France and England. The soles of the arches on the northern facade also have submersible gaskets. Among the ornamental components found in classical ceilings are these fills. Additionally, they used Renaissance-inspired symbolic symbols and vegetative ornamental motifs (Mohamed et al., 2021).

A Gothic-style tower with a pointed top supported by six Ionic columns and an eagle-shaped metal cap tops the southern façade as well. The palace of King Fouad also features a tower in similar style. In terms of both substance and aesthetics, the Gothic architectural style is regarded as the first to emerge in Europe after the engineers relocated to Egypt in the 19th century and broke free from the influence of the Roman and Byzantine styles (Abu Ela, 2015).

The Most Important Historical Events as a Tourist Attraction

The palace witnessed great historical situations, including meetings of large families and the last meeting was a starting point for a meeting with the king, where Abd El-Majid Pasha raised a speech in his capacity as a representative of the city of Mallawi to King Farouk, King of Egypt at the time, entitled "Malawi raises its permanent loyalty to the sanctification of the redeemed king" and demanded that Mallawi will be the capital of Upper Egypt, when a decision was issued to divide Egypt into two districts in Lower Egypt in the name of Al-Fouadiya and Upper Egypt in the name of Al-Faruqiah and then the palace was chosen to be the seat of the governor. In addition, there are accounts of the assassination of the palace designer so that no other palace is designed in the same style (Alam Aldeen, 2016). Abd El-Majid Pasha used the palace as a headquarters to do good, because of the construction of hospitals, schools and others, foremost of which is Al-Sadr Hospital and a children's hospital (Al-Baghdadi, 2022).

The Current Status of the Palace

After the year 1952, Abd El-Majid Pasha left the palace to the heirs and distributed its properties to the workers in the palace (Alam Aldeen, 2019). Although the palace joined the Egyptian Antiquities Authority, it is now owned by his family (Karim), which unfortunately uses it only as a store for carpet (Mamdouh, 2014). Now surrounded by all kinds of sellers and their goods of vegetables, fish and meat in a catastrophic scene (Al-Naggar, 2014).

The palace needs careful restoration of the architectural decorations and inscriptions in it (Abdul Ghaffar, 2016). The usage of contemporary electric equipment, such as lighting and fans, which have a negative impact on the palace's interior decorations. The carelessness with which the palace was cleaned, because it is now locked and only available to privileged tourists. Using contemporary, inadequate materials in the repair of the palace's devastated areas, which harmed the palace's architectural and aesthetic worth. The increasing of the subsurface water level, which has a negative impact on the palace's foundation and ornamentation (Mohamed et al., 2021). and Individuals will only experience sadness over the state of those structures, which are regarded as important cultural assets and each of which undoubtedly has a unique history. This must be distinguished from anger over the officials' premeditated and stalking neglect of these Treasures, which allowed many of them to be abused or were in the care of an owner who wanted to destroy and remove them (Al-Naggar, 2014).

The Positive Elements in Abd El-Majid Pasha Seif Al-Nasr Palace

- Its structure and it is an architectural and artistic wealth.
- The space around the palace, which can be used in many ways.
- It is registered in the Antiquities Authority as a heritage monument.
- Providing opportunities for northern Upper Egypt (Minya Governorate) for the presence of a new type of tourism.

The Negative Elements in Abd El-Majid Pasha Seif Al-Nasr Palace

- The palace is a joint property between the current owner of the palace and the Antiquities Authority.
- Misuse and neglect of the palace, which led to its current poor architectural situation.
- Poor condition of roads leading to the palace and difficulty of accessibility.
- Registering the palace location wrongly on Google Maps application.

Recommendations

- Inviting the Ministry of Antiquities to examine Minya Governorate's antiquities and explore ways to use them constructively in tourism, in addition to include Minya Governorate on the list of palace tourism destinations.
- The palace of Abd El-Majid Pasha Seif Al-Nasr in Mallawi is a unique monumental structure that deserves more official and public attention from the Antiquities Authority.
- Appealing to the Antiquities Authority to carry out the necessary restorations and repairs to the palace in accordance with Article No. 30 Law No. 117 of 1983 of the Egyptian Antiquities Protection Law.

- Rehabilitation and facilitation of roads leading to the palace by the Mallawi City Council to be accessible to visitors.
- Appeal to the Ministry of Antiquities to pay attention to the rehabilitation and restructuring of Abd El-Majid Pasha Seif Al-Nasr palace in the appropriate way as a tourist attraction, as is happening in the Baron Palace.
- The Ministry of Antiquities and Tourism is negotiating with the current owner of the palace to try to expropriate the property.
- Directing the correction of the Location of Abdul Majid Pasha Palace on the Google Maps application to the MCIT.

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التنمية السياحية لقصر عبد المجيد باشا سيف النصر بالمنيا (مصر) المستخلص

مصر تملك ثروة عديدة من القصور التراثية الأثرية ، مما يؤهلها لتكون دولة رائدة في سياحة القصور. فمحافظة المنيا التي تنعم بوفرة كبيرة من القصور والمباني التراثية التي تعود إلى فترات زمنية مختلفة، والتي لم يتم استغلالها بالشكل الصحيح ، الي انها تمتلك مقومات القصور السياحية العالمية، حيث يمكنها أن تنافس بشكل كبير في مجال سياحة القصر. ينظر إلى سياحة القصور على أنها نوع من السياحة التي تركز على التراث والتي تلبي احتياجات السياح ذوي الاهتمامات المتخصصة. ألمانيا هي الدولة الأكثر شهرة التي تنجذب إلى هذا النمط من السياحة. كما أنها من أنواع السياحة التي تجذب العديد من الزوار من جميع أنحاء العالم بسبب أسلوبها المميز. . من أبرز القصور التي يمكن تطويرها واستغلالها للسياحة قصر عبد المجيد باشا سيف النصر، الذي يعتبر ثروة أثرية لأنه تجاوز حاجز البناء الممتد ١٠٠ عام، بالإضافة إلى هندسته المعمارية الممتازة وأهمية الأحداث التاريخية التي مرت به. يهدف هذا البحث إلى إلقاء الضوء على أحد الأماكن التاريخية وقصر فريد من نوعه في محافظة المنيا كمثال على سياحة القصور.

الكلمات الدالة: سياحة القصور – محافظة المنيا – قصر عبد المجيد باشا سيف النصر