TITLE: "HUMAM KNOWLEDGE SUSTAINABLE COMPETIYIVE ADVANTAGE advantage in virtual museums""

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ABSTRACT

The virtual museum is an interactive journey creative to get to know what they contain museums of the effects by linking the real artifacts , digital documentation of the effects of using the latest multimedia techniques , to create museums virtual environment , and by which they can recognize the effects inside the Egyptian museums , and to give an idea about the places discovered , and more about the lives of their owners and the era in which it belongs , in the latest interactive technologies that have been reached specially for use in museumsThere is no doubt that the growing role of virtual museums to increase the competitiveness of the economy and linking it with the outside world as the processes of globalization and the achievements of the communications revolution creates new powers relationships at the local level and the world alike Economic growth theories also suggest that technical progress increases the long-term economic growth , and increasing technological advances speed when the labor force are better educated, from here , the accumulation of human capital helps to technical progress and is a source of sustainable sources of growth , Sustainability most comprehensive is associated with the development of natural and human resources and human pattern of dealing with the environment.

Keywords: Visual knowledge - competitive advantage - design the virtual museum .

I. INTRODUCTION

museums peoples memories are great achievements gathering centers , which is not a means of communication between peoples and only some of them , they are the most important means of communication between the past and the present, where the museums retain everywhere finest findings of a people , and the greatest thing that created it through the ages the knowledge management optic highly influential in the culture of peoples , especially in the field of designing virtual museums where he characterized the summit in originality , innovation and adaptability , intelligence and learning , which is seeking to activate the Organization's potential in these aspects , which supports and assigned to individual learning and learning groups, • and strengthen collaboration among the members of the groups , and encourages their participation in the experiences , successes and when you look at what was able to developed societies to get it as a result of effective management of knowledge , which added a sustainable competitive advantage for the virtual museums each museum to protect the heritage of the heritage value of works of art . But virtual museums policy, it is also concerned enrich this heritage and its definition in a cultural framework adapt to the needs and requirements of society .

So museum institution has always worked on the successful first mission, namely, to maintain the value of the ascending art collections to the level of public interest and in the framework of sublime mission as a public service or as a sector at least a year. The ultimate goal is to deliver information to a large audience and to achieve justice in the universal right to education and culture, make a reference and an official site for the establishment of cultural and artistic events, as well as the possibility of practical work test in the context of the museum workshops. Sensitize young people and stimulate their interest in heritage, through establishing the tradition of analytical approaches to exhibits and setup for various activities that contribute to the continuing call to visit the museum such as seminars and public debates and meetings with technical staff and technical education.

Pictures describes the default panorama hall displays and interactive tables

1.1 Research problem:

- One of the greatest obstacles to display exhibits of museum and archaeological especially those that do not allow traditional museums presenting the possibilities within the actual exhibits Whether caused by their large size or plentiful and filling out the museum stores without the slightest benefit from them

- Non- traditional curriculum 's ability to absorb advanced technology, this development contrary to the main structure of the development that brings that cultural decline negative element influential economic decision-making on the one hand and on the institutional and technical innovations on the other.

1.2 Importance of the research:

- The importance of competitiveness and their relevance to the appropriate investment climate where it's the country's ability to generate relatively more wealth compared to his rivals in the global markets, which means focusing on the ability to find local, regional and international new ways of marketing tourism Egyptian Ali level.

- take advantage of Egyptian civilizations alternate them one after the other for thousands of years, and the protection of these effects of corrosion that causes her traditional ways of presentation.

- View of museum collections especially for students and researchers in specialized fields such as history, the arts, for example, using the Internet as a means where the museum from which to display his collection of museum, and information on using and receiving inquiries and respond to them.

1.3 Aim of the research :

- The use of virtual museums " digital " as a means of propaganda for the dissemination of data and information on the Egyptian Antiquities and the content of the treasures did not know them much to the Egyptian Tourism Movement occupies the highest position in the map of the world keep the audience via the Internet , which allows the possibility of the publicity and the Universal Declaration and immediate Museum on various topics and attractions of the country.

- take advantage of modern views in museums default visual knowledge is a competitive advantage in the sustainable economic growth of good understanding of what the content of the exhibits

1.4 Research Methodology:

- In order to study the subject of research and treatment of different dimensions and aspects and clarify the purpose of it was based on the systematic descriptive and analytical , and data and information collection for virtual museums and the knowledge economy and sustainable competitive advantage available from sources and processed scientifically objective to reach the expected results of the search .

1.5 Research Hypotheses:

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• competitive advantage Egyptian museums internationally weak level .
• There is no relationship between knowledge management and competitive
advantage of virtual museums in Egypt.
• scarcity of activating the virtual museums to improve the educational
process level .
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1.6 Results and Recommendations：

• the impact of education is not limited to improving labor productivity , but goes beyond that to affect the quality of life concept, some museums Technology VR, educational museums and science museums for visitors to suggest that the collectibles displayed in their natural habitat .

• It also serves as an important social purpose of education , because it is a way to give community members a chance the physical and social progress , it has an important role in the human useful product and create a good citizen .

• Maintain a national heritage and invest the optimum way in addition to the enrichment of the general culture and new scientific achievements

• Increased museum exhibits over the Internet leads to the creation museum databases to help in the search and retrieval of heritage museum across the globe as it works on attractions and gives a greater chance to view as many as museum pieces stacked inside the traditional museum stores.

• Knowledge of technology and expand its role in human development , industry and technology unless capital first development is available , a human who can benefit from them , reason with and development and education than all the development of physical and creative education resource is the basis for development

• members of the community are able to produce knowledge , as cultured or educated is no longer an individual who could storing as much information , information has become capable of information storage as much as far exceeds the human mind , and become the human mind 's mission is to transform information into knowledge and use it in Problem Solving.

• make use of them in the work of small and medium- youth projects as can provide educational programs through which give young people the professionalism of these crafts and innovation which , with different models for the preparation of raw materials in the form of a piece of art , it can also be prepared a warehouse for the heritage of this character is given to a craftsman wider choice among thousands of opportunity pieces that can be easily make.

• needed to create the investment climate and revitalize the work of the mechanics of the market in a position to achieve the necessary resource allocation and freedom of efficiency and fairness of market access policies. The main challenge for these countries lies in achieving the equation between the need to adhere to market liberalization on the one hand and the need to provide protection of its products and developing industries which calls for state intervention to guide economic development path in accordance with the strategic interests of competition standards.

• constitute a constructivist theory is concerned with the education of the individual himself in a personal or social context - an introduction to research how to design electronic museums environment so the constructivist theory is one of the most important determinants of building electronic museums that must be considered when designing electronic museums.

• obstacles that correspond to the visitor through the Internet for much less than the natural obstacles encountered in traditional museum information. Working online as a cheap alternative and a complement to the price of access to information for those who can not attend in person

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المؤتمر الدولي الرابع لكلية الفنون التطبيقية
الفنون التطبيقية
(إبداع ـ تصميم ـ إنتاج ـ تنافسية)
٢٩-٢٨ فبراير ٢٠١٦

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