



**Reshaping the Visitor Experience in Regional Museums Through Interpretation
Plans: A case study of the Kom Ushim Museum in Fayoum-Egypt**

إعادة تشكيل تجربة الزوار في المتاحف الإقليمية من خلال خطط التفسير: متحف كوم أوشيم بالفيوم- مصر
كحالة دراسية

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Abstract

This study demonstrates the importance of a good interpretation of the museum's collections to highlight their importance, value and the role of that in forming positive experiences that are beneficial to visitors. Where the literature indicates the importance of paying attention to visitors' experiences, as studies have become more focused on visitors and their satisfaction, as they are the main factor in the museum's success and revival. In addition to the existence of a relationship between visitors' satisfaction and repetition of their visit again, as the higher the visitors' satisfaction, the more likely it is to repeat the visit and provide a positive idea and good impression to friends and others to visit the museum as free advertising.

Therefore, the main issue of this study is to assess the visitors' experience within the Kom-Ushim Museum in Fayoum through the current interpretation plan for the exhibited collections to answer the main research questions; How effective is the visitor's experience with respect to the museum's current interpretation? How comprehensive is the presentation and interpretation of the value of the museum's exhibits and the accompanying historical narrative? This is in order to know the weaknesses and gaps in the museum. In this study, the researcher relied on collecting data in several ways, using questionnaires distributed to museum visitors, and interviewing academic specialists and museum workers in general, and those working in the Kom-Ushim Museum in particular. The researcher also reviewed a set of evaluation criteria that derived from literary reviews and dealt with two cases of successful interpretation models for this kind of regional museums, namely, Luxor Museum and the Nubian Museum. Thus, the purpose of this

study is not only to evaluate visitors' opinions about their experience at the Kom-Ushim Museum, but also to highlight the importance of good interpretation within the museum as a first step towards preserving the exhibited objects, which are the media used to communicate with visitors.

The results of analysis of the information gathered showed how a good interpretation and clear information showing the importance of the exhibited collections and had a great role in the visitors' satisfaction and shaping their experience in the museum. The results of the questionnaires also showed the urgent need to develop the museum's presentation and interpretation plan to reshape the visitors' experiences. Accordingly, this study presented at the end of the study a new proposed interpretation plan for the Kom-Ushim Museum.

Key words: Visitor's Experience, Interpretation, Regional Museums, Kom-Ushim Museum.