THE ROLE OF VIRTUAL MUSEUM IN PROMOTING RELIGIOUS TOURISM IN JORDAN

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Abstract: The religious motivation is one of the important reasons that drive tourists to travel with the intention of visiting the holy place. However, many obstacles still stand in the way of access to the holy places due to the religious privacy of some places where only non-followers are allowed to visit those places. This study reviews the hypothesis of setting up virtual museums of holy religious sites in Jordan to meet two goals; the first is to overcome the religious privacy of some Islamic or Christian holy places, and the second goal is to give an opportunity for all followers of religions to see the holy places of others. The results of the study showed that the idea of virtual museums represents the ideal solution for the tourist promotion of religious tourist places, and that virtual museums contribute to overcoming obstacles related to religious privacy, which provides an opportunity to see those places.

Key words: virtual museums, religious tourism, Jordan

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INTRODUCTION
Museums are one of the important tourist facilities where the visitor meets directly with the past's archaeological, civilization and historical achievements, and this results in a solid, deep-rooted scientific outcome, paralleling with that the importance of the museum in creating a coherent fabric that forms the basis of social, cultural and intellectual construction of societies, so museums have a great role in encouraging Scientific research by specialists through the preservation and documentation of cultural heritage, which is the most proper place to stimulate the cultural memory of people and societies and support it rich and constantly renewed, and it attracts tourists to it, which supports its role in the development of the tourism sector.

Consequently, the development of museums as attractions for tourism is one of the central issues for societies, as they are no longer a place that includes collections of art pieces or rare works only, but they have become educational institutions that complement the educational role of all educational institutions, which are historical references that

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document the past and are concerned with preserving the heritage of nations and people; Physical evidence includes aspects of human civilization, homeland history and the cultural identity of people. Carrozzino and Bergamasco (2010) indicates that try contemporary museums has become more than simply allocating places for displaying human heritage through its various stages of development, but has now been seen as a distinct means of communication and making culture available to the mass public. Through the use of new technologies in museum presentation. Styliani et al. (2009) stresses that museums seek to take advantage of technological development not only to keep cultural heritage, but also to contain of information available to the public more widely in an attractive way, and modern technology has contributed to overcoming the traditional problems of museums such as Museum congestion, the high cost paid by the visitor.

Important virtual museums lies in the fact that they give an opportunity to overcome the obstacles of tourism, such as the high cost and the privacy of visiting some places, especially religious ones, where some religions prevent visiting the holy places except to follow them, which prevents others from seeing opportunities for these places, and so, virtual museums join the best model for overcoming On those obstacles.

STUDY PROBLEM

Religious motivation is one of the reasons that drive people to tourism in order to learn about religious attractions (Bayih, 2018). However, many tourists still find it difficult to visit the religious places due to the religious privacy imposed by some religions, and to overcome that problem the current study seeks to learn about the possibility of making use of virtual museums as one of the ways through which the difficulties of religious tourism can be overcome.

Jordan represents a mixture of religious and archaeological sites for Muslims and surveyors, but the opportunities to visit these places are still below because of the religious privacy of some tourist sites, in addition to the high costs of tourism in Jordan compared to other countries. Therefore, the problem of this study unites by identifying the role of virtual museums in encouraging religious visits to Jordan.

STUDY QUESTIONS
1- What is the concept of virtual museums and what is its importance ?
2- What is religious tourism and what are its obstacles ?
3- How can the religious visit of various religions to religious sites in Jordan be encouraged ?

THE AIMS AND IMPORTANCE OF THE STUDY
This study aims to :
- Identify the concept of virtual museums.
- Knowing the importance of religious tourism.
- Investment the virtual museums to encourage religious tourism.
For the importance of this study, hoped that this study give to knowing the impact of technology use in promoting tourism in Jordan, which reduces the challenges facing visiting religious places.

LITERATURE REVIEW
Concept and importance of virtual museums:
Guazzaroni (2020) in his book (Virtual and Augmented Reality in Education Art and Museums) aimed to explore how the combination of art and VR may affect human emotions. For this purpose, a real experience, regarding an art exhibit is described.

Many literature has dealt with the concept of virtual museums, according to (Hong et al., 2001). Are a diverse group of multimedia objects that may be web pages, video clips, and animation museum collections designed to meet the needs of visitors. As for (Yang et al., 2007) defined as the use of a web page and technical tools such as multimedia or some electronic programs to display museum collections via the Internet.

The virtual museum created within three stages: the information collection stage, the archiving stage, and the stage of converting information into digital information, and since the users of the virtual museums are three groups; students, teachers, and researchers, the virtual museum provides three ways to create virtual exhibitions of these three user groups (Yang et al., 2007):

1- Information produced from each artifact, to give information tailored to the various groups of users.

B- Contain the displayed page set in different ways to meet user appreciation.

A- Several pre-defined template templates provided for displaying content in Adaptive Display Styles.

According (Wang et al., 2014), it refers to the advantages of virtual museums, which are form an integrated educational environment, and easy to use, as the person can roam between the pillars of the museum using the mouse or the arrow button, and provides a wide audience in different countries the opportunity to see the museum collections, bypassing that complexity Time and space, and cut the burden on the museum itself, so there is no crowding between visitors and thus contribute to preserving the museum's infrastructure. Despite the advantages of virtual museums, (Yu-Chang et al., 2008) pointed out that the new technology marred by many defects that affected traditional museums. For example, the traditional museum has become more isolated and without basic functionality and devoid of visitors. The museum has lost the possibility to communicate with others, and it assumed that the new technology is complementary to the work of the traditional museum, but that it happened that the virtual museums almost invaded the traditional museum, and the traditional value of the museum has eroded after the conversion to the virtual museum.

METHODOLOGY

The current study adopted the descriptive research methodology by taking advantage of the results of research and studies related to the importance of virtual museums and their role in developing religious tourism, and then extracting the importance of virtual museums in overcoming difficulties related to the religious privacy of some of the holy tourist sites.

RELIGIOUS TOURISM

Religious tourism receives people attention of different religions. People often travel for reasons related to the religious aspect in order to obtain the purity of people or enhance their spiritual side. Henama and Apleni (2018) Confirms the possibility of using social media to market tourism, which is an opportunity to support the growth of the local economy. Religious tourism as a concept means the transfer of followers of religions from one place to another individually or in groups as pilgrims or missionaries (Petroman et al., 2011) or is a type of tourism or a form of travel stimulated by faith or religion reasons. Accordingly, religious tourism includes all religions and the religious places associated with them, the emotional and spiritual attachments of these centers and the infrastructure for tourists (Sharpley & Sundaram, 2005).

Several of the earlier literature indicates which main goal of religious tourism is to visit the holy places (Wang et al., 2014), while other studies have revealed that the

motivation to visit the holy places is more comprehensive than just the spiritual aspect, as tourists see the holy places as attractions. Tourist includes cultural, heritage, curiosity, discovery and spirituality and not religious ones (Gyan et al.2015).

In the same context (Pinkney & Whalen, 2018), affirms that religious tourist places are not limited to their followers only, but that these places may represent a tourist motive to follow other religions, while the followers of a particular religion visit a specific place because it represents a sacred part of their religion, we find the followers of other religions visit the same place for purposes that may be cultural or exploratory.

The importance of religious tourism lies in the fact that it enhances the positive values of the person, as visiting religious places contributes to achieving happiness and psychological stability for tourists and enhances the positive emotion they have, so many researchers in the field of psychology recommend the need to visit religious places because of this a great impact in promoting the spiritual values of individuals (Kim &Kim, 2019). Despite all the justifications cited by researchers, religious privacy remains one of the most important reasons that prevent visiting holy places, where supporters of some religions believe that there are special religious places to follow and it is not acceptable to allow non-followers to visit these places. Here the importance of building virtual sites for these places appears, as it allows a wide audience in different religions the opportunity to see those places, bypassing the temporal and spatial complications.

RELIGIOUS TOURISM IN JORDAN

In Jordan, there are many shrines and sacred places for monotheistic religions, where researchers believe there are sites and places of prophets and companions. Religious travel, however, these places are not accessible to non-Muslims due to religious privacy. In contrast, there are many Christian tourist places in Jordan that date back to the fourth century when Christian pilgrims began reaching the church on Mount Nebo (Jawabreh, 2017). There are many Islamic holy sites in Jordan, such as the shrines of Ja`far bin Abi Talib, Zaid bin Haritha, Abdullah bin Rawahah, Abu Ubaidah Amir bin Al Jarrah, Moaz bin Jabal, Sharhabeel bin Hasna, Amir bin Abi Waqqas, and Dirar Al Azwar. Jordan also has Christian holy sites. It is the site of baptism, Mount Nebo, Our Lady of the Mountain, and the shrines of Mar Ilya and Macwer.

The Vatican recognized these holy sites as pilgrimage sites in 2000, eight are included. These holy places are of great religious and tourist importance, whether for Muslims or Christians, whether Islamic or Christian. In addition, according to statistics obtained from the Ministry of Tourism and Antiquities, these sites are the most targeted by tourists and pilgrims for religious purposes and motives (Baral, 2012).

Several studies show that the problem of religious tourism in Jordan is represented in the inadequacy of the environment of religious places for storing museum pieces, as the site is an important part of preserving the heritage, where damage factors are found in the store environment in a large way such as: (humidity, temperature, presence fungi and dust accumulation (Debajah, 2006). In (Ilieş et al., 2018) indicated that there is also need to protect and reduce the risks related to the health of tourists by providing a healthy environment in tourist places. A study in Jordan also pointed to the need for the traditional documentation system used in the Jordan Heritage Museum to develop a computerized system that is appropriate to the needs of the museum in keeping pace with technological development (Sha'aban, 2007).

DISCUSSION

The importance of the virtual museum in stimulating religious tourism Modern technology contributes to promote museums, as the International Council of Museums

(ICOM, 2013) confirmed that museum visits all over the world are witnessing a decline in the number of visitors after the global economic recession, which led many countries in the world to Reinvesting in the museum sector through the extensive use of technology because there is a strong and documented relationship between the success of arts and culture, and regional economic success. Paterno and Mancini (2000) believes that technological progress should invest to balance the management of groups and visitors, as new technologies in museum exhibitions become an important part of the interaction between visitors and museum management. According to (Peacock et al., 2009) the display of tourist sites on the Internet contributes to promote these sites and enhances public information about them. For example, in its 2007 and 2008 annual reports, the Victoria Museum recorded triple online visits compared to the number of physical visits. This report also shows a double increase in the number of visits to the "discovery program" on the Internet compared to the previous year, as happens in the Virtual Museum of Canada) which recorded millions of visits every year.

With these outstanding figures, the ability to foster this type of learning environment has become an important agenda for many forums around the world.

Web-based technologies offer opportunities to enhance website design, online tourism environments. As a result, many museums around the world are adopting ICT tools that emphasize the use of web-based multimedia, which enrich and carry out the learning experiences of their visitors (Alwi & Mckay, 2009).

In this regard (Wang et al., 2014) refers to several advantages of virtual museums, which are the formation of an integrated learning environment, and easy to use, as the individual can roam between the pillars of the museum using the mouse or the arrow button, and provides a wide audience in different countries the opportunity to see the museum collections Overcoming the temporal and spatial complications, reducing the burden on the museum itself, so there is no crowding between its pillars and thus give to preserving the museum's infrastructure. The success of virtual site design depends on the design quality so that it is consistent with the aspirations of the user and satisfies him, so the measurement of the virtual site quality carried out from two angles : the programmers and the end users (Liburne et al., 2004). Zihou (2009) indicates that the quality of the virtual sites depends on several factors, the most prominent of the contents clarity of the virtual site and the ease of use by users, the technical elements that the site includes (response time, transaction output and reliability) that effect the efficiency of use, the flexibility of the website.

This provides an opportunity to constantly update and develop. In the same context, the results of a study (Schweibenz, 2004) indicated that virtual museums do not pose any competition or risk to traditional museums due to their digital nature, and the second result is that these virtual museums save time and money effort. Accordingly, we believe that the solution to the religious privacy problem of some tourist places done by building a virtual reality for those places by designing virtual sites for religious places where virtual reality technology adds real environments to multiple advantages, through which the sizes and measurements of the components of the real environment can be modified to make an ideal vision that differs.

What is available in reality, as well as changing opinion of the vision where the user can navigate the virtual environment and see digital objects from any place that he selects, and from which side he chooses, and give explanatory information that is difficult to get in the real environment, in addition to that Virtualization gives the user the opportunity to go through experiences that are difficult to meet in reality, whether

the risk factor or the distance, and give the user freedom to move and explore the virtual environment without any restrictions where the three-dimensional environments give the user a non-linear visit, and allows him to take part and contribute in building the content, as well as encouraging social interactions between. A large number of users without any spatial or temporal considerations.

CONCLUSION

Religious motivation is a reason to travel in order to visit the holy places and it is necessary for overcoming the religious privacy of some holy places, and this allows all religions to see the holy places.

Therefore, the importance of virtual museums lies in overcoming these tourist obstacles, and helps reduce the financial cost and religious privacy of some places. In light of what exposed from the folds of this research, the study concluded the following conclusions:

1- The development of the tourism sector depends mainly on the extent of using modern technology to enhance the tourism sector.

2 - Religious tourism in the world still faces a great challenge due to the religious privacy of some religions of the Holy Places.

3- Jordan has a variety of places of religious tourism between Christian and Muslim, but the problem lies in the lack of tourism promotion on the one hand in addition to the obstacles to religious privacy for some Islamic places that prevent non-Muslims from visiting.

4- Virtual museums can be an ideal solution to overcome the problem of religious privacy of some religious tourist sites, which help others be able to see those sites and learn about the civilizations of others.

RECOMMENDATIONS

In light of the previous results, the researcher recommends the following :

1- Overcoming the religious privacy of some tourist places by establishing a virtual museum that includes Islamic and Christian religious sites in Jordan.

2- Media promotion of the virtual museum, as it is part of the Jordanian tourism system, that would contribute to promote religious tourism in Jordan.

3- Benefiting from international experiences in establishing virtual museums to build a virtual museum that includes the holy places in Jordan.

4- Cooperation between the government and private sectors in Jordan to create virtual museums of religious tourism sites.

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