

A Systematic Review of Special Studies on the Museums of the Kingdom of Saudi Arabia

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مراجعة منهجية للدراسات الخاصة عن متاحف المملكة العربية السعودية

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Abstract

Many countries have taken care to foster their museum sector because of its significant cultural and economic role in serving society. The Kingdom of Saudi Arabia has been among these countries. This study sought to identify the nature of studies concerning Saudi museums during the previous ten years to open the door for researchers to build a solid base in this field. The results suggest there is shortage of studies dealing with the field of museums. Although studies have been conducted during the previous ten years with a focus that varied among developmental, awareness, and exploratory dimensions, there is still a need for more studies to reflect the diversity and richness of the Kingdom's resources that wait to be highlighted. The results of the study will open the way for researchers in the field with research topics that contribute to the desired development in the field of museum design.

الملخص

عنيت كثير من الدول بقطاع المتاحف، لما لها من دور كبير في خدمة المجتمع ثقافيًا واقتصاديًا، وقد كانت المملكة العربية السعودية ضمن هذه الدول، حيث أولت جهودًا كبيرة لتطوير هذا المجال، لذا سعت هذه الدراسة إلى التعرف على طبيعة الدراسات التي تم تناولها عن المتاحف السعودية خلال السنوات العشر السابقة، لتصنيفها وفتح الباب أمام الباحثين لبناء قاعدة متينة تعنى بهذا المجال. وقد أوضحت النتائج أن هناك ندرة في الدراسات التي تعنى بمجال المتاحف، إذ إنه خلال السنوات العشر السابقة تنوعت الدراسات بين أبحاث ذات أبعاد تطويرية وتوعوية واستطلاعية، لكن لا تزال هناك حاجة للمزيد من الدراسات، نظرًا لتنوع وثراء موارد المملكة التي تستحق إبرازها والعمل على تطويرها، وستفتح نتائج الدراسة الطريق للباحثين في المجال بنقاط بحثية تسهم في التطوير المنشود في مجال تصميم المتاحف.

Introduction

Every civilization has its heritage and culture, and humanity's desire to preserve this culture is represented in what is called a museum, which exists to preserve this heritage. Museums are the people's mirror of their past and the possibility of renaissance in their present. The American Alliance of Museums A.A.M. (American Alliance of Museums) defines them as "places for collecting human and natural heritage, where specialists work in collecting specimens for the purpose of studying and maintaining them, and then presenting them to visitors according to certain scientific and technical rules" (Ismail, 2010). More specifically, the International Council of Museums (ICOM) has defined museums as permanent, non-profit institutions that seek to serve and develop society, collecting, preserving and presenting what is valuable for the purpose of study, education and entertainment (International Council of Museums, add date). According to its cultural reference, the word "museum" initially had several meanings. Sometimes it denoted places of worship for the Greeks, while other museums were associated with interest in different types of sciences (Eida & Kahali, 2018) or expressed the notion of the House of Wisdom and the place of arts and sciences for the Greeks. As for its broader meaning, it relates to caring for nations and peoples and celebrating their exploits (Al-Attar, 2015). In Arabic, the word for museum was derived from the word for antiques or what adorns man, so the term was invented to express the place that collects valuable possessions that adorn humanity (Masoud, 2019).

The literature review

The idea of museums first arose in the sixth and seventh centuries BC, especially in the Babylonian period, when art pieces were collected as offerings in temples (Ismail,

2010). In contrast, some studies suggest that the beginning of museums in the modern understanding of the concept was in the middle of the nineteenth century, which came in the form of stately home, which used to open their halls to display their valuable holdings for a certain class of people until they were eventually made available to all groups of people (Al-Dakhil, 2013). It could be argued that the Umayyad era with the palaces that housed valuable collectibles marked the beginning of museums for Muslims (Muhammad, 2008). However, the relatively late entry of public museums into Arab countries at the end of the nineteenth century was linked to several factors, the most important of which was the Islamic religion. Muslims considered museums as places for collecting idols, which constituted an intellectual obstacle to understanding the roles of the museum (Amaal and Maryam, 2017). Abbas and Abdel Rahim (2019) emphasize the difference in the philosophy and goals of the museums from simply conveying a silent image targeting a specific group to presenting a coherent structural system for all.

The emergence of museums in general is due to several reasons, including what was attributed to the desire of a group of the public to preserve antiquities and treasures that remind them of their countries' glorious past (Amal and Maryam, 2017). However, Muhammad (2008) stresses the need to raise awareness of the role of museums and their relationship to the development of society, as a tool for revitalizing cultural tourism.

The importance of museums lies in the history they record that enhances human identity and is considered as a scientific edifice that educates society (Al-Saadani, 2017). as a way to introduce the civilizational developments taking place in the country (Abbas and Abdel Rahim, 2019). The focus has varied between the scientific significance that

seeks to develop human thought by showing the beginning of mankind and reaching to the present, and the notion of educational importance, that arose in the twentieth century when museums were used as an educational tool, together with cultural importance, aimed at educating all segments of society according to their various specialties and ages (Al-Attar, 2015). Thus, Ford Bell, a former president of the American Association of Museums, believes that museums are an important part of a country's educational infrastructure (Mondello, 2008).

Whatever the focus adopted, the museum's main function is to display its holdings, which depends on the method of distributing and arranging the exhibits (Abbas and Abdel Rahim, 2019) in addition to preserving the exhibits from damage and carrying out permanent maintenance so that they remain in an excellent condition capable of being used for study and education (Amal and Maryam, 2017). As pointed out above, the museum has taken on several different roles to meet its overall goals. The educational role may be considered as the first of these, resulting from the desire to meet the diverse needs of learners and also as an educational stimulus, in the form of realistic and tangible spaces that give learners new routes into science and present it in an easily accessible and freeway (Hamdoun, 2021). As for the cultural role, it lies in presenting the daily life of civilizations, introducing the community to the local heritage and providing individuals within an alternative way to gain a knowledge of history (NJ Maritime Museum, 2016).

There are several philosophies regarding how to classify the types of museums. Some studies have divided museums into art, historical and scientific museums (Kadus, 2009). Others have classified them as museums based on the comprehensiveness and

ownership of the group, the geographical affiliations of the groups, the nature of the group, or simply the building and location (SCTA, 2021). Rashid's recent comprehensive study classifies museums into several categories, namely: the nature of the museum collection, the scope of temporal, spatial and objective acquisition, the mission of the museum, the target audience, the nature of the space occupied by the museum, and the ownership body (Rashid, 2021).

The establishment of museums in the Kingdom of Saudi Arabia

Over the years, the Kingdom of Saudi Arabia has been concerned with preserving its heritage and has prepared many ways to document it. The museums of the Kingdom have a special place due to the multiplicity of civilizations that have been based on them since antiquity (Al-Dakhil, 2013). In addition, this heritage is due to the diversity of these civilizations, along with the geographical diversity of their regions (Al-Madinah Al-Munawwarah Municipality, 2020), and developments in museums at the Saudi level have continued throughout its history. The Kingdom's interest in the field of museums began in 1945, when it co-founded UNESCO (Ministry of Culture, 2019). A Cabinet Decision No. 727 dated 1964 A.D. was issued to establish the Department of Antiquities affiliated with the Ministry of Education, which was concerned with museums, because of their association with education, history and geography, until it later became the Agency for Antiquities (Ministry of Culture, 2019). On the educational level, the first Department of Archaeology and Museums, emanating from the History Department, was established in 1978 AD in the College of Arts at King Saud University (formerly Riyadh University). It subsequently developed and became an independent college called the Faculty of

Tourism and Archaeology in 2006 (King Saud University, 2021).

At the beginning of the nineteen eighties, the state began converting ancient buildings and palaces into regional and local museums. In addition, specialized museums emerged, such as the Currency Museum in Riyadh and the Oil Museum in Dhahran (Ministry of Culture, 2019). In the nineties, the Kingdom witnessed the opening of the National Museum in Riyadh under the patronage of King Fahd, may God have mercy on him, within the King Abdulaziz Historical Centre on the occasion of the centenary of King Abdulaziz's entry into Riyadh (General Commission for Tourism and National Heritage, 2021).

With the issuance of the Royal Decree in 2003, the Agency for Antiquities and Museums joined the Supreme Commission for Tourism, so that the General Authority for Tourism and National Heritage became the official body charged with taking care of the museums, developing them, and linking them to tourism activities in the Kingdom. (The General Authority for Tourism and National Heritage, 2015 AD). At the beginning of 2014, this was followed by the adoption of the Two Holy Mosques program to take care of the Kingdom's cultural heritage, for which the seventh chapter was devoted to museums. Most recently the decision was issued to transfer the activities of the national heritage to the Ministry of Culture, in 2020 AD, which was established by the issuance of Royal Order A/217 in 2018 AD, (Ministry of Culture to complement all that has been initiated by the General Authority for Tourism and National Heritage (currently the Ministry of Tourism) (Ministry of Culture, 2019) .

After the announcement of the Kingdom's Vision 2030 in 2016, which included trends that related to the museum sector (Saudi Vision, 2016), this vision was followed

by the inclusion of a set of strategies to organize and structure the museum sector. One of them was to focus on cultural heritage to enhance national identity. In addition, attention was drawn to the need to pay attention to museums in terms of maintenance and management, so that investment in them is feasible. The Vision was also keen on valuing museums, as an element of national economic wealth that helps advance the wheel of development. In addition, the demand for attention to the infrastructure of museums, which can contribute to sustainable development, has not been neglected in this initiative (The General Authority for Tourism and National Heritage, 2021).

However, on the educational level, despite the presence of three Saudi universities specializing in archaeology and tourism, namely King Saud University, Hail and Jazan Universities, these universities do not offer the specialization of museum studies within their programs. This lack of specialist programs requires people to be delegated or sent on scholarships due to the lack of functional and educational staff in the field. Although the number of museums in the Saudi Kingdom recently reached 83 public museums and 217 private museums (Ministry of Culture, 2019), nevertheless, the percentage of visitors to Saudi museums remains weak compared to the footfall of international museums (Al-Rawaf, 2016).

The most prominent museums in the Kingdom

The Kingdom contains a variety of museums, perhaps the most prominent of which is the Saudi National Museum, located in the capital of the Kingdom (Riyadh) on the eastern side of the King Abdulaziz Historical Centre in the Al-Murabba neighbourhood covering an area of 28,000 square meters (The General Authority for Tourism and

National Heritage, 2015). It is considered one of the oldest museums, as the state, in its founding phase, began collecting all antiquities from government properties and private sectors to form the museum's first collection (Ministry of Culture, 2019). One of the most important reasons for the museum's prosperity is its development under the supervision of the General Authority for the Development of Riyadh by the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz, who was the governor of the Riyadh region at the time. The museum is considered the best example of displaying an overall representation of the Kingdom, as it contains an integrated set of collectibles that express the Kingdom's civilization throughout history (SCTH, 2021). The Khuzam Palace of the Jeddah Regional Museum in the center of the country is considered the main royal palace in the western region, which made it of great importance (Al-Abeel, 2021). The museum is located in the city of Jeddah, Al-Nazla neighbourhood (Al-Iqtisadiyah, 2017), and was opened as a museum in 1995 AD together with the opening of the three palaces of the Kingdom, Al-Masmak Palace in Riyadh, Kham Palace and Shubra Palace in Taif (Ministry of Culture, 2019).

At the present time, the Kingdom is full of museums, historical and archaeological sites that have recently been restored or are newly established. It has a variety of museums with a good distribution of heritage and private museums at the regional level (Ministry of Culture, 2019). These include Diriyah museum as heritage museum Sultan Bin Abdulaziz Centre for Science and Technology (Scitech) as a scientific museum in the central region. In the western region, there is Al-Ula Museum as heritage palace, and Dar Al-Madina Museum. King Abdulaziz Centre for World Culture (Ithra) in the eastern region (Spirit of Saudi Arabia). The Museum of Science and Technology in Islam is one

of the newest Saudi museums. This museum belongs to the Imam Muhammad bin Saud Islamic University in Riyadh and was established in collaboration with the German University of Frankfurt (Al-Jazeera, 2020). The museum is in the western region of the Kingdom in Rabigh Governance, within the campus of King Abdullah University of Science and Technology in the nineteenth building (the Museum and Conference Building) and it was opened in 2010. This museum aims to raise awareness of the efforts of Muslim scholars in various sciences, and to educate the community in these sciences. The museum is distinguished by its use of the latest interactive technologies that keep pace with the development of technology and the digital age, which helps to attract visitors by achieving an exciting environment (Al-Sayed, Zaki and Ibrahim, 2016).

Given the current role of museums in the development of Saudi society culturally, socially and economically, this study aimed to reveal the studies conducted in Saudi museums during the past ten years in order to identify the aspects that require further studies in order to develop the museums sector to accelerate the progress of leadership and development and thus achieve the planned goals in the Kingdom vision 2030.

Methodology

This study reviewed studies concerned with the development of Saudi museums and the classification of studies to identify areas for future study and to open up prospects for researchers to develop in this field. These studies were collected from the Google Scholar search engine, as it contains the largest amount of research under study, in addition to the Al Manhal databases and the Saudi Digital Library. Studies were also limited to those published between 2011-2021 to obtain the latest information gathered

during the past ten years. The results were then analysed based on study topics, study areas, and the most important issues that came from the recommendations. The study sample was the case of Saudi museums located on its territory. The methodology included criteria specifying what was included in the study, such as research, studies, scientific articles, papers published in conferences and letters, studies looking at the case study of Saudi museums, and studies looking at the emergence and development of museums in Saudi Arabia. The exclusion criteria included books, studies that research non-Saudi museums, and studies that research museum issues, such as museum displays, exhibitions, arts, and heritage.

Results

Based on the analysis of the ten studies, we were able to classify the studies according to their quality and uncover the implicit meanings agreed upon by the researchers in discussing the rationale for the state of the Kingdom's museums. So, we have identified studies with developmental, awareness, and exploratory dimensions, each of which studies cases from different Saudi museums. The analysis is illustrated in Table 1

Table1: Previous studies

Number	Researchers And Study Year	Research Problem	The Sample	Study Description
1	Al Saied, Zaki and Ibrahim, 2016	Lack of up-to-date technology in museum design	Paintings from museum displays	A developmental study on the possibility of integrating technology into museum exhibitions
2	Al Dakiel, 2013	Saudi museums lack good marketing	64 Private Museums in the Kingdom	Developmental after a case study of Museums of Saudi Arabia
3	Hashem and Daud, 2013	Weak design of Saudi museums	Abdul Raouf Khalil Museum	A developmental study to find optimal solutions in museum design
4	Turkestani, 2014	Fear of not documenting artifacts at risk of extinction	Traditional clothes / household items	study the importance of documenting artifacts in museums
5	Farani and Al Amodi, 2021	Not benefiting from the Virtual National Museum in art education	66 female students from the 61st and 65th secondary schools in Jeddah	Developmental study on developing trends among secondary school students towards the Virtual National Museum of Fine Art

Recommendations	Case Study Area	Search Language
<ol style="list-style-type: none"> 1. Use modern technologies in museums to activate the museum visit movement. 2. Linking educational curricula to museum shows 3. Continuously organize museum visits 	Western Region	Arabic
Request more support from the General Authority for Tourism and the Ministry of Education in their cooperation to enrich the community of museum content.	All regions	Arabic
Develop museum design by looking at successful global cases	Western Region	Arabic
<ol style="list-style-type: none"> 1. Increase the number of museums in Makkah Al-Mukarramah due to its religious and historical status. 2. Good media marketing for museums 3. The importance and necessity of documenting artifacts to enrich museums. 4. Introduce technology into museum exhibits. 	Western Region	Arabic
<ol style="list-style-type: none"> 1. Establishing virtual museums for the universities of the Kingdom and facilitating and encouraging visits to them by students and employees. 2. The responsible authorities in the Ministry of Education add and approve visits to virtual museums. 3. Inclusion of virtual museums in the curriculum 4. Spreading Museum awareness 	Western Region	Arabic

6	Manee, 2020	Lack of knowledge of what museums are and their role and awareness of their importance and classification	Najran Museum, Jazan Museum, Tayma Museum, Al-Ahsa Museum, Al-Ula Museum, Al-Jawf Museum.	Awareness study after studying cases of some museums of archaeologically significant areas in the Kingdom
7	Ismael and Al Abdullatif, 2016	Lack of awareness of the impact of the virtual museum towards heritage education	118 students from the sixth grade of primary school	An exploratory study to find out the opinion of students in the interactive virtual museum of Al-Ahsa Cultural Heritage.
8	Al Saud, 2020	Weakness of archaeological awareness and cognitive achievement in social studies	Third year middle school students from a public intermediate school for girls in Riyadh	developmental study of Certified educational program design for virtual museums in social studies and citizenship
9	Al Harbi, Ahmad and Al Sinan, 2020	Low attendance at Saudi museums	103 artists, writers and intellectuals who are museumgoers.	An exploratory study on the reason for the decline in attendance at Saudi museums
10	Sobhi, 2017	The lack of an identity for Saudi museums	Saudi museums' decision makers and museum managers	Study/developmental after studying the case of Saudi museums

<ol style="list-style-type: none"> 1. Urge the General Authority for Tourism and Antiquities to increase interest in museums at archaeological sites. 2. Apply the correct scientific bases for museum display in museums of archaeological sites. 3. Museum maintenance 4. Incorporate modern technologies into the museum display. 5. Document the exhibits in databases to facilitate use. 6. The necessity of activating digital marketing for archaeological site's museums. 7. The necessity of having restoration laboratories in museums. 8. Guard the museum. 9. Inclusion of museum education in the school curricula. 10. Examine the international museum development experience. 11. Activate the contribution to the activities of the International Day of Museums 12. Assign some international specialists to museums to benefit from international expertise 13. Scholarships for the field of museums 14. Connect museums electronically 15. Development of the Saudi Museums Directory 16. introduce a legal framework to classify museums according to government guidelines. 	All regions of the Kingdom	Arabic
<ol style="list-style-type: none"> 1. Community awareness of heritage 2. Integrate heritage topics into the curricula. 	Eastern Region	English
<ol style="list-style-type: none"> 1. Spread the culture of virtual museums and assign the task to the competent authorities. 2. Gradual education in archaeological awareness during the educational stages. 	Central Region	Arabic
<ol style="list-style-type: none"> 1. Encourage students' museum trips 2. Host the most famous seasonal international museum shows. 3. Creativity in Museum Marketing 4. Complete of studies and research in the field of museums. 5. Increase the establishment of museums throughout the Kingdom. 6. Quantification of the capabilities and functions of the museum. 	Central Region	Arabic
<ol style="list-style-type: none"> 1. Do more research to study the extent of people's awareness of the Kingdom's museums. 2. Further research on the visitor experience 3. Keep abreast of developments in the field and integrate them with the culture of society. 4. Activate the appropriate strategies for each museum type. 	All regions	English

The previous table illustrates the diversity of case studies in the ten studies on the regions of the Kingdom between the western, central, eastern and all regions, and there were no specific studies of the northern and southern studies. Figure 1 shows the percentages of case studies that occurred in each region of the Kingdom. The objectives of the studies were also numerous and included developmental, awareness-raising and exploratory aspects, as shown in Figure (2). Most of the studies were in Arabic, as they constituted 80% of the total studies, as shown in Figure (3). The most important recommendations suggested by the studies are shown in Figure (4).

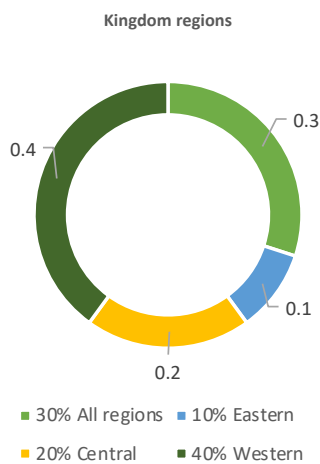


Figure (1) Percentages of case studies occurring in each region of the Kingdom

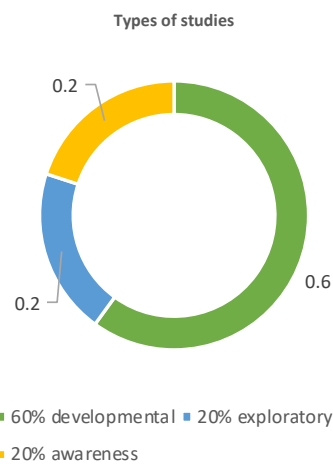


Figure (2) The percentages of the types of research under study

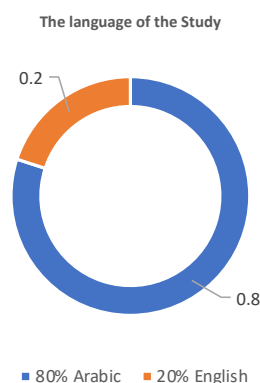


Figure (3) The percentages of the languages of the study

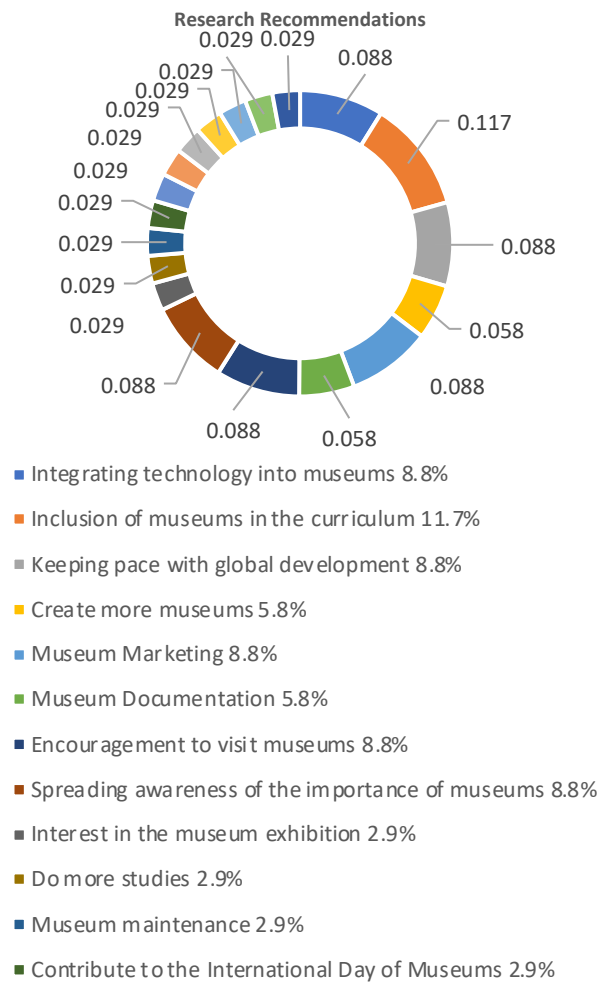


Figure (4) Showing the percentages of recommendations of studies regarding the development of museums

Discussion and Findings

It is clear from the research reviewed here that although there are efforts by the state and the competent authorities towards the museum sector, there are still gaps that need to be further explored. In addition, the scarcity of studies in the field of Saudi museums and the findings that indicate a lack of visitors support the demand for increased studies and awareness in this field in light of the diversity of the Kingdom's

resources of antiquities and arts and its need for development in the technical field.

Among the most important topics discussed were:

Integrating modern technologies into museum design

This integration involves the use of technology within the design, so that it becomes an integral part of the space. The study by (El-Sayed, Zaki & Ibrahim, 2016) confirmed that one of the most widely used approaches at the present time is the use of interactive techniques. They concluded that including such facilities in museum exhibits contributes to accelerating the delivery of the museum's desired goals by displaying the maximum amount of museum data and enhancing communication between visitors and exhibits, in addition to satisfying the visual and sensory senses. (El-Sayed, Zaki and Ibrahim, 2016). According to Al-Farni and Al-Amoudi (2021) among other forms of technology, virtual museums are considered a means of communication between the learner and the museum, which may do what the real museum does not do. Thus, museums have become a faster solution in delivering content, not only at the local level, but also globally and based primarily on technology. By integrating technology with museum design and displays, the field of museums. can benefit from the global digital revolution to keep pace with the global development in technological orientation.

Blending Museum Themes in the Curriculum

This point raises the need to design topics on heritage, arts and museum culture in the form of curricula and courses to be included either as separate courses bearing the orientation of museums, heritage, culture, identity and authenticity, or to be included as topics within general education courses while teaching the younger generation

gradually to support the issue of the affiliation of museums with their cultural heritage. Ismail and Al-Abdullatif (2016) also concluded from their study that museums are primarily educational institutions that possess both scientific information and models, and one of the means of supporting the development of science is to include it in a broader scope as curricula or topics to reach an efficient limit and consolidate this knowledge (Ismaeel & Al-Abdullatif, 2016). Al-Farni and Al-Amoudi (2021) also attributed the art students' low skill and technical level to not linking art courses with models and museum exhibits. Students suffer from what they call "poor visual nutrition", and this highlights the need to saturate art education courses with heritage and artistic subjects found in museums.

Media marketing for museums

This axis is one of the most important axes in the viewpoint of researchers, as it calls for the museums' need for good, organized and studied media marketing in all platforms and social media platforms, which would communicate the latest developments in museums, museum events and seasonal museums, and thus encourage more museum attendance. Based on the results of their study, Al-Harbi, Al-Ahmad and Al-Sanan (2020) agreed that it is desirable to invite media influencers to museums as a marketing method to attract visitors and publicity for the museum.

Increasing the creation of new museums

Some studies have called for the creation of more museums, whether in large or small cities, which suffer from a lack of museums of all kinds in the Kingdom. Al-Dakhil (2013) emphasized society's need for various types of museums, including science museums, archaeology museums, children's educational museums, and agricultural

museums. Their study also indicated the need for the expansion of private museums to address users' distance from the accumulation of exhibits and their distribution over larger areas (Al-Dakhil, 2013). Another study calls for the establishment of more art museums to provide an artistic taste to satisfy the people's desire and argues that society is in need of renewed cultural support through museums (Al-Harbi, Al-Ahmad and Al-Sanan, 2020). As future plans are drawn up for the Kingdom's museums, it is suggested that there should be at least one museum in every city. Al-Sabhi (2017) recommended that Al-Baha, Tabuk, Hail, Dammam and Asir need museums, and in addition he mentioned the state's need for specialized and maritime museums and a national museum of folklore (ethnographic) (Al-Sabhi, 2017).

Raising awareness of the importance of museums

This is one of the most overlooked topics because we expect it to be taken for granted. Al-Harbi, Al-Ahmad and Al-Sanan (2020) emphasized that the authorities responsible for museums are conscious of the reluctance of visitors to come to museums, which was explained by the society's lack of awareness of the importance of museums. Al Saud (2020) also called for gradual education in archaeological awareness during the educational stages, in line with the students' age, after establishing basic concepts through social and historical curricula and virtual museums. Overall, the researchers believe that it is necessary to instill awareness of the importance of heritage, civilization and the value of museums in Saudi society to create a cultural renaissance in Saudi civilization.

Keeping abreast of global developments in the field of museums

Competition is one of the most important characteristics of any organization's success, which relies on being up to date with the biggest competitors and finding the creative loophole to jump and score higher. Hashem and Daoud (20153) studied one of the most famous international museums (the French Louvre Museum) as a case study, to cite development ideas and compare them with the current situation of Saudi museums. This was aimed to clarify the existing weaknesses and help to transcend and overcome the obstacles. Investment in the cultural field is considered synonymous with economic growth (Al-Harbi, Al-Ahmad and Al-Sanan, 2020). We find that all these contributions are only a component of the success of the Kingdom's vision and one of its goals. From this standpoint, it is necessary to take advantage of the opportunity of the Kingdom's orientation and vision towards developing museums and achieving cultural globalization.

Documentation

Documentation was one of the first human sciences and can be defined as "the process or procedure that allows us to analyse the document itself and extract the main keys that facilitate the process of reference to it without entering into the mechanism of preserving it" (Turkistani, 2014). Documentation is essential due to the abundance of all kinds of data and the need to ensure the ability to retrieve them for preservation (Ismail, 2010). It is concerned with the importance of recording all antiquities and artifacts, their data and information, to preserve them from loss by archiving. It is also considered proof of ownership rights to the antiquity. The importance of documentation is increasing due to the acceleration of the pace of life, which leads to the unintentional

loss of information and the lack of knowledge regarding its reference (Turkistani, 2014). Thus, it is considered one of the very important issues that need to be raised in the context of developing museums.

Conclusions and Recommendations

Museums are any nation's national wealth and the state's cultural heritage, and they are one of the essential elements in society's scientific, cultural and economic prosperity. This literature review has shown the cultural and economic importance of the subject and the need for further enrichment of studies and research that would support, preserve, maintain and develop the museum sector because of its positive returns at all levels. From this standpoint, this study calls on the relevant authorities to take a stand on this issue and invest in it appropriately so that Saudi citizens and visitors to the country can reap the fruits of its success for the nation's renaissance. The study came out with several proposals to raise the level of the Kingdom's museums and to advance the wheel of development. The most important of these may be the introduction of modern technologies into the design of Saudi museums. The research also called for the unification and cooperation of the concerned authorities with regard to museums in order to deliver the museum's message to all classes of society. Other studies have called for an overview of the ideal global models and their studies, and to extract strengths and apply them in the Kingdom's museums. Add to that the emphasis on the importance of the issue of media marketing for Saudi museums and the acceleration of the museum's message.

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