

Initiating the Cultural Role of the Naguib Mahfouz Museum

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Abstract:

Many memorial museums around the world are interested in preserving the history of war victims ,writers ,musicians ,and other influential people .Egypt boasts a rich tradition of honoring its cultural icons through dedicated museums .Examples include the Umm Kulthum Museum on El Roda Island ,showcasing the life and legacy of the legendary singer .Similarly ,the Shady Abdel Salam Museum celebrates the renowned filmmaker ,while the Bibliotheca Alexandrina houses the Anwar El Sadat Museum dedicated to the former president .Following this tradition ,the Naguib Mahfouz Museum ,opened in 2019 ,immortalizes the Nobel laureate-winning author's life and literary .The Egyptian alleys in ancient Cairo ,which are frequented by residents ,suffer from a lack of investment in their intangible cultural value ,which exposes them to fading from memory and weakens the local community's connection to them .Egypt has historical roots of values that can be invested in supporting and maintaining urban tourism .This research aims to revive the intangible cultural heritage of Egyptian alleys through the Naguib Mahfouz museum. The museum will serve as a platform to showcase this heritage and ensure community participation .The Naguib Mahfouz's focus is especially fitting because his novels ,many of which have been turned into films and dramas ,vividly depict the culture of these alleys .This encourages tourists around the world to visit the Naguib Mahfouz Museum ,which has a positive impact on increasing literary tourism ,thereby boosting the local economy.

Key Words

Egyptian Alley, Naguib Mahfouz, commemorative museum, literature, Heritage.

Introduction:

The nationalist framework is still dominant in Egypt ,despite efforts by museum theorists to go beyond concepts of national identities .In many respects ,history and culture have played a role in constructing and legitimizing the national identity of Egypt ,even though this identity is what the country presents to the outside world rather than what Egyptians really identify with. In the cultural sector ,museums play a significant role in this legitimization process .There are plenty of chances for multilingual perspectives on history ,for instance ,when it comes to ownership and interpretation¹”.

Museums have transcended their role as repositories of artifacts and historical relics .In addition to preserving and exhibiting artwork ,scientific products ,and historical materials ,they now function as informal educational spaces and engage with contemporary cultural trends .For example ,museums might host interactive exhibits ,educational programs ,or community events that cater to diverse audiences .Museums with extensive collections of books ,spaces for project development ,ateliers for art ,and exhibit places ,together with presentation methods that highlight the items that enhance society .Museums are places that display and preserve the riches of science and art as well as treasure that is beneath and above ground .They are commonly recognized as the former protectors of old things or treasures .More specifically ,museums are organizations whose aim is to investigate the production of humanity .At its 1955 meeting ,the International Council of Museums defined a museum as a permanent organization that serves society and its development ,is open to the public ,and collects ,preserves ,studies, disseminates ;and exhibits the tangible and intangible cultural heritage of humanity and its surroundings for enjoyment, education ,and research .In their 1962 meeting ,the Council focused on the mission of education in the definition of museums as permanent organizations that preserve and exhibit collections consisting of objects with cultural and scientific value for research ,education ,and enjoyment purposes²”.

1 - Angela Ruggles ,Asalet El -Hara) :Originality of the Alley (Eco museums as a Model for Community Regeneration and Heritage Preservation in Cairo ,Master of Science ,In International Museum Studies ,Museion ,Göteborg Universit t ,p.70,71.

2 - Burcu G nay ,Museum Concept from Past to Present and Importance of Museums as Centers of Art Education ,Procedia-Social and Behavioral Sciences ,1258 – 1250 (2012) 55 p.1251.

Research Methodology:

The primary phase of the study utilized a qualitative approach ,employing two data collection methods :For observation, The Naguib Mahfouz Museum was visited on multiple occasions .Interviews were conducted with a purposive sample of 17 participants .This sample comprised experts in the heritage and antiquities domain contemporary Egyptian writers and museum visitors who had previously involved in workshops .Personal meetings came to know the specialists 'vision about the reasons for choosing the location of the Naguib Mahfouz Museum ,and what is its awareness-raising role in developing writing skills in poetry ,novels ,short stories ,and screenwriting ,in addition to consolidating Egyptian identity ,and how can the museum contribute to the economy and society .On the other hand ,the secondary phase involved the collection of data from published scientific articles as well as other secondary sources including television interviews that were held with Naguib Mahfouz.

Research Problem:

- The neglect of museums 'role in commemorating and reviving the intangible cultural heritage of Egyptian alleys contributes to their decline and eventual disappearance .This ,in turn ,weakens both the collective memory of the city and its potential for sustainable spatial development.
- The museum experienced low visitor numbers due to insufficient promotion.
- The museum needs a leadership of a specialist curator with experience in literary museums.

Research Objectives:

- Making Naguib Mahfouz Museum one of the contributing factors to increasing national income.
- Enhancing community awareness and strengthening the identity of Egyptian neighborhoods.
- Inspiring the creation of novels and stories that draw on the rich heritage of Egyptian neighborhoods.
- Studying and preserving cultural heritage in Naguib Mahfouz's novels.

Naguib Mahfouz :A Journey into the World of a Nobel Laureate

The 1919 revolution in Egypt ignited a wave of popular resistance against British occupation .The surge of national sentiment also had a profound impact on the country's cultural and intellectual life .It fostered the emergence had of a new generation of writers and artists who explored themes of identity ,social transformation ,and political activism in their works .One pivotal figure in this literary awakening was Dr .Muhammad Hussein Heikal .His novel *Zainab* ,that was published in 1919 under a different name and only had the signature of its original author in 1924 ,offered a realistic portrayal of Egyptian society and during this period ,often referred to as the ' Age of Enlightenment ' .For example ' ,The Days 'by Dr .Taha Hussein was published in 1925 ,followed ' The Return of the Soul -'by Tawfiq Al-Hakim in 1927 .This group entered the framework of the so-called Enlightenment era after the 1919 revolution .Then ,Nobel Prize -winning Egyptian novelist Naguib Mahfouz appeared ,whom Tawfiq al-Hakim praised for his distinguished talent :Mahfouz dedicated himself to writing novels only until he produced novels with a special style .Subsequently ,whenever the genre is mentioned ,Naguib Mahfouz is cited .In light of his significant contributions ,celebrating the Egyptian novel on Naguib Mahfouz's birthday present a compelling suggestion³ .

Naguib Mahfouz) 1911 -2006 (was born in the Al-Gamaleya neighborhood .His full name is Naguib Mahfouz Abdel-Aziz Ibrahim Ahmed Al-Basha ⁴"Naguib Mahfouz's compound name holds a special significance .It honors Professor Naguib Pasha Mahfouz ,a distinguished physician who delivered him after a challenging birth ⁵"Throughout his life ,Mahfouz lived in three neighborhoods .The first one was Al-Gamaleya district ,specifically in 8 Beit Al-Qadi Street ,opposite Al-Gamaleya police station and overlooking Beit Al-Qadi Square and Darb Qarmuz lane .Unfortunately ,the original house was demolished and had been replaced with a modern three-story building ,which now houses a coffee-house on the ground floor ⁶" .Mahfouz described his house to Raja 'An-Naqqash as being calm and spacious and having many trees .The name of the square was based on the

3 - Ibrahim Abd Al Aziz' ,ana Naguib Mahfouz) *Sirat Hayat kamla* ,(Nfiru lilnashr ū al-Tawzi ' ,Giza ,2006, p.13,14,15.

4 - The AUC press Documentary on Naguib Mahfouz ,Oct ,13-6-2023 ,2011 ,24 at 10:23 P.M.

5 - Abd Al -Aziz' ,Ana Naguib Mahfouz ,*Nafiru lilnashr ū altūzie* ' ,Giza ,2000 ,p.31 .

6 - Gamal El -Ghitani ,*Naguib Mahfouz ,Yatadhakar* ,Dar Mayasara ,Beirut ,1980 ,p10 .

"Arcades," "a large house with a distinct architectural style, or where the judge was said to sit to judge cases. Near Beit Al-Qadi house was the house of money) Beit al-Mal, (and the vault of the Beit al-Qadi house leads to the shrine of Al-Hussein".

After the revolution of 1919, specifically in 1920, Mahfouz moved from Al-Hussein district to Al-Abbassia, Critic Raja An-Naqash explained the reason for that move, by stating that large families in Darb Qarmuz began to leave the area, one family after another. But after the notables had moved, the neighborhood lost its joy and spirit. Mahfouz's family lived at 9 Radwan Shukri Street in Al-Abbassia, and they owned a new house; But after the death of his father, they sold it and turned it into an apartment building⁸. Mahfouz described Al-Abbassia to Raja 'An-Naqash. On the western side of the Abbasid neighborhood, houses are small, typical, with one floor, and in the background, there is a small garden. Next to these houses, there used to be green fields with gardens spreading up to Hada'yek Al-Quba and Ahmed Saeed Street, which is currently crowded and urbanized".

The third neighborhood where Mahfouz lived was the Agouza neighborhood) 172 El-Nile St. Apartment No. 1, (which he moved to after his marriage and where he died¹⁰). With regards to the jobs that Naguib Mahfouz worked for, he said in the documentary program of the American University that his first job was in the administration of the Egyptian University after graduation. Then, he worked as an employee in the Ministry of Endowments, and after that worked in the Ministry of Culture. Next, he became a writer for Al-Ahram newspaper¹¹. Tariq At-Taher mentioned in his book, Naguib Mahfouz Bikhatam An-nasr, that Mahfouz began his career at the university with the phrase "I have the honor to request to join one of the vacant university jobs; Even though I am a specialist in philosophy, I can do written works or translation job." This job was in November 1934. Prior to his literary career, Naguib Mahfouz held various positions within the Egyptian Ministry of Awqaf) Ministry of Religious Endowments, (including working in the Minister's office, the Al-Qard Al-Hassan foundation) an organization likely focused on interest-free loans, (and the Al-Chouri Library¹². Mahfouz also worked in the cinematic field before becoming an employee in the Cinema Corporation. Hassan Al-Imam, the late renowned movie director, directed "Bain Al-Qasrain" "Palace Walk (and was contracted to direct the films "Qasr Al-Shawq" "Palace of Desire, (and" As-Sukkariya" "Sugar Street. (In this regard, Mahfouz says, "he held the position of head of the Cinema Support Fund, and when Dr. Tharwat Okasha became Minister of Culture, he turned the fund into the Cinema Support Foundation¹³". Egyptian cinema played a crucial role in popularizing Naguib Mahfouz's works through Egypt and the Arab world, Over thirty of his novels have been adapted for the big screen, some even receiving multiple film versions. These adaptations achieved both popular success and acclaim, with many garnering prestigious local and international awards. Mahfouz's influence extended beyond the Arab world, as evidenced by adaptations in Mexico.

Mexican cinema has two films for his novels Zoqqaq al-Madaq) Midaq Alley, (and The Beginning and the End) The beginning and the End. (Azerbaijan also presented a story based on his novel The Thief and the Dogs¹⁴. Naguib Mahfouz won many awards throughout his life, and perhaps the most famous was the Nobel Prize. On October 13, 1988, the Swedish Academy made history by awarding the Nobel Prize for Literature to an Egyptian writer for the first time. Naguib Mahfouz was also the inaugural Arabic language writer to receive this prestigious honor¹⁵.

7 - Raja ' An-Naqash, Safahat min Mudhakirat Naguib Mahfouz, u'anwar jadida fi' adabih u Hayaatihi, Cairo, 1997, p.15.

8 - Tariq At-Taher, Naguib Mahfouz Bikhatam An-Nasr) Sira Kamla Turā li'awal Mara, (al-Hayya' al-Misryia al-Aama Lil Kitab, Cairo, 2019, p.40.

9 - Raja ' An-Naqash, Safahat min Mudhakirat Naguib Mahfouz, p.43.

10 - Tariq At-Taher, Naguib Mahfouz Bikhatam An-Nasr, p.43.

11 - The AUC press Documentary on Naguib Mahfouz, 13-6-2022, at 10:23 P.M.

12 - At-Taher, Naguib Mahfouz Bikhatam An-nasr, p.49,50,63

13 - Walid Seif, Cinema Naguib Mahfouz) Al-fin Al-jamaci wal'iibda' Al-munfarid, (Al-hay' a Al-Aama Lilkitab, Cairo, 2015, p.33.

14 - Seif, Cinema Naguib Mahfouz, p.124,125.

15 - Ghali Shukri, Naguib Mahfouz min al Gamalia' iilaa Nobel, Al-hay' t Al-Masria Al-Amaa Lilkitab, 2020, p.165.

A brief history of the building ,its location ,and the sections of the museum:

Historic monuments are important to the world nations in general .To the locals ,their value comes from their being part of the nation's history .For years ,communities have dealt with such historic monuments as antiques to watch ,or treasures they couldn't benefit from ,while searching for some initiative that enhances their quality of life and a place to host that initiative .The idea is to reuse those monuments to be part of the national development of the countries and communities where they are located .For such a change of function ,the property's identity and the requirements for the building's new purpose would involve careful consideration ,and a creative solution would be required¹⁶ .

Prior to exploring the Naguib Mahfouz Museum itself ,it's essential to establish the historical context of its building .This includes examining the building's origins as the Takiya of Muhammad Bey Abu al-Dahab ,its location with Cairo ,and the various sections that comprise the present-day museum .The museum was built in the historical building“ Takiya2 Abu El Dahab ”built by Mohamed Bek Abu Al Dahab ,one of Ali Bek El Kabeer's men) 1188 A.H/ 1774 A.B .(He was known as Abu El-Dahab because he was throwing gold to the poor also ,he gave the tipping of gold ¹⁷ .As for the location of the museum ,it is located in the Al-Ghuriya neighborhood and has two entrances :The first one is in front of a popular market ,and the second is on Al-Azhar Street ,which leads to the tomb and mosque of Muhammad Bey Abu Al-Dahab before entering the museum¹⁸ .

”See Fig .1“



”Figure 1 “ .The Naguib Mahfouz Museum from the inside.

As for the museum sections ,they include:

The ground floor has several libraries and staff offices as follows:

Library of Critical Studies ,Library of Arts and Literature ,Public library ,Audiovisual Hall ,a digital hall containing Mahfouz's literary works ,an audiovisual library with Mahfouz's works that were adapted for TV and cinema and finally an outlet to sell Naguib Mahfouz's novels.

The first floor is as follows:

It includes the halls of his medals and certificates.

Al Hara) Alley (Hall :This section is dedicated to the Cairo neighborhood ,Al-Hara ,which significantly influenced Mahfouz's writing .The hall might include elements from the film adaptation of Al-Hara) The Alley (to depict the environment that shaped

16 - Yasmine Sabry Mahmoud ,Interior Design Solutions for Islamic Monuments) Heritage Identity & Future Needs ,(p.1.

17 - Mohamed Abu El Amayem ,Athar Al -Kahira Al -Eslamy Fi Al -Asr Al-Othmany ,Istanbul ,2003 ,p.421 .

18 - Through repeated visits to the museum ,the researcher described the museum and its halls from the inside.

him as a writer.

Biography hall :it displays some of Mahfouz's personal belongings.

Nobel Hall :The centerpiece of the first floor is the Nobel Hall .This prominent exhibit showcases the Nobel Prize certificate awarded to Naguib Mahfouz .The surrounding walls provide ,the selection committee's citation explaining the reasoning behind awarding Mahfouz the prestigious prize and the speech which was delivered at the award ceremony ;There is also a chronological display of portraits featuring all Nobel laureates in Literature from the award's inception in 1901 until the date of the museum's inauguration" .See Fig .2“



Hall dreams of departure :This evocative exhibit offers a poignant look at Mahfouz's life and legacy .Here ,visitors encounter some of his most significant personal belongings from his later years .The exhibits might also showcase archival materials from his career ,such as files and drafts ,as well as some of his quotes about life and death inscribed on the walls providing a deeper insight into his personal philosophies.

Lament Hall :It displays the Nile necklace ¹⁹”on a statue of Naguib Mahfouz” .See Fig .3“



”Figure 3 “The Nile Neckless” .by the author.(

Manifestation hall :This section offers a unique opportunity to step into Naguib Mahfouz's creative space .The centerpiece

19 - Essentially ,a Nile Necklace is a piece of jewelry that captures the essence of the Nile River and its significance in Egyptian culture and history .The Nile Necklace is a representation of Egyptian heritage ,and Mahfouz's novels are deeply rooted in Egyptian history and culture.

of the exhibit is a recreation of Naguib Mahfouz's writing office ,featuring his desk ,chair ,the tools he used to craft his literary works .In the background ,there is a documentary film about him in which he explains his philosophy of love ,life and death. "See Fig .4"



"Figure 4 "Naguib Mahfouz office) .by the author(

Filmography Hall :It includes clips of the most important works of Mahfouz ,which were turned into films or TV series.

Al Harafish Café :The name is taken from a group of friends he had always met .They were Egyptian director Tewfik Saleh and the Egyptian actor Ahmed Mazher ,and this café inspired the visitors of his café in the museum.

Particularly since the well-known architectural adage" the power of the space "states that the number of visitors ,the items on show ,and the caliber of the structure can all be used to simply gauge the success of a museum visit ²⁰".Therefore ,to help make the Naguib Mahfouz Museum matter and more attractive to visitors ,it is suggested that the museum be moved from its current location due to its limited space and the presence of a popular market facing the main entrance ,in addition to the weakness of the museum display scenario .Theses factors will hinder any activities aimed at fostering cultural awareness and boosting national income.

Personal interviews:

Personal interviews were conducted in person ,either at locations in the Camaleya neighborhood that inspired Naguib Mahfouz or at workplaces or at the Naguib Mahfouz Museum .Additionally ,some interviews were conducted via phone calls .This process spanned approximately one year ,from February to December 2023 .Interviews were conducted with members of the Naguib Mahfouz Museum's Board of Elders ,Specialists in heritage conservation ,employees from the Ministry of Antiquities and the Naguib Mahfouz Museum ,visitors ,and participants in the novel and short story writing workshop .The personal meetings were held to gain expert opinions on three themes:

1. The reason behind the location chosen for the Naguib Mahfouz Museum.
2. The specialists 'vision for the museum's role in promoting public awareness and enhancing writing skills across various genres ,including poetry ,novels ,short stories ,and screenwriting .Additionally ,the meetings explored the museum's potential to contribute to strengthening Egyptian identity.
3. To gather their opinions on the museum's current location.

Through personal interviews ,the Board of Elders of the Naguib Mahfouz Museum agreed that this site was chosen by a

²⁰ - Mahmoud ,Interior Design Solutions for Islamic Monuments ,p.4.

committee headed by the artist Farouk Hosni ,Minister of Culture at that time .As for the reasons for choosing this site ,it was because of the difficulty at that time to create a museum in the vicinity of the house where Naguib Mahfouz was born ,as there was no suitable building for that purpose ,so this site was chosen to be the Naguib Mahfouz Museum .In addition ,there was a desire to exploit Khan Al-Zaraksha ,located in the collection of Muhammad Bey Abu Al-Dahab ,to be a place for students and researchers interested in Naguib Mahfouz's literature around the world .These were the reasons for which this building was chosen to be the headquarters of the Naguib Mahfouz Museum.

Despite the historical significance of the museum building itself ,several aspects detract from its appeal:

- The majority agreed on the limited space of the museum ,which did not accommodate all of its potential to attract visitors and engage them with Naguib Mahfouz's legacy .These shortcomings have been identified by various stakeholders, including contemporary writers ,museum staff members ,and even participants in the museum's novel writing workshops .Their concerns primarily focus on some key limitation:
- Limited space :The museum's current size restricts its ability to comprehensively display Naguib Mahfouz's belongings and create engaging exhibits showcasing his life and work.
- Uninviting Surroundings :The entrance to the museum directly faces a popular and bustling market ,which creates an unsuitable atmosphere for a cultural institution dedicated to a literary contemplative and enriching experience.
- Factual Errors :Several stakeholders ,potentially including ,museum visitors and researches ,have been identified inaccuracies in the information presented on exhibit plaques .These errors ,such as incorrect dates or misattributed quotes ,can undermine the museum's credibility as a reliable proper fact -checking and updating the museum's displays.
- Limited Research Facilities :Some writers advocate for the museum to expand its resources beyond the current exhibits. Their vision includes a comprehensive archive encompassing critical works written about Mahfouz extensive library that includes all of his novels regardless of the publication date ,and access to press clippings ,film archive related to Mahfouz ;this expansion could transform the museum into a valuable research center for scholars worldwide interested in studying Naguib Mahfouz's life and literary legacy.
- This type of museum in the world is no longer intended to preserve people's possessions ,but has become like a laboratory for producing knowledge ,and this has not happened yet ,which makes it incompatible with the values and stature of giant author like Naguib Mahfouz.
- Several interviewees expressed concern about the presence of a popular market in front of the museum entrance ,arguing that it creates an uncivilized impression and diminishes visitor appeal” .See Fig.5“



”Figure5 “ .A photo shows the entrance to the popular market opposite the main entrance to the museum) .by the author. (

- Some believe that it would be preferable to move the museum from its location ,and some museum officials suggested that it be moved to the Opera House or to a building in the vicinity of his birth place at the Bayt Al-Qadi Square.
- The museum lacks a clear starting point or guided path to help visitors navigate the exhibits.
- Some writers explained that there was a proposal submitted by the French Institute to move the museum to the Al-

Gamaleya police station after transferring the Police into another location“.However ,a few individuals believe that the museum’s current location is advantageous ,boasting significant historical and architectural value ,as well as easy accessibility” “.See Fig.6“



”Figure6 “.A map illustrating the current location of the Naguib Mahfouz Museum in Al-Choriya and the proposed relocation to the Al-Gamaliya Police Station.by Nicholas Warner ,The Monuments of Historic Cairo“ A Map and Descriptive Catalogue ,”An American Research Center in Egypt ,Cairo.

Through discussions that took place with scholars of literature and heritage ,it becomes clear that it is preferable to move the Naguib Mahfouz Museum to another building .Let it be the Al-Gamaleya Police station ,which is in front of the Mahfouz’s birth place .It has a spacious area and multiple halls ,which helps in the work of many cultural and social companies .In addition to the architectural and historical value that distinguishes the building ,it is also located on the square that witnessed the birth and childhood of Mahfouz .Furthermore ,it is the building that inspired him through his writings ,as the heroic officer who Aisha fell in love with in the novel the Palace Walk .Moreover ,the police station building is located in the square that witnessed many events of the Egyptians ’struggle against the British occupation during the 1919 revolution ,which in turn was reflected in Naguib Mahfouz’s novels .In addition ,it is close to important tourist areas in historic Cairo ,such as Al-Muizz Street) Bein Al-Qasrain ,(Qasr Al-Shouq ,Khan Al-Khalili ,and Al-Hussein neighborhood ,which makes it a destination for many visitors to visit the places that were the source of inspiration for Naguib Mahfouz throughout his literary works” “.See Fig .6“



”Figure6 “.A picture showing the outer view of Al-Gamalya Police Station) .by the author.(

Initiating the cultural role of the Naguib Mahfouz Museum:

Museums have a deep impact on the lifelong learning process where they are active tools to enhance social inclusion ,active citizenship ,and personal development .At the beginning of the 19th century ,new ideas developed and museums were used for educating and enlightening the general public in order to civilize people and make societies better .Thereby ,they were given the role of serving as one of the societies 'main cultural institutions .Museums are intended to serve as resources for all humankind ,to increase knowledge and to nourish the human spirit for posterity ²¹ .Museums today compete with other cultural institutions such as cinemas ,theatres ,libraries ,cafes ,and shopping centers .Museums can play all of these roles by turning on their galleries to be puppet theatres ,cinemas ,schools ,universities .Their collections would serve as the actors and actresses ,engaging visitors both verbally and emotionally .Museums vary in terms of teaching and educating ways as they are more attractive and interactive ²² .The Naguib Mahfouz Museum has the potential to serve as a significant catalyst for raising the cultural awareness among the people of Cairo ,and the Egyptian society as a whole .This is in several aspects ,such as the factors that shaped the literary personality of Naguib Mahfouz since his childhood ,and the important historical places and events in the lives of Egyptians like their struggle against the occupation.

Commodification occurs when ideas and resources that are not for sale ,become the transactions objects .It occurs in museums or heritage centers and is connected to the negotiation of authenticity ²³ .So ,the aim of reviving the tangible and intangible heritage of Egyptian alley through the Naguib Mahfouz museum gives way to display of that heritage to ensure community participation ,especially that Naguib Mahfouz reflected the culture of the Egyptian alleys in his novels ,and that was clear through the novels that have been turned into movies or a TV drama .The researcher posits that this museum can play a significant role in the process of cultural revival of the tangible and intangible heritage values because it is in the heart of Old Cairo and very close to local community and people .Naguib Mahfouz succeeded in reflecting the life of Egyptian alleys in a style close to those people which enabled him to gain the global recognition and be awarded the Nobel Prize for literature .Consequently ,these factors will strengthen Egyptian identity and consolidate it in the consciences of current and future generations.

Creating a positive and memorable visitor experience requires careful consideration of various factors .Museums are increasingly recognizing the variety of learning methods .In response ,they are reinventing their collections and creating creative exhibitions and programs to provide more engaging experiences for both conventional and new audiences .Innovating a great visitor experience requires a collaborative effort that goes beyond the expertise of curators and educators .Every member of the museum staff ,from marketing and public relations to admissions ,coat check ,and security ,helps to shape the visitor experience.

A variety of elements influence the quality of a visitor's experience ,including encounters with staff such as volunteer docents, gift shop clerks ,and restaurant servers ,as well as the museum's attention to detail ,such as toilet cleanliness and overall maintenance²⁴ .

Like most services ,the museum experience is delivered in a physical environment or site ,encompassing layout space ,shape, lighting ,means of directing or orientating the visitor ,and methods of sparking interest .Such inherent characteristics of the nonprofit museum service need to be considered concerning the visitor's perspective .The important service dimensions of the museum for marketing and enhancing elements of service delivery are education ,accessibility of the museum service including ease of use the physical facilities .The museum should be conveniently located for visitors ,range of offerings of different markets and availability of museum services .Also ,the communication aspect of the museum service includes the nature and extent of interaction ,entertainment and interpretation .All of these dimensions are inter-linked ;therefore ,the effectiveness and quality

21 - Elham Salah Eldin Mohamed Aly ,Aly Omar Abdallah and Guido Fackler ,The Role of the Museums in Lifelong Learning for Adults ,International Journal of Heritage and Museum studies ,Volume & Issue :Volume ,2 Issue ,1 October ,2020 p.136.

22 - Aly ,Abdallah and Fackler ,The Role of the Museums in Lifelong Learning for Adults ,p.136.

23 - Magdalena Sawczuk ,Commemoration or commodification ?A Stakeholder's Discourse Around the Establishment of the Martyrdom Museum ,International Entrepreneurship Review ,Vol ,6 .No ,2020 ,3 .p.65.

24 - Service to People :Challenges and Rewards) How museums can become more visitor-centered ,Lila Wallace-Reader's Digest Fund Museum Collections Accessibility Initiative Participants and Contacts ,New York p7.

of the museum experience depends on the attention to detail of all aspects²⁵.

Case study :Dublin writers Museum:

This research paper takes the Dublin Writers 'Museum as a case study to benefit from its experience in transforming a historical building into a museum dedicated to Nobel Laureates in Literature .The Dublin Writers 'Museum is a shining example of how a successful museum may use its literary resources and cultural legacy to increase national revenue and raise public awareness. There are multiple writing and writer museums in Dublin .The Dublin Writers 'Museum features ongoing exhibits that cover Irish writing from the tenth century to the present .Paintings ,manuscripts ,letters ,rare editions ,and keepsakes belonging to numerous well-known Irish authors are on display .A richly designed Gallery of Writers and other temporary shows are available .Additionally ,the public is welcome to attend the museum's regularly scheduled readings and lectures²⁶.

The Irish Writers Museum was established in 1991 to fill a void in Dublin's cultural scene .The city's extensive literary heritage was divided into numerous distinct collections and displayed in various locations throughout the city .Initially conceived by journalist Maurice Gorham ,the Writers Museum was the first attempt to provide a one-stop overview of the most important and breakthrough achievements in Irish writing ²⁷. Situated in a magnificent eighteenth-century mansion ,the collection features the lives and works of Dublin's literary celebrities over the past three hundred years .The splendidly restored Georgian house is a pleasure in itself with its sumptuous plasterwork and decorative stained-glass windows .The museum hosts exhibitions, readings ,and lunchtime performances ,as well as a separate section dedicated to children's literature .The Museum is a must-see for anyone who wishes to discover ,investigate ,or simply appreciate Dublin's vast literary past²⁸.

The Irish literary tradition ,distinguished by its four Nobel Prize winners and numerous other writers of international stature ,is showcased in a magnificent 18th-century mansion located in the heart of Dublin .Accordingly ,the collection features the lives and works of Dublin's literary celebrities over the past three hundred years²⁹.

The Writer's Museum was the first attempt to provide a one-stop overview of the most important and groundbreaking developments in the Irish writing .The museum is compact and aims to give a crash course in Irish literature that will also fascinate visitors who have not been exposed to Irish writers before .Clear and concise wall panels introduce visitors to the main authors and events that shaped Irish literature and led to the creation of still popular masterpieces as different as ' Dracula 'and 'Ulysses³⁰.

A personal digital audio tour is available to visitors ,filling in the displays with more detail .The audio tour is available in six languages ,including English ,French ,Italian ,Spanish ,German and Dutch .Connoisseurs of Irish literature will enjoy the museum's collection of first and early editions of the classics of Irish literature ,from Jonathan Swift's ' Gulliver's Travels 'and Bram Stoker's ' Dracula 'to Patrick Kavanagh's ' The Great Hunger '.The Writer's Museum has also amassed a collection of paraphernalia that once belonged to famous writers ,including artefacts like Samuel Beckett's phone and Brendan Behan's union membership card³¹.

Based on the experience of the Dublin Writers 'Museum and repeated visits to the museum and meetings with specialists, museum employers ,and museum visitors ,the researcher identified these methods for attracting visitors ,raising cultural awareness ,and increasing national income.

25 - Audrey Gilmore & Ruth Rentschler ,Changes in Museum Management :A Custodial or Marketing Emphasis ?Journal of Management Development · December ,2002 p.6.

26 - Dublin UNESCO City ,City of Literature ,Submission by the City of Dublin ,Ireland ,October ,2009 p82.

27 ") - dublin.info/writers-museum.("

28 ") - askaboutireland.ie/reading-room/culturenet/museums/dublin/dublin-writers-museum.("

29 ") - dublincityhotel.com/dublin-writers-museum.("

30 ") - dublin.info/writers-museum.("

31 ") - dublin.info/writers-museum.("

Heritage storytelling in Naguib Mahfouz Museum:

Museums ,as defined by the ICOM at the 22nd General Assembly in Vienna ,Austria on August 24th ,2007 ,are primarily educational and entertaining organizations that serve the community .Therefore ,a museum visitor is a receptive person who expects to learn more throughout their visit and is open to new and informal ways of gathering information .The museum's edutainment part promotes creative approaches .Many of Naguib Mahfouz works are recounted in a simpler manner ,especially for children ,so the storytelling style can be used to bring people of all ages to the Naguib Mahfouz Museum³²”.

Socio-economic approach:

Highlight the economic and societal impact of museums:In this context ,museums are viewed as economic institutions as well as sources of social cohesiveness and identity .Consider boosting the economic prospects of open-air museums by inviting them to use as settings for film collections or conferences ³³”.That's become by focusing on how museums contribute to the economy and society .Here the museum can act as an economic institution and a source of social cohesion and identity by inviting craftsmen to revive their craftsmanship from Darb Quormuz and Khan El -Khalili ,and use the museum as a site for film collections or conferences to be able to revive our traditional industries ,and encourage to preserve and develop craftworks that have disappeared through their production and demonstrate them to the native people or foreigners .In addition to the traditional crafts ,the museum can reflect many of the traditional foods that were mentioned in the novels and that are continuing until now .For instance ,those kinds of food were mentioned in the novels Khan Al-Khalili ,Midaq Alley ,and the Trilogy .This is done by linking these foods to their occasions ,such as making cakes and biscuits before the celebration of Eid Al-Fitr ,or the Egyptian iftar ,in which foods that appeared in Khan Al-Khalili and the trilogy are served ,such as Foul Medames) Fava beans,(Falafel ,and Baladi bread .As well as serving the coffee drink that was associated with breakfast in most of Naguib Mahfouz's novels.

Entertainment and attractions:

Community museums promote local culture and contribute to the community's well-being .Naguib Mahfouz's name as a global literary figure coupled with his deep engagement with Egyptian society present an opportunity to attract diverse audience. That is why it is possible to take advantage of Mahfouz's internationality to introduce visitors to Egyptian cinema through film adaptations of his novels ,or film's screenwriting .These films will be accompanied by high-quality translations ,most likely into English.

Museum as a place for the development of social and cultural skills:

Naguib Mahfouz Museum as a cultural center attracts visitors and participates in integrated cultural development by adapting comprehensive approaches to arts and culture ,heritage ,festivals and special events ,and conducting workshops on writing novels ,short stories ,scenarios ,and acting workshops.

Naguib Mahfouz Museum in Urban memory:

Community museums are focused on their local culture and are involved with“ the well-being of the local community .Naguib Mahfouz Museum can revive the cultural heritage through the revitalization of urban memory ,by hosting lectures exploring the historical evolution of Cairo's urban landscape over the time .Lectures could focus on pivotal historical events that shaped Cairo ,such as revolts of the Egyptians against the French and the British occupation ,as well as the 1919 revolution centered in Al-Gamalyia and Al-Azhar districts ,which influenced the writings of Naguib Mahfouz.

Creating hotbeds of urban culture:

According to the patrimonialist viewpoint ,cultural expressions are understood in the present through the interpretation of the past ,the recovery of memories ,and practices .Urban culture is a key aspect of cultural planning .To explain social change ,this approach encourages the representation of manifestations that no longer exist but are evidence to unique cultural activities and reflect specific ways of life ³⁴”.The museum can achieve it by providing points of attraction socially and culturally by reviving

32 - Gehane Nabil ,Storytelling as a Tool for Social Development and Community Outreach in Museums and Heritage Sites, International Journal of Heritage and Museum Studies ,Volum1 ,Issue1,2019 ,p.120.

33 - Eman Tahseen and Saad Khudair Aljumaily 2020 IOP Conf ,p.4.

34 - Filomena Sousa ,INTANGIBLE CULTURAL HERITAGE .MEMORIAMEDIA e-Museum - methods ,techniques and practices ,Memória Imaterial CRL .Rua da Colectividade ,Rua da Colectividade ,4 Portugal ,2015 ,p.30.

stories ,practices ,rituals ,etc .Like our traditions in Al-Maüled Al-Nabaüy) The Prophet's Birthday ,(and Maüled Al -Hussein, and celebrating the holy month of Ramadan and preparations for religious occasions ,the heritage of Egyptian cuisine that Mahfouz mentioned in his literary works ,will encourage people to spend time with their families and friends to connect with society as whole ,as for visitors may like to be accepted at their own level of knowledge and interest .Since Naguib Mahfouz mentioned a lot of Egyptian customs and traditions through his literary works ,this in turn can enhance discussions about them with visitors ,recalling their memories regarding those occasions ,and motivating them to write about them.

Community participation:

The museum can play a significant role in fostering community engagement .This can be achieved through a dedicated initiative though suggesting the celebration of a monthly Naguib Mahfouz Day .This initiative could serve several purposes, some of which include reconnecting younger generations with the joy of book reading ,and helping them to discover Mahfouz's literature by inviting the students 'secondary schools in Al- Gamalyia district to join reading activities .As for the children, they can be attracted by discovering the heritage of Cairo mentioned in the novels of Naguib Mahfouz through making trips to those places ,and fostering a sense of ownership and encouraging their participation in the cultural events .That will happen by knowing how valuable our local heritage is as it helps them reconnect with the past easily .To encourage the children ,it is suggested to take photographs of the places that inspired Naguib Mahfouz ,and invite the children to sketch historical buildings, craft products ,and itinerant sellers .Then ,children are asked to share what they have found either by writing down or recording some audios and sharing these findings with others .Additionally ,children Can relive the Egyptian struggle using an AI -based retelling of Egypt's fight against the British occupation narrated by Naguib Mahfouz.

Challenges:

A key challenge lies in relocating the Naguib Mahfouz Museum from its current location to the Gamaliya Police Station building. This move is crucial for increasing visitor numbers ,enabling the museum to fulfill its cultural and awareness mission ,and enriching Cairo's identity and heritage .To achieve this ,collaborative efforts among the Ministries of Culture ,Tourism ,and Antiquities are essential ,along with streamlined procedures for the museum's relocation.

A second challenge is securing funding to restore and rehabilitate the Al-Gamaliya Station building into an alternative museum space.

Recommendations:

To train museum workers on how to welcome visitors and describe the museum's exhibits in an engaging way.

To create brochures detailing the museum's history ,location ,and collections ,accompanied by a map highlighting its exact location.

To install guide panels within the museum ,outlining the starting point of the tour route.

Conclusion:

It is preferable to move the Naguib Mahfouz Museum to another building .Let it be the Al-Gamaleya Police station ,which is in front of the Mahfouz's birth place.

Through multiple visits to the museum on different occasions ,the researcher found the culture of visitors to the site differs between visitors to the museum and other visitors heading towards the market facing it ,which leads to the difficulty of large numbers entering the museum.

Lack of interest in some of the activities held at the museum ,such as a caricature exhibition on the occasion of the anniversary of the death of the writer Naguib Mahfouz in 2023 and 2024.

The limited space is not suitable for holding workshops.

The museum's filmography hall lacks sufficient space for comfortable viewing of Mahfouz's adapted works including both film versions of his novels and those screenplays in which he participated .This limitation restricts the museum's ability to showcase these aspects of his creative legacy.

During multiple visits to the museum ,it was observed that the museum does not produce brochures providing information about its history and collections.

The lack of translation for the museum's documentaries excludes non-Arabic speakers from accessing valuable information about Mahfouz's life and work.

The researcher suggests that the Naguib Mahfouz Museum has the potential to serve as a significant catalyst for cultural

enrichment by attracting diverse audience through engaging cultural activities such as cultural salons ,workshops for writing screenplays ,novels and stories ,that can foster a deeper appreciation for literature in general ,and literary awareness in particular. Through the revival of heritage industries and the holding of exhibitions that highlight traditional crafts ,the museum can act as a catalyst for economic progress .This calculated tactic has the potential to greatly increase national wealth.

By providing forums for locals to discuss and remember common social and religious events ,the museum can act as a catalyst for promoting social cohesiveness within Egyptian communities.

The museum will shape children's personalities by inspiring them to explore themselves through writing ,drawing parallels to the influence of childhood experiences on Naguib Mahfouz's own literary works.

The museum can leverage Naguib Mahfouz's literary works and his involvement in screenplays to curate a program that educates visitors on the rich history of Egyptian cinema .This initiative holds the potential to contribute to both economic growths, measured by Gross Domestic products) GDP (and increased public awareness of this important cultural aspect.

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