

*Museums and their role in publishing Cultural heritage and Tourism culture
Depending on the Information and social networking network (Karbala
Governorate - Analytical Study)*

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Received: 03/08/2024

Accepted: 19/02/2025

Abstract:

Museums play an active role in increasing the national sense of all members of society, because they have a clear role in the definition of the civilization of the homeland, which leads to the development of feelings of pride and pride and belonging, as well as the The importance of in the advancement of artistic taste museum, and the countries of the world to establish educational and cultural goals, historical, and economic to attract large numbers of tourists.

The museums represent the interaction between tourists and local communities and thus are considered the mediator in the exchange of tourism and culture. Tourism has played a major role in activating museums and increasing visitors and thus increasing the income of the hard currency if used properly.

Museums are now a science institute, a cultural center and a school of various arts. Today's museums are not stores for valuables, but scientific and cultural institutions that provide information in a popular and interesting form.

The museums are a constant target for tourists and visitors. Our museums must play a major role in the development of this tourism activity by exploiting the social networks in order to achieve tourism awareness towards these diverse museums.

Keywords: museums, social networks, tourist culture.

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I. INTRODUCTION

Museums in many countries are considered a mirror that reflects the history and civilization of nations in past eras in front of our current present. Through museums, current generations learn about periods and stages of their history. In addition, museums shape the soul and develop the taste of future generations. They are considered one of the most important means for students to learn about the history of a nation. Nations or a type of people.

After the openness of society in the current era and the development of life in all its aspects, the museum has become a center and a comprehensive organization that attracts all members of the public, with their many cultures, different ages, and diverse segments. The visitor's need for the museum has become to know, teach, and educate about all aspects of the civilization to which these antiquities belong due to the expansion and great increase in numbers. Museums.

Since tourism is considered an important economic activity because it has become one of the important economic foundations on which many countries depend to increase their income from hard currencies to support their budgets, the goal of tourism has become directed towards museums or what is called (cultural tourism) to become more open and appropriate for the growing tourism activity. And he is moving toward the museum.

At present, the information and social networking network has played a major role in disseminating various topics because they have wide appeal at the international and local levels. Thus, it is possible to revitalize museums in society, especially since Iraq is one of the world's greatest civilizations and the richest in antiquities. Therefore, it was necessary to pay attention to establishing museums to preserve Everything discovered from this great heritage.

The first topic (research methodology)

First: the research problem

1-Lack of studies and research that linked museums and the information network to spread tourism culture.

Lack of cultural awareness of the importance of the role of museums in attracting tourism to Iraq.

There is a weakness in government budgets allocated to museums for their development and modernization.

Second: The importance of research

This research addresses museums as a tool for disseminating tourism culture through the social media network and their role in achieving tourist attraction to the Holy Governorate of Karbala, especially the museum of the Holy Abbasid Shrine, the Holy Hussein Shrine and the rest of the museums in the governorate, which leads to an increase in tourist demand.

Third: Research objectives

Knowledge of the functions, importance and objectives of museums.

Determining the reality of museums in the Holy Karbala Governorate.

Identifying the role of museums in Karbala Governorate as a tool for attracting tourists and disseminating tourism culture using information networks and social media.

Fourth: Research hypothesis

The research seeks to reach real results through field visits and collecting statistics from the concerned authorities to know the research hypothesis, which states: "Museums have a major role in spreading tourism culture through the information network and social communication in order to achieve tourist attraction for the museums of the Holy Karbala Governorate and achieve successful tourism development for them." "

Fifth: Research method

The descriptive approach was used in this research by collecting data on the studied phenomenon, analyzing it from the concerned authorities, and drawing conclusions from them

regarding the problem in question.

Sixth: Temporal and spatial boundaries

The temporal boundaries were represented in the current year 2019, while the spatial boundaries were represented by the Museum of the Holy Imam Hussein Shrine and the Holy Abbasid Shrine, because they have a prominent role in owning the cultural and heritage heritage.

The second topic

A conceptual introduction to museums

First: The establishment of the museum

Many believe that museums have suddenly appeared as a modern idea, but many historical studies have proven that the essence of the museum is as old as man in its limited sense, and it is useful to follow the development of the emergence of the museum as an educational and entertainment institution, and as a research center that researchers benefit from in their research on aspects of civilization. In various eras and periods, hence it is okay to review what we receive from the pages of the emergence of the idea of museums and its development from the Pharaonic era until the modern era.

Pharaonic era

The Egyptians are considered the first to be interested in museums and temples in addition to the religious purpose. Although they did not have the concept of a museum, it can be said that Egyptian temples are more like museums. Their art in their temples was used for the purposes for which it was displayed and had a certain meaning in the minds of visitors, and the idea of the museum As a museum, its origins were linked to the ancient Egyptians because of their rejection of everything beautiful, and its property has archaeological value due to the antiquity of its era, especially if this is linked to a religious meaning.

In Greece itself, the idea of museums began in cities and temples, where museums were established that collected many statues and artistic antiquities. Their purpose was for beautification only. Roman historians mention that the palaces of the emperors contained halls that were used as museums. Individuals also collected models of antiquities and statues whose origins were In Bomba and other Italian cities.

The famous Roman commander said **Agrippa** In his public speech, "The emergence of the idea of museums came from the standpoint of preserving the precious artistic objects in ancient temples, and the importance of the idea of establishing the Alexandria and Pergam Museum in the Hellenistic era, and its connection to the library, culture, and scientific research, and attracting effective scientific elements to it." (Muhammad, 2002: 23)

middle ages

In this era, the places of worship in those eras made themselves like small museums, represented in churches and monasteries, due to the splendor of their buildings, the beauty of the pictures and fresco drawings with which they decorated their walls, and the natural treasures that their various halls preserved, such as ornaments, enamels, icons, and textiles with which they filled the treasures of those eras. Places, and many of the relics that pilgrims brought from distant lands as gifts or vows to those places that they considered to be a holy Kaaba to which they made pilgrimages. Among the features of that period was the increased interest in collecting the remains of saints and their possessions, and keeping them inside compartments. They acquired the quality of precious relics, in addition to their sacredness. They were preserved in places of worship, and examples of this include glass artifacts made in imitation of the sacred rock crystal Hedwig. They number about thirteen cups distributed among European museums and art collections. (Muhammad, 2002: 27)

Islamic era

Muslims knew the habit of collecting precious and rare antiques, especially after their conquest of the Persian and Byzantine regions. Although the Arabs did not know of private museums and vaults that, in addition to containing manuscripts, preserved valuable and precious antiques, the Abbasids

were interested in collecting antiquities and having them in their vaults. You will find, but not limited to, the background. Al-Radi had built a special treasury to collect crystal antiques, and the Arab historian Al-Sawli mentioned, "I have never seen more crystal in a king than in Al-Radi, and no king did anything like what he did...etc." However, these treasuries were looted and destroyed by the rebels during Their attribution to Iraq and the fall of Baghdad in 1258 AD, and the caliphs of Andalusia collected a lot of valuables and antiques in their palaces, whether in the city of Toledo, Granada, Seville or Cordoba.

It can be said that the Ottoman Empire collected most of the rare valuable antiques that were inherited by the Islamic Emirates. We find that the palaces of the Osman family in Istanbul were filled with antiquities and antiques, the most famous of which is the Grand Palace, which is known today as the "Touk Abu Sari" Museum, which contains the greatest Islamic antiquities collected since the days of Sultan Muhammad. The Conqueror.

Renaissance

During this era in Europe, there was a special interest on the part of the kings, merchants and consuls of Europe who were influenced by the journeys of sailors exploring the New World and the rare and valuable antiques they brought, thus beginning the largest process of plundering and plundering heritage, this New World in the name of conquests, education and preparation. The best example of this is the plundering of the people's treasures by the Spanish and Portuguese. The Maya in South America, as well as the French campaign against Egypt led by Napoleon Bonaparte, which led to the plundering of thousands of Pharaonic artifacts, paving the way for Italian, German, and British excavation campaigns...etc. (Al-Quddus, 2001:121)

This period witnessed the establishment of museums as stand-alone institutions, but this was the result of several factors, including nostalgia for the past, modern inventions, which were the result of the industrial revolution and its direct impact on the social and economic revolution in the human lifestyle, so the working class obtained their social demands, determined working hours, and raised the standard. Cultural, which allowed them to take an interest in cultural institutions such as museums and public libraries. Awareness of the museum's role in educating society increased. Media interest, especially the written press, in the world's museums and archaeological discoveries in the new colonies. Academic studies were established to modernize and develop museum sciences and study the effects of various ancient civilizations and attempt to translate them. Translation of cuneiform and Pharaonic script by English and French archaeologists in an unprecedented competitive spirit. (Marzouk, 1981: 42)

As for the Arab world, it is lagging behind compared to the Western world. This is due to a number of political, economic, and religious factors. Perhaps the influence of the Islamic religion is considered the most important of them, as museums are associated in the minds of Muslims with collecting statues and their custom, which reminds of what the Arabs were like before the emergence of Islam. (Marzouk, 1981: 26)

Museum establishment began in Arab countries in the late 19th century and the beginning of the 20th century. Most Arab museums, in their beginnings, focused on displaying the Roman and Greek civilizations and the statues, pottery, pottery, and glass objects found dating back to these civilizations in particular, and that the opening of these museums was during periods of European occupation. For Arab countries. (Asir, 2003: 42)

Second: The concept of the museum

The Arabic definition of a museum is "a place where an artistic, archaeological, scientific, or other masterpiece is displayed" (Al-Mu'jam Al-Wasit).

I knew the American Museum Organization AMM The museum, as "a place to collect and preserve human and natural heritage, and display it for the purpose of education and culture, and this will not be realized unless the museum has the technical capabilities and trained expertise."

Accordingly, the museum plays a role in enhancing the components of cultural identity and

expressing them by reflecting the history and present of society, and it is also capable, through educational and pedagogical methods, of developing this identity.

As stated by Martin Heidegger (Martin Heidegger)) Exhibitions play an important role in defining the idea of the museum and the nation's nationalism. Exhibitions determine which of the nation's objects are the most important to display, and thus provide justification for the existence of this nation, meaning that museums display the nation's most valuable objects, and therefore a nation that does not have museums, that is, does not have Original exhibits, whether scientific or historical, it does not matter what is present.) Mendel & Steinberg, 2011, 193)

While the English archaeologist German Bazin defines the museum as "a temple in which time has stopped," meaning that each display lives in its own temporary surroundings. (Mounir and Linda, 2016:14)

The International Council of Museums has defined that a museum is "a permanent institute, without a profitable goal in serving society and its development, open to the public, in which research is conducted dedicated to the material evidence of man and his environment, which it collects and preserves, and displays it to the public for educational and entertainment purposes" (Al-Haji, 2014: 89).

Third: Museum design standards

Components of the museum building

It is related to the type of museum and its size. Museums usually include exhibition halls, which are important to have different sizes and measurements, so that the visitor does not get bored, and to organize his movement, and the maintenance department, the daily administration department, the cultural services department, and the entertainment services department.

Movement in the museum: It is important to determine the path of movement in the museum in order to organize it. Early models of museums forced the visitor to pass through multiple exhibition rooms to reach the main hall, but later a single-lane road system was adopted, which saves space and facilitates observation.

Presentation methods: A picture hung on the wall or inside a glazed case, displayed on a stand resting on the wall, directly on the floor without a base, displayed in removable or removable boxes.

Museum lighting: Lighting has an important role in showing the properties and features of the exhibits, and the type of lighting (natural) must be determined (Artificial) and its strength and distribution to suit the exhibits.

Security and protection: It is important to take into account the protection of exhibits from theft and fire. (Naseeb, 24:2017)

Fourth: Types of museums

Art museums: These are museums that preserve, acquire and display fine arts, including paintings, sculptures, decorative arts, costumes and other fine artistic items. Paintings are the most common and sought-after artistic masterpieces on display. (Waseela, 24:2017)

Historical museums: These museums are distinguished by preserving, acquiring and displaying collections of various historical periods from prehistory, ancient times, the Middle Ages to contemporary history. Historical museums have emerged to inspire national and national pride. (Zohir, 2009: 49)

Archaeological museums: This type of museum conducts archaeological excavations, studies and maintains them, and then displays them in a historical manner that tells the stories and history of civilizations of past nations. It is a place to display one or several archaeological sites that he explains, highlights, and presents in several forms, such as permanent and temporary displays, and means of explanation and clarification. The visitor comes out to this type of Museums collect cultural information about previous civilizations, so that they can link several civilizations by comparing the archaeological remains of those peoples, such as tools, utensils, jewelry, and the like.

Science museums: The contents of this type of museum reflect the historical development of scientific fields, discoveries, and industries. Its halls may include all scientific branches, including agriculture, medicine, industry, geology, electronic means of communication, and space science. It is sometimes called a technical museum.

Open museums: It is a system that includes the external display of monuments, archaeological monuments, forests, wild animals, and natural phenomena, so that the external environment for those monuments and models is prepared to become suitable for visiting and wandering around. (Abu Amma, 2008: 23)

Fifth: The importance, goals and objectives of the museum

The importance of museums

They are scientific and cultural institutes and centers and a diverse source of knowledge.

It helps convey facts to visitors, whether old or young, in the shortest time and in a simple, effective manner.

Provides useful opportunities for effective cooperation in the study process.

It develops in young people special tendencies such as careful observation, sound logical thinking, binding responsibility, love of beauty, and raising the level of general taste.

It helps raise the visitor's ability to understand his position in his local environment, and the extent of the great artistic, historical and cultural development of his country among the world.

It is an effective means of communicating ideas about the cultural achievements of other peoples, modern science, and the traditions of each people.

Comfortable places without any pressure, allowing one to learn about various sciences at their own pace.

It plays an important role in spreading education in less time and in a simple and effective manner.

The method of vision in the museum is suitable for displaying a group of facts at one time on a complex topic. (Khalil, 2017: 214)

1- Museum objectives

Direct introduction to crucial experiences in history that led to remarkable achievements in the field of culture and art.

Devoting to securing the citizens' cultural and historical needs.

Equality between individuals in all countries of the world.

Preserving antiquities.

Modifying old palaces that were used as museums or making the necessary changes to make them suitable for display, while distributing lighting to help highlight the importance of the exhibits.

Creating a continuous connection between the people and the museum and taking advantage of vacation opportunities to encourage people to visit the museums, or in other words, to constantly strive to attract the public.

Paying attention to educational and indicative means that complement knowledge of the importance of the antiquity, and which provide useful historical and artistic information for museum visitors. (Al-Bahnasi, 2004: 61)

Museum objectives

We have indicated that a museum is a building designed or prepared to serve cultural, educational, educational, tourism, and economic goals and purposes. Therefore, the museum and its administrators must be in contact with the masses and ideally integrated with popular and governmental agencies in order to work on the advancement and development of society. Accordingly, the museum has several goals, the most prominent of which are:

It works to expand the possibility of spread and reach the largest segment of society.

Contributing to strengthening national capabilities in the field of childhood education development by expanding special programs for early childhood education development. (Lami, 2006: 61)

Spreading museum culture and highlighting the museum's message and importance.

Encouraging local communities to contribute to preserving their antiquities and heritage.

Providing information to researchers and those interested in the country's antiquities and heritage.

Working to find plans, programs and designs that are attractive, convincing and enjoyable for museum visitors of all age groups. (Ghanimah, 1990: 26)

Contributing to building an integrated information base for national museum collections and bringing museum management to a high level of professionalism.

Working to establish direct museum friendship relations with the largest possible segment of those interested in antiquities and heritage. (General Authority for Tourism and National Heritage, 21:2015)

Working to consolidate cooperation and exchange relations in all museum fields with international museums and regional and international organizations specialized in museums, antiquities and heritage.

10–Working to continuously develop the skills and performance of museum employees and helping to provide human resources with specializations in contact with museums. (Hulusi, 2004: 213)

11–Working to provide financial support and additional funding sources for the National Museum's programs from the private sector and the local community. (Al-Attar, 2004: 7)

12–It gives the visitor a clear idea and a clear picture of the features of that country, which results in the growth of tourism activity and its economic and national prosperity. (Al-Zaidi and Hariz, 2018: 240)

The third topic

Spreading tourism culture and preserving civilization through optimal use of social media networks

First: The concept and importance of tourism culture

The concept of tourism culture

Many researchers have touched on the concept of tourism culture because it has a major role in achieving a positive role for society in realizing the importance of archaeological heritage for many tourists. Tourism culture has been defined as "that information that should be available to the citizen in the field of tourism in general, and the role of the citizen towards his homeland." In order to promote tourism in particular."(Zahran, 2005: 29)

It has also been defined as "the individual's ability and possession of an amount of knowledge, information, concepts, skills, attitudes, and values that, in their entirety, form an appropriate background for him to adopt rational tourist behavior towards all tourist attractions and manifestations, as well as the necessary processes for planning, organizing, and dealing with institutions." ", tourist places and tourists"(Abdul Razzaq, 2009: 9)

The importance of tourism culture

The importance of tourism culture is highlighted through the following: (Saada, 2008:43), (Amer, 2005:51)

Instilling a culture of tourism work among individuals and tourism workers.

Highlighting cultural peculiarities, cultural and popular heritage, and how to preserve them and exploit them optimally in tourist attraction and tourism revitalization.

Raising the level of tourism awareness among individuals to encourage tourism movement.

Achieving tourism development through preparing programs for tourism culture in order to motivate them to realize the importance of teamwork and move towards advancing tourism development.

Encouraging communication between previous generations and subsequent generations.

Helping tourists reach the maximum level of enjoyment of their tourist trips, enhancing their security and maintaining their safety.

Encouraging domestic tourism by making citizens aware of the cultural value of their country and deepening their belonging to it.

Second: The origins and concept of social networking

It has appeared in the United States on the Internet in the form of gatherings (Theylobap.com(in 1994 AD, and after that the website (ceeciticsh(A year after that, then location)TripodIn the same year, these gatherings focused on linking meetings between people to allow them to interact through chat rooms, and share personal information and ideas, about different topics using personal means of publishing, while some gatherings linked individuals through their email addresses, which are the website (classnates.com) in 1995, which is concerned with linking communication between former classmates, and in 1999 various models of social networking emerged, based mainly on friendship encounters, where updates differ with users having the authority to control the content of communication.

During the period between 2002 and 2004, the popularity of social networking across the world reached its peak through the emergence of three social networking sites, the first of which was (Friendster(2003, then followed by (My space) and location (Bebo), the most popular among them also emerged siteFacebook.

All of these sites offer their users a set of multiple-option services such as chat, private messages, e-mail, video, written, audio, and visual blogging and sharing them with others (Al-Dulaimi, 2019: 293), and so that the twentieth century will be the age of information and openness, and the Internet will stand at the top of the pyramid. As for other means of communication, this revolution led to its transformation from a field of information that allows freedom of expression of opinion to a means of joint interaction and communication. (Abu Aisha, 2010: 49)

The term social networking has spread widely among institutions and individuals over the past few years, and has begun to be used widely and widely in various disciplines. A group of definitions and terms have also emerged that describe this concept, as we find that some describe social networking as a type of community. Virtual, while others see it as communication channels.

It is defined as “sites that provide the opportunity for broad communication between individuals, and rapprochement between the various activities they practice, represented by e-mail messages, public messages, creating websites, photo albums, downloading music or video, etc.” In other words, this definition describes social networking networks. It is a web service that enables users to communicate with each other, share information, and exchange various topics of interest.

While it is also defined as “sites that allow people as well as institutions to build and create electronic files that can be managed and modified by individuals, these sites represent channels for communication and exchange of knowledge and experiences, and they also represent marketing tools through the features and applications they provide based on web technology.” (Al-Safri And Al-Kindi, 52: 2012)

Second: Advantages of social networking

Social media networks are superior to other means of communication in terms of multiple communication capabilities, interactivity, speed of communication, and the integration of multiple media and means among other features. The most prominent of these features are: (Sadiq, 2008: 46)

Ease of construction and use.

Multiple communication capabilities.

Build and form multiple friendships.

Immediacy in conveying events and information.

Provide a summary of news and events.

Universality of use.

Integrating multiple media and media.

Freedom of expression and publication in various forms.

Fourth: The pros and cons of social networking

Social media networks have a set of pros and cons, which are as follows: (Al-Shammari, 2019: 254)

Advantages of social networking

- Communicate with friends and relatives and exchange opinions with them.
- Entertainment and amusement.
- Acquiring culture and knowledge.
- Watch movies and photos.
- **can** Social networks
- Wasting time and effort.
- Distortion and distortion of facts.
- Rumor mongering.
- Abuse of values, customs and traditions.
- Overindulging in entertainment and weakening creativity.

Fifth: The most prominent social networks

Among the most popular social media networks currently (Facebook, Twitter, Instagram, YouTube, WhatsApp, Viber), which are widely used in the world, and according to the latest statistics, more than a billion people around the world use social media networks, and this number represents about (70%) of users. The Internet in the world and the rate of daily use of social networking is more than (600) million people, and the following table (1) shows the percentages for purposes related to tourism and travel in the world.

Table (1) shows the use of social networks for tourism purposes

The Middle East	south america	North America	Europe	Asia
Egypt 59%	Mexico 78%	Canada 66%	United Kingdom 77%	China 92%
UAE 54%	Chile 78%	United States 59%	Spain 71%	Hong Kong 85%
Saudi Arabia 53%	Argentina 72%		Germany 60%	Singapore 81%
	Brazil 69%		Italy 59%	India 71%
			Sweden 53%	Japan 42%
			France 46%	

Source: Al-Batouti, Saeed, Tourism Marketing, first edition, Anglo-Egyptian Library, Cairo, 2012, 384.

The fourth section

Museums of Holy Karbala and spreading tourism culture

1- Imam Hussein Shrine Museum

The museum was opened on the third of Shaaban 2011 in the presence of official and popular figures from around the world after two years of work with the help of committees from the National Museum and Italian museums. Gifts from kings, princes and sultans who occupied the world to the shrine of Imam Hussein bin Ali (peace be upon them), the oldest dating back about 600 years and others dating back a few months. These gifts formed the Museum of the Hussein Shrine, after they were locked in vaults that could only be seen by those concerned with serving the Husseinia Rawdah..

From that date until preparation this search Visited the museum 7 Millions of people, according to official statistics of the Hussein Shrine, as the museum is admired by visitors from all over the world, and they are amazed by the splendor of the gifts and their historical and legal value.

While visitors are busy seeing the gifts, which cannot be priced, there are those who pay attention to the shape of the museum and the method of its architecture, which represents the name of Imam (Hussein). The museum was painted in colors ranging from white to green, giving it a spiritual fragrance overflowing with sanctity and tranquility. Perhaps it symbolizes the life of Imam Hussein

{peace be upon him} from serenity and purity to the color of the clothing of the people of Paradise, which was mentioned in the Holy Qur'an and is the color of permanence and life.

An auxiliary team from the Iraqi Museum and a number of Italian experts contributed to preparing and maintaining the gifts that were stored. This team helped train a team of specialized employees to manage it, as they underwent intensive training courses.

The gifts displayed represent a small portion of the gifts to the Hussein Shrine, after many of them were lost throughout history, as a result of invasions and plundering from the year 200 AH until the year 1991. Gifts and collectibles dating back many centuries were looted, some of which date back to seven centuries ago, including a pottery jug that was used to fetch water from a depth of five meters and was found during the maintenance work carried out on the holy shrine near the shrine of Imam Hussein (peace be upon him).

The most expensive gifts

According to the deputy director of the museum, the most expensive exhibit in the museum is a hair from the beard of the Messenger of God, Muhammad ﷺ. It was embodied in an enlarged image and displayed in the museum, but the original hair is displayed on religious occasions only, and it is a quantity of the dirt of Karbala that turned into blood on the day of the martyrdom of Imam Hussein, peace be upon him.

Kashan and silk carpets from Turkey and Iran are considered the most ancient and valuable and rival in number the carpets of the Hagia Sufi Mosque in Turkey, which is the largest site in the world according to UNESCO in terms of the number of handmade carpets in the world.

Visitors are drawn to two carpets, perhaps the most valuable carpets in the world, made of natural silk. On one of them are engraved in gold the names of the owners of the garment {peace be upon them}, and on the other carpet there is a landscape, and it is 150 years old.

A crystal candlestick, a gift from King Faisal I, was displayed in the museum, along with another gift, a candlestick, but it was made of pure gold and weighed ten kilograms. It was a gift from the Ottoman Sultan Abdul Hamid Pasha. Sultan Hamid's gift was stolen in 1991, but given its great weight, it was found. It was found in a place near the shrine after some of its gold coins were stolen.

The weapons wing occupied a prominent place in the museum, where the weapons donated to the kindergarten were displayed, the oldest of which dates back 180 years ago, as gifts from kings, sultans, and princes from Iran, Turkey, India, and Pakistan.

The weapons gifts of the revolutionaries of the twentieth revolution also occupy a large area of the Rawda Museum, where the grandchildren of the revolutionaries presented the weapons of their grandfathers and fathers to the Hussein Shrine.

In addition to weapons, various types of swords, such as Arab, Persian, Turkish and Mongolian swords, occupy their place in the weapons corner, with a shield in the middle dating back seven centuries.

In a corner of the museum, the rifle of the martyr, the sniper Abu Tahseen, with which more than 200 ISIS members were killed, occupied its place in the museum. It was presented as a gift from his family in the best place his family wanted to display the weapon of the martyr who fought in defense of Iraq after he responded to the call of the national authority.

The museum also contains many written texts of ziyaras inlaid with gold and frames made of silver, copper, mother-of-pearl, and ivory, including a beautiful ziyara containing five pure gold made of perforation, and many coins dating back to the Abbasid and Sassanian eras.

There is a door attributed to the altar of Imam Hussein (peace be upon him), and it is approximately 180 years old. It is beautifully made of copper, mother-of-pearl, ivory, and silver threads.

There is a royal pulpit dating back to the Shah of Iran 150 years ago. Its shape and method of making show great skill, as there are no traces of nails in the pulpit made of mother-of-pearl and ivory.

Among the museum's items is a window that was donated from India in 1938 AD and was damaged due to the events of 1991 AD, in addition to the window placed on the holy shrine before 1938 AD and presented as a gift to Samarra. What remains of it now reminds us of the incident of the attack on the two military imams in Samarra in 2005 AD. There is also a door for permission, which is made of gold. Sincere.

There is a fossilized fish that museum officials say dates back to the time of the flood during the era of the Prophet Noah ﷺ. It was found on one of the mountain peaks of Morocco and is a gift from a Lebanese citizen.

There is also a piece in the museum with the phrase written on it: (Al-Hussein is the lamp of guidance and the ark of salvation) weighing 160 kg of pure gold. It was on the holy window and stolen in 1991 AD, but after the fall of the previous regime, it was recovered by one of Imam Hussein's lovers (peace be upon him) after he bought it from an auction. In Cairo.

The curtain of the Gate of Repentance of the Holy Kaaba was displayed in the museum, which was a gift from one of Imam Hussein's lovers to the holy shrine of Hussein. What distinguishes it is that it has threads of gold and silver and a frame of silver with Qur'anic verses from Surahs Al-Baqarah and Al-An'am written on it. Another curtain was placed on the holy shrine, its threads are made of gold and its stones are made of Pearls.

Among most of the museum's collectibles are cylinder seals dating back to the Sumerian and Akkadian eras, as well as many glassware dating back to the Sassanian era. (Attia, 2011)

At the entrance of the museum there is a philosophical artwork, which is a broken column with the word "Hussein" in the middle surrounded by a glass ball. The title of the work says: "Thanks to Imam Hussein, peace be upon him, the city of Karbala was raised and this great roof was raised.", as shown in the following image

Picture (1) entrance to the museum



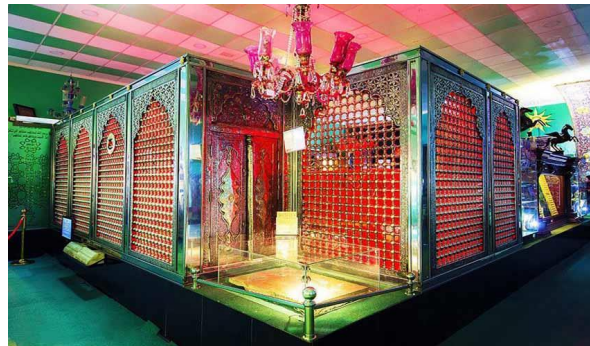
Researcher: Field visit on 7/20/2019.

Image (2) Abu Tahseen snipers arrive at the Imam Hussein Shrine Museum



Researcher: Field visit on 7/20/2019.

Picture (3) The window of the purified shrine of Imam Hussein from 1938 to 2004 AD



In addition to many diverse religious antiquities inside the museum, which displays an Islamic history of various antiquities, it is now possible to view them through the website. In the form of a panorama, it was created by the museum administration on the following websites (<https://museum.imamhussain.org/>) (Hussein Shrine Museum) This is evidence that indicates that social media networks play a successful role in exploiting it in museums.

According to the meeting with the museum director, Dr. Alaa, he stated that there are 4 floors allocated for the expansion of the Hussein courtyard of the museum when it is completed, and he stated that the number of visitors to the museum daily is estimated at (10,000) visitors at least from all local and international nationalities, according to thermal surveillance cameras inside the museum, This, in turn, indicates that there is great interest in museums and learning about the Hussein cultural heritage.

2- Al-Abbas Shrine Museum (Al-Kafeel Museum of Treasures and Manuscripts)

The General Secretariat of the Holy Abbasid Shrine, with its Secretary-General and its Board of Directors, formed departments, divisions, and committees for the purpose of advancing the shrine in a way that befits its status, architecturally, intellectually, and service-wise, and at all levels, to be a beacon, a shrine, and a religious, intellectual, cultural, and urban edifice. This is the least loyalty to the standard-bearer. Among these works is the opening of the first museum of treasures and manuscripts in our holy shrines in Iraq, which is the Al-Kafeel Museum in the holy Abbasid shrine on the fifth of the month of Jumada al-Awwal (1431 AH), (1/5/2009) Anniversary of the birth of Al-Hawraa Zainab .

The museum is considered a symbol of the cultural heritage of the Holy Abbasid Shrine due to its diverse collection of antiques. The organizational structure of the museum must be clarified as follows:

1- Museum tasks

a-The museum administration plays a fundamental role in developing and organizing the museum. The museum director is responsible for leadership and vision and is responsible for making major decisions regarding the organization of the museum and the services it provides to visitors.

B- He maintains and restores the pieces, monitors them during display and storage, and works in the laboratory(Laboratory) is an organic materials restorer and an inorganics restorer. It also includes various specializations such as chemistry and biology and craftsmen such as a glass technician, plastic technician, and carpentry technician.) and electrical technician (Electricity technician) and others.

T-Documentation is of fundamental importance for collections management, research, and public services. It includes entering and monitoring inventory and records. It also deals with manual and electronic systems and uses the Access database.(Access) and Visual Basic, and includes several specializations, including statistics, programmers, typists, and librarians.

Th-They are the most popular elements in most museums, and in them there is direct communication and interaction between the visitor and the museum groups. Here also the opportunity arises and the place is provided for any individual, regardless of his age or social and economic status, whether alone or within a group of individuals, to see the real antiques and communicate and interact with them through technologies. Display and exhibition hall are a means of communication targeting large groups of the public for the purpose of conveying information, ideas and feelings related to the physical evidence of man and his surrounding environment with the help of visual and tangible methods..

C-The store's employees store materials using scientific methods, according to each type, using designated materials so that they do not affect the value, as well as using preservatives and repellents, fogging the store according to a timetable, monitoring the store atmosphere of temperature and humidity, and giving each item a store number for easy access and recording the entry and exit of materials..

- 2- **Precious things** Since ancient times, institutions and individuals have donated antiques and collectibles to the shrine of Abu al-Fadl al-Abbasؓ. Which refers to a specific date or an incident that occurred from which the current society can benefit from supporting the spirit, patriotism, and belonging. These treasures can be clarified through the museum's website, and this indicates the effective role of social media networks in disseminating the cultural heritage of museums. The following table shows the most prominent of these treasures.

Table () Treasures of the Abbasid Holy Shrine Museum

the name	T	the name	T
Locks	12	Banners	1
Caves	13	The club	32
Candlestick	14	Manuscripts	4
Currencies	15	Scepter	5
Proximity	16	Visits	6
Shakes	17	Tabarzon	7
Knives	18	Daggers	8
To the nation of war	19	hours	9
Guns	20	Carpets	10
Swords	21	Shields	11

Source: Researcher during the field visit

3- From the corridors of the museum

During the field visit to the museum, you will notice that there are some tour guides assigned by the museum administration who direct all the answers given to them by the visitors. This indicates the high interest in the importance of the museum because of the elements it contains of archaeological importance.



The administration of the two museums indicated that the number of visitors to the two museums may exceed at least 1,000 visitors per day, and on the days of special occasions the number has reached 15,000 visitors and more, as their location is unique and visitors to the two holy shrines pass by.

Let us not forget that there are multiple nationalities from countries around the world who have visited the two museums on a daily and frequent basis and are exposed to the cultures that are embodied in every cultural and Islamic heritage of spiritual importance and belonging to the dignity of the People of the House, peace be upon them all.

It is noteworthy that most of the information about the two museums can be obtained through social networking sites. Simply search by the name of the museum and all the details appear. This indicates that social networking helped achieve the hypothesis that states, "Museums have a major role in spreading tourism culture through the information network and social networking." In order to achieve tourist attraction for the museums of the Holy Karbala Governorate and achieve successful tourism development for them."

Conclusions

1-Lack of interest by academics in publishing research that indicate the importance of museums in the country in disseminating the civilizational and cultural heritage due to the difficulty in obtaining relevant literature.

2-The Museum of the Holy Imam Hussein Shrine and the Museum of the Holy Abbas Shrine attract great interest among many visitors through the numbers that overlook them.

3-Exploiting social media programs by displaying a panorama of the Imam Hussein Shrine Museum. This indicates the dissemination of the cultural heritage of the components found inside the museum.

4-The presence of specialized cadres in guidance and guidance within the two museums.

5-Lack of cultural awareness of the local community about the importance of this cultural and historical heritage, especially the youth group who are considered the weapon of society.

6-The interest of many international nationalities in visiting museums and giving away some antiquities of spiritual value to the lovers of Ahl al-Bayt, peace be upon him.

7-The designs and space allocated are not at the level required for museums, but that is okay.

8-Lack of interest from the local and national government in these cultural museums.

9-The two museums own a legacy dating back to ancient times with spiritual, psychological and archaeological value that leaves interest and aspiration for it.

Recommendations

Urging the local and national government to pay attention to the museums of Iraq in general and Karbala in particular, as it carries great sanctity and symbolism in the hearts of the Islamic world.

Expanding the space further for museums.

Increasing cultural awareness in society by exploiting technology and various communication networks to display these cultural relics.

Establishing conferences on a regular basis, annually, to present the products of previous and current years and the differences between them.

Placing cadres with academic specialization within museums, for example, graduates from faculties of fine arts, faculties of tourism sciences, specializations in ancient and modern history, and faculties of languages, since it is possible to provide comprehensive historical tourism guidance to visitors.

Allocating financial and material support by the government.

Establishing electronic screens and advertisements on main streets to display and introduce hotels in terms of location, design, etc.

Creating brochures related to the history of each museum and the exhibits in order to draw a simplified picture and form it in the mind of the tourist to create within him the spirit of visiting, learning, and enjoying.

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