

**Master's Thesis**

**Egyptian Museums as a tool for Sustainable Tourism**

by

**Osama Hassan Mohamed Elsayed**

51221612

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## **Certification**

I, Osama Hassan Mohamed Elsayed (Student ID 51221612) hereby declare that the contents of this master's Thesis are original and true and have not been submitted at any other university or educational institution for the award of degree or diploma.

All the information derived from other published or unpublished sources has been cited and acknowledged appropriately.

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Elsayed, Osama, Mohamed

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## SUMMARY

Egyptian museums play a crucial role in promoting sustainable tourism by preserving cultural heritage and contributing to the achievement of sustainable development goals. The Grand Egyptian Museum (GEM) project serves as an exemplary case study, demonstrating how museums can align their mission and vision with the International Council of Museums' definition of preserving both tangible and intangible heritage. However, for comprehensive sustainable development, museums must also embrace sustainability principles, particularly in recognizing the cultural significance of heritage.

Traditional handicrafts hold immense importance in Egypt's economic growth and tourism industry, as they rely on local materials and human creativity to preserve the country's rich heritage crafts. This thesis adopts a qualitative research design to investigate the GEM's strategic approach to safeguarding traditional handicrafts and its impact on sustainable tourism. The research methodology encompasses three key techniques: document analysis, site visits and observation, and interviews and surveys. Through these methods, the study aims to shed light on the museum's endeavors to transfer traditional knowledge to future generations, preserve and protect handicrafts for economic growth, involve local communities in strategic plans, foster regional and international cooperation, and promote the significance of handicrafts.

The findings of this study are anticipated to contribute to the development of new plans and strategies for the museum and local communities, thereby fostering economic growth and sustainable development. Moreover, the research provides valuable insights into the role of museums worldwide in achieving sustainable development goals, making a

substantial contribution to sustainability principles in the preservation of both tangible and intangible heritage.

In conclusion, Egyptian museums hold a vital position in preserving the cultural heritage of diverse civilizations and driving sustainable tourism. The Grand Egyptian Museum project serves as a prime example of how museums can align their mission and vision with sustainability principles to achieve sustainable development goals. This thesis endeavors to provide valuable insights into the GEM's efforts in the preservation and protection of traditional handicrafts, as well as the meaningful inclusion of local communities in strategic plans.



## ABBREVIATION LIST

American Alliance of Museums	<b>AAM</b>
Grand Egyptian Museum	<b>GEM</b>
Intangible Cultural Heritage	<b>ICH</b>
International Council of Museums	<b>ICOM</b>
Japan International Cooperation Agency	<b>JICA</b>
Museum, Library and Archive	<b>MLA</b>
Union of International Associations	<b>UIA</b>
United Nations Educational, Scientific and Cultural Organization	<b>UNESCO</b>

# CHAPTER ONE: INTRODUCTION

## 1.1 Background of the Study

Interest in museums as cultural institutions with a social role and economic goals of preserving tangible and intangible heritage increased between the nineteenth century and the start of the twentieth century. In order to preserve the identity of the diverse Egyptian civilization throughout ancient Egyptian history, some antiquities began to be preserved in small shops, and they were expanded to more significant places and multi-room shops due to the increase in the pieces stored. These rooms were moved even further, and the first museum in Egypt was established by Auguste Mariette, a French, in 1835 in Boulaq, a district of Cairo. The Egyptian Museum was later relocated to its current location in Tahrir Square in 1902. (Hawass, 2002).

In the contemporary period, museums' importance has proliferated in the improvement of local communities and the preservation of human legacy in order to achieve tangible economic goals for the local community by generating new job possibilities that support and contribute to the gross domestic product. This is done by increasing interest in and raising awareness about the value of preserving both tangible and intangible cultural heritage, which was defined by the International Council of Museums in 2007 and represents a crucial qualitative shift in the role and responsibilities of the museum. However, it does not refer to the principles of sustainability and all these efforts to consider the absence of cultural significance for sustainable development.

In 2015, the United Nations introduced the Sustainable Development Goals (SDGs), or the 2030 Agenda for Sustainable Development, at its 70th general assembly. These goals were established to address the unfinished objectives of the Millennium Development Goals. The SDGs, or Sustainable Development Goals, have the objective of eliminating poverty

by the year 2030. They include a range of emerging concerns, including financial inequalities, sustainable consumption, stability, equity, creativity, climate change, and other related matters.

Tourism plays a significant role in the attainment of the 17 sustainable development goals, provided that these objectives are integrated into the decision-making processes within the tourist sector (WTO and UNDP, 2017). Bajpai (2013) also said that sustainable investment objectives are integral to sustainable development goals. These goals include ensuring equitable and sustainable economic development, preserving resources for future generations, and safeguarding the environment.

UNWTO and OAS (2018), and Doncheva (2019) have stated that sustainable tourism investment plays a direct role in accomplishing specific targets of the SDGs. These targets include ensuring access to clean water and sanitation (Goal 6), promoting sustainable economic growth and decent work (Goal 8), encouraging responsible consumption and production (Goal 12), and fostering the sustainable use of marine resources and oceans (Goal 14).

Egypt is one of the signatories to an agreement to achieve sustainable development by the United Nations in 2015, which achieves economic recovery, social justice, protection, and preservation of Egyptian civilization's cultural heritage and natural resources throughout history. The Grand Egyptian Museum (GEM) project, which began in 2002, can be noted as a significant undertaking that supports Egypt 2030's objectives and vision. The initiative is in keeping with the objective of the Grand Egyptian Museum's Board of Trustees and Board of Directors, which strives to establish new plans and techniques of an economic character that would help achieve economic growth and the welfare of society in the future.

The Grand Egyptian Museum's strategies are concentrated on attaining its objectives and benefiting society in line with Egypt's tourism vision.

The Egyptian national economy and tourism sector benefit from traditional handicrafts, which stand among the most significant tourist attractions and products. Traditional handicrafts are regarded as labour-intensive businesses and substantially contribute to the expansion of Egypt's tourism industry. Egyptian cultural crafts are preserved through traditional handicrafts, which mainly rely on regional materials and human innovation. They also rely on the skill of the hand rather than modern machines.

## **1.2 Research Aim and Delimitation**

This research concentrates on the GEM's role in promoting and preserving indigenous handicrafts within its display galleries and Art and Craft Center. It specifically explores the museum's efforts in preserving heritage and identity, with a spotlight on promoting and preserving handicrafts, while not delving into all facets of heritage preservation.

Therefore, the study seeks to validate the GEM's effectiveness in safeguarding traditional handicrafts, accentuating its contribution to preserving and protecting this specific aspect of heritage.

## **1.3 The Rationale of the Study**

Despite abundant guidebooks and academic literature discussing museums' roles, Egyptian museums lack comprehensive studies on effective economic growth strategies, a pivotal aspect of Egypt's Vision 2030 agenda.

The recent inauguration of the GEM offers an ideal case study to comprehend museums' potential in driving economic growth to fulfill Sustainable Development Goals

(SDGs). Analyzing Egyptian museums' contributions to community development is essential in shaping the GEM's strategic blueprint.

Hence, examining museums' contributions, especially within Egypt, becomes imperative to guide the GEM's direction toward economic growth and broader developmental objectives.

#### **1.4 Case Study: Grand Egyptian Museum (GEM)**

The Grand Egyptian Museum (GEM) holds a prominent position in the field of museum studies and represents an exceptional case study for exploring the role of museums in cultural heritage preservation, interpretation, and sustainable tourism. With a collection dating back 7,000 years and encompassing over 60,000 pieces, including approximately 5,200 artifacts associated with the legendary King Tutankhamun, the GEM stands as a testament to the enduring architecture, wealth, and history of ancient Egypt.

From an academic perspective, the GEM offers valuable insights into museum design, interpretation, and relevance. Its exhibitions have the power to engage, inform, and challenge visitors, making them active participants in the preservation, promotion, and sustainability of cultural heritage. By studying the strategies and initiatives implemented by the GEM, we can gain a deeper understanding of the challenges and opportunities faced by museums in preserving and showcasing cultural treasures.

#### **1.5 Rationale for Choosing the Grand Egyptian Museum (GEM)**

The selection of the Grand Egyptian Museum as a case study is academically justified by its significance in both the field of museum studies and the Egyptian tourism industry. Anticipated to attract over 5 million tourists annually, the GEM represents a

prime example of a museum with immense potential for fostering economic growth through sustainable tourism.

The focus on indigenous handicrafts within the context of the GEM is academically significant for several reasons. Firstly, handicrafts play a vital role in preserving and promoting cultural heritage, often serving as tangible expressions of traditional craftsmanship and local identity. By showcasing indigenous handicrafts, the GEM not only exhibits cultural heritage but also fosters appreciation for the communities and artisans behind these crafts.

Secondly, the inclusion of handicrafts aligns with broader academic discussions on the socioeconomic impact of tourism and community development. Indigenous handicrafts can provide sustainable sources of income for local communities, contributing to poverty alleviation, empowerment, and cultural preservation.

Thirdly, the focus on handicrafts reflects the GEM's commitment to creating an engaging and immersive experience for visitors. By incorporating handicrafts in the museum's exhibitions and art and craft center, the GEM offers visitors the opportunity to connect with the surrounding heritage environments and communities. This promotes respect for both tangible and intangible cultural heritage while fostering an understanding and appreciation of ancient crafts and the communities that continue to practice them.

## **1.6 Research Questions**

The growing interest in the link between museums and society over the past several years has sparked discussions on how museums can enhance individual lives and contribute to the well-being of society (Sandell, 2002). Decision-makers and museum professionals are increasingly recognizing the potential of museums in this regard

(Hollins, 2013). Thus, this study aims to investigate the practices employed by the Grand Egyptian Museum (GEM) to foster social and economic development in its surrounding community. By examining the techniques and mechanisms used by GEM, we seek to understand how museums can contribute to the development of the local community, promote community engagement, and raise awareness of the shared human heritage. The selection of GEM as a case study enables us to explore the impact of the museum's location on the surrounding neighborhoods and to identify the needs of society (Ali et al., 2020).

To facilitate after the opening recently of the museum and improve the neighborhood, it is essential to involve the local community. Establishing communication channels can facilitate the exchange of ideas and provide insights into their acceptance level and any daily challenges they may face due to the project. Addressing potential negative sentiments is crucial for ensuring a positive impact. In order to accomplish the study's objective, the subsequent research query is incorporated:

1. How does the Grand Egyptian Museum (GEM) contribute to the preservation and promotion of traditional handicrafts within the context of sustainable tourism?
2. What economic impacts and opportunities arise from the GEM's establishment and phased opening for the surrounding communities?
3. In what ways does community involvement with the GEM influence its effectiveness as a tool for sustainable tourism and cultural preservation?

### **1.7 Research Objective**

The research objective is to examine how the Grand Egyptian Museum (GEM) can drive sustainable tourism by preserving traditional handicrafts, fostering economic growth, and engaging local communities.

## **1.8 Significance of the Research**

The significance of this research lies in its potential to contribute to both scholarly understanding and practical applications in the field of museum studies, sustainable tourism, and community development. The findings of this study can have several important implications:

1. **Practical Implications for Museums:** The research will provide valuable insights into the strategies employed by the Grand Egyptian Museum (GEM) for the preservation and promotion of traditional handicrafts within the context of sustainable tourism. The findings can serve as a guide for other museums and cultural institutions seeking to enhance their efforts in supporting local artisans, preserving cultural heritage, and fostering sustainable tourism practices.

2. **Community Development:** By investigating the economic impacts and opportunities arising from the GEM's establishment and phased opening for the surrounding communities, this research can inform community development initiatives. The findings can assist policymakers, local authorities, and community organizations in identifying ways to maximize the positive impacts of museums on local economies, job creation, income generation, and overall community well-being.

3. **Sustainable Tourism Practices:** The study's exploration of the influence of community involvement with the GEM on its effectiveness as a tool for sustainable tourism and cultural preservation will provide insights into the importance of stakeholder



engagement and participatory approaches. The findings can guide tourism authorities and destination managers in implementing sustainable tourism practices that not only preserve cultural heritage but also involve and benefit local communities.

4. Cultural Heritage Preservation: Understanding how the GEM contributes to the preservation of traditional handicrafts and raises awareness of shared human heritage can have broader implications for cultural heritage preservation efforts. The research findings can contribute to international discussions and initiatives aimed at safeguarding and promoting traditional crafts, fostering intercultural dialogue, and preserving cultural diversity.

5. Academic Contribution: This research will add to the body of knowledge in the fields of museum studies, sustainable tourism, and community development. It will provide a deeper understanding of the role of museums in society, their potential for community engagement, and their contributions to social and economic development. The findings can serve as a basis for further academic research and scholarly discourse in these areas.

Overall, the significance of this research lies in its potential to inform practical actions, policies, and decision-making processes related to museums, sustainable tourism, community development, and cultural heritage preservation. By shedding light on the specific case of the GEM, this study can contribute to the advancement of knowledge and practices that promote the positive impact of museums on individuals, communities, and society as a whole.

## **CHAPTER TWO: LITERATURE REVIEW**

### **2. Introduction**

In this chapter, the literature review aims to provide a comprehensive analysis of the concepts of sustainable tourism and intangible cultural heritage. The review goes beyond summarizing the ideal outcomes of these concepts and delves into the issues discussed within each concept. Furthermore, it critically evaluates existing research, identifies shortcomings, and highlights the research gaps in terms of content. By addressing these comments, the literature review section will offer a more in-depth understanding of the topics and contribute to the existing body of knowledge.

#### **2.1 Sustainable Tourism**

The late 1980s marked the emergence of sustainable development, a pivotal concept aimed at stabilizing the world's natural resources (Hall, 2013). Introducing sustainable tourism development in 1993, the World Travel and Tourism Organization (WTTO) initiated a profound shift in the tourism industry's ethos. Shortcoming: Absence of Explicit Principles and Practices of Sustainable Tourism. The research lacks an in-depth analysis of the unique concepts and practices of sustainable tourism, which are essential for comprehending its environmental, social, and economic aspects. The UNWTO states that sustainable tourism development principles and management practices are relevant to all kinds of tourism in all destinations. Sustainability principles include the ecological, financial, and socio-cultural aspects of tourist growth, necessitating a harmonious equilibrium across these three dimensions to ensure its enduring sustainability. For example, sustainable tourism should efficiently use natural resources, preserve the socio-cultural authenticity of host communities, and guarantee economically successful, long-

term operations. Spain's inaugural hosting of the World Conference on Sustainable Development in 1995 led to the adoption of the Charter for Sustainable Tourism, signaling the escalating influence of sustainable development on tourism practices (Guo, 2019). However, the paper focuses on classifying sustainable tourism policy research themes but might not deeply analyze the effectiveness or practical implications of these policies on the ground.

Shortcoming: Fails to tackle the dynamic nature of sustainable tourism. The research does not discuss the changing notion of sustainable tourism, namely its broadening to include social well-being and economic effects. The emergence of sustainable tourism development is a response to the desire to mitigate the impacts of mass tourism during the last four decades. Consumer preferences are changing, with a noticeable transition from sustainable travel to regenerative travel becoming a prominent trend and consumer concern. Henceforth, forthcoming research endeavors may center on the progression of sustainable tourism ideologies and their broadened scope including societal well-being and economic ramifications. This has the potential to provide a more extensive comprehension of sustainable tourism and its contribution to the attainment of sustainable development objectives.

The establishment of the UK-based Journal of Sustainable Tourism in 1993 marked a significant milestone in exploring eco-tourism, further solidifying sustainable development as a fundamental ethical principle. Over time, the concept of sustainable tourism evolved, expanding its focus from a sole emphasis on environmental concerns to encompass considerations of societal well-being and economic impacts (Torres-Delgado & Palomeque, 2012).

Shortcoming: The current information lacks a complete grasp of sustainable tourism as a concept, including its ideas and the advantageous impact it has on local communities, economies, and ecosystems. Sustainable tourism is more than simply a

category of tourism; it is a mindset and set of actions that govern the tourism industry and everyone involved in it. The framework is built around four fundamental principles: sustainable management, socio-cultural effects, economic implications, and environmental consequences. Sustainable tourism seeks to achieve a harmonious equilibrium between the desires and concerns of visitors, hosts, and destinations, all the while safeguarding the natural and cultural legacy for the benefit of future generations. Sustainable tourism has the potential to aid in the reduction of poverty, promotion of social inclusion, facilitation of intercultural communication, protection of biodiversity, enhancement of resource efficiency, and mitigation of climate change. Hence, a comprehensive characterization of sustainable tourism should include these elements and emphasize its all-encompassing and enduring perspective.

Sustainable tourism, as a philosophy, embodies a growth plan that harmonizes economic, environmental, and human well-being needs. Its fundamental principle lies in achieving enduring benefits for local communities, economies, and ecosystems while meticulously conserving natural and cultural resources.

Ongoing debates within the tourism industry have revolved around mass tourism. On one side, some proponents advocate for growth-oriented approaches and the expansion of tourism (Hall, 2008). On the other side, there are advocates for responsible and sustainable tourism. This dichotomy has led to enduring debates in the field (Bramwell et al., 2008).

Recent studies have emerged that focus on the concept of de-growth as a counterbalance to the escalating trends in tourism (Blazquez-Salom et al., 2019). These studies shed light on the need to reconsider the growth-oriented approach and explore alternative models prioritizing sustainability and responsible tourism practices.

However, it is important to note that the research exploring the idea of ethical responsibility in tourism may lack empirical evidence or concrete examples to illustrate how this ethical responsibility translates into practical sustainable development behaviors. This limitation calls for further research and the inclusion of more empirical evidence to strengthen the argument for ethical responsibility in the tourism industry.

Additionally, the study examining territorial tourism planning in Spain may have limited case studies or examples from different regions, potentially limiting the generalizability of the findings. Considering a broader range of case studies is crucial to ensure a comprehensive understanding of territorial tourism planning and its implications for sustainable development. These discussions highlight the persistent tension between growth-oriented and responsible tourism perspectives. Shortcoming: Does not address the emerging discourse on de-growth as a counterbalance to the escalating tourism trends. The notion of de-growth in tourism is a novel approach that offers a unique solution to the issue of growth in the tourist industry. It questions the conventional strategy focused on expansion and promotes a more sustainable and responsible type of tourism.

De-growth in tourism entails a comprehensive examination of its macro impacts and micro indicators in the tourist sector. It presents de-growth within the context of corporate, destination, and governmental activities. This encompasses issues including over tourism, small-scale tourism enterprises, entrepreneurship, mobility, and the impact of climate change on the tourist industry.

The discussion on de-growth also encompasses several aspects within the framework of de-growth, including animal-based tourism, nature-based tourism, domestic tourism, and the promotion of community-centric tourism. This study provides

valuable understanding of the implications of the de-growth paradigm in the field of tourism, as well as the prospective contributions of tourism to the de-growth paradigm.

Previous studies have highlighted ongoing debates within the tourism industry, particularly regarding mass tourism (Budeanu, 2005; Vainikka, 2015; Garau-Vadell et al., 2018). Advocates of growth-oriented approaches have stood in contrast to proponents of responsible and sustainable tourism. These debates underscore the tension between growth-oriented and responsible tourism perspectives. By examining these debates and critiques, a more nuanced understanding of the challenges and limitations of sustainable tourism can be achieved. Sustainable tourism is a multifaceted and intricate notion that warrants examination from various vantage points and strata (Alipour et al., 2020). Several fundamental aspects comprise sustainable tourism:

### **2.1.1 Social sustainability**

By transforming into socially conscious businesses that enhance people's lives, museums may strengthen their ties to local and international communities, offer services, and develop or make the products they consume or sell in their entertainment areas. Museums can serve as examples of a sustainable society through their efforts. Museums might consider their function as consumers of products and services in the local economy, and they might see value in working with local vendors. Some museums emphasise local culture in their shops, cafés, and exhibits. The museum's staff is a conduit between the institution and the neighbourhood. Thus, museums have strengthened their relations with society by assisting in forming a sense of place, accountability and, most consult widely, considering residents' concerns as well as those of experts and their handicrafts (Paskova and Zelenka, 2019). One possible drawback is that museums frequently place a high priority on the study and preservation of cultural assets without giving enough thought to

the wider sociocultural, political, economic, and environmental effects of their operations on the local area (Agyeiwaah et al., 2017).

### **2.1.2 Socio-Cultural Sustainability**

Socio-cultural sustainability involves a range of efforts to protect and promote cultural variety and history while also respecting and appreciating the practices and values of the communities where these efforts take place (Parra, 2018). It encompasses more than just preserving culture and aims to enhance the welfare and quality of life of the local community, foster communication and understanding between tourists and people from other cultures, and advocate for intercultural comprehension and debate. By integrating socio-cultural sustainability principles into tourism practices, destinations can aim for a more holistic approach that encompasses the conservation of cultural heritage, community involvement, and the fostering of mutual respect and knowledge sharing among diverse cultures (Richards and Hall, 2016; Sharpley and Telfer, 2015).

Parra (2018) underscores the significance of socio-cultural sustainability in tourism, emphasizing its function in safeguarding cultural diversity and history. The goals of socio-cultural sustainability encompass the safeguarding of both physical and non-physical cultural resources, as well as the improvement of the well-being of indigenous populations. This entails the process of equipping and enabling local individuals with the necessary skills and knowledge to actively engage in decision-making processes (Sharpley and Telfer, 2015).

In addition, socio-cultural sustainability aims to promote intercultural communication and comprehension between tourists and residents. These objectives can be accomplished through diverse methods, including cultural exchange programs, community-driven tourism projects, and responsible tourist practices that uphold and advance local customs and traditions (Hall, 2019). Through active participation in

meaningful exchanges, travelers have the opportunity to acquire a profound understanding of indigenous cultures and make constructive contributions to the social and economic advancement of the communities they visit (Richards and Hall, 2016).

Ultimately, socio-cultural sustainability in tourism involves a holistic strategy that includes the conservation of cultural heritage, active involvement of local communities, and fostering intercultural comprehension. By adopting these principles, places can establish a more sustainable and enriching tourist experience that mutually benefits both visitors and host communities.

### **2.1.3 Economic Sustainability**

Many museums are diversifying their revenue streams to avoid unduly relying on a single public support source. There is rising confidence in the potential of private donations to augment governmental and charitable financing, sponsorship, and earned money in support of cultural groups. Some national museums get almost half of their income from non-government sources, and some autonomous museums try to function as social entrepreneurs. Some local-government museums are run through charity trusts, which find it simpler to diversify their revenue and can agree to receive money from their parent local authority several years in advance (Pop et al., 2019). However, it is important to note that while there is a theoretical focus on developing econometric models to explain the impact of heritage exposure and related factors, there may be a lack of direct application or validation of these models in real museum settings. Further research and practical implementation of these models within museum contexts are necessary to fully understand their effectiveness and relevance.

Communities may benefit from tourism in terms of their economy and standard of life. One challenge associated with historic preservation is ensuring that the locations supporting heritage tourism are improved rather than destroyed (Akova and Atsiz, 2019).



The Nebraska Historic Tourism Plan clarifies why heritage tourism should be preserved and how it contributes to a healthy economy (Perera, 2013).

Museum workshops and exhibitions of handicrafts, programmes, and outreach activities, education, training, and conferences, can help achieve cultural sustainability by incorporating a cultural paradigm into the three pillars of sustainability, depending on the use of museums for activities, especially learning, engaging all types of visitors, particularly visitors with special needs. In order to lessen their reliance on public support and improve the general well-being of cultural organisations and local economies, museums may encounter difficulties in achieving economic sustainability through diversifying their revenue sources and skillfully utilizing earned income, sponsorship, and private donations (Nikolic Deric et al., 2020).

## **2.2 Preservation of Traditional Handicrafts**

Traditional crafts are categorized as "folk art," "indigenous art," and "naïve art." These labels often address inquiries from travelers about "the other" and have a significant influence on individuals who create culturally valuable objects. The phrase handcraft is vague and lacks clarity. The perspective of art is undergoing fast transformation. Craft remains art when it ceases to embody the ideology of a collective and instead reflects the personal philosophy of an individual. Authenticity, uniqueness, and know-how are crucial elements in the process of creation. Certain artworks exhibit little proficiency in material use but convey a profoundly meaningful message. Similarly, many forms of craftsmanship may not convey a specific message, but they may showcase exceptional expertise. Nevertheless, few exceptional artworks exemplify both exceptional proficiency in using the selected resources and conveying something of great significance.

Therefore, any endeavor to categorize anything or someone as an artist or craft creator is devoid of significance (Rusu, 2011).

In addition to their financial worth, many objects often possess a symbolic significance, which is frequently more significant than their practical or instructional function. Handicrafts symbolize the identity of a community, representing the collective artistic expressions of its members. Cultural goods originate from unique attributes of social collectives, including material, intellectual, spiritual, and emotional qualities (Abdou, 2020).

The creative legacy created by people serves as a cultural reflection of the community, whether via spoken or tangible means. Frequently, traditional arts or handicrafts are not given the appropriate recognition they deserve. In a world where information is constantly updated, the media fails to report on topics that are not bound by time. Crafts are the focus of "slow media", which caters to a niche audience (Bahaa Eldin and Hammad, 2020).

Culture encompasses several facets of local existence, including customs, traditions, religion, language, arts, and literature. Conversely, heritage pertains to items passed down from previous generations to subsequent ones (Rouhi, 2017). Cultural heritage refers to the amalgamation of culture and heritage, encompassing monuments, collections of objects, inherited traditions, and living expressions such as social customs, oral tradition, artistic endeavors, community celebrations, ceremonies, skills, and customary crafts (Ribauskiene and Sumyle, 2016). Crafts refer to goods created by local people using basic equipment and a variety of domestic materials. These crafts are

produced and maintained via sustainable practices and techniques (Mustafa, 2011; Dodd and Morgan, 2013).

Crafts include the artistic endeavors of those who use natural resources and traditional methods to create objects that embody the legacy, culture, and traditions of a certain nation or local region. They are a significant element of the indigenous cultural heritage (Wang, 2017), as they play a constructive role in embodying the worth, character, and distinctiveness of the location by conveying a lasting impression of it (Mustafa, 2011). Crafts has the capacity to embody the unique cultural identity of a certain community via skilled artistry and the use of indigenous materials. These items include a variety of crafts such as ceramics, embroideries, jewelries, fabrics, and handcrafted creations using local materials such as fibers, woods, stones, glass, ivory, bones, and shells found in the region (Mustafa, 2011).

Tourists purchase crafts to establish a sense of connection with domestic traditions and local culture in a world that is becoming more commercialized. This highlights the significant role of crafts in the tourist sector (Mahgoub and Alsoud, 2015). Crafts may be categorized based on the materials used in their creation (Khurana, 2011). Crafts are seen as a means of conserving and fostering cultural and artistic traditions due to their substantial and distinctive cultural history. According to Kouhia (2012), and Jennings (2012), crafts offer numerous advantages. They play a crucial role in preserving traditional skills, promoting cultural understanding, maintaining a sense of folkloric ideology, reclaiming cultural values, harnessing and commercializing cultural heritage, fostering social cohesion through shared experiences, and facilitating interaction with creative objects. When visitors visit unfamiliar places, they seek genuine experiences and want to immerse themselves in other cultures (Elcheikh, 2014).

Intangible Cultural Heritage (ICH) embodies the practices, expressions, knowledge, and skills essential to cultural identity (Naguib, 2013; Kim et al., 2021). The 2003 UNESCO Convention for the Safeguarding of Intangible Cultural Heritage marked a pivotal moment, emphasizing the protection of elements such as oral traditions, performing arts, and social practices. Shortcoming: Does not delve into the challenges faced by communities in preserving ICH in the face of globalization and evolving lifestyles.

This is a notable limitation given the importance of these difficulties in the discussion surrounding the preservation of ICH. The process of modernization and globalization has the potential to erode traditional practices and knowledge. As societies increasingly undergo globalization, there exists a potential peril wherein prevailing global cultures may eclipse local cultures and traditions. The protection of ICH frequently necessitates distinct strategies and techniques from those employed for tangible heritage. The implementation of novel technologies for the transmission and conservation of intangible heritage poses a range of prospects and obstacles. Long-term facilitation of participatory processes can be challenging. Despite the potential for heritage to foster inclusivity for some individuals or communities, it invariably excludes others. Since ICH is perpetually being recreated, the notion of "authenticity" that is typically applied to tangible heritage cannot be applied to it.

This approach acknowledges communities as active participants in heritage preservation. For example, Nigeria's Argungu Fishing Festival reveres traditional practices, fostering social cohesion within communities (Nwankwo et al., 2018).

However, globalization and evolving lifestyles present challenges to ICH preservation. Communities, like the Maasai in East Africa, are taking the lead in

revitalizing traditions. Shortcoming: Does not discuss the collaborative efforts between museums and communities in showcasing intangible heritage and promoting sustainable development. Given the critical nature of these collaborations in safeguarding ICH and advancing sustainable development, this represents a notable deficiency.

The community-based approach is utilized by museums to extend invitations to individuals from the communities they represent, encouraging them to participate in the gathering and display of artifacts. The ultimate goal is to strengthen and cultivate the distinct historical consciousness and sense of identity that these communities hold dear.

By effectively implementing the 2003 Convention and its various mechanisms, the initiative intends to educate all relevant stakeholders on how to more effectively protect intangible cultural heritage.

The notion of intangible heritage can yield substantial ramifications for museums with regard to their exhibition practices, collection development, and engagement with local communities. The matters deliberated will enhance consciousness regarding the consequences of intangible heritage and encourage museums to broaden their focus beyond physical artifacts to encompass the intrinsic human element within them.

An international comparative study is conducted (Alivizatou, 2012) to examine the correlation between museums and the emerging notion of "intangible heritage." The author examines the emergence of intangible heritage as a focal point of United Nations cultural policy on a global scale. She investigates the ramifications of this development on museological practice, critical theory, and international politics.

Museums have evolved to integrate intangible heritage alongside tangible artifacts, collaborating with communities to showcase cultural expressions (Lewis, 2015). The National Museum of Anthropology in Mexico, for instance, partners with indigenous communities, spotlighting intangible heritage like oral narratives and contributing to

sustainable development through exhibitions and educational initiatives (Boukas and Ioannou, 2020).

Responsible tourism practices, exemplified in regions like the Mekong Delta, actively promote Intangible Cultural Heritage transmission by engaging with local communities while honoring traditions (Denham, 2013).

Inter-generational transmission, led by elders and practitioners, ensures continuity. Initiatives like mentorship programs, as observed among the Ainu in Japan teaching traditional weaving techniques, facilitate this transfer. Shortcoming: Does not address responsible tourism practices that actively promote ICH transmission and engagement with local communities (Pilgrim et al., 2010).

Education, supported by schools and cultural organizations, plays a pivotal role in raising awareness and nurturing respect for intangible heritage among future generations. Shortcoming: Does not address responsible tourism practices that actively promote ICH transmission and engagement with local communities (Cominelli and Greffe, 2012).

Based on the aforementioned shortcomings, the research gap identified in the study of Intangible Cultural Heritage is the lack of comprehensive research that examines the collaborative efforts between museums, communities, and responsible tourism practices in preserving, promoting, and transmitting ICH (Kim, 2018).

Egypt's cultural heritage is significantly protected and preserved thanks to the museum. It raises awareness of the significance of cultural preservation by showcasing and educating visitors about the ancient Egyptian civilization. The Egyptian Museum contributes to sustainable tourism practices by highlighting the significance of Egypt's

cultural identity. Respecting and valuing local cultures, traditions, and heritage are essential to sustainable tourism practices. Despite its efforts in preservation, the Egyptian Museum may face challenges in effectively communicating the historical and cultural significance of its artifacts to a diverse range of visitors, which can potentially hinder a deeper understanding and appreciation of Egypt's rich heritage (Elsorady, 2014; Amara, 2017).

### **2.2.1 Natural Preservation**

A fundamental tenet of sustainable tourism revolves around natural preservation. This principle involves implementing practices aimed at minimizing adverse environmental impacts while safeguarding natural resources. Sustainable tourism advocates for energy and water conservation, waste reduction and recycling, and the preservation of biodiversity and natural habitats. Adopting these practices allows the tourism industry to diminish its carbon footprint, conserve resources, and protect the planet for future generations. Moreover, sustainable tourism initiatives focusing on natural preservation can significantly benefit local communities by promoting eco-tourism and supporting conservation efforts that generate jobs and income (El-Hagggar and Samaha, 2019). Current research frequently ignores the problems associated with natural preservation in sustainable tourism, preferring to concentrate on ideal results and advantages while ignoring real-world difficulties. To close these gaps, future studies should examine the challenges and restrictions associated with putting sustainable practices for nature preservation into practice.

### **2.2.2 Respect for and Preservation of Culture**

Sustainable tourism places significant emphasis on respecting and conserving the culture, customs, and traditions of visited destinations (United Nations World Tourism Organization [UNWTO], 2017). It encourages tourists to engage with local communities in a respectful and culturally sensitive manner, fostering an understanding of unique customs and beliefs. Contributing to local businesses and artisans not only supports the local economy but also contributes to the preservation of cultural heritage. By promoting responsible travel practices, respecting local customs, and being mindful of cultural sensitivities, sustainable tourism contributes to preserving cultural heritage. Overall, it fosters mutual understanding, respect, and economic support for local communities (UNWTO, 2017).

### **2.3. Economic Impact**

Sustainable tourism operates on the premise of minimizing negative impacts on the environment, society, and culture while maximizing benefits for both local communities and travelers. A significant advantage of sustainable tourism lies in its potential to generate substantial financial benefits for nearby communities.

By fostering employment opportunities, sustainable tourism serves as a catalyst in alleviating poverty, reducing unemployment rates, and stimulating economic growth within local areas. Additionally, through active support of local businesses and the sourcing of goods and services within the community, sustainable tourism bolsters economic self-sufficiency while retaining wealth within the local economy. Moreover, it strives for an equitable distribution of tourism revenue within the community, thereby contributing to the reduction of income inequality (Ali et al., 2020).



By using virtual reality technology to connect museum items with their respective areas of discovery, the potential for using the museum as a tool for visiting nearby archaeological sites in the Memphite Necropolis would be enhanced. This would contribute to the long-term sustainability of tourism in the area. The GEM is connected to the surrounding site by a 2-kilometer corridor that leads to the pyramid's region. The journey starts at the GEM and then proceeds to the tour of Giza, with its iconic pyramids.

Bryan, Jane (2012): Limited scope of economic impact: Although the study explores the economic impact of museums, it might not sufficiently delve into other facets of museum contributions beyond economic aspects, such as their social or cultural impacts.

The Tourism Route and Trail is a cohesive sequence of interconnected destinations that are specifically linked together within a defined timeframe. It minimizes the tourist's exertion and provides them with comprehensive understanding about the monuments and historical significance of this era (Al-Saad., 2014). The sustainability of tourism in engaged areas is enhanced by the direct involvement of local communities, which leads to the creation of new employment possibilities, increased revenue, and improved infrastructure. This, in turn, has a favorable economic impact on the local communities. Additionally, it plays a role in attaining several advantages for the tourist destination, such as enhancing its reputation, showcasing its cultural distinctiveness, safeguarding its legacy, promoting urban growth along the tourist path, and expanding its tourism offerings. This kind of tourism introduces new tourist products and places to prolong the duration of visitor stays and increase their level of expenditure, beyond what is typically experienced by tourist groups (Ali et al., 2020).

Diamantis and Ladkin (1999)'s study emphasizes the significance of sustainable tourism in facilitating the progress of remote regions, fostering the loyalty and sense of belonging among local communities, valuing, and safeguarding national heritage, preserving the environment and natural resources, and ensuring a fair distribution of development across various regions. Thuraya's study highlights that attaining sustainable tourism development necessitates the implementation of specific procedures and principles. These measures aim to effectively balance the needs and preferences of tourists while safeguarding natural assets and social systems, as well as maximizing economic advantages. This will be achieved by implementing laws and regulations pertaining to environmental protection, imposing restrictions on the carrying capacity of tourist attractions, and promoting tourism knowledge and ecological awareness amongst the local community. This will be achieved by promoting the creation of income-generating enterprises in the local community, specifically focusing on handicraft and traditional industries.

Additionally, the local people will be encouraged to serve as tour guides, highlighting their expertise and knowledge of the area. The research conducted by El Azazy (2022) examined the key features and advantages of sustainable tourism in terms of its economic, social, cultural, and environmental aspects. Additionally, El Azazy (2022) investigated the impact of ecological tourism management on the sustainability of archaeological sites, using the Giza Pyramids area as a case study. The study also identified significant challenges in the region.

Moreover, several studies substantiate the economic advantages sustainable tourism offers to local communities. For instance, research by the United Nations Development Programme (UNDP, 2019) illustrates that sustainable tourism has the

capacity to create jobs, generate income, and notably enhance the standard of living in local communities. Similarly, findings from the World Travel and Tourism Council (WTTC, 2021) underline sustainable tourism's role in promoting economic development and reducing poverty, especially in developing countries. Current research often overlooks the practical challenges of implementing sustainable tourism practices for natural preservation. Future studies should address these issues and focus on the long-term viability of financial gains. Further investigation is needed to identify industries that benefit most from sustainable tourism and to develop more comprehensive strategies for preserving nature.

### **2.2.5 Education and Awareness**

Sustainable tourism endeavors to educate visitors about the importance of environmentally friendly travel, cultural sensitivity, and responsible travel practices. It actively encourages travelers to engage in activities that endorse sustainable development and diminish their ecological footprint.

It is worth noting that many businesses involved in the supply chain, from post-consumer trash collection to producing secondary raw materials, have adopted the 6R practical framework, which includes recycling, as noted by Ghisellini and Ulgiati (2019). However, museums must also consider and address the broader economic, political, sociocultural, and environmental impacts of their activities on their community to be considered sustainable. This is a crucial point to consider in the development and implementation of sustainable practices for museums. One potential shortcoming is that some museums may adopt a narrow approach to cultural sustainability, focusing solely on the gathering, preserving, and researching of cultural heritage, without fully considering the broader economic, political, sociocultural, and environmental impacts of

their activities on their community and territory. In order to be truly sustainable, museums should strive to address these interconnected factors and manage their operations in a holistic and sustainable manner (Pop and Borza, 2016; Repetto et al., 2019; Emas, 2015; Ghisellini and Ulgiati, 2019).

## **2.4 Community Involvement**

The planning and decision-making processes for tourism-related activities involve local communities. This ensures that tourism benefits are distributed fairly and empowers communities to shape their future. Community involvement in tourism planning and decision-making can take many forms, including consultative forums, workshops, and public hearings. These approaches help to ensure that local people are informed about the potential benefits and impacts of tourism, and that their concerns and suggestions are taken into account. By giving local communities a voice in tourism development, they are empowered to shape their own future and benefit from the opportunities that tourism can bring (Olivia, 2020).

Our knowledge of how to effectively empower local communities and influence their destiny is hampered by the lack of a thorough review of community involvement in tourism planning. In order to effectively carry out their purpose, museums that are easily approachable must engage and seek input from all relevant parties, such as visitors, volunteers, online users, nonusers, governing board members, partners, donors, and staff members. This collaboration may be achieved by engaging in activities such as strategizing service modifications, making informed decisions, formulating policies, and evaluating performance. These activities may include the establishment of advisory categories, interviews, and online platforms (Davies, 2008).

In regard to the rules of environmental responsibility at the Egyptian Museum, museum experts are required to evaluate the environmental effects of the institution. Furthermore, it is essential for museum workers to seek guidance from environmental and conservation specialists in order to adhere to sustainable protocols within a museum setting. Museum experts need to establish collaborations with facilities management services. Moreover, it is important for professionals to exert their influence on public opinion and political leaders on sustainability matters. They should also establish collaborations with the local community in order to raise awareness about sustainability via initiatives and the exchange of information. Providing training programs on sustainable development for both employees and volunteers (Aziz et al., 2021).

In order to address the challenges arising from the distribution of the Egyptian Museum collections to other museums, the research suggests implementing the recommendations put forth in Rashed's (2015) study titled "A New Concept and Exhibition Program for the Egyptian Museum in Cairo." This involves selecting one idea out of three for the permanent display of the Egyptian Museum after its collections have been distributed among the Grand Egyptian Museum (GEM) and the National Museum of Egyptian Civilization (NMEC). The three options are: "Archaeological Field Museum," "Visible Storage," and the theme of "Ancient Egyptian Art." This is contingent upon comprehending the present layout of the display area of the Egyptian Museum, its extensive holdings, and the specific target audience.

#### **2.4.1 Awareness and Instruction**

The museum serves as an educational hub, offering insights into the history, artistry, and architectural marvels of ancient Egypt. It provides a platform for tourists to

delve into sustainable tourism practices, emphasizing the importance of respecting archaeological sites, minimizing impact on cultural artifacts, and advocating responsible travel.

With its wealth of information, the museum becomes a catalyst for sustainable tourism. Through curated exhibits and educational programs, it has the potential to actively promote responsible tourism practices and cultural preservation. By integrating these initiatives, it contributes significantly to nurturing a conscious and informed global community of travelers committed to preserving cultural heritage and ensuring the sustainability of tourist sites. The absence of immersive and interactive experiences at the Egyptian Museum is one of its possible weaknesses, as it may reduce visitor engagement and make it more difficult for the institution to accommodate a range of learning preferences and styles.

Sustainable tourism aims to help the economies and communities of the area. The Egyptian Museum brings in visitors from all over the world, which helps the area's economy. The generated funds can be reinvested in community development projects and the upkeep and preservation of cultural sites and artefacts. By supporting the historical centre and its related exercises, sightseers can add to the reasonable improvement of Egypt's social legacy (Ioannou, 2020). Even with the economic benefits that the Egyptian Museum has brought about in terms of increased tourism and revenue, there might still be difficulties in properly allocating funds to community development initiatives and making sure that a sufficient amount is set aside for the maintenance and preservation of historical sites and artefacts.

#### **2.4.2. Sustainable Tourism and Management of Visitors**

Sustainable tourism encourages the sharing of benefits and community involvement in decision-making processes. The Egyptian Gallery can collaborate with neighborhood networks, artisans, and organisations to advance bona fide social encounters and back nearby vocations. This could mean giving local artisans a chance to show off their work, giving them jobs, or working with local organizations that help keep cultural heritage intact and grow the community. Although the Egyptian Museum can work with regional networks and groups, it might be difficult to form inclusive and productive alliances that genuinely empower the community and guarantee the fair sharing of the advantages of sustainable tourism projects.

For sustainable tourism practices, the Egyptian Museum can implement visitor management strategies. Examples include controlling the number of visitors, using timed tickets for entry, or utilizing technology to improve the visitor experience while minimizing the impact on artefacts and the museum environment. Sustainable visitor management contributes to the preservation of cultural artefacts, reduces crowding, and guarantees a high-quality visitor experience (Tiwari, 2020).

Egypt can support local communities, preserve its cultural heritage, and offer visitors enriching and responsible travel experiences by using the Egyptian Museum as a platform for sustainable tourism practices. It is vital to work out harmony between exhibiting social fortunes and guaranteeing their drawn-out preservation while helping the neighborhood economy and advancing social appreciation and understanding. The Egyptian Museum may be able to use visitor management techniques for sustainable tourism, like limiting the number of visitors and making use of technology, but striking a balance between safeguarding cultural artefacts, providing a first-rate visitor experience, and assisting the neighborhood economy and community may prove difficult.

## **2.5. Research Gap**

This thesis aims to bridge these gaps by conducting a comprehensive analysis centered on the Grand Egyptian Museum (GEM). The objective is to provide empirical evidence through an in-depth examination of the museum's initiatives, community engagement strategies, economic impact, and preservation efforts. By focusing specifically on the GEM, this study intends to offer practical insights and recommendations for policymakers and museum administrators to optimize the museum's role in fostering sustainable tourism.

By delving into the challenges and successes of the GEM, this research endeavors to contribute a nuanced understanding of the museum-specific factors that influence sustainable tourism practices. This will enrich the existing academic discourse and provide a more comprehensive understanding of the role of museums in promoting sustainable tourism.

Through a comprehensive analysis, this study will examine the GEM's initiatives and strategies for engaging the community. It will explore how these efforts contribute to the museum's economic impact and its role in preserving cultural heritage. By providing empirical evidence and practical insights, this research aims to enhance the understanding of policymakers and museum administrators regarding the GEM's potential to promote sustainable tourism.

Furthermore, this study will shed light on the challenges faced by the GEM in implementing sustainable practices and the strategies employed to overcome these



challenges. By examining these factors, the research will contribute to a more nuanced understanding of the museum-specific factors that influence sustainable tourism practices.

In conclusion, this thesis aims to bridge the existing gaps in research by conducting a comprehensive analysis of the Grand Egyptian Museum. By focusing specifically on the GEM, this study will provide empirical evidence and practical insights to optimize the museum's role in fostering sustainable tourism. Additionally, by exploring the museum's challenges and successes, this research will contribute to a deeper understanding of the museum-specific factors that influence sustainable tourism practices, enriching the existing academic discourse.

## **Three: Grand Egyptian Museum (GEM):**

### **CASE STUDY**

#### **3.1 Historical Background of the Grand Egyptian Museum**

Cairo's modern Egyptian Museum was constructed around the end of the nineteenth century and opened on November 15th, 1902. The museum was designed in a neo-classical style to complement its surroundings and reflect the classical inclinations of many of the exhibits it was meant to hold. The structure was built to allow visitors to easily move from one gallery to the next while still meeting modern air circulation and natural lighting criteria.

When the museum first opened, it had about 500 people per day, rotating throughout 15,000 square meters; today, the number of visitors is 5,000 -7,000 per day. The museum originally contained 35,000 items; presently, it has about 140,000 pieces, excluding those being preserved in the basement of the building. More items can yet be discovered in warehouses attached to various archaeological sites throughout Egypt.

Overcrowding has become an inescapable concern, with about 2.5 million visits yearly. As a result, the Egyptian government has identified a block of land adjacent to the magnificent pyramids of Giza as the site of the Grand Egyptian Museum. Nearly 100,000 objects will be kept in the GEM. The idea of establishing the Grand Egyptian Museum dates back to the artist Farouk Hosni, Minister of Culture at the time, in 1998, when the Cairo Egyptian Museum was criticized due to crowding and displaying objects in an unsatisfactory way for visitors, which aroused his jealousy on his country's civilization and nobility, within that time he announced a new project called the Grand Egyptian Museum to be one of the biggest museums in the world show the single civilization of Egypt and its people.

The Grand Egyptian Museum's foundation stone was laid on February 4th, 2002, to show the world that Egypt is committed to building an important cultural structure (Fig. 1) and to convey that Egyptian culture will always be a source of knowledge.



*Figure 1: The location of The Grand Egyptian Museum*

### **3.2 The idea behind Grand Egyptian Museum's location**

The Grand Egyptian Museum is only 2 kilometers from the Giza Pyramid plateau, a UNESCO World Heritage Site that runs north-south for nearly 30 kilometers from Abu Rawash to Dahshour and includes the archaeological regions of Abu Ghorab, Abu Sir, and Saqqara, which represent the Memphis heritage site Fig (2).



*Figure 2: Memphis Heritage Site*

Fig (2) set of photos of GEM's surrounding cultural heritage, tangible and intangible.

The Grand Egyptian Museum will be around 500,000 square meters in size. It is situated on a higher hill near the beginning of the Cairo-Alexandria desert Road and is also accessible through the Fayoum m Desert Road (See Fig.3).



*Figure 3: Roads leading to the Grand Egyptian Museum*

The Grand Egyptian Museum design was chosen due to an international architectural competition announced by the Ministry of Culture on January 7th, 2002. UNESCO funded the competition, which the UIA oversaw. The museum complex is

designed to provide visitors with a unique cultural, entertaining, and educational experience. (See Fig. 4).



*Figure 4 The Grand Egyptian Museum*

The Grand Egyptian Museum will help establish Egypt as a major global hub for Egyptian heritage and history and a destination to be noticed. In order to maintain and preserve this vast legacy, the museum's goal is to showcase the variety of Egypt's monuments and artistic legacy in one location.

The Grand Museum, situated halfway between Cairo's contemporary metropolis and the historic Great Pyramids, serves as a time portal. The UNESCO World Cultural Heritage Site of the Giza Plateau, Memphis, and its Necropolis include valuable heritage throughout history. The museum complex will be erected over 117 feddans of land or around 480,000 square meters.

The Grand Egyptian Museum will exhibit ancient artefacts that will give visitors an engaging experience; it will be an interaction between the past and the present. The Grand Egyptian Museum houses a chronological summary of Egypt's ancient history over

the last 7000 years in trust for Egypt and the rest of the globe. Over 100,000 artefacts, including more than 5000 belonging to the fabled King Tutankhamun, will be housed in the new museum, built close to the Giza Pyramids and honor the timeless landmarks, richness, and history of Ancient Egypt. For the first time, the Grand Egyptian Museum will have two galleries dedicated to King Tut, totaling over 7000 square meters, with the remaining three galleries devoted to a chronological presentation of the ancient Egyptian civilization. (Fig. 5).



- A collection of photographs depicts the Great Staircase entrance to, the Children's Museum, the Hologens virtual reality hall, and the Antiquities Centre for students.

*Figure 5: The Antiques in Grand Egyptian Museum*

The Grand Egyptian Museum will allow experimenting with traditional handicrafts. At the same time, the museum will provide workshops and artistic programs within the crafts and arts centre as part of the museum's keenness to create belonging to the Egyptian identity and personality and raise awareness of the value of cultural heritage and the revival of heritage. Tourists can see the making process for various inherited crafts such as textiles, pottery, papyrus, jewellery, and wooden crafts and test them.

### 3.3 The Grand Egyptian Museum's vision

The particular legacy of this ancient culture needed to be displayed in a single building. This building serves as an exhibition and a depository for the advancements and accomplishments of Ancient Egypt. However, the query emerged, “How can one building span the distance between heaven and earth?”

The only thing that can unite Heaven and Earth is Light, and it is through Light that vision, including the vision that led the Pharaohs and all of creation, is born. A single source that was dim but potent enough to light up a thousand suns guided the Grand Egyptian Museum. This source inspired building this edifice and giving it life through a wonderful concept and design. (fig.6).



Figure 6: External landmarks the GEM with the statue of Ramesses 2nd.

GEM's vision is to be consistently ranked among the top museums in the world and to be perceived and positioned on an equal footing with the world's most established museums. This meant that the design of the museum's identity had to adhere to

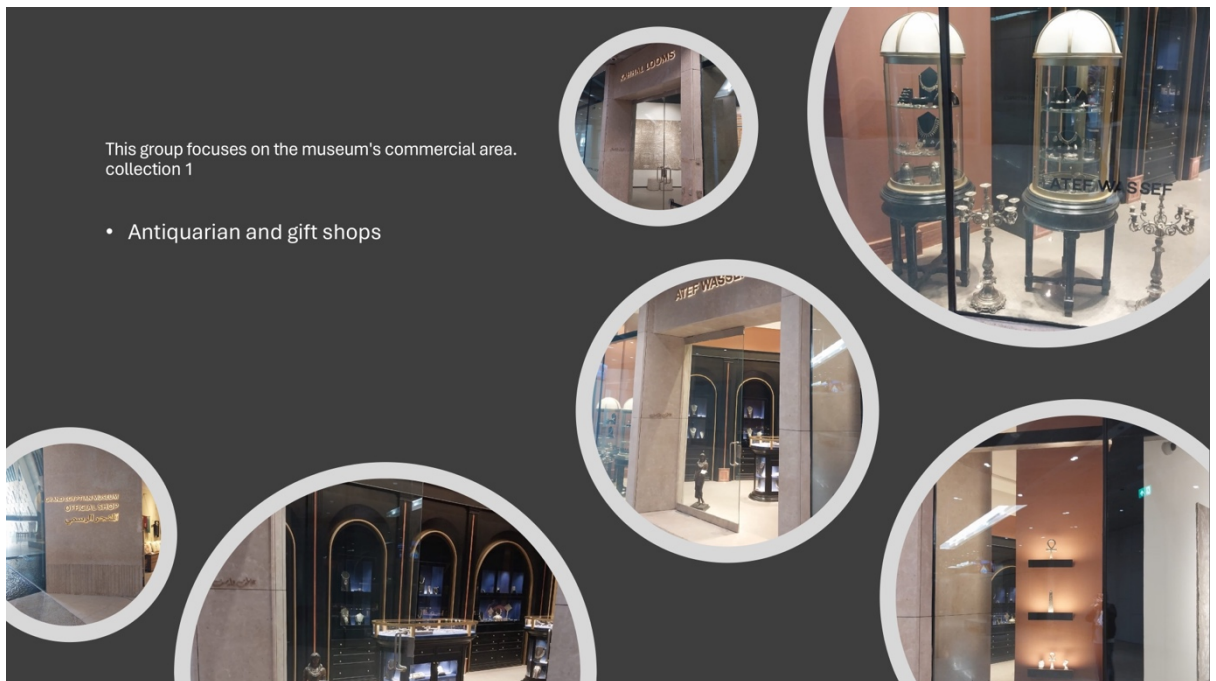
international best practices in branding such large organizations. The logos of the world's largest and most established museums reveal common design approaches: they are mostly straightforward logos, adopting a clean and minimalist style, often typographic, with concepts that are rather abstract and not visually directly related to the artefacts on display in the exhibitions (<http://gem.gov.eg/>).

### **3.4 The Grand Egyptian Museum Mission**

The world's oldest known hub of civilization, art, and culture is widely acknowledged to be Egypt. Art has been a unifying factor throughout history, especially during invasions and the Pharaonic, Greco-Roman, Coptic, and Islamic eras. Egypt and its people continue to be known for their unceasing representation of life through art. The Grand Egyptian Museum (<http://gem.gov.eg/>) aims to serve as an illustrative example of this quality by showcasing its complexity of civilization: Egypt's land, kingship and state, daily life, religion, and knowledge.

The museum seeks to educate and amuse adults and children attending by preserving, recording, conserving, researching, and presenting its collections. The museum's major objective is to meet the demands of visitors by serving as an exceptional, welcoming, and dynamic institution to develop innovative experiences that stimulate visitors' interests and incorporate the thrill of discovery and appreciation of culture. The Grand Egyptian Museum (GEM) is being constructed in Giza, Egypt. It is anticipated to debut in 2023 and house the nation's most valuable antiquities, including Tutankhamun's treasures. It is anticipated that the Egyptian handicraft industry will be significantly affected by the GEM. Millions of people will visit the museum yearly, and many are interested in purchasing souvenirs and handmade items. Egyptian handicrafts will now have a new market to help the economy (Tiwari, 2020). (Fig. 7).





*Figure 7: This group focuses on the museum's commercial area.*

The GEM will also allow you to show the world the best Egyptian handicrafts. Handicrafts will have their own space in the museum, and artisans can sell their wares directly to visitors. This will assist with advancing Egyptian painstaking work and bring issues to light of their quality and craftsmanship. The GEM is a significant undertaking that will benefit the Egyptian handicrafts sector. The museum will help to promote the quality and craftsmanship of Egyptian handicrafts, establish a new market for handicrafts, and present Egyptian handicrafts to the world (Kumar, 2021). (Fig. 8).

This group focuses on the museum's commercial area.  
collection 2

Antiquarian and gift shops



*Figure 8: This group focuses on the museum's commercial area.*

The document known as the Practical Framework for the Grand Egyptian Museum and Handicrafts Sustainability outlines the actions that will be taken to guarantee that the GEM will benefit the Egyptian handicraft industry. The following initiatives are included in the framework:

- I. Instruction for artisans on how to make high-quality, international-standard crafts.
- II. Helping artisans get the licenses and permits they need to sell their goods
- III. Use the museum's website and social media to promote Egyptian crafts.
- IV. Promoting the sale of Egyptian handicrafts through collaboration with organizations, both domestic and international

The Commonsense System is a complete arrangement that will assist with guaranteeing that the Diamond emphatically affects the Egyptian painstaking work industry. The framework demonstrates that the Egyptian government is committed to sustainable development and handicraft promotion (Boukas and Ioannou, 2020).

The following are the advantages of the Terrific Egyptian Gallery for the Egyptian crafted works industry:

- I. It is anticipated that the GEM will welcome millions of visitors annually, many of whom will be interested in purchasing handicrafts and souvenirs. Egyptian handicrafts will now have a new market to help the economy.
- II. Expanded mindfulness: The GEM will allow you to show the world the best Egyptian handicrafts. The historical centre will have a committed space for crafted works, and there will be valuable open doors for an artisan to sell their items straightforwardly to guests. This will promote Egyptian handicrafts and raise awareness of their craftsmanship and quality.
- III. More money invested: The GEM is a big project requiring money. This venture will set out positions and open doors for organizations in the handiworks business.
- IV. Expanded manageability: Energy-efficient technologies and materials will be used in the design of the GEM, making it sustainable. This will assist with decreasing the ecological effect of the historical center and set a genuine model for different organizations in the handiworks business (Koscak, 2022).
- V. The Egyptian handicraft industry stands to benefit greatly from the Grand Egyptian Museum. The exhibition hall will assist with elevating painstaking Egyptian work to the world, create new positions, and lift the economy. The GEM is a testament to Egypt's dedication to sustainable development and represents the country's rich history and culture.

### **3.5 Objective of GEM**

Thus, the main objective of the GEM could be summarized in the following points:

- I. To allow a worldwide audience to engage in the museum's environment.
- II. To increase visitors' understanding and improve the quality of their experience by incorporating interactive techniques and technology.

- III. Educational and recreational possibilities will be available to all guests.
- IV. To revitalize old and forgotten arts and crafts by establishing the Art and Craft Centre
- V. To construct a world-class museum complex that illustrates Egyptian civilization's progress.
- VI. Creating the first Smart Museum using the information highway in a way that is deliberately meant to encourage maximum visitor interaction and participation.
- VII. A data bank and Egyptology library will be built to suit the demands of scholars studying international collections of Egyptian artefacts.
- VIII. To change the museum from a facility whose main goal is to show items into a facility with numerous purposes that allows visitors to spend the entire day there.
- IX. Contributing to tourism industry growth by offering facilities capable of drawing an additional four million tourists annually.
- X. To invest in Egypt's future by increasing cultural awareness among future generations.
- XI. To establish appropriate labs for scientific study, conservation, restoration, and photography that meet the highest standards. (<http://gem.gov.eg/>)

### **3.6 The Grand Egyptian Museum, handicrafts, and Sustainability the Practical Framework**

In discussing the Grand Egyptian Museum and sustainability, it is essential first to define handicrafts. Despite widespread production, there is no consensus on the definition of "handicrafts." According to Fabeil et al. (2014), handicrafts refer to

handcrafted objects that are aesthetically and culturally appealing due to their construction, design, and artistry. Rogerson, on the other hand, defines craft items as those that are manufactured by hand 80% of the time and use a range of raw materials, including natural fibers, textiles, beads, clay, and recyclables. Thompson and Abryareh (2009) define handicraft as a skill that includes hands-on arts. Most discussions around the definition of handicrafts focus on how the item is manufactured (handmade versus machine-made, simple versus aesthetic traits, and so on). However, it seems that each country has its own definition of handicrafts based on the history of the development of handicrafts.

Therefore, in the context of the Grand Egyptian Museum and sustainability, handicrafts refer to handcrafted objects that are attractive on an aesthetic and cultural level due to their construction, design, and artistry. These objects may include textiles, pottery, jewelry, and other traditional crafts produced by hand in Egypt. The production and promotion of handicrafts have the potential to contribute to sustainable tourism by providing economic opportunities for local communities and preserving cultural heritage. However, it is important to carefully consider the potential risks associated with mass tourism and ensure that the production and promotion of handicrafts are carried out in a sustainable manner.

Furthermore, it is imperative to ensure equitable and moral treatment of craftsmen, reverence for cultural legacy, and proactive engagement and empowerment of neighboring communities. Supporting the sustainable impact of handicraft promotion are effective management and regulation of tourism supply and demand.

### **3.7 Preserving Traditional Handicrafts through the Grand Egyptian Museum**

In recent decades, the notion of “cultural heritage” has greatly changed; it no longer only refers to tangible legacy, including monuments and museum exhibits. It also includes knowledge. Traditions were live expressions that were transmitted from one generation to the next. In contrast to World Heritage, which primarily focused on the physical manifestation of culture, the idea of intangible cultural heritage (ICH) emerged in the 1990s. The opposite of touchable or tangible culture is intangible, which can be experienced with or without a vehicle of the culture and includes songs, music, theatre, handicrafts, and other things. Intangible culture cannot be touched.

In 2003, UNESCO adopted a convention to conserve ICH, to raise awareness about the importance of ICH and its defined ICH as the practices, representations, expressions, knowledge, and skills—as well as the instruments, objects, artefacts, and cultural spaces associated in addition to that—that communities, groups and, in some cases, individuals recognize as part of their cultural heritage”.

The Convention also classified ICH into five categories, one of which is traditional handicrafts: handcrafted items express culture, inherited skills, knowledge, and the beauty of a legacy. Understanding the intangible culture embedded in handicrafts can be done by taking a closer look at the tangible world. Therefore, information, methods, and skills are essential for sustaining production from one generation to the next. (UNESCO. Convention,2003)

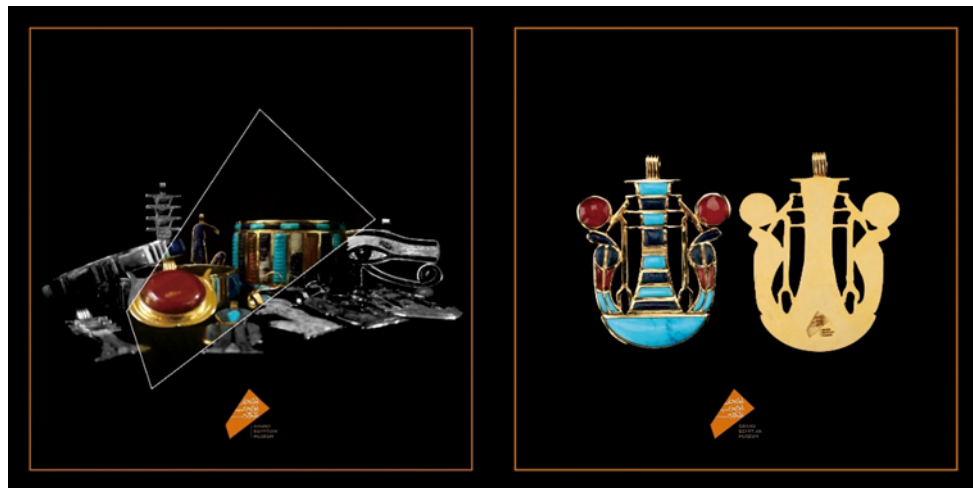
Handicrafts faced many issues in Egypt, such as Young People’s Reluctance to Continue with Their Crafts. Because there is no market for traditional handicrafts such as textiles, basketry, pottery, etc. The complex and drawn-out process of making crafts is challenging for the younger generation. Because of this, most young people do not want to inherit old crafts such as textiles, basketry, pottery, and so on. A scarcity of centers ready to teach traditional handicrafts, poor infrastructure, where the majority of

handicrafts are conducted in countryside areas where basic infrastructure is lacking and education and training centers.

The Grand Egyptian Museum to Promote and Preserve the Cultural Heritage (Handicraft).

As previously said, the handicraft industry provides employment, revenue, and a means of maintaining and promoting cultural and traditional handicrafts in many developing nations, including Egypt.

- 1- The Grand Egyptian Museum will give the artisans a chance to made simulating the real archaeological dimensions of the antiquities chosen to be implemented by them through inherited techniques and Add the Grand Egyptian Museum Brand
- 2- The museum will provide workshops and artistic programs within the crafts and arts center as part of the museum's keenness to create belonging to the Egyptian identity and personality and raise awareness of the value of cultural heritage and the revival of heritage.
- 3- The Grand Egyptian Museum visitors can see the making process for various crafts inherited crafts such as (textile, pottery, papyrus, jewelry, and wooden crafts and test them.



*Figure 9: Antiquities placed in Grand Egyptian Museum*

## CHAPTER FOUR: METHODOLOGY AND APPROACHES

### 4.1 Research Methodology

The research methodology encompasses the instruments and procedures used to analyze knowledge claims (Creswell, 2009). In this study, the goal is to explore the role of the Grand Egyptian Museum in preserving and protecting traditional handicrafts for economic growth and community engagement. To achieve this, a qualitative research approach was adopted, allowing for an in-depth understanding of individuals' experiences and perspectives.

Get to know the problem, which is some of the difficulties that research identifies in the theoretical and applied aspects and try to develop solutions for it (Kothari 2004: 32). The problem focuses on topics that you believe are important and need to be studied and treated.

Qualitative research aims to understand how individuals interpret social events and interactions in the real world (Creswell, 2007). It employs naturalistic inquiry and respects the humanity of participants. In this study, structured interviews were conducted with managers and policymakers in the Egyptian Museum's sector to monitor and investigate the best policies, strategies, and practices contributing to economic growth and the preservation of traditional handicrafts.

Museums are considered the most representative of all aspects of cultural heritage and are the ones that fulfill the desire to preserve our civilization that we inherited from our ancestors, as well as the desire to select and preserve assets that reflect creativity and social identity. They exhibit unique forms of cultural ingenuity, and their increased allure is a reflection of the influence of their varied endeavors. In order to augment the nation's



standing and attract a greater number of visitors, museums require gradual development and attention (Simon, 2022).

The relationship between museums and tourism is dependent on it. There is a strong connection between museum patrons and tourism, and the relationship becomes more effective when the efforts of stakeholders and resources are employed to support sustainable development (Amoako, 2022).

## **4.2 Research Approaches**

Social science research encompasses varied methodologies, including qualitative and quantitative methods (Fig. 1). This study adopted a mixed methods research design to comprehensively address the research topic.

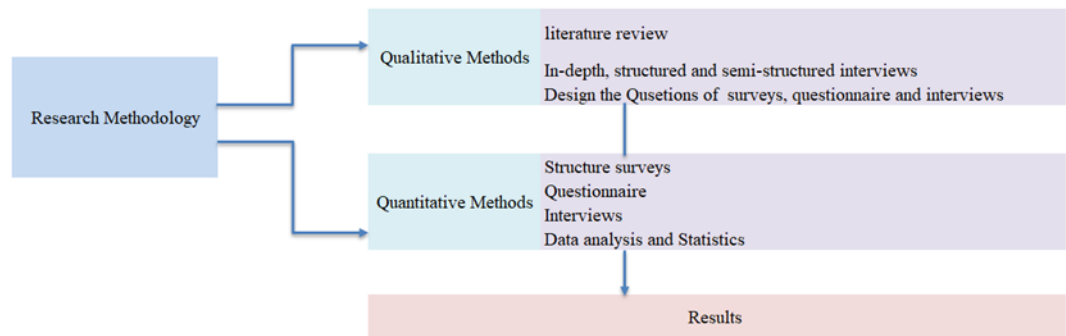
Quantitative research focuses on quantifying and examining causal connections between variables. It adheres to a logical inquiry approach, aiming to validate hypotheses and establish broadly applicable conclusions (Bryman, 2008). However, due to the intricate human experiences involved and the contextual nature of this research, a qualitative approach was chosen.

Qualitative research delves into understanding individuals and their experiences, exploring diverse influences such as education, health, cultural background, and social ties (Neuman, 2003).

By employing flexible and adaptive data collection methods, qualitative research allows a deeper exploration of the perspectives of those engaged. Among the employees of the Ministry of Tourism and Antiquities, the Egyptian Museums Sector, and workers inside handicraft workshops. This study utilizes a mixed methods approach,

amalgamating qualitative data from interviews with managers and policymakers and specialists, including museum curators and archaeologists working in the Ministry of Tourism and Antiquities and the Egyptian Museum sector with quantitative data from pertinent sources. This comprehensive method aims to offer nuanced insights into the interplay between traditional handicraft preservation, economic growth, and community engagement.

By merging qualitative and quantitative research methods, this study endeavors to uncover valuable insights into the strategies and practices employed by the Egyptian Museum sector to champion traditional handicrafts and foster economic growth.



*Figure 10: Research Methodology*

### 4.3 Procedures for Data Collection

This study utilized a comprehensive and multi-dimensional approach to gather data on a research topic. The research methodology proposed to investigate the research questions regarding the GEM's approach to preserving traditional handicrafts and its

influence on sustainable tourism consists of three primary methods: document analysis, interviews and surveys, and site visits and observation.

#### **4.3.1. Document Analysis**

The first step is completing a thorough investigation of pertinent literature, papers, and policies about the GEM's strategy for preserving traditional handicrafts and its impact on sustainable tourism. This would include doing a comprehensive analysis of academic papers, museum publications, government reports, and tourist regulations that provide insights into the activities and strategies of the GEM and their impact on the preservation of traditional handicrafts and the promotion of sustainable tourism. The research seeks to obtain valuable insights into the museum's overall goals, the specific programs, and initiatives it has implemented to preserve traditional handicrafts, and the documented influence of these efforts on sustainable tourism in Egypt through a critical analysis of these documents. This approach will provide a strong basis for comprehending the historical backdrop, theoretical frameworks, and current empirical data pertaining to the study subject.

#### **4.3.2. Interviews and Surveys**

The second approach is conducting interviews with significant individuals such as GEM officials, craftsmen, and community members, as well as administering surveys to collect their viewpoints on the museum's activities, community engagement, and economic advantages. The study aims to get an insider's viewpoint on GEM's strategic goal, its particular programs and activities for preserving traditional handicrafts, and the

perceived influence of these endeavors on sustainable tourism, by conducting thorough interviews with GEM executives. In addition, conducting interviews with artists and community members will provide direct testimonies on their participation in the GEM, the degree to which their traditional handicrafts are being conserved and promoted by the museum, and the economic advantages they have gained consequently.

Simultaneously, surveys will be conducted among a wider variety of stakeholders to gather a more varied set of viewpoints and experiences about the GEM's efforts and their influence on the preservation of traditional handicrafts and sustainable tourism. The interviews and questionnaires will provide in-depth and detailed information about the experiences and perspectives of those who are closely associated with the museum and its activities.

#### **4.3.3. Site Visits and Observation**

The third approach involves physically going to the GEM during various stages of its operation, carefully examining the exhibits and interactive activities that pertain to traditional handicrafts, and systematically recording the museum's endeavors in safeguarding and advancing these crafts. The study seeks to directly examine the exhibitions, demonstrations, and interactive experiences that highlight traditional handicrafts and their conservation at the GEM by physically immersing in the museum's setting. The study aims to systematically observe and record the museum's endeavors, the extent of community involvement, and the visitor reactions to these activities. In addition, site visits will provide the chance to engage with museum personnel, craftsmen, and visitors, allowing the study to get immediate and firsthand perspectives and experiences that may not be completely obtained just via interviews or document analysis.

#### **4.4 Primary Data Collection Methods: Extracting Rich Insights**

##### **Structured Interviews:**

Structured interviews played a pivotal role in our quest for in-depth data collection. These interviews were meticulously designed based on thematic insights derived from an extensive literature review. Conducted in a conversational style, our aim was to extract nuanced responses directly from the participants, delving deep into their perspectives. This approach allowed us to attain a comprehensive understanding of the research topic by exploring the intricacies of participants' experiences and viewpoints. The main objective of these interviews was to get extensive understanding of museum management, cultural protection, and archaeological efforts in Egypt. The conversations offered vital viewpoints that greatly enhanced the study's comprehensiveness and comprehension of the subject matter. The revised section now clearly underscores the significant contributions made by the interviewees, emphasizing the crucial role of their insights in enhancing the study.

##### **Qualitative Data Collection:**

To further enrich our study, we utilized various qualitative data collection methods, including first-hand accounts, written records, oral interviews, and audiovisual materials. By gathering data from diverse sources, we ensured a robust comprehension of the research topic, capturing a comprehensive view of the subject matter. Additionally, archival materials were employed as supplementary sources, offering background information and contextual insights.

### **Thematic Coding and Narrative Analysis:**

To analyze the qualitative data from the interviews and other sources, we employed qualitative analysis techniques such as thematic coding and narrative analysis. Thematic coding involved systematically identifying recurring themes and patterns within the data. By categorizing the data into meaningful themes, we were able to uncover key insights and understand the underlying meanings and connections. Narrative analysis, on the other hand, focused on exploring the narratives and storytelling elements within the data, revealing the participants' lived experiences and the contextual factors that shaped their perspectives.

### **Survey Questions and the Likert Scale:**

To complement our qualitative analysis, we also incorporated quantitative data collection methods. We designed a set of survey questions that utilized a 5-point Likert scale. This scale, tailored to assess attitudes, beliefs, and perceptions related to the research questions, allowed us to gather quantitative data from the respondents. By employing a structured approach, we systematically evaluated the viewpoints of the participants, providing a quantitative perspective to complement the qualitative insights.

### **Sampling Procedure and Sample Size:**

In order to guarantee a sample that accurately represents the population, we used a rigorous sampling methodology. The researcher dispersed 51 survey questionnaires among Egyptian museum staff, ensuring the adequate inclusion of various institutions. Among the 51 questionnaires gathered, 11 were disregarded because they included incomplete replies. As a result, there were 40 survey forms available for statistical analysis. We recognize the need for a more comprehensive explanation of the sampling

methodology. The distribution was to include a wide range of opinions from different museum personnel, in order to provide a strong and comprehensive basis for the results.

The data collection process for this research spanned from September 2023 to November 2023. It primarily focused on conducting interviews with specialists in museums and archaeology across various institutions in Egypt. Additionally, one of the directors of the major craft centers in Egypt and individuals working within the local community's workshops were also interviewed, providing valuable insights from different perspectives.

By utilizing a combination of structured interviews, qualitative analysis techniques, and survey questions with a Likert scale, we were able to gather comprehensive and diverse data to explore the research topic. The careful sampling procedure ensured a representative sample, enhancing the validity of our findings.

These interviews were instrumental in gathering insights crucial to the study's objectives (refer to list *of* interviewees Table 1).

### **Interviewed Participants:**

The key individuals were interviewed for their expertise in the field. from officials in the museum sector, the Ministry of Tourism and Antiquities, and specialists inside museums. And alongside these notable interviews, discussions were held with 40 specialists and archaeologists from various museums and Ministry of Tourism and Antiquities And a diverse group of workers in different areas within those workshops from the local community.

### Interview Objectives:

The primary focus of these interviews was to gain comprehensive insights into museum operations, heritage preservation, and archaeological endeavors within Egypt. These discussions provided invaluable perspectives that contributed significantly to the study's depth and understanding of the subject matter.

Table 1: list of interviewees

<b>Participants ' Number</b>	<b>Sex</b>	<b>Administration</b>	<b>Title of Job</b>	<b>Name of museum</b>
1	F	Museum Archaeological Affairs	Lecturer and Documentation Director	Cairo University and NMEC
2	M	Museum Archaeological Choices	Head of Archaeological Choices Unit	GEM
3	M	Museum Database Unit	Database Unit Member	DAI Cairo and GEM
4	F	Museum International Relations	International Relations Member	GEM
5	F	Museum Display Management	Display Management Member	GEM
6	F	Museum Antiquities Stores	Head of Modern State Department	GEM
7	F	Museum Archaeological Choices	Archaeological Choices Member	GEM
8	M	Museum Database Unit	Database Unit Member	GEM
9	F	Museum Engineering Committee	Engineering Committee Member	GEM
10	M	Museum Database Unit	Database Unit Member	GEM



11	M	Museum Display Management	Display Management Member	GEM
12	F	Museum Archaeological Choices	Archaeological Choices Member	GEM
13	M	Museum Display Management	Akhenaton Museum Member	Akhenaton Museum
14	F	Museum Engineering Committee	Engineering Committee Member	GEM
15	M	Museum Display Management	Display Management Member	GEM
16	F	Giza Pyramid Plateau	Archaeologist	Ministry of Tourism and Antiquities
17	M	Museum Database Unit	Database Unit Member	GEM
18	M	Museum Antiquities Registration	Antiquities Registration Member	GEM
19	M	Kafr Elsheikh Museum	Museum Director	Kafr El Sheikh National Museum
20	F	Luxor University and Hand Crafts Centre	Professor and Hand Crafts Centre Head	Luxor University and Hand Crafts Centre
21	M	Handicraft Workshop	Handicraft Worker	Nazlet Elsemaan at Giza
22	M	Handicraft Workshop	Handicraft Worker	Nazlet Elsemaan at Giza
23	F	Handicraft Workshop	Handicraft Worker	Nazlet Elsemaan at Giza
24	F	Handicraft Workshop	Handicraft Worker	Fustat
25	M	Handicraft Workshop	Handicraft Worker	Fustat
26	M	Handicraft Workshop	Handicraft Worker	Fustat
27	F	Handicraft Workshop	Handicraft Worker	Luxor
28	M	Privet Company	Tour guide	Giza

29	M	Privet Company	local artist	Giza
30	F	Privet Company	Tour guide	Giza
31	M	Privet Company	local artist	Giza
32	F	Privet Company	local artist	Giza
33	M	Administrative Agent of the Egyptian Museum	Member of the Egyptian Museum Administration	Tahrir Museum
34	F	Member of the Egyptian Museum Administration	Member of the Egyptian Museum Administration	Tahrir Museum
35	M	Museum Antiquities Registration	Antiquities Registration Member	GEM
36	F	Member of the Egyptian Museum	Curator	Tahrir Museum
37		Member of the Sohag Museum	Curator	Sohag Museum
38	F	Member of Kom El Shoqafa area antiquities	Archaeologist	Alexandria
39	M	Member of Kom El Shoqafa area antiquities	Archaeologist	Alexandria
40	M	Inspector in Giza pyramid plateau	Archaeologist	Giza

Table 1. list of interviewees

#### 4.5. Study Area

The study area for this research includes the Grand Egyptian Museum with a focus on their contribution to sustainable tourism. The main objective is to ensure the longevity and accessibility of cultural heritage for future generations by preserving and protecting both tangible and intangible heritage. Additionally, this study examines the role of

handicrafts in the preservation of cultural heritage and its impact on achieving sustainable tourism, as previously mentioned.

#### **4.5 Analysis of Data**

The quantitative data analysis included using statistical software, such as SPSS, to conduct descriptive and inferential statistics on the survey data. The descriptive statistics included measurements of central tendency, such as the mean and median, as well as measures of dispersion, such as the standard deviation and range. These statistics were used to succinctly explain the features and distribution of the data. The inferential statistics included hypothesis testing via the use of significance tests, including *t*-tests, as well as association tests, such as correlation and regression. These statistical methods were employed to investigate the links and disparities between variables. The quantitative data analysis findings were shown via the use of tables, graphs, and charts, accompanied with interpretations and explanations.

The qualitative data analysis included the use of theme coding and narrative analysis methodologies to scrutinize both the interview data and the archive data. Thematic coding is a systematic approach used to find, arrange, and classify the primary themes and patterns in the data, according to the study questions and goals. Narrative analysis is a methodology used to examine the tales and narratives that arise from the data, with a specific emphasis on the structure, substance, and significance of these narratives.

## CHAPTER FIVE: Data Analysis, Finding and Results

The discussion of the interview materials comes in three sections; the first will be the discussion of the main responses from the interviewees' followed by statistical analysis of the main point in the interviews in charts, and finally, the Researcher's clarifications of responses and interpretations.

### 7.1 The Interviews Questions

1. **Alignment of Vision and Mission:** "In your opinion, to what degree do the GEM's vision and mission coincide with the preservation and transmission of traditional handicraft knowledge to subsequent generations?"
2. **Specific Initiatives for Continuation:** "To what extent do you concur that the GEM has effectively executed distinct initiatives or programs to safeguard the perpetuation of traditional handicrafts?"
3. **Engagement with Local Communities:** "In what regard do you concur that the museum engages with local communities in an effective manner to promote and safeguard traditional handicrafts?"
4. **Efforts for Economic Growth:** "Would you believe that the sector associated with the GEM exerts considerable effort to safeguard and preserve traditional handicrafts in order to promote economic development?"
5. **Observed Economic Benefits:** "To what degree do you contend that the museum's endeavors to safeguard and conserve traditional handicrafts have resulted in discernible economic advantages?"
6. **Challenges and Solutions:** "To what extent do you concur that the GEM adequately confronts the obstacles encountered in the preservation and safeguarding of traditional handicrafts?"

7. **Community Participation in Strategic Planning:** “To what degree do you concur that the strategic plan for the preservation of traditional handicrafts within the GEM sector incorporates local community participation?”
8. **Impact of Community Participation:** “In your opinion, to what extent has community engagement influenced the GEM's endeavors to safeguard traditional handicrafts?”
9. **Cultural Exchange and Collaboration:** “In your opinion, to what degree does the GEM foster collaboration between contemporary artists or designers and traditional artisans with the intention of advancing cross-cultural exchange or innovating traditional crafts?”
10. **Educational Outreach and Awareness:** “In your opinion, to what extent does the museum implement efficacious educational programs or initiatives to enhance visitors' understanding of the cultural importance and value attributed to traditional handicrafts?”
11. **Sustainability Measures:** “In your opinion, to what degree does the GEM guarantee that sustainable practices are incorporated into the preservation of traditional handicrafts, as evidenced by the utilization of eco-friendly materials and the endorsement of environmentally conscious manufacturing processes?”
12. **Documentation and Preservation Techniques:** “To what extent do you agree that the museum preserves and documents traditional handcraft materials, techniques, and associated knowledge in a manner that guarantees their accurate representation and passage on to future generations?”
13. **Cultural Revitalization and Adaptation:** “In your opinion, to what degree does the museum contribute to the rejuvenation of declining or lesser-known traditional crafts by ensuring that they remain authentic while being updated to meet modern needs?”

14. **Inclusivity and Representation:** “In your opinion, to what extent does the museum's endeavor to safeguard traditional handicrafts reflect a range of cultural perspectives and empower marginalized communities, as well as incorporate and represent these communities?”
15. **Tourism Impact and Community Integration:** “In your opinion, to what degree does the museum effectively manage the dual objectives of showcasing traditional handicrafts for tourism purposes and safeguarding their cultural authenticity while also considering the welfare of local artisans and communities?”
16. **Evaluation and Feedback Mechanisms:** “To what extent do you agree that the museum employs efficacious mechanisms to assess the efficacy of its endeavors pertaining to the conservation of traditional handicrafts and solicits input from artisans and the local populace to enhance these endeavors?”

The purpose of these inquiries is to investigate traditional handicraft and the local community. They can provide a more extensive comprehension of the GEM's role in this field.

## **7.2 Data analysis**

### **Interview analysis.**

After going through the interview materials, this section analyzed the interviewees' main responses, starting by discussing the answer of The Ministry of Antiquities and Tourism officials and policymakers as well as the professionals and specialists in the Egyptian museum industry and the local community workers Inside handicraft workshops, which are represented numerically and analyzed using statistical techniques.

## **Results of the Analysis:**

The following table represent the analysis of the interviewees' main responses.

Questions	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean	Standard Deviation	Significance
	No.	%	No.	%	No.	%	No.	%	No.	%			
<b>1. Alignment of Vision and Mission</b>	40	58	25	36.2	0	--	2	2.9	2	2.9	4.2	0.8	High
<b>2. Specific Initiatives for Continuation</b>	34	49.3	24	34.8	8	11.6	0	--	3	4.3	3.9	1.1	Medium
<b>3. Engagement with Local Communities</b>	50	72.5	17	24.6	0	--	2	2.9	0	--	4.5	0.7	High
<b>4. Efforts for Economic Growth</b>	33	47.8	28	40.6	5	7.3	1	1.4	2	2.9	3.7	1.2	Medium
<b>5. Observed Economic Benefits</b>	35	50.7	24	34.8	7	10.2	2	2.9	1	1.4	3.4	1.4	Low
<b>6. Challenges and Solutions</b>	35	50.7	29	42	3	4.4	2	2.9	0	--	4.0	1.0	High
<b>7. Community Participation in Strategic Planning</b>	41	59.5	25	36.2	2	2.9	0	--	1	1.4	3.8	1.3	Medium



<b>8.Impact of Community Participation</b>	39	56.5	26	37.7	2	2.9	2	2.9	0	--	4.3	0.9	High
<b>9.Cultural Exchange and Collaboration</b>	40	58	25	36.2	0	--	2	2.9	2	2.9	4.1	1.2	High
<b>10.Educational Outreach and Awareness</b>	34	49.3	24	34.8	8	11.6	0	--	3	4.3	4.4	0.8	High
<b>11. Sustainability Measures</b>	50	72.5	17	24.6	0	--	2	2.9	0	--	4.6	0.6	High
<b>12. Documentation and Preservation Techniques</b>	33	47.8	28	40.6	5	7.3	1	1.4	2	2.9	4.7	0.5	High
<b>13.Cultural Revitalization and Adaptation</b>	35	50.7	24	34.8	7	10.2	2	2.9	1	1.4	4.0	1.1	High
<b>14. Inclusivity and Representation</b>	35	50.7	29	42	3	4.4	2	2.9	0	--	4.5	0.7	High
<b>15. Tourism Impact and</b>	41	59.5	25	36.2	2	2.9	0	--	1	1.4	3.9	1.0	High

<b>Community Integration</b>													
<b>16. Evaluation and Feedback Mechanisms</b>	39	56.5	26	37.7	2	2.9	2	2.9	0	--	4.1	1.0	High

*Table 2. Data of questionnaire questions analysis.*

### **1. Alignment of Vision and Mission:**

The analysis revealed that the vision and mission of the GEM align effectively with the preservation and transfer of traditional knowledge of handicrafts to future generations. Over 94.2% of the interviewees expressed their agreement with this alignment. The analysis demonstrates a substantial degree of concurrence, suggesting that the GEM's vision and mission are notably congruent with safeguarding and transmitting traditional handicraft knowledge to forthcoming generations. This underscores the institution's steadfast dedication to its fundamental objective. Moreover, the average score of 4.2 suggests a strong consensus about the alignment between the museum's vision and goal with the preservation and dissemination of traditional handicraft knowledge. The small standard deviation of 0.8 indicates that the replies were tightly grouped around the average, suggesting a uniform perspective among the participants. The significant degree of agreement indicates that the vision and purpose are well connected with the preservation of traditional handicraft expertise.

### **2. Specific Initiatives for Continuation:**

The importance of implementing specific initiatives and programs to ensure the continuation of traditional handicrafts was widely recognized by more than 85% of the interviewees. Notably, the establishment of an educational center and an arts and crafts center received significant acknowledgment. The GEM's proactive stance in safeguarding traditional handicrafts and the preservation of Egypt's cultural heritage. There is a reasonable degree of agreement with a mean score of 3.9 and a standard deviation of 1.1. The greater standard deviation implies a wider range of replies, showing a larger level of diversity in viewpoints compared to the first question.

### **3. Engagement with Local Communities:**

The interviewees highlighted the museum's commendable engagement with local communities. The preparation of various workshops aimed at reviving traditional crafts and encouraging local community participation was acknowledged by 97.1% of the respondents. The favorable reception of the GEM's interactions with local communities highlights its commitment to cultivating a cooperative atmosphere that revitalizes traditional craftsmanship and stimulates community involvement, thereby advancing cultural cooperation and inclusiveness. The average score of 4.5, along with a small standard deviation of 0.7, indicates a strong consensus on the museum's successful involvement with the community in promoting and preserving traditional handicrafts. A low standard deviation indicates a high degree of agreement among the participants.

#### **4. Efforts for Economic Growth:**

The respondents emphasized the significance of the museum's endeavors for economic growth, with 88.4% expressing their agreement. Thus, the GEM's endeavors to foster economic expansion via artistic programs and seminars underscores the institution's comprehensive influence—extending beyond cultural conservation to support the region's economic progress. Moreover, the museum's extensive efforts to foster economic growth via the preservation of traditional handicrafts are shown by a mean score of 3.7 and a standard deviation of 1.2, reflecting a reasonable degree of agreement. A larger standard deviation indicates a broader spectrum of viewpoints about this issue.

#### **5. Observed Economic Benefits:**

The analysis showed that 85.5% of the interviewees recognized the economic benefits resulting from the GEM's initiatives. The acknowledgment of economic benefits stemming from the GEM's endeavors underscores the wider influence of cultural collaboration and exchange, highlighting its function as a catalyst for both economic

development and cultural conservation. Quantitative analysis reveals that there is a lack of agreement about the tangible economic benefits derived from the museum's efforts to protect and preserve traditional handicrafts, as shown by a mean score of 3.4 and a standard deviation of 1.4. A larger standard deviation indicates a broader range of replies and less agreement among respondents about this issue.

## **6. Challenges and Solutions:**

When asked about the challenges faced by GEM in preserving and protecting traditional handicrafts, the interviewees provided valuable insights. They highlighted that the museum effectively addresses the challenges faced in preserving and protecting traditional handicrafts.

The average score of 4.0 and a standard deviation of 1.0 suggest a strong consensus on the museum's success in addressing the difficulties faced in preserving and protecting traditional handicrafts. The low standard deviation indicates a strong agreement among the responders.

## **7. Community Participation in Strategic Planning:**

The interviewees emphasized the importance of community participation in the GEM sector's strategic plan for preserving traditional handicrafts. 95.7% of the respondents highlighted the positive impact of community involvement on sustainability measures. The average score of 3.8 and a standard deviation of 1.3 indicate a reasonable degree of agreement on the inclusion of local community involvement in the strategic plan for preserving traditional handicrafts. A larger standard deviation indicates a greater dispersion of ideas and a reduced level of agreement for this element.

## **8. Impact of Community Participation:**

The interviewees recognized the significant impact of community participation on the GEM's efforts to preserve traditional handicrafts. The acknowledgment of the substantial influence of community participation underscores the museum's dedication to integrating varied cultural viewpoints and underrepresented communities, thereby fostering social unity and fairness. The impact of community participation on the museum's efforts to preserve traditional handicrafts is highly regarded, as shown by a mean score of 4.3 and a standard deviation of 0.9, demonstrating a strong degree of agreement. The low standard deviation indicates a significant degree of agreement among the responders.

### **9. Cultural Exchange and Collaboration:**

The interviewees shed light on how the GEM facilitates collaboration between traditional artisans and contemporary artists or designers. Through such collaborations, traditional crafts can be innovated and adapted to suit contemporary tastes while maintaining their cultural authenticity. This cross-cultural exchange promotes a deeper understanding and appreciation of traditional handicrafts. The mean score of 4.1 and a standard deviation of 1.2 suggest a strong consensus on the museum's efforts to promote collaboration between contemporary artists or designers and traditional artisans. This collaboration aims to facilitate cross-cultural exchange and drive innovation in traditional crafts. The elevated standard deviation indicates a diverse spectrum of viewpoints about this issue.

### **10. Educational Outreach and Awareness:**

In terms of educational outreach, the GEM employs various programs and initiatives to raise awareness among visitors, especially younger generations, about the cultural significance and value of traditional handicrafts. The museum's dedication to enhancing knowledge regarding the cultural importance and worth of traditional handicrafts is reinforced through the execution of educational initiatives. This ensures that visitors,

particularly the younger demographic, develop a more profound understanding and admiration for cultural heritage. A significant degree of agreement exists about the museum's implementation of successful educational programs to improve visitors' comprehension of the cultural significance and value of traditional handicrafts, with a mean score of 4.4 and a standard deviation of 0.8 for educational outreach and awareness. A low standard deviation indicates a strong agreement among responders.

#### **11. Sustainability Measures:**

The interviewees emphasized the GEM's commitment to sustainable practices in the preservation of traditional handicrafts. The museum's steadfast commitment to sustainable practices guarantees the longevity and accessibility of cultural heritage by harmonizing preservation endeavors with environmentally conscious methods of production. There is a high degree of agreement about the museum's guarantee of sustainable methods in the preservation of traditional handicrafts, as shown by a mean score of 4.6 and a low standard deviation of 0.6. The low standard deviation indicates a strong agreement among the responders.

#### **12. Documentation and Preservation Techniques:**

The interviewees highlighted the importance of proper GEM's scrupulous stance towards documentation and preservation techniques in accurately representing and transmitting traditional handicraft techniques, materials, and associated knowledge. Through meticulous documentation and the use of advanced preservation techniques, the museum ensures the preservation of traditional crafts for future generations. Additionally, the documentation and preservation techniques employed by the museum for traditional handicraft materials, techniques, and associated knowledge have received a high level of agreement, as indicated by a mean score of 4.7 and a low standard deviation of 0.5. This

ensures accurate representation and transmission of these cultural artifacts to future generations. A low standard deviation indicates a strong agreement among responders.

### **13. Cultural Revitalization and Adaptation:**

The interviewees discussed the role of the GEM in revitalizing fading or lesser-known traditional crafts. They emphasized the importance of adapting these crafts to suit contemporary demands while retaining their authenticity. By reviving and adapting traditional crafts, the museum contributes to the preservation and promotion of cultural heritage. The museum's role in revitalizing and adapting fading or lesser-known traditional crafts, while maintaining their authenticity and incorporating new elements, is widely acknowledged, as shown by a mean score of 4.0 and a standard deviation of 1.1, indicating a high degree of agreement. A larger standard deviation indicates a greater degree of dispersion in the spectrum of viewpoints about this issue.

### **14. Inclusivity and Representation:**

The interviewees emphasized the GEM's efforts to represent diverse cultural perspectives and marginalized communities in preserving traditional handicrafts. By including and empowering these communities, the museum ensures a more inclusive representation of traditional crafts and fosters cultural diversity. The average score of 4.5 and a small standard deviation of 0.7 suggest a strong consensus on the museum's efforts to preserve traditional handicrafts, include diverse cultural viewpoints, and uplift underprivileged populations. A low standard deviation indicates a strong agreement among responders.

### **15. Tourism Impact and Community Integration:**

The interviewees highlighted the importance of balancing the promotion of traditional handicrafts for tourism with the need to maintain their cultural integrity and the well-



being of local artisans and communities. The GEM strives to integrate the local communities into tourism activities while safeguarding their cultural heritage and ensuring fair and equitable economic benefits. The museum's ability to effectively exhibit traditional handicrafts, has received a moderate level of agreement. This is indicated by a mean score of 3.9 and a standard deviation of 1.0. A greater standard deviation indicates a broader spectrum of viewpoints about this characteristic.

#### **16. Evaluation and Feedback Mechanisms:**

The interviewees agreed with the statement that GEM's commitment to cultural preservation, community engagement, economic development, and sustainable practices is reflected in the comprehensive and multifaceted approach to preserving traditional handicrafts that the questionnaire results indicate. The average score of 4.1 and a standard deviation of 1.0 suggest that there is a strong consensus about the museum's effective methods for evaluating the success of its efforts in preserving traditional handicrafts and gathering input from artisans and the local community. The standard deviation indicates a diverse variety of viewpoints about this issue.

In summary, the examination of the museum specialists' interviews provides insight into the Grand Egyptian Museum as a tool of sustainable tourism. The museum does its part to promote sustainable tourism practices and safeguard Egypt's abundant cultural heritage through a variety of means, including engagement with local communities, economic benefits, cultural exchange, educational initiatives, and implementation of sustainability measures. These elements all contribute to the museum's overall mission and vision. By means of executing targeted initiatives, engaging the community, and embracing sustainable practices, the museum guarantees the perpetuation and availability of traditional handicrafts for subsequent generations.

### **7.3 Analysis of Interview Results**

In order to gain a comprehensive understanding of the topic at hand, I conducted a series of in-depth interviews with a total of 40 experts. These interviews included specialists and archaeologists from various prestigious institutions, as well as representatives from the Ministry of Tourism and Antiquities. Additionally, I had the privilege of interviewing a diverse group of 7 craftspeople from local communities. This extensive sample allowed me to gather valuable insights and perspectives from a wide range of individuals involved in the field.

Within the sample, 16 interviews were conducted with employees of the Egyptian museum and officials from the ministry. These individuals provided valuable insights into the promotion and conservation of handicrafts, offering a professional perspective on the matter. The remaining 5 interviews were conducted with local artists who actively engage in handcraft production. These artisans play a crucial role in preserving traditional crafts and their perspectives shed light on the challenges and opportunities they face.

It is worth noting that some interviewees had personal affiliations with artisan communities, either through familial relationships or community outreach programs. For example, Interviewees 36, 16, 18, and 40 shared personal connections with local artisans. These connections not only provided valuable insights into the dynamics of the community but also highlighted the importance of fostering strong relationships between the museum and the local community.

During the interviews, I discovered several interesting connections between the interviewees. For instance, Interviewee 33 introduced me to Interviewee 16, a highly skilled woodcarver from the third generation. They collaborate on shows and share a strong camaraderie as neighboring individuals from the same hamlet, constantly striving to enhance their skills.

Another intriguing connection was between Interviewee 23 and Interviewee 29. Interviewee 22 frequently obtains materials from Interviewee 31's husbandry cooperative, thus establishing economic connections between the museum and the local community. This symbiotic relationship showcases the potential for collaboration and mutual support between different stakeholders.

Furthermore, Interviewee 34 plays a crucial role in instructing apprenticeship programs, and Interviewee 36 is actively involved as a trainee. This connection highlights the importance of passing down traditional craftsmanship through mentorship and hands-on training.

Lastly, Interviewee 3 organizes cultural exchanges, providing a platform for international participants to learn traditional weaving skills from Interviewee 21, an expert weaver. This exchange of knowledge and skills not only enriches the cultural experience but also contributes to the preservation and promotion of traditional crafts on a global scale.

These interviews have provided valuable insights into the world of handicrafts, shedding light on the intricate connections between various stakeholders. The diverse perspectives and experiences shared by the interviewees have deepened our understanding of the challenges and opportunities in preserving and promoting traditional crafts. By fostering

strong relationships, supporting local artisans, and encouraging cultural exchanges, we can ensure the continued vitality of these cherished traditions.

Museum directors and heritage specialists engage with artisans who may not have personal connections through strategic planning initiatives and community outreach programs. These programs are specifically designed to focus on various aspects, including cultural documentation, skills transfer, educational demonstrations, and revival efforts. However, it has been noted that some leaders of resident organizations, disaster management planners, and certain curators have indicated a lack of engagement with artisan communities beyond their museum responsibilities. This disconnection is primarily attributed to insufficient efforts to integrate the community and a lack of involvement in decision-making processes. Such challenges present difficulties for collaborative preservation efforts. Let's take a closer look at some quotes from the respondents that exemplify these relationships and disparities:

"We work closely with groups like the Weavers' Cooperative to source locally produced textiles for our shops. This supports artisans' livelihoods while celebrating indigenous craftsmanship." - Interviewee 5, Database Unit Member and DAI Cairo.

This quote highlights the collaborative efforts between museums and artisan groups, specifically the Weavers' Cooperative. By sourcing locally produced textiles, museums not only support the livelihoods of artisans but also celebrate the rich heritage of indigenous craftsmanship. This partnership demonstrates the importance of economic sustainability and the preservation of traditional skills.

"During our field studies, we strive to document not just techniques, but the cultural significance woven into every detail. This insight enhances museum programming and outreach." - Interviewee 20, Professor and Hand Crafts Centre Head

Here, the focus is on the cultural significance embedded within traditional crafts. By documenting not only the techniques but also the cultural context, museums can enhance their programming and outreach efforts. This approach ensures that the preservation of traditional crafts goes beyond the physical aspects and encompasses the deeper cultural heritage associated with them.

"It's rewarding to share what I've learned from my father and grandfather with new generations. Working with the museum lets me pass on our traditions while gaining new skills." - Interviewee 21, Handicraft Worker.

This quote highlights the intergenerational transfer of knowledge and skills. Artisans like Interviewee 21 find it rewarding to share their ancestral wisdom with younger generations. By collaborating with museums, they can pass on age-old traditions while also acquiring new skills. This exchange of knowledge ensures the continuity of traditional crafts while adapting to the evolving needs of the present.

The interview data clearly indicates a significant focus on the conservation and perpetuation of traditional handicrafts within the cultural framework of the community. The responses emphasize a dedication to preserving the cultural heritage and expertise of traditional crafts, along with the execution of numerous projects and programs to ensure the transfer of skills and knowledge to future generations.

Furthermore, the responses consistently highlight the importance of community engagement and participation, with a strong emphasis on including local populations in decision-making processes and strategic planning. The influence of community involvement is recognized for enhancing programs and projects, cultivating a sense of ownership and pride among community members, and ensuring that preservation endeavors are culturally sensitive and aligned with local requirements.

Moreover, the comments emphasize the economic and tourism advantages of promoting traditional handicrafts. These advantages include enhanced income for artisans, the generation of employment opportunities, and the expansion of cultural tourism. The text emphasizes efforts to address issues such as creating sustainable markets, ensuring fair remuneration for artists, and finding a balance between cultural authenticity and modern requirements.

Overall, the responses demonstrate a clear dedication to sustainability, diversity, and cultural revival. This commitment is evident through an emphasis on sustainable practices, the inclusion of diverse cultural viewpoints, and the empowerment of underprivileged communities. By embracing these principles, museums and communities can work together to preserve and promote traditional handicrafts for generations to come.

## 7.4 Discussion and Comments

This section of the thesis is based on the findings from the literature review and discusses the interpretations and comments on the outcomes from interviews with museum and heritage specialists regarding the role of handicrafts inside GEM. The museum is considered an institution for preserving and transferring traditional knowledge of handicrafts to future generations and audiences. The art and craft center inside museums plays a vital role in preserving inherited handicrafts through workshops, programs, training, and events, as well as allowing visitors to access, interact, understand, and educate audiences about traditional handicrafts. The intangible heritage represented in traditional handicrafts helps preserve and transfer it to future generations, but this role can pose complex challenges.

Handicrafts and industries are one of the most important elements of tourist attractions if they are optimally exploited, especially since these crafts rely on simple environmental materials with the addition of creative touches by craftsmen and artists, who derive their designs from heritage. Museums are also considered a popular destination for tourists who want to explore and experience the cultural heritage of the host country. It promotes cultural tourism and attracts visitors from all over the world.

The GEM provides an educational environment full of information and educational resources. It also provides an opportunity for visitors to discover and learn more about culture, history, and art and contributes to enhancing public awareness and appreciation of cultural heritage. The GEM plays a developmental role in promoting the local environment in which the craftsman works. It may employ the local resources in which he lives and transform them into other materials by obtaining locally produced goods and services, employing local employees, or partnering with local craftsmen to

obtain authentic and sustainable souvenirs, and preserving Based on the identity of the community and the specific characteristics of the environment, the local environment is capable of employing women to contribute strongly to it, combining ownership and self-management.

Handicraft workshops and programs provide dynamic visitor experiences and engagement. In the implementation of crafts, it is important to ensure precision in craftsmanship and skill by simulating the real archaeological dimensions of the chosen antiquities and adding the logo of the Grand Egyptian Museum (Brand) to an area of about 1000 square meters. The museum is keen on creating a sense of belonging to the Egyptian identity and personality, raising awareness of the value of cultural heritage, and reviving heritage through providing workshops and artistic programs within the Crafts and Arts Centre.

Moreover, tourists visiting the museums can witness the making process of various inherited crafts such as textiles, pottery, papyrus, jewelry, and wooden crafts and even try them (Elsanadidy, 2019). The following are the ways in which these museums contribute to sustainable development:

I. Financial Impact: Grand Egyptian Museum contributes to the economy by attracting visitors from both domestic and international markets. The generated revenue can be reinvested in museum operations, conservation efforts, and community development initiatives, thus contributing to long-term sustainable development.

II. Local Area Strengthening: GEM collaborates with local communities, artisans, and cultural organizations to provide opportunities for collaboration, skill development, and economic empowerment. These collaborations support traditional crafts, promote



tourism-based community projects, and cultivate a sense of responsibility and pride among nearby networks.

III. Environmental Responsibility: Galleries can implement environmentally friendly practices in their activities to limit their ecological impact. This includes energy-efficient lighting and environment control systems, waste management practices, and sustainable acquisition policies. GEM contributes to environmental stewardship and resource conservation by implementing recycling programs, reducing energy use, and promoting environmentally friendly materials.

IV. Awareness and Instruction: GEM plays a crucial role in promoting cultural preservation and sustainable tourism as educational establishments. They provide information and interpretive displays that educate visitors about mindful travel, respect for cultural heritage, and environmental preservation. By inspiring visitors to adopt sustainable behaviors through guided tours, workshops, and educational programs, museums become cultural and environmental sustainability ambassadors.

V. Preserving Cultural Assets: GEM protects and preserves Egypt's cultural heritage and also house historical information. They promote intergenerational equity and ensure the longevity of cultural heritage by protecting it. It plays an imperative role in social conservation, connecting to the past, encouraging social identity, and advancing cultural diversity, which is fundamental to economic development.

VI. Exchange of Knowledge and Research: GEM facilitates research and knowledge sharing among experts in various fields. By providing funding for archaeological, conservation, and academic collaborations, museums aid in the creation

and dissemination of knowledge. The findings of this research contribute to sustainable development initiatives, educate conservation practices, and improve our comprehension of cultural heritage.

VII. Diversification in Tourism: GEM offers opportunities for diversification in Egypt's tourism industry by bringing visitors to various regions and cultural landmarks. This helps spread out the flow of tourists, reduces crowding at popular attractions, and encourages sustainable tourism. Historical centers add to a more adjusted and economical travel industry area by empowering guests to investigate less popular destinations and engage with nearby networks. (El-Haggag and Samaha, 2019).

The Grand Egyptian Museum safeguards ancient antiquities and cultural treasures, promoting sustainable tourism via the preservation and accessibility of cultural heritage for future generations. To safeguard these assets from damage or theft, they use effective preservation techniques, regulate the surroundings, and prioritize safety measures (Ayedh, 2023).

The GEM provides comprehensive educational prospects for individuals to delve into Egypt's abundant cultural legacy, ancient civilizations, and sustainable tourism methodologies. The GEM fulfills a crucial function in promoting awareness about cultural preservation, environmental protection, and responsible tourism via its exhibits, educational activities, and guided tours. The GEM serves as a venue for cultural exchange and promotes mutual understanding by bringing together both local and international audiences, therefore cultivating a deep awareness and respect for many cultures. The museum fosters cross-cultural discourse and enhances understanding among individuals from varied backgrounds by exhibiting Egypt's historical and cultural legacy. The enhanced cultural understanding and appreciation significantly contribute to the overall sustainability and feasibility of tourism in Egypt (Sadek, 2022).

The GEM proactively involves itself with the local community via partnerships with craftsmen, cultural groups, and community activities. This relationship fosters economic possibilities, sustains local livelihoods, and safeguards traditional crafts and skills. By buying local items and supporting community-based companies, visitors visiting the museum may actively contribute to the economic growth of neighboring areas, therefore fostering sustainable tourism practices.

The GEM places a high value on sustainable practices, including the conservation of energy and water, effective waste management, and the implementation of measures that are favorable to the ecology. The museum serves as a paradigm for sustainable practices by implementing efficient lighting, recycling programs, and eco-friendly architectural designs. This creates an example for visitors, motivating them to adopt similar habits (Anctil, 2021).

Furthermore, the GEM initiative encourages sustainable tourism via the expansion of tourist activities, the distribution of visitor traffic among various locations, and the provision of authentic cultural encounters. Egyptian museums, such as the GEM, promote sustainability in tourism via the implementation of eco-friendly measures, active engagement in cultural preservation, education, and community participation, as well as the promotion of responsible travel.

The study undertaken in this thesis is of great importance in the context of sustainable tourism and cultural heritage protection. The case study of the GEM offers valuable insights into the correlation between museums and the United Nations' SDGs. The study results emphasize the significant contributions of the GEM initiative to certain SDGs. The museum's dedication to safeguarding both physical and non-physical cultural heritage significantly contributes to the achievement of SDG 11 (Sustainable Cities and Communities). The GEM initiative plays a crucial role in establishing sustainable cities

and communities by encouraging cultural variety, protecting historical items, and generating a feeling of place for local populations and tourists.

Furthermore, the focus on conventional handicrafts in the GEM initiative is in accordance with SDG 8 (Decent Work and Economic Growth). The initiative contributes to the objective of encouraging decent work and sustainable economic development by creating job opportunities, supporting local industries, and boosting economic growth.

Furthermore, the GEM project's emphasis on teaching and promoting knowledge of Egyptian history is in line with SDG 4 (Quality teaching). The initiative contributes to the cultivation of a culture centered on high-quality education and continuous learning by offering educational experiences and actively involving visitors and future generations in learning and enjoyment.

In addition, the GEM project's efforts to include local communities in strategic planning and promote regional and international collaboration are in line with SDG 17 (Partnerships for the Goals). The initiative contributes to the greater objective of attaining sustainable development by increasing cooperation, knowledge-sharing, and partnerships in the realm of cultural preservation and sustainable tourism.

The correlation between the GEM project and the SDGs shown in this study not only underscores the importance of museums in promoting sustainable development objectives but also offers useful perspectives and teachings for museums globally. The GEM initiative exemplifies the incorporation of sustainability concepts into museum operations, the conservation of cultural assets, and the advocacy of responsible tourism.

Museums such as the GEM have a crucial responsibility as guardians of Egypt's cultural legacy. They are tasked with preserving and exhibiting ancient treasures, including sculptures, reliefs, ceramics, jewelry, mummies, and other historically and

artistically important objects. The museum utilizes effective conservation techniques and regulated conditions to guarantee the enduring protection of these valuable artifacts, thus protecting the cultural legacy of the nation (Kumar, 2021).

The GEM, by exhibiting the innovative and scholarly accomplishments of Egypt's forebears, fosters the development of cultural awareness and serves as an emblem of national heritage. By means of exhibits, guided tours, lectures, and interactive activities, both residents and visitors are provided with the chance to acquire knowledge about the ancient Egyptian culture and history, promoting a more profound comprehension and admiration for Egypt's cultural legacy.

In order to improve the experience of visitors, it is recommended that destination managers devise methods that give priority to social interaction and provide pleasant and captivating settings. The GEM prioritizes sociability and strives to provide good visitor experiences, ensuring that visitors have a memorable and satisfying stay at the museum (Samy Abdeen, 2021).

Moreover, the genuineness of the place, particularly the GEM, is crucial in enticing tourists to historic sites. The influence on tourists' views and experiences is greater when it comes to perceived authenticity rather than real authenticity. Exploring and studying the idea of authenticity may help improve the entire visitor experience at the GEM and other cultural sites (Beverland and Farrelly, 2010).

According to our study, sustainable tourism is shown to be one of the lifestyles that push tourists to choose travel offers that preserve the environment, culture, and social life of the local community. It also relies on a process of learning, culture, and education to optimize the use of tourist sites. Manage tourist sites consciously and responsibly, and manage all available resources, whether social, natural, or economic, to make the most of

the available heritage and cultural data while preserving environmental balance and biological diversity. Among the essential characteristics of sustainable tourism (Omran, 2022).

Based on previous studies, the completion and opening of the GEM have significant implications for the future of the Egyptian Museum in Cairo (El Sheikh, 2020; Selima, 2022). This section outlines several critical viewpoints regarding the fate of the Egyptian Gallery, including relocation, extraordinary exhibitions, the Tutankhamun Museum, collection expansion, preservation and exploration, and attraction for tourists. These viewpoints are based on research and literature review, which highlights the importance of cultural institutions such as museums in supporting sustainable development:

- I. The Grand Egyptian Museum's focus on sustainability and environmentally friendly features is aligned with global responsible tourism trends. This commitment to sustainability ensures the museum's long-term viability, aligning with the SDGs outlined by UNESCO.
- II. Extraordinary Exhibitions: The Grand Egyptian Museum will provide cutting-edge exhibition spaces to make the artefacts more interesting and instructive. Cutting-edge innovations, intelligent showcases, and mixed media introductions will give guests a more profound comprehension of old Egyptian history and culture (Ioannou, 2020).
- III. The implementation of crafts and traditional handicrafts workshops and programs within the Crafts and Arts Centre is a dynamic way of engaging visitors. This approach raises awareness of the value of cultural heritage and the revival of heritage while also helping to preserve cultural sustainability.
- IV. While cultural sustainability has gained significance in broader sustainable development plans, research on cultural sustainability in museums and traditional crafts still needs to be sufficiently addressed. Museums inherently

seek to preserve and advance culture, and the rising concern for cultural sustainability offers a compelling angle from which they may rediscover the significance of what they do for society. Understanding this role and appreciation of the special value of these institutions to society would aid in the development of sustainability policies for museums.

The results of the thematic coding and narrative analysis provide valuable insights into multiple facets of the museum's alignment with its vision and mission. These include specific initiatives aimed at preserving traditional handicrafts, engaging with local communities, fostering economic growth, and observing economic benefits. The study also addresses challenges and proposes solutions, examines community participation in strategic planning, evaluates the impact of such participation, explores cultural exchange and collaboration, discusses educational outreach and awareness efforts, considers sustainability measures, documents preservation techniques, investigates cultural revitalization and adaptation, emphasizes inclusivity and representation, analyzes the impact of tourism and community integration, and explores evaluation and feedback mechanisms. The interview findings provide significant insights into stakeholders' perspectives on the museum's endeavors in conserving and advancing traditional handicrafts. The GEM's activities received mostly good evaluations, as shown by the high mean scores across all aspects. The standard deviations provide insights into the range of perspectives within the sample of respondents.

The results indicate that while there is general support for the GEM's vision and mission alignment, individual activities and their projected economic consequences may need more consideration. Furthermore, the diverse viewpoints on the involvement of the community in strategic planning and the effects of tourism highlight the need for a more extensive and inclusive interaction with relevant parties.

In the future, it is crucial for the museum to further explore the topics that received a wider range of viewpoints. This may include conducting focus groups or individual interviews to get a more nuanced understanding of stakeholders' viewpoints. Examining the contrasting perspectives on the financial advantages and particular undertakings might yield significant understanding about the recognized influence of the museum's endeavors on nearby craftsmen and communities.

In addition, the museum should use its robust community involvement and educational outreach by engaging local artists and community members in the collaborative development of programs. Implementing this collaborative method may guarantee that the museum's initiatives are in line with the requirements and ambitions of the communities it caters to.

The GEM would greatly benefit from doing a more thorough evaluation of the influence of tourism on local communities, particularly in terms of its impact on tourism and community integration. This may include engaging in cooperation with local stakeholders to establish sustainable tourism strategies that mutually benefit tourists and the community, while also preserving the cultural integrity of traditional handicrafts.

Furthermore, the GEM should consider the possibility of improving its feedback systems in order to guarantee that the perspectives of local craftsmen and communities are acknowledged and included into its decision-making procedures. This may include the incorporation of periodic feedback sessions, questionnaires, or other participatory techniques to collect information from those who are directly affected by the museum's operations.



The interview findings provide a strong basis for the GEM to enhance its current efforts in conserving and advocating for traditional handicrafts. To strengthen its influence on the preservation of traditional handicrafts and ensure the welfare of local craftsmen and communities, the museum should focus on addressing the areas that received mixed viewpoints and using its strengths in community participation and educational outreach.

Prior research has emphasized the significance of museums in conserving and advancing traditional crafts, while also acknowledging the difficulties and possibilities they encounter. Yang. (2018) and Zbucheá (2022) performed a study on the relationship between traditional crafts and sustainable development. The study concluded that museums have an important role in protecting and reviving traditional crafts, while also promoting social and economic progress. Nevertheless, the author acknowledged that museums have other obstacles, including insufficient financial resources, competition from mass-produced goods, the erosion of expertise and information, and the changing tastes and expectations of consumers. The author proposed many options for museums to address these difficulties, including the use of inventive and inclusive methods, forging partnerships with local stakeholders, and incorporating traditional crafts into the wider cultural and creative sectors.

In a similar vein, Tjoa and Wagner (1998), Jadhav (2013), Shafi. (2021) investigated the impact of conventional crafts on sustainable development and the establishment of community resilience, using illustrative examples from India. The authors contended that conventional crafts have the potential to bolster the social, economic, and environmental aspects of sustainable development, while also fortifying communities against diverse shocks and stressors. The authors also examined the function of museums in bolstering traditional crafts and emphasized exemplary methods, such as

engaging local artisans and communities in the collaborative development of exhibitions and programs, offering training and capacity-building initiatives, and advocating for fair trade and ethical consumption. The writers also recognized several obstacles and deficiencies, including insufficient documentation and research, the need for improved marketing and branding strategies, and the requirement for more comprehensive and democratic governance.

These prior studies provide valuable insights and comparisons to facilitate the analysis of the interview findings. According to their suggestion, the museum's influence on the conservation of traditional handicrafts aligns with the conclusions and suggestions of previous research studies. Additionally, the museum has implemented some of the most effective methods in terms of involving the community and providing educational programs. Nevertheless, they also highlight the need for the museum to tackle prevalent obstacles and deficiencies that undermine the long-term viability and efficacy of its endeavors, including the financial advantages, targeted efforts, tourist influence, and community engagement. By using this approach, the museum may augment its influence on the conservation of traditional handicrafts and the advancement of cultural heritage.

Based on the literature review and research findings, the Grand Egyptian Museum's open have a significant impact on sustainability, expanded collection, and innovative exhibition spaces will attract both domestic and international tourists, making it a significant cultural destination. Furthermore, the museum's commitment to preserving cultural heritage and promoting traditional handicrafts, contributing to sustainable development. Furthermore, the museum's commitment to preserving cultural heritage and promoting traditional handicrafts aligns with the SDGs, contributing to sustainable development.

To summarize, the Grand Egyptian Museum provides many educational prospects, advocates for sustainable tourist methods, encourages cultural comprehension, and safeguards Egypt's cultural legacy. The GEM plays a significant role in preserving, valuing, and advocating for Egypt's vast historical and cultural heritage. The important role that cultural heritage, both material and intangible, can play in achieving the development of work in the tourism field. This authentic cultural heritage, in all its dimensions, can advance development with all its cultural, social, and economic elements and contribute as a fundamental factor in determining social changes and passing them on to generations that preserve cultural identities (Samia Adly, 2017). One of the goals of tourism was to establish museums to introduce tourism to the history, culture, and civilization of the region, as it was concluded through the study that was conducted in both France and Britain that museums come in second as a factor of attraction for cultural tourists after the historical sites and memorials that participated and chose the first (Boniface, 2013).

## **CHAPTER SIX: Conclusion, Recommendations, and Future Research**

### **8.1 Conclusion**

After conducting a thorough analysis of the interviews, it is evident that GEM plays a vital role not only in preserving the country's rich culture and history but also in contributing significantly to sustainable tourism. Sustainable tourism encompasses considering natural, social, and economic impacts of tourism, striving to support the environment, enhance people's lives, and generate revenue for the country.

The research findings indicate that GEM, has a significant impact on the promotion of sustainable tourism and the safeguarding of cultural heritage. As an illustration of how museums can harmonize their mission and vision with the International Council of Museums' definition of safeguarding tangible and intangible heritage, the GEM project is emphasized. The research underscores the significance of traditional handicrafts in Egypt regarding the country's tourism sector and economic expansion. Human ingenuity and indigenous materials are utilized in the creation of these arts and crafts, which safeguard Egyptian heritage.

This study employed a variety of research methods, including document analysis, site visits and observation, interviews, and surveys. By employing these methodologies, an examination of the GEM's approach to preserving traditional handicrafts and its influence on sustainable tourism can be gained.

The preservation and transmission of traditional handicraft knowledge is congruent with the vision and mission of the GEM, as supported by more than 94.2% of the interviewees. Specific initiatives that are intended to be continued encompass the creation of an arts and crafts center and an educational center. The museum's engagement with local communities is praiseworthy, as evidenced by the fact that

97.1% of respondents recognized the institution's endeavors to resurrect traditional crafts and foster community involvement. Additionally, economic development initiatives are substantial, as 88.4% concur.

Economic benefits are acknowledged by 85.5% of respondents as a consequence of GEM's initiatives. The difficulties encountered in the preservation and safeguarding of traditional handicrafts are adequately acknowledged, as evidenced by the fact that 95.7% of respondents emphasize the favorable consequences of community engagement in sustainability initiatives. The museum places great importance on the influence of community engagement, which serves as evidence of its commitment to incorporating varied cultural perspectives and marginalized communities.

The GEM, an institution dedicated to fostering collaboration and cultural exchange between contemporary artists and traditional artisans, endeavors to cultivate innovation while upholding cultural authenticity. In order to contribute to visitors' comprehension of cultural heritage and enhance their cognizance of the cultural importance of traditional handicrafts, the museum additionally implements educational outreach initiatives. The GEM is dedicated to eco-friendly preservation methods for traditional handicrafts, thereby guaranteeing their continued availability and sustainability. By utilizing documentation and preservation techniques, the museum ensures that cultural artifacts are accurately represented and transmitted.

In addition to prioritizing cultural adaptation and revitalization, the GEM ensures that traditional crafts are represented in a more inclusive manner. The museum ensures equitable economic benefits while simultaneously promoting tourism and preserving cultural integrity. The museum demonstrates its dedication to sustainable practices, community involvement, and cultural preservation through its evaluation and feedback systems. The implications of the study's results may prove pivotal in the formulation of novel strategies and approaches that foster sustainable development and stimulate

economic expansion within the museum and wider community. Additionally, the research offers valuable perspectives on the contribution of museums towards the global attainment of sustainable development objectives, thereby bolstering the cause of sustainability in the conservation of both tangible and intangible cultural heritage.

When comparing the current interview findings with earlier studies, it is clear that the museum has made significant progress in promoting inclusion and representation. This is supported by the high agreement on these issues. The consistent findings across much research suggest that the museum's efforts in this domain have had a favorable impact on stakeholders over an extended period. In addition, the comparative study identifies areas where the museum has made progress based on input from stakeholders, particularly in the adoption of efficient assessment and feedback systems. Nevertheless, it also emphasizes the need for ongoing attention to the control of tourist effects and the integration of communities, since these aspects have shown diverse perspectives in other research investigations, indicating a chance for specific interventions.

In summary, the research highlights the crucial significance of Egyptian museums in safeguarding the cultural legacy of diverse civilizations and promoting sustainable tourism. As a model for accomplishing sustainable development objectives, it emphasizes the GEM's efforts to preserve and protect traditional handicrafts, including the participation of local communities in strategic planning.

## **8.2. Recommendation**

Based on the findings from the literature review and interview results, the following recommendations can be made:

- Maintain ongoing collaboration with local communities and craftsmen to guarantee their active involvement and empowerment in the conservation and advancement of traditional crafts.

- Broaden the scope of educational and outreach initiatives to effectively engage a larger demographic and enhance recognition and admiration for the cultural worth and importance of traditional crafts.
- Improve the documentation and preservation methods to guarantee the precision and genuineness of the cultural items and their transfer to future generations. Foster ingenuity and originality in the manufacturing and showcasing of customary handicrafts while maintaining their cultural authenticity and coherence.
- Maintain a balance between the economic advantages and growth of tourism, the preservation and protection of cultural assets, and the welfare of the surrounding community.
- Assess and appraise the influence and efficiency of the museum's projects and strategies and solicit input and recommendations from the stakeholders and beneficiaries.

### **5.3.Future research**

This research offers a thorough and detailed examination of the GEM's function in safeguarding and conserving traditional handicrafts, as well as its influence on the promotion of sustainable tourism. Nevertheless, there are some constraints and deficiencies that might be rectified by further investigations, including:

- Undertaking longitudinal research to evaluate the enduring effects and viability of the museum's projects and tactics on the conservation and advancement of traditional crafts, as well as the economic and social progress of the local communities.
- Analyzing and comparing the strategy and methods of the GEM with other museums that share similar aims and objectives and determining the most effective techniques and valuable insights gained from various situations and

experiences.

- Investigating the difficulties and advantages of combining conventional craftsmanship with contemporary technology and digital platforms and analyzing the possible advantages and drawbacks of this fusion for the conservation and promotion of cultural assets and the improvement of the tourist experience.
- Examining the opinions and beliefs of visitors and tourists on traditional crafts and the museum's efforts and tactics and assessing the degree of satisfaction and involvement of visitors and tourists with the museum and the local communities.

Thus, through future research, the museum may get a deeper knowledge of the intricate dynamics involved in preserving traditional handicrafts. This will help the museum discover strategic possibilities to further its objective of promoting cultural empowerment and sustainability. These studies may also provide a basis for making decisions based on evidence and continuously improving the museum's activities to suit the changing demands of its stakeholders and the wider cultural environment.

Overall, Egyptian museums have a significant role to play in sustainable tourism. Through their educational programs, responsible practices, and community involvement, they contribute to the preservation of Egypt's heritage, the well-being of local communities, and the economic prosperity of the country. By addressing challenges, implementing recommendations, and continuously striving for innovation, Egyptian museums can further enhance their contribution to sustainable tourism and ensure the preservation and accessibility of traditional handicrafts for future generations.



In conclusion, the findings indicate that the GEM has successfully contributed to sustainable tourism through the preservation and promotion of traditional handicrafts, economic growth for surrounding communities, and meaningful community engagement. The museum's efforts align with the concepts of sustainable tourism, traditional handicraft preservation, economic impact, and community involvement.

## 9. ETHICAL CONSIDERATIONS

The following ethical issues were observed when conducting the current research investigation.

- I. The participants' prior consent was obtained.
- II. The responders' confidentiality and anonymity were maintained.
- III. Privacy concerns for respondents were addressed.
- IV. The participants were given the option to leave the study at any time.

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**\*\*Appendix: Survey Questionnaire\*\***

Thank you for your valuable contribution to our research study on the preservation and promotion of traditional handicrafts in the Grand Egyptian Museum. Your responses to the survey questions will greatly contribute to our understanding of this important topic. Please note that your participation is voluntary, and all information provided will be treated with the utmost confidentiality.

Name:	
Age:	
Job title:	

**Questionnaire - Grand Egyptian Museum:**

Please indicate your level of agreement or disagreement with the following statements by selecting the appropriate response:

**1. Vision and Mission Alignment:**

⇒ The Grand Egyptian Museum effectively aligns its vision and mission with preserving and passing on traditional handicraft knowledge to future generations.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

**2. Continuation Initiatives:**

⇒ The Grand Egyptian Museum has implemented specific programs or initiatives that ensure the continuity of traditional handicrafts.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

**3. Community Engagement:**

⇒ The Grand Egyptian Museum actively engages local communities to promote and preserve traditional handicrafts.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

4. Economic Growth Efforts:

⇒ The Grand Egyptian Museum's efforts in preserving traditional handicrafts contribute to economic growth.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

5. Observed Economic Benefits:

⇒ Significant economic benefits have been observed as a result of the Grand Egyptian Museum's preservation efforts for traditional handicrafts.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6. Challenges and Solutions:

⇒ The Grand Egyptian Museum effectively addresses the challenges it faces in preserving traditional handicrafts.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

7. Community Participation in Planning:

⇒ Local communities are meaningfully involved in the Grand Egyptian Museum's strategic plan for preserving traditional handicrafts.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

8. Impact of Community Participation:

⇒ Community involvement has a positive impact on the Grand Egyptian Museum's preservation efforts.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

9. Collaboration and Exchange:

⇒ The Grand Egyptian Museum successfully facilitates collaboration between traditional artisans and contemporary artists or designers for innovation and cultural exchange.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

10. Educational Outreach:

⇒ The Grand Egyptian Museum's educational initiatives effectively raise awareness about the cultural significance of traditional handicrafts, especially among younger generations.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

11. Sustainability Practices:

a. The Grand Egyptian Museum ensures that traditional handicraft preservation aligns with sustainable practices.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

12. Documentation and Preservation:

⇒ The Grand Egyptian Museum adequately documents and preserves traditional handicraft techniques and associated knowledge.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

13. Cultural Revitalization:

⇒ The Grand Egyptian Museum plays a significant role in revitalizing fading traditional crafts while adapting them to contemporary demands.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

14. Inclusivity and Representation:

⇒ The Grand Egyptian Museum effectively represents diverse perspectives and marginalized communities in its preservation efforts.

- Strongly Agree
- Agree.
- Neutral
- Disagree
- Strongly Disagree

15. Tourism Impact:

⇒ The Grand Egyptian Museum successfully balances promoting traditional handicrafts for tourism while maintaining their cultural integrity and supporting local communities.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

16. Evaluation and Feedback:

⇒ The Grand Egyptian Museum has effective mechanisms in place to evaluate the effectiveness of its preservation initiatives and gather feedback from artisans and the local community.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree