

Increasing Awareness of the Local Community in Mit Rahina Site to Achieve Sustainable Development

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Abstract:

The participation of local communities in the protection of world heritage sites and their development has become essential for achieving sustainable development. The protection of world heritage sites requires local community involvement to achieve sustainable development and its goals. The local community does a remarkable job maintaining and restoring the site. This collaboration shows a good commitment to the community's well-being and increases the viability of cultural conservation initiatives. The paper discusses the need to engage the local community and raise their awareness about achieving sustainable development at such a prominent site. It aims to characterize the possibility of local community participation and make suggestions to upgrade this participatory procedure in the context of the Mit Rahina area by demonstrating the importance of raising awareness among the local community towards the success of cultural heritage management. It utilizes the primary and secondary resources that are related to that topic.

Keywords

Cultural Heritage, Raising Awareness, Mit Rahina, AERA, Local community.

Introduction:

Memphis has been one of the most important centers of the Nile Valley since ancient times. During the third millennium BCE, the city was unquestionably the seat of kings; its significance did not decrease over the next two thousand years. Its founding is thought to have arisen at the start of the First Dynasty. Although there is no direct proof for such a foundation, indirect evidence points towards it. On the one hand, there are Herodotus' observations regarding the city's establishment, which includes the Temple of Ptah built by the first king, Menes, and the presence of the royal palace which belongs to the successor of Menes at Athis¹. (On the other hand, the Saqqara elite cemetery has been in use since the beginning of the First Dynasty²).

Memphis benefited from its unique strategic location, as it was situated at the Nile Valley's narrowest point, serving as an entrance between the delta and the valley, which facilitated the city's wealth and expansion. The city of Memphis played a prominent role in enhancing the state's economy because of the presence of numerous local companies, a well-known commercial port, shipbuilding dockyards, and a weapons stockpile. Even though its role as capital was threatened by other local cities, it remained the capital. The importance of the city of Memphis lies in the fact that it was the center of many notable institutions, such as El-Kab, the place where the heirs of the king were raised and educated (and the royal palace). Its built-up area has been estimated at an average of at least 550–600 hectares. Therefore, Memphis has retained its place as one of the major cities since the Ramesside era through the late ages. Due to its allure, the city grew into a truly international center, with many different international communities residing there.

Memphis gained a great position not only in Egypt but also in the entire world. This was evident through the writings of travelers and invaders and their expressions of pride in their control over Memphis. Up until a very recent time, this city was at the pinnacle of its genius when the city of Fustat was founded, which led to the decline of Memphis during the seventh century AD. A decline that began when Alexander the Great constructed Alexandria in the 4th century B.C. However, until then, Memphis had managed to hold its position in the public consciousness, this became clear in the literatures of the Arabs in the Middle

¹ Mina and Menes are different rulers.

² Marcelo, Campagno. "Another reason for the foundation of Memphis." In *Egyptology at the Dawn of the Twenty-first Century: Proceedings of the Eighth International Congress of Egyptologists*, Cairo, 2000, pp.154.

Ages ;where they linked the site of Memphis with the legends ³.of that era ⁴.Due to its advantageous location at the apex of the Nile Delta ,Memphis served as Egypt's national capital for most of the Pharaonic period ,this town moves eastward in response to the Nile's progressive eastward movement at Memphis .Memphis has revealed little urban remains from the early Dynastic period through the late Old Kingdom period .However ,it is best known for its cemeteries ,mastaba tombs ,pyramids ,temples, accompanying workers 'camps in the desert ,and funeral rituals such as the festival that was held for the god Sokar ,as Memphis had been influenced by the presence of its prominent local gods ,where the temple of Ptah dominated the general view of the city which represents the first complex of temples in Egypt .This cemetery was considered the ancient residence of the gods of Memphis ,especially the god Sokar .Since approximately C .2543-2120 BCE ,(Ptah and Sokar have been important gods in people's religious lives and afterlife .The deities of Memphis did not live only in their sanctuaries built for their worship ,but several processions and annual festivals were held for them to visit the surrounding areas .The festival that was dedicated to the god Sokar was considered one of the major events on the calendar of the Temple of Memphis⁵. A topographical study of the city was conducted using information from several hieroglyphic ,demotic ,and Greek documents

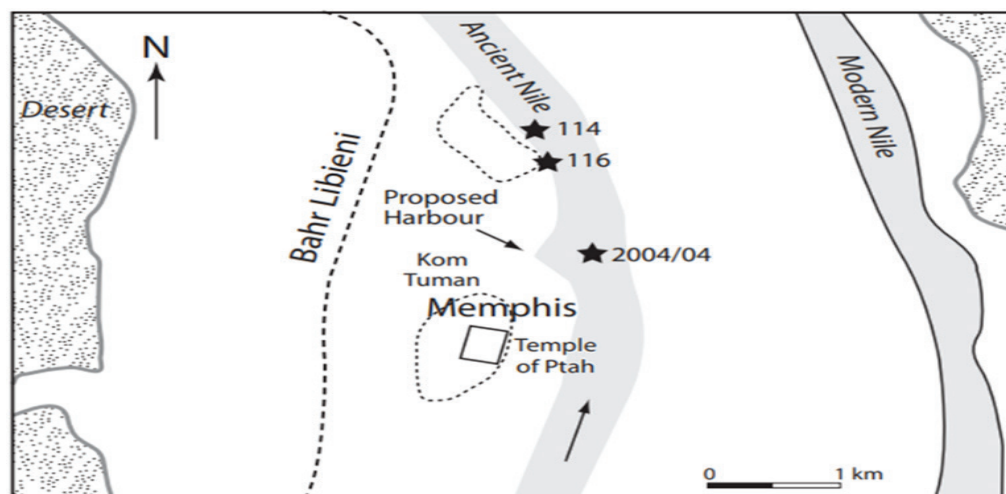


Figure 1.1 .A Map showing the route of Bahr Libieni .Source :Bunbury ,Judith ,and David Jeffreys» .Real and literary landscapes in ancient Egypt «.Cambridge Archaeological Journal ,21 no.73 :(2011) 1 .

³ Diodore mentioned that it was named after the king's daughter who established it .According to legend ,she was adored by the river Nile ,who had taken on the appearance of a bull .Aegyptus was born to her ,a man renowned among Egyptians for his virtue ,whose name was given to the entire country) ,i.e .,Egypt .(In this narration of Diodore ,some important things must be mentioned ,it was found that most of Diodore's focus was on the city during the era of the pharaohs ,and that he ignored its description or mentioned anything about its affairs in his time .It was also noted that he made several serious historical mistakes.

⁴ Aude Gräzer ,Ohara .Treasures from the Lost City of Memphis :Objects from the Museum Sculpture Garden .Ancient Egypt research associates (2020) ,P.2.

⁵ Gregory D .Mumford” ,Settlements – Distribution ,Structure ,Architecture :Pharaonic “,A Companion to Ancient Egypt) ,April ,(2010 ,23 p.332 .

This city was divided into two distinct parts :Memphis's metropolis and the desert necropolis westward .The Phchêt ⁶canal separated it from the rapidly rising ,sand-covered cliff ,as shown in figure 1 .⁷ The necropolis extends south from Abu Sir on its far) western (bank ,forming the cliff of North Saqqara ,the city of the dead .This canal served as the only means of transportation for people traveling by boat from the city's valley to the necropolis .The Nile ,with its islands ,ran along the eastern edge of the city ,now running more than three kilometers to the east of the ruins of the city .The Memphite Nilometer was significant on a national scale ;it remained in use even after the founding of the city of Alexandria.

Throughout its long history ,Memphis has served as the nation's mystical and spiritual center .The temples held a great deal of power ,and religion was fundamental to Egyptian culture .Memphis served as the hub of law and order for all other cities and was also in charge of guarding the fields ,where the government's continual concern was the supply of water for consumption and agriculture.

Memphis had a picturesque view with its many decorated gardens that provided shade and prevented dust .The advent of the Greeks resulted in an upsurge in public construction in the city ,where several high-rise buildings were constructed that differed from the mud-brick structures in which the city's people resided .Theatres ,gyms ,and other popular leisure areas were also constructed .All the latter shows how Memphis was an integrated city through its picturesque views and its natural and archaeological features that distinguish it from the other Egyptian cities .When the geographer Strabo visited Memphis late in the first century B.C .,he took the same path as many earlier Greek and Roman explorers .Memphis is a hallowed city for him ,it was the temple city where the great temple of Ptah was one of the city's most prominent structures ;the Egyptians 'royal palace, the huge city ,lakes are

in front of the city and the palaces⁸ .To summarize what has been said about Memphis by the classical authors ,it was established in an advantageous location in the middle of Upper and Lower Egypt to serve as the country's capital and a major commercial hub that regulates commerce between the country's two kingdoms .However ,once Alexander the Great conquered Egypt, Memphis was no longer the country's capital ,the city was forced to take second place after Alexandria throughout the Greco-Roman era⁹.

The Local Community Surrounding The Site:

Despite the importance of Memphis as the capital of Ancient Egypt ,most of its sites have been damaged because of modern urban expansion in that area .The western border of the site remains the utmost problematic area because there are several tiny sheds used to store crops and building supplies .It is also surrounded by a few small stores and a pharmacy .As for the main street called ' Al-Rasheh , 'it has many small local shops catering to residents ,including metalwork ,wooden products) specializing in windows and doors ,(and other products .In general ,Mit Rahina's economy mainly depends on the markets of El-Badsrashein and Saqqara .Mit Rahina does not have a market of its own as a result .The economy of Mit Rahina is not based on agriculture or even the textile sector ,yet its residents engage in small-scale practices .Wheat and dates are the major crops cultivated in agriculture .It's unknown if these are just for consumption in the village or if they're resold at the Saqqara and El-Badarashein marketplaces .Local carpets are manufactured in tiny workshops along the Mariouteya Canal for the textile industry ,which are sold to tourists .One of the village's most important industries is palm trees ,creating baskets for residents and visitors ,as well as fuel for baking bread ,mat weaving ,materials used in thatch and construction .Unfortunately ,most travel agencies offer a short time to Memphis ,and mostly limited to the museum area .Visits are often short ,lasting an average of 30 minutes .Therefore, most of these industries related to tourism do not contribute heavily to the economy of the village .Therefore ,this study aims to enhance the process of community participation ,socially and economically.

One of the village's most important industries is palm ,creating baskets for residents and visitors ,as well as fuel for baking bread ,mat weaving ,materials used in thatch and construction .In the Harraniya region ,there is also a school that teaches women and girls how to weave carpets .They may be able to assist in teaching the inhabitants of Mit Rahina how to make and sell

⁶ The Phchêt ' When the flood began ,the lake was formed ,which is called the Phchêt canal .It is believed that it is currently the Bahr -Libcini ,which passes along the same waterway and serves both ends of the city.'

⁷ Judith Bunbury and David Jeffreys" ,Real and Literary Landscapes in Ancient Egypt " ,Cambridge Archaeological Journal ,21 no) 1 January :(2011 ,31 p.73.

⁸ Dorothy J .Thompson" .Memphis under the Ptolemies :(2021) " ,p.5 .

⁹ Muhammad Abboudy ,Ibrahim" .The Land and the Social Life of Ancient Egypt as described in the Cassical Authors of Greece and Rome between 70 BC and AD " .69 PhD diss .,Durham University :(1968) ,p .230 .Accessed 30 February.2022

carpets to visitors .This must be looked at more in terms of practicality and permits¹⁰.

The Ancient Egypt Research Association's AERA ¹¹(work on the Memphis Site and Community Development Project) MSCD(in the ancient capital city of Memphis) modern Mit Rahina (was completed in 2017 .This was mostly made up of two distinct lines of work) :a (Memphis 'new tourist experience is being designed and implemented ,and) b (educating young inspectors of cultural heritage planning and site management .Eight historic monuments were cleared of vegetation and rubbish by the MSCD Project ¹².Field school students and graphic designer Ian Kirkpatrick collaborated to create an image for the guest brochure.

This map depicts the walking route's layout ,location of the sites chosen ,and a brief description of them as shown in Figure 1.2.



Figure 2 .1 Field school students and graphic designer Ian Kirkpatrick collaborated to create an interior image for the guest brochure .Source :<http://www.aeraweb.org/wp-content/uploads/05/2019/AR.2017.pdf> .Accessed 15 February.2022

They linked them with 1,400 meters of pathways to create a new walking route) just for walking around the area (that presents only a small percentage of ancient Memphis 'charms .Approximately seventy-seven inspectors affiliated with the Ministry of Antiquities from various provinces have been trained .Inspectors were educated on on-site recording ,conservation assessment, and community engagement sessions led by AERA and York professionals¹³.

10 Mark Lehner ,Witsell Alexandra and Wilma Wetterstrom“ .Memphis ,Egypt's Ancient Capital :A Plan for Site and Community Development Ancient Memphis :Integrated Media Plan .”Pdf .Annual Report .2017–2016 Ancient Egypt Research Associates .2017,https://pdf.usaid.gov/pdf_docs/PA00T79H.pdf .Accessed 15 February.2022 p.9.

11 AERA was founded in ;1985 a non-governmental research organization situated in Giza and Boston.

12 Ptah Temple West Gate ,Tombs of the High Priests ,Ramesses □ temple ,Hathor Temple ,Ramesses □ Chapel ,Open Air Museum ,Apis House.

13 Mark Lehner ,Witsell Alexandra and Wilma Wetterstrom“ .Memphis ,Egypt's Ancient Capital :A Plan for Site and Community Development Ancient Memphis :Integrated Media Plan .”Pdf .Annual Report .2017–2016 Ancient Egypt Research Associates .2017 .https://pdf.usaid.gov/pdf_docs/PA00T79H.pdf .Accessed 15 February.2022 p.18.

The project also included the installation of seats and trash cans ,as well as the building of a kids 'area .The training comprised not only the ministry's inspectors ,but also one hundred and thirty personnel from the archaeological site and forty-six craftsmen from the village of Mit Rahina to assist with recording and building physical pieces) instructive panels ,seats ,and trash cans (on the new route as shown in figure 1.3.

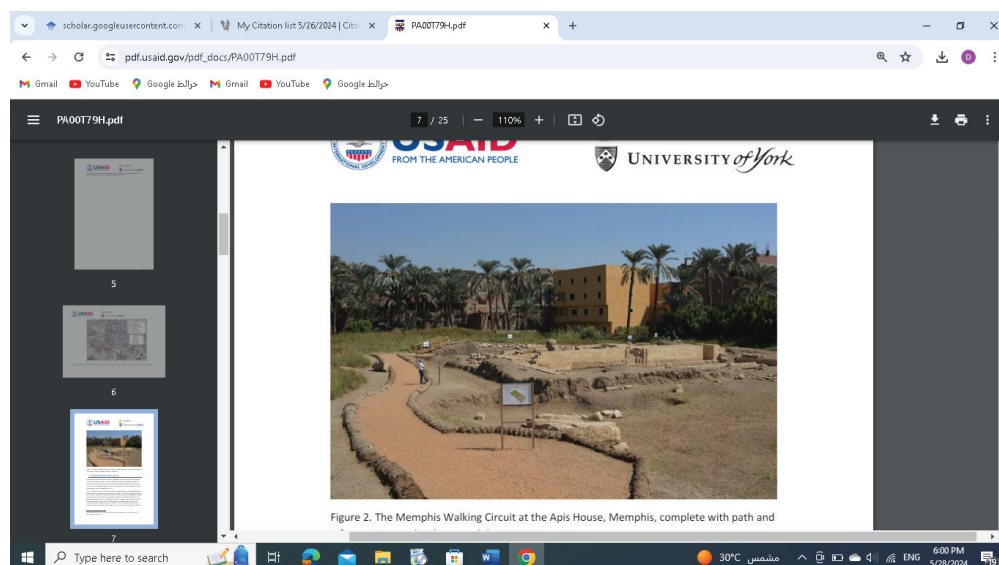


Fig 1.3 The New Walking Route at Memphis ,complete with path and information panels .Source :<http://www.acraweb.org/wp-content/uploads/05/2019/AR.2017pd> ,Accessed 15 February2022

Also ,several long-term management strategies have been developed to preserve the route .A Memphis website was also established with student assistance ,although it is presently inactive .Working with an illustration group ,the inspectors made a different plan by introducing seventy new data boards along the route to connect with guests .They also assisted with the development of the route and its promotion using various means of modern media tools ,such as workbooks for children, brochures ,films ,and tour guide information brochures .The brochure comprises an adapted 3D site map showing the new walking route ¹⁴.The brochure also contains information about all the new sites that have been opened ,as well as the opening hours and the prices of the tickets .The brochure consists of thirty-four pages that tell some stories about the archaeological site .The idea behind the handbook is that the visitor will be led on a voyage around the many districts of Memphis ,discovering different elements of the city and its events as shown in figure1.4¹⁵.

¹⁴ Mark Lehner ,Witsell Alexandra and Wilma Wetterstrom“ .Memphis ,Egypt’s Ancient Capital :A Plan for Site and Community Development Ancient Memphis :Integrated Media Plan .”Pdf .Annual Report .2017–2016 Ancient Egypt Research Associates .2017 ,https://pdf.usaid.gov/pdf_docs/PA00T79H.pdf .Accessed 15 February.2022 p.7.

¹⁵ Mark Lehner ,Witsell Alexandra and Wilma Wetterstrom“ .Memphis ,Egypt’s Ancient Capital :A Plan for Site and Community Development Ancient Memphis :Integrated Media Plan .”Pdf .Annual Report .2017–2016 Ancient Egypt Research Associates .2017 ,https://pdf.usaid.gov/pdf_docs/PA00T79H.pdf .Accessed 15 February.2022 p.7.



Figure 1.4 The Brochures of Memphis.

source :AERA Researcher» ,` Memphis ,Egypt's Ancient Capital :A Plan for Site and Community Development Ancient Memphis :Integrated Media Plan ,«Pdf.Usaid .Gov ,2017 ,https://pdf.usaid.gov/pdf_docs/PA00T79H.pdf.

As a result ,the brochure is intended to be more than just an instructional overview of Memphis ,but also a fascinating ,resonating tale for readers .In September ,AERA and Dr .Khaled El-Anani ,former minister of tourism and antiquities ,staged a dignitary celebration of the route's completion .The United States Agency for International Development) USAID (generously financed the MSCD Project ¹⁶.This was one of the best training workshops that succeeded in engaging the local community in preserving and developing the site.

The Ministry of Tourism and Antiquities is currently planning to take an interest in developing the site of Memphis ,as it has been decided to open seven additional sites inside Mit Rahina ,after the Open-air Museum of Memphis was the only location open for .This means that visitors will take a tour around the village .Consequently ,attention must be given to enhancing the capacities of local communities and involving them in developing the site.

Three tiny cafeterias surround the museum's parking lot .The first ,café Memphis ,is said to be popular with both tourists and residents .The other two cafés are located near the first one and are equally small .In that area ,there is also an old villa that was dedicated to making pallets using recycled wood .There is also a factory for the manufacture of papyrus ,and there are also some shops that sell jewelry and copper plates .Three car parks are surrounded by this area ;visitors are unlikely to be interested in any of them¹⁷.

Local Agenda 21:

This document is considered an important output of the Earth Summit in 1992 .Local agenda 21 is a program intended to create collaboration between local governmental entities and the local community in order to achieve sustainable development in their region ¹⁸ .The phrase» Local Agenda 21 «describes the broad objective established for local communities .This objective has its own entire chapter ,chapter 28 ,in the» action plan for sustainable development «that was embraced in 1992

¹⁶ " Annual Report 2017–2016 SUCCESSFUL ENDINGS EXCITING BEGINNINGS ,“Aeraweb.Org ,2021 ,<http://www.aeraweb.org/wp-content/uploads/2019/05/AR2017.pdf>.

¹⁷ Lehner ,Mark ,Alexandra Witsell ,and Wilma Wetterstrom“ .Memphis ,Egypt's Ancient Capital :A Plan for Site and Community Development Ancient Memphis :Integrated Media Plan .”Pdf .Annual Report .2017–2016 Ancient Egypt Research Associates .2017 ,https://pdf.usaid.gov/pdf_docs/PA00T79H.pdf .Accessed 15 February.9 ,2022

¹⁸ Isabel M .Garcia□Sanchez and Jose□Manuel Prado□Lorenzo“ ,Determinant Factors in the Degree of Implementation of Local Agenda 21 in the European Union ”,*Sustainable Development* ,16 no) 1 .August:(2007 ,29 p.18.

at the Rio Earth Summit. Local authorities are advised in chapter 28 to discuss sustainable development with people in their communities. This discussion aims to create an innovative participatory method where local authorities and all community representatives communicate in ways that go beyond current and conventional consultation. So, we can define Local Agenda 21 as a collaborative reform that is distinctive from other agendas. Thus, chapter 28 was created on a global scale. Noteworthy, more than 6,400 local governments across 113 countries¹⁹. The United States is one of the countries that signed Agenda 21. Leading countries include the Netherlands, Germany, the UK, and the Scandinavian; in contrast, relatively less experience with community engagement exists in countries like France, Spain, Italy, and Ireland²⁰.

Some have described it as 'profoundly democratic and egalitarian in outlook', because it not only pushed for the participation of the community in the decision-making process but also developed policies and plans to protect the most vulnerable groups. In order to implement Agenda 21 strategies, local authorities in England made their first attempts to involve local communities in 1996 as a result of this agenda. The authorities aimed to accomplish Agenda 21's aims while also promoting a participatory process that included all community organisations. They highlighted capacity building as a key component of the transition to a more sustainable future. The notion of sustainable development that the authorities had selected was fairly broad and went beyond a narrow concern with the environment. They were also willing to start where people were at rather than setting too high expectations from the outset²¹. The United Nations Conference on Environment and Development served as the groundwork for local agenda 21, globally known as the Earth Summit, which took place in June 1992 in Rio de Janeiro, Brazil. This conference was attended by delegates from one hundred and different countries. The draft agenda includes three objectives. The third and last of them is as follows: 'achieving a more equitable share of, between the states and among various social classes, putting a focus on the rights as well as the needs of those who are poor and underprivileged.'

Local Agenda 21 is a worldwide collaborative project that sets out activities that will help achieve sustainable development. To put it another way, Local Agenda 21 is a UNDP United Nations Development Program (initiative that fosters collaboration among stakeholders to collaborate in planning for and taking care of their environment to achieve sustainable development. This synthesis is extremely significant as it is natural and logical that the residents of each region are most familiar with the problems facing their region and that their collaboration with the local authorities will lead to effective and successful solutions. This agenda has been defined by the International Council of Local Governments Initiative (ICLEI) (as community collaboration led by local governments to develop a broad environmental protection strategy. The economic, social, and environmental spheres must be integrated in order to implement local agenda 21. Local agenda 21 uses a 'bottom-up' strategy for, as this agenda places a high priority on the necessity of the local community's participation in decision-making, approval of those decisions, and that those decisions are compatible with their interests and needs. Thus, it may prevent wastage and discontentment among the parties concerned. It was emphasized in this agenda that local governments were the most crucial entity for sustainable development, and it urged them to work with other stakeholders to implement the agenda's programs in an efficient and effective manner. One of the most significant differences between this agenda and others is that, from the very beginning of planning to the very end, the community is involved in the implementation of local agenda programs. The involvement of the local community and their support are crucial for the success of local agenda 21's activities. Constant evaluation of the present to anticipate future requirements, establishing goals and targets to achieve them. A thorough review of the activities was done after that, and then everything was thoroughly reported²².

The Brundtland Report is considered to be the pinnacle of concern for sustainable development. However, declarations at the 1992 Rio de Janeiro Conference, such as local agenda 21, were adopted, which established the foundation. A dynamic programme, Local Agenda 21, outlines the goals to be accomplished, the activities to be conducted, the means required for implementation, and the basis for action. Its implementation comprises carrying out a specific set of tasks, phases,

19 FHJM, Coenen". Public Participation and Better Environmental Decisions ". The promise and limits of participatory processes for the Quality of Environmentally Related Decision-Making : (2009) 209 p.165 .

20 Frans H. J. M. Coenen, Public Participation and Better Environmental Decisions : The Promise and Limits of Participatory Processes for the Quality of Environmentally Related Decision-Making Dordrecht : Springer, (2009, p.175.

21 Andrew Wild and Robert Marshall", Participatory Practice in the Context of Local Agenda :21 A Case Study Evaluation of Experience in Three English Local Authorities ", Sustainable Development, 7 no) 3 . August : (1999 p.151 .

22 Suzei Mat Nurudin et al", Public Participation in Local Agenda 21 Programs Implemented by Seremban Municipal Council ", Procedia - Social and Behavioral Sciences) 219 May : (2016 p.556 .

or stages for every municipality based on the analysis methodology they employ .These tasks can be characterized with:

- Environmental diagnostics ; environmental action plan ;tracking plan ;earlier stage of preparation ;and social engagement strategy.

The First European Conference of Sustainable Cities and Towns ,which was held in 1994 in the Danish city of Aalborg by The International Council of Local Environmental Initiatives) ICLEI ,(laid the foundation for a serious responsibility of European towns to be implemented ,according to the Local Agenda 21 .This agreement is a serious commitment to participate in the initiatives of Agenda 21 ,while implementing long-term initiatives to achieve sustainable development²³.

Conclusion

The need to apply the concept of community engagement to achieve sustainable development has become urgent .It is impossible to manage and preserve cultural heritage without engaging people actively and creatively .Engagement extends beyond the simple act of attending a cultural event .Participating in cultural activities or seeing art is not the only definition of participation .It is a more profound definition that includes' independence ,empowerment and democracy .‘Some may assume that most sustainable development projects focus on technology ,but in fact ,social issues and community engagement are no less important than sustainability issues .In essence ,defining and emphasizing urban sustainability cannot be successful and ensures its effectiveness without achieving the social dimension of sustainable development ,which is achieving the principle of community engagement in sustainable city initiatives that have proven successful and effective .This concept is no longer theoretical at all ,but has been successfully applied ,which confirms that local agenda 21 had the greatest impact in terms of the principles it established in urging and encouraging member states to apply the concept of community engagement to achieve the goals of sustainable development .Therefore ,an integrated management plan must be developed to address community engagement process ,and there should be permanent communication with the local community and dealing with them as essential partners in management of the site ,as mentioned in 1972 World Heritage Convention.

²³ Isabel M .Garcia-Sanchez and Jose-Manuel Prado-Lorenzo“ ,Determinant Factors in the Degree of Implementation of Local Agenda 21 in the European Union ”,Sustainable Development ,16 no) 1 .August :(2007 ,29 p.18 .

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