



Tourism Development of Historical Museums and Their Role in Reviving Heritage (Mustafa Kamel Museum as a Case Study)

Hasnaa Hassan Ahmed Hamed

Ph.D. in Tourism Guidance Department

Faculty of Tourism and Hotels, Fayoum University

Abstract

Mustafa Kamel Museum is one of the most important museums in Cairo, and it was officially opened in April 1956. Previously, a shrine contained the remains of the two leaders, Mustafa Kamel and Mohammad Farid. Then the remains of the national fighters Abd al-Rahman al-Rafai and Fathy Radwan were transferred to it. The museum is built in the Islamic style and has an Islamic dome.

It includes two halls containing some of the leader Mustafa Kamel's belongings, such as books, handwritten letters, pictures of his friends and relatives, and some of his clothes, dining utensils, and office room. The museum also has oil paintings of the Denshwai incident.

This research aims to shed light on the museum and its artifacts and suggest a development plan to help and the spread of awareness. It also, helps to present the struggle of one of Egypt's heroes against the English occupation. The study focuses on some of the problems that face the museum and presents some suggestions that may help the museum develop as a prelude to putting it on Egypt's tourist map.

Keywords: Character Museums, Heritage, Museum, Mustafa Kamel, Tourism Development.

I- Introduction

Museum study is a modern field that attracts various sciences and their branches. Museums are the true mirrors that reflect the civilizations and histories of previous generations in front of current generations. It is also one of the most important ways for students to identify a nation's or people's history¹. Egypt has a variety of museums, including character museums such as Mustafa Kamel, Om Kalthoum, Saad Zaghloul, Mahmud Mokhtar, and others.

I- Location of Museum (Fig. 1)

The museum is located in Salah El-Din Square in the Citadel district of Cairo. It overlooks the Citadel of Saladin, the Mosque of Sultan Hassan, the Mosque of Al Rifai, and the Mosque of Mahmoudiya.

¹ Simmons, J.& Latham, K., "Museum Studies", Oxford Bibliographies in Anthropology, Oxford: Oxford University Press., February 2020.

II-History of Museum

At first, the museum was a shrine containing the remains of the two leaders, Mustafa Kamel and Mohamed Farid, and then the remains of the national fighters Abd al-Rahman al-Rafai and Fathy Radwan were transferred to it.

Mr. Fathy Radwan, Minister of National Guidance, inaugurated it on behalf of the late President Gamal Abdel Nasser in April 1956². It was reopened after renovation on February 8th, 2001 in the presence of Mr. Farouk Hosni, former Minister of Culture on behalf of former president Hosni Mubarak, and Prof. Dr. Ahmed Nawar, former head of the Fine Arts Sector³.

III- Description of the Museum

The Museum is designed in an Islamic architectural style, featuring a dome reminiscent of an Islamic mausoleum. It comprises a grand hall and two wings, covering 2,000 square meters and surrounded by an expansive garden.

The Grand Hall boasts a floor covered with white Carrara and green Indian tiles, while the marble walls rise to a height of 2.20 meters. The shrine, crafted from marble, is inscribed with various Quranic verses. Above the shrine hangs a large copper chandelier, intricately designed in Islamic style. Surrounding the shrine is a marble fence that mimics Islamic window patterns, constructed from black and white marble. The white marble fence stands 77 cm high, while the black marble features eight decorative guardrails, each measuring 27 cm in height. There is a mausoleum that houses the remains of the two leaders, Mustafa Kamel and Muhammad Farid, intellectuals and activists, Fathy Radwan and Abd al-Rahman al-Rafai⁴.

The right wing of the museum houses a gallery of the leader Mustafa Kamel. This section contains his personal belongings, medals awarded him as a national hero, a collection of his most famous quotes, correspondence, coats, and bronze and plaster statues. It also features oil paintings depicting the Denshawai incident and photographs from his funeral. Notably, the library includes the first edition of "Al-Liwaa," a newspaper he founded, and published in Arabic, English, and French in 1990.

The left wing is designated as "Al-Rafai and Radwan". Each wing has a floor, some walls of white Carrara marble, and two entrances.

IV- Characters of Museum

1- Mustafa Kamel (1874- 1908)

Mustafa Kamel is considered one of the most prominent Egyptian nationalist leaders and a key figure in the struggle for Egypt's independence from British colonial rule. He was an Egyptian lawyer, journalist, and nationalist activist. Mustafa Kamel was born in Cairo in 1874. He was a graduate of the Khidiwiyya High School in Cairo⁵. He was trained as a lawyer at the French law school in Cairo in October 1892, and the Law Faculty at the University of

² https://en.wikipedia.org/wiki/Mustafa_Kamel_Museum

³ [Mustafa Kamel Museum](#), Ministry of Culture- Sector of Fine Arts the Central Administration of Museum & Exhibitions, 2016, p. 9.

⁴ [Mustafa Kamel Museum](#), Ministry of Culture- Sector of Fine Arts the Central Administration of Museum & Exhibitions, 2016, p. 9.

⁵ عبد الرحمن الرفاعي، مصطفى كامل باعث الحركة الوطنية (تاريخ مصر القومي ١٨٩٢ إلى سنة ١٩٠٨)، مكتبة النهضة المصرية، الطبعة الثالثة، ١٩٥٠، ص ١٢-١٣.

Toulouse in France⁶ in October 1894. Kamel became an influential advocate for political reform and national sovereignty. He founded the National Party in 1907 to unite Egyptians in their quest for self-determination⁷.

2- Mohamed Farid (1868-1919)

Mohamed Farid was a notable Egyptian nationalist and a key figure in the early 20th-century movement for Egypt's independence from British rule. Educated in Cairo and later in Paris, participated with Mustafa Kemal in establishing the national movement in 1895. He was the Chairman of the National Party. He defended the Egyptian issue, despite his exile to many European countries, such as France, Switzerland, and England. In 1919, he founded the Egyptian Nationalist Party, which sought to unite various factions in the struggle for independence⁸.

3- Abd al-Rahman El-Rafai (1889- 1966)

Abd al-Rahman al-Rafai is an Egyptian historian born on February 8th, 1889. He obtained a bachelor's degree in law in 1908. He worked as an editor in the Al-Liwaa Newspaper in 1908. He and his friends formed the Unions of Agricultural Cooperation in 1919. He founded the Charities in 1920. He founded the Cooperation Committee to distribute Banque Misr shares in 1921. He opposed the Treaty of 1936 and called for the dissolution of the parliament in 1939, he was appointed Secretary of the National Party in 1906, and he met the leader Mustafa Kamel during the Faculty of Law strike. He was appointed Minister of Supply during Sirri Pasha's government in 1949. He dedicated his life to studying the national movement's roles in modern Egypt's history. One of the most prominent works is fifteen volumes in which he documented the state of Egypt from the late 18th century to the middle 19th Century⁹.

4- Fathy Radwan (1911- 1988)

Fathy Radwan is an Egyptian politician and thinker. The name has its national history from monarchy until the Mubarak era, struggled for the independence of the homeland, and is a well-known name in Egyptian prisons for interning him frequently in the era of colonization and its aides¹⁰, and a widely known name in the legal circles for being a lawyer and defender of national issues. In the early fifties, he suggested establishing a ministry called The Culture and National Guidance, he was the first minister in this ministry. He was born in Al-Minya City, Al-Minya Governorate, on May 14th, 1911. He entered Community School, then Mohammed Ali School, and got the Primary Certificate in 1924. He obtained as well the Secondary Certificate from one of Assiut's Schools. In the Secondary stage, Fathy Radwan excelled politically and intellectually. After he had received the Secondary Certificate, he joined the Faculty of Law in 1929 and graduated in 1933 to work in the legal profession.

⁶ Abi-Hamad, S. Gh., Dueling Perceptions: British and Egyptian Interactions, 1882-1919, (Ph.D. thesis), University of Texas at Austin, 2007, pp. 31- 32.

⁷ Sugita, H., "Mustafa Kamil al-Shams al-Mushriqa (The Rising Sun) (1904)", in: Saeki, Sh. & Haga, T. (Eds.), Masterpieces on Japan by Foreign Authors, Japan, 1987, pp. 75- 79.

⁸ George, G., Edward, Q. & Mukherjee, S., A Global History of Modern Historiography, London & New York, 2008, p. 196.

⁹ Atallah, W., "Abd Al-Rahman Al-Rafi'i's Historiographical and Methodological Approach", Bethlehem University Journal, Vol. 10, 1991, p. 59; Hamadah, M., Al-Rafi'i: Hayatuh wa Fikruh, Unpublished Ph.D. Dissertation, Ain Shams University, 1986.

¹⁰ James p. Jankowski, Egypt's Young Rebels: "Young Egypt": 1933- 1952, (Hoover Institution Publications; 145), University Stanford California, 1975, p. 9.

Throughout seventy-seven years, Fathi Radwan was struggling for freedom and he went on this until he passed away on October 2nd, 1988. He was buried next to his two leaders Mustafa Kamel and Mohamed Farid at Mustafa Kamel Museum¹¹.

V-Strategic plan for the development of the Mustafa Kamel Museum

The development of the Mustafa Kamel Museum requires a comprehensive development plan. To be able to develop this plan, effectively design this development plan, it is crucial to conduct a detailed analysis of the museum's present conditions¹², including infrastructure, exhibit quality, visitor amenities, and operational efficiency¹³ To achieve this, a field study was carried out in four stages:

The first stage was a field study of the Mustafa Kamel Museum to learn about the museum's current condition.

The second stage used semi-structured personal interviews with the museum's directors and employees (five employees and one director) to gather information about the available resources in the museum, the number of visitors, and the activities carried out by the museum. The interview questions were divided into three sections: the first section consists of personal information, the second section consists of closed-ended questions to provide specific, quantifiable data¹⁴ related to museums, facilities, and services of the museum, and the third question is open-ended questions to provide more detailed, and comprehensive answers¹⁵.

The Third stage used a questionnaire form for tour guides to find out their knowledge of the museum, its position on the tourist map, and the most important activities and services that should be available within museums. The questionnaire questions included three sections: the first consisted of personal information, the second section consisted of closed-ended questions, and the third question was open-ended. The questionnaire was conducted with 45 tour guides.

The Fourth stage of the SWOT analysis involves synthesizing and interpreting the data gathered in the earlier stages to develop actionable strategies. This stage focuses on leveraging strengths, addressing weaknesses, capitalizing on opportunities, and mitigating threats.

It analyzed all the data collected and reached the results of the questionnaires through field studies, questionnaires, and interviews. SPSS was used for statistical analysis.

A-The First stage: This was presented through the first part of the research, which includes the location, history of construction, and description of the museum.

¹¹ Hassan, A., Egyptian Intellectuals and the Politics of Modernity, Cairo: The American University in Cairo Press, 2005, pp. 75- 90;

عبد الرحمن صالح عثمان، (فتحي رضوان في حزب مصر الفتاة ١٩٣٣ - ١٩٤٢)، مجلة كلية الآداب - جامعة حلوان، العدد ٥٠، العدد ١، ٢٠٢٠، ص ٣٦ - ٣٧.

¹² Falk, J. H., & Dierking, L. D., The Museum Experience Revisited, Routledge, 2016, pp. 25- 26.

¹³ Kotler, N., & Kotler, P., Museum Strategy and Marketing: Designing Missions, Building Audiences, Generating Revenue and Resources, Routledge, 2016, p. 45.

¹⁴ Fink, A., How to Conduct Surveys: A Step-by-Step Guide, SAGE Publications, 2013, pp. 41- 45.

¹⁵ Creswell, J. W. (2014). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, SAGE Publications, 2014, pp. 150- 155.

B- The Second stage :Analysis and display of the results of interviews

The First section answers

Based on the responses of the first section, six individuals (one manager and five employees), are aged between 35 and 50 years. Their years of experience in the museum sector range from 5 to 10 years.

The Second section answers

Q1: Is the museum adequately staffed with enough employees and workers?

The responses indicate that all six participants (100%) were chosen (NO), implying that there are not enough individuals to work at the museum. As previously noted before, the staff consists of six employees and one manager, which is insufficient to work in the museum.

Q2: Is the Mustafa Kamel Museum included in the tourist programs?

According to responses that were chosen (NO), which indicated the museum is not included. This answer was, according to what the museum staff indicated that the museum was not included in the tourist programs.

Q3: What is the purpose of visiting the museum?

(4 out of 6) answered that the purpose of visiting the museum is to see the antiquities, and know and learn about the history the remaining two respondents mentioned that the museum is primarily visited by students from the Faculty of Fine Arts and Applied Arts for educational purposes.

Q4: Do the following factors represent the negatives and obstacles that Hinder visited the Mustafa Kamel Museum?

- Is the museum not equipped for visiting?

Respondents agreed that the museum is inadequately equipped for visits and suffers from a lack of qualified staff. They noted that the museum is not properly maintained by the ministry or relevant authorities, with insufficient periodic maintenance.

- Inadequate facilities and infrastructure in the museum?

(Six out of six) all of them chose (agree) and agreed on the weaknesses of the facilities and infrastructure of the museum. Pointing out long-standing cracks in the walls observed during a field visit.

- Lack of places inside the museum for entertainment?

They all chose (agree), and there are no entertainment or service areas inside the museum.

- Lack of specialized tour guides for explanations?

(Six out of six) 100% were chosen (agree), which indicates that there is no specialized tour guide inside the museum to explain.

- Lack of a guide or booklet for the museum, its history, and its collections?

They all answered (disagree) because there is a booklet about the museum with all the details about the most important collections of the museum and historical figures inside the museum.

- Lack of a service area inside the museum to provide services to visitors?

All respondents agreed that there is no designated area within the museum for providing services to visitors or staff.

- Not using modern technologies in the museum display system?

All respondents agreed that the museum does not utilize modern technologies for displaying exhibits. They observed that outdated methods are used and that the display labels are only in Arabic, suggesting a need for modern display techniques and improved exhibit organization.

The Third section answers

Q1: Do you have any other suggestions or comments for improving the museum?

Some suggestions for developing the museum from their answers:

- Including Mustafa Kamel Museum in the tourist programs.

Raising tourist awareness about the museum by showcasing films, and recordings, and distributing free brochures at tourist attractions and educational institutions like schools.

Ensuring proper care for the museum and utilizing effective display methods.

Conducting regular maintenance of both facilities and exhibits, while ensuring adequate lighting and ventilation to preserve the displays.

Establishing an information desk for visitors to provide details about the museum.

C-The Third stage: Analysis of Questionnaire Results for Tour Guides

The survey forms were answered by forty-five guides, and the questions were answered as follows:

The first section answers: Personal information

The answers show the ages of the guides who responded to the survey ranged from 30 to 47 years. 65% of the guides reported having 5 to 10 years of experience. While 35% of the guides reported having more than 10 years of experience.

The second section answers: Questions about the museum

1- Is there interest in Egyptian symbol museums?

The majority of respondents, 92%, indicated a lack of interest in Egyptian symbol museums, including the Mustafa Kamel Museum. Only 8% expressed an interest in these museums.

2- Are Egyptian symbol museums in Cairo included in tourist programs?

A significant 95% of respondents stated that Egyptian symbol museums are not included in tourist programs. Conversely, only 5% reported that such museums are included in tourist itineraries.

3- Have you heard about the Mustafa Kamel Museum before?

All of them answered the same (Yes).

4- Have you implemented tourist programs for the Mustafa Kamel Museum?

Based on the previous question, the responses indicate that 96% answered "No," meaning the museum is not included in tourist programs. Conversely, 4% answered "Yes," suggesting a small minority believe the museum is included. Therefore, it is evident that the museum is generally not featured in tourist itineraries.

5- Are there tourist programs dedicated to visiting Egyptian symbol museums only?

The majority of respondents, 94%, answered "No," indicating that there are no tourist programs exclusively focused on visiting Egyptian symbol museums. In contrast, 6% answered "Yes," suggesting that a small proportion believe there are dedicated tourist programs for this purpose.

6- Do the following factors represent negatives and obstacles to visiting the Mustafa Kamel Museum?

• Mustafa Kamel Museum is not qualified and Qualification for visiting

All responses (100%) agreed that the museum is neither adequately qualified nor equipped for visits, whether for historical or educational purposes.

• Lack of good marketing for Mustafa Kamel Museum

The majority of respondents, 92%, agreed that the museum is not included in tourist programs, while 8% disagreed.

• **Lack of a service area inside the museum to provide services to visitors in Mustafa Kamel Museum**

All respondents (100%) agreed that there is a lack of interest in providing services to museum visitors.

• **Not using modern technologies in the museum display system at Mustafa Kamel Museum**

According to the responses, 100% agreed that the museum does not utilize modern display methods and techniques.

• **Lack of tourist awareness of the importance of Mustafa Kamel Museum**

It was also clear from the responses that 100% agreed there is a lack of effort in promoting the museum and supporting tourist awareness.

The third section answers

Q1: Do you have any other suggestions or comments for improving the museum?

- Promoting the museum through integrating with tourism companies and including tourism programs.
- Offering training and educational programs for tour guides in partnership with the General Syndicate of Tour Guides.
- Reorganizing the museum's exhibits and collections.
- Hiring one or more tour guides to assist with visitor explanations at the museum.

D- The Fourth stage: SWOT analysis

Based on the results and insights gathered from previous discussions, including personal interviews and questionnaires, it is clear that the feedback provided has highlighted key areas for improvement and opportunities for enhancing the visitor experience. This valuable information, collected directly from museum visitors and stakeholders, serves as a foundation for making data-driven decisions and identifying visitor preferences.

Strengths

- The museum houses a unique and valuable collection of artifacts that are of significant historical and cultural importance, attracting history enthusiasts and scholars.
- The museum's current physical layout and infrastructure provide a stable foundation that can be built upon with further improvements and modernizations.
- The museum offers educational programs and resources that support learning and engagement, making it a valuable resource for students, researchers, and educators.

Weaknesses

- The museum's infrastructure may be outdated, lacking modern amenities and conveniences that could improve visitor comfort and accessibility.
- There may be insufficient service areas within the museum, such as rest areas, refreshment stands, and adequate signage, which can detract from the visitor experience.
- The museum may still use traditional display methods, which can result in less engaging and interactive exhibits compared to contemporary standards.

Opportunities

- Collaborating with tourism companies and travel agencies to include the museum in tourist itineraries can increase visibility and attract more visitors.

- Investing in new technologies and modern display techniques can enhance visitor engagement and make the exhibits more interactive and appealing.
- Creating and expanding educational programs, workshops, and guided tours can attract school groups, researchers, and educational institutions.

Threats

- Nearby museums, cultural sites, or entertainment options may attract potential visitors, especially if they offer more modern or interactive experiences.
- Economic downturns or fluctuations could impact discretionary spending, potentially reducing the number of visitors and revenue.
- Evolving expectations and preferences among visitors for interactive and high-tech exhibits may pose challenges if the museum does not adapt to these trends.

VII- Recommendations

To ensure the successful development and long-term sustainability of the museum, several key recommendations have been identified. By implementing these strategies, the museum can position itself as a leading cultural destination, attracting a wider audience while preserving its historical and educational significance.

- **Enhancing Presentation Methods and Integrating Technology:** Developing and improving how exhibits are presented in museums is a crucial step in modernizing the visitor experience. This involves the incorporation of cutting-edge technology such as augmented reality, interactive displays, and digital storytelling to create more dynamic and engaging exhibitions.
- **Redistributing Artifact Collections:** For museums with vast collections of artifacts, redistributing certain pieces to other institutions can optimize the way cultural heritage is displayed and accessed.
- **Implement a systematic approach:** Conduct regular visitor surveys and feedback mechanisms, enabling continuous evaluation of visitor needs and preferences by addressing any issues or opportunities for improvement, thereby ensuring that the visitor experience is consistently aligned with expectations and evolving demands.
- **Allocating Financial Resources for Infrastructure and Human Resources:** Recognizing the strategic importance of museums in cultural preservation and education, it is critical to allocate adequate financial resources for infrastructure improvements, state-of-the-art equipment, and the recruitment of highly qualified staff. Strengthening professional capacities within the museum ensures that it operates at the highest standards of excellence.
- **Implementing Clear Signage and Video Displays:** These displays can showcase the highlights of the museum's offerings, guiding visitors to key exhibits and helping them navigate the space with ease.
- **Establish a comprehensive training and professional development program:** for tour guides in collaboration with the General Syndicate of Tour Guides. This program should include workshops, seminars, and hands-on training sessions focused on enhancing their knowledge of the museum's exhibits, improving their presentation and communication skills, and familiarizing them with the latest tour guiding techniques.

- **Establish strategic partnerships:** with local schools, universities, and cultural organizations to co-develop and host a variety of educational programs, interactive workshops, and themed special events that cater to diverse audiences, fostering a deeper community connection and enhancing cultural engagement.
- **Develop and implement dedicated service areas:** such as well-staffed information desks, expertly guided tours, and conveniently located visitor assistance points, to provide comprehensive support and ensure that visitors have access to all the resources they need for an enriching experience.
- **Investing in comprehensive training and professional development programs** for museum staff is essential to ensure that personnel are well-equipped to manage both operational and visitor-facing aspects, while also enhancing the overall visitor experience. Well-trained and knowledgeable staff plays a pivotal role in creating an enriching museum experience by greeting visitors, providing insightful information, and answering questions.
- **Develop and enhance the corridors and roads:** leading to the museum by implementing strategic infrastructure improvements, ensuring smooth traffic flow, and facilitating easier movement for tourists and visitors.
- **Establish a comprehensive marketing department:** within the museum, tasked with developing and executing innovative promotional strategies that increase the museum's visibility, attract diverse audiences, and engage the community while also enhancing the museum's public image.
- **Develop and construct a dedicated bus station:** specifically, for museum visitors, strategically positioned near the museum's entrance to provide seamless access, and promote the use of public transportation, thereby enhancing convenience for visitors.
- **Digital Tools and Interactive Features:** using digital tools such as mobile apps, and virtual tours to engage visitors and provide additional information.
- **Diversify Funding Sources:** Explore various funding sources such as grants, donations, and sponsorships, to ensure financial stability.
- **Effective Marketing:** promote the museum by using marketing strategies, social media, advertisements, and partnerships with travel agencies.
- **Special Events:** Organize special events, such as temporary exhibitions or anniversaries, to attract visitors.
- **Cultural Partnerships:** Collaborate with cultural institutions and educational organizations locally and internationally to exchange exhibitions and organize joint events. and Build partnerships with businesses and sponsors to support museum projects and initiatives.

VII- Conclusion

The field study results indicate that:

- The Mustafa Kamel Museum is excluded from tourist programs, which reduces its chances of attracting tourists.
- It is not included in travel itineraries or promoted by tourism companies, the museum misses out on a substantial number of potential visitors who might otherwise be interested in exploring its offerings.

- The museum suffers from insufficient marketing and promotional efforts, which results in low public awareness and limited visitor interest. Data indicates that only a small fraction of potential visitors are aware of the museum, and there is minimal outreach to attract new audiences. This has resulted in lower visitor numbers compared to similar institutions with more robust marketing efforts.
- The museum's limited service areas, including inadequate rest areas and amenities, have negatively impacted the visitor experience. Feedback from visitors suggests that the lack of comfortable spaces and essential amenities detract from their overall satisfaction and enjoyment, leading to shorter visits and reduced likelihood of repeat visits.
- The museum has not adopted modern display techniques, resulting in outdated presentation methods that do not effectively enhance their engagement with the exhibits. The responses indicate that visitors find the current exhibit presentations less interactive and less engaging compared to contemporary museum standards. This has contributed to a less immersive experience and a decline in visitor engagement with the exhibits.
- The museum is deemed unsuitable for visitors due to its inadequate facilities and lack of proper equipment. Feedback from potential and current visitors highlights concerns about the museum's ability to provide a comfortable and engaging experience, with issues such as outdated amenities and inadequate infrastructure negatively impacting the overall visitor experience.

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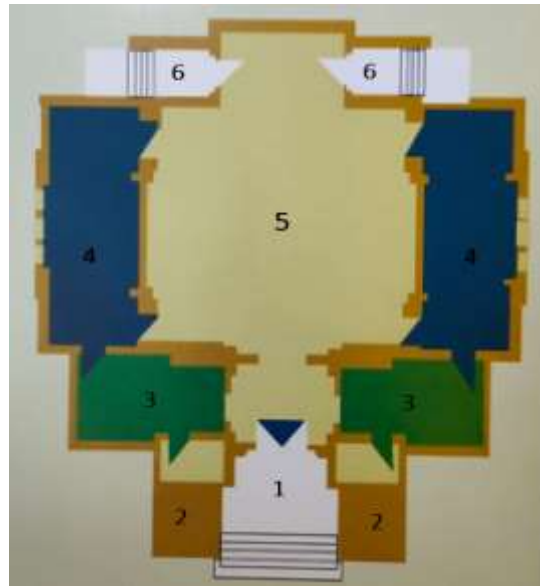
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Plates



(Fig.1) Location of Mustafa Kamel Museum (Google Earth Website)



Pl. 1. Plan of the Museum

- | | |
|-------------------------------------|---|
| 1- The Entrance | 2- Two Flower beds in the Entrance |
| 3- The Museum Administration | 4- Galleries |
| 5- The Hall & Shrine | 6- Two Back Doors |



Pl. 2. Mustafa Kamel Museum (Outside)



Pl. 3. The museum garden, next to which appears the Mohammed Ali Mosque



Pl. 4. The gate of the museum



Pl. 5. Details of the museum door



Pl. 6. The entrance of the museum



Pl. 7. Foundation stela of the museum



Pl. 8. Front view of Mustafa Kamal's Shrine



Pl. 9. Side view of Mustafa Kamal's Shrine



Pl. 10. The dome of the shrine



Pl. 11 A copy of the first issue of the Al-Liwaa newspaper



Pl. 12 Mrs. Hafiza, mother of leader Mustafa Kamel, in the middle of his sisters Aisha and Nafsiya



Pl. 13 Suit of leader Mustafa Kamel



Pl. 14 An oil painting showing Mustafa Kamel on his last days surrounded by his friends 1908



Pl. 15 Office of Mustafa Kamel



Pl. 16 Postage stamp for Mustafa Kamel



Pl. 17 A bronze statue of Mustafa Kamel

Questionnaire Form

We are conducting research titled: “Tourism Development for Museums of Historical Characters and Their Role in reviving heritage applying to the Mustafa Kamel Museum”.

The study aims to highlight the significance of museums dedicated to historical figures as tourist destinations and explore ways to optimally develop and invest in these types of museums, applying principles of sustainable development. This will involve evaluating the current status of the museum, proposing a tourism development plan, and designing new tourism programs that include the museum to enhance its position on the tourist map. Your responses to this form will significantly contribute to achieving the objectives of this research paper. Please be assured that your answers will be used solely for scientific research purposes.

Thank you for your time and cooperation.

1- Personal information

- Name (Optional):**
- Age:**
- Years of Experience:**
- Less than 5 years
- Between 5 and 10 years
- More than 10 years

2- Questions about the museum

1-Is there interest in Egyptian symbol museums?	Yes ()	No ()
2- Are Egyptian symbol museums in Cairo included in tourist programs?	Yes ()	No ()
3 - Have you heard about the Mustafa Kamel Museum before?	Yes ()	No ()
4 - Have you implemented tourist programs for the Mustafa Kamel Museum?	Yes ()	No ()
5- Are there tourist programs dedicated to visiting Egyptian symbol museums only?	Yes ()	No ()
6- Do the following factors represent negatives and obstacles to visiting the Mustafa Kamel Museum?		
•Mustafa Kamel Museum is not qualified and Qualification for visiting	Agree()	Disagree ()
• Lack of good marketing for Mustafa Kamel Museum	Agree()	Disagree ()
•Lack of a service area inside the museum to provide services to visitors in Mustafa Kamel Museum	Agree()	Disagree ()
• Not using modern technologies in the museum display system at Mustafa Kamel Museum	Agree()	Disagree ()
•Lack of tourist awareness of the importance of Mustafa Kamel Museum	Agree()	Disagree ()

3- Do you have any other suggestions or comments for improving the museum?

.....
.....
.....

"Thank you for your cooperation."

Interview Form

We are conducting research titled: “Tourism Development for Museums of Historical Characters and Their Role in reviving heritage applying to the Mustafa Kamel Museum”.

The study aims to highlight the significance of museums dedicated to historical figures as tourist destinations and explore ways to optimally develop and invest in these types of museums, applying principles of sustainable development. This will involve evaluating the current status of the museum, proposing a tourism development plan, and designing new tourism programs that include the museum to enhance its position on the tourist map. Your responses to this form will significantly contribute to achieving the objectives of this research paper. Please be assured that your answers will be used solely for scientific research purposes.

Thank you for your time and cooperation.

1- Personal information

- Name (Optional):**
- Age:**
- Years of Experience:**
- Less than 5 years
- Between 5 and 10 years
- More than 10 years

2- Questions about the museum

Q 1: Is the museum adequately staffed with enough employees and workers?	Yes ()	No ()
Q2: Is the Mustafa Kamel Museum included in the tourist programs?	Yes ()	No ()
Q3: What is the purpose of visiting the museum?	Yes ()	No ()
Q4: Do the following factors represent the negatives and obstacles that Hinder visited the Mustafa Kamel Museum?		
- Is the museum not equipped for visiting?	Agree ()	Disagree ()
- Inadequate facilities and infrastructure in the museum?	Agree ()	Disagree ()
- Lack of places inside the museum for entertainment?	Agree ()	Disagree ()
- Lack of specialized tour guides for explanations?	Agree ()	Disagree ()
- Lack of a guide or booklet for the museum, its history, and its collections?	Agree ()	Disagree ()
- Lack of a service area inside the museum to provide services to visitors?	Agree ()	Disagree ()
- Not using modern technologies in the museum display system?	Agree ()	Disagree ()

3- Do you have any other suggestions or comments for improving the museum?

.....
.....
.....

"Thank you for your cooperation."

التنمية السياحية للمتاحف التاريخية ودورها في إحياء التراث (متحف مصطفى كامل دراسة حالة)

المستخلص

يعد متحف مصطفى كامل من أهم متاحف القاهرة، وتم افتتاحه رسمياً في ابريل ١٩٥٦، وكان في السابق ضريحاً يضم رفات الزعيمين مصطفى كامل ومحمد فريد. ثم نقل رفات المناضلين الوطنيين عبد الرحمن الرافعي و فتحي رضوان إليهم. المتحف مبني علي الطراز الإسلامي وله قبة إسلامية. ويضم قاعتين تحتويان علي بعض مقتنيات الزعيم مصطفى كامل من كتب ورسائل مكتوبة بخط اليد وصور أصدقائه وأقاربه وبعض ملابسه وأدوات الطعام وغرفة المكتب. يحتوي المتحف أيضاً علي لوحات زيتية لحادثة دنشواي. ويهدف البحث إلي تسليط الضوء علي المتحف ومقتنياته واقتراح خطة تطويرية تساعد علي النمو ونشر الوعي. ونتيجة لذلك، فهو يساعد علي تقديم كفاح أحد أبطال مصر ضد الاحتلال الإنجليزي. وتركز الدراسة علي بعض المشكلات التي يواجهها المتحف ويقدم بعض الاقتراحات التي قد تساعد المتحف علي التطور تمهيداً لوضعه علي خريطة مصر السياحية.

الكلمات الدالة: متاحف الشخصيات، التراث، متحف، مصطفى كامل، التنمية السياحية.