

The effect of the halls (Collectibles) of the Iraqi National Museum in revitalizing cultural tourism

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Abstract

The museum is a way to attract tourists at the local and international levels by making it a witness to the civilizations that have passed and the record of the events that occurred. Therefore, we find this cultural facility important in preserving the various knowledge and sciences that are the product of society through centuries and years and transferring them to societies to consolidate belonging to them, where the existence of the nation and its entity are linked. Because of its culture, the museum exhibits are considered from the collections, which is the language spoken by its visitors, and the main objective of the display is to activate the cultural role of the public. The main attraction of cultural tourism through its holdings as a witness to the cultural and heritage renaissance. Museums are a cultural medium and bond with me. The human being, his history, his national affiliation, and determining the status of the civilized and international homeland.

Introduction

The development of aspects of life in all aspects and the openness of societies directly affected museums, as they became educational and cultural centers and institutions that attract all members of society at all levels and segments. And entertainment and entertainment. On the educational side, the patriotic sense was distributed among members of the local community by fueling feelings, pride and pride in belonging to their ancient human civilization, and that most countries of the world established museums to achieve cultural, educational, historical and economic goals and to attract the largest number of tourists. Centers for interaction between local communities and visitors and a reciprocal relationship between museums and tourism, as well as tourism has a role in revitalizing museums by increasing the number of visitors and contributing to attracting tourists and thus will activate the cultural tourism movement at the local level of the host country.

Methodology:

Research methodology represents a series of organized steps undertaken by the researcher for the purpose of studying a specific topic and reaching results that contribute to solving problems. The methodology is the beacon that guides the researcher during his research and the roadmap that leads him. Towards satisfactory scientific results.

a. Research problem: The research problem focuses on the importance and role of the Iraqi National Museum in revitalizing cultural tourism at the local and international levels,

which represents an important pattern of well-known and widespread tourist patterns due to the multiplicity of its types of tourism and work to develop the services necessary to attract visitors and deepen this role for current and subsequent generations.

b. The importance of the research:

1. Enhancing the positive role of the Iraqi National Museum and its importance as a tool from the cultural point of view of the country.
2. Getting to know the museum and its importance from an archaeological point of view, and the extent of its use in activating cultural tourism.
3. Introducing the current and future generations to the role and civilization of Mesopotamia through ancient times.

C. The aim of the research:

1. To highlight the reality of the museum in terms of cultural tourism.
2. Seeking to increase the number of local visitors by revealing the relationship between the museum and cultural tourism.
3. Presenting the halls of the Iraqi Museum with a brief explanation of each hall to convey a historical and introductory overview to the visitor.

d. Research hypotheses: There is a significant and statistically significant effect of the Iraqi National Museum in revitalizing cultural tourism.

Literature Review

1. Museum concept:

The linguistic definition of the museum in the Arabic language: “It is the place where archaeological artifacts are collected and collected by antiques. The medium is: “The locus of art and archaeological artifacts, and the collection is museums” (Al-Mu’jam al-Wasite, 2004, 82) and antiques mean the precious and precious piece of antiquities and it also includes paintings and books, meaning that it has artistic and rare value, and that the word “museum” is invoked in the minds as containing a group of expressions and ideas such as love Reconnaissance, learning, beauty and rarity.

The definition of the museum idiomatically: the definition of the museum as: “It is a building that contains collections of things, and is open for viewing, study and entertainment” (Al-Awami, 1984, 7) and also defined the museum as: “a permanent institution whose goal is not material gain, but education and entertainment and works in these The institution is an educated people, each in his field of specialization, they cooperate with the samples it contains, and present them with what is suitable for display. 1984, 8).

1.1. The establishment and development of the Iraqi National Museum:

After being appointed as an honorary director of ancient antiquities on a temporary basis by King Faisal I after his coronation as King of Iraq (AlQaysari, 1986, 27), she received a number of archaeological missions to excavate in a number of sites, the most famous of which is the joint mission of the British Museum and the University of Pennsylvania, the American University of Pennsylvania Headed by Leonardo Woolley, and as a result, Miss Bell obtained the privilege of excavation in the city of Kish, where rare and precious artifacts were found, and as a result of the continuous and extensive excavations, which motivated Miss Bell to think about establishing an Iraqi Museum of Antiquities in order to preserve her

efforts from loss, looting, looting and theft, but she faced many One of the difficulties in providing the appropriate place for this, she chose a small room in the Al-Qishla building and was named after the Babylonian stone chamber (Al-Waeli, 1967, 10). For these numbers of pieces, and as a consequence, the Iraqi government allocated a building for the Iraqi Museum on Al-Mamoun Street. In 1936, the contents of the museum were transferred to the new building, and the building was originally (The government press, as the building is wider and contains two floors. At the same time, the Iraqi government was very interested in constructing a new building, especially for the museum, to accommodate these finds, which are increasing day by day, and also for the purpose of displaying them. The choice of the new site was in the Al-Alawi area, next to Karkh, where the Iraqi government summoned the engineer German Warnermarch and for the second time in order to complete the design of the museum building, which had previously been called in 1932 after the old museum building was narrowed and developed designs where he designed an entrance similar to the Assyrian gates and a statue of the famous Lion of Babylon. The museum was neglected and its construction was not completed until 1951 and in 1957 after it narrowed The building, which is located on Al-Mamoun Street, and the government's desire to establish a new, spacious building characterized by international museum specifications, and in the midst of a great celebration attended by King Faisal II, ministers, administrators, delegations, diplomats, dignitaries and senior state officials, laying the foundation stone for the museum (Iraqi Museum Guide, 1966). The museum building overlooks Nasser Street And Al-Alawi Street, with an area of 4,500 square meters, and the building consisted of two floors in the middle of a square garden. Building according to international museum specifications and providing all modern means.

1.2.The importance and purpose of establishing the Iraqi Museum:

- a. In order to preserve the collections of antiquities in a safe place and protect them from theft, vandalism and extinction.
- b. The museum has a role in shaping cultural awareness for the people who visit it constantly.
- c. The establishment of the museum is in order to acquaint the tourist with the history, culture and civilization of Mesopotamia.

1.3.The style of display used in the Iraqi Museum:

The display method is a large number of artifacts distributed in different halls and according to the time periods to which the holdings belong (Mankil, 2013, 123), and newly made glass tanks have been placed and the artifacts were placed inside them in order and chronologically according to the historical stages and also for large-sized artifacts They are either installed on the walls as in the sculptures of the Assyrian hall, or placed on bases, and that each antique has a date and a museum number corresponding to the museum records (AlQusiri, 1986, 28). Each hall included a set of display cabinets for archaeological finds, statues and sculptures. The color of the wall paint and lighting according to international standards and the use of the best display methods. At the present time, the museum halls have been rehabilitated, especially after the events that took place as a result of the American occupation in 2003 and the subsequent looting, looting and destruction of the museum's holdings and the addition of new halls (called the modern aspect).

1.4. Exhibition halls in the Iraqi Museum:

A. Oridu Hall

Aretoa Hall, or so-called courtyard, which is located after the visitor crossed the fortified gate through the inquiries. This hall contains only three artifacts, all of which are original pieces, an external display (free), and the most important piece presented to a lion is placed on a high bench made of basalt stone. Its history dates back to the middle of the third millennium BC.

B. The prehistoric hall or the stone hall, extending from (100.00-3000 BC) This hall was named after Bahnam Abu al-Souf Hall in his honor. In this hall, the oldest artifacts discovered in Iraq on the different stone ages were displayed, a period that represents what man made by himself. These collectibles were found in caves and caves. This hall contains (23) cupboards. In this hall there is a very large group of archaeological artifacts, such as stone tools and tools made of stone, flint or bone, the remains of a skeleton of a Neanderthal man, a group of necklaces and helmets made of stone or seashells, fragments, red agate, and a group of small-sized statues.

C. The Sumerian hall extends for the period (3000 - 2350 BC)

It begins with the era similar to the book, and this era was called the era of the dawn of dynasties because of its capacity, and they divided it into three successive roles. (46) A display cabinet and one of the most important artifacts in this hall is the head of the Warka girl and the votive vessel. Also among the most prominent exhibits are the walls of temples from the city of Warka, which were silent on geometric shapes adorning their walls with proud clay cones and a model of the Eridu temple, and a musical instrument (Sumerian harp) was displayed.

D. The hall of the ancient Babylonian era, extending to the period (2350 - 1530 BC)

The effects of this hall go back to the Akkadian times, and the artifacts on display date back to the ancient Babylonian and Kashi eras, and their time dates back to the middle of the third and middle of the second millennium BC. Al-Bastaki is believed to belong to King Naram-Sin, and all the pieces displayed in this hall are original and the statue of the ruler (Kudia). The clay figure treasury, which contains geometric and statistical theories, and at the end of the ancient Babylonian hall an artifact displayed for the Hammurabi obelisk

E. The Assyrian Sculptures Hall, which extends from the period (1530 - 538 BC).

It is considered one of the largest, widest and most beautiful halls in the Iraqi Museum because it contains antiques that are characterized by hugeness. The sculptures were displayed in this hall as an external display (free) and included large-sized paintings hanging on the walls as they adorned the walls and temples of palaces. Some of the sculptures date back to the ninth and beginning of the eighth century BC. In the hall were two pieces of a winged bull that adorned the palaces and temples of Khorsabad, which was built by King Sargon II, as well as large statues of the king and a base for the throne. In the middle of the hall there is a large statue of the god Nabu, the god of wisdom and knowledge.

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G. The hall of the middle Assyrian period

We will move to two halls whose size is smaller than the Assyrian Sculptures Hall. They date back to the same historical period. The hall contains (13) cabinets in which Assyrian finds, royal writings, small metal and copper relics, including pins, cosmetics, and Assyrian statues, mostly in the form of animals and marble sculptures, were displayed. Dolls and glazed bricks of different colors were found, as well as artifacts representing marble slabs with various inscriptions, as well as displaying a statue of King AdadNirari III.

H. The Ivory Room extends from the period (858 - 824 BC)

This hall includes (26) cabinets that display a large collection of ivory artifacts in Nimrud dating back to Shalmaneser III. Northern Syria, which is scenes of animals and lions preying on bulls.

I. Hall of the Neo-Babylonian Era (Chaldean Hall) the period spanned (604 - 562 BC)

This hall included artifacts from the seventh and sixth centuries BC, which were found in many and scattered sites such as Babylon and Nabpur. Known as (Lorestan Bronzes).

J. The first urban hall, extending from the period (331 BC - the seventh century AD)

The hall contains (14) cabinets in which a group of archaeological finds were displayed, represented by pottery pots and Sassanid coins, a precious group of dolls made of clay, a group of clay dolls representing Hercules and bronze statues, in addition to the external display (free) represented by large-sized artifacts of the size of a human being. For people of the noble class, commanders of armies, statues of King Santrouk, and the most important feature of this hall are two huge headless statues of the god Hercules

K. Coins Hall

It is also called Abdullah Al-Sarraf Hall and is located between the first urban hall and the second urban hall.

L. Second Urban Hall

This hall is an extension of the first urban hall in terms of the historical period, and one of the prominent pieces in it is the eagle, which symbolized victory and pride for their armies. A statue of his daughter (Princess Shifri), colored and glazed pottery coffins, and a war deity (a small catapult). A mural was hung on one of the walls of the hall, representing a scene for a celebration (maybe a wedding party), in addition to the

presence and 3 cabinets in which a group of archaeological finds and pottery vessels were displayed.

M. The hall of the first pre-Islamic period

Most of the artifacts displayed in this hall date back to the Sassanid era, as the hall contains (17) cabinets in which a group of artifacts were displayed, (Considered magical writings) A spell that dates back to the Sassanid era.

N. The second pre-Islamic hall

In this hall appears the first appearance of the Christian religion. The hall contains (18) display cabinets. Among the most prominent exhibits are decorative and stucco panels from the city of Al-Hira, in addition to pieces of cloth engraved with drawings, and back panels with inscriptions of the cross and small pieces of ivory and a large vizier of glazed pottery from the inside and outside. And engraved decorations on it.

O. The first Islamic hall

The Islamic period includes a group of halls, all represented in the Islamic period in the various stages of the Umayyad and Abbasid periods. The first Islamic hall included (37) display cabinets starting with the Umayyad period. The most prominent of what was displayed in it was a group of gold coins (dinar) and coins of silver, and glass jars were found among the exhibits. It is painted with green paint and is in the shape of a hedgehog dating back to the Parthian period. A group of glass pieces and glazed pottery were also displayed.

P. The second Islamic hall

The period of the exhibits in this hall begins from the Abbasid era and ends with the Mughal period. This hall contains (30) display cabinets where a group representing copper bottles in a spherical shape and jugs engraved with ornaments and pieces of silver and copper pieces in addition to pottery were also displayed. Kufic writings and a group of flat seals of stones engraved with texts in the form of valves.

Q. The third Islamic hall

The exhibits of this hall also date back to the Abbasid period, as it contains frescoes with frescoes of different periods, and a mural of ancient Arabic kufic writing was found that is not original. The berries are decorated with geometric motifs and inscriptions belonging to the Imam Ibrahim Mosque in Mosul, and a door made of wood with two shutters inscribed on it with vegetal motifs and kufic inscriptions. It dates back to the mosque of the Prophet Jerjis in Mosul and dates back to the sixth century AH. A pulpit made of tamarisk wood on which geometric motifs and kufic writings were engraved from the Amadiyah Mosque in Mosul

R. The Coral Hall

It is a modern hall that was built in 2018 and is located inside or within the third Islamic hall. This hall was designed in the style of the Marjan Mosque, which dates back to the Galerian period. The ceiling of the hall is engraved with gypsum decorations and contains columns of wood, and in the middle of the hall a miniature maquette of the Coral School is displayed.

S. The Fourth Islamic Hall

This hall contains two cabinets in which fresco panels decorated with floral motifs and pieces with glazed inscriptions are displayed. The gypsum is decorated with floral motifs that date back to the Al-Nuri Mosque as well. A tractor made in the Barbot style was displayed in the hall.

T. Fifth Islamic Hall (Heritage Hall)

The exhibits of this hall range from the late Abbasid eras to the Ottoman periods. The hall included (15) cabinets in which a group of gold and silver coins dating back to the Safavid period, glazed pottery vessels, and a group of copper and bronze artifacts of various types dating back to the tenth and eleventh centuries AD, were displayed. This hall is a marble mihrab made by Ismail bin Ali bin Muhammad. It was decorated with vegetal and epigraphic motifs, and on the sides of it was written in modern calligraphy, as well as an entrance to a marble gate that was distinguished by its strange inscriptions. These inscriptions were in the form of snakes. This gate belongs to the shrine of the Imam.

2. Activating cultural tourism:

Definition of activation in the Arabic language dictionary: “It is a sincere practice of a work as it is intended for the mental or physical effort exerted by the learner in order to achieve a goal” (Faraj, 2009, 245), The linguistic concept of activation: “It is taken from the verb active, which means movement, movement, i.e. moving from stillness and laziness to vitality and movement, or activity from a place, i.e. exiting” (Ibn Manzur, 1997, 188-189).

The idiomatic definition of activation: “It is those various cultural, social, sports and recreational activities that a person practices in a free and voluntary manner outside the usual working hours with a certain group of people like him and directed by someone who is most brief in the interpretation who supervises these activities and ensures their implementation. Educational, moral and recreational....” (Noureddine, 1998, 233-259)

The concept of cultural tourism, as it was defined as “tourism of a mental nature in particular, as it seeks to know new things and new people, as well as to learn about their history and customs in the same real context in which they live, as it is a type of mobility tourism” (Kamel, 1957, 39).

It was also defined as “the individual’s ability and possession of a certain amount of knowledge, information, concepts, skills, attitudes and values that, in their entirety, constitute an appropriate background in order to conduct rational tourism behavior towards all aspects and aspects of tourism, as well as the processes necessary for planning, organizing and dealing with institutions, tourist places and tourists” (Zahran, 2005, 2).

2. 1.The importance of cultural tourism:

- a. Encouraging the desire for knowledge and knowledge and developing awareness in order to gain cultural, historical and civilizational information.
- b. Presenting the positive image of the cultural qualifications possessed by other countries in order to satisfy the students' need for recreation, comfort and enjoyment of watching nature while at the same time benefiting from science and knowledge.
- c. It encourages countries to preserve heritage and archaeological monuments and revive those monuments in a way that suits the desires of tourists and attracts their interest (McIntosh, 2002, 250).

2.2. Cultural Tourism Resources:

a. Museums

Museums have a special importance and place because they are the place where human products are collected in their splendor and rarity through ancient times to the present time, and that these products, whether they were military, artistic, or what were the products of man for his daily and personal purposes, as these places are a shrine that visitors go to for fun, watching and research (Al-Tayyib, 1996, 30).

b. traditional industries

The traditional industries are represented by the cultural production that extends back thousands of years and the interaction among local communities, including the civilizational and cultural values that it contains between them and other societies.

c. Archaeological and historical monuments

It is represented in the palaces, buildings and monuments that peoples built in ancient historical times that these buildings describe and express these successive civilizations through ages and years and that cultural tourism is not limited to the cultural heritage represented in archaeological sites and historical monuments (Malika, 2012, 7).

d. Tourism conferences and festivals

Conferences and festivals that are held in countries are marketing and cultural events and programs of all kinds. They are considered promotional activities, and countries at the regional and global levels are racing and competing to hold these various festivals, as they are called the tourism agenda, in order to attract the largest possible number of coasts or visitors. From the countries of the world (Skoul Tos, G&Isartas, 2012, 7).

2.3. The relationship between the Iraqi National Museum and the Activating of cultural tourism:

The museum and cultural tourism are a relationship and mutual roles characterized by their depth, as the museum has become one of the important aspects of tourism and is one of its

components, and the main goal of the museum is to increase the revitalization of tourism, especially cultural tourism, as this importance comes from the interdependence and relationship between the museum and the revitalization of cultural tourism from the importance of heritage Cultural and humanitarian, which bears the highest meanings indicating culture and history in which the history of nations has been embodied at various times. In the global civilization, since countries have made cultural, educational, historical and economic goals since their establishment and prepared them to activate and develop tourism to attract numbers of visitors, they are fields for interaction between local communities and tourists, and at the present time museums have become institutes of science, schools of culture and arts, and a means of entertainment and enjoying time watching museum shows and education. It presents information with attractiveness and suspense and is a source of cultural culture Tourism and media, civilized and tourist interface for countries, as it highlights the civilized and cultural features of the country (Coupon, 2010, 137).

3. Statistical aspect of research:

3.1. Tests of validity and reliability of the questionnaire

A.Confirmative structural validity through confirmatory factor analysis of the research variables halls (collectibles) and the activation of cultural tourism.

The researcher seeks to apply the confirmatory constructivist honesty method to the questionnaire items to confirm that the five items of the independent variable represent the halls the best representation, while confirming that the five items within the first dependent dimension represent the characteristics best represented, and the five items within the second dependent dimension represent the items best represented, and the paragraphs The four within the third dependent dimension represent species the best representation, and the application of the confirmatory structural validity test is used to confirm that the three dimensions (characteristics, elements, types) represent the promotion of cultural tourism the best representation, and the application of the confirmatory factor analysis method requires that the size of the studied sample be sufficient To apply this advanced statistical method, and to prove this, the researcher benefits from the value of the (KMO) scale, which will confirm that the sample size is sufficient to apply the confirmatory factor analysis if the scale value is more than (0.500). The confirmatory factor analysis is very efficient, as documented in the following table (1):

Table (1) Results of (KMO) Statistical Test

Study Interpretation	KMO Scale Value	Variables	
The results of the statistical test are significant in order to achieve that the sample size is sufficient to apply factor analysis to the study data with great efficiency	348.0	halls	independent
	22900	Activate of cultural tourism	dependent
{ The Kaiser – Meyer – Olkin Measure } word abbreviation : KMO			

Source: Prepared by the researcher according to the data of the confirmatory construct validity test

After proving that the sample size is sufficient for the application of the factor analysis, it should be checked that the condition for applying the confirmatory factor analysis method related to the necessity of the existence of significant correlations between the dependent dimensions (characteristics, elements, types) present in the promotion of cultural tourism, starting from the application of the statistical test (Bartlett Test). The results are as shown in Table (2), based on the data of the statistical analysis, and there is a significant correlation between (characteristics, elements, types) designated for the promotion of cultural tourism, and as shown in the following table.

Table (2) Results of the Bartlett Test

The researcher's comment on the results	probability value P - Value	Values Calculated Chi-Square	Variables
The results of the statistical test were significant in order to establish the possibility of applying the confirmatory factor analysis and provide the second condition of the application of the factor analysis	34333	189489	halls
	34333	9883409	Activate of cultural tourism
The criterion of significance for the test is that the probability value of the test is less than or equal to 0.05			

Source: Prepared by the researcher according to the results of SPSS V25

As for completing the confirmatory structural validity steps, the researcher chooses the most common and accurate basic compound method among the confirmatory factor analysis methods, based on the most important indicators of model matching quality, which gives a complete picture of the extent to which the model as a whole matches the data of the study, as it shows the data of the statistical analysis program Amos, the twenty-fifth edition, and the outputs The application of the factorial analysis method to the study data, as documented in detail in Table (3), Figure (1) and Figure (2), all of which were significant, confirming the fulfillment of the validity condition in the paragraphs of the questionnaire.

Table (3) data of the quality indicators of the model to measure the validity of the items of the study variables

Researcher's comment	Admission Standard	Indicators value		Matching Indicators
		Activate of cultural tourism	halls	
The overall results of the confirmatory factor analysis were significant	below5	511.5	.15.1	The ratio between the chi-square value and the degree of freedom The Relative Chi-Square

and thus document the validity of the representation of the items in the questionnaire for the subject of the study	If the value of the indicator is between 0.05 and 0.08, it indicates that the model matches to a large extent the sample data. Otherwise, the model is not accepted	.1..0	.1..0	Root Mean Square Error Of Approximation (RMSEA)
	The value of the index is between zero and one. The	.1110	.1015	Normed Fit Index (NFI)
	closer to one, the higher the match	.1050	.100.	Comparative Fit Index (CFI)
		.1050	.1005	Incremental Fit Index (IFI)
		.10.5	.101.	Tucker-Lewis Index (TLI)

Source: Prepared by the researcher according to the data of the confirmatory construct validity test.

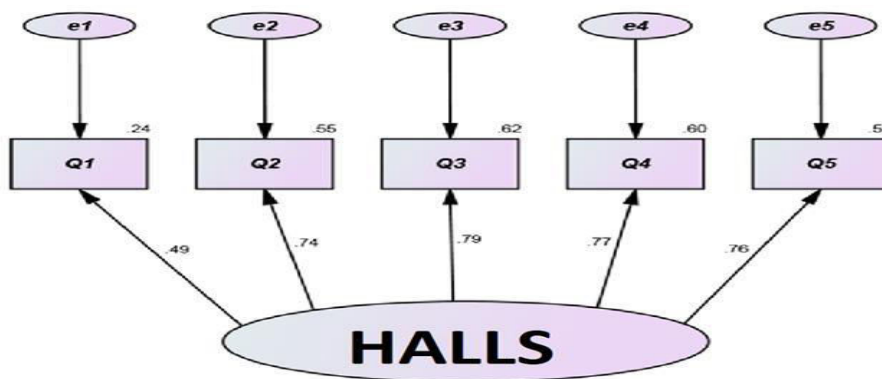


Figure (1) Scheme of confirmatory factor analysis for the hall scale model (according to AMOS data)

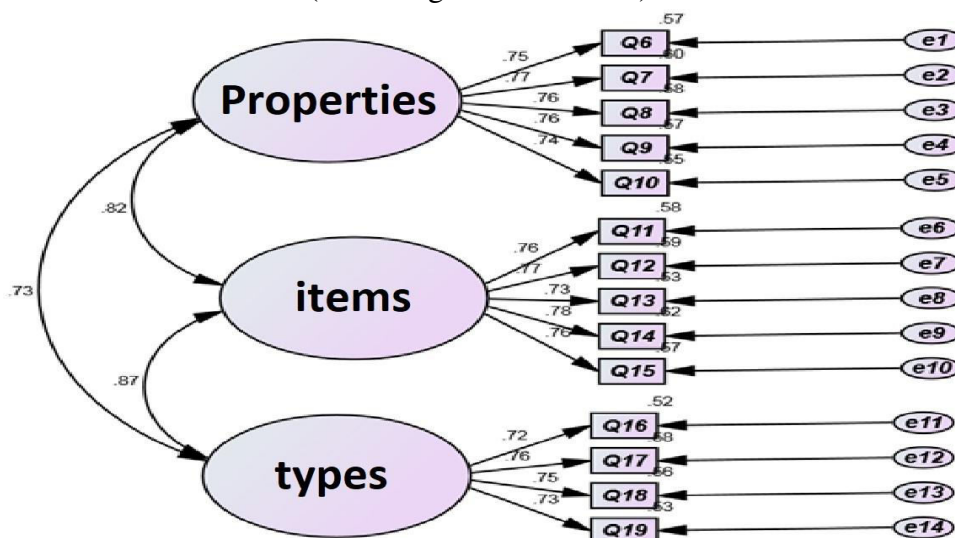


Figure (2) Scheme of the confirmatory factor analysis of the scale model for the Activate of cultural tourism (according to AMOS data)

B.Stability test:

To demonstrate the reliability of the data that the researcher will obtain from distributing the questionnaires to the sample members, the researcher invests in applying the reliability coefficient method (Cronbach's Alpha), and the results of the reliability test were all significant, as documented in Table (4). The table documents that the value of the stability coefficient for all the paragraphs of the halls has reached (0.825), which indicates the presence of high stability in the paragraphs of the independent variable because it is more than (0.700). The value shows that the paragraphs of the dependent variable of the test of stability were successfully skipped, thus bringing the value of the stability coefficient for the entire resolution paragraphs to (0.927), which is more than (0.700), which proves that the paragraphs of the resolution were successfully skipped to test the stability, and thus documents the existence of a very high stability in the total paragraphs of the resolution according to parameter data Persistence (Cronbach's Alpha).

Table (4) Results of the stability test according to (Cronbach's Alpha) method

Researcher's comment	stability level	stability coefficient Cronbach's Alpha	Study variables	
The presence of high stability in the Paragraphs of the halls	high	5.8.0	halls	X
The presence of a very high stability in the paragraphs of Activate of cultural tourism	very high	5.9.5	Activate of cultural tourism	Y
The presence of a very high stability in the overall paragraphs of the questionnaire	very high	5.9.0	All paragraphs of the questionnaire	

Source: Prepared by the researcher according to the reliability test data.

3.2. The descriptive analysis of the level of answers sample halls paragraphs (holdings) and paragraphs activate cultural tourism

The researcher reviews the data of the descriptive statistical analysis of the study variables in this topic, starting from displaying the response level of the sample members on the respondent response strength matrix, which is defined as an estimated scale according to the five-way Likert scale, as explained in detail in the following table:

Table (5) matrix of respondent response strength on the items of the questionnaire

The level of response by the respondent	The strength of the response on the paragraphs of the questionnaire	The weighted average value within the period	Category
very low	Not strongly agree	From 1 to below 1.8	first
Low	disagreement	From 1.8 to below 2.6	the second
Moderate	neutral	From 2.6 to below 3.4	the third
high	the agreement	From 3.4 to below 4.2	the fourth
very high	strongly agree	4.2 to 5	Fifth

While the researcher uses statistical measures such as weighted arithmetic means, standard deviations and relative importance in the process of descriptive analysis of the answers of the sample members to the items, dimensions and variables, the results of analyzing the levels of the study sample’s answers regarding the items, dimensions and variables of the study were as follows:

A. Analysis of the levels of sample answers regarding the independent dimension of the halls:

Table (6) focuses on that the weighted arithmetic mean value of the halls as one of the dimensions of the Iraqi National Museum amounted to (4,329) and they lived within the category between (from 4.2 to 5) in the respondent response strength matrix, to establish that the level of importance of the sample answers to the paragraphs of the halls It tended towards agreement strongly and at a very high level, with a standard deviation of (0.86), which shows the consistency of the study sample’s answers regarding the halls’ paragraphs, and the relative importance of the halls constituted (86.58%), which shows the agreement of most of the study sample members on the importance of the halls’ paragraphs.

Table (6) shows that the importance levels of the paragraphs within the halls dimension were distributed among the highest response level achieved by paragraph (5) among all the paragraphs of the halls, with a weighted arithmetic mean of (4.410) and a standard deviation (0.795), and a relative importance of (88.20%) to confirm This is the agreement of most of the study sample members on the importance of paragraph (5), which establishes that the Hammurabi obelisk appears at the end of the Babylonian hall, to describe the administrative, technical and leadership capabilities of that era. While Table (6) documents that paragraph (1) has achieved the lowest level of response among all the paragraphs of the halls, as the weighted arithmetic mean value was (4.074) and the standard deviation for this paragraph was recorded (1.016), and the relative importance formed (81.47%) to confirm This free display outside the cabinets contributes to making the visitor in direct contact with the antiques and more attractive and interesting.

Table (6) the level of answers of the study sample to the paragraphs of the halls

response level	Relative importance %	standard deviation	weighted arithmetic mean	the scale					Paragraphs	Symbol
				Strongly disagree	I do not agree	neutral	Agreed	Strongly agree		
				1	2	3	4	5		
				number	number	number	number	number		
high	81.47	1.016	4.074	6	11	35	74	91	The free display outside the cabinets contributes to making the visitor in direct contact with the antiques and more attractive and interesting	Q1
very high	88.11	0.851	4.406	3	5	19	64	126	Roaming inside the exhibition halls leads to a feeling of pride and national belonging	Q2
very high	87.37	0.846	4.369	2	4	22	69	119	The presentation of documentaries, maps and annotations are among the important illustrative means inside the exhibition hall	Q3
very high	87.74	0.792	4.387	2	3	21	74	117	The musical instrument (harp) in the Sumerian hall expresses a clear picture of the visitor in the development of art in that civilization	Q4
very high	88.20	0.795	4.410	2	3	21	69	122	The Obelisk of Hammurabi appears at the end of the Babylonian hall, to describe the administrative, technical and leadership capabilities of that era	Q5
very high	86.58	0.86	4.329	halls						X

Source: Prepared by the researcher according to the results of the SPSS V25 program

B.Descriptive analysis of the level of the sample's answers to the paragraphs of promoting cultural tourism.

It is concluded from Table (7) that the weighted mean value of cultural tourism revitalization as the dependent variable was recorded (4.221), which is within the category between (from 3.4 to less than 4.2) in the respondent response strength matrix, which indicates that the severity of the study sample’s answers regarding the revitalization of cultural tourism It tended towards agreement strongly and with a very high response level, with a standard deviation of the dependent variable whose value was (0.825), which shows the homogeneity of the answers of the study sample regarding the paragraphs of promoting cultural tourism, while the relative importance of it was recorded (84.43%), which shows the agreement of most of the study sample members on The importance of the paragraphs of revitalizing cultural tourism, and from it we conclude that revitalizing cultural tourism in question is remarkably interested in revitalizing cultural tourism in its three dimensions (characteristics, elements, types), but the interest was in varying proportions as shown in Table (7) and Figure (3). The levels of responses of the study sample to the dimensions of revitalizing cultural tourism were distributed among the highest response level by the respondent achieved by the characteristics among all the dimensions of the dependent variable and with a weighted arithmetic mean of (4.326) and a standard deviation of the characteristics amounted to (0.796), and its relative importance constituted (86.53%) as An indicator in Figure (3), which makes it likely that most of the study sample members agree on the importance of the

characteristics in the process of revitalizing cultural tourism at the management of the Iraqi National Museum.

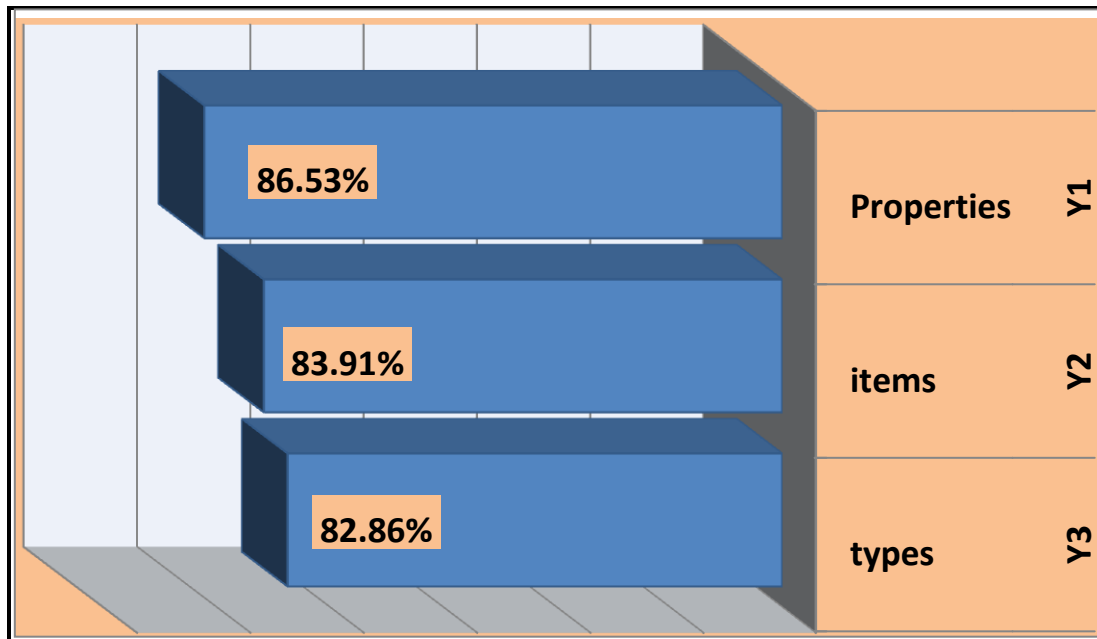


Figure (3) Distribution of the dimensions of revitalizing cultural tourism according to the severity of the response of the sample members

Table (7) The level of importance of the dependent variable on revitalizing cultural tourism

ranking	Respondent's answer level	The relative importance	Std. Deviation	Weighted Mean	variables	symbol
the first	very high	86.53	0.796	4.326	Properties	Y1
The second	high	83.91	0.813	4.195	items	Y2
the third	high	82.86	0.866	4.143	types	Y3
dependent variable	very high	84.43	0.825	4.221	Activate Cultural tourism	Y

Source: Prepared by the researcher according to the results of the SPSS V25 program

Figure (3) indicates that the types dimension achieved the lowest level of response among the dimensions of cultural tourism revitalization, as the weighted arithmetic mean value of this dimension was (4.143), and the standard deviation of the species was recorded (0.866), and the relative importance amounted to (82.86%) to confirm this agreement. Most of the members of the study sample indicated that there was no interest before the revitalization of cultural tourism investigated in the dimension of species compared to the rest of the dimensions of the dependent variable in the plans of the management of the

Iraqi National Museum to revitalize cultural tourism, from the point of view of the study sample.

3.3. Study hypotheses tests

A. The link between the halls (collectibles) of the Iraqi National Museum and the promotion of cultural tourism in its three dimensions.

The researcher benefits from applying the (Z-TEST) test to test the correlation hypotheses between the independent variable halls of the Iraqi National Museum and the activation of cultural tourism in its three dimensions (characteristics, elements, types), especially that the correlation hypothesis will be accepted when the probabilistic value (the level of significance) corresponding to the value of Z The calculated one is less than or equal to the moral level used in the study, which is (0.05) and thus accepting a hypothesis with 95% confidence, and to show the direction, strength and nature of the link between the Iraqi National Museum in its three dimensions and the revitalization of cultural tourism in its three dimensions, the researcher found the correlation coefficient between the two variables, and the researcher will test at this stage From the analysis the following hypotheses:**The first main premise:**

There is a significant statistically significant correlation between the halls of the Iraqi National Museum and the activation of cultural tourism.

Table (8) depicts the acceptance of the first main hypothesis with a confidence rate of (95%), as the calculated Z value reached (10.907), which is significant due to the fact that the probability value (the significance level) corresponding to the calculated Z value is equal to (0.00), which is below the level of significance (0.05), While the value of the correlation coefficient between the halls and the revitalization of cultural tourism was (0.742 *), which shows that there is a strong direct correlation between the halls as the independent variable and the revitalization of cultural tourism according to the opinions of the study sample members.

Table (8) to test the hypothesis of the link between the halls and the promotion of cultural tourism.

The independent variable halls of the Iraqi National Museum		variables	
Z - test	The correlation coefficient between two variables		
10.452	0.711*	Properties	Dimensions of the dependent variable
10.319	0.702*	items	
8.526	0.580*	types	

10.907	0.742*	Activate Cultural tourism	dependent variable
4		The number of accepted hypotheses	A significant correlation
%011		The percentage of the accepted hypotheses	
Acceptance of the first major correlation hypothesis		Interpretation of results	
* Significant relationship between the two variables at the level of significance 0.05			

Source: Prepared by the researcher according to the results of the SPSS V25 program

B.The effect of halls (collectibles) in revitalizing cultural tourism

The researcher invests in simple linear regression analysis and (F-TEST) test, benefiting from the spss program version 25 to test the effect of the halls of the Iraqi National Museum in Activate cultural tourism. That is, accepting the impact hypothesis by (95%), but to display the percentage of interpretation of the halls to stimulate cultural tourism, the researcher depends on the coefficient of determination R2 (Coefficient Of Determination), as she will test at this stage of the statistical analysis the following hypothesis:

The second main hypothesis:

There is a statistically significant effect of the halls of the Iraqi National Museum in revitalizing cultural tourism) The effect of construction in Activate cultural tourism.

Table (9) Statistical analysis to test the hypothesis of the effect of the halls of the Iraqi National Museum in Activate cultural tourism

The independent variable halls		variables	
F - test	R2 %	Properties	Dimensions of the dependent variable
218.8	50.60%	items	
207.9	49.30%	types	
5.801	33.60%	Activate Cultural tourism	dependent variable
262.71	55.10%	The number of accepted hypotheses	A significant
4			

%5..	The percentage of the accepted hypotheses	correlation
Acceptance of the second major correlation hypothesis	Interpretation of results	
The coefficient of determination is useful in indicating the percentage of interpretation of the independent variable for the dependent variable R2		
Tabular F value at a significant level (0.05) = 3.9201		

Table (9) achieves the acceptance of the second main hypothesis with a confidence percentage of (95%), as the calculated F value reached (262.71) which is significant, due to it being greater than the tabular F value of (3.9201) at a significant level (0.05), and the value of the coefficient of determination was (55.1%), which indicates the percentage of the halls' interpretation of the variable that expresses the Activate of cultural tourism.

Conclusions:

The display method used in the museum is according to chronological order, as this method shows us the extent of human development through time periods and knowledge of the first origins of its customs and traditions since ancient times. There are two ways to display the artifacts inside the museum halls, the display inside the cabinets and the free display (external), which is one of the most attractive ways for visitors. The results showed that there is a noticeable impact of the halls in Activate cultural tourism, as the halls recorded the highest percentage of impact in Activate cultural tourism among all dimensions of the Iraqi National Museum.

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