

# The Role of Museums in Promoting Cultural Awareness Survey Study of A Sample of Visitors to The Shrine Museums In The Holy City of Karbala

**Taha Mahdi Mahmoud**

[taha.mahmood@student.atu.edu.iq](mailto:taha.mahmood@student.atu.edu.iq)

Al-Furat Al-Awsat Technical University/ Technical Institute Karbala/ Department of Tourism and Hotel Technologies

**Mustafa Abdel Samad Khayoun**

[mustafa.khayoun@atu.edu.iq](mailto:mustafa.khayoun@atu.edu.iq)

Al-Furat Al-Awsat Technical University / Technical Institute Najaf/ Department of Tourism and Hotel Technologies

**Abstract:**Our present era is witnessing a contemporary global civilization, for which museums are one of the most important arenas, manifestations, and glories. Countries of the world are keen to establish museums, increase their number, diversify their savings, raise their level, make good use of them, and be proud of them and their precious treasures that date back to diverse eras and multiple civilizations, talk about them, and attract tourists to visit them and see their holdings. Until tomorrow, the museum (the criterion for the advancement of nations and the measure of their progress), and visiting them and knowing their details is evidence of the individual's cultural awareness and the focus of his social conversations.

In addition to the diversity of cultures of the visitor to museums and to meet his multiple needs in our current era, which requires the availability of the latest means and services that meet his knowledge desires in the areas of cultural, scientific and civilizational components.

The museum has become in developed societies (the mirror of society) through the statistics of the number of visitors, which is one of the most important criteria for the sophistication and progress of societies and their strong desire to know human heritage and their concern for their cultural property.

**Keywords:** Museum, Islamic Museum, cultural awareness, tourism awareness, Holy Shrines.

## 1<sup>st</sup> Topic

### Methodological Aspect of the Research

#### **First: Research Problem**

Research problem lies in the following points:

1. What is the role of museums in promoting cultural awareness in general and tourism awareness in particular?
2. To what extent is the individual affected by the exhibits and collectibles that are displayed in museums and their cultural impact on him?
3. What is the extent and quality of knowledge that the visitor derives from the museums of the holy shrines in Karbala?

#### **Second: Research Objectives**

The research aims to identify the following:

1. Acquaintance with several concepts, the most important of which are (the museum, Islamic museums, and cultural and tourism awareness).
2. Identifying the most important components of the museums of the holy shrines in Karbala.
3. Recognizing the ability of museum administrations in question to display and disseminate the diverse cultures of the exhibited collections.

#### **Third: Research Importance**

The importance of the research is reflected in the study of the role of museums in general and the museums of the holy shrines in Karbala in enhancing the visitor's cultural and tourist awareness.

#### **Fourth: Research Hypothesis**

The research deals with a set of two hypotheses:

1. There is a clear role for museums in general in enhancing the cultural awareness of tourists.

2. There is a great role for the museums of the holy shrines, in particular, in enhancing the cultural awareness of the visitor and what lies behind their diverse civilizations in terms of cultures and events that took from the great space of history.

#### **Fifth: Research Methodology**

The researcher used the descriptive method in collecting the information needed by the research, and studying the scientific phenomena and problems by describing it in a scientific way, in order to reach logical explanations that have evidence and proofs that give him the ability to develop specific frameworks for the problem, and this is used in determining the results of the research.

The researcher also used the field statistical survey method by designing a questionnaire that included a set of questions that lead to the collection of primary data for the research according to the answers of the targeted sample in the study community.

#### **Sixth: Research Community and Sample**

The study population represents the museums of the holy shrines in the holy city of Karbala in general, while the study sample is a group of visitors to those museums. The field survey included two museums (the holy Husseini shrine and the al-Abbas shrine). Collect them all, without neglecting any form.

#### **Seventh: Research Limits**

**1. Spatial Limits:** It included the museums of the holy shrines in the holy city of Karbala (the Museum of the Holy Hussain Shrine and the Museum of the al-Abbas's Shrine).

**2. Human limits:** the sample members included a group of visitors to the two museums of the al-Husseini holy shrine and the al-Abbas shrine).

**3. Time Limits:** during the period from (1/5/2021) to (15/5/2021).

## **2<sup>nd</sup> Topic**

### **Theoretical Aspect of Museums and Islamic Museums**

#### **First: Emergence of the Term "Museum"**

The term "Museum" or "Museum" is not one of the innovations of our present era, such as the term "radio and video". The ancient Greeks knew the term "Mouselon", which they called a temple built on (HeLIcon) hill near Acropolis in Athens, and this hill was dedicated to The nine muses of the arts (Muses) who were born to the Lord of Lords (Jupiter) from the goddess of memory (Mnemosine), where each of them was a protector and patron of a kind of arts - according to their beliefs - and perhaps in their temple, like the rest of the other ancient temples - important artistic treasures and precious gifts he presented Its owners are signs of acknowledgment of gratitude and thanksgiving to the Goddess (Hassan and Abd al-Qadir, 1, 2004).

Also, when the ancient Greek painters created their artistic masterpieces - such as the masterpieces of the great African painter Polygnote, the Athenians kept them in a beautiful hall that formed one of the wings of the city, the Propel Building at the entrance to the city. The geographer Pinakothek mentioned that, and it is worth noting that Germany adopted this name, which it gave to one of its important museums in the city (Munich) in Bavaria (Jalal, 13, 2005).

As for the word (museum) in the Arabic language, it is derived from (He amused him), meaning (gifted to him, and the word "bestowed") as a gift or something luxurious and precious, and collected by Museums (Al-Mu'jam Al-Waseet, 82, 1972 AD).

The term "museum" indicates the meaning of the place where gifts, precious luxury items, antiquities, cultural property, valuables, and rare pieces are collected that souls long to see and look forward to contemplating and admiring.

The first museum was opened to the public, which is the "Ashmolean Museum" in 1683 AD, at the University of Oxford in London. This museum was displaying a collection of strange and rare things that the English scientist Elias Ashmol gave to the university. The exhibits are of all kinds, and the valuable works of art have been separated from the rest of the modest objects in their artistic value (Wikipedia, Museums, 2021).

Museum scholars - such as Professor Petrovsky, director of the State Hermitage Museum in Leningrad - consider that (Alexandria Museum) one of the oldest museums whose news has reached us (Wikipedia, M.N).

Historians mentioned that (Ptolemy the First 323-285) B.C. had founded the (Alexandria Museum) and Professor (Edwin Bevan) saw that the idea of establishing the museum with the library had appeared in the imagination of (Demetrius the Valery) as a kind similar to the university or the ethnic school for teaching philosophy (Wikipedia).

(Ptolemy the First) was able to attract the most famous scholars, writers and intellectuals of the time to the Museum of Alexandria, and it was attached to it (a practical museum), which was included in the form of an (agricultural nursery).

Of the museums whose news we have received, we mention the (Pergamum Museum) in Asia Minor, founded by King Anal (197-241 BC). He also founded the famous (Pergamum Library), so the masterpieces of plastic arts, artistic pieces, sculpture, anecdotes, and valuables were preserved in the Pergamum Museum (Abdul Karim, 127 2000).

Also, if historians mentioned the names of (Alexandria Museum) and (Pergamum Museum), then it is not surprising that there is a similar or similar museum in (Antioch), which was the capital of Syria in the Hellenistic and Roman eras, and Antioch at that time - like Alexandria - was an important center of creativity artistic and cultural radiation. The failure to mention a museum in (Antioch) by historians is due either to the lack of documents and information related to it reaching us or to its lack of importance in relation to the famous Museum of Alexandria and Bergam Museum (Abdul Karim).

It is worth noting that we notice in the paragraphs of historians' books the extent of (the museum's connection to education and the library). Professor Oak Benoit considered the first museums as religious institutions such as artifacts and education in general.

From the foregoing, we see the importance of the emergence of the idea (preserving everything beautiful) in the ancient temples, the importance of the idea of establishing the Alexandria Museum at the beginning of the Hellenistic era, the functions of the museum, its connection to the library, culture, scientific research, and attracting active scientific elements.

### **Second: Definition of Museum**

The International Council of Museums defines a museum as: "that permanent place for the service and development of society, open to the public, and which collects, preserves, researches, communicates and displays human heritage and its development, for the purposes of education, study and entertainment" (Jones, 25, 1987).

In the definition of the British Association of Museums, the museum is: "an institution for the collection, recording, display, storage and maintenance of holdings related to art, science and human history in a manner consistent with the interest of the public" (Jones, M.N).

As for the American Association of Museums, it defines the museum as: "an organized institution that does not aim for profit, but rather has an educational and aesthetic goal, through displaying material holdings supported by specialized employees (AAM, 9, 1978).

The Arab Encyclopedia defined it as: "a house for preserving ancient antiquities, rare artifacts, masterpieces of sculptures and paintings, and everything related to cultural heritage. The museum may include scientific or artistic works, and information on history and technology" (The Arabic Encyclopedia, 2008).

### **Second: Museum Types**

Museums can be divided in different ways. If we divide them in terms of category (according to geographical location, according to antiquity, or according to occupations, crafts, etc.), it can include the following: (Al-Bahnisi, 15, 2019 AD, with adaptation).

**1. National Museums:** They are museums owned by the state and include holdings that represent the main historical periods that countries passed through, the most important of which are the National Museum in London, the National Museum of Damascus, and the Iraqi Museum in Baghdad. Some national museums, such as those of Austria, France, the Netherlands, and Spain, contain many paintings created by local painters, and there is no single national museum in Italy, but some museums include many wonderful paintings, most of them by Italian artists such as the Uffizi Museum in Florence, and the Academy in Venice, and Brera in Milan.

**2. Regional Museums:** These are the museums that are held in one of the capitals of the governorates or centers affiliated with them of historical importance, including the Luxor Museum, the Nubian Museum in

Aswan, and the Mallawi Museum in Minya Governorate, and there are many regions according to the region or centers affiliated to the capital.

**3. International Museums:** These are museums that are concerned with displaying models of human heritage from different countries of the world, and in various historical images, the most important of which are the British Museum in London, the Louvre Museum in Paris, the Museum of Arts and Industries in Vienna, and the Metropolitan Museum in New York.

**4. Monumental Museums:** They are museums that are held in the same archaeological site to display samples of what is found in this site, such as the Khufu Boat Museum in the Al-Ahram area and the Dhofar Museum in the archaeological area of Dhofar, south of Sana'a, Yemen.

**5. Historical Museums:** They are the museums that depict the life of the past and its various documents and tools. They are often linked to national museums and include holdings related to a specific period or to distant periods and various periods of time. We see this in Egypt, where this name is given to museums that contain holdings that were It is in the possession of Muhammad Ali family members and other personalities who lived in Egypt at that time, such as the Muhammad Ali Pasha Museum in Shubra, the Prince Ali Museum in Manial, the Beit al-Kritla Museum, and the Royal Jewelry Museum in Alexandria.

**6. Art Museums:** These are the museums that provide their visitors with works of art only, including: the Louvre Museum, the Metropolitan Museum in New York, and the National Gallery in London.

**7. Scientific Museums:** They present exhibits on natural and technical sciences, and are sometimes called "Natural History Museums".

**8. Educational Museums:** One of the most important types of museums that play an active role in the educational process, especially since there are many scientific disciplines that often depend on direct observation or conducting scientific tests and experiments, including the departments of geology, marine sciences, astronomy, botany and archeology.

**9. Museums of Customs and Traditions:** They are museums of heritage and cultural and social heritage. In some countries, these museums are called museums of popular heritage, such as the National Museum in Kuwait.

**10. Museums of Famous Personalities:** a semi-new type of museums, as some countries resorted to establishing them to perpetuate their famous people (religious, politicians, activists, players, writers and poets, and others), and an example of this is the Beethoven World Music Museum in Bonn, Germany, and Hans Christian Andersen Museum in the city of Adens in Denmark, the Umm Kulthum Museum, the Wax Museum in Lebanon, and the Khan Al-Shilan Museum in Najaf.

**11. Unique Museums:** They are museums that are interested in achieving a kind of knowledge regarding some artistic products or tools, where the visitor gets a complete idea about them. One of the most important qualitative museums in the world is the "Watches" Museum, which was established in the state of Philadelphia.

**12. Newly Established Museums:** They are among the newly established museums according to the world's transformation and technical and technological progress, including: (maritime museums, open-air museums, mobile museums, wax museums, and virtual museums).

### **Third: Functions of Museums**

Museums have multiple functions as follows: (Abdul Samie, 77, 2013 AD, adapted).

**1. Documentation and Preservation:** the museum documents antiquities and collectibles of special importance and preserves them from theft, damage and tampering.

**2. Entertainment:** due to its exhibits being distinguished by their wit, beauty of presentation, and scarcity of exhibits, they are considered a means of entertainment for the public in their free time.

**3. Scientific and Educational:** Its exhibits are considered educational tools for school and university students, and they are used to explain the subjects prescribed in the curriculum, while arousing their attention towards learning and increasing academic achievement to enrich their knowledge, and it also allows researchers to view models whose presence is attributed in one place ( Artifacts, geological fossils, paintings, machines, tools, jewelry, etc.) and providing the opportunity to conduct historical, social, scientific, artistic and literary studies on them.

**4. Educational:** it helps the visitor to connect, bring closer and touch the past and the present, and instill in the hearts of young people and youth pride in the national heritage and history, and strengthen their national identity of the country to which they belong.

**5. Touristic:** Museums attract groups of tourists from all over the world to get acquainted with the cultural heritage of the country, and allow visitors to deal with the exhibits directly, which makes the information lingering and entrenched in the mind and knowing the historical evidence of the characteristics of each era or era and period of time or spatial and the ease of dissemination The culture of the country to other civilizations, and therefore it is considered an economic attraction factor and a stimulant for the tourism industry.

#### **Fourth: Objectives of Museums**

The main objectives of museums are: (Salman, 45, 2012):

1. Reviving the cultural heritage of peoples according to a methodology and philosophy that helps in spreading and developing culture and knowledge and transferring previous civilizational experience to successive generations with the aim of achieving optimal cultural communication between generations.
2. Contribute to bringing about and encouraging the required positive social changes by formulating creative human ideas and spreading the spirit of cooperation and peace.
3. Creating a continuous link between the people and the museum by organizing lectures, holding parties, holding continuous exhibitions, and taking advantage of national occasions and holidays to encourage people to visit museums.
4. Contribute to the national economic development by contributing to the revitalization and encouragement of tourism.
5. The museum is no longer a place that contains collections and collectibles on display, but it is an educational, scientific and laboratory organization.

#### **Fifth: Definition of Islamic Museums**

Based on the definition of the museum in general, and also based on the divisions of museums, it can be said that the Islamic Museum is “an institution, center, or institute for preserving and displaying collections of Islamic art and artifacts that cover certain periods of time, working to serve and develop society, and seeking to introduce Islamic culture and civilization.” (Al-Bahnsi, 13, MS).

The Islamic Museum, then, is the safe place in which the Islamic heritage is preserved: cultural, artistic, industrial, natural and historical, throughout the various Islamic eras.

Linking the museum to the Islamic one determines the nature of this museum, as this designation can be considered as a general classification that can then be divided according to its specialization. It is not possible to include the Islamic Museum within any specific department, such as the department of antiquities, art, or natural or medical sciences. Rather, it is an independent department. It includes a group of typical classifications, namely: the Department of Manuscripts, the Department of Antiquities, the Department of Arts, the Department of Medical and Natural Sciences, and so on.

The Islamic Museum is linked to the historical civilization of the Islamic nation, which reflects the culture, art, education and history all linked to Islam.

Sixth: Distinguished models of Islamic museums in Arab and Islamic countries

In the Islamic world there are honorable and developed models of Islamic museums, and among these distinguished museums in general, we mention the following: (Banani, 122, 2018 AD):

#### **1. Sharjah Museum of Islamic Civilization**

One of the most important museums in the UAE is the Emirate of Sharjah. It aims to preserve and display antiquities and introduce them to the public, as they are an invaluable treasure. This museum tells stories dating back to the Stone Age. Its new building was opened in 1997, and it houses in its halls artifacts dating back to ages. The history that preceded the onset of the dawn of Islam, especially the ancient stone age, including utensils, pottery pieces, stone and metal artifacts, as well as ornaments, jewelry, coins, statues of animals and small people, in addition to models of skeletons, burials and houses discovered in several sites scattered in the lands of the emirate and dating back to the aforementioned time period, The museum is located in the suburb of Helwan, close to the famous Culture Square in Sharjah. It is the first museum specialized in antiquities in the UAE, and displays archaeological discoveries that were found in the emirate, dating back to pre-Islamic times. These discoveries came as a result of the unremitting efforts of

archaeologists whose missions flocked to Sharjah. Since the beginning of 1973 until the present time, it is also the result of the efforts of the local excavation mission that began its work headed by Dr.

## **2. Sharjah Heritage Museum**

It was opened in 2012 in its new look in the Sharjah heritage area, after it underwent an expansion and development plan, and it was opened in early 2003. This museum displays the rich customs, traditions and culture of the Emirate of Sharjah and its preservation as a source of pride and inspiration for the people of the Emirates to see the heritage of their ancestors through modern halls and renewable.

The museum seeks to enrich the cultural and artistic life of the Sharjah community and its visitors at the local, regional and international levels through its Islamic art holdings, programs and services. Since the opening of this artistic edifice, it has become the largest exhibition hall in the Gulf region containing permanent and temporary exhibits of famous artists.

## **3. Dubai Museum**

The Dubai Museum is located in Al Fahidi Fort, the oldest standing building in the city, and includes delightful displays depicting daily life in times before the discovery of oil in Dubai in the 1960s. This museum, which opened in the year 1971, features art galleries depicting ancient Arab homes Mosques, heritage markets, date farms, desert and marine life. The museum also includes a presentation on diving to extract pearls, with a display of groups of weights, scales and sieves of pearl merchants. You can also learn about artefacts coming from Africa and Asia and see what was found locally through multiple excavations dating back to the third millennium BC, in addition to the past and present Islamic heritage.

## **4. Museum of Islamic Antiquities in Istanbul, Turkey**

The Museum of Islamic Antiquities, which includes a large number of Turkish Islamic antiquities and ancient manuscripts, is located in Sultan Ahmed Square in Istanbul, Turkey. It was initially a private palace for Ibrahim Pasha, a minister and husband of the daughter of Sultan Suleiman the Magnificent, and in 1983, the museum was converted from Sulaymaniyah College to this Palace to be a stand-alone Museum of Turkish Islamic Antiquities.

It is one of the rarest museums in the world in terms of exhibited manuscripts, which date back to the period between the eighteenth and nineteenth centuries, and their numbers reach 15,000 manuscripts. In addition, luxurious hats and carpets are displayed, representing different civilizations and cultures of the Turkish people.

## **5. Museum of Islamic Antiquities in Al-Aqsa Mosque**

One of the main important landmarks in the blessed Al-Aqsa Mosque, and one of the symbols of Islamic civilization and its wonderful arts. It was established by a decision of the Supreme Islamic Council in 1923, with the aim of preserving and highlighting Islamic antiquities in Al-Quds Al-Sharif. The museum includes many artifacts and artifacts that express the treasures of Islamic civilization. It is located in the southwestern corner of Al-Aqsa Mosque Square.

It also includes a rare collection of Mamluk Qur'ans and documents. The number of the Qur'ans is 266. The oldest of these Qur'ans is a Qur'an written in Kufic script that dates back to the fourth century AH. affairs of social and economic life.

## **6. Museum of Islamic Art in Cairo**

It is the largest Islamic art museum in the world, as it includes among its flanks a variety of Islamic arts collections from India, China and Iran, passing through the arts of the Arabian Peninsula, the Levant, Egypt, North Africa and Andalusia.

The museum was opened for the first time in 1903 AD in Bab al-Khalq Square, one of the most famous squares in Islamic Cairo, and next to the most important models of Islamic architecture in its various eras that indicate the prosperity of Islamic civilization, such as the Ibn Tulun Mosque, the Muhammad Ali Mosque in the Citadel, and the Citadel of Salah al-Din.

It has been called by this name since 1952 AD, because it contains antiques and pieces of art made in a number of Islamic countries, such as Iran, Turkey, Andalusia, the Arabian Peninsula, etc., and before that it was called (Dar Al-Athar Al-Arabiya).

## **7. Dar Al-Madina Museum for Architectural and Cultural Heritage**

A specialized museum for the history, cultural and urban heritage of Medina, and reveals the features of its Islamic heritage and civilization and the fragrance of its glorious history, since the migration of the Prophet, may God's prayers and peace be upon him, to it, and until our current era.

### **Seventh: Museums of the Holy Shrines in Karbala (Research Community)**

#### **1. Museum of the Holy Hussain Shrine (Official Website of the Museum)**

The museum contains hundreds of valuables and rare pieces donated by princes and sultans, especially the kings of India, the Turkish sultans, the princes of Persians and Arab Muslims, in addition to ministers, dignitaries, merchants and Muslims from various Islamic countries, of which only a small part remains, as many of them were stolen at the hands of the traitorous groups that used to On the immaculate Husseini shrine throughout history, where the shrine was robbed during the Abbasid era, the Ottoman era, the Salafi Wahhabi era, and the Saddam era, but there are some valuables that were delivered from the aggressor hands and are now displayed in the Blessed Museum, and there are many exhibits that the place did not accommodate for display and will be displayed after the museum is expanded.

The museum was established in 2009 at the beginning of the first seed. It found a land that was prepared as a plow to plant that blessed seed, which is the museum hall that was previously prepared by the General Secretariat of the Holy Husayni Shrine, where it began to inventory the holdings in and outside its stores by the manual and computer method, as it was entered into a database supported by pictures the moment it was received. And after the completion of the maintenance process, he found a lot of important and speaking holdings that are suitable to be the best exhibits for a good museum, and then he started a project to maintain, clean and prepare these holdings so that they can be displayed later, benefiting from the experience of the Iraqi Museum, especially the maintenance department, through their direct supervision of the maintenance work in a distinguished manner.

For all of the above philosophical ideas, works of art, and lighting, it was the product of a large group of technical cadres of the Holy Shrine who put their dreams in the touch of reality, and there was a final paragraph, which is the documentation of information in a purely scientific way, avoiding criticism and artistic criticism. Imam Hussein, peace be upon him the first), which included a large group of professors of history and antiquities and specialists in this field who added support with information and the legal and legal formula in writing the details of the pieces and with all dedication and sincerity and a simple staff and big hearts and put this museum in the ranks of the international museums that are referred to as Lebanon and even has This museum would be the best because all museums in the world have human visitors, except for the Museum of Imam Hussein (peace be upon him), whose visitors are angels and humans.

The feasibility study of this project was effective before its inauguration, as those in charge of it were certain that tens of millions of visitors to the Holy Shrine aspire to visit its museum, and this is what was really on the ground.

The museum structure includes:

- Director of the Museum: works within the authority entrusted to him and sets plans for the development and management of the museum, coordinates its activities, follows up the documentation and maintenance of its archaeological holdings, allocates financial allocations in the budget to enhance it with rare and attractive antiques, conducts studies and statistics, prepares technical reports, manages subordinates and develops their skills, and develops procedures And securing occupational and public safety and health requirements.
- **Administrative Division:** It is the vital nerve of the museum, which came into existence with the beginning of the establishment of the museum edifice in 2009. The importance of this division emerged from the amount of work it accomplishes, and it is considered one of the divisions of great importance in the work of the museum, as it constitutes the main pillar in the overall work. It is considered as the link between all departments, as it works hard to reach the optimal state represented by the completion of the tasks entrusted to it to the fullest.
- **Honoring Division:** It is one of the very important divisions in the museum, where the focus of its work is hosting local and international delegations and welcoming them in a way that befits the reputation of the Holy Shrine in general and the museum in particular. To provide accurate answers to guests' inquiries related to the museum.

- **Maintenance Division:** It has a major role in showing the museum's holdings in a beautiful way that pleases the viewers. The maintenance staff worked from the establishment of the museum in 2009 until the date of its opening in 2011 with its utmost efforts, using the expertise and skills it gained through the courses provided by the staff of the Iraqi Museum and Italian experts. In the field of antiquities maintenance, despite the difficulty in the maintenance process, because the holdings were stored in an absurd way at the time of the defunct regime, and some of them were greatly damaged, but the sincere spirit in the work brought its fruits represented by what we see today in following international frameworks in the way of presentation, distribution of lighting and interior design, so these elements merged together and made it the focus of attention locally and internationally.

## **2. Museum of Holy Shrine Of Abu Fadhl Al-Abbas (Official website of the museum)**

Known as the Al-Kafeel Museum of Treasures and Manuscripts, it is located in the courtyard of the al-Abbas's (p) holy shrine, adjacent to the Qibla Gate. It was opened as the first museum of valuables and manuscripts in our holy shrines in Iraq in 2009 AD, on the anniversary of the birth of Hawraa Zainab, peace be upon her.

The museum structure includes:

- **Management Division:** The museum management plays a fundamental role in the development and organization of the museum. The museum director is responsible for leadership and vision, and he is responsible for making decisions regarding the organization of the museum and the services it provides to visitors.
- **Maintenance Division:** It maintains and restores pieces and monitors them during display and storage. A restorer of organic materials and a restorer of inorganic materials works in the laboratory. It also includes various specializations such as chemistry, biology, and craftsmen such as a glass and plastic technician, a carpenter technician, an electrician technician, and others.
- **Documentation Division:** It is of fundamental importance for the management of collections, research and public services. It includes entry and control of inventory and records. It deals with manual and electronic systems. Access database and Visual Basic are used. It includes several specializations in statistics, programmers, typists and librarians.
- **Exhibits Division:** It is the most popular element in most museums, and in it there is direct contact and interaction between the visitor and the museum's collections. Here, too, there is an opportunity and provides a place for any individual, regardless of his age or social and economic status, whether alone or in a group of individuals, to see the real artifacts and communicate and interact With it through display techniques, the exhibition hall is a means of communication targeting large groups of the public for the purpose of conveying information, ideas and feelings related to the physical evidence of man and the surrounding environment with the help of visual methods and tangible methods.
- **Warehouse Division:** It is used to store materials in scientific ways, according to each type, and by using designated materials so that they do not affect the precious ones through preservatives and repellents, and fogging them according to a schedule, monitoring the warehouse atmosphere of heat and humidity, giving each material a warehouse number for easy access, and recording the entry and exit of materials.

These are examples of some Islamic museums in the Islamic world, which are characterized by the artifacts they contain, and civilized perceptions of the prevailing lifestyles in these countries, which is an honest expression of the cultural, civilizational and intellectual diversity of the countries of the Islamic world. These museums also exist in some Western countries, where they display art The authentic Islamic and the deeply rooted Islamic culture.

### 3<sup>rd</sup> Topic

#### Theoretical Aspect of Cultural and Touristic Awareness

##### **First: Concept of Awareness**

##### **1. Awareness Linguistically**

Awareness is the preservation of a thing. The congregation of people. Awareness of the bone is conscious: if it holds together upon healing. So, he absorbed it: that is, absorbed him, and likewise: the earth absorbed



them. It is the link of the lobes and the wrist. And yes, the shepherd of the orphan, meaning his guardian. The mourner: The one who cries out for the dead, and no action can be built from it (Al-Talqani, 185, 1994). Consciousness is the preservation of the heart. And the awareness of the thing and the hadeeth makes it consciously aware and aware of it: memorizing it, understanding it, reasoning and accepting it, so he is conscious, and so-and-so is more aware than so-and-so, i.e., memorize and understand (Ibn Manzoor, 396, 1993).

The Conscious: The noun of an active person who is conscious, and he is aware of things and the issues of his time (Al-Ayed et al., 1321, 1989).

In the Holy Qur'an, a number of verses include the meaning of consciousness, including the Almighty's saying:

- **(But Allah knows what they hide inside) (The Rupture: 23)**

- **(To make it a lesson for you—and so that those who have retained ears may retain it) (The Reality: 12), aware of what you have heard.**

- **(And accumulated and hoarded) (Ways of Ascent: 18).**

## 2. Awareness Idiomatically

The concepts of awareness varied greatly among the academic community, due to the diversity of sciences in which awareness enters, including:

- Awareness in sociology: It is the state of the mind in a state of awareness, and it means the direct communication of the mind with the external environment through the windows of awareness represented in general by the five senses of man (Calhoun, 644, 2017).

- As for the philosophical concept of awareness: it is the essence of man that distinguishes him from other living beings, and it is of two types: the first is spontaneous awareness, as it accompanies man's thoughts and behavior. The second is psychological awareness, which is the awareness that is associated with the set of sensations and feelings that lie in the depths of the self. This awareness appears in practical life and is embodied in the form of political or moral awareness (Emmanuel, 56, 2012).

- In another definition, awareness is a person's awareness of himself and what surrounds him directly, and awareness is the basis of all knowledge (Saleh, 38, 2018). It is clear from this definition that there are three elements that make up the concept of consciousness: a person's direct awareness of what surrounds him, his self-awareness, and his integration with others.

Awareness, in a comprehensive definition, is a person's awareness of reality and things, because without it, it is impossible to know anything. Therefore, it is described as the intuition that occurs to the thought regarding its states and emotions, and it is the light that reveals the inner self (First, 40, 1987).

## Second: Types of Awareness

Awareness generally has four types, which are (Qasim, 33, 1998):

**1. Spontaneous Awareness:** It is a person's performance of a specific activity without requiring a great mental effort in a way that does not preclude the practice of other mental activities.

**2. Intuitive Awareness:** It is a direct and sudden awareness that makes a person aware of things, relationships, or knowledge, without the ability to come up with any inference.

**3. Reflective Awareness:** It is the awareness that requires a strong mental presence and is based on high mental abilities, such as intelligence, perception and memory, and prevents us from engaging in any other activity, which is the opposite of automatic awareness.

**4. Normative Awareness:** It is the normative awareness that makes a person pass judgment on things and behaviors to reject or accept them based on moral convictions, and this awareness is related to the extent of a person's sense of responsibility towards himself and others.

## Third: Levels of Awareness (Al Haddabi, 2016)

Awareness is divided in terms of level into two important parts:

**1. Individual Awareness:** It is the awareness that is at the level of individuals, and is mainly related to the efforts made by individuals personally on two levels:

- The first: is the one that is linked to the public sphere: that is, awareness of reality and the life that surrounds the individual.

The second: It is associated with **Specialized Awareness:** which has become a feature that distinguishes this era from previous eras, as the current education system, which imposes the principle of specialization in a

field, contributes greatly to refining specialized awareness in a field of the individual, while in the past, cognitive awareness was The specialist in scientific fields is almost general, and this explains the existence of scientists who were familiar with astronomy, medicine, art, and others.

There is a group of opinions indicating that the fields of human knowledge with its different scientific branches are interrelated, and therefore a person must be familiar with them, provided that he specializes independently in one of them, so that his level of scientific awareness is at an advanced level.

**2. Collective Awareness:** It is linked to the knowledge that forms the system of life, which in turn shapes the behaviors of society, in the sense that individual awareness can form community awareness by devoting the exchange of knowledge and transforming it into behaviors and laws that regulate all forms of life in society, and thus society becomes more mature, influential and productive, Therefore, we find that many peoples have been able to progress and move very effectively in various aspects and fields of life after they were able to transform the individual consciousness of their scholars and thinkers into a societal awareness and behavior that led change in those societies.

#### **Fourth: Domains of Awareness (Al-Hadabi: 2016)**

There are many types of awareness according to the fields of knowledge, but we will focus here on basic types of knowledge, which are not necessarily related to the specialized field of the individual.

**1. Moral Awareness:** the most important field of awareness because it contributes greatly to the development of human feelings towards things and others.

**2. Political Awareness:** Its importance lies in the fact that human civilization today stands on specific political principles that govern the world. It is true that these principles are not largely identical with human values, but today they have become a reality that individuals must understand clearly so that they can interact with it in a manner that takes into account their interest. And their affiliation, their existence and their identities.

**3. Environmental Awareness:** Familiarity with environmental awareness has become an urgent necessity due to the life-threatening effects of pollution in general, and knowing the causes of that pollution in order to limit the exacerbation of environmental crises.

**4. Economic Awareness:** This awareness is linked to several areas that form the stage that separates the developed peoples from the peoples of the third world, as some developed peoples do not, in fact, have natural resources to build their economic superiority, but they depend mainly on economic awareness that forms the culture of the people to be productive in various fields.

**5. Cultural and Cognitive Awareness:** These two types are almost related, but the first is generally related to the literary and artistic aspect, while the other is related to various scientific fields. the level of individuals or the level of groups, or even at the level of other societies.

#### **Fifth: Concept of Tourism Awareness**

Tourism awareness is one of the most important pillars of tourism activity, and it cannot be overlooked when planning tourism development, as tourism awareness is of great importance in improving the tourism image in society, and reducing some of the negative effects that accompany the tourism process in any country, and this is through building an educated society As a tourist, he has a lot of awareness of the various necessities of life, in addition to full knowledge of the importance of the achievements and successes achieved by the tourism sector and the opportunities and economic gains that this sector offers that are ultimately reflected in the members of society (Bouderbala, 365, 2014).

Tourism awareness is defined as: the extent of know-how, knowledge, and familiarity, as well as the general cultural level that characterizes the sources and elements of tourism demand, and the consequent knowledge of all available tourism alternatives, and then achieving the best possibility of enjoying tourism activity in general (Al-Sharie'i, 127, 2009).

It is also: one of the elements influencing the process of promoting tourism in any region of the world, it is an element that helps expand the tourism horizon of (the population and workers in the field of tourism) in how to deal with the local or foreign tourist who practices tourism activity in their region (Al-Yasiri, 259, 2012).

Tourism awareness is a type of specialized individual awareness and comes from many areas, including the general culture of the person, the extent of his awareness of the importance of tourism, or the importance of

the visited site, and the extent of the influence of the media on the personality of individuals, and the extent to which they understand the message of these means and their entry into the depths of the human personality, to achieve persuasion to visit This site is owned by or operates on.

#### **Sixth: Importance of Tourism Awareness**

The importance of tourism awareness for residents and workers in the field of tourism lies in the following (Bazaou, 2012):

1. Reinforcing the concepts of tourism and accepting the tourist as a desirable person, and the dynamic component of tourism, regardless of his habits and affiliations.
2. It helps in enhancing belonging and loyalty to the homeland by sensing the national gains resulting from tourism.
3. Preserving the natural and human tourism potentials and manifestations of civilization and urbanization.
4. It directly affects the tourist's choices and behavior towards the tourist destination, whether the reception is spacious and professional.
5. Improving the mental image of the tourist by disseminating the workers' awareness of professional ethics, public morals and etiquette, especially since the tourist to a region conveys his perceptions, aspirations and observations to the members of his community.
6. Spreading tourism awareness helps the continuity and repetition of tourism in the same destination area and helps continuous tourism development.

#### **4<sup>th</sup> Topic**

#### **Practical Side of the Research**

Testing the research variables in the field and applying its hypotheses in reality is one of the most important methodological steps in scientific research and studies, as it confirms the accuracy and scientific side of the knowledge field to which these variables belong.

The use of the mathematical method to analyze the results of this scientific test enhances the goals and directions of the research, and to achieve this, the necessary data was collected through the questionnaire and the research hypotheses were tested.

The practical framework of the research (the role of museums in promoting cultural awareness - a study of a sample of visitors to the shrine museums in the holy city of Karbala) included the design of a questionnaire that included two axes, divided into multiple paragraphs. Each paragraph includes a scientific question in the framework of the research. The holy shrine and the al-Abbas's (p) holy shrine (equally 25 questionnaires for each museum) targeting a sample of the blessed visitors of the two museums (50) questionnaires, which were collected and none of them were retrieved or neglected, using the Likert Tri-Scale for the purpose of analysis.

It includes the analysis of the research variables according to the answers of the study sample in general and as follows:

#### **First: Analytical Presentation of the General Information of the Research Sample**

1. The research sample included (70%) males (35 males) compared to (30%) females (15 females), which indicates that males are more interested in visiting museums.
2. The age group of the target sample was confined between the categories (20-29) years, (30-39) years, and (40-49) years, as the age group (20-29) years achieved a rate of (80%) with (40) an individual, while the age group (30-39) years achieved the value of (10%) by (5) individuals, and the age group (40-49) achieved a rate of (10%) by (5) individuals, and this indicates that the category Young people are the ones that achieved the highest percentage of visitors to museums.
3. With regard to educational attainment (certificate), the (preparatory) certificate achieved the highest rate among the other certificates and constituted (80%) by (40) individuals, and the (elementary) certificate constituted (8%) by (4) individuals. And the (intermediate) certificate achieved a rate of (6%) by (3) individuals, and the (Bachelor's) certificate constituted (2%) by (1) individual, and the (Master's) certificate accounted for (2%) by (1) individual. 1), and a (PhD) certificate constituted (2%) by (1) individual, while certificates (illiteracy and diploma) did not achieve any indication, and this indicates a medium-educated segment with an interest in visiting museums and acquiring various cultures.

4. It is clear from the results of the questionnaire that (90%), with (45) individuals only, are internal or external visitors, so their percentage was (10%), with (5) individuals only, and this is due to the Corona crisis and the difficulty of moving between countries.

5. It was found by marking the city field that the rate is (50%), with (25) individuals. Half of the sample are from the holy city of Karbala and its affiliated areas (Karbala-Al-Hur, Karbala-Hindi). This may be due to the partial curfew measures that It included all Iraqi cities and the questionnaire was conducted during it, and the percentage of (10%) by (5) individuals from the city of Hilla, and the percentage (10%) by (5) individuals from the city of Najaf, and the percentage (10%) by (5) individuals From the city of Baghdad and its environs, and its rate is (8%), i.e. (4) individuals from the city of Basra, and its rate is (4%), i.e. two (2) individuals for each of the cities (Diwaniyah, Dhi Qar, Samawah), which indicates the diversity of turnout and curiosity of visitors from various cities of Iraq.

**Second: Analytical Presentation of the Results of the Research Sample Answers**

**This presentation includes simple statistical analysis using the percentages of the questionnaire items and according to the three-pointed Likert Scale, as shown in the following table for the sample studied:**

Par	Scale						Total Percentage %	Total Sample Individuals
	Agree	%	Neutral	%	Do not Agree	%		
X1	10	20%	30	60%	10	20%	100%	50
X2	5	10%	5	10%	40	80%	100%	50
X3	50	100%	0	0	0	0	100%	50
X4	50	100%	0	0	0	0	100%	50
X5	40	80%	10	20%	0	0	100%	50
X6	50	100%	0	0	0	0	100%	50
X7	50	100%	0	0	0	0	100%	50
X8	50	100%	0	0	0	0	100%	50
X9	50	100%	0	0	0	0	100%	50
X10	40	80%	10	20%	0	0	100%	50

Below is an analytical presentation of the results of answering each question of the questionnaire, where each question was indicated in the form of an (X) with the specific question number. My agency:

(X1): It was found that the respondents tended to agree by (20%) with (10) individuals, neutral by (60%) with (30) individuals, and disagree with (20%) with (10) individuals, for the first question of The questionnaire, which indicates that most are neutral in their knowledge of museums and their most important types, departments and functions, which requires greater awareness and a broader culture added in a new way.

(X2): It is clear that the respondents tend to agree with a percentage of (10%) with (5) individuals, neutral with a percentage of (10%) with (5) individuals as well, and disagree with a percentage of (80%) with (40) individuals, for the second question. From the questionnaire, which indicates that they did not know the history of building and establishing the museums of the holy shrines in Karbala, despite the presence of detailed construction and establishment details on the website of the shrines as well as their main doors.

(X3): The percentage of the response to the third question was impressive, as (100%) agreed with (50) individuals completely agreeing that the exhibited holdings meet the visitor's ambition to increase his cultural awareness of historical periods and facts related to them.

(X4): It was found that the respondents tend to agree completely (100%), with (50) individuals, on their endeavor to know the historical aspects of the exhibited collectibles and valuables, which indicates that their goal of viewing and visiting the museum is to increase cultural awareness of the historical events that include what is displayed .

(X5): The results show that the respondents tend to agree by (80%) with (40) individuals, neutral by (20%) with (10) individuals, and disagree by (0%) for the fifth question of the questionnaire, which indicates

However, there is a diversity of cultures in the collections and valuables on display, which date back to Islamic eras and various events throughout the ages.

(X6): What is displayed in museums gives an increase in perception and new knowledge to the visitor completely, as the sample answered completely in agreement with (100%) by (50) individuals.

(X7): There is an increase in the cultural and tourism awareness of the research sample by (100%) by (50) individuals through their answers towards the method of reception and the qualitative and quantitative presentation of the collections and exhibits by the museum.

(X8): It was found from the sample's answers that they will be keen to visit the museums repeatedly through a rate of (100%) agreed by (50) individuals, thus increasing cultural and tourism awareness.

(X9): In view of the importance of attending conferences, festivals and exhibitions related to the activities of museums in the future, the results of the answer to the ninth question of our questionnaire came with a full percentage of (100%) by (50) individuals, which indicates the extent of the visitor's awareness and knowledge of what he saw and acquired from museums.

(X10): The results of the tenth question show that (80%) of (40) individuals agree and seek to develop cultural awareness through reading research specialized in museology, and (20%) of (10) individuals are neutral, and this is one of the important things in Developing all kinds of awareness for the individual, including tourism, to preserve the historical heritage in the future.

## **Conclusions and Recommendations**

### **First: Conclusions**

Based on the field results (the results of the questionnaire), the researchers found the following conclusions:

1. The concept of museums and their types has become clear now through our presentation of the questionnaire or through what the museums of the holy shrines have done in Karbala and the information they have offered on their websites or field sites in terms of definitions or identification panels.
2. The emergence of an active role for museums in promoting cultural awareness in general and tourism awareness in particular.
3. Museums played a clear role in increasing the awareness of the visitor through the exhibits and collectibles that were displayed in the museums and their cultural impact on them.
4. The museums of the holy shrines have a quantitative and qualitative role in enhancing the knowledge that the visitor derives during the period of his visit reversed through the proximity of the museum's location, the spiritual atmosphere of the place, and the contents of the noble treasures that contain in their spirit various historical events.

### **Second: Recommendations**

1. Urging researchers to deal with museums in their research, to show our museums scattered throughout Iraq in their proper form, and to shed light on their most important exhibits and the time periods they passed through.
2. A call to restore the Iraqi cultural heritage that was stolen and spread around the world, which all international museums are proud of, as it would spread cultural awareness and enhance the national and social belonging of the Iraqi individual.
3. Encouraging the administrations of schools, institutes and universities to visit museums and tourism facilities throughout Iraq to increase knowledge and build a conscious generation that will help spread the country's culture throughout the ages and preserve the cultural heritage towards effective and distinct sustainability.
4. A call for the establishment of new specialized museums in Holy Karbala that display the most important scientific, cultural, religious and other productions of the city, for example: (The Tuff Incident Museum, the Wax Museum of Karbala figures, the Museum of Wahhabi attacks on Karbala, the Museum of the Shaaban uprising and the commemoration of the martyrs, the Karbala Heritage and Folklore Museum, Popular Mobilization Museum, Museum of Natural Sciences, and many others).

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