

REALITY AND CHALLENGES OF PRIVATE MUSEUM: A CASE STUDY – LASTORIA MUSEUM .. MADABA GOVERNORATE

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Abstract

The study aimed at understanding the time developments that heritage tourism passed by in Jordan, and concentration on the significance of the popular inheritance by procedures and haste solutions adopting the process of conservation and supporting any trend towards establishing centres and museums to document the popular heritage. And surmounting the legislative and organizational handicaps of the museums and private heritage houses, and enhancing efforts of the specializing governmental parties in the domain of concern with the sector of antiquities and museums, and seeking to enlist museums and heritage houses with all their types within the strategy of the world tourism, and assert considering it a basic partner in factors of tourist attraction, and empower the responsible for it from employing it economically, in addition to developing the cultural tourism and rising the heritage and the Jordan cultural identify, locally, regionally and universally and motivating the private and public sector to bear some of responsibility in conserving the heritage. Results of study had shown the dimension of comparing the general frame of the model of each of the public and private museums, existence of lack at work in the domain of popular heritage in Jordan in general, in addition to absence of the governmental parties support of the private museums, and non-existence of initiatives to direct the individual activities performed by individuals of the community aiming at tourist investing and supporting the national economy.

Keywords

Private Museums, Public Museums, Popular Heritage, Elements of Weakness, Tourist Investing, Cultural Tourism.

Introduction:

Ma'adaba is a city located in the middle of the Hashemite Kingdom of Jordan, it is thirty three kilo meters far from Amman, the capital, in the South West, it is about (770) meters high from the level of the sea. And it is considered the seventh great city in the Kingdom.

The Moabites established the city the thirteenth century B.C., where it was a part of their Kingdom, extended to the east of the River Jordan. Also numerous civilizations that ruled the area followed on it in succession. And played a prominent role after the Byzantines occupied it; for it combined a number of the important historical churches. And the city today is considered from the most important places for the followers of the Christianity religion, because of the existence of these religious milestones. And lies in its surroundings plenty of antiquities and sacred places represented in locations of the Christian pilgrimage, such as Al-Maghtas' (Submersal), Nibo Mount, Makawer and Um Al-Rasas, the thing that makes them a destination for the tourists meanwhile the significance of Ma'adaba city in the middle centuries of Christianity was like the significance of Jerusalem city⁸, as the most important center for the Christian life in Trans-Jordan, where it had been mentioned in the New Testament, but it

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was exposed to destruction as a result of the violent earthquake that stroke the area in 749 A.D., and other earthquakes followed it. But the Arab Christian tribes from Karak area reanimated it and settled in it commencing since the year 1880 A.D., for today it is populated by Christian Moslems as equal Ma'adaba was very much famous with mosaic, and it is one of the most important handcraft cities in the world in this art, where the city is famous for a special inheritance its lanes and ancient Byzantine Churches, mosques and its unique architecture. Also includes the only institute in the world to teach this art, till it was called the city of mosaic. And the map of Ma'adaba is considered from the most important of mosaic antiquities in the city.

The most prominent milestones of the city:

Map of the mosaic; Mosque of Al-Hussein Bin Talal, Ma'adaba archeological museum, messengers church, martyrs church, burnt place; Latin Abbey; sanctuaries of new valley, Lastorya museum and Nibo Mount, which the religious narrations say that the prophet of God Mousa (Mosez) stood on it together with his people and saw from above it the "Promised Land" that he had not arrived and it is believed that had died and buried there, it is prevailing belief inspite of that not any of the archeological works asserted that.

Problem of study:

Due to non-existence of studies that tackled the challenges that the private tourist projects face in Jordan, the researchers viewed to perform the study about one of these projects and compare them with museums and the tourist milestones following the Ministry of Tourism.

And Lastoria Museum had been found locating in Ma'daba representing the private tourist projects, and it had been compared with the Museum of the Popular Life in the middle of the town, from part of approaching, marketing, availability of media and promotion subjects and reflection of that on non-awareness of foreign tourists with existence this type of Museum in Jordan.

Objectives of study:

The study aimed at understanding the developments that inheritance tourism passed by in Jordan, and concentration on the significance of the popular inheritance, by swift procedures and solutions adopt the process of preservation and support of any trend towards establishing centers and museums to document the popular inheritance, and surmount the legislative and organizational handicaps of the museums and private inheritance houses, and enhance the efforts of the concerned governmental parties in the domain of concern with the sector of antiquities and museums. And seeking to enlist museums and inheritance houses with all their types within, the strategy of tourism in Jordan, and asserting to consider it a basic partner in the factors of tourist attraction, and empowering the responsables for it of employing it

economically, in addition to developing the cultural tourism, rise the inheritance and the Jordanian cultural identity: locally, regionally and worldly, and motivating the private and public sector to bear some of the responsibility in preserving the inheritance.

These objectives are summarized in the following points:

1. Disclosing and defining Lastoria Museum.
2. Disclosing the handicaps that face the museum since its establishment.
3. Weakness of the foreign tourism movement on Lastoria Museum.

Significance of study

Tourism is considered with great significance for Jordan because of its benefits and economic returns on the country, especially for what the Museum will offer to Ma'adaba city, for the existence of a materialistic museums, archeologically touched in Ma'adaba city will increase the growth and prosperity of this city, and the remaining and survival of this inheritance immortal for the coming generations.

1. Recognizing the local and international community with Lastoria Museum.
2. Motivating the role of the Ministry of Tourism and the Corporation of Activating Tourism in the private sector of museums.
3. Laying (Lastoria) Museum on the tourist map in Jordan.
4. Illustrating ways of reaching to the Museum by fixing guiding signboards on the public road leading to the museum.
5. Employing the social media in promotion about the museum.
6. Weakness of financial attitude.
7. Weakness of human resources.

Previous studies:

1. (Brune) 1 study had come it illustrate the mutual relationship between the museums and the tourist activity and both of them depend an showing the cultural dimensions for the tourism purpose and they both come as a result of travel; for in the past museums were simply showing possessions and property collected by travelers as a souvenir at travel to places, they have never visited them before, and also the matter is due to tourism that it never be carried out, except through travel and transference from one place into another, either inside the country or outside it.
2. Culley's study had aimed at clearing the role of the museums as an element of tourist attraction in Canada, from the point of view of their secretaries, it was clear that the secretaries of museums aspire for tourism as a positive power in its support to achieve its cultural and educational objectives, in addition to the wish in receiving more of

visitors to achieve more of economic possibilities. And the study cleared that secretaries of these museums and inspite of their concertation on the economic return of museums from the tourist movement, but they did not neglect the cultural and educational role of them.

3. But Minchetti's study had illustrated that with the beginning of the twenty first century, museums found themselves strive in conserving their crowd of visitors in the shadow of competition. And the study had recommended with the necessity of adoption a new marketing strategy by museums enables it enhance the experience of the tourist in zones he visits. And the electronic management of the contents of the museums and finding distribution canals is considered depending on that Internet at time of holidays and the period of stay at the museum does not overstep one hour, except if it had imposed entrance fees.
4. But (Leiper 9) study had cleared that museums are not considered an element of tourist attraction in themselves, but they are subordinate and complement element of attraction for the constituents of tourism, especially the cultural of them. And pin-pointed that the place of the museum is the basic factor in encouraging its visit, so the museums near elements of important attraction like the urban centers and the archeological and inheritance locations find a greater tourist popularity.

Procedural terms:

Tourism: is an activity an individual or a group of individuals performs it, it results in a transference from a place to another, or from a country to another on purpose of recreation and results from it getting information about civilizations and other cultures, and adding information and new witnesses, meeting with people and multitude nationalistic directly affect the national income of the tourist states, create numerous labor opportunities, industries and multitude investments to serve the activity, and promote with the level of people's performance and their culture, spread their history, civilization, customs and traditions.

The tourist: he is the person who does transference on purpose of tourism for a distance of eighty kilo meters at least from his house. That is according to the definition of the Worldly Tourism Organization.

The museum:

It is an educational cultural and permanent recreational, non-profitable association, work on serving the community through performance of collecting, preserving, showing and maintaining the humanity inheritance, and preserves it and shows it with enjoyable techniques.

(ICOM) The International Council of Museums considers that museums with all their different types the peaceful place in which the humanity inheritance, civilized, technical industrial, natural and historical is kept all along the different historical ages.

Methodology of study:

To deduce and achieve objectives of this study for the purposes of understanding the time developments that the inherited tourism in Jordan passed by. This study performs following the following curriculums:

Researchers bade assistance by field descending to visit the museum and specify the available possibilities from the formal parties to preserve the popular inheritance and the extent of support by the state.

The historical curriculum was depended to recognize and analyze the beginning of tourism in Lastoria Museum in Jordan and recognize the direction of tourist development in the area and the descriptive curriculum had been used too to analyze data and information that had been collected through meetings, but the method of collecting data had been done by the following methods:

The initial sources: they cover meetings tourism (Ministry of Tourism, Lastoria Museum Management).

The secondary sources: they cover studying the literatures related with Lasteria Museum through data by associations like the Ministry of Tourism.

The text:

Lastoria Museum is considered from the modern museums, where it was opened in 2013, and both establishers chose the Jordanian city of Ma'adaba- place of birth – of them both a place of their residence, expressing their loyalty to the city, and sharing of them both in developing the tourist movement in the striking city in history, known as the capital mosaic. Samer Twal, who established the museum sharing his colleague in the profession of tourist guide, Bashhar Twal, their advance on that refers to their wish in offering unique product summarizes the story of the human civilization, religions and development of the Jordanian community, and, at the same time markets the Jordanian tourism and makes the museum one of the worldly museums, that is distinguished for uniqueness and originality, where it includes five departments: the religious inheritance, garments and traditional tools, Jordan modern history, the Bedwin life, and lastly the Jordanian village at the beginning of the twentieth century.

Through the visit to Lastoria museum and the existence of the museum in a distinguished location in Ma'adaba, and it is from the most important strategic location for

tourism, for the existence of the religious Nibo Mountain, it had been noticed that this museum is neglected by the Jordanian Ministry of Tourism, and the Corporation of activating Tourism, because of nonplaying it on the map of the Jordanian Tourism, and what is reflected on the process of marketing that museum, for through the meeting done with owner of the museum Mr. Samer Twal, it was pin-pointed that most of the museum visitors are from the local community, and the populations of the governorates in Jordan, and the foreign tourists do not know about the existence this museum, in spite of its new idea in the world of tourism in Jordan, and its distinction and its uniqueness from part of the materials made of it is wax, and it was shown through the meeting that a new department will be established and embodied forms for political, sport and famous artist personalities, but it is a petty this museum suffers from problems the most important of them is fewness of visitors to the museum of foreign visitors, that refers to fewness of promotion and marketing the museum.

But the popular life museum following the Ministry of Tourism and locates near of Roman amphitheater at mid of the Jordanian Capital Amman, where it is considered one of the most important, popular museums in the country. The museum includes shown things represent the popular life in Jordan. The museum aims at collecting all the Jordan popular inheritance for the sake of showing it in front of generations and visitor and the museum represents the period extending between the beginning of the nineteenth century and initials of the twentieth century.

The museum, which was opened in 1975, is divided into three parts, they are: the cellar, the mid half, and the highest hall. The visitor of the cellar can witness the tent made of hair (of camels), he also can see the Jordanian Woman milking the sheep, and the traditional method of douching the bread, and preparing the meal of the famous Mansaf in Jordan.

The second part of the museum combines the room of the country-side, in it the tools which the Jordanian used in the mentioned period, such as harvest tools, and the different pottery tools, beside rising some works performed by women like embroidery.

But the other part in the museum is the city-room, it includes furniture and garments distinguish the urban setting from Badia. From things shown in the museum are statues embody the industry of carpets, also a group of weapons refer to the period of the Otoman state are shown, beside musical tools and others for preparing coffee.

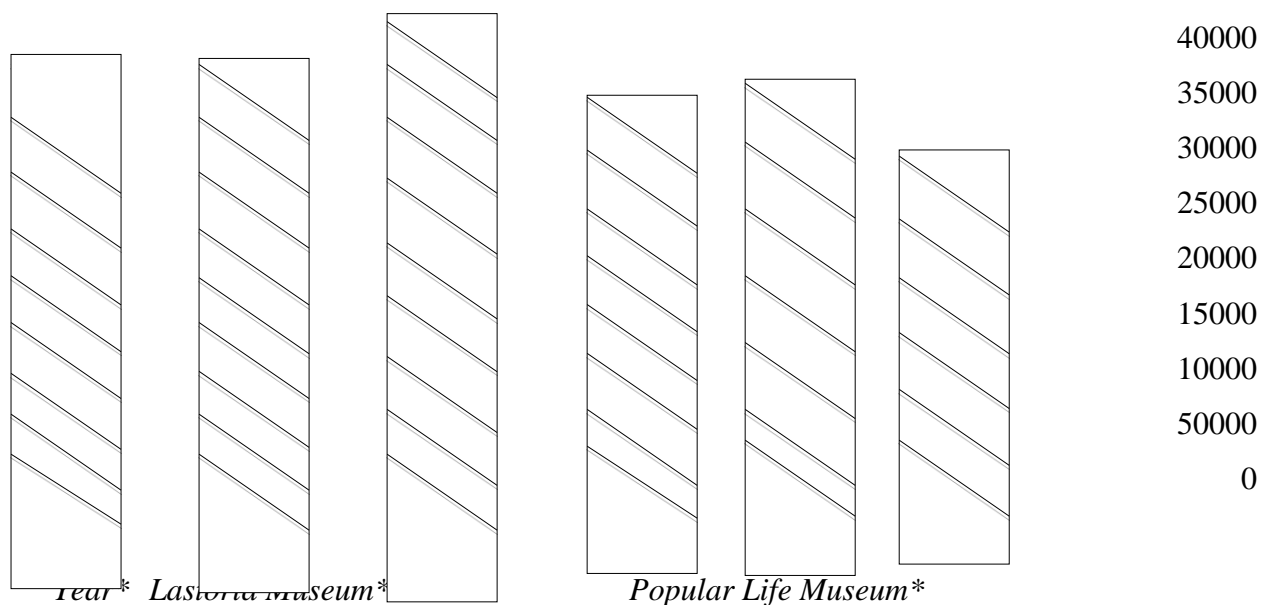
And through visiting the museum, it was found that its size is small compared to Lastoria Museum, and the number of archeological and inheritance piece existing inside the museum are very few, but it was noticed that the number of visitors of Lastoria Museum, and this refers to the support of the Ministry of Tourism and the Corporation of Activating Tourism by marketing for that museum, and table No. (1) fixes that.

Table No. (1)
Number of visitors for each of both museums understudy
during the years (2014-2019):

The Year	Lastoria Museum	Popular Life Museum
2014	45426	203850
2015	104915	207108
2016	120825	175700
2017	161291	215550
2018	120000	216750
2019	125000	217850

Figure 1: Cleared to compare the number of visitors between a private museum and public museum during the years 2014-2019:

Number of visitors in both museum understudy
2014-2019



After comparison between both museums and taking into consideration the different differences, researchers did prepare an analytical study (SWOT Analysis) of points of strength and weakness, opportunities and threats to both museums as follows

Lastoria Museum

Points of Strength:

1. A new idea of tourism in Jordan.
2. Numbers of visitors in museums.
3. Modernization and renewal the properties of the museum.
4. Saves labor opportunities to a great number of the population of the area.
5. Makes places of lining up available.
6. Existence of a great bazaar.
7. Existence of a restaurant belonging to the museum.
8. Electronic screens are available to show the information about every angle in the restaurant.

Points of weakness:

1. Fewness of promotion and marketing by the Ministry of Tourism and other governmental corporation.
2. It had never been enrolled on the Jordan Tourist Map.
3. The location is far from the capital Amman.
4. There are no instructions and signals guide to the place and road the museum.

Opportunities:

1. Increase of promotion and marketing by the government and the concerned ministries.
2. Inserting it on the worldly and Jordanian map of tourism.
3. Laying guiding boards on the location of the museum.
4. Searching for new means to support the museum for the sake of making happen of changes and renewals of the museum.

Threats:

1. Most of visitors are form the local community.
2. Non-awareness of foreign tourists about the Lastoria Museum, expect through the tourist guiders.
3. There exists no support for the museum from the public and private sectors.
4. Existence of governmental museums competitive to the museum.

5. Difficulty of arrival to the museum and non-concern by the concerned parties by preparing roads.
6. Nullity of financing sources to practice the activity of the museum, its performance and role in spreading awareness of inheritance significance, and generalizing the cognition and the museum culture.

Popular life museum:

Points of strength:

1. Its location in the middle of the capital Amman and its approach from the Roman Amphitheatre
2. Inserting it on the Jordanian and worldly tourist map.
3. Promotion and marketing the museum by the Ministry of Tourism and the Corporation of activating Tourism.
4. Increasing the number of visitors, especially from the foreign tourists.
5. Supporting the museum by the Ministry of Archelogy and Tourism
6. Most of the community categories can enter the museum for 25 piasters.

Points of weakness:

1. Nullity of renewal and addition of the museum properties.
2. There are no electronic screens to comment on the properties of the museum.
3. Decrease of the human resources; for the number of employees is few and does not overstep six employees and their awareness with the necessity of periodical maintenance and following up constituents of the museum.
4. There does not exist places specified for lining up (garages) the cars and tourist minibuses.
5. There is no bazaar to encourage tourists to buy the memorizing properties.

Opportunities:

1. Modernizing and renewal of the museum.
2. Enlarging the area of the museum.
3. Increasing the number of employees.
4. Merging and partnership with parties and private associations.
5. Making places for lining up (garages).

Threats:

1. Existence of competitions with other museums from the private sector.
2. Abundance of changing leaderships, employees, and administrative managers of the museum.

3. Increase of resisting the development of the museum.
4. Changing laws with what limits the elasticity in decision-making.
5. Lack of human resources.

Recommendations:

1. Laying guiding signboards clear the location of the museum.
2. Increase marketing and promotion by the Ministry of Tourism and corporation concerning tourism.
3. Searching for means of external support such as private companies, that support these local activities.
4. Putting the museum on the Arab and Worldly tourism map.
5. Studying the private tourist projects in the Kingdom, that share effectively in activating the external and internal tourism and supporting the national economy, that is to study the usefulness of adding it under the umbrella of the Ministry of Tourism.
6. Adding the museum within the tourist directions to be depended by tourist offices.
7. By establishing database and electronic information about the traditional vocabulary existing in the museums and the private inheritance houses, and organizing courses and the specialized training programs to quality owners of museums and the private inheritance houses: administratively, technically, financially, media and marketingly with what guarantees activating their cultural, tourist, and development roles.
8. Extending bridges of cooperation between the governmental museums and educational institutions through exchange of information, texts and performing the mutual exhibitions and definition of the national texts for the study purpose, education, carrying out the cultural and teaching activities related with affairs of the exhibition like symposiums & workshops.

Results:

Results of study and after comparing the general frame of the model of each of the private and public museums, showed existence of lock in labor of the popular inheritance domain in Jordan in general, in addition to absence of the governmental parties support for private museums and non-existence of initials to direct the individual activities, that are done by members of the community on purpose of tourist investment and supporting the national economy.

And in spite of that Lastoria museum is a modern private museum comprises inheritance shows and archeological constituents, in addition to modern possibilities from show screens and complete paraphrase about the technical pieces..it is suffering from lack of the

financial resources, that assists in recognizing this museum. But the popular life museum and with fewness of shown things in it compared with Lastoria Museum and nullity existence of any modern technological possibilities in it, so promotion and recognizing it by the Ministry of Tourism and the Corporation of Activating Tourism.

And here it should be indicated to significance of museums and necessity of concern with developing them and omitting the handicaps that confront the process of promotion of them and giving them their right from the process of local and worldly promotion, and working to find new means aiming at glorifying the culture of visiting museums and the significance of finding explicit track for visitors of museums to achieve the hoped objective indicating that Jordan is rich by its diverse history.

Referring to the figure (1) that clears comparison in number of visitors between both museums for a period of five years from 2014 to 2019, the total number of visitors of Lastoria museum does not overstep %22 from the total number of visitors of the popular life museum through the year 2014, %50 through the year 2015, %68 through 2016 and %75 through the year 2019.

Researchers find that the private museums in Jordan and inspite of fewness of their number do not acquire with concern and support by the governmental parties, especially they were performed by individual efforts reflect love of citizen of his inheritances and his wish to preserve the civilized inheritance, and spreading awareness with significance of heritage and a wish of them to attract tourism with its branches the internal and the incoming tourism, and after informing about museums with both of their types; public and private and studying ability and weakness of these museums, and in spite that Lastoria Museum comprised a diverse of wax embodies, signboards, manuscripts, woods, and leathers reflect the Jordan heritage in general, and heritage of Ma'daba city in particular, while the popular life museum included a limited number of shown things, it is preferable for the responsible governmental parties, either the Ministry of Tourism and the Corporation of Activating Tourism by giving these museums a greater significance, and materially supporting it and giving it facilities; excuses of fees of services, and effective participation to develop and training owners of these museums and employees in them in domain of maintenance and reparation, managing visitors, performing mutual exhibitions to offer their services to their visitors at a better form, and effective participation in the cultural community in Jordan and empower them do their required role towards their visitors.

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Received: August 15, 2019

Accepted: October 20, 2019