

Evaluation Study of the Administrative Status in Jordanian Museums from Visitor's Point of View (Jerash Archaeological Museum and the Jabal Al Qalla Museum)

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Abstract

The administration in the Jordanian Archaeological museums has been studied from the visitor's point of view depending on analytical descriptive studies on a sample of the visitors of Jordanian museums the Jordanian Archaeological museum (Jabal Al Qalla) and Jerash Archaeological museum. The primary information was obtained by the means of a questionnaire that concentrates on a variety of administrative practices of these museums. It was distributed to a sample of 70 visitors for both museums. The study focuses on various main aspects including the site of the museums above and its appropriateness for visitors, the display of antiquities and its diversity; the standard of experience of the museum staff and its efficiency for visitors, the services introduced and its appropriateness of the visitor's health conditions. It was clear that there are various administrative practices need to be modified and should be reconsidered the external and internal design of the museum. Moreover, it was clear that the methods of display inside these museums don't express the sense of art, and they make the visitor confused. Furthermore, the staff of these museums doesn't have sufficient experience and knowledge of the antiquities. In addition, there is no availability of the basic needs of visitors and a shortage of manuals related to these displayed antiquities. A variety of recommendations were presented that will raise the standard of performance of these museums, as well as helping in the renaissance of its role in the tourism development.

Keywords: Museum, Visitor, Jerash, Jabal Al Qalla, Management, Jordan

1. Introduction

Study of museums is considered one of modern fields that attract various fields of science and its branches. Museum anthropology emerges where the researcher concentrates on social, psychological, security, economic and cultural dimensions which may be supported factors to the museum work and highlights the role of the museum. Or they may be hinder to that work. Museums have a prominent place on the cultural and educational arena, as the museum is a permanent institute of serving community that collects, preserves and displays (human, natural and scientific) heritage for learning, study and entertainment (Alshaer, 1993).

American museum organization identified museum as a permanent non-profitable foundation that has an educational and aesthetic aim through a specialized staff and displays its contents through an organized program (Solinge, 1989).

Museum in its simplest form is a building for housing groups of exhibits for examining, studying and entertaining. These exhibits are transferred from all over the world, such as an ostrich egg from Africa, or a brick from china wall (Philip, 1993).

The antiquities displayed immortalize homeland heritage and its historical message. Moreover, it is a source of tourist attraction from all over the world, museum is the mother of that history, and it fosters history, therefore we have to protect and administer it wisely so as to achieve its renaissance and continuity and use of best tools to make it a source of attracting visitor from all over the world.

Accordingly, this study is to focus on the archaeological museums in Jordan, aided by the opinion of the visitor, positively or negatively, through which we may recognize the status of Jordanian museums and recognize the status of local administrative practices.

1.1 Problem of the study

Since museums are important and have an impact on tourism promotion, we must expose ourselves to study management of archaeological museums in Jordan by answering the following questions:

- 1- What are the most important administrative practices in Jordanian museums?
- 2 - What is the role of museums in the development and revitalization of tourism?

1.2 Objectives of the study

- 1-Recognize the status of Jordanian museums.
- 2- Recognize the status of local administrative practices.
- 3-provide recommendations that may promote standard administration

Importance of study lies in the following reasons:

1.3 Importance of the study

- 1- Importance of tourism as an industry that stands-alone and a sector plays an important role in promoting and activating the national economy.

2- Importance of museums as an educational, informative, entertaining resource, and their role in the process of tourist attractions.

3- Importance of Administration by focusing on what matters the citizen, improving achievement, exploiting resources to maximum possible degree, permanent outlook forward by creating creative ways to raise the standard of service or for the convenience of citizens.

1.4 methodology of the study

Descriptive analytical Studies on a sample of Jordan Museums

1-4-1 Data sources

Collecting secondary information from references and books that are related to subject matter, while preliminary information will be obtained through a questionnaire distributed among a sample of Jordan Museums (Jerash and Jbal Al Qallaa Archaeological museums)

1.4.2 Instrument of the study

We used a questionnaire contains (20) closed questions and some open questions that relates to the administration of museums. The questionnaire was analyzed on the basis of SPSS system.

1.4.3 Study sample and community

1.4.3.1 Study community is the Jordanian museum visitors in 2012.

1.4.3.2 Study sample: a representative sample of 70 visitors of Jerash and Jbal Al Qallaa Archaeological museums in Jordanian.

1.5 Study hypotheses

1- Museum site encourages visitors of different ages to visit it

2- Display of archeological artifacts in the museum is convenient for visitors.

3- Design of the museum gains satisfaction of it visitors

4- Experience and knowledge of museum staff is enough to guide visitors inside the museum.

5- Museum administration Provides services for museum visitor.

6- Providing guiding information in the museum makes it easier for the visitor to know the historical value of displayed artifacts.

7- Providing a healthy environment inside the museum prolongs the period of visit

2. Literature Review

(Daivuku, 1993) referred to a study by the International Council of Museums aims to determine the best of the means which works on attracting visitor to the museum. The result was that the most effective of the means of attracting more visitors is to develop educational services. And this is consistent with what provided by (Alshabar, 1991) in her study which

aims to emphasize the role of the museum in child education, she pointed out that museums are no longer considered compartments and shelves stacked with antiques and frequented by visitors and students without a real sense, they even exceeded that to become educational and cultural institutions which have their own objectives and tasks. In the acquisition of knowledge and direct learning of heritage. She recommended preparing museums for short-term and long-term programs to educate audiences of all ages, especially children, making these museums more attractive to visitors. These studies agree with what is provided by (Al zibdah, 1994) where the aim of the study was to deepen the role of the museum in the educational process and it addressed, in particular (Umm Qaes archaeological Museum) and the importance of this museum in the dissemination of education. she pointed to the type of museum beneficiaries and that the museum Umm Qais with its few live assets and rare exhibits represents an important educational aspect for students. She presented some proposals to work on upgrading the educational and administrative level of that museum. That educational role of museum is emphasized by (Qaoud, 2001) in his study which aims to investigate the effectiveness of using the educational museum in the seventh primary students learning and developing their creative a sense of learning history. Thus he seeks to answer a couple of questions; the study sample (students) was divided into two groups.

The first learned through educational museum and the second learned through the traditional method. The study included two tools the first is achievement test and the second measure of creative sense. There were statistically significant differences between the two groups on a scale creative sense.

(Daivuku, 1991) referred to a study included a survey on visitors, it was assumed by Jeanette Museum in Hague in the department of modern art that study aimed to confirm that the free access to the museum attracts a large number of individuals who are not used to visit the museum especially the children of museum staff. This survey was limited to visitors who came to the museum on Saturdays where entrance is free; the result was that the largest percentage of visitors was that of educated class of the surrounding areas.

(Victor, 1996) presented a study looking at the expectations of the visitor when visiting the museum to get a result and value of money and effort spent. Namely, he paid for entry to the museum; he needs effort and time to see these museums. Therefore, he expects a satisfactory result of this visit, and to get knowledge and pleasure or excitement from this visit. Moreover he expects to find guidance in museums to get ultimate benefit from his time, along with providing high levels of service, such as toilet service, the cafeteria, and shopping.

(Assaf, 1994) prepared a study designed to confirm the need for a trained museum team and the need for a continuous training for museum staff. He noted the importance of choosing appropriate location for the museum and its design should be done taking into consideration the factor of safety and the innovation of variable and renewed of the means of display to attract visitors. He concluded that the task of securing the safety of antiquities, ensure their survival and display to the public depends on good training of staff as well as upgrading them to scientific development. This is consistent with findings of (Abedalatif, 1991) in his analytical field study of archaeological museums in Jordan which showed that these museums

lack most of museum requirements. It offered several recommendations as following modern methods in the design and the need for qualified and trained cadres who have the ability to deal with different nationalities and categories it's also Consistent with the study made by (Al rashidat, 1994) when he referred to the specifications that should be found in the museum staff. In addition to referring to the role of museums and methods of developing it, and constraints involved. He made some observations and recommendations for the advancement of the Museum standard.

(Al hendi, 2009) indicated in his study based on a field survey on the museum premises in Amman, the capital. It dealt with the design of these buildings and their relationship and impact on society. It was applied on five museums in Jordan. It provided appropriate recommendations set out some of the main features of the future stages of the architecture and design of museums to ensure its role in raising awareness of cultural, social and heritage awareness. This is consistent with (Alansary, 2000) in his study that studies the design of museum exhibition hall and basic elements in the interior design of the exhibition halls and the overall shape of the building and the impact of this on the visitor. It studies of some of the famous museums such as Louvre in France, the British Museum and others. The researcher recommended the development of educational, cultural and media role of museum and revitalization of cultural exchanges between museums.

(Arvin,1999) prepared a study aims to make museums child-friendly and focuses on the working paper presented by Emmanuel Arthur in Nairobi under the title undiscovered children of African museums. Arthur explained his point by directing more of the many questions relating to all museums and audience. He focused on many of the regions that have well-established model of colonial museum.

(Alexander, 1999) a study suggests that museums should be subject to the movement towards a model characterized by the successful economic administration of its operations and obtain required income without losing its primary objective. It refers to museums search for sources of funding, and how that some countries, such as America provides financial support so that it allocates funds directly from its budget for the agency government and this in turn is given to arts organizations, as a result they get support from charities but this support, whatever the value or source it comes from, it should not neutralize these museums from their essential role.

(Altall, 1999) indicated to a study aimed to emphasize the role of museums in scientific research and focused on the general conditions that direct archaeological institutions, especially in developing countries. The study pointed to the researches expected in every museum in the light of the archaeological collections, the study recommends to develop museums and to find appropriate scientific laboratories and scientific instruments to help in analytical works for further scientific knowledge, that can't be understood by the average visitor.

(Zohdi, 1994) explained in his study the role of museum and its contribution in the development of the country and creation of a better future, this is what made documentation more important. Study concluded by words of Asken: (Great nations write their life history,

in three volumes, the first is about their work, the second is about their words and a folder about their arts. Trace civilization seems more important than words civilization. This all explains the importance of museums in our time and their contribution in preserving of cultural heritage and achieving the aspirations of humanity.

3. Concept, types and functions of museums

World Tourism Organization ((ICOM) identifies museum as " any facility established for the purpose of keeping, studying and evaluating art, historical, scientific and technical works". It confirmed that museum was originally known for Greeks as (MOUSEION).

It is an indication of a temple built in Athens near Acropolis (temple of MUSES) the Greek goddess of arts, first nucleus of the museum has emerged when kings, wealthy princes and churches began to acquire ornaments, rare artifacts, archaeological, historical and art collections possessed by public institutions, but people were not allowed to see them.

While westerners attributed oldest museums to (King Ptolemy1) 290 B.C. where in his museum different civilized materials were displayed, Where People were allowed to view. others said that the beginning of private museums were three centuries prior to the reign of Ptolemy . it was the private museum in Babylon, the king of the Chaldean Nebuchadnezzar, who ruled from 604-562 BC (Aldabbagh, and Rashidat 1979).

There are different types of museums clarified by Al Shaer, including educational museum; a place where samples serving scientific and cultural aspects are displayed in several halls such as Heritage halls, archeological halls and scientific halls.

Archaeological museum, which of the means excavations, study, maintenance of antiquities, and to display them in a historic manner tells the stories of earlier ages, so that the visitor can make linkage between a civilization and other through a comparison of the relics of those nations.

Human heritage museum which displays the heritage left by the ancestors, whether in kind or technically extinct. Another type of Museums is science Museum, sometimes called the technical museum, which reflects the historical development of scientific and industrial fields and scientific discoveries and contains all the disciplines. (Al Shaer, 199)

Douglas said that museum has two main tasks summed up in collecting, defining, recording, saving and displaying collectibles and defining each sample with pinpoint accuracy, here lies the ability of museum staff.

Douaibes pointed out that, in addition to previous tasks of museum, it works on collecting and selecting collectibles, documents and valuable objects in order to maintain them within their own territories, as well as collecting and selecting collectibles, and valuable objects that reflect modern life and history to understand the historical sequence of things and how they evolve in later stages , and allows visitors to make comparisons that show values of similarities and differences between what is ancient and modern and follow-up operations of influence and vulnerability between ancient and modern arts(Douaibes 2004).

Among the reasons of the emergence of museum is the economic factor, since it was one of the factors that prompted the rich and the contenders to the acquisition of antiquities, and to the religious factor in ancient times where illiteracy was overspread among in a high proportion among world's population, therefore religious institutions were obliged to use the artwork so far, to spread the teachings and origins of religion, relying on the art in this field was stronger than ancient times , artwork had a stronger impact on people's emotions and feelings than written texts((al-Dabbagh& Rashidat 1979).

Hudson pointed to the problems facing the museums and that the major problem in museums is not material, but there is a more decisive reason which is the balance between entertainment and learning in museums and between fun and study. If this balancing is incorrect, museums automatically fail and they will suffer from a lack in visitor's number (Hudson, 1987).

4. Jerash and Jbal Al Qallaa Archaeological museums

4.1 Jbal Al Qallaa (Jordanian archaeological museum)

Jordanian archaeological museum is located in Amman, the capital, on mount Al Qalla. It was built in 1951. It contains several archeological discoveries found during excavations at various sites in Jordan, and the assets of the museum indicate the sequence of civilizations in this area. These assets were arranged chronologically the museum starting from Prehistoric times since more than 100.000 years BC and ending by the Islamic ages.

The museum consists of three halls and two rooms; main hall contains artifacts arranged from right counter-clockwise from the Paleolithic until the Byzantine age then a hall contains artifacts dating back to Islamic period and other containing Pottery coffins and other artifacts (Jordanian archaeological museum and registration department, 1994).

4.2 archaeological museum of Jerash

Jerash museum is located in Jerash Governorate north of Hashemite Kingdom of Jordan, the first archaeological museum has been founded in Jerash in 1903AD, where the yard of Artemis Temple has been exploited to view the archaeological discoveries that was found in Jerash, as well as mosaics, in 1985 the Department of Antiquities has reclaimed ancient touristic lounge and make it the headquarter of the museum which was called the first exhibition of the name (Jordan through the ages), the museum includes the best antiquities founded through the archaeological excavations in the location of Jerash and displayed in fourteen closet where archaeological finds has been displayed in a historical sequence extending from the stone ages, and until the Mamluk period(Department of Antiquities, 2013).

5. Methodology of the Study

It has been relying on analytical descriptive studies for a sample of the Museums of Jordan respondents by the Museum of Jbal Al Qallaa (Jordan Archaeological Museum) and the archaeological museum of Jerash, secondary information was collected from references and books that are related to the subject of the search, the initial information was obtained

through a questionnaire that includes (20) question of enclosed questions and a number of open-ended questions that relate to administrative practices of museums, it was distributed to a representative sample of 70 visitor to both museums after their visit to the museum by 35 questionnaire for visitors to the archaeological museum of Jerash and 35 questionnaire for visitors to the archaeological museum of Jbal Al Qallaa in 2012, the sample of the study had to answer the questions, all questionnaires has been adopted, did not retrieve, or repealed any questionnaire, then the data collected through questionnaires that were distributed to the community of sample has been entered on the (Statistical Package for the Social Sciences) SPSS system, in order to be studied, discussed, tested and verified to achieve the goal of hypotheses, assemble the answers to see its Frequencies and percentages, the mean and standard deviation of the data to see trends and answers of members of the sample, answers of the respondents have been analyzed in tables includes common information belongs to both museums, questions relating to each hypothesis have been collected in a table, retaining their numbers as it is referred to in the questionnaire.

6. Statistical Analysis and results

Analysis of hypotheses of the study

Analyzing the answers of the respondents on questions related to the first hypothesis of the archaeological museums of Jerash and Jbal Al Qallaa

6.1 The first hypothesis: the museum location encouraging visitors to visit from different Ages

Table 1. The results of Analysis of questions which relating to the first hypothesis for Jerash Archaeological museum and Jabal Al Qalla museum

Significant	Std.Deviation	Std.Error of mean	Mean	Frequencies						Jerash archaeological museum Jabal Al Qalla museum
				Total	S. agree	Agree	Neutral	Dis agree	S.Dis agree	
.000	1.47	.25	2.80	100.0	5.7	45.7	5.7	8.6	34.3	1- location of museum is suitable for visitor
.000	.48	8.34	4.14	100.0	20.0	74.3	5.7	-----	----	
.000	1.16	.20	2.80	100.0	8.6	20.0	25.7	34.3	11.4	2- location of museum encourage the older to visit it
.000	1.11	.19	3.00	100.0	11.4	22.9	22.9	40.0	2.9	
.000	.92	.16	3.83	100.0	20.0	57.1	8.6	14.3	—	3- the museum near to archeological site
.000	.92	.16	3.91	100.0	22.9	57.1	11.4	5.7	2.9	
			3.14							average of the mean
			3.68							

Analysis of questions related to the first hypothesis of the museum of Jerash founded that the respondents who pointed out that the location of the museum is suitable for visitor came in the first place by (45.7) and the ratio of strongly disagreement in second place(34.3), it has

been reflected on the degree of the mean amounting (2.80) that is closer to the alternative neutral and this confirmed by the degree of the standard deviation amounting (1.47), which is greater than the integer one, which confirms this dispersion.

In view of the degree of standard error of mean and value (0.25) it emphasizes conformity between the mean of the sample with real mean of community.

from the perspective of the researcher, in spite of dispersion but the final score is in favor of the appropriate of location of the museum for visitors.

As for the museum location that encourages the elderly to visit it, it has been shown that the proportion of those who disagree has topped the highest percentage which amounting (34.3), this has been reflected on the degree of the mean which amounting (2.80), that is closer to the alternative neutral, the degree of the standard deviation which amounting (1.16), which is larger than integer one, which confirms dispersion of The opinions of the sample, regarding the degree of standard error of the mean that proving match the mean of sample to the real mean of community.

Despite dispersion the views of the sample, but the final result indicates that the location of the museum in Jerash encourages the elderly to visit.

With regard to the location of the museum of Jerash is nearby archaeological sites, the answers of the respondents came about the approval and amounted (57.1) this was confirmed by the degree of the mean amounting (3.83), which is as close as possible to the agreement and confirmed by the degree of the standard deviation which is less than the integer one, amounting (0.92) and this indicates to the location of the museum of Jerash is nearby

As for the museum of Jbal Al Qallaa, the views of the respondents has indicated to agree that the location of the museum is suitable for visitors by percentage amounting (74.3), this was reflected on the degree of the mean amounting (4.14), and this was confirmed by the standard deviation amounting (0.48).

The percentage of strongly disagree to that the museum location encourages the elderly to visit is the highest percentage amounting (40.0), followed by the neutral and who agree percentage amounting (22.9), this was reflected on the degree of the mean amounting (3.00) which refers to the alternative neutral. There is a dispersion in views of the respondents which was confirmed by the degree of standard deviation amounting (1.11).

In terms that the location of the museum is nearby archaeological sites the views of the majority have focused on approval by percentage (57.1), this is referred to by the degree of mean amounting (3.91) that is very close to the agree and confirmed by standard deviation, which refers to the match of the mean of the sample with real mean of the community, and this proves that the location of the museum nearby archaeological locations.

We found through the study and analysis that the average of mean of the answers to this set of questions and which related to first hypothesis for the museum of Jerash amounted (3.14), while for the museum of Jbal Al Qallaa is (3.68), with a simple dispersion of answers as the deviations of values –center of category simple a bit, thus the first hypothesis was accepted for both museums, that the museum location encouraging visitors to visit from different ages.

Taking into account the degree of the significant is less than (0.05) which indicates that there are significant differences between the mean of the individual subgroups.

6.2 Second hypothesis: Display of archeological artifacts in the museum is convenient for visitors

Table 2. The results of Analysis of questions which relating to the second hypothesis for Jerash Archaeological museum and Jabal Al Qalla museum

Significant	Std.Deviation	Std.Error of mean	mean	Frequencies						Jerash archeological museum Jabal Al Qalla museum
				Total	S. agree	Agree	Neutral	Dis agree	S.Dis agree	
.000	1.29	.22	3.09	100.0	14.3	31.4	14.3	28.6	11.4	Q7-display methods in museum are suitable for visitors
.000	1.04	.18	3.43	100.0	14.3	37.1	28.6	17.1	2.9	
.000	1.27	.21	3.09	100.0	11.4	40.0	2.9	37.1	8.6	Q8-display methods in museum are variety and multiple
.000	1.11	.19	3.34	100.0	14.3	34.3	28.6	17.1	5.7	
.000	1.26	.21	3.00	1000 1000	5.7	42.9	14.3	20.0	17.1	Q9- the size of chambers in museum are appropriate with the exhibits
.000	1.19	.20	3.00		5.7	37.1	22.9	20.0	14.3	
.000	1.46	.25	2.60	100.0	14.3	20.0	5.7	31.4	28.6	11- the first sight to museum encourage the visitors to spend a long time in it
.000	1.06	.18	2.86	100.0	5.7	25.7	22.9	40.0	5.7	
			2.49							average of the mean
			3.15							

Analyzing data on the Jerash museum shows that the percentage of those who agree that methods of display in the museum are appropriate for visitor reached the highest percentage (31.4) and this emphasized that the methods of display in the museum are various and numerous, and on the size of chambers are appropriate for exhibits the ratio of those who agree in the first question reached (40.0) and in the second question (42.9).

This is reflected on the degree of the mean which is closest to be the neutral alternative; this is confirmed by standard deviation degree which is bigger than integer one and which indicates that despite dispersion in the answers of respondents.

The standard error of the mean refers to the matching between the sample mean and the real mean for community, and that the significant degree less than one indicate that despite of the dispersion in the sample Opinions, the result indicates that the methods of display are suitable for the visitors and they are various and numerous, and that the size of chambers in the museum are commensurate with the size exhibits.

In contrast to the first sight of the museum encourages the visitors to spend a long time in it which the answers of respondents come contrary and that the proportion of disagreement on the highest percentage (31.4) with a dispersion found in the answers of respondents, but the standard error of mean and in spite of dispersion in a sample Opinions, however, the result confirms that at first sight to the museum does not encourage the visitors to spend a long time in it.

As for the Jabal Al Qalla museum that the methods of display in the museum suitable for the visitors and which applies to that the display methods in the museum are variety and various ,and the museum encourages visitors to spend a long time in it; show that the percentage of those who are agree the first place and followed by the neutral alternative for all previous questions.

The standard deviation indicates the presence of dispersion in respondents answers but that the ratio of the standard error of mean suggests matching the mean of sample with real mean of community.

There dispersion in the sample opinions, but the result indicates that the agreement of what came of the previous questions concerning the second hypothesis.

The first sight of the museum encourages visitors to spend a long time in it indicating that the highest proportion of those who disagree percentage has reached (40.0) followed by the agree (25.7), and this is confirmed by the mean degree (2.86) and clarified through the standard error (.25) and the significant to that first sight of the museum does not encourage visitors to spend a long time in it.

Through the average of mean of the answers to this group of questions relating to the second hypothesis for the museum of Jerash reached (2.94) which calls for a rejection of the hypothesis which indicates that the display methods in museum are suitable for visitors.

As for the museum of the Jabal Al Qalla , the average of mean degree (3.15) with a slight dispersion in the answers thus the second hypothesis has been achieved that display of archeological artifacts in the museum is convenient for visitors, the degree of the significant is less than (0.05) which indicates that there are significant differences between the mean of the individual subgroups.

Where it has to take into our consideration that the methods of display should be appropriate to the visitor for possibility to understand the exhibits and this confirms what referred to by Daivuku in his research conducted on museums in Germany and found that the visitor have a clear reaction towards exhibits and methods of display, and how it is in the museum of Art in Pennsylvania, the exhibition has been arranged on the basis that the visitors will walk

with a clockwise direction, but the result was that 50% of the visitors turned to the right and not to the left, and that most of the pieces on display just gained casual vision, attention must be for the methods of display. So that the visitors can see and understand as much as of the exhibits.

6.3 The third hypothesis: design of the museum gains satisfaction of it visitors

Table 3. The results of Analysis of questions which relating to the third hypothesis for Jerash Archaeological museum and Jabal Al Qalla museum

Significant	Std.Deviation	Std.Error of mean	Mean	Frequencies						Jerash archeological museum Jabal Al Qalla museum
				Total	S. agree	Agree	Neutral	Dis agree	S.Disagree	
.000	1.15	.19	2.49	100.0	2.9	17.1	31.4	22.9	25.7	Q4 - the building isn't formatted to attract the visitor
.000	1.12	.19	2.49	100.0	2.9	17.1	28.6	28.6	22.9	
.000	1.01	.17	2.57	100.0	2.9	20.0	17.1	51.4	8.6	Q5- using the heritage building as a museum is unfavorable for visitor
.000	1.07	.18	2.17	100.0	-----	14.3	22.9	28.6	34.3	
.000	1.22	.21	2.60	100.0	2.9	31.4	8.6	37.1	20.0	Q6- museum design is confusing and uncomfortable for visitors
.000	1.19	.20	2.60	100.0	5.6	17.1	31.4	22.9	22.9	
.000	1.34	.23	3.17	100.0	20.0	28.6	8.6	34.3	8.6	Chambers display aren't comfortable for visitor
.000	1.03	.17	3.14	100.0	8.6	31.4	28.6	28.6	2.9	
			2.70							average of the mean
			2.60							

With regard to that the museum is not formatted to attract visitors came neutral ratio is the highest reached in Jerash (31.4) then followed by strongly disagreement (25.7), but in Jabal Al Qalla equal proportion of neutral and disagreement(28.6) As for using the heritage building as a museum is unfavorable for visitor, and the design of the museum is confusing and is not formatted to attract visitors topping disagreement the highest percentage in Jerash but in Jabal Al Qalla museum strongly agreement the highest percentage in the first question and neutral in the second question .

The majority in Jerash museum indicate to the disagreement that display chambers are not suitable for the visitor by (34.3) and followed by the agree (28.6).

On the contrary in the museum of the Jabal Al Qalla where the vast majority of those who agree that the chambers display aren't comfortable for the visitors by (31.4) followed by disagreement and neutral (28, 6) this was reflected in the mean of all study sample answers.

There is a dispersion in the sample opinions confirmed by the standard deviation which was in all of the answers bigger than one but that the standard error of mean indicates matching average of the sample with the real average for community and this confirms that study sample opinions has focused in the interest of museum and stressed that the museum is not confusing and formatted to attract visitors, and that the use of heritage buildings as museums is lovely things, as chambers display are comfortable for visitors in Jerash, but they are not suitable to them at the museum of Jabal Al Qalla.

Average of mean to this set of questions related to this hypothesis in the archaeological Jerash museum reached (2.70) and in the Jabal Al Qalla(2.60) with a dispersion in the answers as the values deviations were at the center of category slightly simple, and therefore the hypothesis was accepted for both museums and the notion that the design of the museum gains satisfaction of his visitors.

6.4 The fourth hypothesis: Experience and knowledge of museum staff is enough to guide visitors inside the museum.

Table 4. The results of Analysis of questions which relating to the fourth hypothesis for Jerash Archaeological museum and the Jabal Al Qalla museum

Significant	Std.Deviation	Std.Error of mean	Mean	Frequencies						Jerash archeological museum Jabal Al Qalla museum
				Total	S. agree	Agree	Neutral	Dis agree	S.Dis agree	
.000	1.29	.22	3.03	100.0	11.4	34.3	14.3	25.7	14.3	Q21- the museum employees haven't enough knowledge about exhibits the
.000	1.13	.19	2.80	100.0	14.3	14.3	40.0	22.9	14.3	
			3.03 2.80							average of the mean

Found through statistical analysis of the questions related to the museum of Jerash and related to the hypothesis that the experience and knowledge of museum staff is enough to guide visitors inside the museum.

That a high percentage of the answers of respondents which indicate that workers at the museum do not have enough knowledge about the exhibits tends to agreement by (34.3) followed by disagreement (25.7).

In Jabal Al Qalla museum the high percentage tends to neutral (40.0) followed by disagreement(22.9) and it was reflected on the mean, in spite of the dispersion of sample opinions which is clear from the standard deviation, that had in all of the answers is larger than integer one but the standard error of mean refers to the matching of sample average with the real average for community, the degree of the significant is less than(0.05)which indicates that there are significant differences between the mean of the individual subgroups.

From looking at the average of mean to the questions on this hypothesis in relation to the museum of Jerash which reached (3.03) and therefore the hypothesis which says that the experience and knowledge of museum staff is enough to guide visitors inside the museum was rejected, but this hypothesis has been accepted at the museum of the Jabal Al Qalla where the average of mean to the answer of the question on this hypothesis reached (2.80)

We note here that there must be a qualified staff for museum inventory working, and this was confirmed by Assaf in his research that indicate the museums need for training team of museum inventory, the need for continuously training for those working in the museum reached that the task of securing the safety of antiquities and ensure their survival and presented it to the audience depends on the good training for workers and accompaniment with scientific development.

6.5 Fifth hypothesis: Museum administration Provides services for museum visitor

Table 5. The results of Analysis of questions which relating to the fifth hypothesis for Jerash Archaeological museum and Jabal Al Qalla museum)

Significant	Std. Deviation	Std. Error of mean	Mean	Frequencies						Jerash archeological museum Jabal Al Qalla museum
				Total	S. agree	Agree	Neutral	Dis agree	S.Dis agree	
.000	1.46	.25	2.97	100.0	17.1	28.6	11.4	20.0	22.9	Q15- the bath rooms unavailable in the rest area
.000	1.21	.21	3.37	100.0	20.0	28.6	28.6	14.3	8.6	
.000	1.42	.24	2.49	1000	14.3	14.3	5.7	37.1	28.6	Q19- ticket prices are expensive and unsuitable for all
.000	.94	.16	1.86	1000		5.7	28.6	28.6	45.7	
.000	1.32	.22	3.03	100.0	14.3	28.6	17.1	25.7	14.3	Q20 -taken in to account the individual needs for visitors
.000	1.00	.17	3.14	100.0	5.7	31.4	42.9	11.4	8.6	
			2.83							average of the mean
			2.79							

Most of the opinion of the respondents in Jerash museum with respect to that prohibitive tickets prices and isn't suitable for all disagreement Rate (37.1) and is followed by strongly disagreement (28.6).

The lack of sanitary facilities and rest areas the most answers indicate that the proportion agreement reached top(28.6) then followed by a strongly disagreement(22.9)

There is dispersion in study sample answers about taking into account the individual needs of visitors, as the agreement percentage has been reached the top (28.6) followed by disagreement (25.7) which was reflected by the mean (3.03) approaching neutral alternative.

The standard deviation indicates to the presence of dispersion in the answers of respondents, however, this result can be dependable in the future researches where the selected sample mean was identical to the average of the real community, as represented by the standard error of mean(.22).

We conclude that in the lack of sanitary facilities and rest areas in the site and tickets prices are not expensive and suitable for everyone, as there into account to individual needs of the visitors.

As for of the Jabal Al Qalla museum, the majority indicated for those who agree and neutral of the lack of resting places by (28.6); and confirmed by the mean (3.37).

However, those answers are different in that tickets prices are prohibitive and is not suitable for all, where the opinions of the vast majority directed toward neutral and disagreement by (28.6); and that taking into account the individual needs for the visitors most answers are refer to neutral alternative(42.9).

In spite of the presence of dispersion in the answers, but that the standard error of mean refers to the matching between the mean of sample and the mean of real community.

From the average of mean for answers to this set of questions and related to this hypothesis for Jerash museum reached to(2.83), and in the Jabal Al Qalla reached (2.79) and thus the hypothesis was rejected for both museum, this indicates that administration don't provide adequate services for museum visitor, despite the availability of certain services and the concentration of both museums to lower prices which plays a big role in attracting the visitors, this is referred to as Daivko that in some of the country canceled entry fee in many museums, or at least substantially reduced, and also some of them have identified certain days where public access was free and this was on Saturday, This has resulted in a sufficient increase in the numbers of the visitors to museums from all over the world.

6.6 Sixth hypothesis: the providing guiding information in the museum makes it easier for the visitor to know the historical value of displayed artifacts.

Table 6. The results of Analysis of questions which relating to the sixth hypothesis for Jerash Archaeological museum and Jabal Al Qalla museum

Significant	Std.Deviation	Std.Error of mean	Mean	Frequencies						Jerash archeological museum Jabal Al Qalla museum
				Total	S. agree	Agree	Neutral	Dis agree	S.Dis agree	
.000	1.37	.20	3.31	100.0	22.9	31.4	11.1	22.9	11.4	Q16-the maps and guidebooks unavailable in the museum
.000	1.36	.23	3.26	100.0	20.0	31.4	17.1	17.1	14.3	
.000	1.21	.20	3.69	100.0	25.7	45.7	5.7	17.1	5.7	Q17- illustration explanation for archeological artifacts isn't enough
.000	1.46	.25	3.03	100.0	22.9	17.1	20.0	20.0	20.0	
.000	1.32	.22	3.29	1000	20.0	34.3	8.6	28.6	8.6	Q18- the ordinary visitors can understand the illustration explanation
.000	1.28	.22	3.00	1000	14.3	22.9	25.7	22.9	14.3	
			3.4							average of the mean
			3.0							

For the museum of Jerash with regard to maps and guidebooks are not available the highest percentage to revolve around agreement (31.4) and followed by the strongly agreement and disagreement (22.9), this percentage was applied to this answer at the museum of Jbal Al Qallaa.

The explanatory illustration of the artifacts is inadequate the agreement percentage is (45.7), while in Jbal Al Qallaa museum answers of sample of study are the highest percentage of strongly agreement is (22.9) with regard to that makes it easier for the ordinary visitor to understand explanatory illustration in Jerash amounted (34.3).

As for the museum of Jbal Al Qallaa that the ordinary visitors can understand the illustration explanation the highest percentage is of neutral amounted(25.7) then followed by agreement and disagreement in the same percentage of (22.9), this was reflected on percentages of the mean(3.00) that came tends to agreement.

There is a simple dispersion in answers of the respondents, that confirmed by standard deviation, but the standard error of mean is less than the integer one (.22), which refers to the match between the mean of the sample and real mean of the community and this confirms that it can be taken with these results in future studies.

From the average of mean for answers to this set of questions related to this hypothesis for the museum of Jerash amounted (3.4), and in the museum of Jbal Al Qallaa amounted (3.0), thus this hypothesis was rejected for the museum of Jerash, as for the museum of Jbal Al Qallaa there is no assertion of the result where the mean refers to the neutral and therefore it cannot be asserted to accept or reject the hypothesis which indicates that the providing

guiding information in the museum makes it easier for the visitor to know the historical value of displayed artifacts, however, it could be argued that answer of the majority questions related to that hypothesis tend to reject that hypothesis more than acceptance.

6.7 Seventh hypothesis: Providing healthy environment inside the museum prolongs the period of visit.

Table 7. The results of Analysis of questions which relating to the seventh hypothesis for Jerash Archaeological museum and the Jabal Al Qalla museum.

Significant	Std. Deviation	Std. Error of mean	mean	Frequencies						Jerash archeological museum Jabal Al Qalla museum
				Total	S. agree	Agree	Neutral	Dis agree	S. Disagree	
.000	1.33	.23	2.60	100.0	8.6	22.9	14.3	28.6	25.7	Q12- the Ventilation in
.000	1.01	.17	2.46	100.0	2.9	11.4	31.4	37.1	17.1	the museum is healthy
										for visitor
.000	1.41	.24	3.11	100.0	22.9	22.9	8.6	34.3	11.4	Q13- the temperature in
.000	1.11	.19	3.11	100.0	5.7	37.1	31.4	14.3	11.4	the museum is healthy
										for visitor
			2.85							average of the mean
			2.78							

For the museum of Jerash with regard to ventilation and temperature are healthy for visitor, it founded that the percentage of disagreement is the top amounted in the first question (28.6) and (34.3) in the second question and followed by the agreement amounted (22.9) in both questions , this was reflected on the mean between (2.60 and 3.11).

Standard deviation has pointed to the existence of the dispersion in answers of the respondents, but the standard error of mean is less than integer one, thus refers to the match between the mean of the sample and real mean of community, and this confirms that it can rely on these results in future studies, according to the views of the researcher the answers came pouring in that the ventilation and temperature are unhealthy for the visitor.

The answers visitors to the museum of Jbal Al Qallaa showed that ventilation in the museum unhealthy and stressed that the highest percentage that refer to disagreement percentage (37.1), followed by the neutral (31.4). As for the healthy temperatures of the visitor, the highest percentage of the answers of the sample of study revolve around the agreement percentage (37.1), and came in second place by (31.4)neutral and this has been reflected in the mean amounting (3.11) which tends to alternative neutral.

There is simple dispersion in answers confirmed by the standard deviation and the standard error of mean is less than integer one, thus refers to match of the mean of sample with real

mean of community and the degree of significant is less than (0.05) which indicates that there are significant differences between the mean of the individual subgroups.

The average of mean responses to this set of questions and related in this hypothesis for the Jerash museum is (2.85), and in Jbal Al Qallaa is(2.78), and thus it was rejected the hypothesis that Providing a healthy environment inside the museum prolongs the period of visit.

7. Analysis of demographic information to Jbal Al Qallaa and Jerash museums

Table 8. The results of Analysis of demographic information for Jerash Archaeological museum and the Jabal Al Qalla museum

Significant	Std.Deviation	Std.Error of mean	mean	frequencies			Nationality
				Total	Foreigner	Arabic	
.000	.17	2.86	1.3	100.0	2.9	97.1	Jerash museum
.000	.17	2.86	1.3	100.0	2.9	97.1	Jabal Al Qalla museum

Significant	Std.Deviation	Std.Error of mean	mean	Frequencies			Gender
				Total	male	Female	
.000	.51	8.54	1.46	100.	54.3	45.7	Jerash museum
.000	.46	7.75	1.29	100	71.4	28.6	Jabal Al Qalla museum

Significant	Std.Deviation	Std.Error of mean	mean	Frequencies				Age
				Total	26 and more	From 18-25	Less than 18	
.000	.60	.10	2.63	100.0	68.6	25.7	5.7	Jerash museum
.000	38.0	6.46	2.83	100.0	82.9	17.1	-----	Jabal Al Qalla museum

Significant	Std.Deviation	Std.Error of mean	mean	Frequencies				professional
				Total	others	commerce	Education	
.000	.84	.14	2.37	100.0	60.0	17.1	22.9	Jerash museum
.000	.82	.14	2.46	100.0	65.7	14.3	20.0	Jabal Al Qalla museum

The results of the statistical analysis that visitors to both museums were the majority, amounting (97.1) of the Arabs and this indicates their interest in visiting museums, especially the museums near to archaeological sites that reflect the reality of civilizations that inhabited

this region the percentage of foreign was too minor but probably due to the presence of tour groups from the Arabs in the museum coincided with the time of the distribution of questionnaires, which make them represent the vast majority of the sample of study, and that there is the effect of the nationality of the tourist on his answer, where the degree of significant in answers of the respondents is less than (0.05).

The study revealed that the highest percentage of visitors to museums are male amounting (54.3) in Jerash, and amounting (71.4) in Jbal Al Qallaa, this confirms the attention of males to carry on with respect to antiquities and history more than females with sufficient time they have to spend in visiting museums, and the percentage of married males and aged 26 and older who hold bachelor degree or more, this confirms that interest in visiting museums stems from the absolute conviction of the historical, cultural and educational importance museums.

8. Conclusion and recommendation

The results of the study hypotheses of Jerash and Jbal Al Qallaa museum are summarized as follows:

Table 9. the results of the study's hypotheses

Museum of Jerash	Museum of Jbal Al Qallaa
Acceptance of the first hypothesis	Acceptance of the first hypothesis
Rejection of the second hypothesis	Acceptance of the second hypothesis
Acceptance of the third hypothesis	Acceptance of the third hypothesis
Rejection of the fourth hypothesis	Acceptance of the fourth hypothesis
Rejection of the fifth hypothesis	Rejection of the fifth hypothesis
Rejection of the sixth hypothesis	The result inconclusive
Rejection of the seventh hypothesis	Rejection of the seventh hypothesis

The results of the study administrative status of the museum of Jerash and the museum of Jbal Al Qallaa from visitor's point of view that there must be administratively taking into account the exterior design of the museum, where the presence of the stairs at the entrance of the museum prevent the arrival of visitors from the elderly and people with special needs to it.

The views in the museum does not reflect the artistic sense and reflect the kind of promos for the non-replacement of parts or change the place and this was what the visitors to the museum noted more than once, the size of the galleries is not commensurate with the size of the exhibits, in addition to displaying a large number of artifacts in the small areas posing confuse to the visitor. The visitor does not have the required assistance to understand and clarify information about museum artifacts, despite the willingness of staff but they do not have sufficient experience and knowledge about artifacts, especially at the museum of Jerash, in addition to the lack of manuals related to artifacts displayed. As for the basic needs of visitors it need to pay more attention where there is no available break places or services

for people with special needs or private toilets, for visitors, as it must be concern about the healthy environment inside the museum where that do not have proper ventilation inside the museum and the whole does not encourage visitor to repeat visit, or to advise others to visit.

This result was confirmed by the analysis of some open-ended questions, and by these results it is clear that it is a must to improve the conditions in these museums to attract the largest number of visitors, and what applies to these two museums is applicable to other similar museums in Jordan. It has been shown through the analysis of a number of open-ended questions that there are many aspects that hinder the development of museums, both financial support and a lack of specialized staff with the lack of coordination between the museum and other institutions, such as universities and schools.

It turns out that there are many expectations for the visitor when visiting the museum would get a result of what the value of spending money and effort, and to get knowledge from the visit and have fun, and expect to find in museums who guide him, and this was confirmed by Victor in the study referred to earlier.

9. Recommendations

Finally, the current study provides some of the recommendations that would raise the level of performance of these museums and their role in the promotion of tourism development:

- 1- Displaying museum artifacts to attract visitor.
- 2- Continuous switch of artifacts displayed.
- 3- Improve the healthy environment of the museum.
- 4- Providing guidebooks, maps, and brochures to make it easier for the visitor to identify the artifacts displayed.
- 5- Translation illustrative explanations of the artifacts into several languages .
- 6- Choosing who have knowledge and efficiency to work in the museum.
- 7- Staff training in the museum on the views and explain of the archaeological information to visitors.
- 8- Providing places of rest and private toilets for visitors.
- 9- Attention to the elderly, people with special needs and facilitate their entry and movement inside the museum.
- 10- Activating the role of the museum in the educational and cultural aspects.
- 11- Enhance the role of the museum in tourism development.
- 12- Regulating information programs and awareness among educational institutions.
- 13- Presenting Lectures and seminars in educational institutions to introduce students to the importance and role of museums in preserving the history and cultural heritage of the nation.

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