"The Effect of the means of the Tourist Media in Developing the Museums in Baghdad city –on Exploratory study of a sample of workers in Al-Baghdadi Museum"

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Abstract

They differ greatly in terms of their nature and shape according to the cultural and historical framework and in order to understand the reality of living for the ancient Iraqis, so the media had to focus on them to advance the reality of museums, their development and harnessing them in the service of society, especially as they reflect the progress of the Iraqi civilization and what it holds of multiple cultural hoardings so the research was based on Two variables interact with each other to form the intellectual and philosophical framework and try to identify the influence relations between the two variables and then come up with conclusions and recommendations that contribute to increasing the influence of the media in the development of museums in Baghdad in general and the Baghdad Museum in particular.

***Key words:** media, Al-Baghdadi Museum.*

I. Introduction:

Attention to Iraqi treasures, especially cultural ones that relate to museums characterized by the preservation of the heritage of peoples, is also an important factor aimed at achieving cultural development, which is the summary of civilizations that have been passed on to us by peoples, so it was necessary to get acquainted with their propositions, ideas, beliefs and the foundations of their daily lives to get to know The legacy and civilization left over from us to be matched by other nations and peoples, and since the media is one of the most powerful ways to influence the public to get to know the civilization of peoples and through its tools that it uses in marketing and influencing the public as this is done by getting to know Their needs and information that helps them make decisions to go to museums and get acquainted with them, so it was our duty to know the extent of the media's influence

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on museum development through a sample of managers and officials responsible for museums, as a sample of 65 individuals was taken among the general manager, department manager , Division Director to get acquainted with their opinions and suggestions regarding the means that can work to develop museums in the Department of Antiquities and Heritage, Tourism Authority, Baghdad Municipality.

Based on the foregoing, the media was covered in terms of its concept, importance, goals, types and functions, while the other topic dealt with the Al-Baghdadi Museum in terms of the location used, the importance, purpose and some of the facilities included in the museum and then come up with conclusions and recommendations, either as a conclusion.

II.   Research methodology

It includes the problem of study, its importance, objectives, society, research sample, study hypotheses, and study hypothesis

1. The study problem:

Most countries rely on tourism to create hard currency and increase their national income, so they had to take an interest in developing the sites where the attractions of tourism are available, especially museums.

Hence the problem of the study lies in trying to identify the levels of influence of the goals and types of media in the development of museums, especially the Baghdadi Museum, so the researcher resorted to developing questions centered on the following:

1- What is the level of importance of the media, so that they can influence the development of the Baghdad Museum?

2- What level of types of media can influence the development of the Baghdadi Museum?

3- Was the Baghdad museum used for the media to promote the importance of the museum?

2. The importance of research:

1- Highlighting the importance of Al-Baghdadi Museum as it represents one of the most important heritage sites that express the customs and traditions of Iraqi society.

2- The research achieves a cognitive dimension through the frameworks that it adopted in both theoretical and practical terms to benefit from institutions and departments concerned with the tourism sector.

3- Provides a description of the importance and function of the museum as well as the most important exhibits included in the museum halls.

4- Knowing the nature of Al-Baghdadi Museum, including its importance in developing cultural tourism in the city of Baghdad.

3. Research objectives:

A- Know the nature of the relationship between the media and the development of the Baghdadi Museum.

B - a brief review of the most important museum presentations in the Baghdadi Museum.

C- Stirring the interest of the relevant departments of the Al-Baghdadi Museum for the purpose of developing, sustaining and preserving it for future generations.

W - Establishing a hypothesis model for research variables to reach conclusions and recommendations that benefit the relevant authorities.

4. Research methodology:

The current research relied on the descriptive analytical approach through collecting real information of a phenomenon that already exists in a specific society and then the results and indicators are extracted using the description in collecting data and information required by the research for the purpose of identifying the most prominent indicators so that the description is associated with the analysis of the study variables (Ismail, 2010: 10) .

5. Community and research sample:

A questionnaire was distributed to the directors in each of the Tourism Authority, the Department of Antiquities and Heritage and the Municipality of Baghdad by (88) forms, of which (70) forms were returned, and (5) questionnaires were excluded because they were not valid for analysis, so the total number valid for analysis became (65) forms.

6. Research hypotheses

The first major hypothesis

There is a significant statistically significant effect of tourism media on the development of the Al-Baghdadi Museum, and two secondary hypotheses are branched from it as follows:

A- The first secondary hypothesis:

There is a significant statistically significant effect of tourist media functions in the Al-Baghdadi Museum.

B- The second secondary hypothesis:

There is a significant significant statistical effect of tourism media on the development of the Al-Baghdadi Museum.

III.　　The first topic

Media / concept, importance, goals, genres, functions

Foreclosure

The media is the main feature of communicating information according to advanced theories and technologies, especially the news industry, which has been adopted by all sectors to advance its reality, especially the tourism sector, given its role that contributes to strengthening the bonds of relations between countries and providing news and programs that help the public to understand things and interact with all developments. In the world.

The media has evolved at a high level of accuracy and efficiency for the purpose of reaching the recipient's mind by providing him with the most amount of information and multiple methods and in order to be familiar with all the details. The concept of media, its importance, goals, types and functions will be addressed as follows:

First: The concept of tourism media

There were many concepts that dealt with the media, according to the point of view of researchers and writers, as the media had an active role in promoting tourist places through the role they played in persuading the tourist to reach the tourist site, as it was known as "the sum of the audio, print and visual means that have a clear impact in acquiring The values and customs of the individual and the group are playing an educational and educational role "(Hafiz and Suleiman 2000: 122), and there are those who saw it as" audio-visual and audio-visual means that are used to broadcast a certain media message "(Al-Ghalayini 1998: 96).

While he defined it (Fahmy, 1984: 133) as "the means whose main task is to inform individuals and groups about the correct and accurate news and the fixed and objective facts that help to form a public opinion in everything that is going on around them," while Ghaith and others referred to it, 1989: 573) as "the means that play a prominent role in influencing the minds, ideas, and values of individuals through what is published by newspapers, magazines and books of events and topics and topics that the radio provides in terms of entertainment and other educational programs that are an effective tool for guidance, guidance and providing information."

According to the foregoing, the tourist media can be defined as (highlighting a set of customs, traditions and lifestyles of any country in the world and displaying them and presenting them to the public through the media to introduce the civilization and culture of a particular country).

As for the tourist media, it does not differ from the social, economic and administrative media through its multiple means of reading, audio and video through brochures, publications and films, through which the tourist can obtain allThe required information, and this is really what travel and tourism companies are doing in promoting tourist sites, but at the same time he is unaware of their programs about museums, their reality, their importance and ways to take care of them, as most tourism

programs focus according to what he reported (Al-Harbi, 2011: 110), introducing tourist sites to the public and Improving the mental image that supports tourism economically, socially and culturally, as well as developing awareness of methods of dealing with all tourism products (Al-Ghamrawi, 2012: 38).

Based on the foregoing, we see that the tourist media is working to stimulate the movement of travel and tourism and provide all the information that a tourist needs during the tourist trip through learning about the cultures and civilizations of the world and achieving economic development and raising the standard of living of society.

Second, the importance of the tourist media

The importance of the media in influencing the public is highlighted by pushing them to participate in tourist trips. Choosing the media as one of the types of influence in the masses, especially since the traditional non-traditional media constitute an important point in the tourism movement. Both (Abu Samra, 2009: 185) indicated (Abdul Razak and others, 2011: 79) (Al-Houry and Al-Dabbagh, 2012: 152) to the importance of the media. My agencies:

1. It works to transfer the acquired customs and traditions of the individual and society.

2. Keeps up with all the developments and events that all classes of society participate in.

3. It is based on the common exchange of facts, ideas and opinions between tourists who represent different countries and societies.

4. It works to develop social relations between tourists and countries offering tourism.

5. Encourages adverse migration from the city to the countryside.

6. Promotion of literary, poetic and cultural festivals, seminars and exhibitions.

7. It helps to facilitate interaction and integration between societies.

8. He introduces the tourist to the country's culture, the civilizations that went through it.

9. It plays a big role in increasing national income through promoting the tourism sector.

10. Finding job opportunities in hotels and tourism companies to employ tour guides and guides.

11. It contributes to improving the standard of living of societies by strengthening the link between tourism and the media.

12. The public is introduced to the investments made in various countries of the world in all sectors, especially the tourism sector.

Based on the foregoing, we see the tourist media playing a very big role in changing the directions of tourists and developing relations between societies, thus contributing to increasing national income and improving the standard of living in any society.

Three types of tourist media

The media of our time has classified several categories according to the point of view of each researcher and writer, some of them classified into two categories of audio-visual media (in front of no year: 52), and among them classified them into three types of read, audio, audio and print as indicated by it (Abdel Hamid, 1993 46) However, most of the researchers in the media field classified the media into its audiovisual, audio-visual, and electronic (Al-Jumaili, 2018: 99), which will be covered briefly as follows:

1- Readable means

A- Newspapers and magazines

The newspaper is the first advertising medium and the oldest means that a person has used since its inception history in order to connect it with the outside world. Radio and television have preceded by more than two hundred and fifty years, and have been popular with readers and attracted the largest number of them because of the diversity of its news, topics and ideas, and newspapers are distinguished in the form of General A book covering all social, cultural, political and economic fields. Its cost of purchasing it is low compared to other means. The analysis of the news is its first rank.It is read by multiple groups of society, issued daily or weekly (Abu Arja, 2000: 104).

As for magazines, they differ from newspapers in terms of audience and type of printing, as well as they target specific sectors, and they have flexibility in artistic direction (Abu Alaq, 2002: 180), and magazines are usually issued weekly, monthly, bi-monthly, quarterly or semi-annually. It has the advantage that it enables the reader to choose the appropriate time to read it, in addition to being distinguished from newspapers by providing the news story and the article on the news as reported by (Abu Arja, 2000: 109) and (Hamid, 2005: 55)

Based on the foregoing, we believe that the readable means are generally intended to communicate information, facts and facts truthfully to all readers. In addition, it plays a role in promoting museums and broadcasting advertisements in a way that suits the needs and desires of tourists.

2- Audible means

A- Radio

The radio occupied an important position among the media and was able to take the first position in terms of influencing the public in a period not exceeding half a century (Abu Arja, 2000:

109). The radio can quickly tell the news if it occurs, on the contrary to the press and faster than television because it does not You need requirements for information transfer (Abu Aisha, 2010: 177).

One of its most important characteristics is that it lays space for thinking, visualization and imagination, and reaches millions of listeners, regardless of their geographical locations. It works to exchange knowledge, and its programs are produced on the basis of direct risks (Yahya, 1997: 40).

Based on the foregoing, we see that the radio still occupies a wide position by the public, especially those who do not have time to watch television or read a newspaper or magazine.

3- Visual means

A- Television

Television is one of the modern media in terms of origination if it has been known since early historical times by using the image as a linguistic medium (Al-Hassani, 2015: 137), and it affects society directly or negatively or positively, and it has caused a widespread media revolution as well as it has given An opportunity to widen the perceptions of the audience (Al-Hassan, 2003: 66). It has faded with the attention of the public because it is based on my sense of sight and hearing that one of its advantages is that it adopts the image with the content of the news, performs multiple functions, including educational and cultural entertainment and is interested in international issues.

Based on the foregoing, we see that the TV was and still is interested in a large number of audiences to enjoy and watch the event, especially political, sports and tourism programs.

4- Electronic media

Electronic media is a means of transmitting information through the computer connected to the phone or optical fibers as well as its advantages in providing the material well and its cost is less, especially when promoting tourist sites (Al-Faisal, 2019: 298), and most electronic media are characterized by comprehensive coverage, especially with regard to booking tickets Aviation or advertising for tourist trips, as well as being characterized by flexibility and interaction between the recipient and the sender regarding the exchange of experiences and activities (Abu Al-Ata, 2001: 148) as well as the speed of obtaining the information and the ease of use (Ahmed, 2006: 83).

According to the above, we can say that the electronic media is the fastest way to obtain information and make it available to everyone.

And this type of means shall be in several types, including the following:

A- The Internet

The Internet is a global network that connects computers with the world with each other, and the internet audience is now increasing in comparison with the use of audio and visual means, as well

as its ability to combine what is transmitted by other means and provides its users with all the information they need which is subject to continuous updating (the slave, 2009: 28) and the possibility of using it at any time, and it is also through which goods and services, especially tourism ones, are promoted, and based on the foregoing we see that it can reach all tourist sites in a short and very accurate way.

B- Facebook

Facebook is one of the most popular social networking sites in that it enables its users to communicate with each other and send videos and songs and publish them on the page as well as to transfer information, or add friends to the list of friends and participate in seminars and conferences using the image and sound (Al-Dulaimi, 2018: 26) Moreover, it enabled its users to express what they want and at any time without regard to time and distances (Jaber, 2020: 102). One of its advantages is one of the means of cultural communication because it allows to get to know the customs and traditions of peoples, and promote tourism goods and services as it has low costs Physical (Delim 0.2018: 109).

C- Twitter

Twitter is one of the most prominent electronic means, which is characterized by its ease of use, which can be used via a mobile phone, as it is characterized by its easy way to link tweets to multiple topics and individuals and groups tweeting a simple tweet to exchange ideas and news between them (Al-Tayyar, 2011: 202), and one of the most prominent features that all Participants in it appear to all subscribers and this gives the opportunity for all subscribers to know the activities of others as well as it works to deliver the news very quickly.

Based on the foregoing, we believe that it is useful to use the promotion of museums, their importance and history, because it reaches all participants through it easily and conveniently.

D- WhatsApp

Through WhatsApp, subscribers can follow the latest developments about museum sites, their history, and their importance through what their subscribers publish. One of its most important features is that it can exchange videos and photos quickly as well as save files and develop the ability of its users to engage in discussions about the issues presented in it.

Based on the foregoing, we see that WhatsApp has been able to consolidate relations between people, companies or organizations by facilitating communication between them by exchanging videos and pictures among them, and there is also an important feature that differs from Viber, as it is possible to send videos with minutes greater than Viber This is a very important feature that makes it the first in the process of communication and information exchange.

Fourth: Tourism media jobs

The media jobs in general and the tourist media in particular work to achieve internal and external goals that have become necessary today in the life of societies, as they work to transfer the prevailing customs and traditions in any society through which the wishes and aspirations of society are expressed, as it is important It is very important to choose the appropriate media means to communicate the required message between two parties (Al-Mahmoud, 2013: 146). Therefore, the researchers and writers differed in determining the number of jobs performed by the media. Identify them (Al-Mursal, 2003: 134) by nine There are jobs that include media, education, education, dialogue, discussion, nurturing, social rapprochement, and entertainment, while (Al-Jumaili, 2008: 115) identified them with three positions, and we agreed with him on these classifications, which can be presented as follows:

1- Orientation function: It means choosing information materials that suit the wishes and destinations of the tourist, provided that it does not depart from the customs and traditions used in the country.

2- The entertainment function: means drawing a picture with positive dimensions in the mind of the tourist, and it adds joy and pleasure to tourists, especially through seminars and dialogues that are managed and leave a good impression on tourists.

3- Education function: Through the tourist media, the tourist is educated by informing him of the latest events and developing their abilities to understand and understand in a civilized and academic manner to define the way of life followed and what is contained in any country of multiple civilizations and cultures.

IV. The second topic

Al-Baghdadi Museum / Location, concept, importance and purpose, facilities, halls, museum exhibitions

The Baghdadi Museum is one of the Iraqi museums, which displays a summary of the old Baghdadian life, whether customs, traditions, professions and handicrafts in the form of statues made of wax. So we will address this museum in terms of location, concept, importance, and museum scenes that will be briefly discussed as follows:

First, the location of the Baghdadi Museum

The museum is located in the Al-Danakia locality in Al-Mamoun Street, currently in central Baghdad, near the Martyrs Bridge, on the banks of the Tigris River, on an area close to Al-Mustansiriya School and Al-Rashid Street, next to Al-Mutanabi Street, in a location that mediates some of the Baghdadian and heritage monuments, and at the same time it is a meeting place for writers, artists and poets, both locally and Arably and universal.

Second: The concept of the museum

The concept of the museum has been addressed by a large number of researchers and writers due to the scientific and educational role it plays for society. The origin of the word museum in the language belongs to antiques and means a word that I curve it (meaning the Arabic Language Complex, 2004: 82). As for the term, the American Museum Organization has defined it as "places to collect, preserve and display human and natural heritage for the purpose of education and culture" (Baylan, 2004: 7) It was also defined as "looking after cultural property in societies and interpreting this for the public" (Cvmmins, 2004: 11), in what he defined (Al-Mashhadani, 2009: 17) as "that space that aims to introduce the civilization of peoples, their traditions, industries, arts and their outstanding contributions to building Human history, as it is a repository of heritage treasures, signs and symbols. "

According to the foregoing, we can define the museum as (an area in which all antiquities and collections are collected, which indicate the civilization and culture of a specific people and are made in front of the public for the purposes of culture, education and entertainment).

Third: The importance and purpose of the Al-Baghdadi Museum

The importance of the museum is that it is a tool for intergenerational dialogue and lies in the following as mentioned (Muhammad, 2002: 13):

1. It changes the daily life of a person and helps him to renew his daily activity.

2. The visitor gets acquainted with the history and civilization of his country, as it constitutes a manifestation of civilized life in the cities of the world.

3. It enables to know the customs, traditions and rituals of the Iraqi people.

4. Reflects the subconscious and the subconscious aspects of presentation style.

5. Shows past human experiences to the public such as wisdom, wisdom and stories.

As for his goals, he depicts the Baghdadian life and the customs and rituals that were inherited from the parents and grandparents as mentioned (Al-Nasiri, 1983: 71), which lie in the following:

1. Developing the desire to love heritage and civilization and its psychological impact on the human being, which reflects a positive situation for all members of society.

2. The visitor knows the aesthetic, historical and social aspects that were prevalent in society at that time

3. Documenting the popular Baghdadian life and recording all the hadiths and rulings that were being circulated by the Baghdad community at the time.

4. Collect the heritage, arrangement, annotation and return it to its origins.

According to the foregoing, we see that the Al-Baghdadi Museum is of great importance, whether on the local, Arab or international level, because it expresses simply the nature of the community's life, customs, traditions and the simplicity of daily life that prevailed at the time.

Fourth: Al-Baghdadi Museum facilities

The researcher visited the Al-Baghdadi Museum to see the most important facilities that the museum contains. It included the internal radio and contains eight main devices for transmitting sound distributed on the corridors of the museum, in addition to that it works to conduct dialogues with visitors, especially Iraqi artists, and the museum library, which includes many books numbering up to (4200) a book established by the Baghdad Municipality in 1970 for the purpose of free reading, in addition to that many technical workshops were examined, including a workshop for drawing, sewing, sculpting, electricity and carpentry, and finally the museum administration, which is the main reason for the success of the museum's mission and sending messages To various countries around the world.

Fifth: Al-Baghdadi Museum halls

When the researcher visited the Al-Baghdadi Museum on 7/1/2020 at ten o'clock in the morning, most of the halls included in the museum were reviewed, including the Maqam Hall for Iraqi Heritage, which is a forum for pioneers, poets and artists in which to play the Mahbas game and establish traditional evening evenings, especially during the holy month of Ramadan and a hall Shows are spread in the corridors of the museum, rooms of various sizes reflecting the professions and folk customs of Baghdadis, a hall for gifts and old watches contains old hours, a lamp dating back to King Faisal I and pictures of Baghdadian heritage costumes such as Aqal, Abaya and Yeshmagh, as well as 78 paintings g Tia This is what contained in the pictures and oil paintings hall.

Sixth: Some scenes and museum shows

Al-Baghdadi Museum represents a cultural and civilizational symbol of Al-Baghdadi community, through which it reflects the history of the society, its customs and traditions, so the researcher will review a number of scenes that are interspersed with the museum, as indicated by both (Al-Alwaji, 1985: 29), (Al-Baghdadi, 2009: 10), (Carcia, 2012: 26), so the researcher will review some of the scenes and shows as follows:

1. Al-Duzkhana: It is one of the popular sports clubs in which various exercises and sports are practiced twice a week.

2. Umm Al-Mahfif: Al-Mahfif, which is one of the popular artifacts, is made from palm fronds to revive the climate of the city of Baghdad, in return for a small price, according to engineering forms and skilled decorations in beauty due to the continuous interruptions of electric current.

3. Shaving: It is considered one of the old professions that characterized the city of Baghdad at the time of the Abbasid caliph Al-Nasir for the religion of God. There was a barber shop in the popular

neighborhoods that were familiar with all the secrets of the neighborhood. Also included were extraction of teeth and circumcision, treatment of alopecia and cupping.

4. Al-Baghdadi Café: A popular café that opened in the year 1500 AD, in which the men of the locality, the masters of professions and interests gather near the Minister's Mosque, opposite Al-Mustansiriya School.

5. Irrigator: One of the old Baghdadian occupations that has gradually become extinct since entering the first machine to liquefy the water, and they were dressed in elegant elegance and carried close-up made of the skin of sheep and goats.

6. Al-Jalali Al-Baghdadi: This craft relies on amateurs and professionals to sing that started in the thirties of the twentieth century, and they used night parties to express their joys, especially during the holy month of Ramadan. The singer performed twenty-eight shrines.

7. Al-Hafafa: Most Baghdadian women pursue the profession of Al-Hafafa, as they are invited to the bride's house before the wedding night to beautify the bride by removing hair from the face, cheeks, legs, and hands using forceps and massages.

8. Al-Kawaz: It is one of the oldest industries in history and flourished in the city of Baghdad during the first years of the twentieth century. Its main material is the red metal, from which people make simple machines.

9. Al-Naddaf: This profession was famous in the city of Baghdad at the time of the Abbasids. It was used to make pillows and bed mattresses. Now it is made using sticks and stringed bows.

10. Seller of fleeers: This game was famous in Baghdad in the first quarter of the twentieth century.

11. Al-Hajij: This profession was famous in the city of Baghdad in the tenth century AD for using the god of Juma, and this profession was concentrated in the Kadhimiya and Adhamiyah region.

12. The bride's wedding: It is considered one of the important rituals for the residents of Baghdad. It takes place after the agreement between the bride and groom's family on the presenter and the backside, after which the marriage contract is held.

13. Circumcision: This process takes place between (7-10) from the age of the children doing this thymic process, and he represented the barber who shaved the child's head before the day of circumcision and was wearing traditional clothes with a bag containing various materials for that and was at least circumcised Two children are slaughtered with her cock.

Seventh: The reality of the Baghdadi Museum

1- The museum building is an old building that was established in (1869 A.D.), so this building currently needs development in its buildings in order to reach the museum to make an integrated display like international museums.

2- The design of the museum has become outdated and thus has resulted in a lack of natural ventilation in most of the museum's halls, and this has negatively affected the time of visiting tourists, whether in the summer or winter season, as they leave the museum as soon as possible.

3- The lack of specialized guides in informing visitors about the history and importance of museum exhibits, as they reflect the customs and traditions of Iraqi society.

4- The lighting of the museum is characterized by its dim light, whether its lighting is natural due to the colorful and small windows.

5- The topic lacks the signs of guidance and guidance in its internal or external corridors to define a brief historical summary of each scene in the museum.

6- It was noticed during the field visit that there was no interest in the archaeological scenes displayed in most museum displays.

7- It was observed that the colors of the exhibition rooms were inconsistent with the content of the show.

8- Lack of special elevators for people with special needs.

9- The museum receives annually large numbers of schools and universities.

10- The museum administration is not interested in promoting the museum through the media, whether it is read, audio, video or electronic.

V.   The third topic:

Statistical analysis of the practical side of the research

The researcher documents the reliability of the data obtained from the employees of the Baghdad Museum by the stability factor (Cronbach's Alpha), and the researcher documented the validity of the twenty-two paragraphs of the questionnaire in the representation of (the impact of tourism media in the development of museums in Baghdad) in the best way using the use of structural honesty through the method of global analysis Confirmatory Factor Analysis, followed by a descriptive analysis of the level of responses of the sample individuals by weighted Mean, Standard deviation, and The relative importance of each of the study variables. Followed by harnessing the structural modeling according to the data of the Amos v25 statistical program to show the effect of (the impact of tourism media on the development of museums in Baghdad).

Tests of Reliability and Validity Tests of the Measuring Tool

Table (1) has established that the value of the stability parameter (Cronbach's Alpha) of the questionnaire reached (0.875), and it confirms that there is a high stability in the entire questionnaire paragraphs.

Table (1) Reliability Test Results

Comment of the researcher	Stability coefficient value Cronbach's Alpha	Variables	
The presence of high stability in the paragraphs of tourist information	0.719	Tourist information	Independent Variable
The presence of high stability in the paragraphs of museum development in the city of Baghdad	0.804	The development of museums in the city of Baghdad	Dependent Variable
The presence of high stability in the paragraphs of the questionnaire	0.875	All paragraphs of the questionnaire	

Source: Prepared by the researcher, using the AMos v-23 program
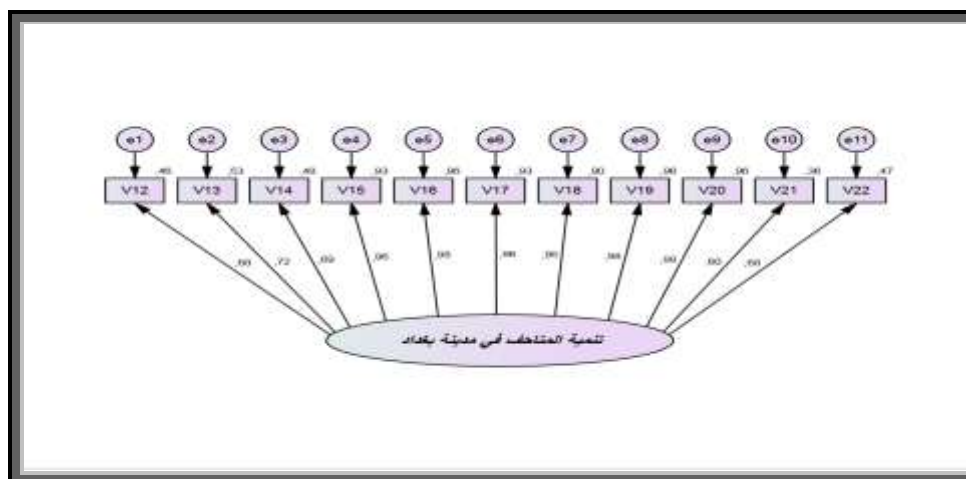
While the confirmatory factor analysis method is documented in Table (2) and Figure (1) after verifying that the data meet the conditions for applying the global analysis, the four paragraphs assigned to the first dimension in the independent variable represent the media functions are the best representation, and confirms that the seven paragraphs devoted to the second dimension in the tourist media The tourism media represents, and the analysis documents the sincerity of the representation of the eleven paragraphs devoted to the variable related to museum development in the city of Baghdad.

Figure (1) Empirical factor analysis chart (according to the Amos program data) for the tourism media variable
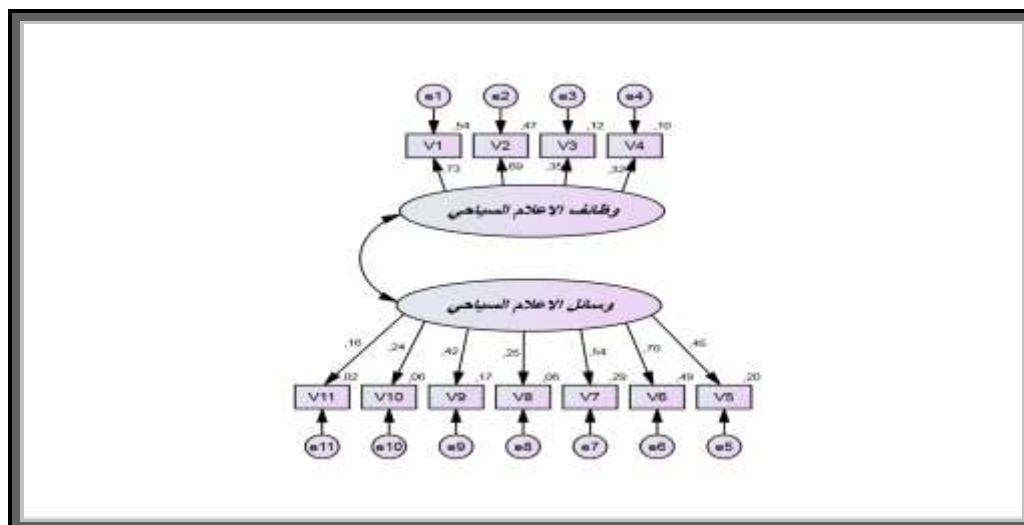
Source: Prepared by the researcher, using the AMosv-23 program

Figure (2) Empirical factor analysis chart (according to data from the Amos program) for museum development in Baghdad

Source: Prepared by the researcher, using the AMosv-23 program

Table (2) results of confirmatory factor analysis

The researcher's comment	Index value		Match indicators
	The	Tourist	

	development of museums in the city of Baghdad	information	
All results of the empirical factor analysis were significant, and thus the validity of the representation of the twenty-two paragraphs in the questionnaire was confirmed to the search variables The best representation	3.820	1,960	The Relative Chi-Square
	0.901	0.934	Good of Fit Index (GFI)
	0.077	0.066	Root Mean Square Error Of Approximation (RMSEA)
	0.744	0.637	Normed Fit Index (NFI)
	0.768	0.764	Comparative Fit Index (CFI)
	0.770	0.813	Incremental Fit Index (IFI)
	0.710	0.643	Tucker-Lewis Index (TLI)

Source: Prepared by the researcher, using the AMosv-23 program

Descriptive analysis of the level of respondents' responses to the paragraphs of tourist information and museum development in Baghdad

From the response force matrix, the researcher was able to analyze and explain the level of respondent responses to the paragraphs of the measuring instrument, the questionnaire, as in Table (3) as follows:

Table (3) Response Force Matrix on Measuring Tool Paragraphs

Level of response	The strength of response to the paragraphs of the questionnaire	Categories	The value of the weighted mean is in the period
very low	Strongly disagree	The first	From 1 to less than 1.8
Low	Lack of agreement	the second	From 1.8 to less than 2.6
Moderate	Neutrality	The third	2.6 to less than 3.4

High	the agreement	Fou rth	From 3.4 to less than 4.2
very high	Strongly agree	Fift h	4.2 to 5

Source: Prepared by the researcher, using the AMosv-23 program

Table (4) shows that the value of the weighted arithmetic mean for the total paragraphs of tourist information amounted to (3.5478), confirming that the level of responses of employees in the Baghdadi Museum to the paragraphs of the independent variable has tended towards agreement and with a high level of response, especially since it resided within the category (from 3.4 to less than 4.2 In the response strength matrix, and with a standard deviation of (0.8451), which indicates the presence of harmony in the sample responses regarding the tourist media paragraphs, so that the relative importance reaches (70.96%), and the two dimensions of the tourism media were distributed among the highest level of his response, which was for the tourist media with an average of (3.6879), with a standard deviation of (0.7816), and its relative importance Net (73.76%) compared to the lowest level answer achieved by means jobs

The information, as in Table (4), is as follows:

Resp onder response level	Relative importance %	stand ard deviation	Weig hted mean	Variables and their dimensions	co de
High	68.15%	0.9085	3.4077	**Tourist media jobs**	X 1
High	73.76%	0.7816	3.6879	**Tourist media**	X 2
High	70.96%	0.8451	3.5478	**Tourist information**	X
High	71.97%	0.9055	3.5986	**The development of museums in the city of Baghdad**	Y

Table (4) the level of importance of tourism information and museum development in Baghdad

Source: Prepared by the researcher, using the AMosv-23 program

It is inferred from Table (4) that the value of the weighted arithmetic mean for the development of museums in the city of Baghdad has been recorded (3.5986), indicating that the level of importance of the sample responses to the paragraphs of the dependent variable has tended towards agreement and with a high response level, especially since the value of the mean has inhabited within the category (from 3.4 To less than 4.2) in the response strength matrix, and with a standard deviation of (0.9055), which indicates the existence of harmony in the sample responses regarding the paragraphs of museum development in the city of Baghdad, so the relative importance reaches (71.97%), and these results show the agreement of most members of the study sample On the paragraphs of the eleven dependent variable.

Examining the impact of tourism media on museum development in the city of Baghdad

The researcher was interested in interpreting the results of the two-dimensional tourist media impact on museum development in the city of Baghdad by testing the following hypotheses:

(Hypothesis)

There is a significant statistically significant effect of the tourist media on the development of museums in the city of Baghdad {and from which two secondary hypotheses are branched as follows:

Hypothesis (1)

On There is a significant statistically significant effect of tourist media functions on museum development in Baghdad }

Second hypothesis (Hypothesis):

(There is a significant significant statistical effect of tourism media on museum development in Baghdad)

It is inferred from Table (5) the acceptance of the first and second secondary assumptions with a confidence rate (95%), as the calculated F values for each of them (117.85, 138.93) and both of them were significant, because they are greater than the F table value of (4.0012) at a significant level (0.05) , Especially since the level of significance (probability value) corresponding to the calculated F values was (0.00), documenting a noticeable effect of tourist media functions on museum development in Baghdad. Also, there is a noticeable effect of the tourist media on the development of museums in Baghdad.

Table (5) confirms the acceptance of the main hypothesis with a confidence rate of 95%, especially that the value of F calculated for both dimensions of tourist media combined amounted to (88,848) which is significant, because it is greater than the value of the tabular value of (3,1504) at a

significant level (0.05) including The existence of a noticeable impact on tourism jobs and media combined puts an end to the development of museums in the city of Baghdad (74.1%). As in Figure (3).

Table (5) results of hypothesis testing

The researcher's comment	Statistical Laboratory		The coefficient of determination R2%	Variables		Hypotheses
	Probability value	Calculated F value		The Follower	The Independent	
Accept the hypothesis with 95% confidence.	0.00	117.85	65.2%	65.2% 68.8%	Tourist media jobs	The first secondary school
Accept the hypothesis with 95% confidence.	0.00	138.93	68.8%		Tourist media	The second high school
Accept the hypothesis with 95% confidence.	0.00	88.848	%74.1		Tourist information	The President

Source: Prepared by the researcher, using the AMosv-23 program

VI.   Conclusions

1- The design of the museum is an ancient design, so it has become necessary to reach to present distinguished museum exhibits as is the case in international museums.

2- The museum lost its privacy from an administrative and organizational point of view, as it is currently linked to the Media and Public Relations Department of the Baghdad Municipality.

3- Failure to provide a description guide for displaying all the museum collections that reflect the life of the old Iraqi society.

4- The lack of media promotion of the Al-Baghdadi Museum in the media, as it was limited to limited space levels.

5- It was noted that there was no promotion of the importance of the museum and its vital facilities by electronic media, especially Facebook, WhatsApp.

6- Weakness of the audio-visual media, whether through television and radio, in promoting museum exhibits and explaining their cultural significance.

7 - Poor promotion by the print media, represented by the newspaper and the magazine, on the importance of the history and civilization of ancient Iraqi society.

Recommendations:

1- Rehabilitation and development of the museum according to distinguished architecture, in order to achieve excellence in museum exhibitions, as well as international museums.

2- The museum must have a special administration and organizational structure affiliated with the Ministry of Tourism and Antiquities of importance in terms of culture and tourism.

3- Providing a descriptive and informative guide on the history of the museum, its importance and goals, and its most important museum exhibits, to highlight the customs and traditions of Iraqi society.

4- Increasing the tourist promotion of Al-Baghdadi Museum in all satellite channels and TV channels for the purpose of attracting the largest possible number of visitors, whether from inside or outside Iraq.

5- Increasing the promotion through WhatsApp, Twitter and Facebook for the purpose of increasing the awareness of most age groups of the importance of this museum and its history.

6- Increasing media promotion, whether for radio or television, especially during peak hours (the hours when most members of the Iraqi family are present) to encourage them to visit the museum.

7- Increasing the promotion through the print media, such as the newspaper and the magazine, as it is one of the most prominent media circulated by Iraqi society by writing an article or column to show the importance of the museum and its history.

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