STUDY OF ARCHAEOLOGICAL SITE MUSEUMS VISITORS IN JORDAN

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Abstract - This research is an academic attempt to study the Archaeological SiteMuseums visitors in Jordan. The main purpose of this research is to produce an in-depth understanding of the visitors and the multiple ways in which visitors experience Archaeological Site Museums in Jordan.

Index Terms - Jordan, Museums, Visitor studies

I. INTRODUCTION

Museum visitors studies are of great importance; Since it provides us with detailed information about the visitors and their needs (Ambrose and Paines, 2002). Varieties of methods are desirable in such research ; the questionnaires (written and oral) before and after visit are the most direct simple way to obtain reproducible data about museum visitors (Silverman, 1995 : 161-170).

The recent years have witnessed an increasing in the number of museums in Jordan, especially those of archaeology and history. Most of archaeological Sites in Jordan has, at least, one museum. Each Site yields archaeological objects and artifacts which are ultimately destined for display in museums (al-Rousan 1998).

The history of visitor studies in museums bears out that such studies are very significance for the museologists, since it help in the evaluation and assessment of there programs and exhibitions (George E. Hein, 2001). The exprements by Gilman (Gilman, 1916: 63) and Wilttin (Wilttin, 1949: 13), and the study by Robenson, Melton and colleagues (Melton et al., 1988:6-8) illustrate two approaches for museums visitor studies: qualitative and quantative. They can serve to illustrate and introduce a more general discussion of the possibilities for visitor research in museums (George E. Hein, 2001).

The interpretation of such surveys is very useful for the decision-makers for their planning and programming for their museums (Poulet, 2002).

II. THE STUDY

A. Research problem

Based on preliminary research, a review of the literature and the researcher's intimate knowledge of Jordan, as he was an employee in the ministry of tourism and antiquities of Jordan for more than 7 years, and had been dealing with tourist of archaeological Sites in Jordan and their museums, the problem of comprehensive understanding of the visitors of Archaeological Site Museums in Jordan was drawn up in this research. The Archaeological Site Museums have been selected in this research due to their number, size, and frequency of visit in comparison with the other types of museums in Jordan. Statistics suggest that the number of visitors and tourists has been increasing gradually in Jordanian archaeological. It has been noted that very few of these numbers of visitors to these archaeological sites were concerned museums in these sites. The need to make sure more divers visitors come to Archaeological Site Museums, and to attract a divers visitors or “publics” both local and tourist to the Archaeological Site Museums requires better understanding the complex behavior of visitors and the multiple ways in which people experience Museums, hence that museum should deals with its customers that they will become its public relations ambassadors recommend its product to others (Burcaw, 1983). We seek to identify the different types of visitors in these museums, by consequence to increase our knowledge about the visitors and their needs, and to find out what visitors think about these Archaeological Site Museums in Jordan, and what they feel about their visits, looking forward that this will lead us to accomplish our main objective of this study. In addition, the study seeks to examine and to evaluate how far Archaeological Site Museums in Jordanian conform to recommended conditions and international standards for receiving the museums visitor.
The study is aimed to be a stimulating one for further research in this direction.

B. Objectives and Method of the Study

SiteMuseums in Jordan, in order to broaden and diversify participation and attract more diverse visitors to museum’s exhibitions and programs.

Secondary Aims

- To identify the different categories of visitors of the Archaeological Site Museums in Jordan
- To illustrate the different assumptions about the types of visit in Archaeological Site Museums of Jordan
- To find out more about who the visitors of Archaeological Site Museums are

- To find out what visitors think and feel about the Archaeological Site Museums and their collections
- To evaluate the quality of services and facilities provided by these Museums
- To help staff working in Archaeological Site Museums in Jordan on how museum can be better reache visitors and program participants
- Attracting and targiting a range of divers visitors both local and international
- To help the decision-makers of the Archaeological Site Museums in Jordan to ameliorate their museums and services.

This research carried out through the following methodology:

I. Literature review of publications related to this research proposal

II. Filed Work

Two types of survey were generated.

- Questionnaires (written and oral) will be undertaken in order to assess the reactions, needs, level of satisfaction of the respondents of visitors.
- Interviews will be undertaken with government officials in the selected museums.

- **Lab Work**

Documenting and classifying the questionnaires used in the field

Documenting the results in tracing drawings

Tracing the questionnaires results

- **Theoretical Work**

- After the field work and the documentation of the results obtained, an analytical study will be undertaken. This will be divided into:

a. Data analysis: qualitative and quantitative data analysis.

b. Comparing the results of the two types of questionnaires (written and oral) used in the field on one another

c. Studying the behaviors of selected museums visitors.

And finally, drawing up conclusions of this proposal.

III. DISCUSSION

In view of the fact that visitor studies are closely associated with the rise of museum`s programs evaluation, this research come out with more information about visitors of the Archaeological Site Museums in Jordan with a specific statements of what individuals will be able to do during their experience in an exhibition or program.

The evaluation strategies of visitor studies will help Manager or Curators of the Archaeological Site Museums of Jordan to check of if they are achieving the objectives they have articulated for their exhibitions and programs to ensure continuous improvement, and get better, enlarging, or building new facilities. In addition these findings might contribute to the wider study of the Jordanian museums visitors.

A. Aqaba Museum

The Museum is located in Al-Sharif Hussein bin Ali residence , on the north shore of the Gulf of Aqaba .This house draws importance by its role in Jordan's modern history , negotiations took place in this place between Sharif Hussein bin Ali,and the British. later it became the Government House, which was composed of all government departments in Aqaba, In 1990 maintenance and conservation work were conducted for the historical house , currently ,it became the Archaeological Museum and the offices of the Ministry of Tourism and the Department of Antiquities.

Objects presented according to discovered sites , A room allocated for objects of each archaeological site and named by it ,such as Ayla Hall and Ayla of the Roman Byzantine, and various archaeological sites within Aqaba region.

The results showed that the majority of the visitors are of young people 54% between 20-29 and 21% years are under 19 year old. This indicates to which extent the generation is involved with museum activities.

68% of the visitors are female. The empirical study shows the about 62% of the visitors are of high level of education, this results designates that the awareness of the museum role is widespread among the learned people.

The results show also that 84% of the local visitors to this museum have the experience of the museum visit. And the majority of the visitor achieved their objectives of the visit.

The results show that this museum don’t used an efficient tools of promotion to promote and market its activities, 45% of the visitor indicate that they don’t hear about the museum and their visit was by coincidence.

Regarding the satisfaction of the visitors, the empirical study shows that there is a general satisfaction of the visitors regarding the staff, the labels, and the exhibit areas and the museum activities.

Concerning the foreigner visitors of Aqaba museum, the results indicate that the majority of the visitors is Europeans (around 74%). 70 % of them are of more than 40 years old, this indicate the group age of the tourist of Jordan.

A few number of Aqaba museum visitors has did not visit any museum before while the majority has a good experience of museums visit; 44% of visited 3-6

museums before, 25% 7-12 and 23% more than 13 museums visits, this designates the quality of tourist who visite this museum.

The travel books play an essential role of promotion, 57% of the visitor states that their visit is promoted by travel book. The tools odmidea don't
play their role of promotion for the museum as well; 1% of the visitor promoted by Brochures and 2% by the internet.

Regarding the satisfaction of the visitors, the empirical study shows that there is a general satisfaction of the visitors regarding the staff, the labels, and the exhibit areas and the museum activities.

B. Jordan archaeology museum

This museum is situated at Jabel al qala . Jordan Archaeological Museum was built in 1951 on the Citadel Hill in Amman. It houses artifacts from all the archaeological sites in the country. The collection is arranged in chronological order and represents ancient items of daily life such as pottery, glass, flint and metal tools, as well as monumental materials such as inscriptions and statuaries. The museum also houses several jewellery inscription statuary and coin collections

Analytical study shows that 67% are of 20-29 years old, and the majority of visitor is male 66%. museum visitors have no good experience of museums visit since the majority don't have more that 3 museums visits. Regarding the satisfaction of the visitors, the empirical study shows that there is a general satisfaction of the visitors regarding the staff, the labels, and the exhibit areas and the museum activities. The museum needs to activate the tools of promotion; radio and newspapers have no role in the process of museum activities promotion. The visitors are quiet satisfied of the museums staff, collection and collection display and interpretation generally. The study shows that the European are the majority of this museum visitors. A lot of the visitors are experience in museums visits since they have more than 3 museums visit. The majority of the visits are promoted by travel books and personnel recommendation, while the tool of promotion especially media tools don't played any efficient role in marketing and promoting the museum activities. The study shows that visitors are generally satisfied of the collection and museum activities and general services.

C. Jarash Museum

Jerash Museum is located inside the archaeological site , it was built in 1965 as visitors rest house and then turned into a museum in 1985. The museum contain collections of pottery, numismatic and other objects display the different periods of settlement at Jarash archaeological sit 79% of the museum visitors are of 20-39 years old, 64% are males, and 36 are females.

The majority of the visitors are students and they cam to the museum for educational purposes. They stated that they achieved their purpose of the visit to this museum. Study showed a bad satisfaction regarding to museum exhibit, services, and activities in general.

Results show that 75% of the museum are Europeans, 49% of them are males and 51% are females., and the majority of the visitors are over than 30years old (33% are between 30-39, 36% are between 40-59 and 7% are over than 60years old).

Travels books and personal recommendation are the main tools of promotion for the museums. Newspaper, radio and other local tools of media have no efficient role in the museums marketing. 54% of the visitors states they visited the museum for curiosity and 32% of them for fun. 81% of them achieved their objectives and 21% are not.

Visitors show a general satisfaction of their visit.

The results showed that the majority of the visitors are of young people between 20-29 and a few number of visitors are years are under 19 year old. This indicates to which extent the generation is involved with museum activities.

66% of the visitors are males. The empirical study shows the majority of visitors are of the visitors are of high level of education, this results designates that the awareness of the museum role is widespread among the learned people.

The results show also that the local visitors to this museum have the experience of the museum visit. And the majority of the visitor achieved their objectives of the visit. The results show that this museum don't used an efficient tools of promotion to promote and market its activities, the visitor stated that they don't hear about the museum and their visit was by coincidence.

Regarding the satisfaction of the visitors, the empirical study shows that there is a general satisfaction of the visitors regarding the staff, the labels, and the exhibit areas and the museum activities

Results show that 69% of the museum are Europeans, 58% of them are males and 42% are females., and the majority of the visitors are over than 30years old (76%).

Travels books and personal recommendation are the main tools of promotion for the museums. Newspaper, radio and other local tools of media have no efficient role in the museums marketing.

55% of the visitors states they visited the museum for curiosity and 21% of them for fun. 90% of them achieved their objectives and 10% are not.

Visitors show a general satisfaction of their visit.

D. Kerak Museum

The museum was founded in 1981 in a barreled hall of 80 m length goes back to the Mamluk period inside the castle. In 2001 the museum had been rehabilitated under the Tourism sector development project funded from the Japan Bank and Japan International Cooperation Assistance (JICA) and opened in August 2004
The museum situated at Kerak Castle. It displays objects of archaeology and folklore) it is one of the finest of its type surviving today.

Study shows that the majority of the museum visitors are of 20-39 years olds (65%). And the majority of them are male (68%). 74 % of the visitor are of high educational level.
82% of the visitors were for entertainment and for curiosity, and 48% visited the museum before. 90% of them state that they achieved their purposes of the visit while 10 only did not.

Generally visitors are not satisfied of the way of exhibit in the museum and the museum activity in general, while there are a general satisfaction of the museum services and the museums staff.

Analytical study shows that 93% are more than 20 years old, 43 of them are between 20-39 years old.

The museum visitors have good experience of museums visit since the majority has more than 3 museums visits.
Regarding the satisfaction of the visitors, the empirical study shows that there is a general satisfaction of the visitors regarding the staff, the labels, and the exhibit areas and the museum activities.

The museum needs to activate the tools of promotion; radio and newspapers have no role in the process of museum activities promotion.
The visitors are quiet satisfied of the museums staff, collection and collection display and interpretation generally.

E. Mdaba Museum

Followed by the discoveries of mosaic floors in a heritage house in Madaba An appropriation of the two traditional houses were taking place in 1979.where it became as Madaba museum and church (Ithia) mosaic floor formed part of the museum exhibits.

The museum is divided into three sections: the traditional House with examples of oriental architecture; Jordanian traditional handicrafts; and the Archeological Museum which contains archaeological finds from the Bronze Age onwards.
The museum has many mosaics which originally on the site. However, mosaics from other locations have been housed in order to ensure their preservation.

58% of the museum visitors are of 20-39 years old, 59% are males, and 41 are females.

The majority of the visitors are students and they cam to the museum for educational purposes. They stated that they achieved their purpose of the visit to this museum.
Study showed a bad satisfaction regarding to museum exhibit, services, and there is a bad satisfaction regarding the museums activities in general.

68% of the visitors are of Europeans nationalities. 56% are between 20-39 years old.
60% of the visits are for curiosity purposes, and 33% for fun and enjoyment. Visitors state that they achieved their objectives from the visit.

Visitors expressed a bad satisfaction regarding the The quality of services, interactive displays and exhibitions, Displays and activities for children and schools and Educational opportunities for all age groups

F. Petra Nabataean Museum

The museum also has an excellent display of Nabataean Petra Nabataean Museum was opened on the fifth of April 1994, Located in Petra ancient city within the building owned by the Department of Antiquities part of it is used as a museum and object stores pottery, including this well preserved lamp. The museum displays archaeological finds discovered by the different excavations at Petra ancient city

The majority of the museum visitors are of 20-39 years old, 56% of them are males, and 44 are females.

The majority of the visitors are students and they cam to the museum for educational purposes. They stated that they achieved their purpose of the visit to this museum.

Study showed a bad satisfaction regarding to museum exhibit, services, and a general bad satisfaction concerning the museums programs and activities in general.

Analytical study shows that 93% are more than 20 years old, 43 of them are between 20-39 years old.
The museum visitors have good experience of museums visit.

Empirical study shows that there is a general satisfaction of the visitors regarding the staff, the labels, and the exhibit areas and the museum activities.

The museum needs to activate the tools of promotion; radio and newspapers have no role in the process of museum activities promotion.

The visitors are quite satisfied of the museums staff, collection and collection display and interpretation generally.

CONCLUSION

The study was a general survey of the archaeological site museums of Jordan seeking to define the different types of their visitors and to increase our knowledge about the visitors, their satisfactions, reaction and objective during their visits to such museums.

The study showed the different types of visitor and the main problem of the Jordanian archaeological Sit-museums.

Jordanian archaeological museums need a new revision of their quality of services.

The museums have to activate their facilities
Museums needs a new revision to their policy of promotion and marketing
Activities and programs in archaeological-site museum have to be concentrated towards the visitor of 20-39 years old
A global revision of the method of display are recommended
An activation of the educational programs in such museums is very recommended.

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