



Role of The Grand Egyptian Museum in Promoting International Tourism to Egypt

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ABSTRACT

The Grand Egyptian Museum is considered one of the most important civilizational projects in the current century, as for its unique location, features, and cultural importance. The research was focusing on: Definition of Museums, Importance of Museums in Tourism Destinations, the GEM Importance, its role in promoting the International Tourism to Egypt. The study aims to identify the unique features of the GEM, illustrate its economic and tourism benefits, and mention the importance of opening the GEM in increasing and promoting the international tourism to Egypt. The study examines three research questions:(1)What are the most important features of the GEM that distinguished it from other museums worldwide?, (2)What is the role of the GEM in promoting the international tourism to Egypt?, (3) How can tourism organizations in Egypt benefit from the opening of the GEM in marketing Egyptian Tourism effectively?. Descriptive research with quantitative and qualitative methods were used, surveys was done to collect the data. The results revealed that the GEM will have a great role in revitalizing international tourism, especially cultural tourism in addition to conference and educational tourism and accessible tourism, furthermore providing suggestions to the tourism organizations in Egypt to benefit from the opening of the GEM in marketing Egyptian Tourism in a professional manner, the study provides valuable recommendations to the Ministry of Tourism and Antiquities, Egyptian General Authority for Tourist Promotion, Ministry of Civil Aviation, for promoting the Gem in effective way beside important recommendations for the GEM authority.

Introduction

Tourism is considered one of the largest and growing economic sectors in the world, where it's an important source of income, employment and achieving economic and social development in many countries (Elmenshawy,2017), especially in case of

political and security stability and the absence of disasters, crises and epidemics (avraham, 2016).Tourism depends mainly on the presence of various tourist resources and attractions, whether they were historical, cultural, natural, to provide unique tourist experiences for tourists during their stay in tourist destinations (Perera, 2013).

Museums are principal cultural tourist resources in multiple tourism destinations, playing a vital role in increasing the tourism demand (Bauer and others,2019), by attracting millions of visitors annually, represent the most valuable in achieving economic and social benefits in the tourism industry (Kéfi and Pallud, 2011), therefore museums considered one of the most important parts of the cultural tourism and the whole industry, in addition to their major role not only in the field of culture , but also within tourism, arts, education, leisure and many other purposes (Perera, 2013).

Tourism sector in Egypt has a large impact on the economy, and is considered one of the largest sources of foreign income in the country (Jica,2018), contributed to the Egyptian gross domestic product (GDP) by (11.9%) during 2018, amounted to LE 528.7 billion, and provided 2.48 million jobs, which representing (9.5 %) of total employment, with expectations to reach 3.222 million jobs in 2029 (WTTC,2019). Cultural tourism is one of the most important and oldest types of tourism in Egypt, as there are many pharaonic, Roman and Greek antiquities in Egypt, which have made entire cities look like open museums in addition to the emergence of Egyptian museums of international standing (El Gohary, 2012).

The Government of Egypt is planning to increase the revenues of tourism and archeology sector by the opening of the GEM “the largest museum in the world”, which is under construction now, and expected to attract over 8 million visitors annually after its opening (GEM Authority, 2020).The research problem is represented in the decrease in the share of cultural tourism in Egypt to the total tourism types, as cultural tourism and other types of tourism (except leisure tourism) represent less than (24%) of total international tourists coming to Egypt, despite the unique and richness of Civilization and cultural resources in Egypt (Doqil,2020). Therefore, the research focuses on how to exploit the opening of the GEM in effective way, in order to promote the cultural tourism and the other types of tourism and increase Egypt its fair share of international tourists, which commensurate with its various historical, cultural and touristic attractions.

Research Importance

The importance of the study stems from the scarcity of researches that focusing on the GEM, identifying its importance, economic and tourist benefits to the Egyptian tourism, and analyzing how to use unique features of the GEM in optimum way to promote different types of international tourism to Egypt. This study also enriches the tourism and antiquities fields together, and considered one of the few studies that discuss the role of museums in achieving the cultural, social, economic, and tourism benefits to tourism destinations as Egypt, and provide helpful recommendations to the tourism responsible as will be mentioned in this field of research.

Research Objectives

The main objectives of this study as follow:

1. shed light on the definition of museums and their importance in tourist destinations.
2. Identify the unique features of the GEM.
3. Illustrate the economic and tourism benefits of the GEM.
4. Mention the importance of opening the GEM in increasing and promoting the international tourism to Egypt.
5. Provide helpful recommendations based on the study results' that contribute to make the optimal benefit from the GEM in activating the various types of international tourism to Egypt.

In order to achieve these objectives, the questions of the study are:

Q1: What are the most important features of the GEM that distinguished it from other museums worldwide?

Q2: What is the role of the GEM in promoting the international tourism to Egypt ?

Q3: How can tourism organizations in Egypt benefit from the opening of the GEM in marketing Egyptian Tourism effectively?

Museums (Definition-Importance)

The word "museum" in Arabic means "a permanent headquarter for community service", while in English means "museum". The origin of the word goes back to the Latin word "musain and the Ancient Greek word (Mouseion), which means a place or temple dedicated to the "Muses" which refer to " the nine Greek goddesses who presided over the music, literature, sciences, and the arts ", Muses are considered creative source for artists), and hence the museum in Greek means "a building set apart for study, culture and the arts" (Kosmozoan, 2016). The first museum in the world had established in Alexandria in the reign of King Ptolemy I from 304 to 285 B.B. to keep treasures and historical artifacts and also keened to maintain them periodically (Lewis, 2018).

The term "museum" in Arabic means "the place to keep masterpieces" and the term "masterpiece"; means the rare thing which its value increased through time (Mabkhuth,2015). (Worts) mentioned an important definition of the museum as "it has two roles; first: collecting, defining, recording, keeping and showing, second: the exact knowledge of every sample in it and here lies the ability of the museum staff". (Worts, 2006), while the International Council of Museums defined Museums as "a non---profit, permanent, vital institutions in our societies, open to the visitors, for the purpose of study, education, and enjoyment (ICOM,2021), this definition refer to museums as cultural institutions with a moral value in the civilized communities which realize the real meaning of the educational dimensions and they are designed, especially, for keeping and showing the national heritage. Museums are considered memory portfolios and also value the past and connect between yesterday and today (Kelly, 2006).

Museum are different in their types and purposes, there are Archaeology museums, art museums, natural history museums, science museums, military and war museums, and children's museums. Museums are considered a strong and stable attraction for millions of visitors with great benefits for tourism sector in many destinations specially in France, China, USA UK and Spain which have the most famous and visited museums in the world (statista,2021). According to the World Economic Forum, the world's

most-visited museums received a total of 61 million visitors in 2018, figure (1) shows that the Louvre in Paris was the world's most-visited museum, attracting 10.2 million visitors, followed by 8.61 million visitors of The National Museum of China (World Economic Forum, 2019):



Fig.1. The world's most-visited museums
Source:(World Economic Forum, 2019)

Importance of Museums in Tourism Destinations

Museums have a great link to tourism, achieving many cultural, social economic, and tourism benefits to the tourism industry, tourists and the local communities in the multiple countries (Scott,2005), as follow:

1. Museums Support cultural benefits by learning the people of all ages, presenting information and unique learning experiences offered by museums education programs, in addition to the understanding of different cultures and lifestyles (Kelly,2000).
2. Museums support the leisure tourism as a source of entertainment for all ages providing the family excursions al low cost (Scott,2005).
3. Conserve the heritage, antiquities and artifacts and history of the country and other civilizations in addition to the development of awareness about it. (Kelly,2000).
4. Promote the tourism marketing to the destination by promoting the positive image of the tourist destination (Perera,2013).
5. Support the Improvement of public, social and entertainment amenities and facilities of the destination, Development of local enterprises, and infrastructure around the museum's area (Scott,2005).
6. promote the tourism activity in the tourism destinations and the direct economic impacts through promoting the tourism , increase purchasing the products and services, creating job opportunities (Audit Committee, 1991) , as museums attract cultural tourists and encourage them to spend more money per visit and increase average of the stay ,(cultural tourists are more educated and have higher incomes than other tourists), furthermore the indirect economic impacts by tourists spending on , shopping ,hotels and restaurants, which can promote the tourism industry and improve the economic growth in the tourism destinations as a result (Tien, 2010).

Egyptian Museums

According to the Central Agency for Public Mobilization and Statistics, the total number of museums in Egypt is 72, including 34 archeological and regional museums for the year 2018, distributed over 19 governorates (Marie, 2020), Museums vary between archaeological, national, regional, and artistic museums (Elnagar and Derbali, 2020). Every museum specializes in displaying monuments of a particular era and exhibits, such as the Museum of Islamic Art, the Egyptian Museum, the Coptic Museum, the Greco-Roman Museum the El Alamein Military Museum, the Museum of Fine Arts, and so many (Shaalán, 2005).

Museums contribute to tourism promotion in Egypt and increasing its economic revenue, as 9.643 million people visited Egyptian museums in 2018, the most visited museums are the museums of Cairo and Giza, which have been visited by about 5 million visitors in the year 2016, nine museums in Giza visited by 3.4 million visitors, the total revenues of archaeological, regional and historical museums amounted to L.E 169.021 million in the year 2018 compared to L.E 99.133 million in the year 2017, with an increase of 70.5 % (Marie, 2020).

The Grand Egyptian Museum

In February 2002, the foundation stone of the Grand Egyptian Museum was laid, to be one of the mega national projects, and a cultural masterpiece the world waits, it embraces the wonders of the ancient Egyptian civilization; rare archaeological treasures and valuable scientific documents, **the main reason for establishing the museum** is the narrowing of the Egyptian Museum in Tahrir Square and the need to accommodate the huge amount of Egyptian antiquities, as the Egyptian Museum in Tahrir Square is narrowing and crowded downtown (Rashad, 2014).

The GEM is the largest museum in the world dedicated to one civilization, it's the largest civilizational and archaeological projects in the world, as the Site Area of the GEM is :480,000 m² (GEM,2018), it's considered a great addition to Egyptian tourism , the media and the international cultural tourism (SIS, 2020).The cost of the project is \$800million dollars, the Japan International Cooperation Agency "JICA" provided 70% of the funding , and the remaining 30% from the Egyptian government (Dutta, 2015).Opining of the GEM is postponed to June 2021 due to the coronavirus pandemic (Staff, 2020).

The GEM Features:

The GEM has unique features which characterized it from other famous museums globally as follow:

1-location: The Grand Egyptian Museum is located nearly 2 kilometres away from the Giza pyramids in a desert plain on the edge of the Nile on an area of 117 acres, the GEM has a unique location, which is connecting to the most famous archaeological site in the whole world (Pyramids), that has made it easy and comfortable for the visitor to connect to the museum away from traffic, and also provided the opportunity to use the new roads and bridges, (GEM.2018).

Location of the GEM is important for the following reasons:

- It allows for any further expansion, as it isn't tied up in a crowded downtown location from all directions, the GEM location's is safer for both the visitors and the artifacts in addition to the attractiveness of the location because of its near to the Pyramids, thus the GEM better fits with its historic surroundings (El Sheikh 2020).

The location of GEM avoided all the problem of the Egyptian Museum in Tahrir Square (which was in crowded downtown location, and not secured enough (El-Saddik, 2005).

2-Design and construction: The idea of designing the museum is inspired from the pyramids, as the three radiations are shot out from each pyramid are met together in one point defines the body of the museum. This unique site, has a direct view of the pyramids, is represented the visual relationship between the project and the pyramids. The museum, also, is related to the light, so its façade clads with stone to allow the light to pass through the geometric shapes. The museum facade gives it a special feature, explaining the axis direction of the pyramids of Giza, as the museum roof is one of the signs that the unique design of the museum is the largest in the world of museums (Lasheen and Ali 2018).

3-The museum includes special cultural and archaeological treasures, that characterized Egypt, as it will display the rare mask of King Tutankhamun placed in the middle of the exhibition hall, It will be the main attraction of the visitors, in addition to the full collection of King Tutankhamun's acquisitions which is 5,000 unique artifacts, including 2,000 artifacts that will be displayed for the first time, Moreover 5000 items relocated from the Egyptian Museum in Cairo, and 100,000 artifacts will be displayed in the corridors of the Grand Museum.(SIS,2020).

4- The Main Galleries from the Prehistoric to the Roman periods, furthermore the pictures and artifacts of sculptures which were found in Fayoum, another from the Coptic era, illuminated manuscripts and copies from the Bible, as well as manuscripts, weapons from the Islamic era, Hundreds of artifacts in old Alexandria, and a number of artifacts and handicrafts (Lasheen and Ali 2018).

5- "The Grand Staircase one of the main attractions of the GEM, and the Ornaments Collection which expresses the technology of micro-industries in Egypt since more than 3,000 years, more than 49,603 artifacts were moved to the Grand Egyptian Museum such as the statues of King Ramses II, and his obelisk (the world's first hanging obelisk , placed in front of the main facade of the museum), the statues of Seti, in addition to a huge pink-granite portray of Ramses VI, a statue of King Khafra ,a statue of the priest Kay made of colored limestone, beside a sarcophagus of king Senusert and a statue of king Sekhmet and his wife (Rashad,2014).

6- The GEM has two museum exhibition halls with a total area of 2500 square meters, called "The Hidden Hall", to hold " Al-Assasif coffins" , coming from Luxor, which were newly discovered in October 2019, by the Egyptian mission, in addition to the recent discovery's historical , archaeological, and artistic value which includes 30 colorful coffins for women, men, and children, in an excellent condition as their colors are clear and patterns are complete. The exhibition halls are designed in a

unique way, so that the visitors will be able to move freely within the museum area, from the GEM to the Giza Plateau, in a variety of ways, either on foot, golf-buggy or cable-car (GEM,2018).

- 7- The GEM is distinguished by the most modern technology methods for displaying in the museum, and cultural exhibition that are consistent with the technology changes for the new millennium to be the first in the use of virtual reality in display, so that visitors can enjoy experiencing the reality, atmosphere, and places in which the exhibits were discovered. (Egypt today, 2020),
- 8-The museum will be a global center for the museum communications, using satellite networks, to communicate with the international and the local museums, in addition to the using of information technology and networks in managing data and documentation (SIS,2020), through putting a system for data collection and processing the information, furthermore showing the missing information and weaknesses in data. This will build a unique reputation for the GEM based on conveying and disseminating valid information about exhibits and facilitate understanding of the Egypt's history on the past times. (Tawfik and others, 2018).
- 9-The museum is characterized by working on numerous archeological projects in collaboration with Egyptian and Foreigner institutions, including the Khufu second Boat excavation project (largest boats with ancient organic artifacts known in ancient Egyptian history) , and the project of (GEM Conservation Center) , which established to be regional Hub for restoration and conservation, this project is result of Technical Cooperation between the GEM and Japan International Cooperation Agency (JICA) in order to keep a stable and suitable environment for artifacts and avoid the physical degradation caused by the change of environmental conditions, (Jica, 2018).
- 10-The GEM is applying the quality in health, safety, environmental management systems and sustainability, as the GEM received two ISO certificates: the certificate of international standards for quality management systems (ISO90), and the certification of international standards for environmental management systems (ISO 14001: 2015), In addition to the ISO certificate for occupational safety and health (ISO45001: 2018) , thus obtaining these ISO certificates at the international and regional levels, will give positive impact and reflected on increasing the international and local tourism, because of applying the GEM the mechanisms specially designed to measure and ensure visitors' satisfaction in the safety, health, quality control and environmental sustainability (Essam, 2020).
- 11-The GEM is distinguished by its unique library and centers for (conferences, education and Training, arts and crafts) that are not all available in one museum in the world, such as (GEM Authority,2020):
 - The Multimedia Center: using social media in sharing photos and videos.
 - The Education and Training Center for Human Resources in the field of museums.
 - The congress center (theatre, two auditoriums, an education sector,

- The arts and crafts center (educational programs and workshops).
 - The library: considered the largest archaeological library specialized in Egyptology.
- 12- The GEM'S distinguished facilities for recreation and entertainment: The Landscape displays many indoor and outdoor cafés restaurants, and souvenirs outlets, recreation areas and Leisure activities including (El Sheikh 2020):
- Thematic parks cafes and restaurants that offer entertainment and enjoyable resting places for all family.
 - Three-dimensional cinema (IMAX), (interactive games), and exhibition halls theatrical and opera.
 - The children's museum, garden park and dynamic special programs for children.
 - Fire station, energy center, Transport and parking areas.
 - Services for special needs and disabilities visitors.

The following figure shows the GEM areas, facilities and spatial sectors (GEM, 2018).

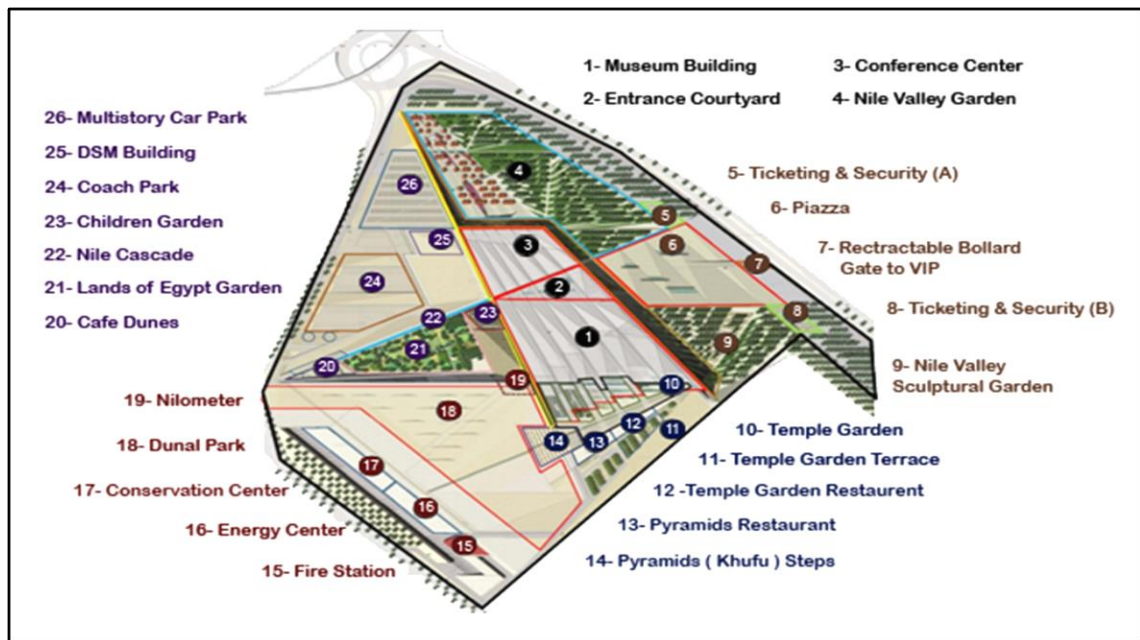


Fig.2. Museum Master plan

Source (GEM,2018)

Importance of the GEM, and its role in promoting the Egyptian Tourism

The GEM will contribute in achieving economic and tourist benefits as follow:

1. Achieving the economic benefits:

The project will contribute to create new permanent job opportunities for about 500 individuals and it also provides 1500 job opportunities in the services sector, besides other 5,800 new opportunities in the museum's economic projects in the fields of

construction, transportation, insurance, services and manufacturing. The museum is expected to generate annual revenue up to 150 million pounds (Lasheen and Ali 2018).

2. Achieving the local development benefits:

- Developing surrounding areas of the GEM, establishing restaurants, craft centers, retail shops, hotels and shopping centers.
- Establishing networks linking the regions with each other through a teleferic that travels through ten stations, in addition to a subway access to the area.
- Developing the Pyramids area, and some important hotels close to the GEM'S site (Essam,2020).
- Establishing and development of roads to facilitate reaching to the GEM (the re-route of Alexandria Road, constructing a new tunnel, and the development of Al-Fayoum road; which will be the main entrance to the new Pyramid Plateau Project, in addition to opening the Sphinx International Airport, close to the GEM, for receiving the direct tourist flights from different countries (D'Ambrosio, 2020).

3. The tourism benefits

- The GEM project will raise the level of tourism services and increase the number of international tourists, (Lasheen and Ali 2018), as the GEM is designed to accommodate (8) million visitors per year from all over the world, (GEM Authority,2020) moreover, the Gem will be an incentive for tourists to extend their accommodation as a result of providing various services in targeting all family of the tourists (Jica,2018).
- The GEM will renew the interest in Egypt to visit of the largest museum of Ancient Egyptian civilization in the world with recent technologies, it's worth noting that establishing the GEM attracted the attention of the cultural institutions and individuals around the world. About a month after the announcement, 5,000 messages were received on the museum website inquiring about its contents and the way to build it, and the Internet websites has one million talking about such great project (D'Ambrosio,2020), this global feedback on the GEM reflects its value and importance, moreover Egypt is gathering travel media attention: BBC Travel chose Egypt as the best place to visit in 2020,due to the expected opening of the GEM (as the opening of the GEM was supposed to be in 2020 .but it was postponed to 2021 due to coronavirus pandemic); while the New York Times and CNN are ranking Egypt high on their travel lists for 2020, also Discovery Channels Network produced three movies with the aim of promoting the GEM, in coordination with the Egyptian Ministry of Tourism to be shown in the various countries before opening the museum (SIS,2020).
- The GEM will promote the conference tourism in Egypt, as it includes Hub for international conferences including a conference hall with a capacity of up to 1,000 persons, this hub also contains theater and open areas available to hold festivals, concerts, ceremonies, events, and recreational activities in Egypt, hosted by the Great Pyramids and the GEM (GEM Authority, 2020).

Role of the GEM in Promoting the International Tourism to Egypt:

From the features and importance of the GEM, the GEM can play an important role in Promoting the International Tourism to Egypt, through the following figure:

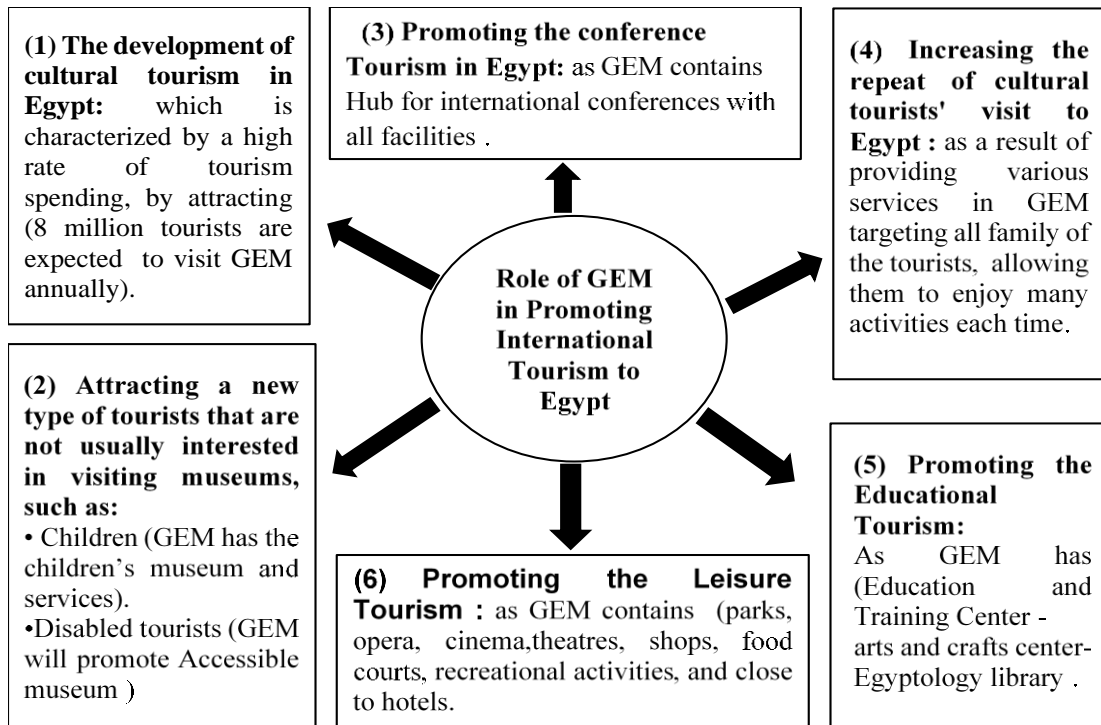


Fig.3. The role of the GEM in Promoting the International Tourism to Egypt.

Source: (the researchers)

The research methodology

The study is based on descriptive research, using quantitative and qualitative methods. The descriptive research was relied upon using a questionnaire form to collect the primary data for the study, due to its suitability to the nature and objectives of the study (Al-Masry, Saeed, 2004). The quantitative research included a questionnaire to collect quantifiable information for statistical analysis (Blog, 2020). The survey form consists of multiple choice, closed and open questions (for evaluating and analyzing the opinions of the respondents to achieve the objectives of the study). It consists of four sections, the first part includes demographic questions: age, gender, field of work and interests, nationality, as well as, number of their visit to Egypt and the purpose of the visit (for foreigners), and if the respondents interested in attending the opening of the Grand Egyptian Museum. The second part aims to assessment of the GEM features, and the most places and exhibits participants would like to visit in the GEM after opening, as well as, the most important features of the GEM, that distinguish it from other museums worldwide, it consists of 24 elements, in which the participants using the five Likert scale, in light of the quality and quantity of the required data that were previously covered in the literature of the study, the questionnaire form relied on the following weights:

1 = Strongly agree, 2 = Agree, 3 = Neutral, 4 = Disagree, 5 = Strongly disagree.

The third part aims to identify the role of the GEM in promoting the international tourism to Egypt through open-ended questions about the opening of the GEM, to know if the GEM can attract different types of tourists in addition to the cultural tourism tourists or no. The last part (opinions and suggestions) consisted of two open-ended questions aimed to know their opinions about role of tourism organizations in Egypt in benefiting from the opening of the GEM to market Egyptian tourism effectively.

Data collection

Survey was done and distributed via online and in personal interviews, from 1/11/2020 to 1/2/2021, The questionnaire was applied to an intentional sample of respondents (Lauretto, and Nakano,2012), who had specialized information on the GEM (its importance, features, opening ,marketing), and the measures taken to open the Grand Egyptian Museum in Egypt, the sample included experts in the fields of tourism, antiquities from Egyptians and other nationalities, as: Researchers in Egyptology, tourist experts, tourism and antiquities academic staff, experts in international organizations, tour guides, experts in tourism marketing, Employees in tourism authorities.

The reliability Statistics was assessed using Cronbach's Alpha test, the value of the Cronbach alpha has reached .942 (over 0.70), which means showing big reliability on results. The questionnaire was done by using a Google form, data described by Frequencies and ratios. The total number of targeted forms were (80), the valid and completed forms for statistical analysis were (69) of total forms, thus the response rate becomes (86%), which is considered a very good rate in such studies.

The results and discussions

Results of part one:

The following table shows Demographic profile of the sample:

Table 1

Demographic Profile (sample = 69, except question N 5,6)

Q	The first part: demographic factors	No.	%
1	Age		
	20-30	8	11.6
	30-40	11	15.9
	40-50	29	42
	50-60	18	26.1
	60 and older	3	4.4
2	Gender		
	Male	36	52.2
	Female	47.8	47.8
3	3-Field of work and interests:		
	Tour guide	13	19
	Tourist expert	6	8.7
	Employee in tourism authority	10	14.5
	expert in international organizations	4	5.8
	expert in tourism marketing	12	17.3

Continued

	tourism and antiquities academic staff	11	15.9
	Researcher in Egyptology	13	18.8
4	Nationality		
	Egyptian	36	52.2
	British	7	10.1
	German	5	7.2
	Malaysian.	9	13.1
	Japanese	12	17.4
5	How many times have you visited Egypt? (this question for foreigners)	(33) only	
	Once	5	15.1
	Twice or more	11	33.3
	Annually or frequently	17	51.6
6	The purpose of your visit: (this question for foreigners)	(33) only	
	Cultural tourism.	11	33.3
	Recreational tourism	9	27.3
	Visiting family and relatives	9	27.3
	Other	4	12.1
7	Are you interested in attending the opening of the GEM?		
	Yes	66	95.7
	No	3	4.3

Table (1) shows that almost 68% of the respondents are between 40-60, as they have experience and still in their work, and the sample male 52.2% were slightly more than females 47.8%, the most percentage of respondents were from tour guides, researchers of Egyptology, experts in tourism marketing, then employees in tourism authorities in (ministry of tourism and antiquities, the GEM authority) as, they have specialized information about the GEM, and how to market event of the opening, the procedures of receiving the public, management the museum, and providing services and facilities. The largest percentage of respondents' nationality were from Egyptians then Japanese (from JICA organization) which funded the GEM, and work in conservation and restoration center, then the tourism experts from other nationalities. The results showed that half of foreigner's respondents (51%) are visiting Egypt Annually, or frequently, and that the purpose of visiting Egypt is (cultural tourism) as for their interests, then recreational tourism from time to other and visiting relatives and friends. Finally, the largest percentage of respondents (95.7%) confirmed their desire for visiting Egypt and attending the opening of the GEM, as a special event for the largest museum worldwide specialized in one civilization with unique exhibits.

Results of part two: this part is displaying the most important features of the GEM that distinguished it from other museums worldwide, and replyong on the first question:

Table 2

The most important features of the GEM

The assessment	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%
1- The Location and area (Largest Museum in the world for one culture).	40	58	25	36.2	0	--	2	2.9	2	2.9
2-Design and construction.	34	49.3	24	34.8	8	11.6	0	--	3	4.3
3-Tutankhamun's collection (including 5,000 relics and 2,000 artifacts displayed for the first time).	50	72.5	17	24.6	0	--	2	2.9	0	--
4-The statue of King Ramses II and his obelisk.	33	47.8	28	40.6	5	7.3	1	1.4	2	2.9
5-"The Grand Staircase" one of the main attractions of the GEM.	35	50.7	24	34.8	7	10.2	2	2.9	1	1.4
6-The Museum of Solar Boats (largest boats with ancient organic artifacts known in ancient Egyptian history).	35	50.7	29	42	3	4.4	2	2.9	0	--
7-'Hidden Hall' includes the latest archaeological discoveries(Saqqara Cache-Asasif Cache).	41	59.5	25	36.2	2	2.9	0	--	1	1.4
8-The main galleries (contain tens of thousands of objects from prehistoric times to Greco-Roman times).	39	56.5	26	37.7	2	2.9	2	2.9	0	--
9-The way of Displaying the statues, the treasures of the Royal mummies , and various artifacts.	38	55.1	28	40.6	0	--	1	1.4	2	2.9
10-The Conservation Centre (GEM CC) (the largest conservation centre in the the Middle East and North Africa).	40	58	24	34.8	3	4.3	2	2.9	0	--
11-The congress centre (theatre, 2 auditoriums, an education sector).	31	45	27	39.1	4	5.8	6	8.7	1	1.4
12-The arts and crafts centre (educational Programmes and workshops).	32	46.4	25	36.2	9	13.1	1	1.4	2	2.9
13-The largest archaeological library specialized in Egyptology	39	56.5	22	31.9	5	7.3	3	4.3	0	--

Continued

14-Using IT infrastructure and networks in managing data and documentation.	37	53.6	24	34.8	4	5.8	2	2.9	2	2.9
15-Museum for people with special needs.	36	52.2	24	34.8	7	10.1	2	2.9	0	--
16-The facilities of the GEM (indoor and outdoor cafés restaurants, and souvenirs outlets.	23	33.4	34	49.3	9	13	2	2.9	1	1.4
17-Three-dimensional cinema (IMAX) and exhibition halls theatrical and opera .	30	43.4	29	42.1	2	2.9	5	7.3	3	4.3
18-Using modern technology for museum displaying (virtual reality in display)	32	46.4	30	43.5	3	4.3	2	2.9	2	2.9
19-Education and Training Center for Human Resources the field of museums.	29	42	34	49.3	4	5.8	2	2.9	0	--
20-Multimedia Center, using social media in sharing photos and videos.	31	45	29	42	6	8.7	0	--	3	4.3
21-Safety and security system in the GEM	36	52.1	26	37.7	5	7.3	2	2.9	0	--
22-The children's museum and Dynamic programmes	35	50.7	25	36.2	7	10.2	0	--	2	2.9
23-Recreation areas and Leisure activities including (interactive games).	28	40.6	29	42.1	4	5.8	5	7.2	3	4.3
24-Availability of transport and parking areas.	33	47.8	26	37.7	5	7.3	3	4.3	2	2.9

The results of table (2) showed that the most important features of the GEM that distinguished it from other museums worldwide are: the Tutankhamun's collection which displaying unique relics for the first time, and will get attention from all the world from the point of view more than (97%) of respondents due to its beauty and celebrity , then the (Hidden Hall) with total agree percentage more than (95%) due to it includes the latest archaeological discoveries, and the way of Displaying the statues, the treasures of the Royal mummies and various artifacts in the same percentage ,also the majority of respondents (94%) agreed on the importance of the main galleries of Greco-Roman times to distinguish the GEM and enrich the museum display, in addition the to the unique location and area (beside the pyramids with its beauty and historical importance and considered the largest museum in the world by agree percentage of (94%) of respondents. Also from the most characteristics of the GEM that respondents agreed on were (the Museum of Solar Boats ,and the unique services like (The Conservation Centre (GEM CC)(92.7%), and the Education and Training Center for Human Resources ,then the statue of King Ramses II and his obelisk with the

percentage of agree (91%),the respondents agreed also on the other elements but in a less percentages.

On the other hand , (28) Of respondents showed high disagree to these elements (the recreation areas and Leisure activities including (games, the three-dimensional cinema (IMAX) - opera , congress centre and the parking areas , due to the objection of respondents to the existence of these centers which providing services differ from the nature and role of the museum ,in addition to their fears of the negative impacts on the GEM from the crowding, pollution, and disrespect the visitors to the nature of the museum, and unapplying the visiting procedures for preserving the museum. Also (4) of respondents in personal interviews objected on choosing the GEM site near the pyramids (one of the oldest and most important Wonders of the World and one of the Seven and recorded in the World Heritage List), as they decided that it was better to establish the GEM away from the pyramids and preserve them as an independent tourist and archaeological site and choose another site for the GEM to create tourism development in another Egyptian tourist city that does not already have existing tourist attractions.

Part (3): Role of the GEM in promoting the international tourism to Egypt:

In this part the respondents answer the following questions about the opening of the GEM, and if the GEM can attract different types of tourists in addition to the cultural tourism tourists. About (90%) of respondents stated that opening of the GEM will be in this year,and will not be delayed for the second time, to give a push to the Egyptian Tourism ,and promoting the tourism, While the other percentage of the respondents(10%) decided that they would prefer to postpone the opening of the GEM to the next year, until the Corona pandemic has ended and the aviation and tourism movement has returned to their normal rates. As for the question “ if the GEM can attract different types of tourists in addition to the cultural tourists”: (99%) of the respondents confirmed that the GEM can attract many types of tourists, in addition to the cultural tourists like (accessible tourism), if the GEM actually have the facilities of accessible tourists in most parts of the museum, not only in the (Accessible museum), which mean that (entrances-exits-toilets- restaurants- parking- the main exhibition halls of the museum) should also be prepared to the disabled tourists, the respondents added that : the GEM can attract tourists coming for conference tourism, and educational tourism , in addition to promoting the cultural tourism in Egypt in big numbers annually , specially for those who study Egyptology in different universities around the world, the results of this part answer the second question“*What is the role of the GEM in promoting the international tourism to Egypt?*”

Results of part four

This part of questionnaire (opinions and suggestions) answers the last question” *How can tourism organizations in Egypt benefit from the opening of the GEM in marketing Egyptian Tourism effectively?*”, all the respondents stated that the tourism organizations in Egypt can benefit from the opening of the GEM in marketing Egyptian Tourism through:

- Implementing intensive tourism advertising campaigns accompanied by wide media coverage and the focus of international media attention, to promote unique features of the GEM and its unique exhibits in an interesting way, and broadcast them long enough before the opening date in the various tourism markets , especially those interested in cultural tourism.
- Putting the GEM as a major part of the tourism programs of many kind of tourism, not only the cultural tourism, (Like the Egyptian Museum in Tahrir, the Pyramids, and Hussein Khan al-Khalili), this will add a new product to attract the tourist's attention to visit and repeat- promoting.
- Offering mixed tourism programs to attract many types of tourists in more than one destination ,like put the GEM in tourist program in cairo and Giza for two days,and put Alexandria , northcoast or sharm Elsheikh – Hurghada for two other days (for the recreational tourism),this will promote more type of tourism in more that one destination in Egypt).
- Organizing a big and fasinating opening for the GEM ,and cooperation with public relations companies, international sponsoring , advertising companies , international organizations and tour operators in organizing the event to market the opening of the GEM effectively.
- Offering package holidays to tourists at reasonable prices to visit the GEM, including entertainment for adults, children , families and tourists with special needs.
- Promoting the GEM with booklets and online sales , using Social media, inviting the bloggers, famous artists and influencers to the opening ceremony.

Conclusion and recommendations

The opening of the GEM is considered one of the most important tourism events that the whole world is waiting to happen, as it will be the largest museum in the world and the only specialized museum in to display the treasures of the great Ancient Egyptian civilization in an attractive modern way with using the modern technology in the museum display and a unique servises and centers.

The field study revealed that the respondents agreed on the existence of unique features of the GEM and its great role in revitalizing international tourism, especially cultural tourism in addition to conference and educational tourism and accessible tourism (in case of its all requirements are met optimally),in addition to providing suggestions to the tourism organizations in Egypt to benefit from the opening of the GEM in marketing Egyptian Tourism in a professional manner through various and modern marketing and advertising methods, as well as the importance of placing the GEM within a variety of tourism programs, that suit different groups of tourists and satisfy their different needs.

Recommendations

Recommendations to the (the Ministry of Tourism and Antiquities- Egyptian General Authority for Tourist Promotion Ministry of civil Aviation):

- Contracting with international media to design tourist promotion campaign for the opening event of the GEM on major media channels, electronic platforms and all social media, in sufficient time before the opening date.
- Inviting celebrities and VIP of many countries to visit the GEM and take holidays in Egypt and using the virtual tourism effectively in production of three-dimensional films about the Grand Egyptian Museum that includes musical and sound effects and videos with a 360-degree technology), to provide the opportunity for the tourist to visit the GEM virtually before the opening and motivates him to visit it upon the actual opening.
- Contracting with specialized tourism writers in the main tourist markets magazines to write supporting articles to visit the GEM, and providing them with all the necessary information and images.
- Designing modern tourism programs and put the GEM within a variety of tourism programs with other Egyptian tourist destinations, such as Alexandria and Fayoum, or exploiting the presence of the GEM near Sphinx Airport in organizing direct charter flights from the GEM to other Egyptian tourist destinations such as cities of Luxor, Aswan, Sharm, Hurghada, in agreement with the Ministry of Civil Aviation.
- Contracting with major tour operators in the main tourist markets of Egypt to put the GEM within tourism programs by using charter flights directly to the GEM through the Sphinx International Airport, which was established specifically to stimulate the incoming tourism movement to the pyramids area and the GEM.

Recommendations to the GEM authority:

- The necessity of establishing a strict management system to ensure the preservation of the GEM , its contents, and not to destroy or steal them.
- Maintaining the application of quality in the GEM and obtaining ISO certificates permanently in everything related to measuring and ensuring visitors' satisfaction in safety and health, quality control and environmental sustainability after the museum is opened and operational.
- Establishing a strict system for managing the entertainment center, cinema, conference and meeting center, in a way that guarantees visitors respect for the museum, maintains the integrity of its contents, and sets maximum limits for visitors to receive, so that crowding does not affect the quality of the visit for visitors.
- Maintaining the museum's sustainability and cleanliness and providing modern and fast electronic communication systems that bear the visitors' uses without interruption

Further study

Further studies should be done on the GEM after its opening to measure the quality of management system , the the visitors numbers ,their nationalities, the visitors' satisfy,the income of the mesuem, the ways of marketing the GEM and its return,

the evaluation of visitors to the museum ,their suggestion to amore better visit ,the impact of opening the GEM on increasing and promoting the international tourism to Egypt in an integrated way.

Pictures of the GEM



Fig.3. location of the GEM, Source (Logan,2019)



Fig.4. The statue of King Ramses II in the GEM, Source (Egypt to day,2020)



Fig.5. The Tutankhamun collection in the GEM, Source (Maged, 2020)

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دور المتحف المصري الكبير في تنشيط السياحة الدولية الوافدة الى مصر

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الملخص

يعتبر المتحف المصري الكبير من أهم المشاريع الحضارية في القرن الحالي، من حيث موقعه الفريد ومميزاته وأهميته الثقافية، ويرتكز هذا البحث على: (تعريف المتاحف، بيان أهميتها في المقاصد السياحية، أهمية المتحف المصري الكبير، ودوره في الترويج للسياحة الدولية لمصر)، وتهدف الدراسة إلى التعرف على السمات الفريدة للمتحف المصري الكبير، وإيضاح المنافع الاقتصادية والسياحية التي سيساهم في تحقيقها، فضلا عن إيضاح أهمية افتتاح المتحف المصري الكبير في زيادة وترويج السياحة الدولية إلى مصر، وتتناول الدراسة ثلاثة أسئلة بحثية: (1) ما أهم سمات المتحف المصري الكبير التي ميزته عن المتاحف الأخرى في جميع أنحاء العالم؟، (2) ما هو دور المتحف المصري الكبير في الترويج للسياحة الدولية لمصر؟، (3) كيف يمكن للمنظمات السياحية في مصر الاستفادة من افتتاح المتحف المصري الكبير في تسويق السياحة المصرية بشكل فعال؟. تم استخدام البحث الوصفي مع الأساليب الكمية والنوعية، وعمل مسح لجمع البيانات، وأظهرت النتائج أن المتحف المصري الكبير سيكون له دور كبير في تنشيط السياحة الدولية وخاصة السياحة الثقافية، سياحة المؤتمرات. والسياحة التعليمية والسياحة الميسرة. ساهمت الدراسة في تقديم اقتراحات لمنظمات السياحة في مصر للاستفادة من افتتاح المتحف المصري الكبير في تسويق السياحة المصرية بطريقة احترافية، كما قدمت توصيات قيمة للترويج للمتحف المصري الكبير بطريقة فعالة إلى كلا من وزارة السياحة والآثار، الهيئة العامة المصرية. للترويج السياحي، وزارة الطيران المدني، بجانب التوصيات المهمة لهيئة إدارة المتحف المصري الكبير.

معلومات المقالة

الكلمات المفتاحية

المتحف المصري

الكبير؛ تنشيط؛

السياحة الدولية؛ مصر.

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